

# City/Town Retail Analysis

## Starkville, MS

*extension.msstate.edu/economic-profiles*



	2016 Population	2016 Total Retail Sales	2016 Per Capita Income	2016 Trade Area Capture	2016 Total Pull Factor
Mississippi	2,991,552	\$48,352,506,454	\$36,130	2,991,552	1.00
Starkville	25,026	\$531,523,901	\$31,075	38,235	1.53

City/Town Retail Sales Analysis (2016)					
Category	Retail Sales	Potential Retail Sales	Surplus/ Leakage	Trade Area Capture	Pull Factor
Total	\$531,523,901	\$347,902,101	\$183,621,800	38,235	1.53
Ag/Forestry/Fishing/Hunting	\$0	\$119,539	-\$119,539	0	0.00
Mining/Quarry/Oil & Gas Ext	\$0	\$1,225,102	-\$1,225,102	0	0.00
Utilities	\$0	\$8,254,301	-\$8,254,301	0	0.00
Construction	\$5,957,905	\$35,933,652	-\$29,975,747	4,149	0.17
Manufacturing	\$7,016,765	\$5,735,044	\$1,281,721	30,619	1.22
Wholesale Trade	\$20,927,938	\$25,741,998	-\$4,814,060	20,346	0.81
Retail Trade	\$317,882,008	\$191,265,966	\$126,616,042	41,593	1.66
Trans/Warehousing	\$0	\$317,489	-\$317,489	0	0.00
Information	\$30,166,127	\$19,403,030	\$10,763,097	38,908	1.55
Finance and Insurance	\$0	\$391,266	-\$391,266	0	0.00
Real Estate/Rental/Leasing	\$5,127,307	\$6,807,446	-\$1,680,139	18,849	0.75
Prof, Scientific, and Tech Svcs	\$1,827,755	\$1,374,649	\$453,106	33,275	1.33
Mgt of Companies/Enterprises	\$0	\$1,339	-\$1,339	0	0.00
Admin/Sup/Waste Mgt/Rem Svcs	\$5,450,854	\$2,814,569	\$2,636,285	48,467	1.94
Educational Services	\$0	\$521	-\$521	0	0.00
Health Care/Social Assistance	\$0	\$20,943	-\$20,943	0	0.00
Arts, Entertainment, and Rec	\$411,384	\$885,554	-\$474,170	11,626	0.46
Accommodations/Food Svcs	\$112,020,487	\$36,475,230	\$75,545,257	76,858	3.07
Other Services (except PA)	\$11,378,552	\$10,718,725	\$659,827	26,567	1.06
Public Administration	\$0	\$415,737	-\$415,737	0	0.00

\*Retail sales data from the Mississippi Dept of Revenue *Annual Report Fiscal Year 2016*

\*\*City/town population data was estimated from U.S. Census Bureau—American Community Survey 5 year estimates

\*\*\*Per capita income estimates are for primary county and estimated from Bureau of Economic Analysis estimates

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## Data Key

Retail Sales (Total and by sector) was obtained from the Mississippi Department of Revenue Annual Report Fiscal Year 2016. A value of “0” (zero) for a particular sector indicates that the data was not disclosed in the Department of Revenue’s Annual Report due primarily either to no activity in that sector occurring in the city/town or to confidentiality concerns.

Trade Area Capture estimates the number of shoppers that the city/town serves. It is calculated by multiplying the actual retail sales for the city/town by the per capita retail sales for the state adjusted by income level. If the Trade Area Capture is larger than the population of the city/town, then the city/town is attracting outside shoppers. If the Trade Area Capture is smaller than the city/town, then the city/town is losing shoppers to other geographic areas.

The Total Retail Pull Factor is calculated as the Trade Area Capture divided by the city/town population. If the Total Retail Pull Factor is equal to or greater than 1.0, this suggests that the city/town is attracting customers from outside its geographic boundaries to spend retail dollars. If the Total Retail Pull Factor is less than 1.0, then this suggests that the city/town is losing shoppers to other geographic areas, thus causing a leakage of trade dollars.

Potential Retail Sales are calculated as the level of retail sales that would occur in the city/town if all residents of the city/town consumed retail goods and services at the same rate as the average Mississippian adjusted by relative income.

A portion (18.5 percent) of the total sales taxes (except for taxes collected from public utilities and transportation charges) collected from business activities within the boundaries of a municipal corporation will be transferred to the municipal corporation for use in that municipality’s general budget. Data were obtained from various issues of the Mississippi Department of Revenue Annual Report. <http://www.dor.ms.gov/info/stats/main.html>.

*Data Source: Mississippi Department of Revenue Annual Report (Various Years). Mississippi Department of Revenue. <http://www.dor.ms.gov/Statistics/Pages/default.aspx>*

*Data Source: Woods and Poole Complete Economic and Demographic Data Source (CEDDS). Woods and Poole Economics, Inc. Washington D.C.. <http://www.woodsandpoole.com>*

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