

FY2018 City/Town Retail Analysis

Starkville, MS

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	Population	Total Retail Sales	Per Capita Income	Trade Area Capture	Total Sales Pull Factor
Mississippi	2,987,518	\$51,140,620,184	\$38,042	2,987,518	1.00
Starkville	25,181	\$554,800,486	\$33,240	37,092	1.47

City/Town Retail Sales Analysis					
Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
Total	\$554,800,486	\$376,639,710	\$178,160,776	37,092	1.47
Ag/Forestry/Fishing/Hunting	N/D	\$169,629	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$1,249,773	N/A	N/A	N/A
Utilities	N/D	\$8,810,506	N/A	N/A	N/A
Construction	\$5,736,092	\$37,302,435	-\$31,566,343	3,872	0.15
Manufacturing	\$6,608,071	\$6,417,169	\$190,902	25,930	1.03
Wholesale Trade	\$20,496,192	\$28,519,016	-\$8,022,824	1,108,795	0.72
Retail Trade	\$335,503,240	\$207,697,598	\$127,805,642	40,676	1.62
Trans/Warehousing	N/D	\$585,618	N/A	N/A	N/A
Information	\$29,143,078	\$19,166,014	\$9,977,064	38,289	1.52
Finance and Insurance	\$552,527	\$502,128	\$50,399	27,708	1.10
Real Estate/Rental/Leasing	\$5,507,020	\$8,357,317	-\$2,850,297	16,593	0.66
Prof, Scientific, and Tech Svcs	\$2,994,609	\$1,438,649	\$1,555,960	52,415	2.08
Mgt of Companies/Enterprises	N/D	\$25,512	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$5,381,125	\$3,226,037	\$2,155,088	42,003	1.67
Educational Services	N/D	\$508	N/A	N/A	N/A
Health Care/Social Assistance	\$0	\$27,912	-\$27,912	0	0.00
Arts, Entertainment, and Rec	\$535,050	\$982,194	-\$447,144	13,717	0.54
Accommodations/Food Svcs	\$114,926,984	\$40,187,720	\$74,739,264	72,011	2.86
Other Services (except PA)	\$12,769,391	\$11,508,503	\$1,260,888	27,940	1.11
Public Administration	N/D	\$465,473	N/A	N/A	N/A

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Data Key

Retail Sales data (Total and by sector) were obtained from the Mississippi Department of Revenue Annual Report Fiscal Year 2018 (July 1, 2017 through June 30, 2018). 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 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 Sources

Mississippi Department of Revenue 2018 Annual Report. Mississippi Department of Revenue. <http://www.dor.ms.gov/Statistics/Pages/default.aspx>

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

Local Area Personal Income Accounts. Bureau of Economic Analysis. Washington, D.C. <https://bea.gov/regional/index.htm>

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