

FY2018 City/Town Retail Analysis Columbia, 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
Columbia	6,098	\$260,970,118	\$34,400	16,859	2.76

City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
Total	\$260,970,118	\$94,392,607	\$166,577,511	16,859	2.76
Ag/Forestry/Fishing/Hunting	N/D	\$42,512	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	\$3,755,100	\$313,215	\$3,441,885	73,108	11.99
Utilities	N/D	\$2,208,069	N/A	N/A	N/A
Construction	\$2,916,140	\$9,348,653	-\$6,432,513	1,902	0.31
Manufacturing	\$7,846,169	\$1,608,257	\$6,237,912	29,750	4.88
Wholesale Trade	\$28,066,179	\$7,147,372	\$20,918,807	1,467,114	3.93
Retail Trade	\$158,122,348	\$52,052,710	\$106,069,638	18,524	3.04
Trans/Warehousing	N/D	\$146,766	N/A	N/A	N/A
Information	N/D	\$4,803,344	N/A	N/A	N/A
Finance and Insurance	\$31,348	\$125,842	-\$94,494	1,519	0.25
Real Estate/Rental/Leasing	\$1,836,219	\$2,094,492	-\$258,273	5,346	0.88
Prof, Scientific, and Tech Svcs	N/D	\$360,551	N/A	N/A	N/A
Mgt of Companies/Enterprises	N/D	\$6,394	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$1,147,610	\$808,502	\$339,108	8,656	1.42
Educational Services	N/D	\$127	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$6,995	N/A	N/A	N/A
Arts, Entertainment, and Rec	\$40,799	\$246,155	\$15,898,748	1,011	0.17
Accommodations/Food Svcs	\$25,970,505	\$10,071,757	\$15,898,748	15,724	2.58
Other Services (except PA)	\$12,623,195	\$2,884,235	\$9,738,960	26,689	4.38
Public Administration	N/D	\$116,656	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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