

FY2018 City/Town Retail Analysis Columbus, 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
Columbus	24,539	\$815,947,756	\$40,173	45,137	1.84

City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
Total	\$815,947,756	\$443,591,529	\$372,356,227	45,137	1.84
Ag/Forestry/Fishing/Hunting	N/D	\$199,783	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$1,471,933	N/A	N/A	N/A
Utilities	N/D	\$10,376,669	N/A	N/A	N/A
Construction	\$12,474,860	\$43,933,349	-\$31,458,489	6,968	0.28
Manufacturing	\$7,713,099	\$7,557,891	\$155,208	25,043	1.02
Wholesale Trade	\$34,736,602	\$33,588,582	\$1,148,020	1,554,863	1.03
Retail Trade	\$567,016,876	\$244,618,113	\$322,398,763	56,881	2.32
Trans/Warehousing	\$204,101	\$689,718	-\$485,617	7,262	0.30
Information	\$29,516,264	\$22,572,982	\$6,943,282	32,087	1.31
Finance and Insurance	\$114,767	\$591,386	-\$476,619	4,762	0.19
Real Estate/Rental/Leasing	\$9,679,715	\$9,842,922	-\$163,207	24,132	0.98
Prof, Scientific, and Tech Svcs	\$2,921,129	\$1,694,384	\$1,226,745	42,305	1.72
Mgt of Companies/Enterprises	N/D	\$30,047	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$4,401,173	\$3,799,500	\$601,673	28,425	1.16
Educational Services	N/D	\$598	N/A	N/A	N/A
Health Care/Social Assistance	\$0	\$32,874	-\$32,874	0	0.00
Arts, Entertainment, and Rec	\$944,083	\$1,156,790	\$56,109,350	20,027	0.82
Accommodations/Food Svcs	\$103,440,876	\$47,331,526	\$56,109,350	53,629	2.19
Other Services (except PA)	\$25,479,831	\$13,554,265	\$11,925,566	46,129	1.88
Public Administration	N/D	\$548,216	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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