

City/Town Retail Analysis

Vardaman, MS

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	2017 Population	2017 Total Retail Sales	2017 Per Capita Income	2017 Trade Area Capture	2017 Total Pull Factor
Mississippi	2,992,270	\$49,129,235,217	\$36,909	2,992,270	1.00
Vardaman	1,306	\$11,801,401	\$30,378	873	0.67

City/Town Retail Sales Analysis (2017)					
Category	Retail Sales	Potential Retail Sales	Surplus/Leakage	Trade Area Capture	Pull Factor
Total	\$11,801,401	\$17,648,561	-\$5,847,160	873	0.67
Ag/Forestry/Fishing/Hunting	N/D	\$6,651	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$56,338	N/A	N/A	N/A
Utilities	N/D	\$404,819	N/A	N/A	N/A
Construction	N/D	\$1,893,571	N/A	N/A	N/A
Manufacturing	N/D	\$289,728	N/A	N/A	N/A
Wholesale Trade	N/D	\$1,355,059	N/A	N/A	N/A
Retail Trade	\$8,379,517	\$9,538,983	-\$1,159,466	1,147	0.88
Trans/Warehousing	N/D	\$19,112	N/A	N/A	N/A
Information	N/D	\$1,007,875	N/A	N/A	N/A
Finance and Insurance	N/D	\$24,026	N/A	N/A	N/A
Real Estate/Rental/Leasing	N/D	\$391,243	N/A	N/A	N/A
Prof, Scientific, and Tech Svcs	N/D	\$66,809	N/A	N/A	N/A
Mgt of Companies/Enterprises	N/D	\$303	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	N/D	\$147,765	N/A	N/A	N/A
Educational Services	N/D	\$32	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$1,143	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$44,610	N/A	N/A	N/A
Accommodations/Food Svcs	\$942,887	\$1,885,572	-\$942,685	653	0.50
Other Services (except PA)	N/D	\$543,104	N/A	N/A	N/A
Public Administration	N/D	\$21,890	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 2017. 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 2017 Annual Report. 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>

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

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