

# City/Town Retail Analysis

## Woodland, MS

*extension.msstate.edu/economic-profiles*



	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
Woodland	239	\$6,406,147	\$34,116	422	1.77

### City/Town Retail Sales Analysis (2017)

Category	Retail Sales	Potential Retail Sales	Surplus/Leakage	Trade Area Capture	Pull Factor
<b>Total</b>	\$6,406,147	\$3,627,129	\$2,779,018	422	1.77
Ag/Forestry/Fishing/Hunting	N/D	\$1,367	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$11,579	N/A	N/A	N/A
Utilities	N/D	\$83,198	N/A	N/A	N/A
Construction	N/D	\$389,166	N/A	N/A	N/A
Manufacturing	N/D	\$59,545	N/A	N/A	N/A
Wholesale Trade	N/D	\$278,492	N/A	N/A	N/A
Retail Trade	\$3,628,432	\$1,960,450	\$1,667,982	442	1.85
Trans/Warehousing	N/D	\$3,928	N/A	N/A	N/A
Information	N/D	\$162,475	N/A	N/A	N/A
Finance and Insurance	N/D	\$4,938	N/A	N/A	N/A
Real Estate/Rental/Leasing	N/D	\$80,408	N/A	N/A	N/A
Prof, Scientific, and Tech Svcs	N/D	\$13,731	N/A	N/A	N/A
Mgt of Companies/Enterprises	N/D	\$62	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	N/D	\$30,369	N/A	N/A	N/A
Educational Services	N/D	\$6	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$235	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$9,168	N/A	N/A	N/A
Accommodations/Food Svcs	N/D	\$387,522	N/A	N/A	N/A
Other Services (except PA)	N/D	\$111,619	N/A	N/A	N/A
Public Administration	N/D	\$4,499	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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