



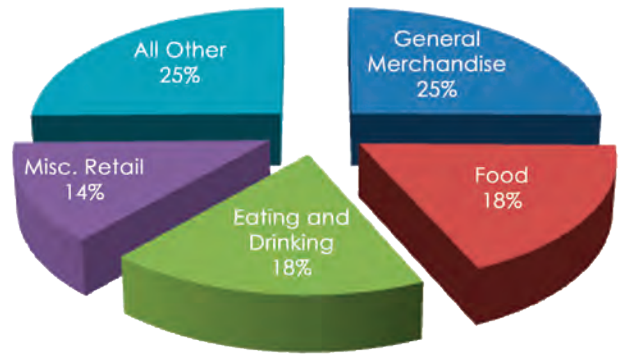
Missouri Retail Trade 2010

Missouri Retail Trade

Retail trade is the sale and distribution of merchandise to consumers through either a store location or non-store location such as internet, phone, catalog or advertising. Retail trade is one of the key economic indicators of an economy. The retail strength of a county is a function of customer base, the buying power of the customer base, quality of the retail environment, and the pull that county has as a regional employment or tourism destination.

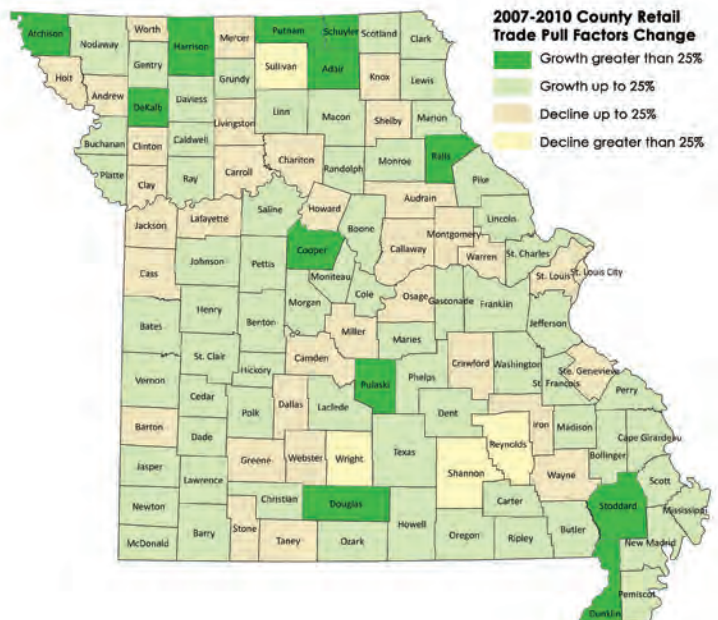
The retail sales in Missouri were measured by pull factors and market share. Retail Pull factor is used to measure leakages and monitor retail trade across counties. Retail Pull factor is a relative measure of retail trade captured by a county over a specific time period.

Missouri's Retail Sales by Industry



Missouri Retail Facts

Employment	299,371
Establishments	16,467
Average Wage	\$24,392

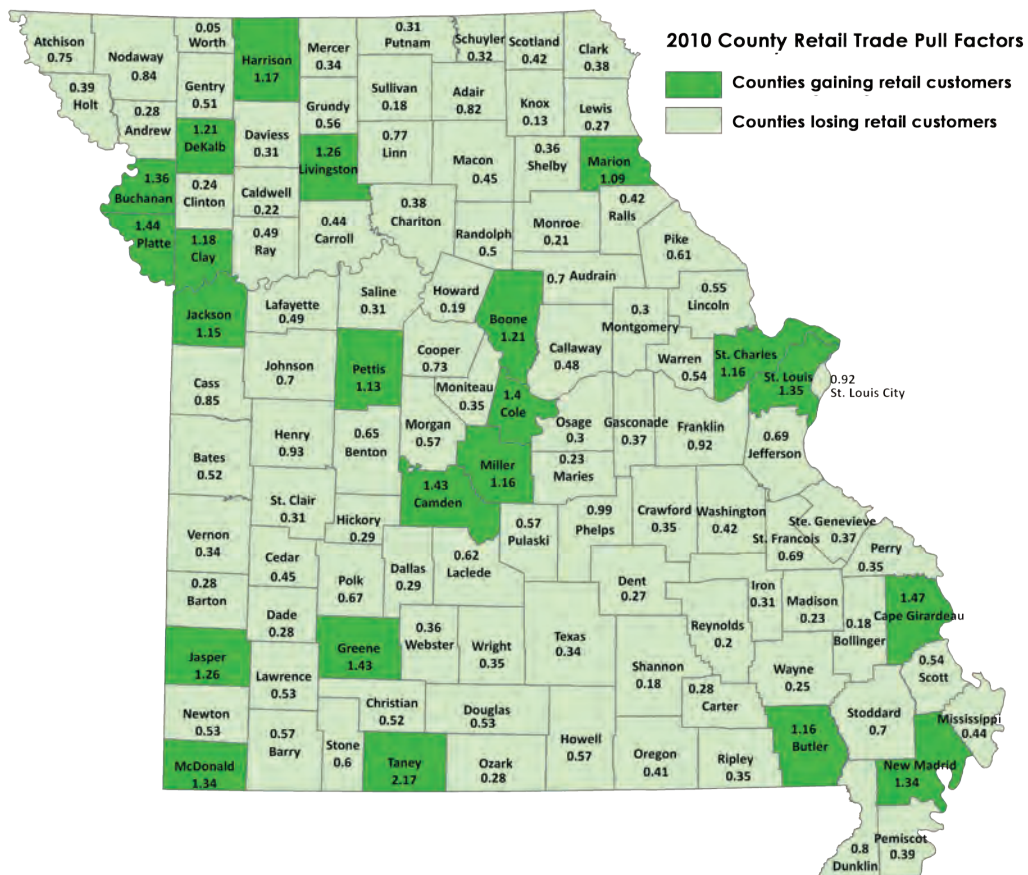




Retail Trade 2010

Pull factors estimate the number of customers and retail sales that a county attracts, typically from neighboring counties. A retail trade pull factor greater than one indicates either a gain in customers from other counties or that residents or travelers spent more on retail goods than the state average. A retail trade pull factor less than one indicates residents either spent less than their state counterparts or residents purchased more goods outside their county. A retail trade pull factor of one indicates that the county is capturing all the retail trade in the local market or the local residents are spending exactly the same amount on retail sales as the state average.

Retail Trade Pull Factors across Missouri, 2010





The 2010 county retail trade pull factor map shows 22 counties gaining retail trade customers/sales across Missouri. The county with the highest pull factor was Taney (2.17), followed by Cape Girardeau (1.47) and Platte (1.44).

On the contrary, 93 counties lost retail trade customers across county boundaries. Counties losing customers/sales include the northern rural agricultural areas, Ozark forest region and counties surrounding regional trade centers.



Source: Taxable Sales Data, Missouri Department of Revenue

During 2007-2010 total retail trade employment and wages decreased by 5.5% and 5.6%, respectively. During the same period, the number of retail trade establishments declined by 7.3%. In 2010, the retail trade sector employed 299,371 workers (13.9% of the state's employment) and paid over \$7.3 billion in wages (8.3% of state wages) across Missouri. The average annual wage of a worker in the retail trade sector decreased slightly to \$24,392 in 2010 from \$24,419 in 2007.

Retail Trade Trends

In 2010, in terms of percentage of retail sales by industry, a majority of retail sales were in the general merchandise sector at 25%, followed by both food and eating and drinking places at 18% each. Furniture and home furnishings, building materials, apparel and automotive dealers rounded out the top industries and together accounted for the balance of retail sales (25%) in Missouri.

From 2007-2010, building materials posted the biggest percentage increase (20.5%), followed by apparel and accessories (8.8%). Home furniture and furnishings had the largest decrease (-40.3%) followed by miscellaneous retail (33.8%).



NOTES:

Retail pull factors were calculated based on taxable sales report data obtained from Missouri Department of Revenue. Taxable sales data consist of all sales reported by retail establishments. Taxable sales data does not include out-of-state, catalog, internet sales or sales data in counties with fewer than six retail establishments.

County and city population data were obtained from the Population Division of the US Census Bureau. Institutionalized population data were obtained from Office of Social and Economic Data Analysis (OSED), University of Missouri.

Employment and wage data for retail sectors across counties in Missouri was obtained from Quarterly Census of Employment and Wages (QCEW), which is maintained by U.S. Bureau of Labor Statistics (BLS).