

Retail Capture Throughout Nebraska

Motivation

To understand what determines retail capture in Nebraska

Research Question

Does relative population influence retail capture?

Pull Factor Importance & Formula

-**Pull factors** (PF) are used to measure retail capture -(Local Per Capita Taxable Retail Sales)/ (State Average Per Capita Taxable Retail Sales)

Method and Definitions

-Regression of pull factors on absolute and relative population -Trade center (TC)= **County with largest** population of all adjacent counties -Pull Factor= $\beta_0 + (\beta_1 \cdot Ln(Pop_i)) +$ $(\beta_2 * TC) + U$

-2017 population from the US Census Bureau -2017 retail trade data from the Nebraska Department of Revenue

Spencer Cook

Data

Regression					
Variables	Coefficient	Standard Error	T-Statistic	P-Value	
Intercept	-0.393	0.236	-1.665	0.0996	
Ln(pop)	0.108	0.027	4.010	0.000132	
Trade Center	0.387	0.101	3.834	0.000245	
N= 86 Adjusted R^2 = 0.391					

Regression Results

Both variables, Trade Center and Natural log of the population were found to be statistically significant and positively correlated with retail capture

Literature Review

Giri, A., & Johnson, B. (n.d.). Nebraska Retailing Activity Changes Since 1990 and The Effect of the Great Recession by Town/City Size Classes (Rep.).



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Conc	lusion

Relative population has a positive association with retail capture

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