

City/Town Retail Analysis

Brandon

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	2015 Population	2015 Total Retail Sales	2015 Per Capita Income	2015 Trade Area Capture	2015 Total Pull Factor
Mississippi	2,999,925	\$47,795,061,263	\$35,955	2,999,925	1.00
Brandon	23,020	\$525,910,784	\$40,775	29,107	1.26

City/Town Retail Sales Analysis (2015)				
Category	Retail Sales	Potential Retail Sales	Trade Area Capture	Pull Factor
Total	\$525,910,784	\$415,922,698	29,107	1.26
Ag/Forestry/Fishing/Hunting	\$0	\$103,059	0	0.00
Mining/Quarry/Oil & Gas Ext	\$0	\$3,466,089	0	0.00
Utilities	\$0	\$11,063,215	0	0.00
Construction	\$8,042,536	\$47,523,340	3,896	0.17
Manufacturing	\$1,784,725	\$6,814,782	6,029	0.26
Wholesale Trade	\$11,475,073	\$31,539,047	8,376	0.36
Retail Trade	\$381,567,181	\$222,819,881	39,421	1.71
Trans/Warehousing	\$0	\$426,499	0	0.00
Information	\$0	\$23,552,255	0	0.00
Finance and Insurance	\$0	\$440,612	0	0.00
Real Estate/Rental/Leasing	\$1,304,503	\$8,085,536	3,714	0.16
Prof, Scientific, and Tech Svcs	\$1,891,860	\$1,414,838	30,781	1.34
Mgt of Companies/Enterprises	\$0	\$2,703	0	0.00
Admin/Sup/Waste Mgt/Rem Svcs	\$5,579,950	\$3,147,963	40,804	1.77
Educational Services	\$0	\$871	0	0.00
Health Care/Social Assistance	\$0	\$24,908	0	0.00
Arts, Entertainment, and Rec	\$189,156	\$1,069,030	4,073	0.18
Accommodations/Food Svcs	\$49,329,078	\$41,791,254	27,172	1.18
Other Services (except PA)	\$25,369,073	\$12,092,251	48,295	2.10
Public Administration	\$0	\$544,564	0	0.00

*Retail sales data from the Mississippi Dept of Revenue *Annual Report Fiscal Year 2015*

**City/town population data was estimated from U.S. Census Bureau—American Community Survey 5 year estimates

***Per capita income estimates are for primary county and estimated from Bureau of Economic Analysis estimates and the Woods & Poole proprietary dataset

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Data Key

Retail Sales (Total and by sector) was obtained from the Mississippi Department of Revenue Annual Report Fiscal Year 2015. 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>

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