

City/Town Retail Analysis

Sebastopol

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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
Sebastopol	231	\$15,384,453	\$30,241	1,148	4.97

City/Town Retail Sales Analysis (2015)				
Category	Retail Sales	Potential Retail Sales	Trade Area Capture	Pull Factor
Total	\$15,384,453	\$3,095,433	1,148	4.97
Ag/Forestry/Fishing/Hunting	\$0	\$767	0	0.00
Mining/Quarry/Oil & Gas Ext	\$0	\$25,796	0	0.00
Utilities	\$0	\$82,336	0	0.00
Construction	\$0	\$353,684	0	0.00
Manufacturing	\$0	\$50,718	0	0.00
Wholesale Trade	\$0	\$234,724	0	0.00
Retail Trade	\$13,486,049	\$1,658,299	1,879	8.13
Trans/Warehousing	\$0	\$3,174	0	0.00
Information	\$0	\$175,284	0	0.00
Finance and Insurance	\$0	\$3,279	0	0.00
Real Estate/Rental/Leasing	\$0	\$60,175	0	0.00
Prof, Scientific, and Tech Svcs	\$0	\$10,530	0	0.00
Mgt of Companies/Enterprises	\$0	\$20	0	0.00
Admin/Sup/Waste Mgt/Rem Svcs	\$0	\$23,428	0	0.00
Educational Services	\$0	\$6	0	0.00
Health Care/Social Assistance	\$0	\$185	0	0.00
Arts, Entertainment, and Rec	\$0	\$7,956	0	0.00
Accommodations/Food Svcs	\$0	\$311,024	0	0.00
Other Services (except PA)	\$0	\$89,995	0	0.00
Public Administration	\$0	\$4,053	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

For further information, please contact:

Joy Foy (Mississippi Development Authority—601.359.2659—jfoy@mississippi.org)

Alan Barefield (Mississippi State University Extension Service)—662.325.7995—alan.barefield@msstate.edu

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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By **Alan Barefield**, Extension Professor, Department of Agricultural Economics and **Ellen Moore**, Student Assistant, Department of Agricultural Economics.

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