FY2019 City/Town Retail Comparison

Fayette, MS

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MISSISSIPPI STATE UNIVERSITY EXTENSION

City/Town Retail Sales Comparison*

Category	Retail Sales 2017	Retail Sales 2018	Retail Sales 2019
Total	**$14,899,856**	$14,768,212	**$13,556,297**
Agriculture, Forestry, Fishing, and Hunting	**N/D**	**N/D**	**N/D**
Mining, Quarrying, Oil and Gas Extraction	**N/D**	**N/D**	**N/D**
Utilities	**N/D**	**N/D**	**N/D**
Construction	**N/D**	**N/D**	**N/D**
Manufacturing	**N/D**	**N/D**	**N/D**
Wholesale Trade	**N/D**	**N/D**	**N/D**
Retail Trade	**$10,875,942**	**$10,784,834**	**$10,098,273**
Transportation and Warehousing	**N/D**	**N/D**	**N/D**
Information	**N/D**	**N/D**	**N/D**
Finance and Insurance	**N/D**	**N/D**	**N/D**
Real Estate, Rental, and Leasing	**N/D**	**N/D**	**N/D**
Professional, Scientific, and Technical Services	**N/D**	**N/D**	**N/D**
Management of Companies and Enterprises	**N/D**	**N/D**	**N/D**
Admin & Support, Waste Mgt, and Remediation Svcs	**N/D**	**N/D**	**N/D**
Educational Services	**N/D**	**N/D**	**N/D**
Health Care and Social Assistance	**N/D**	**N/D**	**N/D**
Arts, Entertainment, and Recreation	**N/D**	**N/D**	**N/D**
Accommodations and Food Services	**$718,876**	**$757,658**	**$788,644**
Other Services (except Public Administration)	**$65,624**	**N/D**	**N/D**
Public Administration	**N/D**	**N/D**	**N/D**

Category	2017	2018	2019
Total Retail Pull Factor	**0.82**	**0.74**	**0.76**
Population**	**1,285**	**1,333**	**1,227**
Per Capita Income***	**$31,628**	**$33,098**	**$34,859**
Retail Population Trade Area Capture	**1,049**	**987**	**938**
Diversions	**$214,765**	**$203,306**	**$188,444**

*Retail sales data from the Mississippi Dept of Revenue.

**City/town population data was estimated from 5-year estimates of the 2015-2019 American Community Survey estimates.

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

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Data Key

Retail Sales data (total and by sector) were obtained from the Mississippi Department of Revenue Annual Reports for the Fiscal Years 2017, 2018, and 2019.

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.

A value of "N/A" for a particular value indicates that this value could not be calculated given the available data.

A value of "N/D" for a particular value 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.

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*

References and Data Sources

American Community Survey. 2015-2019 5-year population estimates, Table B01001. *http://data.census.gov*

Data Source: Woods and Poole Complete Economic and Demographic Data Source (CEDDS). Woods and Poole Economics, Inc. Washington D.C. *http://www.woodsandpoole.com*

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Local Area Personal Income Accounts. Washington, D.C. Bureau of Economic Analysis. *https://bea.gov/regional/index.htm*

Mississippi Department of Revenue Annual Report — various issues. Mississippi Department of Revenue. *http://www.dor.ms.gov/Statistics/Pages/default.aspx*

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