

# FY2018 City/Town Retail Analysis Heidelberg, MS

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	Population	Total Retail Sales	Per Capita Income	Trade Area Capture	Total Sales Pull Factor
Mississippi	2,987,518	\$51,140,620,184	\$38,042	2,987,518	1.00
Heidelberg	711	\$15,366,705	\$37,445	912	1.28

## City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
<b>Total</b>	\$15,366,705	\$11,979,965	\$3,386,740	912	1.28
Ag/Forestry/Fishing/Hunting	N/D	\$5,395	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$39,752	N/A	N/A	N/A
Utilities	N/D	\$280,240	N/A	N/A	N/A
Construction	N/D	\$1,186,497	N/A	N/A	N/A
Manufacturing	N/D	\$204,114	N/A	N/A	N/A
Wholesale Trade	\$2,747,339	\$907,118	\$1,840,221	131,934	3.03
Retail Trade	\$7,817,186	\$6,606,340	\$1,210,846	841	1.18
Trans/Warehousing	N/D	\$18,627	N/A	N/A	N/A
Information	N/D	\$609,623	N/A	N/A	N/A
Finance and Insurance	N/D	\$15,971	N/A	N/A	N/A
Real Estate/Rental/Leasing	N/D	\$265,825	N/A	N/A	N/A
Prof, Scientific, and Tech Svcs	N/D	\$45,760	N/A	N/A	N/A
Mgt of Companies/Enterprises	N/D	\$811	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	N/D	\$102,612	N/A	N/A	N/A
Educational Services	N/D	\$16	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$888	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$31,241	-\$306,358	N/A	N/A
Accommodations/Food Svcs	\$971,913	\$1,278,271	-\$306,358	541	0.76
Other Services (except PA)	N/D	\$366,057	N/A	N/A	N/A
Public Administration	N/D	\$14,806	N/A	N/A	N/A

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## Data Key

Retail Sales data (Total and by sector) were obtained from the Mississippi Department of Revenue Annual Report Fiscal Year 2018 (July 1, 2017 through June 30, 2018). 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 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>.

## Data Sources

*Mississippi Department of Revenue 2018 Annual Report*. Mississippi Department of Revenue. <http://www.dor.ms.gov/Statistics/Pages/default.aspx>

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

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

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