

FY2018 City/Town Retail Analysis

Horn Lake, 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
Horn Lake	26,958	\$463,645,595	\$39,527	26,068	0.97

City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
Total	\$463,645,595	\$479,483,472	-\$15,837,877	26,068	0.97
Ag/Forestry/Fishing/Hunting	N/D	\$215,948	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$1,591,031	N/A	N/A	N/A
Utilities	N/D	\$11,216,268	N/A	N/A	N/A
Construction	\$5,882,479	\$47,488,091	-\$41,605,612	3,339	0.12
Manufacturing	\$6,944,619	\$8,169,416	-\$1,224,797	22,916	0.85
Wholesale Trade	\$14,972,316	\$36,306,306	-\$21,333,990	681,137	0.41
Retail Trade	\$321,139,786	\$264,410,689	\$56,729,097	32,742	1.21
Trans/Warehousing	N/D	\$745,524	N/A	N/A	N/A
Information	N/D	\$24,399,410	N/A	N/A	N/A
Finance and Insurance	N/D	\$639,237	N/A	N/A	N/A
Real Estate/Rental/Leasing	\$2,548,949	\$10,639,334	-\$8,090,385	6,459	0.24
Prof, Scientific, and Tech Svcs	\$224,918	\$1,831,480	-\$1,606,562	3,311	0.12
Mgt of Companies/Enterprises	N/D	\$32,478	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$636,431	\$4,106,926	-\$3,470,495	4,178	0.15
Educational Services	N/D	\$647	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$35,533	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$1,250,389	\$21,696,490	N/A	N/A
Accommodations/Food Svcs	\$72,857,712	\$51,161,222	\$21,696,490	38,390	1.42
Other Services (except PA)	\$13,861,677	\$14,650,969	-\$789,292	25,506	0.95
Public Administration	N/D	\$592,574	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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