

City/Town Retail Analysis Inverness, MS

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	2016 Population	2016 Total Retail Sales	2016 Per Capita Income	2016 Trade Area Capture	2016 Total Pull Factor
Mississippi	2,991,552	\$48,352,506,454	\$36,130	2,991,552	1.00
Inverness	914	\$4,927,696	\$30,227	364	0.40

City/Town Retail Sales Analysis (2016)				
Category	Retail Sales	Potential Retail Sales	Trade Area Capture	Pull Factor
Total	\$4,927,696	\$12,359,352	364	0.40
Ag/Forestry/Fishing/Hunting	\$0	\$4,247	0	0.00
Mining/Quarry/Oil & Gas Ext	\$0	\$43,522	0	0.00
Utilities	\$0	\$293,237	0	0.00
Construction	\$0	\$1,276,556	0	0.00
Manufacturing	\$0	\$203,740	0	0.00
Wholesale Trade	\$0	\$914,494	0	0.00
Retail Trade	\$1,550,689	\$6,794,795	209	0.23
Trans/Warehousing	\$0	\$11,279	0	0.00
Information	\$0	\$689,300	0	0.00
Finance and Insurance	\$0	\$13,900	0	0.00
Real Estate/Rental/Leasing	\$0	\$241,837	0	0.00
Prof, Scientific, and Tech Svcs	\$0	\$48,835	0	0.00
Mgt of Companies/Enterprises	\$0	\$48	0	0.00
Admin/Sup/Waste Mgt/Rem Svcs	\$0	\$99,989	0	0.00
Educational Services	\$0	\$18	0	0.00
Health Care/Social Assistance	\$0	\$744	0	0.00
Arts, Entertainment, and Rec	\$0	\$31,460	0	0.00
Accommodations/Food Svcs	\$455,192	\$1,295,796	321	0.35
Other Services (except PA)	\$470,655	\$380,787	1,130	1.24
Public Administration	\$0	\$14,769	0	0.00

*Retail sales data from the Mississippi Dept of Revenue *Annual Report Fiscal Year 2016*

**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:

Sonny Thomas (Mississippi Development Authority)—601.359.9387—stthomas@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 2016. 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>.

Data Source: Mississippi Department of Revenue Annual Report (Various Years). Mississippi Department of Revenue. <http://www.dor.ms.gov/Statistics/Pages/default.aspx>

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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By **Alan Barefield**, Extension Professor, Department of Agricultural Economics, **Ellen Moore**, Student Assistant, Department of Agricultural Economics, **Lauren Behel**, Extension Associate, Department of Agricultural Economics, **Jimmie Webb**, Student Assistant, Department of Agricultural Economics, and **Hannah Irwin**, Student Assistant, Department of Agricultural Economics.

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