

# FY2018 City/Town Retail Analysis Magee, 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
Magee	4,335	\$170,394,469	\$37,402	10,124	2.34

## City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
<b>Total</b>	\$170,394,469	\$72,958,525	\$97,435,944	10,124	2.34
Ag/Forestry/Fishing/Hunting	N/D	\$32,859	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$242,092	N/A	N/A	N/A
Utilities	N/D	\$1,706,675	N/A	N/A	N/A
Construction	\$765,062	\$7,225,820	-\$6,460,758	459	0.11
Manufacturing	\$175,809	\$1,243,064	-\$1,067,255	613	0.14
Wholesale Trade	\$12,808,769	\$5,524,392	\$7,284,377	615,817	2.32
Retail Trade	\$114,132,544	\$40,232,907	\$73,899,637	12,298	2.84
Trans/Warehousing	N/D	\$113,439	N/A	N/A	N/A
Information	N/D	\$3,712,631	N/A	N/A	N/A
Finance and Insurance	\$3	\$97,267	-\$97,264	0	0.00
Real Estate/Rental/Leasing	\$2,365,742	\$1,618,888	\$746,854	6,335	1.46
Prof, Scientific, and Tech Svcs	N/D	\$278,679	N/A	N/A	N/A
Mgt of Companies/Enterprises	N/D	\$4,942	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$236,555	\$624,913	-\$388,358	1,641	0.38
Educational Services	N/D	\$98	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$5,407	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$190,260	\$18,054,362	N/A	N/A
Accommodations/Food Svcs	\$25,839,088	\$7,784,726	\$18,054,362	14,389	3.32
Other Services (except PA)	\$2,440,985	\$2,229,301	\$211,684	4,747	1.09
Public Administration	N/D	\$90,166	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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