

# FY2018 City/Town Retail Analysis Mathiston, 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                    |
| Mathiston   | 553        | \$14,320,152       | \$35,050          | 908                | 1.64                    |

## City/Town Retail Sales Analysis

| Category                        | Total Retail Sales* | Potential Retail Sales* | Surplus/Leakage* | Trade Area Capture | Pull Factor |
|---------------------------------|---------------------|-------------------------|------------------|--------------------|-------------|
| <b>Total</b>                    | \$14,320,152        | \$8,721,783             | \$5,598,369      | 908                | 1.64        |
| Ag/Forestry/Fishing/Hunting     | N/D                 | \$3,928                 | N/A              | N/A                | N/A         |
| Mining/Quarry/Oil & Gas Ext     | N/D                 | \$28,941                | N/A              | N/A                | N/A         |
| Utilities                       | N/D                 | \$204,023               | N/A              | N/A                | N/A         |
| Construction                    | N/D                 | \$863,806               | N/A              | N/A                | N/A         |
| Manufacturing                   | N/D                 | \$148,601               | N/A              | N/A                | N/A         |
| Wholesale Trade                 | N/D                 | \$660,410               | N/A              | N/A                | N/A         |
| Retail Trade                    | \$8,492,081         | \$4,809,619             | \$3,682,462      | 976                | 1.77        |
| Trans/Warehousing               | N/D                 | \$13,561                | N/A              | N/A                | N/A         |
| Information                     | N/D                 | \$443,824               | N/A              | N/A                | N/A         |
| Finance and Insurance           | N/D                 | \$11,628                | N/A              | N/A                | N/A         |
| Real Estate/Rental/Leasing      | N/D                 | \$193,529               | N/A              | N/A                | N/A         |
| Prof, Scientific, and Tech Svcs | N/D                 | \$33,315                | N/A              | N/A                | N/A         |
| Mgt of Companies/Enterprises    | N/D                 | \$591                   | N/A              | N/A                | N/A         |
| Admin/Sup/Waste Mgt/Rem Svcs    | N/D                 | \$74,705                | N/A              | N/A                | N/A         |
| Educational Services            | N/D                 | \$12                    | N/A              | N/A                | N/A         |
| Health Care/Social Assistance   | N/D                 | \$646                   | N/A              | N/A                | N/A         |
| Arts, Entertainment, and Rec    | N/D                 | \$22,745                | \$228,252        | N/A                | N/A         |
| Accommodations/Food Svcs        | \$1,158,872         | \$930,620               | \$228,252        | 689                | 1.25        |
| Other Services (except PA)      | \$437,179           | \$266,500               | \$170,679        | 907                | 1.64        |
| Public Administration           | N/D                 | \$10,779                | 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>

**Publication 2945-164** (POD-02-19)

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Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. GARY B. JACKSON, Director.