

# FY2018 City/Town Retail Analysis

## Mendenhall, MS

*extension.msstate.edu/economic-profiles*



	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
Mendenhall	2,860	\$51,749,053	\$37,402	3,075	1.08

### City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
<b>Total</b>	\$51,749,053	\$48,134,113	\$3,614,940	3,075	1.08
Ag/Forestry/Fishing/Hunting	N/D	\$21,678	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$159,719	N/A	N/A	N/A
Utilities	N/D	\$1,125,972	N/A	N/A	N/A
Construction	\$656,415	\$4,767,207	-\$4,110,792	394	0.14
Manufacturing	\$329,768	\$820,107	-\$490,339	1,150	0.40
Wholesale Trade	\$4,135,341	\$3,644,697	\$490,644	198,818	1.13
Retail Trade	\$35,909,071	\$26,543,510	\$9,365,561	3,869	1.35
Trans/Warehousing	N/D	\$74,841	N/A	N/A	N/A
Information	N/D	\$2,449,394	N/A	N/A	N/A
Finance and Insurance	N/D	\$64,171	N/A	N/A	N/A
Real Estate/Rental/Leasing	N/D	\$1,068,055	N/A	N/A	N/A
Prof, Scientific, and Tech Svcs	N/D	\$183,858	N/A	N/A	N/A
Mgt of Companies/Enterprises	N/D	\$3,260	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	N/D	\$412,284	N/A	N/A	N/A
Educational Services	N/D	\$65	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$3,567	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$125,523	-\$626,571	N/A	N/A
Accommodations/Food Svcs	\$4,509,373	\$5,135,944	-\$626,571	2,511	0.88
Other Services (except PA)	\$1,405,032	\$1,470,773	-\$65,741	2,732	0.96
Public Administration	N/D	\$59,487	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 2945-170 (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.