

FY2018 City/Town Retail Analysis Myrtle, 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
Myrtle	476	\$3,965,178	\$32,037	275	0.58

City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
Total	\$3,965,178	\$6,862,003	-\$2,896,825	275	0.58
Ag/Forestry/Fishing/Hunting	N/D	\$3,090	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$22,770	N/A	N/A	N/A
Utilities	N/D	\$160,519	N/A	N/A	N/A
Construction	N/D	\$679,613	N/A	N/A	N/A
Manufacturing	N/D	\$116,914	N/A	N/A	N/A
Wholesale Trade	N/D	\$519,588	N/A	N/A	N/A
Retail Trade	\$2,606,380	\$3,784,045	-\$1,177,665	328	0.69
Trans/Warehousing	N/D	\$10,669	N/A	N/A	N/A
Information	N/D	\$349,186	N/A	N/A	N/A
Finance and Insurance	N/D	\$9,148	N/A	N/A	N/A
Real Estate/Rental/Leasing	N/D	\$152,262	N/A	N/A	N/A
Prof, Scientific, and Tech Svcs	N/D	\$26,211	N/A	N/A	N/A
Mgt of Companies/Enterprises	N/D	\$465	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	N/D	\$58,775	N/A	N/A	N/A
Educational Services	N/D	\$9	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$509	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$17,895	N/A	N/A	N/A
Accommodations/Food Svcs	N/D	\$732,181	N/A	N/A	N/A
Other Services (except PA)	N/D	\$209,674	N/A	N/A	N/A
Public Administration	N/D	\$8,480	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 2945-186 (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.