

City/Town Retail Analysis

Natchez, 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
Natchez	15,318	\$447,362,262	\$36,347	27,513	1.80

City/Town Retail Sales Analysis (2016)

Category	Retail Sales	Potential Retail Sales	Surplus/Leakage	Trade Area Capture	Pull Factor
Total	\$447,362,262	\$249,072,116	\$198,290,146	27,513	1.80
Ag/Forestry/Fishing/Hunting	N/D	\$85,581	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	\$3,701,409	\$877,083	\$2,824,326	64,644	4.22
Utilities	N/D	\$5,909,468	N/A	N/A	N/A
Construction	\$3,671,499	\$25,725,832	-\$22,054,333	2,186	0.14
Manufacturing	\$5,827,525	\$4,105,867	\$1,721,658	21,741	1.42
Wholesale Trade	\$21,367,966	\$18,429,363	\$2,938,603	17,760	1.16
Retail Trade	\$286,813,631	\$136,932,254	\$149,881,377	32,085	2.09
Trans/Warehousing	N/D	\$227,299	N/A	N/A	N/A
Information	\$21,583,116	\$13,891,131	\$7,691,985	23,800	1.55
Finance and Insurance	N/D	\$280,117	N/A	N/A	N/A
Real Estate/Rental/Leasing	\$11,185,021	\$4,873,627	\$6,311,394	35,155	2.30
Prof, Scientific, and Tech Svcs	\$684,424	\$984,146	-\$299,722	10,653	0.70
Mgt of Companies/Enterprises	N/D	\$959	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$1,662,775	\$2,015,023	-\$352,248	12,640	0.83
Educational Services	N/D	\$373	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$14,994	N/A	N/A	N/A
Arts, Entertainment, and Rec	\$1,217,024	\$633,991	\$583,033	29,405	1.92
Accommodations/Food Svcs	\$70,233,195	\$26,113,561	\$44,119,634	41,198	2.69
Other Services (except PA)	\$8,485,607	\$7,673,813	\$811,794	16,938	1.11
Public Administration	N/D	\$297,637	N/A	N/A	N/A

*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

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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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