

FY2018 City/Town Retail Analysis Pittsboro, 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 |
| Pittsboro | 184 | \$1,676,815 | \$31,319 | 119 | 0.65 |

City/Town Retail Sales Analysis

| Category | Total Retail Sales* | Potential Retail Sales* | Surplus/Leakage* | Trade Area Capture | Pull Factor |
|---------------------------------|---------------------|-------------------------|------------------|--------------------|-------------|
| Total | \$1,676,815 | \$2,593,091 | -\$916,276 | 119 | 0.65 |
| Ag/Forestry/Fishing/Hunting | N/D | \$1,168 | N/A | N/A | N/A |
| Mining/Quarry/Oil & Gas Ext | N/D | \$8,604 | N/A | N/A | N/A |
| Utilities | N/D | \$60,659 | N/A | N/A | N/A |
| Construction | N/D | \$256,820 | N/A | N/A | N/A |
| Manufacturing | N/D | \$44,181 | N/A | N/A | N/A |
| Wholesale Trade | N/D | \$196,348 | N/A | N/A | N/A |
| Retail Trade | \$912,846 | \$1,429,958 | -\$517,112 | 117 | 0.64 |
| Trans/Warehousing | N/D | \$4,032 | N/A | N/A | N/A |
| Information | N/D | \$131,954 | N/A | N/A | N/A |
| Finance and Insurance | N/D | \$3,457 | N/A | N/A | N/A |
| Real Estate/Rental/Leasing | N/D | \$57,539 | N/A | N/A | N/A |
| Prof, Scientific, and Tech Svcs | N/D | \$9,905 | N/A | N/A | N/A |
| Mgt of Companies/Enterprises | N/D | \$176 | N/A | N/A | N/A |
| Admin/Sup/Waste Mgt/Rem Svcs | N/D | \$22,211 | N/A | N/A | N/A |
| Educational Services | N/D | \$3 | N/A | N/A | N/A |
| Health Care/Social Assistance | N/D | \$192 | N/A | N/A | N/A |
| Arts, Entertainment, and Rec | N/D | \$6,762 | N/A | N/A | N/A |
| Accommodations/Food Svcs | N/D | \$276,685 | N/A | N/A | N/A |
| Other Services (except PA) | N/D | \$79,234 | N/A | N/A | N/A |
| Public Administration | N/D | \$3,205 | 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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