

FY2018 City/Town Retail Analysis

The University of Mississippi, 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 |
| The University of Mississippi | 4,432 | \$29,271,663 | \$39,119 | 1,663 | 0.38 |

| City/Town Retail Sales Analysis | | | | | |
|---------------------------------|---------------------|-------------------------|------------------|--------------------|-------------|
| Category | Total Retail Sales* | Potential Retail Sales* | Surplus/Leakage* | Trade Area Capture | Pull Factor |
| Total | \$29,271,663 | \$78,015,270 | -\$48,743,607 | 1,663 | 0.38 |
| Ag/Forestry/Fishing/Hunting | N/D | \$35,136 | N/A | N/A | N/A |
| Mining/Quarry/Oil & Gas Ext | N/D | \$258,872 | N/A | N/A | N/A |
| Utilities | N/D | \$1,824,964 | N/A | N/A | N/A |
| Construction | N/D | \$7,726,640 | N/A | N/A | N/A |
| Manufacturing | N/D | \$1,329,220 | N/A | N/A | N/A |
| Wholesale Trade | N/D | \$5,907,287 | N/A | N/A | N/A |
| Retail Trade | N/D | \$43,021,444 | N/A | N/A | N/A |
| Trans/Warehousing | N/D | \$121,302 | N/A | N/A | N/A |
| Information | N/D | \$3,969,952 | N/A | N/A | N/A |
| Finance and Insurance | N/D | \$104,008 | N/A | N/A | N/A |
| Real Estate/Rental/Leasing | N/D | \$1,731,093 | N/A | N/A | N/A |
| Prof, Scientific, and Tech Svcs | \$24,968,933 | \$297,995 | \$24,670,938 | 371,357 | 83.79 |
| Mgt of Companies/Enterprises | #N/A | \$5,284 | #N/A | #N/A | #N/A |
| Admin/Sup/Waste Mgt/Rem Svcs | N/D | \$668,225 | N/A | N/A | N/A |
| Educational Services | N/D | \$105 | N/A | N/A | N/A |
| Health Care/Social Assistance | N/D | \$5,782 | N/A | N/A | N/A |
| Arts, Entertainment, and Rec | N/D | \$203,447 | N/A | N/A | N/A |
| Accommodations/Food Svcs | N/D | \$8,324,284 | N/A | N/A | N/A |
| Other Services (except PA) | N/D | \$2,383,814 | N/A | N/A | N/A |
| Public Administration | N/D | \$96,416 | 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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