

FY2018 City/Town Retail Analysis

West Point, 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
West Point	10,825	\$195,767,589	\$37,391	11,635	1.07

City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
Total	\$195,767,589	\$182,132,355	\$13,635,234	11,635	1.07
Ag/Forestry/Fishing/Hunting	N/D	\$82,028	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$604,355	N/A	N/A	N/A
Utilities	N/D	\$4,260,512	N/A	N/A	N/A
Construction	\$2,497,767	\$18,038,407	-\$15,540,640	1,499	0.14
Manufacturing	\$1,384,535	\$3,103,162	-\$1,718,627	4,830	0.45
Wholesale Trade	\$20,390,043	\$13,790,993	\$6,599,050	980,596	1.48
Retail Trade	\$119,978,269	\$100,436,708	\$19,541,561	12,931	1.19
Trans/Warehousing	N/D	\$283,188	N/A	N/A	N/A
Information	N/D	\$9,268,144	N/A	N/A	N/A
Finance and Insurance	N/D	\$242,815	N/A	N/A	N/A
Real Estate/Rental/Leasing	\$736,222	\$4,041,363	-\$3,305,141	1,972	0.18
Prof, Scientific, and Tech Svcs	\$20,539	\$695,690	-\$675,151	320	0.03
Mgt of Companies/Enterprises	N/D	\$12,337	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$289,032	\$1,560,021	-\$1,270,989	2,006	0.19
Educational Services	N/D	\$246	N/A	N/A	N/A
Health Care/Social Assistance	\$0	\$13,497	-\$13,497	0	0.00
Arts, Entertainment, and Rec	N/D	\$474,962	\$4,450,827	N/A	N/A
Accommodations/Food Svcs	\$23,884,477	\$19,433,650	\$4,450,827	13,304	1.23
Other Services (except PA)	\$8,275,824	\$5,565,188	\$2,710,636	16,098	1.49
Public Administration	N/D	\$225,090	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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