

# FY2018 City/Town Retail Analysis Carthage, 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
Carthage	4,844	\$145,663,847	\$29,379	11,019	2.27

## City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
<b>Total</b>	\$145,663,847	\$64,037,337	\$81,626,510	11,019	2.27
Ag/Forestry/Fishing/Hunting	N/D	\$28,841	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$212,490	N/A	N/A	N/A
Utilities	N/D	\$1,497,987	N/A	N/A	N/A
Construction	\$494,428	\$6,342,264	-\$5,847,836	378	0.08
Manufacturing	\$2,401,204	\$1,091,065	\$1,310,139	10,661	2.20
Wholesale Trade	\$14,801,004	\$4,848,883	\$9,952,121	905,927	3.05
Retail Trade	\$102,798,568	\$35,313,326	\$67,485,242	14,101	2.91
Trans/Warehousing	N/D	\$99,568	N/A	N/A	N/A
Information	N/D	\$3,258,659	N/A	N/A	N/A
Finance and Insurance	N/D	\$85,373	N/A	N/A	N/A
Real Estate/Rental/Leasing	N/D	\$1,420,934	N/A	N/A	N/A
Prof, Scientific, and Tech Svcs	\$138,661	\$244,603	-\$105,942	2,746	0.57
Mgt of Companies/Enterprises	N/D	\$4,338	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	N/D	\$548,500	N/A	N/A	N/A
Educational Services	N/D	\$86	N/A	N/A	N/A
Health Care/Social Assistance	N/D	\$4,746	N/A	N/A	N/A
Arts, Entertainment, and Rec	N/D	\$166,995	\$7,904,826	N/A	N/A
Accommodations/Food Svcs	\$14,737,655	\$6,832,829	\$7,904,826	10,448	2.16
Other Services (except PA)	\$3,070,685	\$1,956,708	\$1,113,977	7,602	1.57
Public Administration	N/D	\$79,141	N/A	N/A	N/A

For further information, please contact:

Sonny Thomas (Mississippi Development Authority)—601.359.9387—[sthomas@mississippi.org](mailto:sthomas@mississippi.org)

Alan Barefield (Mississippi State University Extension Service)—662.325.7995—[alan.barefield@msstate.edu](mailto:alan.barefield@msstate.edu)

## 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 2945-44 (POD-02-19)

By **Alan Barefield**, Extension Professor, Department of Agricultural Economics, **Samantha K. Seamon**, Student Assistant, Department of Agricultural Economics, and **Hannah N. Irwin**, Student Assistant, Department of Agricultural Economics.

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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.