

FY2018 City/Town Retail Analysis Cleveland, 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
Cleveland	12,114	\$324,364,525	\$39,011	18,478	1.53

City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
Total	\$324,364,525	\$212,650,678	\$111,713,847	18,478	1.53
Ag/Forestry/Fishing/Hunting	N/D	\$95,773	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	N/D	\$705,621	N/A	N/A	N/A
Utilities	N/D	\$4,974,409	N/A	N/A	N/A
Construction	\$9,070,137	\$21,060,944	-\$11,990,807	5,217	0.43
Manufacturing	\$9,995,680	\$3,623,132	\$6,372,548	33,421	2.76
Wholesale Trade	\$15,532,286	\$16,101,829	-\$569,543	715,958	0.96
Retail Trade	\$213,423,706	\$117,266,007	\$96,157,699	22,047	1.82
Trans/Warehousing	N/D	\$330,640	N/A	N/A	N/A
Information	N/D	\$10,821,126	N/A	N/A	N/A
Finance and Insurance	\$7	\$283,501	-\$283,494	0	0.00
Real Estate/Rental/Leasing	\$2,301,940	\$4,718,539	-\$2,416,599	5,910	0.49
Prof, Scientific, and Tech Svcs	\$442,055	\$812,261	-\$370,206	6,593	0.54
Mgt of Companies/Enterprises	N/D	\$14,404	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$1,484,296	\$1,821,420	-\$337,124	9,872	0.81
Educational Services	N/D	\$287	N/A	N/A	N/A
Health Care/Social Assistance	\$0	\$15,759	-\$15,759	0	0.00
Arts, Entertainment, and Rec	\$926,852	\$554,547	\$16,987,701	20,247	1.67
Accommodations/Food Svcs	\$39,677,677	\$22,689,976	\$16,987,701	21,184	1.75
Other Services (except PA)	\$8,983,517	\$6,497,697	\$2,485,820	16,748	1.38
Public Administration	N/D	\$262,806	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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