

# FY2018 City/Town Retail Analysis

## Ridgeland, MS

*extension.msstate.edu/economic-profiles*



	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
Ridgeland	24,389	\$1,124,501,967	\$64,837	38,543	1.58

### City/Town Retail Sales Analysis

Category	Total Retail Sales*	Potential Retail Sales*	Surplus/Leakage*	Trade Area Capture	Pull Factor
<b>Total</b>	\$1,124,501,967	\$711,555,900	\$412,946,067	38,543	1.58
Ag/Forestry/Fishing/Hunting	N/D	\$320,467	N/A	N/A	N/A
Mining/Quarry/Oil & Gas Ext	\$9,820,055	\$2,361,098	\$7,458,957	101,436	4.16
Utilities	N/D	\$16,644,998	N/A	N/A	N/A
Construction	\$20,498,576	\$70,472,568	-\$49,973,992	7,094	0.29
Manufacturing	\$11,716,135	\$12,123,454	-\$407,319	23,570	0.97
Wholesale Trade	\$75,482,961	\$53,878,742	\$21,604,219	2,093,462	1.40
Retail Trade	\$653,533,894	\$392,386,802	\$261,147,092	40,621	1.67
Trans/Warehousing	N/D	\$1,106,362	N/A	N/A	N/A
Information	\$35,267,464	\$36,208,848	-\$941,384	23,755	0.97
Finance and Insurance	\$42,877	\$948,631	-\$905,754	1,102	0.05
Real Estate/Rental/Leasing	\$58,150,436	\$15,788,825	\$42,361,611	89,825	3.68
Prof, Scientific, and Tech Svcs	\$5,859,953	\$2,717,926	\$3,142,027	52,584	2.16
Mgt of Companies/Enterprises	N/D	\$48,198	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$10,814,614	\$6,094,699	\$4,719,915	43,277	1.77
Educational Services	\$0	\$960	-\$960	0	0.00
Health Care/Social Assistance	\$244,590	\$52,732	\$191,858	113,125	4.64
Arts, Entertainment, and Rec	\$1,950,722	\$1,855,583	\$93,079,917	25,639	1.05
Accommodations/Food Svcs	\$169,003,429	\$75,923,512	\$93,079,917	54,289	2.23
Other Services (except PA)	\$48,477,678	\$21,742,113	\$26,735,565	54,379	2.23
Public Administration	N/D	\$879,382	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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