

FY2021 City/Town Sales Subject to Sales Tax Analysis
 Southaven, MS
extension.msstate.edu/economic-profiles



	Population ¹	Total Sales ²	Per Capita Income	Trade Area Capture	Total Sales Pull Factor
Mississippi	2,982,903	\$58,188,400,294	\$44,845	2,982,903	1.00
Southaven	54,877	\$1,474,065,787	\$48,759	69,499	1.27

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Category	NAICS Category Sales ²	Potential Sales ³	Surplus/Leakage ³	Trade Area Capture ³	Pull Factor ³
Total	\$1,474,065,787	\$1,163,938,470	\$310,127,317	69,499	1.27
Ag/Forestry/Fishing/Hunting	\$299,298	\$560,623	-\$261,325	29,297	0.53
Mining/Quarrying/Oil & Gas Ext	N/D	\$2,706,819	N/A	N/A	N/A
Utilities	N/D	\$21,549,045	N/A	N/A	N/A
Construction	\$20,996,385	\$122,754,083	\$101,757,698	9,727	0.17
Manufacturing	\$8,889,257	\$21,827,923	-\$12,938,666	22,348	0.41
Wholesale Trade	\$25,246,196	\$92,111,872	-\$66,865,676	15,041	0.27
Retail Trade	\$1,012,041,368	\$634,775,657	\$377,265,711	87,492	1.59
Transportation/Warehousing	\$94,718	\$1,450,184	-\$1,355,466	3,584	0.07
Information	N/D	\$0	N/A	N/A	N/A
Finance and Insurance	\$1,165,984	\$2,182,026	-\$1,016,042	29,324	0.53
Real Estate/Rental/Leasing	\$7,000,194	\$28,254,913	-\$21,254,719	13,596	0.25
Prof, Scientific, and Tech Svcs	\$2,155,406	\$4,143,631	-\$1,988,225	28,546	0.52
Mgt of Companies/Enterprises	N/D	\$75,955	N/A	N/A	N/A
Admin/Sup/Waste Mgt/Rem Svcs	\$12,143,067	\$10,148,291	\$1,994,776	65,664	1.20
Educational Services	\$0	\$3,134	-\$3,134	0	0.00
Health Care/Social Assistance	\$0	\$80,900	-\$80,900	0	0.00
Arts, Entertainment, and Rec	\$5,510,207	\$2,803,419	\$2,706,788	107,862	1.97
Accommodations/Food Svcs	\$248,078,305	\$126,782,033	\$121,296,272	107,380	1.96
Other Services (except PA)	\$57,631,353	\$37,683,561	\$19,947,792	83,926	1.53
Public Administration	N/D	\$1,145,045	N/A	N/A	N/A

¹Population estimates for 2021 were calculated by using the average growth rate from ACS and Decennial Census estimates for the years 2017 - 2020.

²Retail sales data from the Mississippi Department of Revenue.

³See Data Key for definitions of specific metrics.

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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 2021 (July 1, 2020, through June 30, 2021). A value of “N/D” (Not Disclosed) 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.

Potential Sales estimates the sales of goods and services that would occur if residents of the community purchased at the same rate as the average citizen in the state (adjusted for income).

Surplus/(Leakage) estimates the level of sales gained/lost from establishments outside the community. It’s calculated by subtracting potential sales from actual sales. If this metric is positive (surplus), the community is attracting purchasers from other communities. If this metric is negative (leakage), then the community is losing sales to other communities.

Trade Area Capture estimates the number of shoppers that the city/town serves. It is calculated by dividing the population of the city/town by the per capita retail sales for the state adjusted by income level of the county relative to the state. 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.

References and Data Sources

American Community Survey. 5-year population estimates, Table B01001. <https://data.census.gov>

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Local Area Personal Income Accounts. Bureau of Economic Analysis. Washington, D.C. <https://www.bea.gov>

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Woods and Poole Complete Economic and Demographic Data Source (CEDDS). Woods and Poole Economics, Inc. Washington D.C. <https://www.woodsandpoole.com>

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