

City/Town Retail Analysis

Gautier

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	2015 Population	2015 Total Retail Sales	2015 Per Capita Income	2015 Trade Area Capture	2015 Total Pull Factor
Mississippi	2,999,925	\$47,795,061,263	\$35,955	2,999,925	1.00
Gautier	18,707	\$167,817,984	\$39,664	9,548	0.51

City/Town Retail Sales Analysis (2015)				
Category	Retail Sales	Potential Retail Sales	Trade Area Capture	Pull Factor
Total	\$167,817,984	\$328,786,508	9,548	0.51
Ag/Forestry/Fishing/Hunting	\$0	\$81,468	0	0.00
Mining/Quarry/Oil & Gas Ext	\$0	\$2,739,940	0	0.00
Utilities	\$0	\$8,745,461	0	0.00
Construction	\$6,408,418	\$37,567,156	3,191	0.17
Manufacturing	\$2,746,986	\$5,387,079	9,539	0.51
Wholesale Trade	\$1,697,426	\$24,931,587	1,274	0.07
Retail Trade	\$116,681,186	\$176,138,910	12,392	0.66
Trans/Warehousing	\$0	\$337,147	0	0.00
Information	\$0	\$18,618,036	0	0.00
Finance and Insurance	\$0	\$348,304	0	0.00
Real Estate/Rental/Leasing	\$1,735,688	\$6,391,609	5,080	0.27
Prof, Scientific, and Tech Svcs	\$91,092	\$1,118,428	1,524	0.08
Mgt of Companies/Enterprises	\$0	\$2,137	0	0.00
Admin/Sup/Waste Mgt/Rem Svcs	\$706,309	\$2,488,462	5,310	0.28
Educational Services	\$0	\$689	0	0.00
Health Care/Social Assistance	\$0	\$19,690	0	0.00
Arts, Entertainment, and Rec	\$492,478	\$845,067	10,902	0.58
Accommodations/Food Svcs	\$17,840,480	\$33,035,948	10,102	0.54
Other Services (except PA)	\$3,204,705	\$9,558,914	6,272	0.34
Public Administration	\$0	\$430,477	0	0.00

*Retail sales data from the Mississippi Dept of Revenue *Annual Report Fiscal Year 2015*

**City/town population data was estimated from U.S. Census Bureau—American Community Survey 5 year estimates

***Per capita income estimates are for primary county and estimated from Bureau of Economic Analysis estimates and the Woods & Poole proprietary dataset

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Data Key

Retail Sales (Total and by sector) was obtained from the Mississippi Department of Revenue Annual Report Fiscal Year 2015. 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 primarily 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>

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