

County Retail Profile Data Key

msucares.com/crd/county_profiles



MISSISSIPPI COUNTY RETAIL PROFILES DATA KEY

COUNTY TOTAL RETAIL TRADE ANALYSIS

Total Retail Sales, 2006-2014

These data are reported in millions of current dollars for specific state fiscal years (July-June) and were obtained from various issues of the Mississippi Department of Revenue Annual Report.

<http://www.dor.ms.gov/info/stats/main.html>

Number of Retail Firms, 2006-2014

These data are reported in absolute numbers of firms for specific state fiscal years (July-June) and were obtained from various issues of the Mississippi Department of Revenue Annual Report.

<http://www.dor.ms.gov/info/stats/main.html>

Sales per Retail Firm, 2006-2014

These numbers represent an average of the sales for retail firms and is calculated by dividing the Total Retail Sales by the Number of Retail firms (see above). These data were obtained from various issues of the Mississippi Department of Revenue Annual Report.

<http://www.dor.ms.gov/info/stats/main.html>

Per Capita Sales, 2006-2014

These numbers represent the amount that the average resident of the county would purchase from retail outlets if there were no persons residing outside the county purchasing retail goods or services from that particular county. This estimate is calculated by dividing the Total Retail Sales by the county's population. Total Retail Sales data were obtained from various issues of the Mississippi Department of Revenue Annual Report and population data were obtained from the U.S. Census Bureau.

<http://www.dor.ms.gov/info/stats/main.html>

<http://www.census.gov>

Pull Factor

The Pull Factor is an indicator of the level of retail sales that the county makes to persons living outside the county. It is calculated based on the level of retail purchases made by the average person in the state adjusted by the relative level of that county's per capita personal income to the average level of per capita personal income for the state. Retail sales data was obtained from various issues of the Mississippi Department of Revenue Annual Report and population and income data were obtained from the U.S. Census Bureau.

<http://www.dor.ms.gov/info/stats/main.html>

<http://www.census.gov>

Potential Sales

Potential Sales is an estimate of the level of retail sales for the specific fiscal year that a county could expect from its residents if those residents purchased retail goods and services *in the county* at the same rate as the average resident of the state (adjusted by the level of per capita personal income for the county relative to the state). Retail sales data was obtained from various issues of the Mississippi Department of Revenue Annual Report and population and income data were obtained from the U.S. Census Bureau.

<http://www.dor.ms.gov/info/stats/main.html>

<http://www.census.gov>

Surplus/(Leakage)

Retail Sales Surplus or Leakage is an estimate of the additional levels of retail sales that a particular county is gaining from residents that live outside the county's boundaries or an estimate of the level of retail sales that a county's residents are purchasing from businesses in other counties. It is calculated by subtracting the actual level of retail sales from the estimate of potential sales described above.

Surplus/(Leakage) as percentage of Potential Sales

This estimate provides a snapshot of the level of retail sales that a county gains from drawing customers who reside in other counties or from losing its own residents to retail establishments in other counties. It is calculated by dividing the county's surplus or leakage estimate by the estimate of potential sales.

RETAIL TRADE SALES BY MERCHANDISE CATEGORY

Actual Sales, 2014

These data are reported in millions of current dollars for by selected retail sectors and were obtained from monthly Mississippi Department of Revenue reports.

<http://www.dor.ms.gov/info/stats/main.html>

Potential Sales, 2014

Potential Sales is an estimate of the level of retail sales for the specific fiscal year that a county could expect from its residents if those residents purchased retail goods and services *in the county* at the same rate as the average resident of the state (adjusted by the level of per capita personal income for the county relative to the state). Retail sales data was obtained from monthly Mississippi Department of Revenue reports. Population and income data were obtained from the U.S. Census Bureau.

<http://www.dor.ms.gov/info/stats/main.html>

<http://www.census.gov>

Surplus/(Leakage)

Retail Sales Surplus or Leakage is an estimate of the additional levels of retail sales by specific sector that a particular county is gaining from residents that live outside the county's boundaries or an estimate of the level of retail sales that a county's residents are purchasing from businesses in other counties. It is calculated by subtracting the actual level of retail sales from the estimate of potential sales described above.

Pull Factor

The Pull Factor is an indicator of the level of retail sales that the county makes to persons living outside the county. It is calculated based on the level of retail purchases made by the average person in the state adjusted by the relative level of that county's per capita personal income to the average level of per capita personal income for the state. Retail sales data was obtained from monthly Mississippi Department of Revenue reports. Population and income data were obtained from the U.S. Census Bureau.

<http://www.dor.ms.gov/info/stats/main.html>

<http://www.census.gov>

Population, 2014

Population estimates were obtained from the proprietary database published by Economic Modeling Systems, Inc.

<http://economicmodeling.com>

Income Distribution by Household, 2012

Median household income and percentage of households in various income levels data were obtained from the 2012 American Community Survey 5 year estimates.

<http://www.census.gov>

Change in Total Retail Sales, 2010-2014

Data for the percentage change in total retail sales by county between 2010 and 2014 were obtained from the 2010 issue of the Mississippi Department of Revenue Annual Report and the 2014 Mississippi Department of Revenue monthly reports.

<http://www.dor.ms.gov/info/stats/main.html>

Components of Retail Sales, 2013

Data for 2013 retail sales components were obtained from the 2013 issue of the Mississippi Department of Revenue Annual Report.

<http://www.dor.ms.gov/info/stats/main.html>

Petroleum Tax Distributions to Municipalities and Counties

Petroleum tax distributions are defined by Mississippi Annotated Code §27-65-75 (2014). These data were obtained from various issues of the Mississippi Department of Revenue Annual report.

<http://www.dor.ms.gov/info/stats/main.html>

Total Sales for Towns and Cities

Total sales data for incorporated towns and cities either wholly or partially located within the county boundaries are obtained from various issues of the Mississippi Department of Revenue Annual report.

<http://www.dor.ms.gov/info/stats/main.html>

Diversions to Towns and Cities

Diversions of collected sales tax to the incorporated municipality where this tax was collected are defined in Mississippi Annotated Code §27-65-75 (2014). These data were obtained from various issues of the Mississippi Department of Revenue Annual report.

<http://www.dor.ms.gov/info/stats/main.html>

Discrimination based upon race, color, religion, sex, national origin, age, disability, or veteran's status is a violation of federal and state law and MSU policy and will not be tolerated. Discrimination based upon sexual orientation or group affiliations is a violation of MSU policy and will not be tolerated.