

# County Retail Profile

## MS Congressional District 4

[extension.msstate.edu/economic-profiles](http://extension.msstate.edu/economic-profiles)



### County Total Retail Sales Trade Analysis\*\*

Year	Total Retail Sales*	Retail Firms	Sales per Retail Firm	Per Capita Sales	Pull Factor	Potential Sales*	Surplus/ (Leakage)*	S/(L) as pct of Potential
2009	\$12,927.46	18,345	\$704,686	\$17,215	1.15	\$11,194.32	\$1,733.14	15.48%
2010	\$11,679.19	16,171	\$722,231	\$15,413	1.12	\$10,409.49	\$1,269.70	12.20%
2011	\$11,435.28	16,071	\$711,548	\$14,981	1.10	\$10,371.14	\$1,064.14	10.26%
2012	\$11,150.53	18,606	\$599,298	\$14,523	1.07	\$10,456.72	\$693.81	6.64%
2013	\$11,362.92	18,345	\$619,401	\$14,711	1.06	\$10,717.19	\$645.73	6.03%
2014	\$11,587.11	18,079	\$640,915	\$14,931	1.04	\$11,169.96	\$417.15	3.73%
2015	\$12,027.85	18,698	\$643,269	\$15,448	1.06	\$11,308.65	\$719.20	6.36%
2016	\$11,826.88	19,335	\$611,682	\$15,155	1.03	\$11,512.12	\$314.76	2.73%
2017	\$11,928.27	19,658	\$606,790	\$15,117	0.95	\$12,547.79	-\$619.52	-4.94%

### County Retail Sales by Sector (2017)

Category	Actual Sales*	Potential Sales*	Surplus/Leakage*	Pull Factor
Agriculture, Forestry, Fishing, Hunting	\$3.79	\$4.79	-\$1.01	0.79
Mining, Quarrying, Oil/Gas Extraction	\$56.41	\$40.61	\$15.80	1.39
Construction	\$1,351.59	\$1,364.92	-\$13.33	0.99
Manufacturing	\$185.95	\$208.84	-\$22.89	0.89
Wholesale Trade	\$599.77	\$208.84	-\$376.98	0.61
Retail Trade	\$6,727.28	\$6,875.86	-\$148.59	0.98
Transportation and Warehousing	\$13.63	\$13.78	-\$0.15	0.99
Information	\$419.21	\$690.40	-\$271.19	0.61
Finance and Insurance	\$5.77	\$17.32	-\$11.55	0.33
Real Estate, Rental, and Leasing	\$173.26	\$282.01	-\$108.75	0.61
Professional, Scientific, and Tech Services	\$19.74	\$48.16	-\$28.42	0.41
Management of Companies/Enterprises	\$0.00	\$0.22	-\$0.22	0.00
Admin & Support, Waste Mgt, Rem Svcs	\$65.58	\$106.51	-\$40.93	0.62
Educational Services	\$0.00	\$0.02	-\$0.02	0.00
Health Care and Social Assistance	\$0.88	\$0.82	\$0.06	1.07
Arts, Entertainment, and Recreation	\$50.32	\$32.16	\$18.17	1.56
Accommodations and Food Services	\$1,588.67	\$1,359.15	\$229.52	1.17
Other Services (except Public Admin)	\$377.99	\$391.48	-\$13.49	0.97
Public Administration	\$5.74	\$15.78	-\$10.04	0.36

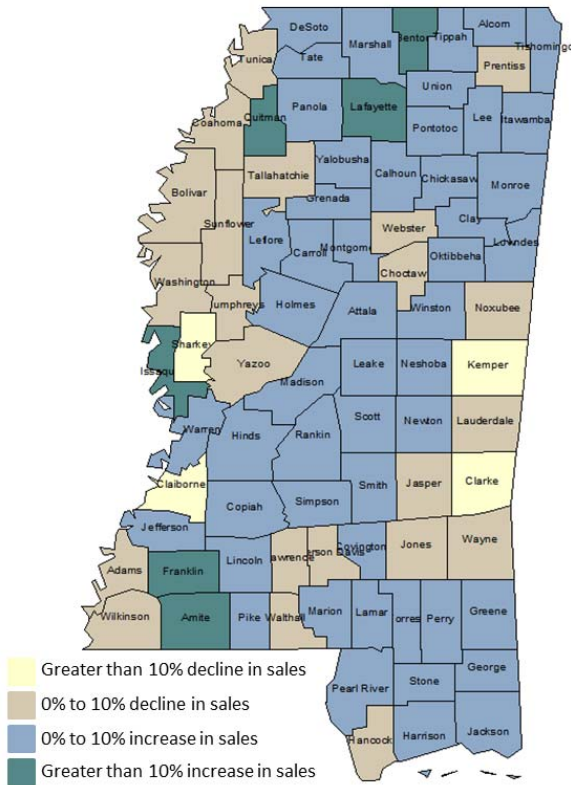
### Population, 2016\*\*\*

Category	County		Mississippi	
	Pop	Percent	Pop	Percent
Total	774,778	100.00%	2,989,192	100.00%
Age 0-19	208,149	26.90%	821,617	27.50%
Age 20-44	256,738	33.10%	978,878	32.70%
Age 45-64	199,276	25.70%	762,065	25.50%
Age 65+	110,615	14.30%	426,632	14.30%

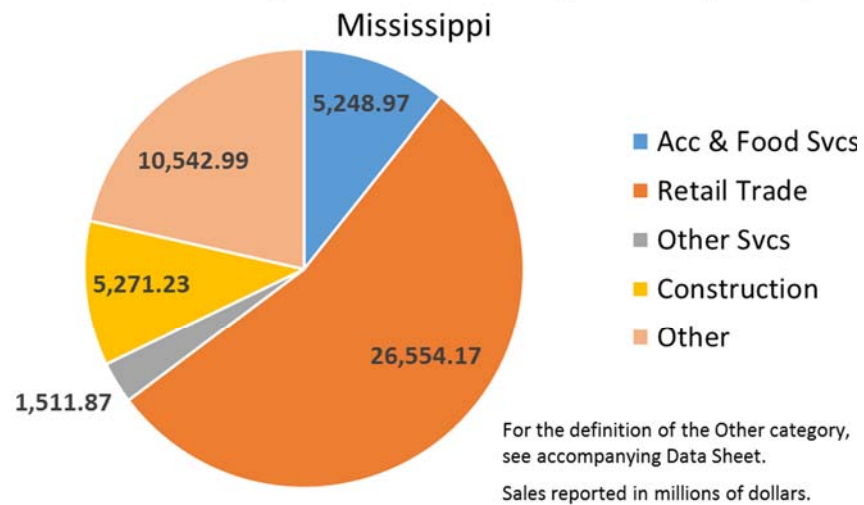
### Income Distribution by Household, 2016\*\*\*\*

Category	County	Mississippi
	Percent	Percent
Median HH Income	\$41,293	\$40,528
Less than \$25,000	30.00%	32.51%
\$25,000 - \$49,999	26.08%	26.06%
\$50,000 - \$99,999	29.61%	27.26%
\$100,000 and over	14.31%	14.18%

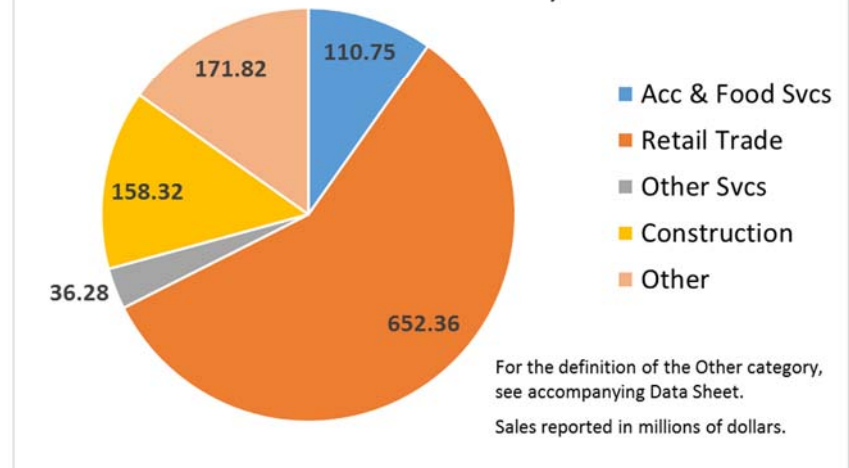
### Total Retail Sales Average Percentage Change 2013-2017



### 2017 Sales Subject to Sales Tax by Industry Group



### 2017 Sales Subject to Sales Tax by Industry Group



**For further information, please contact:**

Sonny Thomas (Mississippi Development Authority)—601.359.9387—[stthomas@mississippi.org](mailto:stthomas@mississippi.org)

Alan Barefield (Mississippi State University Extension Service)—662.325.7995—[alan.barefield@msstate.edu](mailto:alan.barefield@msstate.edu)

## MISSISSIPPI COUNTY RETAIL ECONOMIC PROFILES

### COUNTY TOTAL RETAIL TRADE ANALYSIS

#### Total Retail Sales, 2009-2017

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, 2009-2017

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, 2009-2017

These numbers represent an average of the sales for retail firms and are calculated by dividing the Total Retail Sales by the Number of Retail firms (see above). As in the previous data, source data can be found at <http://www.dor.ms.gov/info/stats/main.html>

#### Per Capita Sales, 2009-2017

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 estimated from data obtained from the U.S. Bureau of Economic Analysis. <http://www.dor.ms.gov/info/stats/main.html> and <http://www.bea.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 estimated from data obtained from the U.S. Bureau of Economic Analysis. <http://www.dor.ms.gov/info/stats/main.html> and <http://www.bea.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 estimated from data obtained from the U.S. Bureau of Economic Analysis. <http://www.dor.ms.gov/info/stats/main.html> and <http://www.bea.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

These data are reported in millions of current dollars for specific state fiscal years (July-June) by selected retail sectors and were obtained from various issues of the Mississippi Department of Revenue Annual Report for Fiscal Year 2017. <http://www.dor.ms.gov/info/stats/main.html>

#### 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 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 were obtained from various issues of the Mississippi Department of Revenue Annual Report for Fiscal Year 2017, and population and income data were estimated from data obtained from the U.S. Bureau of Economic Analysis. <http://www.dor.ms.gov/info/stats/main.html> and <http://www.bea.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 various issues of the *Mississippi Department of Revenue Annual Report for Fiscal Year 2017* and population and income data were estimated from data obtained from the U.S. Bureau of Economic Analysis. <http://www.dor.ms.gov/info/stats/main.html> and <http://www.bea.gov>

### **2016 Population and Household Income Distribution**

2016 Population data were estimated from data provided by the Bureau of Economic Analysis. 2016 Household Income Distribution estimates were estimated from data obtained from the 5-year estimates of the 2016 American Community Survey. <http://www.bea.gov> and <http://www.census.gov/acs/www>

### **Change in Total Retail Sales, 2013-2017**

The percentage change in total retail sales is calculated by dividing the difference in retail sales from 2013 to 2017 by the level of retail sales in 2013. Data were obtained from various issues of the *Mississippi Department of Revenue Annual Report*. <http://www.dor.ms.gov/info/stats/main.html>

### **Components of Retail Sales, 2017**

The magnitudes of specific component sectors were calculated by dividing the value of the sector by the level of total retail sales. Data were obtained from the *Mississippi Department of Revenue Annual Report for Fiscal Year 2017*. <http://www.dor.ms.gov/info/stats/main.html>

*Data Source: Mississippi Department of Revenue Annual Report for Fiscal Year 2017.* Mississippi Department of Revenue. <http://www.dor.ms.gov/Statistics/Pages/default.aspx>

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

*Data Source: State and local area personal income data series.* Bureau of Economic Analysis. <http://bea.gov>.

*Data Source: American Community Survey 2016 5-year estimates.* U.S. Census Bureau. <http://census.gov>

### **Publication P2943-87 (POD-02-18)**

By **Alan Barefield**, Extension Professor, Department of Agricultural Economics, **Samantha Seamon**, Student Assistant, Department of Agricultural Economics, **Hannah Irwin**, Student Assistant, Department of Agricultural Economics, and **Jimmie B. Webb**, Student Assistant, Department of Agricultural Economics.

*Copyright 2018 by Mississippi State University. All rights reserved. This publication may be copied and distributed without alteration for nonprofit educational purposes provided that credit is given to the Mississippi State University Extension Service.*

Mississippi State University is an equal opportunity institution. Discrimination in university employment programs, or activities based on race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, genetic information, status as a U.S. veteran, or any other status protected by applicable law is prohibited. Questions about equal opportunity programs or compliance should be directed to the Office of Compliance and Integrity, 56 Morgan Avenue, P.O. 6044, Mississippi State, MS 39762, (662) 325-5839

Extension Service of Mississippi State University, cooperating with U.S. Department of Agriculture. Published in furtherance of Acts of Congress, May 8 and June 30, 1914. GARY B. JACKSON, Director