

FY2018 County Retail Profile

Winston County, MS

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 Retail Sales*	Surplus/ (Leakage)*	S/(L) as pct of Potential
2010	\$155.25	377	\$411,802	\$8,086	0.71	\$217.65	-\$62.40	-28.67%
2011	\$162.26	369	\$439,725	\$8,522	0.74	\$218.43	-\$56.17	-25.72%
2012	\$174.68	399	\$437,791	\$9,207	0.76	\$230.82	-\$56.14	-24.32%
2013	\$188.43	390	\$483,144	\$10,046	0.77	\$243.98	-\$55.55	-22.77%
2014	\$198.68	404	\$491,777	\$10,681	0.78	\$254.94	-\$56.26	-22.07%
2015	\$210.75	399	\$528,202	\$11,425	0.84	\$250.24	-\$39.49	-15.78%
2016	\$228.80	404	\$566,337	\$12,462	0.91	\$250.54	-\$21.74	-8.68%
2017	\$222.16	411	\$540,535	\$12,176	0.80	\$277.76	-\$55.60	-20.02%
2018	\$192.05	418	\$459,450	\$12,067	0.68	\$280.82	-\$88.77	-31.61%

*Total Retail Sales, Potential Retail Sales and Surplus/Leakage are reported in millions of dollars

County Retail Sales by Sector (2018)

Category	Actual Sales*	Potential Sales*	Surplus/Leakage*	Pull Factor
Agriculture, Forestry, Fishing, Hunting	\$0.00	\$0.13	-\$0.13	0.00
Mining, Quarrying, Oil/Gas Extraction	\$0.00	\$0.93	-\$0.93	0.00
Construction	\$21.59	\$27.81	-\$6.22	0.78
Manufacturing	\$3.90	\$4.78	-\$0.88	0.82
Wholesale Trade	\$6.25	\$21.26	-\$15.02	0.29
Retail Trade	\$119.29	\$154.86	-\$35.57	0.77
Transportation and Warehousing	\$0.00	\$0.44	-\$0.44	0.00
Information	\$10.01	\$14.29	-\$4.28	0.70
Finance and Insurance	\$0.00	\$0.37	-\$0.37	0.00
Real Estate, Rental, and Leasing	\$4.14	\$6.23	-\$2.09	0.66
Professional, Scientific, and Tech Services	\$0.11	\$1.07	-\$0.96	0.10
Management of Companies/Enterprises	\$0.00	\$0.02	-\$0.02	0.00
Admin & Support, Waste Mgt, Rem Svcs	\$0.00	\$2.41	-\$2.41	0.00
Educational Services	\$0.00	\$0.00	\$0.00	0.00
Health Care and Social Assistance	\$0.00	\$0.02	-\$0.02	0.00
Arts, Entertainment, and Recreation	\$0.00	\$0.73	-\$0.73	0.00
Accommodations and Food Services	\$17.89	\$29.96	-\$12.08	0.60
Other Services (except Public Admin)	\$7.99	\$8.58	-\$0.59	0.93
Public Administration	\$0.00	\$0.35	-\$0.35	0.00

*Actual Sales, Potential Sales and Surplus/Leakage are reported in millions of dollars

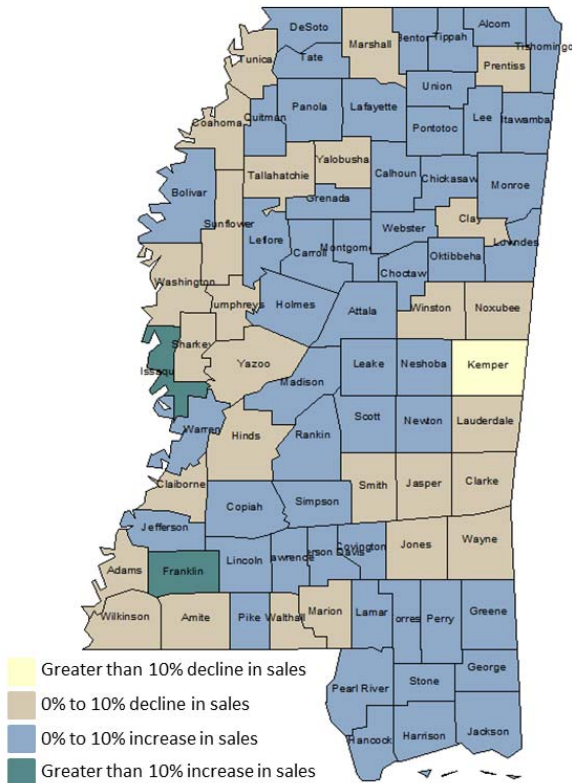
Population, 2017***

Category	County		Mississippi	
	Pop	Percent	Pop	Percent
Total	18,246	100.00%	2,984,100	100.00%
Age 0-19	4,581	25.10%	796,557	26.70%
Age 20-44	5,268	28.90%	967,077	32.40%
Age 45-64	4,824	26.40%	758,947	25.40%
Age 65+	3,573	19.60%	461,519	15.50%

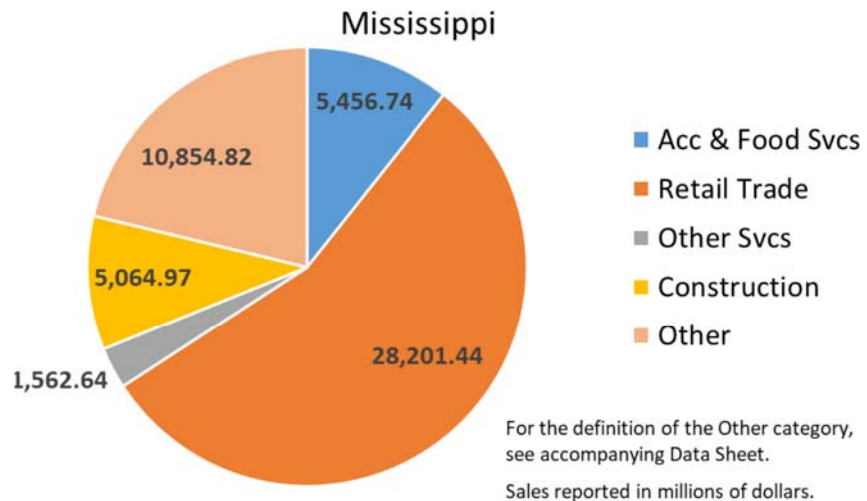
Income Distribution by Household, 2017****

Category	County	Mississippi
	Percent	Percent
Median HH Income	\$33,313	\$42,009
Less than \$25,000	37.16%	31.25%
\$25,000 - \$49,999	27.14%	25.64%
\$50,000 - \$99,999	24.29%	27.93%
\$100,000 and over	11.42%	15.17%

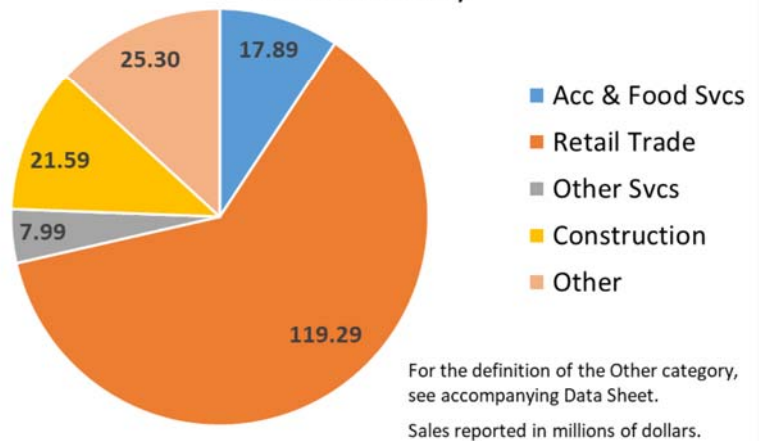
Total Retail Sales Average Percentage Change 2014-2018



2018 Sales Subject to Sales Tax by Industry Group Mississippi



2018 Sales Subject to Sales Tax by Industry Group Winston County



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MISSISSIPPI COUNTY RETAIL ECONOMIC PROFILES

COUNTY TOTAL RETAIL TRADE ANALYSIS

Total Retail Sales, 2010-2018

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, 2010-2018

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, 2010-2018

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, 2010-2018

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. If the value of the Pull Factor is greater than one, it suggests that the community has greater retail sales than would be expected given its population and level of per capita personal income. This community is drawing customers (purchasers) from outside its boundaries. If the value of the Pull Factor is less than 1.0, then the community has a lower level of retail sales than would be expected given its population and level of personal income; this community is likely losing customers to other communities. Given that the state of Mississippi is the basis for these calculations, it has a Pull Factor of 1.0 (this might change if the entire United States was used as the basis of calculation). The Pull Factor 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 were 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). If Potential Sales are less than Actual Sales, then the community has greater retail sales than would be expected given its population and level of per capita personal income. This community is drawing customers (purchasers) from outside its boundaries. If Potential Sales are greater than Actual Sales, then the community has a lower level of retail sales than would be expected given its population and level of personal income; this community is likely losing customers to other communities. Given that the state of Mississippi is the basis for these calculations, it has Potential Sales that are exactly equal to Actual Sales (this might change if the entire United States was used as the basis of calculation). Retail sales data were 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. If the Surplus/(Leakage) value is positive, then the community has greater retail sales than would be expected given its population and level of per capita personal income. This community is drawing customers (purchasers) from outside its boundaries. If the Surplus/(Leakage) value is negative, then the community has a lower level of retail sales than would be expected given its population and level of personal income; this community is likely losing customers to other communities. Given that the state of Mississippi is the basis for these calculations, it has a Surplus/(Leakage) value of zero (this might change if the entire United States was used as the basis of calculation).

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 2018* 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>

2017 Population and Household Income Distribution

2017 Population data were estimated from data provided by the Bureau of Economic Analysis. 2017 Household Income Distribution estimates were estimated from the 5-year estimates of the 2017 American Community Survey. <http://www.bea.gov> and <http://www.census.gov/acs/www>

Change in Total Retail Sales, 2014-2018

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, 2018

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/>

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