

# County Retail Profile

## Stone

[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 |
|------|---------------------|--------------|-----------------------|------------------|-------------|------------------|---------------------|---------------------------|
| 2007 | \$194.              | 405          | \$477,835             | \$11,928         | 0.91        | \$212.85         | -\$18.85            | -8.86%                    |
| 2008 | \$190.47            | 406          | \$469,136             | \$11,149         | 0.85        | \$224.79         | -\$34.32            | -15.00%                   |
| 2009 | \$169.01            | 401          | \$421,477             | \$9,709          | 0.74        | \$228.58         | -\$59.57            | -26.00%                   |
| 2010 | \$166.37            | 369          | \$450,877             | \$9,310          | 0.79        | \$209.4          | -\$43.03            | -21.00%                   |
| 2011 | \$173.78            | 350          | \$496,516             | \$9,712          | 0.81        | \$215.31         | -\$41.53            | -19.00%                   |
| 2012 | \$157.4             | 404          | \$389,596             | \$8,731          | 0.73        | \$214.58         | -\$57.18            | -27.00%                   |
| 2013 | \$166.08            | 390          | \$425,858             | \$9,246          | 0.77        | \$214.72         | -\$48.64            | -23.00%                   |
| 2014 | \$166.68            | 385          | \$432,943             | \$9,325          | 0.76        | \$220.08         | -\$53.40            | -24.00%                   |
| 2015 | \$168.03            | 386          | \$435,301             | \$9,323          | 0.71        | \$235.67         | -\$67.64            | -29.00%                   |

### Retail Sales by Sector (2015)

| Category                                    | Actual Sales | Potential Sales | Surplus/Leakage | Pull Factor |
|---------------------------------------------|--------------|-----------------|-----------------|-------------|
| Agriculture, Forestry, Fishing, Hunting     | \$0.00       | \$0.06          | -\$0.06         | 0.00        |
| Mining, Quarrying, Oil/Gas Extraction       | \$0.00       | \$2.01          | -\$2.01         | 0.00        |
| Construction                                | \$16.58      | \$27.51         | -\$10.92        | 0.60        |
| Manufacturing                               | \$3.64       | \$3.94          | -\$0.30         | 0.92        |
| Wholesale Trade                             | \$3.00       | \$18.25         | -\$15.26        | 0.16        |
| Retail Trade                                | \$110.26     | \$128.97        | -\$18.71        | 0.85        |
| Transportation and Warehousing              | \$0.00       | \$0.25          | -\$0.25         | 0.00        |
| Information                                 | \$0.00       | \$13.63         | -\$13.63        | 0.00        |
| Finance and Insurance                       | \$0.00       | \$0.26          | -\$0.26         | 0.00        |
| Real Estate, Rental, and Leasing            | \$0.94       | \$4.68          | -\$3.74         | 0.20        |
| Professional, Scientific, and Tech Services | \$0.11       | \$0.82          | -\$0.71         | 0.14        |
| Management of Companies/Enterprises         | \$0.00       | \$0.00          | \$0.00          | 0.00        |
| Admin & Support, Waste Mgt, Rem Svcs        | \$0.61       | \$1.82          | -\$1.21         | 0.34        |
| Educational Services                        | \$0.00       | \$0.00          | \$0.00          | 0.00        |
| Health Care and Social Assistance           | \$0.00       | \$0.01          | -\$0.01         | 0.00        |
| Arts, Entertainment, and Recreation         | \$0.42       | \$0.62          | -\$0.20         | 0.68        |
| Accommodations and Food Services            | \$18.00      | \$24.19         | -\$6.19         | 0.74        |
| Other Services (except Public Admin)        | \$4.16       | \$7.00          | -\$2.84         | 0.59        |
| Public Administration                       | \$0.00       | \$0.32          | -\$0.32         | 0.00        |

\*Numbers reported in millions of dollars

\*\*Sales and diversions data from MS Department of Revenue

\*\*\* Population data from [www.economicmodeling.com](http://www.economicmodeling.com)

\*\*\*\* Income data from 2010 American Comm Survey (5-yr)

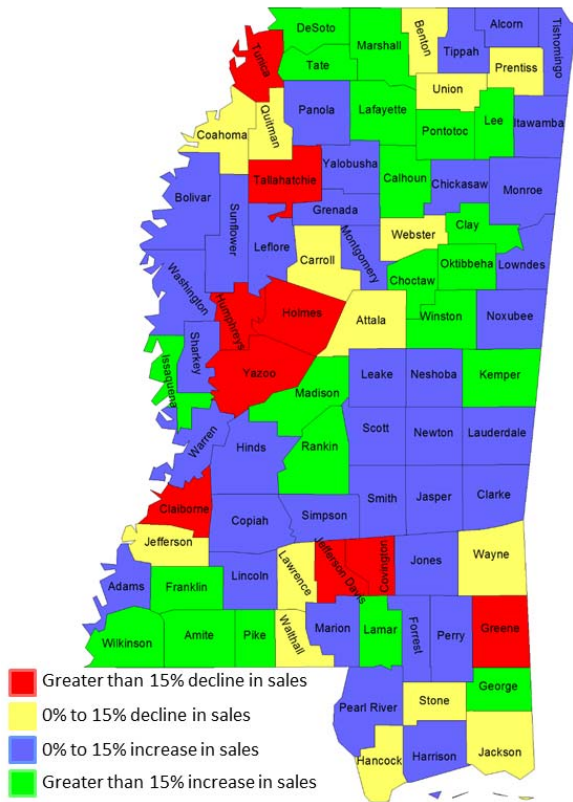
### Population, 2015\*\*\*

| Category  | County |         | Mississippi |         |
|-----------|--------|---------|-------------|---------|
|           | Pop    | Percent | Pop         | Percent |
| Total     | 18,022 | 100.00% | 3,002,504   | 100.00% |
| Age 0-19  | 4,807  | 26.70%  | 815,876     | 27.20%  |
| Age 20-44 | 5,900  | 32.70%  | 985,209     | 32.80%  |
| Age 45-64 | 4,679  | 26.00%  | 762,681     | 25.40%  |
| Age 65+   | 2,636  | 14.60%  | 438,738     | 14.60%  |

### Income Distribution by Household, 2013\*\*\*\*

| Category            | County   | Mississippi |
|---------------------|----------|-------------|
|                     | Percent  | Percent     |
| Median HH Income    | \$42,963 | \$39,031    |
| Less than \$25,000  | 30.44%   | 33.68%      |
| \$25,000 - \$49,999 | 26.33%   | 26.44%      |
| \$50,000 - \$99,999 | 30.74%   | 26.93%      |
| \$100,000 and over  | 12.49%   | 12.96%      |

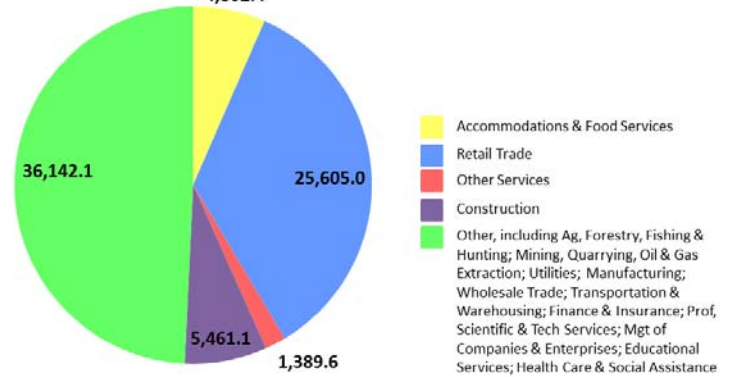
## Total Retail Sales Change 2011-2015



## Sales Subject to Sales Tax by Industry Group

### Mississippi – 2015

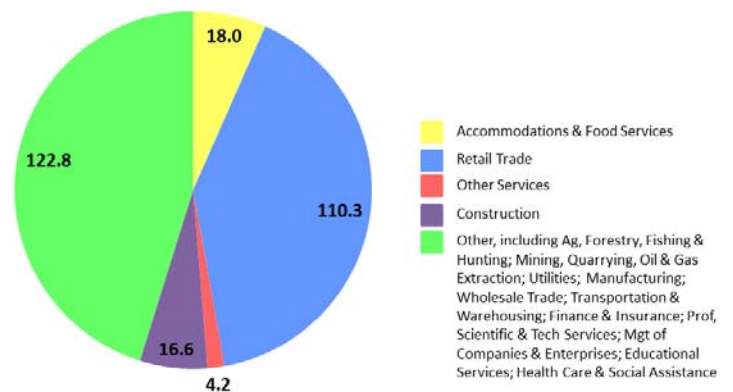
(sales reported in millions of dollars)  
4,802.4



## Sales Subject to Sales Tax by Industry Group

### Stone – 2015

(sales reported in millions of dollars)



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## MISSISSIPPI COUNTY RETAIL ECONOMIC PROFILES

### COUNTY TOTAL RETAIL TRADE ANALYSIS

#### Total Retail Sales, 2007-2015

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, 2007-2015

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, 2007-2015

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). As in the previous data, source data can be found at <http://www.dor.ms.gov/info/stats/main.html>

#### Per Capita Sales, 2007-2015

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 2015. <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 2015 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 2015 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>

**2015 POPULATION AND HOUSEHOLD INCOME DISTRIBUTION**

2015 Population data were estimated from data provided by the Bureau of Economic Analysis. 2015 Household Income Distribution estimates were estimated from data obtained from the 5 year estimates of the 2015 American Community Survey. <http://www.bea.gov> and <http://www.census.gov/acs/www>

**CHANGE IN TOTAL RETAIL SALES, 2011-2015**

The percentage change in total retail sales is calculated by dividing the difference in retail sales from 2011 to 2015 by the level of retail sales in 2011. 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, 2015**

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

**TOWNS AND CITIES RETAIL ANALYSIS****Actual Sales, 2008-2015**

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

**Sales Tax Diversions to Towns and Cities, 2008-2015**

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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