

County Retail Profile

Lincoln

extension.msstate.edu/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	\$554.99	931	\$587,290	\$16,134	1.20	\$462.42	\$92.57	20.02%
2008	\$568.12	945	\$601,189	\$16,361	1.22	\$464.	\$104.12	22.00%
2009	\$525.84	914	\$575,317	\$15,077	1.20	\$439.37	\$86.47	20.00%
2010	\$494.2	791	\$624,783	\$14,180	1.22	\$404.22	\$89.98	22.00%
2011	\$538.1	785	\$685,482	\$15,420	1.32	\$407.7	\$130.40	32.00%
2012	\$555.88	932	\$596,439	\$15,928	1.33	\$417.4	\$138.48	33.00%
2013	\$574.59	941	\$610,617	\$16,535	1.16	\$497.33	\$77.26	16.00%
2014	\$597.77	935	\$639,325	\$17,190	1.15	\$518.11	\$79.66	15.00%
2015	\$607.15	923	\$657,800	\$17,463	1.31	\$462.22	\$144.93	31.00%

Retail Sales by Sector (2015)

Category	Actual Sales	Potential Sales	Surplus/Leakage	Pull Factor
Agriculture, Forestry, Fishing, Hunting	\$0.00	\$0.14	-\$0.14	0.00
Mining, Quarrying, Oil/Gas Extraction	\$8.82	\$4.68	\$4.14	1.88
Construction	\$40.63	\$64.21	-\$23.58	0.63
Manufacturing	\$12.96	\$9.21	\$3.75	1.41
Wholesale Trade	\$37.37	\$42.61	-\$5.24	0.88
Retail Trade	\$388.73	\$301.07	\$87.66	1.29
Transportation and Warehousing	\$0.00	\$0.58	-\$0.58	0.00
Information	\$0.00	\$31.82	-\$31.82	0.00
Finance and Insurance	\$0.00	\$0.60	-\$0.60	0.00
Real Estate, Rental, and Leasing	\$4.56	\$10.93	-\$6.37	0.42
Professional, Scientific, and Tech Services	\$1.36	\$1.91	-\$0.55	0.71
Management of Companies/Enterprises	\$0.00	\$0.00	\$0.00	0.00
Admin & Support, Waste Mgt, Rem Svcs	\$3.33	\$4.25	-\$0.93	0.78
Educational Services	\$0.00	\$0.00	\$0.00	0.00
Health Care and Social Assistance	\$0.00	\$0.03	-\$0.03	0.00
Arts, Entertainment, and Recreation	\$0.04	\$1.44	-\$1.40	0.03
Accommodations and Food Services	\$48.46	\$56.47	-\$8.01	0.86
Other Services (except Public Admin)	\$34.09	\$16.34	\$17.75	2.09
Public Administration	\$0.00	\$0.74	-\$0.74	0.00

*Numbers reported in millions of dollars

**Sales and diversions data from MS Department of Revenue

*** Population data from www.economicmodeling.com

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

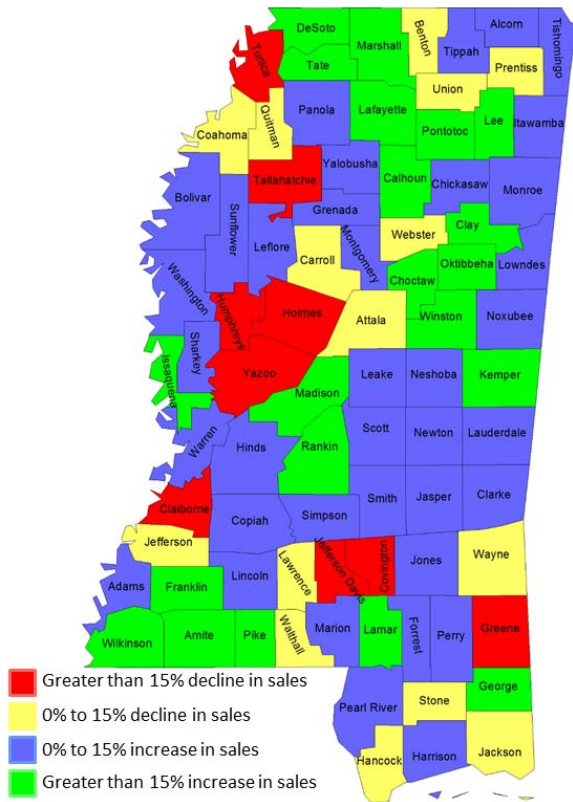
Population, 2015***

Category	County		Mississippi	
	Pop	Percent	Pop	Percent
Total	34,768	100.00%	3,002,504	100.00%
Age 0-19	9,386	27.00%	815,876	27.20%
Age 20-44	10,731	30.90%	985,209	32.80%
Age 45-64	9,131	26.30%	762,681	25.40%
Age 65+	5,520	15.90%	438,738	14.60%

Income Distribution by Household, 2013****

Category	County	Mississippi
	Percent	Percent
Median HH Income	\$36,498	\$39,031
Less than \$25,000	35.58%	33.68%
\$25,000 - \$49,999	28.49%	26.44%
\$50,000 - \$99,999	23.80%	26.93%
\$100,000 and over	12.13%	12.96%

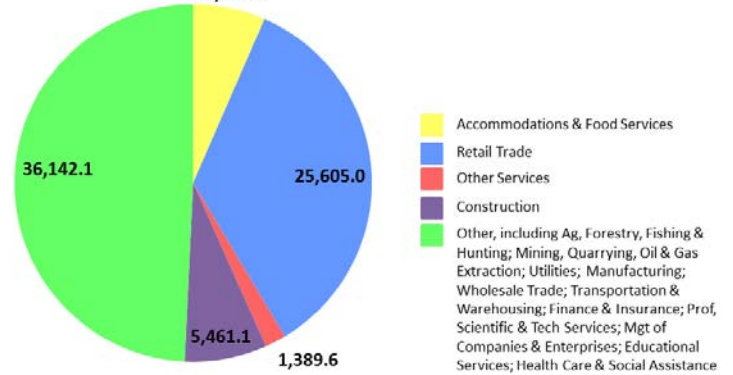
Total Retail Sales Change 2011-2015



Sales Subject to Sales Tax by Industry Group

Mississippi – 2015

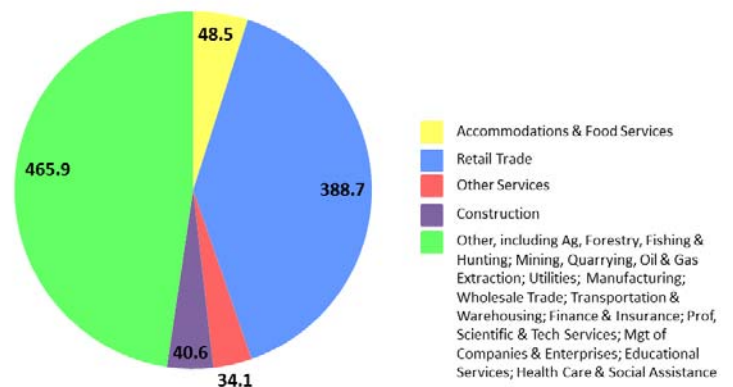
(sales reported in millions of dollars)
4,802.4



Sales Subject to Sales Tax by Industry Group

Lincoln – 2015

(sales reported in millions of dollars)



For further information, please contact
 Alan Barefield (alan.barefield@msstate.edu; 662.325.7995) or Joy Foy (jfoy@mississippi.org; 601.359.2659)

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>

Publication P2943-44 (POD-03-16)

By **Alan Barefield**, Extension Professor, Department of Agricultural Economics and **Ellen Moore**, Student Assistant, Department of Agricultural Economics.

Copyright 2016 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.

We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

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