



Retail MarketPlace Profile

Itawamba County, MS (28057)
Geography: County

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Summary Demographics

2015 Population	24,186
2015 Households	9,193
2015 Median Disposable Income	\$32,801
2015 Per Capita Income	\$18,649

Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$204,449,505	\$130,024,850	\$74,424,655	22.3	167
Total Retail Trade	44-45	\$186,416,183	\$120,651,888	\$65,764,295	21.4	144
Total Food & Drink	722	\$18,033,322	\$9,372,962	\$8,660,360	31.6	23

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$39,160,255	\$6,932,153	\$32,228,102	69.9	25
Automobile Dealers	4411	\$34,152,036	\$3,027,709	\$31,124,327	83.7	8
Other Motor Vehicle Dealers	4412	\$2,510,313	\$347,379	\$2,162,934	75.7	2
Auto Parts, Accessories & Tire Stores	4413	\$2,497,906	\$3,557,065	-\$1,059,159	-17.5	15
Furniture & Home Furnishings Stores	442	\$3,548,394	\$2,871,141	\$677,253	10.5	9
Furniture Stores	4421	\$2,223,860	\$2,559,665	-\$335,805	-7.0	6
Home Furnishings Stores	4422	\$1,324,534	\$311,476	\$1,013,058	61.9	3
Electronics & Appliance Stores	443	\$3,629,052	\$2,036,287	\$1,592,765	28.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,433,950	\$4,522,847	\$1,911,103	17.4	8
Bldg Material & Supplies Dealers	4441	\$4,853,896	\$4,181,593	\$672,303	7.4	7
Lawn & Garden Equip & Supply Stores	4442	\$1,580,054	\$341,254	\$1,238,800	64.5	1
Food & Beverage Stores	445	\$22,446,079	\$7,620,255	\$14,825,824	49.3	22
Grocery Stores	4451	\$20,779,976	\$7,139,069	\$13,640,907	48.9	19
Specialty Food Stores	4452	\$542,417	\$127,237	\$415,180	62.0	2
Beer, Wine & Liquor Stores	4453	\$1,123,686	\$353,949	\$769,737	52.1	1
Health & Personal Care Stores	446,4461	\$14,486,976	\$2,848,896	\$11,638,080	67.1	5
Gasoline Stations	447,4471	\$24,143,084	\$16,619,527	\$7,523,557	18.5	11
Clothing & Clothing Accessories Stores	448	\$9,070,348	\$3,132,627	\$5,937,721	48.7	12
Clothing Stores	4481	\$6,579,422	\$2,506,460	\$4,072,962	44.8	10
Shoe Stores	4482	\$1,554,026	\$521,027	\$1,032,999	49.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$936,900	\$105,140	\$831,760	79.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,844,363	\$614,907	\$2,229,456	64.4	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,244,551	\$377,505	\$1,867,046	71.2	4
Book, Periodical & Music Stores	4512	\$599,812	\$237,402	\$362,410	43.3	2
General Merchandise Stores	452	\$38,809,228	\$56,173,556	-\$17,364,328	-18.3	7
Department Stores Excluding Leased Depts.	4521	\$8,688,939	\$1,705,461	\$6,983,478	67.2	3
Other General Merchandise Stores	4529	\$30,120,289	\$54,468,095	-\$24,347,806	-28.8	4
Miscellaneous Store Retailers	453	\$4,154,885	\$2,088,475	\$2,066,410	33.1	27
Florists	4531	\$178,532	\$359,442	-\$180,910	-33.6	6
Office Supplies, Stationery & Gift Stores	4532	\$1,010,448	\$79,144	\$931,304	85.5	2
Used Merchandise Stores	4533	\$373,818	\$631,674	-\$257,856	-25.6	6
Other Miscellaneous Store Retailers	4539	\$2,592,087	\$1,018,215	\$1,573,872	43.6	13
Nonstore Retailers	454	\$17,689,569	\$15,191,217	\$2,498,352	7.6	9
Electronic Shopping & Mail-Order Houses	4541	\$16,167,968	\$14,734,197	\$1,433,771	4.6	1
Vending Machine Operators	4542	\$165,112	\$0	\$165,112	100.0	0
Direct Selling Establishments	4543	\$1,356,489	\$457,020	\$899,469	49.6	8
Food Services & Drinking Places	722	\$18,033,322	\$9,372,962	\$8,660,360	31.6	23
Full-Service Restaurants	7221	\$6,433,418	\$2,409,228	\$4,024,190	45.5	10
Limited-Service Eating Places	7222	\$10,722,448	\$6,287,968	\$4,434,480	26.1	10
Special Food Services	7223	\$507,061	\$675,766	-\$168,705	-14.3	3
Drinking Places - Alcoholic Beverages	7224	\$370,395	\$0	\$370,395	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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Prepared by Esri

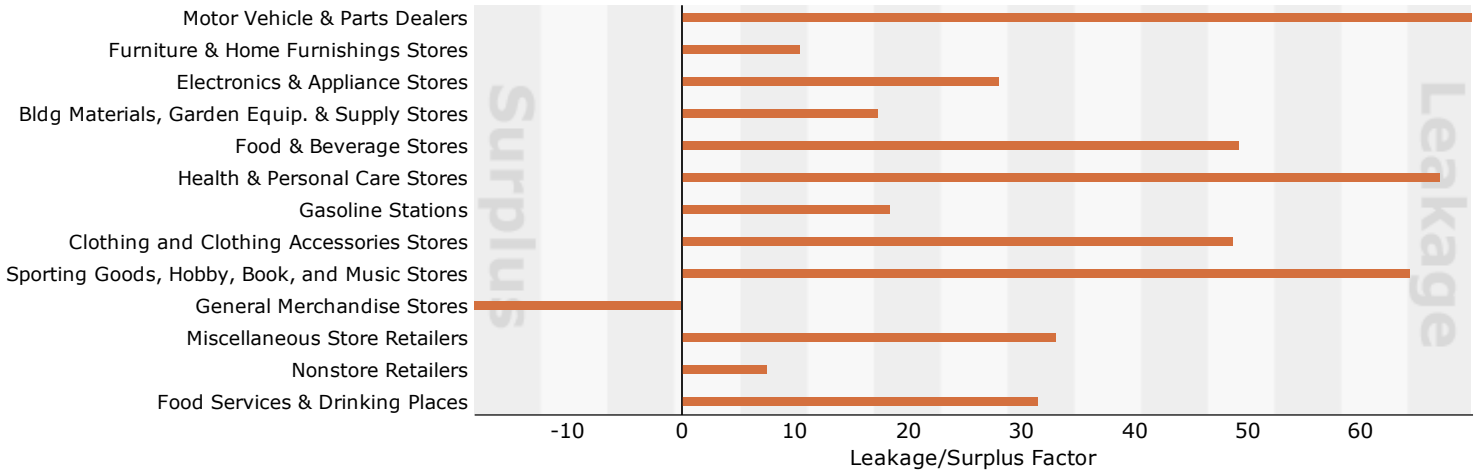


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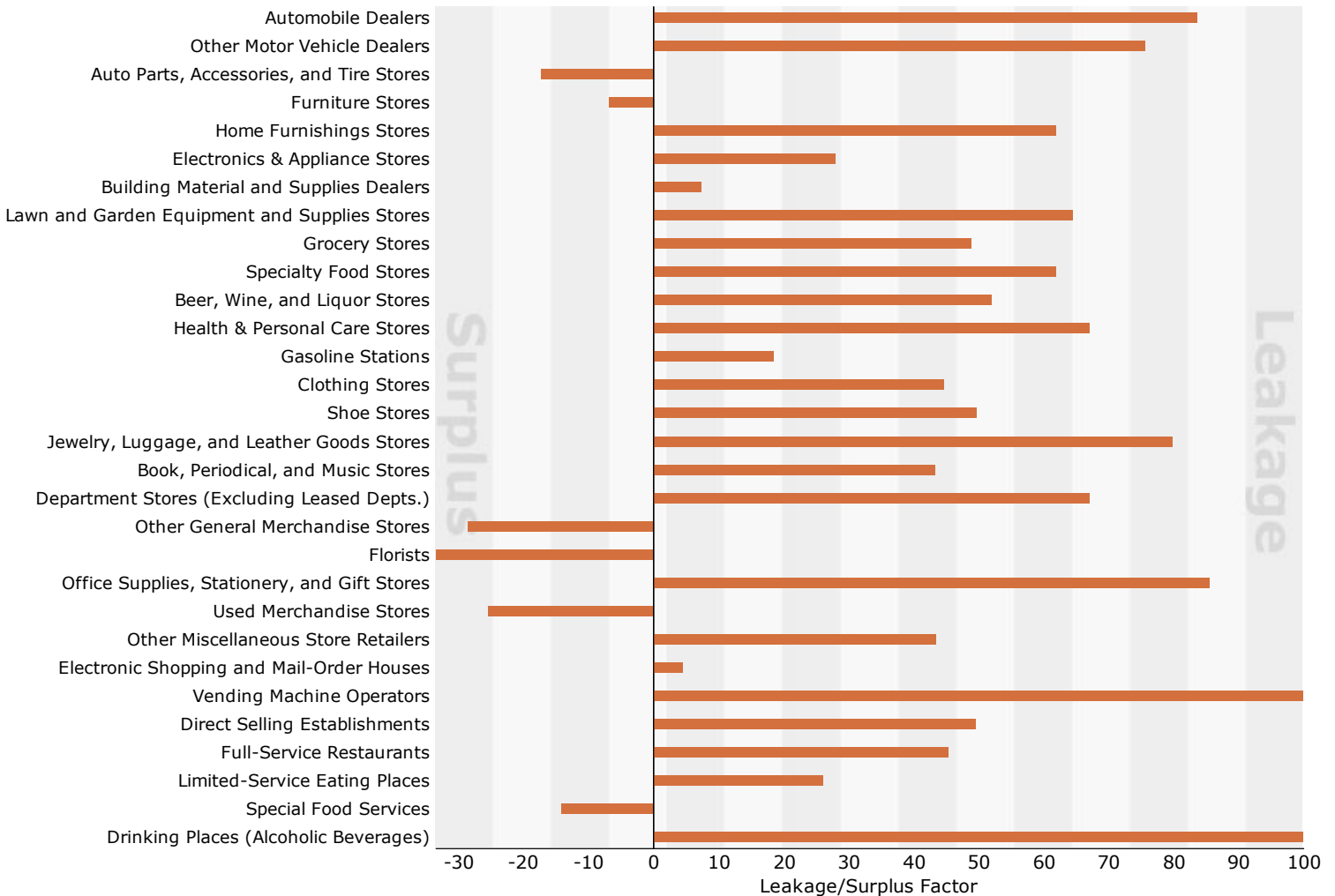
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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