



# Retail MarketPlace Profile

Wayne County, MS  
Wayne County, MS (28153)  
Geography: County

## Summary Demographics

2014 Population	20,639
2014 Households	8,179
2014 Median Disposable Income	\$27,291
2014 Per Capita Income	\$18,175

## 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	\$173,284,800	\$155,085,072	\$18,199,728	5.5	135
Total Retail Trade	44-45	\$158,488,230	\$137,313,617	\$21,174,613	7.2	116
Total Food & Drink	722	\$14,796,570	\$17,771,455	-\$2,974,885	-9.1	19

## Industry Group

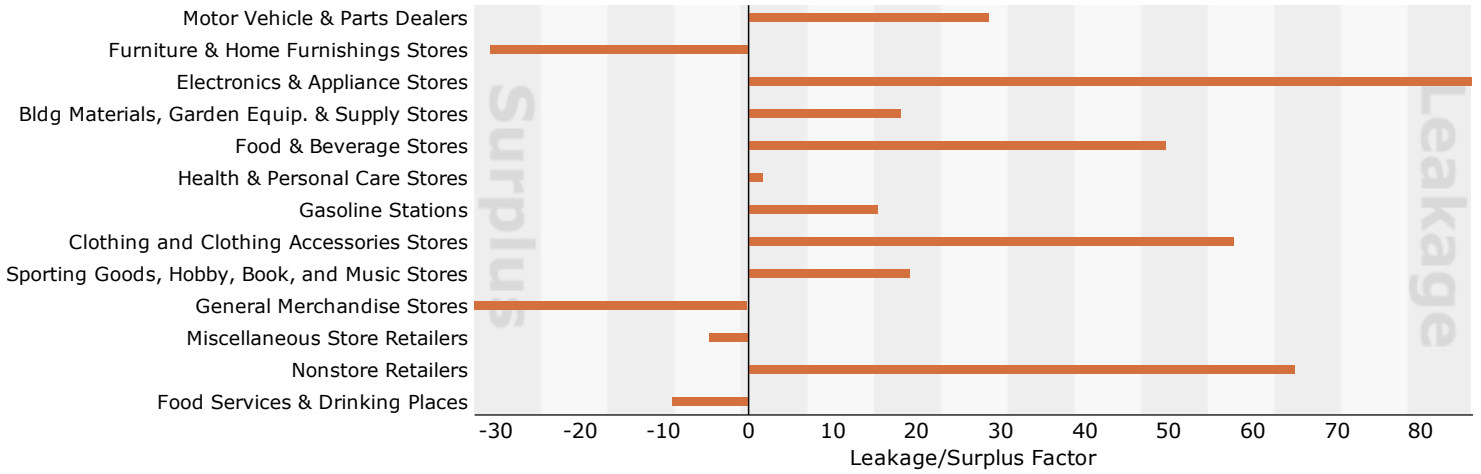
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$33,329,417	\$18,413,042	\$14,916,375	28.8	13
Automobile Dealers	4411	\$29,083,562	\$16,336,337	\$12,747,225	28.1	3
Other Motor Vehicle Dealers	4412	\$2,226,609	\$210,237	\$2,016,372	82.7	1
Auto Parts, Accessories & Tire Stores	4413	\$2,019,246	\$1,866,468	\$152,778	3.9	9
Furniture & Home Furnishings Stores	442	\$2,895,389	\$5,470,131	-\$2,574,742	-30.8	8
Furniture Stores	4421	\$1,853,117	\$5,401,309	-\$3,548,192	-48.9	7
Home Furnishings Stores	4422	\$1,042,272	\$68,822	\$973,450	87.6	1
Electronics & Appliance Stores	443	\$2,972,515	\$221,148	\$2,751,367	86.2	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,365,723	\$3,716,064	\$1,649,659	18.2	10
Bldg Material & Supplies Dealers	4441	\$4,066,641	\$2,682,169	\$1,384,472	20.5	8
Lawn & Garden Equip & Supply Stores	4442	\$1,299,082	\$1,033,895	\$265,187	11.4	2
Food & Beverage Stores	445	\$19,242,154	\$6,444,036	\$12,798,118	49.8	18
Grocery Stores	4451	\$17,872,333	\$5,174,328	\$12,698,005	55.1	15
Specialty Food Stores	4452	\$459,251	\$163,755	\$295,496	47.4	2
Beer, Wine & Liquor Stores	4453	\$910,570	\$1,105,953	-\$195,383	-9.7	1
Health & Personal Care Stores	446,4461	\$12,513,753	\$12,068,994	\$444,759	1.8	5
Gasoline Stations	447,4471	\$20,995,092	\$15,315,768	\$5,679,324	15.6	8
Clothing & Clothing Accessories Stores	448	\$7,386,434	\$1,973,576	\$5,412,858	57.8	10
Clothing Stores	4481	\$5,355,327	\$1,856,042	\$3,499,285	48.5	8
Shoe Stores	4482	\$1,297,441	\$0	\$1,297,441	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$733,666	\$117,534	\$616,132	72.4	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,347,897	\$1,589,322	\$758,575	19.3	8
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,873,845	\$1,375,091	\$498,754	15.4	6
Book, Periodical & Music Stores	4512	\$474,052	\$214,231	\$259,821	37.7	2
General Merchandise Stores	452	\$33,062,407	\$64,993,716	-\$31,931,309	-32.6	4
Department Stores Excluding Leased Depts.	4521	\$7,249,590	\$844,656	\$6,404,934	79.1	1
Other General Merchandise Stores	4529	\$25,812,817	\$64,149,060	-\$38,336,243	-42.6	3
Miscellaneous Store Retailers	453	\$3,639,922	\$4,002,471	-\$362,549	-4.7	23
Florists	4531	\$137,994	\$389,659	-\$251,665	-47.7	6
Office Supplies, Stationery & Gift Stores	4532	\$854,714	\$325,876	\$528,838	44.8	4
Used Merchandise Stores	4533	\$310,118	\$59,908	\$250,210	67.6	1
Other Miscellaneous Store Retailers	4539	\$2,337,096	\$3,227,028	-\$889,932	-16.0	12
Nonstore Retailers	454	\$14,737,527	\$3,105,349	\$11,632,178	65.2	7
Electronic Shopping & Mail-Order Houses	4541	\$13,528,427	\$0	\$13,528,427	100.0	0
Vending Machine Operators	4542	\$141,034	\$74,595	\$66,439	30.8	1
Direct Selling Establishments	4543	\$1,068,066	\$3,030,754	-\$1,962,688	-47.9	6
Food Services & Drinking Places	722	\$14,796,570	\$17,771,455	-\$2,974,885	-9.1	19
Full-Service Restaurants	7221	\$5,222,247	\$6,120,078	-\$897,831	-7.9	7
Limited-Service Eating Places	7222	\$8,883,948	\$10,509,583	-\$1,625,635	-8.4	9
Special Food Services	7223	\$411,274	\$792,329	-\$381,055	-31.7	1
Drinking Places - Alcoholic Beverages	7224	\$279,101	\$349,465	-\$70,364	-11.2	2

**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>.

**Source:** Esri and Dun & Bradstreet. Copyright 2014 Dun & Bradstreet, Inc. All rights reserved.

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 Geography: County

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

