



Retail MarketPlace Profile

Claiborne County, MS
 Claiborne County, MS (28021)
 Geography: County

Claiborne

Summary Demographics

2015 Population	9,583
2015 Households	3,405
2015 Median Disposable Income	\$20,047
2015 Per Capita Income	\$13,930

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	\$73,810,959	\$42,752,656	\$31,058,303	26.6	53
Total Retail Trade	44-45	\$67,691,016	\$38,241,779	\$29,449,237	27.8	43
Total Food & Drink	722	\$6,119,943	\$4,510,877	\$1,609,066	15.1	10

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,676,619	\$3,898,290	\$12,778,329	62.1	7
Automobile Dealers	4411	\$13,467,836	\$2,760,710	\$10,707,126	66.0	2
Other Motor Vehicle Dealers	4412	\$2,130,153	\$0	\$2,130,153	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,078,630	\$1,137,580	-\$58,950	-2.7	5
Furniture & Home Furnishings Stores	442	\$1,772,499	\$0	\$1,772,499	100.0	0
Furniture Stores	4421	\$1,315,849	\$0	\$1,315,849	100.0	0
Home Furnishings Stores	4422	\$456,650	\$0	\$456,650	100.0	0
Electronics & Appliance Stores	443	\$1,767,011	\$2,922,835	-\$1,155,824	-24.6	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,989,136	\$3,352,932	-\$363,796	-5.7	4
Bldg Material & Supplies Dealers	4441	\$2,559,719	\$2,151,403	\$408,316	8.7	3
Lawn & Garden Equip & Supply Stores	4442	\$429,417	\$1,201,529	-\$772,112	-47.3	1
Food & Beverage Stores	445	\$10,771,519	\$12,048,991	-\$1,277,472	-5.6	9
Grocery Stores	4451	\$9,570,195	\$9,779,898	-\$209,703	-1.1	7
Specialty Food Stores	4452	\$734,941	\$0	\$734,941	100.0	0
Beer, Wine & Liquor Stores	4453	\$466,383	\$2,269,093	-\$1,802,710	-65.9	2
Health & Personal Care Stores	446,4461	\$4,209,781	\$3,869,465	\$340,316	4.2	4
Gasoline Stations	447,4471	\$6,198,338	\$5,562,182	\$636,156	5.4	4
Clothing & Clothing Accessories Stores	448	\$1,935,814	\$448,615	\$1,487,199	62.4	2
Clothing Stores	4481	\$1,348,294	\$214,414	\$1,133,880	72.6	1
Shoe Stores	4482	\$294,735	\$234,201	\$60,534	11.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$292,785	\$0	\$292,785	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,407,466	\$780,354	\$627,112	28.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,169,629	\$136,845	\$1,032,783	79.1	1
Book, Periodical & Music Stores	4512	\$237,838	\$643,509	-\$405,671	-46.0	1
General Merchandise Stores	452	\$15,503,597	\$4,091,554	\$11,412,043	58.2	5
Department Stores Excluding Leased Depts.	4521	\$11,353,048	\$0	\$11,353,048	100.0	0
Other General Merchandise Stores	4529	\$4,150,549	\$4,091,554	\$58,995	0.7	5
Miscellaneous Store Retailers	453	\$2,998,202	\$425,494	\$2,572,708	75.1	3
Florists	4531	\$105,487	\$53,168	\$52,319	33.0	1
Office Supplies, Stationery & Gift Stores	4532	\$662,003	\$0	\$662,003	100.0	0
Used Merchandise Stores	4533	\$197,944	\$59,893	\$138,051	53.5	0
Other Miscellaneous Store Retailers	4539	\$2,032,768	\$312,433	\$1,720,335	73.4	1
Nonstore Retailers	454	\$1,461,034	\$841,067	\$619,967	26.9	1
Electronic Shopping & Mail-Order Houses	4541	\$1,040,744	\$0	\$1,040,744	100.0	0
Vending Machine Operators	4542	\$120,582	\$0	\$120,582	100.0	0
Direct Selling Establishments	4543	\$299,708	\$841,067	-\$541,359	-47.5	1
Food Services & Drinking Places	722	\$6,119,943	\$4,510,877	\$1,609,066	15.1	10
Full-Service Restaurants	7221	\$2,975,790	\$1,343,497	\$1,632,293	37.8	7
Limited-Service Eating Places	7222	\$2,986,007	\$3,167,380	-\$181,373	-2.9	3
Special Food Services	7223	\$75,400	\$0	\$75,400	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$82,746	\$0	\$82,746	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 click the link below to view the Methodology Statement. <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

Claiborne County, MS_1
 Claiborne County, MS (28021)
 Geography: County

Summary Demographics

2010 Population	11,121
2010 Households	3,712
2010 Median Disposable Income	\$21,823
2010 Per Capita Income	\$13,521

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	\$57,762,027	\$29,095,694	\$28,666,333	33.0	50
Total Retail Trade	44-45	\$51,043,025	\$27,725,479	\$23,317,546	29.6	39
Total Food & Drink	722	\$6,719,002	\$1,370,215	\$5,348,787	66.1	11

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$12,080,699	\$1,198,947	\$10,881,752	81.9	4
Automobile Dealers	4411	\$10,034,828	\$683,364	\$9,351,464	87.2	1
Other Motor Vehicle Dealers	4412	\$1,140,865	\$0	\$1,140,866	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$905,005	\$515,583	\$389,422	27.4	3
Furniture & Home Furnishings Stores	442	\$41,067	\$0	\$41,067	100.0	0
Furniture Stores	4421	\$9,859	\$0	\$9,859	100.0	0
Home Furnishings Stores	4422	\$31,208	\$0	\$31,208	100.0	0
Electronics & Appliance Stores	4431	\$2,063,367	\$992,682	\$1,070,685	35.0	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,744,902	\$305,672	\$1,439,230	70.2	2
Bldg Material & Supplies Dealers	4441	\$1,739,042	\$305,672	\$1,433,370	70.1	2
Lawn & Garden Equip & Supply Stores	4442	\$5,860	\$0	\$5,860	100.0	0
Food & Beverage Stores	445	\$9,124,136	\$6,394,276	\$2,729,860	17.6	11
Grocery Stores	4451	\$8,286,457	\$5,483,534	\$2,802,923	20.4	8
Specialty Food Stores	4452	\$272,909	\$287,407	-\$14,498	-2.6	1
Beer, Wine & Liquor Stores	4453	\$564,770	\$623,335	-\$58,565	-4.9	2
Health & Personal Care Stores	446,4461	\$2,758,606	\$1,608,580	\$1,150,026	26.3	3
Gasoline Stations	447,4471	\$9,707,840	\$7,068,943	\$2,638,897	15.7	4
Clothing & Clothing Accessories Stores	448	\$1,929,333	\$326,653	\$1,602,680	71.0	4
Clothing Stores	4481	\$1,718,905	\$249,446	\$1,469,459	74.7	3
Shoe Stores	4482	\$9,154	\$0	\$9,154	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$201,274	\$77,207	\$124,067	44.6	1
Sporting Goods, Hobby, Book & Music Stores	451	\$169,294	\$46,297	\$122,997	57.1	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$158,124	\$46,297	\$111,827	54.7	1
Book, Periodical & Music Stores	4512	\$11,170	\$0	\$11,170	100.0	0
General Merchandise Stores	452	\$9,653,690	\$8,241,233	\$1,412,457	7.9	3
Department Stores Excluding Leased Depts.	4521	\$1,215,411	\$81,383	\$1,134,028	87.4	1
Other General Merchandise Stores	4529	\$8,438,279	\$8,159,850	\$278,429	1.7	2
Miscellaneous Store Retailers	453	\$659,618	\$232,867	\$426,751	47.8	4
Florists	4531	\$179,417	\$98,903	\$80,514	28.9	1
Office Supplies, Stationery & Gift Stores	4532	\$235,607	\$61,777	\$173,830	58.5	1
Used Merchandise Stores	4533	\$143,235	\$28,293	\$114,942	67.0	1
Other Miscellaneous Store Retailers	4539	\$101,359	\$43,894	\$57,465	39.6	1
Nonstore Retailers	454	\$1,110,473	\$1,309,329	-\$198,856	-8.2	1
Electronic Shopping & Mail-Order Houses	4541	\$14,719	\$0	\$14,719	100.0	0
Vending Machine Operators	4542	\$95,595	\$0	\$95,595	100.0	0
Direct Selling Establishments	4543	\$1,000,159	\$1,309,329	-\$309,170	-13.4	1
Food Services & Drinking Places	722	\$6,719,002	\$1,370,215	\$5,348,787	66.1	11
Full-Service Restaurants	7221	\$2,173,770	\$445,997	\$1,727,773	66.0	8
Limited-Service Eating Places	7222	\$3,709,548	\$924,218	\$2,785,330	60.1	3
Special Food Services	7223	\$833,192	\$0	\$833,192	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$2,492	\$0	\$2,492	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>.

Source: Esri and Infogroup