FY2023 County Profile
Sales Subject to Sales Tax

Union County, MS

extension.msstate.edu/economic-profiles

MISSISSIPPI STATE UNIVERSITY EXTENSION

County Total Sales Subject to Sales Tax Analysis

Fiscal Year	Actual Sales*	Firms	Sales per Firm	Per Capita Sales	Pull Factor	Potential Sales*	Surplus/ (Leakage)*	S/(L) as pct of Potential
2015	$299.48	677	$442,369	$10,768	0.84	$357.61	($58.13)	(16.25%)
2016	$324.04	699	$463,577	$10,768	0.87	$371.62	($47.58)	(12.80%)
2017	$317.77	679	$467,997	$11,206	0.78	$406.66	($88.89)	(21.86%)
2018	$350.81	673	$521,263	$11,147	0.80	$439.99	($89.18)	(21.86%)
2019	$356.64	654	$545,321	$11,119	0.81	$439.88	($83.24)	(18.92%)
2020	$358.35	683	$524,671	$12,630	0.82	$436.43	($78.08)	(17.89%)
2021	$409.83	701	$584,636	$12,853	0.85	$482.43	($72.60)	(15.05%)
2022	$426.54	754	$565,703	$15,299	0.83	$512.68	($86.14)	(16.80%)
2023	$443.45	800	$554,313	$15,972	0.83	$537.43	($93.98)	(17.49%)

**Actual Sales, Potential Sales, and Surplus/Leakage are reported in millions of dollars.*

County Sales Subject to Sales Tax by Sector, FY2023

Sector	Actual Sales*	Potential Sales*	Surplus/Leakage*	Pull Factor
Agriculture, Forestry, Fishing, Hunting	$0.42	$0.34	$0.08	1.25
Mining, Quarrying, Oil/Gas Extraction	$0.00	$1.72	($1.72)	0.00
Construction	$32.07	$65.40	($1.72)	0.49
Manufacturing	$9.07	$11.56	($2.50)	0.78
Wholesale Trade	$38.38	$39.71	($1.34)	0.97
Retail Trade	$267.74	$278.00	($10.27)	0.96
Transportation and Warehousing	$0.33	$0.81	($0.48)	0.41
Information	$5.81	$23.23	($17.42)	0.25
Finance and Insurance	$0.90	$1.19	($0.29)	0.76
Real Estate, Rental, and Leasing	$1.01	$13.20	($12.19)	0.08
Professional, Scientific, and Tech Services	$0.80	$2.56	($1.76)	0.31
Management of Companies/Enterprises	$0.00	$0.03	($0.03)	0.00
Admin & Support, Waste Mgt, Rem Svcs	$4.25	$6.35	($2.11)	0.67
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	$0.23	$1.60	($1.37)	0.14
Accommodations and Food Services	$58.96	$60.56	($1.60)	0.97
Other Services (except Public Admin)	$14.17	$19.19	($5.02)	0.74
Public Administration	$9.07	$0.58	$8.49	15.60

**Actual Sales, Potential Sales, and Surplus/Leakage are reported in millions of dollars.*

Population Distribution by Age, 2022

Category	County Pop	County Percent	Mississippi Pop	Mississippi Percent
Total	27,880	100.00%	2,958,846	100.00%
Age 0 - 19	7,574	27.20%	782,407	26.40%
Age 20 - 44	8,838	31.70%	951,856	32.20%
Age 45 - 64	6,835	24.50%	736,833	24.90%
Age 65+	4,633	16.60%	487,750	16.50%

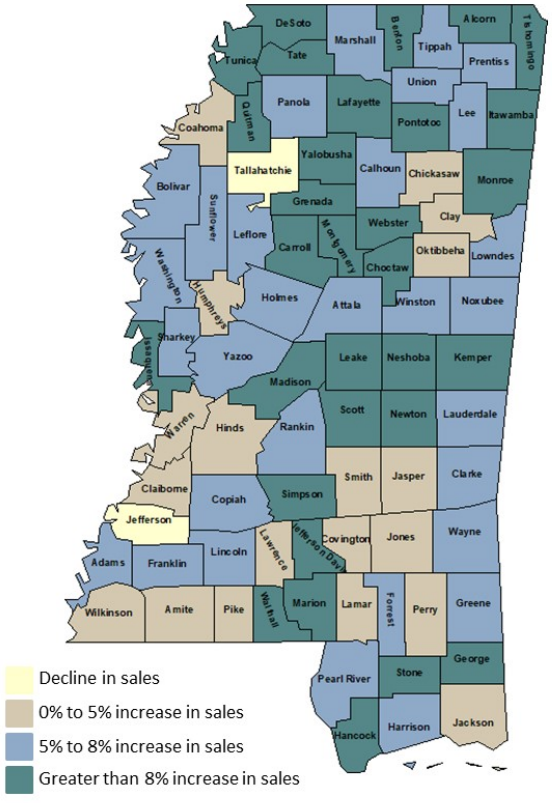
Source: U.S. Census Bureau American Community Survey 5-year population estimates (2017 - 2021)

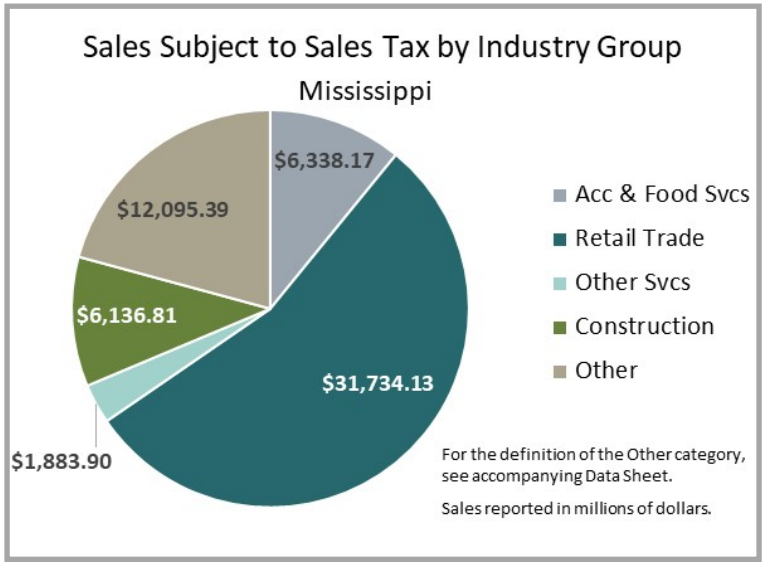
Household Distribution by Income, 2022

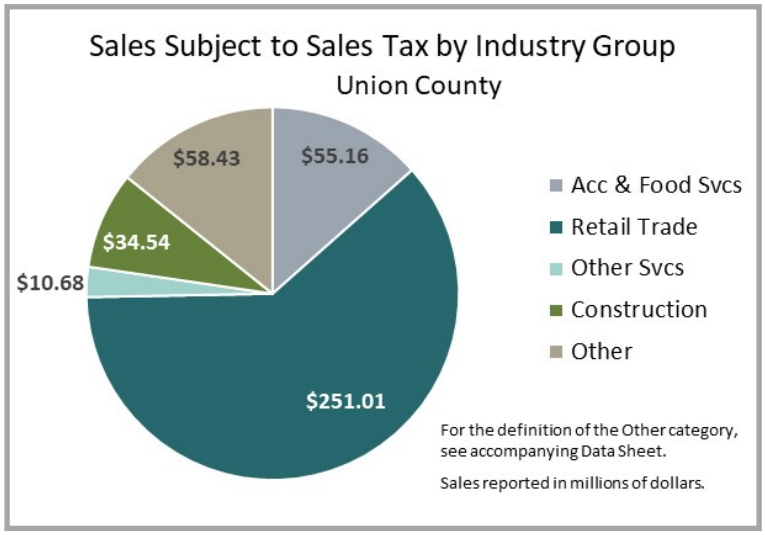
Category	County Percent	Mississippi Percent
Median HH Income	$55,970	$52,985
Less than $25,000	19.39%	24.84%
$25,000 - $49,999	24.60%	22.89%
$50,000 - $99,999	33.80%	28.75%
$100,000 and over	22.21%	23.53%

Source: U.S. Census Bureau American Community Survey 5-year population estimates (2017 - 2021)

Total Sales Subject to Sales Tax Average Percentage Change FY2019 - FY2023



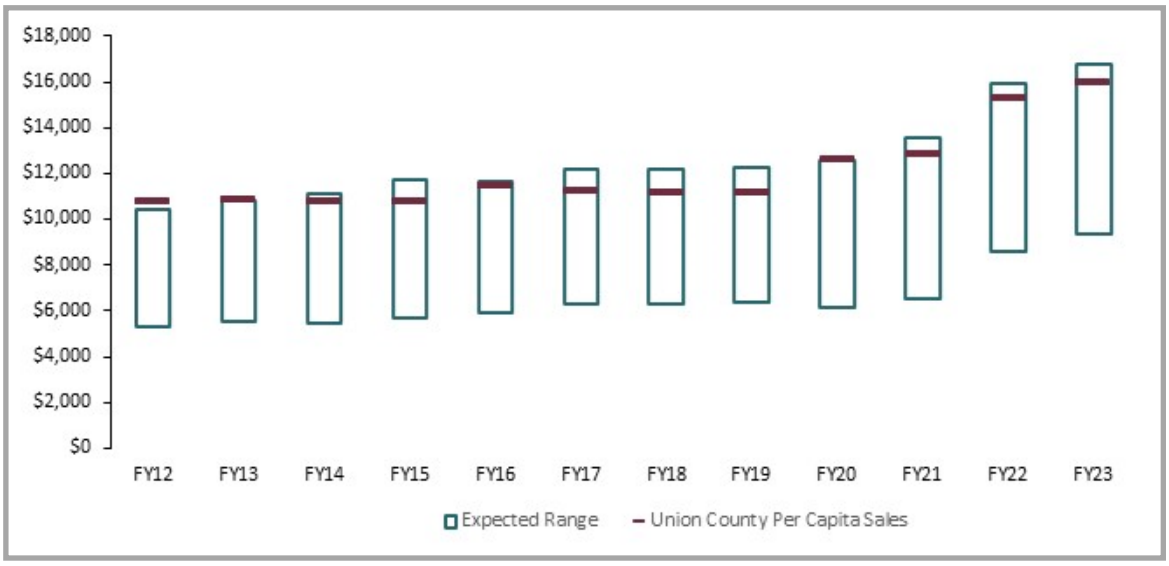




For information, please contact:
Alan Barefield (662.325.7995 or alan.barefield@msstate.edu)
Devon Mills (662.325.2751 or d.mills@msstate.edu)

Per Capita Sales Analysis

This graph compares the actual per capita sales levels for the county with the expected or typical values for counties in the peer group. Peer counties are counties with similar characteristics to the study county. For a description of the specific peer groups used in these economic profiles, please see the accompanying Data Sheet. The expected value is defined as the 25th to 75th percentile per capita sales values for the peer group in each year. Higher per capita sales relative to the peer group closely correlates with higher pull factors. Sales data were obtained from various issues of the Mississippi Department of Revenue annual report, and population data were obtained from the Bureau of Economic Analysis and Woods & Poole.

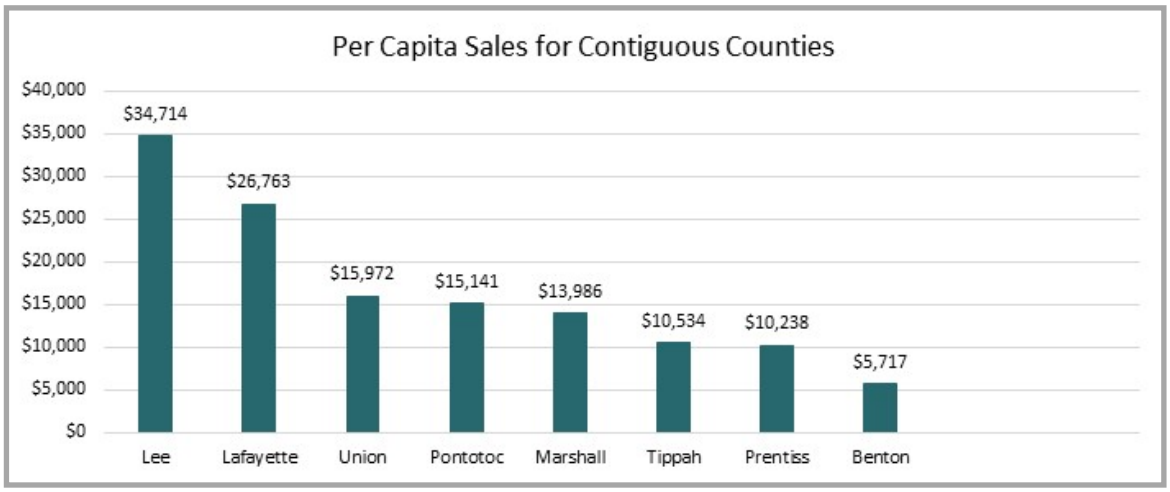


Per Capita Sales by Peer Group

This graph compares the per capita sales subject to sales and use tax to the top counties (in terms of per capita sales) in the peer group. If the county is not in the top ranking for the peer group, it is listed after the Peer Group Average. Sales data were obtained from various issues of the Mississippi Department of Revenue annual report, and population data were obtained from the Bureau of Economic Analysis and Woods & Poole.

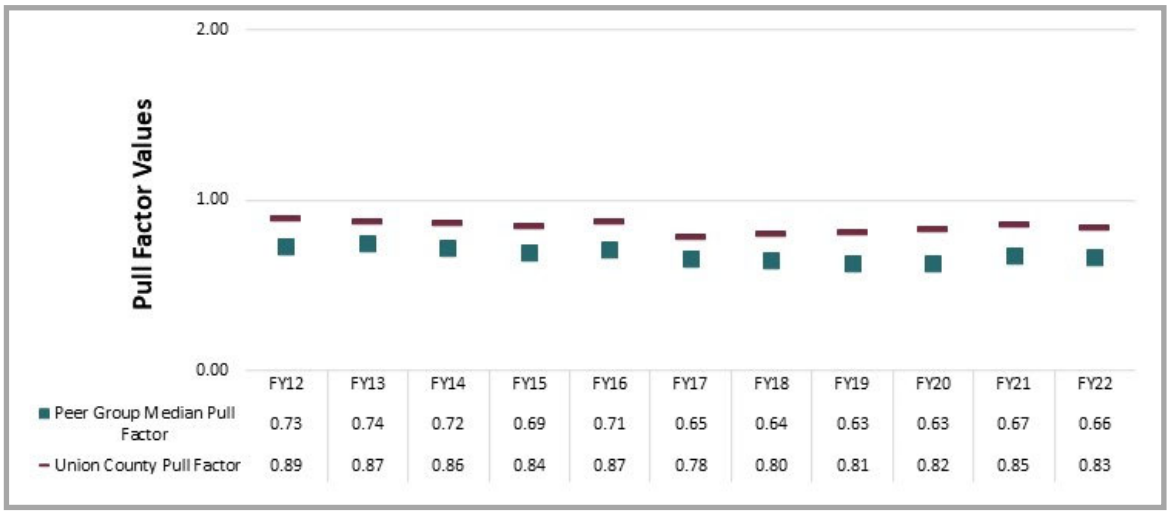
Per Capita Sales by Contiguous Counties

This graph shows the per capita sales subject to sales and use tax for the contiguous counties ranked by the level of per capita sales. Contiguous counties are those whose boundaries touch the borders of the study county. Sales data were obtained from various issues of the Mississippi Department of Revenue annual report, and population data were obtained from the Bureau of Economic Analysis and Woods & Poole.



Pull Factor Analysis

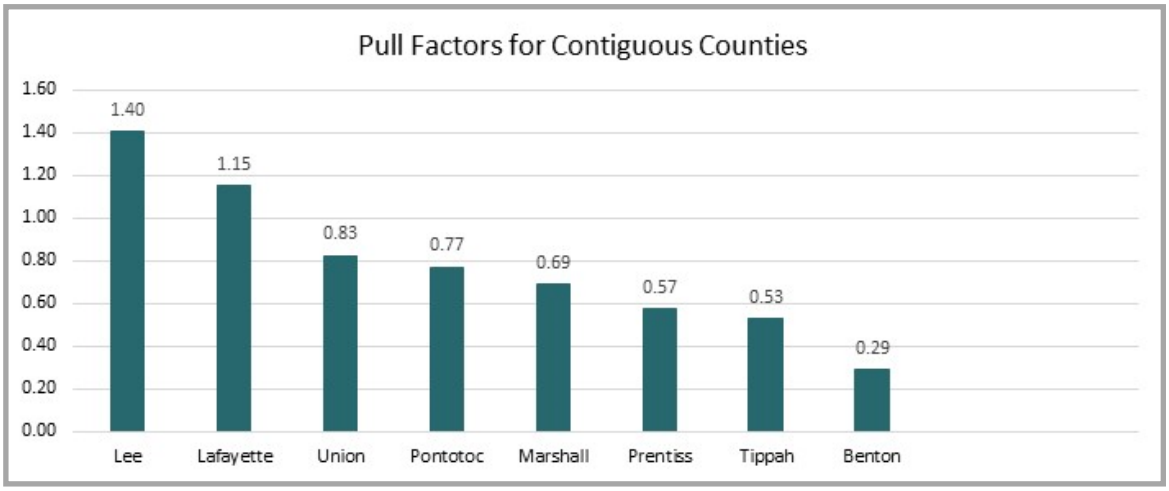
This graph compares the pull factors for all sales subject to sales and use tax for the counties to the median pull factor for the peer group. Counties with sales above the peer group median level retain more of their sales than counties with sales at or below the peer group median level. Sales data were obtained from various issues of the Mississippi Department of Revenue annual report, and population and income data were obtained from the Bureau of Economic Analysis and Woods & Poole.



	FY12	FY13	FY14	FY15	FY16	FY17	FY18	FY19	FY20	FY21	FY22
Peer Group Median Pull Factor	0.73	0.74	0.72	0.69	0.71	0.65	0.64	0.63	0.63	0.67	0.66
Union County Pull Factor	0.89	0.87	0.86	0.84	0.87	0.78	0.80	0.81	0.82	0.85	0.83

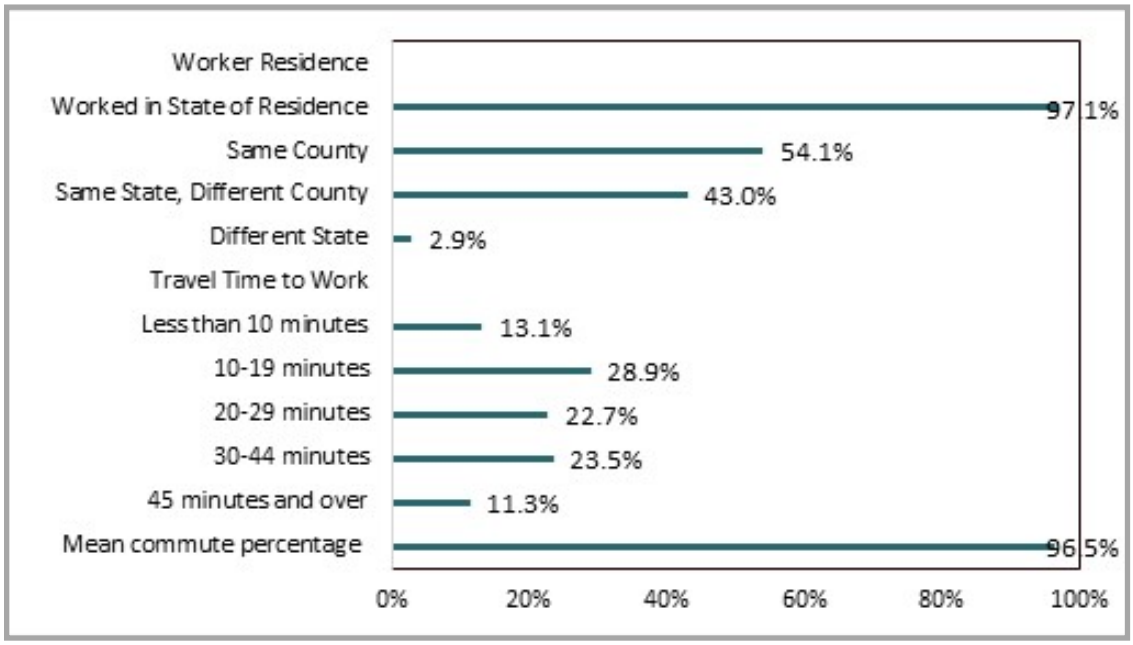
Pull Factors for Contiguous Counties

This graph shows the per capita sales subject to sales and use tax for the contiguous counties ranked by the level of per capita sales. Contiguous counties are those whose boundaries touch the borders of the study county. Sales data were obtained from various issues of the Mississippi Department of Revenue annual report, and population data were obtained from the Bureau of Economic Analysis and Woods & Poole.



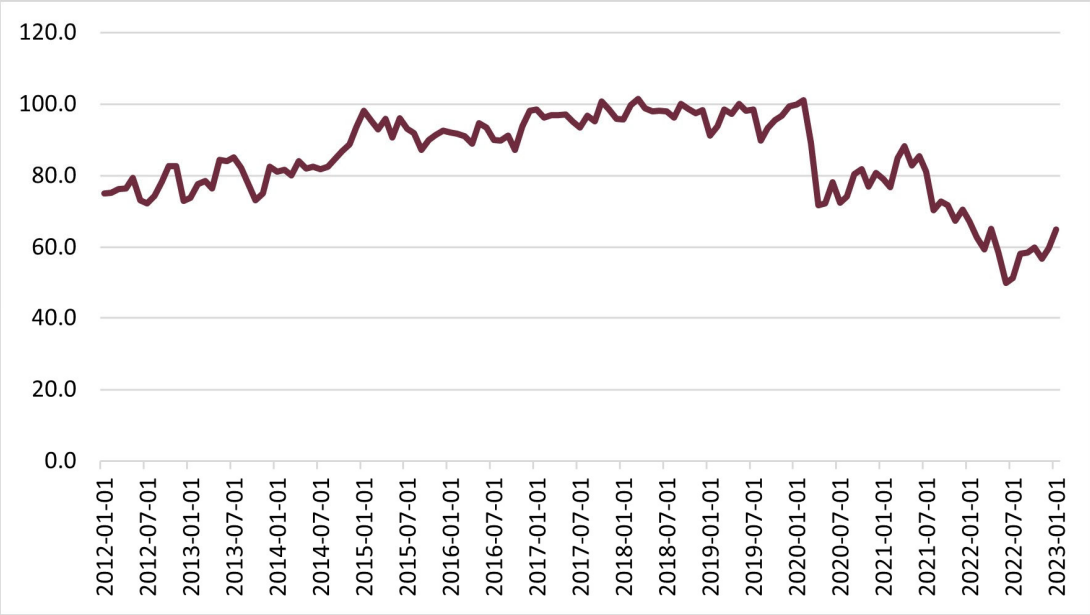
Commuting Patterns (2018 - 2022)

This graph shows the Workplace Source or Workplace Destination percentages of workers by county who are employed in the study county (e.g., County) and the percentages of the study county's workers by the county in which they are employed. Commuting pattern data were obtained from the 5-year American Community Survey (2018 - 2022) data set for workers 16 years of age and over.



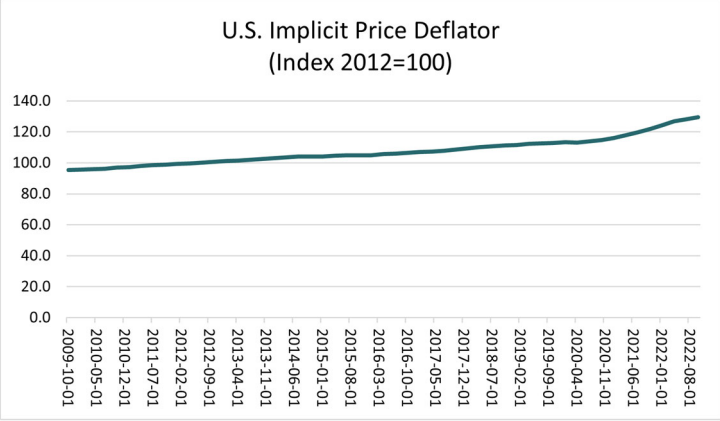
Index of Consumer Sentiment for the United States, 2012 - 2023

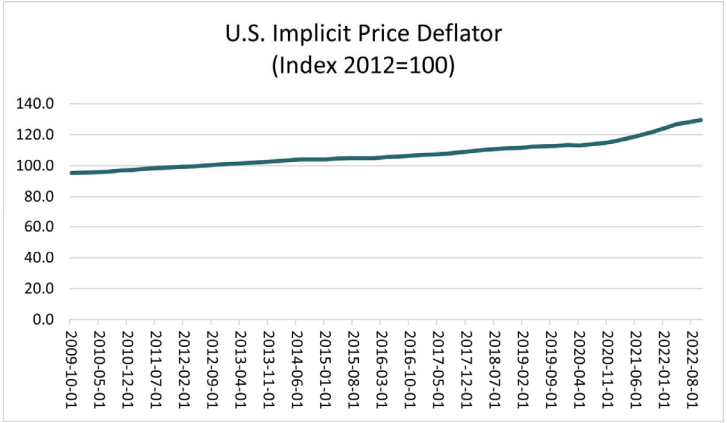
The Index of Consumer Sentiment is reported by the University of Michigan Survey Research Center. These periodic surveys provide assessments of consumer attitudes and expectations and are used to evaluate economic trends. Higher levels of consumer sentiment indicate more confidence by consumers. *https://data.sca.isr.umich.edu*

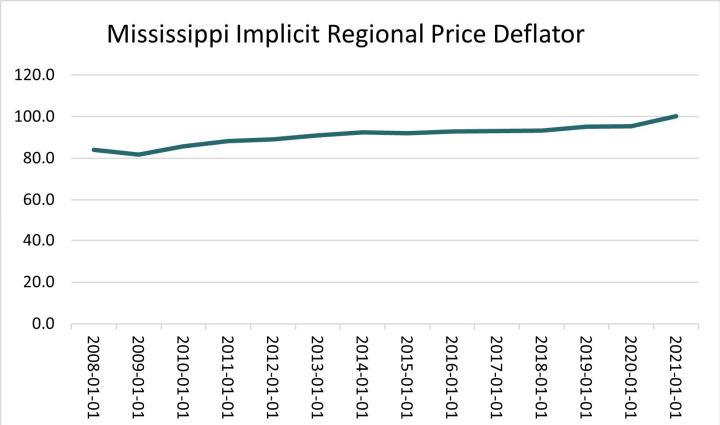


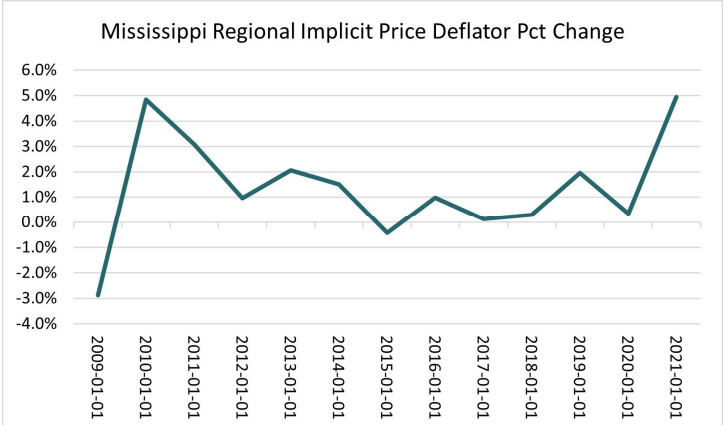
U.S. Index of Prices

These graphs depict price levels for the United States and Mississippi as measured by the Implicit Price Deflator (the broadest average of prices that takes into account prices in all areas, both rural and urban). The figure on the left shows the indexed level of prices for each reporting period, while the figure on the right shows the percentage change in the price index between the reporting periods. *https://fred.stlouisfed.org/series/GDPDEF*









MISSISSIPPI COUNTY RETAIL ECONOMIC PROFILES

COUNTY TOTAL RETAIL TRADE ANALYSIS

Total Retail Sales, FY2015 - FY2023

These data are reported in millions of current dollars for specific state fiscal years (July to 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, FY2015 - FY2023

These data are reported in absolute numbers of firms for specific state fiscal years (July to 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, FY2015 - FY2023

These numbers represent an average of the sales for retail firms and are 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, FY2015 - FY2023

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. If the value of the Pull Factor is greater than one, it suggests that the community has greater retail sales than would be expected given its population and level of per capita personal income. This community is drawing customers (purchasers) from outside its boundaries. If the value of the Pull Factor is less than 1.0, then the community has a lower level of retail sales than would be expected given its population and level of personal income; this community is likely losing customers to other communities. Given that the state of Mississippi is the basis for these calculations, it has a Pull Factor of 1.0 (this might change if the entire United States were used as the basis of calculation). The Pull Factor 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 were 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). If Potential Sales are less than Actual Sales, then the community has greater retail sales than would be expected given its population and level of per capita personal income. This community is drawing customers (purchasers) from outside its boundaries. If Potential Sales are greater than Actual Sales, then the community has a lower level of retail sales than would be expected given its population and level of personal income; this community is likely losing customers to other communities. Given that the state of Mississippi is the basis for these calculations, it has Potential Sales that are exactly equal to Actual Sales (this might change if the entire United States were used as the basis of calculation). Retail sales data were 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. If the Surplus/(Leakage) value is positive, then the community has greater retail sales than would be expected given its population and level of per capita personal income. This community is drawing customers (purchasers) from outside its boundaries. If the Surplus/(Leakage) value is negative, then the community has a lower level of retail sales than would be expected given its population and level of personal income; this community is likely losing customers to other communities. Given that the state of Mississippi is the basis for these calculations, it has a Surplus/(Leakage) value of zero (this might change if the entire United States were used as the basis of calculation).

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 to June) by selected retail sectors and were obtained from various issues of the Mississippi Department of Revenue Annual Report (FY2014 - FY2021). *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 (FY2015 - FY2023), 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 living 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 (2015 - 2023), 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*

2022 Population by Age Distribution and Households by Income Distribution

2021 Population by Age Distribution estimates were obtained from data provided by the Bureau of Economic Analysis. Household Income Distribution estimates were obtained from the 5-year estimates (2017-2021) of the American Community Survey. *http://www.bea.gov* and *http://www.census.gov/acs/www*

Change in Total Retail Sales, FY2019 - FY2023

The percentage change in total retail sales is calculated by dividing the difference in retail sales from FY2018 and FY2022 by the level of retail sales in FY2018. 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, FY2023

The magnitudes of specific component sectors were calculated by dividing the value of the sector by the level of total retail sales. Data were obtained from the Mississippi Department of Revenue Annual Report for Fiscal Year 2023. *http://www.dor.ms.gov/info/stats/main.html*

Peer Groups

To provide a more meaningful analysis of the retail sector in each county, counties in the state have been divided into five "peer groups" that allow for comparisons between counties with similar characteristics. These characteristics include the metropolitan or micropolitan status of the county and population levels for those counties that are not part of a metropolitan or micropolitan statistical area. These groups are defined as:

Group	Description
Group 1	Core county of a metropolitan statistical area
Group 2	Core county of a micropolitan statistical area
Group 3	Non-metropolitan county whose largest city is between 2,500 and 9,999 in population
Group 4	Outlying, non-core county in a metropolitan statistical area
Group 5	Non-metropolitan county whose largest city is less than 2,500 in population

Counties included in each group are:

Group	Counties
Group 1	DeSoto, Forrest, Hancock, Harrison, Hinds, Lamar, Madison, and Rankin
Group 2	Adams, Alcorn, Bolivar, Clay, Coahoma, Grenada, Jones, Lafayette, Lauderdale, Lee, Leflore, Lincoln, Lowndes, Oktibbeha, Pearl River, Pike, Sunflower, Warren, and Washington
Group 3	Attala, Carroll, Chickasaw, George, Itawamba, Leake, Marion, Monroe, Montgomery, Neshoba, Newton, Panola, Pontotoc, Prentiss, Scott, Stone, Tallahatchie, Tippah, Tishomingo, Union, Wayne, Winston, and Yalobusha
Group 4	Copiah, Jackson, Marshall, Perry, Simpson, Tate, Tunica, and Yazoo
Group 5	Amite, Benton, Calhoun, Choctaw, Claiborne, Clarke, Covington, Franklin, Greene, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Jefferson Davis, Kemper, Lawrence, Noxubee, Quitman, Sharkey, Smith, Walthall, Webster, and Wilkinson

Data Sources

American Community Survey 5-year estimates (2018 - 2022). U.S. Census Bureau. *https://www.data.census.gov*

Gross Domestic Product: Implicit Price Deflator. Federal Reserve Bank of St. Louis. *https://fred.stlouisfed.org/series/GDPDEF*

Mississippi Department of Revenue Annual Report (various fiscal years). Mississippi Department of Revenue. *https://www.dor.ms.gov/statistics*

Lightcast. *https://lightcast.io*

State and Local Area Personal Income data series. Bureau of Economic Analysis. *https://www.bea.gov*

Surveys of Consumers. University of Michigan Survey Research Center. *https://data.sca.isr.umich.edu*

Woods and Poole Complete Economic and Demographic Data Source (CEDDS). Woods and Poole Economics, Inc. Washington D.C. *https://www.woodsandpoole.com*

References

Retail Analysis Profile Series. Iowa State University—Iowa Community Indicators Program. *https://www.icip.iastate.edu/retail*

Hustedde, Ronald J., Ron Shaffer, and Glen Pulver. *Community Economic Analysis: A How To Manual.* May 2005. North Central Regional Center for Rural Development. Iowa State University. *http://ncrcrd.ag.purdue.edu.* Download can be found at: *https://www2.econ.iastate.edu/classes/crp274/swenson/CRP566/Readings/Community%20Economic%20Analysis%20Workbook%20HSP.pdf*

Publication 2943-74 (POD-03-24)

By **Alan Barefield**, Extension Professor, Department of Agricultural Economics, **Devon Mills**, Assistant Professor, Delta Research and Extension Center, **Zachary Mord**, Student Assistant, Department of Agricultural Economics, **Abigail G. Lucas**, Student Assistant, Department of Agricultural Economics.

Copyright 2024 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.

Mississippi State University is an equal opportunity institution. Discrimination in university employment, programs, or activities based on race, color, ethnicity, sex, pregnancy, religion, national origin, disability, age, sexual orientation, gender identity, genetic information, status as a U.S. veteran, or any other status protected by applicable law is prohibited.

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. ANGUS CATCHOT JR., Director