

# Mississippi Business Population Thresholds



One consideration in any business start-up, relocation, expansion, or revision in marketing plan is the number of customers a business must serve to be successful. The number of customers needed to support a particular type of business is called a Business Population Threshold. Business Population Thresholds are based on a ratio between the number of potential customers (population) and the current number of establishments within a given sector. The population needed to support various types of business is particularly useful in planning the structure and size of a business.

When utilizing this information, it is important to acknowledge that regional economies do not know political boundaries, meaning that city and county populations rarely mimic the trade area of individual businesses or communities. For example, the trade area for Richton actually consists of portions of Perry, Greene and Wayne counties. Additionally, the size of a community's trade area is not the same for all business types. A convenience store has a small trade area in comparison to a department store. Therefore, population thresholds should be strictly used when evaluating a specific trade area, for a specific business type.

As with any economic analysis, there are certain assumptions made during computation of the data. For this study, data was compiled for the State of Mississippi using the 2002 Economic Census and July 1, 2002 population estimates from the U. S. Census Bureau. Because the information is based on state data, an assumption is being made that spending patterns for the states 2,863,091 residents mirror local spending patterns and no distinction is made between urban and rural populations. In addition, regardless of the geography used, Business Population Thresholds are looking at the total number of establishments within a given sector, regardless of profitability. Therefore, some businesses may not be profitable, and the sector may require a higher population to adequately support the current number of businesses.

Sector	Description	Population Threshold
Construction	Building finishing contractors	4,358
	Building foundation and exterior contractors	5,041
	Commercial building construction	9,640
	Drywall and insulation contractors	30,138
	Electrical contractors	6,567
	Finish carpentry contractors	22,544
	Heavy and civil engineering construction	5,273
	Highway, street, and bridge construction	15,069
	Industrial building construction	75,345
	Masonry contractors	20,022
	New single-family general contractors	7,866
	Nonresidential building construction	8,547
	Painting and wall covering contractors	10,764
	Plumbing and HVAC contractors	4,371
	Poured concrete structure contractors	19,345
	Residential remodelers	8,088
	Roofing contractors	20,451
	Site preparation contractors	12,613
	Utility system construction	18,121
	Water and sewer system construction	27,010
Manufacturing	Fabricated metal product mfg	7,248
	Machine shops	21,366
	Printing	14,683
	Wood kitchen cabinet & counter top mfg	40,325
Wholesale Trade	Durable goods merchant wholesalers	1,629
	Apparel, piece goods, & notions merchant wholesalers	43,380
	Automobile & other mtr vehicle merchant wholesalers	39,765
	Computer & peripheral equip & software merchant wholesalers	57,262
	Drugs & druggists' sundries merchant wholesalers	50,230
	Electric apparel & equip & wiring supp merchant wholesalers	38,175
	Electrical goods merchant wholesalers	19,215
	Furniture & home furnishing merchant wholesalers	34,916
	Furniture merchant wholesalers	58,430
	Grocery & related product merchant wholesalers	11,591
	Home furnishing merchant wholesalers	86,760

Sector	Description	Population Threshold
Wholesale Trade Continued	Hrdwr, plumb & heat equip & supp merchant wholesalers	20,163
	Industrial machinery & equipment merchant wholesalers	14,835
	Industrial supplies merchant wholesalers	37,183
	Lumber & other const material merchant wholesalers	17,673
	Motor vehicle parts (used) merchant wholesalers	114,524
	Mtr vehicle & parts & supplies merchant wholesalers	12,288
	Mtr vehicle supplies & new parts merchant wholesalers	25,337
	Office equipment merchant wholesalers	55,059
	Paper & paper product merchant wholesalers	36,706
	Tire & tube merchant wholesalers	124,482
	Retail Trade	All other general merchandise stores
All other health & personal care stores		38,175
All other miscellaneous store retailers		11,545
All other motor vehicle dealers		119,295
Appliance, television, & other electronics stores		8,919
Art dealers		143,155
Athletic footwear stores		66,584
Automotive parts & accessories stores		5,014
Automotive parts, accessories, & tire stores		3,372
Beer, wine, & liquor stores		9,907
Boat dealers		54,021
Book stores & news dealers		31,463
Building material & supplies dealers		3,828
Camera & photographic supplies stores		477,182
Children's & infants' clothing stores		42,104
Children's & juveniles' shoe stores		286,309
Clothing & clothing accessories stores		1,940
Clothing accessories stores		53,020
Clothing stores		3,001
Computer & software stores		46,179
Convenience stores		9,266
Cosmetics, beauty supplies, & perfume stores		23,089
Department stores (expt discount dept stores)		79,530
Direct selling establishments		8,521
Discount department stores	79,530	
Electronic shopping & mail-order houses	46,936	

Sector	Description	Population Threshold
Retail Trade Continued	Family clothing stores	9,544
	Family shoe stores	16,085
	Floor covering stores	20,898
	Florists	9,873
	Food & beverage stores	1,892
	Food (health) supplement stores	46,179
	Fuel dealers	16,743
	Furniture stores	8,864
	Gasoline stations	1,425
	Gasoline stations with convenience stores	1,692
	General merchandise stores	3,624
	General-line sporting goods stores	33,292
	Gift, novelty, & souvenir stores	10,970
	Grocery stores	2,714
	Hardware stores	18,713
	Health & personal care stores	3,023
	Hobby, toy, & game stores	59,648
	Home centers	33,292
	Home furnishings stores	9,147
	Household appliance stores	22,024
	Jewelry stores	11,317
	Liquefied petroleum gas (bottled gas) dealers	18,236
	Luggage & leather goods stores	715,773
	Manufactured (mobile) home dealers	21,856
	Men's clothing stores	34,495
	Men's shoe stores	204,507
	Miscellaneous general merchandise stores	10,117
	Miscellaneous store retailers	2,347
	Motor vehicle & parts dealers	1,721
	Motorcycle dealers	52,056
	Motorcycle, boat, & other motor vehicle dealers	21,690
	Musical instrument & supplies stores	79,530
	New car dealers	9,705
	Nonstore retailers	6,419
Nursery, garden center, & farm supply stores	13,317	
Office supplies & stationery stores	39,220	
Optical goods stores	32,170	
Other building material dealers	6,785	
Other clothing stores	35,347	

Sector	Description	Population Threshold
Retail Trade Continued	Other gasoline stations	9,032
	Other health & personal care stores	20,898
	Other miscellaneous store retailers	6,674
	Other motor vehicle dealers	17,565
	Outdoor power equipment stores	46,179
	Paint & wallpaper stores	32,909
	Pet & pet supplies stores	95,436
	Pharmacies & drug stores	4,796
	Prerecorded tape, compact disc, & record stores	49,364
	Radio, television, & other electronics stores	14,990
	Recreational vehicle dealers	92,358
	Sewing, needlework, & piece goods stores	77,381
	Shoe stores	10,804
	Specialty food stores	16,941
	Specialty-line sporting goods stores	31,812
	Sporting goods stores	16,268
	Sporting goods, hobby, & musical instrument stores	9,640
	Sporting goods, hobby, book, & music stores	6,419
	Supermarkets & other grocery (except convenience) stores	3,838
	Tire dealers	10,299
	Used car dealers	8,020
	Used merchandise stores	17,144
	Variety stores	7,456
	Window treatment stores	260,281
Women's clothing stores	7,780	
Women's shoe stores	143,155	
Transportation and Warehousing	Agricultural products trucking without storage, local	14,912
	Couriers & messengers	37,672
	Dump trucking	14,460
	Farm product warehousing & storage	95,436
	General freight trucking	3,119
	General warehousing & storage	34,495
	Motor vehicle towing	56,139
	Refrigerated warehousing & storage	220,238
	Scenic & sightseeing transportation	159,061
	Specialized freight trucking	4,061
	Used household & office goods moving	59,648
	Warehousing & storage	18,592

Sector	Description	Population Threshold
Information	Book publishers	954,364
	Cable & other program distribution	39,220
	Cellular & other wireless telecommunications	27,010
	Data processing, hosting, & related services	58,430
	Directory & mailing list publishers	220,238
	Internet service providers	124,482
	Internet service providers & web search portals	119,295
	Motion picture theaters (except drive-ins)	65,070
	Newspaper publishers	26,510
	Newspaper, periodical, book, & directory publishers	19,345
	Paging	71,577
	Periodical publishers	124,482
	Radio & television broadcasting	19,883
	Radio broadcasting	23,468
	Radio stations	24,263
	Satellite telecommunications	572,618
	Software publishers	143,155
	Telecommunications	5,636
	Telecommunications resellers	150,689
	Television broadcasting	130,141
Wired telecommunications carriers	10,886	
Wireless telecommunications carriers (except satellite)	19,610	
Finance and Insurance	Activities related to credit intermediation	6,105
	All other financial investment activities	143,155
	All other nondepository credit intermediation	15,393
	Consumer lending	5,402
	Credit intermediation & related activities	1,085
	Direct health & medical insurance carriers	63,624
	Direct life insurance carriers	31,812
	Direct life, health, & medical insurance carriers	21,208
	Direct property & casualty insurance carriers	28,631
	Insurance agencies & brokerages	2,523
	Insurance carriers	11,184
	Investment advice	52,056
	Investment banking & securities dealing	477,182
	Miscellaneous financial investment activities	477,182
	Mortgage & nonmortgage loan brokers	34,916
	Mortgage bankers & loan correspondents	23,662
	Nondepository credit intermediation	3,160
Other activities related to credit intermediation	7,456	

Sector	Description	Population Threshold
Finance and Insurance Continued	Other business credit institutions	95,436
	Other direct insurance carriers	24,682
	Other nondepository credit intermediation	3,353
	Pawn shops	18,353
	Portfolio management	79,530
	Real estate credit	20,898
	Sales financing	56,139
	Securities & commodity contracts intermediation & brokerage	17,894
	Securities brokerage	18,961
	Securities intermediation & related activities	8,471
	Trust, fiduciary, & custody activities	204,507
Real Estate and Rental and Leasing	Automotive equipment rental & leasing	28,070
	Consumer goods rental	6,785
	Offices of nonresidential real estate agents & brokers	36,242
	Offices of residential real estate agents & brokers	8,572
	Passenger car rental & leasing	86,760
	Rental & leasing services	4,248
	Truck, utility trailer, & RV rental & leasing	41,494
	Video tape & disc rental	12,503
Professional, Scientific and Technical Services	Accounting, tax preparation, bookkeeping, & payroll services	3,213
	Advertising agencies	59,648
	Advertising specialties goods distributor	92,358
	Architectural services	25,794
	Building inspection services	477,182
	Computer systems design & related services	12,288
	Drafting services	124,482
	Engineering services	9,576
	Environmental consulting services	81,803
	Geophysical surveying & mapping services	150,689
	Graphic design services	130,141
	Human resources and personnel management consulting	124,482
	Interior design services	69,831
	Landscape architectural services	71,577
	Marketing consulting services	73,413
	Offices of lawyers	1,822
Surveying & mapping (except geophysical) services	27,268	

Sector	Description	Population Threshold
Professional, Scientific and Technical Services	Testing laboratories	77,381
	Photographic services	19,883
	Sign painting & lettering shop	168,417
	Veterinary services	12,030
Administrative and Support and Waste Management and Remediation Services	Armored car services	572,618
	Business service centers	75,345
	Carpet & upholstery cleaning services	55,059
	Collection agencies	60,917
	Employment services	12,394
	Exterminating & pest control services	17,783
	Investigation services	106,040
	Investigation, guard, & armored car services	23,277
	Janitorial services	8,421
	Landscaping services	6,916
	Locksmiths	95,436
	Other services to buildings & dwellings	65,070
	Other travel arrangement & reservation services	168,417
	Security guards & patrol services	31,463
	Security systems services	36,706
	Security systems services (except locksmiths)	59,648
	Swimming pool cleaning & maintenance	204,507
	Telephone answering services	159,061
	Tour operators	409,013
	Travel agencies	42,733
Health Care and Social Assistance	Ambulatory health care services	787
	Child day care services	3,235
	Community care facilities for the elderly	23,277
	Diagnostic imaging centers	89,472
	Freestanding ambulatory surgical & emergency centers	110,119
	Home health care services	18,592
	Kidney dialysis centers	48,527
	Medical laboratories	44,736
	Nursing & residential care facilities	7,267
	Offices of all other health practitioners	36,242
	Offices of chiropractors	21,527
	Offices of dentists	3,417
	Offices of mental health practitioners (except physicians)	56,139
Offices of optometrists	16,455	

Sector	Description	Population Threshold
Health Care and Social Assistance Continued	Offices of physical, occupational, & speech therapists and audiologist	22,544
	Offices of physicians	1,756
	Offices of physicians (except mental health specialists)	1,817
	Offices of physicians, mental health specialists	53,020
	Offices of podiatrists	95,436
	Other ambulatory health care services	29,824
	Outpatient mental health & substance abuse centers	46,936
	Physical & occupational therapists	25,563
	Speech therapists & audiologists	190,873
Arts, Entertainment, and Recreation	Amusement arcades	86,760
	Bowling centers	110,119
	Fitness & recreational sports centers	16,550
	Other amusement & recreation services	6,434
	Other fitness & recreational sports centers	19,745
	Racetracks	477,182
	Roller skating rinks	102,253
	Waterparks	715,773
Accommodations and Food Services	Bed & breakfast inns	86,760
	Cafeterias, buffets, & grill buffets	42,104
	Caterers	71,577
	Drinking places (alcoholic beverages)	21,527
	Food service contractors	17,673
	Full-service restaurants	2,219
	Hotels (except casino hotels) & motels	5,292
	Limited-service eating places	1,418
	Limited-service restaurants	1,581
	Other traveler accommodation	86,760
	RV (recreational vehicle) parks & recreational camps	59,648
	Snack & nonalcoholic beverage bars	20,451
	Special food services	13,634
Other Services (except Public Administration)	All other automotive repair & maintenance	168,417
	All other laundry & garment services	2,863,091
	All other repair & related services	110,119
	Appliance repair & maintenance	45,446
	Automotive body, paint, interior, & glass repair	6,737
	Automotive oil change & lubrication	26,510
	Bail bonding	95,436

Sector	Description	Population Threshold
Other Services (except Public Administration) Continued	Car washes	38,175
	Coin-operated laundries & drycleaners	34,084
	Com & industrial mach & equip (exc auto/elect) repair & maint	11,184
	Commercial & industrial machinery & equipment repair, exc welding	14,244
	Computer & office machine repair & maint.	84,209
	Computer repair & maintenance	114,524
	Consumer electronics repair & maintenance	110,119
	Dating services	954,364
	Diet & weight reducing centers	136,338
	Drycleaning & laundry services	7,931
	Drycleaning & laundry services (except coin-operated)	11,140
	Drycleaning plants	12,839
	Electronic & precision equipment repair & maintenance	28,920
	Footwear & leather goods repair	286,309
	Funeral homes & funeral services	11,639
	Garment pressing & agents for laundries	150,689
	Hair, nail, & skin care services	7,212
	Home & garden equipment repair & maintenance	71,577
	Laundries, family & commercial	204,507
	Linen & uniform supply	143,155
	Office machine repair & maintenance	318,121
	One-hour photofinishing	409,013
	Other electronic & precision equipment repair & maintenance	130,141
	Other personal & household goods repair & maintenance	48,527
	Other personal care services	28,347
	Pet care (except veterinary) services	98,727
	Photofinishing	150,689
	Photofinishing laboratories (except one-hour)	238,591
	Reupholstery & furniture repair	95,436
	Watch, clock, & jewelry repair	715,773
Welding repair	52,056	

## Mission Statement

To stimulate economic growth through the resources of our members and partners leading to an improved economic well-being and quality of life for the Greater Hattiesburg Area citizens.

