

# Demographic Profile

Magee, Mississippi - 10 Mile Radial

Simpson County Development Foundation  
Mendenhall, Mississippi

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TheRetailCoach®



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# About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” retail trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail360 Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

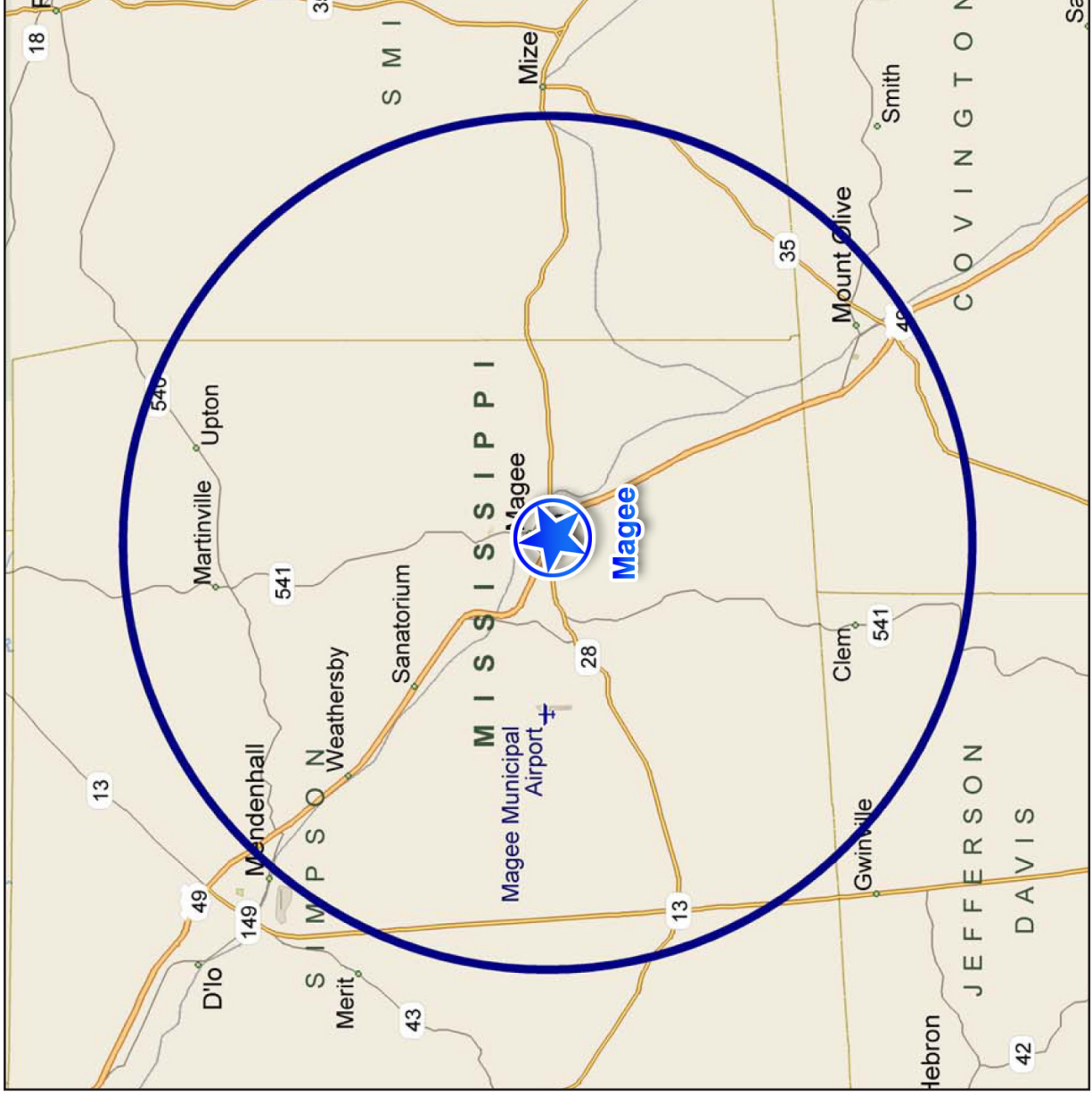
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach — It’s not about data. It’s about your success.

# 10 Mile Radial Map

## Magee, Mississippi



# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>Population</b>		
2014 Projection	19,307	
2009 Estimate	19,451	
2000 Census	19,486	
1990 Census	17,111	
Growth 2009-2014	-0.74%	
Growth 2000-2009	-0.18%	
Growth 1990-2000	13.88%	
<b>2009 Est. Population by Single Race Classification</b>	<b>19,451</b>	
White Alone	11,907	61.22
Black or African American Alone	7,195	36.99
American Indian and Alaska Native Alone	14	0.07
Asian Alone	29	0.15
Native Hawaiian and Other Pacific Islander Alone	1	0.01
Some Other Race Alone	179	0.92
Two or More Races	125	0.64
<b>2009 Est. Population Hispanic or Latino by Origin*</b>	<b>19,451</b>	
Not Hispanic or Latino	19,080	98.09
Hispanic or Latino:	371	1.91
Mexican	252	67.92
Puerto Rican	16	4.31
Cuban	5	1.35
All Other Hispanic or Latino	98	26.42
<b>2009 Est. Hispanic or Latino by Single Race Class.</b>	<b>371</b>	
White Alone	117	31.54
Black or African American Alone	30	8.09
American Indian and Alaska Native Alone	0	0.00
Asian Alone	8	2.16
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	174	46.90
Two or More Races	42	11.32

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Pop. Asian Alone Race by Category*</b>	<b>29</b>	
Chinese, except Taiwanese	0	0.00
Filipino	11	37.93
Japanese	1	3.45
Asian Indian	10	34.48
Korean	2	6.90
Vietnamese	4	13.79
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	1	3.45
Two or more Asian categories	0	0.00
<b>2009 Est. Population by Ancestry</b>	<b>19,451</b>	
Pop, Arab	0	0.00
Pop, Czech	2	0.01
Pop, Danish	0	0.00
Pop, Dutch	71	0.37
Pop, English	583	3.00
Pop, French (except Basque)	100	0.51
Pop, French Canadian	19	0.10
Pop, German	285	1.47
Pop, Greek	1	0.01
Pop, Hungarian	4	0.02
Pop, Irish	933	4.80
Pop, Italian	89	0.46
Pop, Lithuanian	7	0.04
Pop, United States or American	3,255	16.73
Pop, Norwegian	6	0.03
Pop, Polish	40	0.21
Pop, Portuguese	1	0.01
Pop, Russian	1	0.01
Pop, Scottish	150	0.77
Pop, Scotch-Irish	396	2.04
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	65	0.33
Pop, Swedish	16	0.08
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	9	0.05
Pop, West Indian (exc Hisp groups)	8	0.04

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Population by Ancestry</b>		
Pop, Other ancestries	6,438	33.10
Pop, Ancestry Unclassified	6,972	35.84
<b>2009 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>18,030</b>	
Speak Only English at Home	17,733	98.35
Speak Asian/Pacific Islander Language at Home	12	0.07
Speak IndoEuropean Language at Home	67	0.37
Speak Spanish at Home	196	1.09
Speak Other Language at Home	21	0.12
<b>2009 Est. Population by Sex</b>	<b>19,451</b>	
Male	9,464	48.66
Female	9,987	51.34
Male/Female Ratio	0.95	
<b>2009 Est. Population by Age</b>	<b>19,451</b>	
Age 0 - 4	1,421	7.31
Age 5 - 9	1,358	6.98
Age 10 - 14	1,492	7.67
Age 15 - 17	887	4.56
Age 18 - 20	795	4.09
Age 21 - 24	933	4.80
Age 25 - 34	2,631	13.53
Age 35 - 44	2,469	12.69
Age 45 - 49	1,387	7.13
Age 50 - 54	1,326	6.82
Age 55 - 59	1,151	5.92
Age 60 - 64	978	5.03
Age 65 - 74	1,378	7.08
Age 75 - 84	853	4.39
Age 85 and over	391	2.01
Age 16 and over	14,884	76.52
Age 18 and over	14,293	73.48
Age 21 and over	13,498	69.39
Age 65 and over	2,622	13.48
<b>2009 Est. Median Age</b>	<b>35.84</b>	
<b>2009 Est. Average Age</b>	<b>37.19</b>	

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Male Population by Age</b>	<b>9,464</b>	
Age 0 - 4	729	7.70
Age 5 - 9	689	7.28
Age 10 - 14	776	8.20
Age 15 - 17	483	5.10
Age 18 - 20	409	4.32
Age 21 - 24	489	5.17
Age 25 - 34	1,302	13.76
Age 35 - 44	1,186	12.53
Age 45 - 49	690	7.29
Age 50 - 54	668	7.06
Age 55 - 59	551	5.82
Age 60 - 64	445	4.70
Age 65 - 74	617	6.52
Age 75 - 84	322	3.40
Age 85 and over	108	1.14
<b>2009 Est. Median Age, Male</b>	<b>33.88</b>	
<b>2009 Est. Average Age, Male</b>	<b>35.49</b>	
<b>2009 Est. Female Population by Age</b>	<b>9,987</b>	
Age 0 - 4	691	6.92
Age 5 - 9	669	6.70
Age 10 - 14	716	7.17
Age 15 - 17	404	4.05
Age 18 - 20	387	3.88
Age 21 - 24	443	4.44
Age 25 - 34	1,329	13.31
Age 35 - 44	1,283	12.85
Age 45 - 49	697	6.98
Age 50 - 54	658	6.59
Age 55 - 59	600	6.01
Age 60 - 64	533	5.34
Age 65 - 74	761	7.62
Age 75 - 84	531	5.32
Age 85 and over	283	2.83
<b>2009 Est. Median Age, Female</b>	<b>37.76</b>	
<b>2009 Est. Average Age, Female</b>	<b>38.80</b>	

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Population Age 15+ by Marital Status*</b>	<b>15,180</b>	
Total, Never Married	3,949	26.01
Married, Spouse present	7,660	50.46
Married, Spouse absent	781	5.14
Widowed	1,383	9.11
Divorced	1,407	9.27
Males, Never Married	2,140	14.10
Previously Married	861	5.67
Females, Never Married	1,808	11.91
Previously Married	1,928	12.70
<b>2009 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>12,565</b>	
Less than 9th grade	1,558	12.40
Some High School, no diploma	2,507	19.95
High School Graduate (or GED)	4,328	34.44
Some College, no degree	2,222	17.68
Associate Degree	581	4.62
Bachelor's Degree	947	7.54
Master's Degree	317	2.52
Professional School Degree	88	0.70
Doctorate Degree	19	0.15
<b>Households</b>		
2014 Projection	7,297	
2009 Estimate	7,287	
2000 Census	7,107	
1990 Census	5,972	
Growth 2009-2014	0.14%	
Growth 2000-2009	2.53%	
Growth 1990-2000	19.01%	
<b>2009 Est. Households by Household Type</b>	<b>7,287</b>	
Family Households	5,284	72.51
Nonfamily Households	2,003	27.49
<b>2009 Est. Group Quarters Population</b>	<b>771</b>	
<b>2009 Households by Ethnicity, Hispanic/Latino</b>	<b>109</b>	<b>1.50</b>



# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Households by Household Income</b>	<b>7,287</b>	
Income Less than \$15,000	1,835	25.18
Income \$15,000 - \$24,999	1,151	15.80
Income \$25,000 - \$34,999	989	13.57
Income \$35,000 - \$49,999	1,262	17.32
Income \$50,000 - \$74,999	1,147	15.74
Income \$75,000 - \$99,999	458	6.29
Income \$100,000 - \$149,999	291	3.99
Income \$150,000 - \$249,999	103	1.41
Income \$250,000 - \$499,999	43	0.59
Income \$500,000 and more	10	0.14
<b>2009 Est. Average Household Income</b>	<b>\$42,011</b>	
<b>2009 Est. Median Household Income</b>	<b>\$31,657</b>	
<b>2009 Est. Per Capita Income</b>	<b>\$15,950</b>	
<b>2009 Est. Household Type, Presence Own Children*</b>	<b>7,287</b>	
Single Male Householder	828	11.36
Single Female Householder	1,092	14.99
Married-Couple Family, own children	1,713	23.51
Married-Couple Family, no own children	2,097	28.78
Male Householder, own children	178	2.44
Male Householder, no own children	162	2.22
Female Householder, own children	653	8.96
Female Householder, no own children	480	6.59
Nonfamily, Male Householder	52	0.71
Nonfamily, Female Householder	31	0.43
<b>2009 Est. Households by Household Size*</b>	<b>7,287</b>	
1-person household	1,920	26.35
2-person household	2,237	30.70
3-person household	1,395	19.14
4-person household	1,001	13.74
5-person household	464	6.37
6-person household	178	2.44
7 or more person household	91	1.25
<b>2009 Est. Average Household Size</b>	<b>2.56</b>	

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Households by Presence of People*</b>	<b>7,287</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	1,859	25.51
Other Family, Male Householder	213	2.92
Other Family, Female Householder	809	11.10
Nonfamily, Male Householder	21	0.29
Nonfamily, Female Householder	2	0.03
<b>Households no People under Age 18:</b>		
Married-Couple Family	1,951	26.77
Other Family, Male Householder	128	1.76
Other Family, Female Householder	324	4.45
Nonfamily, Male Householder	859	11.79
Nonfamily, Female Householder	1,121	15.38
<b>2009 Est. Households by Number of Vehicles*</b>	<b>7,287</b>	
No Vehicles	801	10.99
1 Vehicle	2,458	33.73
2 Vehicles	2,544	34.91
3 Vehicles	1,076	14.77
4 Vehicles	236	3.24
5 or more Vehicles	173	2.37
<b>2009 Est. Average Number of Vehicles*</b>	<b>1.75</b>	
<b>Family Households</b>		
2014 Projection	5,286	
2009 Estimate	5,284	
2000 Census	5,158	
1990 Census	4,521	
Growth 2009-2014	0.04%	
Growth 2000-2009	2.44%	
Growth 1990-2000	14.09%	

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Family Households by Household Income</b>	<b>5,284</b>	
Income Less than \$15,000	1,001	18.94
Income \$15,000 - \$24,999	811	15.35
Income \$25,000 - \$34,999	764	14.46
Income \$35,000 - \$49,999	985	18.64
Income \$50,000 - \$74,999	931	17.62
Income \$75,000 - \$99,999	425	8.04
Income \$100,000 - \$149,999	255	4.83
Income \$150,000 - \$249,999	71	1.34
Income \$250,000 - \$499,999	33	0.62
Income \$500,000 and more	8	0.15
<b>2009 Est. Average Family Household Income</b>	<b>\$46,033</b>	
<b>2009 Est. Median Family Household Income</b>	<b>\$36,012</b>	
<b>2009 Est. Families by Poverty Status*</b>	<b>5,284</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	1,535	29.05
Married-Couple Family, no own children	1,804	34.14
Male Householder, own children	140	2.65
Male Householder, no own children	100	1.89
Female Householder, own children	370	7.00
Female Householder, no own children	308	5.83
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	289	5.47
Married-Couple Family, no own children	182	3.44
Male Householder, own children	86	1.63
Male Householder, no own children	16	0.30
Female Householder, own children	410	7.76
Female Householder, no own children	45	0.85
<b>2009 Est. Pop Age 16+ by Employment Status*</b>	<b>14,884</b>	
In Armed Forces	49	0.33
Civilian - Employed	7,322	49.19
Civilian - Unemployed	531	3.57
Not in Labor Force	6,982	46.91

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>7,322</b>	
For-Profit Private Workers	4,843	66.14
Non-Profit Private Workers	474	6.47
Local Government Workers	432	5.90
State Government Workers	891	12.17
Federal Government Workers	172	2.35
Self-Emp Workers	484	6.61
Unpaid Family Workers	26	0.36
<b>2009 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>7,322</b>	
Management, Business, and Financial Operations	768	10.49
Professional and Related Occupations	1,212	16.55
Service	1,078	14.72
Sales and Office	1,605	21.92
Farming, Fishing, and Forestry	123	1.68
Construction, Extraction and Maintenance	934	12.76
Production, Transportation and Material Moving	1,602	21.88
<b>2009 Est. Pop 16+ by Occupation Classification*</b>	<b>7,322</b>	
Blue Collar	2,536	34.64
White Collar	3,416	46.65
Service and Farm	1,370	18.71
<b>2009 Est. Workers Age 16+, Transportation To Work*</b>	<b>7,180</b>	
Drove Alone	5,270	73.40
Car Pooled	1,420	19.78
Public Transportation	43	0.60
Walked	196	2.73
Motorcycle	4	0.06
Bicycle	1	0.01
Other Means	55	0.77
Worked at Home	191	2.66
<b>2009 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>6,989</b>	
Less than 15 Minutes	2,287	32.72
15 - 29 Minutes	2,112	30.22
30 - 44 Minutes	810	11.59
45 - 59 Minutes	802	11.48
60 or more Minutes	978	13.99
<b>2009 Est. Average Travel Time to Work in Minutes*</b>	<b>30.48</b>	

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Tenure of Occupied Housing Units</b>	<b>7,287</b>	
Owner Occupied	5,757	79.00
Renter Occupied	1,530	21.00
<b>2009 Occ Housing Units, Avg Length of Residence</b>	<b>11.12</b>	
<b>2009 Est. All Owner-Occupied Housing Values</b>	<b>5,757</b>	
Value Less than \$20,000	597	10.37
Value \$20,000 - \$39,999	1,118	19.42
Value \$40,000 - \$59,999	917	15.93
Value \$60,000 - \$79,999	1,023	17.77
Value \$80,000 - \$99,999	745	12.94
Value \$100,000 - \$149,999	792	13.76
Value \$150,000 - \$199,999	315	5.47
Value \$200,000 - \$299,999	158	2.74
Value \$300,000 - \$399,999	54	0.94
Value \$400,000 - \$499,999	11	0.19
Value \$500,000 - \$749,999	13	0.23
Value \$750,000 - \$999,999	6	0.10
Value \$1,000,000 or more	9	0.16
<b>2009 Est. Median All Owner-Occupied Housing Value</b>	<b>\$64,834</b>	
<b>2009 Est. Housing Units by Units in Structure*</b>	<b>8,214</b>	
1 Unit Attached	23	0.28
1 Unit Detached	5,369	65.36
2 Units	71	0.86
3 to 19 Units	486	5.92
20 to 49 Units	101	1.23
50 or More Units	14	0.17
Mobile Home or Trailer	2,115	25.75
Boat, RV, Van, etc.	34	0.41

# Demographic Profile

## Magee, Mississippi - 10 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Housing Units by Year Structure Built</b>	<b>8,214</b>	
Housing Units Built 1999 to 2009	917	11.16
Housing Unit Built 1995 to 1998	664	8.08
Housing Unit Built 1990 to 1994	772	9.40
Housing Unit Built 1980 to 1989	1,467	17.86
Housing Unit Built 1970 to 1979	1,602	19.50
Housing Unit Built 1960 to 1969	1,186	14.44
Housing Unit Built 1950 to 1959	594	7.23
Housing Unit Built 1940 to 1949	586	7.13
Housing Unit Built 1939 or Earlier	425	5.17
<b>2009 Est. Median Year Structure Built **</b>	<b>1978</b>	

\*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

\*\*1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

# Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas 2008/2009, ESRI 2008/2009, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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