

Demographic Profile

Magee, Mississippi - 20 Min Drivetime

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.

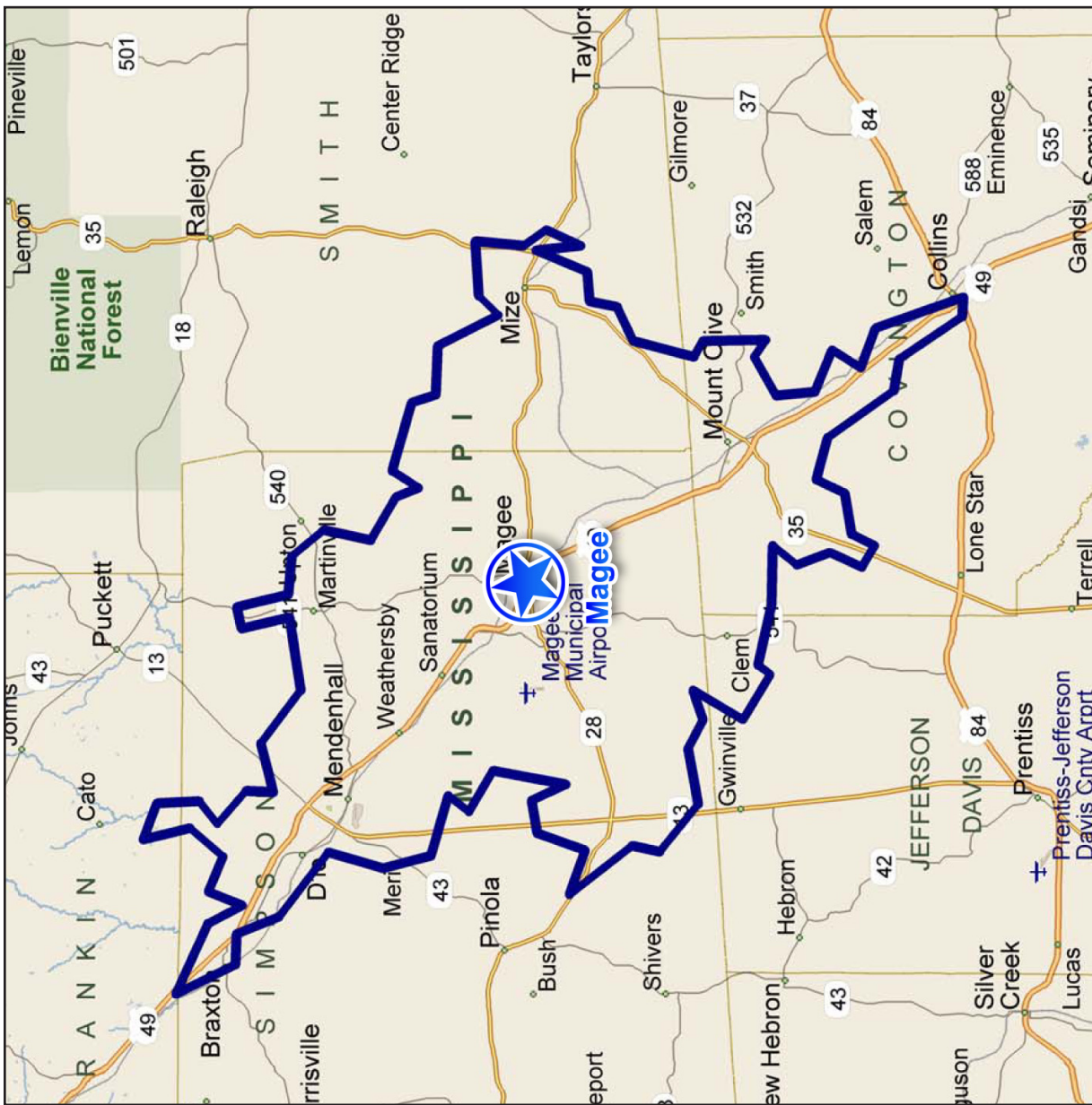
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients 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.

20 Min Drivetime Map

Magee, Mississippi



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DESCRIPTION	POLYGON	%
Population		
2014 Projection	23,829	
2009 Estimate	24,009	
2000 Census	23,994	
1990 Census	21,301	
Growth 2009-2014	-0.75%	
Growth 2000-2009	0.06%	
Growth 1990-2000	12.64%	
2009 Est. Population by Single Race Classification	24,009	
White Alone	14,373	59.87
Black or African American Alone	9,224	38.42
American Indian and Alaska Native Alone	19	0.08
Asian Alone	32	0.13
Native Hawaiian and Other Pacific Islander Alone	2	0.01
Some Other Race Alone	197	0.82
Two or More Races	161	0.67
2009 Est. Population Hispanic or Latino by Origin*	24,009	
Not Hispanic or Latino	23,569	98.17
Hispanic or Latino:	440	1.83
Mexican	283	64.32
Puerto Rican	15	3.41
Cuban	6	1.36
All Other Hispanic or Latino	136	30.91
2009 Est. Hispanic or Latino by Single Race Class.	440	
White Alone	140	31.82
Black or African American Alone	53	12.05
American Indian and Alaska Native Alone	0	0.00
Asian Alone	8	1.82
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	192	43.64
Two or More Races	45	10.23

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DESCRIPTION	POLYGON	%
2009 Est. Pop. Asian Alone Race by Category*	32	
Chinese, except Taiwanese	1	3.13
Filipino	12	37.50
Japanese	1	3.13
Asian Indian	10	31.25
Korean	2	6.25
Vietnamese	4	12.50
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	3	9.38
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	24,009	
Pop, Arab	0	0.00
Pop, Czech	3	0.01
Pop, Danish	1	0.00
Pop, Dutch	72	0.30
Pop, English	769	3.20
Pop, French (except Basque)	124	0.52
Pop, French Canadian	26	0.11
Pop, German	356	1.48
Pop, Greek	1	0.00
Pop, Hungarian	5	0.02
Pop, Irish	1,130	4.71
Pop, Italian	111	0.46
Pop, Lithuanian	7	0.03
Pop, United States or American	4,173	17.38
Pop, Norwegian	19	0.08
Pop, Polish	49	0.20
Pop, Portuguese	1	0.00
Pop, Russian	1	0.00
Pop, Scottish	183	0.76
Pop, Scotch-Irish	483	2.01
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	125	0.52
Pop, Swedish	15	0.06
Pop, Swiss	1	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	22	0.09
Pop, West Indian (exc Hisp groups)	7	0.03

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DESCRIPTION	POLYGON	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	7,948	33.10
Pop, Ancestry Unclassified	8,378	34.90
2009 Est. Pop Age 5+ by Language Spoken At Home	22,220	
Speak Only English at Home	21,772	97.98
Speak Asian/Pacific Islander Language at Home	27	0.12
Speak IndoEuropean Language at Home	110	0.50
Speak Spanish at Home	283	1.27
Speak Other Language at Home	29	0.13
2009 Est. Population by Sex	24,009	
Male	11,603	48.33
Female	12,406	51.67
Male/Female Ratio	0.94	
2009 Est. Population by Age	24,009	
Age 0 - 4	1,789	7.45
Age 5 - 9	1,697	7.07
Age 10 - 14	1,828	7.61
Age 15 - 17	1,084	4.51
Age 18 - 20	992	4.13
Age 21 - 24	1,177	4.90
Age 25 - 34	3,239	13.49
Age 35 - 44	3,023	12.59
Age 45 - 49	1,669	6.95
Age 50 - 54	1,613	6.72
Age 55 - 59	1,404	5.85
Age 60 - 64	1,182	4.92
Age 65 - 74	1,731	7.21
Age 75 - 84	1,055	4.39
Age 85 and over	525	2.19
Age 16 and over	18,338	76.38
Age 18 and over	17,611	73.35
Age 21 and over	16,619	69.22
Age 65 and over	3,312	13.79
2009 Est. Median Age	35.66	
2009 Est. Average Age	37.17	

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DESCRIPTION	POLYGON	%
2009 Est. Male Population by Age	11,603	
Age 0 - 4	920	7.93
Age 5 - 9	856	7.38
Age 10 - 14	944	8.14
Age 15 - 17	583	5.02
Age 18 - 20	512	4.41
Age 21 - 24	606	5.22
Age 25 - 34	1,593	13.73
Age 35 - 44	1,441	12.42
Age 45 - 49	822	7.08
Age 50 - 54	809	6.97
Age 55 - 59	675	5.82
Age 60 - 64	541	4.66
Age 65 - 74	766	6.60
Age 75 - 84	392	3.38
Age 85 and over	142	1.22
2009 Est. Median Age, Male	33.66	
2009 Est. Average Age, Male	35.40	
2009 Est. Female Population by Age	12,406	
Age 0 - 4	868	7.00
Age 5 - 9	840	6.77
Age 10 - 14	885	7.13
Age 15 - 17	501	4.04
Age 18 - 20	480	3.87
Age 21 - 24	571	4.60
Age 25 - 34	1,646	13.27
Age 35 - 44	1,582	12.75
Age 45 - 49	846	6.82
Age 50 - 54	804	6.48
Age 55 - 59	729	5.88
Age 60 - 64	640	5.16
Age 65 - 74	965	7.78
Age 75 - 84	663	5.34
Age 85 and over	383	3.09
2009 Est. Median Age, Female	37.60	
2009 Est. Average Age, Female	38.83	

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DESCRIPTION	POLYGON	%
2009 Est. Population Age 15+ by Marital Status*	18,695	
Total, Never Married	4,911	26.27
Married, Spouse present	9,199	49.21
Married, Spouse absent	1,050	5.62
Widowed	1,703	9.11
Divorced	1,833	9.80
Males, Never Married	2,623	14.03
Previously Married	1,118	5.98
Females, Never Married	2,288	12.24
Previously Married	2,418	12.93
2009 Est. Pop. Age 25+ by Educational Attainment*	15,442	
Less than 9th grade	1,877	12.16
Some High School, no diploma	3,064	19.84
High School Graduate (or GED)	5,232	33.88
Some College, no degree	2,821	18.27
Associate Degree	707	4.58
Bachelor's Degree	1,205	7.80
Master's Degree	382	2.47
Professional School Degree	135	0.87
Doctorate Degree	18	0.12
Households		
2014 Projection	8,999	
2009 Estimate	8,988	
2000 Census	8,747	
1990 Census	7,462	
Growth 2009-2014	0.12%	
Growth 2000-2009	2.76%	
Growth 1990-2000	17.22%	
2009 Est. Households by Household Type	8,988	
Family Households	6,484	72.14
Nonfamily Households	2,504	27.86
2009 Est. Group Quarters Population	939	
2009 Households by Ethnicity, Hispanic/Latino	130	1.45

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DESCRIPTION	POLYGON	%
2009 Est. Households by Household Income	8,988	
Income Less than \$15,000	2,344	26.08
Income \$15,000 - \$24,999	1,425	15.85
Income \$25,000 - \$34,999	1,189	13.23
Income \$35,000 - \$49,999	1,519	16.90
Income \$50,000 - \$74,999	1,393	15.50
Income \$75,000 - \$99,999	579	6.44
Income \$100,000 - \$149,999	345	3.84
Income \$150,000 - \$249,999	129	1.44
Income \$250,000 - \$499,999	51	0.57
Income \$500,000 and more	13	0.14
2009 Est. Average Household Income	\$41,624	
2009 Est. Median Household Income	\$31,092	
2009 Est. Per Capita Income	\$15,851	
2009 Est. Household Type, Presence Own Children*	8,988	
Single Male Householder	1,003	11.16
Single Female Householder	1,379	15.34
Married-Couple Family, own children	2,031	22.60
Married-Couple Family, no own children	2,529	28.14
Male Householder, own children	223	2.48
Male Householder, no own children	208	2.31
Female Householder, own children	866	9.64
Female Householder, no own children	628	6.99
Nonfamily, Male Householder	78	0.87
Nonfamily, Female Householder	44	0.49
2009 Est. Households by Household Size*	8,988	
1-person household	2,382	26.50
2-person household	2,774	30.86
3-person household	1,677	18.66
4-person household	1,235	13.74
5-person household	572	6.36
6-person household	225	2.50
7 or more person household	122	1.36
2009 Est. Average Household Size	2.57	

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DESCRIPTION	POLYGON	%
2009 Est. Households by Presence of People*	8,988	
Households with 1 or more People under Age 18:		
Married-Couple Family	2,207	24.55
Other Family, Male Householder	268	2.98
Other Family, Female Householder	1,083	12.05
Nonfamily, Male Householder	27	0.30
Nonfamily, Female Householder	2	0.02
Households no People under Age 18:		
Married-Couple Family	2,352	26.17
Other Family, Male Householder	163	1.81
Other Family, Female Householder	411	4.57
Nonfamily, Male Householder	1,055	11.74
Nonfamily, Female Householder	1,420	15.80
2009 Est. Households by Number of Vehicles*	8,988	
No Vehicles	997	11.09
1 Vehicle	3,071	34.17
2 Vehicles	3,172	35.29
3 Vehicles	1,289	14.34
4 Vehicles	263	2.93
5 or more Vehicles	196	2.18
2009 Est. Average Number of Vehicles*	1.73	
Family Households		
2014 Projection	6,490	
2009 Estimate	6,484	
2000 Census	6,313	
1990 Census	5,601	
Growth 2009-2014	0.09%	
Growth 2000-2009	2.71%	
Growth 1990-2000	12.71%	

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DESCRIPTION	POLYGON	%
2009 Est. Family Households by Household Income	6,484	
Income Less than \$15,000	1,315	20.28
Income \$15,000 - \$24,999	1,000	15.42
Income \$25,000 - \$34,999	895	13.80
Income \$35,000 - \$49,999	1,155	17.81
Income \$50,000 - \$74,999	1,145	17.66
Income \$75,000 - \$99,999	536	8.27
Income \$100,000 - \$149,999	294	4.53
Income \$150,000 - \$249,999	93	1.43
Income \$250,000 - \$499,999	40	0.62
Income \$500,000 and more	11	0.17
2009 Est. Average Family Household Income	\$45,730	
2009 Est. Median Family Household Income	\$35,422	
2009 Est. Families by Poverty Status*	6,484	
Income At or Above Poverty Level:		
Married-Couple Family, own children	1,840	28.38
Married-Couple Family, no own children	2,161	33.33
Male Householder, own children	170	2.62
Male Householder, no own children	115	1.77
Female Householder, own children	456	7.03
Female Householder, no own children	375	5.78
Income Below Poverty Level:		
Married-Couple Family, own children	344	5.31
Married-Couple Family, no own children	214	3.30
Male Householder, own children	118	1.82
Male Householder, no own children	27	0.42
Female Householder, own children	596	9.19
Female Householder, no own children	67	1.03
2009 Est. Pop Age 16+ by Employment Status*	18,338	
In Armed Forces	43	0.23
Civilian - Employed	8,939	48.75
Civilian - Unemployed	709	3.87
Not in Labor Force	8,646	47.15

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DESCRIPTION	POLYGON	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	8,939	
For-Profit Private Workers	5,962	66.70
Non-Profit Private Workers	526	5.88
Local Government Workers	547	6.12
State Government Workers	1,041	11.65
Federal Government Workers	224	2.51
Self-Emp Workers	604	6.76
Unpaid Family Workers	35	0.39
2009 Est. Civ Employed Pop 16+ by Occupation*	8,939	
Management, Business, and Financial Operations	911	10.19
Professional and Related Occupations	1,486	16.62
Service	1,321	14.78
Sales and Office	1,968	22.02
Farming, Fishing, and Forestry	152	1.70
Construction, Extraction and Maintenance	1,150	12.86
Production, Transportation and Material Moving	1,952	21.84
2009 Est. Pop 16+ by Occupation Classification*	8,939	
Blue Collar	3,102	34.70
White Collar	4,190	46.87
Service and Farm	1,648	18.44
2009 Est. Workers Age 16+, Transportation To Work*	8,753	
Drove Alone	6,507	74.34
Car Pooled	1,660	18.96
Public Transportation	57	0.65
Walked	222	2.54
Motorcycle	6	0.07
Bicycle	2	0.02
Other Means	72	0.82
Worked at Home	228	2.60
2009 Est. Workers Age 16+ by Travel Time to Work*	8,526	
Less than 15 Minutes	2,813	32.99
15 - 29 Minutes	2,377	27.88
30 - 44 Minutes	1,149	13.48
45 - 59 Minutes	1,061	12.44
60 or more Minutes	1,126	13.21
2009 Est. Average Travel Time to Work in Minutes*	30.66	

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DESCRIPTION	POLYGON	%
2009 Est. Tenure of Occupied Housing Units	8,988	
Owner Occupied	7,000	77.88
Renter Occupied	1,987	22.11
2009 Occ Housing Units, Avg Length of Residence	11.02	
2009 Est. All Owner-Occupied Housing Values	7,000	
Value Less than \$20,000	739	10.56
Value \$20,000 - \$39,999	1,318	18.83
Value \$40,000 - \$59,999	1,130	16.14
Value \$60,000 - \$79,999	1,239	17.70
Value \$80,000 - \$99,999	921	13.16
Value \$100,000 - \$149,999	977	13.96
Value \$150,000 - \$199,999	376	5.37
Value \$200,000 - \$299,999	188	2.69
Value \$300,000 - \$399,999	67	0.96
Value \$400,000 - \$499,999	13	0.19
Value \$500,000 - \$749,999	17	0.24
Value \$750,000 - \$999,999	7	0.10
Value \$1,000,000 or more	9	0.13
2009 Est. Median All Owner-Occupied Housing Value	\$65,065	
2009 Est. Housing Units by Units in Structure*	10,096	
1 Unit Attached	37	0.37
1 Unit Detached	6,667	66.04
2 Units	111	1.10
3 to 19 Units	599	5.93
20 to 49 Units	157	1.56
50 or More Units	17	0.17
Mobile Home or Trailer	2,469	24.46
Boat, RV, Van, etc.	39	0.39

Demographic Profile

Magee, Mississippi - 20 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Housing Units by Year Structure Built	10,096	
Housing Units Built 1999 to 2009	1,070	10.60
Housing Unit Built 1995 to 1998	819	8.11
Housing Unit Built 1990 to 1994	920	9.11
Housing Unit Built 1980 to 1989	1,780	17.63
Housing Unit Built 1970 to 1979	1,991	19.72
Housing Unit Built 1960 to 1969	1,494	14.80
Housing Unit Built 1950 to 1959	788	7.81
Housing Unit Built 1940 to 1949	692	6.85
Housing Unit Built 1939 or Earlier	542	5.37
2009 Est. Median Year Structure Built **	1978	

*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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