

Demographic Profile

Magee, Mississippi - 25 Min Drivetime

Simpson County Development Foundation
Mendenhall, Mississippi

May 22, 2009

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TheRetailCoach®



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Partially funded by the Mississippi Development Authority

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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.

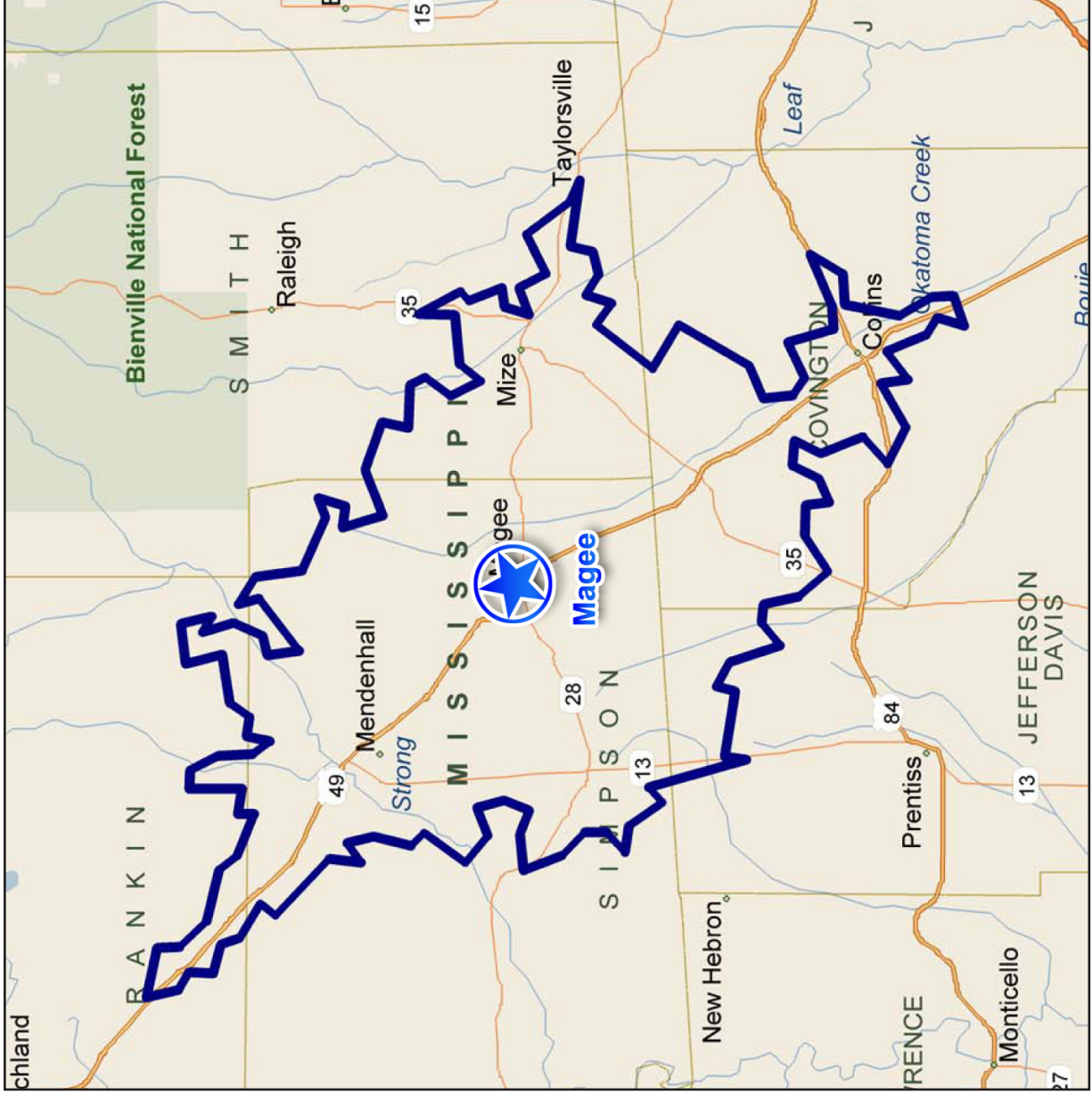
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients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

25 Min Drivetime Map

Magee, Mississippi



Demographic Profile

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DESCRIPTION	POLYGON	%
Population		
2014 Projection	33,337	
2009 Estimate	33,508	
2000 Census	33,215	
1990 Census	29,397	
Growth 2009-2014	-0.51%	
Growth 2000-2009	0.88%	
Growth 1990-2000	12.99%	
2009 Est. Population by Single Race Classification	33,508	
White Alone	20,665	61.67
Black or African American Alone	12,291	36.68
American Indian and Alaska Native Alone	32	0.10
Asian Alone	50	0.15
Native Hawaiian and Other Pacific Islander Alone	3	0.01
Some Other Race Alone	230	0.69
Two or More Races	236	0.70
2009 Est. Population Hispanic or Latino by Origin*	33,508	
Not Hispanic or Latino	32,945	98.32
Hispanic or Latino:	563	1.68
Mexican	339	60.21
Puerto Rican	20	3.55
Cuban	12	2.13
All Other Hispanic or Latino	191	33.93
2009 Est. Hispanic or Latino by Single Race Class.	563	
White Alone	201	35.70
Black or African American Alone	77	13.68
American Indian and Alaska Native Alone	1	0.18
Asian Alone	8	1.42
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	223	39.61
Two or More Races	52	9.24

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DESCRIPTION	POLYGON	%
2009 Est. Pop. Asian Alone Race by Category*	50	
Chinese, except Taiwanese	3	6.00
Filipino	16	32.00
Japanese	1	2.00
Asian Indian	20	40.00
Korean	4	8.00
Vietnamese	4	8.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	3	6.00
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	33,508	
Pop, Arab	2	0.01
Pop, Czech	4	0.01
Pop, Danish	1	0.00
Pop, Dutch	91	0.27
Pop, English	1,046	3.12
Pop, French (except Basque)	182	0.54
Pop, French Canadian	44	0.13
Pop, German	488	1.46
Pop, Greek	2	0.01
Pop, Hungarian	9	0.03
Pop, Irish	1,546	4.61
Pop, Italian	150	0.45
Pop, Lithuanian	7	0.02
Pop, United States or American	5,869	17.52
Pop, Norwegian	26	0.08
Pop, Polish	58	0.17
Pop, Portuguese	2	0.01
Pop, Russian	2	0.01
Pop, Scottish	238	0.71
Pop, Scotch-Irish	654	1.95
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	184	0.55
Pop, Swedish	27	0.08
Pop, Swiss	2	0.01
Pop, Ukrainian	1	0.00
Pop, Welsh	42	0.13
Pop, West Indian (exc Hisp groups)	8	0.02

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DESCRIPTION	POLYGON	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	11,086	33.08
Pop, Ancestry Unclassified	11,740	35.04
2009 Est. Pop Age 5+ by Language Spoken At Home	31,039	
Speak Only English at Home	30,333	97.73
Speak Asian/Pacific Islander Language at Home	58	0.19
Speak IndoEuropean Language at Home	172	0.55
Speak Spanish at Home	427	1.38
Speak Other Language at Home	47	0.15
2009 Est. Population by Sex	33,508	
Male	16,142	48.17
Female	17,366	51.83
Male/Female Ratio	0.93	
2009 Est. Population by Age	33,508	
Age 0 - 4	2,469	7.37
Age 5 - 9	2,358	7.04
Age 10 - 14	2,508	7.48
Age 15 - 17	1,496	4.46
Age 18 - 20	1,373	4.10
Age 21 - 24	1,647	4.92
Age 25 - 34	4,473	13.35
Age 35 - 44	4,219	12.59
Age 45 - 49	2,317	6.91
Age 50 - 54	2,226	6.64
Age 55 - 59	1,978	5.90
Age 60 - 64	1,693	5.05
Age 65 - 74	2,495	7.45
Age 75 - 84	1,523	4.55
Age 85 and over	733	2.19
Age 16 and over	25,681	76.64
Age 18 and over	24,676	73.64
Age 21 and over	23,303	69.54
Age 65 and over	4,750	14.18
2009 Est. Median Age	36.02	
2009 Est. Average Age	37.43	

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DESCRIPTION	POLYGON	%
2009 Est. Male Population by Age	16,142	
Age 0 - 4	1,268	7.86
Age 5 - 9	1,188	7.36
Age 10 - 14	1,288	7.98
Age 15 - 17	801	4.96
Age 18 - 20	694	4.30
Age 21 - 24	832	5.15
Age 25 - 34	2,195	13.60
Age 35 - 44	2,009	12.45
Age 45 - 49	1,136	7.04
Age 50 - 54	1,115	6.91
Age 55 - 59	949	5.88
Age 60 - 64	776	4.81
Age 65 - 74	1,116	6.91
Age 75 - 84	575	3.56
Age 85 and over	201	1.25
2009 Est. Median Age, Male	34.11	
2009 Est. Average Age, Male	35.75	
2009 Est. Female Population by Age	17,366	
Age 0 - 4	1,201	6.92
Age 5 - 9	1,170	6.74
Age 10 - 14	1,221	7.03
Age 15 - 17	695	4.00
Age 18 - 20	678	3.90
Age 21 - 24	815	4.69
Age 25 - 34	2,279	13.12
Age 35 - 44	2,210	12.73
Age 45 - 49	1,181	6.80
Age 50 - 54	1,111	6.40
Age 55 - 59	1,028	5.92
Age 60 - 64	918	5.29
Age 65 - 74	1,378	7.94
Age 75 - 84	948	5.46
Age 85 and over	532	3.06
2009 Est. Median Age, Female	37.82	
2009 Est. Average Age, Female	39.00	

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DESCRIPTION	POLYGON	%
2009 Est. Population Age 15+ by Marital Status*	26,172	
Total, Never Married	6,586	25.16
Married, Spouse present	13,278	50.73
Married, Spouse absent	1,464	5.59
Widowed	2,334	8.92
Divorced	2,511	9.59
Males, Never Married	3,519	13.45
Previously Married	1,528	5.84
Females, Never Married	3,066	11.71
Previously Married	3,317	12.67
2009 Est. Pop. Age 25+ by Educational Attainment*	21,656	
Less than 9th grade	2,548	11.77
Some High School, no diploma	4,230	19.53
High School Graduate (or GED)	7,375	34.06
Some College, no degree	4,035	18.63
Associate Degree	997	4.60
Bachelor's Degree	1,632	7.54
Master's Degree	570	2.63
Professional School Degree	212	0.98
Doctorate Degree	56	0.26
Households		
2014 Projection	12,673	
2009 Estimate	12,621	
2000 Census	12,166	
1990 Census	10,332	
Growth 2009-2014	0.41%	
Growth 2000-2009	3.74%	
Growth 1990-2000	17.75%	
2009 Est. Households by Household Type	12,621	
Family Households	9,178	72.72
Nonfamily Households	3,443	27.28
2009 Est. Group Quarters Population	1,133	
2009 Households by Ethnicity, Hispanic/Latino	161	1.28

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DESCRIPTION	POLYGON	%
2009 Est. Households by Household Income	12,621	
Income Less than \$15,000	3,121	24.73
Income \$15,000 - \$24,999	1,924	15.24
Income \$25,000 - \$34,999	1,667	13.21
Income \$35,000 - \$49,999	2,157	17.09
Income \$50,000 - \$74,999	1,992	15.78
Income \$75,000 - \$99,999	909	7.20
Income \$100,000 - \$149,999	559	4.43
Income \$150,000 - \$249,999	191	1.51
Income \$250,000 - \$499,999	81	0.64
Income \$500,000 and more	20	0.16
2009 Est. Average Household Income	\$43,489	
2009 Est. Median Household Income	\$32,590	
2009 Est. Per Capita Income	\$16,605	
2009 Est. Household Type, Presence Own Children*	12,621	
Single Male Householder	1,391	11.02
Single Female Householder	1,901	15.06
Married-Couple Family, own children	2,922	23.15
Married-Couple Family, no own children	3,642	28.86
Male Householder, own children	309	2.45
Male Householder, no own children	288	2.28
Female Householder, own children	1,146	9.08
Female Householder, no own children	871	6.90
Nonfamily, Male Householder	98	0.78
Nonfamily, Female Householder	53	0.42
2009 Est. Households by Household Size*	12,621	
1-person household	3,292	26.08
2-person household	3,954	31.33
3-person household	2,346	18.59
4-person household	1,774	14.06
5-person household	786	6.23
6-person household	305	2.42
7 or more person household	164	1.30
2009 Est. Average Household Size	2.57	

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DESCRIPTION	POLYGON	%
2009 Est. Households by Presence of People*	12,621	
Households with 1 or more People under Age 18:		
Married-Couple Family	3,173	25.14
Other Family, Male Householder	371	2.94
Other Family, Female Householder	1,437	11.39
Nonfamily, Male Householder	34	0.27
Nonfamily, Female Householder	4	0.03
Households no People under Age 18:		
Married-Couple Family	3,391	26.87
Other Family, Male Householder	226	1.79
Other Family, Female Householder	579	4.59
Nonfamily, Male Householder	1,455	11.53
Nonfamily, Female Householder	1,950	15.45
2009 Est. Households by Number of Vehicles*	12,621	
No Vehicles	1,284	10.17
1 Vehicle	4,189	33.19
2 Vehicles	4,564	36.16
3 Vehicles	1,871	14.82
4 Vehicles	428	3.39
5 or more Vehicles	284	2.25
2009 Est. Average Number of Vehicles*	1.77	
Family Households		
2014 Projection	9,216	
2009 Estimate	9,178	
2000 Census	8,846	
1990 Census	7,814	
Growth 2009-2014	0.41%	
Growth 2000-2009	3.75%	
Growth 1990-2000	13.21%	

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DESCRIPTION	POLYGON	%
2009 Est. Family Households by Household Income	9,178	
Income Less than \$15,000	1,737	18.93
Income \$15,000 - \$24,999	1,362	14.84
Income \$25,000 - \$34,999	1,242	13.53
Income \$35,000 - \$49,999	1,644	17.91
Income \$50,000 - \$74,999	1,664	18.13
Income \$75,000 - \$99,999	836	9.11
Income \$100,000 - \$149,999	476	5.19
Income \$150,000 - \$249,999	140	1.53
Income \$250,000 - \$499,999	60	0.65
Income \$500,000 and more	17	0.19
2009 Est. Average Family Household Income	\$47,679	
2009 Est. Median Family Household Income	\$37,266	
2009 Est. Families by Poverty Status*	9,178	
Income At or Above Poverty Level:		
Married-Couple Family, own children	2,665	29.04
Married-Couple Family, no own children	3,124	34.04
Male Householder, own children	244	2.66
Male Householder, no own children	154	1.68
Female Householder, own children	647	7.05
Female Householder, no own children	534	5.82
Income Below Poverty Level:		
Married-Couple Family, own children	468	5.10
Married-Couple Family, no own children	308	3.36
Male Householder, own children	157	1.71
Male Householder, no own children	42	0.46
Female Householder, own children	739	8.05
Female Householder, no own children	97	1.06
2009 Est. Pop Age 16+ by Employment Status*	25,681	
In Armed Forces	61	0.24
Civilian - Employed	12,845	50.02
Civilian - Unemployed	960	3.74
Not in Labor Force	11,815	46.01

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DESCRIPTION	POLYGON	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	12,845	
For-Profit Private Workers	8,663	67.44
Non-Profit Private Workers	706	5.50
Local Government Workers	752	5.85
State Government Workers	1,460	11.37
Federal Government Workers	313	2.44
Self-Emp Workers	903	7.03
Unpaid Family Workers	48	0.37
2009 Est. Civ Employed Pop 16+ by Occupation*	12,845	
Management, Business, and Financial Operations	1,323	10.30
Professional and Related Occupations	2,074	16.15
Service	1,820	14.17
Sales and Office	2,898	22.56
Farming, Fishing, and Forestry	215	1.67
Construction, Extraction and Maintenance	1,738	13.53
Production, Transportation and Material Moving	2,778	21.63
2009 Est. Pop 16+ by Occupation Classification*	12,845	
Blue Collar	4,516	35.16
White Collar	6,031	46.95
Service and Farm	2,299	17.90
2009 Est. Workers Age 16+, Transportation To Work*	12,570	
Drove Alone	9,474	75.37
Car Pooled	2,277	18.11
Public Transportation	71	0.56
Walked	288	2.29
Motorcycle	11	0.09
Bicycle	2	0.02
Other Means	106	0.84
Worked at Home	341	2.71
2009 Est. Workers Age 16+ by Travel Time to Work*	12,229	
Less than 15 Minutes	3,803	31.10
15 - 29 Minutes	3,319	27.14
30 - 44 Minutes	1,930	15.78
45 - 59 Minutes	1,537	12.57
60 or more Minutes	1,640	13.41
2009 Est. Average Travel Time to Work in Minutes*	31.41	

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DESCRIPTION	POLYGON	%
2009 Est. Tenure of Occupied Housing Units	12,621	
Owner Occupied	10,092	79.96
Renter Occupied	2,528	20.03
2009 Occ Housing Units, Avg Length of Residence	11.09	
2009 Est. All Owner-Occupied Housing Values	10,092	
Value Less than \$20,000	1,095	10.85
Value \$20,000 - \$39,999	1,761	17.45
Value \$40,000 - \$59,999	1,659	16.44
Value \$60,000 - \$79,999	1,674	16.59
Value \$80,000 - \$99,999	1,335	13.23
Value \$100,000 - \$149,999	1,522	15.08
Value \$150,000 - \$199,999	602	5.97
Value \$200,000 - \$299,999	278	2.75
Value \$300,000 - \$399,999	90	0.89
Value \$400,000 - \$499,999	17	0.17
Value \$500,000 - \$749,999	24	0.24
Value \$750,000 - \$999,999	10	0.10
Value \$1,000,000 or more	24	0.24
2009 Est. Median All Owner-Occupied Housing Value	\$66,340	
2009 Est. Housing Units by Units in Structure*	14,206	
1 Unit Attached	59	0.42
1 Unit Detached	9,472	66.68
2 Units	145	1.02
3 to 19 Units	661	4.65
20 to 49 Units	180	1.27
50 or More Units	24	0.17
Mobile Home or Trailer	3,615	25.45
Boat, RV, Van, etc.	49	0.34

Demographic Profile

Magee, Mississippi - 25 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Housing Units by Year Structure Built	14,206	
Housing Units Built 1999 to 2009	1,552	10.92
Housing Unit Built 1995 to 1998	1,238	8.71
Housing Unit Built 1990 to 1994	1,275	8.98
Housing Unit Built 1980 to 1989	2,453	17.27
Housing Unit Built 1970 to 1979	2,887	20.32
Housing Unit Built 1960 to 1969	2,033	14.31
Housing Unit Built 1950 to 1959	1,044	7.35
Housing Unit Built 1940 to 1949	923	6.50
Housing Unit Built 1939 or Earlier	801	5.64
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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