

Demographic Profile

Magee, Mississippi - 30 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.

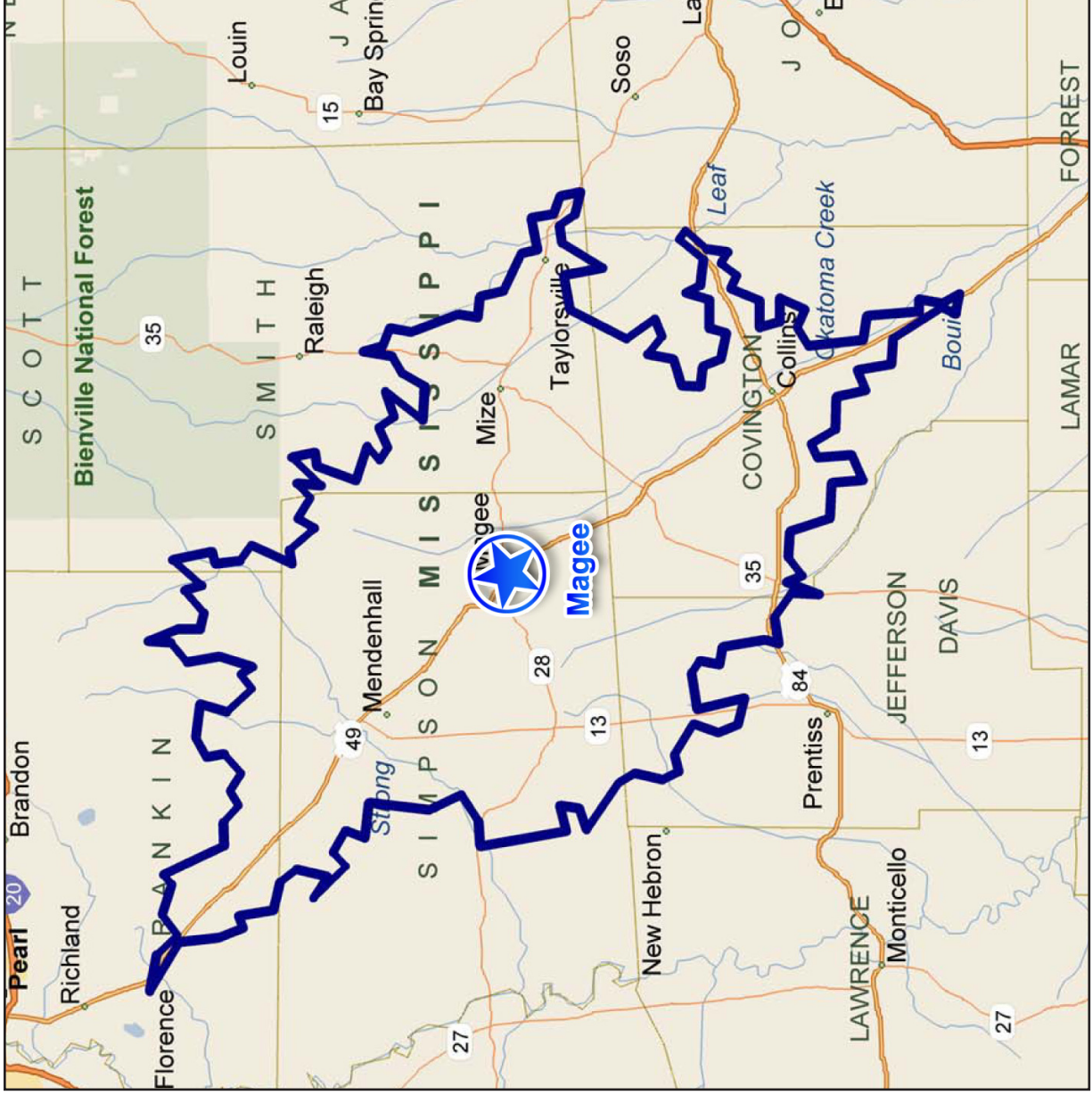
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients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

30 Min Drivetime Map

Magee, Mississippi



Demographic Profile

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DESCRIPTION	POLYGON	%
Population		
2014 Projection	45,718	
2009 Estimate	45,802	
2000 Census	44,973	
1990 Census	39,555	
Growth 2009-2014	-0.18%	
Growth 2000-2009	1.84%	
Growth 1990-2000	13.70%	
2009 Est. Population by Single Race Classification	45,802	
White Alone	28,905	63.11
Black or African American Alone	16,180	35.33
American Indian and Alaska Native Alone	55	0.12
Asian Alone	67	0.15
Native Hawaiian and Other Pacific Islander Alone	7	0.02
Some Other Race Alone	251	0.55
Two or More Races	336	0.73
2009 Est. Population Hispanic or Latino by Origin*	45,802	
Not Hispanic or Latino	45,130	98.53
Hispanic or Latino:	672	1.47
Mexican	400	59.52
Puerto Rican	25	3.72
Cuban	18	2.68
All Other Hispanic or Latino	230	34.23
2009 Est. Hispanic or Latino by Single Race Class.	672	
White Alone	261	38.84
Black or African American Alone	96	14.29
American Indian and Alaska Native Alone	2	0.30
Asian Alone	8	1.19
Native Hawaiian and Other Pacific Islander Alone	4	0.60
Some Other Race Alone	241	35.86
Two or More Races	61	9.08

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DESCRIPTION	POLYGON	%
2009 Est. Pop. Asian Alone Race by Category*	67	
Chinese, except Taiwanese	3	4.48
Filipino	21	31.34
Japanese	2	2.99
Asian Indian	26	38.81
Korean	6	8.96
Vietnamese	6	8.96
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	4	5.97
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	45,802	
Pop, Arab	5	0.01
Pop, Czech	6	0.01
Pop, Danish	2	0.00
Pop, Dutch	116	0.25
Pop, English	1,477	3.22
Pop, French (except Basque)	274	0.60
Pop, French Canadian	75	0.16
Pop, German	677	1.48
Pop, Greek	3	0.01
Pop, Hungarian	12	0.03
Pop, Irish	2,214	4.83
Pop, Italian	207	0.45
Pop, Lithuanian	8	0.02
Pop, United States or American	8,311	18.15
Pop, Norwegian	34	0.07
Pop, Polish	71	0.16
Pop, Portuguese	6	0.01
Pop, Russian	5	0.01
Pop, Scottish	307	0.67
Pop, Scotch-Irish	858	1.87
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	237	0.52
Pop, Swedish	41	0.09
Pop, Swiss	3	0.01
Pop, Ukrainian	2	0.00
Pop, Welsh	61	0.13
Pop, West Indian (exc Hisp groups)	9	0.02

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DESCRIPTION	POLYGON	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	14,614	31.91
Pop, Ancestry Unclassified	16,164	35.29
2009 Est. Pop Age 5+ by Language Spoken At Home	42,440	
Speak Only English at Home	41,427	97.61
Speak Asian/Pacific Islander Language at Home	87	0.20
Speak IndoEuropean Language at Home	256	0.60
Speak Spanish at Home	612	1.44
Speak Other Language at Home	59	0.14
2009 Est. Population by Sex	45,802	
Male	22,106	48.26
Female	23,696	51.74
Male/Female Ratio	0.93	
2009 Est. Population by Age	45,802	
Age 0 - 4	3,362	7.34
Age 5 - 9	3,235	7.06
Age 10 - 14	3,392	7.41
Age 15 - 17	2,037	4.45
Age 18 - 20	1,886	4.12
Age 21 - 24	2,297	5.02
Age 25 - 34	6,122	13.37
Age 35 - 44	5,795	12.65
Age 45 - 49	3,167	6.91
Age 50 - 54	3,012	6.58
Age 55 - 59	2,744	5.99
Age 60 - 64	2,338	5.10
Age 65 - 74	3,448	7.53
Age 75 - 84	2,055	4.49
Age 85 and over	912	1.99
Age 16 and over	35,145	76.73
Age 18 and over	33,776	73.74
Age 21 and over	31,890	69.63
Age 65 and over	6,415	14.01
2009 Est. Median Age	35.98	
2009 Est. Average Age	37.36	

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DESCRIPTION	POLYGON	%
2009 Est. Male Population by Age	22,106	
Age 0 - 4	1,724	7.80
Age 5 - 9	1,634	7.39
Age 10 - 14	1,742	7.88
Age 15 - 17	1,085	4.91
Age 18 - 20	945	4.27
Age 21 - 24	1,150	5.20
Age 25 - 34	3,001	13.58
Age 35 - 44	2,761	12.49
Age 45 - 49	1,540	6.97
Age 50 - 54	1,511	6.84
Age 55 - 59	1,316	5.95
Age 60 - 64	1,077	4.87
Age 65 - 74	1,563	7.07
Age 75 - 84	797	3.61
Age 85 and over	260	1.18
2009 Est. Median Age, Male	34.24	
2009 Est. Average Age, Male	35.84	
2009 Est. Female Population by Age	23,696	
Age 0 - 4	1,637	6.91
Age 5 - 9	1,601	6.76
Age 10 - 14	1,651	6.97
Age 15 - 17	952	4.02
Age 18 - 20	941	3.97
Age 21 - 24	1,147	4.84
Age 25 - 34	3,120	13.17
Age 35 - 44	3,034	12.80
Age 45 - 49	1,627	6.87
Age 50 - 54	1,501	6.33
Age 55 - 59	1,427	6.02
Age 60 - 64	1,261	5.32
Age 65 - 74	1,885	7.95
Age 75 - 84	1,259	5.31
Age 85 and over	652	2.75
2009 Est. Median Age, Female	37.63	
2009 Est. Average Age, Female	38.79	

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DESCRIPTION	POLYGON	%
2009 Est. Population Age 15+ by Marital Status*	35,813	
Total, Never Married	8,688	24.26
Married, Spouse present	18,797	52.49
Married, Spouse absent	1,845	5.15
Widowed	3,101	8.66
Divorced	3,382	9.44
Males, Never Married	4,667	13.03
Previously Married	2,032	5.67
Females, Never Married	4,021	11.23
Previously Married	4,450	12.43
2009 Est. Pop. Age 25+ by Educational Attainment*	29,593	
Less than 9th grade	3,299	11.15
Some High School, no diploma	5,734	19.38
High School Graduate (or GED)	10,175	34.38
Some College, no degree	5,624	19.00
Associate Degree	1,390	4.70
Bachelor's Degree	2,191	7.40
Master's Degree	814	2.75
Professional School Degree	276	0.93
Doctorate Degree	90	0.30
Households		
2014 Projection	17,451	
2009 Estimate	17,314	
2000 Census	16,521	
1990 Census	13,927	
Growth 2009-2014	0.79%	
Growth 2000-2009	4.80%	
Growth 1990-2000	18.63%	
2009 Est. Households by Household Type	17,314	
Family Households	12,727	73.51
Nonfamily Households	4,587	26.49
2009 Est. Group Quarters Population	1,203	
2009 Households by Ethnicity, Hispanic/Latino	189	1.09

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DESCRIPTION	POLYGON	%
2009 Est. Households by Household Income	17,314	
Income Less than \$15,000	4,017	23.20
Income \$15,000 - \$24,999	2,578	14.89
Income \$25,000 - \$34,999	2,346	13.55
Income \$35,000 - \$49,999	2,945	17.01
Income \$50,000 - \$74,999	2,859	16.51
Income \$75,000 - \$99,999	1,287	7.43
Income \$100,000 - \$149,999	872	5.04
Income \$150,000 - \$249,999	262	1.51
Income \$250,000 - \$499,999	119	0.69
Income \$500,000 and more	28	0.16
2009 Est. Average Household Income	\$44,953	
2009 Est. Median Household Income	\$33,786	
2009 Est. Per Capita Income	\$17,164	
2009 Est. Household Type, Presence Own Children*	17,314	
Single Male Householder	1,861	10.75
Single Female Householder	2,540	14.67
Married-Couple Family, own children	4,153	23.99
Married-Couple Family, no own children	5,085	29.37
Male Householder, own children	420	2.43
Male Householder, no own children	397	2.29
Female Householder, own children	1,498	8.65
Female Householder, no own children	1,174	6.78
Nonfamily, Male Householder	120	0.69
Nonfamily, Female Householder	65	0.38
2009 Est. Households by Household Size*	17,314	
1-person household	4,402	25.42
2-person household	5,457	31.52
3-person household	3,260	18.83
4-person household	2,494	14.40
5-person household	1,077	6.22
6-person household	409	2.36
7 or more person household	216	1.25
2009 Est. Average Household Size	2.58	

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DESCRIPTION	POLYGON	%
2009 Est. Households by Presence of People*	17,314	
Households with 1 or more People under Age 18:		
Married-Couple Family	4,499	25.98
Other Family, Male Householder	507	2.93
Other Family, Female Householder	1,877	10.84
Nonfamily, Male Householder	43	0.25
Nonfamily, Female Householder	5	0.03
Households no People under Age 18:		
Married-Couple Family	4,739	27.37
Other Family, Male Householder	310	1.79
Other Family, Female Householder	795	4.59
Nonfamily, Male Householder	1,938	11.19
Nonfamily, Female Householder	2,600	15.02
2009 Est. Households by Number of Vehicles*	17,314	
No Vehicles	1,583	9.14
1 Vehicle	5,630	32.52
2 Vehicles	6,363	36.75
3 Vehicles	2,660	15.36
4 Vehicles	694	4.01
5 or more Vehicles	384	2.22
2009 Est. Average Number of Vehicles*	1.81	
Family Households		
2014 Projection	12,829	
2009 Estimate	12,727	
2000 Census	12,139	
1990 Census	10,620	
Growth 2009-2014	0.80%	
Growth 2000-2009	4.84%	
Growth 1990-2000	14.30%	

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DESCRIPTION	POLYGON	%
2009 Est. Family Households by Household Income	12,727	
Income Less than \$15,000	2,216	17.41
Income \$15,000 - \$24,999	1,837	14.43
Income \$25,000 - \$34,999	1,774	13.94
Income \$35,000 - \$49,999	2,268	17.82
Income \$50,000 - \$74,999	2,419	19.01
Income \$75,000 - \$99,999	1,173	9.22
Income \$100,000 - \$149,999	734	5.77
Income \$150,000 - \$249,999	197	1.55
Income \$250,000 - \$499,999	86	0.68
Income \$500,000 and more	24	0.19
2009 Est. Average Family Household Income	\$49,016	
2009 Est. Median Family Household Income	\$38,553	
2009 Est. Families by Poverty Status*	12,727	
Income At or Above Poverty Level:		
Married-Couple Family, own children	3,862	30.34
Married-Couple Family, no own children	4,360	34.26
Male Householder, own children	357	2.81
Male Householder, no own children	205	1.61
Female Householder, own children	892	7.01
Female Householder, no own children	736	5.78
Income Below Poverty Level:		
Married-Couple Family, own children	611	4.80
Married-Couple Family, no own children	405	3.18
Male Householder, own children	195	1.53
Male Householder, no own children	61	0.48
Female Householder, own children	920	7.23
Female Householder, no own children	124	0.97
2009 Est. Pop Age 16+ by Employment Status*	35,145	
In Armed Forces	87	0.25
Civilian - Employed	18,146	51.63
Civilian - Unemployed	1,270	3.61
Not in Labor Force	15,642	44.51

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DESCRIPTION	POLYGON	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	18,146	
For-Profit Private Workers	12,313	67.86
Non-Profit Private Workers	940	5.18
Local Government Workers	1,042	5.74
State Government Workers	2,028	11.18
Federal Government Workers	432	2.38
Self-Emp Workers	1,313	7.24
Unpaid Family Workers	77	0.42
2009 Est. Civ Employed Pop 16+ by Occupation*	18,146	
Management, Business, and Financial Operations	1,848	10.18
Professional and Related Occupations	2,844	15.67
Service	2,505	13.80
Sales and Office	4,153	22.89
Farming, Fishing, and Forestry	328	1.81
Construction, Extraction and Maintenance	2,518	13.88
Production, Transportation and Material Moving	3,952	21.78
2009 Est. Pop 16+ by Occupation Classification*	18,146	
Blue Collar	6,470	35.66
White Collar	8,476	46.71
Service and Farm	3,201	17.64
2009 Est. Workers Age 16+, Transportation To Work*	17,755	
Drove Alone	13,558	76.36
Car Pooled	3,077	17.33
Public Transportation	92	0.52
Walked	359	2.02
Motorcycle	18	0.10
Bicycle	3	0.02
Other Means	152	0.86
Worked at Home	495	2.79
2009 Est. Workers Age 16+ by Travel Time to Work*	17,260	
Less than 15 Minutes	5,033	29.16
15 - 29 Minutes	4,838	28.03
30 - 44 Minutes	3,053	17.69
45 - 59 Minutes	2,088	12.10
60 or more Minutes	2,246	13.01
2009 Est. Average Travel Time to Work in Minutes*	31.57	

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DESCRIPTION	POLYGON	%
2009 Est. Tenure of Occupied Housing Units	17,314	
Owner Occupied	14,149	81.72
Renter Occupied	3,166	18.29
2009 Occ Housing Units, Avg Length of Residence	11.01	
2009 Est. All Owner-Occupied Housing Values	14,149	
Value Less than \$20,000	1,538	10.87
Value \$20,000 - \$39,999	2,338	16.52
Value \$40,000 - \$59,999	2,375	16.79
Value \$60,000 - \$79,999	2,221	15.70
Value \$80,000 - \$99,999	1,813	12.81
Value \$100,000 - \$149,999	2,241	15.84
Value \$150,000 - \$199,999	920	6.50
Value \$200,000 - \$299,999	445	3.15
Value \$300,000 - \$399,999	126	0.89
Value \$400,000 - \$499,999	31	0.22
Value \$500,000 - \$749,999	36	0.25
Value \$750,000 - \$999,999	22	0.16
Value \$1,000,000 or more	43	0.30
2009 Est. Median All Owner-Occupied Housing Value	\$67,417	
2009 Est. Housing Units by Units in Structure*	19,499	
1 Unit Attached	98	0.50
1 Unit Detached	12,936	66.34
2 Units	184	0.94
3 to 19 Units	715	3.67
20 to 49 Units	186	0.95
50 or More Units	33	0.17
Mobile Home or Trailer	5,286	27.11
Boat, RV, Van, etc.	61	0.31

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Magee, Mississippi - 30 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Housing Units by Year Structure Built	19,499	
Housing Units Built 1999 to 2009	2,241	11.49
Housing Unit Built 1995 to 1998	1,905	9.77
Housing Unit Built 1990 to 1994	1,724	8.84
Housing Unit Built 1980 to 1989	3,396	17.42
Housing Unit Built 1970 to 1979	3,979	20.41
Housing Unit Built 1960 to 1969	2,661	13.65
Housing Unit Built 1950 to 1959	1,380	7.08
Housing Unit Built 1940 to 1949	1,152	5.91
Housing Unit Built 1939 or Earlier	1,062	5.45
2009 Est. Median Year Structure Built **	1979	

*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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