

Demographic Profile

Magee, Mississippi - 3 Mile Radial

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

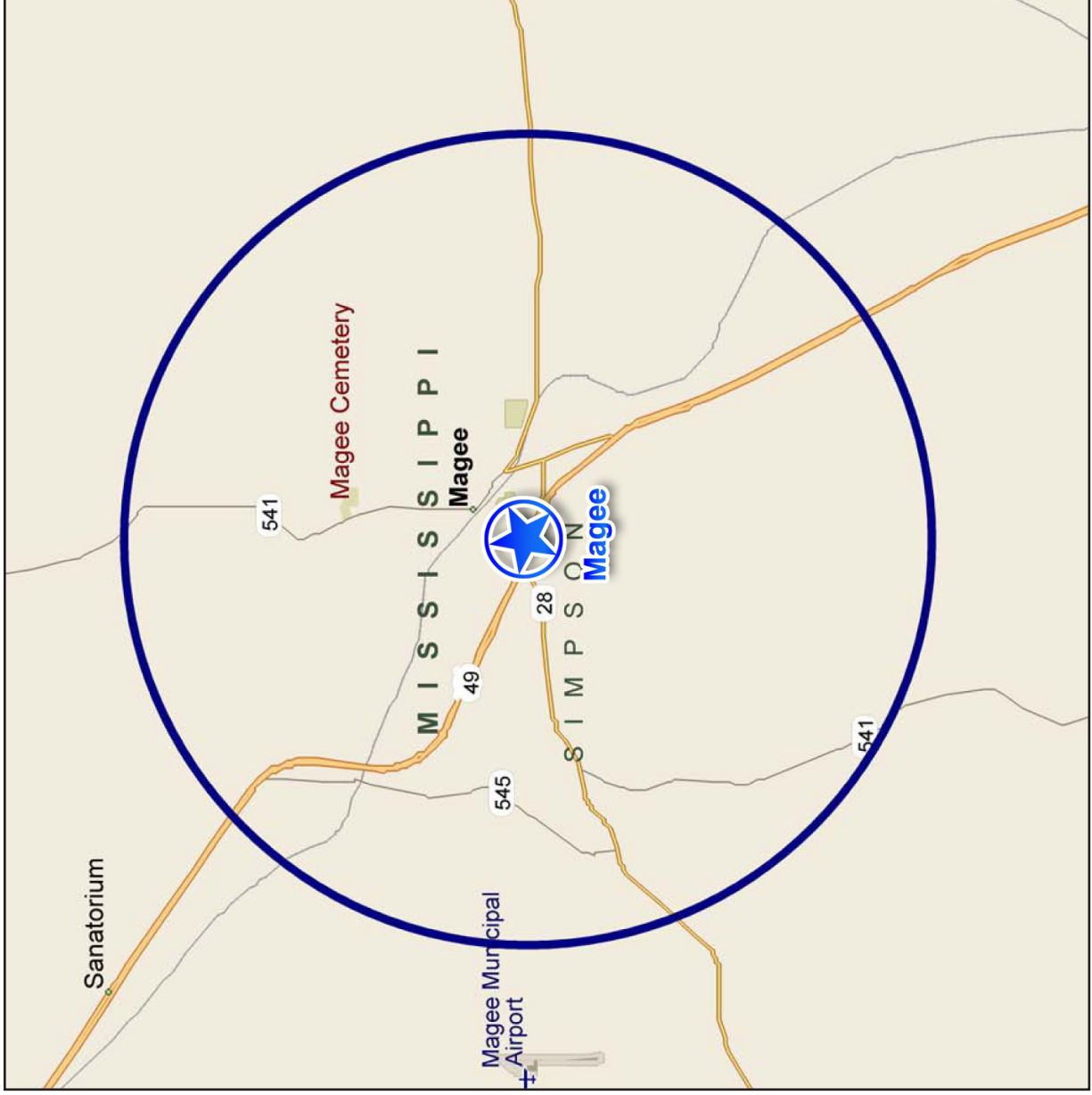
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

3 Mile Radial Map Magee, Mississippi



Demographic Profile

Magee, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
Population		
2014 Projection	6,164	
2009 Estimate	6,171	
2000 Census	6,101	
1990 Census	5,462	
Growth 2009-2014	-0.11%	
Growth 2000-2009	1.15%	
Growth 1990-2000	11.70%	
2009 Est. Population by Single Race Classification	6,171	
White Alone	3,822	61.93
Black or African American Alone	2,114	34.26
American Indian and Alaska Native Alone	5	0.08
Asian Alone	15	0.24
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	160	2.59
Two or More Races	55	0.89
2009 Est. Population Hispanic or Latino by Origin*	6,171	
Not Hispanic or Latino	5,913	95.82
Hispanic or Latino:	257	4.16
Mexican	213	82.88
Puerto Rican	4	1.56
Cuban	2	0.78
All Other Hispanic or Latino	38	14.79
2009 Est. Hispanic or Latino by Single Race Class.	257	
White Alone	53	20.62
Black or African American Alone	4	1.56
American Indian and Alaska Native Alone	0	0.00
Asian Alone	8	3.11
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	160	62.26
Two or More Races	33	12.84

Demographic Profile

Magee, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Pop. Asian Alone Race by Category*	15	
Chinese, except Taiwanese	0	0.00
Filipino	9	60.00
Japanese	1	6.67
Asian Indian	3	20.00
Korean	1	6.67
Vietnamese	1	6.67
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	0	0.00
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	6,171	
Pop, Arab	0	0.00
Pop, Czech	1	0.02
Pop, Danish	0	0.00
Pop, Dutch	19	0.31
Pop, English	207	3.35
Pop, French (except Basque)	19	0.31
Pop, French Canadian	0	0.00
Pop, German	86	1.39
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	286	4.63
Pop, Italian	56	0.91
Pop, Lithuanian	7	0.11
Pop, United States or American	963	15.61
Pop, Norwegian	0	0.00
Pop, Polish	27	0.44
Pop, Portuguese	0	0.00
Pop, Russian	1	0.02
Pop, Scottish	75	1.22
Pop, Scotch-Irish	173	2.80
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	9	0.15
Pop, Swedish	1	0.02
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	7	0.11
Pop, West Indian (exc Hisp groups)	0	0.00

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DESCRIPTION	RADIUS	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	2,096	33.97
Pop, Ancestry Unclassified	2,138	34.65
2009 Est. Pop Age 5+ by Language Spoken At Home	5,763	
Speak Only English at Home	5,643	97.92
Speak Asian/Pacific Islander Language at Home	1	0.02
Speak IndoEuropean Language at Home	15	0.26
Speak Spanish at Home	103	1.79
Speak Other Language at Home	1	0.02
2009 Est. Population by Sex	6,171	
Male	2,998	48.58
Female	3,173	51.42
Male/Female Ratio	0.94	
2009 Est. Population by Age	6,171	
Age 0 - 4	407	6.60
Age 5 - 9	402	6.51
Age 10 - 14	496	8.04
Age 15 - 17	292	4.73
Age 18 - 20	241	3.91
Age 21 - 24	289	4.68
Age 25 - 34	818	13.26
Age 35 - 44	790	12.80
Age 45 - 49	413	6.69
Age 50 - 54	399	6.47
Age 55 - 59	351	5.69
Age 60 - 64	303	4.91
Age 65 - 74	440	7.13
Age 75 - 84	326	5.28
Age 85 and over	203	3.29
Age 16 and over	4,752	77.01
Age 18 and over	4,573	74.10
Age 21 and over	4,332	70.20
Age 65 and over	969	15.70
2009 Est. Median Age	36.78	
2009 Est. Average Age	38.42	

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Magee, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Male Population by Age	2,998	
Age 0 - 4	208	6.94
Age 5 - 9	207	6.90
Age 10 - 14	273	9.11
Age 15 - 17	168	5.60
Age 18 - 20	133	4.44
Age 21 - 24	158	5.27
Age 25 - 34	420	14.01
Age 35 - 44	383	12.78
Age 45 - 49	208	6.94
Age 50 - 54	200	6.67
Age 55 - 59	163	5.44
Age 60 - 64	131	4.37
Age 65 - 74	182	6.07
Age 75 - 84	114	3.80
Age 85 and over	49	1.63
2009 Est. Median Age, Male	33.36	
2009 Est. Average Age, Male	35.57	
2009 Est. Female Population by Age	3,173	
Age 0 - 4	199	6.27
Age 5 - 9	195	6.15
Age 10 - 14	223	7.03
Age 15 - 17	124	3.91
Age 18 - 20	109	3.44
Age 21 - 24	131	4.13
Age 25 - 34	398	12.54
Age 35 - 44	406	12.80
Age 45 - 49	205	6.46
Age 50 - 54	199	6.27
Age 55 - 59	188	5.92
Age 60 - 64	172	5.42
Age 65 - 74	258	8.13
Age 75 - 84	212	6.68
Age 85 and over	154	4.85
2009 Est. Median Age, Female	40.11	
2009 Est. Average Age, Female	41.10	

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DESCRIPTION	RADIUS	%
2009 Est. Population Age 15+ by Marital Status*	4,865	
Total, Never Married	1,347	27.69
Married, Spouse present	2,053	42.20
Married, Spouse absent	397	8.16
Widowed	509	10.46
Divorced	559	11.49
Males, Never Married	773	15.89
Previously Married	307	6.31
Females, Never Married	574	11.80
Previously Married	761	15.64
2009 Est. Pop. Age 25+ by Educational Attainment*	4,043	
Less than 9th grade	542	13.41
Some High School, no diploma	714	17.66
High School Graduate (or GED)	1,364	33.74
Some College, no degree	669	16.55
Associate Degree	220	5.44
Bachelor's Degree	378	9.35
Master's Degree	120	2.97
Professional School Degree	34	0.84
Doctorate Degree	3	0.07
Households		
2014 Projection	2,398	
2009 Estimate	2,385	
2000 Census	2,300	
1990 Census	1,968	
Growth 2009-2014	0.55%	
Growth 2000-2009	3.70%	
Growth 1990-2000	16.87%	
2009 Est. Households by Household Type	2,385	
Family Households	1,579	66.21
Nonfamily Households	806	33.79
2009 Est. Group Quarters Population	543	
2009 Households by Ethnicity, Hispanic/Latino	82	3.44

Demographic Profile

Magee, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Household Income	2,385	
Income Less than \$15,000	715	29.98
Income \$15,000 - \$24,999	392	16.44
Income \$25,000 - \$34,999	329	13.79
Income \$35,000 - \$49,999	372	15.60
Income \$50,000 - \$74,999	326	13.67
Income \$75,000 - \$99,999	107	4.49
Income \$100,000 - \$149,999	73	3.06
Income \$150,000 - \$249,999	57	2.39
Income \$250,000 - \$499,999	11	0.46
Income \$500,000 and more	3	0.13
2009 Est. Average Household Income	\$39,423	
2009 Est. Median Household Income	\$27,606	
2009 Est. Per Capita Income	\$15,578	
2009 Est. Household Type, Presence Own Children*	2,385	
Single Male Householder	293	12.29
Single Female Householder	471	19.75
Married-Couple Family, own children	454	19.04
Married-Couple Family, no own children	619	25.95
Male Householder, own children	55	2.31
Male Householder, no own children	48	2.01
Female Householder, own children	231	9.69
Female Householder, no own children	172	7.21
Nonfamily, Male Householder	29	1.22
Nonfamily, Female Householder	13	0.55
2009 Est. Households by Household Size*	2,385	
1-person household	764	32.03
2-person household	733	30.73
3-person household	439	18.41
4-person household	272	11.40
5-person household	112	4.70
6-person household	42	1.76
7 or more person household	23	0.96
2009 Est. Average Household Size	2.36	

Demographic Profile

Magee, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Presence of People*	2,385	
Households with 1 or more People under Age 18:		
Married-Couple Family	479	20.08
Other Family, Male Householder	63	2.64
Other Family, Female Householder	280	11.74
Nonfamily, Male Householder	11	0.46
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:		
Married-Couple Family	593	24.86
Other Family, Male Householder	40	1.68
Other Family, Female Householder	123	5.16
Nonfamily, Male Householder	311	13.04
Nonfamily, Female Householder	484	20.29
2009 Est. Households by Number of Vehicles*	2,385	
No Vehicles	339	14.21
1 Vehicle	973	40.80
2 Vehicles	700	29.35
3 Vehicles	269	11.28
4 Vehicles	38	1.59
5 or more Vehicles	65	2.73
2009 Est. Average Number of Vehicles*	1.56	
Family Households		
2014 Projection	1,587	
2009 Estimate	1,579	
2000 Census	1,527	
1990 Census	1,421	
Growth 2009-2014	0.51%	
Growth 2000-2009	3.41%	
Growth 1990-2000	7.46%	

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DESCRIPTION	RADIUS	%
2009 Est. Family Households by Household Income	1,579	
Income Less than \$15,000	385	24.38
Income \$15,000 - \$24,999	255	16.15
Income \$25,000 - \$34,999	247	15.64
Income \$35,000 - \$49,999	238	15.07
Income \$50,000 - \$74,999	251	15.90
Income \$75,000 - \$99,999	96	6.08
Income \$100,000 - \$149,999	57	3.61
Income \$150,000 - \$249,999	38	2.41
Income \$250,000 - \$499,999	10	0.63
Income \$500,000 and more	2	0.13
2009 Est. Average Family Household Income	\$43,499	
2009 Est. Median Family Household Income	\$31,048	
2009 Est. Families by Poverty Status*	1,579	
Income At or Above Poverty Level:		
Married-Couple Family, own children	340	21.53
Married-Couple Family, no own children	560	35.47
Male Householder, own children	57	3.61
Male Householder, no own children	16	1.01
Female Householder, own children	134	8.49
Female Householder, no own children	127	8.04
Income Below Poverty Level:		
Married-Couple Family, own children	116	7.35
Married-Couple Family, no own children	56	3.55
Male Householder, own children	25	1.58
Male Householder, no own children	5	0.32
Female Householder, own children	138	8.74
Female Householder, no own children	4	0.25
2009 Est. Pop Age 16+ by Employment Status*	4,752	
In Armed Forces	5	0.11
Civilian - Employed	2,143	45.10
Civilian - Unemployed	166	3.49
Not in Labor Force	2,439	51.33

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	2,143	
For-Profit Private Workers	1,448	67.57
Non-Profit Private Workers	194	9.05
Local Government Workers	121	5.65
State Government Workers	236	11.01
Federal Government Workers	20	0.93
Self-Emp Workers	113	5.27
Unpaid Family Workers	11	0.51
2009 Est. Civ Employed Pop 16+ by Occupation*	2,143	
Management, Business, and Financial Operations	249	11.62
Professional and Related Occupations	401	18.71
Service	327	15.26
Sales and Office	468	21.84
Farming, Fishing, and Forestry	49	2.29
Construction, Extraction and Maintenance	211	9.85
Production, Transportation and Material Moving	438	20.44
2009 Est. Pop 16+ by Occupation Classification*	2,143	
Blue Collar	649	30.28
White Collar	1,102	51.42
Service and Farm	391	18.25
2009 Est. Workers Age 16+, Transportation To Work*	2,105	
Drove Alone	1,500	71.26
Car Pooled	463	22.00
Public Transportation	28	1.33
Walked	69	3.28
Motorcycle	0	0.00
Bicycle	0	0.00
Other Means	6	0.29
Worked at Home	38	1.81
2009 Est. Workers Age 16+ by Travel Time to Work*	2,067	
Less than 15 Minutes	948	45.86
15 - 29 Minutes	412	19.93
30 - 44 Minutes	162	7.84
45 - 59 Minutes	275	13.30
60 or more Minutes	270	13.06
2009 Est. Average Travel Time to Work in Minutes*	28.32	

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Tenure of Occupied Housing Units	2,385	
Owner Occupied	1,586	66.50
Renter Occupied	799	33.50
2009 Occ Housing Units, Avg Length of Residence	10.49	
2009 Est. All Owner-Occupied Housing Values	1,586	
Value Less than \$20,000	155	9.77
Value \$20,000 - \$39,999	329	20.74
Value \$40,000 - \$59,999	263	16.58
Value \$60,000 - \$79,999	309	19.48
Value \$80,000 - \$99,999	169	10.66
Value \$100,000 - \$149,999	188	11.85
Value \$150,000 - \$199,999	110	6.94
Value \$200,000 - \$299,999	48	3.03
Value \$300,000 - \$399,999	11	0.69
Value \$400,000 - \$499,999	0	0.00
Value \$500,000 - \$749,999	0	0.00
Value \$750,000 - \$999,999	2	0.13
Value \$1,000,000 or more	1	0.06
2009 Est. Median All Owner-Occupied Housing Value	\$62,968	
2009 Est. Housing Units by Units in Structure*	2,640	
1 Unit Attached	1	0.04
1 Unit Detached	1,664	63.03
2 Units	60	2.27
3 to 19 Units	372	14.09
20 to 49 Units	93	3.52
50 or More Units	9	0.34
Mobile Home or Trailer	426	16.14
Boat, RV, Van, etc.	15	0.57

Demographic Profile

Magee, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Housing Units by Year Structure Built	2,640	
Housing Units Built 1999 to 2009	270	10.23
Housing Unit Built 1995 to 1998	118	4.47
Housing Unit Built 1990 to 1994	215	8.14
Housing Unit Built 1980 to 1989	436	16.52
Housing Unit Built 1970 to 1979	481	18.22
Housing Unit Built 1960 to 1969	520	19.70
Housing Unit Built 1950 to 1959	242	9.17
Housing Unit Built 1940 to 1949	254	9.62
Housing Unit Built 1939 or Earlier	104	3.94
2009 Est. Median Year Structure Built **	1974	

*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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