

Demographic Profile

Magee, Mississippi - 7 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

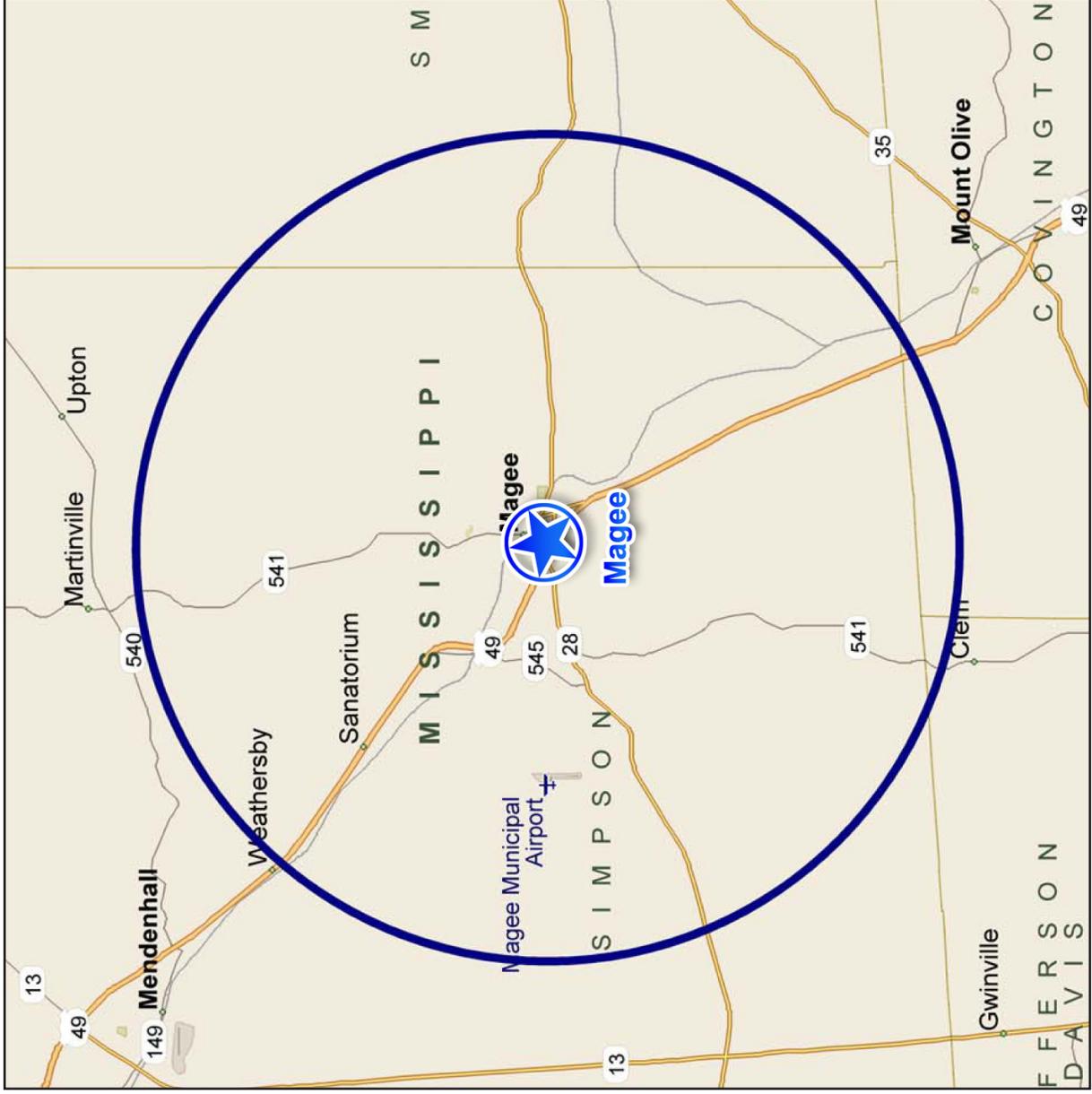
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

7-Mile Radial Map Magee, Mississippi



Demographic Profile

Magee, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
Population		
2014 Projection	12,427	
2009 Estimate	12,507	
2000 Census	12,584	
1990 Census	10,958	
Growth 2009-2014	-0.64%	
Growth 2000-2009	-0.61%	
Growth 1990-2000	14.84%	
2009 Est. Population by Single Race Classification	12,507	
White Alone	7,592	60.70
Black or African American Alone	4,641	37.11
American Indian and Alaska Native Alone	10	0.08
Asian Alone	17	0.14
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	169	1.35
Two or More Races	79	0.63
2009 Est. Population Hispanic or Latino by Origin*	12,507	
Not Hispanic or Latino	12,196	97.51
Hispanic or Latino:	312	2.49
Mexican	229	73.40
Puerto Rican	12	3.85
Cuban	3	0.96
All Other Hispanic or Latino	68	21.79
2009 Est. Hispanic or Latino by Single Race Class.	312	
White Alone	79	25.32
Black or African American Alone	21	6.73
American Indian and Alaska Native Alone	0	0.00
Asian Alone	8	2.56
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	166	53.21
Two or More Races	37	11.86

Demographic Profile

Magee, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Pop. Asian Alone Race by Category*	17	
Chinese, except Taiwanese	0	0.00
Filipino	9	52.94
Japanese	1	5.88
Asian Indian	4	23.53
Korean	1	5.88
Vietnamese	2	11.76
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	12,507	
Pop, Arab	0	0.00
Pop, Czech	1	0.01
Pop, Danish	0	0.00
Pop, Dutch	47	0.38
Pop, English	362	2.89
Pop, French (except Basque)	62	0.50
Pop, French Canadian	2	0.02
Pop, German	186	1.49
Pop, Greek	0	0.00
Pop, Hungarian	1	0.01
Pop, Irish	569	4.55
Pop, Italian	70	0.56
Pop, Lithuanian	7	0.06
Pop, United States or American	2,034	16.26
Pop, Norwegian	1	0.01
Pop, Polish	28	0.22
Pop, Portuguese	1	0.01
Pop, Russian	1	0.01
Pop, Scottish	103	0.82
Pop, Scotch-Irish	276	2.21
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	33	0.26
Pop, Swedish	9	0.07
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	7	0.06
Pop, West Indian (exc Hisp groups)	6	0.05

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	4,171	33.35
Pop, Ancestry Unclassified	4,530	36.22
2009 Est. Pop Age 5+ by Language Spoken At Home	11,610	
Speak Only English at Home	11,422	98.38
Speak Asian/Pacific Islander Language at Home	3	0.03
Speak IndoEuropean Language at Home	31	0.27
Speak Spanish at Home	142	1.22
Speak Other Language at Home	11	0.09
2009 Est. Population by Sex	12,507	
Male	6,103	48.80
Female	6,405	51.21
Male/Female Ratio	0.95	
2009 Est. Population by Age	12,507	
Age 0 - 4	898	7.18
Age 5 - 9	857	6.85
Age 10 - 14	965	7.72
Age 15 - 17	577	4.61
Age 18 - 20	509	4.07
Age 21 - 24	603	4.82
Age 25 - 34	1,703	13.62
Age 35 - 44	1,585	12.67
Age 45 - 49	882	7.05
Age 50 - 54	855	6.84
Age 55 - 59	731	5.84
Age 60 - 64	618	4.94
Age 65 - 74	869	6.95
Age 75 - 84	570	4.56
Age 85 and over	285	2.28
Age 16 and over	9,584	76.63
Age 18 and over	9,211	73.65
Age 21 and over	8,702	69.58
Age 65 and over	1,725	13.79
2009 Est. Median Age	35.90	
2009 Est. Average Age	37.38	

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DESCRIPTION	RADIUS	%
2009 Est. Male Population by Age	6,103	
Age 0 - 4	462	7.57
Age 5 - 9	435	7.13
Age 10 - 14	505	8.27
Age 15 - 17	319	5.23
Age 18 - 20	267	4.37
Age 21 - 24	323	5.29
Age 25 - 34	854	13.99
Age 35 - 44	762	12.49
Age 45 - 49	439	7.19
Age 50 - 54	431	7.06
Age 55 - 59	350	5.73
Age 60 - 64	281	4.60
Age 65 - 74	386	6.32
Age 75 - 84	212	3.47
Age 85 and over	78	1.28
2009 Est. Median Age, Male	33.67	
2009 Est. Average Age, Male	35.49	
2009 Est. Female Population by Age	6,405	
Age 0 - 4	436	6.81
Age 5 - 9	423	6.60
Age 10 - 14	460	7.18
Age 15 - 17	258	4.03
Age 18 - 20	242	3.78
Age 21 - 24	280	4.37
Age 25 - 34	849	13.26
Age 35 - 44	823	12.85
Age 45 - 49	443	6.92
Age 50 - 54	424	6.62
Age 55 - 59	382	5.96
Age 60 - 64	337	5.26
Age 65 - 74	483	7.54
Age 75 - 84	358	5.59
Age 85 and over	207	3.23
2009 Est. Median Age, Female	38.09	
2009 Est. Average Age, Female	39.17	

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DESCRIPTION	RADIUS	%
2009 Est. Population Age 15+ by Marital Status*	9,788	
Total, Never Married	2,641	26.98
Married, Spouse present	4,709	48.11
Married, Spouse absent	588	6.01
Widowed	879	8.98
Divorced	971	9.92
Males, Never Married	1,457	14.89
Previously Married	557	5.69
Females, Never Married	1,184	12.10
Previously Married	1,292	13.20
2009 Est. Pop. Age 25+ by Educational Attainment*	8,099	
Less than 9th grade	1,045	12.90
Some High School, no diploma	1,617	19.97
High School Graduate (or GED)	2,726	33.66
Some College, no degree	1,384	17.09
Associate Degree	398	4.91
Bachelor's Degree	645	7.96
Master's Degree	209	2.58
Professional School Degree	59	0.73
Doctorate Degree	17	0.21
Households		
2014 Projection	4,669	
2009 Estimate	4,662	
2000 Census	4,571	
1990 Census	3,818	
Growth 2009-2014	0.15%	
Growth 2000-2009	1.99%	
Growth 1990-2000	19.72%	
2009 Est. Households by Household Type	4,662	
Family Households	3,320	71.21
Nonfamily Households	1,342	28.79
2009 Est. Group Quarters Population	711	
2009 Households by Ethnicity, Hispanic/Latino	95	2.04

Demographic Profile

Magee, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Household Income	4,662	
Income Less than \$15,000	1,224	26.25
Income \$15,000 - \$24,999	738	15.83
Income \$25,000 - \$34,999	647	13.88
Income \$35,000 - \$49,999	775	16.62
Income \$50,000 - \$74,999	736	15.79
Income \$75,000 - \$99,999	255	5.47
Income \$100,000 - \$149,999	171	3.67
Income \$150,000 - \$249,999	80	1.72
Income \$250,000 - \$499,999	29	0.62
Income \$500,000 and more	7	0.15
2009 Est. Average Household Income	\$41,622	
2009 Est. Median Household Income	\$30,702	
2009 Est. Per Capita Income	\$15,795	
2009 Est. Household Type, Presence Own Children*	4,662	
Single Male Householder	542	11.63
Single Female Householder	736	15.79
Married-Couple Family, own children	1,054	22.61
Married-Couple Family, no own children	1,312	28.14
Male Householder, own children	113	2.42
Male Householder, no own children	99	2.12
Female Householder, own children	431	9.24
Female Householder, no own children	311	6.67
Nonfamily, Male Householder	40	0.86
Nonfamily, Female Householder	23	0.49
2009 Est. Households by Household Size*	4,662	
1-person household	1,278	27.41
2-person household	1,429	30.65
3-person household	889	19.07
4-person household	608	13.04
5-person household	283	6.07
6-person household	115	2.47
7 or more person household	59	1.27
2009 Est. Average Household Size	2.53	

Demographic Profile

Magee, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Presence of People*	4,662	
Households with 1 or more People under Age 18:		
Married-Couple Family	1,136	24.37
Other Family, Male Householder	136	2.92
Other Family, Female Householder	529	11.35
Nonfamily, Male Householder	16	0.34
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:		
Married-Couple Family	1,230	26.38
Other Family, Male Householder	76	1.63
Other Family, Female Householder	213	4.57
Nonfamily, Male Householder	567	12.16
Nonfamily, Female Householder	759	16.28
2009 Est. Households by Number of Vehicles*	4,662	
No Vehicles	559	11.99
1 Vehicle	1,660	35.61
2 Vehicles	1,577	33.83
3 Vehicles	615	13.19
4 Vehicles	126	2.70
5 or more Vehicles	124	2.66
2009 Est. Average Number of Vehicles*	1.70	
Family Households		
2014 Projection	3,322	
2009 Estimate	3,320	
2000 Census	3,262	
1990 Census	2,861	
Growth 2009-2014	0.06%	
Growth 2000-2009	1.78%	
Growth 1990-2000	14.02%	

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DESCRIPTION	RADIUS	%
2009 Est. Family Households by Household Income	3,320	
Income Less than \$15,000	672	20.24
Income \$15,000 - \$24,999	507	15.27
Income \$25,000 - \$34,999	502	15.12
Income \$35,000 - \$49,999	586	17.65
Income \$50,000 - \$74,999	592	17.83
Income \$75,000 - \$99,999	234	7.05
Income \$100,000 - \$149,999	145	4.37
Income \$150,000 - \$249,999	53	1.60
Income \$250,000 - \$499,999	24	0.72
Income \$500,000 and more	5	0.15
2009 Est. Average Family Household Income	\$45,516	
2009 Est. Median Family Household Income	\$34,573	
2009 Est. Families by Poverty Status*	3,320	
Income At or Above Poverty Level:		
Married-Couple Family, own children	889	26.78
Married-Couple Family, no own children	1,161	34.97
Male Householder, own children	94	2.83
Male Householder, no own children	55	1.66
Female Householder, own children	240	7.23
Female Householder, no own children	211	6.36
Income Below Poverty Level:		
Married-Couple Family, own children	203	6.11
Married-Couple Family, no own children	112	3.37
Male Householder, own children	57	1.72
Male Householder, no own children	7	0.21
Female Householder, own children	264	7.95
Female Householder, no own children	27	0.81
2009 Est. Pop Age 16+ by Employment Status*	9,584	
In Armed Forces	34	0.35
Civilian - Employed	4,657	48.59
Civilian - Unemployed	333	3.47
Not in Labor Force	4,560	47.58

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	4,657	
For-Profit Private Workers	3,047	65.43
Non-Profit Private Workers	358	7.69
Local Government Workers	282	6.06
State Government Workers	585	12.56
Federal Government Workers	77	1.65
Self-Emp Workers	293	6.29
Unpaid Family Workers	14	0.30
2009 Est. Civ Employed Pop 16+ by Occupation*	4,657	
Management, Business, and Financial Operations	509	10.93
Professional and Related Occupations	793	17.03
Service	756	16.23
Sales and Office	1,035	22.22
Farming, Fishing, and Forestry	75	1.61
Construction, Extraction and Maintenance	542	11.64
Production, Transportation and Material Moving	947	20.33
2009 Est. Pop 16+ by Occupation Classification*	4,657	
Blue Collar	1,489	31.97
White Collar	2,253	48.38
Service and Farm	915	19.65
2009 Est. Workers Age 16+, Transportation To Work*	4,577	
Drove Alone	3,302	72.14
Car Pooled	955	20.87
Public Transportation	38	0.83
Walked	153	3.34
Motorcycle	1	0.02
Bicycle	0	0.00
Other Means	26	0.57
Worked at Home	102	2.23
2009 Est. Workers Age 16+ by Travel Time to Work*	4,475	
Less than 15 Minutes	1,654	36.96
15 - 29 Minutes	1,283	28.67
30 - 44 Minutes	437	9.77
45 - 59 Minutes	519	11.60
60 or more Minutes	582	13.01
2009 Est. Average Travel Time to Work in Minutes*	29.16	

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Tenure of Occupied Housing Units	4,662	
Owner Occupied	3,531	75.74
Renter Occupied	1,131	24.26
2009 Occ Housing Units, Avg Length of Residence	11.01	
2009 Est. All Owner-Occupied Housing Values	3,531	
Value Less than \$20,000	366	10.37
Value \$20,000 - \$39,999	756	21.41
Value \$40,000 - \$59,999	558	15.80
Value \$60,000 - \$79,999	619	17.53
Value \$80,000 - \$99,999	432	12.23
Value \$100,000 - \$149,999	466	13.20
Value \$150,000 - \$199,999	197	5.58
Value \$200,000 - \$299,999	90	2.55
Value \$300,000 - \$399,999	26	0.74
Value \$400,000 - \$499,999	6	0.17
Value \$500,000 - \$749,999	5	0.14
Value \$750,000 - \$999,999	5	0.14
Value \$1,000,000 or more	4	0.11
2009 Est. Median All Owner-Occupied Housing Value	\$62,758	
2009 Est. Housing Units by Units in Structure*	5,191	
1 Unit Attached	8	0.15
1 Unit Detached	3,330	64.15
2 Units	60	1.16
3 to 19 Units	394	7.59
20 to 49 Units	94	1.81
50 or More Units	13	0.25
Mobile Home or Trailer	1,273	24.52
Boat, RV, Van, etc.	20	0.39

Demographic Profile

Magee, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Housing Units by Year Structure Built	5,191	
Housing Units Built 1999 to 2009	560	10.79
Housing Unit Built 1995 to 1998	396	7.63
Housing Unit Built 1990 to 1994	478	9.21
Housing Unit Built 1980 to 1989	947	18.24
Housing Unit Built 1970 to 1979	986	18.99
Housing Unit Built 1960 to 1969	785	15.12
Housing Unit Built 1950 to 1959	393	7.57
Housing Unit Built 1940 to 1949	422	8.13
Housing Unit Built 1939 or Earlier	224	4.32
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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