

# Retail Purchasing Power

Magee, MS - Downtown 1-Mile Radial

Simpson County Development Foundation  
Mendenhall, Mississippi

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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.

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# Purchasing Power Notes

The Retail Coach™ utilizes a proprietary model that estimates retail spending potential for a retail trade area based upon population, income, and consumer spending patterns. Using the algorithms within this model, we are then able to determine the extent to which a community is or is not capturing its sales potential based upon retail sales data published by Claritas, a private demographic and data vendor.

In order to determine the anticipated pattern of retail spending for a trade area, our model uses a benchmarked control area. For the purposes of this study, the control area has been defined as the State. The purpose of the control area is to account for characteristics unique to individual markets that might artificially inflate or deflate the calculated spending pattern of area residents.

# Downtown Retail Purchasing Power

<b>SIC</b>	<b>Retail Sector</b>	<b>Potential Sales</b>
521	Lumber and Other Building Materials	\$1,328,648
523	Paint, Glass and Wallpaper	\$275,823
525	Hardware Stores	\$476,194
526	Retail Nurseries and Garden	\$305,122
527	Mobile Home Dealers	\$315,958
53	General Merchandise Stores	\$4,516,320
541	Grocery Stores	\$3,938,385
542	Meat and Fish Markets	\$92,008
543	Fruit and Vegetable Markets	\$61,506
544	Candy, Nut and Confection Stores	\$7,626
545	Dairy Products Stores	\$14,850
546	Retail Bakeries	\$24,482
549	Miscellaneous Food Stores	\$151,106
551	New and Used Car Dealers	\$4,641,540
552	Used Car Dealers	\$713,689
553	Auto and Home Supply Stores	\$1,276,474
554	Gasoline Service Stations	\$1,796,214
555	Boat Dealers	\$232,378
556	Recreational Vehicle Dealers	\$241,007
557	Motorcycle Dealers	\$186,826
559	Automotive Dealers, NEC	\$48,864
561	Men's and Boys' Clothing Stores	\$567,400
562	Women's Clothing Stores	\$167,160
563	Women's Accessory and Specialty Stores	\$10,636
564	Children's and Infants' Wear	\$31,104
565	Family Clothing Stores	\$141,574
566	Shoe Stores	\$213,816
569	Miscellaneous Apparel and Accessory Stores	\$92,309
571	Home Furniture and Furnishing	\$1,333,264
572	Household Appliance Stores	\$158,631
573	Radio, TV, and Computer Stores	\$878,441
5812	Eating Places	\$3,748,650
5813	Drinking Places	\$57,091
591	Drug Stores and Proprietary	\$768,172
592	Liquor Stores	\$102,744
593	Used Merchandise Stores	\$166,959
5941	Sporting Goods, Bicycle and Gun Stores	\$102,744
5942	Book Stores	\$74,349
5943	Stationery Stores	\$365,423
5944	Jewelry Stores	\$55,185
5945	Hobby, Toy and Game Shops	\$64,115
5946	Camera and Photography Supply Stores	\$5,819
5947	Gift, Novelty and Souvenir Shops	\$131,741
5948	Luggage and Leather Goods Stores	\$1,605
5949	Sewing, Needlework and Craft Stores	\$42,843
596	Non-store Retailers	\$176,591
598	Fuel and Ice Dealers	\$8,830
5992	Florists	\$86,991
5993	Tobacco Stores and Stands	\$15,552
5994	News Dealers and Newsstands	\$10,636
5995	Optical Goods Stores	\$30,402
5999	Miscellaneous Retail Stores, NEC	\$800,380
	<b>TOTALS</b>	<b>\$31,056,180</b>

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2014 Projection	3,954	
2009 Estimate	3,930	
2000 Census	3,795	
1990 Census	3,378	
Growth 2009-2014	0.61%	
Growth 2000-2009	3.56%	
Growth 1990-2000	12.34%	
<b>2009 Est. Population by Single Race Classification</b>	<b>3,930</b>	
White Alone	2,339	59.52
Black or African American Alone	1,399	35.60
American Indian and Alaska Native Alone	3	0.08
Asian Alone	12	0.31
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	135	3.44
Two or More Races	42	1.07
<b>2009 Est. Population Hispanic or Latino by Origin*</b>	<b>3,930</b>	
Not Hispanic or Latino	3,722	94.71
Hispanic or Latino:	208	5.29
Mexican	177	85.10
Puerto Rican	3	1.44
Cuban	2	0.96
All Other Hispanic or Latino	27	12.98
<b>2009 Est. Hispanic or Latino by Single Race Class.</b>	<b>208</b>	
White Alone	41	19.71
Black or African American Alone	1	0.48
American Indian and Alaska Native Alone	0	0.00
Asian Alone	7	3.37
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	135	64.90
Two or More Races	25	12.02

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Pop. Asian Alone Race by Category*</b>	<b>12</b>	
Chinese, except Taiwanese	0	0.00
Filipino	7	58.33
Japanese	1	8.33
Asian Indian	3	25.00
Korean	1	8.33
Vietnamese	1	8.33
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
<b>2009 Est. Population by Ancestry</b>	<b>3,930</b>	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	10	0.25
Pop, English	143	3.64
Pop, French (except Basque)	5	0.13
Pop, French Canadian	0	0.00
Pop, German	53	1.35
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	188	4.78
Pop, Italian	44	1.12
Pop, Lithuanian	6	0.15
Pop, United States or American	615	15.65
Pop, Norwegian	0	0.00
Pop, Polish	22	0.56
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	55	1.40
Pop, Scotch-Irish	121	3.08
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	4	0.10
Pop, Swedish	0	0.00
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	5	0.13
Pop, West Indian (exc Hisp groups)	0	0.00

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Population by Ancestry</b>		
Pop, Other ancestries	1,325	33.72
Pop, Ancestry Unclassified	1,336	33.99
<b>2009 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>3,672</b>	
Speak Only English at Home	3,595	97.90
Speak Asian/Pacific Islander Language at Home	0	0.00
Speak IndoEuropean Language at Home	10	0.27
Speak Spanish at Home	66	1.80
Speak Other Language at Home	0	0.00
<b>2009 Est. Population by Sex</b>	<b>3,930</b>	
Male	1,918	48.80
Female	2,013	51.22
Male/Female Ratio	0.95	
<b>2009 Est. Population by Age</b>	<b>3,930</b>	
Age 0 - 4	258	6.56
Age 5 - 9	257	6.54
Age 10 - 14	336	8.55
Age 15 - 17	193	4.91
Age 18 - 20	157	3.99
Age 21 - 24	180	4.58
Age 25 - 34	518	13.18
Age 35 - 44	511	13.00
Age 45 - 49	252	6.41
Age 50 - 54	238	6.06
Age 55 - 59	211	5.37
Age 60 - 64	187	4.76
Age 65 - 74	271	6.90
Age 75 - 84	214	5.45
Age 85 and over	147	3.74
Age 16 and over	3,002	76.39
Age 18 and over	2,887	73.46
Age 21 and over	2,730	69.47
Age 65 and over	632	16.08
<b>2009 Est. Median Age</b>	<b>36.30</b>	
<b>2009 Est. Average Age</b>	<b>38.31</b>	



# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Male Population by Age</b>	<b>1,918</b>	
Age 0 - 4	132	6.88
Age 5 - 9	134	6.99
Age 10 - 14	191	9.96
Age 15 - 17	115	6.00
Age 18 - 20	90	4.69
Age 21 - 24	100	5.21
Age 25 - 34	267	13.92
Age 35 - 44	249	12.98
Age 45 - 49	130	6.78
Age 50 - 54	120	6.26
Age 55 - 59	97	5.06
Age 60 - 64	78	4.07
Age 65 - 74	107	5.58
Age 75 - 84	73	3.81
Age 85 and over	34	1.77
<b>2009 Est. Median Age, Male</b>	<b>32.35</b>	
<b>2009 Est. Average Age, Male</b>	<b>34.95</b>	
<b>2009 Est. Female Population by Age</b>	<b>2,013</b>	
Age 0 - 4	125	6.21
Age 5 - 9	123	6.11
Age 10 - 14	145	7.20
Age 15 - 17	78	3.87
Age 18 - 20	67	3.33
Age 21 - 24	80	3.97
Age 25 - 34	251	12.47
Age 35 - 44	262	13.02
Age 45 - 49	122	6.06
Age 50 - 54	118	5.86
Age 55 - 59	114	5.66
Age 60 - 64	109	5.41
Age 65 - 74	164	8.15
Age 75 - 84	141	7.00
Age 85 and over	113	5.61
<b>2009 Est. Median Age, Female</b>	<b>40.23</b>	
<b>2009 Est. Average Age, Female</b>	<b>41.52</b>	

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Population Age 15+ by Marital Status*</b>	<b>3,079</b>	
Total, Never Married	896	29.10
Married, Spouse present	1,160	37.67
Married, Spouse absent	288	9.35
Widowed	357	11.59
Divorced	378	12.28
Males, Never Married	528	17.15
Previously Married	206	6.69
Females, Never Married	368	11.95
Previously Married	529	17.18
<b>2009 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>2,550</b>	
Less than 9th grade	357	14.00
Some High School, no diploma	437	17.14
High School Graduate (or GED)	875	34.31
Some College, no degree	394	15.45
Associate Degree	143	5.61
Bachelor's Degree	257	10.08
Master's Degree	67	2.63
Professional School Degree	20	0.78
Doctorate Degree	0	0.00
<b>Households</b>		
2014 Projection	1,562	
2009 Estimate	1,544	
2000 Census	1,456	
1990 Census	1,250	
Growth 2009-2014	1.17%	
Growth 2000-2009	6.04%	
Growth 1990-2000	16.48%	
<b>2009 Est. Households by Household Type</b>	<b>1,544</b>	
Family Households	962	62.31
Nonfamily Households	582	37.69
<b>2009 Est. Group Quarters Population</b>	<b>419</b>	
<b>2009 Households by Ethnicity, Hispanic/Latino</b>	<b>66</b>	<b>4.27</b>

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Households by Household Income</b>	<b>1,544</b>	
Income Less than \$15,000	507	32.84
Income \$15,000 - \$24,999	266	17.23
Income \$25,000 - \$34,999	213	13.80
Income \$35,000 - \$49,999	250	16.19
Income \$50,000 - \$74,999	173	11.20
Income \$75,000 - \$99,999	56	3.63
Income \$100,000 - \$149,999	36	2.33
Income \$150,000 - \$249,999	39	2.53
Income \$250,000 - \$499,999	4	0.26
Income \$500,000 and more	0	0.00
<b>2009 Est. Average Household Income</b>	<b>\$35,764</b>	
<b>2009 Est. Median Household Income</b>	<b>\$24,944</b>	
<b>2009 Est. Per Capita Income</b>	<b>\$14,479</b>	
<b>2009 Est. Household Type, Presence Own Children*</b>	<b>1,544</b>	
Single Male Householder	203	13.15
Single Female Householder	346	22.41
Married-Couple Family, own children	256	16.58
Married-Couple Family, no own children	363	23.51
Male Householder, own children	35	2.27
Male Householder, no own children	32	2.07
Female Householder, own children	163	10.56
Female Householder, no own children	112	7.25
Nonfamily, Male Householder	23	1.49
Nonfamily, Female Householder	11	0.71
<b>2009 Est. Households by Household Size*</b>	<b>1,544</b>	
1-person household	548	35.49
2-person household	459	29.73
3-person household	272	17.62
4-person household	161	10.43
5-person household	66	4.27
6-person household	25	1.62
7 or more person household	13	0.84
<b>2009 Est. Average Household Size</b>	<b>2.27</b>	

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Households by Presence of People*</b>	<b>1,544</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	271	17.55
Other Family, Male Householder	40	2.59
Other Family, Female Householder	195	12.63
Nonfamily, Male Householder	9	0.58
Nonfamily, Female Householder	0	0.00
<b>Households no People under Age 18:</b>		
Married-Couple Family	348	22.54
Other Family, Male Householder	27	1.75
Other Family, Female Householder	80	5.18
Nonfamily, Male Householder	217	14.05
Nonfamily, Female Householder	357	23.12
<b>2009 Est. Households by Number of Vehicles*</b>	<b>1,544</b>	
No Vehicles	252	16.32
1 Vehicle	685	44.37
2 Vehicles	423	27.40
3 Vehicles	148	9.59
4 Vehicles	5	0.32
5 or more Vehicles	32	2.07
<b>2009 Est. Average Number of Vehicles*</b>	<b>1.42</b>	
<b>Family Households</b>		
2014 Projection	973	
2009 Estimate	962	
2000 Census	906	
1990 Census	878	
Growth 2009-2014	1.14%	
Growth 2000-2009	6.18%	
Growth 1990-2000	3.19%	

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Family Households by Household Income</b>	<b>962</b>	
Income Less than \$15,000	269	27.96
Income \$15,000 - \$24,999	168	17.46
Income \$25,000 - \$34,999	155	16.11
Income \$35,000 - \$49,999	142	14.76
Income \$50,000 - \$74,999	124	12.89
Income \$75,000 - \$99,999	49	5.09
Income \$100,000 - \$149,999	25	2.60
Income \$150,000 - \$249,999	25	2.60
Income \$250,000 - \$499,999	4	0.42
Income \$500,000 and more	0	0.00
<b>2009 Est. Average Family Household Income</b>	<b>\$39,076</b>	
<b>2009 Est. Median Family Household Income</b>	<b>\$27,821</b>	
<b>2009 Est. Families by Poverty Status*</b>	<b>962</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	178	18.50
Married-Couple Family, no own children	317	32.95
Male Householder, own children	39	4.05
Male Householder, no own children	9	0.94
Female Householder, own children	92	9.56
Female Householder, no own children	85	8.84
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	81	8.42
Married-Couple Family, no own children	43	4.47
Male Householder, own children	16	1.66
Male Householder, no own children	4	0.42
Female Householder, own children	99	10.29
Female Householder, no own children	0	0.00
<b>2009 Est. Pop Age 16+ by Employment Status*</b>	<b>3,002</b>	
In Armed Forces	1	0.03
Civilian - Employed	1,284	42.77
Civilian - Unemployed	98	3.26
Not in Labor Force	1,618	53.90

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>1,284</b>	
For-Profit Private Workers	884	68.85
Non-Profit Private Workers	130	10.12
Local Government Workers	79	6.15
State Government Workers	124	9.66
Federal Government Workers	10	0.78
Self-Emp Workers	49	3.82
Unpaid Family Workers	9	0.70
<b>2009 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>1,284</b>	
Management, Business, and Financial Operations	155	12.07
Professional and Related Occupations	244	19.00
Service	187	14.56
Sales and Office	263	20.48
Farming, Fishing, and Forestry	39	3.04
Construction, Extraction and Maintenance	111	8.64
Production, Transportation and Material Moving	286	22.27
<b>2009 Est. Pop 16+ by Occupation Classification*</b>	<b>1,284</b>	
Blue Collar	396	30.84
White Collar	661	51.48
Service and Farm	226	17.60
<b>2009 Est. Workers Age 16+, Transportation To Work*</b>	<b>1,259</b>	
Drove Alone	876	69.58
Car Pooled	300	23.83
Public Transportation	20	1.59
Walked	37	2.94
Motorcycle	0	0.00
Bicycle	0	0.00
Other Means	5	0.40
Worked at Home	22	1.75
<b>2009 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>1,238</b>	
Less than 15 Minutes	589	47.58
15 - 29 Minutes	204	16.48
30 - 44 Minutes	100	8.08
45 - 59 Minutes	174	14.05
60 or more Minutes	171	13.81
<b>2009 Est. Average Travel Time to Work in Minutes*</b>	<b>28.85</b>	

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Tenure of Occupied Housing Units</b>	<b>1,544</b>	
Owner Occupied	913	59.13
Renter Occupied	631	40.87
<b>2009 Occ Housing Units, Avg Length of Residence</b>	<b>9.69</b>	
<b>2009 Est. All Owner-Occupied Housing Values</b>	<b>913</b>	
Value Less than \$20,000	93	10.19
Value \$20,000 - \$39,999	168	18.40
Value \$40,000 - \$59,999	169	18.51
Value \$60,000 - \$79,999	202	22.12
Value \$80,000 - \$99,999	90	9.86
Value \$100,000 - \$149,999	95	10.41
Value \$150,000 - \$199,999	66	7.23
Value \$200,000 - \$299,999	26	2.85
Value \$300,000 - \$399,999	5	0.55
Value \$400,000 - \$499,999	0	0.00
Value \$500,000 - \$749,999	0	0.00
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	0	0.00
<b>2009 Est. Median All Owner-Occupied Housing Value</b>	<b>\$62,709</b>	
<b>2009 Est. Housing Units by Units in Structure*</b>	<b>1,714</b>	
1 Unit Attached	0	0.00
1 Unit Detached	1,037	60.50
2 Units	53	3.09
3 to 19 Units	321	18.73
20 to 49 Units	76	4.43
50 or More Units	4	0.23
Mobile Home or Trailer	209	12.19
Boat, RV, Van, etc.	13	0.76

# 1-Mile Radial Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Housing Units by Year Structure Built</b>	<b>1,714</b>	
Housing Units Built 1999 to 2009	184	10.74
Housing Unit Built 1995 to 1998	58	3.38
Housing Unit Built 1990 to 1994	131	7.64
Housing Unit Built 1980 to 1989	249	14.53
Housing Unit Built 1970 to 1979	305	17.79
Housing Unit Built 1960 to 1969	378	22.05
Housing Unit Built 1950 to 1959	162	9.45
Housing Unit Built 1940 to 1949	174	10.15
Housing Unit Built 1939 or Earlier	73	4.26
<b>2009 Est. Median Year Structure Built **</b>	<b>1972</b>	

\*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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