

Retail Trade Area Demographics

Magee, Mississippi

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.

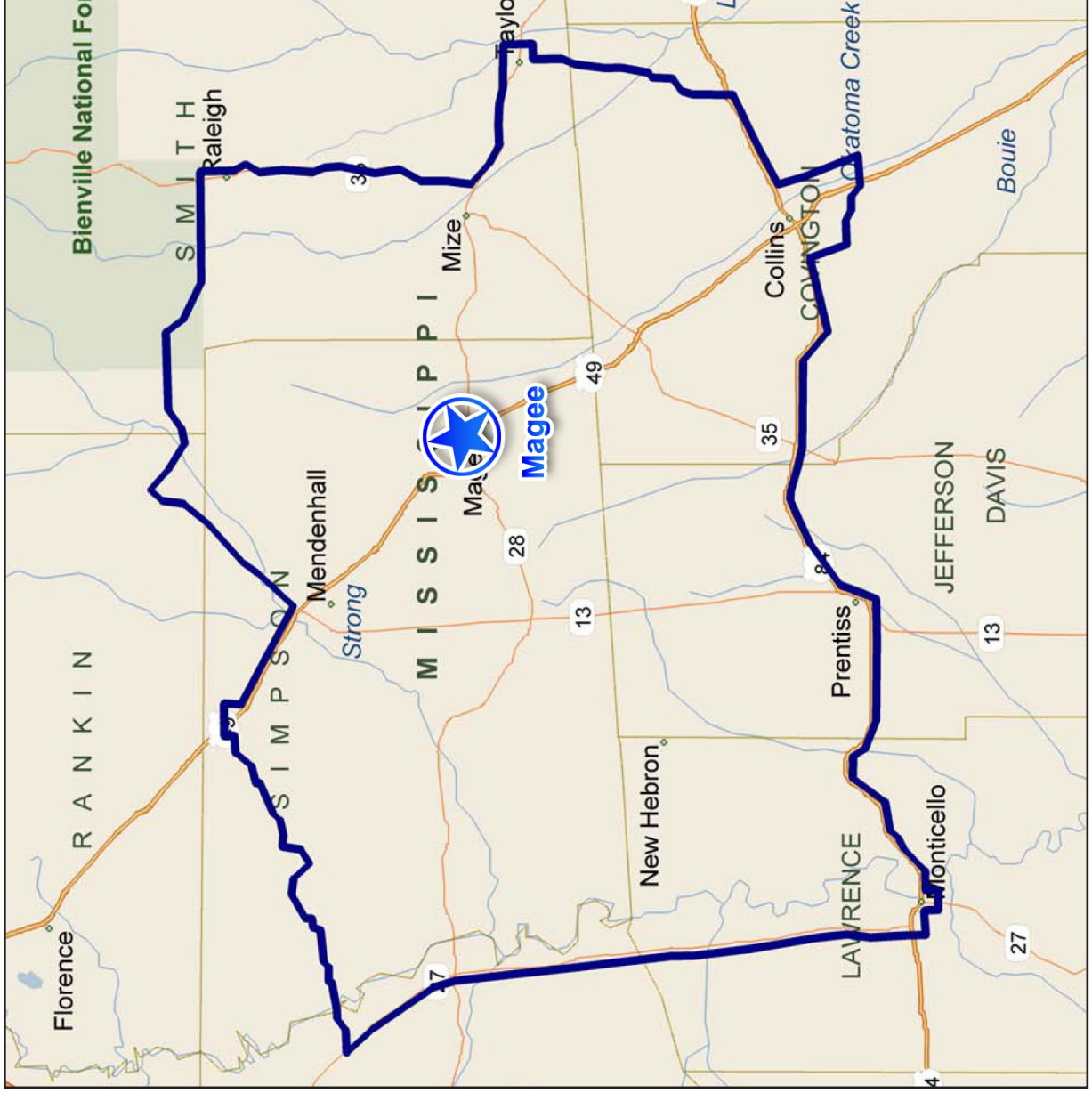
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients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

Retail Trade Area Map

Magee, Mississippi



Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
Population		
2014 Projection	51,920	
2009 Estimate	52,700	
2000 Census	53,293	
1990 Census	48,537	
Growth 2009-2014	-1.48%	
Growth 2000-2009	-1.11%	
Growth 1990-2000	9.80%	
2009 Est. Population by Single Race Classification	52,700	
White Alone	30,656	58.17
Black or African American Alone	21,274	40.37
American Indian and Alaska Native Alone	54	0.10
Asian Alone	107	0.20
Native Hawaiian and Other Pacific Islander Alone	8	0.02
Some Other Race Alone	254	0.48
Two or More Races	347	0.66
2009 Est. Population Hispanic or Latino by Origin*	52,700	
Not Hispanic or Latino	51,945	98.57
Hispanic or Latino:	755	1.43
Mexican	419	55.50
Puerto Rican	26	3.44
Cuban	24	3.18
All Other Hispanic or Latino	286	37.88
2009 Est. Hispanic or Latino by Single Race Class.	755	
White Alone	274	36.29
Black or African American Alone	149	19.74
American Indian and Alaska Native Alone	10	1.32
Asian Alone	10	1.32
Native Hawaiian and Other Pacific Islander Alone	4	0.53
Some Other Race Alone	244	32.32
Two or More Races	65	8.61

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Pop. Asian Alone Race by Category*	107	
Chinese, except Taiwanese	3	2.80
Filipino	21	19.63
Japanese	2	1.87
Asian Indian	57	53.27
Korean	6	5.61
Vietnamese	8	7.48
Cambodian	0	0.00
Hmong	0	0.00
Laotian	1	0.93
Thai	2	1.87
Other Asian	7	6.54
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	52,700	
Pop, Arab	3	0.01
Pop, Czech	7	0.01
Pop, Danish	3	0.01
Pop, Dutch	146	0.28
Pop, English	1,702	3.23
Pop, French (except Basque)	296	0.56
Pop, French Canadian	77	0.15
Pop, German	703	1.33
Pop, Greek	3	0.01
Pop, Hungarian	10	0.02
Pop, Irish	2,380	4.52
Pop, Italian	208	0.39
Pop, Lithuanian	7	0.01
Pop, United States or American	8,768	16.64
Pop, Norwegian	43	0.08
Pop, Polish	80	0.15
Pop, Portuguese	3	0.01
Pop, Russian	3	0.01
Pop, Scottish	320	0.61
Pop, Scotch-Irish	910	1.73
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	312	0.59
Pop, Swedish	25	0.05
Pop, Swiss	2	0.00
Pop, Ukrainian	2	0.00
Pop, Welsh	66	0.13
Pop, West Indian (exc Hisp groups)	9	0.02

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	18,449	35.01
Pop, Ancestry Unclassified	18,164	34.47
2009 Est. Pop Age 5+ by Language Spoken At Home	48,834	
Speak Only English at Home	47,770	97.82
Speak Asian/Pacific Islander Language at Home	96	0.20
Speak IndoEuropean Language at Home	303	0.62
Speak Spanish at Home	607	1.24
Speak Other Language at Home	58	0.12
2009 Est. Population by Sex	52,700	
Male	25,255	47.92
Female	27,445	52.08
Male/Female Ratio	0.92	
2009 Est. Population by Age	52,700	
Age 0 - 4	3,866	7.34
Age 5 - 9	3,672	6.97
Age 10 - 14	3,912	7.42
Age 15 - 17	2,371	4.50
Age 18 - 20	2,207	4.19
Age 21 - 24	2,633	5.00
Age 25 - 34	7,013	13.31
Age 35 - 44	6,537	12.40
Age 45 - 49	3,640	6.91
Age 50 - 54	3,471	6.59
Age 55 - 59	3,111	5.90
Age 60 - 64	2,698	5.12
Age 65 - 74	3,998	7.59
Age 75 - 84	2,423	4.60
Age 85 and over	1,149	2.18
Age 16 and over	40,454	76.76
Age 18 and over	38,879	73.77
Age 21 and over	36,673	69.59
Age 65 and over	7,570	14.36
2009 Est. Median Age	36.04	
2009 Est. Average Age	37.51	

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Male Population by Age	25,255	
Age 0 - 4	1,980	7.84
Age 5 - 9	1,854	7.34
Age 10 - 14	1,993	7.89
Age 15 - 17	1,225	4.85
Age 18 - 20	1,110	4.40
Age 21 - 24	1,324	5.24
Age 25 - 34	3,448	13.65
Age 35 - 44	3,105	12.29
Age 45 - 49	1,754	6.95
Age 50 - 54	1,732	6.86
Age 55 - 59	1,478	5.85
Age 60 - 64	1,227	4.86
Age 65 - 74	1,776	7.03
Age 75 - 84	914	3.62
Age 85 and over	335	1.33
2009 Est. Median Age, Male	34.11	
2009 Est. Average Age, Male	35.85	
2009 Est. Female Population by Age	27,445	
Age 0 - 4	1,886	6.87
Age 5 - 9	1,818	6.62
Age 10 - 14	1,919	6.99
Age 15 - 17	1,146	4.18
Age 18 - 20	1,096	3.99
Age 21 - 24	1,309	4.77
Age 25 - 34	3,565	12.99
Age 35 - 44	3,431	12.50
Age 45 - 49	1,886	6.87
Age 50 - 54	1,740	6.34
Age 55 - 59	1,633	5.95
Age 60 - 64	1,471	5.36
Age 65 - 74	2,222	8.10
Age 75 - 84	1,509	5.50
Age 85 and over	814	2.97
2009 Est. Median Age, Female	37.87	
2009 Est. Average Age, Female	39.04	

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Population Age 15+ by Marital Status*	41,250	
Total, Never Married	10,102	24.49
Married, Spouse present	21,221	51.44
Married, Spouse absent	2,294	5.56
Widowed	3,887	9.42
Divorced	3,746	9.08
Males, Never Married	5,341	12.95
Previously Married	2,339	5.67
Females, Never Married	4,761	11.54
Previously Married	5,294	12.83
2009 Est. Pop. Age 25+ by Educational Attainment*	34,039	
Less than 9th grade	3,801	11.17
Some High School, no diploma	6,985	20.52
High School Graduate (or GED)	11,507	33.81
Some College, no degree	6,395	18.79
Associate Degree	1,553	4.56
Bachelor's Degree	2,511	7.38
Master's Degree	882	2.59
Professional School Degree	327	0.96
Doctorate Degree	77	0.23
Households		
2014 Projection	19,880	
2009 Estimate	19,981	
2000 Census	19,620	
1990 Census	17,057	
Growth 2009-2014	-0.51%	
Growth 2000-2009	1.84%	
Growth 1990-2000	15.03%	
2009 Est. Households by Household Type	19,981	
Family Households	14,571	72.92
Nonfamily Households	5,410	27.08
2009 Est. Group Quarters Population	1,336	
2009 Households by Ethnicity, Hispanic/Latino	211	1.06

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Households by Household Income	19,981	
Income Less than \$15,000	5,027	25.16
Income \$15,000 - \$24,999	3,090	15.46
Income \$25,000 - \$34,999	2,741	13.72
Income \$35,000 - \$49,999	3,211	16.07
Income \$50,000 - \$74,999	3,069	15.36
Income \$75,000 - \$99,999	1,430	7.16
Income \$100,000 - \$149,999	957	4.79
Income \$150,000 - \$249,999	285	1.43
Income \$250,000 - \$499,999	132	0.66
Income \$500,000 and more	38	0.19
2009 Est. Average Household Income	\$43,436	
2009 Est. Median Household Income	\$31,833	
2009 Est. Per Capita Income	\$16,637	
2009 Est. Household Type, Presence Own Children*	19,981	
Single Male Householder	2,192	10.97
Single Female Householder	3,026	15.14
Married-Couple Family, own children	4,565	22.85
Married-Couple Family, no own children	5,733	28.69
Male Householder, own children	490	2.45
Male Householder, no own children	465	2.33
Female Householder, own children	1,877	9.39
Female Householder, no own children	1,441	7.21
Nonfamily, Male Householder	120	0.60
Nonfamily, Female Householder	72	0.36
2009 Est. Households by Household Size*	19,981	
1-person household	5,217	26.11
2-person household	6,239	31.22
3-person household	3,666	18.35
4-person household	2,821	14.12
5-person household	1,293	6.47
6-person household	491	2.46
7 or more person household	255	1.28
2009 Est. Average Household Size	2.57	

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Households by Presence of People*	19,981	
Households with 1 or more People under Age 18:		
Married-Couple Family	4,987	24.96
Other Family, Male Householder	592	2.96
Other Family, Female Householder	2,369	11.86
Nonfamily, Male Householder	49	0.25
Nonfamily, Female Householder	5	0.03
Households no People under Age 18:		
Married-Couple Family	5,311	26.58
Other Family, Male Householder	363	1.82
Other Family, Female Householder	949	4.75
Nonfamily, Male Householder	2,263	11.33
Nonfamily, Female Householder	3,092	15.47
2009 Est. Households by Number of Vehicles*	19,981	
No Vehicles	2,031	10.16
1 Vehicle	6,671	33.39
2 Vehicles	7,105	35.56
3 Vehicles	3,005	15.04
4 Vehicles	774	3.87
5 or more Vehicles	396	1.98
2009 Est. Average Number of Vehicles*	1.77	
Family Households		
2014 Projection	14,496	
2009 Estimate	14,571	
2000 Census	14,310	
1990 Census	12,871	
Growth 2009-2014	-0.51%	
Growth 2000-2009	1.82%	
Growth 1990-2000	11.18%	

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Family Households by Household Income	14,571	
Income Less than \$15,000	2,764	18.97
Income \$15,000 - \$24,999	2,192	15.04
Income \$25,000 - \$34,999	2,051	14.08
Income \$35,000 - \$49,999	2,500	17.16
Income \$50,000 - \$74,999	2,599	17.84
Income \$75,000 - \$99,999	1,315	9.02
Income \$100,000 - \$149,999	806	5.53
Income \$150,000 - \$249,999	212	1.45
Income \$250,000 - \$499,999	97	0.67
Income \$500,000 and more	35	0.24
2009 Est. Average Family Household Income	\$47,830	
2009 Est. Median Family Household Income	\$36,673	
2009 Est. Families by Poverty Status*	14,571	
Income At or Above Poverty Level:		
Married-Couple Family, own children	4,317	29.63
Married-Couple Family, no own children	4,802	32.96
Male Householder, own children	382	2.62
Male Householder, no own children	268	1.84
Female Householder, own children	1,064	7.30
Female Householder, no own children	840	5.76
Income Below Poverty Level:		
Married-Couple Family, own children	735	5.04
Married-Couple Family, no own children	444	3.05
Male Householder, own children	224	1.54
Male Householder, no own children	81	0.56
Female Householder, own children	1,252	8.59
Female Householder, no own children	163	1.12
2009 Est. Pop Age 16+ by Employment Status*	40,454	
In Armed Forces	94	0.23
Civilian - Employed	19,955	49.33
Civilian - Unemployed	1,679	4.15
Not in Labor Force	18,726	46.29

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	19,955	
For-Profit Private Workers	13,752	68.92
Non-Profit Private Workers	1,007	5.05
Local Government Workers	1,235	6.19
State Government Workers	2,015	10.10
Federal Government Workers	482	2.42
Self-Emp Workers	1,351	6.77
Unpaid Family Workers	113	0.57
2009 Est. Civ Employed Pop 16+ by Occupation*	19,955	
Management, Business, and Financial Operations	1,860	9.32
Professional and Related Occupations	3,172	15.90
Service	2,673	13.40
Sales and Office	4,310	21.60
Farming, Fishing, and Forestry	405	2.03
Construction, Extraction and Maintenance	2,796	14.01
Production, Transportation and Material Moving	4,739	23.75
2009 Est. Pop 16+ by Occupation Classification*	19,955	
Blue Collar	7,535	37.76
White Collar	8,953	44.87
Service and Farm	3,467	17.37
2009 Est. Workers Age 16+, Transportation To Work*	19,480	
Drove Alone	14,676	75.34
Car Pooled	3,607	18.52
Public Transportation	115	0.59
Walked	357	1.83
Motorcycle	9	0.05
Bicycle	2	0.01
Other Means	190	0.98
Worked at Home	525	2.70
2009 Est. Workers Age 16+ by Travel Time to Work*	18,955	
Less than 15 Minutes	5,746	30.31
15 - 29 Minutes	5,191	27.39
30 - 44 Minutes	2,890	15.25
45 - 59 Minutes	2,235	11.79
60 or more Minutes	2,893	15.26
2009 Est. Average Travel Time to Work in Minutes*	32.33	

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Tenure of Occupied Housing Units	19,981	
Owner Occupied	16,254	81.35
Renter Occupied	3,727	18.65
2009 Occ Housing Units, Avg Length of Residence	11.54	
2009 Est. All Owner-Occupied Housing Values	16,254	
Value Less than \$20,000	1,892	11.64
Value \$20,000 - \$39,999	2,762	16.99
Value \$40,000 - \$59,999	3,004	18.48
Value \$60,000 - \$79,999	2,669	16.42
Value \$80,000 - \$99,999	2,129	13.10
Value \$100,000 - \$149,999	2,284	14.05
Value \$150,000 - \$199,999	813	5.00
Value \$200,000 - \$299,999	435	2.68
Value \$300,000 - \$399,999	136	0.84
Value \$400,000 - \$499,999	32	0.20
Value \$500,000 - \$749,999	41	0.25
Value \$750,000 - \$999,999	21	0.13
Value \$1,000,000 or more	37	0.23
2009 Est. Median All Owner-Occupied Housing Value	\$63,521	
2009 Est. Housing Units by Units in Structure*	22,810	
1 Unit Attached	146	0.64
1 Unit Detached	15,377	67.41
2 Units	246	1.08
3 to 19 Units	951	4.17
20 to 49 Units	191	0.84
50 or More Units	27	0.12
Mobile Home or Trailer	5,782	25.35
Boat, RV, Van, etc.	90	0.39

Retail Trade Area Demographics

Magee, Mississippi

DESCRIPTION	DATA	%
2009 Est. Housing Units by Year Structure Built	22,810	
Housing Units Built 1999 to 2009	2,127	9.32
Housing Unit Built 1995 to 1998	2,008	8.80
Housing Unit Built 1990 to 1994	1,862	8.16
Housing Unit Built 1980 to 1989	4,154	18.21
Housing Unit Built 1970 to 1979	4,977	21.82
Housing Unit Built 1960 to 1969	3,309	14.51
Housing Unit Built 1950 to 1959	1,638	7.18
Housing Unit Built 1940 to 1949	1,308	5.73
Housing Unit Built 1939 or Earlier	1,428	6.26
2009 Est. Median Year Structure Built **	1977	

*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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