

Demographic Profile

Magee, Mississippi - 5 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

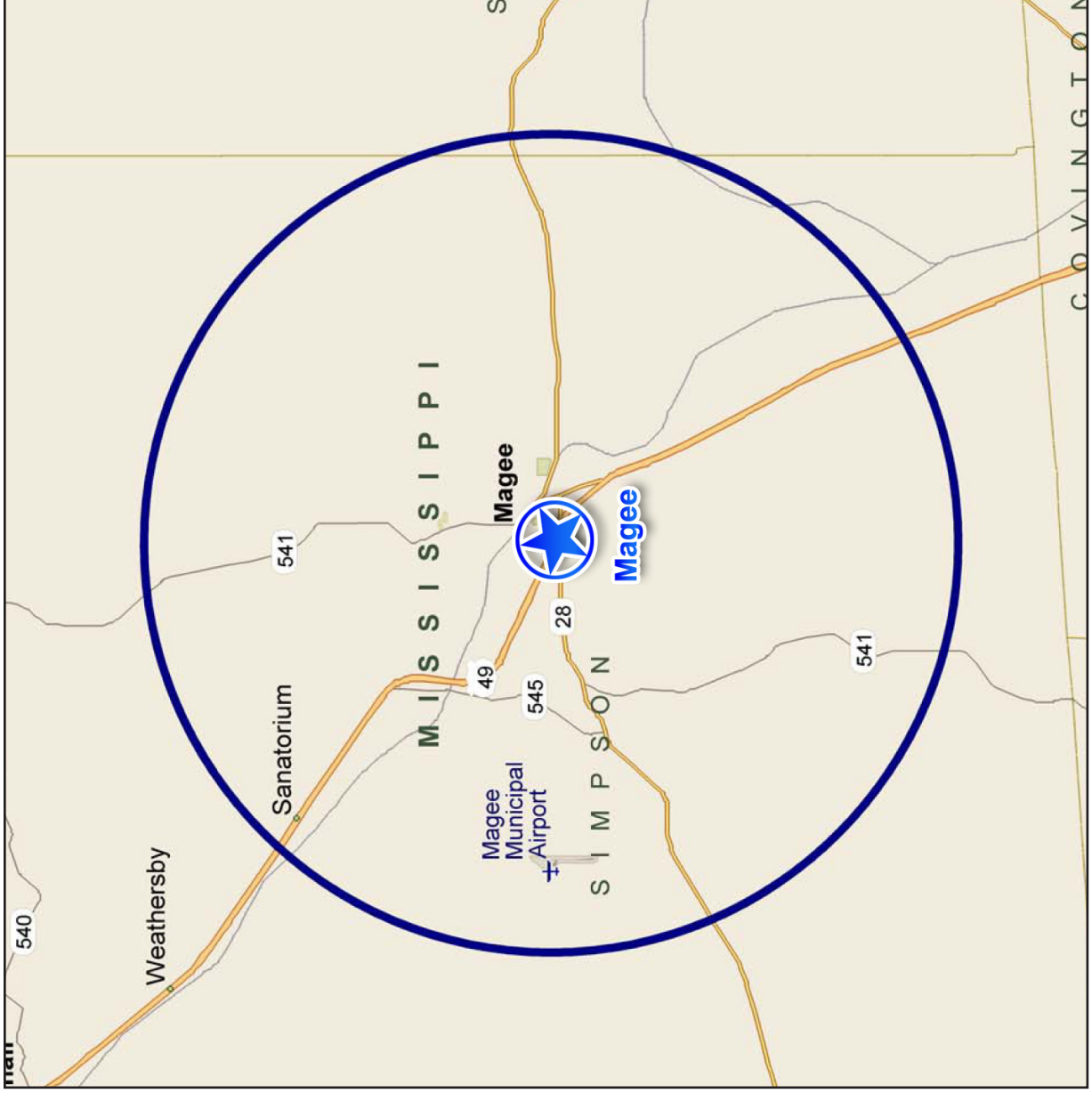
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

5-Mile Radial Map Magee, Mississippi



Demographic Profile

Magee, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
Population		
2014 Projection	9,164	
2009 Estimate	9,219	
2000 Census	9,267	
1990 Census	8,139	
Growth 2009-2014	-0.60%	
Growth 2000-2009	-0.52%	
Growth 1990-2000	13.86%	
2009 Est. Population by Single Race Classification	9,219	
White Alone	5,715	61.99
Black or African American Alone	3,252	35.27
American Indian and Alaska Native Alone	8	0.09
Asian Alone	16	0.17
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	164	1.78
Two or More Races	65	0.71
2009 Est. Population Hispanic or Latino by Origin*	9,219	
Not Hispanic or Latino	8,935	96.92
Hispanic or Latino:	284	3.08
Mexican	220	77.46
Puerto Rican	8	2.82
Cuban	2	0.70
All Other Hispanic or Latino	53	18.66
2009 Est. Hispanic or Latino by Single Race Class.	284	
White Alone	65	22.89
Black or African American Alone	13	4.58
American Indian and Alaska Native Alone	0	0.00
Asian Alone	8	2.82
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	163	57.39
Two or More Races	35	12.32

Demographic Profile

Magee, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Pop. Asian Alone Race by Category*	16	
Chinese, except Taiwanese	0	0.00
Filipino	9	56.25
Japanese	1	6.25
Asian Indian	3	18.75
Korean	1	6.25
Vietnamese	1	6.25
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	9,219	
Pop, Arab	0	0.00
Pop, Czech	1	0.01
Pop, Danish	0	0.00
Pop, Dutch	33	0.36
Pop, English	271	2.94
Pop, French (except Basque)	43	0.47
Pop, French Canadian	0	0.00
Pop, German	133	1.44
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	404	4.38
Pop, Italian	62	0.67
Pop, Lithuanian	7	0.08
Pop, United States or American	1,457	15.80
Pop, Norwegian	0	0.00
Pop, Polish	27	0.29
Pop, Portuguese	0	0.00
Pop, Russian	1	0.01
Pop, Scottish	87	0.94
Pop, Scotch-Irish	221	2.40
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	20	0.22
Pop, Swedish	4	0.04
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	7	0.08
Pop, West Indian (exc Hisp groups)	3	0.03

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Magee, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	3,150	34.17
Pop, Ancestry Unclassified	3,286	35.64
2009 Est. Pop Age 5+ by Language Spoken At Home	8,575	
Speak Only English at Home	8,415	98.13
Speak Asian/Pacific Islander Language at Home	2	0.02
Speak IndoEuropean Language at Home	19	0.22
Speak Spanish at Home	131	1.53
Speak Other Language at Home	7	0.08
2009 Est. Population by Sex	9,219	
Male	4,485	48.65
Female	4,734	51.35
Male/Female Ratio	0.95	
2009 Est. Population by Age	9,219	
Age 0 - 4	644	6.99
Age 5 - 9	620	6.73
Age 10 - 14	716	7.77
Age 15 - 17	427	4.63
Age 18 - 20	365	3.96
Age 21 - 24	440	4.77
Age 25 - 34	1,243	13.48
Age 35 - 44	1,173	12.72
Age 45 - 49	644	6.99
Age 50 - 54	621	6.74
Age 55 - 59	537	5.82
Age 60 - 64	454	4.92
Age 65 - 74	648	7.03
Age 75 - 84	444	4.82
Age 85 and over	241	2.61
Age 16 and over	7,081	76.81
Age 18 and over	6,811	73.88
Age 21 and over	6,446	69.92
Age 65 and over	1,333	14.46
2009 Est. Median Age	36.31	
2009 Est. Average Age	37.78	

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Magee, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Male Population by Age	4,485	
Age 0 - 4	331	7.38
Age 5 - 9	315	7.02
Age 10 - 14	380	8.47
Age 15 - 17	238	5.31
Age 18 - 20	194	4.33
Age 21 - 24	237	5.28
Age 25 - 34	628	14.00
Age 35 - 44	566	12.62
Age 45 - 49	323	7.20
Age 50 - 54	312	6.96
Age 55 - 59	254	5.66
Age 60 - 64	202	4.50
Age 65 - 74	281	6.27
Age 75 - 84	161	3.59
Age 85 and over	63	1.40
2009 Est. Median Age, Male	33.71	
2009 Est. Average Age, Male	35.59	
2009 Est. Female Population by Age	4,734	
Age 0 - 4	313	6.61
Age 5 - 9	305	6.44
Age 10 - 14	336	7.10
Age 15 - 17	189	3.99
Age 18 - 20	171	3.61
Age 21 - 24	203	4.29
Age 25 - 34	615	12.99
Age 35 - 44	607	12.82
Age 45 - 49	321	6.78
Age 50 - 54	309	6.53
Age 55 - 59	284	6.00
Age 60 - 64	252	5.32
Age 65 - 74	367	7.75
Age 75 - 84	283	5.98
Age 85 and over	178	3.76
2009 Est. Median Age, Female	38.87	
2009 Est. Average Age, Female	39.85	

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Magee, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Population Age 15+ by Marital Status*	7,238	
Total, Never Married	1,975	27.29
Married, Spouse present	3,338	46.12
Married, Spouse absent	484	6.69
Widowed	676	9.34
Divorced	765	10.57
Males, Never Married	1,109	15.32
Previously Married	421	5.82
Females, Never Married	865	11.95
Previously Married	1,020	14.09
2009 Est. Pop. Age 25+ by Educational Attainment*	6,005	
Less than 9th grade	791	13.17
Some High School, no diploma	1,149	19.13
High School Graduate (or GED)	2,003	33.36
Some College, no degree	1,024	17.05
Associate Degree	305	5.08
Bachelor's Degree	508	8.46
Master's Degree	166	2.76
Professional School Degree	48	0.80
Doctorate Degree	11	0.18
Households		
2014 Projection	3,482	
2009 Estimate	3,477	
2000 Census	3,407	
1990 Census	2,868	
Growth 2009-2014	0.14%	
Growth 2000-2009	2.05%	
Growth 1990-2000	18.79%	
2009 Est. Households by Household Type	3,477	
Family Households	2,416	69.49
Nonfamily Households	1,061	30.51
2009 Est. Group Quarters Population	653	
2009 Households by Ethnicity, Hispanic/Latino	88	2.53

Demographic Profile

Magee, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Household Income	3,477	
Income Less than \$15,000	963	27.70
Income \$15,000 - \$24,999	548	15.76
Income \$25,000 - \$34,999	471	13.55
Income \$35,000 - \$49,999	552	15.88
Income \$50,000 - \$74,999	545	15.67
Income \$75,000 - \$99,999	178	5.12
Income \$100,000 - \$149,999	121	3.48
Income \$150,000 - \$249,999	71	2.04
Income \$250,000 - \$499,999	22	0.63
Income \$500,000 and more	6	0.17
2009 Est. Average Household Income	\$41,494	
2009 Est. Median Household Income	\$29,831	
2009 Est. Per Capita Income	\$15,977	
2009 Est. Household Type, Presence Own Children*	3,477	
Single Male Householder	411	11.82
Single Female Householder	597	17.17
Married-Couple Family, own children	742	21.34
Married-Couple Family, no own children	956	27.49
Male Householder, own children	83	2.39
Male Householder, no own children	71	2.04
Female Householder, own children	325	9.35
Female Householder, no own children	239	6.87
Nonfamily, Male Householder	34	0.98
Nonfamily, Female Householder	18	0.52
2009 Est. Households by Household Size*	3,477	
1-person household	1,009	29.02
2-person household	1,076	30.95
3-person household	654	18.81
4-person household	431	12.40
5-person household	192	5.52
6-person household	75	2.16
7 or more person household	40	1.15
2009 Est. Average Household Size	2.46	

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Households by Presence of People*	3,477	
Households with 1 or more People under Age 18:		
Married-Couple Family	792	22.78
Other Family, Male Householder	98	2.82
Other Family, Female Householder	398	11.45
Nonfamily, Male Householder	13	0.37
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:		
Married-Couple Family	905	26.03
Other Family, Male Householder	56	1.61
Other Family, Female Householder	166	4.77
Nonfamily, Male Householder	433	12.45
Nonfamily, Female Householder	616	17.72
2009 Est. Households by Number of Vehicles*	3,477	
No Vehicles	448	12.88
1 Vehicle	1,307	37.59
2 Vehicles	1,108	31.87
3 Vehicles	430	12.37
4 Vehicles	84	2.42
5 or more Vehicles	99	2.85
2009 Est. Average Number of Vehicles*	1.65	
Family Households		
2014 Projection	2,417	
2009 Estimate	2,416	
2000 Census	2,375	
1990 Census	2,117	
Growth 2009-2014	0.04%	
Growth 2000-2009	1.73%	
Growth 1990-2000	12.19%	

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DESCRIPTION	RADIUS	%
2009 Est. Family Households by Household Income	2,416	
Income Less than \$15,000	532	22.02
Income \$15,000 - \$24,999	370	15.31
Income \$25,000 - \$34,999	360	14.90
Income \$35,000 - \$49,999	390	16.14
Income \$50,000 - \$74,999	435	18.00
Income \$75,000 - \$99,999	161	6.66
Income \$100,000 - \$149,999	99	4.10
Income \$150,000 - \$249,999	46	1.90
Income \$250,000 - \$499,999	18	0.75
Income \$500,000 and more	4	0.17
2009 Est. Average Family Household Income	\$45,361	
2009 Est. Median Family Household Income	\$33,476	
2009 Est. Families by Poverty Status*	2,416	
Income At or Above Poverty Level:		
Married-Couple Family, own children	598	24.75
Married-Couple Family, no own children	853	35.31
Male Householder, own children	73	3.02
Male Householder, no own children	33	1.37
Female Householder, own children	187	7.74
Female Householder, no own children	165	6.83
Income Below Poverty Level:		
Married-Couple Family, own children	161	6.66
Married-Couple Family, no own children	85	3.52
Male Householder, own children	42	1.74
Male Householder, no own children	5	0.21
Female Householder, own children	197	8.15
Female Householder, no own children	15	0.62
2009 Est. Pop Age 16+ by Employment Status*	7,081	
In Armed Forces	22	0.31
Civilian - Employed	3,367	47.55
Civilian - Unemployed	242	3.42
Not in Labor Force	3,449	48.71

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	3,367	
For-Profit Private Workers	2,229	66.20
Non-Profit Private Workers	279	8.29
Local Government Workers	194	5.76
State Government Workers	406	12.06
Federal Government Workers	42	1.25
Self-Emp Workers	206	6.12
Unpaid Family Workers	11	0.33
2009 Est. Civ Employed Pop 16+ by Occupation*	3,367	
Management, Business, and Financial Operations	380	11.29
Professional and Related Occupations	597	17.73
Service	545	16.19
Sales and Office	761	22.60
Farming, Fishing, and Forestry	57	1.69
Construction, Extraction and Maintenance	363	10.78
Production, Transportation and Material Moving	664	19.72
2009 Est. Pop 16+ by Occupation Classification*	3,367	
Blue Collar	1,027	30.50
White Collar	1,693	50.28
Service and Farm	648	19.25
2009 Est. Workers Age 16+, Transportation To Work*	3,317	
Drove Alone	2,395	72.20
Car Pooled	690	20.80
Public Transportation	35	1.06
Walked	119	3.59
Motorcycle	1	0.03
Bicycle	0	0.00
Other Means	10	0.30
Worked at Home	68	2.05
2009 Est. Workers Age 16+ by Travel Time to Work*	3,249	
Less than 15 Minutes	1,328	40.87
15 - 29 Minutes	818	25.18
30 - 44 Minutes	281	8.65
45 - 59 Minutes	400	12.31
60 or more Minutes	423	13.02
2009 Est. Average Travel Time to Work in Minutes*	28.74	

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Tenure of Occupied Housing Units	3,477	
Owner Occupied	2,508	72.13
Renter Occupied	969	27.87
2009 Occ Housing Units, Avg Length of Residence	10.86	
2009 Est. All Owner-Occupied Housing Values	2,508	
Value Less than \$20,000	254	10.13
Value \$20,000 - \$39,999	544	21.69
Value \$40,000 - \$59,999	413	16.47
Value \$60,000 - \$79,999	446	17.78
Value \$80,000 - \$99,999	283	11.28
Value \$100,000 - \$149,999	322	12.84
Value \$150,000 - \$199,999	149	5.94
Value \$200,000 - \$299,999	69	2.75
Value \$300,000 - \$399,999	17	0.68
Value \$400,000 - \$499,999	2	0.08
Value \$500,000 - \$749,999	2	0.08
Value \$750,000 - \$999,999	4	0.16
Value \$1,000,000 or more	3	0.12
2009 Est. Median All Owner-Occupied Housing Value	\$61,946	
2009 Est. Housing Units by Units in Structure*	3,850	
1 Unit Attached	4	0.10
1 Unit Detached	2,459	63.87
2 Units	60	1.56
3 to 19 Units	384	9.97
20 to 49 Units	93	2.42
50 or More Units	12	0.31
Mobile Home or Trailer	820	21.30
Boat, RV, Van, etc.	16	0.42

Demographic Profile

Magee, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Housing Units by Year Structure Built	3,850	
Housing Units Built 1999 to 2009	392	10.18
Housing Unit Built 1995 to 1998	255	6.62
Housing Unit Built 1990 to 1994	344	8.94
Housing Unit Built 1980 to 1989	686	17.82
Housing Unit Built 1970 to 1979	714	18.55
Housing Unit Built 1960 to 1969	639	16.60
Housing Unit Built 1950 to 1959	316	8.21
Housing Unit Built 1940 to 1949	341	8.86
Housing Unit Built 1939 or Earlier	162	4.21
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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