

# Community 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.

# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2014 Projection	4,358	
2009 Estimate	4,331	
2000 Census	4,200	
1990 Census	3,711	
Growth 2009-2014	0.62%	
Growth 2000-2009	3.12%	
Growth 1990-2000	13.18%	
<b>2009 Est. Population by Single Race Classification</b>	<b>4,331</b>	
White Alone	2,461	56.82
Black or African American Alone	1,649	38.07
American Indian and Alaska Native Alone	4	0.09
Asian Alone	14	0.32
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	155	3.58
Two or More Races	48	1.11
<b>2009 Est. Population Hispanic or Latino by Origin*</b>	<b>4,331</b>	
Not Hispanic or Latino	4,089	94.41
Hispanic or Latino:	242	5.59
Mexican	207	85.54
Puerto Rican	3	1.24
Cuban	2	0.83
All Other Hispanic or Latino	30	12.40
<b>2009 Est. Hispanic or Latino by Single Race Class.</b>	<b>242</b>	
White Alone	47	19.42
Black or African American Alone	1	0.41
American Indian and Alaska Native Alone	0	0.00
Asian Alone	8	3.31
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	155	64.05
Two or More Races	31	12.81

# Community Demographics

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DESCRIPTION	DATA	%
<b>2009 Est. Pop. Asian Alone Race by Category*</b>	<b>14</b>	
Chinese, except Taiwanese	0	0.00
Filipino	8	57.14
Japanese	1	7.14
Asian Indian	3	21.43
Korean	1	7.14
Vietnamese	1	7.14
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>4,331</b>	
Pop, Arab	0	0.00
Pop, Czech	1	0.02
Pop, Danish	0	0.00
Pop, Dutch	11	0.25
Pop, English	159	3.67
Pop, French (except Basque)	6	0.14
Pop, French Canadian	0	0.00
Pop, German	60	1.39
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	205	4.73
Pop, Italian	48	1.11
Pop, Lithuanian	7	0.16
Pop, United States or American	676	15.61
Pop, Norwegian	0	0.00
Pop, Polish	23	0.53
Pop, Portuguese	1	0.02
Pop, Russian	1	0.02
Pop, Scottish	59	1.36
Pop, Scotch-Irish	133	3.07
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	5	0.12
Pop, Swedish	0	0.00
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	6	0.14
Pop, West Indian (exc Hisp groups)	0	0.00

# Community Demographics

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DESCRIPTION	DATA	%
<b>2009 Est. Population by Ancestry</b>		
Pop, Other ancestries	1,459	33.69
Pop, Ancestry Unclassified	1,471	33.96
<b>2009 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>4,048</b>	
Speak Only English at Home	3,971	98.10
Speak Asian/Pacific Islander Language at Home	1	0.02
Speak IndoEuropean Language at Home	9	0.22
Speak Spanish at Home	67	1.66
Speak Other Language at Home	0	0.00
<b>2009 Est. Population by Sex</b>	<b>4,331</b>	
Male	2,119	48.93
Female	2,212	51.07
Male/Female Ratio	0.96	
<b>2009 Est. Population by Age</b>	<b>4,331</b>	
Age 0 - 4	283	6.53
Age 5 - 9	282	6.51
Age 10 - 14	375	8.66
Age 15 - 17	221	5.10
Age 18 - 20	176	4.06
Age 21 - 24	203	4.69
Age 25 - 34	570	13.16
Age 35 - 44	562	12.98
Age 45 - 49	263	6.07
Age 50 - 54	245	5.66
Age 55 - 59	225	5.20
Age 60 - 64	199	4.59
Age 65 - 74	302	6.97
Age 75 - 84	245	5.66
Age 85 and over	180	4.16
Age 16 and over	3,302	76.24
Age 18 and over	3,170	73.19
Age 21 and over	2,994	69.13
Age 65 and over	727	16.79
<b>2009 Est. Median Age</b>	<b>35.99</b>	
<b>2009 Est. Average Age</b>	<b>38.38</b>	

# Community Demographics

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DESCRIPTION	DATA	%
<b>2009 Est. Male Population by Age</b>	<b>2,119</b>	
Age 0 - 4	145	6.84
Age 5 - 9	147	6.94
Age 10 - 14	214	10.10
Age 15 - 17	134	6.32
Age 18 - 20	104	4.91
Age 21 - 24	116	5.47
Age 25 - 34	293	13.83
Age 35 - 44	277	13.07
Age 45 - 49	138	6.51
Age 50 - 54	122	5.76
Age 55 - 59	105	4.96
Age 60 - 64	84	3.96
Age 65 - 74	118	5.57
Age 75 - 84	82	3.87
Age 85 and over	40	1.89
<b>2009 Est. Median Age, Male</b>	<b>31.80</b>	
<b>2009 Est. Average Age, Male</b>	<b>34.72</b>	
<b>2009 Est. Female Population by Age</b>	<b>2,212</b>	
Age 0 - 4	138	6.24
Age 5 - 9	135	6.10
Age 10 - 14	161	7.28
Age 15 - 17	87	3.93
Age 18 - 20	72	3.25
Age 21 - 24	87	3.93
Age 25 - 34	277	12.52
Age 35 - 44	285	12.88
Age 45 - 49	125	5.65
Age 50 - 54	123	5.56
Age 55 - 59	120	5.42
Age 60 - 64	115	5.20
Age 65 - 74	184	8.32
Age 75 - 84	163	7.37
Age 85 and over	140	6.33
<b>2009 Est. Median Age, Female</b>	<b>40.23</b>	
<b>2009 Est. Average Age, Female</b>	<b>41.89</b>	

# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Population Age 15+ by Marital Status*</b>	<b>3,391</b>	
Total, Never Married	1,057	31.17
Married, Spouse present	1,182	34.86
Married, Spouse absent	347	10.23
Widowed	386	11.38
Divorced	419	12.36
Males, Never Married	621	18.31
Previously Married	233	6.87
Females, Never Married	436	12.86
Previously Married	572	16.87
<b>2009 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>2,791</b>	
Less than 9th grade	375	13.44
Some High School, no diploma	498	17.84
High School Graduate (or GED)	987	35.36
Some College, no degree	439	15.73
Associate Degree	122	4.37
Bachelor's Degree	278	9.96
Master's Degree	75	2.69
Professional School Degree	17	0.61
Doctorate Degree	0	0.00
<b>Households</b>		
2014 Projection	1,681	
2009 Estimate	1,660	
2000 Census	1,573	
1990 Census	1,350	
Growth 2009-2014	1.27%	
Growth 2000-2009	5.53%	
Growth 1990-2000	16.52%	
<b>2009 Est. Households by Household Type</b>	<b>1,660</b>	
Family Households	1,042	62.77
Nonfamily Households	618	37.23
<b>2009 Est. Group Quarters Population</b>	<b>506</b>	
<b>2009 Households by Ethnicity, Hispanic/Latino</b>	<b>77</b>	<b>4.64</b>

# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Households by Household Income</b>	<b>1,660</b>	
Income Less than \$15,000	559	33.67
Income \$15,000 - \$24,999	303	18.25
Income \$25,000 - \$34,999	231	13.92
Income \$35,000 - \$49,999	245	14.76
Income \$50,000 - \$74,999	191	11.51
Income \$75,000 - \$99,999	56	3.37
Income \$100,000 - \$149,999	29	1.75
Income \$150,000 - \$249,999	39	2.35
Income \$250,000 - \$499,999	6	0.36
Income \$500,000 and more	1	0.06
<b>2009 Est. Average Household Income</b>	<b>\$34,910</b>	
<b>2009 Est. Median Household Income</b>	<b>\$23,931</b>	
<b>2009 Est. Per Capita Income</b>	<b>\$13,809</b>	
<b>2009 Est. Household Type, Presence Own Children*</b>	<b>1,660</b>	
Single Male Householder	211	12.71
Single Female Householder	368	22.17
Married-Couple Family, own children	272	16.39
Married-Couple Family, no own children	384	23.13
Male Householder, own children	37	2.23
Male Householder, no own children	35	2.11
Female Householder, own children	186	11.20
Female Householder, no own children	128	7.71
Nonfamily, Male Householder	27	1.63
Nonfamily, Female Householder	12	0.72
<b>2009 Est. Households by Household Size*</b>	<b>1,660</b>	
1-person household	579	34.88
2-person household	488	29.40
3-person household	299	18.01
4-person household	173	10.42
5-person household	75	4.52
6-person household	30	1.81
7 or more person household	16	0.96
<b>2009 Est. Average Household Size</b>	<b>2.30</b>	



# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Households by Presence of People*</b>	<b>1,660</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	289	17.41
Other Family, Male Householder	43	2.59
Other Family, Female Householder	226	13.61
Nonfamily, Male Householder	9	0.54
Nonfamily, Female Householder	0	0.00
<b>Households no People under Age 18:</b>		
Married-Couple Family	367	22.11
Other Family, Male Householder	29	1.75
Other Family, Female Householder	88	5.30
Nonfamily, Male Householder	229	13.80
Nonfamily, Female Householder	380	22.89
<b>2009 Est. Households by Number of Vehicles*</b>	<b>1,660</b>	
No Vehicles	261	15.72
1 Vehicle	759	45.72
2 Vehicles	451	27.17
3 Vehicles	151	9.10
4 Vehicles	0	0.00
5 or more Vehicles	38	2.29
<b>2009 Est. Average Number of Vehicles*</b>	<b>1.41</b>	
<b>Family Households</b>		
2014 Projection	1,055	
2009 Estimate	1,042	
2000 Census	985	
1990 Census	942	
Growth 2009-2014	1.25%	
Growth 2000-2009	5.79%	
Growth 1990-2000	4.56%	

# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Family Households by Household Income</b>	<b>1,042</b>	
Income Less than \$15,000	289	27.74
Income \$15,000 - \$24,999	191	18.33
Income \$25,000 - \$34,999	175	16.79
Income \$35,000 - \$49,999	150	14.40
Income \$50,000 - \$74,999	134	12.86
Income \$75,000 - \$99,999	53	5.09
Income \$100,000 - \$149,999	20	1.92
Income \$150,000 - \$249,999	25	2.40
Income \$250,000 - \$499,999	5	0.48
Income \$500,000 and more	0	0.00
<b>2009 Est. Average Family Household Income</b>	<b>\$38,088</b>	
<b>2009 Est. Median Family Household Income</b>	<b>\$27,358</b>	
<b>2009 Est. Families by Poverty Status*</b>	<b>1,042</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	184	17.66
Married-Couple Family, no own children	339	32.53
Male Householder, own children	46	4.41
Male Householder, no own children	8	0.77
Female Householder, own children	110	10.56
Female Householder, no own children	91	8.73
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	93	8.93
Married-Couple Family, no own children	40	3.84
Male Householder, own children	16	1.54
Male Householder, no own children	2	0.19
Female Householder, own children	112	10.75
Female Householder, no own children	1	0.10
<b>2009 Est. Pop Age 16+ by Employment Status*</b>	<b>3,302</b>	
In Armed Forces	1	0.03
Civilian - Employed	1,354	41.01
Civilian - Unemployed	117	3.54
Not in Labor Force	1,830	55.42

# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>1,354</b>	
For-Profit Private Workers	926	68.39
Non-Profit Private Workers	157	11.60
Local Government Workers	61	4.51
State Government Workers	137	10.12
Federal Government Workers	13	0.96
Self-Emp Workers	49	3.62
Unpaid Family Workers	11	0.81
<b>2009 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>1,354</b>	
Management, Business, and Financial Operations	136	10.04
Professional and Related Occupations	239	17.65
Service	220	16.25
Sales and Office	304	22.45
Farming, Fishing, and Forestry	40	2.95
Construction, Extraction and Maintenance	113	8.35
Production, Transportation and Material Moving	302	22.30
<b>2009 Est. Pop 16+ by Occupation Classification*</b>	<b>1,354</b>	
Blue Collar	415	30.65
White Collar	679	50.15
Service and Farm	260	19.20
<b>2009 Est. Workers Age 16+, Transportation To Work*</b>	<b>1,327</b>	
Drove Alone	923	69.56
Car Pooled	309	23.29
Public Transportation	21	1.58
Walked	46	3.47
Motorcycle	0	0.00
Bicycle	0	0.00
Other Means	5	0.38
Worked at Home	23	1.73
<b>2009 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>1,304</b>	
Less than 15 Minutes	607	46.55
15 - 29 Minutes	231	17.71
30 - 44 Minutes	98	7.52
45 - 59 Minutes	181	13.88
60 or more Minutes	187	14.34
<b>2009 Est. Average Travel Time to Work in Minutes*</b>	<b>29.14</b>	

# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Tenure of Occupied Housing Units</b>	<b>1,660</b>	
Owner Occupied	980	59.04
Renter Occupied	680	40.96
<b>2009 Occ Housing Units, Avg Length of Residence</b>	<b>9.68</b>	
<b>2009 Est. All Owner-Occupied Housing Values</b>	<b>980</b>	
Value Less than \$20,000	101	10.31
Value \$20,000 - \$39,999	192	19.59
Value \$40,000 - \$59,999	176	17.96
Value \$60,000 - \$79,999	235	23.98
Value \$80,000 - \$99,999	103	10.51
Value \$100,000 - \$149,999	105	10.71
Value \$150,000 - \$199,999	43	4.39
Value \$200,000 - \$299,999	18	1.84
Value \$300,000 - \$399,999	6	0.61
Value \$400,000 - \$499,999	0	0.00
Value \$500,000 - \$749,999	1	0.10
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>\$61,822</b>	
<b>2009 Est. Housing Units by Units in Structure*</b>	<b>1,828</b>	
1 Unit Attached	0	0.00
1 Unit Detached	1,132	61.93
2 Units	60	3.28
3 to 19 Units	335	18.33
20 to 49 Units	84	4.60
50 or More Units	7	0.38
Mobile Home or Trailer	209	11.43
Boat, RV, Van, etc.	1	0.05

# Community Demographics

## Magee, Mississippi

DESCRIPTION	DATA	%
<b>2009 Est. Housing Units by Year Structure Built</b>	<b>1,828</b>	
Housing Units Built 1999 to 2009	196	10.72
Housing Unit Built 1995 to 1998	68	3.72
Housing Unit Built 1990 to 1994	129	7.06
Housing Unit Built 1980 to 1989	242	13.24
Housing Unit Built 1970 to 1979	339	18.54
Housing Unit Built 1960 to 1969	385	21.06
Housing Unit Built 1950 to 1959	189	10.34
Housing Unit Built 1940 to 1949	202	11.05
Housing Unit Built 1939 or Earlier	78	4.27
<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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