



# Demographic and Income Profile Report

Hinds County, MS\_10  
 Hinds County, MS (28049)  
 Geography: County

Summary	2010	2011	2016
Population	245,285	244,155	241,138
Households	91,351	90,916	90,130
Families	60,612	60,408	59,163
Average Household Size	2.60	2.60	2.59
Owner Occupied Housing Units	55,313	55,022	55,120
Renter Occupied Housing Units	36,038	35,894	35,010
Median Age	33.2	33.3	33.7
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	-0.25%	0.39%	0.67%
Households	-0.17%	0.49%	0.71%
Families	-0.42%	0.27%	0.57%
Owner HHs	0.04%	0.60%	0.91%
Median Household Income	4.67%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	15,935	17.5%	15,267	16.9%
\$15,000 - \$24,999	12,571	13.8%	8,858	9.8%
\$25,000 - \$34,999	11,126	12.2%	8,346	9.3%
\$35,000 - \$49,999	14,110	15.5%	12,235	13.6%
\$50,000 - \$74,999	15,806	17.4%	20,808	23.1%
\$75,000 - \$99,999	9,849	10.8%	11,979	13.3%
\$100,000 - \$149,999	7,384	8.1%	8,118	9.0%
\$150,000 - \$199,999	1,924	2.1%	2,256	2.5%
\$200,000+	2,211	2.4%	2,263	2.5%
Median Household Income	\$40,006		\$50,263	
Average Household Income	\$55,217		\$62,025	
Per Capita Income	\$21,463		\$24,128	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,996	7.3%	17,658	7.2%	17,598	7.3%
5 - 9	17,628	7.2%	17,480	7.2%	17,107	7.1%
10 - 14	17,912	7.3%	17,793	7.3%	17,600	7.3%
15 - 19	20,209	8.2%	20,020	8.2%	18,603	7.7%
20 - 24	20,050	8.2%	20,022	8.2%	19,082	7.9%
25 - 34	34,692	14.1%	34,651	14.2%	34,789	14.4%
35 - 44	29,670	12.1%	29,352	12.0%	27,798	11.5%
45 - 54	33,774	13.8%	33,364	13.7%	30,100	12.5%
55 - 64	26,803	10.9%	27,016	11.1%	28,457	11.8%
65 - 74	14,417	5.9%	14,715	6.0%	17,609	7.3%
75 - 84	8,622	3.5%	8,582	3.5%	8,662	3.6%
85+	3,512	1.4%	3,502	1.4%	3,733	1.5%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	69,769	28.4%	69,476	28.5%	63,859	26.5%
Black Alone	169,370	69.1%	168,487	69.0%	170,540	70.7%
American Indian Alone	375	0.2%	376	0.2%	394	0.2%
Asian Alone	1,874	0.8%	1,868	0.8%	1,943	0.8%
Pacific Islander Alone	56	0.0%	56	0.0%	61	0.0%
Some Other Race Alone	1,707	0.7%	1,766	0.7%	2,032	0.8%
Two or More Races	2,134	0.9%	2,126	0.9%	2,309	1.0%
Hispanic Origin (Any Race)	3,630	1.5%	3,751	1.5%	4,383	1.8%

**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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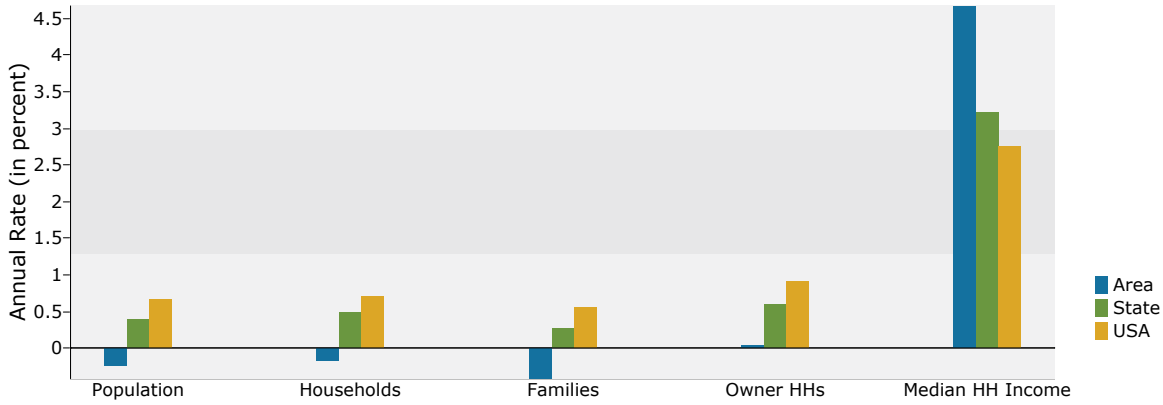
Made with Esri Business Analyst



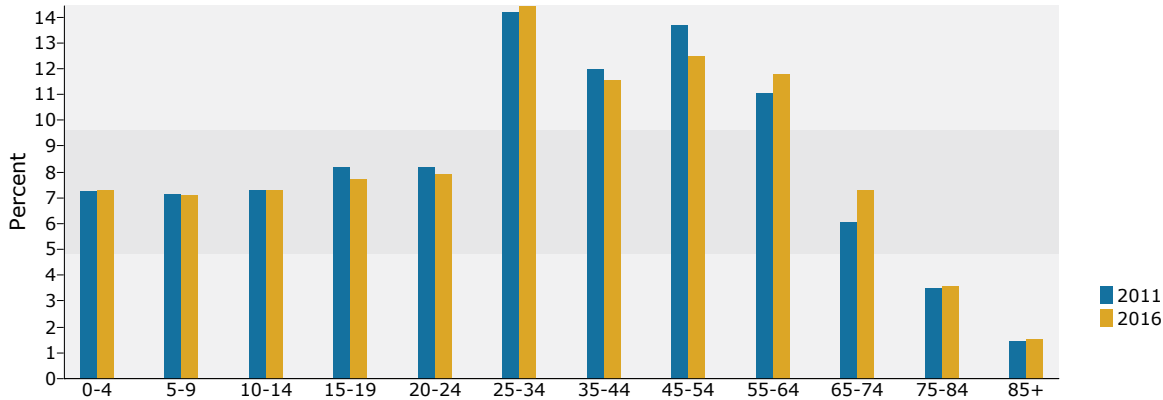
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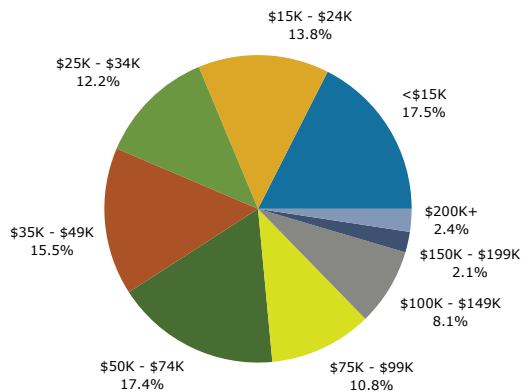
## Trends 2011-2016



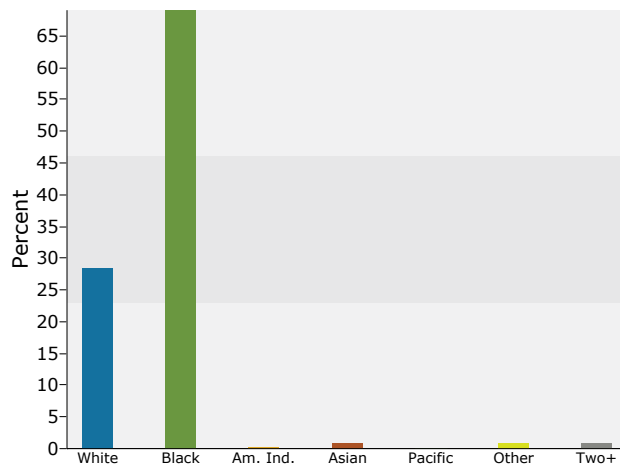
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 1.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



# Census 2010 Summary Profile

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	2000	2010	2000-2010 Annual Rate
Population	250,800	245,285	-0.22%
Households	91,030	91,351	0.04%
Housing Units	100,287	103,421	0.31%

Population by Race	Number	Percent
Total	245,285	100.0%
Population Reporting One Race	243,151	99.1%
White	69,769	28.4%
Black	169,370	69.1%
American Indian	375	0.2%
Asian	1,874	0.8%
Pacific Islander	56	0.0%
Some Other Race	1,707	0.7%
Population Reporting Two or More Races	2,134	0.9%
Total Hispanic Population	3,630	1.5%

Population by Sex	Number	Percent
Male	115,203	47.0%
Female	130,082	53.0%

Population by Age	Number	Percent
Total	245,285	100.0%
Age 0 - 4	17,996	7.3%
Age 5 - 9	17,628	7.2%
Age 10 - 14	17,912	7.3%
Age 15 - 19	20,209	8.2%
Age 20 - 24	20,050	8.2%
Age 25 - 29	18,416	7.5%
Age 30 - 34	16,276	6.6%
Age 35 - 39	15,085	6.2%
Age 40 - 44	14,585	5.9%
Age 45 - 49	16,669	6.8%
Age 50 - 54	17,105	7.0%
Age 55 - 59	15,094	6.2%
Age 60 - 64	11,709	4.8%
Age 65 - 69	8,143	3.3%
Age 70 - 74	6,274	2.6%
Age 75 - 79	4,814	2.0%
Age 80 - 84	3,808	1.6%
Age 85+	3,512	1.4%
Age 18+	180,242	73.5%
Age 65+	26,551	10.8%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	33.2
Male	31.5
Female	34.7
White Alone	45.2
Black Alone	29.7
American Indian Alone	32.9
Asian Alone	29.9
Pacific Islander Alone	27.5
Some Other Race Alone	25.5
Two or More Races	20.0
Hispanic Population	25.9

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# Census 2010 Summary Profile

Hinds County, MS\_10  
Hinds County, MS (28049)  
Geography: County

Households by Type		
Total	91,351	100.0%
Households with 1 Person	25,813	28.3%
Households with 2+ People	65,538	71.7%
Family Households	60,612	66.4%
Husband-wife Families	32,410	35.5%
With Own Children	12,629	13.8%
Other Family (No Spouse Present)	28,202	30.9%
With Own Children	15,051	16.5%
Nonfamily Households	4,926	5.4%
All Households with Children	33,404	36.6%
Multigenerational Households	6,204	6.8%
Unmarried Partner Households	5,918	6.5%
Male-female	5,324	5.8%
Same-sex	594	0.7%
Average Household Size	2.60	

Family Households by Size		
Total	60,612	100.0%
2 People	23,089	38.1%
3 People	15,182	25.0%
4 People	11,664	19.2%
5 People	6,124	10.1%
6 People	2,550	4.2%
7+ People	2,003	3.3%
Average Family Size	3.20	

Nonfamily Households by Size		
Total	30,739	100.0%
1 Person	25,813	84.0%
2 People	3,968	12.9%
3 People	560	1.8%
4 People	256	0.8%
5 People	91	0.3%
6 People	29	0.1%
7+ People	22	0.1%
Average Nonfamily Size	1.21	

Population by Relationship and Household Type		
Total	245,285	100.0%
In Households	237,442	96.8%
In Family Households	200,178	81.6%
Householder	60,612	24.7%
Spouse	32,410	13.2%
Child	88,622	36.1%
Other relative	12,110	4.9%
Nonrelative	6,424	2.6%
In Nonfamily Households	37,264	15.2%
In Group Quarters	7,843	3.2%
Institutionalized Population	2,740	1.1%
Noninstitutionalized Population	5,103	2.1%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# Census 2010 Summary Profile

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Family Households by Age of Householder		
Total		60,612 100.0%
Householder Age 15 - 44	26,351	43.5%
Householder Age 45 - 54	13,575	22.4%
Householder Age 55 - 64	10,742	17.7%
Householder Age 65 - 74	5,856	9.7%
Householder Age 75+	4,088	6.7%

Nonfamily Households by Age of Householder		
Total		30,739 100.0%
Householder Age 15 - 44	11,063	36.0%
Householder Age 45 - 54	5,922	19.3%
Householder Age 55 - 64	5,909	19.2%
Householder Age 65 - 74	3,617	11.8%
Householder Age 75+	4,228	13.8%

Households by Race of Householder		
Total		91,351 100.0%
Householder is White Alone	30,272	33.1%
Householder is Black Alone	59,344	65.0%
Householder is American Indian Alone	147	0.2%
Householder is Asian Alone	622	0.7%
Householder is Pacific Islander Alone	21	0.0%
Householder is Some Other Race Alone	393	0.4%
Householder is Two or More Races	552	0.6%
Households with Hispanic Householder	911	1.0%

Husband-wife Families by Race of Householder		
Total		32,410 100.0%
Householder is White Alone	15,321	47.3%
Householder is Black Alone	16,421	50.7%
Householder is American Indian Alone	35	0.1%
Householder is Asian Alone	324	1.0%
Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	141	0.4%
Householder is Two or More Races	158	0.5%
Husband-wife Families with Hispanic Householder	331	1.0%

Other Families (No Spouse) by Race of Householder		
Total		28,202 100.0%
Householder is White Alone	3,448	12.2%
Householder is Black Alone	24,326	86.3%
Householder is American Indian Alone	34	0.1%
Householder is Asian Alone	76	0.3%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	120	0.4%
Householder is Two or More Races	196	0.7%
Other Families with Hispanic Householder	262	0.9%

Nonfamily Households by Race of Householder		
Total		30,739 100.0%
Householder is White Alone	11,503	37.4%
Householder is Black Alone	18,597	60.5%
Householder is American Indian Alone	78	0.3%
Householder is Asian Alone	222	0.7%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	132	0.4%
Householder is Two or More Races	198	0.6%
Nonfamily Households with Hispanic Householder	318	1.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# Census 2010 Summary Profile

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## Total Housing Units by Occupancy

Total	103,421	100.0%
Occupied Housing Units	91,351	88.3%
Vacant Housing Units		
For Rent	4,668	4.5%
Rented, not Occupied	149	0.1%
For Sale Only	1,502	1.5%
Sold, not Occupied	348	0.3%
For Seasonal/Recreational/Occasional Use	469	0.5%
For Migrant Workers	4	0.0%
Other Vacant	4,930	4.8%
Total Vacancy Rate	11.7%	

## Households by Tenure and Mortgage Status

Total	91,351	100.0%
Owner Occupied	55,313	60.6%
Owned with a Mortgage/Loan	38,087	41.7%
Owned Free and Clear	17,226	18.9%
Average Household Size	2.62	
Renter Occupied	36,038	39.5%
Average Household Size	2.57	

## Owner-occupied Housing Units by Race of Householder

Total	55,313	100.0%
Householder is White Alone	23,602	42.7%
Householder is Black Alone	31,022	56.1%
Householder is American Indian Alone	72	0.1%
Householder is Asian Alone	284	0.5%
Householder is Pacific Islander Alone	11	0.0%
Householder is Some Other Race Alone	81	0.1%
Householder is Two or More Races	241	0.4%
Owner-occupied Housing Units with Hispanic Householder	296	0.5%

## Renter-occupied Housing Units by Race of Householder

Total	36,038	100.0%
Householder is White Alone	6,670	18.5%
Householder is Black Alone	28,322	78.6%
Householder is American Indian Alone	75	0.2%
Householder is Asian Alone	338	0.9%
Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	312	0.9%
Householder is Two or More Races	311	0.9%
Renter-occupied Housing Units with Hispanic Householder	615	1.7%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.24
Householder is Black Alone	2.77
Householder is American Indian Alone	2.17
Householder is Asian Alone	2.89
Householder is Pacific Islander Alone	3.24
Householder is Some Other Race Alone	3.84
Householder is Two or More Races	2.84
Householder is Hispanic	3.44

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# Business Summary

Hinds County, MS\_10  
 Hinds County, MS (28049)  
 Geography: County

Data for all businesses in area	Hinds County, MS (28049)
Total Businesses:	11,153
Total Employees:	153,152
Total Residential Population:	250,044
Employee/Residential Population Ratio:	0.61

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	208	1.9%	1,161	0.8%
Construction	716	6.4%	4,979	3.3%
Manufacturing	245	2.2%	7,145	4.7%
Transportation	227	2.0%	2,446	1.6%
Communication	115	1.0%	2,328	1.5%
Utility	36	0.3%	2,734	1.8%
Wholesale Trade	492	4.4%	6,184	4.0%
<b>Retail Trade Summary</b>	<b>2,097</b>	<b>18.8%</b>	<b>19,916</b>	<b>13.0%</b>
Home Improvement	125	1.1%	1,397	0.9%
General Merchandise Stores	90	0.8%	2,665	1.7%
Food Stores	216	1.9%	1,473	1.0%
Auto Dealers, Gas Stations, Auto Aftermarket	317	2.8%	2,794	1.8%
Apparel & Accessory Stores	179	1.6%	875	0.6%
Furniture & Home Furnishings	163	1.5%	935	0.6%
Eating & Drinking Places	494	4.4%	6,775	4.4%
Miscellaneous Retail	513	4.6%	3,002	2.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>1,220</b>	<b>10.9%</b>	<b>8,633</b>	<b>5.6%</b>
Banks, Savings & Lending Institutions	303	2.7%	2,020	1.3%
Securities Brokers	106	1.0%	621	0.4%
Insurance Carriers & Agents	301	2.7%	2,816	1.8%
Real Estate, Holding, Other Investment Offices	510	4.6%	3,176	2.1%
<b>Services Summary</b>	<b>4,922</b>	<b>44.1%</b>	<b>71,302</b>	<b>46.6%</b>
Hotels & Lodging	90	0.8%	1,391	0.9%
Automotive Services	351	3.1%	1,391	0.9%
Motion Pictures & Amusements	175	1.6%	1,014	0.7%
Health Services	597	5.4%	31,091	20.3%
Legal Services	317	2.8%	3,191	2.1%
Education Institutions & Libraries	334	3.0%	15,500	10.1%
Other Services	3,058	27.4%	17,724	11.6%
<b>Government</b>	<b>630</b>	<b>5.6%</b>	<b>25,157</b>	<b>16.4%</b>
<b>Other</b>	<b>245</b>	<b>2.2%</b>	<b>1,167</b>	<b>0.8%</b>
<b>Totals</b>	<b>11,153</b>	<b>100%</b>	<b>153,152</b>	<b>100%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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# Business Summary

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	36	0.3%	246	0.2%
Mining	34	0.3%	124	0.1%
Utilities	21	0.2%	2,479	1.6%
Construction	766	6.9%	5,232	3.4%
Manufacturing	240	2.2%	6,602	4.3%
Wholesale Trade	486	4.4%	6,124	4.0%
Retail Trade	1,565	14.0%	13,017	8.5%
Motor Vehicle & Parts Dealers	197	1.8%	2,153	1.4%
Furniture & Home Furnishings Stores	65	0.6%	424	0.3%
Electronics & Appliance Stores	91	0.8%	503	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	123	1.1%	1,393	0.9%
Food & Beverage Stores	239	2.1%	1,442	0.9%
Health & Personal Care Stores	127	1.1%	1,012	0.7%
Gasoline Stations	120	1.1%	641	0.4%
Clothing & Clothing Accessories Stores	213	1.9%	1,005	0.7%
Sport Goods, Hobby, Book, & Music Stores	79	0.7%	522	0.3%
General Merchandise Stores	90	0.8%	2,665	1.7%
Miscellaneous Store Retailers	205	1.8%	1,094	0.7%
Nonstore Retailers	16	0.1%	163	0.1%
Transportation & Warehousing	184	1.7%	2,096	1.4%
Information	268	2.4%	4,101	2.7%
Finance & Insurance	727	6.5%	5,545	3.6%
Central Bank/Credit Intermediation & Related Activities	316	2.8%	2,056	1.3%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	107	1.0%	621	0.4%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	304	2.7%	2,868	1.9%
Real Estate, Rental & Leasing	621	5.6%	2,547	1.7%
Professional, Scientific & Tech Services	1,052	9.4%	7,778	5.1%
Legal Services	335	3.0%	3,250	2.1%
Management of Companies & Enterprises	3	0.0%	1,050	0.7%
Administrative & Support & Waste Management & Remediation Services	482	4.3%	3,210	2.1%
Educational Services	334	3.0%	15,205	9.9%
Health Care & Social Assistance	913	8.2%	34,932	22.8%
Arts, Entertainment & Recreation	150	1.3%	1,102	0.7%
Accommodation & Food Services	589	5.3%	8,177	5.3%
Accommodation	90	0.8%	1,391	0.9%
Food Services & Drinking Places	499	4.5%	6,786	4.4%
Other Services (except Public Administration)	1,799	16.1%	7,115	4.6%
Automotive Repair & Maintenance	263	2.4%	979	0.6%
Public Administration	634	5.7%	25,250	16.5%
Unclassified Establishments	249	2.2%	1,220	0.8%
<b>Total</b>	<b>11,153</b>	<b>100%</b>	<b>153,152</b>	<b>100%</b>

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

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## Market Profile

Hinds County, MS\_10  
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Geography: County

Hinds County, MS (28049)

<b>Population Summary</b>	
2000 Total Population	250,800
2000 Group Quarters	10,193
2010 Total Population	250,044
2015 Total Population	248,364
2010-2015 Annual Rate	-0.14%
<b>Household Summary</b>	
2000 Households	91,030
2000 Average Household Size	2.64
2010 Households	92,223
2010 Average Household Size	2.60
2015 Households	91,936
2015 Average Household Size	2.59
2010-2015 Annual Rate	-0.06%
2000 Families	62,315
2000 Average Family Size	3.22
2010 Families	61,422
2010 Average Family Size	3.21
2015 Families	60,669
2015 Average Family Size	3.21
2010-2015 Annual Rate	-0.25%
<b>Housing Unit Summary</b>	
2000 Housing Units	100,287
Owner Occupied Housing Units	58.0%
Renter Occupied Housing Units	32.8%
Vacant Housing Units	9.2%
2010 Housing Units	107,936
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	31.8%
Vacant Housing Units	14.6%
2015 Housing Units	110,152
Owner Occupied Housing Units	52.5%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	16.5%
<b>Median Household Income</b>	
2000	\$34,029
2010	\$38,602
2015	\$42,468
<b>Median Home Value</b>	
2000	\$72,100
2010	\$87,089
2015	\$95,274
<b>Per Capita Income</b>	
2000	\$17,785
2010	\$19,373
2015	\$19,558
<b>Median Age</b>	
2000	32.0
2010	33.8
2015	34.3

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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# Market Profile

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Hinds County, MS (28049)

### 2000 Households by Income

Household Income Base	91,073
<\$15,000	22.5%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	7.7%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	1.2%
\$200,000+	2.1%

Average Household Income \$48,032

### 2010 Households by Income

Household Income Base	92,223
<\$15,000	20.2%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	1.2%
\$200,000+	2.1%

Average Household Income \$51,443

### 2015 Households by Income

Household Income Base	91,936
<\$15,000	19.3%
\$15,000 - \$24,999	11.8%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	18.8%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	1.2%
\$200,000+	2.1%

Average Household Income \$51,602

### 2000 Owner Occupied Housing Units by Value

Total	58,153
<\$50,000	28.2%
\$50,000 - \$99,999	43.9%
\$100,000 - \$149,999	14.7%
\$150,000 - \$199,999	6.3%
\$200,000 - \$299,999	4.2%
\$300,000 - \$499,999	1.9%
\$500,000 - \$999,999	0.5%
\$1,000,000 +	0.3%

Average Home Value \$95,013

### 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	32,654
With Cash Rent	94.7%
No Cash Rent	5.3%
Median Rent	\$405
Average Rent	\$397

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



# Market Profile

Hinds County, MS\_10  
Hinds County, MS (28049)  
Geography: County

Hinds County, MS (28049)

## 2000 Population by Age

Total	250,800
0 - 4	7.4%
5 - 9	7.8%
10 - 14	7.7%
15 - 24	17.0%
25 - 34	13.9%
35 - 44	15.0%
45 - 54	12.6%
55 - 64	7.5%
65 - 74	5.7%
75 - 84	3.8%
85 +	1.5%
18 +	72.1%

## 2010 Population by Age

Total	250,044
0 - 4	7.4%
5 - 9	7.4%
10 - 14	7.0%
15 - 24	15.9%
25 - 34	13.9%
35 - 44	12.8%
45 - 54	13.7%
55 - 64	10.8%
65 - 74	5.7%
75 - 84	3.7%
85 +	1.8%
18 +	73.7%

## 2015 Population by Age

Total	248,364
0 - 4	7.3%
5 - 9	7.4%
10 - 14	7.3%
15 - 24	15.4%
25 - 34	13.5%
35 - 44	13.0%
45 - 54	12.1%
55 - 64	11.6%
65 - 74	7.0%
75 - 84	3.5%
85 +	1.8%
18 +	73.8%

## 2000 Population by Sex

Males	47.0%
Females	53.0%

## 2010 Population by Sex

Males	47.3%
Females	52.7%

## 2015 Population by Sex

Males	47.5%
Females	52.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Market Profile

Hinds County, MS\_10  
Hinds County, MS (28049)  
Geography: County

Hinds County, MS (28049)

### 2000 Population by Race/Ethnicity

Total	250,800
White Alone	37.3%
Black Alone	61.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.2%
Two or More Races	0.6%
Hispanic Origin	0.8%
Diversity Index	49.5

### 2010 Population by Race/Ethnicity

Total	250,044
White Alone	30.0%
Black Alone	67.5%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.4%
Two or More Races	1.1%
Hispanic Origin	1.5%
Diversity Index	47.1

### 2015 Population by Race/Ethnicity

Total	248,364
White Alone	26.9%
Black Alone	70.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.9%
Diversity Index	45.6

### 2000 Population 3+ by School Enrollment

Total	239,658
Enrolled in Nursery/Preschool	2.5%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	13.7%
Enrolled in Grade 9-12	6.6%
Enrolled in College	6.9%
Enrolled in Grad/Prof School	1.3%
Not Enrolled in School	67.2%

### 2010 Population 25+ by Educational Attainment

Total	155,738
Less Than 9th Grade	4.8%
9th to 12th Grade, No Diploma	11.5%
High School Graduate	24.2%
Some College, No Degree	23.8%
Associate Degree	8.2%
Bachelor's Degree	17.6%
Graduate/Professional Degree	9.9%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



# Market Profile

Hinds County, MS\_10  
Hinds County, MS (28049)  
Geography: County

Hinds County, MS (28049)

## 2010 Population 15+ by Marital Status

Total	195,480
Never Married	39.5%
Married	42.0%
Widowed	6.5%
Divorced	11.9%

## 2000 Population 16+ by Employment Status

Total	188,911
In Labor Force	63.1%
Civilian Employed	58.0%
Civilian Unemployed	5.0%
In Armed Forces	0.1%
Not In Labor Force	36.9%

## 2010 Civilian Population 16+ in Labor Force

Civilian Employed	87.9%
Civilian Unemployed	12.1%

## 2015 Civilian Population 16+ in Labor Force

Civilian Employed	89.5%
Civilian Unemployed	10.5%

## 2000 Females 16+ by Employment Status and Age of Children

Total	102,178
Own Children < 6 Only	7.7%
Employed/in Armed Forces	5.0%
Unemployed	0.6%
Not in Labor Force	2.1%
Own Children <6 and 6-17 Only	6.5%
Employed/in Armed Forces	4.1%
Unemployed	0.4%
Not in Labor Force	1.9%
Own Children 6-17 Only	18.2%
Employed/in Armed Forces	13.0%
Unemployed	0.9%
Not in Labor Force	4.4%
No Own Children < 18	67.6%
Employed/in Armed Forces	32.5%
Unemployed	2.7%
Not in Labor Force	32.4%

## 2010 Employed Population 16+ by Industry

Total	108,623
Agriculture/Mining	0.8%
Construction	6.3%
Manufacturing	5.8%
Wholesale Trade	3.2%
Retail Trade	11.4%
Transportation/Utilities	4.5%
Information	2.7%
Finance/Insurance/Real Estate	6.8%
Services	51.6%
Public Administration	7.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



## Market Profile

Hinds County, MS\_10  
Hinds County, MS (28049)  
Geography: County

Hinds County, MS (28049)

### 2010 Employed Population 16+ by Occupation

Total	108,623
White Collar	59.5%
Management/Business/Financial	11.4%
Professional	22.2%
Sales	11.2%
Administrative Support	14.8%
Services	19.6%
Blue Collar	20.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.7%
Production	5.1%
Transportation/Material Moving	6.0%

### 2000 Workers 16+ by Means of Transportation to Work

Total	107,388
Drove Alone - Car, Truck, or Van	79.0%
Carpooled - Car, Truck, or Van	15.6%
Public Transportation	0.9%
Walked	2.1%
Other Means	0.8%
Worked at Home	1.6%

### 2000 Workers 16+ by Travel Time to Work

Total	107,388
Did not Work at Home	98.4%
Less than 5 minutes	2.5%
5 to 9 minutes	9.7%
10 to 19 minutes	38.8%
20 to 24 minutes	19.0%
25 to 34 minutes	18.5%
35 to 44 minutes	2.8%
45 to 59 minutes	3.6%
60 to 89 minutes	1.7%
90 or more minutes	1.7%
Worked at Home	1.6%
Average Travel Time to Work (in min)	21.6

### 2000 Households by Vehicles Available

Total	91,030
None	9.8%
1	38.2%
2	34.9%
3	12.5%
4	3.4%
5+	1.1%
Average Number of Vehicles Available	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



# Market Profile

Hinds County, MS\_10  
Hinds County, MS (28049)  
Geography: County

Hinds County, MS (28049)

## 2000 Households by Type

Total	91,030
Family Households	68.5%
Married-couple Family	41.1%
With Related Children	20.3%
Other Family (No Spouse)	27.3%
With Related Children	19.0%
Nonfamily Households	31.5%
Householder Living Alone	26.7%
Householder Not Living Alone	4.9%
Households with Related Children	39.3%
Households with Persons 65+	21.7%

## 2000 Households by Size

Total	91,030
1 Person Household	26.7%
2 Person Household	29.4%
3 Person Household	17.9%
4 Person Household	14.2%
5 Person Household	7.1%
6 Person Household	2.8%
7 + Person Household	2.1%

## 2000 Households by Year Householder Moved In

Total	91,030
Moved in 1999 to March 2000	20.7%
Moved in 1995 to 1998	29.0%
Moved in 1990 to 1994	15.4%
Moved in 1980 to 1989	14.0%
Moved in 1970 to 1979	10.9%
Moved in 1969 or Earlier	9.9%
Median Year Householder Moved In	1995

## 2000 Housing Units by Units in Structure

Total	100,287
1, Detached	68.5%
1, Attached	3.3%
2	3.4%
3 or 4	5.4%
5 to 9	6.5%
10 to 19	2.2%
20 +	6.7%
Mobile Home	3.9%
Other	0.1%

## 2000 Housing Units by Year Structure Built

Total	100,287
1999 to March 2000	1.6%
1995 to 1998	5.3%
1990 to 1994	5.4%
1980 to 1989	15.7%
1970 to 1979	25.1%
1969 or Earlier	46.9%
Median Year Structure Built	1971

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012



# Market Profile

Hinds County, MS\_10  
 Hinds County, MS (28049)  
 Geography: County

Hinds County, MS (28049)

## Top 3 Tapestry Segments

1. Metro City Edge
2. Modest Income Homes
3. Milk and Cookies

## 2010 Consumer Spending

Apparel & Services: Total \$	\$115,945,379
Average Spent	\$1,257.23
Spending Potential Index	53
Computers & Accessories: Total \$	\$14,873,015
Average Spent	\$161.27
Spending Potential Index	73
Education: Total \$	\$83,913,834
Average Spent	\$909.90
Spending Potential Index	75
Entertainment/Recreation: Total \$	\$221,810,888
Average Spent	\$2,405.16
Spending Potential Index	75
Food at Home: Total \$	\$313,513,065
Average Spent	\$3,399.51
Spending Potential Index	76
Food Away from Home: Total \$	\$225,883,048
Average Spent	\$2,449.31
Spending Potential Index	76
Health Care: Total \$	\$260,164,260
Average Spent	\$2,821.03
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$121,268,068
Average Spent	\$1,314.94
Spending Potential Index	64
Investments: Total \$	\$99,902,638
Average Spent	\$1,083.27
Spending Potential Index	62
Retail Goods: Total \$	\$1,641,378,394
Average Spent	\$17,797.93
Spending Potential Index	72
Shelter: Total \$	\$1,060,816,422
Average Spent	\$11,502.73
Spending Potential Index	73
TV/Video/Audio: Total \$	\$87,580,675
Average Spent	\$949.66
Spending Potential Index	76
Travel: Total \$	\$121,585,927
Average Spent	\$1,318.39
Spending Potential Index	70
Vehicle Maintenance & Repairs: Total \$	\$65,302,343
Average Spent	\$708.09
Spending Potential Index	75

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

February 13, 2012

Made with Esri Business Analyst



# Retail MarketPlace Profile

Hinds County, MS\_10  
 Hinds County, MS (28049)  
 Geography: County

## Summary Demographics

2010 Population	250,044
2010 Households	92,223
2010 Median Disposable Income	\$31,832
2010 Per Capita Income	\$19,373

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,788,858,328	\$2,539,612,062	\$-750,753,734	-17.3	2,062
Total Retail Trade	44-45	\$1,527,749,606	\$2,260,549,637	\$-732,800,031	-19.3	1,552
Total Food & Drink	722	\$261,108,722	\$279,062,425	\$-17,953,703	-3.3	510

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$353,079,779	\$506,980,763	\$-153,900,984	-17.9	196
Automobile Dealers	4411	\$305,200,716	\$453,833,685	\$-148,632,969	-19.6	97
Other Motor Vehicle Dealers	4412	\$25,870,307	\$14,077,479	\$11,792,828	29.5	19
Auto Parts, Accessories & Tire Stores	4413	\$22,008,756	\$39,069,599	\$-17,060,843	-27.9	80
Furniture & Home Furnishings Stores	442	\$36,799,990	\$42,051,641	\$-5,251,651	-6.7	66
Furniture Stores	4421	\$23,928,928	\$29,939,476	\$-6,010,548	-11.2	33
Home Furnishings Stores	4422	\$12,871,062	\$12,112,165	\$758,897	3.0	33
Electronics & Appliance Stores	4431	\$31,690,298	\$41,535,604	\$-9,845,306	-13.4	86
Bldg Materials, Garden Equip. & Supply Stores	444	\$56,061,615	\$88,024,415	\$-31,962,800	-22.2	120
Bldg Material & Supplies Dealers	4441	\$51,426,190	\$80,658,413	\$-29,232,223	-22.1	108
Lawn & Garden Equip & Supply Stores	4442	\$4,635,425	\$7,366,002	\$-2,730,577	-22.8	12
Food & Beverage Stores	445	\$177,291,282	\$189,440,925	\$-12,149,643	-3.3	209
Grocery Stores	4451	\$162,121,110	\$172,609,259	\$-10,488,149	-3.1	127
Specialty Food Stores	4452	\$5,237,907	\$5,838,023	\$-600,116	-5.4	28
Beer, Wine & Liquor Stores	4453	\$9,932,265	\$10,993,643	\$-1,061,378	-5.1	54
Health & Personal Care Stores	446,4461	\$53,481,127	\$117,854,374	\$-64,373,247	-37.6	123
Gasoline Stations	447,4471	\$293,944,196	\$472,899,978	\$-178,955,782	-23.3	151
Clothing & Clothing Accessories Stores	448	\$49,144,597	\$60,764,162	\$-11,619,565	-10.6	208
Clothing Stores	4481	\$38,133,061	\$40,252,241	\$-2,119,180	-2.7	143
Shoe Stores	4482	\$7,351,538	\$13,844,398	\$-6,492,860	-30.6	32
Jewelry, Luggage & Leather Goods Stores	4483	\$3,659,998	\$6,667,523	\$-3,007,525	-29.1	33
Sporting Goods, Hobby, Book & Music Stores	451	\$10,219,888	\$24,150,356	\$-13,930,468	-40.5	78
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,205,993	\$9,038,088	\$-3,832,095	-26.9	51
Book, Periodical & Music Stores	4512	\$5,013,895	\$15,112,268	\$-10,098,373	-50.2	27
General Merchandise Stores	452	\$277,387,682	\$336,759,882	\$-59,372,200	-9.7	92
Department Stores Excluding Leased Depts.	4521	\$97,628,103	\$126,868,372	\$-29,240,269	-13.0	38
Other General Merchandise Stores	4529	\$179,759,579	\$209,891,510	\$-30,131,931	-7.7	54
Miscellaneous Store Retailers	453	\$15,815,662	\$46,947,763	\$-31,132,101	-49.6	206
Florists	4531	\$2,101,179	\$3,789,425	\$-1,688,246	-28.7	28
Office Supplies, Stationery & Gift Stores	4532	\$4,366,285	\$22,880,384	\$-18,514,099	-67.9	54
Used Merchandise Stores	4533	\$1,073,380	\$2,072,073	\$-998,693	-31.8	45
Other Miscellaneous Store Retailers	4539	\$8,274,818	\$18,205,881	\$-9,931,063	-37.5	79
Nonstore Retailers	454	\$172,833,490	\$333,139,774	\$-160,306,284	-31.7	17
Electronic Shopping & Mail-Order Houses	4541	\$159,697,446	\$320,722,901	\$-161,025,455	-33.5	2
Vending Machine Operators	4542	\$3,800,598	\$4,613,241	\$-812,643	-9.7	5
Direct Selling Establishments	4543	\$9,335,446	\$7,803,632	\$1,531,814	8.9	10
Food Services & Drinking Places	722	\$261,108,722	\$279,062,425	\$-17,953,703	-3.3	510
Full-Service Restaurants	7221	\$89,869,959	\$93,189,987	\$-3,320,028	-1.8	250
Limited-Service Eating Places	7222	\$143,992,419	\$157,864,588	\$-13,872,169	-4.6	180
Special Food Services	7223	\$19,484,204	\$22,415,329	\$-2,931,125	-7.0	33
Drinking Places - Alcoholic Beverages	7224	\$7,762,140	\$5,592,521	\$2,169,619	16.2	47

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

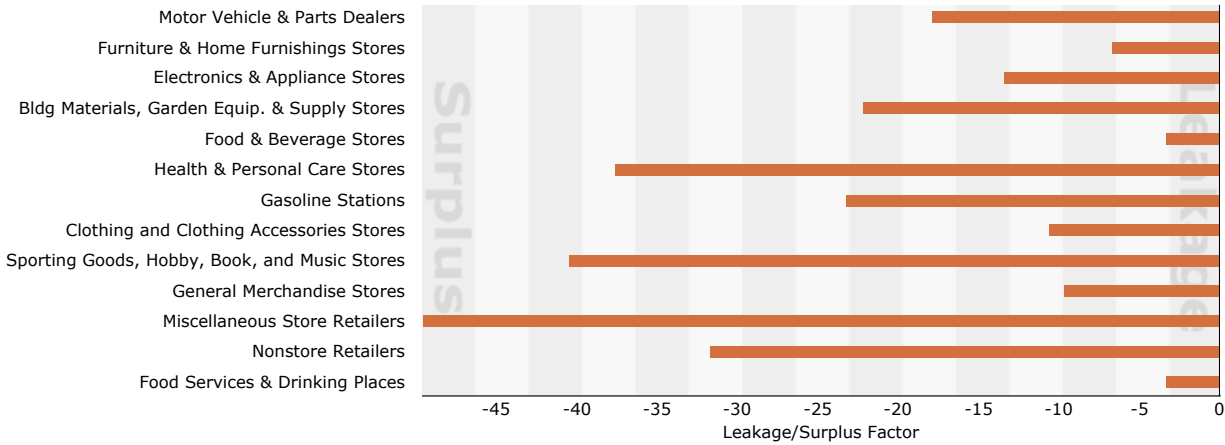
Source: Esri and Infogroup

February 13, 2012

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Hinds County, MS\_10  
 Hinds County, MS (28049)  
 Geography: County

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

