



Demographic and Income Profile Report

Madison County, MS_8
 Madison County, MS (28089)
 Geography: County

Summary	2010	2011	2016
Population	95,203	96,927	105,087
Households	35,829	36,490	39,843
Families	25,246	25,790	27,867
Average Household Size	2.61	2.61	2.59
Owner Occupied Housing Units	25,228	25,598	28,266
Renter Occupied Housing Units	10,601	10,892	11,577
Median Age	35.8	35.9	36.1
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.63%	0.39%	0.67%
Households	1.77%	0.49%	0.71%
Families	1.56%	0.27%	0.57%
Owner HHs	2.00%	0.60%	0.91%
Median Household Income	2.66%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	4,334	11.9%	4,423	11.1%
\$15,000 - \$24,999	3,418	9.4%	2,540	6.4%
\$25,000 - \$34,999	3,801	10.4%	2,925	7.3%
\$35,000 - \$49,999	4,774	13.1%	4,385	11.0%
\$50,000 - \$74,999	6,248	17.1%	8,777	22.0%
\$75,000 - \$99,999	4,981	13.7%	6,020	15.1%
\$100,000 - \$149,999	5,010	13.7%	5,457	13.7%
\$150,000 - \$199,999	2,124	5.8%	3,231	8.1%
\$200,000+	1,800	4.9%	2,085	5.2%
Median Household Income	\$55,774		\$63,608	
Average Household Income	\$74,971		\$85,096	
Per Capita Income	\$28,736		\$32,751	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,008	7.4%	7,038	7.3%	7,724	7.4%
5 - 9	7,069	7.4%	7,175	7.4%	7,733	7.4%
10 - 14	7,263	7.6%	7,385	7.6%	8,043	7.7%
15 - 19	6,831	7.2%	6,915	7.1%	7,002	6.7%
20 - 24	5,618	5.9%	5,733	5.9%	5,960	5.7%
25 - 34	12,822	13.5%	13,104	13.5%	14,478	13.8%
35 - 44	13,169	13.8%	13,330	13.8%	13,865	13.2%
45 - 54	14,454	15.2%	14,608	15.1%	14,476	13.8%
55 - 64	11,052	11.6%	11,401	11.8%	13,224	12.6%
65 - 74	5,320	5.6%	5,560	5.7%	7,335	7.0%
75 - 84	3,124	3.3%	3,180	3.3%	3,522	3.4%
85+	1,473	1.5%	1,498	1.5%	1,725	1.6%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	54,270	57.0%	55,278	57.0%	58,728	55.9%
Black Alone	36,368	38.2%	36,948	38.1%	40,560	38.6%
American Indian Alone	165	0.2%	169	0.2%	189	0.2%
Asian Alone	2,040	2.1%	2,074	2.1%	2,556	2.4%
Pacific Islander Alone	26	0.0%	26	0.0%	27	0.0%
Some Other Race Alone	1,541	1.6%	1,630	1.7%	2,017	1.9%
Two or More Races	793	0.8%	802	0.8%	1,010	1.0%
Hispanic Origin (Any Race)	2,806	2.9%	2,966	3.1%	3,701	3.5%

Data Note: Income is expressed in current dollars.

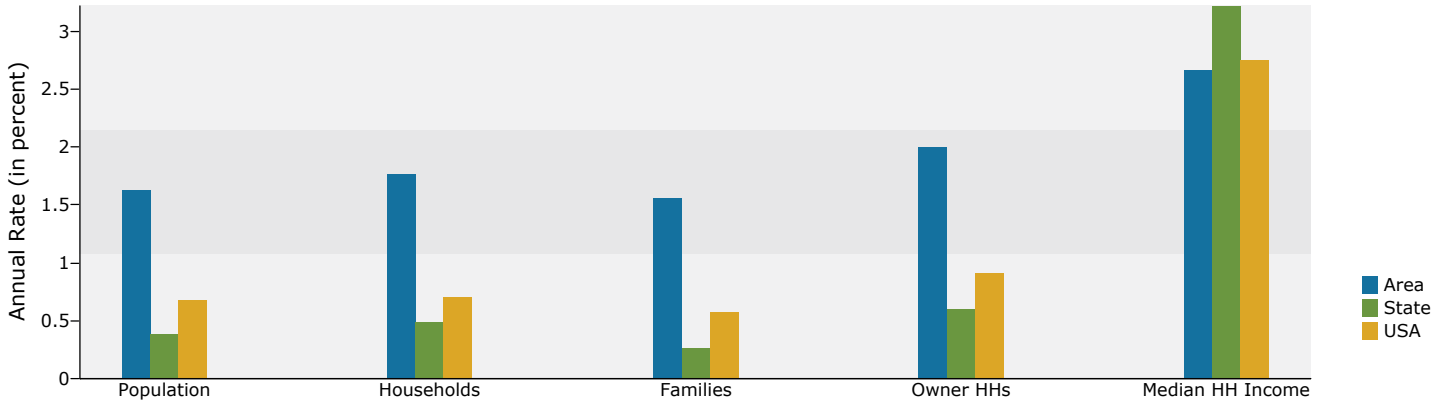
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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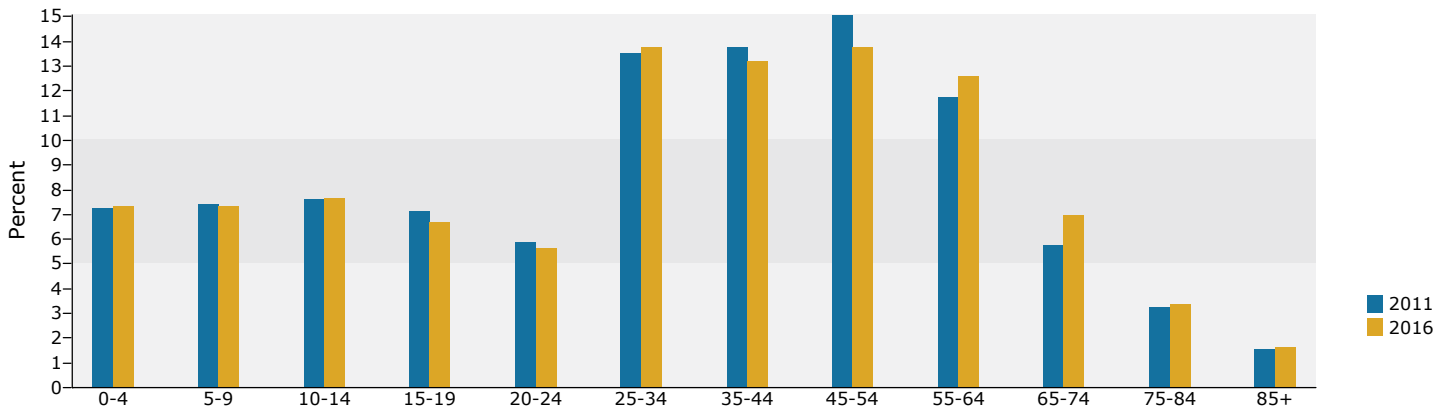
Made with Esri Business Analyst

Madison County, MS_8
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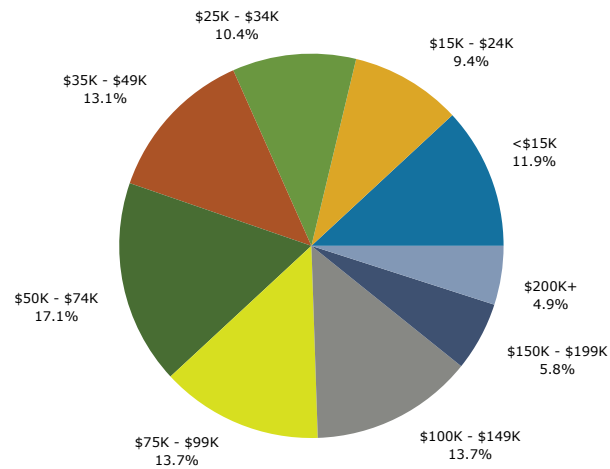
Trends 2011-2016



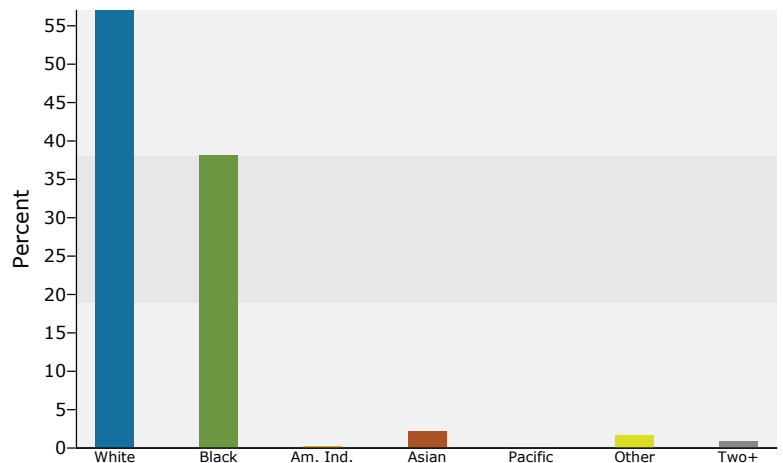
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 3.1%

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



Census 2010 Summary Profile

Madison County, MS_8
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	2000	2010	2000-2010 Annual Rate
Population	74,674	95,203	2.46%
Households	27,219	35,829	2.79%
Housing Units	28,781	38,558	2.97%

Population by Race	Number	Percent
Total	95,203	100.0%
Population Reporting One Race	94,410	99.2%
White	54,270	57.0%
Black	36,368	38.2%
American Indian	165	0.2%
Asian	2,040	2.1%
Pacific Islander	26	0.0%
Some Other Race	1,541	1.6%
Population Reporting Two or More Races	793	0.8%
Total Hispanic Population	2,806	2.9%

Population by Sex	Number	Percent
Male	45,612	47.9%
Female	49,591	52.1%

Population by Age	Number	Percent
Total	95,203	100.0%
Age 0 - 4	7,008	7.4%
Age 5 - 9	7,069	7.4%
Age 10 - 14	7,263	7.6%
Age 15 - 19	6,831	7.2%
Age 20 - 24	5,618	5.9%
Age 25 - 29	6,493	6.8%
Age 30 - 34	6,329	6.6%
Age 35 - 39	6,425	6.7%
Age 40 - 44	6,744	7.1%
Age 45 - 49	7,458	7.8%
Age 50 - 54	6,996	7.3%
Age 55 - 59	6,162	6.5%
Age 60 - 64	4,890	5.1%
Age 65 - 69	3,082	3.2%
Age 70 - 74	2,238	2.4%
Age 75 - 79	1,732	1.8%
Age 80 - 84	1,392	1.5%
Age 85+	1,473	1.5%
Age 18+	69,555	73.1%
Age 65+	9,917	10.4%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.8
Male	34.6
Female	36.9
White Alone	41.0
Black Alone	29.9
American Indian Alone	31.1
Asian Alone	34.3
Pacific Islander Alone	27.5
Some Other Race Alone	25.4
Two or More Races	20.4
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

Madison County, MS_8
Madison County, MS (28089)
Geography: County

Households by Type		
Total	35,829	100.0%
Households with 1 Person	9,120	25.5%
Households with 2+ People	26,709	74.5%
Family Households	25,246	70.5%
Husband-wife Families	18,112	50.6%
With Own Children	8,355	23.3%
Other Family (No Spouse Present)	7,134	19.9%
With Own Children	3,862	10.8%
Nonfamily Households	1,463	4.1%
All Households with Children	13,722	38.3%
Multigenerational Households	1,648	4.6%
Unmarried Partner Households	1,593	4.4%
Male-female	1,399	3.9%
Same-sex	194	0.5%
Average Household Size	2.61	

Family Households by Size		
Total	25,246	100.0%
2 People	10,089	40.0%
3 People	6,032	23.9%
4 People	5,358	21.2%
5 People	2,347	9.3%
6 People	845	3.3%
7+ People	575	2.3%
Average Family Size	3.14	

Nonfamily Households by Size		
Total	10,583	100.0%
1 Person	9,120	86.2%
2 People	1,237	11.7%
3 People	148	1.4%
4 People	58	0.5%
5 People	11	0.1%
6 People	5	0.0%
7+ People	4	0.0%
Average Nonfamily Size	1.17	

Population by Relationship and Household Type		
Total	95,203	100.0%
In Households	93,438	98.1%
In Family Households	81,051	85.1%
Householder	25,246	26.5%
Spouse	18,112	19.0%
Child	32,890	34.5%
Other relative	3,143	3.3%
Nonrelative	1,660	1.7%
In Nonfamily Households	12,387	13.0%
In Group Quarters	1,765	1.9%
Institutionalized Population	874	0.9%
Noninstitutionalized Population	891	0.9%

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		25,246 100.0%
Householder Age	15 - 44	10,511 41.6%
Householder Age	45 - 54	6,315 25.0%
Householder Age	55 - 64	4,696 18.6%
Householder Age	65 - 74	2,252 8.9%
Householder Age	75+	1,472 5.8%

Nonfamily Households by Age of Householder		
Total		10,583 100.0%
Householder Age	15 - 44	3,972 37.5%
Householder Age	45 - 54	1,922 18.2%
Householder Age	55 - 64	1,982 18.7%
Householder Age	65 - 74	1,160 11.0%
Householder Age	75+	1,547 14.6%

Households by Race of Householder		
Total		35,829 100.0%
Householder is	White Alone	21,902 61.1%
Householder is	Black Alone	12,621 35.2%
Householder is	American Indian Alone	53 0.1%
Householder is	Asian Alone	678 1.9%
Householder is	Pacific Islander Alone	6 0.0%
Householder is	Some Other Race Alone	366 1.0%
Householder is	Two or More Races	203 0.6%
Households with	Hispanic Householder	706 2.0%

Husband-wife Families by Race of Householder		
Total		18,112 100.0%
Householder is	White Alone	13,252 73.2%
Householder is	Black Alone	4,115 22.7%
Householder is	American Indian Alone	26 0.1%
Householder is	Asian Alone	474 2.6%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	143 0.8%
Householder is	Two or More Races	101 0.6%
Husband-wife Families with	Hispanic Householder	327 1.8%

Other Families (No Spouse) by Race of Householder		
Total		7,134 100.0%
Householder is	White Alone	2,147 30.1%
Householder is	Black Alone	4,762 66.8%
Householder is	American Indian Alone	12 0.2%
Householder is	Asian Alone	57 0.8%
Householder is	Pacific Islander Alone	1 0.0%
Householder is	Some Other Race Alone	118 1.7%
Householder is	Two or More Races	37 0.5%
Other Families with	Hispanic Householder	206 2.9%

Nonfamily Households by Race of Householder		
Total		10,583 100.0%
Householder is	White Alone	6,503 61.4%
Householder is	Black Alone	3,744 35.4%
Householder is	American Indian Alone	15 0.1%
Householder is	Asian Alone	147 1.4%
Householder is	Pacific Islander Alone	4 0.0%
Householder is	Some Other Race Alone	105 1.0%
Householder is	Two or More Races	65 0.6%
Nonfamily Households with	Hispanic Householder	173 1.6%

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



Census 2010 Summary Profile

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Geography: County

Total Housing Units by Occupancy

Total	38,558	100.0%
Occupied Housing Units	35,829	92.9%
Vacant Housing Units		
For Rent	735	1.9%
Rented, not Occupied	45	0.1%
For Sale Only	510	1.3%
Sold, not Occupied	128	0.3%
For Seasonal/Recreational/Occasional Use	417	1.1%
For Migrant Workers	1	0.0%
Other Vacant	893	2.3%
Total Vacancy Rate	7.1%	

Households by Tenure and Mortgage Status

Total	35,829	100.0%
Owner Occupied	25,228	70.4%
Owned with a Mortgage/Loan	18,587	51.9%
Owned Free and Clear	6,641	18.5%
Average Household Size	2.71	
Renter Occupied	10,601	29.6%
Average Household Size	2.36	

Owner-occupied Housing Units by Race of Householder

Total	25,228	100.0%
Householder is White Alone	17,678	70.1%
Householder is Black Alone	6,934	27.5%
Householder is American Indian Alone	28	0.1%
Householder is Asian Alone	407	1.6%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	64	0.3%
Householder is Two or More Races	114	0.5%
Owner-occupied Housing Units with Hispanic Householder	220	0.9%

Renter-occupied Housing Units by Race of Householder

Total	10,601	100.0%
Householder is White Alone	4,224	39.8%
Householder is Black Alone	5,687	53.6%
Householder is American Indian Alone	25	0.2%
Householder is Asian Alone	271	2.6%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	302	2.8%
Householder is Two or More Races	89	0.8%
Renter-occupied Housing Units with Hispanic Householder	486	4.6%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.46
Householder is Black Alone	2.79
Householder is American Indian Alone	2.77
Householder is Asian Alone	2.94
Householder is Pacific Islander Alone	3.50
Householder is Some Other Race Alone	4.04
Householder is Two or More Races	2.92
Householder is Hispanic	3.79

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



Business Summary

Madison County, MS_8
 Madison County, MS (28089)
 Geography: County

Data for all businesses in area		Madison County, MS (28089...			
Total Businesses:		4,127			
Total Employees:		45,334			
Total Residential Population:		97,343			
Employee/Residential Population Ratio:		0.47			
by SIC Codes	Businesses		Employees		
	Number	Percent	Number	Percent	
Agriculture & Mining	119	2.9%	344	0.8%	
Construction	277	6.7%	1,899	4.2%	
Manufacturing	120	2.9%	8,848	19.5%	
Transportation	71	1.7%	554	1.2%	
Communication	43	1.0%	988	2.2%	
Utility	18	0.4%	162	0.4%	
Wholesale Trade	187	4.5%	1,638	3.6%	
Retail Trade Summary	927	22.5%	9,351	20.6%	
Home Improvement	67	1.6%	773	1.7%	
General Merchandise Stores	22	0.5%	628	1.4%	
Food Stores	96	2.3%	918	2.0%	
Auto Dealers, Gas Stations, Auto Aftermarket	92	2.2%	820	1.8%	
Apparel & Accessory Stores	111	2.7%	1,152	2.5%	
Furniture & Home Furnishings	82	2.0%	586	1.3%	
Eating & Drinking Places	208	5.0%	3,298	7.3%	
Miscellaneous Retail	249	6.0%	1,176	2.6%	
Finance, Insurance, Real Estate Summary	615	14.9%	5,692	12.6%	
Banks, Savings & Lending Institutions	138	3.3%	899	2.0%	
Securities Brokers	64	1.6%	431	1.0%	
Insurance Carriers & Agents	187	4.5%	3,404	7.5%	
Real Estate, Holding, Other Investment Offices	226	5.5%	958	2.1%	
Services Summary	1,549	37.5%	13,644	30.1%	
Hotels & Lodging	25	0.6%	265	0.6%	
Automotive Services	59	1.4%	221	0.5%	
Motion Pictures & Amusements	75	1.8%	414	0.9%	
Health Services	174	4.2%	2,285	5.0%	
Legal Services	118	2.9%	1,011	2.2%	
Education Institutions & Libraries	55	1.3%	2,217	4.9%	
Other Services	1,043	25.3%	7,231	16.0%	
Government	107	2.6%	2,149	4.7%	
Other	94	2.3%	65	0.1%	
Totals	4,127	100%	45,334	100%	

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

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Business Summary

Madison County, MS_8
 Madison County, MS (28089)
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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	28	0.7%	132	0.3%
Mining	28	0.7%	100	0.2%
Utilities	9	0.2%	99	0.2%
Construction	297	7.2%	2,024	4.5%
Manufacturing	122	3.0%	8,759	19.3%
Wholesale Trade	185	4.5%	1,632	3.6%
Retail Trade	700	17.0%	5,945	13.1%
Motor Vehicle & Parts Dealers	55	1.3%	574	1.3%
Furniture & Home Furnishings Stores	37	0.9%	196	0.4%
Electronics & Appliance Stores	44	1.1%	386	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	67	1.6%	773	1.7%
Food & Beverage Stores	97	2.4%	854	1.9%
Health & Personal Care Stores	56	1.4%	276	0.6%
Gasoline Stations	37	0.9%	246	0.5%
Clothing & Clothing Accessories Stores	124	3.0%	1,211	2.7%
Sport Goods, Hobby, Book, & Music Stores	50	1.2%	362	0.8%
General Merchandise Stores	22	0.5%	628	1.4%
Miscellaneous Store Retailers	100	2.4%	404	0.9%
Nonstore Retailers	11	0.3%	35	0.1%
Transportation & Warehousing	48	1.2%	470	1.0%
Information	84	2.0%	1,174	2.6%
Finance & Insurance	397	9.6%	4,754	10.5%
Central Bank/Credit Intermediation & Related Activities	143	3.5%	903	2.0%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	67	1.6%	447	1.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	187	4.5%	3,404	7.5%
Real Estate, Rental & Leasing	239	5.8%	997	2.2%
Professional, Scientific & Tech Services	474	11.5%	3,597	7.9%
Legal Services	126	3.1%	1,042	2.3%
Management of Companies & Enterprises	4	0.1%	5	0.0%
Administrative & Support & Waste Management & Remediation Services	169	4.1%	1,117	2.5%
Educational Services	75	1.8%	2,243	4.9%
Health Care & Social Assistance	257	6.2%	4,014	8.9%
Arts, Entertainment & Recreation	57	1.4%	382	0.8%
Accommodation & Food Services	239	5.8%	3,637	8.0%
Accommodation	25	0.6%	265	0.6%
Food Services & Drinking Places	214	5.2%	3,372	7.4%
Other Services (except Public Administration)	513	12.4%	2,035	4.5%
Automotive Repair & Maintenance	44	1.1%	183	0.4%
Public Administration	108	2.6%	2,153	4.7%
Unclassified Establishments	94	2.3%	65	0.1%
Total	4,127	100%	45,334	100%

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

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Market Profile

Madison County, MS_8
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Geography: County

Madison County, MS (28089...

Population Summary	
2000 Total Population	74,674
2000 Group Quarters	2,059
2010 Total Population	97,343
2015 Total Population	108,454
2010-2015 Annual Rate	2.19%
Household Summary	
2000 Households	27,219
2000 Average Household Size	2.67
2010 Households	36,241
2010 Average Household Size	2.62
2015 Households	40,645
2015 Average Household Size	2.61
2010-2015 Annual Rate	2.32%
2000 Families	19,332
2000 Average Family Size	3.23
2010 Families	25,096
2010 Average Family Size	3.21
2015 Families	27,905
2015 Average Family Size	3.21
2010-2015 Annual Rate	2.15%
Housing Unit Summary	
2000 Housing Units	28,781
Owner Occupied Housing Units	67.0%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	5.4%
2010 Housing Units	38,968
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	7.0%
2015 Housing Units	43,645
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	27.6%
Vacant Housing Units	6.9%
Median Household Income	
2000	\$47,083
2010	\$57,375
2015	\$63,037
Median Home Value	
2000	\$110,907
2010	\$139,936
2015	\$156,476
Per Capita Income	
2000	\$23,469
2010	\$27,283
2015	\$29,066
Median Age	
2000	33.3
2010	35.6
2015	35.7

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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Geography: County

Madison County, MS (28089...

2000 Households by Income

Household Income Base	27,301
<\$15,000	14.3%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	19.7%
\$75,000 - \$99,999	11.2%
\$100,000 - \$149,999	10.2%
\$150,000 - \$199,999	3.2%
\$200,000+	3.1%

Average Household Income \$63,307

2010 Households by Income

Household Income Base	36,241
<\$15,000	12.7%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	22.5%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	5.0%
\$200,000+	4.1%

Average Household Income \$72,665

2015 Households by Income

Household Income Base	40,645
<\$15,000	12.2%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	12.8%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	5.1%
\$200,000+	4.2%

Average Household Income \$76,933

2000 Owner Occupied Housing Units by Value

Total	19,272
<\$50,000	17.8%
\$50,000 - \$99,999	26.5%
\$100,000 - \$149,999	22.2%
\$150,000 - \$199,999	13.6%
\$200,000 - \$299,999	12.6%
\$300,000 - \$499,999	5.7%
\$500,000 - \$999,999	1.4%
\$1,000,000 +	0.3%

Average Home Value \$141,955

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	7,842
With Cash Rent	93.9%
No Cash Rent	6.1%
Median Rent	\$507
Average Rent	\$542

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.



Market Profile

Madison County, MS_8
Madison County, MS (28089)
Geography: County

Madison County, MS (28089...

2000 Population by Age

Total	74,674
0 - 4	7.8%
5 - 9	8.1%
10 - 14	8.1%
15 - 24	13.5%
25 - 34	15.0%
35 - 44	17.4%
45 - 54	13.3%
55 - 64	7.0%
65 - 74	4.9%
75 - 84	3.2%
85 +	1.6%
18 +	71.4%

2010 Population by Age

Total	97,343
0 - 4	7.6%
5 - 9	7.6%
10 - 14	7.6%
15 - 24	13.3%
25 - 34	13.1%
35 - 44	14.6%
45 - 54	15.3%
55 - 64	10.9%
65 - 74	5.2%
75 - 84	3.3%
85 +	1.7%
18 +	72.8%

2015 Population by Age

Total	108,454
0 - 4	7.4%
5 - 9	7.5%
10 - 14	7.6%
15 - 24	13.0%
25 - 34	13.6%
35 - 44	13.5%
45 - 54	13.8%
55 - 64	11.9%
65 - 74	6.7%
75 - 84	3.2%
85 +	1.7%
18 +	73.2%

2000 Population by Sex

Males	47.4%
Females	52.6%

2010 Population by Sex

Males	47.7%
Females	52.3%

2015 Population by Sex

Males	47.7%
Females	52.3%

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



Market Profile

Madison County, MS_8
Madison County, MS (28089)
Geography: County

Madison County, MS (28089...

2000 Population by Race/Ethnicity

Total	74,674
White Alone	60.3%
Black Alone	37.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	0.3%
Two or More Races	0.5%
Hispanic Origin	1.0%
Diversity Index	50.6

2010 Population by Race/Ethnicity

Total	97,343
White Alone	58.0%
Black Alone	38.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	2.0%
Diversity Index	53.1

2015 Population by Race/Ethnicity

Total	108,454
White Alone	58.0%
Black Alone	38.8%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	2.3%
Diversity Index	53.5

2000 Population 3+ by School Enrollment

Total	71,397
Enrolled in Nursery/Preschool	2.9%
Enrolled in Kindergarten	2.0%
Enrolled in Grade 1-8	14.2%
Enrolled in Grade 9-12	6.1%
Enrolled in College	4.2%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	69.6%

2010 Population 25+ by Educational Attainment

Total	62,252
Less Than 9th Grade	4.4%
9th to 12th Grade, No Diploma	7.4%
High School Graduate	19.0%
Some College, No Degree	20.0%
Associate Degree	7.9%
Bachelor's Degree	28.2%
Graduate/Professional Degree	13.2%

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.

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Market Profile

Madison County, MS_8
Madison County, MS (28089)
Geography: County

Madison County, MS (28089...

2010 Population 15+ by Marital Status

Total	75,176
Never Married	32.0%
Married	51.9%
Widowed	5.3%
Divorced	10.8%

2000 Population 16+ by Employment Status

Total	55,470
In Labor Force	67.1%
Civilian Employed	63.7%
Civilian Unemployed	3.4%
In Armed Forces	0.1%
Not In Labor Force	32.9%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	92.2%
Civilian Unemployed	7.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.3%
Civilian Unemployed	6.7%

2000 Females 16+ by Employment Status and Age of Children

Total	29,686
Own Children < 6 Only	8.5%
Employed/in Armed Forces	5.3%
Unemployed	0.5%
Not in Labor Force	2.6%
Own Children <6 and 6-17 Only	7.3%
Employed/in Armed Forces	4.5%
Unemployed	0.5%
Not in Labor Force	2.4%
Own Children 6-17 Only	19.6%
Employed/in Armed Forces	14.5%
Unemployed	0.4%
Not in Labor Force	4.7%
No Own Children < 18	64.6%
Employed/in Armed Forces	33.1%
Unemployed	2.2%
Not in Labor Force	29.4%

2010 Employed Population 16+ by Industry

Total	42,597
Agriculture/Mining	1.3%
Construction	5.2%
Manufacturing	7.0%
Wholesale Trade	4.5%
Retail Trade	11.4%
Transportation/Utilities	4.2%
Information	3.2%
Finance/Insurance/Real Estate	8.8%
Services	48.3%
Public Administration	6.2%

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



Market Profile

Madison County, MS_8
Madison County, MS (28089)
Geography: County

Madison County, MS (28089...

2010 Employed Population 16+ by Occupation

Total	42,597
White Collar	71.0%
Management/Business/Financial	19.2%
Professional	25.4%
Sales	13.3%
Administrative Support	13.1%
Services	12.8%
Blue Collar	16.2%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	2.8%
Production	4.7%
Transportation/Material Moving	4.4%

2000 Workers 16+ by Means of Transportation to Work

Total	34,902
Drove Alone - Car, Truck, or Van	82.6%
Carpooled - Car, Truck, or Van	12.6%
Public Transportation	0.3%
Walked	0.8%
Other Means	0.6%
Worked at Home	3.1%

2000 Workers 16+ by Travel Time to Work

Total	34,902
Did not Work at Home	96.9%
Less than 5 minutes	2.8%
5 to 9 minutes	7.4%
10 to 19 minutes	30.9%
20 to 24 minutes	18.8%
25 to 34 minutes	22.9%
35 to 44 minutes	5.0%
45 to 59 minutes	4.7%
60 to 89 minutes	2.3%
90 or more minutes	2.2%
Worked at Home	3.1%
Average Travel Time to Work (in min)	24.5

2000 Households by Vehicles Available

Total	27,219
None	6.8%
1	32.4%
2	42.3%
3	14.1%
4	3.3%
5+	1.0%
Average Number of Vehicles Available	1.8

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

February 13, 2012



Market Profile

Madison County, MS_8
Madison County, MS (28089)
Geography: County

Madison County, MS (28089...

2000 Households by Type

Total	27,219
Family Households	71.0%
Married-couple Family	51.9%
With Related Children	27.9%
Other Family (No Spouse)	19.1%
With Related Children	13.4%
Nonfamily Households	29.0%
Householder Living Alone	25.0%
Householder Not Living Alone	3.9%
Households with Related Children	41.3%
Households with Persons 65+	17.8%

2000 Households by Size

Total	27,219
1 Person Household	25.0%
2 Person Household	29.8%
3 Person Household	17.9%
4 Person Household	16.2%
5 Person Household	6.8%
6 Person Household	2.3%
7 + Person Household	1.9%

2000 Households by Year Householder Moved In

Total	27,219
Moved in 1999 to March 2000	20.8%
Moved in 1995 to 1998	34.3%
Moved in 1990 to 1994	18.5%
Moved in 1980 to 1989	12.9%
Moved in 1970 to 1979	7.3%
Moved in 1969 or Earlier	6.2%
Median Year Householder Moved In	1995

2000 Housing Units by Units in Structure

Total	28,781
1, Detached	69.2%
1, Attached	2.3%
2	1.5%
3 or 4	5.4%
5 to 9	6.6%
10 to 19	3.0%
20 +	4.3%
Mobile Home	7.4%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	28,781
1999 to March 2000	2.5%
1995 to 1998	17.9%
1990 to 1994	18.3%
1980 to 1989	26.6%
1970 to 1979	16.1%
1969 or Earlier	18.5%
Median Year Structure Built	1986

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



Market Profile

Madison County, MS_8
 Madison County, MS (28089)
 Geography: County

Madison County, MS (28089...

Top 3 Tapestry Segments

1. Boomburbs
2. Green Acres
3. Young and Restless

2010 Consumer Spending

Apparel & Services: Total \$	\$63,946,999
Average Spent	\$1,764.49
Spending Potential Index	74
Computers & Accessories: Total \$	\$8,397,313
Average Spent	\$231.71
Spending Potential Index	105
Education: Total \$	\$46,633,027
Average Spent	\$1,286.75
Spending Potential Index	105
Entertainment/Recreation: Total \$	\$124,736,091
Average Spent	\$3,441.85
Spending Potential Index	107
Food at Home: Total \$	\$167,398,742
Average Spent	\$4,619.04
Spending Potential Index	103
Food Away from Home: Total \$	\$123,199,790
Average Spent	\$3,399.46
Spending Potential Index	106
Health Care: Total \$	\$136,676,986
Average Spent	\$3,771.34
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$69,015,950
Average Spent	\$1,904.36
Spending Potential Index	92
Investments: Total \$	\$58,583,185
Average Spent	\$1,616.49
Spending Potential Index	93
Retail Goods: Total \$	\$906,656,536
Average Spent	\$25,017.43
Spending Potential Index	101
Shelter: Total \$	\$595,014,912
Average Spent	\$16,418.28
Spending Potential Index	104
TV/Video/Audio: Total \$	\$47,125,238
Average Spent	\$1,300.33
Spending Potential Index	105
Travel: Total \$	\$70,667,469
Average Spent	\$1,949.93
Spending Potential Index	103
Vehicle Maintenance & Repairs: Total \$	\$35,734,273
Average Spent	\$986.02
Spending Potential Index	105

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.

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Made with Esri Business Analyst



Retail MarketPlace Profile

Madison County, MS_8
 Madison County, MS (28089)
 Geography: County

Summary Demographics

2010 Population	97,343
2010 Households	36,241
2010 Median Disposable Income	\$44,293
2010 Per Capita Income	\$27,283

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	\$976,401,750	\$1,143,659,254	\$-167,257,504	-7.9	943
Total Retail Trade	44-45	\$833,973,346	\$1,007,887,288	\$-173,913,942	-9.4	721
Total Food & Drink	722	\$142,428,404	\$135,771,966	\$6,656,438	2.4	222

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$202,129,294	\$164,957,788	\$37,171,506	10.1	57
Automobile Dealers	4411	\$172,863,539	\$141,922,218	\$30,941,321	9.8	23
Other Motor Vehicle Dealers	4412	\$15,872,424	\$9,123,342	\$6,749,082	27.0	5
Auto Parts, Accessories & Tire Stores	4413	\$13,393,331	\$13,912,228	\$-518,897	-1.9	29
Furniture & Home Furnishings Stores	442	\$29,953,895	\$25,524,778	\$4,429,117	8.0	39
Furniture Stores	4421	\$17,755,838	\$10,813,886	\$6,941,952	24.3	17
Home Furnishings Stores	4422	\$12,198,057	\$14,710,892	\$-2,512,835	-9.3	22
Electronics & Appliance Stores	4431	\$33,450,423	\$37,219,496	\$-3,769,073	-5.3	43
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,803,435	\$104,397,158	\$-63,593,723	-43.8	68
Bldg Material & Supplies Dealers	4441	\$33,801,789	\$95,386,847	\$-61,585,058	-47.7	57
Lawn & Garden Equip & Supply Stores	4442	\$7,001,646	\$9,010,311	\$-2,008,665	-12.5	11
Food & Beverage Stores	445	\$157,425,988	\$154,350,177	\$3,075,811	1.0	97
Grocery Stores	4451	\$147,956,749	\$143,399,167	\$4,557,582	1.6	51
Specialty Food Stores	4452	\$2,650,463	\$2,919,109	\$-268,646	-4.8	19
Beer, Wine & Liquor Stores	4453	\$6,818,776	\$8,031,901	\$-1,213,125	-8.2	27
Health & Personal Care Stores	446,4461	\$42,501,386	\$60,818,730	\$-18,317,344	-17.7	59
Gasoline Stations	447,4471	\$157,629,354	\$219,677,814	\$-62,048,460	-16.4	42
Clothing & Clothing Accessories Stores	448	\$45,749,139	\$89,731,805	\$-43,982,666	-32.5	128
Clothing Stores	4481	\$36,079,030	\$75,817,310	\$-39,738,280	-35.5	93
Shoe Stores	4482	\$4,948,011	\$10,286,275	\$-5,338,264	-35.0	21
Jewelry, Luggage & Leather Goods Stores	4483	\$4,722,098	\$3,628,220	\$1,093,878	13.1	14
Sporting Goods, Hobby, Book & Music Stores	451	\$16,644,831	\$14,815,174	\$1,829,657	5.8	51
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,347,723	\$12,422,260	\$-2,074,537	-9.1	41
Book, Periodical & Music Stores	4512	\$6,297,108	\$2,392,914	\$3,904,194	44.9	10
General Merchandise Stores	452	\$87,704,425	\$104,659,038	\$-16,954,613	-8.8	22
Department Stores Excluding Leased Depts.	4521	\$57,232,414	\$68,168,354	\$-10,935,940	-8.7	13
Other General Merchandise Stores	4529	\$30,472,011	\$36,490,684	\$-6,018,673	-9.0	9
Miscellaneous Store Retailers	453	\$12,916,395	\$22,588,998	\$-9,672,603	-27.2	104
Florists	4531	\$705,585	\$1,199,438	\$-493,853	-25.9	10
Office Supplies, Stationery & Gift Stores	4532	\$5,803,667	\$8,241,088	\$-2,437,421	-17.4	34
Used Merchandise Stores	4533	\$1,402,353	\$1,038,183	\$364,170	14.9	24
Other Miscellaneous Store Retailers	4539	\$5,004,790	\$12,110,289	\$-7,105,499	-41.5	36
Nonstore Retailers	454	\$7,064,781	\$9,146,332	\$-2,081,551	-12.8	11
Electronic Shopping & Mail-Order Houses	4541	\$193,736	\$0	\$193,736	100.0	0
Vending Machine Operators	4542	\$1,238,367	\$1,405,439	\$-167,072	-6.3	2
Direct Selling Establishments	4543	\$5,632,678	\$7,740,893	\$-2,108,215	-15.8	9
Food Services & Drinking Places	722	\$142,428,404	\$135,771,966	\$6,656,438	2.4	222
Full-Service Restaurants	7221	\$56,538,557	\$51,789,366	\$4,749,191	4.4	122
Limited-Service Eating Places	7222	\$80,461,146	\$79,312,206	\$1,148,940	0.7	87
Special Food Services	7223	\$5,002,100	\$4,460,738	\$541,362	5.7	11
Drinking Places - Alcoholic Beverages	7224	\$426,601	\$209,656	\$216,945	34.1	2

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>.

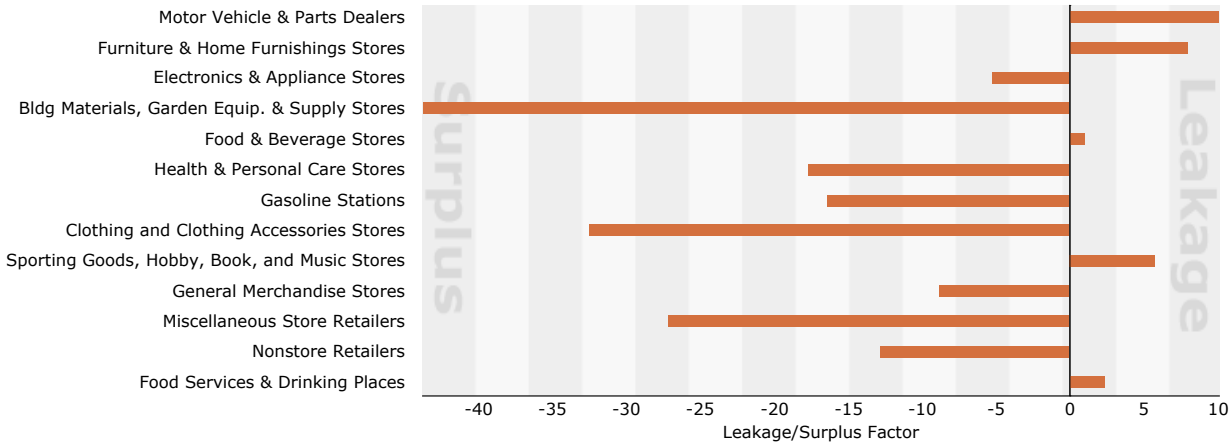
Source: Esri and Infogroup

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Madison County, MS_8
 Madison County, MS (28089)
 Geography: County

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

