



Demographic and Income Profile Report

Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

| Summary | 2010 | 2011 | 2016 |
|---------------------------------|--------|--------|----------|
| Population | 27,503 | 27,493 | 27,520 |
| Households | 10,330 | 10,326 | 10,383 |
| Families | 7,313 | 7,314 | 7,276 |
| Average Household Size | 2.60 | 2.60 | 2.59 |
| Owner Occupied Housing Units | 7,947 | 7,885 | 7,941 |
| Renter Occupied Housing Units | 2,383 | 2,441 | 2,442 |
| Median Age | 37.7 | 37.8 | 38.5 |
| Trends: 2011 - 2016 Annual Rate | Area | State | National |
| Population | 0.02% | 0.39% | 0.67% |
| Households | 0.11% | 0.49% | 0.71% |
| Families | -0.10% | 0.27% | 0.57% |
| Owner HHs | 0.14% | 0.60% | 0.91% |
| Median Household Income | 3.90% | 3.22% | 2.75% |

| Households by Income | 2011 | | 2016 | |
|--------------------------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent |
| <\$15,000 | 2,599 | 25.2% | 2,573 | 24.8% |
| \$15,000 - \$24,999 | 1,740 | 16.9% | 1,308 | 12.6% |
| \$25,000 - \$34,999 | 1,297 | 12.6% | 1,024 | 9.9% |
| \$35,000 - \$49,999 | 1,667 | 16.1% | 1,522 | 14.7% |
| \$50,000 - \$74,999 | 1,569 | 15.2% | 2,149 | 20.7% |
| \$75,000 - \$99,999 | 777 | 7.5% | 984 | 9.5% |
| \$100,000 - \$149,999 | 480 | 4.6% | 582 | 5.6% |
| \$150,000 - \$199,999 | 107 | 1.0% | 138 | 1.3% |
| \$200,000+ | 90 | 0.9% | 103 | 1.0% |
| Median Household Income | \$30,659 | | \$37,122 | |
| Average Household Income | \$41,982 | | \$47,503 | |
| Per Capita Income | \$16,424 | | \$18,600 | |

| Population by Age | 2010 | | 2011 | | 2016 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 2,004 | 7.3% | 1,974 | 7.2% | 1,983 | 7.2% |
| 5 - 9 | 2,034 | 7.4% | 2,024 | 7.4% | 1,996 | 7.3% |
| 10 - 14 | 1,921 | 7.0% | 1,915 | 7.0% | 1,908 | 6.9% |
| 15 - 19 | 2,030 | 7.4% | 2,017 | 7.3% | 1,876 | 6.8% |
| 20 - 24 | 1,612 | 5.9% | 1,615 | 5.9% | 1,541 | 5.6% |
| 25 - 34 | 3,240 | 11.8% | 3,248 | 11.8% | 3,287 | 11.9% |
| 35 - 44 | 3,311 | 12.0% | 3,288 | 12.0% | 3,139 | 11.4% |
| 45 - 54 | 3,985 | 14.5% | 3,951 | 14.4% | 3,592 | 13.1% |
| 55 - 64 | 3,518 | 12.8% | 3,560 | 12.9% | 3,782 | 13.7% |
| 65 - 74 | 2,167 | 7.9% | 2,220 | 8.1% | 2,676 | 9.7% |
| 75 - 84 | 1,237 | 4.5% | 1,236 | 4.5% | 1,262 | 4.6% |
| 85+ | 444 | 1.6% | 445 | 1.6% | 478 | 1.7% |

| Race and Ethnicity | 2010 | | 2011 | | 2016 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 17,260 | 62.8% | 17,255 | 62.8% | 17,268 | 62.7% |
| Black Alone | 9,666 | 35.1% | 9,664 | 35.2% | 9,675 | 35.2% |
| American Indian Alone | 49 | 0.2% | 49 | 0.2% | 49 | 0.2% |
| Asian Alone | 78 | 0.3% | 78 | 0.3% | 78 | 0.3% |
| Pacific Islander Alone | 35 | 0.1% | 35 | 0.1% | 35 | 0.1% |
| Some Other Race Alone | 191 | 0.7% | 189 | 0.7% | 191 | 0.7% |
| Two or More Races | 224 | 0.8% | 223 | 0.8% | 224 | 0.8% |
| Hispanic Origin (Any Race) | 387 | 1.4% | 383 | 1.4% | 387 | 1.4% |

Data Note: Income is expressed in current dollars.

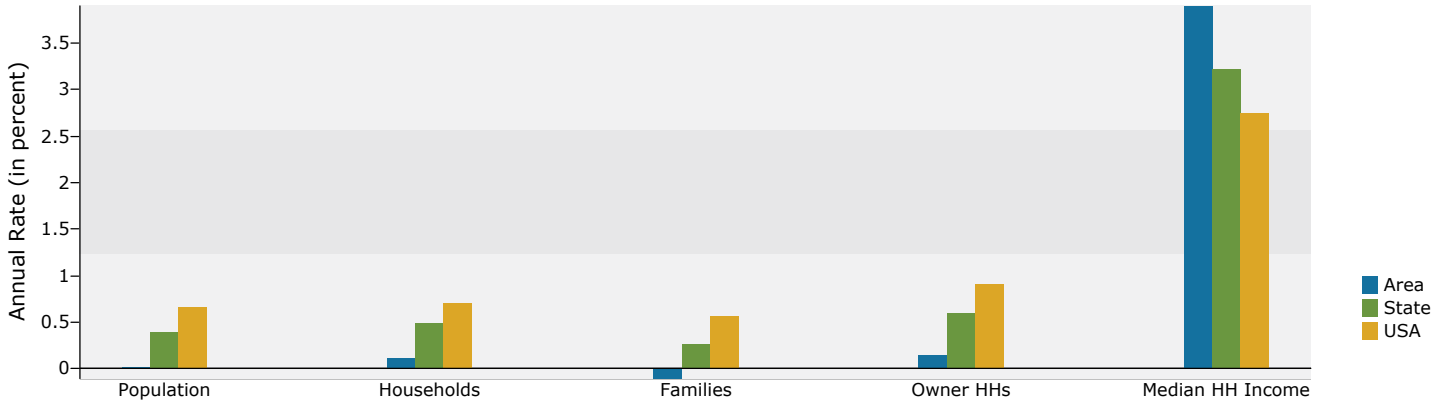
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

February 13, 2012

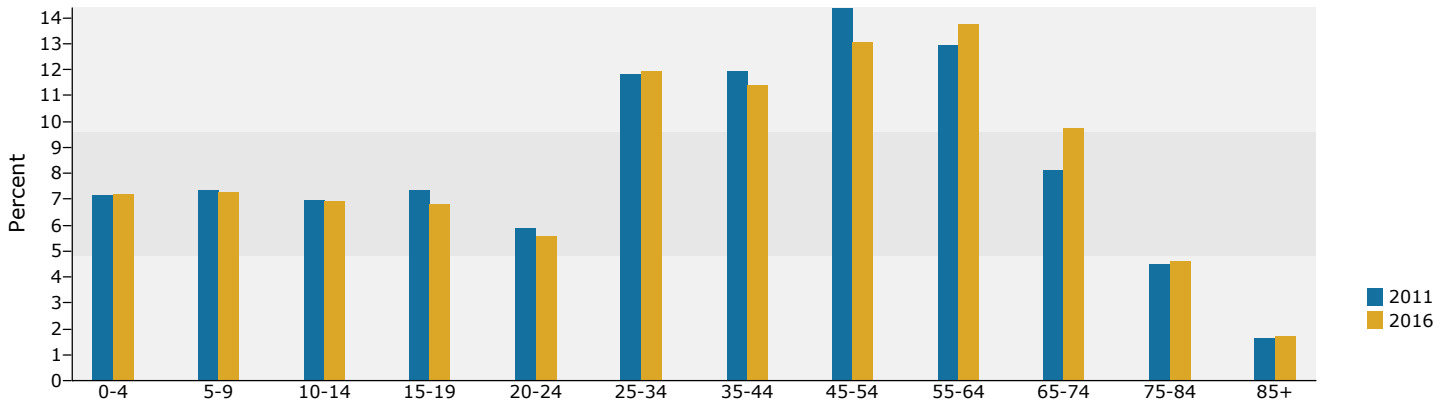
Made with Esri Business Analyst

Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

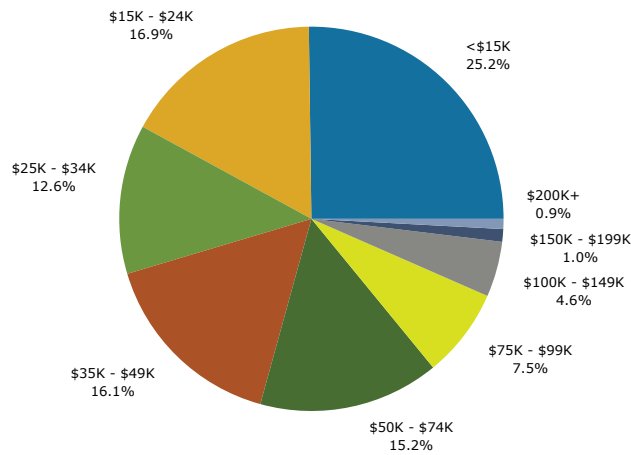
Trends 2011-2016



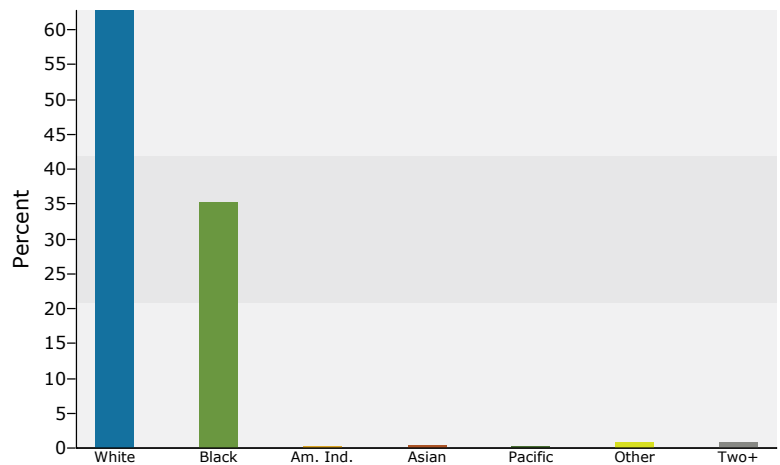
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 1.4%

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



Census 2010 Summary Profile

Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

| | 2000 | 2010 | 2000-2010 Annual Rate |
|---------------|--------|--------|-----------------------|
| Population | 27,639 | 27,503 | -0.05% |
| Households | 10,076 | 10,330 | 0.25% |
| Housing Units | 11,307 | 11,934 | 0.54% |

| Population by Race | Number | Percent |
|--|--------|---------|
| Total | 27,503 | 100.0% |
| Population Reporting One Race | 27,279 | 99.2% |
| White | 17,260 | 62.8% |
| Black | 9,666 | 35.1% |
| American Indian | 49 | 0.2% |
| Asian | 78 | 0.3% |
| Pacific Islander | 35 | 0.1% |
| Some Other Race | 191 | 0.7% |
| Population Reporting Two or More Races | 224 | 0.8% |

| | | |
|---------------------------|-----|------|
| Total Hispanic Population | 387 | 1.4% |
|---------------------------|-----|------|

| Population by Sex | Number | Percent |
|-------------------|--------|---------|
| Male | 13,339 | 48.5% |
| Female | 14,164 | 51.5% |

| Population by Age | Number | Percent |
|-------------------|--------|---------|
| Total | 27,503 | 100.0% |
| Age 0 - 4 | 2,004 | 7.3% |
| Age 5 - 9 | 2,034 | 7.4% |
| Age 10 - 14 | 1,921 | 7.0% |
| Age 15 - 19 | 2,030 | 7.4% |
| Age 20 - 24 | 1,612 | 5.9% |
| Age 25 - 29 | 1,660 | 6.0% |
| Age 30 - 34 | 1,580 | 5.7% |
| Age 35 - 39 | 1,694 | 6.2% |
| Age 40 - 44 | 1,617 | 5.9% |
| Age 45 - 49 | 1,943 | 7.1% |
| Age 50 - 54 | 2,042 | 7.4% |
| Age 55 - 59 | 1,867 | 6.8% |
| Age 60 - 64 | 1,651 | 6.0% |
| Age 65 - 69 | 1,207 | 4.4% |
| Age 70 - 74 | 960 | 3.5% |
| Age 75 - 79 | 723 | 2.6% |
| Age 80 - 84 | 514 | 1.9% |
| Age 85+ | 444 | 1.6% |
| Age 18+ | 20,252 | 73.6% |
| Age 65+ | 3,848 | 14.0% |

| Median Age by Sex and Race/Hispanic Origin | Median Age |
|--|------------|
| Total Population | 37.7 |
| Male | 35.7 |
| Female | 39.4 |
| White Alone | 41.8 |
| Black Alone | 31.7 |
| American Indian Alone | 44.2 |
| Asian Alone | 21.3 |
| Pacific Islander Alone | 16.3 |
| Some Other Race Alone | 23.5 |
| Two or More Races | 19.0 |
| Hispanic Population | 23.7 |

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

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

| Households by Type | | |
|----------------------------------|--------|--------|
| Total | 10,330 | 100.0% |
| Households with 1 Person | 2,681 | 26.0% |
| Households with 2+ People | 7,649 | 74.0% |
| Family Households | 7,313 | 70.8% |
| Husband-wife Families | 5,073 | 49.1% |
| With Own Children | 1,941 | 18.8% |
| Other Family (No Spouse Present) | 2,240 | 21.7% |
| With Own Children | 1,141 | 11.0% |
| Nonfamily Households | 336 | 3.3% |
| All Households with Children | 3,733 | 36.1% |
| Multigenerational Households | 638 | 6.2% |
| Unmarried Partner Households | 519 | 5.0% |
| Male-female | 471 | 4.6% |
| Same-sex | 48 | 0.5% |
| Average Household Size | 2.60 | |

| Family Households by Size | | |
|---------------------------|-------|--------|
| Total | 7,313 | 100.0% |
| 2 People | 3,028 | 41.4% |
| 3 People | 1,760 | 24.1% |
| 4 People | 1,386 | 19.0% |
| 5 People | 662 | 9.1% |
| 6 People | 291 | 4.0% |
| 7+ People | 186 | 2.5% |
| Average Family Size | 3.12 | |

| Nonfamily Households by Size | | |
|------------------------------|-------|--------|
| Total | 3,017 | 100.0% |
| 1 Person | 2,681 | 88.9% |
| 2 People | 274 | 9.1% |
| 3 People | 37 | 1.2% |
| 4 People | 9 | 0.3% |
| 5 People | 12 | 0.4% |
| 6 People | 0 | 0.0% |
| 7+ People | 4 | 0.1% |
| Average Nonfamily Size | 1.15 | |

| Population by Relationship and Household Type | | |
|---|--------|--------|
| Total | 27,503 | 100.0% |
| In Households | 26,861 | 97.7% |
| In Family Households | 23,385 | 85.0% |
| Householder | 7,313 | 26.6% |
| Spouse | 5,073 | 18.4% |
| Child | 9,375 | 34.1% |
| Other relative | 1,063 | 3.9% |
| Nonrelative | 561 | 2.0% |
| In Nonfamily Households | 3,476 | 12.6% |
| In Group Quarters | 642 | 2.3% |
| Institutionalized Population | 476 | 1.7% |
| Noninstitutionalized Population | 166 | 0.6% |

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

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

| Family Households by Age of Householder | | |
|---|-------|--------------|
| Total | | 7,313 100.0% |
| Householder Age 15 - 44 | 2,835 | 38.8% |
| Householder Age 45 - 54 | 1,624 | 22.2% |
| Householder Age 55 - 64 | 1,418 | 19.4% |
| Householder Age 65 - 74 | 895 | 12.2% |
| Householder Age 75+ | 541 | 7.4% |

| Nonfamily Households by Age of Householder | | |
|--|-----|--------------|
| Total | | 3,017 100.0% |
| Householder Age 15 - 44 | 622 | 20.6% |
| Householder Age 45 - 54 | 580 | 19.2% |
| Householder Age 55 - 64 | 660 | 21.9% |
| Householder Age 65 - 74 | 501 | 16.6% |
| Householder Age 75+ | 654 | 21.7% |

| Households by Race of Householder | | |
|---------------------------------------|-------|---------------|
| Total | | 10,330 100.0% |
| Householder is White Alone | 6,865 | 66.5% |
| Householder is Black Alone | 3,320 | 32.1% |
| Householder is American Indian Alone | 20 | 0.2% |
| Householder is Asian Alone | 12 | 0.1% |
| Householder is Pacific Islander Alone | 2 | 0.0% |
| Householder is Some Other Race Alone | 50 | 0.5% |
| Householder is Two or More Races | 61 | 0.6% |
| Households with Hispanic Householder | 104 | 1.0% |

| Husband-wife Families by Race of Householder | | |
|---|-------|--------------|
| Total | | 5,073 100.0% |
| Householder is White Alone | 3,926 | 77.4% |
| Householder is Black Alone | 1,086 | 21.4% |
| Householder is American Indian Alone | 8 | 0.2% |
| Householder is Asian Alone | 9 | 0.2% |
| Householder is Pacific Islander Alone | 0 | 0.0% |
| Householder is Some Other Race Alone | 20 | 0.4% |
| Householder is Two or More Races | 24 | 0.5% |
| Husband-wife Families with Hispanic Householder | 47 | 0.9% |

| Other Families (No Spouse) by Race of Householder | | |
|---|-------|--------------|
| Total | | 2,240 100.0% |
| Householder is White Alone | 930 | 41.5% |
| Householder is Black Alone | 1,266 | 56.5% |
| Householder is American Indian Alone | 4 | 0.2% |
| Householder is Asian Alone | 1 | 0.0% |
| Householder is Pacific Islander Alone | 1 | 0.0% |
| Householder is Some Other Race Alone | 18 | 0.8% |
| Householder is Two or More Races | 20 | 0.9% |
| Other Families with Hispanic Householder | 31 | 1.4% |

| Nonfamily Households by Race of Householder | | |
|--|-------|--------------|
| Total | | 3,017 100.0% |
| Householder is White Alone | 2,009 | 66.6% |
| Householder is Black Alone | 968 | 32.1% |
| Householder is American Indian Alone | 8 | 0.3% |
| Householder is Asian Alone | 2 | 0.1% |
| Householder is Pacific Islander Alone | 1 | 0.0% |
| Householder is Some Other Race Alone | 12 | 0.4% |
| Householder is Two or More Races | 17 | 0.6% |
| Nonfamily Households with Hispanic Householder | 26 | 0.9% |

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



Census 2010 Summary Profile

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Total Housing Units by Occupancy

| | | |
|--|--------|--------|
| Total | 11,934 | 100.0% |
| Occupied Housing Units | 10,330 | 86.6% |
| Vacant Housing Units | | |
| For Rent | 202 | 1.7% |
| Rented, not Occupied | 17 | 0.1% |
| For Sale Only | 110 | 0.9% |
| Sold, not Occupied | 50 | 0.4% |
| For Seasonal/Recreational/Occasional Use | 200 | 1.7% |
| For Migrant Workers | 2 | 0.0% |
| Other Vacant | 1,023 | 8.6% |
| Total Vacancy Rate | 13.4% | |

Households by Tenure and Mortgage Status

| | | |
|----------------------------|--------|--------|
| Total | 10,330 | 100.0% |
| Owner Occupied | 7,947 | 76.9% |
| Owned with a Mortgage/Loan | 3,951 | 38.2% |
| Owned Free and Clear | 3,996 | 38.7% |
| Average Household Size | 2.61 | |
| Renter Occupied | 2,383 | 23.1% |
| Average Household Size | 2.57 | |

Owner-occupied Housing Units by Race of Householder

| | | |
|--|-------|--------|
| Total | 7,947 | 100.0% |
| Householder is White Alone | 5,557 | 69.9% |
| Householder is Black Alone | 2,317 | 29.2% |
| Householder is American Indian Alone | 14 | 0.2% |
| Householder is Asian Alone | 8 | 0.1% |
| Householder is Pacific Islander Alone | 1 | 0.0% |
| Householder is Some Other Race Alone | 8 | 0.1% |
| Householder is Two or More Races | 42 | 0.5% |
| Owner-occupied Housing Units with Hispanic Householder | 35 | 0.4% |

Renter-occupied Housing Units by Race of Householder

| | | |
|---|-------|--------|
| Total | 2,383 | 100.0% |
| Householder is White Alone | 1,308 | 54.9% |
| Householder is Black Alone | 1,003 | 42.1% |
| Householder is American Indian Alone | 6 | 0.3% |
| Householder is Asian Alone | 4 | 0.2% |
| Householder is Pacific Islander Alone | 1 | 0.0% |
| Householder is Some Other Race Alone | 42 | 1.8% |
| Householder is Two or More Races | 19 | 0.8% |
| Renter-occupied Housing Units with Hispanic Householder | 69 | 2.9% |

Average Household Size by Race/Hispanic Origin of Householder

| | |
|---------------------------------------|------|
| Householder is White Alone | 2.48 |
| Householder is Black Alone | 2.81 |
| Householder is American Indian Alone | 2.75 |
| Householder is Asian Alone | 3.00 |
| Householder is Pacific Islander Alone | 3.50 |
| Householder is Some Other Race Alone | 3.64 |
| Householder is Two or More Races | 3.00 |
| Householder is Hispanic | 3.45 |

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



Business Summary

Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

Data for all businesses in area

Simpson County, MS (28127...

| | |
|--|--------|
| Total Businesses: | 861 |
| Total Employees: | 7,612 |
| Total Residential Population: | 28,347 |
| Employee/Residential Population Ratio: | 0.27 |

| by SIC Codes | Businesses | | Employees | |
|--|------------|--------------|--------------|--------------|
| | Number | Percent | Number | Percent |
| Agriculture & Mining | 28 | 3.3% | 64 | 0.8% |
| Construction | 47 | 5.5% | 130 | 1.7% |
| Manufacturing | 14 | 1.6% | 448 | 5.9% |
| Transportation | 20 | 2.3% | 82 | 1.1% |
| Communication | 9 | 1.0% | 23 | 0.3% |
| Utility | 13 | 1.5% | 58 | 0.8% |
| Wholesale Trade | 29 | 3.4% | 231 | 3.0% |
| Retail Trade Summary | 186 | 21.6% | 1,663 | 21.8% |
| Home Improvement | 11 | 1.3% | 107 | 1.4% |
| General Merchandise Stores | 8 | 0.9% | 432 | 5.7% |
| Food Stores | 22 | 2.6% | 215 | 2.8% |
| Auto Dealers, Gas Stations, Auto Aftermarket | 38 | 4.4% | 194 | 2.5% |
| Apparel & Accessory Stores | 10 | 1.2% | 32 | 0.4% |
| Furniture & Home Furnishings | 13 | 1.5% | 47 | 0.6% |
| Eating & Drinking Places | 45 | 5.2% | 493 | 6.5% |
| Miscellaneous Retail | 39 | 4.5% | 143 | 1.9% |
| Finance, Insurance, Real Estate Summary | 83 | 9.6% | 251 | 3.3% |
| Banks, Savings & Lending Institutions | 31 | 3.6% | 146 | 1.9% |
| Securities Brokers | 0 | 0.0% | 0 | 0.0% |
| Insurance Carriers & Agents | 25 | 2.9% | 59 | 0.8% |
| Real Estate, Holding, Other Investment Offices | 27 | 3.1% | 46 | 0.6% |
| Services Summary | 366 | 42.5% | 4,190 | 55.0% |
| Hotels & Lodging | 8 | 0.9% | 24 | 0.3% |
| Automotive Services | 28 | 3.3% | 73 | 1.0% |
| Motion Pictures & Amusements | 11 | 1.3% | 24 | 0.3% |
| Health Services | 52 | 6.0% | 1,343 | 17.6% |
| Legal Services | 3 | 0.3% | 3 | 0.0% |
| Education Institutions & Libraries | 21 | 2.4% | 825 | 10.8% |
| Other Services | 243 | 28.2% | 1,898 | 24.9% |
| Government | 60 | 7.0% | 472 | 6.2% |
| Other | 6 | 0.7% | 0 | 0.0% |
| Totals | 861 | 100% | 7,612 | 100% |

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

February 13, 2012



Business Summary

Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

| by NAICS Codes | Businesses | | Employees | |
|--|------------|-------------|--------------|-------------|
| | Number | Percent | Number | Percent |
| Agriculture, Forestry, Fishing & Hunting | 14 | 1.6% | 25 | 0.3% |
| Mining | 4 | 0.5% | 16 | 0.2% |
| Utilities | 11 | 1.3% | 53 | 0.7% |
| Construction | 49 | 5.7% | 133 | 1.7% |
| Manufacturing | 14 | 1.6% | 437 | 5.7% |
| Wholesale Trade | 29 | 3.4% | 231 | 3.0% |
| Retail Trade | 136 | 15.8% | 1,165 | 15.3% |
| Motor Vehicle & Parts Dealers | 18 | 2.1% | 86 | 1.1% |
| Furniture & Home Furnishings Stores | 6 | 0.7% | 27 | 0.4% |
| Electronics & Appliance Stores | 4 | 0.5% | 14 | 0.2% |
| Bldg Material & Garden Equipment & Supplies Dealers | 9 | 1.0% | 96 | 1.3% |
| Food & Beverage Stores | 21 | 2.4% | 215 | 2.8% |
| Health & Personal Care Stores | 13 | 1.5% | 82 | 1.1% |
| Gasoline Stations | 20 | 2.3% | 108 | 1.4% |
| Clothing & Clothing Accessories Stores | 11 | 1.3% | 33 | 0.4% |
| Sport Goods, Hobby, Book, & Music Stores | 6 | 0.7% | 23 | 0.3% |
| General Merchandise Stores | 8 | 0.9% | 432 | 5.7% |
| Miscellaneous Store Retailers | 20 | 2.3% | 49 | 0.6% |
| Nonstore Retailers | 0 | 0.0% | 0 | 0.0% |
| Transportation & Warehousing | 15 | 1.7% | 68 | 0.9% |
| Information | 22 | 2.6% | 47 | 0.6% |
| Finance & Insurance | 59 | 6.9% | 208 | 2.7% |
| Central Bank/Credit Intermediation & Related Activities | 34 | 3.9% | 149 | 2.0% |
| Securities, Commodity Contracts & Other Financial Investments & Other Related Activities | 0 | 0.0% | 0 | 0.0% |
| Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles | 25 | 2.9% | 59 | 0.8% |
| Real Estate, Rental & Leasing | 35 | 4.1% | 82 | 1.1% |
| Professional, Scientific & Tech Services | 37 | 4.3% | 97 | 1.3% |
| Legal Services | 4 | 0.5% | 4 | 0.1% |
| Management of Companies & Enterprises | 2 | 0.2% | 0 | 0.0% |
| Administrative & Support & Waste Management & Remediation Services | 17 | 2.0% | 27 | 0.4% |
| Educational Services | 18 | 2.1% | 818 | 10.7% |
| Health Care & Social Assistance | 77 | 8.9% | 2,713 | 35.6% |
| Arts, Entertainment & Recreation | 6 | 0.7% | 10 | 0.1% |
| Accommodation & Food Services | 53 | 6.2% | 517 | 6.8% |
| Accommodation | 8 | 0.9% | 24 | 0.3% |
| Food Services & Drinking Places | 45 | 5.2% | 493 | 6.5% |
| Other Services (except Public Administration) | 197 | 22.9% | 493 | 6.5% |
| Automotive Repair & Maintenance | 23 | 2.7% | 59 | 0.8% |
| Public Administration | 60 | 7.0% | 472 | 6.2% |
| Unclassified Establishments | 6 | 0.7% | 0 | 0.0% |
| Total | 861 | 100% | 7,612 | 100% |

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

February 13, 2012



Market Profile

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Simpson County, MS (28127...

| Population Summary | |
|--------------------------------|----------|
| 2000 Total Population | 27,639 |
| 2000 Group Quarters | 964 |
| 2010 Total Population | 28,347 |
| 2015 Total Population | 28,381 |
| 2010-2015 Annual Rate | 0.02% |
| Household Summary | |
| 2000 Households | 10,076 |
| 2000 Average Household Size | 2.65 |
| 2010 Households | 10,603 |
| 2010 Average Household Size | 2.58 |
| 2015 Households | 10,687 |
| 2015 Average Household Size | 2.56 |
| 2010-2015 Annual Rate | 0.16% |
| 2000 Families | 7,381 |
| 2000 Average Family Size | 3.14 |
| 2010 Families | 7,584 |
| 2010 Average Family Size | 3.10 |
| 2015 Families | 7,583 |
| 2015 Average Family Size | 3.08 |
| 2010-2015 Annual Rate | 0.00% |
| Housing Unit Summary | |
| 2000 Housing Units | 11,307 |
| Owner Occupied Housing Units | 72.3% |
| Renter Occupied Housing Units | 16.8% |
| Vacant Housing Units | 10.9% |
| 2010 Housing Units | 12,349 |
| Owner Occupied Housing Units | 68.6% |
| Renter Occupied Housing Units | 17.3% |
| Vacant Housing Units | 14.1% |
| 2015 Housing Units | 12,621 |
| Owner Occupied Housing Units | 67.6% |
| Renter Occupied Housing Units | 17.0% |
| Vacant Housing Units | 15.3% |
| Median Household Income | |
| 2000 | \$28,177 |
| 2010 | \$32,177 |
| 2015 | \$35,482 |
| Median Home Value | |
| 2000 | \$51,924 |
| 2010 | \$65,217 |
| 2015 | \$72,764 |
| Per Capita Income | |
| 2000 | \$13,344 |
| 2010 | \$15,601 |
| 2015 | \$15,891 |
| Median Age | |
| 2000 | 35.0 |
| 2010 | 37.3 |
| 2015 | 38.3 |

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.

February 13, 2012



Market Profile

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Simpson County, MS (28127...

2000 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 10,103 |
| <\$15,000 | 29.1% |
| \$15,000 - \$24,999 | 15.6% |
| \$25,000 - \$34,999 | 15.5% |
| \$35,000 - \$49,999 | 16.1% |
| \$50,000 - \$74,999 | 14.8% |
| \$75,000 - \$99,999 | 5.3% |
| \$100,000 - \$149,999 | 2.3% |
| \$150,000 - \$199,999 | 0.6% |
| \$200,000+ | 0.7% |
| Average Household Income | \$35,968 |

2010 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 10,603 |
| <\$15,000 | 24.4% |
| \$15,000 - \$24,999 | 15.3% |
| \$25,000 - \$34,999 | 13.8% |
| \$35,000 - \$49,999 | 16.7% |
| \$50,000 - \$74,999 | 19.0% |
| \$75,000 - \$99,999 | 5.6% |
| \$100,000 - \$149,999 | 3.8% |
| \$150,000 - \$199,999 | 0.7% |
| \$200,000+ | 0.7% |
| Average Household Income | \$40,767 |

2015 Households by Income

| | |
|--------------------------|----------|
| Household Income Base | 10,687 |
| <\$15,000 | 23.2% |
| \$15,000 - \$24,999 | 14.6% |
| \$25,000 - \$34,999 | 11.6% |
| \$35,000 - \$49,999 | 21.1% |
| \$50,000 - \$74,999 | 19.6% |
| \$75,000 - \$99,999 | 4.9% |
| \$100,000 - \$149,999 | 3.7% |
| \$150,000 - \$199,999 | 0.6% |
| \$200,000+ | 0.7% |
| Average Household Income | \$41,138 |

2000 Owner Occupied Housing Units by Value

| | |
|-----------------------|----------|
| Total | 8,180 |
| <\$50,000 | 48.1% |
| \$50,000 - \$99,999 | 37.6% |
| \$100,000 - \$149,999 | 8.1% |
| \$150,000 - \$199,999 | 3.2% |
| \$200,000 - \$299,999 | 2.2% |
| \$300,000 - \$499,999 | 0.5% |
| \$500,000 - \$999,999 | 0.2% |
| \$1,000,000 + | 0.1% |
| Average Home Value | \$65,398 |

2000 Specified Renter Occupied Housing Units by Contract Rent

| | |
|----------------|-------|
| Total | 1,811 |
| With Cash Rent | 80.7% |
| No Cash Rent | 19.3% |
| Median Rent | \$275 |
| Average Rent | \$255 |

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

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Simpson County, MS (28127...

| 2000 Population by Age | |
|------------------------|--------|
| Total | 27,639 |
| 0 - 4 | 7.1% |
| 5 - 9 | 7.9% |
| 10 - 14 | 8.1% |
| 15 - 24 | 14.3% |
| 25 - 34 | 12.7% |
| 35 - 44 | 14.8% |
| 45 - 54 | 13.0% |
| 55 - 64 | 9.1% |
| 65 - 74 | 7.2% |
| 75 - 84 | 4.1% |
| 85 + | 1.7% |
| 18 + | 72.1% |
| 2010 Population by Age | |
| Total | 28,347 |
| 0 - 4 | 7.1% |
| 5 - 9 | 7.2% |
| 10 - 14 | 7.4% |
| 15 - 24 | 13.0% |
| 25 - 34 | 12.5% |
| 35 - 44 | 12.8% |
| 45 - 54 | 14.3% |
| 55 - 64 | 12.3% |
| 65 - 74 | 7.2% |
| 75 - 84 | 4.4% |
| 85 + | 1.9% |
| 18 + | 73.8% |
| 2015 Population by Age | |
| Total | 28,381 |
| 0 - 4 | 6.9% |
| 5 - 9 | 7.0% |
| 10 - 14 | 7.5% |
| 15 - 24 | 13.0% |
| 25 - 34 | 11.1% |
| 35 - 44 | 13.2% |
| 45 - 54 | 12.7% |
| 55 - 64 | 13.4% |
| 65 - 74 | 8.8% |
| 75 - 84 | 4.5% |
| 85 + | 1.9% |
| 18 + | 74.2% |
| 2000 Population by Sex | |
| Males | 48.6% |
| Females | 51.4% |
| 2010 Population by Sex | |
| Males | 48.7% |
| Females | 51.3% |
| 2015 Population by Sex | |
| Males | 48.8% |
| Females | 51.2% |

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



Market Profile

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Simpson County, MS (28127...

2000 Population by Race/Ethnicity

| | |
|---------------------------------|--------|
| Total | 27,639 |
| White Alone | 64.4% |
| Black Alone | 34.3% |
| American Indian Alone | 0.1% |
| Asian or Pacific Islander Alone | 0.2% |
| Some Other Race Alone | 0.5% |
| Two or More Races | 0.6% |
| Hispanic Origin | 1.2% |
| Diversity Index | 48.0 |

2010 Population by Race/Ethnicity

| | |
|---------------------------------|--------|
| Total | 28,347 |
| White Alone | 60.7% |
| Black Alone | 37.1% |
| American Indian Alone | 0.1% |
| Asian or Pacific Islander Alone | 0.2% |
| Some Other Race Alone | 0.9% |
| Two or More Races | 0.9% |
| Hispanic Origin | 2.1% |
| Diversity Index | 51.4 |

2015 Population by Race/Ethnicity

| | |
|---------------------------------|--------|
| Total | 28,381 |
| White Alone | 60.7% |
| Black Alone | 37.1% |
| American Indian Alone | 0.1% |
| Asian or Pacific Islander Alone | 0.2% |
| Some Other Race Alone | 0.9% |
| Two or More Races | 0.9% |
| Hispanic Origin | 2.1% |
| Diversity Index | 51.4 |

2000 Population 3+ by School Enrollment

| | |
|-------------------------------|--------|
| Total | 26,537 |
| Enrolled in Nursery/Preschool | 1.4% |
| Enrolled in Kindergarten | 1.8% |
| Enrolled in Grade 1-8 | 13.8% |
| Enrolled in Grade 9-12 | 6.3% |
| Enrolled in College | 2.7% |
| Enrolled in Grad/Prof School | 0.2% |
| Not Enrolled in School | 73.8% |

2010 Population 25+ by Educational Attainment

| | |
|-------------------------------|--------|
| Total | 18,553 |
| Less Than 9th Grade | 8.6% |
| 9th to 12th Grade, No Diploma | 14.5% |
| High School Graduate | 39.2% |
| Some College, No Degree | 18.9% |
| Associate Degree | 6.1% |
| Bachelor's Degree | 8.8% |
| Graduate/Professional Degree | 3.8% |

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.



Market Profile

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Simpson County, MS (28127...

| 2010 Population 15+ by Marital Status | |
|--|--------|
| Total | 22,227 |
| Never Married | 26.8% |
| Married | 54.8% |
| Widowed | 7.8% |
| Divorced | 10.6% |
| 2000 Population 16+ by Employment Status | |
| Total | 20,766 |
| In Labor Force | 54.8% |
| Civilian Employed | 51.1% |
| Civilian Unemployed | 3.4% |
| In Armed Forces | 0.3% |
| Not In Labor Force | 45.2% |
| 2010 Civilian Population 16+ in Labor Force | |
| Civilian Employed | 89.3% |
| Civilian Unemployed | 10.7% |
| 2015 Civilian Population 16+ in Labor Force | |
| Civilian Employed | 90.8% |
| Civilian Unemployed | 9.2% |
| 2000 Females 16+ by Employment Status and Age of Children | |
| Total | 10,838 |
| Own Children < 6 Only | 6.7% |
| Employed/in Armed Forces | 3.6% |
| Unemployed | 0.4% |
| Not in Labor Force | 2.7% |
| Own Children <6 and 6-17 Only | 6.5% |
| Employed/in Armed Forces | 3.5% |
| Unemployed | 0.2% |
| Not in Labor Force | 2.8% |
| Own Children 6-17 Only | 19.5% |
| Employed/in Armed Forces | 12.5% |
| Unemployed | 0.7% |
| Not in Labor Force | 6.3% |
| No Own Children < 18 | 67.2% |
| Employed/in Armed Forces | 26.1% |
| Unemployed | 2.5% |
| Not in Labor Force | 38.6% |
| 2010 Employed Population 16+ by Industry | |
| Total | 10,744 |
| Agriculture/Mining | 5.8% |
| Construction | 10.5% |
| Manufacturing | 9.6% |
| Wholesale Trade | 4.4% |
| Retail Trade | 11.9% |
| Transportation/Utilities | 5.0% |
| Information | 1.2% |
| Finance/Insurance/Real Estate | 4.0% |
| Services | 42.8% |
| Public Administration | 4.8% |

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



Market Profile

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Simpson County, MS (28127...

2010 Employed Population 16+ by Occupation

| | |
|---------------------------------|--------|
| Total | 10,744 |
| White Collar | 47.6% |
| Management/Business/Financial | 10.4% |
| Professional | 16.0% |
| Sales | 9.0% |
| Administrative Support | 12.3% |
| Services | 17.8% |
| Blue Collar | 34.6% |
| Farming/Forestry/Fishing | 1.8% |
| Construction/Extraction | 11.4% |
| Installation/Maintenance/Repair | 5.5% |
| Production | 7.7% |
| Transportation/Material Moving | 8.1% |

2000 Workers 16+ by Means of Transportation to Work

| | |
|----------------------------------|--------|
| Total | 10,374 |
| Drove Alone - Car, Truck, or Van | 74.9% |
| Carpooled - Car, Truck, or Van | 19.0% |
| Public Transportation | 0.6% |
| Walked | 2.4% |
| Other Means | 0.6% |
| Worked at Home | 2.6% |

2000 Workers 16+ by Travel Time to Work

| | |
|--------------------------------------|--------|
| Total | 10,374 |
| Did not Work at Home | 97.4% |
| Less than 5 minutes | 5.1% |
| 5 to 9 minutes | 8.6% |
| 10 to 19 minutes | 23.8% |
| 20 to 24 minutes | 10.2% |
| 25 to 34 minutes | 13.4% |
| 35 to 44 minutes | 6.8% |
| 45 to 59 minutes | 15.3% |
| 60 to 89 minutes | 9.7% |
| 90 or more minutes | 4.5% |
| Worked at Home | 2.6% |
| Average Travel Time to Work (in min) | 32.8 |

2000 Households by Vehicles Available

| | |
|--------------------------------------|--------|
| Total | 10,076 |
| None | 9.4% |
| 1 | 31.7% |
| 2 | 38.5% |
| 3 | 14.8% |
| 4 | 3.4% |
| 5+ | 2.0% |
| 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

Simpson County, MS_1
Simpson County, MS (28127)
Geography: County

Simpson County, MS (28127...

2000 Households by Type

| | |
|----------------------------------|--------|
| Total | 10,076 |
| Family Households | 73.3% |
| Married-couple Family | 54.2% |
| With Related Children | 26.3% |
| Other Family (No Spouse) | 19.1% |
| With Related Children | 13.1% |
| Nonfamily Households | 26.7% |
| Householder Living Alone | 24.0% |
| Householder Not Living Alone | 2.8% |
| Households with Related Children | 39.4% |
| Households with Persons 65+ | 26.0% |

2000 Households by Size

| | |
|----------------------|--------|
| Total | 10,076 |
| 1 Person Household | 24.0% |
| 2 Person Household | 31.4% |
| 3 Person Household | 18.9% |
| 4 Person Household | 14.5% |
| 5 Person Household | 6.8% |
| 6 Person Household | 2.7% |
| 7 + Person Household | 1.7% |

2000 Households by Year Householder Moved In

| | |
|----------------------------------|--------|
| Total | 10,076 |
| Moved in 1999 to March 2000 | 14.0% |
| Moved in 1995 to 1998 | 24.5% |
| Moved in 1990 to 1994 | 16.9% |
| Moved in 1980 to 1989 | 16.8% |
| Moved in 1970 to 1979 | 13.6% |
| Moved in 1969 or Earlier | 14.2% |
| Median Year Householder Moved In | 1992 |

2000 Housing Units by Units in Structure

| | |
|-------------|--------|
| Total | 11,307 |
| 1, Detached | 65.8% |
| 1, Attached | 0.4% |
| 2 | 0.8% |
| 3 or 4 | 2.4% |
| 5 to 9 | 1.5% |
| 10 to 19 | 0.5% |
| 20 + | 1.1% |
| Mobile Home | 27.2% |
| Other | 0.2% |

2000 Housing Units by Year Structure Built

| | |
|-----------------------------|--------|
| Total | 11,307 |
| 1999 to March 2000 | 3.8% |
| 1995 to 1998 | 9.0% |
| 1990 to 1994 | 10.6% |
| 1980 to 1989 | 19.3% |
| 1970 to 1979 | 21.2% |
| 1969 or Earlier | 36.2% |
| Median Year Structure Built | 1977 |

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

February 13, 2012



Market Profile

Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

Simpson County, MS (28127...

Top 3 Tapestry Segments

1. Rural Bypasses
2. Southern Satellites
3. Heartland Communities

2010 Consumer Spending

| | |
|---|---------------|
| Apparel & Services: Total \$ | \$10,054,849 |
| Average Spent | \$948.30 |
| Spending Potential Index | 40 |
| Computers & Accessories: Total \$ | \$1,276,855 |
| Average Spent | \$120.42 |
| Spending Potential Index | 55 |
| Education: Total \$ | \$6,090,067 |
| Average Spent | \$574.37 |
| Spending Potential Index | 47 |
| Entertainment/Recreation: Total \$ | \$21,393,820 |
| Average Spent | \$2,017.71 |
| Spending Potential Index | 63 |
| Food at Home: Total \$ | \$30,494,693 |
| Average Spent | \$2,876.04 |
| Spending Potential Index | 64 |
| Food Away from Home: Total \$ | \$20,359,703 |
| Average Spent | \$1,920.18 |
| Spending Potential Index | 60 |
| Health Care: Total \$ | \$28,210,074 |
| Average Spent | \$2,660.58 |
| Spending Potential Index | 71 |
| HH Furnishings & Equipment: Total \$ | \$11,218,674 |
| Average Spent | \$1,058.07 |
| Spending Potential Index | 51 |
| Investments: Total \$ | \$10,505,684 |
| Average Spent | \$990.82 |
| Spending Potential Index | 57 |
| Retail Goods: Total \$ | \$163,931,898 |
| Average Spent | \$15,460.90 |
| Spending Potential Index | 62 |
| Shelter: Total \$ | \$82,072,240 |
| Average Spent | \$7,740.47 |
| Spending Potential Index | 49 |
| TV/Video/Audio: Total \$ | \$8,247,707 |
| Average Spent | \$777.87 |
| Spending Potential Index | 63 |
| Travel: Total \$ | \$10,059,476 |
| Average Spent | \$948.74 |
| Spending Potential Index | 50 |
| Vehicle Maintenance & Repairs: Total \$ | \$6,223,660 |
| Average Spent | \$586.97 |
| Spending Potential Index | 62 |

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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Retail MarketPlace Profile

Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

Summary Demographics

| | |
|-------------------------------|----------|
| 2010 Population | 28,347 |
| 2010 Households | 10,603 |
| 2010 Median Disposable Income | \$26,947 |
| 2010 Per Capita Income | \$15,601 |

| 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 | \$178,965,931 | \$180,126,876 | \$-1,160,945 | -0.3 | 180 |
| Total Retail Trade | 44-45 | \$156,837,678 | \$154,974,573 | \$1,863,105 | 0.6 | 135 |
| Total Food & Drink | 722 | \$22,128,253 | \$25,152,303 | \$-3,024,050 | -6.4 | 45 |

| Industry Group | NAICS | Demand (Retail Potential) | Supply (Retail Sales) | Retail Gap | Leakage/Surplus Factor | Number of Businesses |
|---|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers | 441 | \$37,167,040 | \$10,997,847 | \$26,169,193 | 54.3 | 17 |
| Automobile Dealers | 4411 | \$31,103,613 | \$7,316,446 | \$23,787,167 | 61.9 | 6 |
| Other Motor Vehicle Dealers | 4412 | \$3,357,034 | \$132,765 | \$3,224,269 | 92.4 | 1 |
| Auto Parts, Accessories & Tire Stores | 4413 | \$2,706,393 | \$3,548,636 | \$-842,243 | -13.5 | 10 |
| Furniture & Home Furnishings Stores | 442 | \$3,416,566 | \$2,376,441 | \$1,040,125 | 18.0 | 6 |
| Furniture Stores | 4421 | \$3,057,318 | \$2,158,167 | \$899,151 | 17.2 | 4 |
| Home Furnishings Stores | 4422 | \$359,248 | \$218,274 | \$140,974 | 24.4 | 2 |
| Electronics & Appliance Stores | 4431 | \$1,666,119 | \$1,069,478 | \$596,641 | 21.8 | 4 |
| Bldg Materials, Garden Equip. & Supply Stores | 444 | \$5,575,563 | \$3,775,350 | \$1,800,213 | 19.3 | 10 |
| Bldg Material & Supplies Dealers | 4441 | \$5,479,780 | \$3,646,704 | \$1,833,076 | 20.1 | 9 |
| Lawn & Garden Equip & Supply Stores | 4442 | \$95,783 | \$128,646 | \$-32,863 | -14.6 | 1 |
| Food & Beverage Stores | 445 | \$21,544,279 | \$15,071,413 | \$6,472,866 | 17.7 | 20 |
| Grocery Stores | 4451 | \$13,228,757 | \$10,719,474 | \$2,509,283 | 10.5 | 15 |
| Specialty Food Stores | 4452 | \$7,720,578 | \$4,351,939 | \$3,368,639 | 27.9 | 5 |
| Beer, Wine & Liquor Stores | 4453 | \$594,944 | \$0 | \$594,944 | 100.0 | 0 |
| Health & Personal Care Stores | 446,4461 | \$7,814,178 | \$9,660,399 | \$-1,846,221 | -10.6 | 12 |
| Gasoline Stations | 447,4471 | \$39,664,877 | \$61,830,929 | \$-22,166,052 | -21.8 | 22 |
| Clothing & Clothing Accessories Stores | 448 | \$1,735,355 | \$1,801,511 | \$-66,156 | -1.9 | 10 |
| Clothing Stores | 4481 | \$1,151,981 | \$1,192,275 | \$-40,294 | -1.7 | 7 |
| Shoe Stores | 4482 | \$510,152 | \$564,953 | \$-54,801 | -5.1 | 2 |
| Jewelry, Luggage & Leather Goods Stores | 4483 | \$73,222 | \$44,283 | \$28,939 | 24.6 | 1 |
| Sporting Goods, Hobby, Book & Music Stores | 451 | \$939,566 | \$754,120 | \$185,446 | 10.9 | 6 |
| Sporting Goods/Hobby/Musical Instr Stores | 4511 | \$778,524 | \$637,297 | \$141,227 | 10.0 | 5 |
| Book, Periodical & Music Stores | 4512 | \$161,042 | \$116,823 | \$44,219 | 15.9 | 1 |
| General Merchandise Stores | 452 | \$25,734,332 | \$39,685,997 | \$-13,951,665 | -21.3 | 8 |
| Department Stores Excluding Leased Depts. | 4521 | \$20,580,507 | \$33,133,729 | \$-12,553,222 | -23.4 | 6 |
| Other General Merchandise Stores | 4529 | \$5,153,825 | \$6,552,268 | \$-1,398,443 | -11.9 | 2 |
| Miscellaneous Store Retailers | 453 | \$1,608,716 | \$1,961,487 | \$-352,771 | -9.9 | 19 |
| Florists | 4531 | \$473,117 | \$425,454 | \$47,663 | 5.3 | 5 |
| Office Supplies, Stationery & Gift Stores | 4532 | \$137,424 | \$318,895 | \$-181,471 | -39.8 | 3 |
| Used Merchandise Stores | 4533 | \$51,264 | \$59,042 | \$-7,778 | -7.1 | 3 |
| Other Miscellaneous Store Retailers | 4539 | \$946,911 | \$1,158,096 | \$-211,185 | -10.0 | 8 |
| Nonstore Retailers | 454 | \$9,971,087 | \$5,989,601 | \$3,981,486 | 24.9 | 1 |
| Electronic Shopping & Mail-Order Houses | 4541 | \$8,985,406 | \$5,989,601 | \$2,995,805 | 20.0 | 1 |
| Vending Machine Operators | 4542 | \$500,120 | \$0 | \$500,120 | 100.0 | 0 |
| Direct Selling Establishments | 4543 | \$485,561 | \$0 | \$485,561 | 100.0 | 0 |
| Food Services & Drinking Places | 722 | \$22,128,253 | \$25,152,303 | \$-3,024,050 | -6.4 | 45 |
| Full-Service Restaurants | 7221 | \$8,709,890 | \$9,819,908 | \$-1,110,018 | -6.0 | 30 |
| Limited-Service Eating Places | 7222 | \$12,883,341 | \$14,913,425 | \$-2,030,084 | -7.3 | 14 |
| Special Food Services | 7223 | \$529,936 | \$418,970 | \$110,966 | 11.7 | 1 |
| Drinking Places - Alcoholic Beverages | 7224 | \$5,086 | \$0 | \$5,086 | 100.0 | 0 |

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>.

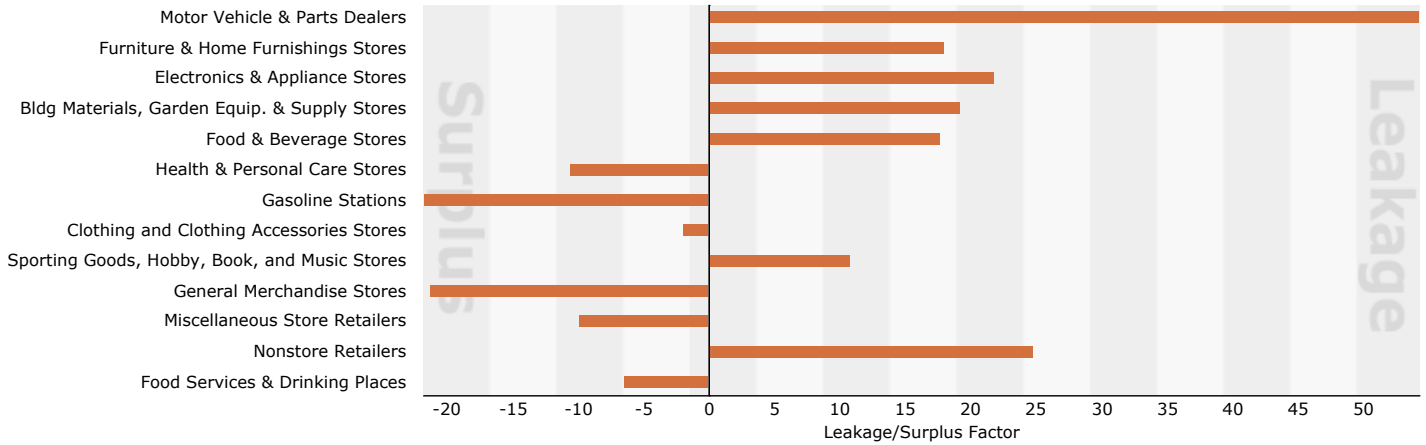
Source: Esri and Infogroup

February 13, 2012

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Simpson County, MS_1
 Simpson County, MS (28127)
 Geography: County

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

