



# Demographic and Income Profile Report

Warren County, MS\_5  
 Warren County, MS (28149)  
 Geography: County

Summary	2010	2011	2016
Population	48,773	48,593	48,041
Households	18,941	18,870	18,775
Families	12,963	12,921	12,712
Average Household Size	2.55	2.55	2.53
Owner Occupied Housing Units	12,932	12,903	12,866
Renter Occupied Housing Units	6,009	5,967	5,909
Median Age	37.6	37.7	38.3
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	-0.23%	0.39%	0.67%
Households	-0.10%	0.49%	0.71%
Families	-0.33%	0.27%	0.57%
Owner HHs	-0.06%	0.60%	0.91%
Median Household Income	2.77%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	3,387	17.9%	3,052	16.3%
\$15,000 - \$24,999	2,717	14.4%	1,864	9.9%
\$25,000 - \$34,999	2,325	12.3%	1,958	10.4%
\$35,000 - \$49,999	2,595	13.8%	3,274	17.4%
\$50,000 - \$74,999	3,196	16.9%	3,751	20.0%
\$75,000 - \$99,999	1,931	10.2%	2,046	10.9%
\$100,000 - \$149,999	1,894	10.0%	1,964	10.5%
\$150,000 - \$199,999	505	2.7%	547	2.9%
\$200,000+	320	1.7%	319	1.7%
Median Household Income	\$39,718		\$45,530	
Average Household Income	\$55,314		\$59,881	
Per Capita Income	\$21,622		\$23,551	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,353	6.9%	3,291	6.8%	3,269	6.8%
5 - 9	3,502	7.2%	3,475	7.2%	3,389	7.1%
10 - 14	3,607	7.4%	3,585	7.4%	3,534	7.4%
15 - 19	3,501	7.2%	3,466	7.1%	3,181	6.6%
20 - 24	2,665	5.5%	2,663	5.5%	2,514	5.2%
25 - 34	6,167	12.6%	6,163	12.7%	6,176	12.9%
35 - 44	5,946	12.2%	5,885	12.1%	5,554	11.6%
45 - 54	7,417	15.2%	7,330	15.1%	6,589	13.7%
55 - 64	6,357	13.0%	6,410	13.2%	6,734	14.0%
65 - 74	3,596	7.4%	3,672	7.6%	4,382	9.1%
75 - 84	1,951	4.0%	1,944	4.0%	1,966	4.1%
85+	711	1.5%	709	1.5%	753	1.6%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	24,548	50.3%	24,454	50.3%	23,594	49.1%
Black Alone	22,920	47.0%	22,825	47.0%	22,961	47.8%
American Indian Alone	129	0.3%	129	0.3%	132	0.3%
Asian Alone	413	0.8%	413	0.9%	445	0.9%
Pacific Islander Alone	10	0.0%	10	0.0%	12	0.0%
Some Other Race Alone	329	0.7%	338	0.7%	437	0.9%
Two or More Races	424	0.9%	424	0.9%	460	1.0%
Hispanic Origin (Any Race)	896	1.8%	918	1.9%	1,134	2.4%

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

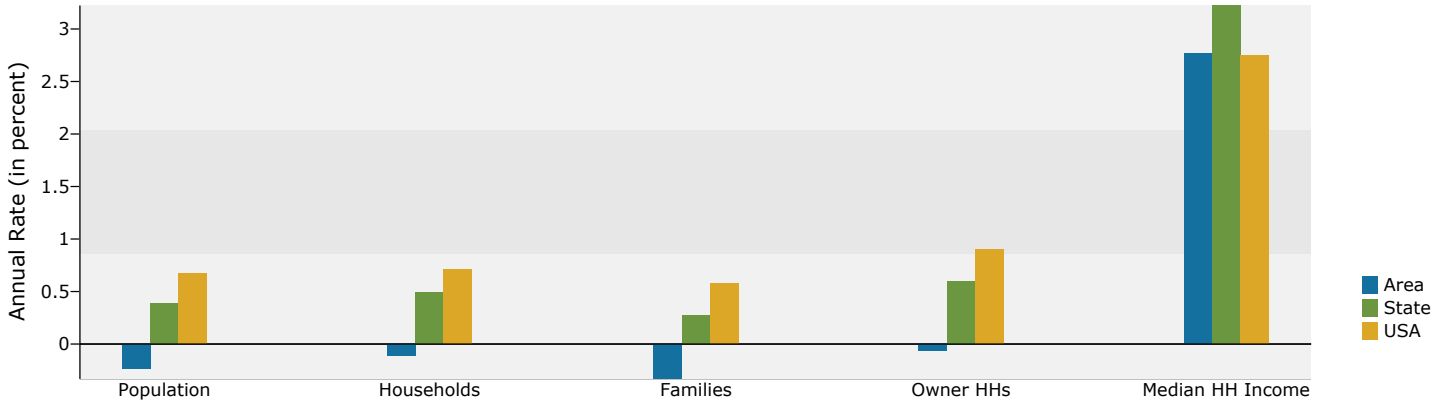
**Source:** U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

February 13, 2012

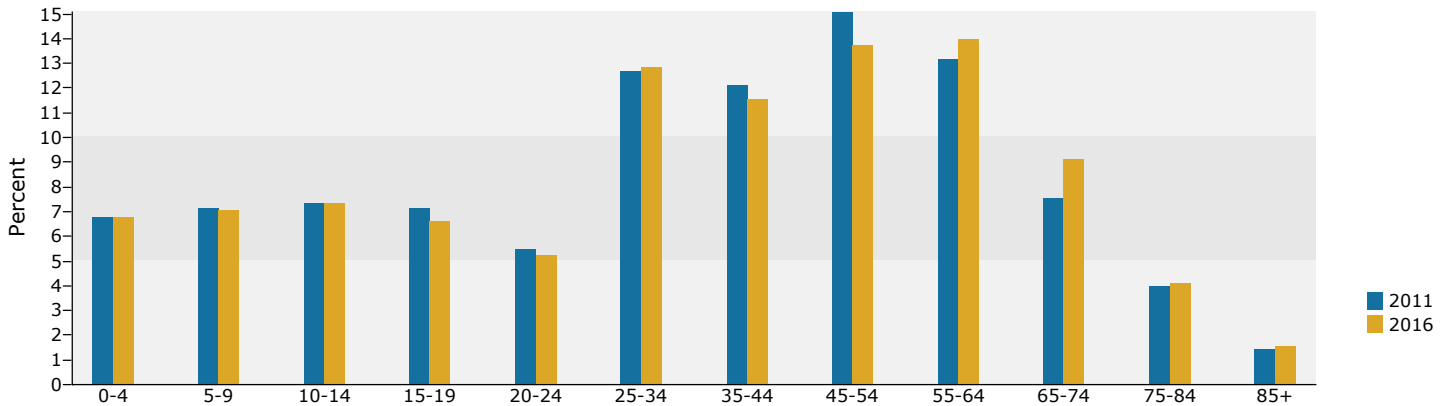
Made with Esri Business Analyst

Warren County, MS\_5  
 Warren County, MS (28149)  
 Geography: County

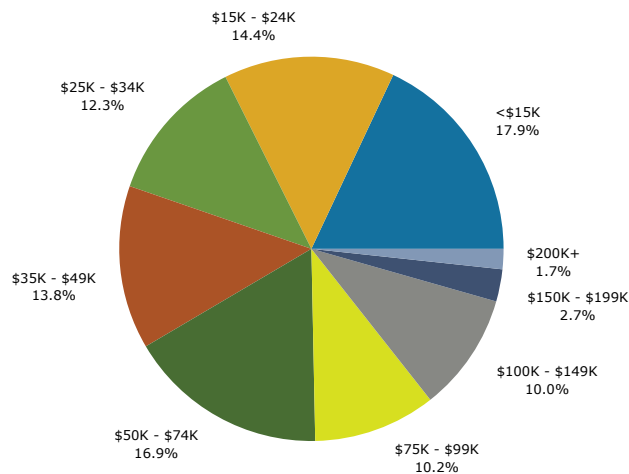
## Trends 2011-2016



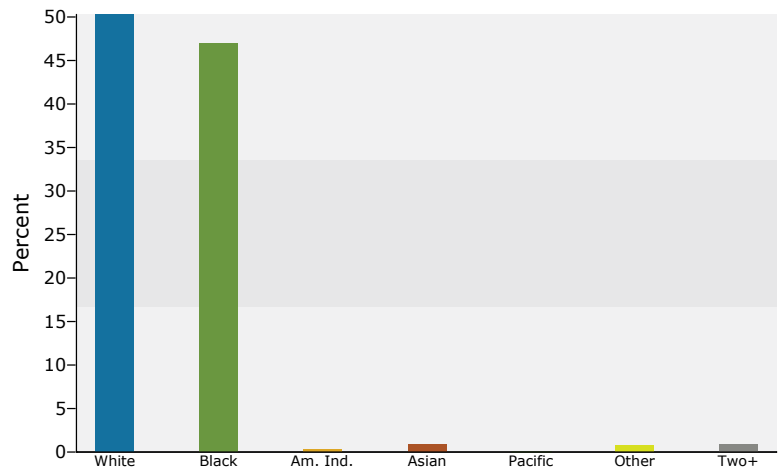
## Population by Age



## 2011 Household Income



## 2011 Population by Race



2011 Percent Hispanic Origin: 1.9%

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



# Census 2010 Summary Profile

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

	2000	2010	2000-2010 Annual Rate
Population	49,644	48,773	-0.18%
Households	18,756	18,941	0.10%
Housing Units	20,789	21,896	0.52%

Population by Race	Number	Percent
Total	48,773	100.0%
Population Reporting One Race	48,349	99.1%
White	24,548	50.3%
Black	22,920	47.0%
American Indian	129	0.3%
Asian	413	0.8%
Pacific Islander	10	0.0%
Some Other Race	329	0.7%
Population Reporting Two or More Races	424	0.9%
Total Hispanic Population	896	1.8%

Population by Sex	Number	Percent
Male	23,167	47.5%
Female	25,606	52.5%

Population by Age	Number	Percent
Total	48,773	100.0%
Age 0 - 4	3,353	6.9%
Age 5 - 9	3,502	7.2%
Age 10 - 14	3,607	7.4%
Age 15 - 19	3,501	7.2%
Age 20 - 24	2,665	5.5%
Age 25 - 29	3,063	6.3%
Age 30 - 34	3,104	6.4%
Age 35 - 39	3,041	6.2%
Age 40 - 44	2,905	6.0%
Age 45 - 49	3,548	7.3%
Age 50 - 54	3,869	7.9%
Age 55 - 59	3,543	7.3%
Age 60 - 64	2,814	5.8%
Age 65 - 69	2,035	4.2%
Age 70 - 74	1,561	3.2%
Age 75 - 79	1,163	2.4%
Age 80 - 84	788	1.6%
Age 85+	711	1.5%
Age 18+	36,135	74.1%
Age 65+	6,258	12.8%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	37.6
Male	36.3
Female	38.8
White Alone	44.7
Black Alone	31.4
American Indian Alone	35.4
Asian Alone	40.2
Pacific Islander Alone	50.0
Some Other Race Alone	28.9
Two or More Races	21.2
Hispanic Population	28.2

**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

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Households by Type		
Total	18,941	100.0%
Households with 1 Person	5,208	27.5%
Households with 2+ People	13,733	72.5%
Family Households	12,963	68.4%
Husband-wife Families	8,086	42.7%
With Own Children	2,890	15.3%
Other Family (No Spouse Present)	4,877	25.7%
With Own Children	2,651	14.0%
Nonfamily Households	770	4.1%
All Households with Children	6,680	35.3%
Multigenerational Households	1,144	6.0%
Unmarried Partner Households	1,280	6.8%
Male-female	1,176	6.2%
Same-sex	104	0.5%
Average Household Size	2.55	

Family Households by Size		
Total	12,963	100.0%
2 People	5,400	41.7%
3 People	3,253	25.1%
4 People	2,311	17.8%
5 People	1,186	9.1%
6 People	445	3.4%
7+ People	368	2.8%
Average Family Size	3.08	

Nonfamily Households by Size		
Total	5,978	100.0%
1 Person	5,208	87.1%
2 People	642	10.7%
3 People	88	1.5%
4 People	27	0.5%
5 People	7	0.1%
6 People	6	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.16	

Population by Relationship and Household Type		
Total	48,773	100.0%
In Households	48,249	98.9%
In Family Households	41,314	84.7%
Householder	12,963	26.6%
Spouse	8,086	16.6%
Child	16,836	34.5%
Other relative	2,100	4.3%
Nonrelative	1,329	2.7%
In Nonfamily Households	6,935	14.2%
In Group Quarters	524	1.1%
Institutionalized Population	447	0.9%
Noninstitutionalized Population	77	0.2%

**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

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Family Households by Age of Householder		
Total		12,963 100.0%
Householder Age 15 - 44	5,107	39.4%
Householder Age 45 - 54	3,016	23.3%
Householder Age 55 - 64	2,563	19.8%
Householder Age 65 - 74	1,449	11.2%
Householder Age 75+	828	6.4%

Nonfamily Households by Age of Householder		
Total		5,978 100.0%
Householder Age 15 - 44	1,511	25.3%
Householder Age 45 - 54	1,233	20.6%
Householder Age 55 - 64	1,352	22.6%
Householder Age 65 - 74	916	15.3%
Householder Age 75+	966	16.2%

Households by Race of Householder		
Total		18,941 100.0%
Householder is White Alone	10,320	54.5%
Householder is Black Alone	8,209	43.3%
Householder is American Indian Alone	56	0.3%
Householder is Asian Alone	145	0.8%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	87	0.5%
Householder is Two or More Races	118	0.6%
Households with Hispanic Householder	262	1.4%

Husband-wife Families by Race of Householder		
Total		8,086 100.0%
Householder is White Alone	5,647	69.8%
Householder is Black Alone	2,254	27.9%
Householder is American Indian Alone	25	0.3%
Householder is Asian Alone	73	0.9%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	40	0.5%
Householder is Two or More Races	46	0.6%
Husband-wife Families with Hispanic Householder	125	1.5%

Other Families (No Spouse) by Race of Householder		
Total		4,877 100.0%
Householder is White Alone	1,430	29.3%
Householder is Black Alone	3,360	68.9%
Householder is American Indian Alone	16	0.3%
Householder is Asian Alone	18	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	19	0.4%
Householder is Two or More Races	34	0.7%
Other Families with Hispanic Householder	59	1.2%

Nonfamily Households by Race of Householder		
Total		5,978 100.0%
Householder is White Alone	3,243	54.2%
Householder is Black Alone	2,595	43.4%
Householder is American Indian Alone	15	0.3%
Householder is Asian Alone	54	0.9%
Householder is Pacific Islander Alone	5	0.1%
Householder is Some Other Race Alone	28	0.5%
Householder is Two or More Races	38	0.6%
Nonfamily Households with Hispanic Householder	78	1.3%

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



# Census 2010 Summary Profile

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

## Total Housing Units by Occupancy

Total	21,896	100.0%
Occupied Housing Units	18,941	86.5%
Vacant Housing Units		
For Rent	697	3.2%
Rented, not Occupied	25	0.1%
For Sale Only	314	1.4%
Sold, not Occupied	48	0.2%
For Seasonal/Recreational/Occasional Use	560	2.6%
For Migrant Workers	0	0.0%
Other Vacant	1,311	6.0%
Total Vacancy Rate	13.5%	

## Households by Tenure and Mortgage Status

Total	18,941	100.0%
Owner Occupied	12,932	68.3%
Owned with a Mortgage/Loan	7,803	41.2%
Owned Free and Clear	5,129	27.1%
Average Household Size	2.57	
Renter Occupied	6,009	31.7%
Average Household Size	2.49	

## Owner-occupied Housing Units by Race of Householder

Total	12,932	100.0%
Householder is White Alone	8,171	63.2%
Householder is Black Alone	4,555	35.2%
Householder is American Indian Alone	31	0.2%
Householder is Asian Alone	75	0.6%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	25	0.2%
Householder is Two or More Races	74	0.6%
Owner-occupied Housing Units with Hispanic Householder	103	0.8%

## Renter-occupied Housing Units by Race of Householder

Total	6,009	100.0%
Householder is White Alone	2,149	35.8%
Householder is Black Alone	3,654	60.8%
Householder is American Indian Alone	25	0.4%
Householder is Asian Alone	70	1.2%
Householder is Pacific Islander Alone	5	0.1%
Householder is Some Other Race Alone	62	1.0%
Householder is Two or More Races	44	0.7%
Renter-occupied Housing Units with Hispanic Householder	159	2.6%

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

Householder is White Alone	2.37
Householder is Black Alone	2.76
Householder is American Indian Alone	2.73
Householder is Asian Alone	2.63
Householder is Pacific Islander Alone	1.50
Householder is Some Other Race Alone	3.63
Householder is Two or More Races	2.75
Householder is Hispanic	3.22

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



# Business Summary

Warren County, MS\_5  
 Warren County, MS (28149)  
 Geography: County

Data for all businesses in area	Warren County, MS (28149)
Total Businesses:	1,876
Total Employees:	27,768
Total Residential Population:	48,349
Employee/Residential Population Ratio:	0.57

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	36	1.9%	140	0.5%
Construction	115	6.1%	632	2.3%
Manufacturing	47	2.5%	4,901	17.7%
Transportation	53	2.8%	533	1.9%
Communication	16	0.9%	68	0.2%
Utility	10	0.5%	42	0.2%
Wholesale Trade	87	4.6%	1,032	3.7%
<b>Retail Trade Summary</b>	<b>410</b>	<b>21.9%</b>	<b>6,189</b>	<b>22.3%</b>
Home Improvement	28	1.5%	422	1.5%
General Merchandise Stores	16	0.9%	924	3.3%
Food Stores	50	2.7%	305	1.1%
Auto Dealers, Gas Stations, Auto Aftermarket	51	2.7%	474	1.7%
Apparel & Accessory Stores	36	1.9%	2,461	8.9%
Furniture & Home Furnishings	28	1.5%	92	0.3%
Eating & Drinking Places	87	4.6%	1,012	3.6%
Miscellaneous Retail	114	6.1%	499	1.8%
<b>Finance, Insurance, Real Estate Summary</b>	<b>186</b>	<b>9.9%</b>	<b>942</b>	<b>3.4%</b>
Banks, Savings & Lending Institutions	57	3.0%	520	1.9%
Securities Brokers	9	0.5%	20	0.1%
Insurance Carriers & Agents	39	2.1%	104	0.4%
Real Estate, Holding, Other Investment Offices	81	4.3%	298	1.1%
<b>Services Summary</b>	<b>775</b>	<b>41.3%</b>	<b>9,286</b>	<b>33.4%</b>
Hotels & Lodging	47	2.5%	803	2.9%
Automotive Services	58	3.1%	260	0.9%
Motion Pictures & Amusements	47	2.5%	2,592	9.3%
Health Services	69	3.7%	1,741	6.3%
Legal Services	25	1.3%	88	0.3%
Education Institutions & Libraries	29	1.5%	1,464	5.3%
Other Services	500	26.7%	2,338	8.4%
<b>Government</b>	<b>130</b>	<b>6.9%</b>	<b>3,989</b>	<b>14.4%</b>
<b>Other</b>	<b>11</b>	<b>0.6%</b>	<b>14</b>	<b>0.1%</b>
<b>Totals</b>	<b>1,876</b>	<b>100%</b>	<b>27,768</b>	<b>100%</b>

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

February 13, 2012



# Business Summary

Warren County, MS\_5  
 Warren County, MS (28149)  
 Geography: County

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	17	0.9%	117	0.4%
Mining	3	0.2%	5	0.0%
Utilities	9	0.5%	41	0.1%
Construction	120	6.4%	777	2.8%
Manufacturing	45	2.4%	4,781	17.2%
Wholesale Trade	83	4.4%	1,011	3.6%
Retail Trade	311	16.6%	5,133	18.5%
Motor Vehicle & Parts Dealers	36	1.9%	385	1.4%
Furniture & Home Furnishings Stores	12	0.6%	45	0.2%
Electronics & Appliance Stores	18	1.0%	48	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	24	1.3%	392	1.4%
Food & Beverage Stores	50	2.7%	287	1.0%
Health & Personal Care Stores	28	1.5%	197	0.7%
Gasoline Stations	15	0.8%	89	0.3%
Clothing & Clothing Accessories Stores	41	2.2%	2,485	8.9%
Sport Goods, Hobby, Book, & Music Stores	17	0.9%	64	0.2%
General Merchandise Stores	16	0.9%	924	3.3%
Miscellaneous Store Retailers	52	2.8%	209	0.8%
Nonstore Retailers	2	0.1%	8	0.0%
Transportation & Warehousing	41	2.2%	522	1.9%
Information	29	1.5%	224	0.8%
Finance & Insurance	111	5.9%	660	2.4%
Central Bank/Credit Intermediation & Related Activities	63	3.4%	536	1.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	9	0.5%	20	0.1%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	39	2.1%	104	0.4%
Real Estate, Rental & Leasing	111	5.9%	407	1.5%
Professional, Scientific & Tech Services	108	5.8%	472	1.7%
Legal Services	26	1.4%	94	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	61	3.3%	313	1.1%
Educational Services	34	1.8%	1,443	5.2%
Health Care & Social Assistance	128	6.8%	2,294	8.3%
Arts, Entertainment & Recreation	41	2.2%	2,631	9.5%
Accommodation & Food Services	137	7.3%	1,826	6.6%
Accommodation	47	2.5%	803	2.9%
Food Services & Drinking Places	90	4.8%	1,023	3.7%
Other Services (except Public Administration)	342	18.2%	1,087	3.9%
Automotive Repair & Maintenance	46	2.5%	211	0.8%
Public Administration	131	7.0%	3,995	14.4%
Unclassified Establishments	14	0.7%	29	0.1%
<b>Total</b>	<b>1,876</b>	<b>100%</b>	<b>27,768</b>	<b>100%</b>

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

February 13, 2012

Made with Esri Business Analyst



# Market Profile

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Warren County, MS (28149)

### Population Summary

2000 Total Population	49,644
2000 Group Quarters	601
2010 Total Population	48,349
2015 Total Population	47,379
2010-2015 Annual Rate	-0.41%

### Household Summary

2000 Households	18,756
2000 Average Household Size	2.61
2010 Households	18,692
2010 Average Household Size	2.56
2015 Households	18,422
2015 Average Household Size	2.54
2010-2015 Annual Rate	-0.29%
2000 Families	13,220
2000 Average Family Size	3.14
2010 Families	12,839
2010 Average Family Size	3.11
2015 Families	12,547
2015 Average Family Size	3.10
2010-2015 Annual Rate	-0.46%

### Housing Unit Summary

2000 Housing Units	20,789
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	28.7%
Vacant Housing Units	9.8%
2010 Housing Units	21,487
Owner Occupied Housing Units	58.7%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	13.0%
2015 Housing Units	21,638
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	27.7%
Vacant Housing Units	14.9%

### Median Household Income

2000	\$35,059
2010	\$40,119
2015	\$43,060

### Median Home Value

2000	\$70,370
2010	\$84,734
2015	\$90,680

### Per Capita Income

2000	\$17,527
2010	\$19,676
2015	\$19,865

### Median Age

2000	34.7
2010	36.7
2015	37.2

**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

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Warren County, MS (28149)

## 2000 Households by Income

Household Income Base	18,783
<\$15,000	21.6%
\$15,000 - \$24,999	15.2%
\$25,000 - \$34,999	13.1%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	1.3%
\$200,000+	1.1%
Average Household Income	\$46,079

## 2010 Households by Income

Household Income Base	18,692
<\$15,000	19.2%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	8.1%
\$100,000 - \$149,999	8.1%
\$150,000 - \$199,999	1.3%
\$200,000+	1.3%
Average Household Income	\$50,582

## 2015 Households by Income

Household Income Base	18,422
<\$15,000	18.4%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	20.4%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	1.3%
\$200,000+	1.2%
Average Household Income	\$50,730

## 2000 Owner Occupied Housing Units by Value

Total	12,807
<\$50,000	32.3%
\$50,000 - \$99,999	38.7%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	7.1%
\$200,000 - \$299,999	3.5%
\$300,000 - \$499,999	1.1%
\$500,000 - \$999,999	0.6%
\$1,000,000 +	0.2%
Average Home Value	\$89,147

## 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	5,910
With Cash Rent	93.0%
No Cash Rent	7.0%
Median Rent	\$359
Average Rent	\$352

**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

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Warren County, MS (28149)

## 2000 Population by Age

Total	49,644
0 - 4	7.6%
5 - 9	8.1%
10 - 14	7.8%
15 - 24	14.1%
25 - 34	12.7%
35 - 44	15.7%
45 - 54	13.7%
55 - 64	8.6%
65 - 74	6.0%
75 - 84	4.1%
85 +	1.6%
18 +	71.5%

## 2010 Population by Age

Total	48,349
0 - 4	7.4%
5 - 9	7.5%
10 - 14	7.1%
15 - 24	13.2%
25 - 34	12.6%
35 - 44	12.5%
45 - 54	15.0%
55 - 64	12.1%
65 - 74	6.8%
75 - 84	3.9%
85 +	1.9%
18 +	73.5%

## 2015 Population by Age

Total	47,379
0 - 4	7.3%
5 - 9	7.3%
10 - 14	7.4%
15 - 24	12.9%
25 - 34	12.3%
35 - 44	12.5%
45 - 54	12.8%
55 - 64	13.4%
65 - 74	8.2%
75 - 84	4.0%
85 +	1.8%
18 +	73.9%

## 2000 Population by Sex

Males	46.9%
Females	53.1%

## 2010 Population by Sex

Males	47.1%
Females	52.9%

## 2015 Population by Sex

Males	47.1%
Females	52.9%

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



# Market Profile

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Warren County, MS (28149)

## 2000 Population by Race/Ethnicity

Total	49,644
White Alone	55.0%
Black Alone	43.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.3%
Two or More Races	0.7%
Hispanic Origin	1.0%
Diversity Index	52.1

## 2010 Population by Race/Ethnicity

Total	48,349
White Alone	49.2%
Black Alone	48.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	1.7%
Diversity Index	54.1

## 2015 Population by Race/Ethnicity

Total	47,379
White Alone	46.5%
Black Alone	50.7%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.6%
Two or More Races	1.2%
Hispanic Origin	2.2%
Diversity Index	54.7

## 2000 Population 3+ by School Enrollment

Total	47,484
Enrolled in Nursery/Preschool	2.7%
Enrolled in Kindergarten	2.1%
Enrolled in Grade 1-8	13.5%
Enrolled in Grade 9-12	6.6%
Enrolled in College	3.4%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	71.3%

## 2010 Population 25+ by Educational Attainment

Total	31,306
Less Than 9th Grade	6.0%
9th to 12th Grade, No Diploma	10.4%
High School Graduate	28.3%
Some College, No Degree	22.6%
Associate Degree	9.4%
Bachelor's Degree	14.4%
Graduate/Professional Degree	8.9%

**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

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Warren County, MS (28149)

## 2010 Population 15+ by Marital Status

Total	37,710
Never Married	32.2%
Married	48.4%
Widowed	7.5%
Divorced	11.8%

## 2000 Population 16+ by Employment Status

Total	37,221
In Labor Force	63.1%
Civilian Employed	58.8%
Civilian Unemployed	4.2%
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	20,123
Own Children < 6 Only	8.1%
Employed/in Armed Forces	5.1%
Unemployed	0.6%
Not in Labor Force	2.4%
Own Children <6 and 6-17 Only	7.2%
Employed/in Armed Forces	4.6%
Unemployed	0.5%
Not in Labor Force	2.0%
Own Children 6-17 Only	19.5%
Employed/in Armed Forces	14.4%
Unemployed	1.1%
Not in Labor Force	4.1%
No Own Children < 18	65.3%
Employed/in Armed Forces	29.5%
Unemployed	1.9%
Not in Labor Force	33.8%

## 2010 Employed Population 16+ by Industry

Total	20,041
Agriculture/Mining	2.9%
Construction	7.6%
Manufacturing	10.3%
Wholesale Trade	2.2%
Retail Trade	10.9%
Transportation/Utilities	5.8%
Information	1.0%
Finance/Insurance/Real Estate	3.9%
Services	46.8%
Public Administration	8.5%

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

February 13, 2012



## Market Profile

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Warren County, MS (28149)

### 2010 Employed Population 16+ by Occupation

Total	20,041
White Collar	53.0%
Management/Business/Financial	8.8%
Professional	23.4%
Sales	10.0%
Administrative Support	11.0%
Services	20.0%
Blue Collar	27.0%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	6.5%
Installation/Maintenance/Repair	4.4%
Production	8.6%
Transportation/Material Moving	6.2%

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

Total	21,537
Drove Alone - Car, Truck, or Van	80.6%
Carpooled - Car, Truck, or Van	14.9%
Public Transportation	1.2%
Walked	0.8%
Other Means	0.7%
Worked at Home	1.8%

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

Total	21,537
Did not Work at Home	98.2%
Less than 5 minutes	2.9%
5 to 9 minutes	11.5%
10 to 19 minutes	45.7%
20 to 24 minutes	13.0%
25 to 34 minutes	13.4%
35 to 44 minutes	2.7%
45 to 59 minutes	4.2%
60 to 89 minutes	3.1%
90 or more minutes	1.8%
Worked at Home	1.8%
Average Travel Time to Work (in min)	21.0

### 2000 Households by Vehicles Available

Total	18,756
None	9.7%
1	36.0%
2	35.5%
3	13.9%
4	3.5%
5+	1.4%
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

Warren County, MS\_5  
Warren County, MS (28149)  
Geography: County

Warren County, MS (28149)

## 2000 Households by Type

Total	18,756
Family Households	70.5%
Married-couple Family	46.8%
With Related Children	23.2%
Other Family (No Spouse)	23.6%
With Related Children	16.7%
Nonfamily Households	29.5%
Householder Living Alone	25.8%
Householder Not Living Alone	3.7%
Households with Related Children	39.9%
Households with Persons 65+	22.7%

## 2000 Households by Size

Total	18,756
1 Person Household	25.8%
2 Person Household	30.0%
3 Person Household	18.7%
4 Person Household	14.9%
5 Person Household	6.6%
6 Person Household	2.4%
7 + Person Household	1.5%

## 2000 Households by Year Householder Moved In

Total	18,756
Moved in 1999 to March 2000	20.4%
Moved in 1995 to 1998	26.9%
Moved in 1990 to 1994	14.3%
Moved in 1980 to 1989	16.5%
Moved in 1970 to 1979	10.9%
Moved in 1969 or Earlier	11.0%
Median Year Householder Moved In	1994

## 2000 Housing Units by Units in Structure

Total	20,789
1, Detached	64.5%
1, Attached	1.3%
2	2.4%
3 or 4	3.8%
5 to 9	5.4%
10 to 19	3.2%
20 +	3.3%
Mobile Home	16.0%
Other	0.2%

## 2000 Housing Units by Year Structure Built

Total	20,789
1999 to March 2000	2.3%
1995 to 1998	8.2%
1990 to 1994	7.6%
1980 to 1989	17.0%
1970 to 1979	22.5%
1969 or Earlier	42.4%
Median Year Structure Built	1973

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



# Market Profile

Warren County, MS\_5  
 Warren County, MS (28149)  
 Geography: County

Warren County, MS (28149)

## Top 3 Tapestry Segments

1. Green Acres
2. Modest Income Homes
3. Crossroads

## 2010 Consumer Spending

Apparel & Services: Total \$	\$22,642,550
Average Spent	\$1,211.35
Spending Potential Index	51
Computers & Accessories: Total \$	\$2,922,349
Average Spent	\$156.34
Spending Potential Index	71
Education: Total \$	\$16,018,353
Average Spent	\$856.96
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$44,915,022
Average Spent	\$2,402.90
Spending Potential Index	75
Food at Home: Total \$	\$62,989,684
Average Spent	\$3,369.87
Spending Potential Index	75
Food Away from Home: Total \$	\$44,605,559
Average Spent	\$2,386.35
Spending Potential Index	74
Health Care: Total \$	\$54,574,897
Average Spent	\$2,919.69
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$24,356,817
Average Spent	\$1,303.06
Spending Potential Index	63
Investments: Total \$	\$21,182,091
Average Spent	\$1,133.22
Spending Potential Index	65
Retail Goods: Total \$	\$335,017,705
Average Spent	\$17,923.05
Spending Potential Index	72
Shelter: Total \$	\$203,228,423
Average Spent	\$10,872.48
Spending Potential Index	69
TV/Video/Audio: Total \$	\$17,516,035
Average Spent	\$937.09
Spending Potential Index	75
Travel: Total \$	\$23,910,043
Average Spent	\$1,279.16
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$13,156,354
Average Spent	\$703.85
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

Warren County, MS\_5  
 Warren County, MS (28149)  
 Geography: County

## Summary Demographics

2010 Population	48,349
2010 Households	18,692
2010 Median Disposable Income	\$32,934
2010 Per Capita Income	\$19,676

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	\$365,138,763	\$428,486,118	\$-63,347,355	-8.0	406
Total Retail Trade	44-45	\$312,663,958	\$373,005,179	\$-60,341,221	-8.8	317
Total Food & Drink	722	\$52,474,805	\$55,480,939	\$-3,006,134	-2.8	89

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$74,496,506	\$75,686,124	\$-1,189,618	-0.8	36
Automobile Dealers	4411	\$65,980,308	\$71,143,658	\$-5,163,350	-3.8	18
Other Motor Vehicle Dealers	4412	\$4,526,512	\$1,166,049	\$3,360,463	59.0	5
Auto Parts, Accessories & Tire Stores	4413	\$3,989,686	\$3,376,417	\$613,269	8.3	13
Furniture & Home Furnishings Stores	442	\$6,836,774	\$2,945,542	\$3,891,232	39.8	12
Furniture Stores	4421	\$5,381,210	\$2,040,265	\$3,340,945	45.0	7
Home Furnishings Stores	4422	\$1,455,564	\$905,277	\$550,287	23.3	5
Electronics & Appliance Stores	4431	\$7,988,149	\$3,998,962	\$3,989,187	33.3	19
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,154,400	\$25,133,690	\$-11,979,290	-31.3	25
Bldg Material & Supplies Dealers	4441	\$12,013,898	\$24,145,052	\$-12,131,154	-33.5	20
Lawn & Garden Equip & Supply Stores	4442	\$1,140,502	\$988,638	\$151,864	7.1	5
Food & Beverage Stores	445	\$49,695,374	\$28,234,401	\$21,460,973	27.5	39
Grocery Stores	4451	\$47,023,355	\$26,848,159	\$20,175,196	27.3	25
Specialty Food Stores	4452	\$797,429	\$391,896	\$405,533	34.1	6
Beer, Wine & Liquor Stores	4453	\$1,874,590	\$994,346	\$880,244	30.7	8
Health & Personal Care Stores	446,4461	\$12,737,551	\$9,692,059	\$3,045,492	13.6	28
Gasoline Stations	447,4471	\$63,216,700	\$54,975,532	\$8,241,168	7.0	25
Clothing & Clothing Accessories Stores	448	\$19,347,231	\$88,254,696	\$-68,907,465	-64.0	45
Clothing Stores	4481	\$17,575,648	\$85,312,213	\$-67,736,565	-65.8	31
Shoe Stores	4482	\$951,292	\$2,164,629	\$-1,213,337	-38.9	9
Jewelry, Luggage & Leather Goods Stores	4483	\$820,291	\$777,854	\$42,437	2.7	5
Sporting Goods, Hobby, Book & Music Stores	451	\$3,563,597	\$1,745,400	\$1,818,197	34.2	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,733,313	\$1,172,706	\$560,607	19.3	14
Book, Periodical & Music Stores	4512	\$1,830,284	\$572,694	\$1,257,590	52.3	4
General Merchandise Stores	452	\$56,132,788	\$75,102,991	\$-18,970,203	-14.5	16
Department Stores Excluding Leased Depts.	4521	\$29,540,533	\$46,329,407	\$-16,788,874	-22.1	7
Other General Merchandise Stores	4529	\$26,592,255	\$28,773,584	\$-2,181,329	-3.9	9
Miscellaneous Store Retailers	453	\$3,682,181	\$6,552,183	\$-2,870,002	-28.0	52
Florists	4531	\$414,765	\$480,019	\$-65,254	-7.3	7
Office Supplies, Stationery & Gift Stores	4532	\$2,782,242	\$1,379,827	\$1,402,415	33.7	16
Used Merchandise Stores	4533	\$485,174	\$233,174	\$252,000	35.1	8
Other Miscellaneous Store Retailers	4539	\$0	\$4,459,163	\$-4,459,163	-100.0	21
Nonstore Retailers	454	\$1,812,707	\$683,599	\$1,129,108	45.2	2
Electronic Shopping & Mail-Order Houses	4541	\$116,306	\$0	\$116,306	100.0	0
Vending Machine Operators	4542	\$466,673	\$353,813	\$112,860	13.8	1
Direct Selling Establishments	4543	\$1,229,728	\$329,786	\$899,942	57.7	1
Food Services & Drinking Places	722	\$52,474,805	\$55,480,939	\$-3,006,134	-2.8	89
Full-Service Restaurants	7221	\$22,187,536	\$23,304,521	\$-1,116,985	-2.5	52
Limited-Service Eating Places	7222	\$27,123,937	\$29,635,695	\$-2,511,758	-4.4	30
Special Food Services	7223	\$2,478,835	\$2,100,936	\$377,899	8.3	4
Drinking Places - Alcoholic Beverages	7224	\$684,497	\$439,787	\$244,710	21.8	3

**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>.

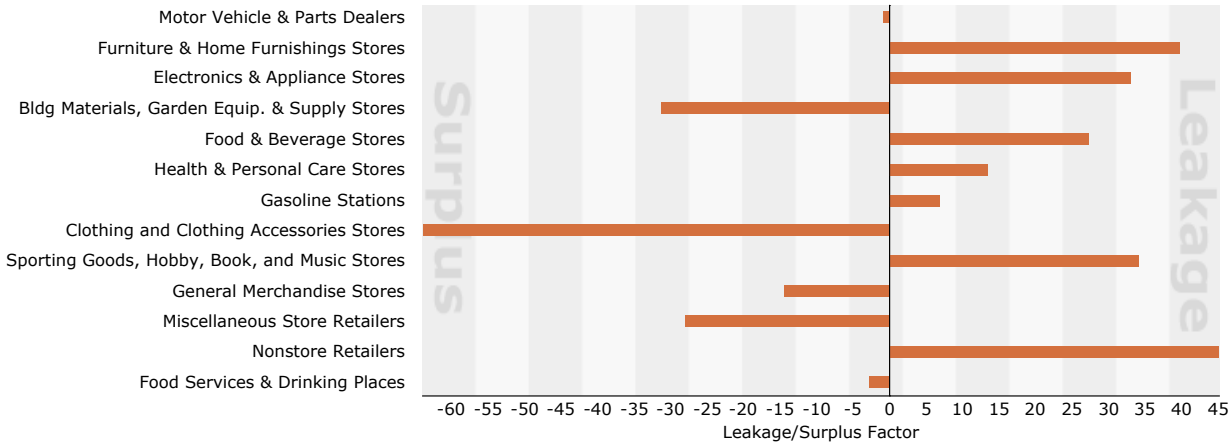
Source: Esri and Infogroup

February 13, 2012

Made with Esri Business Analyst

Warren County, MS\_5  
 Warren County, MS (28149)  
 Geography: County

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group

