



Demographic and Income Profile Report

Copiah County, MS_1
 Copiah County, MS (28029)
 Geography: County

Summary	2010	2011	2016
Population	29,449	29,346	29,372
Households	10,708	10,669	10,737
Families	7,625	7,601	7,570
Average Household Size	2.65	2.65	2.64
Owner Occupied Housing Units	8,295	8,199	8,264
Renter Occupied Housing Units	2,413	2,470	2,473
Median Age	36.7	36.8	37.5
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.02%	0.39%	0.67%
Households	0.13%	0.49%	0.71%
Families	-0.08%	0.27%	0.57%
Owner HHs	0.16%	0.60%	0.91%
Median Household Income	3.53%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	2,801	26.3%	2,801	26.1%
\$15,000 - \$24,999	1,921	18.0%	1,469	13.7%
\$25,000 - \$34,999	1,355	12.7%	1,166	10.9%
\$35,000 - \$49,999	1,612	15.1%	1,425	13.3%
\$50,000 - \$74,999	1,411	13.2%	1,903	17.7%
\$75,000 - \$99,999	821	7.7%	1,065	9.9%
\$100,000 - \$149,999	574	5.4%	696	6.5%
\$150,000 - \$199,999	105	1.0%	137	1.3%
\$200,000+	69	0.6%	75	0.7%
Median Household Income	\$28,798		\$34,258	
Average Household Income	\$41,022		\$46,061	
Per Capita Income	\$15,897		\$17,853	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,137	7.3%	2,098	7.1%	2,108	7.2%
5 - 9	2,004	6.8%	1,988	6.8%	1,961	6.7%
10 - 14	1,931	6.6%	1,919	6.5%	1,914	6.5%
15 - 19	2,518	8.6%	2,497	8.5%	2,353	8.0%
20 - 24	2,113	7.2%	2,111	7.2%	2,029	6.9%
25 - 34	3,473	11.8%	3,470	11.8%	3,516	12.0%
35 - 44	3,320	11.3%	3,285	11.2%	3,131	10.7%
45 - 54	4,297	14.6%	4,250	14.5%	3,861	13.1%
55 - 64	3,627	12.3%	3,658	12.5%	3,888	13.2%
65 - 74	2,229	7.6%	2,276	7.8%	2,750	9.4%
75 - 84	1,294	4.4%	1,289	4.4%	1,317	4.5%
85+	506	1.7%	505	1.7%	544	1.9%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	13,627	46.3%	13,577	46.3%	13,584	46.2%
Black Alone	14,983	50.9%	14,908	50.8%	14,922	50.8%
American Indian Alone	58	0.2%	58	0.2%	58	0.2%
Asian Alone	90	0.3%	90	0.3%	90	0.3%
Pacific Islander Alone	4	0.0%	4	0.0%	4	0.0%
Some Other Race Alone	462	1.6%	485	1.7%	487	1.7%
Two or More Races	225	0.8%	224	0.8%	227	0.8%
Hispanic Origin (Any Race)	773	2.6%	807	2.8%	816	2.8%

Data Note: Income is expressed in current dollars.

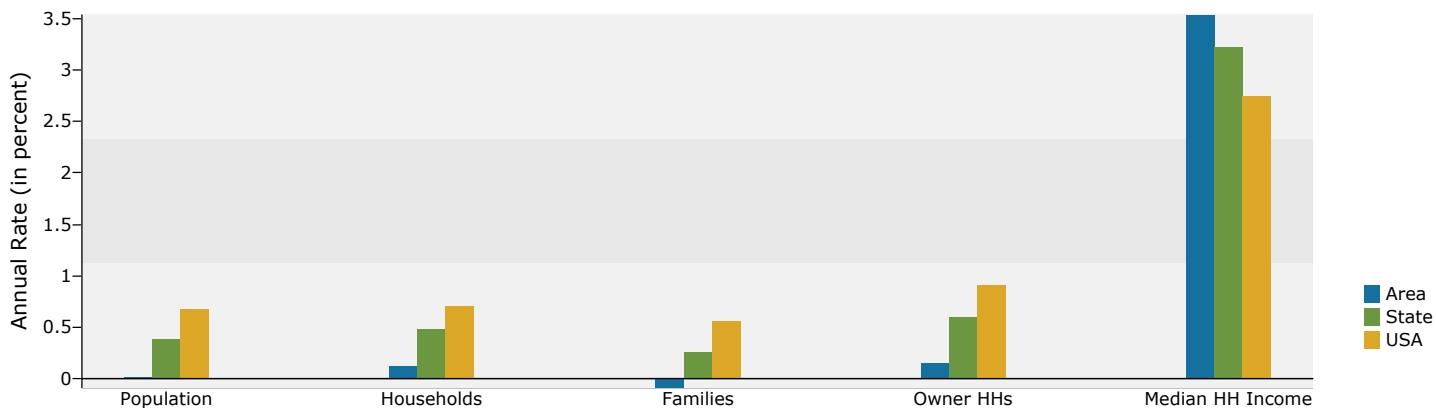
Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

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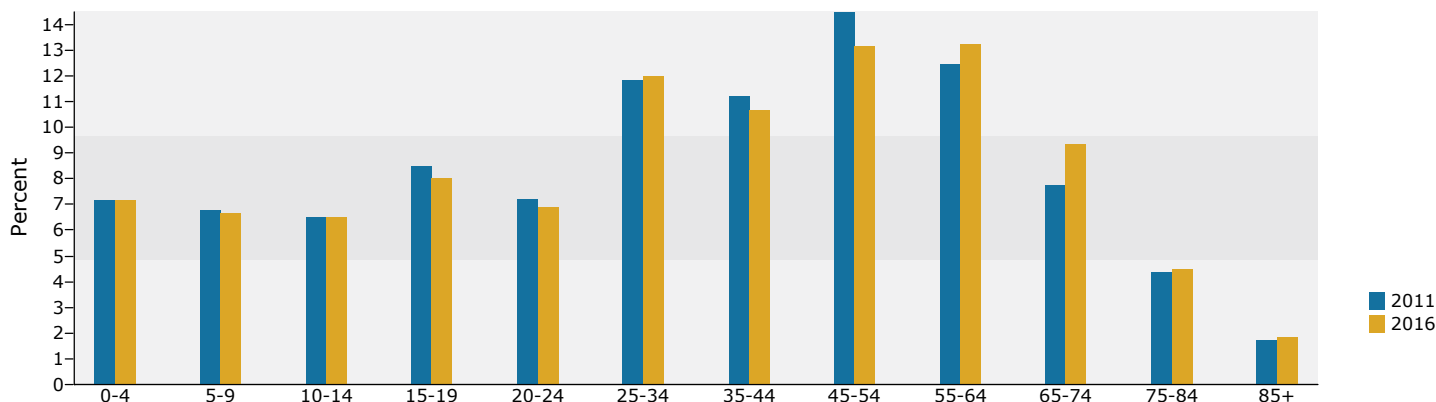
Made with Esri Business Analyst

Copiah County, MS_1
 Copiah County, MS (28029)
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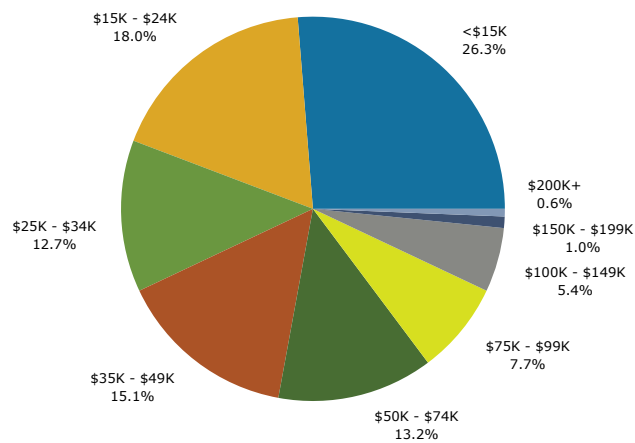
Trends 2011-2016



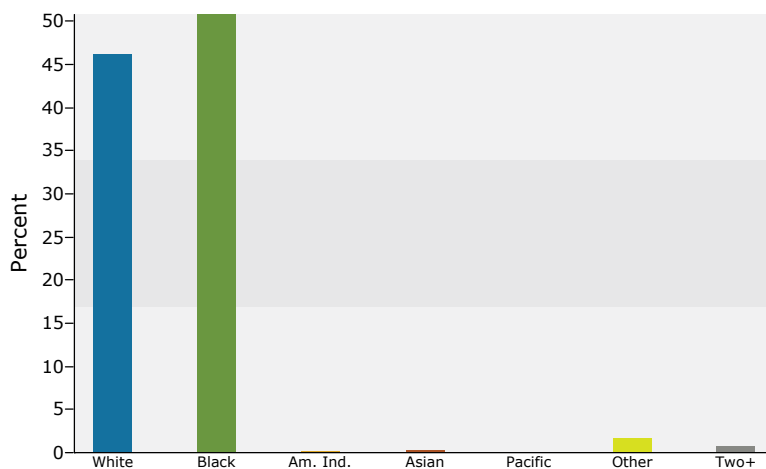
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 2.8%

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



Census 2010 Summary Profile

Copiah County, MS_1
 Copiah County, MS (28029)
 Geography: County

	2000	2010	2000-2010 Annual Rate
Population	28,757	29,449	0.24%
Households	10,142	10,708	0.55%
Housing Units	11,101	12,184	0.94%

Population by Race	Number	Percent
Total	29,449	100.0%
Population Reporting One Race	29,224	99.2%
White	13,627	46.3%
Black	14,983	50.9%
American Indian	58	0.2%
Asian	90	0.3%
Pacific Islander	4	0.0%
Some Other Race	462	1.6%
Population Reporting Two or More Races	225	0.8%

Total Hispanic Population	773	2.6%
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Population by Sex	Number	Percent
Male	14,238	48.3%
Female	15,211	51.7%

Population by Age	Number	Percent
Total	29,449	100.0%
Age 0 - 4	2,137	7.3%
Age 5 - 9	2,004	6.8%
Age 10 - 14	1,931	6.6%
Age 15 - 19	2,518	8.6%
Age 20 - 24	2,113	7.2%
Age 25 - 29	1,749	5.9%
Age 30 - 34	1,724	5.9%
Age 35 - 39	1,645	5.6%
Age 40 - 44	1,675	5.7%
Age 45 - 49	2,081	7.1%
Age 50 - 54	2,216	7.5%
Age 55 - 59	1,985	6.7%
Age 60 - 64	1,642	5.6%
Age 65 - 69	1,266	4.3%
Age 70 - 74	963	3.3%
Age 75 - 79	764	2.6%
Age 80 - 84	530	1.8%
Age 85+	506	1.7%
Age 18+	22,065	74.9%
Age 65+	4,029	13.7%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	36.7
Male	34.5
Female	38.7
White Alone	44.6
Black Alone	30.6
American Indian Alone	35.0
Asian Alone	37.5
Pacific Islander Alone	37.5
Some Other Race Alone	25.1
Two or More Races	19.1
Hispanic Population	24.9

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

Copiah County, MS_1
Copiah County, MS (28029)
Geography: County

Households by Type		
Total	10,708	100.0%
Households with 1 Person	2,745	25.6%
Households with 2+ People	7,963	74.4%
Family Households	7,625	71.2%
Husband-wife Families	4,776	44.6%
With Own Children	1,709	16.0%
Other Family (No Spouse Present)	2,849	26.6%
With Own Children	1,255	11.7%
Nonfamily Households	338	3.2%
All Households with Children	3,793	35.4%
Multigenerational Households	879	8.2%
Unmarried Partner Households	575	5.4%
Male-female	516	4.8%
Same-sex	59	0.6%
Average Household Size	2.65	

Family Households by Size		
Total	7,625	100.0%
2 People	3,062	40.2%
3 People	1,827	24.0%
4 People	1,436	18.8%
5 People	738	9.7%
6 People	315	4.1%
7+ People	247	3.2%
Average Family Size	3.18	

Nonfamily Households by Size		
Total	3,083	100.0%
1 Person	2,745	89.0%
2 People	294	9.5%
3 People	26	0.8%
4 People	11	0.4%
5 People	5	0.2%
6 People	1	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.13	

Population by Relationship and Household Type		
Total	29,449	100.0%
In Households	28,422	96.5%
In Family Households	24,929	84.7%
Householder	7,625	25.9%
Spouse	4,776	16.2%
Child	10,389	35.3%
Other relative	1,472	5.0%
Nonrelative	667	2.3%
In Nonfamily Households	3,493	11.9%
In Group Quarters	1,027	3.5%
Institutionalized Population	150	0.5%
Noninstitutionalized Population	877	3.0%

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

Copiah County, MS_1
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Family Households by Age of Householder		
Total		7,625 100.0%
Householder Age 15 - 44	2,766	36.3%
Householder Age 45 - 54	1,784	23.4%
Householder Age 55 - 64	1,464	19.2%
Householder Age 65 - 74	948	12.4%
Householder Age 75+	663	8.7%

Nonfamily Households by Age of Householder		
Total		3,083 100.0%
Householder Age 15 - 44	627	20.3%
Householder Age 45 - 54	616	20.0%
Householder Age 55 - 64	697	22.6%
Householder Age 65 - 74	530	17.2%
Householder Age 75+	613	19.9%

Households by Race of Householder		
Total		10,708 100.0%
Householder is White Alone	5,513	51.5%
Householder is Black Alone	4,988	46.6%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	25	0.2%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	108	1.0%
Householder is Two or More Races	48	0.4%
Households with Hispanic Householder	180	1.7%

Husband-wife Families by Race of Householder		
Total		4,776 100.0%
Householder is White Alone	3,129	65.5%
Householder is Black Alone	1,541	32.3%
Householder is American Indian Alone	9	0.2%
Householder is Asian Alone	19	0.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	56	1.2%
Householder is Two or More Races	21	0.4%
Husband-wife Families with Hispanic Householder	97	2.0%

Other Families (No Spouse) by Race of Householder		
Total		2,849 100.0%
Householder is White Alone	788	27.7%
Householder is Black Alone	2,007	70.4%
Householder is American Indian Alone	9	0.3%
Householder is Asian Alone	4	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	23	0.8%
Householder is Two or More Races	18	0.6%
Other Families with Hispanic Householder	42	1.5%

Nonfamily Households by Race of Householder		
Total		3,083 100.0%
Householder is White Alone	1,596	51.8%
Householder is Black Alone	1,440	46.7%
Householder is American Indian Alone	6	0.2%
Householder is Asian Alone	2	0.1%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	29	0.9%
Householder is Two or More Races	9	0.3%
Nonfamily Households with Hispanic Householder	41	1.3%

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



Census 2010 Summary Profile

Copiah County, MS_1
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Geography: County

Total Housing Units by Occupancy

Total	12,184	100.0%
Occupied Housing Units	10,708	87.9%
Vacant Housing Units		
For Rent	179	1.5%
Rented, not Occupied	19	0.2%
For Sale Only	98	0.8%
Sold, not Occupied	53	0.4%
For Seasonal/Recreational/Occasional Use	316	2.6%
For Migrant Workers	0	0.0%
Other Vacant	811	6.7%
Total Vacancy Rate	12.1%	

Households by Tenure and Mortgage Status

Total	10,708	100.0%
Owner Occupied	8,295	77.5%
Owned with a Mortgage/Loan	4,037	37.7%
Owned Free and Clear	4,258	39.8%
Average Household Size	2.63	
Renter Occupied	2,413	22.5%
Average Household Size	2.72	

Owner-occupied Housing Units by Race of Householder

Total	8,295	100.0%
Householder is White Alone	4,654	56.1%
Householder is Black Alone	3,544	42.7%
Householder is American Indian Alone	12	0.1%
Householder is Asian Alone	19	0.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	33	0.4%
Householder is Two or More Races	32	0.4%
Owner-occupied Housing Units with Hispanic Householder	73	0.9%

Renter-occupied Housing Units by Race of Householder

Total	2,413	100.0%
Householder is White Alone	859	35.6%
Householder is Black Alone	1,444	59.8%
Householder is American Indian Alone	12	0.5%
Householder is Asian Alone	6	0.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	75	3.1%
Householder is Two or More Races	16	0.7%
Renter-occupied Housing Units with Hispanic Householder	107	4.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.42
Householder is Black Alone	2.88
Householder is American Indian Alone	2.92
Householder is Asian Alone	3.24
Householder is Pacific Islander Alone	1.50
Householder is Some Other Race Alone	4.05
Householder is Two or More Races	3.13
Householder is Hispanic	3.99

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



Business Summary

Copiah County, MS_1
 Copiah County, MS (28029)
 Geography: County

Data for all businesses in area	Copiah County, MS (28029)
Total Businesses:	832
Total Employees:	8,560
Total Residential Population:	29,673
Employee/Residential Population Ratio:	0.29

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	20	2.4%	249	2.9%
Construction	45	5.4%	135	1.6%
Manufacturing	20	2.4%	1,501	17.5%
Transportation	23	2.8%	194	2.3%
Communication	9	1.1%	20	0.2%
Utility	5	0.6%	10	0.1%
Wholesale Trade	48	5.8%	1,857	21.7%
Retail Trade Summary	182	21.9%	1,420	16.6%
Home Improvement	18	2.2%	86	1.0%
General Merchandise Stores	12	1.4%	385	4.5%
Food Stores	29	3.5%	231	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	33	4.0%	131	1.5%
Apparel & Accessory Stores	7	0.8%	17	0.2%
Furniture & Home Furnishings	7	0.8%	29	0.3%
Eating & Drinking Places	36	4.3%	399	4.7%
Miscellaneous Retail	40	4.8%	142	1.7%
Finance, Insurance, Real Estate Summary	72	8.7%	190	2.2%
Banks, Savings & Lending Institutions	34	4.1%	127	1.5%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	18	2.2%	32	0.4%
Real Estate, Holding, Other Investment Offices	20	2.4%	31	0.4%
Services Summary	335	40.3%	2,362	27.6%
Hotels & Lodging	9	1.1%	43	0.5%
Automotive Services	26	3.1%	55	0.6%
Motion Pictures & Amusements	8	1.0%	25	0.3%
Health Services	25	3.0%	533	6.2%
Legal Services	10	1.2%	36	0.4%
Education Institutions & Libraries	25	3.0%	1,123	13.1%
Other Services	232	27.9%	547	6.4%
Government	61	7.3%	514	6.0%
Other	12	1.4%	108	1.3%
Totals	832	100%	8,560	100%

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

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Business Summary

Copiah County, MS_1
 Copiah County, MS (28029)
 Geography: County

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	16	1.9%	138	1.6%
Mining	1	0.1%	100	1.2%
Utilities	5	0.6%	10	0.1%
Construction	48	5.8%	151	1.8%
Manufacturing	20	2.4%	1,488	17.4%
Wholesale Trade	47	5.6%	1,857	21.7%
Retail Trade	139	16.7%	1,011	11.8%
Motor Vehicle & Parts Dealers	19	2.3%	89	1.0%
Furniture & Home Furnishings Stores	6	0.7%	29	0.3%
Electronics & Appliance Stores	1	0.1%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	17	2.0%	85	1.0%
Food & Beverage Stores	33	4.0%	239	2.8%
Health & Personal Care Stores	12	1.4%	92	1.1%
Gasoline Stations	14	1.7%	42	0.5%
Clothing & Clothing Accessories Stores	7	0.8%	17	0.2%
Sport Goods, Hobby, Book, & Music Stores	4	0.5%	8	0.1%
General Merchandise Stores	12	1.4%	385	4.5%
Miscellaneous Store Retailers	12	1.4%	24	0.3%
Nonstore Retailers	2	0.2%	1	0.0%
Transportation & Warehousing	22	2.6%	182	2.1%
Information	27	3.2%	60	0.7%
Finance & Insurance	57	6.9%	167	2.0%
Central Bank/Credit Intermediation & Related Activities	39	4.7%	135	1.6%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	18	2.2%	32	0.4%
Real Estate, Rental & Leasing	25	3.0%	45	0.5%
Professional, Scientific & Tech Services	34	4.1%	86	1.0%
Legal Services	11	1.3%	36	0.4%
Management of Companies & Enterprises	1	0.1%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	16	1.9%	30	0.4%
Educational Services	18	2.2%	1,095	12.8%
Health Care & Social Assistance	45	5.4%	704	8.2%
Arts, Entertainment & Recreation	8	1.0%	22	0.3%
Accommodation & Food Services	44	5.3%	440	5.1%
Accommodation	9	1.1%	43	0.5%
Food Services & Drinking Places	35	4.2%	397	4.6%
Other Services (except Public Administration)	186	22.4%	352	4.1%
Automotive Repair & Maintenance	22	2.6%	50	0.6%
Public Administration	61	7.3%	514	6.0%
Unclassified Establishments	12	1.4%	108	1.3%
Total	832	100%	8,560	100%

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

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Market Profile

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Geography: County

Copiah County, MS (28029)

Population Summary

2000 Total Population	28,757
2000 Group Quarters	1,246
2010 Total Population	29,673
2015 Total Population	29,921
2010-2015 Annual Rate	0.17%

Household Summary

2000 Households	10,142
2000 Average Household Size	2.71
2010 Households	10,720
2010 Average Household Size	2.65
2015 Households	10,879
2015 Average Household Size	2.63
2010-2015 Annual Rate	0.30%
2000 Families	7,498
2000 Average Family Size	3.20
2010 Families	7,746
2010 Average Family Size	3.16
2015 Families	7,800
2015 Average Family Size	3.15
2010-2015 Annual Rate	0.14%

Housing Unit Summary

2000 Housing Units	11,101
Owner Occupied Housing Units	73.0%
Renter Occupied Housing Units	18.3%
Vacant Housing Units	8.6%
2010 Housing Units	11,907
Owner Occupied Housing Units	70.8%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	10.0%
2015 Housing Units	12,235
Owner Occupied Housing Units	69.9%
Renter Occupied Housing Units	19.0%
Vacant Housing Units	11.1%

Median Household Income

2000	\$26,438
2010	\$30,383
2015	\$33,384

Median Home Value

2000	\$52,277
2010	\$67,312
2015	\$76,261

Per Capita Income

2000	\$12,408
2010	\$14,622
2015	\$14,914

Median Age

2000	34.0
2010	36.3
2015	37.3

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

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

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2000 Households by Income

Household Income Base	10,196
<\$15,000	30.1%
\$15,000 - \$24,999	17.4%
\$25,000 - \$34,999	14.9%
\$35,000 - \$49,999	14.6%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	2.8%
\$150,000 - \$199,999	0.4%
\$200,000+	0.3%

Average Household Income \$34,400

2010 Households by Income

Household Income Base	10,720
<\$15,000	25.7%
\$15,000 - \$24,999	16.3%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	5.9%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	0.6%
\$200,000+	0.4%

Average Household Income \$39,287

2015 Households by Income

Household Income Base	10,879
<\$15,000	24.8%
\$15,000 - \$24,999	15.6%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	20.6%
\$50,000 - \$74,999	17.5%
\$75,000 - \$99,999	5.2%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	0.6%
\$200,000+	0.4%

Average Household Income \$39,691

2000 Owner Occupied Housing Units by Value

Total	8,095
<\$50,000	47.6%
\$50,000 - \$99,999	36.5%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	4.6%
\$200,000 - \$299,999	3.1%
\$300,000 - \$499,999	0.3%
\$500,000 - \$999,999	0.3%
\$1,000,000 +	0.1%

Average Home Value \$68,979

2000 Specified Renter Occupied Housing Units by Contract Rent

Total	1,953
With Cash Rent	80.2%
No Cash Rent	19.8%
Median Rent	\$247
Average Rent	\$250

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.

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Copiah County, MS_1
Copiah County, MS (28029)
Geography: County

Copiah County, MS (28029)

2000 Population by Age

Total	28,757
0 - 4	6.6%
5 - 9	7.2%
10 - 14	7.9%
15 - 24	17.7%
25 - 34	11.6%
35 - 44	15.1%
45 - 54	12.7%
55 - 64	8.4%
65 - 74	6.8%
75 - 84	4.3%
85 +	1.5%
18 +	73.1%

2010 Population by Age

Total	29,673
0 - 4	6.6%
5 - 9	6.8%
10 - 14	6.7%
15 - 24	16.2%
25 - 34	12.1%
35 - 44	11.7%
45 - 54	14.8%
55 - 64	12.1%
65 - 74	6.8%
75 - 84	4.2%
85 +	1.8%
18 +	75.4%

2015 Population by Age

Total	29,921
0 - 4	6.4%
5 - 9	6.7%
10 - 14	6.9%
15 - 24	15.8%
25 - 34	11.5%
35 - 44	12.0%
45 - 54	12.6%
55 - 64	13.8%
65 - 74	8.4%
75 - 84	4.1%
85 +	1.8%
18 +	75.7%

2000 Population by Sex

Males	48.2%
Females	51.8%

2010 Population by Sex

Males	48.6%
Females	51.4%

2015 Population by Sex

Males	48.7%
Females	51.3%

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

Copiah County, MS_1
Copiah County, MS (28029)
Geography: County

Copiah County, MS (28029)

2000 Population by Race/Ethnicity

Total	28,757
White Alone	47.8%
Black Alone	51.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.5%
Two or More Races	0.5%
Hispanic Origin	1.2%
Diversity Index	52.3

2010 Population by Race/Ethnicity

Total	29,673
White Alone	45.4%
Black Alone	52.7%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.8%
Two or More Races	0.8%
Hispanic Origin	2.0%
Diversity Index	53.5

2015 Population by Race/Ethnicity

Total	29,921
White Alone	44.3%
Black Alone	53.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	1.0%
Two or More Races	0.9%
Hispanic Origin	2.4%
Diversity Index	54.0

2000 Population 3+ by School Enrollment

Total	27,782
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	13.6%
Enrolled in Grade 9-12	7.0%
Enrolled in College	5.5%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	69.8%

2010 Population 25+ by Educational Attainment

Total	18,887
Less Than 9th Grade	7.3%
9th to 12th Grade, No Diploma	15.3%
High School Graduate	33.2%
Some College, No Degree	21.0%
Associate Degree	9.8%
Bachelor's Degree	9.5%
Graduate/Professional Degree	3.9%

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.

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Market Profile

Copiah County, MS_1
Copiah County, MS (28029)
Geography: County

Copiah County, MS (28029)

2010 Population 15+ by Marital Status

Total	23,703
Never Married	33.9%
Married	47.0%
Widowed	8.6%
Divorced	10.5%

2000 Population 16+ by Employment Status

Total	22,047
In Labor Force	56.0%
Civilian Employed	49.0%
Civilian Unemployed	6.1%
In Armed Forces	0.9%
Not In Labor Force	44.0%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	86.8%
Civilian Unemployed	13.2%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	88.6%
Civilian Unemployed	11.4%

2000 Females 16+ by Employment Status and Age of Children

Total	11,629
Own Children < 6 Only	6.6%
Employed/in Armed Forces	3.6%
Unemployed	0.8%
Not in Labor Force	2.2%
Own Children <6 and 6-17 Only	5.9%
Employed/in Armed Forces	3.1%
Unemployed	0.6%
Not in Labor Force	2.2%
Own Children 6-17 Only	20.5%
Employed/in Armed Forces	12.8%
Unemployed	1.0%
Not in Labor Force	6.8%
No Own Children < 18	67.0%
Employed/in Armed Forces	24.7%
Unemployed	3.6%
Not in Labor Force	38.7%

2010 Employed Population 16+ by Industry

Total	11,036
Agriculture/Mining	4.1%
Construction	8.1%
Manufacturing	15.5%
Wholesale Trade	4.8%
Retail Trade	10.4%
Transportation/Utilities	5.8%
Information	1.4%
Finance/Insurance/Real Estate	4.2%
Services	40.7%
Public Administration	4.9%

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

Copiah County, MS_1
Copiah County, MS (28029)
Geography: County

Copiah County, MS (28029)

2010 Employed Population 16+ by Occupation

Total	11,036
White Collar	47.2%
Management/Business/Financial	8.7%
Professional	14.8%
Sales	9.4%
Administrative Support	14.4%
Services	15.3%
Blue Collar	37.5%
Farming/Forestry/Fishing	2.3%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	5.8%
Production	11.8%
Transportation/Material Moving	9.5%

2000 Workers 16+ by Means of Transportation to Work

Total	10,718
Drove Alone - Car, Truck, or Van	75.9%
Carpooled - Car, Truck, or Van	19.0%
Public Transportation	0.6%
Walked	2.0%
Other Means	1.5%
Worked at Home	1.1%

2000 Workers 16+ by Travel Time to Work

Total	10,718
Did not Work at Home	98.9%
Less than 5 minutes	5.7%
5 to 9 minutes	11.9%
10 to 19 minutes	27.1%
20 to 24 minutes	8.4%
25 to 34 minutes	13.8%
35 to 44 minutes	8.7%
45 to 59 minutes	14.2%
60 to 89 minutes	5.8%
90 or more minutes	3.3%
Worked at Home	1.1%
Average Travel Time to Work (in min)	29.3

2000 Households by Vehicles Available

Total	10,142
None	11.1%
1	35.3%
2	33.9%
3	14.9%
4	3.3%
5+	1.5%
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.



Market Profile

Copiah County, MS_1
Copiah County, MS (28029)
Geography: County

Copiah County, MS (28029)

2000 Households by Type

Total	10,142
Family Households	73.9%
Married-couple Family	48.7%
With Related Children	23.6%
Other Family (No Spouse)	25.2%
With Related Children	16.7%
Nonfamily Households	26.1%
Householder Living Alone	23.6%
Householder Not Living Alone	2.5%
Households with Related Children	40.3%
Households with Persons 65+	26.8%

2000 Households by Size

Total	10,142
1 Person Household	23.6%
2 Person Household	30.3%
3 Person Household	18.8%
4 Person Household	14.9%
5 Person Household	7.4%
6 Person Household	3.0%
7 + Person Household	2.1%

2000 Households by Year Householder Moved In

Total	10,142
Moved in 1999 to March 2000	13.8%
Moved in 1995 to 1998	24.1%
Moved in 1990 to 1994	16.3%
Moved in 1980 to 1989	18.4%
Moved in 1970 to 1979	10.8%
Moved in 1969 or Earlier	16.6%
Median Year Householder Moved In	1991

2000 Housing Units by Units in Structure

Total	11,101
1, Detached	70.1%
1, Attached	0.5%
2	1.0%
3 or 4	3.4%
5 to 9	1.4%
10 to 19	0.4%
20 +	0.7%
Mobile Home	22.4%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	11,101
1999 to March 2000	3.4%
1995 to 1998	6.9%
1990 to 1994	8.1%
1980 to 1989	18.4%
1970 to 1979	21.3%
1969 or Earlier	41.8%
Median Year Structure Built	1974

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

Copiah County, MS_1
 Copiah County, MS (28029)
 Geography: County

Copiah County, MS (28029)

Top 3 Tapestry Segments

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

2010 Consumer Spending

Apparel & Services: Total \$	\$9,796,807
Average Spent	\$913.88
Spending Potential Index	38
Computers & Accessories: Total \$	\$1,237,031
Average Spent	\$115.40
Spending Potential Index	52
Education: Total \$	\$5,913,643
Average Spent	\$551.65
Spending Potential Index	45
Entertainment/Recreation: Total \$	\$20,795,075
Average Spent	\$1,939.84
Spending Potential Index	60
Food at Home: Total \$	\$29,761,927
Average Spent	\$2,776.30
Spending Potential Index	62
Food Away from Home: Total \$	\$19,852,957
Average Spent	\$1,851.96
Spending Potential Index	58
Health Care: Total \$	\$27,574,964
Average Spent	\$2,572.29
Spending Potential Index	69
HH Furnishings & Equipment: Total \$	\$10,888,105
Average Spent	\$1,015.68
Spending Potential Index	49
Investments: Total \$	\$10,095,397
Average Spent	\$941.74
Spending Potential Index	54
Retail Goods: Total \$	\$159,350,884
Average Spent	\$14,864.82
Spending Potential Index	60
Shelter: Total \$	\$80,092,710
Average Spent	\$7,471.34
Spending Potential Index	47
TV/Video/Audio: Total \$	\$8,049,381
Average Spent	\$750.88
Spending Potential Index	60
Travel: Total \$	\$9,764,306
Average Spent	\$910.85
Spending Potential Index	48
Vehicle Maintenance & Repairs: Total \$	\$6,065,807
Average Spent	\$565.84
Spending Potential Index	60

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

Copiah County, MS_1
 Copiah County, MS (28029)
 Geography: County

Summary Demographics

2010 Population	29,673
2010 Households	10,720
2010 Median Disposable Income	\$25,751
2010 Per Capita Income	\$14,622

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	\$174,435,181	\$138,329,134	\$36,106,047	11.5	176
Total Retail Trade	44-45	\$151,930,781	\$117,819,717	\$34,111,064	12.6	138
Total Food & Drink	722	\$22,504,400	\$20,509,417	\$1,994,983	4.6	38

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$37,443,794	\$21,807,911	\$15,635,883	26.4	21
Automobile Dealers	4411	\$30,078,411	\$8,198,917	\$21,879,494	57.2	8
Other Motor Vehicle Dealers	4412	\$3,391,453	\$0	\$3,391,453	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,973,930	\$13,608,994	-\$9,635,064	-54.8	13
Furniture & Home Furnishings Stores	442	\$3,430,780	\$1,715,974	\$1,714,806	33.3	5
Furniture Stores	4421	\$3,005,212	\$1,478,167	\$1,527,045	34.1	4
Home Furnishings Stores	4422	\$425,568	\$237,807	\$187,761	28.3	1
Electronics & Appliance Stores	4431	\$820,897	\$248,127	\$572,770	53.6	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,811,949	\$2,636,408	\$3,175,541	37.6	16
Bldg Material & Supplies Dealers	4441	\$4,839,485	\$1,879,552	\$2,959,933	44.1	11
Lawn & Garden Equip & Supply Stores	4442	\$972,464	\$756,856	\$215,608	12.5	5
Food & Beverage Stores	445	\$25,873,297	\$15,969,624	\$9,903,673	23.7	27
Grocery Stores	4451	\$23,530,856	\$14,722,705	\$8,808,151	23.0	18
Specialty Food Stores	4452	\$1,601,497	\$732,758	\$868,739	37.2	3
Beer, Wine & Liquor Stores	4453	\$740,944	\$514,161	\$226,783	18.1	6
Health & Personal Care Stores	446,4461	\$7,599,905	\$8,017,825	-\$417,920	-2.7	12
Gasoline Stations	447,4471	\$30,241,729	\$24,925,624	\$5,316,105	9.6	20
Clothing & Clothing Accessories Stores	448	\$1,016,886	\$538,148	\$478,738	30.8	7
Clothing Stores	4481	\$992,825	\$538,148	\$454,677	29.7	7
Shoe Stores	4482	\$18,512	\$0	\$18,512	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$5,549	\$0	\$5,549	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$339,054	\$215,231	\$123,823	22.3	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$248,710	\$138,865	\$109,845	28.3	4
Book, Periodical & Music Stores	4512	\$90,344	\$76,366	\$13,978	8.4	1
General Merchandise Stores	452	\$26,506,398	\$38,867,344	-\$12,360,946	-18.9	10
Department Stores Excluding Leased Depts.	4521	\$17,022,348	\$28,771,314	-\$11,748,966	-25.7	5
Other General Merchandise Stores	4529	\$9,484,050	\$10,096,030	-\$611,980	-3.1	5
Miscellaneous Store Retailers	453	\$496,850	\$625,277	-\$128,427	-11.4	12
Florists	4531	\$126,555	\$116,019	\$10,536	4.3	4
Office Supplies, Stationery & Gift Stores	4532	\$183,488	\$370,595	-\$187,107	-33.8	4
Used Merchandise Stores	4533	\$43,547	\$39,919	\$3,628	4.3	2
Other Miscellaneous Store Retailers	4539	\$143,260	\$98,744	\$44,516	18.4	2
Nonstore Retailers	454	\$12,349,242	\$2,252,224	\$10,097,018	69.2	2
Electronic Shopping & Mail-Order Houses	4541	\$10,654,580	\$1,957,677	\$8,696,903	69.0	1
Vending Machine Operators	4542	\$446,807	\$0	\$446,807	100.0	0
Direct Selling Establishments	4543	\$1,247,855	\$294,547	\$953,308	61.8	1
Food Services & Drinking Places	722	\$22,504,400	\$20,509,417	\$1,994,983	4.6	38
Full-Service Restaurants	7221	\$6,432,685	\$6,145,612	\$287,073	2.3	22
Limited-Service Eating Places	7222	\$13,996,689	\$14,113,591	-\$116,902	-0.4	15
Special Food Services	7223	\$1,661,481	\$0	\$1,661,481	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$413,545	\$250,214	\$163,331	24.6	1

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>.

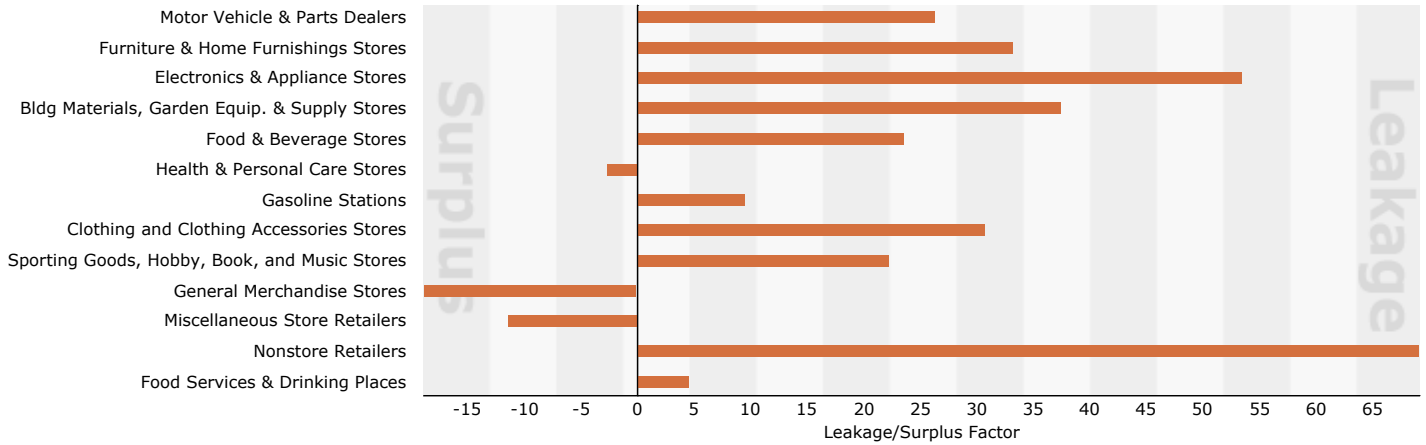
Source: Esri and Infogroup

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Copiah County, MS_1
 Copiah County, MS (28029)
 Geography: County

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group

