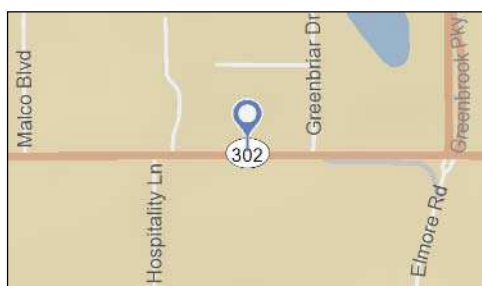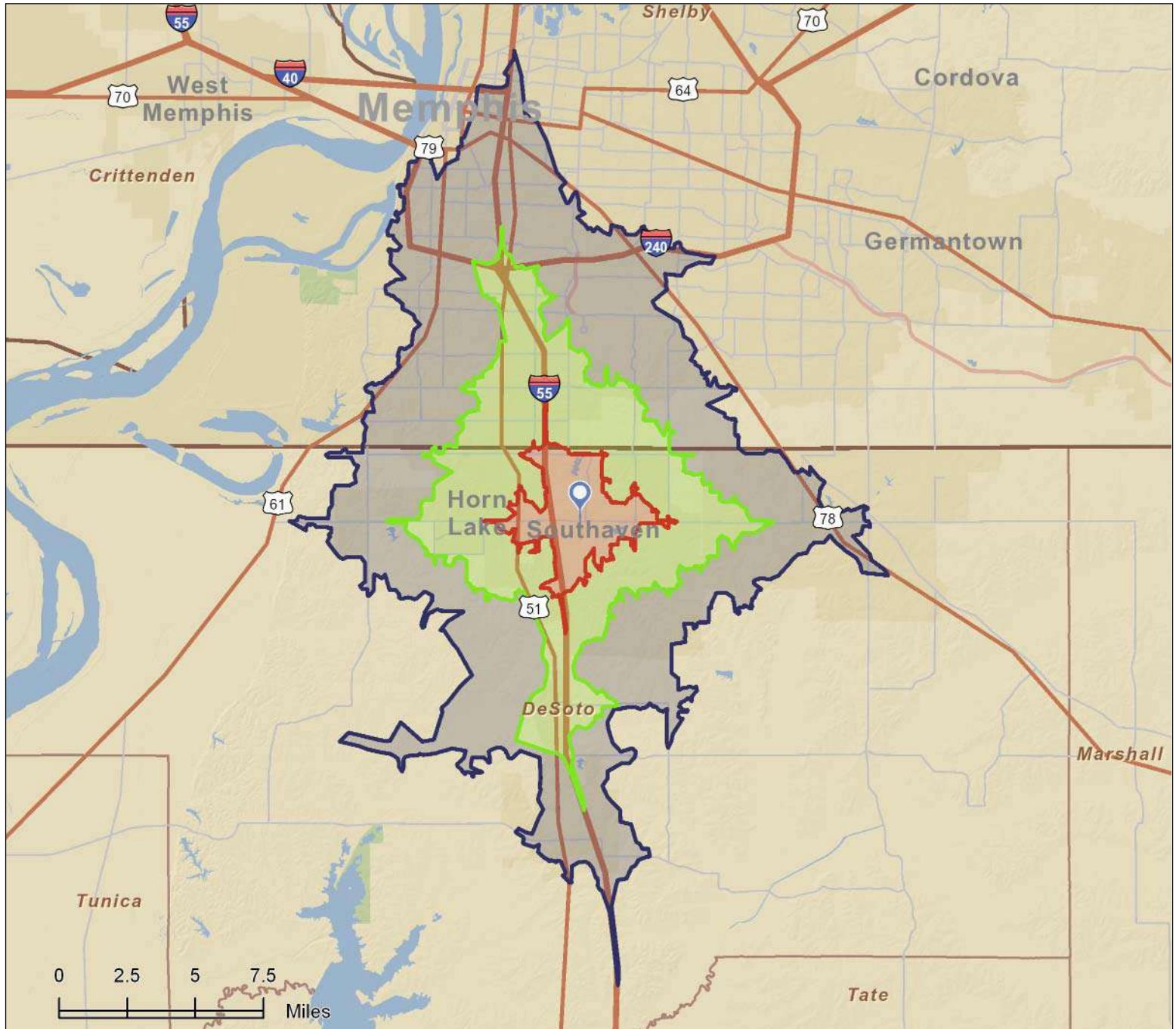# Site Map

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5, 10, 15 Minutes

Prepared by Mark Robbins
Latitude: 34.962791
Longitude: -89.983611

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 5 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	2000	2010	2000-2010 Annual Rate
Population	13,693	18,597	3.11%
Households	5,304	6,963	2.76%
Housing Units	5,451	7,384	3.08%

Population by Race	Number	Percent
Total	18,598	100.0%
Population Reporting One Race	18,266	98.2%
White	11,862	63.8%
Black	5,275	28.4%
American Indian	54	0.3%
Asian	284	1.5%
Pacific Islander	7	0.0%
Some Other Race	784	4.2%
Population Reporting Two or More Races	332	1.8%
Total Hispanic Population	1,159	6.2%

Population by Sex		
Male	8,809	47.4%
Female	9,788	52.6%

Population by Age		
Total	18,595	100.0%
Age 0 - 4	1,572	8.5%
Age 5 - 9	1,493	8.0%
Age 10 - 14	1,538	8.3%
Age 15 - 19	1,286	6.9%
Age 20 - 24	1,271	6.8%
Age 25 - 29	1,556	8.4%
Age 30 - 34	1,559	8.4%
Age 35 - 39	1,490	8.0%
Age 40 - 44	1,203	6.5%
Age 45 - 49	1,178	6.3%
Age 50 - 54	1,071	5.8%
Age 55 - 59	940	5.1%
Age 60 - 64	827	4.4%
Age 65 - 69	568	3.1%
Age 70 - 74	369	2.0%
Age 75 - 79	262	1.4%
Age 80 - 84	239	1.3%
Age 85+	173	0.9%
Age 18+	13,190	70.9%
Age 65+	1,611	8.7%

Median Age by Sex and Race/Hispanic Origin	
Total Population	31.9
Male	30.4
Female	33.1
White Alone	36.3
Black Alone	26.7
American Indian Alone	38.0
Asian Alone	35.8
Pacific Islander Alone	22.5
Some Other Race Alone	25.1
Two or More Races	13.8
Hispanic Population	24.8

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.

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,　　　　　　　　　　Prepared by Mark Robbins
Drive Time: 5 minutes　　　　　　　　　　　　　　　　　　Latitude: 34.962790569
　　　　　　　　　　　　　　　　　　　　　　　　　　　　　Longitude: -89.98361141

Households by Type

Total	6,963	100.0%
Households with 1 Person	1,607	23.1%
Households with 2+ People	5,356	76.9%
Family Households	4,975	71.4%
Husband-wife Families	3,151	45.3%
With Own Children	1,504	21.6%
Other Family (No Spouse Present)	1,824	26.2%
With Own Children	1,149	16.5%
Nonfamily Households	381	5.5%
All Households with Children	2,969	42.6%
Multigenerational Households	340	4.9%
Unmarried Partner Households	468	6.7%
Male-female	428	6.1%
Same-sex	40	0.6%
Average Household Size	2.65	

Family Households by Size

Total	4,974	100.0%
2 People	1,837	36.9%
3 People	1,319	26.5%
4 People	1,003	20.2%
5 People	486	9.8%
6 People	210	4.2%
7+ People	119	2.4%
Average Family Size	3.11	

Nonfamily Households by Size

Total	1,988	100.0%
1 Person	1,607	80.8%
2 People	298	15.0%
3 People	51	2.6%
4 People	26	1.3%
5 People	5	0.3%
6 People	1	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.25	

Population by Relationship and Household Type

Total	18,597	100.0%
In Households	18,484	99.4%
In Family Households	16,006	86.1%
Householder	4,904	26.4%
Spouse	3,085	16.6%
Child	6,685	35.9%
Other relative	778	4.2%
Nonrelative	552	3.0%
In Nonfamily Households	2,478	13.3%
In Group Quarters	113	0.6%
Institutionalized Population	113	0.6%
Noninstitutionalized Population	0	0.0%

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.

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 5 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Family Households by Age of Householder

Total	4,975	100.0%
Householder Age 15 - 44	2,709	54.5%
Householder Age 45 - 54	953	19.2%
Householder Age 55 - 64	721	14.5%
Householder Age 65 - 74	396	8.0%
Householder Age 75+	196	3.9%

Nonfamily Households by Age of Householder

Total	1,988	100.0%
Householder Age 15 - 44	859	43.2%
Householder Age 45 - 54	372	18.7%
Householder Age 55 - 64	333	16.8%
Householder Age 65 - 74	217	10.9%
Householder Age 75+	207	10.4%

Households by Race of Householder

Total	6,963	100.0%
Householder is White Alone	4,728	67.9%
Householder is Black Alone	1,880	27.0%
Householder is American Indian Alone	17	0.2%
Householder is Asian Alone	84	1.2%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	189	2.7%
Householder is Two or More Races	62	0.9%
Households with Hispanic Householder	282	4.1%

Husband-wife Families by Race of Householder

Total	3,152	100.0%
Householder is White Alone	2,371	75.2%
Householder is Black Alone	590	18.7%
Householder is American Indian Alone	10	0.3%
Householder is Asian Alone	51	1.6%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	99	3.1%
Householder is Two or More Races	29	0.9%
Husband-wife Families with Hispanic Householder	155	4.9%

Other Families (No Spouse) by Race of Householder

Total	1,824	100.0%
Householder is White Alone	941	51.6%
Householder is Black Alone	784	43.0%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	15	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	61	3.3%
Householder is Two or More Races	20	1.1%
Other Families with Hispanic Householder	75	4.1%

Nonfamily Households by Race of Householder

Total	1,987	100.0%
Householder is White Alone	1,417	71.3%
Householder is Black Alone	506	25.5%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	18	0.9%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	29	1.5%
Householder is Two or More Races	12	0.6%
Nonfamily Households with Hispanic Householder	52	2.6%

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

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 5 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Total Housing Units by Occupancy

Total	7,381	100.0%
Occupied Housing Units	6,963	94.3%
Vacant Housing Units		
For Rent	205	2.8%
Rented, not Occupied	8	0.1%
For Sale Only	103	1.4%
Sold, not Occupied	10	0.1%
For Seasonal/Recreational/Occasional Use	26	0.4%
For Migrant Workers	3	0.0%
Other Vacant	63	0.9%
Total Vacancy Rate	5.7%	

Households by Tenure and Mortgage Status

Total	6,964	100.0%
Owner Occupied	4,281	61.5%
Owned with a Mortgage/Loan	3,593	51.6%
Owned Free and Clear	687	9.9%
Average Household Size	2.61	
Renter Occupied	2,683	38.5%
Average Household Size	2.73	

Owner-occupied Housing Units by Race of Householder

Total	4,281	100.0%
Householder is White Alone	3,457	80.8%
Householder is Black Alone	665	15.5%
Householder is American Indian Alone	10	0.2%
Householder is Asian Alone	60	1.4%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	56	1.3%
Householder is Two or More Races	31	0.7%
Owner-occupied Housing Units with Hispanic Householder	101	2.4%

Renter-occupied Housing Units by Race of Householder

Total	2,682	100.0%
Householder is White Alone	1,271	47.4%
Householder is Black Alone	1,215	45.3%
Householder is American Indian Alone	7	0.3%
Householder is Asian Alone	24	0.9%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	133	5.0%
Householder is Two or More Races	31	1.2%
Renter-occupied Housing Units with Hispanic Householder	181	6.7%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.52
Householder is Black Alone	2.80
Householder is American Indian Alone	2.94
Householder is Asian Alone	3.15
Householder is Pacific Islander Alone	2.33
Householder is Some Other Race Alone	4.17
Householder is Two or More Races	3.11
Householder is Hispanic	3.90

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,　　　　　　　　Prepared by Mark Robbins
Drive Time: 10 minutes　　　　　　　　　　　　　　　　　Latitude: 34.962790569
　　　　　　　　　　　　　　　　　　　　　　　　　　　Longitude: -89.98361141

	2000	2010	2000-2010 Annual Rate
Population	98,754	112,661	1.33%
Households	35,437	40,648	1.38%
Housing Units	37,224	45,769	2.09%

Population by Race	**Number**	**Percent**
Total	112,660	100.0%
Population Reporting One Race	111,071	98.6%
White	51,503	45.7%
Black	55,000	48.8%
American Indian	304	0.3%
Asian	1,139	1.0%
Pacific Islander	41	0.0%
Some Other Race	3,084	2.7%
Population Reporting Two or More Races	1,589	1.4%
Total Hispanic Population	5,168	4.6%

Population by Sex		
Male	53,209	47.2%
Female	59,452	52.8%

Population by Age		
Total	112,659	100.0%
Age 0 - 4	9,086	8.1%
Age 5 - 9	8,787	7.8%
Age 10 - 14	9,269	8.2%
Age 15 - 19	8,824	7.8%
Age 20 - 24	7,794	6.9%
Age 25 - 29	8,189	7.3%
Age 30 - 34	8,098	7.2%
Age 35 - 39	8,146	7.2%
Age 40 - 44	7,311	6.5%
Age 45 - 49	7,684	6.8%
Age 50 - 54	7,336	6.5%
Age 55 - 59	6,574	5.8%
Age 60 - 64	5,308	4.7%
Age 65 - 69	3,593	3.2%
Age 70 - 74	2,537	2.3%
Age 75 - 79	1,761	1.6%
Age 80 - 84	1,306	1.2%
Age 85+	1,058	0.9%
Age 18+	80,057	71.1%
Age 65+	10,255	9.1%

Median Age by Sex and Race/Hispanic Origin	
Total Population	32.7
Male	31.1
Female	34.1
White Alone	37.6
Black Alone	29.5
American Indian Alone	32.8
Asian Alone	34.9
Pacific Islander Alone	37.9
Some Other Race Alone	25.0
Two or More Races	15.3
Hispanic Population	24.7

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.

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 10 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Households by Type

Total	40,648	100.0%
Households with 1 Person	9,252	22.8%
Households with 2+ People	31,396	77.2%
Family Households	29,447	72.4%
Husband-wife Families	17,405	42.8%
With Own Children	7,721	19.0%
Other Family (No Spouse Present)	12,042	29.6%
With Own Children	6,948	17.1%
Nonfamily Households	1,949	4.8%
All Households with Children	17,050	41.9%
Multigenerational Households	2,664	6.6%
Unmarried Partner Households	2,726	6.7%
Male-female	2,504	6.2%
Same-sex	222	0.5%
Average Household Size	2.76	

Family Households by Size

Total	29,448	100.0%
2 People	10,465	35.5%
3 People	7,679	26.1%
4 People	6,111	20.8%
5 People	3,009	10.2%
6 People	1,297	4.4%
7+ People	887	3.0%
Average Family Size	3.22	

Nonfamily Households by Size

Total	11,200	100.0%
1 Person	9,252	82.6%
2 People	1,546	13.8%
3 People	244	2.2%
4 People	108	1.0%
5 People	37	0.3%
6 People	9	0.1%
7+ People	4	0.0%
Average Nonfamily Size	1.23	

Population by Relationship and Household Type

Total	112,661	100.0%
In Households	112,001	99.4%
In Family Households	98,204	87.2%
Householder	29,473	26.2%
Spouse	17,396	15.4%
Child	42,342	37.6%
Other relative	5,678	5.0%
Nonrelative	3,317	2.9%
In Nonfamily Households	13,797	12.2%
In Group Quarters	660	0.6%
Institutionalized Population	549	0.5%
Noninstitutionalized Population	111	0.1%

Data Note: Households with children include any households with people under age 18, related or not. **Multigenerational households** are families with 3 or more parent-child relationships. **Unmarried partner households** are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography. **Average family size** excludes nonrelatives.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 10 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Family Households by Age of Householder

Total	29,447	100.0%
Householder Age 15 - 44	14,228	48.3%
Householder Age 45 - 54	6,407	21.8%
Householder Age 55 - 64	4,930	16.7%
Householder Age 65 - 74	2,580	8.8%
Householder Age 75+	1,302	4.4%

Nonfamily Households by Age of Householder

Total	11,202	100.0%
Householder Age 15 - 44	4,198	37.5%
Householder Age 45 - 54	2,210	19.7%
Householder Age 55 - 64	2,211	19.7%
Householder Age 65 - 74	1,365	12.2%
Householder Age 75+	1,218	10.9%

Households by Race of Householder

Total	40,648	100.0%
Householder is White Alone	19,839	48.8%
Householder is Black Alone	19,303	47.5%
Householder is American Indian Alone	101	0.2%
Householder is Asian Alone	315	0.8%
Householder is Pacific Islander Alone	18	0.0%
Householder is Some Other Race Alone	721	1.8%
Householder is Two or More Races	351	0.9%
Households with Hispanic Householder	1,233	3.0%

Husband-wife Families by Race of Householder

Total	17,406	100.0%
Householder is White Alone	10,585	60.8%
Householder is Black Alone	6,020	34.6%
Householder is American Indian Alone	40	0.2%
Householder is Asian Alone	199	1.1%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	415	2.4%
Householder is Two or More Races	142	0.8%
Husband-wife Families with Hispanic Householder	698	4.0%

Other Families (No Spouse) by Race of Householder

Total	12,041	100.0%
Householder is White Alone	3,674	30.5%
Householder is Black Alone	7,988	66.3%
Householder is American Indian Alone	29	0.2%
Householder is Asian Alone	54	0.4%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	190	1.6%
Householder is Two or More Races	104	0.9%
Other Families with Hispanic Householder	321	2.7%

Nonfamily Households by Race of Householder

Total	11,202	100.0%
Householder is White Alone	5,580	49.8%
Householder is Black Alone	5,296	47.3%
Householder is American Indian Alone	32	0.3%
Householder is Asian Alone	62	0.6%
Householder is Pacific Islander Alone	11	0.1%
Householder is Some Other Race Alone	116	1.0%
Householder is Two or More Races	105	0.9%
Nonfamily Households with Hispanic Householder	215	1.9%

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

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 10 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Total Housing Units by Occupancy

Total	45,839	100.0%
Occupied Housing Units	40,648	88.7%
Vacant Housing Units		
For Rent	3,129	6.8%
Rented, not Occupied	96	0.2%
For Sale Only	668	1.5%
Sold, not Occupied	66	0.1%
For Seasonal/Recreational/Occasional Use	127	0.3%
For Migrant Workers	8	0.0%
Other Vacant	1,097	2.4%
Total Vacancy Rate	11.2%	

Households by Tenure and Mortgage Status

Total	40,648	100.0%
Owner Occupied	25,746	63.3%
Owned with a Mortgage/Loan	21,024	51.7%
Owned Free and Clear	4,722	11.6%
Average Household Size	2.73	
Renter Occupied	14,902	36.7%
Average Household Size	2.79	

Owner-occupied Housing Units by Race of Householder

Total	25,746	100.0%
Householder is White Alone	15,301	59.4%
Householder is Black Alone	9,631	37.4%
Householder is American Indian Alone	54	0.2%
Householder is Asian Alone	246	1.0%
Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	309	1.2%
Householder is Two or More Races	195	0.8%
Owner-occupied Housing Units with Hispanic Householder	604	2.3%

Renter-occupied Housing Units by Race of Householder

Total	14,903	100.0%
Householder is White Alone	4,539	30.5%
Householder is Black Alone	9,673	64.9%
Householder is American Indian Alone	47	0.3%
Householder is Asian Alone	69	0.5%
Householder is Pacific Islander Alone	8	0.1%
Householder is Some Other Race Alone	412	2.8%
Householder is Two or More Races	155	1.0%
Renter-occupied Housing Units with Hispanic Householder	629	4.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.61
Householder is Black Alone	2.83
Householder is American Indian Alone	2.88
Householder is Asian Alone	3.40
Householder is Pacific Islander Alone	2.17
Householder is Some Other Race Alone	4.22
Householder is Two or More Races	2.97
Householder is Hispanic	3.98

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

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	2000	2010	2000-2010 Annual Rate
Population	252,759	267,398	0.57%
Households	91,670	98,703	0.74%
Housing Units	98,641	113,130	1.38%

Population by Race	Number	Percent
Total	267,398	100.0%
Population Reporting One Race	264,041	98.7%
White	100,032	37.4%
Black	154,660	57.8%
American Indian	617	0.2%
Asian	2,228	0.8%
Pacific Islander	109	0.0%
Some Other Race	6,395	2.4%
Population Reporting Two or More Races	3,357	1.3%
Total Hispanic Population	10,844	4.1%

Population by Sex		
Male	126,647	47.4%
Female	140,751	52.6%

Population by Age		
Total	267,399	100.0%
Age 0 - 4	20,143	7.5%
Age 5 - 9	19,948	7.5%
Age 10 - 14	20,978	7.8%
Age 15 - 19	20,983	7.8%
Age 20 - 24	17,568	6.6%
Age 25 - 29	17,889	6.7%
Age 30 - 34	17,766	6.6%
Age 35 - 39	18,257	6.8%
Age 40 - 44	17,467	6.5%
Age 45 - 49	18,653	7.0%
Age 50 - 54	18,608	7.0%
Age 55 - 59	16,490	6.2%
Age 60 - 64	13,643	5.1%
Age 65 - 69	9,727	3.6%
Age 70 - 74	7,095	2.7%
Age 75 - 79	5,402	2.0%
Age 80 - 84	3,725	1.4%
Age 85+	3,055	1.1%
Age 18+	193,312	72.3%
Age 65+	29,004	10.8%

Median Age by Sex and Race/Hispanic Origin	
Total Population	34.6
Male	32.9
Female	36.0
White Alone	38.0
Black Alone	33.2
American Indian Alone	34.2
Asian Alone	34.8
Pacific Islander Alone	32.1
Some Other Race Alone	24.3
Two or More Races	17.5
Hispanic Population	24.4

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.

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Households by Type

Total	98,703	100.0%
Households with 1 Person	25,442	25.8%
Households with 2+ People	73,261	74.2%
Family Households	68,616	69.5%
Husband-wife Families	37,544	38.0%
With Own Children	15,941	16.2%
Other Family (No Spouse Present)	31,072	31.5%
With Own Children	15,553	15.8%
Nonfamily Households	4,645	4.7%
All Households with Children	38,152	38.7%
Multigenerational Households	7,277	7.4%
Unmarried Partner Households	6,176	6.3%
Male-female	5,606	5.7%
Same-sex	570	0.6%
Average Household Size	2.69	

Family Households by Size

Total	68,616	100.0%
2 People	24,691	36.0%
3 People	17,817	26.0%
4 People	13,704	20.0%
5 People	6,997	10.2%
6 People	3,055	4.5%
7+ People	2,352	3.4%
Average Family Size	3.23	

Nonfamily Households by Size

Total	30,086	100.0%
1 Person	25,442	84.6%
2 People	3,751	12.5%
3 People	518	1.7%
4 People	221	0.7%
5 People	99	0.3%
6 People	29	0.1%
7+ People	26	0.1%
Average Nonfamily Size	1.20	

Population by Relationship and Household Type

Total	267,398	100.0%
In Households	265,338	99.2%
In Family Households	229,158	85.7%
Householder	68,493	25.6%
Spouse	37,467	14.0%
Child	100,771	37.7%
Other relative	15,123	5.7%
Nonrelative	7,305	2.7%
In Nonfamily Households	36,180	13.5%
In Group Quarters	2,060	0.8%
Institutionalized Population	949	0.4%
Noninstitutionalized Population	1,111	0.4%

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.

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Family Households by Age of Householder

Total	68,616	100.0%
Householder Age 15 - 44	30,190	44.0%
Householder Age 45 - 54	14,864	21.7%
Householder Age 55 - 64	12,042	17.6%
Householder Age 65 - 74	7,109	10.4%
Householder Age 75+	4,411	6.4%

Nonfamily Households by Age of Householder

Total	30,087	100.0%
Householder Age 15 - 44	9,370	31.1%
Householder Age 45 - 54	6,089	20.2%
Householder Age 55 - 64	6,375	21.2%
Householder Age 65 - 74	4,264	14.2%
Householder Age 75+	3,989	13.3%

Households by Race of Householder

Total	98,704	100.0%
Householder is White Alone	38,777	39.3%
Householder is Black Alone	56,619	57.4%
Householder is American Indian Alone	224	0.2%
Householder is Asian Alone	678	0.7%
Householder is Pacific Islander Alone	45	0.0%
Householder is Some Other Race Alone	1,551	1.6%
Householder is Two or More Races	810	0.8%
Households with Hispanic Householder	2,698	2.7%

Husband-wife Families by Race of Householder

Total	37,543	100.0%
Householder is White Alone	21,208	56.5%
Householder is Black Alone	14,726	39.2%
Householder is American Indian Alone	73	0.2%
Householder is Asian Alone	387	1.0%
Householder is Pacific Islander Alone	19	0.1%
Householder is Some Other Race Alone	849	2.3%
Householder is Two or More Races	281	0.7%
Husband-wife Families with Hispanic Householder	1,442	3.8%

Other Families (No Spouse) by Race of Householder

Total	31,072	100.0%
Householder is White Alone	6,470	20.8%
Householder is Black Alone	23,766	76.5%
Householder is American Indian Alone	67	0.2%
Householder is Asian Alone	107	0.3%
Householder is Pacific Islander Alone	8	0.0%
Householder is Some Other Race Alone	407	1.3%
Householder is Two or More Races	247	0.8%
Other Families with Hispanic Householder	720	2.3%

Nonfamily Households by Race of Householder

Total	30,088	100.0%
Householder is White Alone	11,099	36.9%
Householder is Black Alone	18,127	60.2%
Householder is American Indian Alone	84	0.3%
Householder is Asian Alone	183	0.6%
Householder is Pacific Islander Alone	18	0.1%
Householder is Some Other Race Alone	295	1.0%
Householder is Two or More Races	282	0.9%
Nonfamily Households with Hispanic Householder	536	1.8%

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

April 17, 2014

2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Drive Time: 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Total Housing Units by Occupancy

Total	113,154	100.0%
Occupied Housing Units	98,703	87.2%
Vacant Housing Units		
For Rent	7,507	6.6%
Rented, not Occupied	233	0.2%
For Sale Only	1,530	1.4%
Sold, not Occupied	260	0.2%
For Seasonal/Recreational/Occasional Use	249	0.2%
For Migrant Workers	14	0.0%
Other Vacant	4,658	4.1%
Total Vacancy Rate	12.8%	

Households by Tenure and Mortgage Status

Total	98,703	100.0%
Owner Occupied	61,660	62.5%
Owned with a Mortgage/Loan	47,055	47.7%
Owned Free and Clear	14,605	14.8%
Average Household Size	2.69	
Renter Occupied	37,043	37.5%
Average Household Size	2.69	

Owner-occupied Housing Units by Race of Householder

Total	61,661	100.0%
Householder is White Alone	30,124	48.9%
Householder is Black Alone	29,855	48.4%
Householder is American Indian Alone	119	0.2%
Householder is Asian Alone	450	0.7%
Householder is Pacific Islander Alone	22	0.0%
Householder is Some Other Race Alone	653	1.1%
Householder is Two or More Races	438	0.7%
Owner-occupied Housing Units with Hispanic Householder	1,278	2.1%

Renter-occupied Housing Units by Race of Householder

Total	37,043	100.0%
Householder is White Alone	8,653	23.4%
Householder is Black Alone	26,764	72.3%
Householder is American Indian Alone	105	0.3%
Householder is Asian Alone	228	0.6%
Householder is Pacific Islander Alone	23	0.1%
Householder is Some Other Race Alone	898	2.4%
Householder is Two or More Races	372	1.0%
Renter-occupied Housing Units with Hispanic Householder	1,420	3.8%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.59
Householder is Black Alone	2.71
Householder is American Indian Alone	2.65
Householder is Asian Alone	3.01
Householder is Pacific Islander Alone	2.62
Householder is Some Other Race Alone	4.00
Householder is Two or More Races	2.88
Householder is Hispanic	3.81

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

Executive Summary

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5, 10, 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Population			
2000 Population	13,693	98,754	252,759
2010 Population	18,597	112,661	267,398
2013 Population	18,745	114,957	271,588
2018 Population	19,366	120,011	282,403
2000-2010 Annual Rate	3.11%	1.33%	0.56%
2010-2013 Annual Rate	0.24%	0.62%	0.48%
2013-2018 Annual Rate	0.65%	0.86%	0.78%
2013 Male Population	47.6%	47.3%	47.4%
2013 Female Population	52.4%	52.7%	52.6%
2013 Median Age	32.4	33.3	35.1

In the identified area, the current year population is 271,588. In 2010, the Census count in the area was 267,398. The rate of change since 2010 was 0.48% annually. The five-year projection for the population in the area is 282,403 representing a change of 0.78% annually from 2013 to 2018. Currently, the population is 47.4% male and 52.6% female.

Median Age

The median age in this area is 35.1, compared to U.S. median age of 37.3.

Race and Ethnicity			
2013 White Alone	61.2%	44.3%	36.8%
2013 Black Alone	30.1%	49.6%	57.8%
2013 American Indian/Alaska Native Alone	0.3%	0.3%	0.2%
2013 Asian Alone	1.6%	1.1%	0.9%
2013 Pacific Islander Alone	0.0%	0.0%	0.0%
2013 Other Race	4.9%	3.2%	2.8%
2013 Two or More Races	1.8%	1.5%	1.4%
2013 Hispanic Origin (Any Race)	7.4%	5.4%	4.8%

Persons of Hispanic origin represent 4.8% of the population in the identified area compared to 17.4% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 57.3 in the identified area, compared to 62.1 for the U.S. as a whole.

Households			
2000 Households	5,304	35,437	91,670
2010 Households	6,963	40,648	98,703
2013 Total Households	7,000	41,480	100,252
2018 Total Households	7,212	43,270	104,140
2000-2010 Annual Rate	2.76%	1.38%	0.74%
2010-2013 Annual Rate	0.16%	0.63%	0.48%
2013-2018 Annual Rate	0.60%	0.85%	0.76%
2013 Average Household Size	2.66	2.76	2.69

The household count in this area has changed from 98,703 in 2010 to 100,252 in the current year, a change of 0.48% annually. The five-year projection of households is 104,140, a change of 0.76% annually from the current year total. Average household size is currently 2.69, compared to 2.69 in the year 2010. The number of families in the current year is 69,347 in the specified area.

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

April 17, 2014

Executive Summary

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5, 10, 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Median Household Income			
2013 Median Household Income	$49,660	$45,469	$39,146
2018 Median Household Income	$55,352	$53,084	$48,546
2013-2018 Annual Rate	2.19%	3.15%	4.40%
Average Household Income			
2013 Average Household Income	$57,712	$55,733	$52,634
2018 Average Household Income	$64,963	$63,115	$60,130
2013-2018 Annual Rate	2.40%	2.52%	2.70%
Per Capita Income			
2013 Per Capita Income	$21,178	$20,168	$19,513
2018 Per Capita Income	$23,738	$22,798	$22,247
2013-2018 Annual Rate	2.31%	2.48%	2.66%
Households by Income			

Current median household income is $39,146 in the area, compared to $51,314 for all U.S. households. Median household income is projected to be $48,546 in five years, compared to $59,580 for all U.S. households

Current average household income is $52,634 in this area, compared to $71,842 for all U.S households. Average household income is projected to be $60,130 in five years, compared to $83,667 for all U.S. households

Current per capita income is $19,513 in the area, compared to the U.S. per capita income of $27,567. The per capita income is projected to be $22,247 in five years, compared to $32,073 for all U.S. households

Housing			
2000 Total Housing Units	5,451	37,224	98,641
2000 Owner Occupied Housing Units	3,517	22,136	57,267
2000 Owner Occupied Housing Units	1,787	13,301	34,403
2000 Vacant Housing Units	147	1,787	6,971
2010 Total Housing Units	7,384	45,769	113,130
2010 Owner Occupied Housing Units	4,281	25,746	61,660
2010 Renter Occupied Housing Units	2,683	14,902	37,043
2010 Vacant Housing Units	421	5,121	14,427
2013 Total Housing Units	7,560	46,647	114,528
2013 Owner Occupied Housing Units	4,350	26,125	61,469
2013 Renter Occupied Housing Units	2,650	15,356	38,782
2013 Vacant Housing Units	560	5,167	14,276
2018 Total Housing Units	8,022	48,719	118,570
2018 Owner Occupied Housing Units	4,551	27,673	64,905
2018 Renter Occupied Housing Units	2,660	15,597	39,235
2018 Vacant Housing Units	810	5,449	14,430

Currently, 53.7% of the 114,528 housing units in the area are owner occupied; 33.9%, renter occupied; and 12.5% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 113,130 housing units in the area - 54.5% owner occupied, 32.7% renter occupied, and 12.8% vacant. The annual rate of change in housing units since 2010 is 0.55%. Median home value in the area is $130,674, compared to a median home value of $177,257 for the U.S. In five years, median value is projected to change by 2.98% annually to $151,315.

April 17, 2014

Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Summary	Census 2010	2013	2018
Population	18,597	18,745	19,366
Households	6,963	7,000	7,212
Families	4,975	4,964	5,071
Average Household Size	2.65	2.66	2.67
Owner Occupied Housing Units	4,281	4,350	4,551
Renter Occupied Housing Units	2,683	2,650	2,660
Median Age	31.9	32.4	33.0

Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.65%	0.47%	0.71%
Households	0.60%	0.54%	0.74%
Families	0.43%	0.36%	0.63%
Owner HHs	0.91%	0.61%	0.94%
Median Household Income	2.19%	3.51%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<$15,000	691	9.9%	643	8.9%
$15,000 - $24,999	891	12.7%	630	8.7%
$25,000 - $34,999	688	9.8%	552	7.7%
$35,000 - $49,999	1,251	17.9%	1,113	15.4%
$50,000 - $74,999	1,740	24.9%	2,105	29.2%
$75,000 - $99,999	972	13.9%	1,225	17.0%
$100,000 - $149,999	598	8.5%	711	9.9%
$150,000 - $199,999	120	1.7%	164	2.3%
$200,000+	50	0.7%	70	1.0%
Median Household Income	$49,660		$55,352	
Average Household Income	$57,712		$64,963	
Per Capita Income	$21,178		$23,738	

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,572	8.5%	1,537	8.2%	1,612	8.3%
5 - 9	1,493	8.0%	1,475	7.9%	1,479	7.6%
10 - 14	1,538	8.3%	1,456	7.8%	1,450	7.5%
15 - 19	1,286	6.9%	1,343	7.2%	1,339	6.9%
20 - 24	1,271	6.8%	1,337	7.1%	1,348	7.0%
25 - 34	3,115	16.8%	3,031	16.2%	3,073	15.9%
35 - 44	2,693	14.5%	2,756	14.7%	2,830	14.6%
45 - 54	2,249	12.1%	2,216	11.8%	2,273	11.7%
55 - 64	1,767	9.5%	1,818	9.7%	1,872	9.7%
65 - 74	937	5.0%	1,086	5.8%	1,296	6.7%
75 - 84	501	2.7%	489	2.6%	566	2.9%
85+	173	0.9%	201	1.1%	225	1.2%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	11,862	63.8%	11,475	61.2%	10,890	56.2%
Black Alone	5,275	28.4%	5,635	30.1%	6,463	33.4%
American Indian Alone	54	0.3%	62	0.3%	71	0.4%
Asian Alone	284	1.5%	295	1.6%	333	1.7%
Pacific Islander Alone	7	0.0%	8	0.0%	9	0.0%
Some Other Race Alone	784	4.2%	924	4.9%	1,212	6.3%
Two or More Races	332	1.8%	346	1.8%	388	2.0%
Hispanic Origin (Any Race)	1,159	6.2%	1,384	7.4%	1,833	9.5%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.
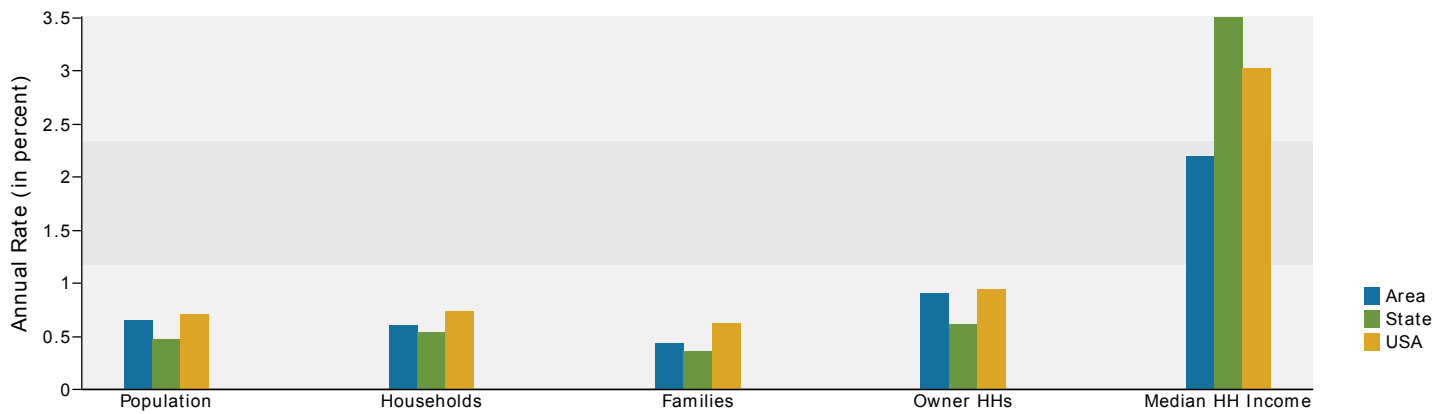
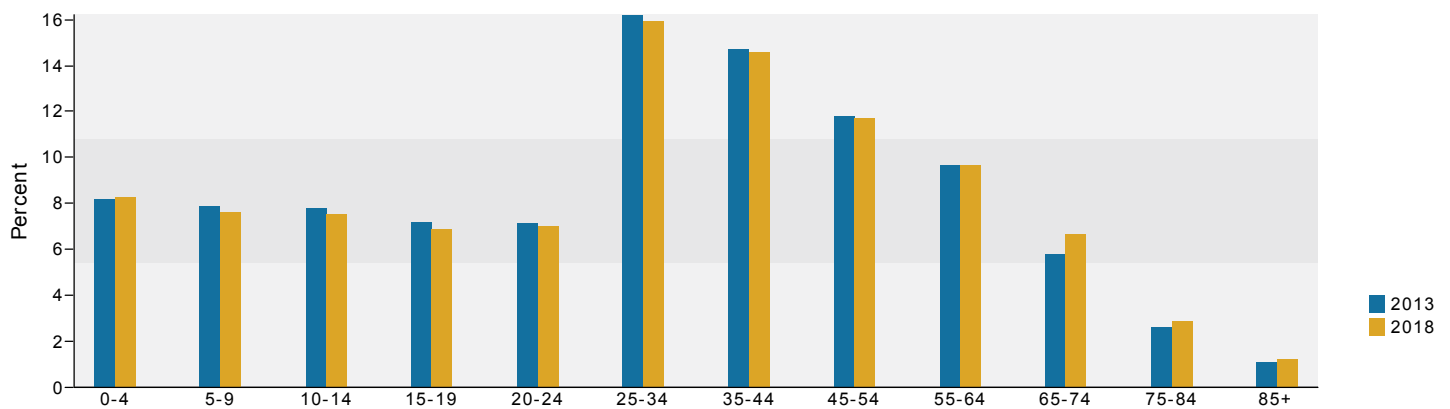April 17, 2014

Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Trends 2013-2018

Annual Rate (in percent) — Population, Households, Families, Owner HHs, Median HH Income

Legend: Area, State, USA

Population by Age

Percent by age group: 0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+

Legend: 2013, 2018

2013 Household Income

- $25K - $34K 9.8%
- $15K - $24K 12.7%
- $35K - $49K 17.9%
- <$15K 9.9%
- $200K+ 0.7%
- $150K - $199K 1.7%
- $100K - $149K 8.5%
- $75K - $99K 13.9%
- $50K - $74K 24.9%

2013 Population by Race

Percent: White, Black, Am. Ind., Asian, Pacific, Other, Two+

2013 Percent Hispanic Origin: 7.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 10 minutes

Prepared by Mark Robbins
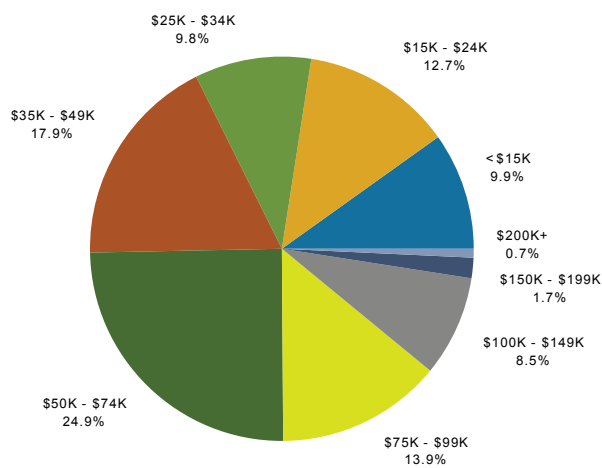Latitude: 34.962790569
Longitude: -89.98361141

Summary	Census 2010	2013	2018
Population	112,661	114,957	120,011
Households	40,648	41,480	43,270
Families	29,447	29,867	30,934
Average Household Size	2.76	2.76	2.76
Owner Occupied Housing Units	25,746	26,125	27,673
Renter Occupied Housing Units	14,902	15,356	15,597
Median Age	32.7	33.3	34.2

Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.86%	0.47%	0.71%
Households	0.85%	0.54%	0.74%
Families	0.70%	0.36%	0.63%
Owner HHs	1.16%	0.61%	0.94%
Median Household Income	3.15%	3.51%	3.03%

	2013		2018	
Households by Income	Number	Percent	Number	Percent
<$15,000	5,833	14.1%	5,609	13.0%
$15,000 - $24,999	5,045	12.2%	3,654	8.4%
$25,000 - $34,999	4,567	11.0%	3,776	8.7%
$35,000 - $49,999	6,938	16.7%	6,454	14.9%
$50,000 - $74,999	9,227	22.2%	11,235	26.0%
$75,000 - $99,999	5,126	12.4%	6,634	15.3%
$100,000 - $149,999	3,590	8.7%	4,349	10.1%
$150,000 - $199,999	793	1.9%	1,094	2.5%
$200,000+	361	0.9%	466	1.1%
Median Household Income	$45,469		$53,084	
Average Household Income	$55,733		$63,115	
Per Capita Income	$20,168		$22,798	

	Census 2010		2013		2018	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,086	8.1%	9,011	7.8%	9,475	7.9%
5 - 9	8,787	7.8%	8,676	7.5%	8,688	7.2%
10 - 14	9,269	8.2%	8,872	7.7%	8,805	7.3%
15 - 19	8,824	7.8%	8,632	7.5%	8,491	7.1%
20 - 24	7,794	6.9%	8,542	7.4%	8,402	7.0%
25 - 34	16,287	14.5%	16,470	14.3%	17,483	14.6%
35 - 44	15,457	13.7%	15,579	13.6%	15,757	13.1%
45 - 54	15,020	13.3%	14,738	12.8%	14,811	12.3%
55 - 64	11,882	10.5%	12,797	11.1%	13,599	11.3%
65 - 74	6,130	5.4%	7,177	6.2%	9,142	7.6%
75 - 84	3,067	2.7%	3,295	2.9%	4,014	3.3%
85+	1,058	0.9%	1,169	1.0%	1,343	1.1%

	Census 2010		2013		2018	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	51,503	45.7%	50,973	44.3%	49,475	41.2%
Black Alone	55,000	48.8%	57,023	49.6%	61,832	51.5%
American Indian Alone	304	0.3%	337	0.3%	382	0.3%
Asian Alone	1,139	1.0%	1,216	1.1%	1,403	1.2%
Pacific Islander Alone	41	0.0%	46	0.0%	57	0.0%
Some Other Race Alone	3,084	2.7%	3,650	3.2%	4,866	4.1%
Two or More Races	1,589	1.4%	1,712	1.5%	1,995	1.7%
Hispanic Origin (Any Race)	5,168	4.6%	6,177	5.4%	8,239	6.9%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

April 17, 2014

Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 10 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
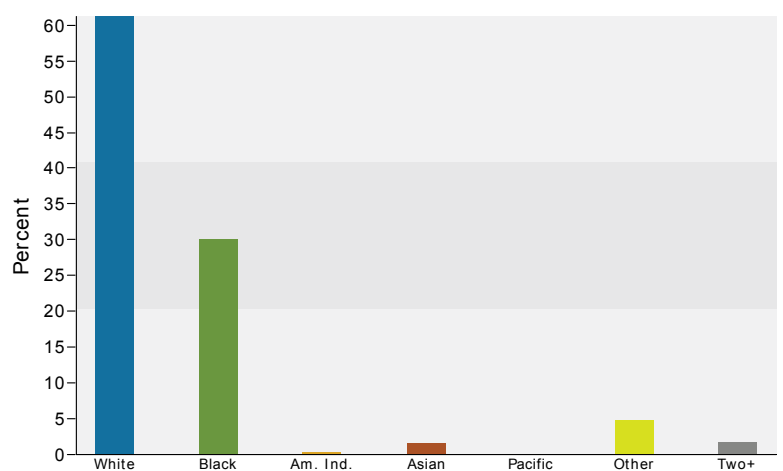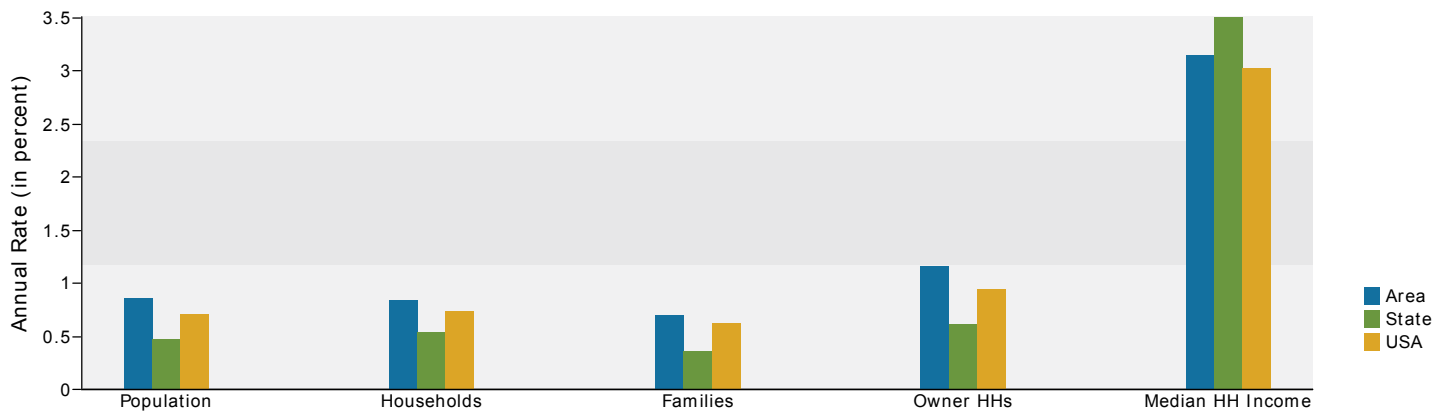Longitude: -89.98361141

Trends 2013-2018

Population by Age

2013 Household Income

2013 Population by Race

2013 Percent Hispanic Origin: 5.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Summary	Census 2010	2013	2018
Population	267,398	271,588	282,403
Households	98,703	100,252	104,140
Families	68,616	69,347	71,623
Average Household Size	2.69	2.69	2.69
Owner Occupied Housing Units	61,660	61,469	64,905
Renter Occupied Housing Units	37,043	38,782	39,235
Median Age	34.6	35.1	36.0

Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.78%	0.47%	0.71%
Households	0.76%	0.54%	0.74%
Families	0.65%	0.36%	0.63%
Owner HHs	1.09%	0.61%	0.94%
Median Household Income	4.40%	3.51%	3.03%

	2013		2018	
Households by Income	Number	Percent	Number	Percent
<$15,000	18,891	18.8%	18,683	17.9%
$15,000 - $24,999	14,219	14.2%	10,610	10.2%
$25,000 - $34,999	12,015	12.0%	10,073	9.7%
$35,000 - $49,999	14,409	14.4%	13,719	13.2%
$50,000 - $74,999	18,610	18.6%	22,891	22.0%
$75,000 - $99,999	10,602	10.6%	13,872	13.3%
$100,000 - $149,999	8,334	8.3%	10,240	9.8%
$150,000 - $199,999	2,033	2.0%	2,693	2.6%
$200,000+	1,139	1.1%	1,358	1.3%
Median Household Income	$39,146		$48,546	
Average Household Income	$52,634		$60,130	
Per Capita Income	$19,513		$22,247	

	Census 2010		2013		2018	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	20,143	7.5%	20,036	7.4%	21,032	7.4%
5 - 9	19,948	7.5%	19,749	7.3%	19,828	7.0%
10 - 14	20,978	7.8%	20,223	7.4%	20,214	7.2%
15 - 19	20,983	7.8%	19,815	7.3%	19,505	6.9%
20 - 24	17,568	6.6%	19,186	7.1%	18,480	6.5%
25 - 34	35,655	13.3%	36,322	13.4%	38,603	13.7%
35 - 44	35,724	13.4%	35,412	13.0%	35,632	12.6%
45 - 54	37,261	13.9%	36,362	13.4%	35,988	12.7%
55 - 64	30,133	11.3%	32,569	12.0%	34,470	12.2%
65 - 74	16,822	6.3%	19,182	7.1%	23,897	8.5%
75 - 84	9,127	3.4%	9,426	3.5%	11,039	3.9%
85+	3,055	1.1%	3,306	1.2%	3,715	1.3%

	Census 2010		2013		2018	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	100,032	37.4%	99,971	36.8%	98,661	34.9%
Black Alone	154,660	57.8%	157,093	57.8%	165,311	58.5%
American Indian Alone	617	0.2%	666	0.2%	737	0.3%
Asian Alone	2,228	0.8%	2,357	0.9%	2,693	1.0%
Pacific Islander Alone	109	0.0%	121	0.0%	147	0.1%
Some Other Race Alone	6,395	2.4%	7,666	2.8%	10,414	3.7%
Two or More Races	3,357	1.3%	3,716	1.4%	4,439	1.6%
Hispanic Origin (Any Race)	10,844	4.1%	13,053	4.8%	17,610	6.2%

Data Note: Income is expressed in current dollars.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

April 17, 2014
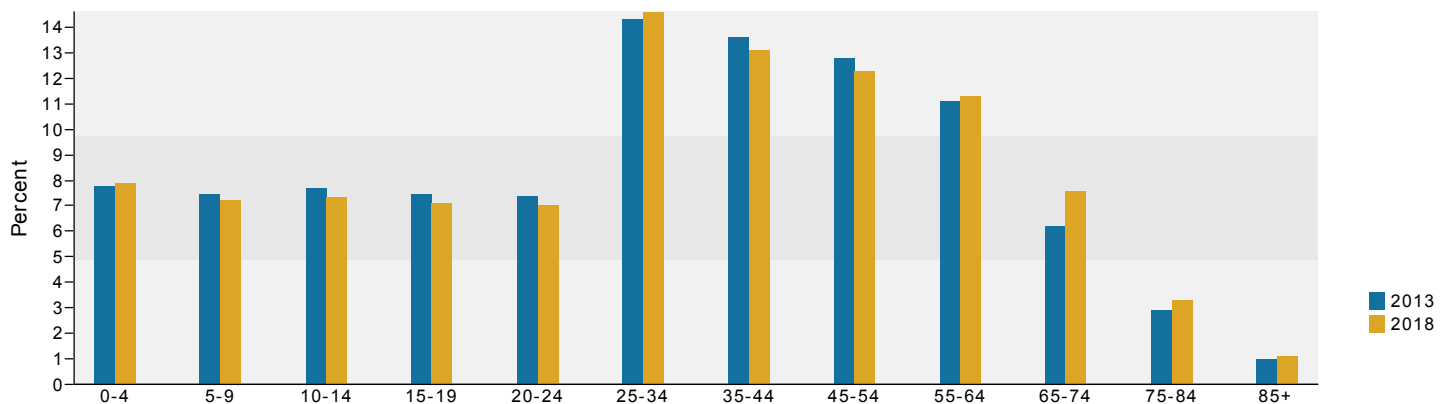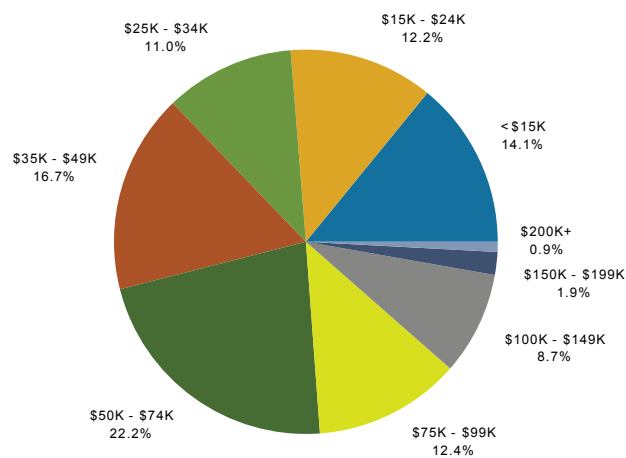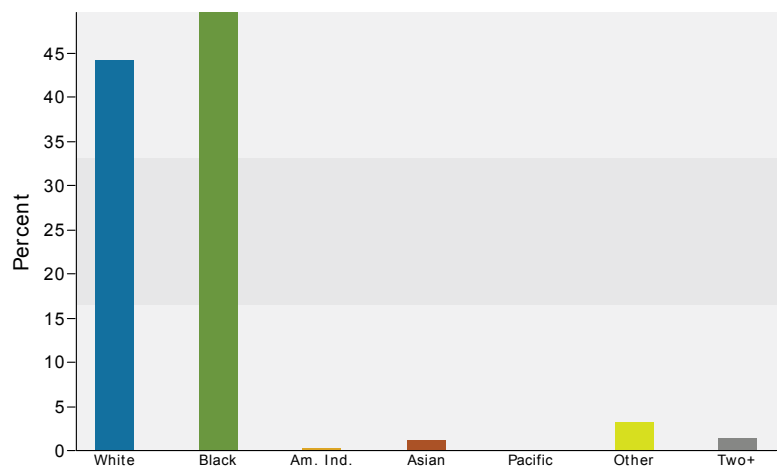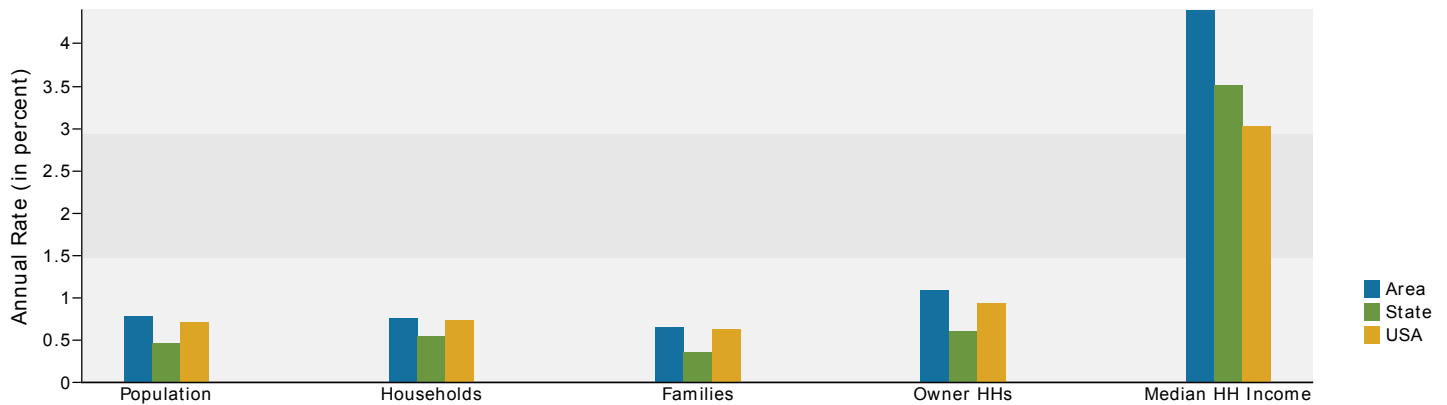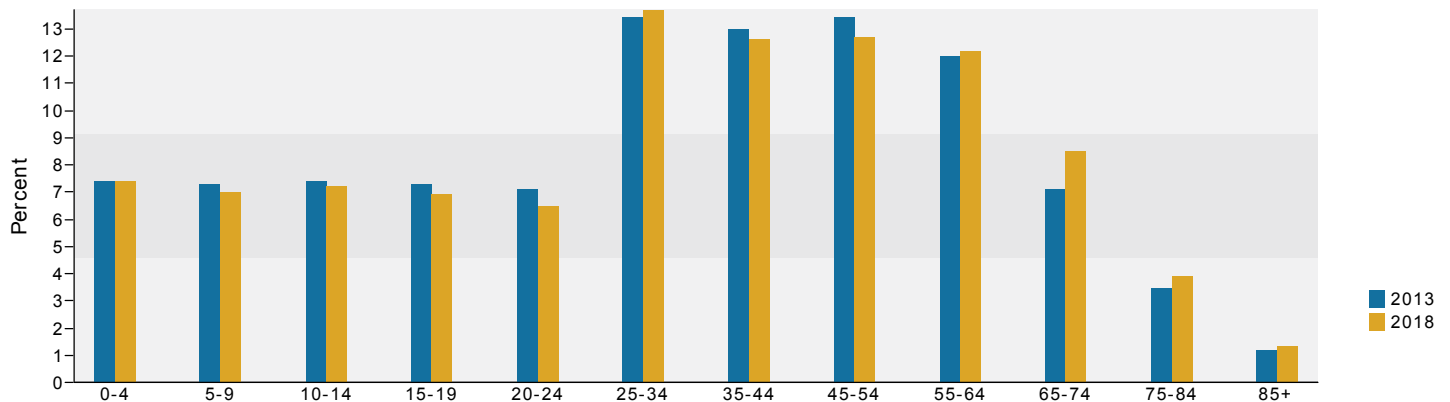
Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 15 minutes

Prepared by Mark Robbins
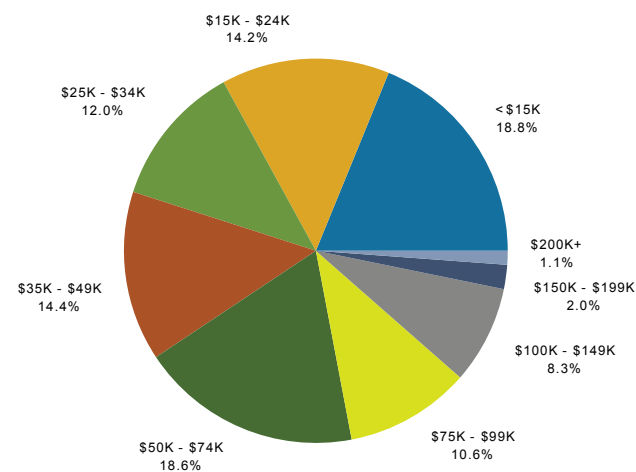Latitude: 34.962790569
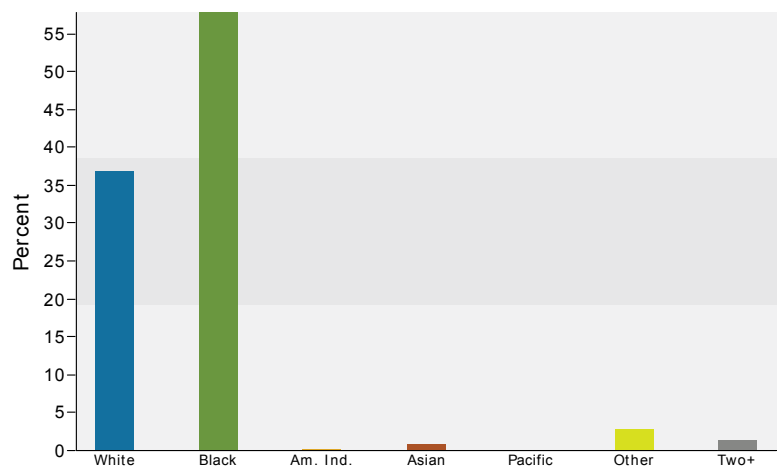Longitude: -89.98361141

Trends 2013-2018

Population by Age

2013 Household Income

2013 Population by Race

2013 Percent Hispanic Origin: 4.8%

Market Profile

328 Goodman Rd E, Southaven, Mississippi, 38671   Prepared by Mark Robbins
Drive Time: 5, 10, 15 minutes   Latitude: 34.962790569
                                                                   Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Population Summary			
2000 Total Population	13,693	98,754	252,759
2010 Total Population	18,597	112,661	267,398
2013 Total Population	18,745	114,957	271,588
2013 Group Quarters	113	661	2,060
2018 Total Population	19,366	120,011	282,403
2013-2018 Annual Rate	0.65%	0.86%	0.78%
Household Summary			
2000 Households	5,304	35,437	91,670
2000 Average Household Size	2.58	2.77	2.73
2010 Households	6,963	40,648	98,703
2010 Average Household Size	2.65	2.76	2.69
2013 Households	7,000	41,480	100,252
2013 Average Household Size	2.66	2.76	2.69
2018 Households	7,212	43,270	104,140
2018 Average Household Size	2.67	2.76	2.69
2013-2018 Annual Rate	0.60%	0.85%	0.76%
2010 Families	4,975	29,447	68,616
2010 Average Family Size	3.11	3.22	3.23
2013 Families	4,964	29,867	69,347
2013 Average Family Size	3.12	3.22	3.23
2018 Families	5,071	30,934	71,623
2018 Average Family Size	3.13	3.23	3.24
2013-2018 Annual Rate	0.43%	0.70%	0.65%
Housing Unit Summary			
2000 Housing Units	5,451	37,224	98,641
Owner Occupied Housing Units	64.5%	59.5%	58.1%
Renter Occupied Housing Units	32.8%	35.7%	34.9%
Vacant Housing Units	2.7%	4.8%	7.1%
2010 Housing Units	7,384	45,769	113,130
Owner Occupied Housing Units	58.0%	56.3%	54.5%
Renter Occupied Housing Units	36.3%	32.6%	32.7%
Vacant Housing Units	5.7%	11.2%	12.8%
2013 Housing Units	7,560	46,647	114,528
Owner Occupied Housing Units	57.5%	56.0%	53.7%
Renter Occupied Housing Units	35.1%	32.9%	33.9%
Vacant Housing Units	7.4%	11.1%	12.5%
2018 Housing Units	8,022	48,719	118,570
Owner Occupied Housing Units	56.7%	56.8%	54.7%
Renter Occupied Housing Units	33.2%	32.0%	33.1%
Vacant Housing Units	10.1%	11.2%	12.2%
Median Household Income			
2013	$49,660	$45,469	$39,146
2018	$55,352	$53,084	$48,546
Median Home Value			
2013	$140,829	$139,307	$130,674
2018	$156,935	$159,986	$151,315
Per Capita Income			
2013	$21,178	$20,168	$19,513
2018	$23,738	$22,798	$22,247
Median Age			
2010	31.9	32.7	34.6
2013	32.4	33.3	35.1
2018	33.0	34.2	36.0

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

April 17, 2014

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5, 10, 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2013 Households by Income			
Household Income Base	7,000	41,480	100,251
< $15,000	9.9%	14.1%	18.8%
$15,000 - $24,999	12.7%	12.2%	14.2%
$25,000 - $34,999	9.8%	11.0%	12.0%
$35,000 - $49,999	17.9%	16.7%	14.4%
$50,000 - $74,999	24.9%	22.2%	18.6%
$75,000 - $99,999	13.9%	12.4%	10.6%
$100,000 - $149,999	8.5%	8.7%	8.3%
$150,000 - $199,999	1.7%	1.9%	2.0%
$200,000+	0.7%	0.9%	1.1%
Average Household Income	$57,712	$55,733	$52,634
2018 Households by Income			
Household Income Base	7,212	43,270	104,139
< $15,000	8.9%	13.0%	17.9%
$15,000 - $24,999	8.7%	8.4%	10.2%
$25,000 - $34,999	7.7%	8.7%	9.7%
$35,000 - $49,999	15.4%	14.9%	13.2%
$50,000 - $74,999	29.2%	26.0%	22.0%
$75,000 - $99,999	17.0%	15.3%	13.3%
$100,000 - $149,999	9.9%	10.1%	9.8%
$150,000 - $199,999	2.3%	2.5%	2.6%
$200,000+	1.0%	1.1%	1.3%
Average Household Income	$64,963	$63,115	$60,130
2013 Owner Occupied Housing Units by Value			
Total	4,350	26,110	61,444
< $50,000	0.6%	1.7%	5.6%
$50,000 - $99,999	15.5%	22.1%	27.9%
$100,000 - $149,999	41.6%	33.3%	26.9%
$150,000 - $199,999	27.3%	21.0%	17.5%
$200,000 - $249,999	8.5%	11.1%	10.3%
$250,000 - $299,999	3.0%	5.1%	5.3%
$300,000 - $399,999	2.5%	3.9%	4.1%
$400,000 - $499,999	0.5%	1.1%	1.3%
$500,000 - $749,999	0.2%	0.5%	0.8%
$750,000 - $999,999	0.0%	0.1%	0.1%
$1,000,000 +	0.4%	0.1%	0.2%
Average Home Value	$156,008	$158,047	$153,134
2018 Owner Occupied Housing Units by Value			
Total	4,551	27,658	64,879
< $50,000	0.3%	1.2%	5.0%
$50,000 - $99,999	12.2%	16.9%	22.4%
$100,000 - $149,999	32.8%	26.8%	22.1%
$150,000 - $199,999	33.2%	25.6%	21.0%
$200,000 - $249,999	11.5%	14.6%	13.4%
$250,000 - $299,999	4.2%	6.9%	7.1%
$300,000 - $399,999	3.8%	5.3%	5.5%
$400,000 - $499,999	0.7%	1.5%	1.7%
$500,000 - $749,999	0.5%	1.0%	1.3%
$750,000 - $999,999	0.1%	0.2%	0.3%
$1,000,000 +	0.7%	0.2%	0.3%
Average Home Value	$174,017	$177,693	$173,211

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

April 17, 2014

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5, 10, 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Population by Age			
Total	18,595	112,659	267,399
0 - 4	8.5%	8.1%	7.5%
5 - 9	8.0%	7.8%	7.5%
10 - 14	8.3%	8.2%	7.8%
15 - 24	13.8%	14.8%	14.4%
25 - 34	16.8%	14.5%	13.3%
35 - 44	14.5%	13.7%	13.4%
45 - 54	12.1%	13.3%	13.9%
55 - 64	9.5%	10.5%	11.3%
65 - 74	5.0%	5.4%	6.3%
75 - 84	2.7%	2.7%	3.4%
85 +	0.9%	0.9%	1.1%
18 +	70.9%	71.1%	72.3%
2013 Population by Age			
Total	18,745	114,958	271,588
0 - 4	8.2%	7.8%	7.4%
5 - 9	7.9%	7.5%	7.3%
10 - 14	7.8%	7.7%	7.4%
15 - 24	14.3%	14.9%	14.4%
25 - 34	16.2%	14.3%	13.4%
35 - 44	14.7%	13.6%	13.0%
45 - 54	11.8%	12.8%	13.4%
55 - 64	9.7%	11.1%	12.0%
65 - 74	5.8%	6.2%	7.1%
75 - 84	2.6%	2.9%	3.5%
85 +	1.1%	1.0%	1.2%
18 +	71.8%	72.4%	73.5%
2018 Population by Age			
Total	19,363	120,010	282,403
0 - 4	8.3%	7.9%	7.4%
5 - 9	7.6%	7.2%	7.0%
10 - 14	7.5%	7.3%	7.2%
15 - 24	13.9%	14.1%	13.5%
25 - 34	15.9%	14.6%	13.7%
35 - 44	14.6%	13.1%	12.6%
45 - 54	11.7%	12.3%	12.7%
55 - 64	9.7%	11.3%	12.2%
65 - 74	6.7%	7.6%	8.5%
75 - 84	2.9%	3.3%	3.9%
85 +	1.2%	1.1%	1.3%
18 +	72.4%	73.3%	74.2%
2010 Population by Sex			
Males	8,809	53,209	126,647
Females	9,788	59,452	140,751
2013 Population by Sex			
Males	8,919	54,402	128,831
Females	9,826	60,555	142,757
2018 Population by Sex			
Males	9,265	56,950	134,210
Females	10,101	63,061	148,193

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

April 17, 2014

Market Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5, 10, 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Population by Race/ Ethnicity			
Total	18,598	112,660	267,398
White Alone	63.8%	45.7%	37.4%
Black Alone	28.4%	48.8%	57.8%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.5%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.2%	2.7%	2.4%
Two or More Races	1.8%	1.4%	1.3%
Hispanic Origin	6.2%	4.6%	4.1%
Diversity Index	56.9	59.2	56.2
2013 Population by Race/ Ethnicity			
Total	18,745	114,957	271,590
White Alone	61.2%	44.3%	36.8%
Black Alone	30.1%	49.6%	57.8%
American Indian Alone	0.3%	0.3%	0.2%
Asian Alone	1.6%	1.1%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.9%	3.2%	2.8%
Two or More Races	1.8%	1.5%	1.4%
Hispanic Origin	7.4%	5.4%	4.8%
Diversity Index	59.8	60.2	57.3
2018 Population by Race/ Ethnicity			
Total	19,366	120,010	282,402
White Alone	56.2%	41.2%	34.9%
Black Alone	33.4%	51.5%	58.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.7%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	6.3%	4.1%	3.7%
Two or More Races	2.0%	1.7%	1.6%
Hispanic Origin	9.5%	6.9%	6.2%
Diversity Index	64.5	62.0	59.0
2010 Population by Relationship and Household Type			
Total	18,597	112,661	267,398
In Households	99.4%	99.4%	99.2%
In Family Households	86.1%	87.2%	85.7%
Householder	26.4%	26.2%	25.6%
Spouse	16.6%	15.4%	14.0%
Child	35.9%	37.6%	37.7%
Other relative	4.2%	5.0%	5.7%
Nonrelative	3.0%	2.9%	2.7%
In Nonfamily Households	13.3%	12.2%	13.5%
In Group Quarters	0.6%	0.6%	0.8%
Institutionalized Population	0.6%	0.5%	0.4%
Noninstitutionalized Population	0.0%	0.1%	0.4%

April 17, 2014

Market Profile

328 Goodman Rd E, Southaven, Mississippi, 38671   Prepared by Mark Robbins
Drive Time: 5, 10, 15 minutes   Latitude: 34.962790569
                                                        Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2013 Population 25+ by Educational Attainment			
Total	11,597	71,225	172,579
Less than 9th Grade	3.1%	4.0%	5.7%
9th - 12th Grade, No Diploma	10.1%	9.8%	12.0%
High School Graduate	30.2%	32.8%	32.9%
Some College, No Degree	28.3%	27.7%	24.8%
Associate Degree	9.3%	7.9%	7.1%
Bachelor's Degree	14.6%	12.9%	11.8%
Graduate/Professional Degree	4.4%	4.9%	5.7%
2013 Population 15+ by Marital Status			
Total	14,276	88,398	211,579
Never Married	26.4%	33.1%	36.2%
Married	54.4%	48.4%	44.5%
Widowed	4.7%	5.7%	7.1%
Divorced	14.5%	12.7%	12.2%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	91.3%	89.5%	86.6%
Civilian Unemployed	8.7%	10.5%	13.4%
2013 Employed Population 16+ by Industry			
Total	8,828	50,543	111,854
Agriculture/Mining	0.1%	0.3%	0.4%
Construction	5.4%	4.5%	4.8%
Manufacturing	7.7%	10.0%	9.9%
Wholesale Trade	5.2%	4.3%	4.1%
Retail Trade	11.6%	10.7%	10.5%
Transportation/Utilities	11.3%	13.1%	12.4%
Information	0.4%	0.6%	0.9%
Finance/Insurance/Real Estate	4.9%	6.2%	5.8%
Services	49.3%	46.5%	47.1%
Public Administration	3.9%	3.8%	4.2%
2013 Employed Population 16+ by Occupation			
Total	8,829	50,540	111,854
White Collar	60.2%	56.6%	55.6%
Management/Business/Financial	12.2%	10.8%	11.4%
Professional	18.9%	17.2%	17.6%
Sales	10.5%	10.8%	9.9%
Administrative Support	18.6%	17.9%	16.6%
Services	15.6%	18.3%	18.8%
Blue Collar	24.3%	25.0%	25.6%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	4.4%	3.9%	4.1%
Installation/Maintenance/Repair	2.3%	3.8%	3.6%
Production	6.4%	6.2%	6.3%
Transportation/Material Moving	11.0%	10.9%	11.4%

April 17, 2014

Market Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Drive Time: 5, 10, 15 minutes

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
2010 Households by Type			
Total	6,963	40,648	98,703
Households with 1 Person	23.1%	22.8%	25.8%
Households with 2+ People	76.9%	77.2%	74.2%
Family Households	71.4%	72.4%	69.5%
Husband-wife Families	45.3%	42.8%	38.0%
With Related Children	23.3%	21.1%	18.1%
Other Family (No Spouse Present)	26.2%	29.6%	31.5%
Other Family with Male Householder	6.1%	6.2%	6.3%
With Related Children	3.9%	3.6%	3.4%
Other Family with Female Householder	20.1%	23.4%	25.2%
With Related Children	14.7%	16.7%	16.6%
Nonfamily Households	5.5%	4.8%	4.7%
All Households with Children	42.6%	41.9%	38.7%
Multigenerational Households	4.9%	6.6%	7.4%
Unmarried Partner Households	6.7%	6.7%	6.3%
Male-female	6.1%	6.2%	5.7%
Same-sex	0.6%	0.5%	0.6%
2010 Households by Size			
Total	6,962	40,648	98,702
1 Person Household	23.1%	22.8%	25.8%
2 Person Household	30.7%	29.5%	28.8%
3 Person Household	19.7%	19.5%	18.6%
4 Person Household	14.8%	15.3%	14.1%
5 Person Household	7.1%	7.5%	7.2%
6 Person Household	3.0%	3.2%	3.1%
7 + Person Household	1.7%	2.2%	2.4%
2010 Households by Tenure and Mortgage Status			
Total	6,964	40,648	98,703
Owner Occupied	61.5%	63.3%	62.5%
Owned with a Mortgage/Loan	51.6%	51.7%	47.7%
Owned Free and Clear	9.9%	11.6%	14.8%
Renter Occupied	38.5%	36.7%	37.5%

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.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

April 17, 2014

	0 - 5 minutes	0 - 10 minutes	0 - 15 minutes
Top 3 Tapestry Segments			
1.	Aspiring Young Families	Aspiring Young Families	Family Foundations
2.	Up and Coming Families	Family Foundations	Modest Income Homes
3.	Milk and Cookies	Rustbelt Traditions	Up and Coming Families
2013 Consumer Spending			
Apparel & Services: Total $	$8,746,914	$50,201,164	$113,887,950
Average Spent	$1,249.56	$1,210.25	$1,136.02
Spending Potential Index	55	53	50
Computers & Accessories: Total $	$1,439,013	$8,067,030	$18,069,369
Average Spent	$205.56	$194.48	$180.24
Spending Potential Index	83	78	73
Education: Total $	$7,933,201	$45,665,789	$101,395,088
Average Spent	$1,133.31	$1,100.91	$1,011.40
Spending Potential Index	78	75	69
Entertainment/Recreation: Total $	$18,932,877	$108,408,194	$247,999,232
Average Spent	$2,704.70	$2,613.51	$2,473.76
Spending Potential Index	83	80	76
Food at Home: Total $	$28,426,889	$165,355,743	$381,415,387
Average Spent	$4,060.98	$3,986.40	$3,804.57
Spending Potential Index	81	79	76
Food Away from Home: Total $	$18,631,292	$105,520,209	$239,244,729
Average Spent	$2,661.61	$2,543.88	$2,386.43
Spending Potential Index	83	80	75
Health Care: Total $	$24,287,581	$143,405,429	$335,453,200
Average Spent	$3,469.65	$3,457.22	$3,346.10
Spending Potential Index	78	78	75
HH Furnishings & Equipment: Total $	$9,192,797	$52,226,725	$118,834,891
Average Spent	$1,313.26	$1,259.08	$1,185.36
Spending Potential Index	73	70	66
Investments: Total $	$11,122,298	$53,467,103	$109,668,949
Average Spent	$1,588.90	$1,288.99	$1,093.93
Spending Potential Index	77	62	53
Retail Goods: Total $	$131,084,621	$755,117,980	$1,737,111,619
Average Spent	$18,726.37	$18,204.39	$17,327.45
Spending Potential Index	78	75	72
Shelter: Total $	$93,400,200	$529,026,665	$1,192,337,625
Average Spent	$13,342.89	$12,753.78	$11,893.40
Spending Potential Index	82	78	73
TV/Video/Audio: Total $	$7,406,992	$43,136,698	$99,862,676
Average Spent	$1,058.14	$1,039.94	$996.12
Spending Potential Index	82	81	77
Travel: Total $	$10,312,616	$58,298,766	$131,034,155
Average Spent	$1,473.23	$1,405.47	$1,307.05
Spending Potential Index	80	77	71
Vehicle Maintenance & Repairs: Total $	$6,293,778	$36,012,671	$82,187,056
Average Spent	$899.11	$868.19	$819.80
Spending Potential Index	82	79	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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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