



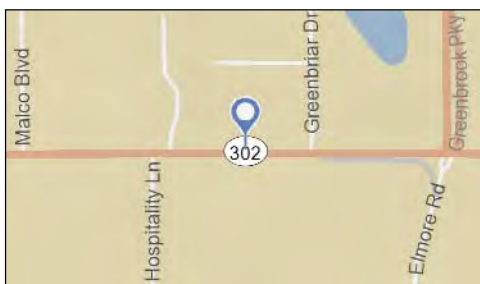
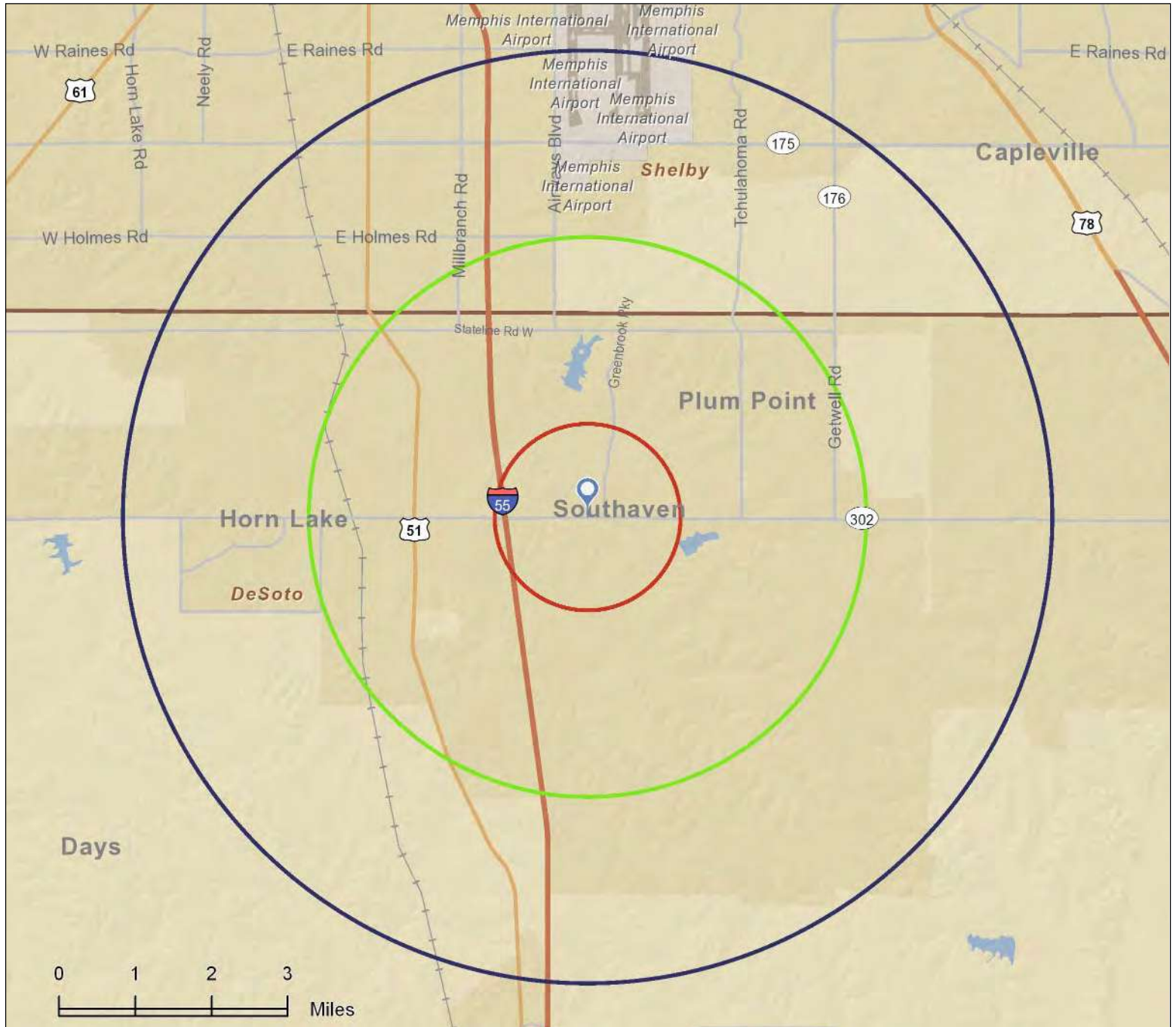
Site Map

328 Goodman Rd E, Southaven, Mississippi, 38671
Ring: 1, 3, 5 Miles

Prepared by Mark Robbins

Latitude: 34.962791

Longitude: -89.983611





2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 1 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	2000	2010	2000-2010 Annual Rate
Population	3,940	4,528	1.40%
Households	1,572	1,825	1.50%
Housing Units	1,606	1,914	1.77%
Population by Race			
Total		4,527	100.0%
Population Reporting One Race		4,441	98.1%
White		3,639	80.4%
Black		646	14.3%
American Indian		11	0.2%
Asian		58	1.3%
Pacific Islander		1	0.0%
Some Other Race		86	1.9%
Population Reporting Two or More Races		86	1.9%
Total Hispanic Population		167	3.7%
Population by Sex			
Male		2,150	47.5%
Female		2,378	52.5%
Population by Age			
Total		4,525	100.0%
Age 0 - 4		336	7.4%
Age 5 - 9		309	6.8%
Age 10 - 14		347	7.7%
Age 15 - 19		302	6.7%
Age 20 - 24		268	5.9%
Age 25 - 29		311	6.9%
Age 30 - 34		318	7.0%
Age 35 - 39		345	7.6%
Age 40 - 44		295	6.5%
Age 45 - 49		326	7.2%
Age 50 - 54		324	7.2%
Age 55 - 59		281	6.2%
Age 60 - 64		254	5.6%
Age 65 - 69		169	3.7%
Age 70 - 74		109	2.4%
Age 75 - 79		80	1.8%
Age 80 - 84		91	2.0%
Age 85+		63	1.4%
Age 18+		3,347	73.9%
Age 65+		512	11.3%
Median Age by Sex and Race/Hispanic Origin			
Total Population		36.1	
Male		34.2	
Female		37.7	
White Alone		39.0	
Black Alone		28.1	
American Indian Alone		57.5	
Asian Alone		37.9	
Pacific Islander Alone		0.0	
Some Other Race Alone		25.3	
Two or More Races		13.0	
Hispanic Population		26.3	

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,
Ring: 1 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Households by Type

Total	1,826	100.0%
Households with 1 Person	424	23.2%
Households with 2+ People	1,402	76.8%
Family Households	1,323	72.5%
Husband-wife Families	922	50.5%
With Own Children	406	22.2%
Other Family (No Spouse Present)	401	22.0%
With Own Children	227	12.4%
Nonfamily Households	79	4.3%
All Households with Children	704	38.6%
Multigenerational Households	88	4.8%
Unmarried Partner Households	105	5.8%
Male-female	97	5.3%
Same-sex	8	0.4%
Average Household Size	2.46	

Family Households by Size

Total	1,323	100.0%
2 People	544	41.1%
3 People	340	25.7%
4 People	241	18.2%
5 People	117	8.8%
6 People	53	4.0%
7+ People	28	2.1%
Average Family Size	2.88	

Nonfamily Households by Size

Total	502	100.0%
1 Person	424	84.5%
2 People	61	12.2%
3 People	7	1.4%
4 People	8	1.6%
5 People	2	0.4%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.13	

Population by Relationship and Household Type

Total	4,528	100.0%
In Households	4,485	99.1%
In Family Households	3,917	86.5%
Householder	1,240	27.4%
Spouse	866	19.1%
Child	1,545	34.1%
Other relative	157	3.5%
Nonrelative	109	2.4%
In Nonfamily Households	568	12.5%
In Group Quarters	43	1.0%
Institutionalized Population	43	1.0%
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.



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 1 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Family Households by Age of Householder

Total	1,324	100.0%
Householder Age 15 - 44	608	45.9%
Householder Age 45 - 54	296	22.4%
Householder Age 55 - 64	231	17.4%
Householder Age 65 - 74	122	9.2%
Householder Age 75+	67	5.1%

Nonfamily Households by Age of Householder

Total	501	100.0%
Householder Age 15 - 44	167	33.3%
Householder Age 45 - 54	91	18.2%
Householder Age 55 - 64	98	19.6%
Householder Age 65 - 74	73	14.6%
Householder Age 75+	72	14.4%

Households by Race of Householder

Total	1,826	100.0%
Householder is White Alone	1,501	82.2%
Householder is Black Alone	258	14.1%
Householder is American Indian Alone	6	0.3%
Householder is Asian Alone	18	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	28	1.5%
Householder is Two or More Races	15	0.8%
Households with Hispanic Householder	52	2.8%

Husband-wife Families by Race of Householder

Total	922	100.0%
Householder is White Alone	784	85.0%
Householder is Black Alone	100	10.8%
Householder is American Indian Alone	5	0.5%
Householder is Asian Alone	11	1.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	15	1.6%
Householder is Two or More Races	7	0.8%
Husband-wife Families with Hispanic Householder	30	3.3%

Other Families (No Spouse) by Race of Householder

Total	399	100.0%
Householder is White Alone	291	72.9%
Householder is Black Alone	93	23.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	2.0%
Householder is Two or More Races	4	1.0%
Other Families with Hispanic Householder	14	3.5%

Nonfamily Households by Race of Householder

Total	501	100.0%
Householder is White Alone	425	84.8%
Householder is Black Alone	64	12.8%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	4	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.8%
Householder is Two or More Races	3	0.6%
Nonfamily Households with Hispanic Householder	8	1.6%

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



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 1 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Total Housing Units by Occupancy

Total	1,917	100.0%
Occupied Housing Units	1,825	95.2%
Vacant Housing Units		
For Rent	43	2.2%
Rented, not Occupied	0	0.0%
For Sale Only	31	1.6%
Sold, not Occupied	3	0.2%
For Seasonal/Recreational/Occasional Use	4	0.2%
For Migrant Workers	0	0.0%
Other Vacant	11	0.6%
Total Vacancy Rate	4.7%	

Households by Tenure and Mortgage Status

Total	1,825	100.0%
Owner Occupied	1,331	72.9%
Owned with a Mortgage/Loan	1,095	60.0%
Owned Free and Clear	236	12.9%
Average Household Size	2.47	
Renter Occupied	494	27.1%
Average Household Size	2.42	

Owner-occupied Housing Units by Race of Householder

Total	1,329	100.0%
Householder is White Alone	1,196	90.0%
Householder is Black Alone	103	7.8%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	14	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.3%
Householder is Two or More Races	9	0.7%
Owner-occupied Housing Units with Hispanic Householder	21	1.6%

Renter-occupied Housing Units by Race of Householder

Total	494	100.0%
Householder is White Alone	304	61.5%
Householder is Black Alone	155	31.4%
Householder is American Indian Alone	2	0.4%
Householder is Asian Alone	4	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	23	4.7%
Householder is Two or More Races	6	1.2%
Renter-occupied Housing Units with Hispanic Householder	31	6.3%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.43
Householder is Black Alone	2.48
Householder is American Indian Alone	2.67
Householder is Asian Alone	2.89
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.07
Householder is Two or More Races	2.60
Householder is Hispanic	3.23

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

April 17, 2014



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	2000	2010	2000-2010 Annual Rate
Population	32,260	42,929	2.90%
Households	12,200	15,940	2.71%
Housing Units	12,686	16,922	2.92%
Population by Race			
Total		42,929	100.0%
Population Reporting One Race		42,186	98.3%
White		27,819	64.8%
Black		12,193	28.4%
American Indian		133	0.3%
Asian		603	1.4%
Pacific Islander		26	0.1%
Some Other Race		1,412	3.3%
Population Reporting Two or More Races		743	1.7%
Total Hispanic Population		2,284	5.3%
Population by Sex			
Male		20,481	47.7%
Female		22,448	52.3%
Population by Age			
Total		42,928	100.0%
Age 0 - 4		3,478	8.1%
Age 5 - 9		3,419	8.0%
Age 10 - 14		3,428	8.0%
Age 15 - 19		2,976	6.9%
Age 20 - 24		2,880	6.7%
Age 25 - 29		3,479	8.1%
Age 30 - 34		3,424	8.0%
Age 35 - 39		3,285	7.7%
Age 40 - 44		2,777	6.5%
Age 45 - 49		2,814	6.6%
Age 50 - 54		2,583	6.0%
Age 55 - 59		2,218	5.2%
Age 60 - 64		1,947	4.5%
Age 65 - 69		1,438	3.4%
Age 70 - 74		1,063	2.5%
Age 75 - 79		745	1.7%
Age 80 - 84		557	1.3%
Age 85+		417	1.0%
Age 18+		30,745	71.6%
Age 65+		4,220	9.8%
Median Age by Sex and Race/Hispanic Origin			
Total Population		32.6	
Male		31.1	
Female		34.0	
White Alone		36.7	
Black Alone		27.6	
American Indian Alone		36.5	
Asian Alone		35.4	
Pacific Islander Alone		35.0	
Some Other Race Alone		24.9	
Two or More Races		14.1	
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.



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Households by Type

Total	15,940	100.0%
Households with 1 Person	3,680	23.1%
Households with 2+ People	12,260	76.9%
Family Households	11,393	71.5%
Husband-wife Families	7,334	46.0%
With Own Children	3,365	21.1%
Other Family (No Spouse Present)	4,059	25.5%
With Own Children	2,435	15.3%
Nonfamily Households	867	5.4%
All Households with Children	6,564	41.2%
Multigenerational Households	837	5.3%
Unmarried Partner Households	1,078	6.8%
Male-female	985	6.2%
Same-sex	93	0.6%
Average Household Size	2.68	

Family Households by Size

Total	11,393	100.0%
2 People	4,267	37.5%
3 People	2,936	25.8%
4 People	2,328	20.4%
5 People	1,115	9.8%
6 People	469	4.1%
7+ People	278	2.4%
Average Family Size	3.14	

Nonfamily Households by Size

Total	4,546	100.0%
1 Person	3,680	81.0%
2 People	680	15.0%
3 People	125	2.8%
4 People	45	1.0%
5 People	14	0.3%
6 People	1	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type

Total	42,929	100.0%
In Households	42,693	99.5%
In Family Households	37,038	86.3%
Householder	11,355	26.5%
Spouse	7,304	17.0%
Child	15,318	35.7%
Other relative	1,813	4.2%
Nonrelative	1,250	2.9%
In Nonfamily Households	5,655	13.2%
In Group Quarters	236	0.6%
Institutionalized Population	235	0.5%
Noninstitutionalized Population	1	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.



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Family Households by Age of Householder

Total	11,393	100.0%
Householder Age 15 - 44	5,829	51.2%
Householder Age 45 - 54	2,287	20.1%
Householder Age 55 - 64	1,675	14.7%
Householder Age 65 - 74	1,058	9.3%
Householder Age 75+	544	4.8%

Nonfamily Households by Age of Householder

Total	4,547	100.0%
Householder Age 15 - 44	1,859	40.9%
Householder Age 45 - 54	853	18.8%
Householder Age 55 - 64	783	17.2%
Householder Age 65 - 74	530	11.7%
Householder Age 75+	522	11.5%

Households by Race of Householder

Total	15,940	100.0%
Householder is White Alone	10,898	68.4%
Householder is Black Alone	4,323	27.1%
Householder is American Indian Alone	47	0.3%
Householder is Asian Alone	170	1.1%
Householder is Pacific Islander Alone	12	0.1%
Householder is Some Other Race Alone	338	2.1%
Householder is Two or More Races	152	1.0%
Households with Hispanic Householder	558	3.5%

Husband-wife Families by Race of Householder

Total	7,333	100.0%
Householder is White Alone	5,542	75.6%
Householder is Black Alone	1,416	19.3%
Householder is American Indian Alone	21	0.3%
Householder is Asian Alone	107	1.5%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	184	2.5%
Householder is Two or More Races	60	0.8%
Husband-wife Families with Hispanic Householder	315	4.3%

Other Families (No Spouse) by Race of Householder

Total	4,060	100.0%
Householder is White Alone	2,111	52.0%
Householder is Black Alone	1,761	43.4%
Householder is American Indian Alone	15	0.4%
Householder is Asian Alone	27	0.7%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	95	2.3%
Householder is Two or More Races	49	1.2%
Other Families with Hispanic Householder	137	3.4%

Nonfamily Households by Race of Householder

Total	4,548	100.0%
Householder is White Alone	3,245	71.4%
Householder is Black Alone	1,147	25.2%
Householder is American Indian Alone	11	0.2%
Householder is Asian Alone	37	0.8%
Householder is Pacific Islander Alone	6	0.1%
Householder is Some Other Race Alone	59	1.3%
Householder is Two or More Races	43	0.9%
Nonfamily Households with Hispanic Householder	106	2.3%

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



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Total Housing Units by Occupancy

Total	16,945	100.0%
Occupied Housing Units	15,940	94.1%
Vacant Housing Units		
For Rent	443	2.6%
Rented, not Occupied	18	0.1%
For Sale Only	251	1.5%
Sold, not Occupied	23	0.1%
For Seasonal/Recreational/Occasional Use	56	0.3%
For Migrant Workers	6	0.0%
Other Vacant	208	1.2%
Total Vacancy Rate	5.8%	

Households by Tenure and Mortgage Status

Total	15,940	100.0%
Owner Occupied	10,260	64.4%
Owned with a Mortgage/Loan	8,279	51.9%
Owned Free and Clear	1,981	12.4%
Average Household Size	2.66	
Renter Occupied	5,680	35.6%
Average Household Size	2.72	

Owner-occupied Housing Units by Race of Householder

Total	10,260	100.0%
Householder is White Alone	8,049	78.5%
Householder is Black Alone	1,861	18.1%
Householder is American Indian Alone	27	0.3%
Householder is Asian Alone	131	1.3%
Householder is Pacific Islander Alone	6	0.1%
Householder is Some Other Race Alone	110	1.1%
Householder is Two or More Races	76	0.7%
Owner-occupied Housing Units with Hispanic Householder	228	2.2%

Renter-occupied Housing Units by Race of Householder

Total	5,678	100.0%
Householder is White Alone	2,848	50.2%
Householder is Black Alone	2,462	43.4%
Householder is American Indian Alone	20	0.4%
Householder is Asian Alone	39	0.7%
Householder is Pacific Islander Alone	6	0.1%
Householder is Some Other Race Alone	227	4.0%
Householder is Two or More Races	76	1.3%
Renter-occupied Housing Units with Hispanic Householder	330	5.8%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.57
Householder is Black Alone	2.82
Householder is American Indian Alone	2.98
Householder is Asian Alone	3.25
Householder is Pacific Islander Alone	2.08
Householder is Some Other Race Alone	4.11
Householder is Two or More Races	2.91
Householder is Hispanic	3.83

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



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	2000	2010	2000-2010 Annual Rate
Population	81,837	101,228	2.15%
Households	29,316	36,407	2.19%
Housing Units	30,724	39,309	2.50%

Population by Race	Number	Percent
Total	101,228	100.0%
Population Reporting One Race	99,763	98.6%
White	50,719	50.1%
Black	44,838	44.3%
American Indian	264	0.3%
Asian	1,095	1.1%
Pacific Islander	47	0.0%
Some Other Race	2,800	2.8%
Population Reporting Two or More Races	1,465	1.4%
Total Hispanic Population	4,736	4.7%

Population by Sex		
Male	47,941	47.4%
Female	53,287	52.6%

Population by Age		
Total	101,230	100.0%
Age 0 - 4	7,733	7.6%
Age 5 - 9	7,873	7.8%
Age 10 - 14	8,327	8.2%
Age 15 - 19	7,800	7.7%
Age 20 - 24	6,700	6.6%
Age 25 - 29	7,412	7.3%
Age 30 - 34	7,517	7.4%
Age 35 - 39	7,462	7.4%
Age 40 - 44	6,719	6.6%
Age 45 - 49	7,034	6.9%
Age 50 - 54	6,632	6.6%
Age 55 - 59	5,946	5.9%
Age 60 - 64	4,817	4.8%
Age 65 - 69	3,286	3.2%
Age 70 - 74	2,323	2.3%
Age 75 - 79	1,545	1.5%
Age 80 - 84	1,156	1.1%
Age 85+	947	0.9%
Age 18+	72,371	71.5%
Age 65+	9,257	9.1%

Median Age by Sex and Race/Hispanic Origin	
Total Population	33.2
Male	31.5
Female	34.6
White Alone	37.3
Black Alone	30.3
American Indian Alone	33.5
Asian Alone	34.8
Pacific Islander Alone	35.4
Some Other Race Alone	25.0
Two or More Races	14.8
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.



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Households by Type

Total	36,406	100.0%
Households with 1 Person	8,036	22.1%
Households with 2+ People	28,370	77.9%
Family Households	26,638	73.2%
Husband-wife Families	16,387	45.0%
With Own Children	7,281	20.0%
Other Family (No Spouse Present)	10,251	28.2%
With Own Children	5,764	15.8%
Nonfamily Households	1,732	4.8%
All Households with Children	15,256	41.9%
Multigenerational Households	2,432	6.7%
Unmarried Partner Households	2,368	6.5%
Male-female	2,176	6.0%
Same-sex	192	0.5%
Average Household Size	2.76	

Family Households by Size

Total	26,638	100.0%
2 People	9,568	35.9%
3 People	6,860	25.8%
4 People	5,602	21.0%
5 People	2,708	10.2%
6 People	1,141	4.3%
7+ People	759	2.8%
Average Family Size	3.22	

Nonfamily Households by Size

Total	9,769	100.0%
1 Person	8,036	82.3%
2 People	1,369	14.0%
3 People	223	2.3%
4 People	94	1.0%
5 People	36	0.4%
6 People	7	0.1%
7+ People	4	0.0%
Average Nonfamily Size	1.24	

Population by Relationship and Household Type

Total	101,228	100.0%
In Households	100,632	99.4%
In Family Households	88,554	87.5%
Householder	26,686	26.4%
Spouse	16,421	16.2%
Child	37,723	37.3%
Other relative	4,872	4.8%
Nonrelative	2,853	2.8%
In Nonfamily Households	12,078	11.9%
In Group Quarters	596	0.6%
Institutionalized Population	551	0.5%
Noninstitutionalized Population	45	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.



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Family Households by Age of Householder

Total	26,638	100.0%
Householder Age 15 - 44	12,660	47.5%
Householder Age 45 - 54	5,880	22.1%
Householder Age 55 - 64	4,531	17.0%
Householder Age 65 - 74	2,415	9.1%
Householder Age 75+	1,152	4.3%

Nonfamily Households by Age of Householder

Total	9,769	100.0%
Householder Age 15 - 44	3,726	38.1%
Householder Age 45 - 54	1,946	19.9%
Householder Age 55 - 64	1,931	19.8%
Householder Age 65 - 74	1,151	11.8%
Householder Age 75+	1,015	10.4%

Households by Race of Householder

Total	36,407	100.0%
Householder is White Alone	19,432	53.4%
Householder is Black Alone	15,589	42.8%
Householder is American Indian Alone	87	0.2%
Householder is Asian Alone	299	0.8%
Householder is Pacific Islander Alone	20	0.1%
Householder is Some Other Race Alone	662	1.8%
Householder is Two or More Races	318	0.9%
Households with Hispanic Householder	1,141	3.1%

Husband-wife Families by Race of Householder

Total	16,387	100.0%
Householder is White Alone	10,408	63.5%
Householder is Black Alone	5,249	32.0%
Householder is American Indian Alone	38	0.2%
Householder is Asian Alone	191	1.2%
Householder is Pacific Islander Alone	8	0.0%
Householder is Some Other Race Alone	366	2.2%
Householder is Two or More Races	127	0.8%
Husband-wife Families with Hispanic Householder	640	3.9%

Other Families (No Spouse) by Race of Householder

Total	10,251	100.0%
Householder is White Alone	3,588	35.0%
Householder is Black Alone	6,305	61.5%
Householder is American Indian Alone	27	0.3%
Householder is Asian Alone	51	0.5%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	182	1.8%
Householder is Two or More Races	96	0.9%
Other Families with Hispanic Householder	295	2.9%

Nonfamily Households by Race of Householder

Total	9,768	100.0%
Householder is White Alone	5,436	55.7%
Householder is Black Alone	4,035	41.3%
Householder is American Indian Alone	23	0.2%
Householder is Asian Alone	56	0.6%
Householder is Pacific Islander Alone	10	0.1%
Householder is Some Other Race Alone	114	1.2%
Householder is Two or More Races	94	1.0%
Nonfamily Households with Hispanic Householder	205	2.1%

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



2010 Census Profile

328 Goodman Rd E, Southaven, Mississippi,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Total Housing Units by Occupancy

Total	39,286	100.0%
Occupied Housing Units	36,407	92.7%
Vacant Housing Units		
For Rent	1,415	3.6%
Rented, not Occupied	46	0.1%
For Sale Only	622	1.6%
Sold, not Occupied	57	0.1%
For Seasonal/Recreational/Occasional Use	116	0.3%
For Migrant Workers	8	0.0%
Other Vacant	615	1.6%
Total Vacancy Rate	7.4%	

Households by Tenure and Mortgage Status

Total	36,407	100.0%
Owner Occupied	24,322	66.8%
Owned with a Mortgage/Loan	19,742	54.2%
Owned Free and Clear	4,579	12.6%
Average Household Size	2.74	
Renter Occupied	12,085	33.2%
Average Household Size	2.81	

Owner-occupied Housing Units by Race of Householder

Total	24,323	100.0%
Householder is White Alone	14,930	61.4%
Householder is Black Alone	8,636	35.5%
Householder is American Indian Alone	47	0.2%
Householder is Asian Alone	235	1.0%
Householder is Pacific Islander Alone	11	0.0%
Householder is Some Other Race Alone	284	1.2%
Householder is Two or More Races	180	0.7%
Owner-occupied Housing Units with Hispanic Householder	566	2.3%

Renter-occupied Housing Units by Race of Householder

Total	12,085	100.0%
Householder is White Alone	4,502	37.3%
Householder is Black Alone	6,953	57.5%
Householder is American Indian Alone	40	0.3%
Householder is Asian Alone	64	0.5%
Householder is Pacific Islander Alone	10	0.1%
Householder is Some Other Race Alone	378	3.1%
Householder is Two or More Races	138	1.1%
Renter-occupied Housing Units with Hispanic Householder	575	4.8%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.63
Householder is Black Alone	2.86
Householder is American Indian Alone	2.98
Householder is Asian Alone	3.43
Householder is Pacific Islander Alone	2.60
Householder is Some Other Race Alone	4.17
Householder is Two or More Races	2.97
Householder is Hispanic	3.93

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

April 17, 2014



Executive Summary

328 Goodman Rd E, Southaven, Mississippi, 38671
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
Population			
2000 Population	3,940	32,260	81,837
2010 Population	4,528	42,929	101,228
2013 Population	4,497	43,571	103,186
2018 Population	4,588	45,240	107,701
2000-2010 Annual Rate	1.40%	2.90%	2.15%
2010-2013 Annual Rate	-0.21%	0.46%	0.59%
2013-2018 Annual Rate	0.40%	0.75%	0.86%
2013 Male Population	47.7%	47.9%	47.5%
2013 Female Population	52.3%	52.1%	52.5%
2013 Median Age	36.6	33.1	33.8

In the identified area, the current year population is 103,186. In 2010, the Census count in the area was 101,228. The rate of change since 2010 was 0.59% annually. The five-year projection for the population in the area is 107,701 representing a change of 0.86% annually from 2013 to 2018. Currently, the population is 47.5% male and 52.5% female.

Median Age

The median age in this area is 33.8, compared to U.S. median age of 37.3.

Race and Ethnicity

2013 White Alone	78.9%	62.6%	48.7%
2013 Black Alone	15.4%	29.8%	45.0%
2013 American Indian/Alaska Native Alone	0.3%	0.3%	0.3%
2013 Asian Alone	1.4%	1.5%	1.1%
2013 Pacific Islander Alone	0.0%	0.1%	0.1%
2013 Other Race	2.1%	3.9%	3.2%
2013 Two or More Races	2.0%	1.8%	1.5%
2013 Hispanic Origin (Any Race)	4.3%	6.3%	5.5%

Persons of Hispanic origin represent 5.5% 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 60.5 in the identified area, compared to 62.1 for the U.S. as a whole.

Households

2000 Households	1,572	12,200	29,316
2010 Households	1,825	15,940	36,407
2013 Total Households	1,812	16,143	37,104
2018 Total Households	1,845	16,724	38,686
2000-2010 Annual Rate	1.50%	2.71%	2.19%
2010-2013 Annual Rate	-0.22%	0.39%	0.59%
2013-2018 Annual Rate	0.35%	0.71%	0.84%
2013 Average Household Size	2.46	2.68	2.76

The household count in this area has changed from 36,407 in 2010 to 37,104 in the current year, a change of 0.59% annually. The five-year projection of households is 38,686, a change of 0.84% annually from the current year total. Average household size is currently 2.76, compared to 2.76 in the year 2010. The number of families in the current year is 26,985 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

Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
Median Household Income			
2013 Median Household Income	\$52,219	\$48,323	\$47,723
2018 Median Household Income	\$57,383	\$54,483	\$54,580
2013-2018 Annual Rate	1.90%	2.43%	2.72%
Average Household Income			
2013 Average Household Income	\$60,532	\$56,557	\$57,689
2018 Average Household Income	\$67,469	\$63,703	\$65,466
2013-2018 Annual Rate	2.19%	2.41%	2.56%
Per Capita Income			
2013 Per Capita Income	\$22,703	\$20,932	\$20,866
2018 Per Capita Income	\$25,214	\$23,510	\$23,639
2013-2018 Annual Rate	2.12%	2.35%	2.53%
Households by Income			

Current median household income is \$47,723 in the area, compared to \$51,314 for all U.S. households. Median household income is projected to be \$54,580 in five years, compared to \$59,580 for all U.S. households

Current average household income is \$57,689 in this area, compared to \$71,842 for all U.S. households. Average household income is projected to be \$65,466 in five years, compared to \$83,667 for all U.S. households

Current per capita income is \$20,866 in the area, compared to the U.S. per capita income of \$27,567. The per capita income is projected to be \$23,639 in five years, compared to \$32,073 for all U.S. households

Housing			
2000 Total Housing Units	1,606	12,686	30,724
2000 Owner Occupied Housing Units	1,296	8,429	20,931
2000 Owner Occupied Housing Units	276	3,771	8,385
2000 Vacant Housing Units	34	486	1,408
2010 Total Housing Units	1,914	16,922	39,309
2010 Owner Occupied Housing Units	1,331	10,260	24,322
2010 Renter Occupied Housing Units	494	5,680	12,085
2010 Vacant Housing Units	89	982	2,902
2013 Total Housing Units	1,959	17,355	40,135
2013 Owner Occupied Housing Units	1,343	10,473	24,650
2013 Renter Occupied Housing Units	470	5,671	12,454
2013 Vacant Housing Units	147	1,212	3,031
2018 Total Housing Units	2,078	18,400	42,256
2018 Owner Occupied Housing Units	1,391	11,002	26,058
2018 Renter Occupied Housing Units	454	5,722	12,628
2018 Vacant Housing Units	233	1,676	3,570

Currently, 61.4% of the 40,135 housing units in the area are owner occupied; 31.0%, renter occupied; and 7.6% 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 39,309 housing units in the area - 61.9% owner occupied, 30.7% renter occupied, and 7.4% vacant. The annual rate of change in housing units since 2010 is 0.93%. Median home value in the area is \$136,904, compared to a median home value of \$177,257 for the U.S. In five years, median value is projected to change by 2.62% annually to \$155,826.

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



Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Ring: 1 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Summary	Census 2010	2013	2018
Population	4,528	4,497	4,588
Households	1,825	1,812	1,845
Families	1,323	1,303	1,315
Average Household Size	2.46	2.46	2.46
Owner Occupied Housing Units	1,331	1,343	1,391
Renter Occupied Housing Units	494	470	454
Median Age	36.1	36.6	37.0
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.40%	0.47%	0.71%
Households	0.36%	0.54%	0.74%
Families	0.18%	0.36%	0.63%
Owner HHs	0.70%	0.61%	0.94%
Median Household Income	1.90%	3.51%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
< \$15,000	202	11.1%	178	9.6%
\$15,000 - \$24,999	146	8.1%	96	5.2%
\$25,000 - \$34,999	177	9.8%	138	7.5%
\$35,000 - \$49,999	310	17.1%	268	14.5%
\$50,000 - \$74,999	494	27.3%	580	31.4%
\$75,000 - \$99,999	248	13.7%	297	16.1%
\$100,000 - \$149,999	179	9.9%	212	11.5%
\$150,000 - \$199,999	47	2.6%	64	3.5%
\$200,000+	9	0.5%	13	0.7%

Median Household Income	\$52,219	\$57,383
Average Household Income	\$60,532	\$67,469
Per Capita Income	\$22,703	\$25,214

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	336	7.4%	320	7.1%	331	7.2%
5 - 9	309	6.8%	317	7.0%	321	7.0%
10 - 14	347	7.7%	315	7.0%	325	7.1%
15 - 19	302	6.7%	300	6.7%	290	6.3%
20 - 24	268	5.9%	275	6.1%	267	5.8%
25 - 34	629	13.9%	625	13.9%	631	13.7%
35 - 44	640	14.1%	629	14.0%	618	13.5%
45 - 54	650	14.4%	609	13.5%	592	12.9%
55 - 64	535	11.8%	552	12.3%	563	12.3%
65 - 74	278	6.1%	327	7.3%	396	8.6%
75 - 84	171	3.8%	155	3.4%	176	3.8%
85+	63	1.4%	74	1.6%	80	1.7%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,639	80.4%	3,548	78.9%	3,461	75.4%
Black Alone	646	14.3%	691	15.4%	822	17.9%
American Indian Alone	11	0.2%	13	0.3%	16	0.3%
Asian Alone	58	1.3%	61	1.4%	71	1.5%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	86	1.9%	96	2.1%	119	2.6%
Two or More Races	86	1.9%	88	2.0%	98	2.1%

Hispanic Origin (Any Race)	167	3.7%	193	4.3%	250	5.4%
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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

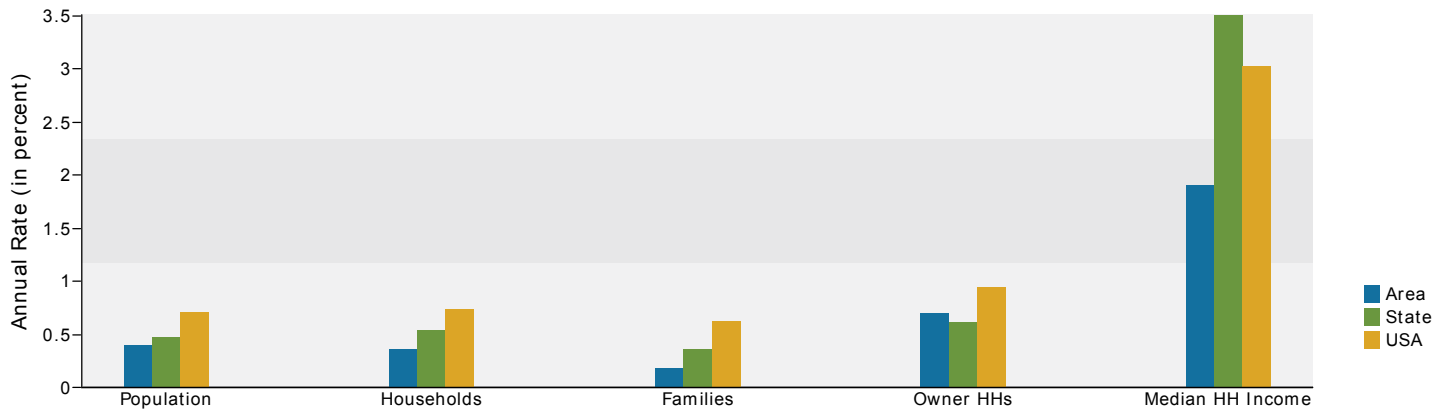


Demographic and Income Profile

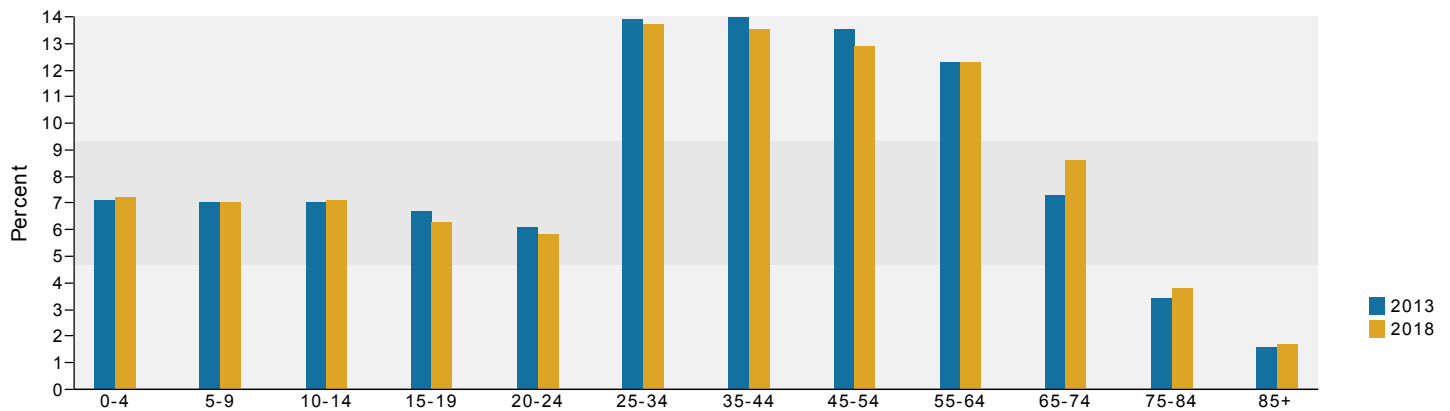
328 Goodman Rd E, Southaven, Mississippi, 38671
Ring: 1 mile radius

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

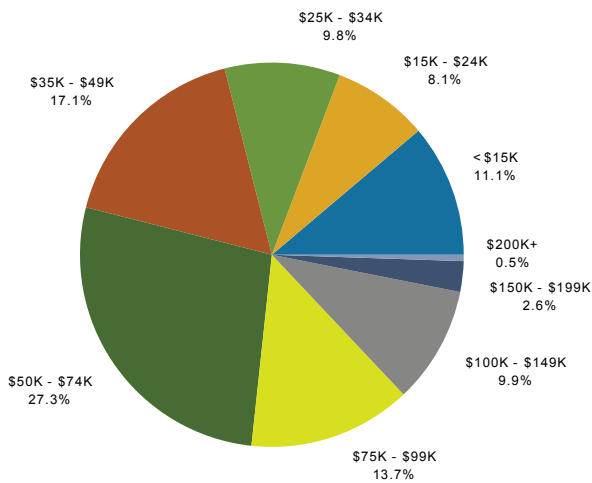
Trends 2013-2018



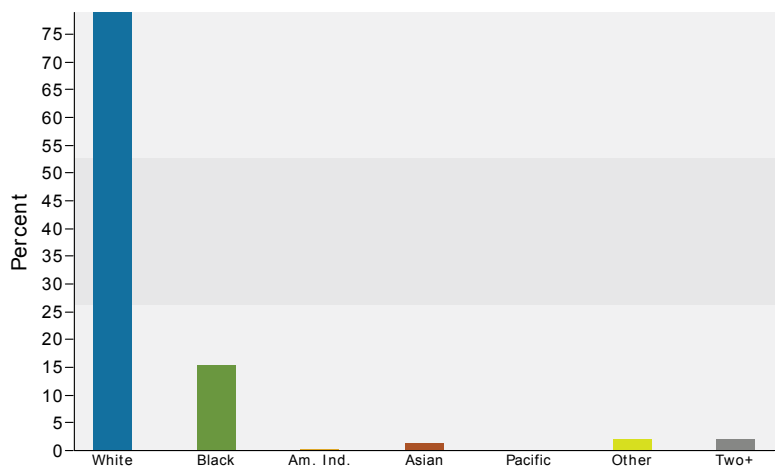
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 4.3%



Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

Summary	Census 2010	2013	2018
Population	42,929	43,571	45,240
Households	15,940	16,143	16,724
Families	11,393	11,460	11,777
Average Household Size	2.68	2.68	2.69
Owner Occupied Housing Units	10,260	10,473	11,002
Renter Occupied Housing Units	5,680	5,671	5,722
Median Age	32.6	33.1	33.6
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.75%	0.47%	0.71%
Households	0.71%	0.54%	0.74%
Families	0.55%	0.36%	0.63%
Owner HHs	0.99%	0.61%	0.94%
Median Household Income	2.43%	3.51%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
< \$15,000	1,862	11.5%	1,767	10.6%
\$15,000 - \$24,999	1,965	12.2%	1,400	8.4%
\$25,000 - \$34,999	1,637	10.1%	1,310	7.8%
\$35,000 - \$49,999	2,843	17.6%	2,550	15.2%
\$50,000 - \$74,999	4,005	24.8%	4,879	29.2%
\$75,000 - \$99,999	2,087	12.9%	2,666	15.9%
\$100,000 - \$149,999	1,368	8.5%	1,630	9.7%
\$150,000 - \$199,999	263	1.6%	363	2.2%
\$200,000+	113	0.7%	159	1.0%

Median Household Income	\$48,323	\$54,483
Average Household Income	\$56,557	\$63,703
Per Capita Income	\$20,932	\$23,510

Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,478	8.1%	3,420	7.8%	3,593	7.9%
5 - 9	3,419	8.0%	3,350	7.7%	3,331	7.4%
10 - 14	3,428	8.0%	3,335	7.7%	3,329	7.4%
15 - 19	2,976	6.9%	3,069	7.0%	3,104	6.9%
20 - 24	2,880	6.7%	3,125	7.2%	3,153	7.0%
25 - 34	6,903	16.1%	6,798	15.6%	7,042	15.6%
35 - 44	6,062	14.1%	6,205	14.2%	6,376	14.1%
45 - 54	5,397	12.6%	5,321	12.2%	5,370	11.9%
55 - 64	4,165	9.7%	4,352	10.0%	4,594	10.2%
65 - 74	2,501	5.8%	2,753	6.3%	3,179	7.0%
75 - 84	1,302	3.0%	1,370	3.1%	1,610	3.6%
85+	417	1.0%	472	1.1%	560	1.2%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	27,819	64.8%	27,285	62.6%	26,269	58.1%
Black Alone	12,193	28.4%	12,997	29.8%	14,866	32.9%
American Indian Alone	133	0.3%	152	0.3%	178	0.4%
Asian Alone	603	1.4%	635	1.5%	726	1.6%
Pacific Islander Alone	26	0.1%	29	0.1%	36	0.1%
Some Other Race Alone	1,412	3.3%	1,687	3.9%	2,268	5.0%
Two or More Races	743	1.7%	785	1.8%	897	2.0%

Hispanic Origin (Any Race)	2,284	5.3%	2,756	6.3%	3,711	8.2%
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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

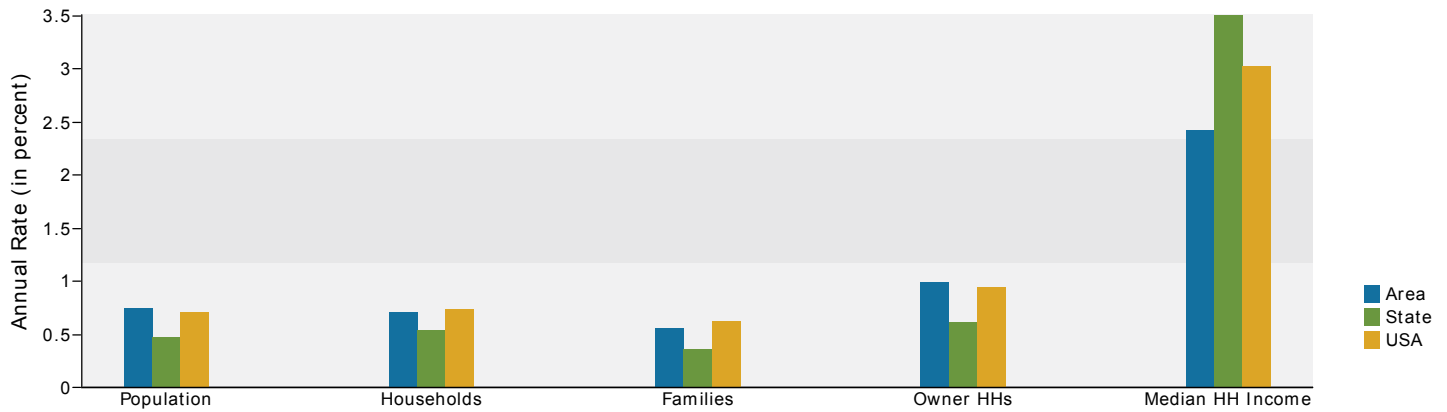


Demographic and Income Profile

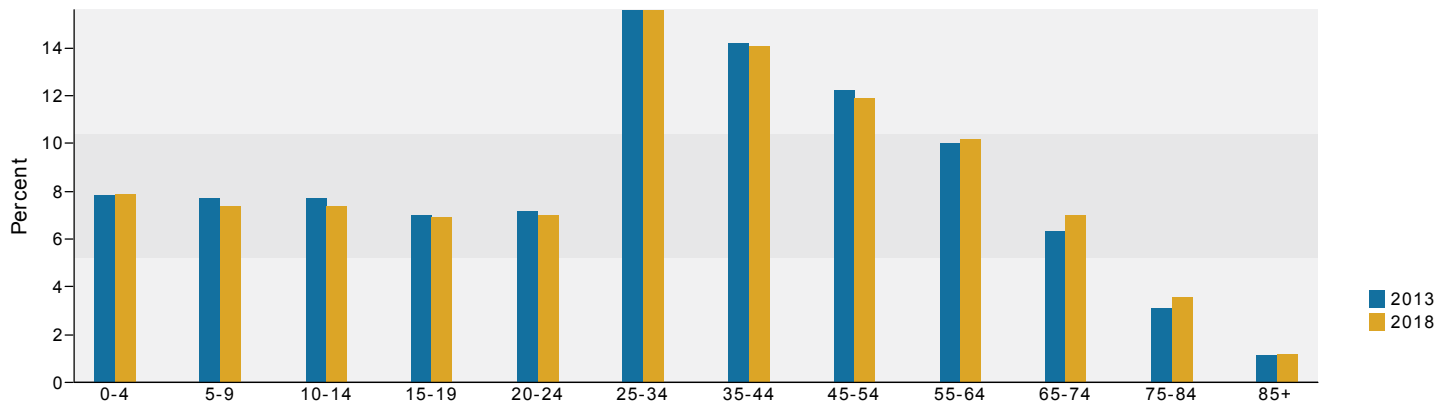
328 Goodman Rd E, Southaven, Mississippi, 38671
Ring: 3 mile radius

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

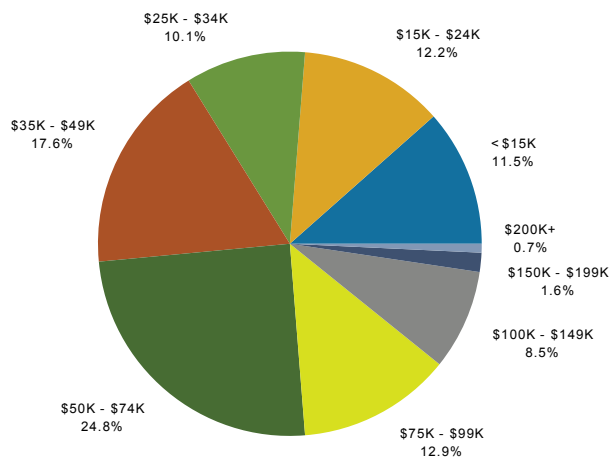
Trends 2013-2018



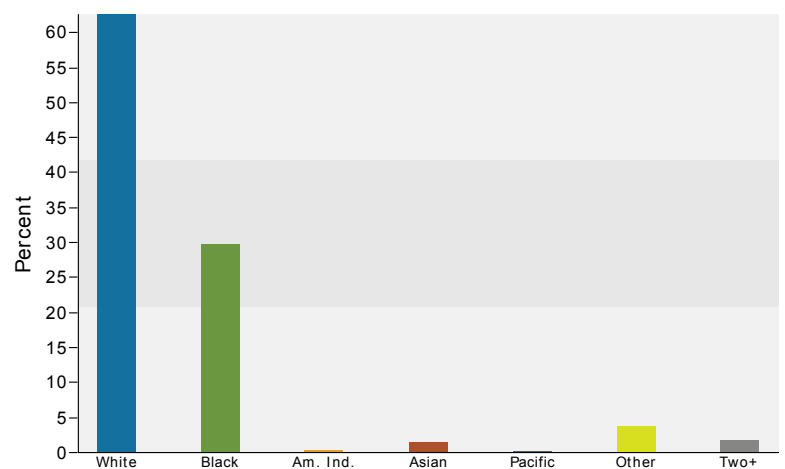
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 6.3%



Demographic and Income Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Ring: 5 mile radius

Prepared by Mark Robbins
Latitude: 34.962790569
Longitude: -89.98361141

Summary	Census 2010		2013		2018	
Population	101,228		103,186		107,701	
Households	36,407		37,104		38,686	
Families	26,638		26,985		27,935	
Average Household Size	2.76		2.76		2.77	
Owner Occupied Housing Units	24,322		24,650		26,058	
Renter Occupied Housing Units	12,085		12,454		12,628	
Median Age	33.2		33.8		34.5	
Trends: 2013 - 2018 Annual Rate	Area		State		National	
Population	0.86%		0.47%		0.71%	
Households	0.84%		0.54%		0.74%	
Families	0.69%		0.36%		0.63%	
Owner HHs	1.12%		0.61%		0.94%	
Median Household Income	2.72%		3.51%		3.03%	
Households by Income			2013		2018	
			Number	Percent	Number	Percent
< \$15,000			4,358	11.7%	4,194	10.8%
\$15,000 - \$24,999			4,332	11.7%	3,132	8.1%
\$25,000 - \$34,999			4,351	11.7%	3,529	9.1%
\$35,000 - \$49,999			6,223	16.8%	5,695	14.7%
\$50,000 - \$74,999			8,452	22.8%	10,275	26.6%
\$75,000 - \$99,999			4,851	13.1%	6,225	16.1%
\$100,000 - \$149,999			3,441	9.3%	4,101	10.6%
\$150,000 - \$199,999			779	2.1%	1,088	2.8%
\$200,000+			318	0.9%	447	1.2%
Median Household Income			\$47,723		\$54,580	
Average Household Income			\$57,689		\$65,466	
Per Capita Income			\$20,866		\$23,639	
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,733	7.6%	7,666	7.4%	8,085	7.5%
5 - 9	7,873	7.8%	7,728	7.5%	7,719	7.2%
10 - 14	8,327	8.2%	7,991	7.7%	7,922	7.4%
15 - 19	7,800	7.7%	7,675	7.4%	7,574	7.0%
20 - 24	6,700	6.6%	7,438	7.2%	7,390	6.9%
25 - 34	14,929	14.7%	14,969	14.5%	15,889	14.8%
35 - 44	14,181	14.0%	14,323	13.9%	14,530	13.5%
45 - 54	13,666	13.5%	13,428	13.0%	13,446	12.5%
55 - 64	10,763	10.6%	11,514	11.2%	12,181	11.3%
65 - 74	5,609	5.5%	6,483	6.3%	8,152	7.6%
75 - 84	2,701	2.7%	2,927	2.8%	3,610	3.4%
85+	947	0.9%	1,046	1.0%	1,202	1.1%
Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	50,719	50.1%	50,302	48.7%	48,999	45.5%
Black Alone	44,838	44.3%	46,452	45.0%	50,613	47.0%
American Indian Alone	264	0.3%	298	0.3%	345	0.3%
Asian Alone	1,095	1.1%	1,172	1.1%	1,362	1.3%
Pacific Islander Alone	47	0.0%	53	0.1%	65	0.1%
Some Other Race Alone	2,800	2.8%	3,336	3.2%	4,487	4.2%
Two or More Races	1,465	1.4%	1,574	1.5%	1,829	1.7%
Hispanic Origin (Any Race)	4,736	4.7%	5,695	5.5%	7,641	7.1%

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

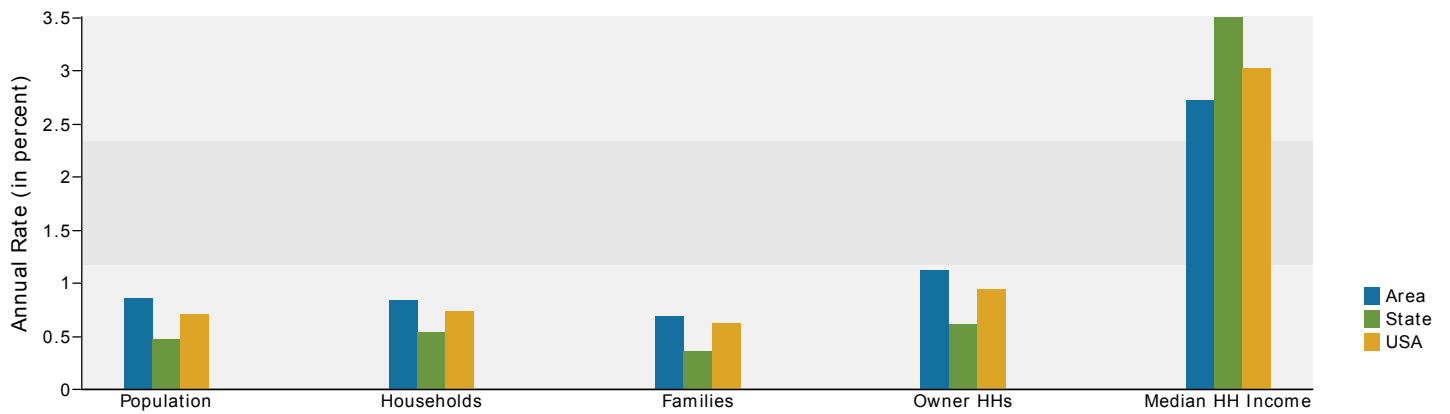
328 Goodman Rd E, Southaven, Mississippi, 38671
Ring: 5 mile radius

Prepared by Mark Robbins

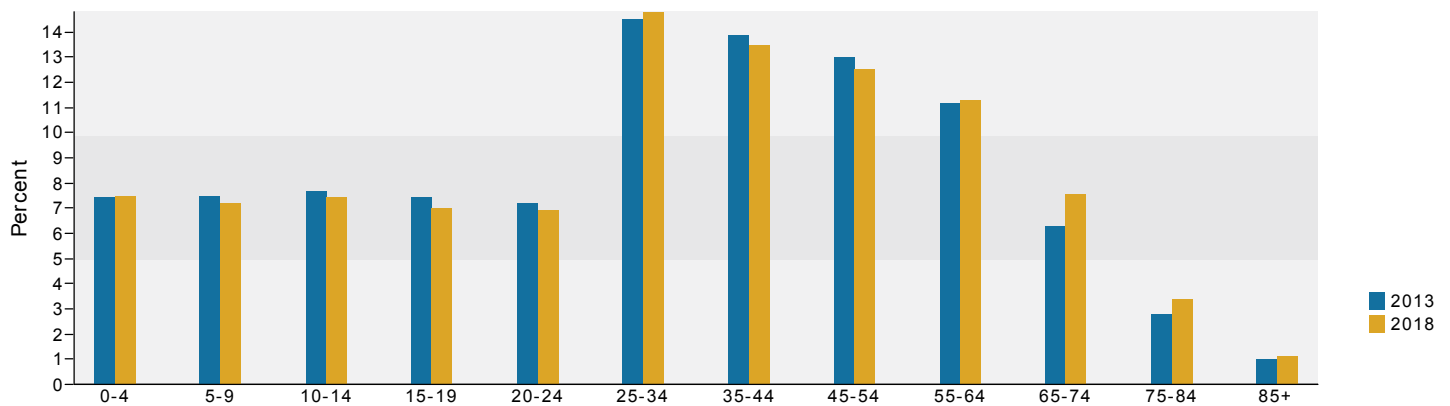
Latitude: 34.962790569

Longitude: -89.98361141

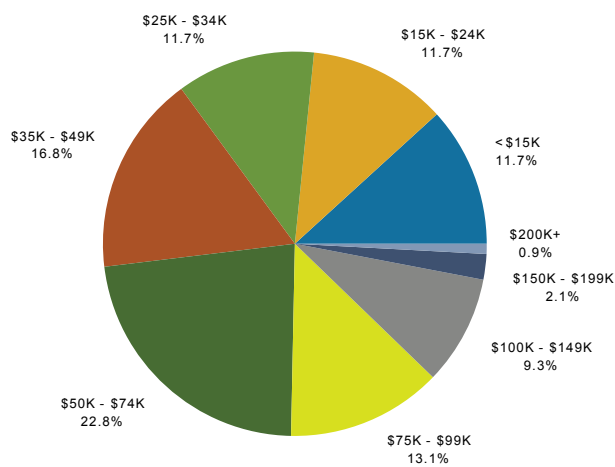
Trends 2013-2018



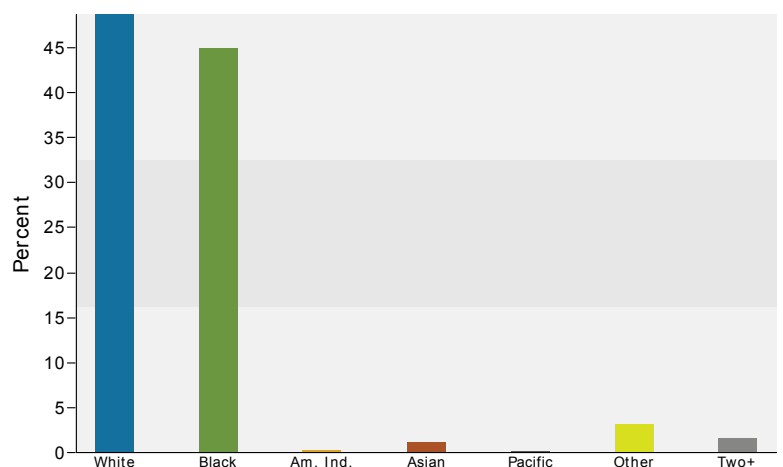
Population by Age



2013 Household Income



2013 Population by Race



2013 Percent Hispanic Origin: 5.5%



Market Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,940	32,260	81,837
2010 Total Population	4,528	42,929	101,228
2013 Total Population	4,497	43,571	103,186
2013 Group Quarters	43	237	596
2018 Total Population	4,588	45,240	107,701
2013-2018 Annual Rate	0.40%	0.75%	0.86%
Household Summary			
2000 Households	1,572	12,200	29,316
2000 Average Household Size	2.51	2.63	2.78
2010 Households	1,825	15,940	36,407
2010 Average Household Size	2.46	2.68	2.76
2013 Households	1,812	16,143	37,104
2013 Average Household Size	2.46	2.68	2.76
2018 Households	1,845	16,724	38,686
2018 Average Household Size	2.46	2.69	2.77
2013-2018 Annual Rate	0.35%	0.71%	0.84%
2010 Families	1,323	11,393	26,638
2010 Average Family Size	2.88	3.14	3.22
2013 Families	1,303	11,460	26,985
2013 Average Family Size	2.88	3.15	3.22
2018 Families	1,315	11,777	27,935
2018 Average Family Size	2.89	3.16	3.23
2013-2018 Annual Rate	0.18%	0.55%	0.69%
Housing Unit Summary			
2000 Housing Units	1,606	12,686	30,724
Owner Occupied Housing Units	80.7%	66.4%	68.1%
Renter Occupied Housing Units	17.2%	29.7%	27.3%
Vacant Housing Units	2.1%	3.8%	4.6%
2010 Housing Units	1,914	16,922	39,309
Owner Occupied Housing Units	69.5%	60.6%	61.9%
Renter Occupied Housing Units	25.8%	33.6%	30.7%
Vacant Housing Units	4.6%	5.8%	7.4%
2013 Housing Units	1,959	17,355	40,135
Owner Occupied Housing Units	68.6%	60.3%	61.4%
Renter Occupied Housing Units	24.0%	32.7%	31.0%
Vacant Housing Units	7.5%	7.0%	7.6%
2018 Housing Units	2,078	18,400	42,256
Owner Occupied Housing Units	66.9%	59.8%	61.7%
Renter Occupied Housing Units	21.8%	31.1%	29.9%
Vacant Housing Units	11.2%	9.1%	8.4%
Median Household Income			
2013	\$52,219	\$48,323	\$47,723
2018	\$57,383	\$54,483	\$54,580
Median Home Value			
2013	\$142,195	\$135,668	\$136,904
2018	\$158,732	\$150,347	\$155,826
Per Capita Income			
2013	\$22,703	\$20,932	\$20,866
2018	\$25,214	\$23,510	\$23,639
Median Age			
2010	36.1	32.6	33.2
2013	36.6	33.1	33.8
2018	37.0	33.6	34.5

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



Market Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
2013 Households by Income			
Household Income Base	1,812	16,143	37,104
< \$15,000	11.1%	11.5%	11.7%
\$15,000 - \$24,999	8.1%	12.2%	11.7%
\$25,000 - \$34,999	9.8%	10.1%	11.7%
\$35,000 - \$49,999	17.1%	17.6%	16.8%
\$50,000 - \$74,999	27.3%	24.8%	22.8%
\$75,000 - \$99,999	13.7%	12.9%	13.1%
\$100,000 - \$149,999	9.9%	8.5%	9.3%
\$150,000 - \$199,999	2.6%	1.6%	2.1%
\$200,000+	0.5%	0.7%	0.9%
Average Household Income	\$60,532	\$56,557	\$57,689
2018 Households by Income			
Household Income Base	1,845	16,724	38,686
< \$15,000	9.6%	10.6%	10.8%
\$15,000 - \$24,999	5.2%	8.4%	8.1%
\$25,000 - \$34,999	7.5%	7.8%	9.1%
\$35,000 - \$49,999	14.5%	15.2%	14.7%
\$50,000 - \$74,999	31.4%	29.2%	26.6%
\$75,000 - \$99,999	16.1%	15.9%	16.1%
\$100,000 - \$149,999	11.5%	9.7%	10.6%
\$150,000 - \$199,999	3.5%	2.2%	2.8%
\$200,000+	0.7%	1.0%	1.2%
Average Household Income	\$67,469	\$63,703	\$65,466
2013 Owner Occupied Housing Units by Value			
Total	1,343	10,473	24,650
< \$50,000	0.2%	1.5%	2.4%
\$50,000 - \$99,999	9.7%	22.2%	24.1%
\$100,000 - \$149,999	47.5%	36.9%	31.8%
\$150,000 - \$199,999	26.7%	23.2%	19.4%
\$200,000 - \$249,999	8.7%	8.8%	11.1%
\$250,000 - \$299,999	3.3%	3.4%	5.3%
\$300,000 - \$399,999	2.9%	2.8%	4.2%
\$400,000 - \$499,999	0.7%	0.7%	1.1%
\$500,000 - \$749,999	0.2%	0.3%	0.5%
\$750,000 - \$999,999	0.0%	0.0%	0.1%
\$1,000,000 +	0.0%	0.2%	0.1%
Average Home Value	\$157,358	\$150,568	\$156,462
2018 Owner Occupied Housing Units by Value			
Total	1,391	11,002	26,058
< \$50,000	0.1%	1.0%	1.9%
\$50,000 - \$99,999	5.8%	18.1%	19.0%
\$100,000 - \$149,999	38.2%	30.7%	26.4%
\$150,000 - \$199,999	34.0%	28.0%	23.2%
\$200,000 - \$249,999	11.8%	11.5%	14.1%
\$250,000 - \$299,999	4.4%	4.5%	6.9%
\$300,000 - \$399,999	4.3%	4.1%	5.7%
\$400,000 - \$499,999	1.0%	0.9%	1.5%
\$500,000 - \$749,999	0.3%	0.7%	1.0%
\$750,000 - \$999,999	0.1%	0.1%	0.2%
\$1,000,000 +	0.0%	0.3%	0.2%
Average Home Value	\$172,847	\$167,385	\$175,458

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



Market Profile

328 Goodman Rd E, Southaven, Mississippi, 38671
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	4,525	42,928	101,230
0 - 4	7.4%	8.1%	7.6%
5 - 9	6.8%	8.0%	7.8%
10 - 14	7.7%	8.0%	8.2%
15 - 24	12.6%	13.6%	14.3%
25 - 34	13.9%	16.1%	14.7%
35 - 44	14.1%	14.1%	14.0%
45 - 54	14.4%	12.6%	13.5%
55 - 64	11.8%	9.7%	10.6%
65 - 74	6.1%	5.8%	5.5%
75 - 84	3.8%	3.0%	2.7%
85 +	1.4%	1.0%	0.9%
18 +	74.0%	71.6%	71.5%
2013 Population by Age			
Total	4,498	43,570	103,188
0 - 4	7.1%	7.8%	7.4%
5 - 9	7.0%	7.7%	7.5%
10 - 14	7.0%	7.7%	7.7%
15 - 24	12.8%	14.2%	14.6%
25 - 34	13.9%	15.6%	14.5%
35 - 44	14.0%	14.2%	13.9%
45 - 54	13.5%	12.2%	13.0%
55 - 64	12.3%	10.0%	11.2%
65 - 74	7.3%	6.3%	6.3%
75 - 84	3.4%	3.1%	2.8%
85 +	1.6%	1.1%	1.0%
18 +	74.7%	72.6%	72.8%
2018 Population by Age			
Total	4,590	45,241	107,700
0 - 4	7.2%	7.9%	7.5%
5 - 9	7.0%	7.4%	7.2%
10 - 14	7.1%	7.4%	7.4%
15 - 24	12.1%	13.8%	13.9%
25 - 34	13.7%	15.6%	14.8%
35 - 44	13.5%	14.1%	13.5%
45 - 54	12.9%	11.9%	12.5%
55 - 64	12.3%	10.2%	11.3%
65 - 74	8.6%	7.0%	7.6%
75 - 84	3.8%	3.6%	3.4%
85 +	1.7%	1.2%	1.1%
18 +	74.8%	73.2%	73.7%
2010 Population by Sex			
Males	2,150	20,481	47,941
Females	2,378	22,448	53,287
2013 Population by Sex			
Males	2,145	20,862	48,999
Females	2,352	22,709	54,188
2018 Population by Sex			
Males	2,198	21,760	51,310
Females	2,390	23,479	56,390

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
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
2010 Population by Race/ Ethnicity			
Total	4,527	42,929	101,228
White Alone	80.4%	64.8%	50.1%
Black Alone	14.3%	28.4%	44.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	1.3%	1.4%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	1.9%	3.3%	2.8%
Two or More Races	1.9%	1.7%	1.4%
Hispanic Origin	3.7%	5.3%	4.7%
Diversity Index	38.1	55.0	59.3
2013 Population by Race/ Ethnicity			
Total	4,498	43,570	103,187
White Alone	78.9%	62.6%	48.7%
Black Alone	15.4%	29.8%	45.0%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.4%	1.5%	1.1%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.1%	3.9%	3.2%
Two or More Races	2.0%	1.8%	1.5%
Hispanic Origin	4.3%	6.3%	5.5%
Diversity Index	40.7	57.6	60.5
2018 Population by Race/ Ethnicity			
Total	4,588	45,240	107,700
White Alone	75.4%	58.1%	45.5%
Black Alone	17.9%	32.9%	47.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.5%	1.6%	1.3%
Pacific Islander Alone	0.0%	0.1%	0.1%
Some Other Race Alone	2.6%	5.0%	4.2%
Two or More Races	2.1%	2.0%	1.7%
Hispanic Origin	5.4%	8.2%	7.1%
Diversity Index	46.1	62.2	62.8
2010 Population by Relationship and Household Type			
Total	4,528	42,929	101,228
In Households	99.1%	99.5%	99.4%
In Family Households	86.5%	86.3%	87.5%
Householder	27.4%	26.5%	26.4%
Spouse	19.1%	17.0%	16.2%
Child	34.1%	35.7%	37.3%
Other relative	3.5%	4.2%	4.8%
Nonrelative	2.4%	2.9%	2.8%
In Nonfamily Households	12.5%	13.2%	11.9%
In Group Quarters	0.9%	0.5%	0.6%
Institutionalized Population	0.9%	0.5%	0.5%
Noninstitutionalized Population	0.0%	0.0%	0.0%

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. 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
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
2013 Population 25+ by Educational Attainment			
Total	2,969	27,271	64,689
Less than 9th Grade	2.7%	3.6%	4.2%
9th - 12th Grade, No Diploma	8.0%	9.9%	9.5%
High School Graduate	27.4%	32.5%	32.4%
Some College, No Degree	26.4%	27.4%	27.0%
Associate Degree	9.7%	8.8%	8.4%
Bachelor's Degree	19.4%	13.3%	13.7%
Graduate/Professional Degree	6.4%	4.4%	4.9%
2013 Population 15+ by Marital Status			
Total	3,545	33,465	79,802
Never Married	25.7%	26.3%	30.8%
Married	55.2%	53.7%	50.8%
Widowed	4.6%	5.7%	5.5%
Divorced	14.4%	14.2%	12.9%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	91.9%	91.8%	90.1%
Civilian Unemployed	8.1%	8.2%	9.9%
2013 Employed Population 16+ by Industry			
Total	2,166	19,737	46,245
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	6.2%	4.9%	4.9%
Manufacturing	6.3%	8.2%	9.6%
Wholesale Trade	6.5%	4.7%	4.5%
Retail Trade	6.5%	12.2%	11.0%
Transportation/Utilities	9.7%	13.0%	12.7%
Information	0.7%	0.5%	0.6%
Finance/Insurance/Real Estate	6.3%	5.8%	6.5%
Services	54.1%	46.6%	46.1%
Public Administration	3.6%	3.8%	3.7%
2013 Employed Population 16+ by Occupation			
Total	2,169	19,740	46,245
White Collar	62.0%	60.2%	57.9%
Management/Business/Financial	15.1%	12.0%	11.4%
Professional	18.3%	18.0%	17.9%
Sales	7.8%	10.7%	10.9%
Administrative Support	20.9%	19.5%	17.8%
Services	17.6%	14.9%	17.1%
Blue Collar	20.5%	24.9%	25.0%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	4.1%	4.0%	4.1%
Installation/Maintenance/Repair	2.6%	3.7%	4.1%
Production	4.7%	6.1%	6.0%
Transportation/Material Moving	9.1%	10.8%	10.7%

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
Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	1,826	15,940	36,406
Households with 1 Person	23.2%	23.1%	22.1%
Households with 2+ People	76.8%	76.9%	77.9%
Family Households	72.5%	71.5%	73.2%
Husband-wife Families	50.5%	46.0%	45.0%
With Related Children	23.7%	22.9%	22.2%
Other Family (No Spouse Present)	22.0%	25.5%	28.2%
Other Family with Male Householder	5.7%	5.9%	6.0%
With Related Children	3.7%	3.7%	3.6%
Other Family with Female Householder	16.3%	19.5%	22.2%
With Related Children	10.6%	14.0%	15.5%
Nonfamily Households	4.3%	5.4%	4.8%
All Households with Children	38.6%	41.2%	41.9%
Multigenerational Households	4.8%	5.3%	6.7%
Unmarried Partner Households	5.8%	6.8%	6.5%
Male-female	5.3%	6.2%	6.0%
Same-sex	0.4%	0.6%	0.5%
2010 Households by Size			
Total	1,825	15,939	36,407
1 Person Household	23.2%	23.1%	22.1%
2 Person Household	33.2%	31.0%	30.0%
3 Person Household	19.0%	19.2%	19.5%
4 Person Household	13.6%	14.9%	15.6%
5 Person Household	6.5%	7.1%	7.5%
6 Person Household	2.9%	2.9%	3.2%
7 + Person Household	1.5%	1.8%	2.1%
2010 Households by Tenure and Mortgage Status			
Total	1,825	15,940	36,407
Owner Occupied	72.9%	64.4%	66.8%
Owned with a Mortgage/Loan	60.0%	51.9%	54.2%
Owned Free and Clear	12.9%	12.4%	12.6%
Renter Occupied	27.1%	35.6%	33.2%

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.

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

Rings: 1, 3, 5 mile radii

Prepared by Mark Robbins

Latitude: 34.962790569

Longitude: -89.98361141

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Rustbelt Traditions	Aspiring Young Families	Aspiring Young Families
2.	Milk and Cookies	Rustbelt Traditions	Family Foundations
3.	Sophisticated Squires	Up and Coming Families	Rustbelt Traditions
2013 Consumer Spending			
Apparel & Services: Total \$	\$2,344,923	\$19,784,985	\$46,222,517
Average Spent	\$1,294.11	\$1,225.61	\$1,245.76
Spending Potential Index	57	54	55
Computers & Accessories: Total \$	\$382,130	\$3,239,416	\$7,482,337
Average Spent	\$210.86	\$200.66	\$201.66
Spending Potential Index	85	81	81
Education: Total \$	\$2,184,985	\$18,111,954	\$41,935,972
Average Spent	\$1,205.84	\$1,121.97	\$1,130.23
Spending Potential Index	83	77	77
Entertainment/Recreation: Total \$	\$5,179,734	\$42,859,289	\$100,483,881
Average Spent	\$2,858.57	\$2,654.98	\$2,708.17
Spending Potential Index	88	82	83
Food at Home: Total \$	\$7,749,746	\$64,716,218	\$152,070,679
Average Spent	\$4,276.90	\$4,008.93	\$4,098.50
Spending Potential Index	85	80	81
Food Away from Home: Total \$	\$4,955,806	\$41,969,288	\$97,615,699
Average Spent	\$2,734.99	\$2,599.84	\$2,630.87
Spending Potential Index	86	81	82
Health Care: Total \$	\$6,889,638	\$55,552,257	\$132,739,770
Average Spent	\$3,802.23	\$3,441.26	\$3,577.51
Spending Potential Index	85	77	80
HH Furnishings & Equipment: Total \$	\$2,485,525	\$20,750,083	\$48,460,480
Average Spent	\$1,371.70	\$1,285.39	\$1,306.07
Spending Potential Index	76	71	72
Investments: Total \$	\$2,608,416	\$22,998,886	\$52,478,115
Average Spent	\$1,439.52	\$1,424.70	\$1,414.35
Spending Potential Index	69	69	68
Retail Goods: Total \$	\$35,903,867	\$297,634,089	\$698,305,969
Average Spent	\$19,814.50	\$18,437.35	\$18,820.23
Spending Potential Index	82	76	78
Shelter: Total \$	\$24,887,362	\$209,841,505	\$489,930,227
Average Spent	\$13,734.75	\$12,998.92	\$13,204.24
Spending Potential Index	84	80	81
TV/Video/Audio: Total \$	\$2,015,209	\$16,864,822	\$39,647,649
Average Spent	\$1,112.15	\$1,044.71	\$1,068.55
Spending Potential Index	86	81	83
Travel: Total \$	\$2,832,208	\$23,191,146	\$54,475,608
Average Spent	\$1,563.03	\$1,436.61	\$1,468.19
Spending Potential Index	85	78	80
Vehicle Maintenance & Repairs: Total \$	\$1,710,652	\$14,242,819	\$33,368,015
Average Spent	\$944.07	\$882.29	\$899.31
Spending Potential Index	86	81	82

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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