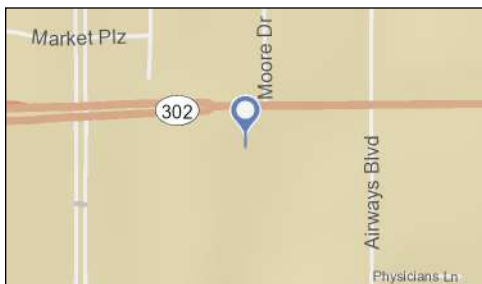
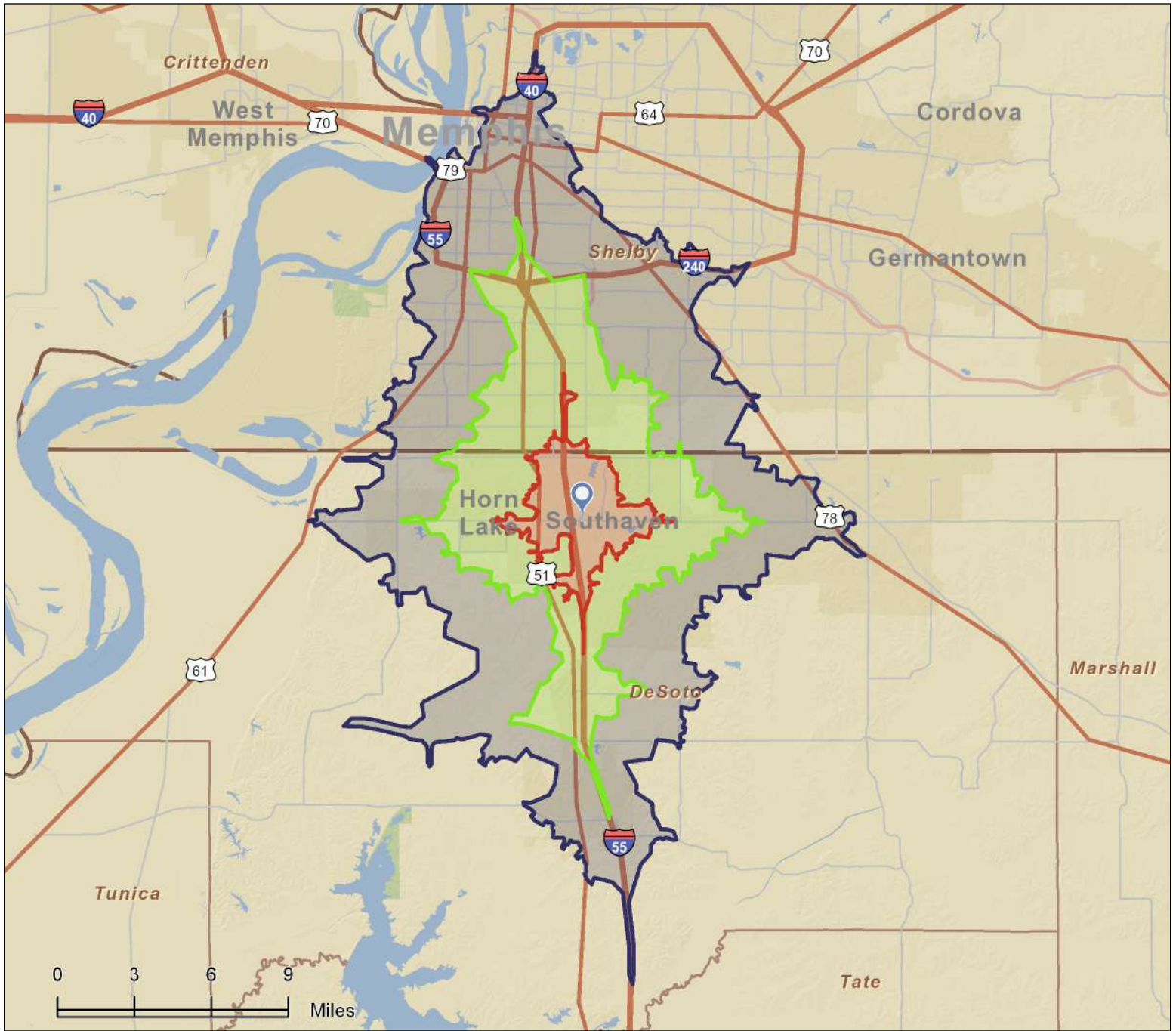




Site Map

115 Goodman Rd W, Southaven, MS 38671, United States
Drive Time: 5, 10, 15 Minutes

Prepared by Mark Robbins
Latitude: 34.962151
Longitude: -89.99189





Executive Summary

Prepared by Mark Robbins

115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2010 Population			
Total Population	23,955	120,630	299,962
Male Population	48.4%	47.6%	47.6%
Female Population	51.6%	52.4%	52.4%
Median Age	34.0	32.1	33.9
2010 Income			
Median HH Income	\$55,016	\$48,764	\$41,891
Per Capita Income	\$23,210	\$20,642	\$19,105
Average HH Income	\$60,213	\$56,153	\$50,653
2010 Households			
Total Households	9,392	44,348	112,026
Average Household Size	2.54	2.71	2.64
2010 Housing			
Owner Occupied Housing Units	63.8%	56.5%	50.0%
Renter Occupied Housing Units	32.0%	33.9%	35.3%
Vacant Housing Units	4.2%	9.6%	14.7%
Population			
1990 Population	16,396	88,054	281,787
2000 Population	21,307	104,515	277,676
2010 Population	23,955	120,630	299,962
2015 Population	26,373	130,056	315,706
1990-2000 Annual Rate	2.65%	1.73%	-0.15%
2000-2010 Annual Rate	1.15%	1.41%	0.76%
2010-2015 Annual Rate	1.94%	1.52%	1.03%

In the identified market area, the current year population is 299,962. In 2000, the Census count in the market area was 277,676. The rate of change since 2000 was 0.76 percent annually. The five-year projection for the population in the market area is 315,706, representing a change of 1.03 percent annually from 2010 to 2015. Currently, the population is 47.6 percent male and 52.4 percent female.

Households			
1990 Households	5,566	30,794	99,352
2000 Households	8,131	37,575	101,957
2010 Households	9,392	44,348	112,026
2015 Households	10,424	48,130	118,410
1990-2000 Annual Rate	3.86%	2.01%	0.26%
2000-2010 Annual Rate	1.42%	1.63%	0.92%
2010-2015 Annual Rate	2.11%	1.65%	1.11%

The household count in this market area has changed from 101,957 in 2000 to 112,026 in the current year, a change of 0.92 percent annually. The five-year projection of households is 118,410, a change of 1.11 percent annually from the current year total. Average household size is currently 2.64, compared to 2.68 in the year 2000. The number of families in the current year is 74,899 in the market area.

Housing

Currently, 50.0 percent of the 131,399 housing units in the market area are owner occupied; 35.3 percent, renter occupied; and 14.7 percent are vacant. In 2000, there were 110,948 housing units - 52.5 percent owner occupied, 39.4 percent renter occupied and 8.1 percent vacant. The rate of change in housing units since 2000 is 1.66 percent. Median home value in the market area is \$90,390, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.1 percent annually to \$105,289. From 2000 to the current year, median home value changed by 2.76 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Executive Summary

Prepared by Mark Robbins

115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
Median Household Income			
1990 Median HH Income	\$35,239	\$28,526	\$20,112
2000 Median HH Income	\$46,436	\$38,117	\$30,869
2010 Median HH Income	\$55,016	\$48,764	\$41,891
2015 Median HH Income	\$59,919	\$52,639	\$46,829
1990-2000 Annual Rate	2.8%	2.94%	4.38%
2000-2010 Annual Rate	1.67%	2.43%	3.02%
2010-2015 Annual Rate	1.72%	1.54%	2.25%
Per Capita Income			
1990 Per Capita Income	\$14,163	\$11,657	\$9,279
2000 Per Capita Income	\$19,874	\$16,722	\$15,325
2010 Per Capita Income	\$23,210	\$20,642	\$19,105
2015 Per Capita Income	\$24,130	\$22,086	\$20,898
1990-2000 Annual Rate	3.45%	3.67%	5.15%
2000-2010 Annual Rate	1.53%	2.08%	2.17%
2010-2015 Annual Rate	0.78%	1.36%	1.81%
Average Household Income			
1990 Average Household Income	\$41,527	\$33,024	\$25,951
2000 Average Household Income	\$52,851	\$46,261	\$41,124
2010 Average HH Income	\$60,213	\$56,153	\$50,653
2015 Average HH Income	\$62,198	\$59,706	\$55,180
1990-2000 Annual Rate	2.44%	3.43%	4.71%
2000-2010 Annual Rate	1.28%	1.91%	2.05%
2010-2015 Annual Rate	0.65%	1.23%	1.73%

Households by Income

Current median household income is \$41,891 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$46,829 in five years. In 2000, median household income was \$30,869, compared to \$20,112 in 1990.

Current average household income is \$50,653 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$55,180 in five years. In 2000, average household income was \$41,124, compared to \$25,951 in 1990.

Current per capita income is \$19,105 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$20,898 in five years. In 2000, the per capita income was \$15,325, compared to \$9,279 in 1990.

Population by Employment

Total Businesses	1,211	4,180	10,215
Total Employees	14,612	52,200	142,968

Currently, 83.4 percent of the civilian labor force in the identified market area is employed and 16.6 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 86.8 percent of the civilian labor force, and unemployment will be 13.2 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 62.2 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 51.3 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 21.1 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 27.6 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 74.8 percent of the market area population drove alone to work, and 1.4 percent worked at home. The average travel time to work in 2000 was 24.3 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 20.9 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 35.0 percent were high school graduates only (29.6 percent in the U.S.)
- 6.3 percent had completed an Associate degree (7.7 percent in the U.S.)
- 9.4 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 5.0 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.






115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
 2000 Total Population	21,307	104,515	277,676
2000 Group Quarters	51	550	4,265
2010 Total Population	23,955	120,630	299,962
2015 Total Population	26,373	130,056	315,706
2010 - 2015 Annual Rate	1.94%	1.52%	1.03%
 2000 Households	8,131	37,575	101,957
2000 Average Household Size	2.61	2.77	2.68
2010 Households	9,392	44,348	112,026
2010 Average Household Size	2.54	2.71	2.64
2015 Households	10,424	48,130	118,410
2015 Average Household Size	2.52	2.69	2.63
2010 - 2015 Annual Rate	2.11%	1.65%	1.11%
2000 Families	6,003	27,532	69,442
2000 Average Family Size	3.03	3.22	3.26
2010 Families	6,675	31,754	74,899
2010 Average Family Size	2.99	3.17	3.23
2015 Families	7,341	34,230	78,932
2015 Average Family Size	2.97	3.16	3.21
2010 - 2015 Annual Rate	1.92%	1.51%	1.05%
 2000 Housing Units	8,403	39,600	110,948
Owner Occupied Housing Units	66.0%	57.7%	52.5%
Renter Occupied Housing Units	31.0%	37.2%	39.4%
Vacant Housing Units	3.0%	5.1%	8.1%
2010 Housing Units	9,802	49,038	131,399
Owner Occupied Housing Units	63.8%	56.5%	50.0%
Renter Occupied Housing Units	32.0%	33.9%	35.3%
Vacant Housing Units	4.2%	9.6%	14.7%
2015 Housing Units	10,941	53,927	141,583
Owner Occupied Housing Units	63.8%	56.6%	50.1%
Renter Occupied Housing Units	31.5%	32.6%	33.6%
Vacant Housing Units	4.7%	10.7%	16.4%
Median Household Income			
2000	\$46,436	\$38,117	\$30,869
2010	\$55,016	\$48,764	\$41,891
2015	\$59,919	\$52,639	\$46,829
Median Home Value			
2000	\$89,901	\$80,127	\$68,383
2010	\$119,828	\$105,897	\$90,390
2015	\$139,908	\$123,493	\$105,289
Per Capita Income			
2000	\$19,874	\$16,722	\$15,325
2010	\$23,210	\$20,642	\$19,105
2015	\$24,130	\$22,086	\$20,898
Median Age			
2000	31.9	29.5	31.5
2010	34.0	32.1	33.9
2015	34.3	32.7	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 total population. Detail may not sum to totals due to rounding.

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




115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Households by Income			
 Household Income Base	8,126	37,527	101,918
< \$15,000	10.7%	17.1%	26.0%
\$15,000 - \$24,999	8.9%	13.7%	15.5%
\$25,000 - \$34,999	13.8%	14.5%	14.0%
\$35,000 - \$49,999	21.0%	19.3%	16.3%
\$50,000 - \$74,999	27.1%	20.3%	15.8%
\$75,000 - \$99,999	11.8%	9.1%	7.0%
\$100,000 - \$149,999	4.9%	4.1%	3.5%
\$150,000 - \$199,999	0.8%	0.9%	0.8%
\$200,000+	1.1%	0.9%	1.2%
Average Household Income	\$52,851	\$46,261	\$41,124
2010 Households by Income			
Household Income Base	9,391	44,349	112,026
< \$15,000	8.4%	12.7%	19.6%
\$15,000 - \$24,999	7.6%	9.3%	11.2%
\$25,000 - \$34,999	8.9%	10.8%	11.5%
\$35,000 - \$49,999	18.1%	18.7%	16.7%
\$50,000 - \$74,999	34.2%	26.0%	20.8%
\$75,000 - \$99,999	12.4%	12.8%	11.7%
\$100,000 - \$149,999	8.0%	7.2%	5.9%
\$150,000 - \$199,999	1.0%	1.3%	1.3%
\$200,000+	1.2%	1.2%	1.3%
Average Household Income	\$60,213	\$56,153	\$50,653
2015 Households by Income			
Household Income Base	10,425	48,128	118,410
< \$15,000	7.8%	11.2%	17.4%
\$15,000 - \$24,999	7.2%	8.4%	10.2%
\$25,000 - \$34,999	7.3%	9.1%	9.9%
\$35,000 - \$49,999	18.6%	18.2%	15.8%
\$50,000 - \$74,999	34.2%	26.9%	22.3%
\$75,000 - \$99,999	14.6%	15.0%	14.1%
\$100,000 - \$149,999	8.1%	8.3%	7.4%
\$150,000 - \$199,999	1.0%	1.4%	1.5%
\$200,000+	1.2%	1.3%	1.5%
Average Household Income	\$62,198	\$59,706	\$55,180
2000 Owner Occupied HUs by Value			
Total	5,550	22,792	58,267
<\$50,000	2.9%	9.7%	25.1%
\$50,000 - 99,999	61.2%	66.2%	52.7%
\$100,000 - 149,999	25.9%	15.9%	12.2%
\$150,000 - 199,999	5.2%	4.8%	5.3%
\$200,000 - \$299,999	3.4%	2.6%	3.4%
\$300,000 - 499,999	1.1%	0.7%	1.0%
\$500,000 - 999,999	0.3%	0.1%	0.2%
\$1,000,000+	0.1%	0.1%	0.1%
Average Home Value	\$105,367	\$90,813	\$84,826
2000 Specified Renter Occupied HUs by Contract Rent			
Total	2,601	14,754	43,603
With Cash Rent	96.0%	95.8%	96.1%
No Cash Rent	4.0%	4.2%	3.9%
Median Rent	\$559	\$457	\$377
Average Rent	\$537	\$447	\$375

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

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




115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Population by Age			
 Total	21,307	104,514	277,676
Age 0 - 4	7.9%	9.2%	8.2%
Age 5 - 9	8.2%	9.2%	8.8%
Age 10 - 14	7.8%	8.5%	8.4%
Age 15 - 19	7.1%	7.8%	7.8%
Age 20 - 24	6.9%	7.8%	7.3%
Age 25 - 34	16.8%	15.8%	14.2%
Age 35 - 44	15.7%	15.2%	14.9%
Age 45 - 54	13.2%	12.6%	12.7%
Age 55 - 64	8.7%	7.0%	7.9%
Age 65 - 74	4.9%	4.1%	5.6%
Age 75 - 84	2.3%	2.2%	3.1%
Age 85+	0.5%	0.7%	1.0%
Age 18+	71.6%	68.4%	69.8%
2010 Population by Age			
Total	23,952	120,627	299,962
Age 0 - 4	7.9%	8.8%	8.0%
Age 5 - 9	7.5%	8.2%	7.9%
Age 10 - 14	7.0%	7.6%	7.4%
Age 15 - 19	7.0%	7.6%	7.7%
Age 20 - 24	6.7%	7.3%	7.1%
Age 25 - 34	15.5%	14.6%	13.2%
Age 35 - 44	14.6%	13.6%	13.0%
Age 45 - 54	13.2%	13.4%	13.9%
Age 55 - 64	10.6%	10.1%	11.0%
Age 65 - 74	6.1%	5.2%	6.1%
Age 75 - 84	3.0%	2.6%	3.3%
Age 85+	0.9%	1.0%	1.4%
Age 18+	73.3%	70.8%	72.0%
2015 Population by Age			
Total	26,373	130,057	315,706
Age 0 - 4	7.9%	8.7%	7.9%
Age 5 - 9	7.6%	8.1%	7.8%
Age 10 - 14	7.3%	7.7%	7.6%
Age 15 - 19	6.4%	6.9%	6.9%
Age 20 - 24	6.7%	7.4%	7.2%
Age 25 - 34	15.1%	14.4%	13.2%
Age 35 - 44	14.9%	13.7%	12.7%
Age 45 - 54	12.3%	12.2%	12.6%
Age 55 - 64	10.3%	10.5%	11.8%
Age 65 - 74	7.3%	6.6%	7.5%
Age 75 - 84	3.2%	2.7%	3.4%
Age 85+	1.0%	1.0%	1.4%
Age 18+	73.3%	71.3%	72.4%
2000 Population by Sex			
Males	48.6%	47.4%	47.3%
Females	51.4%	52.6%	52.7%
2010 Population by Sex			
Males	48.4%	47.6%	47.6%
Females	51.6%	52.4%	52.4%
2015 Population by Sex			
Males	48.4%	47.6%	47.7%
Females	51.6%	52.4%	52.3%

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





115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Population by Race/Ethnicity			
 Total	21,307	104,514	277,676
White Alone	81.9%	43.0%	29.4%
Black Alone	14.9%	54.2%	67.8%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	0.8%	0.5%	0.8%
Some Other Race Alone	1.2%	1.3%	1.1%
Two or More Races	0.9%	0.8%	0.7%
Hispanic Origin	2.5%	2.3%	2.1%
Diversity Index	34.1	54.3	47.6
2010 Population by Race/Ethnicity			
Total	23,954	120,629	299,962
White Alone	74.0%	43.9%	31.2%
Black Alone	19.7%	50.9%	64.4%
American Indian Alone	0.5%	0.4%	0.3%
Asian or Pacific Islander Alone	1.5%	1.0%	1.0%
Some Other Race Alone	2.4%	2.4%	2.0%
Two or More Races	2.0%	1.4%	1.1%
Hispanic Origin	5.4%	4.8%	4.3%
Diversity Index	47.3	58.9	53.0
2015 Population by Race/Ethnicity			
Total	26,373	130,055	315,706
White Alone	73.4%	45.7%	33.0%
Black Alone	19.9%	48.7%	62.2%
American Indian Alone	0.5%	0.4%	0.3%
Asian or Pacific Islander Alone	1.6%	1.1%	1.1%
Some Other Race Alone	2.5%	2.6%	2.2%
Two or More Races	2.1%	1.5%	1.2%
Hispanic Origin	5.9%	5.4%	4.9%
Diversity Index	48.6	60.0	55.0
2000 Population 3+ by School Enrollment			
 Total	20,273	98,912	264,016
Enrolled in Nursery/Preschool	2.2%	2.5%	2.2%
Enrolled in Kindergarten	2.3%	2.3%	1.9%
Enrolled in Grade 1-8	13.1%	14.9%	14.9%
Enrolled in Grade 9-12	5.5%	6.9%	6.9%
Enrolled in College	4.4%	4.3%	4.1%
Enrolled in Grad/Prof School	0.9%	0.6%	0.7%
Not Enrolled in School	71.5%	68.6%	69.3%
2010 Population 25+ by Educational Attainment			
Total	15,312	72,923	185,573
Less than 9th Grade	2.3%	4.1%	6.8%
9th - 12th Grade, No Diploma	10.0%	11.0%	14.1%
High School Graduate	36.9%	36.4%	35.0%
Some College, No Degree	27.2%	26.6%	23.4%
Associate Degree	8.6%	7.7%	6.3%
Bachelor's Degree	10.8%	9.9%	9.4%
Graduate/Professional Degree	4.3%	4.4%	5.0%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.






115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2010 Population 15+ by Marital Status			
 Total	18,575	90,984	230,015
Never Married	25.9%	33.5%	37.0%
Married	54.2%	48.5%	42.7%
Widowed	5.0%	5.2%	7.2%
Divorced	14.9%	12.9%	13.1%
2000 Population 16+ by Employment Status			
 Total	15,849	74,880	202,763
In Labor Force	73.2%	68.9%	62.2%
Civilian Employed	70.2%	63.9%	56.0%
Civilian Unemployed	2.9%	4.9%	6.1%
In Armed Forces	0.1%	0.1%	0.1%
Not in Labor Force	26.8%	31.1%	37.8%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	88.6%	86.1%	83.4%
Civilian Unemployed	11.4%	13.9%	16.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.1%	88.8%	86.8%
Civilian Unemployed	9.9%	11.2%	13.2%
2000 Females 16+ by Employment Status and Age of Children			
Total	8,381	40,601	110,269
Own Children < 6 Only	9.3%	9.1%	7.8%
Employed/in Armed Forces	6.3%	5.5%	4.5%
Unemployed	0.2%	0.8%	0.8%
Not in Labor Force	2.7%	2.9%	2.4%
Own Children < 6 and 6-17 Only	7.3%	8.8%	7.3%
Employed/in Armed Forces	4.0%	5.2%	4.2%
Unemployed	0.2%	0.6%	0.7%
Not in Labor Force	3.0%	3.0%	2.4%
Own Children 6-17 Only	19.4%	20.6%	18.4%
Employed/in Armed Forces	15.3%	15.3%	12.8%
Unemployed	0.6%	1.2%	1.0%
Not in Labor Force	3.5%	4.1%	4.5%
No Own Children < 18	64.0%	61.5%	66.6%
Employed/in Armed Forces	36.0%	32.2%	30.4%
Unemployed	2.1%	2.5%	3.1%
Not in Labor Force	25.8%	26.8%	33.1%
2010 Employed Population 16+ by Industry			
 Total	9,785	48,696	111,909
Agriculture/Mining	0.3%	0.3%	0.3%
Construction	9.2%	7.3%	6.8%
Manufacturing	7.7%	7.8%	7.6%
Wholesale Trade	6.1%	5.4%	4.8%
Retail Trade	11.4%	10.8%	10.7%
Transportation/Utilities	12.7%	14.2%	12.6%
Information	1.1%	1.3%	1.4%
Finance/Insurance/Real Estate	6.1%	5.2%	5.0%
Services	41.9%	42.6%	45.3%
Public Administration	3.6%	5.2%	5.5%

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




115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2010 Employed Population 16+ by Occupation			
Total	9,783	48,697	111,909
White Collar	56.5%	52.3%	51.3%
Management/Business/Financial	10.3%	9.8%	9.2%
Professional	15.6%	14.1%	15.3%
Sales	10.7%	10.3%	9.8%
Administrative Support	20.0%	18.2%	17.0%
Services	16.3%	19.1%	21.1%
Blue Collar	27.2%	28.6%	27.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	7.7%	6.2%	5.9%
Installation/Maintenance/Repair	6.4%	5.2%	4.5%
Production	4.4%	5.4%	5.6%
Transportation/Material Moving	8.6%	11.6%	11.5%
2000 Workers 16+ by Means of Transportation to Work			
 Total	10,961	46,900	111,006
Drove Alone - Car, Truck, or Van	84.7%	79.7%	74.8%
Carpooled - Car, Truck, or Van	11.7%	15.5%	17.0%
Public Transportation	0.6%	1.5%	3.9%
Walked	0.5%	0.9%	1.8%
Other Means	0.8%	1.1%	1.2%
Worked at Home	1.8%	1.3%	1.4%
2000 Workers 16+ by Travel Time to Work			
Total	10,960	46,898	111,006
Did Not Work at Home	98.2%	98.7%	98.6%
Less than 5 minutes	2.1%	1.6%	1.6%
5 to 9 minutes	7.7%	7.0%	7.0%
10 to 19 minutes	29.1%	31.3%	31.9%
20 to 24 minutes	19.4%	19.3%	19.0%
25 to 34 minutes	26.3%	26.2%	25.6%
35 to 44 minutes	6.3%	5.4%	4.7%
45 to 59 minutes	4.6%	4.6%	4.7%
60 to 89 minutes	1.2%	1.8%	2.3%
90 or more minutes	1.8%	1.6%	1.9%
Worked at Home	1.8%	1.3%	1.4%
Average Travel Time to Work (in min)	24.1	24.0	24.3
2000 Households by Vehicles Available			
Total	8,152	37,580	101,990
None	4.1%	10.3%	17.8%
1	34.6%	37.9%	39.8%
2	44.5%	37.2%	30.2%
3	12.5%	11.0%	9.3%
4	3.6%	2.9%	2.1%
5+	0.7%	0.8%	0.8%
Average Number of Vehicles Available	1.8	1.6	1.4



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



115 Goodman Rd W, Southaven,...

Latitude: 34.962151
Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
2000 Households by Type			
 Total	8,132	37,574	101,957
Family Households	73.8%	73.3%	68.1%
Married-couple Family	54.0%	43.4%	35.1%
With Related Children	27.2%	23.4%	17.6%
Other Family (No Spouse)	19.8%	29.9%	33.0%
With Related Children	14.2%	22.2%	22.9%
Nonfamily Households	26.2%	26.7%	31.9%
Householder Living Alone	21.1%	21.8%	26.8%
Householder Not Living Alone	5.0%	4.9%	5.1%
Households with Related Children	41.5%	45.6%	40.5%
Households with Persons 65+	14.9%	14.3%	20.3%
2000 Households by Size			
Total	8,131	37,575	101,957
1 Person Household	21.1%	21.8%	26.8%
2 Person Household	32.6%	29.1%	27.9%
3 Person Household	20.6%	20.6%	18.7%
4 Person Household	16.2%	16.1%	13.9%
5 Person Household	6.3%	7.6%	7.1%
6 Person Household	2.1%	2.9%	3.0%
7+ Person Household	1.1%	1.9%	2.5%
2000 Households by Year Householder Moved In			
Total	8,153	37,582	101,990
Moved in 1999 to March 2000	23.5%	23.1%	21.8%
Moved in 1995 to 1998	34.3%	31.0%	27.5%
Moved in 1990 to 1994	17.4%	16.2%	14.9%
Moved in 1980 to 1989	13.2%	16.6%	14.6%
Moved in 1970 to 1979	9.1%	8.4%	10.9%
Moved in 1969 or Earlier	2.6%	4.7%	10.2%
Median Year Householder Moved In	1996	1996	1995
2000 Housing Units by Units in Structure			
 Total	8,405	39,625	111,037
1, Detached	71.6%	61.1%	61.7%
1, Attached	3.4%	3.4%	3.5%
2	0.9%	1.5%	3.1%
3 or 4	6.8%	7.6%	6.3%
5 to 9	7.8%	11.3%	9.1%
10 to 19	5.3%	5.2%	5.0%
20+	2.6%	6.3%	8.7%
Mobile Home	1.5%	3.5%	2.5%
Other	0.0%	0.1%	0.1%
2000 Housing Units by Year Structure Built			
Total	8,423	39,632	111,037
1999 to March 2000	3.8%	2.6%	2.1%
1995 to 1998	17.4%	10.0%	5.9%
1990 to 1994	19.5%	8.8%	5.4%
1980 to 1989	17.5%	15.1%	10.3%
1970 to 1979	25.8%	27.8%	20.5%
1969 or Earlier	16.1%	35.6%	56.0%
Median Year Structure Built	1985	1975	1967

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.




115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Drive Time: 5, 10, 15 Minutes

	5 minutes	10 minutes	15 minutes
Top 3 Tapestry Segments			
1.	Aspiring Young Familie	Aspiring Young Familie	Family Foundations
2.	Milk and Cookies	Rustbelt Traditions	Modest Income Homes
3.	Rustbelt Traditions	Family Foundations	City Commons

 **2010 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$13,728,460	\$61,035,933	\$139,392,093
Average Spent	\$1,461.72	\$1,376.30	\$1,244.28
Spending Potential Index	61	57	52
Computers & Accessories: Total \$	\$1,837,176	\$7,928,955	\$17,706,270
Average Spent	\$195.61	\$178.79	\$158.06
Spending Potential Index	89	81	72
Education: Total \$	\$10,158,425	\$44,875,000	\$101,002,864
Average Spent	\$1,081.60	\$1,011.88	\$901.60
Spending Potential Index	89	83	74
Entertainment/Recreation: Total \$	\$26,491,001	\$116,153,631	\$263,658,775
Average Spent	\$2,820.59	\$2,619.14	\$2,353.55
Spending Potential Index	87	81	73
Food at Home: Total \$	\$36,078,505	\$162,664,257	\$377,679,820
Average Spent	\$3,841.41	\$3,667.91	\$3,371.36
Spending Potential Index	86	82	75
Food Away from Home: Total \$	\$26,714,322	\$118,687,196	\$271,555,496
Average Spent	\$2,844.37	\$2,676.27	\$2,424.04
Spending Potential Index	88	83	75
Health Care: Total \$	\$29,292,864	\$132,776,877	\$312,715,047
Average Spent	\$3,118.92	\$2,993.98	\$2,791.45
Spending Potential Index	84	80	75
HH Furnishings & Equipment: Total \$	\$14,715,110	\$63,848,099	\$143,925,621
Average Spent	\$1,566.77	\$1,439.71	\$1,284.75
Spending Potential Index	76	70	62
Investments: Total \$	\$12,110,942	\$51,839,961	\$115,239,486
Average Spent	\$1,289.50	\$1,168.94	\$1,028.69
Spending Potential Index	74	67	59
Retail Goods: Total \$	\$193,674,959	\$854,986,400	\$1,956,158,259
Average Spent	\$20,621.27	\$19,279.03	\$17,461.65
Spending Potential Index	83	78	70
Shelter: Total \$	\$129,511,716	\$564,223,674	\$1,273,651,346
Average Spent	\$13,789.58	\$12,722.64	\$11,369.25
Spending Potential Index	87	81	72
TV/Video/Audio: Total \$	\$10,159,704	\$45,633,354	\$105,602,598
Average Spent	\$1,081.74	\$1,028.98	\$942.66
Spending Potential Index	87	83	76
Travel: Total \$	\$15,084,563	\$64,618,561	\$143,808,397
Average Spent	\$1,606.11	\$1,457.08	\$1,283.71
Spending Potential Index	85	77	68
Vehicle Maintenance & Repairs: Total \$	\$7,711,778	\$34,101,175	\$78,140,127
Average Spent	\$821.10	\$768.95	\$697.52
Spending Potential Index	87	82	74

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 5 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

	2000	2010	2000-2010 Annual Rate
Population	22,180	27,581	2.20%
Households	8,649	10,523	1.98%
Housing Units	9,011	11,211	2.21%

Population by Race	Number	Percent
Total	27,580	100.0%
Population Reporting One Race	27,066	98.1%
White	17,113	62.0%
Black	8,465	30.7%
American Indian	95	0.3%
Asian	309	1.1%
Pacific Islander	16	0.1%
Some Other Race	1,068	3.9%
Population Reporting Two or More Races	514	1.9%

Total Hispanic Population	1,696	6.1%
---------------------------	-------	------

Population by Sex	Number	Percent
Male	13,040	47.3%
Female	14,541	52.7%

Population by Age	Number	Percent
Total	27,578	100.0%
Age 0 - 4	2,320	8.4%
Age 5 - 9	2,200	8.0%
Age 10 - 14	2,164	7.8%
Age 15 - 19	1,900	6.9%
Age 20 - 24	2,033	7.4%
Age 25 - 29	2,395	8.7%
Age 30 - 34	2,261	8.2%
Age 35 - 39	2,060	7.5%
Age 40 - 44	1,719	6.2%
Age 45 - 49	1,721	6.2%
Age 50 - 54	1,605	5.8%
Age 55 - 59	1,396	5.1%
Age 60 - 64	1,193	4.3%
Age 65 - 69	873	3.2%
Age 70 - 74	624	2.3%
Age 75 - 79	462	1.7%
Age 80 - 84	374	1.4%
Age 85+	282	1.0%
Age 18+	19,735	71.6%
Age 65+	2,615	9.5%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	31.7
Male	30.1
Female	33.1
White Alone	36.7
Black Alone	26.3
American Indian Alone	38.2
Asian Alone	36.3
Pacific Islander Alone	36.7
Some Other Race Alone	25.2
Two or More Races	14.4
Hispanic Population	24.9

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 5 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Households by Type		
Total	10,523	100.0%
Households with 1 Person	2,596	24.7%
Households with 2+ People	7,927	75.3%
Family Households	7,284	69.2%
Husband-wife Families	4,379	41.6%
With Own Children	1,995	19.0%
Other Family (No Spouse Present)	2,905	27.6%
With Own Children	1,786	17.0%
Nonfamily Households	643	6.1%
All Households with Children	4,272	40.6%
Multigenerational Households	528	5.0%
Unmarried Partner Households	787	7.5%
Male-female	726	6.9%
Same-sex	61	0.6%
Average Household Size	2.60	

Family Households by Size		
Total	7,284	100.0%
2 People	2,757	37.9%
3 People	1,879	25.8%
4 People	1,450	19.9%
5 People	709	9.7%
6 People	307	4.2%
7+ People	182	2.5%
Average Family Size	3.08	

Nonfamily Households by Size		
Total	3,241	100.0%
1 Person	2,596	80.1%
2 People	500	15.4%
3 People	99	3.1%
4 People	34	1.0%
5 People	10	0.3%
6 People	1	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.25	

Population by Relationship and Household Type		
Total	27,581	100.0%
In Households	27,380	99.3%
In Family Households	23,336	84.6%
Householder	7,167	26.0%
Spouse	4,290	15.6%
Child	9,795	35.5%
Other relative	1,191	4.3%
Nonrelative	893	3.2%
In Nonfamily Households	4,043	14.7%
In Group Quarters	201	0.7%
Institutionalized Population	201	0.7%
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.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 5 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Family Households by Age of Householder		
Total	7,284	100.0%
Householder Age 15 - 44	3,898	53.5%
Householder Age 45 - 54	1,394	19.1%
Householder Age 55 - 64	1,035	14.2%
Householder Age 65 - 74	623	8.6%
Householder Age 75+	334	4.6%
Nonfamily Households by Age of Householder		
Total	3,240	100.0%
Householder Age 15 - 44	1,413	43.6%
Householder Age 45 - 54	587	18.1%
Householder Age 55 - 64	538	16.6%
Householder Age 65 - 74	359	11.1%
Householder Age 75+	343	10.6%
Households by Race of Householder		
Total	10,524	100.0%
Householder is White Alone	6,965	66.2%
Householder is Black Alone	3,050	29.0%
Householder is American Indian Alone	35	0.3%
Householder is Asian Alone	96	0.9%
Householder is Pacific Islander Alone	8	0.1%
Householder is Some Other Race Alone	261	2.5%
Householder is Two or More Races	109	1.0%
Households with Hispanic Householder	423	4.0%
Husband-wife Families by Race of Householder		
Total	4,379	100.0%
Householder is White Alone	3,251	74.2%
Householder is Black Alone	875	20.0%
Householder is American Indian Alone	16	0.4%
Householder is Asian Alone	55	1.3%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	137	3.1%
Householder is Two or More Races	43	1.0%
Husband-wife Families with Hispanic Householder	231	5.3%
Other Families (No Spouse) by Race of Householder		
Total	2,906	100.0%
Householder is White Alone	1,430	49.2%
Householder is Black Alone	1,336	46.0%
Householder is American Indian Alone	11	0.4%
Householder is Asian Alone	17	0.6%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	76	2.6%
Householder is Two or More Races	35	1.2%
Other Families with Hispanic Householder	107	3.7%
Nonfamily Households by Race of Householder		
Total	3,241	100.0%
Householder is White Alone	2,283	70.4%
Householder is Black Alone	839	25.9%
Householder is American Indian Alone	9	0.3%
Householder is Asian Alone	25	0.8%
Householder is Pacific Islander Alone	5	0.2%
Householder is Some Other Race Alone	48	1.5%
Householder is Two or More Races	32	1.0%
Nonfamily Households with Hispanic Householder	85	2.6%

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 5 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Total Housing Units by Occupancy

Total	11,226	100.0%
Occupied Housing Units	10,523	93.7%
Vacant Housing Units		
For Rent	340	3.0%
Rented, not Occupied	16	0.1%
For Sale Only	157	1.4%
Sold, not Occupied	15	0.1%
For Seasonal/Recreational/Occasional Use	43	0.4%
For Migrant Workers	4	0.0%
Other Vacant	128	1.1%
Total Vacancy Rate	6.1%	

Households by Tenure and Mortgage Status

Total	10,523	100.0%
Owner Occupied	6,106	58.0%
Owned with a Mortgage/Loan	4,921	46.8%
Owned Free and Clear	1,185	11.3%
Average Household Size	2.55	
Renter Occupied	4,417	42.0%
Average Household Size	2.67	

Owner-occupied Housing Units by Race of Householder

Total	6,105	100.0%
Householder is White Alone	4,857	79.6%
Householder is Black Alone	1,043	17.1%
Householder is American Indian Alone	17	0.3%
Householder is Asian Alone	65	1.1%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	74	1.2%
Householder is Two or More Races	46	0.8%
Owner-occupied Housing Units with Hispanic Householder	150	2.5%

Renter-occupied Housing Units by Race of Householder

Total	4,418	100.0%
Householder is White Alone	2,107	47.7%
Householder is Black Alone	2,007	45.4%
Householder is American Indian Alone	18	0.4%
Householder is Asian Alone	31	0.7%
Householder is Pacific Islander Alone	5	0.1%
Householder is Some Other Race Alone	187	4.2%
Householder is Two or More Races	63	1.4%
Renter-occupied Housing Units with Hispanic Householder	272	6.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.46
Householder is Black Alone	2.77
Householder is American Indian Alone	2.69
Householder is Asian Alone	2.92
Householder is Pacific Islander Alone	1.88
Householder is Some Other Race Alone	4.11
Householder is Two or More Races	2.85
Householder is Hispanic	3.82

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

	2000	2010	2000-2010 Annual Rate
Population	112,829	124,952	1.03%
Households	40,494	45,182	1.10%
Housing Units	42,522	50,865	1.81%

Population by Race	Number	Percent
Total	124,951	100.0%
Population Reporting One Race	123,238	98.6%
White	53,335	42.7%
Black	64,919	52.0%
American Indian	334	0.3%
Asian	1,162	0.9%
Pacific Islander	43	0.0%
Some Other Race	3,445	2.8%
Population Reporting Two or More Races	1,713	1.4%
Total Hispanic Population	5,696	4.6%

Population by Sex	Number	Percent
Male	59,002	47.2%
Female	65,950	52.8%

Population by Age	Number	Percent
Total	124,952	100.0%
Age 0 - 4	10,121	8.1%
Age 5 - 9	9,668	7.7%
Age 10 - 14	10,156	8.1%
Age 15 - 19	9,772	7.8%
Age 20 - 24	8,709	7.0%
Age 25 - 29	9,083	7.3%
Age 30 - 34	8,906	7.1%
Age 35 - 39	8,868	7.1%
Age 40 - 44	8,038	6.4%
Age 45 - 49	8,467	6.8%
Age 50 - 54	8,285	6.6%
Age 55 - 59	7,404	5.9%
Age 60 - 64	6,015	4.8%
Age 65 - 69	4,044	3.2%
Age 70 - 74	2,825	2.3%
Age 75 - 79	1,958	1.6%
Age 80 - 84	1,453	1.2%
Age 85+	1,181	0.9%
Age 18+	88,964	71.2%
Age 65+	11,461	9.2%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	32.8
Male	31.1
Female	34.2
White Alone	37.6
Black Alone	30.1
American Indian Alone	32.7
Asian Alone	35.2
Pacific Islander Alone	37.5
Some Other Race Alone	24.9
Two or More Races	15.8
Hispanic Population	24.6

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Households by Type		
Total	45,182	100.0%
Households with 1 Person	10,414	23.0%
Households with 2+ People	34,768	77.0%
Family Households	32,639	72.2%
Husband-wife Families	18,828	41.7%
With Own Children	8,212	18.2%
Other Family (No Spouse Present)	13,811	30.6%
With Own Children	7,788	17.2%
Nonfamily Households	2,129	4.7%
All Households with Children	18,786	41.6%
Multigenerational Households	3,091	6.8%
Unmarried Partner Households	3,026	6.7%
Male-female	2,781	6.2%
Same-sex	245	0.5%
Average Household Size	2.75	

Family Households by Size		
Total	32,638	100.0%
2 People	11,581	35.5%
3 People	8,532	26.1%
4 People	6,692	20.5%
5 People	3,357	10.3%
6 People	1,460	4.5%
7+ People	1,016	3.1%
Average Family Size	3.22	

Nonfamily Households by Size		
Total	12,544	100.0%
1 Person	10,414	83.0%
2 People	1,700	13.6%
3 People	258	2.1%
4 People	115	0.9%
5 People	42	0.3%
6 People	10	0.1%
7+ People	5	0.0%
Average Nonfamily Size	1.22	

Population by Relationship and Household Type		
Total	124,952	100.0%
In Households	124,163	99.4%
In Family Households	108,835	87.1%
Householder	32,598	26.1%
Spouse	18,795	15.0%
Child	47,256	37.8%
Other relative	6,498	5.2%
Nonrelative	3,686	3.0%
In Nonfamily Households	15,328	12.3%
In Group Quarters	789	0.6%
Institutionalized Population	603	0.5%
Noninstitutionalized Population	186	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.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Family Households by Age of Householder		
Total	32,640	100.0%
Householder Age 15 - 44	15,546	47.6%
Householder Age 45 - 54	7,103	21.8%
Householder Age 55 - 64	5,591	17.1%
Householder Age 65 - 74	2,908	8.9%
Householder Age 75+	1,492	4.6%
Nonfamily Households by Age of Householder		
Total	12,544	100.0%
Householder Age 15 - 44	4,559	36.3%
Householder Age 45 - 54	2,519	20.1%
Householder Age 55 - 64	2,547	20.3%
Householder Age 65 - 74	1,558	12.4%
Householder Age 75+	1,361	10.9%
Households by Race of Householder		
Total	45,181	100.0%
Householder is White Alone	20,611	45.6%
Householder is Black Alone	22,919	50.7%
Householder is American Indian Alone	111	0.2%
Householder is Asian Alone	327	0.7%
Householder is Pacific Islander Alone	19	0.0%
Householder is Some Other Race Alone	809	1.8%
Householder is Two or More Races	385	0.9%
Households with Hispanic Householder	1,369	3.0%
Husband-wife Families by Race of Householder		
Total	18,829	100.0%
Householder is White Alone	10,886	57.8%
Householder is Black Alone	7,073	37.6%
Householder is American Indian Alone	43	0.2%
Householder is Asian Alone	202	1.1%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	469	2.5%
Householder is Two or More Races	151	0.8%
Husband-wife Families with Hispanic Householder	775	4.1%
Other Families (No Spouse) by Race of Householder		
Total	13,811	100.0%
Householder is White Alone	3,838	27.8%
Householder is Black Alone	9,550	69.1%
Householder is American Indian Alone	33	0.2%
Householder is Asian Alone	56	0.4%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	212	1.5%
Householder is Two or More Races	120	0.9%
Other Families with Hispanic Householder	357	2.6%
Nonfamily Households by Race of Householder		
Total	12,543	100.0%
Householder is White Alone	5,887	46.9%
Householder is Black Alone	6,297	50.2%
Householder is American Indian Alone	36	0.3%
Householder is Asian Alone	69	0.6%
Householder is Pacific Islander Alone	11	0.1%
Householder is Some Other Race Alone	128	1.0%
Householder is Two or More Races	115	0.9%
Nonfamily Households with Hispanic Householder	237	1.9%

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Total Housing Units by Occupancy

Total	50,963	100.0%
Occupied Housing Units	45,182	88.7%
Vacant Housing Units		
For Rent	3,357	6.6%
Rented, not Occupied	104	0.2%
For Sale Only	715	1.4%
Sold, not Occupied	77	0.2%
For Seasonal/Recreational/Occasional Use	135	0.3%
For Migrant Workers	8	0.0%
Other Vacant	1,385	2.7%
Total Vacancy Rate	11.2%	

Households by Tenure and Mortgage Status

Total	45,182	100.0%
Owner Occupied	28,575	63.2%
Owned with a Mortgage/Loan	23,100	51.1%
Owned Free and Clear	5,475	12.1%
Average Household Size	2.72	
Renter Occupied	16,607	36.8%
Average Household Size	2.79	

Owner-occupied Housing Units by Race of Householder

Total	28,575	100.0%
Householder is White Alone	15,866	55.5%
Householder is Black Alone	11,812	41.3%
Householder is American Indian Alone	60	0.2%
Householder is Asian Alone	252	0.9%
Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	358	1.3%
Householder is Two or More Races	217	0.8%
Owner-occupied Housing Units with Hispanic Householder	683	2.4%

Renter-occupied Housing Units by Race of Householder

Total	16,607	100.0%
Householder is White Alone	4,745	28.6%
Householder is Black Alone	11,107	66.9%
Householder is American Indian Alone	51	0.3%
Householder is Asian Alone	76	0.5%
Householder is Pacific Islander Alone	8	0.0%
Householder is Some Other Race Alone	451	2.7%
Householder is Two or More Races	169	1.0%
Renter-occupied Housing Units with Hispanic Householder	686	4.1%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.60
Householder is Black Alone	2.81
Householder is American Indian Alone	2.86
Householder is Asian Alone	3.33
Householder is Pacific Islander Alone	2.21
Householder is Some Other Race Alone	4.20
Householder is Two or More Races	2.98
Householder is Hispanic	3.96

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

	2000	2010	2000-2010 Annual Rate
Population	280,300	285,825	0.20%
Households	101,870	106,037	0.40%
Housing Units	110,350	122,608	1.06%

Population by Race	Number	Percent
Total	285,824	100.0%
Population Reporting One Race	282,237	98.7%
White	99,819	34.9%
Black	171,895	60.1%
American Indian	662	0.2%
Asian	2,494	0.9%
Pacific Islander	138	0.0%
Some Other Race	7,229	2.5%
Population Reporting Two or More Races	3,587	1.3%
Total Hispanic Population	12,104	4.2%

Population by Sex	Number	Percent
Male	135,598	47.4%
Female	150,227	52.6%

Population by Age	Number	Percent
Total	285,824	100.0%
Age 0 - 4	21,522	7.5%
Age 5 - 9	21,079	7.4%
Age 10 - 14	22,124	7.7%
Age 15 - 19	22,368	7.8%
Age 20 - 24	19,142	6.7%
Age 25 - 29	19,369	6.8%
Age 30 - 34	19,004	6.6%
Age 35 - 39	19,172	6.7%
Age 40 - 44	18,471	6.5%
Age 45 - 49	19,866	7.0%
Age 50 - 54	19,917	7.0%
Age 55 - 59	17,798	6.2%
Age 60 - 64	14,762	5.2%
Age 65 - 69	10,489	3.7%
Age 70 - 74	7,659	2.7%
Age 75 - 79	5,759	2.0%
Age 80 - 84	3,997	1.4%
Age 85+	3,327	1.2%
Age 18+	207,287	72.5%
Age 65+	31,231	10.9%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	34.6
Male	32.9
Female	36.0
White Alone	38.1
Black Alone	33.3
American Indian Alone	34.5
Asian Alone	34.7
Pacific Islander Alone	29.5
Some Other Race Alone	24.9
Two or More Races	18.6
Hispanic Population	25.0

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Households by Type		
Total	106,037	100.0%
Households with 1 Person	28,645	27.0%
Households with 2+ People	77,392	73.0%
Family Households	72,151	68.0%
Husband-wife Families	38,222	36.0%
With Own Children	15,934	15.0%
Other Family (No Spouse Present)	33,929	32.0%
With Own Children	16,851	15.9%
Nonfamily Households	5,241	4.9%
All Households with Children	40,035	37.8%
Multigenerational Households	7,898	7.4%
Unmarried Partner Households	6,746	6.4%
Male-female	6,111	5.8%
Same-sex	635	0.6%
Average Household Size	2.67	

Family Households by Size		
Total	72,152	100.0%
2 People	25,976	36.0%
3 People	18,671	25.9%
4 People	14,274	19.8%
5 People	7,356	10.2%
6 People	3,262	4.5%
7+ People	2,613	3.6%
Average Family Size	3.24	

Nonfamily Households by Size		
Total	33,887	100.0%
1 Person	28,645	84.5%
2 People	4,216	12.4%
3 People	582	1.7%
4 People	258	0.8%
5 People	115	0.3%
6 People	35	0.1%
7+ People	36	0.1%
Average Nonfamily Size	1.21	

Population by Relationship and Household Type		
Total	285,825	100.0%
In Households	282,925	99.0%
In Family Households	242,014	84.7%
Householder	72,119	25.2%
Spouse	38,178	13.4%
Child	107,222	37.5%
Other relative	16,563	5.8%
Nonrelative	7,932	2.8%
In Nonfamily Households	40,911	14.3%
In Group Quarters	2,900	1.0%
Institutionalized Population	1,301	0.5%
Noninstitutionalized Population	1,599	0.6%

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

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Family Households by Age of Householder		
Total		72,150 100.0%
Householder Age 15 - 44		31,657 43.9%
Householder Age 45 - 54		15,457 21.4%
Householder Age 55 - 64		12,725 17.6%
Householder Age 65 - 74		7,618 10.6%
Householder Age 75+		4,693 6.5%
Nonfamily Households by Age of Householder		
Total		33,887 100.0%
Householder Age 15 - 44		10,700 31.6%
Householder Age 45 - 54		6,854 20.2%
Householder Age 55 - 64		7,256 21.4%
Householder Age 65 - 74		4,753 14.0%
Householder Age 75+		4,324 12.8%
Households by Race of Householder		
Total		106,035 100.0%
Householder is White Alone		39,083 36.9%
Householder is Black Alone		63,127 59.5%
Householder is American Indian Alone		247 0.2%
Householder is Asian Alone		807 0.8%
Householder is Pacific Islander Alone		50 0.0%
Householder is Some Other Race Alone		1,822 1.7%
Householder is Two or More Races		899 0.8%
Households with Hispanic Householder		3,103 2.9%
Husband-wife Families by Race of Householder		
Total		38,222 100.0%
Householder is White Alone		20,887 54.6%
Householder is Black Alone		15,619 40.9%
Householder is American Indian Alone		74 0.2%
Householder is Asian Alone		420 1.1%
Householder is Pacific Islander Alone		21 0.1%
Householder is Some Other Race Alone		910 2.4%
Householder is Two or More Races		291 0.8%
Husband-wife Families with Hispanic Householder		1,537 4.0%
Other Families (No Spouse) by Race of Householder		
Total		33,929 100.0%
Householder is White Alone		6,402 18.9%
Householder is Black Alone		26,539 78.2%
Householder is American Indian Alone		77 0.2%
Householder is Asian Alone		135 0.4%
Householder is Pacific Islander Alone		10 0.0%
Householder is Some Other Race Alone		492 1.5%
Householder is Two or More Races		274 0.8%
Other Families with Hispanic Householder		849 2.5%
Nonfamily Households by Race of Householder		
Total		33,885 100.0%
Householder is White Alone		11,794 34.8%
Householder is Black Alone		20,970 61.9%
Householder is American Indian Alone		96 0.3%
Householder is Asian Alone		252 0.7%
Householder is Pacific Islander Alone		19 0.1%
Householder is Some Other Race Alone		420 1.2%
Householder is Two or More Races		334 1.0%
Nonfamily Households with Hispanic Householder		717 2.1%

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Total Housing Units by Occupancy

Total	122,613	100.0%
Occupied Housing Units	106,037	86.5%
Vacant Housing Units		
For Rent	8,842	7.2%
Rented, not Occupied	279	0.2%
For Sale Only	1,591	1.3%
Sold, not Occupied	299	0.2%
For Seasonal/Recreational/Occasional Use	319	0.3%
For Migrant Workers	15	0.0%
Other Vacant	5,231	4.3%
Total Vacancy Rate	13.5%	

Households by Tenure and Mortgage Status

Total	106,037	100.0%
Owner Occupied	63,622	60.0%
Owned with a Mortgage/Loan	47,979	45.2%
Owned Free and Clear	15,643	14.8%
Average Household Size	2.67	
Renter Occupied	42,415	40.0%
Average Household Size	2.66	

Owner-occupied Housing Units by Race of Householder

Total	63,621	100.0%
Householder is White Alone	29,774	46.8%
Householder is Black Alone	32,152	50.5%
Householder is American Indian Alone	123	0.2%
Householder is Asian Alone	463	0.7%
Householder is Pacific Islander Alone	21	0.0%
Householder is Some Other Race Alone	634	1.0%
Householder is Two or More Races	454	0.7%
Owner-occupied Housing Units with Hispanic Householder	1,260	2.0%

Renter-occupied Housing Units by Race of Householder

Total	42,414	100.0%
Householder is White Alone	9,309	21.9%
Householder is Black Alone	30,975	73.0%
Householder is American Indian Alone	124	0.3%
Householder is Asian Alone	344	0.8%
Householder is Pacific Islander Alone	29	0.1%
Householder is Some Other Race Alone	1,188	2.8%
Householder is Two or More Races	445	1.0%
Renter-occupied Housing Units with Hispanic Householder	1,843	4.3%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.56
Householder is Black Alone	2.69
Householder is American Indian Alone	2.59
Householder is Asian Alone	2.85
Householder is Pacific Islander Alone	2.90
Householder is Some Other Race Alone	3.86
Householder is Two or More Races	2.82
Householder is Hispanic	3.72

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



Demographic and Income Profile

115 Goodman Rd W, Southaven, MS 38671, United States
 Drive Time: 5 minutes

Prepared by Mark Robbins

Latitude: 34.9621506
 Longitude: -89.99189

Summary	2010	2011	2016
Population	27,581	27,705	29,198
Households	10,523	10,564	11,082
Families	7,284	7,320	7,586
Average Household Size	2.60	2.60	2.62
Owner Occupied Housing Units	6,106	6,138	6,555
Renter Occupied Housing Units	4,417	4,426	4,527
Median Age	31.7	31.8	32.2

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.06%	0.39%	0.67%
Households	0.96%	0.49%	0.71%
Families	0.72%	0.27%	0.57%
Owner HHs	1.32%	0.60%	0.91%
Median Household Income	2.38%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	1,008	9.5%	954	8.6%
\$15,000 - \$24,999	1,126	10.7%	766	6.9%
\$25,000 - \$34,999	1,047	9.9%	757	6.8%
\$35,000 - \$49,999	2,012	19.0%	1,789	16.1%
\$50,000 - \$74,999	2,396	22.7%	3,262	29.4%
\$75,000 - \$99,999	1,496	14.2%	1,867	16.8%
\$100,000 - \$149,999	1,166	11.0%	1,332	12.0%
\$150,000 - \$199,999	185	1.8%	219	2.0%
\$200,000+	129	1.2%	136	1.2%

Median Household Income	\$50,580	\$56,882
Average Household Income	\$60,683	\$66,764
Per Capita Income	\$22,932	\$25,081

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,320	8.4%	2,295	8.3%	2,441	8.4%
5 - 9	2,200	8.0%	2,196	7.9%	2,291	7.8%
10 - 14	2,164	7.8%	2,171	7.8%	2,292	7.9%
15 - 19	1,900	6.9%	1,898	6.9%	1,864	6.4%
20 - 24	2,033	7.4%	2,051	7.4%	2,079	7.1%
25 - 34	4,656	16.9%	4,690	16.9%	5,037	17.3%
35 - 44	3,779	13.7%	3,773	13.6%	3,823	13.1%
45 - 54	3,326	12.1%	3,320	12.0%	3,193	10.9%
55 - 64	2,589	9.4%	2,643	9.5%	2,980	10.2%
65 - 74	1,497	5.4%	1,545	5.6%	1,981	6.8%
75 - 84	836	3.0%	841	3.0%	904	3.1%
85+	282	1.0%	284	1.0%	313	1.1%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	17,113	62.0%	17,199	62.1%	17,979	61.6%
Black Alone	8,465	30.7%	8,451	30.5%	8,830	30.2%
American Indian Alone	95	0.3%	96	0.3%	117	0.4%
Asian Alone	309	1.1%	310	1.1%	324	1.1%
Pacific Islander Alone	16	0.1%	16	0.1%	21	0.1%
Some Other Race Alone	1,068	3.9%	1,115	4.0%	1,361	4.7%
Two or More Races	514	1.9%	519	1.9%	567	1.9%
Hispanic Origin (Any Race)	1,696	6.1%	1,771	6.4%	2,187	7.5%

Data Note: Income is expressed in current dollars.

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



Demographic and Income Profile

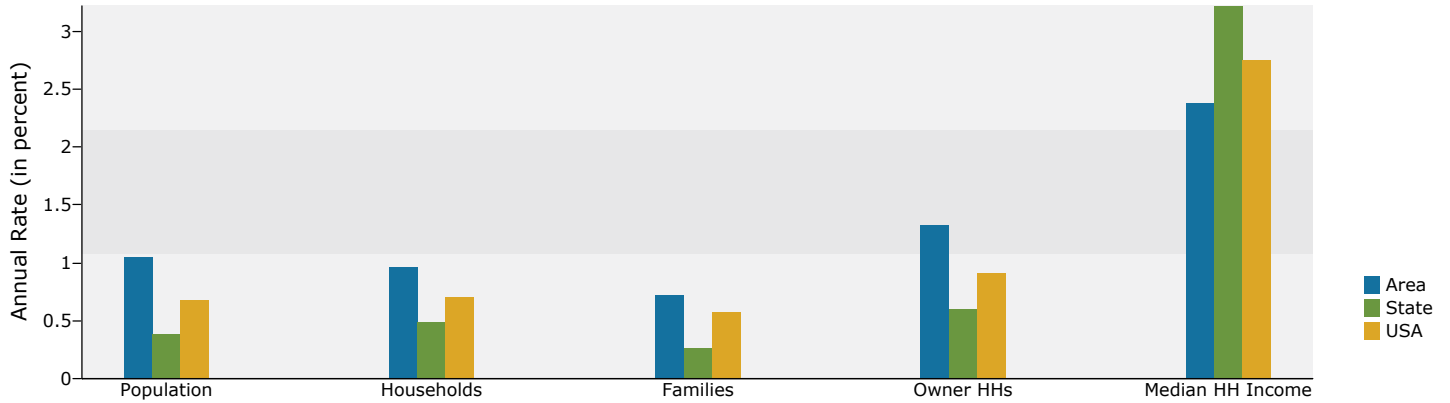
115 Goodman Rd W, Southaven, MS 38671, United States
 Drive Time: 5 minutes

Prepared by Mark Robbins

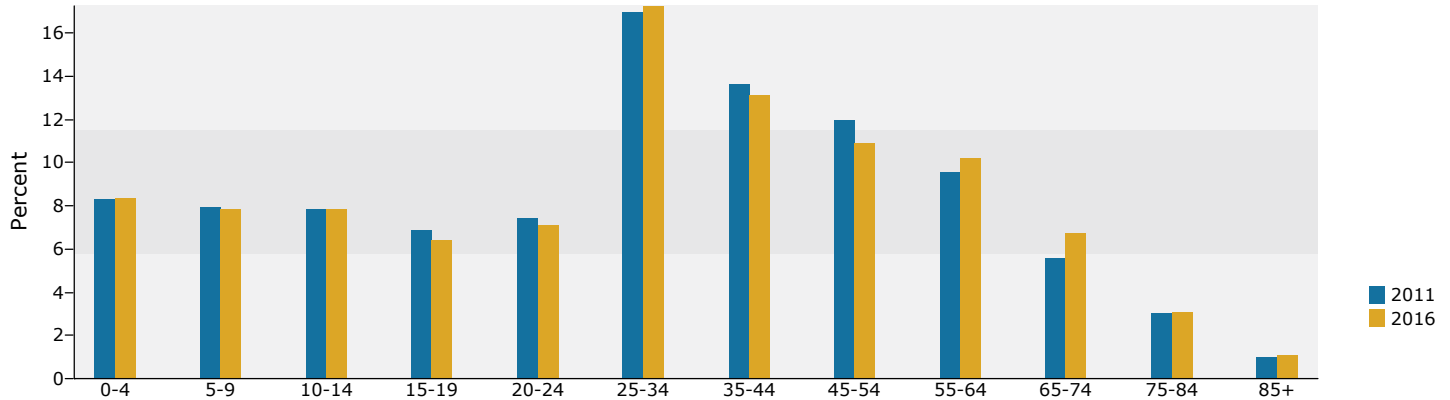
Latitude: 34.9621506

Longitude: -89.99189

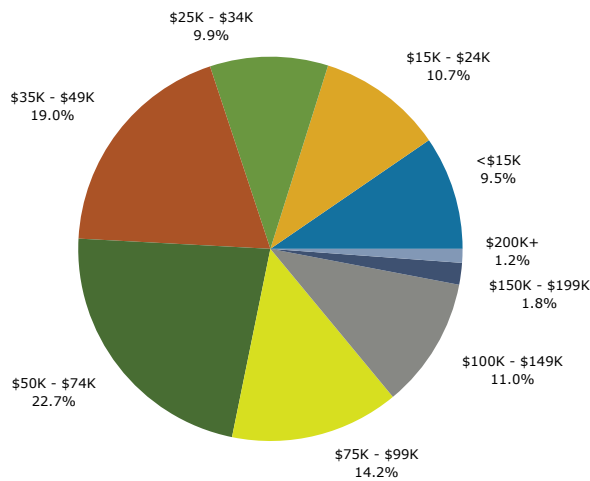
Trends 2011-2016



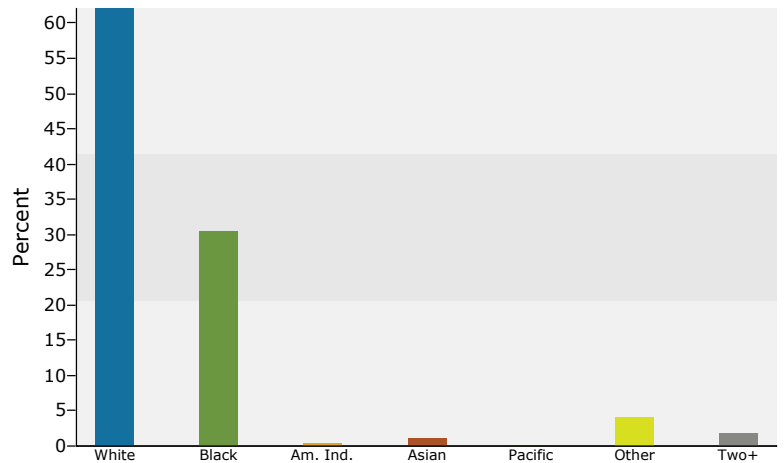
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 6.4%

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



Demographic and Income Profile

115 Goodman Rd W, Southaven, MS 38671, United States
 Drive Time: 10 minutes

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Summary	2010	2011	2016
Population	124,952	125,898	131,952
Households	45,182	45,507	47,660
Families	32,639	32,923	34,163
Average Household Size	2.75	2.75	2.75
Owner Occupied Housing Units	28,575	28,773	30,644
Renter Occupied Housing Units	16,607	16,733	17,015
Median Age	32.8	32.9	33.3

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.94%	0.39%	0.67%
Households	0.93%	0.49%	0.71%
Families	0.74%	0.27%	0.57%
Owner HHs	1.27%	0.60%	0.91%
Median Household Income	2.68%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	5,852	12.9%	5,611	11.8%
\$15,000 - \$24,999	5,005	11.0%	3,655	7.7%
\$25,000 - \$34,999	4,909	10.8%	3,843	8.1%
\$35,000 - \$49,999	7,452	16.4%	6,772	14.2%
\$50,000 - \$74,999	9,391	20.6%	12,255	25.7%
\$75,000 - \$99,999	6,274	13.8%	7,664	16.1%
\$100,000 - \$149,999	4,915	10.8%	5,900	12.4%
\$150,000 - \$199,999	1,039	2.3%	1,239	2.6%
\$200,000+	670	1.5%	721	1.5%

Median Household Income	\$48,741	\$55,638
Average Household Income	\$59,963	\$66,335
Per Capita Income	\$21,807	\$24,079

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	10,121	8.1%	10,046	8.0%	10,586	8.0%
5 - 9	9,668	7.7%	9,706	7.7%	10,087	7.6%
10 - 14	10,156	8.1%	10,227	8.1%	10,776	8.2%
15 - 19	9,772	7.8%	9,786	7.8%	9,547	7.2%
20 - 24	8,709	7.0%	8,787	7.0%	8,799	6.7%
25 - 34	17,989	14.4%	18,187	14.4%	19,434	14.7%
35 - 44	16,906	13.5%	16,941	13.5%	17,127	13.0%
45 - 54	16,752	13.4%	16,753	13.3%	16,041	12.2%
55 - 64	13,419	10.7%	13,711	10.9%	15,355	11.6%
65 - 74	6,869	5.5%	7,110	5.6%	9,127	6.9%
75 - 84	3,411	2.7%	3,449	2.7%	3,731	2.8%
85+	1,181	0.9%	1,196	1.0%	1,341	1.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	53,335	42.7%	54,068	42.9%	57,299	43.4%
Black Alone	64,919	52.0%	64,902	51.6%	66,360	50.3%
American Indian Alone	334	0.3%	335	0.3%	401	0.3%
Asian Alone	1,162	0.9%	1,173	0.9%	1,260	1.0%
Pacific Islander Alone	43	0.0%	43	0.0%	52	0.0%
Some Other Race Alone	3,445	2.8%	3,641	2.9%	4,659	3.5%
Two or More Races	1,713	1.4%	1,737	1.4%	1,923	1.5%
Hispanic Origin (Any Race)	5,696	4.6%	6,011	4.8%	7,649	5.8%

Data Note: Income is expressed in current dollars.

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



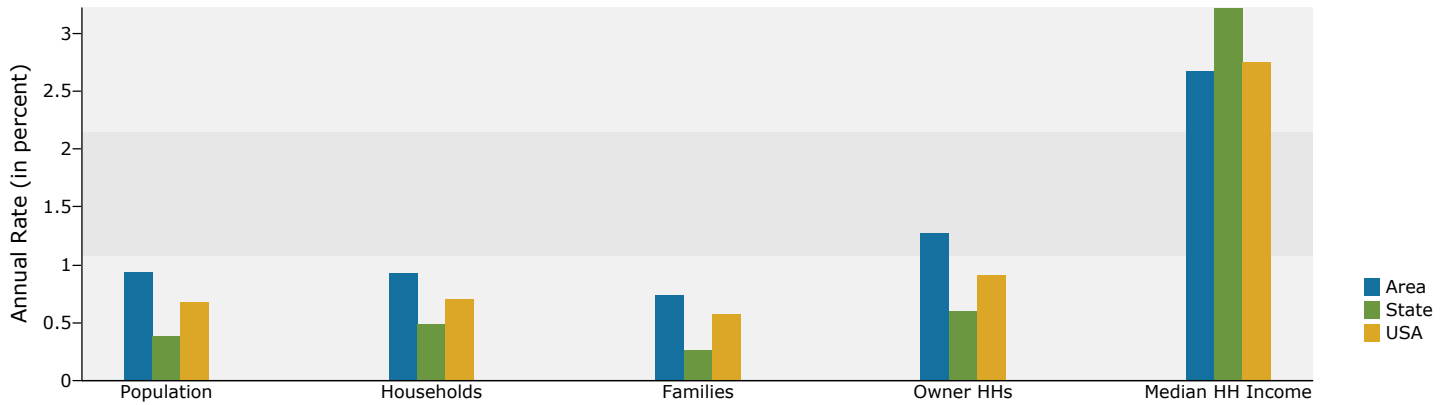
Demographic and Income Profile

115 Goodman Rd W, Southaven, MS 38671, United States
 Drive Time: 10 minutes

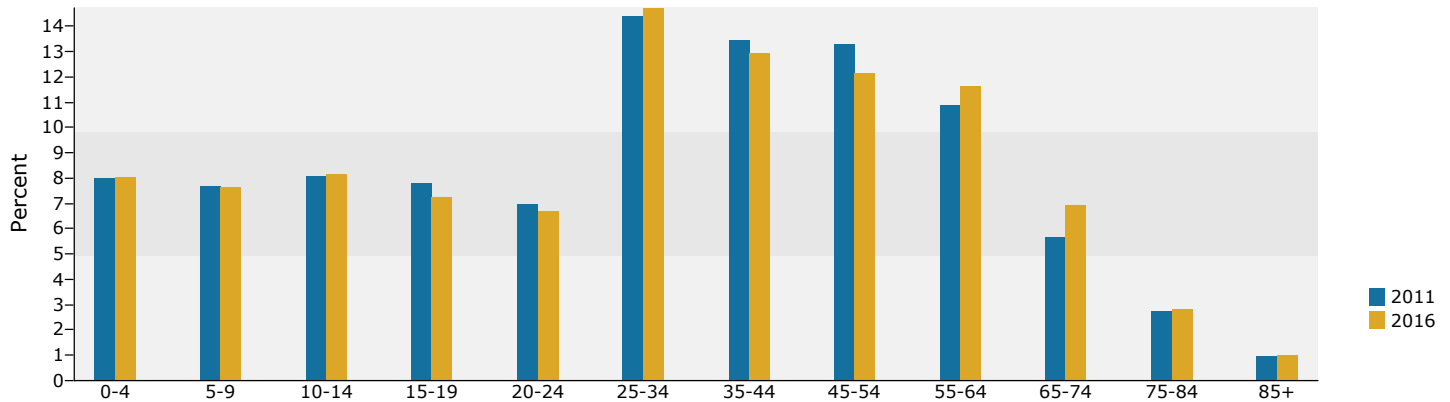
Prepared by Mark Robbins

Latitude: 34.9621506
 Longitude: -89.99189

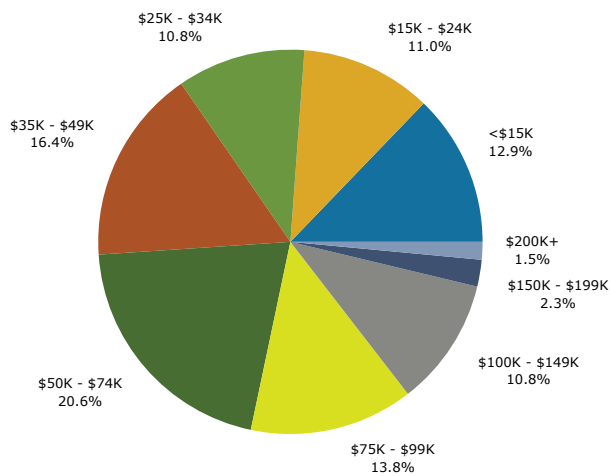
Trends 2011-2016



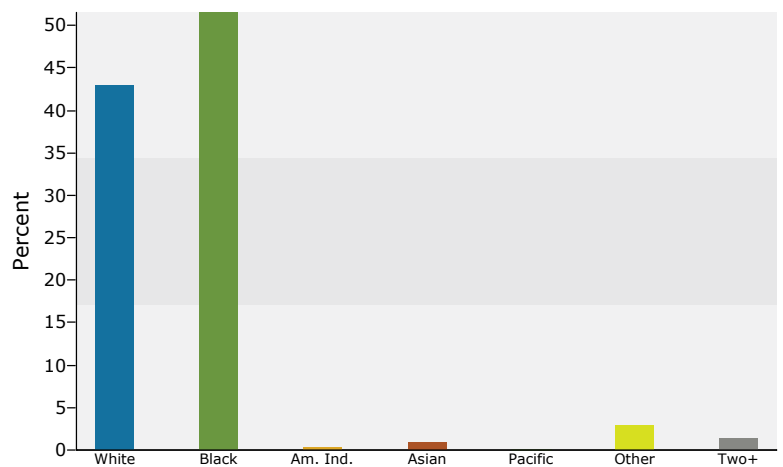
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 4.8%

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



Demographic and Income Profile

115 Goodman Rd W, Southaven, MS 38671, United States
 Drive Time: 15 minutes

Prepared by Mark Robbins

Latitude: 34.9621506
 Longitude: -89.99189

Summary	2010	2011	2016
Population	285,825	287,073	297,512
Households	106,037	106,480	110,430
Families	72,151	72,631	74,790
Average Household Size	2.67	2.67	2.67
Owner Occupied Housing Units	63,622	63,845	67,627
Renter Occupied Housing Units	42,415	42,635	42,804
Median Age	34.6	34.7	35.2

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.72%	0.39%	0.67%
Households	0.73%	0.49%	0.71%
Families	0.59%	0.27%	0.57%
Owner HHs	1.16%	0.60%	0.91%
Median Household Income	4.41%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	21,041	19.8%	20,483	18.5%
\$15,000 - \$24,999	13,903	13.1%	10,547	9.6%
\$25,000 - \$34,999	12,359	11.6%	10,102	9.1%
\$35,000 - \$49,999	15,766	14.8%	14,789	13.4%
\$50,000 - \$74,999	18,353	17.2%	24,155	21.9%
\$75,000 - \$99,999	12,109	11.4%	14,834	13.4%
\$100,000 - \$149,999	9,306	8.7%	11,373	10.3%
\$150,000 - \$199,999	2,019	1.9%	2,386	2.2%
\$200,000+	1,624	1.5%	1,760	1.6%

Median Household Income	\$39,530	\$49,052
Average Household Income	\$53,220	\$59,512
Per Capita Income	\$20,001	\$22,344

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	21,522	7.5%	21,283	7.4%	22,176	7.5%
5 - 9	21,079	7.4%	21,082	7.3%	21,638	7.3%
10 - 14	22,124	7.7%	22,172	7.7%	23,028	7.7%
15 - 19	22,368	7.8%	22,321	7.8%	21,491	7.2%
20 - 24	19,142	6.7%	19,235	6.7%	19,001	6.4%
25 - 34	38,373	13.4%	38,651	13.5%	40,769	13.7%
35 - 44	37,643	13.2%	37,625	13.1%	37,561	12.6%
45 - 54	39,783	13.9%	39,657	13.8%	37,488	12.6%
55 - 64	32,560	11.4%	33,139	11.5%	36,567	12.3%
65 - 74	18,148	6.3%	18,728	6.5%	23,609	7.9%
75 - 84	9,756	3.4%	9,828	3.4%	10,450	3.5%
85+	3,327	1.2%	3,351	1.2%	3,735	1.3%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	99,819	34.9%	101,377	35.3%	107,490	36.1%
Black Alone	171,895	60.1%	171,238	59.7%	172,720	58.1%
American Indian Alone	662	0.2%	663	0.2%	757	0.3%
Asian Alone	2,494	0.9%	2,488	0.9%	2,633	0.9%
Pacific Islander Alone	138	0.0%	135	0.0%	157	0.1%
Some Other Race Alone	7,229	2.5%	7,556	2.6%	9,786	3.3%
Two or More Races	3,587	1.3%	3,616	1.3%	3,969	1.3%
Hispanic Origin (Any Race)	12,104	4.2%	12,625	4.4%	16,025	5.4%

Data Note: Income is expressed in current dollars.

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



Demographic and Income Profile

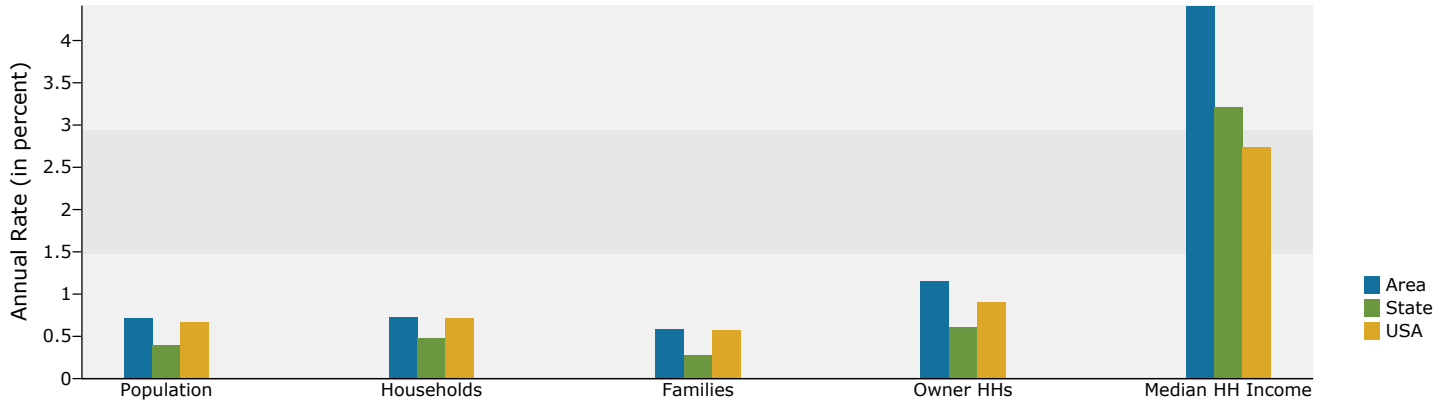
115 Goodman Rd W, Southaven, MS 38671, United States
 Drive Time: 15 minutes

Prepared by Mark Robbins

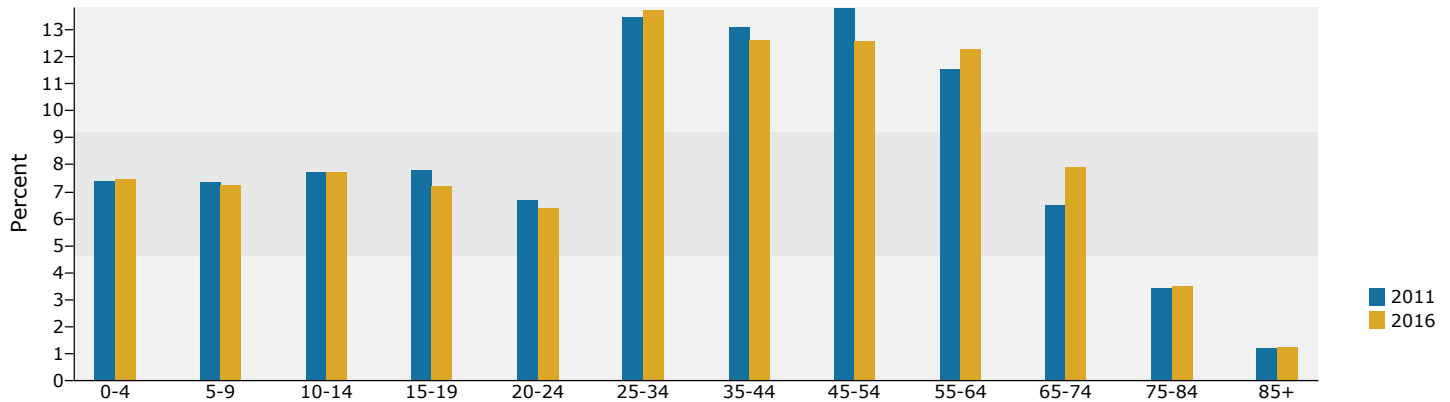
Latitude: 34.9621506

Longitude: -89.99189

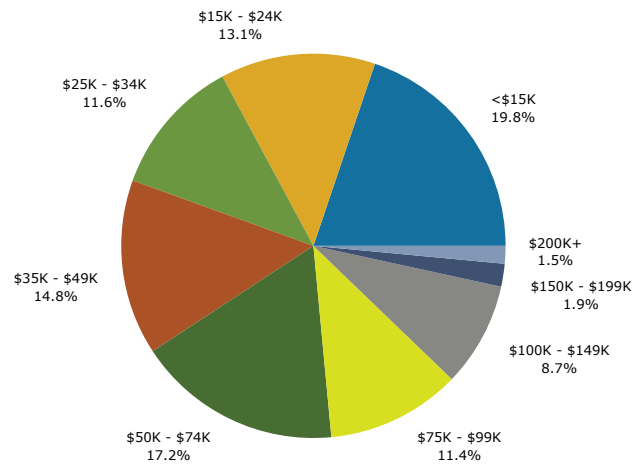
Trends 2011-2016



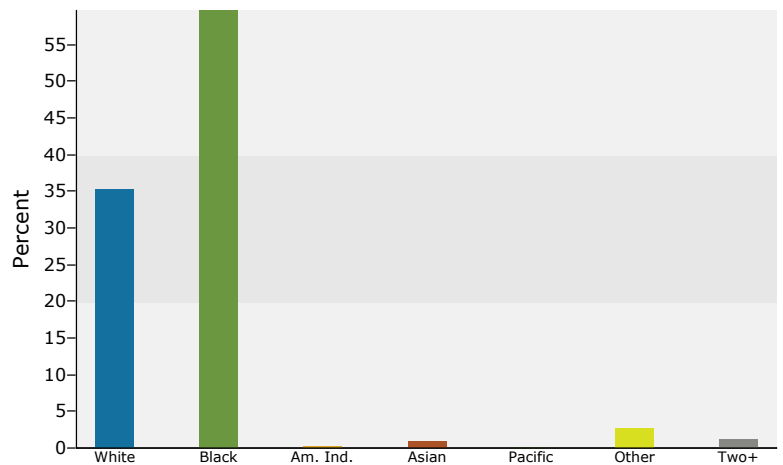
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 4.4%

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