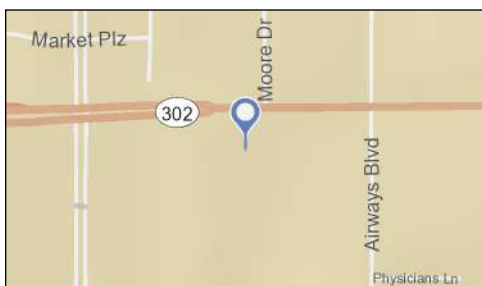
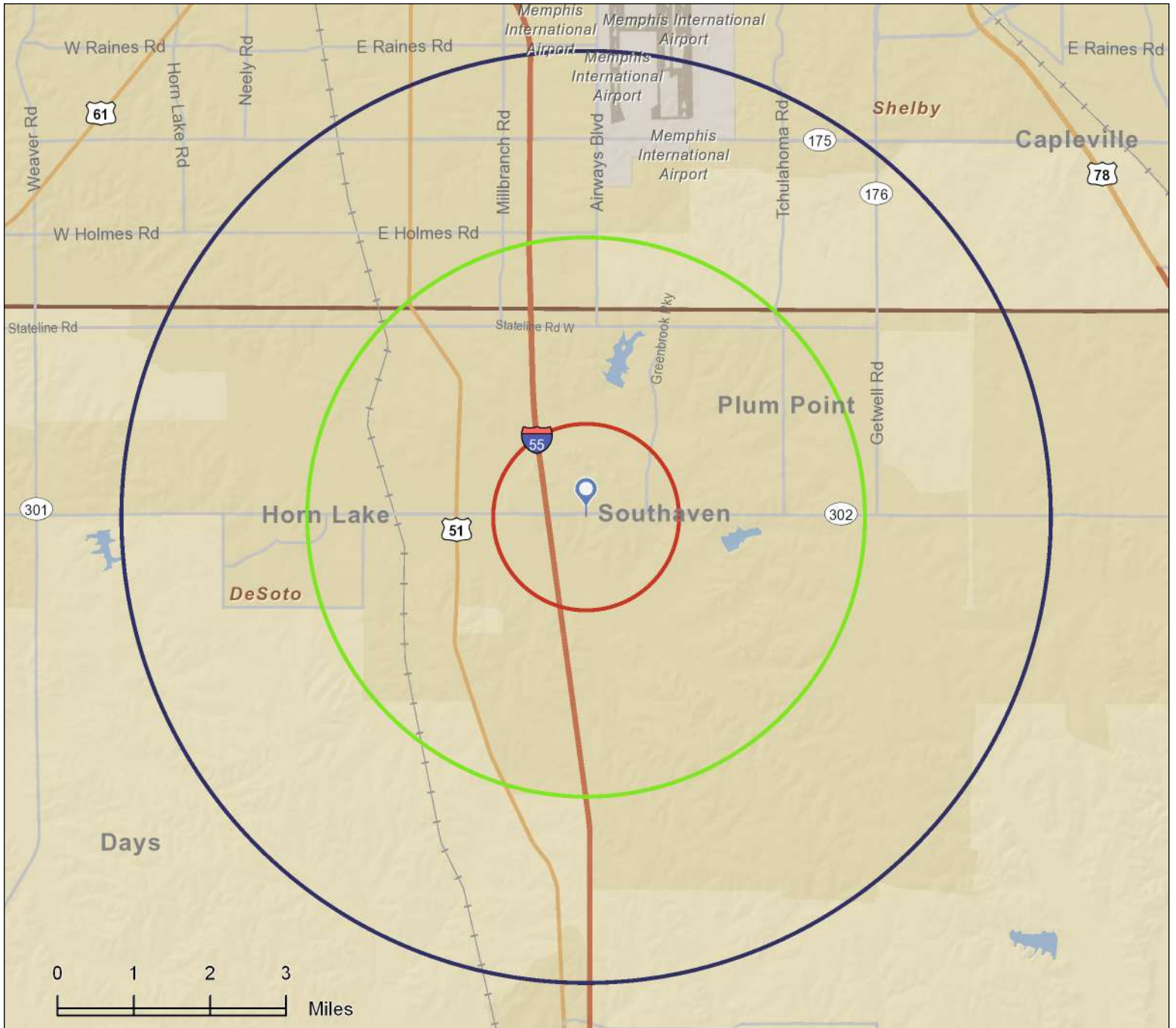




Site Map

115 Goodman Rd W, Southaven, MS 38671, United States
Ring: 1, 3, 5 Miles

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

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	3,849	48,938	111,241
Male Population	49.6%	48.4%	48.1%
Female Population	50.4%	51.6%	51.9%
Median Age	33.9	34.1	34.1
2010 Income			
Median HH Income	\$58,653	\$52,842	\$52,552
Per Capita Income	\$23,321	\$22,882	\$22,176
Average HH Income	\$59,549	\$59,899	\$60,354
2010 Households			
Total Households	1,635	18,944	40,855
Average Household Size	2.35	2.58	2.71
2010 Housing			
Owner Occupied Housing Units	65.9%	66.3%	65.9%
Renter Occupied Housing Units	31.1%	28.3%	26.7%
Vacant Housing Units	3.0%	5.4%	7.4%
Population			
1990 Population	2,210	28,200	69,585
2000 Population	3,397	37,268	84,751
2010 Population	3,849	48,938	111,241
2015 Population	4,256	55,440	124,494
1990-2000 Annual Rate	4.39%	2.83%	1.99%
2000-2010 Annual Rate	1.23%	2.69%	2.69%
2010-2015 Annual Rate	2.03%	2.53%	2.28%

In the identified market area, the current year population is 111,241. In 2000, the Census count in the market area was 84,751. The rate of change since 2000 was 2.69 percent annually. The five-year projection for the population in the market area is 124,494, representing a change of 2.28 percent annually from 2010 to 2015. Currently, the population is 48.1 percent male and 51.9 percent female.

	1 mile radius	3 miles radius	5 miles radius
Households			
1990 Households	784	9,601	23,657
2000 Households	1,403	13,932	30,313
2010 Households	1,635	18,944	40,855
2015 Households	1,815	21,636	46,066
1990-2000 Annual Rate	5.99%	3.79%	2.51%
2000-2010 Annual Rate	1.5%	3.04%	2.95%
2010-2015 Annual Rate	2.11%	2.69%	2.43%

The household count in this market area has changed from 30,313 in 2000 to 40,855 in the current year, a change of 2.95 percent annually. The five-year projection of households is 46,066, a change of 2.43 percent annually from the current year total. Average household size is currently 2.71, compared to 2.78 in the year 2000. The number of families in the current year is 30,256 in the market area.

Housing

Currently, 65.9 percent of the 44,126 housing units in the market area are owner occupied; 26.7 percent, renter occupied; and 7.4 percent are vacant. In 2000, there were 31,786 housing units - 67.4 percent owner occupied, 28.1 percent renter occupied and 4.5 percent vacant. The rate of change in housing units since 2000 is 3.25 percent. Median home value in the market area is \$111,618, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.3 percent annually to \$131,316. From 2000 to the current year, median home value changed by 3.11 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

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Median Household Income			
1990 Median HH Income	\$41,140	\$34,644	\$31,658
2000 Median HH Income	\$47,494	\$44,191	\$42,260
2010 Median HH Income	\$58,653	\$52,842	\$52,552
2015 Median HH Income	\$61,358	\$56,301	\$56,816
1990-2000 Annual Rate	1.45%	2.46%	2.93%
2000-2010 Annual Rate	2.08%	1.76%	2.15%
2010-2015 Annual Rate	0.91%	1.28%	1.57%
Per Capita Income			
1990 Per Capita Income	\$15,578	\$13,386	\$12,255
2000 Per Capita Income	\$20,034	\$19,187	\$17,965
2010 Per Capita Income	\$23,321	\$22,882	\$22,176
2015 Per Capita Income	\$24,134	\$23,801	\$23,391
1990-2000 Annual Rate	2.55%	3.67%	3.9%
2000-2010 Annual Rate	1.49%	1.73%	2.08%
2010-2015 Annual Rate	0.69%	0.79%	1.07%
Average Household Income			
1990 Average Household Income	\$45,927	\$39,279	\$35,822
2000 Average Household Income	\$50,989	\$51,546	\$50,142
2010 Average HH Income	\$59,549	\$59,899	\$60,354
2015 Average HH Income	\$61,364	\$61,857	\$63,208
1990-2000 Annual Rate	1.05%	2.76%	3.42%
2000-2010 Annual Rate	1.53%	1.48%	1.82%
2010-2015 Annual Rate	0.6%	0.65%	0.93%

Households by Income

Current median household income is \$52,552 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$56,816 in five years. In 2000, median household income was \$42,260, compared to \$31,658 in 1990.

Current average household income is \$60,354 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$63,208 in five years. In 2000, average household income was \$50,142, compared to \$35,822 in 1990.

Current per capita income is \$22,176 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$23,391 in five years. In 2000, the per capita income was \$17,965, compared to \$12,255 in 1990.

Population by Employment

Total Businesses	543	1,797	2,883
Total Employees	7,498	20,125	30,501

Currently, 88.3 percent of the civilian labor force in the identified market area is employed and 11.7 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 90.4 percent of the civilian labor force, and unemployment will be 9.6 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, 70.0 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:

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

In 2000, 82.6 percent of the market area population drove alone to work, and 1.5 percent worked at home. The average travel time to work in 2000 was 24.5 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:

- 13.7 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 35.6 percent were high school graduates only (29.6 percent in the U.S.)
- 8.6 percent had completed an Associate degree (7.7 percent in the U.S.)
- 10.6 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 4.2 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.



Market Profile




Prepared by Mark Robbins

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	3,397	37,268	84,751
2000 Group Quarters	0	127	440
2010 Total Population	3,849	48,938	111,241
2015 Total Population	4,256	55,440	124,494
2010 - 2015 Annual Rate	2.03%	2.53%	2.28%
 2000 Households	1,403	13,932	30,313
2000 Average Household Size	2.42	2.67	2.78
2010 Households	1,635	18,944	40,855
2010 Average Household Size	2.35	2.58	2.71
2015 Households	1,815	21,636	46,066
2015 Average Household Size	2.34	2.56	2.69
2010 - 2015 Annual Rate	2.11%	2.69%	2.43%
2000 Families	1,007	10,354	22,889
2000 Average Family Size	2.85	3.07	3.19
2010 Families	1,133	13,704	30,256
2010 Average Family Size	2.8	3	3.13
2015 Families	1,248	15,511	33,896
2015 Average Family Size	2.8	2.98	3.11
2010 - 2015 Annual Rate	1.95%	2.51%	2.3%
 2000 Housing Units	1,431	14,473	31,786
Owner Occupied Housing Units	66.4%	67.3%	67.4%
Renter Occupied Housing Units	31.0%	28.9%	28.1%
Vacant Housing Units	2.6%	3.7%	4.5%
2010 Housing Units	1,685	20,017	44,126
Owner Occupied Housing Units	65.9%	66.3%	65.9%
Renter Occupied Housing Units	31.1%	28.3%	26.7%
Vacant Housing Units	3.0%	5.4%	7.4%
2015 Housing Units	1,882	23,056	50,301
Owner Occupied Housing Units	65.9%	66.1%	65.7%
Renter Occupied Housing Units	30.5%	27.8%	25.9%
Vacant Housing Units	3.6%	6.2%	8.4%
Median Household Income			
2000	\$47,494	\$44,191	\$42,260
2010	\$58,653	\$52,842	\$52,552
2015	\$61,358	\$56,301	\$56,816
Median Home Value			
2000	\$92,122	\$85,413	\$81,549
2010	\$121,925	\$118,218	\$111,618
2015	\$141,897	\$138,727	\$131,316
Per Capita Income			
2000	\$20,034	\$19,187	\$17,965
2010	\$23,321	\$22,882	\$22,176
2015	\$24,134	\$23,801	\$23,391
Median Age			
2000	31.5	31.6	31.1
2010	33.9	34.1	34.1
2015	34.6	34.6	34.7

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,...

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	1,417	13,929	30,248
< \$15,000	12.1%	11.0%	13.0%
\$15,000 - \$24,999	7.5%	10.3%	11.6%
\$25,000 - \$34,999	13.8%	14.1%	14.8%
\$35,000 - \$49,999	19.6%	22.0%	20.5%
\$50,000 - \$74,999	29.7%	25.0%	22.7%
\$75,000 - \$99,999	11.2%	11.3%	11.0%
\$100,000 - \$149,999	5.2%	4.3%	4.4%
\$150,000 - \$199,999	0.1%	1.0%	0.9%
\$200,000+	0.7%	1.0%	1.0%
Average Household Income	\$50,989	\$51,546	\$50,142
2010 Households by Income			
Household Income Base	1,635	18,944	40,854
< \$15,000	9.2%	8.5%	9.7%
\$15,000 - \$24,999	7.1%	8.3%	7.9%
\$25,000 - \$34,999	7.5%	9.2%	10.0%
\$35,000 - \$49,999	15.8%	19.8%	18.8%
\$50,000 - \$74,999	38.6%	31.3%	28.1%
\$75,000 - \$99,999	12.9%	12.0%	14.1%
\$100,000 - \$149,999	7.1%	8.2%	8.5%
\$150,000 - \$199,999	1.0%	1.2%	1.6%
\$200,000+	0.7%	1.3%	1.3%
Average Household Income	\$59,549	\$59,899	\$60,354
2015 Households by Income			
Household Income Base	1,817	21,636	46,066
< \$15,000	8.5%	7.9%	8.8%
\$15,000 - \$24,999	6.7%	7.9%	7.4%
\$25,000 - \$34,999	5.9%	7.6%	8.3%
\$35,000 - \$49,999	16.2%	20.4%	18.6%
\$50,000 - \$74,999	39.1%	31.1%	28.3%
\$75,000 - \$99,999	14.9%	14.2%	16.4%
\$100,000 - \$149,999	6.9%	8.3%	9.3%
\$150,000 - \$199,999	1.0%	1.2%	1.6%
\$200,000+	0.7%	1.3%	1.4%
Average Household Income	\$61,364	\$61,857	\$63,208
2000 Owner Occupied HUs by Value			
Total	961	9,785	21,382
<\$50,000	2.5%	4.9%	8.2%
\$50,000 - 99,999	58.9%	64.7%	63.6%
\$100,000 - 149,999	27.5%	21.2%	16.8%
\$150,000 - 199,999	6.0%	5.1%	6.4%
\$200,000 - \$299,999	3.4%	3.1%	3.9%
\$300,000 - 499,999	1.2%	0.8%	0.8%
\$500,000 - 999,999	0.4%	0.2%	0.1%
\$1,000,000+	0.0%	0.1%	0.1%
Average Home Value	\$109,599	\$98,843	\$96,322
2000 Specified Renter Occupied HUs by Contract Rent			
Total	432	4,143	8,847
With Cash Rent	98.6%	95.2%	95.3%
No Cash Rent	1.4%	4.8%	4.7%
Median Rent	\$566	\$569	\$502
Average Rent	\$561	\$540	\$485

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

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	3,396	37,269	84,750
Age 0 - 4	7.9%	8.0%	8.2%
Age 5 - 9	7.6%	8.4%	8.8%
Age 10 - 14	7.6%	7.9%	8.4%
Age 15 - 19	7.6%	7.0%	7.7%
Age 20 - 24	7.3%	7.0%	7.1%
Age 25 - 34	17.8%	17.0%	15.5%
Age 35 - 44	16.5%	15.6%	15.7%
Age 45 - 54	13.4%	12.6%	13.5%
Age 55 - 64	7.5%	8.6%	7.8%
Age 65 - 74	4.2%	4.9%	4.5%
Age 75 - 84	2.2%	2.4%	2.2%
Age 85+	0.5%	0.6%	0.6%
Age 18+	72.1%	71.4%	69.8%
2010 Population by Age			
Total	3,849	48,938	111,242
Age 0 - 4	7.8%	8.0%	7.9%
Age 5 - 9	7.6%	7.6%	7.7%
Age 10 - 14	7.1%	7.1%	7.5%
Age 15 - 19	6.6%	6.9%	7.5%
Age 20 - 24	6.2%	6.4%	6.6%
Age 25 - 34	16.5%	15.4%	14.0%
Age 35 - 44	15.5%	14.9%	14.1%
Age 45 - 54	13.7%	13.4%	14.3%
Age 55 - 64	10.5%	10.3%	10.8%
Age 65 - 74	5.2%	6.1%	5.7%
Age 75 - 84	2.4%	3.0%	2.8%
Age 85+	0.8%	1.0%	1.0%
Age 18+	73.4%	73.2%	72.3%
2015 Population by Age			
Total	4,256	55,443	124,494
Age 0 - 4	7.7%	7.9%	7.8%
Age 5 - 9	7.6%	7.7%	7.7%
Age 10 - 14	7.6%	7.3%	7.6%
Age 15 - 19	6.6%	6.4%	6.9%
Age 20 - 24	6.2%	6.5%	6.7%
Age 25 - 34	14.9%	14.9%	13.8%
Age 35 - 44	16.4%	15.1%	14.0%
Age 45 - 54	12.4%	12.5%	13.1%
Age 55 - 64	10.7%	10.3%	11.3%
Age 65 - 74	6.6%	7.2%	7.1%
Age 75 - 84	2.4%	3.2%	3.0%
Age 85+	0.9%	1.1%	1.0%
Age 18+	73.0%	73.2%	72.7%
2000 Population by Sex			
Males	49.3%	48.5%	47.8%
Females	50.7%	51.5%	52.2%
2010 Population by Sex			
Males	49.6%	48.4%	48.1%
Females	50.4%	51.6%	51.9%
2015 Population by Sex			
Males	49.7%	48.4%	48.2%
Females	50.3%	51.6%	51.8%

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

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	3,397	37,267	84,751
White Alone	90.6%	81.3%	55.0%
Black Alone	5.6%	15.5%	42.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	1.1%	0.8%	0.5%
Some Other Race Alone	1.3%	1.3%	1.4%
Two or More Races	1.1%	0.9%	0.7%
Hispanic Origin	3.0%	2.6%	2.5%
Diversity Index	22.4	35.0	54.3
2010 Population by Race/Ethnicity			
Total	3,849	48,937	111,240
White Alone	82.9%	73.9%	54.5%
Black Alone	9.7%	19.8%	39.9%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	2.1%	1.5%	1.1%
Some Other Race Alone	2.5%	2.4%	2.6%
Two or More Races	2.3%	1.9%	1.4%
Hispanic Origin	6.1%	5.2%	5.0%
Diversity Index	38.3	47.2	58.7
2015 Population by Race/Ethnicity			
Total	4,256	55,441	124,493
White Alone	82.1%	73.2%	55.6%
Black Alone	10.2%	20.1%	38.4%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	2.3%	1.6%	1.2%
Some Other Race Alone	2.6%	2.5%	2.8%
Two or More Races	2.4%	2.0%	1.6%
Hispanic Origin	6.7%	5.7%	5.6%
Diversity Index	40.1	48.6	59.2
2000 Population 3+ by School Enrollment			
 Total	3,227	35,393	80,713
Enrolled in Nursery/Preschool	2.1%	2.2%	2.2%
Enrolled in Kindergarten	2.6%	2.4%	2.2%
Enrolled in Grade 1-8	12.0%	13.4%	14.5%
Enrolled in Grade 9-12	6.4%	5.5%	6.8%
Enrolled in College	4.3%	4.3%	4.3%
Enrolled in Grad/Prof School	1.2%	0.7%	0.7%
Not Enrolled in School	71.5%	71.6%	69.3%
2010 Population 25+ by Educational Attainment			
Total	2,486	31,321	69,811
Less than 9th Grade	1.6%	2.8%	3.6%
9th - 12th Grade, No Diploma	10.5%	9.9%	10.1%
High School Graduate	36.4%	37.4%	35.6%
Some College, No Degree	26.0%	26.4%	27.4%
Associate Degree	10.8%	9.0%	8.6%
Bachelor's Degree	10.3%	10.5%	10.6%
Graduate/Professional Degree	4.3%	4.0%	4.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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






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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	2,980	37,844	85,536
Never Married	25.5%	25.3%	29.2%
Married	52.5%	55.7%	53.2%
Widowed	4.4%	5.1%	5.1%
Divorced	17.6%	13.9%	12.5%
2000 Population 16+ by Employment Status			
 Total	2,541	27,567	61,766
In Labor Force	76.1%	71.8%	70.0%
Civilian Employed	72.8%	68.6%	65.9%
Civilian Unemployed	3.1%	3.1%	3.9%
In Armed Forces	0.2%	0.1%	0.1%
Not in Labor Force	23.9%	28.2%	30.0%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	87.9%	89.1%	88.3%
Civilian Unemployed	12.1%	10.9%	11.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.4%	90.7%	90.4%
Civilian Unemployed	10.6%	9.3%	9.6%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,350	14,497	33,262
Own Children < 6 Only	8.4%	9.9%	8.5%
Employed/in Armed Forces	6.3%	6.5%	5.5%
Unemployed	0.0%	0.4%	0.4%
Not in Labor Force	2.1%	3.0%	2.5%
Own Children < 6 and 6-17 Only	5.9%	7.9%	7.9%
Employed/in Armed Forces	3.9%	4.3%	4.7%
Unemployed	0.0%	0.4%	0.4%
Not in Labor Force	2.0%	3.2%	2.9%
Own Children 6-17 Only	22.2%	19.4%	21.2%
Employed/in Armed Forces	18.4%	14.7%	16.0%
Unemployed	0.7%	0.6%	0.8%
Not in Labor Force	3.2%	4.0%	4.3%
No Own Children < 18	63.4%	62.9%	62.4%
Employed/in Armed Forces	37.4%	34.0%	33.7%
Unemployed	1.9%	2.2%	2.3%
Not in Labor Force	24.1%	26.6%	26.4%
2010 Employed Population 16+ by Industry			
 Total	1,566	20,332	46,568
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	8.7%	9.4%	8.3%
Manufacturing	6.2%	7.8%	8.1%
Wholesale Trade	5.7%	6.0%	5.8%
Retail Trade	10.8%	10.8%	10.5%
Transportation/Utilities	13.1%	12.7%	13.9%
Information	1.3%	1.2%	1.3%
Finance/Insurance/Real Estate	7.1%	6.0%	5.4%
Services	43.5%	42.2%	41.8%
Public Administration	3.3%	3.5%	4.6%

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




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Latitude: 34.962151

Longitude: -89.99189

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	1,564	20,330	46,566
White Collar	62.5%	53.8%	53.3%
Management/Business/Financial	11.6%	10.9%	10.9%
Professional	19.0%	14.4%	14.3%
Sales	10.2%	10.6%	10.3%
Administrative Support	21.7%	17.9%	17.9%
Services	16.0%	17.7%	18.0%
Blue Collar	21.4%	28.5%	28.8%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	6.6%	7.9%	6.9%
Installation/Maintenance/Repair	6.1%	6.4%	5.6%
Production	3.6%	4.6%	5.1%
Transportation/Material Moving	5.0%	9.3%	10.9%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,825	18,569	40,002
Drove Alone - Car, Truck, or Van	87.1%	85.0%	82.6%
Carpooled - Car, Truck, or Van	9.1%	11.8%	13.6%
Public Transportation	0.5%	0.4%	0.7%
Walked	0.8%	0.4%	0.7%
Other Means	0.5%	0.8%	1.0%
Worked at Home	2.0%	1.7%	1.5%
2000 Workers 16+ by Travel Time to Work			
Total	1,826	18,569	40,002
Did Not Work at Home	98.0%	98.3%	98.5%
Less than 5 minutes	2.3%	1.9%	1.5%
5 to 9 minutes	8.8%	7.3%	6.3%
10 to 19 minutes	27.3%	28.4%	30.3%
20 to 24 minutes	17.3%	17.9%	18.8%
25 to 34 minutes	27.4%	28.0%	27.7%
35 to 44 minutes	7.7%	6.6%	5.8%
45 to 59 minutes	4.8%	4.7%	4.7%
60 to 89 minutes	0.8%	1.8%	1.9%
90 or more minutes	1.6%	1.7%	1.7%
Worked at Home	2.0%	1.7%	1.5%
Average Travel Time to Work (in min)	23.9	24.5	24.5
2000 Households by Vehicles Available			
Total	1,394	13,935	30,260
None	3.9%	3.7%	6.2%
1	37.3%	33.6%	34.8%
2	42.8%	45.6%	41.8%
3	12.3%	12.6%	12.8%
4	3.0%	3.5%	3.4%
5+	0.7%	1.1%	0.9%
Average Number of Vehicles Available	1.8	1.8	1.8

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

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	1,403	13,932	30,312
Family Households	71.8%	74.3%	75.5%
Married-couple Family	53.6%	54.4%	50.0%
With Related Children	29.0%	27.8%	26.5%
Other Family (No Spouse)	18.2%	19.9%	25.6%
With Related Children	12.8%	14.3%	18.4%
Nonfamily Households	28.2%	25.7%	24.5%
Householder Living Alone	22.9%	20.7%	20.0%
Householder Not Living Alone	5.3%	5.0%	4.5%
Households with Related Children	41.8%	42.0%	44.9%
Households with Persons 65+	13.8%	15.2%	14.7%
2000 Households by Size			
Total	1,403	13,932	30,313
1 Person Household	22.9%	20.7%	20.0%
2 Person Household	30.7%	32.6%	30.2%
3 Person Household	21.0%	20.5%	21.1%
4 Person Household	17.0%	16.2%	16.8%
5 Person Household	5.7%	6.6%	7.4%
6 Person Household	1.7%	2.2%	2.8%
7+ Person Household	1.0%	1.3%	1.7%
2000 Households by Year Householder Moved In			
Total	1,394	13,937	30,260
Moved in 1999 to March 2000	24.8%	22.9%	19.8%
Moved in 1995 to 1998	38.1%	32.9%	31.1%
Moved in 1990 to 1994	19.8%	16.4%	17.6%
Moved in 1980 to 1989	10.9%	13.4%	17.7%
Moved in 1970 to 1979	6.3%	9.6%	9.7%
Moved in 1969 or Earlier	0.1%	4.8%	4.2%
Median Year Householder Moved In	1996	1996	1995
2000 Housing Units by Units in Structure			
 Total	1,438	14,466	31,701
1, Detached	72.2%	73.8%	71.7%
1, Attached	4.5%	2.8%	3.4%
2	0.6%	0.8%	0.9%
3 or 4	9.0%	4.8%	4.2%
5 to 9	6.3%	7.6%	8.9%
10 to 19	4.8%	5.5%	3.7%
20+	1.9%	2.1%	3.6%
Mobile Home	0.7%	2.6%	3.6%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,425	14,465	31,738
1999 to March 2000	2.7%	4.8%	3.3%
1995 to 1998	19.7%	18.5%	12.6%
1990 to 1994	27.5%	15.3%	11.6%
1980 to 1989	28.1%	13.6%	16.4%
1970 to 1979	18.8%	25.4%	28.3%
1969 or Earlier	3.2%	22.4%	27.8%
Median Year Structure Built	1990	1982	1978

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




115 Goodman Rd W, Southaven,...

Latitude: 34.962151

Longitude: -89.99189

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	Milk and Cookies	Aspiring Young Familie	Aspiring Young Familie
2.	Aspiring Young Familie	Rustbelt Traditions	Rustbelt Traditions
3.	Exurbanites	Up and Coming Families	Family Foundations

 **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 \$	\$2,357,860	\$27,461,833	\$59,600,061
Average Spent	\$1,442.12	\$1,449.63	\$1,458.82
Spending Potential Index	60	61	61
Computers & Accessories: Total \$	\$318,094	\$3,677,367	\$7,835,559
Average Spent	\$194.55	\$194.12	\$191.79
Spending Potential Index	88	88	87
Education: Total \$	\$1,699,854	\$20,568,780	\$44,415,419
Average Spent	\$1,039.67	\$1,085.77	\$1,087.15
Spending Potential Index	85	89	89
Entertainment/Recreation: Total \$	\$4,553,684	\$53,306,687	\$115,725,404
Average Spent	\$2,785.13	\$2,813.91	\$2,832.59
Spending Potential Index	86	87	88
Food at Home: Total \$	\$6,146,782	\$72,164,733	\$158,333,511
Average Spent	\$3,759.50	\$3,809.37	\$3,875.50
Spending Potential Index	84	85	87
Food Away from Home: Total \$	\$4,590,872	\$53,397,095	\$116,197,163
Average Spent	\$2,807.87	\$2,818.68	\$2,844.14
Spending Potential Index	87	88	88
Health Care: Total \$	\$4,874,629	\$59,270,908	\$132,169,307
Average Spent	\$2,981.42	\$3,128.74	\$3,235.08
Spending Potential Index	80	84	87
HH Furnishings & Equipment: Total \$	\$2,550,427	\$29,563,132	\$63,788,196
Average Spent	\$1,559.89	\$1,560.55	\$1,561.33
Spending Potential Index	76	76	76
Investments: Total \$	\$2,001,007	\$24,973,691	\$53,849,943
Average Spent	\$1,223.86	\$1,318.29	\$1,318.07
Spending Potential Index	70	76	76
Retail Goods: Total \$	\$33,299,648	\$388,513,703	\$847,201,897
Average Spent	\$20,366.76	\$20,508.54	\$20,736.80
Spending Potential Index	82	82	83
Shelter: Total \$	\$22,559,799	\$258,824,093	\$556,005,742
Average Spent	\$13,798.04	\$13,662.59	\$13,609.25
Spending Potential Index	87	87	86
TV/Video/Audio: Total \$	\$1,733,796	\$20,330,591	\$44,495,909
Average Spent	\$1,060.43	\$1,073.19	\$1,089.12
Spending Potential Index	85	86	88
Travel: Total \$	\$2,613,645	\$30,468,379	\$65,544,076
Average Spent	\$1,598.56	\$1,608.34	\$1,604.31
Spending Potential Index	84	85	85
Vehicle Maintenance & Repairs: Total \$	\$1,331,657	\$15,424,934	\$33,669,118
Average Spent	\$814.47	\$814.24	\$824.11
Spending Potential Index	86	86	87

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,
Ring: 1 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

	2000	2010	2000-2010 Annual Rate
Population	3,061	3,393	1.04%
Households	1,272	1,358	0.66%
Housing Units	1,298	1,428	0.96%

Population by Race	Number	Percent
Total	3,393	100.0%
Population Reporting One Race	3,319	97.8%
White	2,339	68.9%
Black	805	23.7%
American Indian	9	0.3%
Asian	40	1.2%
Pacific Islander	1	0.0%
Some Other Race	125	3.7%
Population Reporting Two or More Races	74	2.2%

Total Hispanic Population	190	5.6%
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Population by Sex	Number	Percent
Male	1,597	47.1%
Female	1,796	52.9%

Population by Age	Number	Percent
Total	3,391	100.0%
Age 0 - 4	284	8.4%
Age 5 - 9	235	6.9%
Age 10 - 14	249	7.3%
Age 15 - 19	205	6.0%
Age 20 - 24	246	7.3%
Age 25 - 29	280	8.3%
Age 30 - 34	264	7.8%
Age 35 - 39	261	7.7%
Age 40 - 44	213	6.3%
Age 45 - 49	229	6.8%
Age 50 - 54	204	6.0%
Age 55 - 59	191	5.6%
Age 60 - 64	151	4.5%
Age 65 - 69	115	3.4%
Age 70 - 74	78	2.3%
Age 75 - 79	56	1.7%
Age 80 - 84	67	2.0%
Age 85+	64	1.9%
Age 18+	2,498	73.6%
Age 65+	380	11.2%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	33.7
Male	31.4
Female	35.8
White Alone	39.1
Black Alone	26.4
American Indian Alone	57.5
Asian Alone	38.1
Pacific Islander Alone	17.5
Some Other Race Alone	26.4
Two or More Races	14.4
Hispanic Population	26.5

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,
Ring: 1 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Households by Type		
Total	1,359	100.0%
Households with 1 Person	372	27.4%
Households with 2+ People	987	72.6%
Family Households	915	67.3%
Husband-wife Families	571	42.0%
With Own Children	256	18.8%
Other Family (No Spouse Present)	343	25.2%
With Own Children	208	15.3%
Nonfamily Households	72	5.3%
All Households with Children	512	37.7%
Multigenerational Households	54	4.0%
Unmarried Partner Households	90	6.6%
Male-female	84	6.2%
Same-sex	6	0.4%
Average Household Size	2.44	
Family Households by Size		
Total	915	100.0%
2 People	381	41.6%
3 People	241	26.3%
4 People	163	17.8%
5 People	75	8.2%
6 People	36	3.9%
7+ People	19	2.1%
Average Family Size	2.94	
Nonfamily Households by Size		
Total	444	100.0%
1 Person	372	83.8%
2 People	54	12.2%
3 People	9	2.0%
4 People	7	1.6%
5 People	2	0.5%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.20	
Population by Relationship and Household Type		
Total	3,393	100.0%
In Households	3,317	97.8%
In Family Households	2,785	82.1%
Householder	888	26.2%
Spouse	552	16.3%
Child	1,122	33.1%
Other relative	125	3.7%
Nonrelative	98	2.9%
In Nonfamily Households	532	15.7%
In Group Quarters	76	2.2%
Institutionalized Population	76	2.2%
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.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Ring: 1 mile radius

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Family Households by Age of Householder		
Total	915	100.0%
Householder Age 15 - 44	485	53.0%
Householder Age 45 - 54	181	19.8%
Householder Age 55 - 64	135	14.8%
Householder Age 65 - 74	74	8.1%
Householder Age 75+	40	4.4%
Nonfamily Households by Age of Householder		
Total	443	100.0%
Householder Age 15 - 44	181	40.9%
Householder Age 45 - 54	76	17.2%
Householder Age 55 - 64	77	17.4%
Householder Age 65 - 74	57	12.9%
Householder Age 75+	52	11.7%
Households by Race of Householder		
Total	1,358	100.0%
Householder is White Alone	982	72.3%
Householder is Black Alone	306	22.5%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	14	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	35	2.6%
Householder is Two or More Races	16	1.2%
Households with Hispanic Householder	54	4.0%
Husband-wife Families by Race of Householder		
Total	571	100.0%
Householder is White Alone	447	78.3%
Householder is Black Alone	89	15.6%
Householder is American Indian Alone	4	0.7%
Householder is Asian Alone	7	1.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	16	2.8%
Householder is Two or More Races	8	1.4%
Husband-wife Families with Hispanic Householder	27	4.7%
Other Families (No Spouse) by Race of Householder		
Total	342	100.0%
Householder is White Alone	200	58.5%
Householder is Black Alone	124	36.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	11	3.2%
Householder is Two or More Races	5	1.5%
Other Families with Hispanic Householder	16	4.7%
Nonfamily Households by Race of Householder		
Total	444	100.0%
Householder is White Alone	335	75.5%
Householder is Black Alone	92	20.7%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	5	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	1.8%
Householder is Two or More Races	3	0.7%
Nonfamily Households with Hispanic Householder	11	2.5%

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Ring: 1 mile radius

Prepared by Mark Robbins

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Longitude: -89.99189

Total Housing Units by Occupancy

Total	1,435	100.0%
Occupied Housing Units	1,358	94.6%
Vacant Housing Units		
For Rent	42	2.9%
Rented, not Occupied	1	0.1%
For Sale Only	20	1.4%
Sold, not Occupied	1	0.1%
For Seasonal/Recreational/Occasional Use	4	0.3%
For Migrant Workers	1	0.1%
Other Vacant	8	0.6%
Total Vacancy Rate	4.9%	

Households by Tenure and Mortgage Status

Total	1,358	100.0%
Owner Occupied	774	57.0%
Owned with a Mortgage/Loan	635	46.8%
Owned Free and Clear	138	10.2%
Average Household Size	2.39	
Renter Occupied	584	43.0%
Average Household Size	2.52	

Owner-occupied Housing Units by Race of Householder

Total	773	100.0%
Householder is White Alone	690	89.3%
Householder is Black Alone	64	8.3%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	8	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.4%
Householder is Two or More Races	6	0.8%
Owner-occupied Housing Units with Hispanic Householder	11	1.4%

Renter-occupied Housing Units by Race of Householder

Total	585	100.0%
Householder is White Alone	292	49.9%
Householder is Black Alone	242	41.4%
Householder is American Indian Alone	3	0.5%
Householder is Asian Alone	6	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	32	5.5%
Householder is Two or More Races	10	1.7%
Renter-occupied Housing Units with Hispanic Householder	43	7.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.34
Householder is Black Alone	2.60
Householder is American Indian Alone	3.00
Householder is Asian Alone	2.57
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.60
Householder is Two or More Races	3.06
Householder is Hispanic	3.46

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

	2000	2010	2000-2010 Annual Rate
Population	37,527	47,827	2.46%
Households	14,046	17,823	2.41%
Housing Units	14,614	18,977	2.65%

Population by Race	Number	Percent
Total	47,826	100.0%
Population Reporting One Race	46,977	98.2%
White	30,338	63.4%
Black	14,165	29.6%
American Indian	156	0.3%
Asian	596	1.2%
Pacific Islander	27	0.1%
Some Other Race	1,695	3.5%
Population Reporting Two or More Races	849	1.8%

Total Hispanic Population	2,734	5.7%
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Population by Sex	Number	Percent
Male	22,873	47.8%
Female	24,954	52.2%

Population by Age	Number	Percent
Total	47,828	100.0%
Age 0 - 4	3,855	8.1%
Age 5 - 9	3,790	7.9%
Age 10 - 14	3,813	8.0%
Age 15 - 19	3,368	7.0%
Age 20 - 24	3,311	6.9%
Age 25 - 29	3,898	8.2%
Age 30 - 34	3,827	8.0%
Age 35 - 39	3,617	7.6%
Age 40 - 44	3,095	6.5%
Age 45 - 49	3,157	6.6%
Age 50 - 54	2,870	6.0%
Age 55 - 59	2,472	5.2%
Age 60 - 64	2,166	4.5%
Age 65 - 69	1,581	3.3%
Age 70 - 74	1,154	2.4%
Age 75 - 79	812	1.7%
Age 80 - 84	596	1.2%
Age 85+	444	0.9%
Age 18+	34,275	71.7%
Age 65+	4,587	9.6%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	32.5
Male	30.9
Female	33.8
White Alone	36.7
Black Alone	27.5
American Indian Alone	35.0
Asian Alone	35.3
Pacific Islander Alone	37.0
Some Other Race Alone	25.1
Two or More Races	14.3
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,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

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Households by Type		
Total	17,823	100.0%
Households with 1 Person	4,190	23.5%
Households with 2+ People	13,633	76.5%
Family Households	12,638	70.9%
Husband-wife Families	7,950	44.6%
With Own Children	3,623	20.3%
Other Family (No Spouse Present)	4,689	26.3%
With Own Children	2,790	15.7%
Nonfamily Households	995	5.6%
All Households with Children	7,297	40.9%
Multigenerational Households	974	5.5%
Unmarried Partner Households	1,244	7.0%
Male-female	1,145	6.4%
Same-sex	99	0.6%
Average Household Size	2.67	

Family Households by Size		
Total	12,638	100.0%
2 People	4,698	37.2%
3 People	3,249	25.7%
4 People	2,583	20.4%
5 People	1,253	9.9%
6 People	533	4.2%
7+ People	322	2.5%
Average Family Size	3.14	

Nonfamily Households by Size		
Total	5,184	100.0%
1 Person	4,190	80.8%
2 People	775	15.0%
3 People	143	2.8%
4 People	53	1.0%
5 People	19	0.4%
6 People	3	0.1%
7+ People	1	0.0%
Average Nonfamily Size	1.25	

Population by Relationship and Household Type		
Total	47,827	100.0%
In Households	47,591	99.5%
In Family Households	41,126	86.0%
Householder	12,553	26.2%
Spouse	7,880	16.5%
Child	17,091	35.7%
Other relative	2,115	4.4%
Nonrelative	1,487	3.1%
In Nonfamily Households	6,465	13.5%
In Group Quarters	236	0.5%
Institutionalized Population	232	0.5%
Noninstitutionalized Population	4	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,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Family Households by Age of Householder		
Total		12,638 100.0%
Householder Age	15 - 44	6,471 51.2%
Householder Age	45 - 54	2,549 20.2%
Householder Age	55 - 64	1,864 14.7%
Householder Age	65 - 74	1,155 9.1%
Householder Age	75+	599 4.7%
Nonfamily Households by Age of Householder		
Total		5,184 100.0%
Householder Age	15 - 44	2,160 41.7%
Householder Age	45 - 54	959 18.5%
Householder Age	55 - 64	901 17.4%
Householder Age	65 - 74	591 11.4%
Householder Age	75+	573 11.1%
Households by Race of Householder		
Total		17,822 100.0%
Householder is	White Alone	11,979 67.2%
Householder is	Black Alone	5,026 28.2%
Householder is	American Indian Alone	54 0.3%
Householder is	Asian Alone	170 1.0%
Householder is	Pacific Islander Alone	11 0.1%
Householder is	Some Other Race Alone	402 2.3%
Householder is	Two or More Races	180 1.0%
Households with	Hispanic Householder	666 3.7%
Husband-wife Families by Race of Householder		
Total		7,951 100.0%
Householder is	White Alone	5,932 74.6%
Householder is	Black Alone	1,602 20.1%
Householder is	American Indian Alone	24 0.3%
Householder is	Asian Alone	103 1.3%
Householder is	Pacific Islander Alone	3 0.0%
Householder is	Some Other Race Alone	217 2.7%
Householder is	Two or More Races	70 0.9%
Husband-wife Families with	Hispanic Householder	367 4.6%
Other Families (No Spouse) by Race of Householder		
Total		4,688 100.0%
Householder is	White Alone	2,406 51.3%
Householder is	Black Alone	2,068 44.1%
Householder is	American Indian Alone	17 0.4%
Householder is	Asian Alone	29 0.6%
Householder is	Pacific Islander Alone	2 0.0%
Householder is	Some Other Race Alone	110 2.3%
Householder is	Two or More Races	56 1.2%
Other Families with	Hispanic Householder	167 3.6%
Nonfamily Households by Race of Householder		
Total		5,186 100.0%
Householder is	White Alone	3,642 70.2%
Householder is	Black Alone	1,356 26.1%
Householder is	American Indian Alone	13 0.3%
Householder is	Asian Alone	38 0.7%
Householder is	Pacific Islander Alone	7 0.1%
Householder is	Some Other Race Alone	75 1.4%
Householder is	Two or More Races	55 1.1%
Nonfamily Households with	Hispanic Householder	132 2.5%

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Total Housing Units by Occupancy

Total	18,981	100.0%
Occupied Housing Units	17,823	93.9%
Vacant Housing Units		
For Rent	521	2.7%
Rented, not Occupied	26	0.1%
For Sale Only	272	1.4%
Sold, not Occupied	25	0.1%
For Seasonal/Recreational/Occasional Use	62	0.3%
For Migrant Workers	7	0.0%
Other Vacant	245	1.3%
Total Vacancy Rate	6.1%	

Households by Tenure and Mortgage Status

Total	17,823	100.0%
Owner Occupied	11,258	63.2%
Owned with a Mortgage/Loan	9,044	50.7%
Owned Free and Clear	2,214	12.4%
Average Household Size	2.64	
Renter Occupied	6,565	36.8%
Average Household Size	2.73	

Owner-occupied Housing Units by Race of Householder

Total	11,258	100.0%
Householder is White Alone	8,680	77.1%
Householder is Black Alone	2,197	19.5%
Householder is American Indian Alone	29	0.3%
Householder is Asian Alone	127	1.1%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	130	1.2%
Householder is Two or More Races	90	0.8%
Owner-occupied Housing Units with Hispanic Householder	270	2.4%

Renter-occupied Housing Units by Race of Householder

Total	6,566	100.0%
Householder is White Alone	3,300	50.3%
Householder is Black Alone	2,828	43.1%
Householder is American Indian Alone	26	0.4%
Householder is Asian Alone	44	0.7%
Householder is Pacific Islander Alone	6	0.1%
Householder is Some Other Race Alone	272	4.1%
Householder is Two or More Races	90	1.4%
Renter-occupied Housing Units with Hispanic Householder	396	6.0%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.55
Householder is Black Alone	2.81
Householder is American Indian Alone	3.02
Householder is Asian Alone	3.19
Householder is Pacific Islander Alone	2.27
Householder is Some Other Race Alone	4.15
Householder is Two or More Races	2.85
Householder is Hispanic	3.87

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

	2000	2010	2000-2010 Annual Rate
Population	85,602	104,986	2.06%
Households	30,652	37,832	2.13%
Housing Units	32,090	40,766	2.42%

Population by Race	Number	Percent
Total	104,986	100.0%
Population Reporting One Race	103,488	98.6%
White	50,499	48.1%
Black	48,761	46.4%
American Indian	274	0.3%
Asian	1,089	1.0%
Pacific Islander	46	0.0%
Some Other Race	2,819	2.7%
Population Reporting Two or More Races	1,498	1.4%
Total Hispanic Population	4,791	4.6%

Population by Sex	Number	Percent
Total		
Male	49,570	47.2%
Female	55,416	52.8%

Population by Age	Number	Percent
Total	104,987	100.0%
Age 0 - 4	8,242	7.9%
Age 5 - 9	8,164	7.8%
Age 10 - 14	8,596	8.2%
Age 15 - 19	8,160	7.8%
Age 20 - 24	7,082	6.7%
Age 25 - 29	7,703	7.3%
Age 30 - 34	7,736	7.4%
Age 35 - 39	7,676	7.3%
Age 40 - 44	6,902	6.6%
Age 45 - 49	7,210	6.9%
Age 50 - 54	6,830	6.5%
Age 55 - 59	6,145	5.9%
Age 60 - 64	4,986	4.7%
Age 65 - 69	3,403	3.2%
Age 70 - 74	2,380	2.3%
Age 75 - 79	1,595	1.5%
Age 80 - 84	1,202	1.1%
Age 85+	974	0.9%
Age 18+	74,877	71.3%
Age 65+	9,554	9.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	32.9
Male	31.2
Female	34.4
White Alone	37.2
Black Alone	30.1
American Indian Alone	33.3
Asian Alone	35.0
Pacific Islander Alone	35.7
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.



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Households by Type		
Total	37,832	100.0%
Households with 1 Person	8,478	22.4%
Households with 2+ People	29,354	77.6%
Family Households	27,552	72.8%
Husband-wife Families	16,595	43.9%
With Own Children	7,363	19.5%
Other Family (No Spouse Present)	10,957	29.0%
With Own Children	6,181	16.3%
Nonfamily Households	1,802	4.8%
All Households with Children	15,884	42.0%
Multigenerational Households	2,562	6.8%
Unmarried Partner Households	2,481	6.6%
Male-female	2,282	6.0%
Same-sex	199	0.5%
Average Household Size	2.76	

Family Households by Size		
Total	27,552	100.0%
2 People	9,847	35.7%
3 People	7,139	25.9%
4 People	5,764	20.9%
5 People	2,813	10.2%
6 People	1,189	4.3%
7+ People	800	2.9%
Average Family Size	3.22	

Nonfamily Households by Size		
Total	10,281	100.0%
1 Person	8,478	82.5%
2 People	1,431	13.9%
3 People	229	2.2%
4 People	95	0.9%
5 People	36	0.4%
6 People	8	0.1%
7+ People	4	0.0%
Average Nonfamily Size	1.23	

Population by Relationship and Household Type		
Total	104,986	100.0%
In Households	104,363	99.4%
In Family Households	91,676	87.3%
Householder	27,581	26.3%
Spouse	16,592	15.8%
Child	39,390	37.5%
Other relative	5,124	4.9%
Nonrelative	2,989	2.8%
In Nonfamily Households	12,687	12.1%
In Group Quarters	623	0.6%
Institutionalized Population	560	0.5%
Noninstitutionalized Population	63	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,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Family Households by Age of Householder		
Total	27,553	100.0%
Householder Age 15 - 44	13,173	47.8%
Householder Age 45 - 54	6,023	21.9%
Householder Age 55 - 64	4,696	17.0%
Householder Age 65 - 74	2,476	9.0%
Householder Age 75+	1,185	4.3%
Nonfamily Households by Age of Householder		
Total	10,279	100.0%
Householder Age 15 - 44	3,895	37.9%
Householder Age 45 - 54	2,037	19.8%
Householder Age 55 - 64	2,037	19.8%
Householder Age 65 - 74	1,230	12.0%
Householder Age 75+	1,080	10.5%
Households by Race of Householder		
Total	37,832	100.0%
Householder is White Alone	19,403	51.3%
Householder is Black Alone	17,023	45.0%
Householder is American Indian Alone	90	0.2%
Householder is Asian Alone	298	0.8%
Householder is Pacific Islander Alone	20	0.1%
Householder is Some Other Race Alone	669	1.8%
Householder is Two or More Races	329	0.9%
Households with Hispanic Householder	1,157	3.1%
Husband-wife Families by Race of Householder		
Total	16,594	100.0%
Householder is White Alone	10,324	62.2%
Householder is Black Alone	5,537	33.4%
Householder is American Indian Alone	37	0.2%
Householder is Asian Alone	189	1.1%
Householder is Pacific Islander Alone	7	0.0%
Householder is Some Other Race Alone	369	2.2%
Householder is Two or More Races	131	0.8%
Husband-wife Families with Hispanic Householder	647	3.9%
Other Families (No Spouse) by Race of Householder		
Total	10,957	100.0%
Householder is White Alone	3,611	33.0%
Householder is Black Alone	6,980	63.7%
Householder is American Indian Alone	28	0.3%
Householder is Asian Alone	52	0.5%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	184	1.7%
Householder is Two or More Races	100	0.9%
Other Families with Hispanic Householder	303	2.8%
Nonfamily Households by Race of Householder		
Total	10,280	100.0%
Householder is White Alone	5,468	53.2%
Householder is Black Alone	4,506	43.8%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	57	0.6%
Householder is Pacific Islander Alone	11	0.1%
Householder is Some Other Race Alone	116	1.1%
Householder is Two or More Races	98	1.0%
Nonfamily Households with Hispanic Householder	207	2.0%

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



Census 2010 Summary Profile

115 Goodman Rd W, Southaven, MS 38671,
Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Total Housing Units by Occupancy

Total	40,787	100.0%
Occupied Housing Units	37,832	92.8%
Vacant Housing Units		
For Rent	1,455	3.6%
Rented, not Occupied	47	0.1%
For Sale Only	623	1.5%
Sold, not Occupied	58	0.1%
For Seasonal/Recreational/Occasional Use	121	0.3%
For Migrant Workers	8	0.0%
Other Vacant	643	1.6%
Total Vacancy Rate	7.2%	

Households by Tenure and Mortgage Status

Total	37,832	100.0%
Owner Occupied	24,843	65.7%
Owned with a Mortgage/Loan	20,150	53.3%
Owned Free and Clear	4,692	12.4%
Average Household Size	2.73	
Renter Occupied	12,989	34.3%
Average Household Size	2.80	

Owner-occupied Housing Units by Race of Householder

Total	24,843	100.0%
Householder is White Alone	14,840	59.7%
Householder is Black Alone	9,236	37.2%
Householder is American Indian Alone	48	0.2%
Householder is Asian Alone	234	0.9%
Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	288	1.2%
Householder is Two or More Races	187	0.8%
Owner-occupied Housing Units with Hispanic Householder	575	2.3%

Renter-occupied Housing Units by Race of Householder

Total	12,989	100.0%
Householder is White Alone	4,563	35.1%
Householder is Black Alone	7,787	60.0%
Householder is American Indian Alone	42	0.3%
Householder is Asian Alone	64	0.5%
Householder is Pacific Islander Alone	10	0.1%
Householder is Some Other Race Alone	381	2.9%
Householder is Two or More Races	142	1.1%
Renter-occupied Housing Units with Hispanic Householder	582	4.5%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.62
Householder is Black Alone	2.85
Householder is American Indian Alone	2.98
Householder is Asian Alone	3.41
Householder is Pacific Islander Alone	2.40
Householder is Some Other Race Alone	4.15
Householder is Two or More Races	2.95
Householder is Hispanic	3.92

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



Demographic and Income Profile

115 Goodman Rd W, Southaven, MS 38671, United States
 Ring: 1 mile radius

Prepared by Mark Robbins
 Latitude: 34.9621506
 Longitude: -89.99189

Summary	2010	2011	2016
Population	3,393	3,394	3,511
Households	1,358	1,357	1,402
Families	915	915	934
Average Household Size	2.44	2.45	2.45
Owner Occupied Housing Units	774	777	808
Renter Occupied Housing Units	584	580	594
Median Age	33.7	33.8	34.0

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	0.68%	0.39%	0.67%
Households	0.66%	0.49%	0.71%
Families	0.41%	0.27%	0.57%
Owner HHs	0.79%	0.60%	0.91%
Median Household Income	2.64%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	189	13.9%	179	12.8%
\$15,000 - \$24,999	134	9.9%	88	6.3%
\$25,000 - \$34,999	95	7.0%	65	4.6%
\$35,000 - \$49,999	244	18.0%	210	15.0%
\$50,000 - \$74,999	276	20.3%	366	26.1%
\$75,000 - \$99,999	218	16.1%	265	18.9%
\$100,000 - \$149,999	159	11.7%	181	12.9%
\$150,000 - \$199,999	34	2.5%	40	2.9%
\$200,000+	8	0.6%	8	0.6%

Median Household Income	\$50,972	\$58,063
Average Household Income	\$60,249	\$65,988
Per Capita Income	\$23,893	\$26,016

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	284	8.4%	279	8.2%	292	8.3%
5 - 9	235	6.9%	234	6.9%	240	6.8%
10 - 14	249	7.3%	249	7.3%	259	7.4%
15 - 19	205	6.0%	204	6.0%	199	5.7%
20 - 24	246	7.3%	247	7.3%	247	7.0%
25 - 34	544	16.0%	545	16.1%	576	16.4%
35 - 44	474	14.0%	470	13.9%	469	13.4%
45 - 54	433	12.8%	431	12.7%	406	11.6%
55 - 64	342	10.1%	349	10.3%	384	10.9%
65 - 74	193	5.7%	198	5.8%	244	7.0%
75 - 84	123	3.6%	123	3.6%	126	3.6%
85+	64	1.9%	64	1.9%	67	1.9%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,339	68.9%	2,342	69.0%	2,393	68.2%
Black Alone	805	23.7%	799	23.5%	831	23.7%
American Indian Alone	9	0.3%	9	0.3%	10	0.3%
Asian Alone	40	1.2%	40	1.2%	41	1.2%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	125	3.7%	129	3.8%	155	4.4%
Two or More Races	74	2.2%	74	2.2%	79	2.3%
Hispanic Origin (Any Race)	190	5.6%	196	5.8%	237	6.8%

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

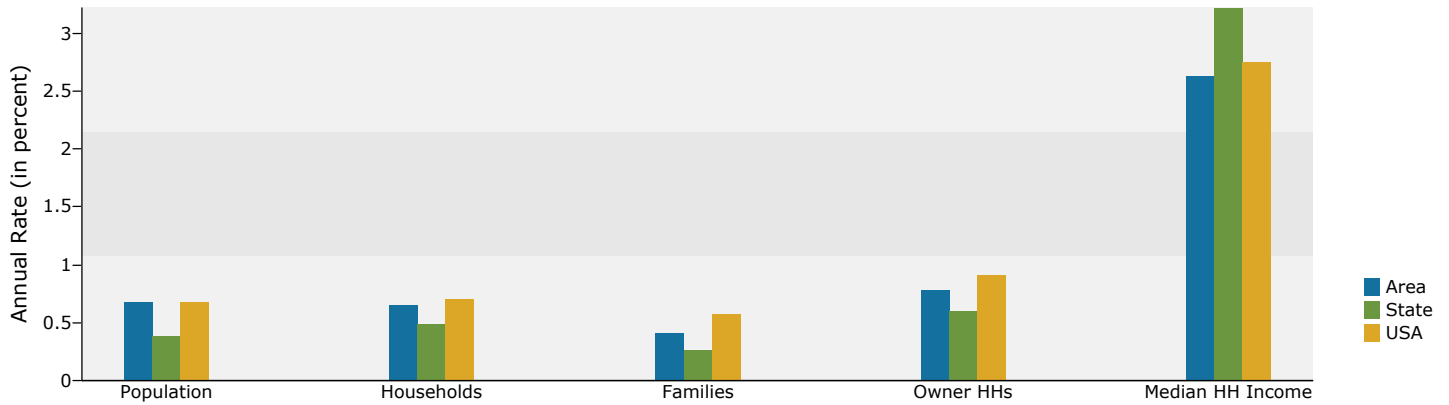
115 Goodman Rd W, Southaven, MS 38671, United States
 Ring: 1 mile radius

Prepared by Mark Robbins

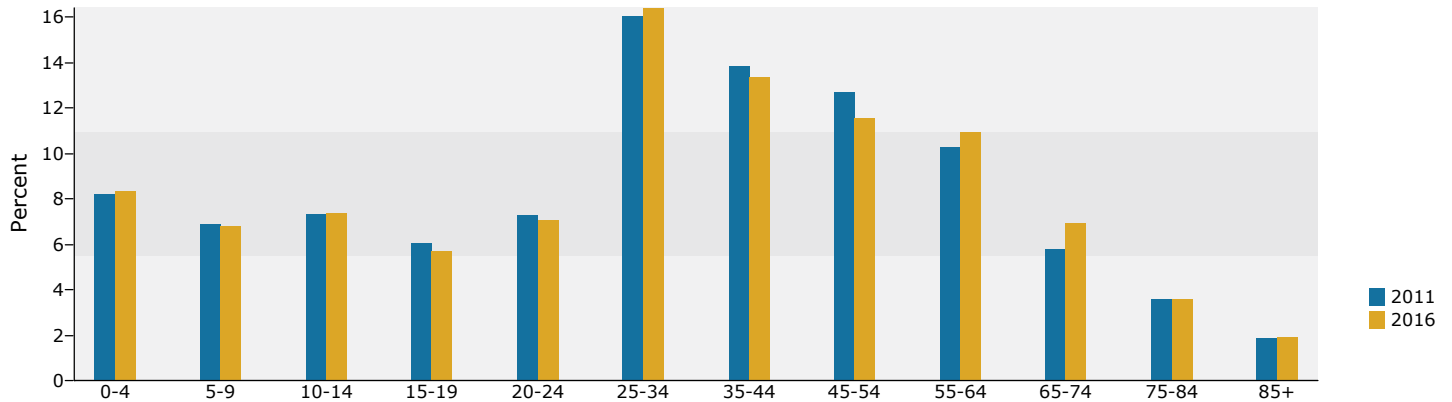
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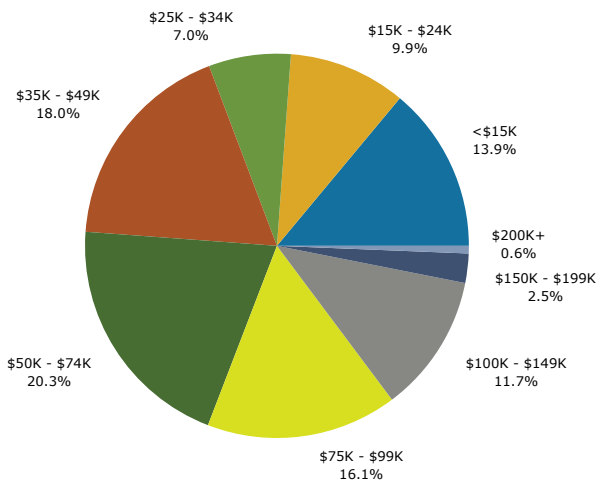
Trends 2011-2016



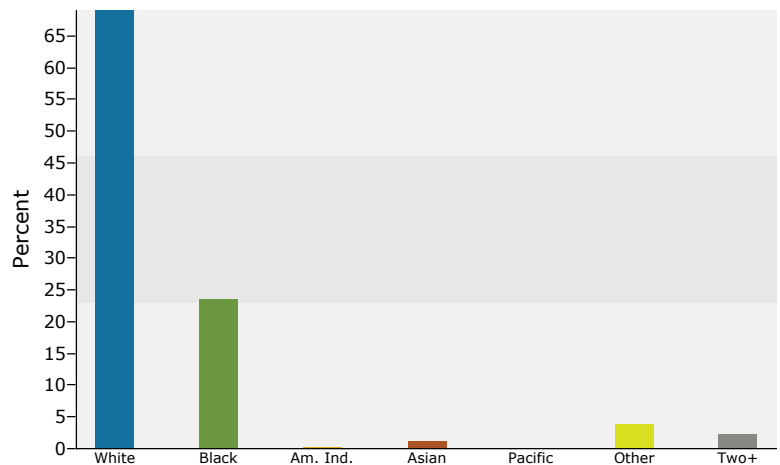
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 5.8%

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
 Ring: 3 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506
 Longitude: -89.99189

Summary	2010	2011	2016
Population	47,827	48,301	51,227
Households	17,823	17,994	19,048
Families	12,638	12,768	13,362
Average Household Size	2.67	2.67	2.68
Owner Occupied Housing Units	11,258	11,362	12,184
Renter Occupied Housing Units	6,565	6,632	6,863
Median Age	32.5	32.5	32.9

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.18%	0.39%	0.67%
Households	1.15%	0.49%	0.71%
Families	0.91%	0.27%	0.57%
Owner HHs	1.41%	0.60%	0.91%
Median Household Income	2.30%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	1,688	9.4%	1,616	8.5%
\$15,000 - \$24,999	1,859	10.3%	1,309	6.9%
\$25,000 - \$34,999	1,829	10.2%	1,386	7.3%
\$35,000 - \$49,999	3,283	18.2%	2,937	15.4%
\$50,000 - \$74,999	4,049	22.5%	5,451	28.6%
\$75,000 - \$99,999	2,613	14.5%	3,271	17.2%
\$100,000 - \$149,999	2,042	11.3%	2,362	12.4%
\$150,000 - \$199,999	366	2.0%	434	2.3%
\$200,000+	266	1.5%	283	1.5%

Median Household Income	\$51,334	\$57,526
Average Household Income	\$62,168	\$68,224
Per Capita Income	\$23,100	\$25,273

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,855	8.1%	3,835	7.9%	4,097	8.0%
5 - 9	3,790	7.9%	3,807	7.9%	3,993	7.8%
10 - 14	3,813	8.0%	3,845	8.0%	4,083	8.0%
15 - 19	3,368	7.0%	3,381	7.0%	3,340	6.5%
20 - 24	3,311	6.9%	3,358	7.0%	3,422	6.7%
25 - 34	7,725	16.2%	7,830	16.2%	8,451	16.5%
35 - 44	6,712	14.0%	6,734	13.9%	6,865	13.4%
45 - 54	6,027	12.6%	6,045	12.5%	5,850	11.4%
55 - 64	4,638	9.7%	4,758	9.9%	5,400	10.5%
65 - 74	2,735	5.7%	2,839	5.9%	3,677	7.2%
75 - 84	1,408	2.9%	1,422	2.9%	1,546	3.0%
85+	444	0.9%	448	0.9%	503	1.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	30,338	63.4%	30,647	63.4%	32,291	63.0%
Black Alone	14,165	29.6%	14,230	29.5%	14,925	29.1%
American Indian Alone	156	0.3%	157	0.3%	193	0.4%
Asian Alone	596	1.2%	600	1.2%	636	1.2%
Pacific Islander Alone	27	0.1%	27	0.1%	34	0.1%
Some Other Race Alone	1,695	3.5%	1,779	3.7%	2,197	4.3%
Two or More Races	849	1.8%	862	1.8%	953	1.9%
Hispanic Origin (Any Race)	2,734	5.7%	2,874	6.0%	3,580	7.0%

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

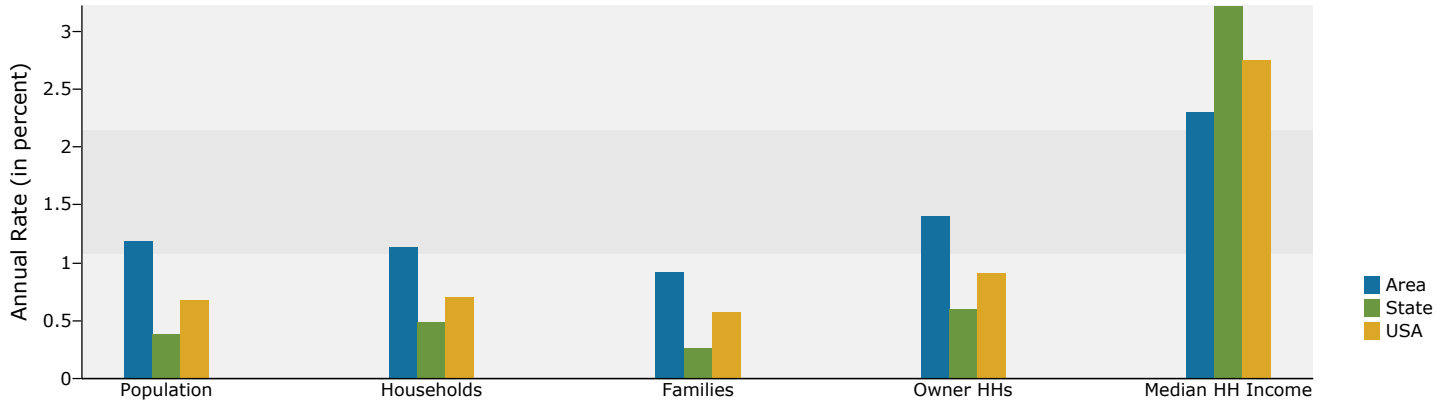
115 Goodman Rd W, Southaven, MS 38671, United States
 Ring: 3 mile radius

Prepared by Mark Robbins

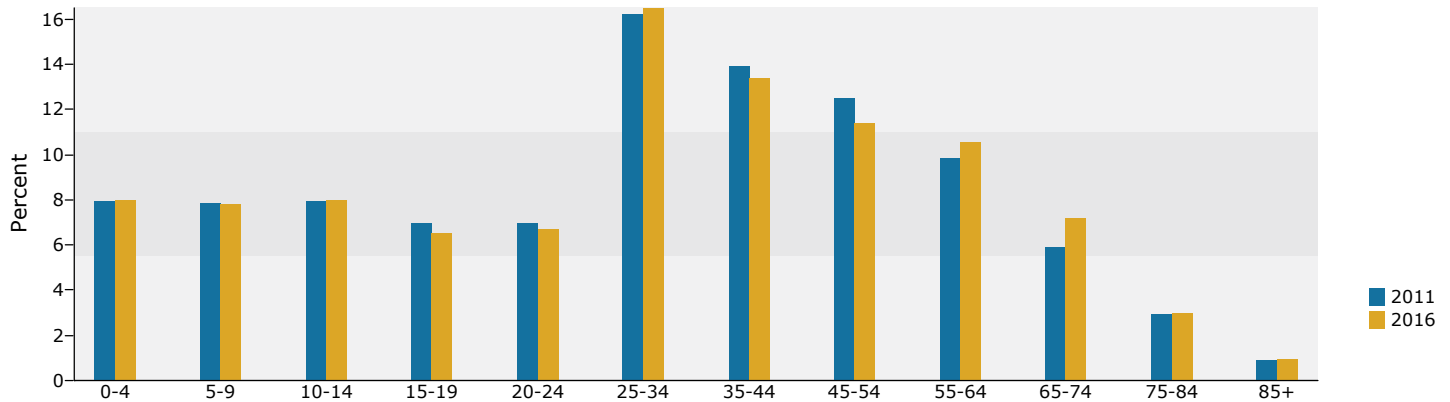
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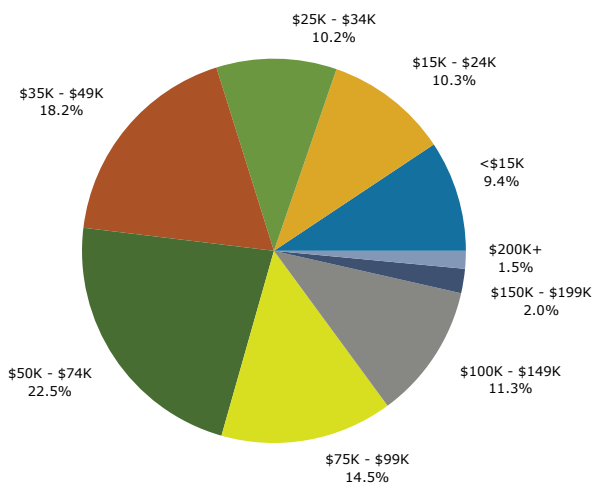
Trends 2011-2016



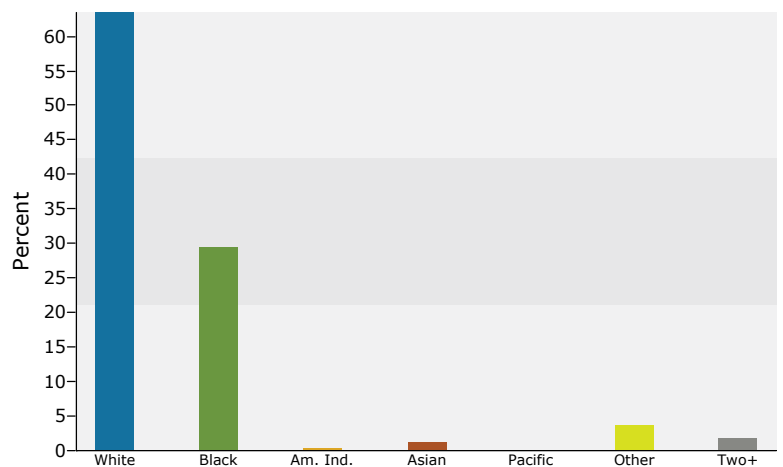
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 6.0%

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
 Ring: 5 mile radius

Prepared by Mark Robbins

Latitude: 34.9621506

Longitude: -89.99189

Summary	2010	2011	2016
Population	104,986	105,944	111,391
Households	37,832	38,172	40,120
Families	27,552	27,833	28,984
Average Household Size	2.76	2.76	2.76
Owner Occupied Housing Units	24,843	25,043	26,704
Renter Occupied Housing Units	12,989	13,129	13,416
Median Age	32.9	33.0	33.5

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.01%	0.39%	0.67%
Households	1.00%	0.49%	0.71%
Families	0.81%	0.27%	0.57%
Owner HHs	1.29%	0.60%	0.91%
Median Household Income	2.48%	3.22%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	4,216	11.0%	4,022	10.0%
\$15,000 - \$24,999	4,001	10.5%	2,879	7.2%
\$25,000 - \$34,999	4,096	10.7%	3,166	7.9%
\$35,000 - \$49,999	6,477	17.0%	5,878	14.7%
\$50,000 - \$74,999	8,031	21.0%	10,430	26.0%
\$75,000 - \$99,999	5,535	14.5%	6,606	16.5%
\$100,000 - \$149,999	4,323	11.3%	5,430	13.5%
\$150,000 - \$199,999	896	2.3%	1,072	2.7%
\$200,000+	597	1.6%	639	1.6%

Median Household Income	\$50,587	\$57,171
Average Household Income	\$61,827	\$68,558
Per Capita Income	\$22,447	\$24,858

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	8,242	7.9%	8,188	7.7%	8,661	7.8%
5 - 9	8,164	7.8%	8,202	7.7%	8,554	7.7%
10 - 14	8,596	8.2%	8,665	8.2%	9,154	8.2%
15 - 19	8,160	7.8%	8,183	7.7%	8,011	7.2%
20 - 24	7,082	6.7%	7,163	6.8%	7,204	6.5%
25 - 34	15,439	14.7%	15,633	14.8%	16,754	15.0%
35 - 44	14,578	13.9%	14,630	13.8%	14,852	13.3%
45 - 54	14,040	13.4%	14,074	13.3%	13,533	12.1%
55 - 64	11,131	10.6%	11,392	10.8%	12,784	11.5%
65 - 74	5,783	5.5%	5,997	5.7%	7,718	6.9%
75 - 84	2,797	2.7%	2,830	2.7%	3,061	2.7%
85+	974	0.9%	987	0.9%	1,103	1.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	50,499	48.1%	51,201	48.3%	54,319	48.8%
Black Alone	48,761	46.4%	48,835	46.1%	50,087	45.0%
American Indian Alone	274	0.3%	275	0.3%	334	0.3%
Asian Alone	1,089	1.0%	1,101	1.0%	1,187	1.1%
Pacific Islander Alone	46	0.0%	46	0.0%	57	0.1%
Some Other Race Alone	2,819	2.7%	2,963	2.8%	3,723	3.3%
Two or More Races	1,498	1.4%	1,521	1.4%	1,684	1.5%
Hispanic Origin (Any Race)	4,791	4.6%	5,040	4.8%	6,343	5.7%

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

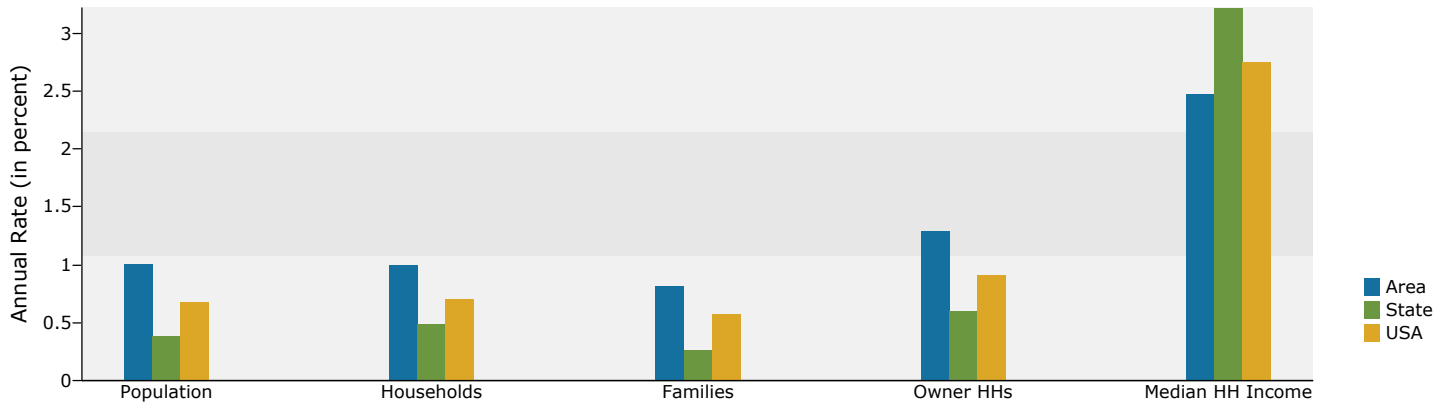
115 Goodman Rd W, Southaven, MS 38671, United States
 Ring: 5 mile radius

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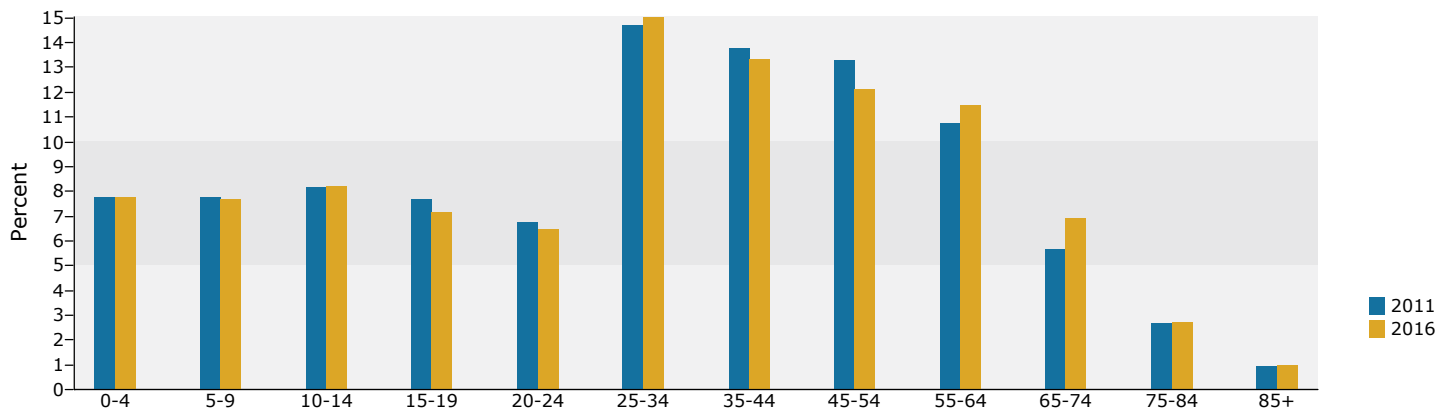
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Longitude: -89.99189

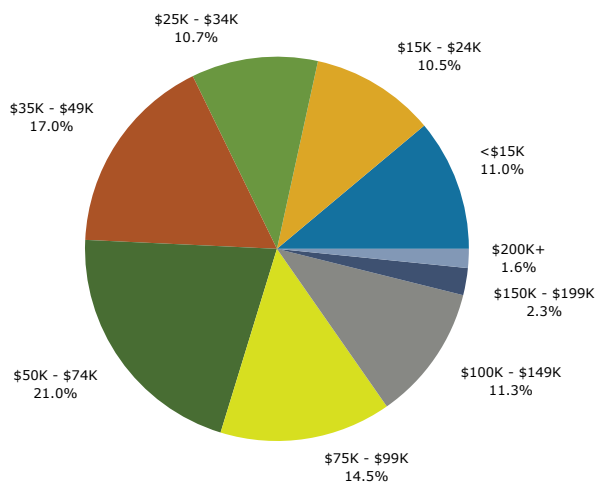
Trends 2011-2016



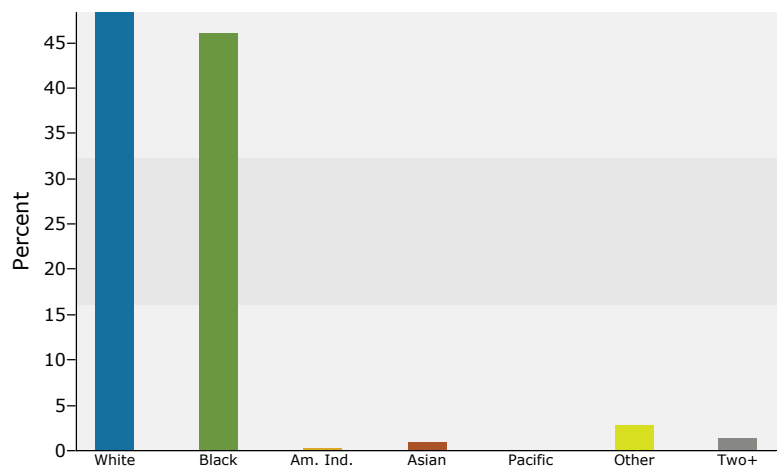
Population by Age



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.

June 20, 2012