



Market Profile

751 CR-989, Iuka, Mississippi, 38852
Rings: 30, 60 mile radii

Prepared by Esri
Latitude: 34.95406
Longitude: -88.20371

	30 miles	60 miles
Population Summary		
2000 Total Population	137,318	679,846
2010 Total Population	142,305	701,283
2016 Total Population	145,959	721,063
2016 Group Quarters	2,753	20,179
2021 Total Population	148,237	733,711
2016-2021 Annual Rate	0.31%	0.35%
Household Summary		
2000 Households	55,446	268,133
2000 Average Household Size	2.43	2.46
2010 Households	57,481	277,466
2010 Average Household Size	2.43	2.46
2016 Households	58,732	284,613
2016 Average Household Size	2.44	2.46
2021 Households	59,631	289,386
2021 Average Household Size	2.44	2.47
2016-2021 Annual Rate	0.30%	0.33%
2010 Families	39,906	191,258
2010 Average Family Size	2.93	2.97
2016 Families	40,273	193,885
2016 Average Family Size	2.95	2.99
2021 Families	40,633	195,971
2021 Average Family Size	2.96	3.01
2016-2021 Annual Rate	0.18%	0.21%
Housing Unit Summary		
2000 Housing Units	63,731	301,069
Owner Occupied Housing Units	67.6%	67.1%
Renter Occupied Housing Units	19.4%	22.0%
Vacant Housing Units	13.0%	10.9%
2010 Housing Units	68,448	320,488
Owner Occupied Housing Units	62.6%	62.4%
Renter Occupied Housing Units	21.4%	24.2%
Vacant Housing Units	16.0%	13.4%
2016 Housing Units	70,909	332,543
Owner Occupied Housing Units	60.0%	59.9%
Renter Occupied Housing Units	22.8%	25.7%
Vacant Housing Units	17.2%	14.4%
2021 Housing Units	72,417	339,980
Owner Occupied Housing Units	59.7%	59.6%
Renter Occupied Housing Units	22.7%	25.5%
Vacant Housing Units	17.7%	14.9%
Median Household Income		
2016	\$35,333	\$37,079
2021	\$36,790	\$39,072
Median Home Value		
2016	\$93,037	\$98,376
2021	\$119,254	\$127,790
Per Capita Income		
2016	\$19,855	\$20,471
2021	\$21,480	\$22,221
Median Age		
2010	41.2	39.7
2016	42.7	40.9
2021	44.4	42.3

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Households by Income		
Household Income Base	58,732	284,610
<\$15,000	20.6%	19.5%
\$15,000 - \$24,999	15.8%	15.0%
\$25,000 - \$34,999	13.2%	12.7%
\$35,000 - \$49,999	15.3%	15.1%
\$50,000 - \$74,999	16.8%	17.6%
\$75,000 - \$99,999	9.0%	9.7%
\$100,000 - \$149,999	6.3%	7.1%
\$150,000 - \$199,999	1.7%	1.8%
\$200,000+	1.4%	1.5%
Average Household Income	\$48,635	\$50,894
2021 Households by Income		
Household Income Base	59,631	289,383
<\$15,000	21.0%	19.8%
\$15,000 - \$24,999	14.8%	14.5%
\$25,000 - \$34,999	12.0%	11.1%
\$35,000 - \$49,999	13.9%	13.4%
\$50,000 - \$74,999	16.7%	17.4%
\$75,000 - \$99,999	10.3%	11.1%
\$100,000 - \$149,999	7.7%	8.7%
\$150,000 - \$199,999	2.1%	2.3%
\$200,000+	1.5%	1.7%
Average Household Income	\$52,695	\$55,385
2016 Owner Occupied Housing Units by Value		
Total	42,558	199,133
<\$50,000	24.3%	20.7%
\$50,000 - \$99,999	29.9%	30.3%
\$100,000 - \$149,999	17.4%	18.3%
\$150,000 - \$199,999	11.7%	12.6%
\$200,000 - \$249,999	6.4%	6.7%
\$250,000 - \$299,999	3.8%	4.3%
\$300,000 - \$399,999	3.2%	3.6%
\$400,000 - \$499,999	1.4%	1.6%
\$500,000 - \$749,999	0.9%	1.2%
\$750,000 - \$999,999	0.5%	0.4%
\$1,000,000 +	0.4%	0.4%
Average Home Value	\$128,616	\$135,081
2021 Owner Occupied Housing Units by Value		
Total	43,225	202,548
<\$50,000	19.8%	16.4%
\$50,000 - \$99,999	21.8%	21.6%
\$100,000 - \$149,999	21.9%	21.6%
\$150,000 - \$199,999	14.5%	16.0%
\$200,000 - \$249,999	9.6%	9.8%
\$250,000 - \$299,999	5.2%	6.0%
\$300,000 - \$399,999	3.6%	4.5%
\$400,000 - \$499,999	1.7%	1.8%
\$500,000 - \$749,999	1.0%	1.4%
\$750,000 - \$999,999	0.7%	0.5%
\$1,000,000 +	0.3%	0.4%
Average Home Value	\$146,013	\$155,624

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.

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2010 Population by Age		
Total	142,303	701,283
0 - 4	5.9%	6.2%
5 - 9	6.3%	6.4%
10 - 14	6.6%	6.6%
15 - 24	12.4%	13.3%
25 - 34	11.1%	11.7%
35 - 44	12.9%	12.8%
45 - 54	14.5%	14.4%
55 - 64	13.5%	12.7%
65 - 74	9.7%	9.0%
75 - 84	5.3%	5.1%
85 +	1.9%	1.9%
18 +	77.2%	76.6%
2016 Population by Age		
Total	145,960	721,063
0 - 4	5.6%	5.9%
5 - 9	5.9%	6.1%
10 - 14	6.1%	6.2%
15 - 24	11.7%	12.4%
25 - 34	11.5%	12.2%
35 - 44	12.1%	12.2%
45 - 54	13.6%	13.4%
55 - 64	14.3%	13.6%
65 - 74	11.5%	10.6%
75 - 84	5.7%	5.3%
85 +	2.0%	2.0%
18 +	79.0%	78.2%
2021 Population by Age		
Total	148,236	733,711
0 - 4	5.3%	5.6%
5 - 9	5.6%	5.9%
10 - 14	6.1%	6.3%
15 - 24	11.0%	11.8%
25 - 34	10.9%	11.5%
35 - 44	11.8%	12.1%
45 - 54	12.9%	12.7%
55 - 64	14.6%	13.9%
65 - 74	12.8%	11.7%
75 - 84	6.8%	6.3%
85 +	2.2%	2.1%
18 +	79.4%	78.5%
2010 Population by Sex		
Males	69,687	343,240
Females	72,618	358,043
2016 Population by Sex		
Males	71,786	354,576
Females	74,174	366,487
2021 Population by Sex		
Males	73,157	362,328
Females	75,079	371,383

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity		
Total	142,305	701,283
White Alone	89.9%	82.1%
Black Alone	7.5%	14.2%
American Indian Alone	0.2%	0.4%
Asian Alone	0.3%	0.4%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	0.9%	1.5%
Two or More Races	1.2%	1.4%
Hispanic Origin	1.9%	2.8%
Diversity Index	21.6	34.4
2016 Population by Race/Ethnicity		
Total	145,960	721,063
White Alone	88.8%	80.8%
Black Alone	8.0%	14.8%
American Indian Alone	0.3%	0.5%
Asian Alone	0.4%	0.5%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	1.1%	1.7%
Two or More Races	1.4%	1.7%
Hispanic Origin	2.2%	3.2%
Diversity Index	23.9	36.7
2021 Population by Race/Ethnicity		
Total	148,238	733,711
White Alone	87.9%	79.8%
Black Alone	8.3%	15.2%
American Indian Alone	0.3%	0.5%
Asian Alone	0.5%	0.7%
Pacific Islander Alone	0.0%	0.0%
Some Other Race Alone	1.2%	1.8%
Two or More Races	1.7%	2.0%
Hispanic Origin	2.5%	3.6%
Diversity Index	25.9	38.5
2010 Population by Relationship and Household Type		
Total	142,305	701,283
In Households	98.3%	97.2%
In Family Households	84.1%	83.0%
Householder	28.1%	27.3%
Spouse	21.1%	20.0%
Child	30.1%	30.8%
Other relative	3.0%	3.1%
Nonrelative	1.9%	1.9%
In Nonfamily Households	14.1%	14.2%
In Group Quarters	1.7%	2.8%
Institutionalized Population	1.2%	1.9%
Noninstitutionalized Population	0.5%	0.9%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2016 Population 25+ by Educational Attainment		
Total	103,312	499,962
Less than 9th Grade	7.2%	6.8%
9th - 12th Grade, No Diploma	13.1%	12.1%
High School Graduate	30.8%	29.1%
GED/Alternative Credential	8.1%	7.8%
Some College, No Degree	18.8%	21.0%
Associate Degree	7.0%	7.3%
Bachelor's Degree	9.2%	9.8%
Graduate/Professional Degree	5.8%	6.1%
2016 Population 15+ by Marital Status		
Total	120,390	589,485
Never Married	24.1%	26.3%
Married	53.2%	52.3%
Widowed	8.6%	7.9%
Divorced	14.1%	13.6%
2016 Civilian Population 16+ in Labor Force		
Civilian Employed	90.9%	91.1%
Civilian Unemployed	9.1%	8.9%
2016 Employed Population 16+ by Industry		
Total	55,410	286,667
Agriculture/Mining	2.5%	2.2%
Construction	6.9%	6.9%
Manufacturing	20.2%	20.2%
Wholesale Trade	2.0%	2.5%
Retail Trade	13.3%	13.0%
Transportation/Utilities	6.8%	6.1%
Information	0.9%	1.0%
Finance/Insurance/Real Estate	4.0%	4.3%
Services	39.2%	40.1%
Public Administration	4.0%	3.7%
2016 Employed Population 16+ by Occupation		
Total	55,410	286,667
White Collar	48.4%	49.4%
Management/Business/Financial	8.3%	8.8%
Professional	17.5%	17.3%
Sales	10.5%	10.6%
Administrative Support	12.2%	12.7%
Services	16.5%	16.5%
Blue Collar	35.1%	34.0%
Farming/Forestry/Fishing	1.2%	0.9%
Construction/Extraction	6.4%	6.2%
Installation/Maintenance/Repair	5.1%	4.8%
Production	12.5%	13.1%
Transportation/Material Moving	9.9%	9.0%
2010 Population By Urban/ Rural Status		
Total Population	142,305	701,283
Population Inside Urbanized Area	4.1%	15.6%
Population Inside Urbanized Cluster	21.4%	18.8%
Rural Population	74.5%	65.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type		
Total	57,482	277,466
Households with 1 Person	27.1%	27.3%
Households with 2+ People	72.9%	72.7%
Family Households	69.4%	68.9%
Husband-wife Families	52.3%	50.6%
With Related Children	20.7%	20.5%
Other Family (No Spouse Present)	17.2%	18.4%
Other Family with Male Householder	4.7%	4.7%
With Related Children	2.7%	2.6%
Other Family with Female Householder	12.4%	13.7%
With Related Children	7.7%	8.9%
Nonfamily Households	3.5%	3.8%
All Households with Children	31.5%	32.4%
Multigenerational Households	3.9%	4.1%
Unmarried Partner Households	4.6%	4.8%
Male-female	4.2%	4.2%
Same-sex	0.5%	0.5%
2010 Households by Size		
Total	57,480	277,466
1 Person Household	27.1%	27.3%
2 Person Household	35.6%	34.6%
3 Person Household	16.7%	16.9%
4 Person Household	12.4%	12.7%
5 Person Household	5.4%	5.5%
6 Person Household	1.8%	1.9%
7 + Person Household	0.9%	1.1%
2010 Households by Tenure and Mortgage Status		
Total	57,481	277,466
Owner Occupied	74.5%	72.1%
Owned with a Mortgage/Loan	38.9%	39.8%
Owned Free and Clear	35.7%	32.2%
Renter Occupied	25.5%	27.9%
2010 Housing Units By Urban/ Rural Status		
Total Housing Units	68,448	320,488
Housing Units Inside Urbanized Area	3.8%	16.0%
Housing Units Inside Urbanized Cluster	20.9%	18.3%
Rural Housing Units	75.4%	65.7%

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.

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Top 3 Tapestry Segments		
1.	Rooted Rural (10B)	Rooted Rural (10B)
2.	Southern Satellites (10A)	Southern Satellites (10A)
3.	Rural Bypasses (10E)	Rural Bypasses (10E)
2016 Consumer Spending		
Apparel & Services: Total \$	\$73,433,399	\$374,248,486
Average Spent	\$1,250.31	\$1,314.94
Spending Potential Index	62	65
Education: Total \$	\$40,212,074	\$213,694,414
Average Spent	\$684.67	\$750.82
Spending Potential Index	48	53
Entertainment/Recreation: Total \$	\$114,611,829	\$575,970,506
Average Spent	\$1,951.44	\$2,023.70
Spending Potential Index	67	69
Food at Home: Total \$	\$204,503,251	\$1,025,515,350
Average Spent	\$3,481.97	\$3,603.19
Spending Potential Index	70	72
Food Away from Home: Total \$	\$116,204,908	\$590,053,739
Average Spent	\$1,978.56	\$2,073.18
Spending Potential Index	64	67
Health Care: Total \$	\$228,609,672	\$1,132,415,866
Average Spent	\$3,892.42	\$3,978.79
Spending Potential Index	73	75
HH Furnishings & Equipment: Total \$	\$65,653,880	\$333,147,948
Average Spent	\$1,117.86	\$1,170.53
Spending Potential Index	63	66
Personal Care Products & Services: Total \$	\$27,386,023	\$138,339,806
Average Spent	\$466.29	\$486.06
Spending Potential Index	64	66
Shelter: Total \$	\$520,918,536	\$2,689,126,511
Average Spent	\$8,869.42	\$9,448.36
Spending Potential Index	57	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$93,239,107	\$467,425,229
Average Spent	\$1,587.54	\$1,642.32
Spending Potential Index	68	71
Travel: Total \$	\$62,109,141	\$317,790,549
Average Spent	\$1,057.50	\$1,116.57
Spending Potential Index	57	60
Vehicle Maintenance & Repairs: Total \$	\$42,293,822	\$211,381,065
Average Spent	\$720.12	\$742.70
Spending Potential Index	70	72

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.