



Market Profile

200 Clinton Blvd, Clinton, Mississippi, 39056
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 32.33402
Longitude: -90.31366

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	31,161	59,686	204,241
2010 Total Population	30,509	55,737	193,158
2021 Total Population	28,898	52,392	182,903
2021 Group Quarters	366	806	8,002
2026 Total Population	27,862	50,480	176,619
2021-2026 Annual Rate	-0.73%	-0.74%	-0.70%
2021 Total Daytime Population	24,397	47,633	209,729
Workers	9,493	18,621	106,335
Residents	14,904	29,012	103,394
Household Summary			
2000 Households	10,970	20,286	72,475
2000 Average Household Size	2.68	2.84	2.69
2010 Households	11,626	20,387	70,371
2010 Average Household Size	2.59	2.70	2.64
2021 Households	11,206	19,483	67,186
2021 Average Household Size	2.55	2.65	2.60
2026 Households	10,847	18,841	65,014
2026 Average Household Size	2.53	2.64	2.59
2021-2026 Annual Rate	-0.65%	-0.67%	-0.66%
2010 Families	8,181	14,307	46,509
2010 Average Family Size	3.10	3.23	3.25
2021 Families	7,688	13,336	43,104
2021 Average Family Size	3.08	3.20	3.25
2026 Families	7,387	12,800	41,346
2026 Average Family Size	3.08	3.21	3.26
2021-2026 Annual Rate	-0.80%	-0.82%	-0.83%
Housing Unit Summary			
2000 Housing Units	11,737	21,893	80,449
Owner Occupied Housing Units	65.1%	59.5%	54.7%
Renter Occupied Housing Units	28.4%	33.2%	35.4%
Vacant Housing Units	6.5%	7.3%	9.9%
2010 Housing Units	12,565	22,720	80,432
Owner Occupied Housing Units	60.9%	54.5%	49.5%
Renter Occupied Housing Units	31.6%	35.2%	38.0%
Vacant Housing Units	7.5%	10.3%	12.5%
2021 Housing Units	12,594	22,610	79,909
Owner Occupied Housing Units	54.0%	48.1%	43.1%
Renter Occupied Housing Units	35.0%	38.1%	40.9%
Vacant Housing Units	11.0%	13.8%	15.9%
2026 Housing Units	12,616	22,648	80,139
Owner Occupied Housing Units	52.8%	47.0%	42.3%
Renter Occupied Housing Units	33.1%	36.2%	38.8%
Vacant Housing Units	14.0%	16.8%	18.9%
Median Household Income			
2021	\$54,401	\$46,537	\$41,710
2026	\$57,290	\$50,625	\$45,599
Median Home Value			
2021	\$158,355	\$139,274	\$119,683
2026	\$186,981	\$174,633	\$157,291
Per Capita Income			
2021	\$26,297	\$22,365	\$21,373
2026	\$29,390	\$25,038	\$24,042
Median Age			
2010	34.3	33.2	32.2
2021	36.4	35.8	34.8
2026	37.7	37.2	36.2

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	11,206	19,483	67,186
<\$15,000	11.9%	15.7%	16.5%
\$15,000 - \$24,999	9.5%	12.4%	14.8%
\$25,000 - \$34,999	8.4%	10.3%	10.6%
\$35,000 - \$49,999	14.2%	14.0%	15.4%
\$50,000 - \$74,999	23.8%	21.5%	20.2%
\$75,000 - \$99,999	13.3%	10.7%	8.8%
\$100,000 - \$149,999	11.9%	9.7%	8.4%
\$150,000 - \$199,999	4.2%	3.4%	3.0%
\$200,000+	2.8%	2.2%	2.5%
Average Household Income	\$68,289	\$59,938	\$57,525
2026 Households by Income			
Household Income Base	10,847	18,841	65,014
<\$15,000	10.1%	13.5%	14.3%
\$15,000 - \$24,999	8.7%	11.7%	13.9%
\$25,000 - \$34,999	7.9%	10.1%	10.3%
\$35,000 - \$49,999	13.6%	13.8%	15.0%
\$50,000 - \$74,999	24.5%	22.4%	21.1%
\$75,000 - \$99,999	13.1%	10.6%	8.9%
\$100,000 - \$149,999	13.3%	10.9%	9.6%
\$150,000 - \$199,999	5.4%	4.4%	3.9%
\$200,000+	3.4%	2.6%	2.9%
Average Household Income	\$76,045	\$66,873	\$64,594
2021 Owner Occupied Housing Units by Value			
Total	6,803	10,871	34,462
<\$50,000	6.4%	9.7%	15.0%
\$50,000 - \$99,999	16.9%	25.0%	28.1%
\$100,000 - \$149,999	22.9%	19.4%	17.4%
\$150,000 - \$199,999	22.8%	17.4%	14.1%
\$200,000 - \$249,999	14.1%	11.5%	8.8%
\$250,000 - \$299,999	8.1%	7.2%	5.1%
\$300,000 - \$399,999	5.2%	6.0%	5.2%
\$400,000 - \$499,999	1.3%	1.4%	2.0%
\$500,000 - \$749,999	0.8%	1.1%	2.7%
\$750,000 - \$999,999	1.1%	0.7%	0.9%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.2%	0.2%	0.1%
Average Home Value	\$183,494	\$171,158	\$166,923
2026 Owner Occupied Housing Units by Value			
Total	6,665	10,644	33,922
<\$50,000	3.8%	6.3%	11.1%
\$50,000 - \$99,999	11.7%	18.9%	22.0%
\$100,000 - \$149,999	16.7%	15.4%	14.7%
\$150,000 - \$199,999	24.2%	19.2%	14.9%
\$200,000 - \$249,999	19.3%	15.6%	11.3%
\$250,000 - \$299,999	9.8%	8.5%	6.1%
\$300,000 - \$399,999	5.7%	7.3%	6.1%
\$400,000 - \$499,999	1.8%	1.9%	3.1%
\$500,000 - \$749,999	2.3%	3.0%	6.7%
\$750,000 - \$999,999	4.2%	2.8%	2.8%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.3%	0.3%	0.3%
\$2,000,000 +	0.5%	0.3%	0.1%
Average Home Value	\$236,971	\$223,185	\$225,067

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 20, 2021



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2010 Population by Age			
Total	30,510	55,739	193,158
0 - 4	7.2%	7.7%	7.4%
5 - 9	7.0%	7.4%	7.4%
10 - 14	7.5%	7.7%	7.4%
15 - 24	15.3%	15.8%	17.4%
25 - 34	13.9%	13.8%	14.0%
35 - 44	12.2%	11.6%	11.8%
45 - 54	13.9%	14.0%	13.6%
55 - 64	11.1%	11.3%	10.6%
65 - 74	6.3%	5.8%	5.6%
75 - 84	4.1%	3.5%	3.3%
85 +	1.6%	1.5%	1.4%
18 +	73.5%	72.3%	73.0%
2021 Population by Age			
Total	28,900	52,392	182,902
0 - 4	6.4%	6.8%	6.6%
5 - 9	6.7%	7.1%	6.8%
10 - 14	6.9%	7.2%	6.8%
15 - 24	13.1%	13.0%	15.2%
25 - 34	15.0%	14.8%	14.8%
35 - 44	13.2%	12.7%	12.5%
45 - 54	11.2%	10.7%	10.8%
55 - 64	12.0%	12.1%	11.8%
65 - 74	9.1%	9.4%	8.9%
75 - 84	4.6%	4.4%	4.1%
85 +	2.1%	1.8%	1.7%
18 +	76.3%	74.9%	75.9%
2026 Population by Age			
Total	27,862	50,480	176,619
0 - 4	6.4%	6.8%	6.6%
5 - 9	6.4%	6.8%	6.5%
10 - 14	6.6%	6.9%	6.6%
15 - 24	12.5%	12.7%	14.9%
25 - 34	13.9%	13.5%	13.7%
35 - 44	14.4%	14.0%	13.4%
45 - 54	11.5%	11.1%	11.0%
55 - 64	10.8%	10.8%	10.7%
65 - 74	9.8%	9.9%	9.6%
75 - 84	5.4%	5.4%	5.1%
85 +	2.2%	2.0%	1.8%
18 +	76.7%	75.4%	76.4%
2010 Population by Sex			
Males	13,954	25,673	90,136
Females	16,555	30,064	103,022
2021 Population by Sex			
Males	13,282	24,232	85,726
Females	15,616	28,160	97,178
2026 Population by Sex			
Males	12,825	23,395	82,970
Females	15,037	27,085	93,648

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity			
Total	30,509	55,737	193,158
White Alone	45.6%	30.9%	22.9%
Black Alone	49.2%	65.4%	74.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.2%	2.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.8%	0.7%	0.5%
Two or More Races	1.0%	0.9%	0.9%
Hispanic Origin	1.7%	1.5%	1.2%
Diversity Index	56.5	49.2	40.3
2021 Population by Race/Ethnicity			
Total	28,897	52,391	182,904
White Alone	39.1%	26.4%	19.4%
Black Alone	55.1%	69.4%	77.9%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	3.3%	2.0%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	0.8%	0.5%
Two or More Races	1.4%	1.2%	1.1%
Hispanic Origin	2.1%	1.7%	1.4%
Diversity Index	56.2	46.7	37.4
2026 Population by Race/Ethnicity			
Total	27,862	50,480	176,618
White Alone	36.0%	24.3%	17.9%
Black Alone	57.8%	71.3%	79.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.3%	2.1%	0.9%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	0.9%	0.8%	0.5%
Two or More Races	1.6%	1.3%	1.2%
Hispanic Origin	2.3%	1.9%	1.5%
Diversity Index	55.6	45.3	36.0
2010 Population by Relationship and Household Type			
Total	30,509	55,737	193,158
In Households	98.9%	98.6%	96.1%
In Family Households	85.2%	85.4%	81.0%
Householder	26.6%	25.7%	24.2%
Spouse	16.9%	14.1%	11.9%
Child	35.9%	38.3%	37.0%
Other relative	3.9%	4.7%	5.2%
Nonrelative	2.0%	2.5%	2.8%
In Nonfamily Households	13.7%	13.3%	15.1%
In Group Quarters	1.1%	1.4%	3.9%
Institutionalized Population	0.6%	1.0%	1.2%
Noninstitutionalized Population	0.5%	0.3%	2.7%

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	19,365	34,547	118,124
Less than 9th Grade	3.4%	4.0%	3.7%
9th - 12th Grade, No Diploma	5.9%	7.9%	9.2%
High School Graduate	14.7%	19.4%	21.1%
GED/Alternative Credential	3.1%	4.2%	5.1%
Some College, No Degree	23.5%	23.3%	24.4%
Associate Degree	13.1%	11.4%	9.6%
Bachelor's Degree	21.4%	17.9%	15.7%
Graduate/Professional Degree	14.8%	11.7%	11.3%
2021 Population 15+ by Marital Status			
Total	23,149	41,334	145,935
Never Married	37.3%	41.4%	46.3%
Married	43.9%	39.6%	35.3%
Widowed	6.3%	6.8%	6.3%
Divorced	12.5%	12.1%	12.1%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	14,727	25,687	89,614
Population 16+ Employed	95.4%	91.8%	89.0%
Population 16+ Unemployment rate	4.6%	8.2%	11.0%
Population 16-24 Employed	10.8%	11.3%	11.5%
Population 16-24 Unemployment rate	12.2%	19.3%	24.4%
Population 25-54 Employed	66.1%	65.0%	66.6%
Population 25-54 Unemployment rate	3.9%	7.3%	9.3%
Population 55-64 Employed	15.2%	16.0%	15.2%
Population 55-64 Unemployment rate	3.6%	4.4%	7.8%
Population 65+ Employed	7.9%	7.8%	6.7%
Population 65+ Unemployment rate	1.2%	4.5%	6.0%
2021 Employed Population 16+ by Industry			
Total	14,046	23,583	79,799
Agriculture/Mining	0.5%	0.5%	0.5%
Construction	3.8%	4.5%	5.2%
Manufacturing	7.9%	9.7%	8.8%
Wholesale Trade	3.0%	2.5%	2.1%
Retail Trade	10.7%	10.6%	9.6%
Transportation/Utilities	6.6%	6.4%	6.4%
Information	1.4%	1.2%	1.3%
Finance/Insurance/Real Estate	5.2%	4.1%	5.1%
Services	53.0%	52.6%	52.8%
Public Administration	7.9%	7.8%	8.3%
2021 Employed Population 16+ by Occupation			
Total	14,047	23,583	79,799
White Collar	61.8%	55.8%	54.6%
Management/Business/Financial	16.4%	13.7%	13.1%
Professional	24.8%	21.7%	21.1%
Sales	9.0%	8.7%	8.8%
Administrative Support	11.7%	11.6%	11.6%
Services	19.2%	20.7%	21.9%
Blue Collar	19.0%	23.6%	23.5%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	2.5%	3.1%	3.8%
Installation/Maintenance/Repair	4.3%	3.7%	2.9%
Production	6.0%	8.1%	6.9%
Transportation/Material Moving	6.0%	8.5%	9.7%

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2010 Households by Type			
Total	11,626	20,388	70,372
Households with 1 Person	25.1%	25.1%	28.4%
Households with 2+ People	74.9%	74.9%	71.6%
Family Households	70.4%	70.2%	66.1%
Husband-wife Families	44.6%	38.5%	32.5%
With Related Children	20.2%	17.3%	14.6%
Other Family (No Spouse Present)	25.8%	31.6%	33.6%
Other Family with Male Householder	4.1%	5.0%	5.6%
With Related Children	2.4%	2.8%	3.0%
Other Family with Female Householder	21.7%	26.6%	28.0%
With Related Children	15.0%	18.6%	19.5%
Nonfamily Households	4.6%	4.7%	5.5%
All Households with Children	37.9%	39.1%	37.4%
Multigenerational Households	5.7%	7.4%	7.4%
Unmarried Partner Households	4.9%	6.0%	6.9%
Male-female	4.4%	5.4%	6.2%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	11,627	20,387	70,373
1 Person Household	25.1%	25.1%	28.4%
2 Person Household	31.8%	30.2%	28.6%
3 Person Household	18.0%	18.1%	17.3%
4 Person Household	14.2%	13.8%	13.1%
5 Person Household	6.6%	7.2%	7.0%
6 Person Household	2.6%	3.0%	3.1%
7 + Person Household	1.7%	2.4%	2.5%
2010 Households by Tenure and Mortgage Status			
Total	11,626	20,387	70,371
Owner Occupied	65.8%	60.8%	56.6%
Owned with a Mortgage/Loan	47.8%	43.1%	39.2%
Owned Free and Clear	18.0%	17.6%	17.4%
Renter Occupied	34.2%	39.2%	43.4%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	186	178	183
Percent of Income for Mortgage	12.2%	12.6%	12.0%
Wealth Index	61	53	50
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	12,565	22,720	80,432
Housing Units Inside Urbanized Area	92.3%	90.7%	91.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.8%
Rural Housing Units	7.7%	9.3%	7.6%
2010 Population By Urban/ Rural Status			
Total Population	30,509	55,737	193,158
Population Inside Urbanized Area	91.6%	90.1%	90.4%
Population Inside Urbanized Cluster	0.0%	0.1%	1.4%
Rural Population	8.4%	9.9%	8.2%

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

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Top 3 Tapestry Segments			
1.	In Style (5B)	City Commons (11E)	City Commons (11E)
2.	Family Foundations (12A)	Family Foundations (12A)	Family Foundations (12A)
3.	City Commons (11E)	In Style (5B)	Modest Income Homes (12D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$17,842,872	\$27,639,331	\$92,228,616
Average Spent	\$1,592.26	\$1,418.64	\$1,372.74
Spending Potential Index	75	67	65
Education: Total \$	\$14,592,546	\$21,822,143	\$70,297,613
Average Spent	\$1,302.21	\$1,120.06	\$1,046.31
Spending Potential Index	75	65	61
Entertainment/Recreation: Total \$	\$26,602,075	\$40,701,683	\$135,214,130
Average Spent	\$2,373.91	\$2,089.09	\$2,012.53
Spending Potential Index	73	65	62
Food at Home: Total \$	\$45,140,968	\$70,134,936	\$235,485,684
Average Spent	\$4,028.29	\$3,599.80	\$3,504.98
Spending Potential Index	74	66	64
Food Away from Home: Total \$	\$31,429,423	\$48,528,436	\$162,267,377
Average Spent	\$2,804.70	\$2,490.81	\$2,415.20
Spending Potential Index	74	66	64
Health Care: Total \$	\$52,036,582	\$80,602,919	\$270,016,441
Average Spent	\$4,643.64	\$4,137.09	\$4,018.94
Spending Potential Index	74	66	64
HH Furnishings & Equipment: Total \$	\$18,794,171	\$28,673,143	\$94,982,632
Average Spent	\$1,677.15	\$1,471.70	\$1,413.73
Spending Potential Index	74	65	63
Personal Care Products & Services: Total \$	\$7,575,441	\$11,671,814	\$38,844,042
Average Spent	\$676.02	\$599.08	\$578.16
Spending Potential Index	75	67	64
Shelter: Total \$	\$166,863,617	\$254,897,574	\$844,702,535
Average Spent	\$14,890.56	\$13,083.08	\$12,572.60
Spending Potential Index	74	65	62
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$19,495,476	\$29,123,528	\$95,922,192
Average Spent	\$1,739.74	\$1,494.82	\$1,427.71
Spending Potential Index	73	63	60
Travel: Total \$	\$20,860,722	\$31,252,658	\$101,766,890
Average Spent	\$1,861.57	\$1,604.10	\$1,514.70
Spending Potential Index	74	63	60
Vehicle Maintenance & Repairs: Total \$	\$9,280,352	\$14,406,298	\$48,368,691
Average Spent	\$828.16	\$739.43	\$719.92
Spending Potential Index	75	67	65

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.