



Market Profile

1211 Delaware Ave, McComb, Mississippi, 39648
Rings: 3, 5, 10 mile radii

Prepared by Esri
Latitude: 31.24643
Longitude: -90.46667

	3 miles	5 miles	10 miles
Population Summary			
2000 Total Population	17,836	23,116	34,297
2010 Total Population	17,870	23,458	35,597
2021 Total Population	17,774	23,606	36,158
2021 Group Quarters	466	663	811
2026 Total Population	17,513	23,318	35,779
2021-2026 Annual Rate	-0.30%	-0.25%	-0.21%
2021 Total Daytime Population	20,587	26,789	38,186
Workers	9,341	12,077	15,475
Residents	11,246	14,712	22,711
Household Summary			
2000 Households	7,041	8,871	13,136
2000 Average Household Size	2.46	2.53	2.55
2010 Households	7,009	8,933	13,561
2010 Average Household Size	2.48	2.55	2.57
2021 Households	6,975	8,977	13,782
2021 Average Household Size	2.48	2.56	2.56
2026 Households	6,874	8,865	13,638
2026 Average Household Size	2.48	2.56	2.56
2021-2026 Annual Rate	-0.29%	-0.25%	-0.21%
2010 Families	4,557	5,955	9,298
2010 Average Family Size	3.12	3.16	3.14
2021 Families	4,394	5,812	9,199
2021 Average Family Size	3.16	3.21	3.17
2026 Families	4,288	5,688	9,029
2026 Average Family Size	3.18	3.23	3.19
2021-2026 Annual Rate	-0.49%	-0.43%	-0.37%
Housing Unit Summary			
2000 Housing Units	7,883	9,902	14,761
Owner Occupied Housing Units	56.3%	60.0%	64.9%
Renter Occupied Housing Units	33.0%	29.6%	24.1%
Vacant Housing Units	10.7%	10.4%	11.0%
2010 Housing Units	8,023	10,203	15,585
Owner Occupied Housing Units	49.5%	53.4%	59.2%
Renter Occupied Housing Units	37.9%	34.1%	27.9%
Vacant Housing Units	12.6%	12.4%	13.0%
2021 Housing Units	8,341	10,650	16,273
Owner Occupied Housing Units	44.1%	48.4%	55.3%
Renter Occupied Housing Units	39.6%	35.9%	29.4%
Vacant Housing Units	16.4%	15.7%	15.3%
2026 Housing Units	8,509	10,861	16,572
Owner Occupied Housing Units	42.7%	47.1%	54.0%
Renter Occupied Housing Units	38.0%	34.5%	28.2%
Vacant Housing Units	19.2%	18.4%	17.7%
Median Household Income			
2021	\$27,814	\$29,406	\$32,417
2026	\$28,858	\$30,927	\$34,620
Median Home Value			
2021	\$98,968	\$111,257	\$116,395
2026	\$114,917	\$130,000	\$137,982
Per Capita Income			
2021	\$16,214	\$16,864	\$18,348
2026	\$17,482	\$18,335	\$20,094
Median Age			
2010	34.7	35.3	36.6
2021	37.0	37.6	38.9
2026	38.2	38.9	40.3

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



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2021 Households by Income			
Household Income Base	6,975	8,977	13,782
<\$15,000	32.5%	30.7%	28.7%
\$15,000 - \$24,999	12.4%	12.6%	12.1%
\$25,000 - \$34,999	14.4%	13.1%	11.6%
\$35,000 - \$49,999	14.4%	14.2%	13.9%
\$50,000 - \$74,999	11.5%	13.0%	15.0%
\$75,000 - \$99,999	7.5%	8.1%	8.8%
\$100,000 - \$149,999	4.3%	5.1%	6.0%
\$150,000 - \$199,999	1.7%	1.9%	2.1%
\$200,000+	1.3%	1.3%	1.8%
Average Household Income	\$41,615	\$44,021	\$47,962
2026 Households by Income			
Household Income Base	6,874	8,865	13,638
<\$15,000	31.1%	29.2%	27.3%
\$15,000 - \$24,999	12.3%	12.4%	11.8%
\$25,000 - \$34,999	14.2%	12.7%	11.2%
\$35,000 - \$49,999	14.3%	13.9%	13.6%
\$50,000 - \$74,999	12.3%	13.9%	15.7%
\$75,000 - \$99,999	7.9%	8.6%	9.3%
\$100,000 - \$149,999	4.5%	5.5%	6.4%
\$150,000 - \$199,999	2.0%	2.3%	2.5%
\$200,000+	1.3%	1.5%	2.0%
Average Household Income	\$44,903	\$47,891	\$52,534
2021 Owner Occupied Housing Units by Value			
Total	3,675	5,156	9,004
<\$50,000	11.9%	11.5%	12.7%
\$50,000 - \$99,999	38.9%	34.9%	32.1%
\$100,000 - \$149,999	16.3%	16.2%	16.0%
\$150,000 - \$199,999	16.1%	17.3%	16.4%
\$200,000 - \$249,999	4.0%	5.0%	5.6%
\$250,000 - \$299,999	3.9%	5.2%	6.0%
\$300,000 - \$399,999	5.6%	6.2%	5.9%
\$400,000 - \$499,999	2.2%	2.5%	3.4%
\$500,000 - \$749,999	0.5%	0.6%	0.8%
\$750,000 - \$999,999	0.0%	0.0%	0.2%
\$1,000,000 - \$1,499,999	0.6%	0.5%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$140,449	\$149,205	\$159,269
2026 Owner Occupied Housing Units by Value			
Total	3,637	5,117	8,957
<\$50,000	9.6%	9.1%	9.7%
\$50,000 - \$99,999	35.5%	31.2%	28.2%
\$100,000 - \$149,999	16.5%	16.2%	15.9%
\$150,000 - \$199,999	17.8%	18.9%	18.0%
\$200,000 - \$249,999	4.3%	5.5%	6.3%
\$250,000 - \$299,999	4.6%	6.2%	7.0%
\$300,000 - \$399,999	7.3%	8.0%	7.7%
\$400,000 - \$499,999	2.9%	3.3%	4.7%
\$500,000 - \$749,999	0.7%	0.9%	1.2%
\$750,000 - \$999,999	0.0%	0.1%	0.2%
\$1,000,000 - \$1,499,999	0.7%	0.6%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$155,161	\$165,075	\$179,061

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.

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2010 Population by Age			
Total	17,869	23,458	35,596
0 - 4	8.4%	8.0%	7.7%
5 - 9	7.8%	7.6%	7.4%
10 - 14	7.3%	7.3%	7.2%
15 - 24	14.1%	14.2%	13.7%
25 - 34	12.8%	12.5%	12.1%
35 - 44	10.8%	11.1%	11.7%
45 - 54	12.6%	12.9%	13.6%
55 - 64	11.8%	12.0%	12.4%
65 - 74	6.9%	7.2%	7.6%
75 - 84	5.0%	4.9%	4.7%
85 +	2.5%	2.2%	1.9%
18 +	71.7%	72.3%	72.9%
2021 Population by Age			
Total	17,773	23,607	36,158
0 - 4	7.4%	7.0%	6.7%
5 - 9	7.4%	7.1%	6.9%
10 - 14	6.9%	6.8%	6.6%
15 - 24	13.2%	13.2%	12.4%
25 - 34	12.7%	12.7%	12.8%
35 - 44	11.3%	11.4%	11.5%
45 - 54	10.2%	10.6%	11.3%
55 - 64	12.6%	13.0%	13.4%
65 - 74	10.0%	10.2%	10.8%
75 - 84	5.6%	5.6%	5.5%
85 +	2.7%	2.3%	2.1%
18 +	74.1%	74.9%	75.9%
2026 Population by Age			
Total	17,514	23,318	35,779
0 - 4	7.2%	6.9%	6.5%
5 - 9	7.0%	6.7%	6.5%
10 - 14	7.0%	6.9%	6.8%
15 - 24	13.0%	13.0%	12.3%
25 - 34	12.3%	12.2%	11.9%
35 - 44	11.2%	11.2%	11.4%
45 - 54	10.5%	10.9%	11.4%
55 - 64	11.4%	11.9%	12.5%
65 - 74	10.8%	11.0%	11.7%
75 - 84	6.9%	6.8%	6.8%
85 +	2.8%	2.5%	2.2%
18 +	74.8%	75.5%	76.3%
2010 Population by Sex			
Males	8,214	10,934	16,881
Females	9,656	12,524	18,716
2021 Population by Sex			
Males	8,280	11,136	17,289
Females	9,494	12,471	18,870
2026 Population by Sex			
Males	8,183	11,033	17,141
Females	9,330	12,285	18,638

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	17,870	23,457	35,597
White Alone	36.2%	41.5%	47.4%
Black Alone	61.5%	56.2%	50.5%
American Indian Alone	0.2%	0.2%	0.3%
Asian Alone	0.7%	0.7%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.6%	0.5%
Two or More Races	0.8%	0.8%	0.7%
Hispanic Origin	1.4%	1.4%	1.2%
Diversity Index	50.5	52.6	53.2
2021 Population by Race/Ethnicity			
Total	17,775	23,606	36,158
White Alone	33.4%	38.7%	44.8%
Black Alone	63.5%	58.2%	52.3%
American Indian Alone	0.2%	0.3%	0.3%
Asian Alone	0.9%	0.8%	0.7%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.8%	0.8%	0.6%
Two or More Races	1.2%	1.2%	1.1%
Hispanic Origin	1.9%	2.0%	1.7%
Diversity Index	50.5	53.0	54.2
2026 Population by Race/Ethnicity			
Total	17,514	23,318	35,779
White Alone	32.1%	37.3%	43.4%
Black Alone	64.3%	59.2%	53.2%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	0.9%	0.9%	0.8%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	0.9%	0.7%
Two or More Races	1.4%	1.4%	1.3%
Hispanic Origin	2.2%	2.3%	2.0%
Diversity Index	50.5	53.3	54.7
2010 Population by Relationship and Household Type			
Total	17,870	23,458	35,597
In Households	97.4%	97.2%	97.7%
In Family Households	82.2%	82.8%	84.2%
Householder	25.2%	25.5%	26.2%
Spouse	12.9%	14.2%	16.0%
Child	36.8%	36.1%	35.6%
Other relative	4.5%	4.4%	4.2%
Nonrelative	2.7%	2.5%	2.2%
In Nonfamily Households	15.2%	14.4%	13.6%
In Group Quarters	2.6%	2.8%	2.3%
Institutionalized Population	1.6%	1.6%	1.4%
Noninstitutionalized Population	1.0%	1.3%	0.8%

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	11,568	15,541	24,364
Less than 9th Grade	3.7%	3.8%	4.3%
9th - 12th Grade, No Diploma	11.4%	11.4%	10.6%
High School Graduate	32.1%	31.1%	28.7%
GED/Alternative Credential	5.5%	5.8%	5.8%
Some College, No Degree	17.4%	18.2%	20.2%
Associate Degree	14.2%	13.3%	12.7%
Bachelor's Degree	8.8%	9.7%	10.7%
Graduate/Professional Degree	6.9%	6.8%	7.1%
2021 Population 15+ by Marital Status			
Total	13,918	18,662	28,860
Never Married	42.8%	41.2%	37.5%
Married	38.3%	40.4%	44.2%
Widowed	8.0%	7.9%	7.8%
Divorced	10.8%	10.5%	10.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,985	9,383	14,337
Population 16+ Employed	94.1%	94.1%	93.6%
Population 16+ Unemployment rate	5.9%	5.9%	6.4%
Population 16-24 Employed	13.6%	13.3%	11.8%
Population 16-24 Unemployment rate	12.2%	11.2%	10.3%
Population 25-54 Employed	61.7%	62.0%	63.4%
Population 25-54 Unemployment rate	5.6%	5.6%	6.3%
Population 55-64 Employed	16.3%	16.5%	16.5%
Population 55-64 Unemployment rate	2.7%	3.4%	5.1%
Population 65+ Employed	8.3%	8.2%	8.2%
Population 65+ Unemployment rate	2.7%	3.6%	3.5%
2021 Employed Population 16+ by Industry			
Total	6,576	8,831	13,425
Agriculture/Mining	2.6%	2.6%	3.4%
Construction	4.8%	5.8%	7.2%
Manufacturing	13.9%	12.3%	13.2%
Wholesale Trade	2.9%	2.8%	3.0%
Retail Trade	17.4%	16.3%	14.6%
Transportation/Utilities	7.0%	7.3%	7.2%
Information	1.4%	1.3%	1.1%
Finance/Insurance/Real Estate	3.4%	3.9%	3.4%
Services	42.3%	43.4%	42.4%
Public Administration	4.2%	4.2%	4.5%
2021 Employed Population 16+ by Occupation			
Total	6,576	8,829	13,425
White Collar	51.3%	53.3%	51.2%
Management/Business/Financial	9.2%	9.2%	8.5%
Professional	15.5%	17.8%	19.1%
Sales	17.2%	16.2%	13.4%
Administrative Support	9.5%	10.0%	10.2%
Services	17.4%	16.7%	15.9%
Blue Collar	31.3%	30.0%	33.0%
Farming/Forestry/Fishing	1.5%	1.3%	1.5%
Construction/Extraction	4.2%	4.8%	5.6%
Installation/Maintenance/Repair	2.0%	2.0%	2.7%
Production	9.6%	8.8%	9.5%
Transportation/Material Moving	14.1%	13.0%	13.7%

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2010 Households by Type			
Total	7,009	8,933	13,562
Households with 1 Person	31.8%	30.2%	28.4%
Households with 2+ People	68.2%	69.8%	71.6%
Family Households	65.0%	66.7%	68.6%
Husband-wife Families	33.4%	37.1%	41.8%
With Related Children	14.0%	15.7%	17.8%
Other Family (No Spouse Present)	31.6%	29.5%	26.8%
Other Family with Male Householder	5.3%	5.2%	5.1%
With Related Children	2.7%	2.8%	2.8%
Other Family with Female Householder	26.4%	24.3%	21.6%
With Related Children	19.7%	17.9%	15.5%
Nonfamily Households	3.2%	3.2%	3.1%
All Households with Children	36.9%	36.9%	36.4%
Multigenerational Households	6.4%	6.3%	6.2%
Unmarried Partner Households	6.2%	5.9%	5.3%
Male-female	5.8%	5.4%	4.9%
Same-sex	0.4%	0.4%	0.4%
2010 Households by Size			
Total	7,009	8,934	13,561
1 Person Household	31.8%	30.2%	28.4%
2 Person Household	28.3%	29.3%	30.6%
3 Person Household	16.5%	16.7%	16.6%
4 Person Household	12.1%	12.5%	13.1%
5 Person Household	6.8%	6.9%	6.9%
6 Person Household	2.8%	2.8%	2.7%
7 + Person Household	1.8%	1.7%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	7,009	8,933	13,561
Owner Occupied	56.7%	61.0%	68.0%
Owned with a Mortgage/Loan	31.0%	33.0%	35.9%
Owned Free and Clear	25.6%	28.0%	32.1%
Renter Occupied	43.3%	39.0%	32.0%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	153	145	154
Percent of Income for Mortgage	14.9%	15.9%	15.1%
Wealth Index	33	36	42
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	8,023	10,203	15,585
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	83.0%	70.3%	46.4%
Rural Housing Units	17.0%	29.7%	53.6%
2010 Population By Urban/ Rural Status			
Total Population	17,870	23,458	35,597
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	82.9%	69.2%	46.0%
Rural Population	17.1%	30.8%	54.0%

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.

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Top 3 Tapestry Segments			
1.	Modest Income Homes (12D)	Modest Income Homes (12D)	Rural Bypasses (10E)
2.	City Commons (11E)	Southern Satellites (10A)	Southern Satellites (10A)
3.	Small Town Simplicity (12C)	City Commons (11E)	Modest Income Homes (12D)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,949,116	\$9,349,658	\$15,362,288
Average Spent	\$996.29	\$1,041.51	\$1,114.66
Spending Potential Index	47	49	53
Education: Total \$	\$4,896,790	\$6,479,039	\$10,335,229
Average Spent	\$702.05	\$721.74	\$749.91
Spending Potential Index	41	42	43
Entertainment/Recreation: Total \$	\$10,628,280	\$14,637,450	\$24,963,453
Average Spent	\$1,523.77	\$1,630.55	\$1,811.31
Spending Potential Index	47	50	56
Food at Home: Total \$	\$18,610,450	\$25,477,910	\$43,445,357
Average Spent	\$2,668.16	\$2,838.13	\$3,152.33
Spending Potential Index	49	52	58
Food Away from Home: Total \$	\$12,300,765	\$16,726,545	\$28,023,408
Average Spent	\$1,763.55	\$1,863.27	\$2,033.33
Spending Potential Index	46	49	54
Health Care: Total \$	\$21,785,533	\$30,133,295	\$51,803,178
Average Spent	\$3,123.37	\$3,356.72	\$3,758.76
Spending Potential Index	50	54	60
HH Furnishings & Equipment: Total \$	\$7,176,798	\$9,838,944	\$16,645,525
Average Spent	\$1,028.93	\$1,096.02	\$1,207.77
Spending Potential Index	46	49	54
Personal Care Products & Services: Total \$	\$2,920,308	\$3,930,249	\$6,441,183
Average Spent	\$418.68	\$437.81	\$467.36
Spending Potential Index	47	49	52
Shelter: Total \$	\$61,586,984	\$82,030,376	\$132,067,871
Average Spent	\$8,829.68	\$9,137.84	\$9,582.63
Spending Potential Index	44	45	48
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,390,763	\$10,343,766	\$18,018,135
Average Spent	\$1,059.61	\$1,152.25	\$1,307.37
Spending Potential Index	44	48	55
Travel: Total \$	\$7,285,879	\$9,895,916	\$16,317,896
Average Spent	\$1,044.57	\$1,102.36	\$1,184.00
Spending Potential Index	41	44	47
Vehicle Maintenance & Repairs: Total \$	\$3,847,842	\$5,298,727	\$9,126,290
Average Spent	\$551.66	\$590.26	\$662.19
Spending Potential Index	50	53	60

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.

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