



# Market Profile

1001 Hampstead Blvd, Clinton, Mississippi, 39056  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.32538  
Longitude: -90.30171

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	33,303	78,236	213,140
2010 Total Population	31,866	73,402	204,468
2021 Total Population	29,952	68,401	193,954
2021 Group Quarters	340	953	8,266
2026 Total Population	28,827	65,748	187,410
2021-2026 Annual Rate	-0.76%	-0.79%	-0.68%
2021 Total Daytime Population	25,860	60,494	223,829
Workers	10,020	22,182	115,237
Residents	15,840	38,312	108,592
<b>Household Summary</b>			
2000 Households	11,569	26,736	76,371
2000 Average Household Size	2.73	2.84	2.66
2010 Households	11,989	26,590	75,148
2010 Average Household Size	2.63	2.73	2.62
2021 Households	11,463	25,109	71,864
2021 Average Household Size	2.58	2.69	2.58
2026 Households	11,076	24,209	69,594
2026 Average Household Size	2.57	2.68	2.57
2021-2026 Annual Rate	-0.68%	-0.73%	-0.64%
2010 Families	8,422	18,690	49,539
2010 Average Family Size	3.14	3.26	3.23
2021 Families	7,849	17,223	45,978
2021 Average Family Size	3.12	3.25	3.23
2026 Families	7,529	16,482	44,132
2026 Average Family Size	3.12	3.25	3.24
2021-2026 Annual Rate	-0.83%	-0.88%	-0.82%
<b>Housing Unit Summary</b>			
2000 Housing Units	12,414	29,018	84,606
Owner Occupied Housing Units	63.4%	58.5%	55.2%
Renter Occupied Housing Units	29.7%	33.6%	35.1%
Vacant Housing Units	6.8%	7.9%	9.7%
2010 Housing Units	13,092	29,869	85,715
Owner Occupied Housing Units	57.3%	52.6%	50.0%
Renter Occupied Housing Units	34.3%	36.4%	37.6%
Vacant Housing Units	8.4%	11.0%	12.3%
2021 Housing Units	13,017	29,333	85,286
Owner Occupied Housing Units	50.4%	46.4%	43.7%
Renter Occupied Housing Units	37.6%	39.2%	40.5%
Vacant Housing Units	11.9%	14.4%	15.7%
2026 Housing Units	13,039	29,381	85,545
Owner Occupied Housing Units	49.3%	45.4%	42.9%
Renter Occupied Housing Units	35.7%	37.0%	38.4%
Vacant Housing Units	15.1%	17.6%	18.6%
<b>Median Household Income</b>			
2021	\$51,797	\$43,827	\$42,770
2026	\$54,310	\$48,162	\$46,976
<b>Median Home Value</b>			
2021	\$143,495	\$121,122	\$124,909
2026	\$174,917	\$155,201	\$161,435
<b>Per Capita Income</b>			
2021	\$24,110	\$21,041	\$21,966
2026	\$26,900	\$23,534	\$24,706
<b>Median Age</b>			
2010	33.2	32.4	32.3
2021	35.5	35.2	34.9
2026	36.8	36.7	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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<b>2021 Households by Income</b>			
Household Income Base	11,463	25,109	71,864
<\$15,000	13.2%	15.9%	15.9%
\$15,000 - \$24,999	10.9%	13.8%	14.4%
\$25,000 - \$34,999	9.6%	11.0%	10.5%
\$35,000 - \$49,999	13.7%	14.0%	15.3%
\$50,000 - \$74,999	23.7%	21.3%	20.3%
\$75,000 - \$99,999	12.8%	10.2%	9.2%
\$100,000 - \$149,999	10.4%	8.7%	8.6%
\$150,000 - \$199,999	3.5%	3.1%	3.1%
\$200,000+	2.3%	1.9%	2.6%
Average Household Income	\$63,369	\$57,191	\$58,798
<b>2026 Households by Income</b>			
Household Income Base	11,076	24,209	69,594
<\$15,000	11.2%	13.8%	13.8%
\$15,000 - \$24,999	10.1%	13.0%	13.5%
\$25,000 - \$34,999	9.2%	10.7%	10.2%
\$35,000 - \$49,999	13.3%	13.9%	14.8%
\$50,000 - \$74,999	24.6%	22.3%	21.3%
\$75,000 - \$99,999	12.7%	10.3%	9.4%
\$100,000 - \$149,999	11.7%	9.9%	9.9%
\$150,000 - \$199,999	4.6%	4.0%	4.1%
\$200,000+	2.7%	2.3%	3.1%
Average Household Income	\$70,452	\$63,782	\$66,011
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	6,563	13,621	37,294
<\$50,000	8.3%	11.2%	14.1%
\$50,000 - \$99,999	22.3%	30.6%	26.7%
\$100,000 - \$149,999	22.4%	19.4%	18.3%
\$150,000 - \$199,999	21.1%	15.7%	14.8%
\$200,000 - \$249,999	12.1%	9.3%	9.2%
\$250,000 - \$299,999	6.7%	5.6%	5.2%
\$300,000 - \$399,999	4.3%	5.1%	5.0%
\$400,000 - \$499,999	1.1%	1.1%	2.1%
\$500,000 - \$749,999	0.7%	0.9%	2.7%
\$750,000 - \$999,999	0.9%	0.6%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.2%	0.1%	0.1%
Average Home Value	\$167,425	\$155,586	\$171,471
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	6,425	13,332	36,725
<\$50,000	5.1%	7.7%	10.4%
\$50,000 - \$99,999	16.3%	23.8%	20.8%
\$100,000 - \$149,999	16.9%	16.6%	15.2%
\$150,000 - \$199,999	23.6%	18.5%	15.6%
\$200,000 - \$249,999	17.4%	12.9%	11.8%
\$250,000 - \$299,999	8.3%	6.8%	6.3%
\$300,000 - \$399,999	5.0%	6.5%	5.9%
\$400,000 - \$499,999	1.5%	1.6%	3.2%
\$500,000 - \$749,999	2.1%	2.3%	6.6%
\$750,000 - \$999,999	3.2%	2.3%	3.1%
\$1,000,000 - \$1,499,999	0.0%	0.6%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.3%
\$2,000,000 +	0.4%	0.3%	0.1%
Average Home Value	\$217,058	\$201,851	\$228,298

**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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<b>2010 Population by Age</b>			
Total	31,868	73,402	204,465
0 - 4	7.5%	7.9%	7.5%
5 - 9	7.2%	7.7%	7.3%
10 - 14	7.7%	8.0%	7.4%
15 - 24	15.8%	16.0%	17.1%
25 - 34	14.2%	13.7%	14.2%
35 - 44	11.9%	11.8%	11.9%
45 - 54	13.9%	13.9%	13.6%
55 - 64	10.7%	10.9%	10.6%
65 - 74	5.9%	5.5%	5.6%
75 - 84	3.7%	3.3%	3.3%
85 +	1.5%	1.4%	1.4%
18 +	72.6%	71.3%	73.1%
<b>2021 Population by Age</b>			
Total	29,952	68,399	193,953
0 - 4	6.8%	7.0%	6.6%
5 - 9	7.0%	7.2%	6.8%
10 - 14	7.1%	7.3%	6.7%
15 - 24	13.3%	13.3%	15.0%
25 - 34	15.2%	15.0%	14.9%
35 - 44	13.1%	12.6%	12.7%
45 - 54	10.9%	10.8%	10.9%
55 - 64	11.8%	12.1%	11.7%
65 - 74	8.7%	9.0%	8.8%
75 - 84	4.2%	4.0%	4.1%
85 +	1.9%	1.7%	1.7%
18 +	75.3%	74.5%	75.9%
<b>2026 Population by Age</b>			
Total	28,827	65,747	187,411
0 - 4	6.8%	6.9%	6.6%
5 - 9	6.7%	6.9%	6.5%
10 - 14	6.8%	7.0%	6.6%
15 - 24	12.9%	12.9%	14.8%
25 - 34	14.1%	13.8%	13.8%
35 - 44	14.3%	13.9%	13.5%
45 - 54	11.2%	11.2%	11.1%
55 - 64	10.6%	10.8%	10.6%
65 - 74	9.5%	9.7%	9.5%
75 - 84	5.0%	5.1%	5.1%
85 +	2.0%	1.8%	1.8%
18 +	75.7%	75.0%	76.4%
<b>2010 Population by Sex</b>			
Males	14,517	33,734	95,352
Females	17,349	39,668	109,116
<b>2021 Population by Sex</b>			
Males	13,712	31,561	90,875
Females	16,239	36,841	103,079
<b>2026 Population by Sex</b>			
Males	13,214	30,425	88,025
Females	15,613	35,322	99,385

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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<b>2010 Population by Race/Ethnicity</b>			
Total	31,865	73,402	204,469
White Alone	38.7%	24.8%	24.6%
Black Alone	56.5%	72.0%	73.0%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.7%	1.5%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	0.6%	0.5%
Two or More Races	1.0%	0.9%	0.9%
Hispanic Origin	1.8%	1.3%	1.2%
Diversity Index	54.7	43.5	42.1
<b>2021 Population by Race/Ethnicity</b>			
Total	29,952	68,401	193,954
White Alone	33.0%	21.0%	21.0%
Black Alone	61.7%	75.4%	76.3%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.7%	1.6%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	0.9%	0.7%	0.5%
Two or More Races	1.4%	1.1%	1.1%
Hispanic Origin	2.1%	1.5%	1.4%
Diversity Index	53.0	40.5	39.2
<b>2026 Population by Race/Ethnicity</b>			
Total	28,826	65,748	187,412
White Alone	30.3%	19.3%	19.5%
Black Alone	64.1%	77.0%	77.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	2.8%	1.6%	0.9%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	1.0%	0.7%	0.5%
Two or More Races	1.6%	1.2%	1.2%
Hispanic Origin	2.3%	1.6%	1.5%
Diversity Index	51.9	39.0	37.9
<b>2010 Population by Relationship and Household Type</b>			
Total	31,866	73,402	204,468
In Households	99.0%	98.8%	96.2%
In Family Households	85.4%	85.8%	81.0%
Householder	26.3%	25.5%	24.3%
Spouse	15.5%	13.1%	12.2%
Child	37.1%	39.5%	36.7%
Other relative	4.2%	5.0%	5.1%
Nonrelative	2.3%	2.7%	2.7%
In Nonfamily Households	13.6%	13.0%	15.2%
In Group Quarters	1.0%	1.2%	3.8%
Institutionalized Population	0.4%	0.9%	1.2%
Noninstitutionalized Population	0.6%	0.3%	2.6%

**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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<b>2021 Population 25+ by Educational Attainment</b>			
Total	19,724	44,630	125,638
Less than 9th Grade	3.6%	4.1%	3.5%
9th - 12th Grade, No Diploma	6.5%	8.5%	8.8%
High School Graduate	16.0%	20.9%	20.7%
GED/Alternative Credential	3.5%	4.5%	4.9%
Some College, No Degree	24.9%	23.8%	24.3%
Associate Degree	12.4%	11.2%	9.6%
Bachelor's Degree	19.8%	15.9%	16.4%
Graduate/Professional Degree	13.3%	11.0%	11.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	23,718	53,713	154,780
Never Married	40.4%	43.5%	46.0%
Married	40.9%	37.5%	35.7%
Widowed	5.9%	6.7%	6.2%
Divorced	12.9%	12.3%	12.2%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	15,066	33,864	95,659
Population 16+ Employed	94.2%	89.7%	89.4%
Population 16+ Unemployment rate	5.8%	10.3%	10.6%
Population 16-24 Employed	11.0%	11.5%	11.3%
Population 16-24 Unemployment rate	15.7%	24.1%	24.1%
Population 25-54 Employed	66.5%	65.4%	66.9%
Population 25-54 Unemployment rate	4.9%	9.2%	8.9%
Population 55-64 Employed	14.9%	16.0%	15.1%
Population 55-64 Unemployment rate	3.6%	4.5%	7.6%
Population 65+ Employed	7.6%	7.1%	6.7%
Population 65+ Unemployment rate	1.2%	5.6%	5.6%
<b>2021 Employed Population 16+ by Industry</b>			
Total	14,192	30,374	85,566
Agriculture/Mining	0.4%	0.5%	0.5%
Construction	4.1%	4.7%	5.1%
Manufacturing	8.5%	9.6%	8.6%
Wholesale Trade	3.1%	2.3%	2.0%
Retail Trade	10.8%	10.1%	9.7%
Transportation/Utilities	6.8%	6.6%	6.4%
Information	1.3%	1.3%	1.3%
Finance/Insurance/Real Estate	4.9%	4.1%	5.4%
Services	52.2%	52.4%	52.8%
Public Administration	7.8%	8.6%	8.2%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	14,192	30,371	85,565
White Collar	58.5%	53.9%	55.4%
Management/Business/Financial	14.8%	13.6%	13.4%
Professional	22.8%	20.3%	21.6%
Sales	8.8%	8.3%	8.8%
Administrative Support	12.1%	11.7%	11.7%
Services	20.5%	21.9%	21.4%
Blue Collar	21.0%	24.2%	23.2%
Farming/Forestry/Fishing	0.2%	0.2%	0.3%
Construction/Extraction	2.6%	3.4%	3.7%
Installation/Maintenance/Repair	4.1%	3.3%	3.0%
Production	6.6%	7.8%	6.8%
Transportation/Material Moving	7.4%	9.4%	9.5%

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<b>2010 Households by Type</b>			
Total	11,989	26,591	75,148
Households with 1 Person	25.1%	25.1%	28.6%
Households with 2+ People	74.9%	74.9%	71.4%
Family Households	70.2%	70.3%	65.9%
Husband-wife Families	41.5%	36.2%	33.0%
With Related Children	18.9%	16.6%	14.8%
Other Family (No Spouse Present)	28.8%	34.1%	32.9%
Other Family with Male Householder	4.5%	5.3%	5.5%
With Related Children	2.5%	2.9%	2.9%
Other Family with Female Householder	24.3%	28.8%	27.3%
With Related Children	17.2%	20.3%	19.1%
Nonfamily Households	4.6%	4.6%	5.5%
All Households with Children	39.0%	40.3%	37.3%
Multigenerational Households	6.3%	7.8%	7.2%
Unmarried Partner Households	5.5%	6.5%	6.8%
Male-female	4.9%	5.9%	6.1%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	11,991	26,592	75,148
1 Person Household	25.1%	25.1%	28.6%
2 Person Household	31.1%	29.1%	28.8%
3 Person Household	18.3%	18.2%	17.3%
4 Person Household	14.0%	14.1%	13.1%
5 Person Household	6.7%	7.5%	6.9%
6 Person Household	2.7%	3.3%	3.0%
7 + Person Household	2.0%	2.6%	2.4%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	11,989	26,590	75,148
Owner Occupied	62.6%	59.1%	57.1%
Owned with a Mortgage/Loan	45.6%	42.5%	39.8%
Owned Free and Clear	17.0%	16.6%	17.3%
Renter Occupied	37.4%	40.9%	42.9%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	193	191	180
Percent of Income for Mortgage	11.6%	11.6%	12.3%
Wealth Index	54	49	52
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	13,092	29,869	85,715
Housing Units Inside Urbanized Area	94.6%	93.4%	91.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.7%
Rural Housing Units	5.4%	6.6%	7.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	31,866	73,402	204,468
Population Inside Urbanized Area	94.5%	92.8%	90.7%
Population Inside Urbanized Cluster	0.0%	0.0%	1.4%
Rural Population	5.5%	7.1%	8.0%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Family Foundations (12A)	Family Foundations (12A)	City Commons (11E)
2.	City Commons (11E)	City Commons (11E)	Family Foundations (12A)
3.	In Style (5B)	Home Improvement (4B)	Modest Income Homes (12D)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$17,100,787	\$34,048,062	\$100,669,693
Average Spent	\$1,491.82	\$1,356.01	\$1,400.84
Spending Potential Index	70	64	66
Education: Total \$	\$13,728,903	\$26,437,980	\$76,830,912
Average Spent	\$1,197.67	\$1,052.93	\$1,069.12
Spending Potential Index	69	61	62
Entertainment/Recreation: Total \$	\$25,279,561	\$50,105,579	\$147,748,880
Average Spent	\$2,205.32	\$1,995.52	\$2,055.95
Spending Potential Index	68	62	64
Food at Home: Total \$	\$43,327,726	\$86,565,276	\$256,781,468
Average Spent	\$3,779.79	\$3,447.58	\$3,573.16
Spending Potential Index	69	63	66
Food Away from Home: Total \$	\$30,076,935	\$59,827,169	\$177,277,391
Average Spent	\$2,623.83	\$2,382.70	\$2,466.85
Spending Potential Index	69	63	65
Health Care: Total \$	\$49,731,860	\$99,707,113	\$294,420,096
Average Spent	\$4,338.47	\$3,970.97	\$4,096.91
Spending Potential Index	70	64	66
HH Furnishings & Equipment: Total \$	\$17,829,746	\$35,303,910	\$103,923,796
Average Spent	\$1,555.42	\$1,406.03	\$1,446.12
Spending Potential Index	69	62	64
Personal Care Products & Services: Total \$	\$7,234,709	\$14,380,793	\$42,409,812
Average Spent	\$631.14	\$572.73	\$590.14
Spending Potential Index	70	64	66
Shelter: Total \$	\$158,678,148	\$313,055,381	\$923,147,741
Average Spent	\$13,842.64	\$12,467.86	\$12,845.76
Spending Potential Index	69	62	64
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,228,975	\$35,758,070	\$105,437,878
Average Spent	\$1,590.24	\$1,424.11	\$1,467.19
Spending Potential Index	67	60	61
Travel: Total \$	\$19,575,585	\$38,258,085	\$111,607,340
Average Spent	\$1,707.72	\$1,523.68	\$1,553.04
Spending Potential Index	68	60	61
Vehicle Maintenance & Repairs: Total \$	\$8,889,522	\$17,820,396	\$52,811,468
Average Spent	\$775.50	\$709.72	\$734.88
Spending Potential Index	70	64	66

**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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