



# Market Profile

1150 E Peace St, Canton, Mississippi, 39046  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.61027  
Longitude: -90.00881

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	13,678	15,942	24,556
2010 Total Population	14,052	17,464	32,874
2021 Total Population	14,939	18,522	39,696
2021 Group Quarters	365	482	785
2026 Total Population	15,625	19,463	43,008
2021-2026 Annual Rate	0.90%	1.00%	1.62%
2021 Total Daytime Population	12,240	21,339	37,931
Workers	3,488	10,606	16,849
Residents	8,752	10,733	21,082
<b>Household Summary</b>			
2000 Households	4,277	5,059	7,961
2000 Average Household Size	3.10	3.04	3.00
2010 Households	4,441	5,868	11,405
2010 Average Household Size	3.08	2.89	2.81
2021 Households	4,789	6,298	14,057
2021 Average Household Size	3.04	2.86	2.77
2026 Households	5,025	6,657	15,334
2026 Average Household Size	3.04	2.85	2.75
2021-2026 Annual Rate	0.97%	1.11%	1.75%
2010 Families	3,230	4,218	8,518
2010 Average Family Size	3.55	3.38	3.26
2021 Families	3,366	4,361	10,200
2021 Average Family Size	3.56	3.41	3.26
2026 Families	3,496	4,554	11,026
2026 Average Family Size	3.57	3.42	3.26
2021-2026 Annual Rate	0.76%	0.87%	1.57%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,544	5,359	8,419
Owner Occupied Housing Units	54.2%	57.1%	67.0%
Renter Occupied Housing Units	39.9%	37.3%	27.6%
Vacant Housing Units	5.9%	5.6%	5.4%
2010 Housing Units	4,913	6,433	12,410
Owner Occupied Housing Units	47.0%	48.8%	63.3%
Renter Occupied Housing Units	43.4%	42.4%	28.6%
Vacant Housing Units	9.6%	8.8%	8.1%
2021 Housing Units	5,395	7,043	15,497
Owner Occupied Housing Units	52.5%	54.1%	69.2%
Renter Occupied Housing Units	36.3%	35.4%	21.5%
Vacant Housing Units	11.2%	10.6%	9.3%
2026 Housing Units	5,666	7,450	16,902
Owner Occupied Housing Units	52.5%	54.1%	69.9%
Renter Occupied Housing Units	36.2%	35.2%	20.8%
Vacant Housing Units	11.3%	10.6%	9.3%
<b>Median Household Income</b>			
2021	\$33,515	\$36,355	\$56,556
2026	\$35,628	\$38,930	\$64,890
<b>Median Home Value</b>			
2021	\$140,271	\$157,865	\$223,400
2026	\$174,591	\$190,052	\$277,216
<b>Per Capita Income</b>			
2021	\$15,607	\$17,176	\$27,809
2026	\$17,436	\$19,358	\$31,967
<b>Median Age</b>			
2010	30.0	30.6	33.4
2021	32.3	32.9	35.7
2026	33.7	34.2	36.3

**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.



# Market Profile

1150 E Peace St, Canton, Mississippi, 39046  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.61027  
Longitude: -90.00881

	3 miles	5 miles	10 miles
<b>2021 Households by Income</b>			
Household Income Base	4,789	6,298	14,057
<\$15,000	17.7%	15.3%	9.4%
\$15,000 - \$24,999	16.7%	16.5%	12.0%
\$25,000 - \$34,999	17.6%	15.9%	10.7%
\$35,000 - \$49,999	19.4%	17.8%	12.8%
\$50,000 - \$74,999	12.6%	13.8%	14.9%
\$75,000 - \$99,999	7.3%	9.7%	11.6%
\$100,000 - \$149,999	6.4%	7.7%	14.8%
\$150,000 - \$199,999	1.3%	2.2%	9.5%
\$200,000+	1.1%	1.2%	4.3%
Average Household Income	\$45,797	\$50,484	\$78,395
<b>2026 Households by Income</b>			
Household Income Base	5,025	6,657	15,334
<\$15,000	15.2%	12.9%	7.6%
\$15,000 - \$24,999	16.5%	15.8%	10.9%
\$25,000 - \$34,999	17.2%	15.4%	9.9%
\$35,000 - \$49,999	19.2%	17.4%	11.8%
\$50,000 - \$74,999	13.6%	14.7%	14.6%
\$75,000 - \$99,999	7.7%	10.0%	11.1%
\$100,000 - \$149,999	7.8%	9.3%	16.6%
\$150,000 - \$199,999	1.8%	3.1%	12.5%
\$200,000+	1.1%	1.3%	5.0%
Average Household Income	\$50,819	\$56,594	\$89,540
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	2,831	3,807	10,731
<\$50,000	8.6%	6.9%	4.0%
\$50,000 - \$99,999	23.6%	19.6%	9.4%
\$100,000 - \$149,999	22.1%	19.6%	10.1%
\$150,000 - \$199,999	23.1%	24.8%	18.5%
\$200,000 - \$249,999	9.9%	12.2%	16.9%
\$250,000 - \$299,999	5.1%	6.3%	10.5%
\$300,000 - \$399,999	3.5%	4.4%	11.2%
\$400,000 - \$499,999	1.9%	2.3%	6.8%
\$500,000 - \$749,999	0.4%	1.5%	8.3%
\$750,000 - \$999,999	0.7%	1.4%	2.4%
\$1,000,000 - \$1,499,999	0.0%	0.0%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	1.2%	0.9%	0.3%
Average Home Value	\$179,449	\$196,789	\$288,640
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	2,973	4,031	11,820
<\$50,000	5.7%	4.3%	2.1%
\$50,000 - \$99,999	16.2%	12.9%	5.4%
\$100,000 - \$149,999	16.1%	13.6%	6.0%
\$150,000 - \$199,999	24.7%	23.8%	14.2%
\$200,000 - \$249,999	15.0%	16.8%	17.0%
\$250,000 - \$299,999	7.0%	8.1%	9.8%
\$300,000 - \$399,999	4.8%	5.8%	11.0%
\$400,000 - \$499,999	3.9%	4.5%	9.1%
\$500,000 - \$749,999	1.1%	3.0%	15.6%
\$750,000 - \$999,999	2.8%	4.9%	6.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	2.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	2.9%	2.1%	0.7%
Average Home Value	\$260,571	\$280,180	\$383,445

**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



# Market Profile

1150 E Peace St, Canton, Mississippi, 39046  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.61027  
Longitude: -90.00881

	3 miles	5 miles	10 miles
<b>2010 Population by Age</b>			
Total	14,052	17,466	32,873
0 - 4	10.1%	9.9%	8.9%
5 - 9	8.0%	8.0%	7.9%
10 - 14	7.7%	7.6%	7.5%
15 - 24	16.3%	15.9%	13.6%
25 - 34	14.5%	14.7%	14.4%
35 - 44	11.1%	11.5%	13.4%
45 - 54	11.7%	12.0%	13.6%
55 - 64	9.9%	10.0%	11.0%
65 - 74	5.6%	5.6%	5.7%
75 - 84	3.6%	3.4%	3.0%
85 +	1.5%	1.3%	1.1%
18 +	69.2%	69.6%	71.1%
<b>2021 Population by Age</b>			
Total	14,938	18,522	39,697
0 - 4	9.1%	8.9%	7.8%
5 - 9	8.5%	8.4%	8.0%
10 - 14	8.1%	8.0%	8.1%
15 - 24	13.4%	13.2%	12.0%
25 - 34	14.8%	14.6%	13.1%
35 - 44	12.0%	12.4%	14.3%
45 - 54	9.8%	10.1%	11.8%
55 - 64	10.6%	10.8%	11.5%
65 - 74	8.3%	8.3%	8.6%
75 - 84	3.9%	3.9%	3.6%
85 +	1.6%	1.5%	1.2%
18 +	70.4%	70.8%	72.1%
<b>2026 Population by Age</b>			
Total	15,626	19,462	43,007
0 - 4	9.0%	8.7%	7.7%
5 - 9	7.9%	7.8%	7.8%
10 - 14	7.7%	7.7%	7.8%
15 - 24	13.8%	13.7%	12.2%
25 - 34	13.4%	13.2%	12.7%
35 - 44	12.6%	12.9%	14.1%
45 - 54	10.2%	10.6%	12.2%
55 - 64	10.1%	10.3%	10.6%
65 - 74	8.7%	8.7%	9.0%
75 - 84	4.9%	4.8%	4.6%
85 +	1.6%	1.5%	1.3%
18 +	71.2%	71.4%	72.4%
<b>2010 Population by Sex</b>			
Males	6,659	8,334	16,026
Females	7,393	9,130	16,848
<b>2021 Population by Sex</b>			
Males	7,123	8,878	19,491
Females	7,816	9,644	20,205
<b>2026 Population by Sex</b>			
Males	7,463	9,344	21,180
Females	8,162	10,118	21,828

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



# Market Profile

1150 E Peace St, Canton, Mississippi, 39046  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.61027  
Longitude: -90.00881

	3 miles	5 miles	10 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	14,053	17,465	32,874
White Alone	14.3%	18.0%	39.0%
Black Alone	78.6%	75.9%	56.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.3%	0.3%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.6%	4.6%	2.6%
Two or More Races	0.8%	0.8%	0.7%
Hispanic Origin	7.3%	6.1%	3.7%
Diversity Index	44.8	46.1	56.0
<b>2021 Population by Race/Ethnicity</b>			
Total	14,939	18,521	39,697
White Alone	13.6%	16.9%	41.8%
Black Alone	78.3%	76.1%	53.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.3%	0.4%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.3%	5.2%	2.7%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	8.2%	6.9%	4.0%
Diversity Index	46.4	47.1	57.7
<b>2026 Population by Race/Ethnicity</b>			
Total	15,625	19,463	43,009
White Alone	13.2%	16.5%	42.0%
Black Alone	78.2%	76.1%	52.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	0.4%	0.5%	1.3%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	6.6%	5.4%	2.7%
Two or More Races	1.1%	1.1%	1.1%
Hispanic Origin	8.6%	7.3%	4.1%
Diversity Index	47.0	47.5	58.3
<b>2010 Population by Relationship and Household Type</b>			
Total	14,052	17,464	32,874
In Households	97.3%	97.0%	97.6%
In Family Households	86.1%	85.6%	87.2%
Householder	23.8%	24.1%	25.9%
Spouse	9.3%	10.4%	16.0%
Child	42.0%	41.0%	38.1%
Other relative	6.7%	6.1%	4.5%
Nonrelative	4.4%	3.9%	2.6%
In Nonfamily Households	11.3%	11.5%	10.5%
In Group Quarters	2.7%	3.0%	2.4%
Institutionalized Population	1.2%	1.8%	1.7%
Noninstitutionalized Population	1.4%	1.2%	0.7%

**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.

October 20, 2021



# Market Profile

1150 E Peace St, Canton, Mississippi, 39046  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.61027  
Longitude: -90.00881

	3 miles	5 miles	10 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	9,114	11,404	25,445
Less than 9th Grade	6.7%	5.8%	3.5%
9th - 12th Grade, No Diploma	17.3%	15.5%	9.1%
High School Graduate	26.7%	25.4%	18.3%
GED/Alternative Credential	3.2%	3.5%	3.3%
Some College, No Degree	19.7%	19.5%	17.2%
Associate Degree	10.4%	11.3%	12.6%
Bachelor's Degree	11.3%	12.3%	21.8%
Graduate/Professional Degree	4.8%	6.8%	14.2%
<b>2021 Population 15+ by Marital Status</b>			
Total	11,109	13,843	30,201
Never Married	44.7%	42.9%	33.6%
Married	36.7%	38.3%	51.1%
Widowed	5.0%	4.8%	3.9%
Divorced	13.5%	14.0%	11.5%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,695	8,455	19,702
Population 16+ Employed	92.2%	92.3%	94.8%
Population 16+ Unemployment rate	7.8%	7.7%	5.2%
Population 16-24 Employed	12.1%	12.2%	11.0%
Population 16-24 Unemployment rate	21.5%	20.9%	14.3%
Population 25-54 Employed	68.9%	68.6%	68.2%
Population 25-54 Unemployment rate	4.9%	5.0%	3.6%
Population 55-64 Employed	12.7%	13.0%	15.1%
Population 55-64 Unemployment rate	10.8%	10.5%	6.3%
Population 65+ Employed	6.3%	6.2%	5.7%
Population 65+ Unemployment rate	0.0%	0.8%	1.8%
<b>2021 Employed Population 16+ by Industry</b>			
Total	6,176	7,801	18,680
Agriculture/Mining	1.1%	0.9%	0.7%
Construction	8.0%	7.4%	6.2%
Manufacturing	25.3%	23.5%	16.2%
Wholesale Trade	0.9%	1.1%	1.7%
Retail Trade	11.6%	11.6%	9.3%
Transportation/Utilities	2.6%	2.6%	4.4%
Information	0.6%	1.0%	1.4%
Finance/Insurance/Real Estate	3.2%	3.8%	8.0%
Services	41.7%	43.0%	47.2%
Public Administration	5.0%	5.2%	4.8%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	6,176	7,800	18,680
White Collar	36.2%	42.7%	61.4%
Management/Business/Financial	8.2%	10.9%	17.4%
Professional	11.9%	14.4%	24.7%
Sales	8.1%	8.6%	9.8%
Administrative Support	8.1%	8.8%	9.5%
Services	22.8%	20.0%	13.4%
Blue Collar	41.0%	37.3%	25.2%
Farming/Forestry/Fishing	0.7%	0.6%	0.3%
Construction/Extraction	6.3%	5.6%	3.7%
Installation/Maintenance/Repair	3.4%	3.4%	2.9%
Production	16.6%	14.8%	8.9%
Transportation/Material Moving	13.9%	12.9%	9.5%

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



# Market Profile

1150 E Peace St, Canton, Mississippi, 39046  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.61027  
Longitude: -90.00881

	3 miles	5 miles	10 miles
<b>2010 Households by Type</b>			
Total	4,441	5,868	11,405
Households with 1 Person	22.9%	23.9%	21.6%
Households with 2+ People	77.1%	76.1%	78.4%
Family Households	72.7%	71.9%	74.7%
Husband-wife Families	27.6%	31.3%	46.1%
With Related Children	13.6%	15.3%	22.7%
Other Family (No Spouse Present)	45.1%	40.6%	28.6%
Other Family with Male Householder	7.9%	7.1%	5.6%
With Related Children	4.3%	4.0%	3.2%
Other Family with Female Householder	37.2%	33.5%	23.1%
With Related Children	26.5%	23.9%	16.2%
Nonfamily Households	4.3%	4.2%	3.7%
All Households with Children	45.1%	43.7%	42.5%
Multigenerational Households	10.3%	9.3%	7.2%
Unmarried Partner Households	8.9%	8.0%	5.7%
Male-female	8.3%	7.4%	5.1%
Same-sex	0.5%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	4,443	5,868	11,405
1 Person Household	22.9%	23.9%	21.6%
2 Person Household	25.7%	26.8%	30.1%
3 Person Household	17.8%	17.8%	18.6%
4 Person Household	15.1%	14.8%	15.9%
5 Person Household	9.3%	8.7%	7.8%
6 Person Household	4.8%	4.3%	3.4%
7 + Person Household	4.3%	3.7%	2.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,441	5,868	11,405
Owner Occupied	52.0%	53.5%	68.9%
Owned with a Mortgage/Loan	31.0%	33.0%	47.7%
Owned Free and Clear	21.0%	20.4%	21.2%
Renter Occupied	48.0%	46.5%	31.1%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	138	133	145
Percent of Income for Mortgage	17.6%	18.2%	16.6%
Wealth Index	36	40	78
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,913	6,433	12,410
Housing Units Inside Urbanized Area	0.0%	0.2%	13.6%
Housing Units Inside Urbanized Cluster	88.9%	76.7%	44.0%
Rural Housing Units	11.1%	23.1%	42.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	14,052	17,464	32,874
Population Inside Urbanized Area	0.0%	0.2%	14.1%
Population Inside Urbanized Cluster	88.4%	78.5%	45.9%
Rural Population	11.6%	21.3%	39.9%

**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.

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



# Market Profile

1150 E Peace St, Canton, Mississippi, 39046  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 32.61027  
Longitude: -90.00881

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	City Commons (11E)	City Commons (11E)	Boomburbs (1C)
2.	Modest Income Homes (12D)	Modest Income Homes (12D)	City Commons (11E)
3.	Family Foundations (12A)	Family Foundations (12A)	Middleburg (4C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,377,896	\$7,726,561	\$25,631,270
Average Spent	\$1,122.97	\$1,226.83	\$1,823.38
Spending Potential Index	53	58	86
Education: Total \$	\$3,930,837	\$5,616,671	\$19,217,274
Average Spent	\$820.81	\$891.82	\$1,367.10
Spending Potential Index	48	52	79
Entertainment/Recreation: Total \$	\$7,732,419	\$11,248,824	\$38,929,131
Average Spent	\$1,614.62	\$1,786.09	\$2,769.38
Spending Potential Index	50	55	86
Food at Home: Total \$	\$13,771,048	\$19,866,964	\$65,975,365
Average Spent	\$2,875.56	\$3,154.49	\$4,693.42
Spending Potential Index	53	58	86
Food Away from Home: Total \$	\$9,341,711	\$13,503,614	\$45,747,433
Average Spent	\$1,950.66	\$2,144.11	\$3,254.42
Spending Potential Index	51	56	86
Health Care: Total \$	\$15,791,909	\$22,895,348	\$76,913,517
Average Spent	\$3,297.54	\$3,635.34	\$5,471.55
Spending Potential Index	53	58	88
HH Furnishings & Equipment: Total \$	\$5,387,234	\$7,843,869	\$27,352,757
Average Spent	\$1,124.92	\$1,245.45	\$1,945.85
Spending Potential Index	50	55	86
Personal Care Products & Services: Total \$	\$2,239,273	\$3,221,889	\$10,769,819
Average Spent	\$467.59	\$511.57	\$766.15
Spending Potential Index	52	57	85
Shelter: Total \$	\$47,767,580	\$68,585,343	\$231,255,269
Average Spent	\$9,974.44	\$10,890.02	\$16,451.25
Spending Potential Index	49	54	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,202,064	\$7,718,451	\$28,914,399
Average Spent	\$1,086.25	\$1,225.54	\$2,056.94
Spending Potential Index	45	51	86
Travel: Total \$	\$5,551,682	\$8,117,461	\$29,361,565
Average Spent	\$1,159.26	\$1,288.90	\$2,088.75
Spending Potential Index	46	51	83
Vehicle Maintenance & Repairs: Total \$	\$2,826,374	\$4,096,136	\$13,786,159
Average Spent	\$590.18	\$650.39	\$980.73
Spending Potential Index	53	59	88

**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.

October 20, 2021