



Executive Summary

The Forum at Grandview
 175 Grandview Blvd, Madison, Mississippi, 39110
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 32.46363
 Longitude: -90.13337

	3 miles	5 miles	7 miles
Population			
2000 Population	16,875	48,248	78,957
2010 Population	21,821	60,728	94,796
2019 Population	24,226	70,436	106,307
2024 Population	26,030	75,652	112,197
2000-2010 Annual Rate	2.60%	2.33%	1.85%
2010-2019 Annual Rate	1.14%	1.62%	1.25%
2019-2024 Annual Rate	1.45%	1.44%	1.08%
2019 Male Population	47.8%	47.8%	47.7%
2019 Female Population	52.2%	52.2%	52.3%
2019 Median Age	41.2	38.2	37.3

In the identified area, the current year population is 106,307. In 2010, the Census count in the area was 94,796. The rate of change since 2010 was 1.25% annually. The five-year projection for the population in the area is 112,197 representing a change of 1.08% annually from 2019 to 2024. Currently, the population is 47.7% male and 52.3% female.

Median Age

The median age in this area is 41.2, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	79.4%	67.7%	56.1%
2019 Black Alone	14.6%	25.4%	38.0%
2019 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2019 Asian Alone	4.2%	4.1%	3.1%
2019 Pacific Islander Alone	0.0%	0.0%	0.0%
2019 Other Race	0.4%	1.3%	1.4%
2019 Two or More Races	1.1%	1.2%	1.2%
2019 Hispanic Origin (Any Race)	1.4%	2.9%	2.9%

Persons of Hispanic origin represent 2.9% of the population in the identified area compared to 18.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 56.5 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	170	136	119
2000 Households	5,978	19,068	31,557
2010 Households	8,081	24,149	37,964
2019 Total Households	8,968	27,746	42,185
2024 Total Households	9,627	29,726	44,378
2000-2010 Annual Rate	3.06%	2.39%	1.87%
2010-2019 Annual Rate	1.13%	1.51%	1.15%
2019-2024 Annual Rate	1.43%	1.39%	1.02%
2019 Average Household Size	2.68	2.50	2.49

The household count in this area has changed from 37,964 in 2010 to 42,185 in the current year, a change of 1.15% annually. The five-year projection of households is 44,378, a change of 1.02% annually from the current year total. Average household size is currently 2.49, compared to 2.47 in the year 2010. The number of families in the current year is 27,648 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.

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Mortgage Income			
2019 Percent of Income for Mortgage	12.5%	15.2%	15.5%
Median Household Income			
2019 Median Household Income	\$93,296	\$77,397	\$70,552
2024 Median Household Income	\$100,510	\$82,802	\$78,409
2019-2024 Annual Rate	1.50%	1.36%	2.13%
Average Household Income			
2019 Average Household Income	\$123,145	\$105,280	\$96,102
2024 Average Household Income	\$133,141	\$115,074	\$106,759
2019-2024 Annual Rate	1.57%	1.79%	2.13%
Per Capita Income			
2019 Per Capita Income	\$45,359	\$41,629	\$38,183
2024 Per Capita Income	\$48,987	\$45,368	\$42,277
2019-2024 Annual Rate	1.55%	1.74%	2.06%

Households by Income
 Current median household income is \$70,552 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$78,409 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$96,102 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$106,759 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$38,183 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$42,277 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	193	158	152
2000 Total Housing Units	6,190	20,129	33,473
2000 Owner Occupied Housing Units	5,552	12,962	20,886
2000 Renter Occupied Housing Units	426	6,106	10,671
2000 Vacant Housing Units	212	1,061	1,916
2010 Total Housing Units	8,483	25,762	40,730
2010 Owner Occupied Housing Units	7,290	16,744	25,280
2010 Renter Occupied Housing Units	791	7,405	12,684
2010 Vacant Housing Units	402	1,613	2,766
2019 Total Housing Units	9,485	29,887	45,901
2019 Owner Occupied Housing Units	7,879	18,935	27,392
2019 Renter Occupied Housing Units	1,089	8,811	14,793
2019 Vacant Housing Units	517	2,141	3,716
2024 Total Housing Units	10,224	32,187	48,758
2024 Owner Occupied Housing Units	8,503	20,555	29,353
2024 Renter Occupied Housing Units	1,123	9,171	15,024
2024 Vacant Housing Units	597	2,461	4,380

Currently, 59.7% of the 45,901 housing units in the area are owner occupied; 32.2% are renter occupied; and 8.1% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 40,730 housing units in the area - 62.1% owner occupied, 31.1% renter occupied, and 6.8% vacant. The annual rate of change in housing units since 2010 is 5.46%. Median home value in the area is \$223,324, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 1.97% annually to \$246,257.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024. Esri converted Census 2000 data into 2010 geography.