



Executive Summary

175 Grandview Blvd, Madison, Mississippi, 39110
 Drive Time: 10, 15, 20 minute radii

Prepared by Esri
 Latitude: 32.46363
 Longitude: -90.13337

	10 minutes	15 minutes	20 minutes
Population			
2000 Population	21,847	98,224	203,643
2010 Population	27,828	111,756	205,291
2019 Population	32,839	122,185	214,681
2024 Population	35,403	127,682	219,594
2000-2010 Annual Rate	2.45%	1.30%	0.08%
2010-2019 Annual Rate	1.81%	0.97%	0.48%
2019-2024 Annual Rate	1.51%	0.88%	0.45%
2019 Male Population	47.4%	47.5%	47.6%
2019 Female Population	52.6%	52.5%	52.4%
2019 Median Age	39.9	37.6	35.9

In the identified area, the current year population is 214,681. In 2010, the Census count in the area was 205,291. The rate of change since 2010 was 0.48% annually. The five-year projection for the population in the area is 219,594 representing a change of 0.45% annually from 2019 to 2024. Currently, the population is 47.6% male and 52.4% female.

Median Age

The median age in this area is 39.9, compared to U.S. median age of 38.5.

Race and Ethnicity

2019 White Alone	71.9%	52.2%	38.0%
2019 Black Alone	22.6%	42.6%	57.7%
2019 American Indian/Alaska Native Alone	0.2%	0.2%	0.2%
2019 Asian Alone	3.7%	2.7%	1.8%
2019 Pacific Islander Alone	0.0%	0.0%	0.0%
2019 Other Race	0.4%	1.2%	1.3%
2019 Two or More Races	1.1%	1.1%	1.1%
2019 Hispanic Origin (Any Race)	1.4%	2.6%	2.5%

Persons of Hispanic origin represent 2.5% 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 54.6 in the identified area, compared to 64.8 for the U.S. as a whole.

Households

2019 Wealth Index	164	114	88
2000 Households	7,504	38,469	75,794
2010 Households	10,129	44,481	78,966
2019 Total Households	11,950	48,526	82,568
2024 Total Households	12,875	50,651	84,470
2000-2010 Annual Rate	3.05%	1.46%	0.41%
2010-2019 Annual Rate	1.80%	0.95%	0.48%
2019-2024 Annual Rate	1.50%	0.86%	0.46%
2019 Average Household Size	2.68	2.48	2.51

The household count in this area has changed from 78,966 in 2010 to 82,568 in the current year, a change of 0.48% annually. The five-year projection of households is 84,470, a change of 0.46% annually from the current year total. Average household size is currently 2.51, compared to 2.51 in the year 2010. The number of families in the current year is 51,700 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	13.4%	16.0%	17.0%
Median Household Income			
2019 Median Household Income	\$90,143	\$65,594	\$52,054
2024 Median Household Income	\$97,428	\$75,126	\$58,665
2019-2024 Annual Rate	1.57%	2.75%	2.42%
Average Household Income			
2019 Average Household Income	\$120,355	\$92,676	\$76,820
2024 Average Household Income	\$130,356	\$103,155	\$86,924
2019-2024 Annual Rate	1.61%	2.17%	2.50%
Per Capita Income			
2019 Per Capita Income	\$43,938	\$36,695	\$29,718
2024 Per Capita Income	\$47,550	\$40,780	\$33,605
2019-2024 Annual Rate	1.59%	2.13%	2.49%

Households by Income

Current median household income is \$52,054 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$58,665 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$76,820 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$86,924 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$29,718 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$33,605 in five years, compared to \$36,530 for all U.S. households

Housing			
2019 Housing Affordability Index	178	147	137
2000 Total Housing Units	7,775	41,034	83,874
2000 Owner Occupied Housing Units	6,558	25,483	44,874
2000 Renter Occupied Housing Units	946	12,986	30,920
2000 Vacant Housing Units	271	2,565	8,080
2010 Total Housing Units	10,607	48,129	88,827
2010 Owner Occupied Housing Units	8,591	29,322	46,424
2010 Renter Occupied Housing Units	1,538	15,159	32,542
2010 Vacant Housing Units	478	3,648	9,861
2019 Total Housing Units	12,657	53,331	94,278
2019 Owner Occupied Housing Units	9,975	30,650	46,063
2019 Renter Occupied Housing Units	1,975	17,876	36,505
2019 Vacant Housing Units	707	4,805	11,710
2024 Total Housing Units	13,710	56,270	97,942
2024 Owner Occupied Housing Units	10,861	32,580	48,245
2024 Renter Occupied Housing Units	2,014	18,071	36,225
2024 Vacant Housing Units	835	5,619	13,472

Currently, 48.9% of the 94,278 housing units in the area are owner occupied; 38.7%, renter occupied; and 12.4% 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 88,827 housing units in the area - 52.3% owner occupied, 36.6% renter occupied, and 11.1% vacant. The annual rate of change in housing units since 2010 is 2.68%. Median home value in the area is \$181,182, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 1.46% annually to \$194,839.

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.