



# Market Profile

TVA Mississippi Region  
 Alcorn County, MS (28003) et al.  
 Geography: County

Prepared by Esri

**MS(28003),MS(...**

<b>Population Summary</b>	
2000 Total Population	1,057,732
2010 Total Population	1,165,886
2021 Total Population	1,224,292
2021 Group Quarters	33,332
2026 Total Population	1,246,701
2021-2026 Annual Rate	0.36%
2021 Total Daytime Population	1,166,852
Workers	471,100
Residents	695,752
<b>Household Summary</b>	
2000 Households	394,977
2000 Average Household Size	2.60
2010 Households	440,380
2010 Average Household Size	2.57
2021 Households	463,857
2021 Average Household Size	2.57
2026 Households	472,592
2026 Average Household Size	2.57
2021-2026 Annual Rate	0.37%
2010 Families	306,667
2010 Average Family Size	3.09
2021 Families	314,772
2021 Average Family Size	3.12
2026 Families	318,288
2026 Average Family Size	3.13
2021-2026 Annual Rate	0.22%
<b>Housing Unit Summary</b>	
2000 Housing Units	434,983
Owner Occupied Housing Units	68.3%
Renter Occupied Housing Units	22.5%
Vacant Housing Units	9.2%
2010 Housing Units	496,156
Owner Occupied Housing Units	63.6%
Renter Occupied Housing Units	25.1%
Vacant Housing Units	11.2%
2021 Housing Units	531,625
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	24.6%
Vacant Housing Units	12.7%
2026 Housing Units	549,481
Owner Occupied Housing Units	62.3%
Renter Occupied Housing Units	23.7%
Vacant Housing Units	14.0%
<b>Median Household Income</b>	
2021	\$49,042
2026	\$52,578
<b>Median Home Value</b>	
2021	\$140,571
2026	\$162,995
<b>Per Capita Income</b>	
2021	\$25,239
2026	\$27,928
<b>Median Age</b>	
2010	36.0
2021	38.0
2026	39.2

**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.

March 22, 2022



# Market Profile

TVA Mississippi Region  
 Alcorn County, MS (28003) et al.  
 Geography: County

Prepared by Esri

MS(28003),MS(...

2021 Households by Income	
Household Income Base	463,850
<\$15,000	14.4%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	12.6%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	4.4%
\$200,000+	3.3%
Average Household Income	\$66,477

2026 Households by Income	
Household Income Base	472,585
<\$15,000	13.2%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	5.6%
\$200,000+	3.7%
Average Household Income	\$73,537

2021 Owner Occupied Housing Units by Value	
Total	333,169
<\$50,000	13.0%
\$50,000 - \$99,999	23.2%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	18.4%
\$200,000 - \$249,999	10.5%
\$250,000 - \$299,999	6.8%
\$300,000 - \$399,999	6.2%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 - \$1,499,999	0.3%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.2%
Average Home Value	\$173,357

2026 Owner Occupied Housing Units by Value	
Total	342,440
<\$50,000	9.8%
\$50,000 - \$99,999	19.7%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	19.1%
\$200,000 - \$249,999	12.4%
\$250,000 - \$299,999	8.0%
\$300,000 - \$399,999	7.3%
\$400,000 - \$499,999	2.7%
\$500,000 - \$749,999	3.3%
\$750,000 - \$999,999	1.3%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.2%
Average Home Value	\$204,114

**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.

March 22, 2022



# Market Profile

TVA Mississippi Region  
 Alcorn County, MS (28003) et al.  
 Geography: County

Prepared by Esri

**MS(28003),MS(...**

2010 Population by Age	
Total	1,165,886
0 - 4	6.9%
5 - 9	6.9%
10 - 14	7.1%
15 - 24	14.9%
25 - 34	12.9%
35 - 44	13.0%
45 - 54	13.8%
55 - 64	11.5%
65 - 74	7.4%
75 - 84	4.1%
85 +	1.5%
18 +	74.7%
2021 Population by Age	
Total	1,224,292
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.5%
15 - 24	13.1%
25 - 34	13.8%
35 - 44	12.7%
45 - 54	12.0%
55 - 64	12.6%
65 - 74	10.1%
75 - 84	4.9%
85 +	1.7%
18 +	77.4%
2026 Population by Age	
Total	1,246,701
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.6%
15 - 24	13.0%
25 - 34	12.5%
35 - 44	13.1%
45 - 54	11.9%
55 - 64	11.9%
65 - 74	10.7%
75 - 84	6.1%
85 +	1.9%
18 +	77.4%
2010 Population by Sex	
Males	566,391
Females	599,495
2021 Population by Sex	
Males	599,364
Females	624,928
2026 Population by Sex	
Males	611,835
Females	634,866

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

TVA Mississippi Region  
Alcorn County, MS (28003) et al.  
Geography: County

Prepared by Esri

**MS(28003),MS(...**

<b>2010 Population by Race/Ethnicity</b>	
Total	1,165,886
White Alone	66.6%
Black Alone	29.1%
American Indian Alone	0.9%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.1%
Hispanic Origin	2.9%
Diversity Index	50.1
<b>2021 Population by Race/Ethnicity</b>	
Total	1,224,292
White Alone	63.9%
Black Alone	30.7%
American Indian Alone	0.9%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.9%
Two or More Races	1.5%
Hispanic Origin	3.7%
Diversity Index	53.3
<b>2026 Population by Race/Ethnicity</b>	
Total	1,246,701
White Alone	62.7%
Black Alone	31.4%
American Indian Alone	0.9%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	1.7%
Hispanic Origin	4.0%
Diversity Index	54.6
<b>2010 Population by Relationship and Household Type</b>	
Total	1,165,886
In Households	97.1%
In Family Households	83.3%
Householder	26.3%
Spouse	18.2%
Child	33.1%
Other relative	3.6%
Nonrelative	2.0%
In Nonfamily Households	13.8%
In Group Quarters	2.9%
Institutionalized Population	1.7%
Noninstitutionalized Population	1.2%

**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.

March 22, 2022



# Market Profile

TVA Mississippi Region  
 Alcorn County, MS (28003) et al.  
 Geography: County

Prepared by Esri

**MS(28003),MS(...**

<b>2021 Population 25+ by Educational Attainment</b>	
Total	830,248
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	10.5%
High School Graduate	24.1%
GED/Alternative Credential	6.6%
Some College, No Degree	21.8%
Associate Degree	10.6%
Bachelor's Degree	13.5%
Graduate/Professional Degree	8.3%
<b>2021 Population 15+ by Marital Status</b>	
Total	990,777
Never Married	32.7%
Married	48.7%
Widowed	6.8%
Divorced	11.8%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	556,989
Population 16+ Employed	94.1%
Population 16+ Unemployment rate	5.9%
Population 16-24 Employed	11.3%
Population 16-24 Unemployment rate	12.5%
Population 25-54 Employed	65.4%
Population 25-54 Unemployment rate	5.7%
Population 55-64 Employed	16.7%
Population 55-64 Unemployment rate	3.1%
Population 65+ Employed	6.6%
Population 65+ Unemployment rate	2.2%
<b>2021 Employed Population 16+ by Industry</b>	
Total	524,310
Agriculture/Mining	1.8%
Construction	6.8%
Manufacturing	16.4%
Wholesale Trade	2.6%
Retail Trade	10.8%
Transportation/Utilities	8.0%
Information	1.0%
Finance/Insurance/Real Estate	5.0%
Services	42.9%
Public Administration	4.7%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	524,310
White Collar	54.9%
Management/Business/Financial	12.8%
Professional	22.0%
Sales	9.0%
Administrative Support	11.1%
Services	14.6%
Blue Collar	30.5%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	4.4%
Production	9.4%
Transportation/Material Moving	11.1%

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

March 22, 2022



# Market Profile

TVA Mississippi Region  
 Alcorn County, MS (28003) et al.  
 Geography: County

Prepared by Esri

	<b>MS(28003),MS(...</b>
<b>2010 Households by Type</b>	
Total	440,380
Households with 1 Person	25.7%
Households with 2+ People	74.3%
Family Households	69.6%
Husband-wife Families	48.3%
With Related Children	21.4%
Other Family (No Spouse Present)	21.4%
Other Family with Male Householder	5.0%
With Related Children	2.8%
Other Family with Female Householder	16.4%
With Related Children	11.1%
Nonfamily Households	4.6%
All Households with Children	35.7%
Multigenerational Households	5.2%
Unmarried Partner Households	5.1%
Male-female	4.6%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	440,380
1 Person Household	25.7%
2 Person Household	32.4%
3 Person Household	17.7%
4 Person Household	13.8%
5 Person Household	6.5%
6 Person Household	2.4%
7 + Person Household	1.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	440,380
Owner Occupied	71.7%
Owned with a Mortgage/Loan	43.3%
Owned Free and Clear	28.4%
Renter Occupied	28.3%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	197
Percent of Income for Mortgage	12.0%
Wealth Index	64
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	496,156
Housing Units Inside Urbanized Area	17.5%
Housing Units Inside Urbanized Cluster	23.9%
Rural Housing Units	58.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	1,165,886
Population Inside Urbanized Area	19.0%
Population Inside Urbanized Cluster	23.4%
Rural Population	57.6%

**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

TVA Mississippi Region  
 Alcorn County, MS (28003) et al.  
 Geography: County

Prepared by Esri

**MS(28003),MS(...**

Top 3 Tapestry Segments	
1.	Rural Bypasses (10E)
2.	Southern Satellites (10A)
3.	Rooted Rural (10B)
2021 Consumer Spending	
Apparel & Services: Total \$	\$707,830,998
Average Spent	\$1,525.97
Spending Potential Index	72
Education: Total \$	\$498,143,266
Average Spent	\$1,073.92
Spending Potential Index	62
Entertainment/Recreation: Total \$	\$1,147,293,166
Average Spent	\$2,473.38
Spending Potential Index	77
Food at Home: Total \$	\$1,948,266,217
Average Spent	\$4,200.14
Spending Potential Index	77
Food Away from Home: Total \$	\$1,290,453,005
Average Spent	\$2,782.01
Spending Potential Index	73
Health Care: Total \$	\$2,330,752,052
Average Spent	\$5,024.72
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$776,679,339
Average Spent	\$1,674.39
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$298,301,850
Average Spent	\$643.09
Spending Potential Index	72
Shelter: Total \$	\$6,222,391,998
Average Spent	\$13,414.46
Spending Potential Index	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$850,070,709
Average Spent	\$1,832.61
Spending Potential Index	77
Travel: Total \$	\$794,716,956
Average Spent	\$1,713.28
Spending Potential Index	68
Vehicle Maintenance & Repairs: Total \$	\$412,774,040
Average Spent	\$889.87
Spending Potential Index	80

**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.

March 22, 2022