



# Market Profile

Attala County, MS (28007)  
Geography: County

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## Attala County, M...

Population Summary	
2000 Total Population	19,661
2010 Total Population	19,564
2015 Total Population	19,827
2015 Group Quarters	343
2020 Total Population	20,217
2015-2020 Annual Rate	0.39%
Household Summary	
2000 Households	7,567
2000 Average Household Size	2.55
2010 Households	7,619
2010 Average Household Size	2.52
2015 Households	7,760
2015 Average Household Size	2.51
2020 Households	7,922
2020 Average Household Size	2.51
2015-2020 Annual Rate	0.41%
2010 Families	5,291
2010 Average Family Size	3.09
2015 Families	5,339
2015 Average Family Size	3.08
2020 Families	5,420
2020 Average Family Size	3.08
2015-2020 Annual Rate	0.30%
Housing Unit Summary	
2000 Housing Units	8,639
Owner Occupied Housing Units	68.1%
Renter Occupied Housing Units	19.5%
Vacant Housing Units	12.4%
2010 Housing Units	9,126
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	16.5%
2015 Housing Units	9,343
Owner Occupied Housing Units	61.8%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	16.9%
2020 Housing Units	9,515
Owner Occupied Housing Units	62.0%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	16.7%
Median Household Income	
2015	\$32,023
2020	\$36,157
Median Home Value	
2015	\$118,113
2020	\$133,438
Per Capita Income	
2015	\$19,680
2020	\$21,982
Median Age	
2010	39.6
2015	39.9
2020	41.1

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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### 2015 Households by Income

Household Income Base	7,760
<\$15,000	25.2%
\$15,000 - \$24,999	14.1%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	8.4%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	3.0%
\$200,000+	2.1%
Average Household Income	\$50,064

### 2020 Households by Income

Household Income Base	7,922
<\$15,000	23.4%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	16.0%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	3.7%
\$200,000+	2.4%
Average Household Income	\$55,880

### 2015 Owner Occupied Housing Units by Value

Total	5,771
<\$50,000	15.6%
\$50,000 - \$99,999	25.9%
\$100,000 - \$149,999	23.5%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	8.6%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	3.7%
\$400,000 - \$499,999	1.6%
\$500,000 - \$749,999	1.5%
\$750,000 - \$999,999	0.4%
\$1,000,000 +	0.7%
Average Home Value	\$150,853

### 2020 Owner Occupied Housing Units by Value

Total	5,899
<\$50,000	9.4%
\$50,000 - \$99,999	21.7%
\$100,000 - \$149,999	28.3%
\$150,000 - \$199,999	19.4%
\$200,000 - \$249,999	9.9%
\$250,000 - \$299,999	4.1%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	1.3%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.5%
Average Home Value	\$159,709

**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.

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## Attala County, M...

### 2010 Population by Age

Total	19,564
0 - 4	7.5%
5 - 9	7.1%
10 - 14	7.2%
15 - 24	12.2%
25 - 34	10.9%
35 - 44	12.1%
45 - 54	13.3%
55 - 64	12.6%
65 - 74	9.1%
75 - 84	5.7%
85 +	2.4%
18 +	74.0%

### 2015 Population by Age

Total	19,827
0 - 4	7.2%
5 - 9	7.4%
10 - 14	6.9%
15 - 24	11.8%
25 - 34	11.4%
35 - 44	11.0%
45 - 54	12.7%
55 - 64	13.2%
65 - 74	10.3%
75 - 84	5.6%
85 +	2.5%
18 +	74.7%

### 2020 Population by Age

Total	20,217
0 - 4	6.6%
5 - 9	6.9%
10 - 14	7.6%
15 - 24	11.5%
25 - 34	10.6%
35 - 44	11.1%
45 - 54	12.1%
55 - 64	13.4%
65 - 74	11.3%
75 - 84	6.4%
85 +	2.6%
18 +	74.8%

### 2010 Population by Sex

Males	9,303
Females	10,261

### 2015 Population by Sex

Males	9,470
Females	10,357

### 2020 Population by Sex

Males	9,689
Females	10,528

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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## Attala County, M...

### 2010 Population by Race/Ethnicity

Total	19,564
White Alone	56.2%
Black Alone	42.0%
American Indian Alone	0.2%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	0.6%
Hispanic Origin	1.7%
Diversity Index	52.4

### 2015 Population by Race/Ethnicity

Total	19,827
White Alone	55.7%
Black Alone	42.2%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	0.7%
Hispanic Origin	2.0%
Diversity Index	53.2

### 2020 Population by Race/Ethnicity

Total	20,217
White Alone	55.0%
Black Alone	42.5%
American Indian Alone	0.4%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	0.8%
Hispanic Origin	2.3%
Diversity Index	53.9

### 2010 Population by Relationship and Household Type

Total	19,564
In Households	98.2%
In Family Households	85.2%
Householder	27.0%
Spouse	17.8%
Child	34.7%
Other relative	3.9%
Nonrelative	1.8%
In Nonfamily Households	13.0%
In Group Quarters	1.8%
Institutionalized Population	1.5%
Noninstitutionalized Population	0.3%

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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### 2015 Population 25+ by Educational Attainment

Total	13,246
Less than 9th Grade	9.1%
9th - 12th Grade, No Diploma	15.8%
High School Graduate	24.3%
GED/Alternative Credential	4.6%
Some College, No Degree	21.3%
Associate Degree	8.5%
Bachelor's Degree	9.8%
Graduate/Professional Degree	6.6%

### 2015 Population 15+ by Marital Status

Total	15,579
Never Married	30.8%
Married	47.6%
Widowed	11.5%
Divorced	10.1%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	86.6%
Civilian Unemployed	13.4%

### 2015 Employed Population 16+ by Industry

Total	6,405
Agriculture/Mining	4.5%
Construction	9.0%
Manufacturing	16.7%
Wholesale Trade	2.2%
Retail Trade	11.1%
Transportation/Utilities	5.3%
Information	0.7%
Finance/Insurance/Real Estate	3.4%
Services	44.8%
Public Administration	2.3%

### 2015 Employed Population 16+ by Occupation

Total	6,405
White Collar	48.6%
Management/Business/Financial	8.3%
Professional	19.9%
Sales	10.9%
Administrative Support	9.5%
Services	15.7%
Blue Collar	35.7%
Farming/Forestry/Fishing	2.0%
Construction/Extraction	9.9%
Installation/Maintenance/Repair	3.6%
Production	8.2%
Transportation/Material Moving	11.9%

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## Attala County, M...

### 2010 Households by Type

Total	7,619
Households with 1 Person	28.1%
Households with 2+ People	71.9%
Family Households	69.4%
Husband-wife Families	45.7%
With Related Children	19.4%
Other Family (No Spouse Present)	23.7%
Other Family with Male Householder	4.8%
With Related Children	2.8%
Other Family with Female Householder	18.9%
With Related Children	12.6%
Nonfamily Households	2.4%

All Households with Children 35.1%

Multigenerational Households	5.8%
Unmarried Partner Households	4.2%
Male-female	3.8%
Same-sex	0.4%

### 2010 Households by Size

Total	7,619
1 Person Household	28.1%
2 Person Household	32.3%
3 Person Household	16.0%
4 Person Household	13.2%
5 Person Household	6.6%
6 Person Household	2.0%
7 + Person Household	1.7%

### 2010 Households by Tenure and Mortgage Status

Total	7,619
Owner Occupied	76.0%
Owned with a Mortgage/Loan	36.5%
Owned Free and Clear	39.4%
Renter Occupied	24.0%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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		Attala County, M...
<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Rooted Rural (10B)
	<b>2.</b>	Rural Bypasses (10E)
	<b>3.</b>	Midlife Constants (5E)
<b>2015 Consumer Spending</b>		
Apparel & Services: Total \$		\$11,844,533
Average Spent		\$1,526.36
Spending Potential Index		66
Computers & Accessories: Total \$		\$1,259,291
Average Spent		\$162.28
Spending Potential Index		64
Education: Total \$		\$5,988,320
Average Spent		\$771.69
Spending Potential Index		51
Entertainment/Recreation: Total \$		\$17,861,266
Average Spent		\$2,301.71
Spending Potential Index		70
Food at Home: Total \$		\$29,332,907
Average Spent		\$3,780.01
Spending Potential Index		72
Food Away from Home: Total \$		\$16,713,815
Average Spent		\$2,153.84
Spending Potential Index		66
Health Care: Total \$		\$27,989,434
Average Spent		\$3,606.89
Spending Potential Index		76
HH Furnishings & Equipment: Total \$		\$9,819,253
Average Spent		\$1,265.37
Spending Potential Index		69
Investments: Total \$		\$14,595,991
Average Spent		\$1,880.93
Spending Potential Index		68
Retail Goods: Total \$		\$145,215,600
Average Spent		\$18,713.35
Spending Potential Index		73
Shelter: Total \$		\$75,576,574
Average Spent		\$9,739.25
Spending Potential Index		59
TV/Video/Audio: Total \$		\$7,419,044
Average Spent		\$956.06
Spending Potential Index		73
Travel: Total \$		\$9,051,649
Average Spent		\$1,166.45
Spending Potential Index		60
Vehicle Maintenance & Repairs: Total \$		\$5,881,418
Average Spent		\$757.91
Spending Potential Index		68

**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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

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