

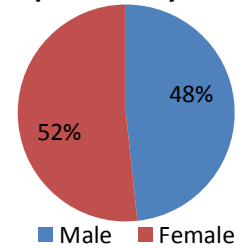


Population Summary

Madison, Madison County, Mississippi

Population by Race	Number	Percent	Median Age	Total Population	
Reporting One Race	16,069	99.23%	---	2000	13,246
White	13,913	85.92%	45.2	2010	16,193
Black	1,631	10.07%	29.7	Annual Rate (%) 2.03	
American Indian	22	0.14%	32.9		
Asian	467	2.88%	29.9		
Pacific Islander	5	0.03%	27.5		
Other Race	31	0.19%	25.5		
Reporting Two or More Races	125	0.77%	20.0		
Total Hispanic Population	199	1.23%	25.9		

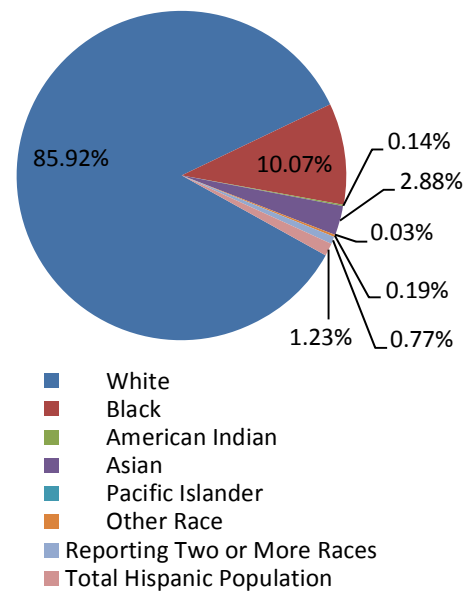
Population by Sex



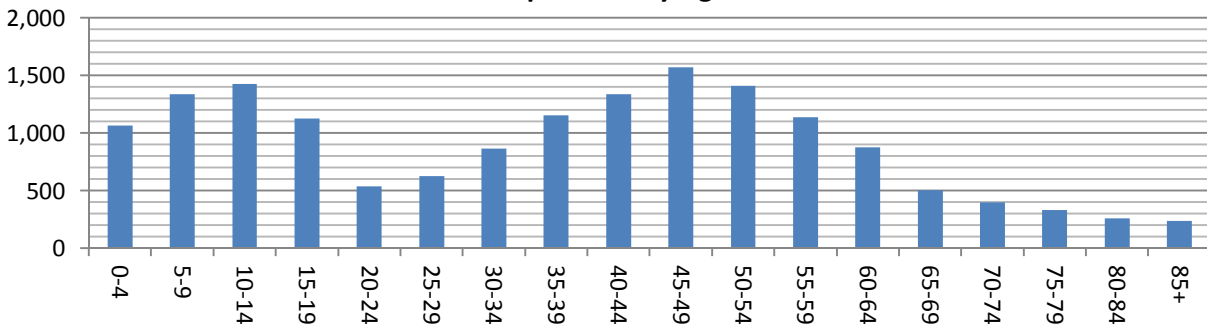
Population by Sex			
Male	7,825	48.3%	31.5
Female	8,368	51.7%	34.7

Population by Age		
0-4	1,067	6.59%
5-9	1,337	8.26%
10-14	1,424	8.79%
15-19	1,124	6.94%
20-24	536	3.31%
25-29	625	3.86%
30-34	863	5.33%
35-39	1,155	7.13%
40-44	1,338	8.26%
45-49	1,569	9.69%
50-54	1,409	8.70%
55-59	1,137	7.02%
60-64	878	5.42%
65-69	503	3.11%
70-74	399	2.46%
75-79	333	2.06%
80-84	260	1.61%
85+	236	1.46%
18+	11,564	71.41%
65+	1,731	10.69%

Population by Race



Population by Age



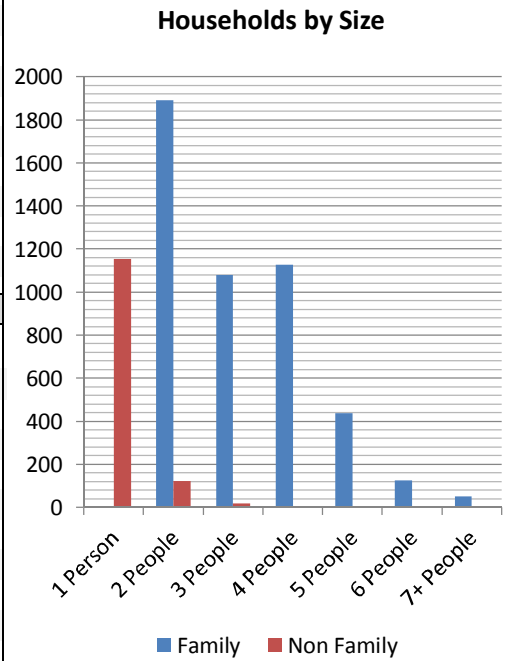
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Household Summary

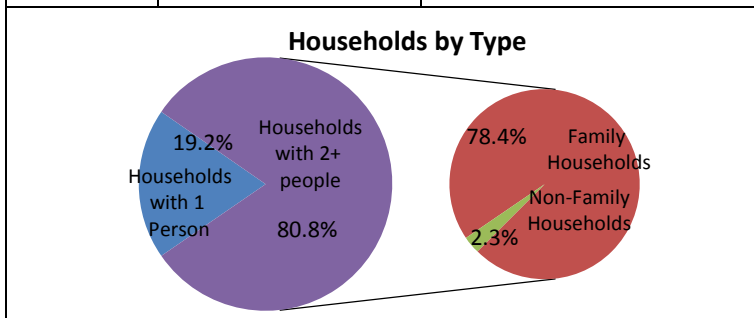
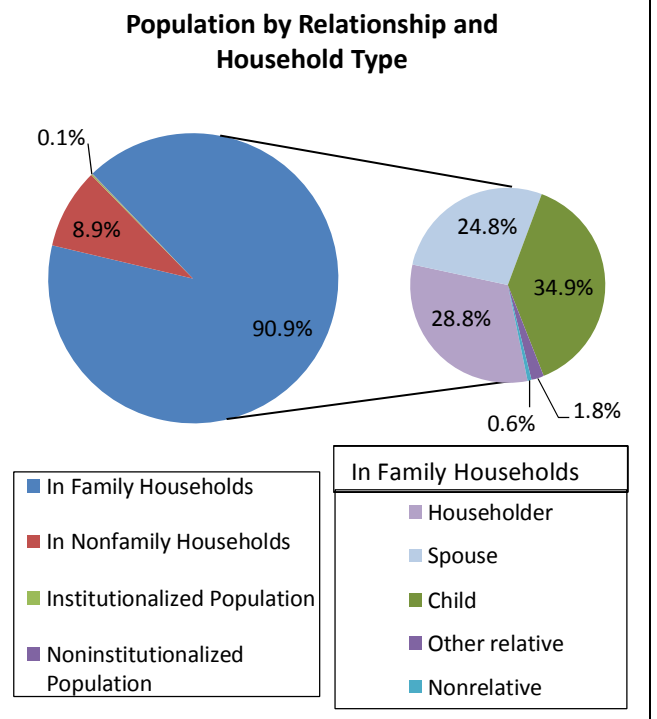
Madison, Madison County, Mississippi

Households by Type	Number	Percent	Total Households	
Households with 1 Person	1,155	19.2%	2000	4,691
Households with 2+ People	4,850	80.8%	2010	6,005
Family Households	4,709	78.4%	Annual Rate (%)	2.50%
Husband-wife Families	4,045	67.4%	Average Size	2.69
With Own Children	2,036	33.9%		
Other Family (No Spouse Present)	664	11.1%		
With Own Children	361	6.0%		
Nonfamily Households	141	2.3%		
All Households with Children	2,516	41.9%		
Multigenerational Households	162	2.7%		
Unmarried Partner Households	124	2.1%		
Male-female	94	1.6%		
Same-sex	30	0.5%		



Population by Relationship and Household Type		
Total	16,193	100.0%
In Households	16,169	99.9%
In Family Households	14,719	90.9%
Householder	4,671	28.8%
Spouse	4,011	24.8%
Child	5,650	34.9%
Other relative	293	1.8%
Nonrelative	95	0.6%
In Nonfamily Households	1,449	8.9%
In Group Quarters	24	0.1%
Institutionalized Population	21	0.1%
Noninstitutionalized	3	0.0%

Households by Size	Family		Non Family	
	Number	Percent	Number	Percent
Total	4,709	100.0%	1,296	100.0%
1 Person	---		1,155	89.1%
2 People	1,892	40.2%	121	9.3%
3 People	1,079	22.9%	18	1.4%
4 People	1,126	23.9%	2	0.2%
5 People	437	9.3%	0	0.0%
6 People	124	2.6%	0	0.0%
7+ People	51	1.1%	0	0.0%
Average Size	3.11		1.12	



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. Average family size excludes nonrelatives.

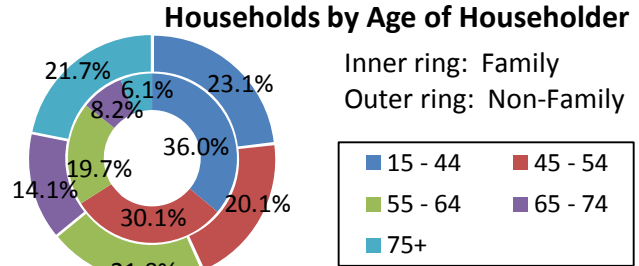
Source: U.S. Census Bureau, Census 2010 Summary File 1.



Householder Summary

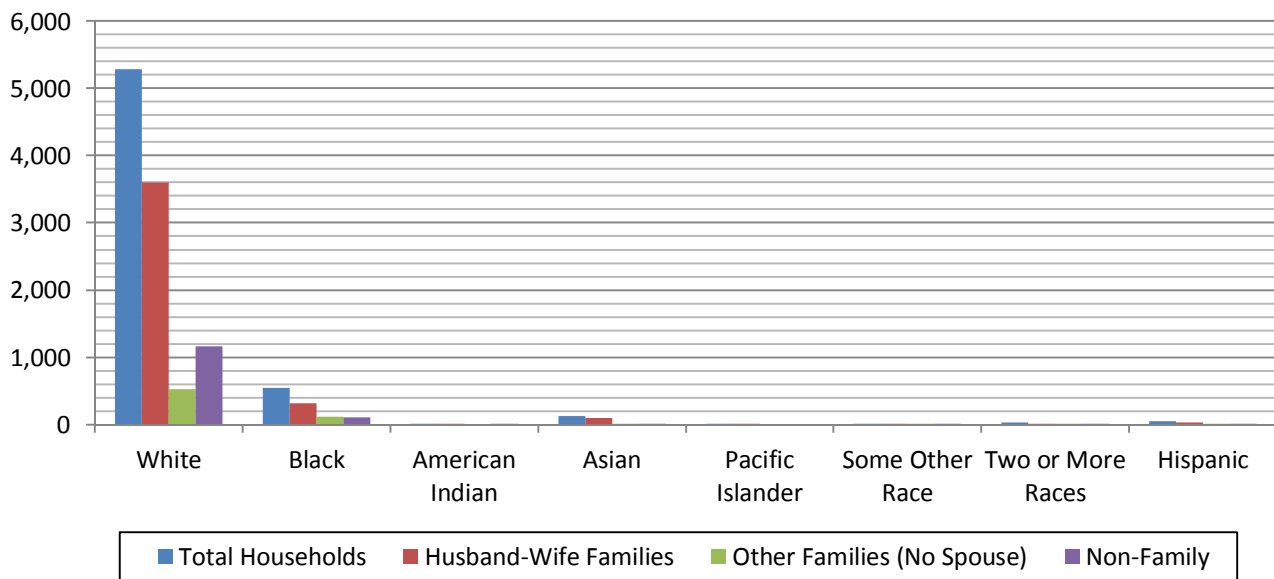
Madison, Madison County, Mississippi

Households by Age of Householder				
	Family		Non-Family	
	Number	Percent	Number	Percent
Total	4,708	100.0%	1,298	100.0%
15 - 44	1,693	36.0%	300	23.1%
45 - 54	1,416	30.1%	261	20.1%
55 - 64	926	19.7%	272	21.0%
65 - 74	387	8.2%	183	14.1%
75+	286	6.1%	282	21.7%



Summary by Race of Householder	Total Households		Husband-Wife Families		Other Families (No Spouse)		Non-Family	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Householder is: Total	6,005	100.0%	4,046	100.0%	663	100.0%	1,298	100.0%
White	5,284	88.0%	3,596	88.9%	525	79.2%	1,163	89.6%
Black	546	9.1%	318	7.9%	121	18.3%	107	8.2%
American Indian	7	0.1%	6	0.1%	0	0.0%	1	0.1%
Asian	129	2.1%	102	2.5%	10	1.5%	17	1.3%
Pacific Islander	1	0.0%	1	0.0%	0	0.0%	0	0.0%
Some Other Race	10	0.2%	6	0.1%	2	0.3%	3	0.2%
Two or More Races	28	0.5%	17	0.4%	5	0.8%	7	0.5%
Hispanic	50	0.8%	35	0.9%	8	1.2%	7	0.5%

Race of Householder



Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.

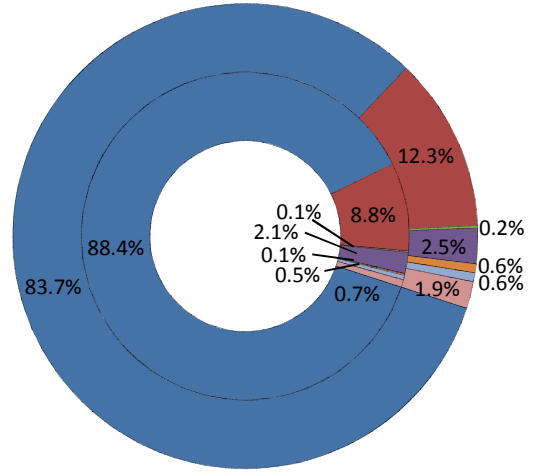


Housing Unit Summary

Madison, Madison County, Mississippi

Total Housing Units					
2000		4,817			
2010		6,262			
Annual Rate (%)		2.66			
Total Housing Units by Occupancy		Number	Percent		
Occupied Housing Units		6,005	95.9%		
Vacant Housing Units					
For Rent		20	0.32%		
Rented, not Occupied		4	0.06%		
For Sale Only		119	1.90%		
Sold, not Occupied		13	0.21%		
For Seasonal/Recreational/Occasional Use		21	0.34%		
For Migrant Workers		0	0.00%		
Other Vacant		77	1.23%		
Total Vacancy Rate (%)			4.1%		
Households by Tenure and Mortgage Status		Number	Percent	Average Household Size	
Total		6,005	100.0%		
Owner Occupied		5,526	92.0%	2.72	
Owned with a Mortgage/Loan		4,445	74.0%		
Owned Free and Clear		1,081	18.0%		
Renter Occupied		479	8.0%	2.40	
Housing Units by Race of Householder		Owner Occupied		Renter Occupied	
	Number	Percent	Number	Percent	
Total	5,526	100.0%	479	100.0%	Average Household Size
White	4,883	88.4%	401	83.7%	2.64
Black	487	8.8%	59	12.3%	2.96
American Indian	6	0.1%	1	0.2%	3.29
Asian	117	2.1%	12	2.5%	3.48
Pacific Islander	1	0.0%	0	0.0%	3.00
Some Other Race	7	0.1%	3	0.6%	3.30
Two or More Races	25	0.5%	3	0.6%	3.18
Hispanic	40	0.7%	9	1.9%	3.36

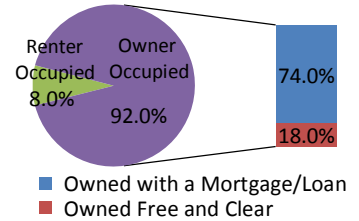
Housing Units by Race of Householder



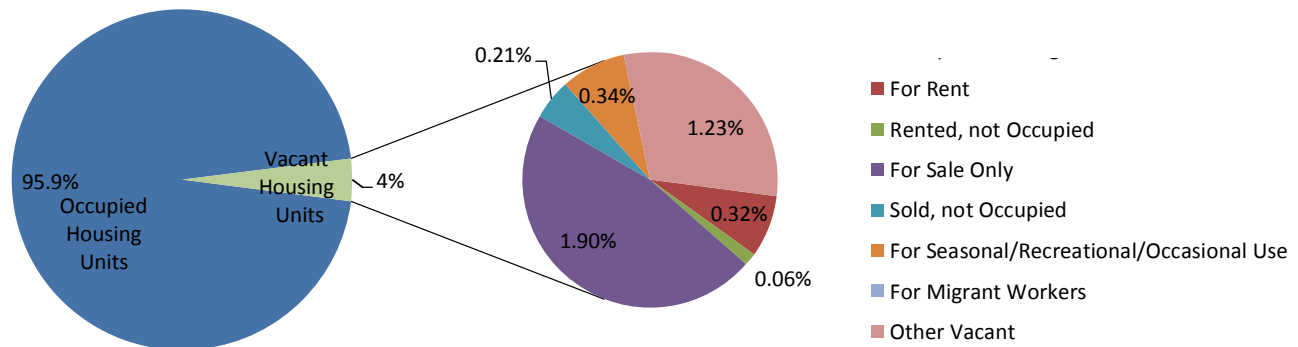
Inner ring: Owner Occupied
Outer ring: Renter Occupied

- White
- Black
- American Indian
- Asian
- Pacific Islander
- Some Other Race
- Two or More Races
- Hispanic

Households by Tenure and Mortgage Status



Total Housing Units by Occupancy



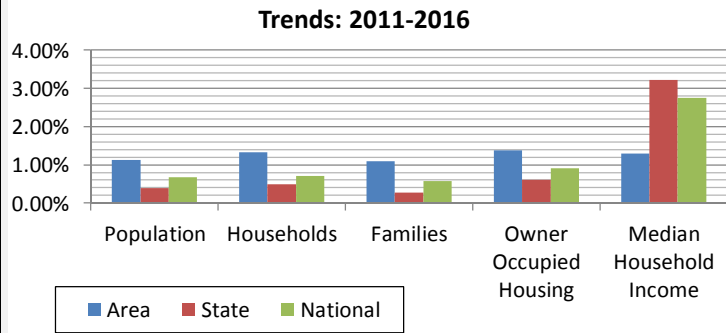
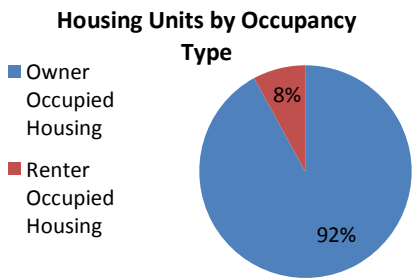
Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



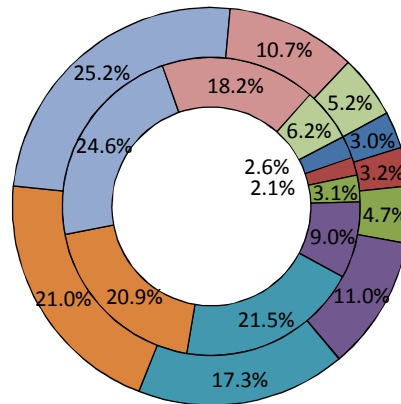
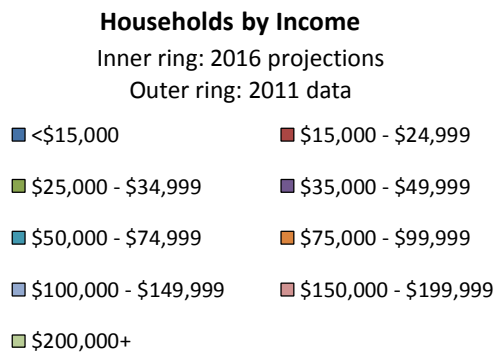
Demographic and Income Projections

Madison, Madison County, Mississippi

Summary	2010	2011	2016	Trends 2011-2016 Rate		
				Area	State	National
Population	16,193	16,384	17,329	1.13%	0.39%	0.67%
Households	6,005	6,085	6,499	1.33%	0.49%	0.71%
Families	4,709	4,775	5,041	1.09%	0.27%	0.57%
Average Household	2.69	2.69	2.66	-	-	-
Owner Occupied Housing	5,526	5,579	5,972	1.37%	0.60%	0.91%
Renter Occupied Housing	479	505	528	-	-	-
Median Age	39.9	40.0	40.1	-	-	-
Median Household Income	-	\$86,461	\$92,206	1.30%	3.22%	2.75%



Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	181	3.0%	159	2.6%
\$15,000 - \$24,999	192	3.2%	126	2.1%
\$25,000 - \$34,999	283	4.7%	189	3.1%
\$35,000 - \$49,999	662	11.0%	540	9.0%
\$50,000 - \$74,999	1,037	17.3%	1,290	21.5%
\$75,000 - \$99,999	1,259	21.0%	1,257	20.9%
\$100,000 - \$149,999	1,515	25.2%	1,475	24.6%
\$150,000 - \$199,999	644	10.7%	1,092	18.2%
\$200,000+	311	5.2%	373	6.2%
Median Household Income	\$86,461		\$92,206	
Average Household Income	\$99,306		\$111,549	
Per Capita Income	\$36,689		\$41,641	



Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

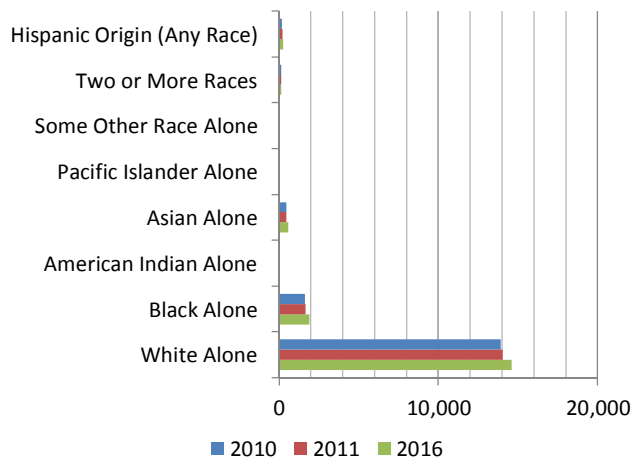


Population Summary and Projections Madison, Madison County, Mississippi

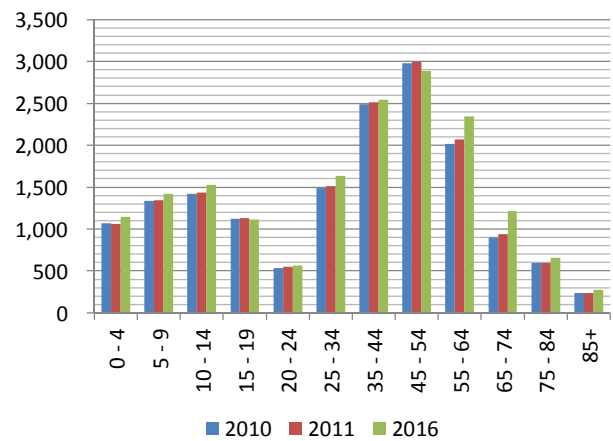
Population	2010		2011		2016	
	16,193		16,384		17,329	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,067	6.6%	1,064	6.5%	1,143	6.6%
5 - 9	1,337	8.3%	1,347	8.2%	1,419	8.2%
10 - 14	1,424	8.8%	1,437	8.8%	1,529	8.8%
15 - 19	1,124	6.9%	1,130	6.9%	1,116	6.4%
20 - 24	536	3.3%	548	3.3%	562	3.2%
25 - 34	1,488	9.2%	1,512	9.2%	1,634	9.4%
35 - 44	2,493	15.4%	2,509	15.3%	2,546	14.7%
45 - 54	2,978	18.4%	2,990	18.2%	2,889	16.7%
55 - 64	2,015	12.4%	2,070	12.6%	2,346	13.5%
65 - 74	902	5.6%	938	5.7%	1,217	7.0%
75 - 84	593	3.7%	599	3.7%	657	3.8%
85+	236	1.5%	239	1.5%	272	1.6%

Race and Ethnicity						
White Alone	13,913	85.9%	14,049	85.7%	14,611	84.3%
Black Alone	1,631	10.1%	1,675	10.2%	1,901	11.0%
American Indian Alone	22	0.1%	22	0.1%	25	0.1%
Asian Alone	467	2.9%	476	2.9%	588	3.4%
Pacific Islander Alone	5	0.0%	5	0.0%	5	0.0%
Some Other Race Alone	31	0.2%	33	0.2%	43	0.2%
Two or More Races	125	0.8%	125	0.8%	155	0.9%
Hispanic Origin (Any Race)	199	1.2%	209	1.3%	269	1.6%


Race and Ethnicity



Population by Age



Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

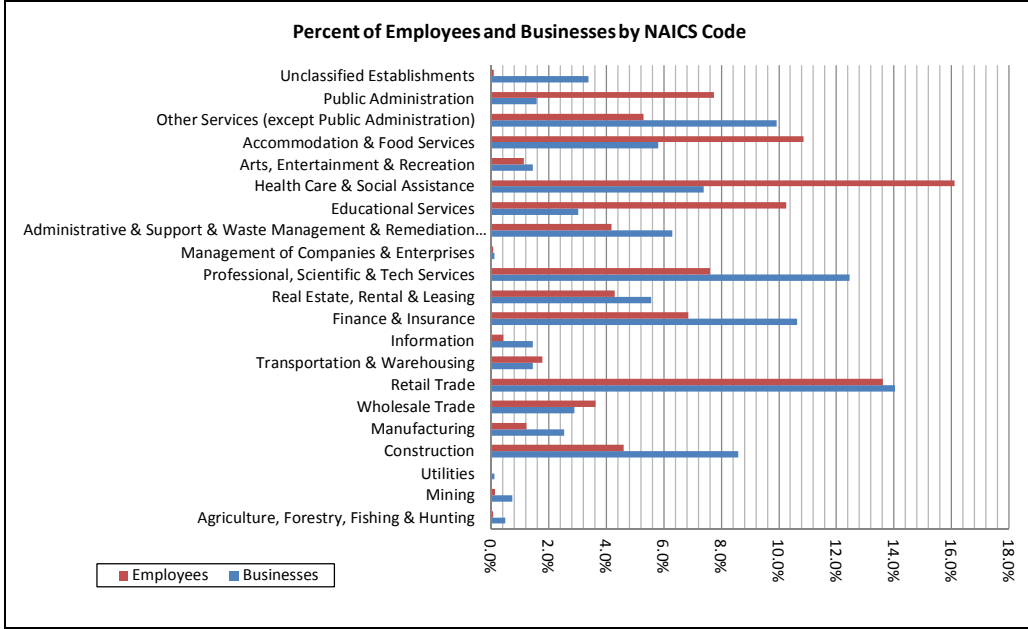


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Business Summary by NAICS Codes

Madison, Madison County, Mississippi

Total Businesses	827			
Total Employees	6,983			
Total Residential Population	18,437			
Employee/Residential Population Ratio	0.38			
NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	4	0.5%	5	0.1%
Mining	6	0.7%	9	0.1%
Utilities	1	0.1%	0	0.0%
Construction	71	8.6%	322	4.6%
Manufacturing	21	2.5%	86	1.2%
Wholesale Trade	24	2.9%	254	3.6%
Retail Trade	116	14.0%	950	13.6%
Motor Vehicle & Parts Dealers	7	0.8%	76	1.1%
Furniture & Home Furnishings Stores	10	1.2%	63	0.9%
Electronics & Appliance Stores	7	0.8%	17	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	13	1.6%	162	2.3%
Food & Beverage Stores	13	1.6%	210	3.0%
Health & Personal Care Stores	14	1.7%	80	1.1%
Gasoline Stations	4	0.5%	32	0.5%
Clothing & Clothing Accessories Stores	16	1.9%	213	3.1%
Sport Goods, Hobby, Book, & Music Stores	8	1.0%	23	0.3%
General Merchandise Stores	4	0.5%	12	0.2%
Miscellaneous Store Retailers	16	1.9%	51	0.7%
Nonstore Retailers	4	0.5%	11	0.2%
Transportation & Warehousing	12	1.5%	124	1.8%
Information	12	1.5%	29	0.4%
Finance & Insurance	88	10.6%	479	6.9%
Central Bank/Credit Intermediation & Related Activities	32	3.9%	247	3.5%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	18	2.2%	70	1.0%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	38	4.6%	162	2.3%
Real Estate, Rental & Leasing	46	5.6%	300	4.3%
Professional, Scientific & Tech Services	103	12.5%	532	7.6%
Legal Services	25	3.0%	123	1.8%
Management of Companies & Enterprises	1	0.1%	5	0.1%
Administrative & Support & Waste Management & Remediation Services	52	6.3%	292	4.2%
Educational Services	25	3.0%	716	10.3%
Health Care & Social Assistance	61	7.4%	1,124	16.1%
Arts, Entertainment & Recreation	12	1.5%	80	1.1%
Accommodation & Food Services	48	5.8%	758	10.9%
Accommodation	1	0.1%	0	0.0%
Food Services & Drinking Places	47	5.7%	758	10.9%
Other Services (except Public Administration)	82	9.9%	370	5.3%
Automotive Repair & Maintenance	3	0.4%	6	0.1%
Public Administration	13	1.6%	541	7.7%
Unclassified Establishments	28	3.4%	6	0.1%
Total	827	100.0%	6,983	100.0%



Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

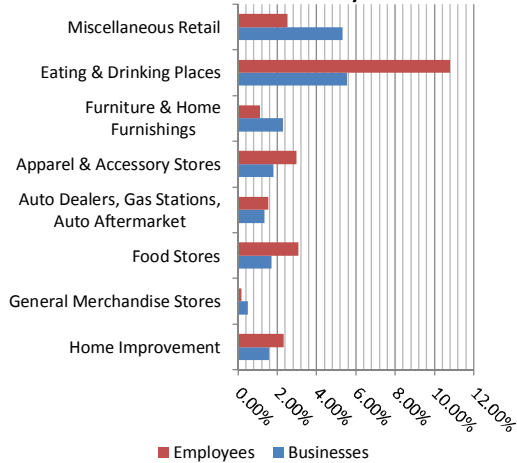


Business Summary by SIC Codes

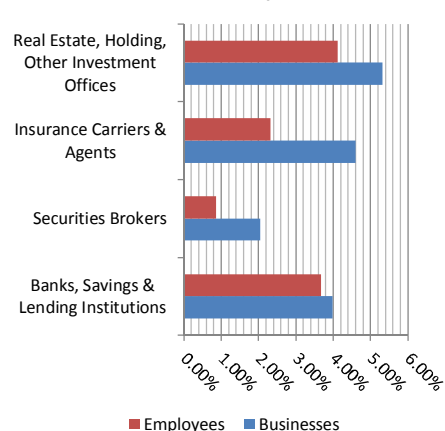
Madison, Madison County, Mississippi

Total Businesses	827			
Total Employees	6,983			
Total Residential Population	18,437			
Employee/Residential Population Ratio	0.38			
SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	35	4.23%	77	1.10%
Construction	69	8.34%	321	4.60%
Manufacturing	19	2.30%	82	1.17%
Transportation	15	1.81%	130	1.86%
Communication	4	0.48%	10	0.14%
Utility	2	0.24%	0	0.00%
Wholesale Trade	24	2.90%	254	3.64%
Retail Trade Summary	165	19.95%	1,713	24.53%
Home Improvement	13	1.57%	162	2.32%
General Merchandise Stores	4	0.48%	12	0.17%
Food Stores	14	1.69%	214	3.06%
Auto Dealers, Gas Stations, Auto Aftermarket	11	1.33%	108	1.55%
Apparel & Accessory Stores	15	1.81%	208	2.98%
Furniture & Home Furnishings	19	2.30%	78	1.12%
Eating & Drinking Places	46	5.56%	755	10.81%
Miscellaneous Retail	44	5.32%	176	2.52%
Finance, Insurance, Real Estate Summary	132	15.96%	767	10.98%
Banks, Savings & Lending Institutions	33	3.99%	257	3.68%
Securities Brokers	17	2.06%	60	0.86%
Insurance Carriers & Agents	38	4.59%	162	2.32%
Real Estate, Holding, Other Investment Offices	44	5.32%	288	4.12%
Services Summary	321	38.81%	3,081	44.12%
Hotels & Lodging	1	0.12%	0	0.00%
Automotive Services	4	0.48%	11	0.16%
Motion Pictures & Amusements	23	2.78%	101	1.45%
Health Services	45	5.44%	485	6.95%
Legal Services	24	2.90%	121	1.73%
Education Institutions & Libraries	17	2.06%	712	10.20%
Other Services	207	25.03%	1,651	23.64%
Government	13	1.57%	541	7.75%
Other	28	3.39%	6	0.09%
Total	827		6,983	

Retail Trade Summary



Finance, Insurance, Real Estate Summary



Services Summary

