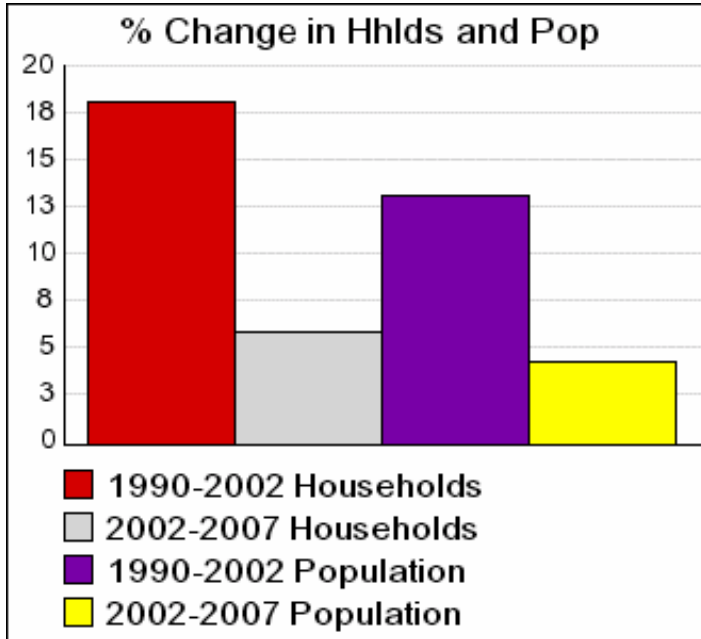


Executive Summary with Charts Report

Date: February 26, 2003

Geography: Tupelo Primary Trade Area

Population and Households



The number of households in your selected geography in 1990 was **103,801** and changed to **122,625** in 2002. The change in the number of households from 1990 to 2002 was **18%**. The household projection for 2007 is **130,022**, which represents a change of **6%** from 2002. The population in your selected geography in 1990 was **276,794** and changed to **313,231** in 2002. The change in population from 1990 to 2002 was **13%**. The population projection for 2007 is **327,027**, which represents a change of about **4%** from 2002.

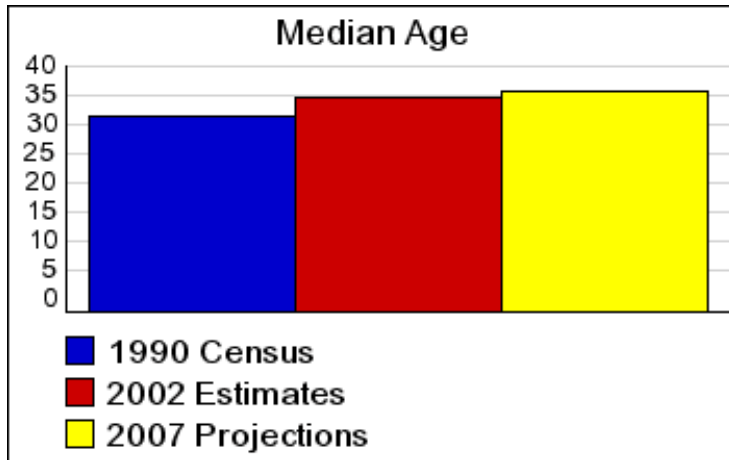
	1990	2002	2007	Percent Change	
	Census	Estimate	Projection	1990 to 2002	2002 to 2007
Total Population	276,794	313,231	327,027	13.2%	4.4%
Total Households	103,801	122,625	130,022	18.1%	6.0%

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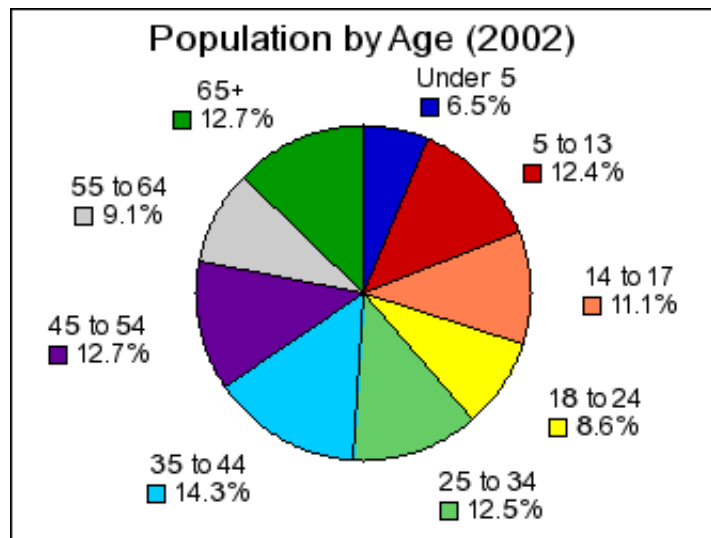
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Population by Age:



The median age of the population in your area is 35, compare this to the US median which is 35 years old.

In 2002, the number of people younger than 35 years old in this geography is 169,496, or 48% of the population. There are 162,067 people 35 years old or older, representing 52% of the population in this geography.



	1990		2002		2007		Percent Change	
	Census		Estimate		Projection		1990 to 2002	2002 to 2007
0 to 4	19,782	7.1%	21,414	6.8%	21,804	6.7%	8.2%	1.8%
5 to 13	37,856	13.7%	41,260	13.2%	41,570	12.7%	9.0%	0.8%
14 to 17	17,029	6.2%	18,392	5.9%	18,992	5.8%	8.0%	3.3%
18 to 24	28,554	10.3%	28,597	9.1%	29,293	9.0%	0.2%	2.4%
25 to 34	41,943	15.2%	41,501	13.2%	40,195	12.3%	-1.1%	-3.1%
35 to 44	38,332	13.8%	47,474	15.2%	51,360	15.7%	23.8%	8.2%
45 to 54	29,235	10.6%	42,080	13.4%	48,219	14.7%	43.9%	14.6%
55 to 64	24,843	9.0%	30,316	9.7%	32,014	9.8%	22.0%	5.6%
65 to 74	21,513	7.8%	21,990	7.0%	22,251	6.8%	2.2%	1.2%
75 to 84	13,755	5.0%	14,466	4.6%	14,878	4.5%	5.2%	2.8%

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85+	3,964	1.4%	5,741	1.8%	6,451	2.0%	44.8%	12.4%
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Median Age:

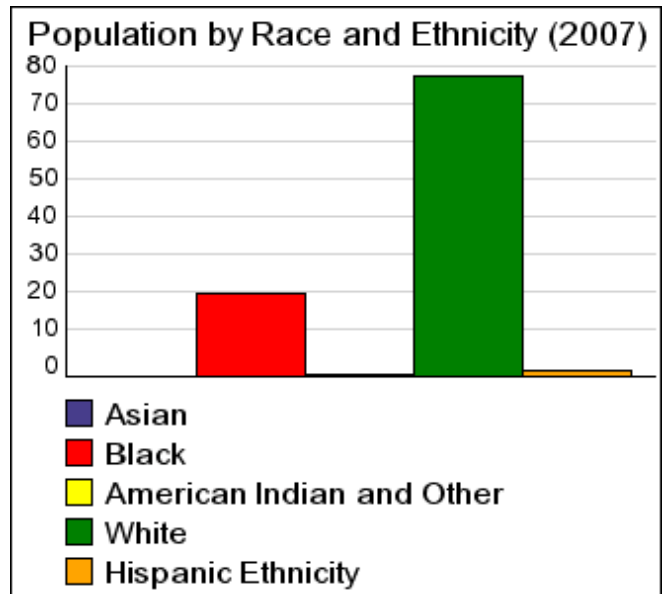
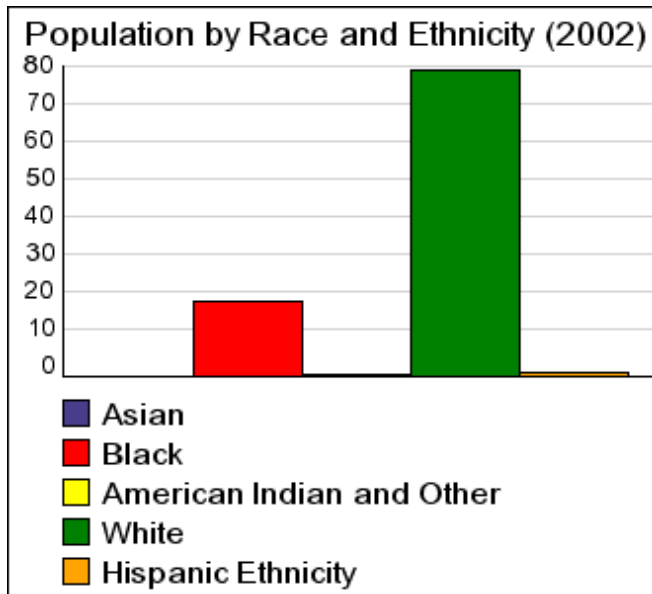
Total Population	32.0		35.0		36.0		8.7%	3.0%
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Population by Race/Ethnicity:



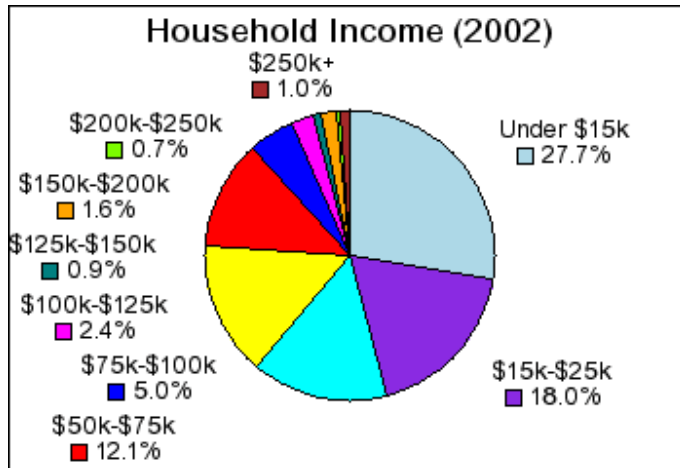
	1990		2002		2007		Percent Change	
	Census		Estimate		Projection		1990 to 2002	2002 to 2007
White	225,854	81.6%	248,062	79.2%	253,601	77.5%	9.8%	2.2%
Black	50,091	18.1%	62,157	19.8%	70,095	21.4%	24.1%	12.8%
American Indian/Eskimo	262	0.1%	474	0.2%	512	0.2%	80.9%	8.0%
Asian/Pacific Islander	382	0.1%	838	0.3%	1,010	0.3%	119.4%	20.5%
Other	205	0.1%	1,700	0.5%	1,809	0.6%	729.3%	6.4%
Hispanic Ethnicity	1,239	0.4%	4,568	1.5%	5,728	1.8%	268.7%	25.4%

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Households by Income:



In 2002, 76% of the household population, or 93,525 households, had incomes less than \$50,000 annually. Likewise in 2002, 24% of the population, or 29,100 households, had incomes in excess of \$50,000 annually. The median income for this geography in 2002 is \$ 28,130. This compares to the median income for the US, which is \$ 45,006.

	1990		2002		2007		Percent Change	
	Census		Estimate		Projection		1990 to 2002	2002 to 2007
\$ 0-\$15,000	39,396	38.0%	33,926	28.0%	30,584	23.5%	-13.9%	-9.8%
\$ 15,000-\$24,999	21,733	20.9%	22,078	18.0%	21,525	16.6%	1.6%	-2.5%
\$ 25,000-\$34,999	17,668	17.0%	18,695	15.0%	18,949	14.6%	5.8%	1.4%
\$ 35,000-\$49,999	14,989	14.4%	18,826	15.0%	20,073	15.4%	25.6%	6.6%
\$ 50,000-\$74,999	7,217	7.0%	14,858	12.0%	18,359	14.1%	105.9%	23.6%
\$ 75,000-\$99,999	1,508	1.5%	6,119	5.0%	8,626	6.6%	305.8%	41.0%
\$100,000-\$124,999	459	0.4%	2,979	2.0%	4,461	3.4%	549.0%	49.8%
\$125,000-\$149,999	200	0.2%	1,132	1.0%	1,555	1.2%	466.0%	0.0%
\$150,000-\$200,000	370	0.4%	1,939	2.0%	2,725	2.1%	424.1%	40.5%
\$200,000-\$250,000	143	0.1%	847	1.0%	1,257	1.0%	492.3%	48.4%
\$250,000 +	148	0.1%	1,200	1.0%	1,884	1.5%	710.8%	57.0%
Average Hhld Income	\$25,718		\$39,079		\$42,997		51.9%	10.0%
Median Hhld Income	\$20,638		\$28,130		\$33,078		36.3%	17.6%
Per Capita Income	\$9,651		\$15,373		\$17,178		59.3%	11.7%

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