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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA OPPORTUNITY ANALYSIS

## Choctaw, Mississippi

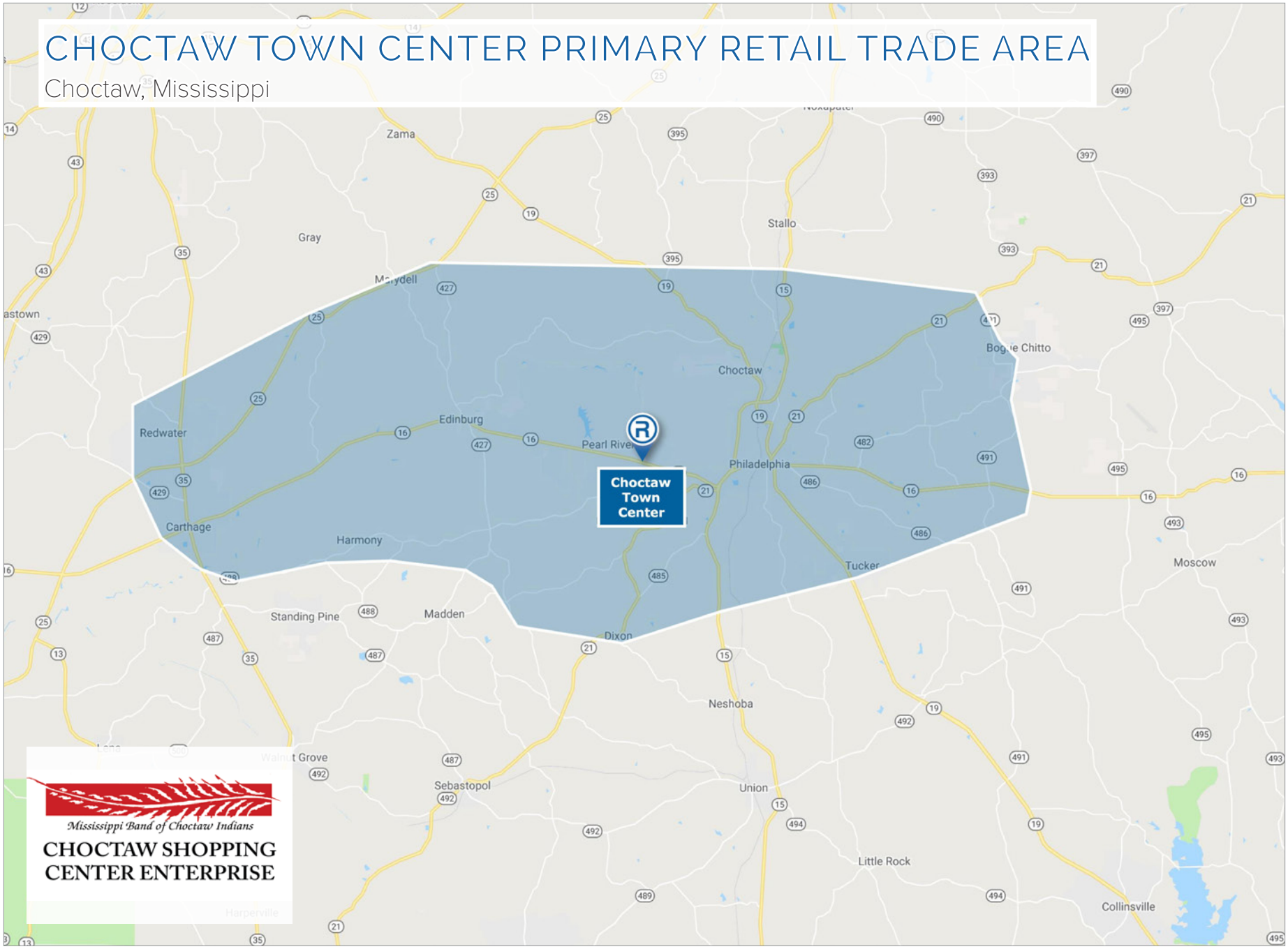
Mississippi Band of Choctaw Indians

CHOCTAW SHOPPING CENTER ENTERPRISE

Prepared for
Choctaw Shopping Center Enterprise
July 2019

# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA

Choctaw, Mississippi




**CONTACT** **DIANE MAXWELL, J.D., GENERAL MANAGER**

Choctaw Shopping Center Enterprise | P.O. Box 6001 | Choctaw, Mississippi 39350 | 601.656.2193 | 601.562.8512
Diane.Maxwell@Choctaw.org | www.Choctaw.org

# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

## Choctaw, Mississippi

| SECTOR | DESCRIPTION | POTENTIAL SALES |
|---|---|---|
| **44, 45, 722** | **Total retail trade including food and drinking places** | **$257,761,266** |
| | | |
| 441 | Motor vehicle and parts dealers | $57,574,986 |
| 4411 | Automobile dealers | $47,035,165 |
| 4412 | Other motor vehicle dealers | $4,231,786 |
| 4413 | Automotive parts, accessories, and tire stores | $1,265,110 |
| | | |
| 442 | Furniture and home furnishings stores | $1,974,008 |
| 4421 | Furniture stores | $1,145,035 |
| 4422 | Home furnishings stores | $828,973 |
| | | |
| 443 | Electronics and appliance stores | $5,506,553 |
| 443141 | Household appliance stores | $941,604 |
| 443142 | Electronics stores | $4,564,949 |
| | | |
| 444 | Building material and garden equipment and supplies dealers | $11,946,315 |
| 4441 | Building material and supplies dealers | $10,153,489 |
| 44411 | Home centers | $5,875,234 |
| 44412 | Paint and wallpaper stores | $249,668 |
| 44413 | Hardware stores | $884,355 |
| 44419 | Other building material dealers | $3,144,233 |
| 4442 | Lawn and garden equipment and supplies stores | $1,792,825 |
| 44421 | Outdoor power equipment stores | $241,632 |
| 44422 | Nursery, garden center, and farm supply stores | $1,551,193 |
| | | |
| 445 | Food and beverage stores | $39,663,924 |
| 4451 | Grocery stores | $36,807,410 |
| 44511 | Supermarkets and other grocery (except convenience) stores | $35,038,933 |
| 44512 | Convenience stores | $1,768,478 |
| 4452 | Specialty food stores | $1,434,669 |
| 4453 | Beer, wine, and liquor stores | $1,421,845 |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

## Choctaw, Mississippi

| SECTOR | DESCRIPTION | POTENTIAL SALES |
|---|---|---|
| 446 | Health and personal care stores | $7,197,839 |
| 44611 | Pharmacies and drug stores | $6,099,422 |
| 44612 | Cosmetics, beauty supplies, and perfume stores | $371,058 |
| 44613 | Optical goods stores | $261,071 |
| 44619 | Other health and personal care stores | $466,288 |
| | | |
| 447 | Gasoline stations | $29,940,692 |
| | | |
| 448 | Clothing and clothing accessories stores | $8,016,242 |
| 4481 | Clothing stores | $5,867,696 |
| 44811 | Men's clothing stores | $301,964 |
| 44812 | Women's clothing stores | $973,599 |
| 44813 | Children's and infants' clothing stores | $570,045 |
| 44814 | Family clothing stores | $3,437,426 |
| 44815 | Clothing accessories stores | $225,704 |
| 44819 | Other clothing stores | $358,958 |
| 4482 | Shoe stores | $1,754,061 |
| 4483 | Jewelry, luggage, and leather goods stores | $394,486 |
| 44831 | Jewelry stores | $280,956 |
| 44832 | Luggage and leather goods stores | $113,530 |
| | | |
| 451 | Sporting goods, hobby, musical instrument, and book stores | $3,420,436 |
| 4511 | Sporting goods, hobby, and musical instrument stores | $2,871,821 |
| 45111 | Sporting goods stores | $1,551,574 |
| 45112 | Hobby, toy, and game stores | $594,503 |
| 45113 | Sewing, needlework, and piece goods stores | $231,302 |
| 45114 | Musical instrument and supplies stores | $494,442 |
| 4512 | Book stores and news dealers | $548,615 |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • OPPORTUNITY ANALYSIS

## Choctaw, Mississippi

| SECTOR | DESCRIPTION | POTENTIAL SALES |
|---|---|---|
| 452 | General merchandise stores | $33,467,497 |
| 4522 | Department stores | $5,558,035 |
| 4523 | Other general merchandise stores | $27,909,463 |
| | | |
| 453 | Miscellaneous store retailers | $190,310 |
| 4531 | Florists | $274,733 |
| 4532 | Office supplies, stationery, and gift stores | $746,347 |
| 45321 | Office supplies and stationery stores | $471,613 |
| 45322 | Gift, novelty, and souvenir stores | $832,797 |
| 4533 | Used merchandise stores | $2,004,658 |
| 4539 | Other miscellaneous store retailers | $137,837 |
| 45391 | Pet and pet supplies stores | $152,077 |
| 45399 | All other miscellaneous store retailers | $714,596 |
| | | |
| 454 | Non-store retailers | $23,132,932 |
| | | |
| 722 | Food services and drinking places | $30,146,600 |
| 7223 | Special food services | $2,744,131 |
| 7224 | Drinking places (alcoholic beverages) | $583,657 |
| 7225 | Restaurants and other eating places | $26,818,811 |
| 722511 | Full-service restaurants | $12,765,730 |
| 722513 | Limited-service restaurants | $11,597,112 |
| 722514 | Cafeterias, grill buffets, and buffets | $432,420 |
| 722515 | Snack and nonalcoholic beverage bars | $2,023,550 |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **Population** | | |
| 2019 Estimate | 31,067 | |
| | | |
| **Daytime Population** | 38,872 | |
| Workers | 20,771 | |
| Residents | 18,101 | |
| | | |
| **2019 Est. Population by Single-Classification Race** | 31,067 | |
| White Alone | 15,985 | 51.45% |
| Black or African American Alone | 8,392 | 27.01% |
| Amer. Indian and Alaska Native Alone | 5,235 | 16.85% |
| Asian Alone | 149 | 0.48% |
| Native Hawaiian and Other Pacific Island Alone | 9 | 0.03% |
| Some Other Race Alone | 624 | 2.01% |
| Two or More Races | 672 | 2.16% |
| | | |
| **2019 Est. Population by Hispanic or Latino Origin** | 31,067 | |
| Not Hispanic or Latino | 29,803 | 95.93% |
| Hispanic or Latino | 1,264 | 4.07% |
| Mexican | 707 | 55.93% |
| Puerto Rican | 37 | 2.93% |
| Cuban | 13 | 1.03% |
| All Other Hispanic or Latino | 506 | 40.03% |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Hisp. or Latino Pop by Single-Class. Race** | 1,264 | |
| White Alone | 340 | 26.90% |
| Black or African American Alone | 60 | 4.75% |
| American Indian and Alaska Native Alone | 168 | 13.29% |
| Asian Alone | 0 | 0.00% |
| Native Hawaiian and Other Pacific Islander Alone | 5 | 0.40% |
| Some Other Race Alone | 616 | 48.73% |
| Two or More Races | 74 | 5.85% |
| | | |
| **2019 Est. Pop by Race, Asian Alone, by Category** | 149 | |
| Chinese, except Taiwanese | 47 | 31.54% |
| Filipino | 0 | 0.00% |
| Japanese | 9 | 6.04% |
| Asian Indian | 40 | 26.85% |
| Korean | 0 | 0.00% |
| Vietnamese | 44 | 29.53% |
| Cambodian | 9 | 6.04% |
| Hmong | 0 | 0.00% |
| Laotian | 0 | 0.00% |
| Thai | 0 | 0.00% |
| All Other Asian Races Including 2+ Category | 0 | 0.00% |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Population by Ancestry** | 31,067 | |
| Arab | 42 | 0.14% |
| Czech | 0 | 0.00% |
| Danish | 0 | 0.00% |
| Dutch | 64 | 0.21% |
| English | 1,107 | 3.56% |
| French (except Basque) | 201 | 0.65% |
| French Canadian | 37 | 0.12% |
| German | 912 | 2.94% |
| Greek | 10 | 0.03% |
| Hungarian | 0 | 0.00% |
| Irish | 2,673 | 8.60% |
| Italian | 176 | 0.57% |
| Lithuanian | 7 | 0.02% |
| United States or American | 2,668 | 8.59% |
| Norwegian | 3 | 0.01% |
| Polish | 6 | 0.02% |
| Portuguese | 9 | 0.03% |
| Russian | 2 | 0.01% |
| Scottish | 344 | 1.11% |
| Scotch-Irish | 265 | 0.85% |
| Slovak | 14 | 0.05% |
| Subsaharan African | 380 | 1.22% |
| Swedish | 4 | 0.01% |
| Swiss | 15 | 0.05% |
| Ukrainian | 0 | 0.00% |
| Welsh | 22 | 0.07% |
| West Indian (except Hisp. groups) | 0 | 0.00% |
| Other ancestries | 16,211 | 52.18% |
| Ancestry Unclassified | 5,892 | 18.97% |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Pop Age 5+ by Language Spoken At Home** | | |
| Speak Only English at Home | 25,559 | 88.83% |
| Speak Asian/Pacific Island Language at Home | 103 | 0.36% |
| Speak IndoEuropean Language at Home | 74 | 0.26% |
| Speak Spanish at Home | 904 | 3.14% |
| Speak Other Language at Home | 2,132 | 7.41% |
| | | |
| **2019 Est. Population by Age** | 31,067 | |
| Age 0 - 4 | 2,294 | 7.38% |
| Age 5 - 9 | 2,363 | 7.61% |
| Age 10 - 14 | 2,494 | 8.03% |
| Age 15 - 17 | 1,403 | 4.52% |
| Age 18 - 20 | 1,235 | 3.98% |
| Age 21 - 24 | 1,598 | 5.14% |
| Age 25 - 34 | 3,856 | 12.41% |
| Age 35 - 44 | 3,829 | 12.33% |
| Age 45 - 54 | 3,588 | 11.55% |
| Age 55 - 64 | 3,530 | 11.36% |
| Age 65 - 74 | 2,820 | 9.08% |
| Age 75 - 84 | 1,436 | 4.62% |
| Age 85 and over | 621 | 2.00% |
| | | |
| Age 16 and over | 23,457 | 75.51% |
| Age 18 and over | 22,513 | 72.47% |
| Age 21 and over | 21,278 | 68.49% |
| Age 65 and over | 4,877 | 15.70% |
| | | |
| **2019 Est. Median Age** | | 35.75 |
| **2019 Est. Average Age** | | 37.47 |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Population by Sex** | 31,067 | |
| Male | 14,859 | 47.83% |
| Female | 16,208 | 52.17% |
| | | |
| **2019 Est. Male Population by Age** | 14,859 | |
| Age 0 - 4 | 1,153 | 7.76% |
| Age 5 - 9 | 1,169 | 7.87% |
| Age 10 - 14 | 1,275 | 8.58% |
| Age 15 - 17 | 707 | 4.76% |
| Age 18 - 20 | 634 | 4.27% |
| Age 21 - 24 | 829 | 5.58% |
| Age 25 - 34 | 1,879 | 12.65% |
| Age 35 - 44 | 1,852 | 12.46% |
| Age 45 - 54 | 1,697 | 11.42% |
| Age 55 - 64 | 1,635 | 11.00% |
| Age 65 - 74 | 1,298 | 8.74% |
| Age 75 - 84 | 552 | 3.72% |
| Age 85 and over | 180 | 1.21% |
| | | |
| **2019 Est. Median Age, Male** | | 33.82 |
| **2019 Est. Average Age, Male** | | 35.89 |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Female Population by Age** | 16,208 | |
| Age 0 - 4 | 1,141 | 7.04% |
| Age 5 - 9 | 1,193 | 7.36% |
| Age 10 - 14 | 1,219 | 7.52% |
| Age 15 - 17 | 696 | 4.29% |
| Age 18 - 20 | 602 | 3.71% |
| Age 21 - 24 | 769 | 4.75% |
| Age 25 - 34 | 1,977 | 12.20% |
| Age 35 - 44 | 1,977 | 12.20% |
| Age 45 - 54 | 1,891 | 11.67% |
| Age 55 - 64 | 1,895 | 11.69% |
| Age 65 - 74 | 1,523 | 9.40% |
| Age 75 - 84 | 884 | 5.45% |
| Age 85 and over | 441 | 2.72% |
| | | |
| **2019 Est. Median Age, Female** | | 37.55 |
| **2019 Est. Average Age, Female** | | 38.90 |
| | | |
| **2019 Est. Pop Age 15+ by Marital Status** | | |
| Total, Never Married | 7,746 | 32.39% |
| Males, Never Married | 3,839 | 16.05% |
| Females, Never Married | 3,907 | 16.34% |
| Married, Spouse present | 9,821 | 41.07% |
| Married, Spouse absent | 1,318 | 5.51% |
| Widowed | 1,936 | 8.10% |
| Males Widowed | 332 | 1.39% |
| Females Widowed | 1,604 | 6.71% |
| Divorced | 3,096 | 12.95% |
| Males Divorced | 1,533 | 6.41% |
| Females Divorced | 1,563 | 6.54% |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Pop Age 25+ by Edu. Attainment** | | |
| Less than 9th grade | 1,184 | 6.0% |
| Some High School, no diploma | 2,954 | 15.0% |
| High School Graduate (or GED) | 6,892 | 35.0% |
| Some College, no degree | 4,109 | 20.9% |
| Associate Degree | 1,798 | 9.1% |
| Bachelor's Degree | 1,899 | 9.6% |
| Master's Degree | 600 | 3.0% |
| Professional School Degree | 161 | 0.8% |
| Doctorate Degree | 83 | 0.4% |
| | | |
| **2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.** | | |
| No High School Diploma | 331 | 54.17% |
| High School Graduate | 260 | 42.55% |
| Some College or Associate's Degree | 10 | 1.64% |
| Bachelor's Degree or Higher | 11 | 1.80% |
| | | |
| **Households** | | |
| 2019 Estimate | 10,930 | |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Households by Household Type** | 10,930 | |
| Family Households | 7,846 | 71.78% |
| Nonfamily Households | 3,084 | 28.22% |
| | | |
| 2019 Est. Group Quarters Population | 707 | |
| | | |
| 2019 Households by Ethnicity, Hispanic/Latino | 304 | |
| | | |
| **2019 Est. Households by Household Income** | 10,930 | |
| Income < $15,000 | 2,117 | 19.37% |
| Income $15,000 - $24,999 | 1,577 | 14.43% |
| Income $25,000 - $34,999 | 1,438 | 13.16% |
| Income $35,000 - $49,999 | 1,603 | 14.67% |
| Income $50,000 - $74,999 | 1,738 | 15.90% |
| Income $75,000 - $99,999 | 840 | 7.69% |
| Income $100,000 - $124,999 | 602 | 5.51% |
| Income $125,000 - $149,999 | 384 | 3.51% |
| Income $150,000 - $199,999 | 274 | 2.51% |
| Income $200,000 - $249,999 | 132 | 1.21% |
| Income $250,000 - $499,999 | 158 | 1.45% |
| Income $500,000+ | 67 | 0.61% |
| | | |
| **2019 Est. Average Household Income** | | $57,657 |
| **2019 Est. Median Household Income** | | $37,714 |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Median HH Inc. by Single-Class. Race or Eth.** | | |
| White Alone | | $43,365 |
| Black or African American Alone | | $28,112 |
| American Indian and Alaska Native Alone | | $41,472 |
| Asian Alone | | $35,000 |
| Native Hawaiian and Other Pacific Islander Alone | | $200,000 |
| Some Other Race Alone | | $9,328 |
| Two or More Races | | $26,151 |
| Hispanic or Latino | | $38,985 |
| Not Hispanic or Latino | | $37,613 |
| | | |
| **2019 Est. Family HH Type by Presence of Own Child.** | 7,846 | |
| Married-Couple Family, own children | 1,929 | 24.59% |
| Married-Couple Family, no own children | 2,987 | 38.07% |
| Male Householder, own children | 346 | 4.41% |
| Male Householder, no own children | 317 | 4.04% |
| Female Householder, own children | 1,352 | 17.23% |
| Female Householder, no own children | 915 | 11.66% |
| | | |
| **2019 Est. Households by Household Size** | 10,930 | |
| 1-person | 2,728 | 24.96% |
| 2-person | 3,256 | 29.79% |
| 3-person | 1,846 | 16.89% |
| 4-person | 1,500 | 13.72% |
| 5-person | 829 | 7.59% |
| 6-person | 428 | 3.92% |
| 7-or-more-person | 344 | 3.15% |
| | | |
| **2019 Est. Average Household Size** | | 2.78 |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Households by Presence of People Under 18** | 10,930 | |
| Households with 1 or More People under Age 18: | 4,394 | 40.20% |
| Married-Couple Family | 2,230 | 50.75% |
| Other Family, Male Householder | 454 | 10.33% |
| Other Family, Female Householder | 1,684 | 38.33% |
| Nonfamily, Male Householder | 21 | 0.48% |
| Nonfamily, Female Householder | 5 | 0.11% |
| | | |
| **Households with No People under Age 18:** | 6,536 | 59.80% |
| Married-Couple Family | 2,684 | 41.07% |
| Other Family, Male Householder | 207 | 3.17% |
| Other Family, Female Householder | 583 | 8.92% |
| Nonfamily, Male Householder | 1,349 | 20.64% |
| Nonfamily, Female Householder | 1,712 | 26.19% |
| | | |
| **2019 Est. Households by Number of Vehicles** | 10,930 | |
| No Vehicles | 766 | 7.01% |
| 1 Vehicle | 3,879 | 35.49% |
| 2 Vehicles | 3,503 | 32.05% |
| 3 Vehicles | 1,873 | 17.14% |
| 4 Vehicles | 700 | 6.40% |
| 5 or more Vehicles | 209 | 1.91% |
| | | |
| **2019 Est. Average Number of Vehicles** | | 1.88 |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **Family Households** | | |
| 2019 Estimate | 7,846 | |
| | | |
| **2019 Est. Families by Poverty Status** | 7,846 | |
| 2019 Families at or Above Poverty | 6,256 | 79.74% |
| 2019 Families at or Above Poverty with Children | 2,986 | 38.06% |
| | | |
| 2019 Families Below Poverty | 1,590 | 20.27% |
| 2019 Families Below Poverty with Children | 1,248 | 15.91% |
| | | |
| **2019 Est. Pop 16+ by Employment Status** | 23,458 | |
| Civilian Labor Force, Employed | 13,019 | 55.50% |
| Civilian Labor Force, Unemployed | 1,099 | 4.69% |
| Armed Forces | 1 | 0.00% |
| Not in Labor Force | 9,339 | 39.81% |
| | | |
| **2019 Est. Civ. Employed Pop 16+ by Class of Worker** | 13,315 | |
| For-Profit Private Workers | 9,026 | 67.79% |
| Non-Profit Private Workers | 330 | 2.48% |
| Local Government Workers | 1,070 | 8.04% |
| State Government Workers | 996 | 7.48% |
| Federal Government Workers | 743 | 5.58% |
| Self-Employed Workers | 1,082 | 8.13% |
| Unpaid Family Workers | 68 | 0.51% |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Civ. Employed Pop 16+ by Occupation** | 13,315 | |
| Architect/Engineer | 76 | 0.57% |
| Arts/Entertainment/Sports | 60 | 0.45% |
| Building Grounds Maintenance | 709 | 5.33% |
| Business/Financial Operations | 289 | 2.17% |
| Community/Social Services | 214 | 1.61% |
| Computer/Mathematical | 44 | 0.33% |
| Construction/Extraction | 866 | 6.50% |
| Education/Training/Library | 892 | 6.70% |
| Farming/Fishing/Forestry | 279 | 2.10% |
| Food Prep/Serving | 862 | 6.47% |
| Health Practitioner/Technician | 984 | 7.39% |
| Healthcare Support | 247 | 1.86% |
| Maintenance Repair | 718 | 5.39% |
| Legal | 40 | 0.30% |
| Life/Physical/Social Science | 77 | 0.58% |
| Management | 951 | 7.14% |
| Office/Admin. Support | 1,461 | 10.97% |
| Production | 1,026 | 7.71% |
| Protective Services | 456 | 3.43% |
| Sales/Related | 1,544 | 11.60% |
| Personal Care/Service | 602 | 4.52% |
| Transportation/Moving | 920 | 6.91% |
| | | |
| **2019 Est. Pop 16+ by Occupation Classification** | 13,315 | |
| White Collar | 6,631 | 49.80% |
| Blue Collar | 3,529 | 26.50% |
| Service and Farm | 3,155 | 23.70% |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Workers Age 16+ by Transp. to Work** | 12,736 | |
| Drove Alone | 9,595 | 75.34% |
| Car Pooled | 2,496 | 19.60% |
| Public Transportation | 64 | 0.50% |
| Walked | 258 | 2.03% |
| Bicycle | 0 | 0.00% |
| Other Means | 159 | 1.25% |
| Worked at Home | 164 | 1.29% |
| | | |
| **2019 Est. Workers Age 16+ by Travel Time to Work** | | |
| Less than 15 Minutes | 5,294 | |
| 15 - 29 Minutes | 3,412 | |
| 30 - 44 Minutes | 1,508 | |
| 45 - 59 Minutes | 979 | |
| 60 or more Minutes | 1,391 | |
| | | |
| 2019 Est. Avg Travel Time to Work in Minutes | | 26.55 |
| | | |
| **2019 Est. Occupied Housing Units by Tenure** | 10,930 | |
| Owner Occupied | 7,850 | 71.82% |
| Renter Occupied | 3,080 | 28.18% |
| | | |
| **2019 Owner Occ. HUs: Avg. Length of Residence** | | 20.46 |
| | | |
| **2019 Renter Occ. HUs: Avg. Length of Residence** | | 7.69 |

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Owner-Occupied Housing Units by Value** | 10,930 | |
| Value Less than $20,000 | 666 | 8.48% |
| Value $20,000 - $39,999 | 690 | 8.79% |
| Value $40,000 - $59,999 | 792 | 10.09% |
| Value $60,000 - $79,999 | 935 | 11.91% |
| Value $80,000 - $99,999 | 945 | 12.04% |
| Value $100,000 - $149,999 | 1,203 | 15.33% |
| Value $150,000 - $199,999 | 1,127 | 14.36% |
| Value $200,000 - $299,999 | 940 | 11.98% |
| Value $300,000 - $399,999 | 322 | 4.10% |
| Value $400,000 - $499,999 | 101 | 1.29% |
| Value $500,000 - $749,999 | 88 | 1.12% |
| Value $750,000 - $999,999 | 13 | 0.17% |
| Value $1,000,000 or $1,499,999 | 11 | 0.14% |
| Value $1,500,000 or $1,999,999 | 6 | 0.08% |
| Value $2,000,000+ | 10 | 0.13% |
| | | |
| **2019 Est. Median All Owner-Occupied Housing Value** | | $97,592 |
| | | |
| **2019 Est. Housing Units by Units in Structure** | | |
| 1 Unit Attached | 9,614 | 75.90% |
| 1 Unit Detached | 123 | 0.97% |
| 2 Units | 135 | 1.07% |
| 3 or 4 Units | 179 | 1.41% |
| 5 to 19 Units | 403 | 3.18% |
| 20 to 49 Units | 54 | 0.43% |
| 50 or More Units | 17 | 0.13% |
| Mobile Home or Trailer | 2,141 | 16.90% |
| Boat, RV, Van, etc. | 0 | 0.00% |

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# CHOCTAW TOWN CENTER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Choctaw, Mississippi

| DESCRIPTION | DATA | % |
|---|---|---|
| **2019 Est. Housing Units by Year Structure Built** | | |
| Housing Units Built 2014 or later | 66 | 0.52% |
| Housing Units Built 2010 to 2014 | 99 | 0.78% |
| Housing Units Built 2000 to 2009 | 1,880 | 14.84% |
| Housing Units Built 1990 to 1999 | 2,138 | 16.88% |
| Housing Units Built 1980 to 1989 | 1,830 | 14.45% |
| Housing Units Built 1970 to 1979 | 2,813 | 22.21% |
| Housing Units Built 1960 to 1969 | 1,735 | 13.70% |
| Housing Units Built 1950 to 1959 | 975 | 7.70% |
| Housing Units Built 1940 to 1949 | 439 | 3.47% |
| Housing Unit Built 1939 or Earlier | 691 | 5.46% |
| | | |
| **2019 Est. Median Year Structure Built** | | 1979 |

TheRetailCoach®

# ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

## Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" data gathered through extensive visits within our clients' communities.

Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach –**
*"It's not about data. It's about your success."*

# ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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