



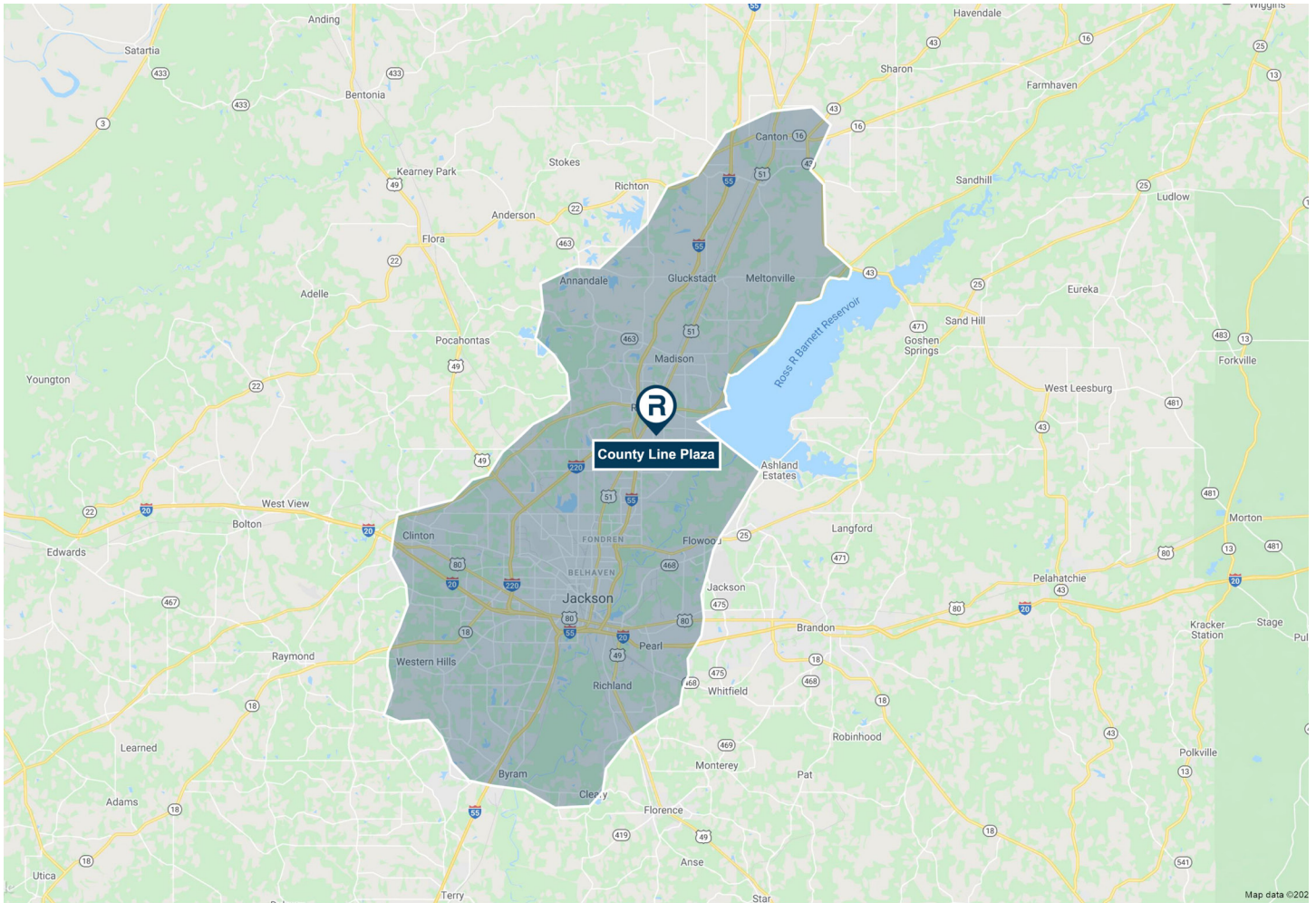
The**Retail**Coach.®

County Line Plaza Retail Trade Area Demographic Profile

JACKSON, MISSISSIPPI

Prepared for City of Jackson
March 2021

County Line Plaza Retail Trade Area



Prepared for:



City of Jackson
Michael A. Davis
SBDC Center Manager

200 South President Street
Jackson, Mississippi 39201

Phone 601.960.1993
Cell 601.951.9742
mdavis@jacksonms.gov
www.jacksonms.gov



County Line Plaza Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
Population		
2026 Projection	296,531	
2021 Estimate	300,391	
2010 Census	307,481	
2000 Census	298,847	
Growth 2021 - 2026		-1.29%
Growth 2010 - 2021		-2.31%
Growth 2000 - 2010		2.89%
2021 Est. Population by Single-Classification Race	300,391	
White Alone	105,241	35.04%
Black or African American Alone	181,163	60.31%
Amer. Indian and Alaska Native Alone	464	0.16%
Asian Alone	4,547	1.51%
Native Hawaiian and Other Pacific Island Alone	119	0.04%
Some Other Race Alone	4,999	1.66%
Two or More Races	3,859	1.29%
2021 Est. Population by Hispanic or Latino Origin	300,391	
Not Hispanic or Latino	291,309	96.98%
Hispanic or Latino	9,082	3.02%
Mexican	5,616	61.84%
Puerto Rican	391	4.31%
Cuban	204	2.25%
All Other Hispanic or Latino	2,871	31.61%
2021 Est. Hisp. or Latino Pop by Single-Class. Race	9,082	
White Alone	2,772	30.52%
Black or African American Alone	723	7.96%
American Indian and Alaska Native Alone	97	1.07%
Asian Alone	34	0.37%
Native Hawaiian and Other Pacific Islander Alone	34	0.37%
Some Other Race Alone	4,803	52.89%
Two or More Races	619	6.82%
2021 Est. Pop by Race, Asian Alone, by Category	4,547	
Chinese, except Taiwanese	788	17.33%
Filipino	211	4.64%
Japanese	52	1.14%
Asian Indian	2,263	49.77%
Korean	219	4.82%
Vietnamese	267	5.87%
Cambodian	4	0.09%
Hmong	0	0.00%
Laotian	81	1.78%
Thai	42	0.92%
All Other Asian Races Including 2+ Category	620	13.64%

DESCRIPTION	DATA	%
2021 Est. Population by Ancestry	300,391	
Arab	798	0.27%
Czech	79	0.03%
Danish	190	0.06%
Dutch	903	0.30%
English	14,726	4.90%
French (except Basque)	3,302	1.10%
French Canadian	536	0.18%
German	8,885	2.96%
Greek	229	0.08%
Hungarian	111	0.04%
Irish	13,038	4.34%
Italian	3,947	1.31%
Lithuanian	52	0.02%
United States or American	19,228	6.40%
Norwegian	548	0.18%
Polish	665	0.22%
Portuguese	168	0.06%
Russian	343	0.11%
Scottish	3,520	1.17%
Scotch-Irish	4,596	1.53%
Slovak	60	0.02%
Subsaharan African	2,768	0.92%
Swedish	586	0.20%
Swiss	159	0.05%
Ukrainian	126	0.04%
Welsh	1,095	0.37%
West Indian (except Hisp. groups)	134	0.05%
Other ancestries	182,717	60.83%
Ancestry Unclassified	36,882	12.28%
2021 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	257,987	91.84%
Speak Asian/Pacific Island Language at Home	4,186	1.49%
Speak IndoEuropean Language at Home	3,337	1.19%
Speak Spanish at Home	10,774	3.84%
Speak Other Language at Home	4,636	1.65%

County Line Plaza Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
2021 Est. Population by Age	300,391	
Age 0 - 4	19,471	6.48%
Age 5 - 9	19,744	6.57%
Age 10 - 14	20,901	6.96%
Age 15 - 17	12,945	4.31%
Age 18 - 20	14,204	4.73%
Age 21 - 24	17,140	5.71%
Age 25 - 34	42,382	14.11%
Age 35 - 44	39,683	13.21%
Age 45 - 54	35,428	11.79%
Age 55 - 64	35,591	11.85%
Age 65 - 74	26,251	8.74%
Age 75 - 84	11,871	3.95%
Age 85 and over	4,779	1.59%
Age 16 and over	236,049	78.58%
Age 18 and over	227,330	75.68%
Age 21 and over	213,126	70.95%
Age 65 and over	42,901	14.28%
2021 Est. Median Age		35.83
2021 Est. Average Age		37.61
2021 Est. Population by Sex	300,391	
Male	140,791	46.87%
Female	159,600	53.13%

DESCRIPTION	DATA	%
2021 Est. Male Population by Age	140,791	
Age 0 - 4	9,917	7.04%
Age 5 - 9	10,062	7.15%
Age 10 - 14	10,704	7.60%
Age 15 - 17	6,518	4.63%
Age 18 - 20	6,838	4.86%
Age 21 - 24	8,266	5.87%
Age 25 - 34	19,949	14.17%
Age 35 - 44	18,311	13.01%
Age 45 - 54	16,327	11.60%
Age 55 - 64	16,210	11.51%
Age 65 - 74	11,500	8.17%
Age 75 - 84	4,741	3.37%
Age 85 and over	1,447	1.03%
2021 Est. Median Age, Male		34.04
2021 Est. Average Age, Male		36.05
2021 Est. Female Population by Age	159,600	
Age 0 - 4	9,554	5.99%
Age 5 - 9	9,682	6.07%
Age 10 - 14	10,197	6.39%
Age 15 - 17	6,427	4.03%
Age 18 - 20	7,365	4.62%
Age 21 - 24	8,874	5.56%
Age 25 - 34	22,434	14.06%
Age 35 - 44	21,371	13.39%
Age 45 - 54	19,101	11.97%
Age 55 - 64	19,381	12.14%
Age 65 - 74	14,752	9.24%
Age 75 - 84	7,130	4.47%
Age 85 and over	3,332	2.09%
2021 Est. Median Age, Female		37.40
2021 Est. Average Age, Female		38.96

County Line Plaza Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
2021 Est. Pop Age 15+ by Marital Status		
Total, Never Married	98,726	41.09%
Males, Never Married	46,070	19.17%
Females, Never Married	52,657	21.92%
Married, Spouse present	86,989	36.20%
Married, Spouse absent	12,683	5.28%
Widowed	14,022	5.84%
Males Widowed	2,874	1.20%
Females Widowed	11,148	4.64%
Divorced	27,854	11.59%
Males Divorced	10,625	4.42%
Females Divorced	17,229	7.17%
2021 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	5,470	2.8%
Some High School, no diploma	13,019	6.6%
High School Graduate (or GED)	43,260	22.1%
Some College, no degree	43,427	22.2%
Associate Degree	17,971	9.2%
Bachelor's Degree	42,686	21.8%
Master's Degree	19,791	10.1%
Professional School Degree	7,355	3.8%
Doctorate Degree	3,008	1.5%
2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,935	38.41%
High School Graduate	856	16.99%
Some College or Associate's Degree	1,174	23.30%
Bachelor's Degree or Higher	1,074	21.32%
Households		
2026 Projection	114,163	
2021 Estimate	115,252	
2010 Census	116,432	
2000 Census	111,148	
Growth 2021 - 2026		-0.95%
Growth 2010 - 2021		-1.01%
Growth 2000 - 2010		4.75%
2021 Est. Households by Household Type	115,252	
Family Households	76,377	66.27%
Nonfamily Households	38,875	33.73%
2021 Est. Group Quarters Population	8,167	
2021 Households by Ethnicity, Hispanic/Latino	2,424	

DESCRIPTION	DATA	%
2021 Est. Households by Household Income	115,252	
Income < \$15,000	12,883	11.18%
Income \$15,000 - \$24,999	12,492	10.84%
Income \$25,000 - \$34,999	11,504	9.98%
Income \$35,000 - \$49,999	16,885	14.65%
Income \$50,000 - \$74,999	20,266	17.58%
Income \$75,000 - \$99,999	14,551	12.63%
Income \$100,000 - \$124,999	8,649	7.50%
Income \$125,000 - \$149,999	5,152	4.47%
Income \$150,000 - \$199,999	5,520	4.79%
Income \$200,000 - \$249,999	2,567	2.23%
Income \$250,000 - \$499,999	3,006	2.61%
Income \$500,000+	1,776	1.54%
2021 Est. Average Household Income		\$79,838
2021 Est. Median Household Income		\$54,059
2021 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$80,413
Black or African American Alone		\$42,471
American Indian and Alaska Native Alone		\$60,526
Asian Alone		\$90,396
Native Hawaiian and Other Pacific Islander Alone		\$67,204
Some Other Race Alone		\$47,552
Two or More Races		\$44,734
Hispanic or Latino		\$49,399
Not Hispanic or Latino		\$54,182
2021 Est. Family HH Type by Presence of Own Child.	76,377	
Married-Couple Family, own children	19,553	25.60%
Married-Couple Family, no own children	25,398	33.25%
Male Householder, own children	2,600	3.40%
Male Householder, no own children	3,129	4.10%
Female Householder, own children	14,836	19.43%
Female Householder, no own children	10,862	14.22%
2021 Est. Households by Household Size	115,252	
1-person	33,585	29.14%
2-person	34,539	29.97%
3-person	19,818	17.20%
4-person	15,005	13.02%
5-person	7,308	6.34%
6-person	3,108	2.70%
7-or-more-person	1,889	1.64%
2021 Est. Average Household Size		2.53

County Line Plaza Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
2021 Est. Households by Presence of People Under 18	115,252	
Households with 1 or More People under Age 18:	43,013	37.32%
Married-Couple Family	21,410	49.78%
Other Family, Male Householder	3,183	7.40%
Other Family, Female Householder	18,117	42.12%
Nonfamily, Male Householder	213	0.50%
Nonfamily, Female Householder	90	0.21%
Households with No People under Age 18:	72,239	62.68%
Married-Couple Family	23,532	32.58%
Other Family, Male Householder	2,538	3.51%
Other Family, Female Householder	7,596	10.52%
Nonfamily, Male Householder	17,373	24.05%
Nonfamily, Female Householder	21,199	29.35%
2021 Est. Households by Number of Vehicles	115,252	
No Vehicles	6,109	5.30%
1 Vehicle	42,044	36.48%
2 Vehicles	42,944	37.26%
3 Vehicles	16,163	14.02%
4 Vehicles	5,005	4.34%
5 or more Vehicles	2,987	2.59%
2021 Est. Average Number of Vehicles		1.86
Family Households		
2026 Projection	75,807	
2021 Estimate	76,377	
2010 Census	76,560	
2000 Census	75,088	
Growth 2021 - 2026		-0.75%
Growth 2010 - 2021		-0.24%
Growth 2000 - 2010		1.96%
2021 Est. Families by Poverty Status	76,377	
2021 Families at or Above Poverty	66,980	87.70%
2021 Families at or Above Poverty with Children	30,733	40.24%
2021 Families Below Poverty	9,396	12.30%
2021 Families Below Poverty with Children	7,595	9.94%
2021 Est. Pop 16+ by Employment Status	236,049	
Civilian Labor Force, Employed	142,347	60.30%
Civilian Labor Force, Unemployed	10,012	4.24%
Armed Forces	258	0.11%
Not in Labor Force	83,432	35.35%

DESCRIPTION	DATA	%
2021 Est. Civ. Employed Pop 16+ by Class of Worker	140,673	
For-Profit Private Workers	90,226	64.14%
Non-Profit Private Workers	11,106	7.90%
Local Government Workers	3,238	2.30%
State Government Workers	17,492	12.44%
Federal Government Workers	7,420	5.28%
Self-Employed Workers	11,085	7.88%
Unpaid Family Workers	107	0.08%
2021 Est. Civ. Employed Pop 16+ by Occupation	140,673	
Architect/Engineer	1,724	1.23%
Arts/Entertainment/Sports	2,054	1.46%
Building Grounds Maintenance	5,414	3.85%
Business/Financial Operations	7,145	5.08%
Community/Social Services	2,465	1.75%
Computer/Mathematical	3,075	2.19%
Construction/Extraction	5,046	3.59%
Education/Training/Library	10,495	7.46%
Farming/Fishing/Forestry	319	0.23%
Food Prep/Serving	9,215	6.55%
Health Practitioner/Technician	11,560	8.22%
Healthcare Support	4,399	3.13%
Maintenance Repair	4,336	3.08%
Legal	2,841	2.02%
Life/Physical/Social Science	1,025	0.73%
Management	11,763	8.36%
Office/Admin. Support	16,048	11.41%
Production	8,628	6.13%
Protective Services	3,620	2.57%
Sales/Related	13,638	9.70%
Personal Care/Service	3,481	2.48%
Transportation/Moving	12,381	8.80%
2021 Est. Pop 16+ by Occupation Classification	140,673	
White Collar	83,835	59.60%
Blue Collar	30,390	21.60%
Service and Farm	26,448	18.80%
2021 Est. Workers Age 16+ by Transp. to Work	138,081	
Drove Alone	118,167	85.58%
Car Pooled	12,998	9.41%
Public Transportation	469	0.34%
Walked	1,725	1.25%
Bicycle	196	0.14%
Other Means	810	0.59%
Worked at Home	3,716	2.69%

County Line Plaza Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
2021 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	31,347	
15 - 29 Minutes	69,946	
30 - 44 Minutes	25,738	
45 - 59 Minutes	4,756	
60 or more Minutes	3,288	
2021 Est. Avg Travel Time to Work in Minutes		23
2021 Est. Occupied Housing Units by Tenure	115,252	
Owner Occupied	70,023	60.76%
Renter Occupied	45,229	39.24%
2021 Owner Occ. HUs: Avg. Length of Residence		18.27
2021 Renter Occ. HUs: Avg. Length of Residence		6.84
2021 Est. Owner-Occupied Housing Units by Value	115,252	
Value Less than \$20,000	1,995	2.85%
Value \$20,000 - \$39,999	2,922	4.17%
Value \$40,000 - \$59,999	4,388	6.27%
Value \$60,000 - \$79,999	5,327	7.61%
Value \$80,000 - \$99,999	6,611	9.44%
Value \$100,000 - \$149,999	13,217	18.88%
Value \$150,000 - \$199,999	12,007	17.15%
Value \$200,000 - \$299,999	11,792	16.84%
Value \$300,000 - \$399,999	4,853	6.93%
Value \$400,000 - \$499,999	2,670	3.81%
Value \$500,000 - \$749,999	2,436	3.48%
Value \$750,000 - \$999,999	837	1.20%
Value \$1,000,000 or \$1,499,999	671	0.96%
Value \$1,500,000 or \$1,999,999	206	0.29%
Value \$2,000,000+	92	0.13%
2021 Est. Median All Owner-Occupied Housing Value		\$152,127
2021 Est. Housing Units by Units in Structure		
1 Unit Detached	93,195	70.17%
1 Unit Attached	2,541	1.91%
2 Units	3,405	2.56%
3 or 4 Units	5,602	4.22%
5 to 19 Units	20,018	15.07%
20 to 49 Units	1,743	1.31%
50 or More Units	3,025	2.28%
Mobile Home or Trailer	3,236	2.44%
Boat, RV, Van, etc.	43	0.03%

DESCRIPTION	DATA	%
2021 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,740	3.57%
Housing Units Built 2010 to 2014	3,409	2.57%
Housing Units Built 2000 to 2009	17,101	12.88%
Housing Units Built 1990 to 1999	19,295	14.53%
Housing Units Built 1980 to 1989	17,254	12.99%
Housing Units Built 1970 to 1979	25,360	19.10%
Housing Units Built 1960 to 1969	19,378	14.59%
Housing Units Built 1950 to 1959	16,728	12.60%
Housing Units Built 1940 to 1949	5,699	4.29%
Housing Unit Built 1939 or Earlier	3,843	2.89%
2021 Est. Median Year Structure Built		1978

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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**RetailCoach**.®

ACKNOWLEDGMENTS

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, Placer.AI, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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