



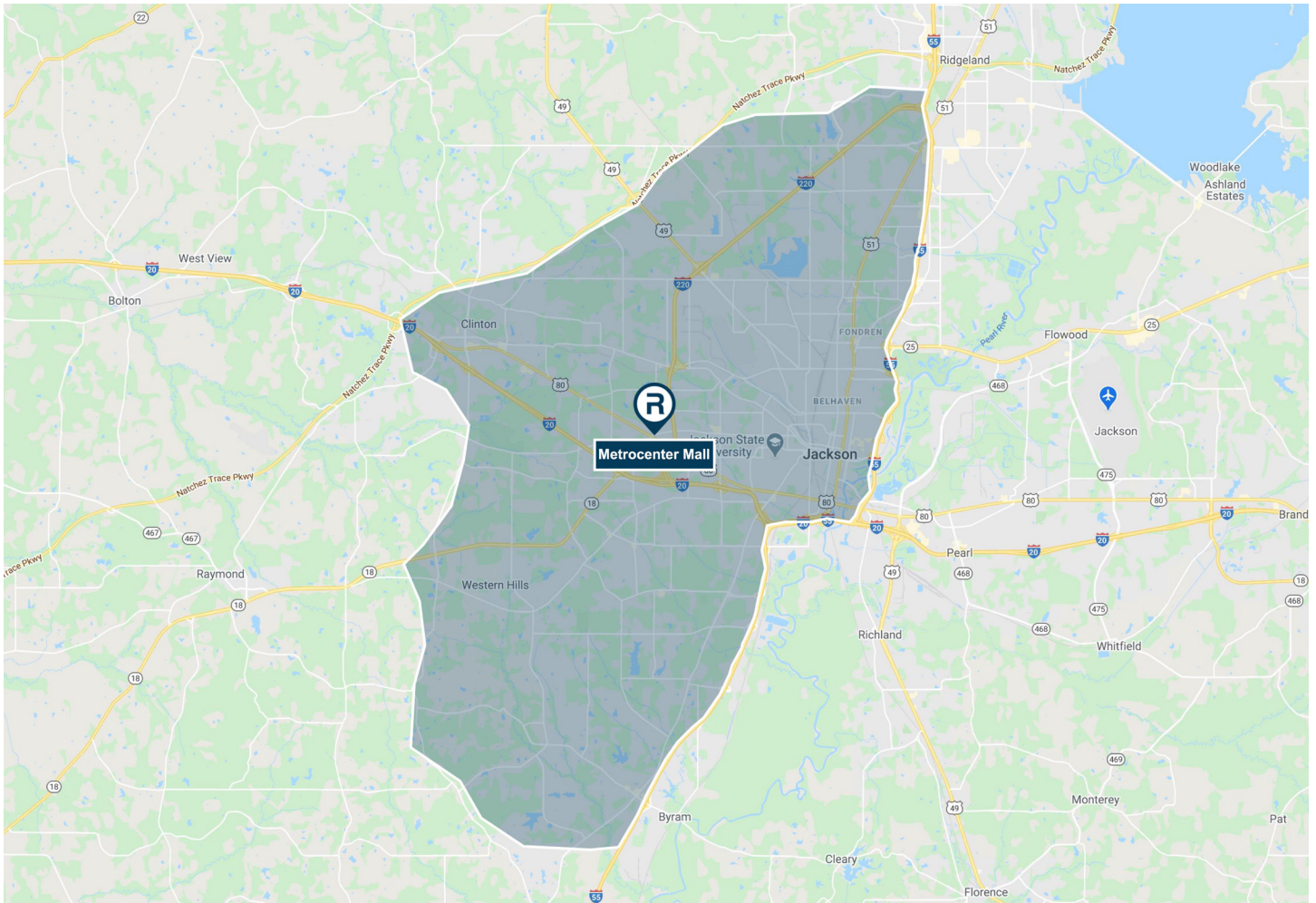
The**Retail**Coach®

# Metrocenter Mall (Burlington) Retail Trade Area Demographic Profile

JACKSON, MISSISSIPPI

Prepared for City of Jackson  
March 2021

# Metrocenter Mall (Burlington) Retail Trade Area



Prepared for:



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# Metrocenter Mall (Burlington) Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	158,394	
2021 Estimate	164,288	
2010 Census	178,846	
2000 Census	188,400	
Growth 2021 - 2026		-3.59%
Growth 2010 - 2021		-8.14%
Growth 2000 - 2010		-5.07%
<b>2021 Est. Population by Single-Classification Race</b>	<b>164,288</b>	
White Alone	25,093	15.27%
Black or African American Alone	134,940	82.14%
Amer. Indian and Alaska Native Alone	171	0.10%
Asian Alone	1,167	0.71%
Native Hawaiian and Other Pacific Island Alone	26	0.02%
Some Other Race Alone	958	0.58%
Two or More Races	1,933	1.18%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>164,288</b>	
Not Hispanic or Latino	161,923	98.56%
Hispanic or Latino	2,365	1.44%
Mexican	1,422	60.13%
Puerto Rican	168	7.10%
Cuban	89	3.76%
All Other Hispanic or Latino	687	29.05%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>2,365</b>	
White Alone	705	29.81%
Black or African American Alone	502	21.23%
American Indian and Alaska Native Alone	23	0.97%
Asian Alone	13	0.55%
Native Hawaiian and Other Pacific Islander Alone	15	0.63%
Some Other Race Alone	855	36.15%
Two or More Races	251	10.61%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>1,167</b>	
Chinese, except Taiwanese	195	16.71%
Filipino	98	8.40%
Japanese	13	1.11%
Asian Indian	582	49.87%
Korean	32	2.74%
Vietnamese	145	12.43%
Cambodian	3	0.26%
Hmong	0	0.00%
Laotian	1	0.09%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	97	8.31%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>164,288</b>	
Arab	214	0.13%
Czech	22	0.01%
Danish	25	0.02%
Dutch	253	0.15%
English	3,340	2.03%
French (except Basque)	872	0.53%
French Canadian	185	0.11%
German	2,309	1.41%
Greek	60	0.04%
Hungarian	17	0.01%
Irish	3,493	2.13%
Italian	985	0.60%
Lithuanian	0	0.00%
United States or American	6,553	3.99%
Norwegian	138	0.08%
Polish	187	0.11%
Portuguese	98	0.06%
Russian	87	0.05%
Scottish	794	0.48%
Scotch-Irish	1,125	0.69%
Slovak	4	0.00%
Subsaharan African	2,246	1.37%
Swedish	114	0.07%
Swiss	40	0.02%
Ukrainian	29	0.02%
Welsh	319	0.19%
West Indian (except Hisp. groups)	70	0.04%
Other ancestries	122,732	74.71%
Ancestry Unclassified	17,978	10.94%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	142,188	92.80%
Speak Asian/Pacific Island Language at Home	1,301	0.85%
Speak IndoEuropean Language at Home	1,498	0.98%
Speak Spanish at Home	4,954	3.23%
Speak Other Language at Home	3,288	2.15%

# Metrocenter Mall (Burlington) Retail Trade Area • Demographic Profile

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DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>164,288</b>	
Age 0 - 4	11,060	6.73%
Age 5 - 9	10,975	6.68%
Age 10 - 14	11,321	6.89%
Age 15 - 17	7,158	4.36%
Age 18 - 20	9,040	5.50%
Age 21 - 24	10,389	6.32%
Age 25 - 34	24,430	14.87%
Age 35 - 44	20,491	12.47%
Age 45 - 54	17,947	10.92%
Age 55 - 64	18,842	11.47%
Age 65 - 74	13,928	8.48%
Age 75 - 84	6,232	3.79%
Age 85 and over	2,474	1.51%
Age 16 and over	128,603	78.28%
Age 18 and over	123,774	75.34%
Age 21 and over	114,734	69.84%
Age 65 and over	22,634	13.78%
2021 Est. Median Age		34.03
2021 Est. Average Age		36.80
<b>2021 Est. Population by Sex</b>	<b>164,288</b>	
Male	75,839	46.16%
Female	88,449	53.84%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>75,839</b>	
Age 0 - 4	5,646	7.45%
Age 5 - 9	5,620	7.41%
Age 10 - 14	5,798	7.65%
Age 15 - 17	3,555	4.69%
Age 18 - 20	4,181	5.51%
Age 21 - 24	4,872	6.42%
Age 25 - 34	11,359	14.98%
Age 35 - 44	9,250	12.20%
Age 45 - 54	8,000	10.55%
Age 55 - 64	8,348	11.01%
Age 65 - 74	6,022	7.94%
Age 75 - 84	2,443	3.22%
Age 85 and over	746	0.98%
2021 Est. Median Age, Male		32.10
2021 Est. Average Age, Male		35.08
<b>2021 Est. Female Population by Age</b>	<b>88,449</b>	
Age 0 - 4	5,414	6.12%
Age 5 - 9	5,355	6.05%
Age 10 - 14	5,523	6.24%
Age 15 - 17	3,603	4.07%
Age 18 - 20	4,859	5.49%
Age 21 - 24	5,517	6.24%
Age 25 - 34	13,072	14.78%
Age 35 - 44	11,242	12.71%
Age 45 - 54	9,947	11.25%
Age 55 - 64	10,494	11.87%
Age 65 - 74	7,906	8.94%
Age 75 - 84	3,790	4.29%
Age 85 and over	1,727	1.95%
2021 Est. Median Age, Female		35.73
2021 Est. Average Age, Female		38.25

# Metrocenter Mall (Burlington) Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	63,376	48.40%
Males, Never Married	28,395	21.69%
Females, Never Married	34,981	26.72%
Married, Spouse present	35,755	27.31%
Married, Spouse absent	8,318	6.35%
Widowed	8,473	6.47%
Males Widowed	1,790	1.37%
Females Widowed	6,682	5.10%
Divorced	15,011	11.47%
Males Divorced	6,122	4.68%
Females Divorced	8,889	6.79%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	3,976	3.8%
Some High School, no diploma	8,746	8.4%
High School Graduate (or GED)	27,522	26.4%
Some College, no degree	26,790	25.7%
Associate Degree	9,540	9.1%
Bachelor's Degree	16,616	15.9%
Master's Degree	8,105	7.8%
Professional School Degree	2,172	2.1%
Doctorate Degree	878	0.8%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	576	44.65%
High School Graduate	160	12.40%
Some College or Associate's Degree	333	25.81%
Bachelor's Degree or Higher	220	17.05%
<b>Households</b>		
2026 Projection	58,455	
2021 Estimate	60,571	
2010 Census	65,445	
2000 Census	67,184	
Growth 2021 - 2026		-3.49%
Growth 2010 - 2021		-7.45%
Growth 2000 - 2010		-2.59%
<b>2021 Est. Households by Household Type</b>	<b>60,571</b>	
Family Households	39,643	65.45%
Nonfamily Households	20,928	34.55%
2021 Est. Group Quarters Population	6,482	
2021 Households by Ethnicity, Hispanic/Latino	655	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>60,571</b>	
Income < \$15,000	9,405	15.53%
Income \$15,000 - \$24,999	8,962	14.80%
Income \$25,000 - \$34,999	7,384	12.19%
Income \$35,000 - \$49,999	9,619	15.88%
Income \$50,000 - \$74,999	10,453	17.26%
Income \$75,000 - \$99,999	6,576	10.86%
Income \$100,000 - \$124,999	3,466	5.72%
Income \$125,000 - \$149,999	1,894	3.13%
Income \$150,000 - \$199,999	1,578	2.61%
Income \$200,000 - \$249,999	532	0.88%
Income \$250,000 - \$499,999	525	0.87%
Income \$500,000+	176	0.29%
2021 Est. Average Household Income		\$56,603
2021 Est. Median Household Income		\$41,664
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$62,436
Black or African American Alone		\$38,211
American Indian and Alaska Native Alone		\$30,641
Asian Alone		\$55,498
Native Hawaiian and Other Pacific Islander Alone		\$62,894
Some Other Race Alone		\$51,390
Two or More Races		\$37,585
Hispanic or Latino		\$33,818
Not Hispanic or Latino		\$41,748
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>39,643</b>	
Married-Couple Family, own children	7,398	18.66%
Married-Couple Family, no own children	11,119	28.05%
Male Householder, own children	1,479	3.73%
Male Householder, no own children	1,993	5.03%
Female Householder, own children	10,144	25.59%
Female Householder, no own children	7,509	18.94%
<b>2021 Est. Households by Household Size</b>	<b>60,571</b>	
1-person	17,951	29.64%
2-person	16,833	27.79%
3-person	10,572	17.45%
4-person	7,764	12.82%
5-person	4,131	6.82%
6-person	1,963	3.24%
7-or-more-person	1,358	2.24%
2021 Est. Average Household Size		2.6

# Metrocenter Mall (Burlington) Retail Trade Area • Demographic Profile

Jackson, Mississippi

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>60,571</b>	
Households with 1 or More People under Age 18:	23,174	38.26%
Married-Couple Family	8,580	37.02%
Other Family, Male Householder	1,863	8.04%
Other Family, Female Householder	12,548	54.15%
Nonfamily, Male Householder	124	0.54%
Nonfamily, Female Householder	60	0.26%
<b>Households with No People under Age 18:</b>	<b>37,396</b>	<b>61.74%</b>
Married-Couple Family	9,936	26.57%
Other Family, Male Householder	1,593	4.26%
Other Family, Female Householder	5,115	13.68%
Nonfamily, Male Householder	9,735	26.03%
Nonfamily, Female Householder	11,017	29.46%
<b>2021 Est. Households by Number of Vehicles</b>	<b>60,571</b>	
No Vehicles	4,762	7.86%
1 Vehicle	23,668	39.08%
2 Vehicles	20,158	33.28%
3 Vehicles	7,919	13.07%
4 Vehicles	2,299	3.80%
5 or more Vehicles	1,765	2.91%
2021 Est. Average Number of Vehicles		1.78
<b>Family Households</b>		
2026 Projection	38,253	
2021 Estimate	39,643	
2010 Census	42,844	
2000 Census	45,435	
Growth 2021 - 2026		-3.51%
Growth 2010 - 2021		-7.47%
Growth 2000 - 2010		-5.70%
<b>2021 Est. Families by Poverty Status</b>	<b>39,643</b>	
2021 Families at or Above Poverty	32,944	83.10%
2021 Families at or Above Poverty with Children	14,945	37.70%
2021 Families Below Poverty	6,700	16.90%
2021 Families Below Poverty with Children	5,404	13.63%
<b>2021 Est. Pop 16+ by Employment Status</b>	<b>128,603</b>	
Civilian Labor Force, Employed	70,887	55.12%
Civilian Labor Force, Unemployed	7,730	6.01%
Armed Forces	143	0.11%
Not in Labor Force	49,843	38.76%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>70,400</b>	
For-Profit Private Workers	46,928	66.66%
Non-Profit Private Workers	5,645	8.02%
Local Government Workers	1,380	1.96%
State Government Workers	8,781	12.47%
Federal Government Workers	3,670	5.21%
Self-Employed Workers	3,972	5.64%
Unpaid Family Workers	24	0.03%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>70,400</b>	
Architect/Engineer	507	0.72%
Arts/Entertainment/Sports	671	0.95%
Building Grounds Maintenance	3,650	5.19%
Business/Financial Operations	2,672	3.80%
Community/Social Services	1,279	1.82%
Computer/Mathematical	1,151	1.64%
Construction/Extraction	2,640	3.75%
Education/Training/Library	4,263	6.06%
Farming/Fishing/Forestry	239	0.34%
Food Prep/Serving	6,023	8.56%
Health Practitioner/Technician	4,954	7.04%
Healthcare Support	2,789	3.96%
Maintenance Repair	2,188	3.11%
Legal	772	1.10%
Life/Physical/Social Science	334	0.47%
Management	4,016	5.70%
Office/Admin. Support	8,305	11.80%
Production	5,269	7.48%
Protective Services	2,189	3.11%
Sales/Related	6,579	9.35%
Personal Care/Service	1,978	2.81%
Transportation/Moving	7,932	11.27%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>70,400</b>	
White Collar	35,503	50.43%
Blue Collar	18,029	25.61%
Service and Farm	16,868	23.96%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>68,589</b>	
Drove Alone	57,243	83.46%
Car Pooled	7,605	11.09%
Public Transportation	386	0.56%
Walked	1,236	1.80%
Bicycle	84	0.12%
Other Means	276	0.40%
Worked at Home	1,758	2.56%

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DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	14,175	
15 - 29 Minutes	34,423	
30 - 44 Minutes	14,728	
45 - 59 Minutes	2,586	
60 or more Minutes	1,419	
2021 Est. Avg Travel Time to Work in Minutes		24
2021 Est. Occupied Housing Units by Tenure	60,571	
Owner Occupied	32,817	54.18%
Renter Occupied	27,754	45.82%
2021 Owner Occ. HUs: Avg. Length of Residence		21.18
2021 Renter Occ. HUs: Avg. Length of Residence		7.25
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>60,571</b>	
Value Less than \$20,000	1,168	3.56%
Value \$20,000 - \$39,999	2,461	7.50%
Value \$40,000 - \$59,999	3,685	11.23%
Value \$60,000 - \$79,999	4,105	12.51%
Value \$80,000 - \$99,999	4,793	14.61%
Value \$100,000 - \$149,999	6,634	20.22%
Value \$150,000 - \$199,999	4,577	13.95%
Value \$200,000 - \$299,999	3,270	9.96%
Value \$300,000 - \$399,999	969	2.95%
Value \$400,000 - \$499,999	520	1.59%
Value \$500,000 - \$749,999	406	1.24%
Value \$750,000 - \$999,999	76	0.23%
Value \$1,000,000 or \$1,499,999	84	0.26%
Value \$1,500,000 or \$1,999,999	45	0.14%
Value \$2,000,000+	25	0.08%
2021 Est. Median All Owner-Occupied Housing Value		\$101,049
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	51,301	69.82%
1 Unit Attached	1182	1.61%
2 Units	2,477	3.37%
3 or 4 Units	3,425	4.66%
5 to 19 Units	10,581	14.40%
20 to 49 Units	1,304	1.78%
50 or More Units	2,138	2.91%
Mobile Home or Trailer	1,068	1.45%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	880	1.20%
Housing Units Built 2010 to 2014	1,312	1.79%
Housing Units Built 2000 to 2009	6,834	9.30%
Housing Units Built 1990 to 1999	6,752	9.19%
Housing Units Built 1980 to 1989	8,079	11.00%
Housing Units Built 1970 to 1979	15,591	21.22%
Housing Units Built 1960 to 1969	12,429	16.92%
Housing Units Built 1950 to 1959	13,374	18.20%
Housing Units Built 1940 to 1949	5,179	7.05%
Housing Unit Built 1939 or Earlier	3,046	4.15%
2021 Est. Median Year Structure Built		1972

# 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.

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