TheRetailCoach®

10-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE
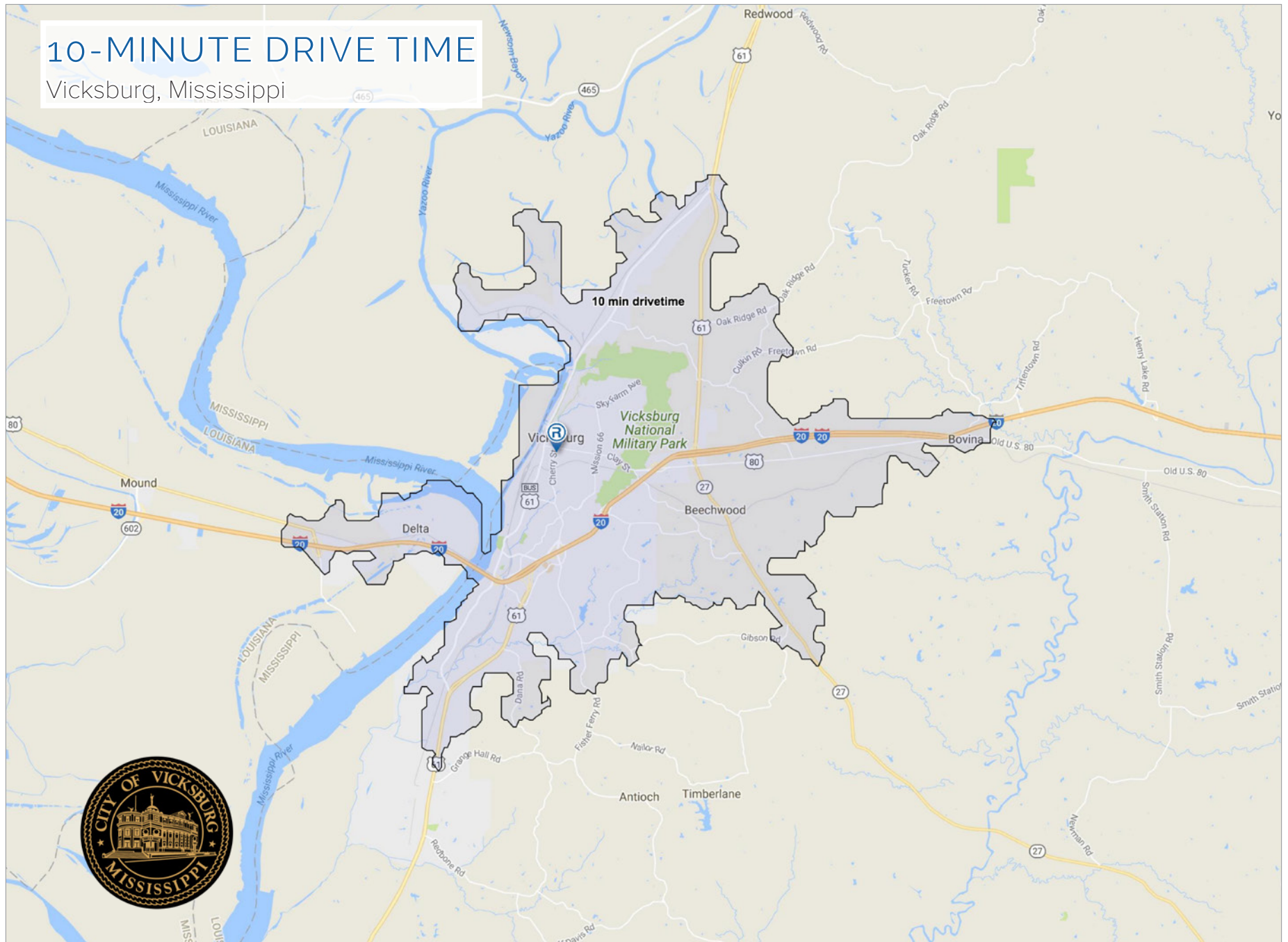## Vicksburg, Mississippi

Prepared for
City of Vicksburg
June 2018

CITY OF VICKSBURG · MISSISSIPPI

10-MINUTE DRIVE TIME
Vicksburg, Mississippi

10 min drivetime

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2

10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
Population		
2023 Projection	15,054	
2018 Estimate	15,476	
2010 Census	16,551	
2000 Census	18,934	
Growth 2018 - 2023		-2.73%
Growth 2010 - 2018		-6.50%
Growth 2000 - 2010		-12.59%
2018 Est. Population by Single-Classification Race	15,476	
White Alone	4,086	26.40%
Black or African American Alone	11,035	71.30%
Amer. Indian and Alaska Native Alone	47	0.30%
Asian Alone	97	0.63%
Native Hawaiian and Other Pacific Island Alone	3	0.02%
Some Other Race Alone	42	0.27%
Two or More Races	165	1.07%
2018 Est. Population by Hispanic or Latino Origin	15,476	
Not Hispanic or Latino	15,231	98.42%
Hispanic or Latino	245	1.58%
Mexican	145	59.18%
Puerto Rican	24	9.80%
Cuban	8	3.27%
All Other Hispanic or Latino	68	27.76%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	245	
White Alone	114	46.53%
Black or African American Alone	49	20.00%
American Indian and Alaska Native Alone	13	5.31%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	41	16.74%
Two or More Races	27	11.02%
2018 Est. Pop by Race, Asian Alone, by Category	97	
Chinese, except Taiwanese	0	0.00%
Filipino	4	4.12%
Japanese	4	4.12%
Asian Indian	72	74.23%
Korean	5	5.16%
Vietnamese	12	12.37%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.00%

10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	15,476	
Arab	120	0.78%
Czech	3	0.02%
Danish	7	0.05%
Dutch	21	0.14%
English	307	1.98%
French (except Basque)	94	0.61%
French Canadian	5	0.03%
German	308	1.99%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	557	3.60%
Italian	186	1.20%
Lithuanian	0	0.00%
United States or American	594	3.84%
Norwegian	23	0.15%
Polish	14	0.09%
Portuguese	0	0.00%
Russian	17	0.11%
Scottish	60	0.39%
Scotch-Irish	139	0.90%
Slovak	0	0.00%
Subsaharan African	127	0.82%
Swedish	9	0.06%
Swiss	6	0.04%
Ukrainian	0	0.00%
Welsh	13	0.08%
West Indian (except Hisp. groups)	46	0.30%
Other ancestries	10,477	67.70%
Ancestry Unclassified	2,342	15.13%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	13,960	97.09%
Speak Asian/Pacific Island Language at Home	57	0.40%
Speak IndoEuropean Language at Home	101	0.70%
Speak Spanish at Home	239	1.66%
Speak Other Language at Home	22	0.15%
2018 Est. Population by Age	15,476	
Age 0 - 4	1,096	7.08%
Age 5 - 9	1,093	7.06%
Age 10 - 14	1,094	7.07%
Age 15 - 17	660	4.27%
Age 18 - 20	597	3.86%
Age 21 - 24	816	5.27%
Age 25 - 34	2,006	12.96%
Age 35 - 44	1,879	12.14%
Age 45 - 54	1,725	11.15%
Age 55 - 64	2,029	13.11%
Age 65 - 74	1,393	9.00%
Age 75 - 84	729	4.71%
Age 85 and over	358	2.31%
Age 16 and over	11,976	77.38%
Age 18 and over	11,532	74.52%
Age 21 and over	10,935	70.66%
Age 65 and over	2,480	16.03%
2018 Est. Median Age		36.94
2018 Est. Average Age		38.51

10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Population by Sex	15,476	
Male	7,136	46.11%
Female	8,340	53.89%
2018 Est. Male Population by Age	7,136	
Age 0 - 4	551	7.72%
Age 5 - 9	533	7.47%
Age 10 - 14	539	7.55%
Age 15 - 17	336	4.71%
Age 18 - 20	301	4.22%
Age 21 - 24	398	5.58%
Age 25 - 34	927	12.99%
Age 35 - 44	867	12.15%
Age 45 - 54	795	11.14%
Age 55 - 64	921	12.91%
Age 65 - 74	620	8.69%
Age 75 - 84	260	3.64%
Age 85 and over	89	1.25%
2018 Est. Median Age, Male		34.82
2018 Est. Average Age, Male		36.64

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	8,340	
Age 0 - 4	545	6.54%
Age 5 - 9	560	6.72%
Age 10 - 14	556	6.67%
Age 15 - 17	324	3.89%
Age 18 - 20	296	3.55%
Age 21 - 24	419	5.02%
Age 25 - 34	1,079	12.94%
Age 35 - 44	1,012	12.13%
Age 45 - 54	930	11.15%
Age 55 - 64	1,107	13.27%
Age 65 - 74	773	9.27%
Age 75 - 84	469	5.62%
Age 85 and over	269	3.23%
2018 Est. Median Age, Female		38.77
2018 Est. Average Age, Female		40.05
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	5,647	46.32%
Males, Never Married	2,525	20.71%
Females, Never Married	3,122	25.61%
Married, Spouse present	3,566	29.25%
Married, Spouse absent	623	5.11%
Widowed	945	7.75%
Males Widowed	246	2.02%
Females Widowed	699	5.73%
Divorced	1,411	11.57%
Males Divorced	572	4.69%
Females Divorced	840	6.89%

10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	555	5.5%
Some High School, no diploma	1,183	11.7%
High School Graduate (or GED)	3,376	33.4%
Some College, no degree	2,117	20.9%
Associate Degree	785	7.8%
Bachelor's Degree	1,270	12.6%
Master's Degree	633	6.3%
Professional School Degree	130	1.3%
Doctorate Degree	70	0.7%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	17	12.50%
High School Graduate	49	36.03%
Some College or Associate's Degree	19	13.97%
Bachelor's Degree or Higher	52	38.24%
Households		
2023 Projection	6,132	
2018 Estimate	6,240	
2010 Census	6,507	
2000 Census	7,306	
Growth 2018 - 2023		-1.73%
Growth 2010 - 2018		-4.10%
Growth 2000 - 2010		-10.94%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	6,240	
Family Households	3,826	61.31%
Nonfamily Households	2,414	38.69%
2018 Est. Group Quarters Population	417	
2018 Households by Ethnicity, Hispanic/Latino	83	
2018 Est. Households by Household Income	6,240	
Income < $15,000	1,676	26.86%
Income $15,000 - $24,999	1,090	17.47%
Income $25,000 - $34,999	841	13.48%
Income $35,000 - $49,999	711	11.39%
Income $50,000 - $74,999	802	12.85%
Income $75,000 - $99,999	445	7.13%
Income $100,000 - $124,999	259	4.15%
Income $125,000 - $149,999	156	2.50%
Income $150,000 - $199,999	149	2.39%
Income $200,000 - $249,999	54	0.87%
Income $250,000 - $499,999	47	0.75%
Income $500,000+	11	0.18%
2018 Est. Average Household Income		$46,206
2018 Est. Median Household Income		$28,837

10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$53,639
Black or African American Alone		$22,820
American Indian and Alaska Native Alone		$55,235
Asian Alone		$50,000
Native Hawaiian and Other Pacific Islander Alone		$192,677
Some Other Race Alone		$6,375
Two or More Races		$45,294
Hispanic or Latino		$26,841
Not Hispanic or Latino		$28,873
2018 Est. Family HH Type by Presence of Own Child.	3,826	
Married-Couple Family, own children	581	15.19%
Married-Couple Family, no own children	1,170	30.58%
Male Householder, own children	169	4.42%
Male Householder, no own children	198	5.18%
Female Householder, own children	931	24.33%
Female Householder, no own children	777	20.31%
2018 Est. Households by Household Size	6,240	
1-person	2,206	35.35%
2-person	1,745	27.97%
3-person	985	15.79%
4-person	655	10.50%
5-person	361	5.79%
6-person	169	2.71%
7-or-more-person	119	1.91%
2018 Est. Average Household Size		2.41

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	6,240	
Households with 1 or More People under Age 18:	2,094	33.56%
Married-Couple Family	687	32.81%
Other Family, Male Householder	202	9.65%
Other Family, Female Householder	1,190	56.83%
Nonfamily, Male Householder	12	0.57%
Nonfamily, Female Householder	3	0.14%
Households with No People under Age 18:	4,146	66.44%
Married-Couple Family	1,067	25.74%
Other Family, Male Householder	165	3.98%
Other Family, Female Householder	516	12.45%
Nonfamily, Male Householder	1,073	25.88%
Nonfamily, Female Householder	1,324	31.93%
2018 Est. Households by Number of Vehicles	6,240	
No Vehicles	844	13.53%
1 Vehicle	2,538	40.67%
2 Vehicles	2,136	34.23%
3 Vehicles	503	8.06%
4 Vehicles	177	2.84%
5 or more Vehicles	43	0.69%
2018 Est. Average Number of Vehicles		1.49

10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
Family Households		
2023 Projection	3,750	
2018 Estimate	3,826	
2010 Census	4,010	
2000 Census	4,627	
Growth 2018 - 2023		-1.99%
Growth 2010 - 2018		-4.59%
Growth 2000 - 2010		-13.34%
2018 Est. Families by Poverty Status	3,826	
2018 Families at or Above Poverty	2,772	72.45%
2018 Families at or Above Poverty with Children	1,028	26.87%
2018 Families Below Poverty	1,054	27.55%
2018 Families Below Poverty with Children	918	23.99%
2018 Est. Pop 16+ by Employment Status	11,975	
Civilian Labor Force, Employed	5,780	48.26%
Civilian Labor Force, Unemployed	555	4.63%
Armed Forces	1	0.01%
Not in Labor Force	5,639	47.09%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	5,543	
For-Profit Private Workers	3,839	69.26%
Non-Profit Private Workers	281	5.07%
Local Government Workers	361	6.51%
State Government Workers	401	7.23%
Federal Government Workers	322	5.81%
Self-Employed Workers	327	5.90%
Unpaid Family Workers	11	0.20%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	5,543	
Architect/Engineer	151	2.72%
Arts/Entertainment/Sports	133	2.40%
Building Grounds Maintenance	238	4.29%
Business/Financial Operations	132	2.38%
Community/Social Services	75	1.35%
Computer/Mathematical	46	0.83%
Construction/Extraction	192	3.46%
Education/Training/Library	317	5.72%
Farming/Fishing/Forestry	19	0.34%
Food Prep/Serving	568	10.25%
Health Practitioner/Technician	302	5.45%
Healthcare Support	209	3.77%
Maintenance Repair	187	3.37%
Legal	39	0.70%
Life/Physical/Social Science	76	1.37%
Management	430	7.76%
Office/Admin. Support	611	11.02%
Production	383	6.91%
Protective Services	138	2.49%
Sales/Related	440	7.94%
Personal Care/Service	441	7.96%
Transportation/Moving	414	7.47%
2018 Est. Pop 16+ by Occupation Classification	5,543	
White Collar	2,754	49.68%
Blue Collar	1,176	21.22%
Service and Farm	1,613	29.10%

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	5,496	
Drove Alone	4,811	87.54%
Car Pooled	391	7.11%
Public Transportation	4	0.07%
Walked	145	2.64%
Bicycle	0	0.00%
Other Means	54	0.98%
Worked at Home	90	1.64%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,334	
15 - 29 Minutes	1,482	
30 - 44 Minutes	231	
45 - 59 Minutes	147	
60 or more Minutes	200	
2018 Est. Avg Travel Time to Work in Minutes		16.98
2018 Est. Occupied Housing Units by Tenure	6,240	
Owner Occupied	3,361	53.86%
Renter Occupied	2,879	46.14%
2018 Owner Occ. HUs: Avg. Length of Residence		21.34
2018 Renter Occ. HUs: Avg. Length of Residence		7.91

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	6,240	
Value Less than $20,000	173	5.15%
Value $20,000 - $39,999	197	5.86%
Value $40,000 - $59,999	333	9.91%
Value $60,000 - $79,999	495	14.73%
Value $80,000 - $99,999	602	17.91%
Value $100,000 - $149,999	534	15.89%
Value $150,000 - $199,999	362	10.77%
Value $200,000 - $299,999	373	11.10%
Value $300,000 - $399,999	145	4.31%
Value $400,000 - $499,999	75	2.23%
Value $500,000 - $749,999	40	1.19%
Value $750,000 - $999,999	15	0.45%
Value $1,000,000 or $1,499,999	2	0.06%
Value $1,500,000 or $1,999,999	6	0.18%
Value $2,000,000+	8	0.24%
2018 Est. Median All Owner-Occupied Housing Value		$95,659
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	5,232	67.72%
1 Unit Detached	121	1.57%
2 Units	403	5.22%
3 or 4 Units	453	5.86%
5 to 19 Units	913	11.82%
20 to 49 Units	150	1.94%
50 or More Units	93	1.20%
Mobile Home or Trailer	360	4.66%
Boat, RV, Van, etc.	0	0.00%

10-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE
Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	108	1.40%
Housing Units Built 2010 to 2014	24	0.31%
Housing Units Built 2000 to 2009	314	4.06%
Housing Units Built 1990 to 1999	466	6.03%
Housing Units Built 1980 to 1989	653	8.45%
Housing Units Built 1970 to 1979	2,076	26.87%
Housing Units Built 1960 to 1969	2,411	31.21%
Housing Units Built 1950 to 1959	789	10.21%
Housing Units Built 1940 to 1949	329	4.26%
Housing Unit Built 1939 or Earlier	555	7.18%
2018 Est. Median Year Structure Built		1969

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.

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.

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

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

ACKNOWLEDGEMENTS