TheRetailCoach®

15-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE
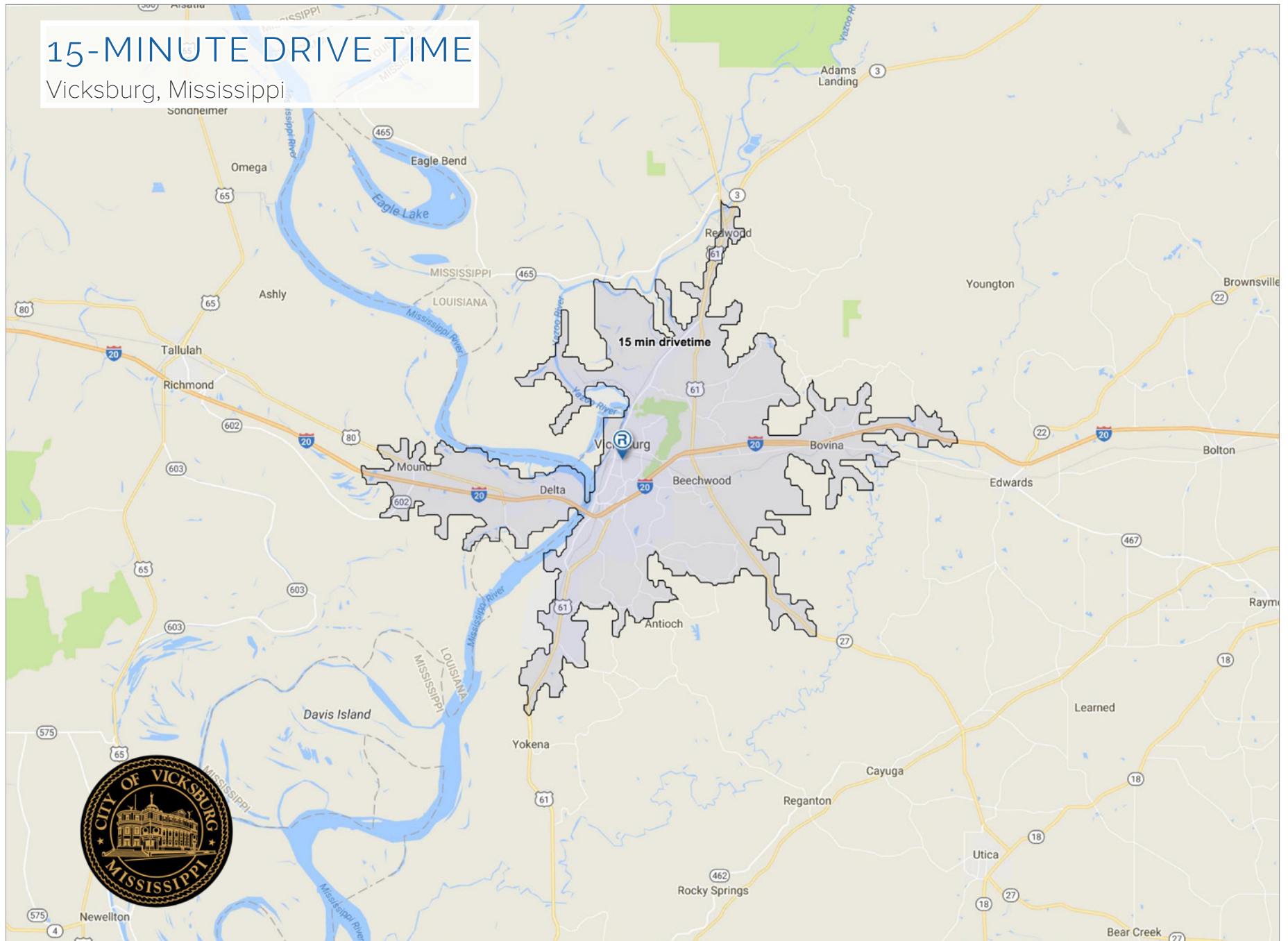
Vicksburg, Mississippi

Prepared for
City of Vicksburg
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15-MINUTE DRIVE TIME
Vicksburg, Mississippi

15 min drivetime

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15-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
Population		
2023 Projection	25,558	
2018 Estimate	26,164	
2010 Census	27,642	
2000 Census	29,498	
Growth 2018 - 2023		-2.32%
Growth 2010 - 2018		-5.35%
Growth 2000 - 2010		-6.29%
2018 Est. Population by Single-Classification Race	26,164	
White Alone	9,463	36.17%
Black or African American Alone	15,936	60.91%
Amer. Indian and Alaska Native Alone	83	0.32%
Asian Alone	239	0.91%
Native Hawaiian and Other Pacific Island Alone	6	0.02%
Some Other Race Alone	152	0.58%
Two or More Races	286	1.09%
2018 Est. Population by Hispanic or Latino Origin	26,164	
Not Hispanic or Latino	25,602	97.85%
Hispanic or Latino	561	2.14%
Mexican	354	63.10%
Puerto Rican	59	10.52%
Cuban	17	3.03%
All Other Hispanic or Latino	130	23.17%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	561	
White Alone	277	49.38%
Black or African American Alone	64	11.41%
American Indian and Alaska Native Alone	22	3.92%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	148	26.38%
Two or More Races	50	8.91%
2018 Est. Pop by Race, Asian Alone, by Category	239	
Chinese, except Taiwanese	0	0.00%
Filipino	9	3.77%
Japanese	9	3.77%
Asian Indian	175	73.22%
Korean	19	7.95%
Vietnamese	27	11.30%
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%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	26,164	
Arab	149	0.57%
Czech	8	0.03%
Danish	52	0.20%
Dutch	38	0.15%
English	765	2.92%
French (except Basque)	173	0.66%
French Canadian	11	0.04%
German	637	2.44%
Greek	0	0.00%
Hungarian	1	0.00%
Irish	1,018	3.89%
Italian	548	2.09%
Lithuanian	0	0.00%
United States or American	1,812	6.93%
Norwegian	62	0.24%
Polish	31	0.12%
Portuguese	0	0.00%
Russian	34	0.13%
Scottish	143	0.55%
Scotch-Irish	230	0.88%
Slovak	0	0.00%
Subsaharan African	239	0.91%
Swedish	11	0.04%
Swiss	30	0.12%
Ukrainian	0	0.00%
Welsh	32	0.12%
West Indian (except Hisp. groups)	82	0.31%
Other ancestries	15,365	58.73%
Ancestry Unclassified	4,689	17.92%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	23,711	97.17%
Speak Asian/Pacific Island Language at Home	78	0.32%
Speak IndoEuropean Language at Home	196	0.80%
Speak Spanish at Home	393	1.61%
Speak Other Language at Home	23	0.09%
2018 Est. Population by Age	26,164	
Age 0 - 4	1,762	6.73%
Age 5 - 9	1,789	6.84%
Age 10 - 14	1,818	6.95%
Age 15 - 17	1,098	4.20%
Age 18 - 20	985	3.77%
Age 21 - 24	1,338	5.11%
Age 25 - 34	3,278	12.53%
Age 35 - 44	3,212	12.28%
Age 45 - 54	3,034	11.60%
Age 55 - 64	3,537	13.52%
Age 65 - 74	2,471	9.44%
Age 75 - 84	1,290	4.93%
Age 85 and over	551	2.11%
Age 16 and over	20,435	78.10%
Age 18 and over	19,696	75.28%
Age 21 and over	18,710	71.51%
Age 65 and over	4,311	16.48%
2018 Est. Median Age		38.12
2018 Est. Average Age		39.10

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	26,164	
Male	12,186	46.58%
Female	13,978	53.43%
2018 Est. Male Population by Age	12,186	
Age 0 - 4	886	7.27%
Age 5 - 9	882	7.24%
Age 10 - 14	904	7.42%
Age 15 - 17	549	4.51%
Age 18 - 20	490	4.02%
Age 21 - 24	651	5.34%
Age 25 - 34	1,547	12.70%
Age 35 - 44	1,497	12.29%
Age 45 - 54	1,407	11.55%
Age 55 - 64	1,623	13.32%
Age 65 - 74	1,111	9.12%
Age 75 - 84	491	4.03%
Age 85 and over	148	1.22%
2018 Est. Median Age, Male		36.21
2018 Est. Average Age, Male		37.46

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	13,978	
Age 0 - 4	877	6.27%
Age 5 - 9	908	6.50%
Age 10 - 14	914	6.54%
Age 15 - 17	549	3.93%
Age 18 - 20	495	3.54%
Age 21 - 24	686	4.91%
Age 25 - 34	1,732	12.39%
Age 35 - 44	1,714	12.26%
Age 45 - 54	1,627	11.64%
Age 55 - 64	1,914	13.69%
Age 65 - 74	1,360	9.73%
Age 75 - 84	799	5.72%
Age 85 and over	403	2.88%
2018 Est. Median Age, Female		39.79
2018 Est. Average Age, Female		40.46
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	8,533	41.04%
Males, Never Married	3,924	18.87%
Females, Never Married	4,609	22.17%
Married, Spouse present	7,450	35.83%
Married, Spouse absent	899	4.32%
Widowed	1,545	7.43%
Males Widowed	371	1.78%
Females Widowed	1,174	5.65%
Divorced	2,368	11.39%
Males Divorced	994	4.78%
Females Divorced	1,373	6.60%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	806	4.6%
Some High School, no diploma	1,790	10.3%
High School Graduate (or GED)	5,448	31.4%
Some College, no degree	4,025	23.2%
Associate Degree	1,394	8.0%
Bachelor's Degree	2,276	13.1%
Master's Degree	1,258	7.2%
Professional School Degree	226	1.3%
Doctorate Degree	150	0.9%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	54	16.82%
High School Graduate	105	32.71%
Some College or Associate's Degree	38	11.84%
Bachelor's Degree or Higher	123	38.32%
Households		
2023 Projection	10,343	
2018 Estimate	10,523	
2010 Census	10,943	
2000 Census	11,451	
Growth 2018 - 2023		-1.71%
Growth 2010 - 2018		-3.84%
Growth 2000 - 2010		-4.44%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	10,523	
Family Households	6,718	63.84%
Nonfamily Households	3,805	36.16%
2018 Est. Group Quarters Population	528	
2018 Households by Ethnicity, Hispanic/Latino	182	
2018 Est. Households by Household Income	10,523	
Income < $15,000	2,360	22.43%
Income $15,000 - $24,999	1,718	16.33%
Income $25,000 - $34,999	1,345	12.78%
Income $35,000 - $49,999	1,270	12.07%
Income $50,000 - $74,999	1,516	14.41%
Income $75,000 - $99,999	900	8.55%
Income $100,000 - $124,999	535	5.08%
Income $125,000 - $149,999	348	3.31%
Income $150,000 - $199,999	299	2.84%
Income $200,000 - $249,999	111	1.06%
Income $250,000 - $499,999	99	0.94%
Income $500,000+	23	0.22%
2018 Est. Average Household Income		$52,275
2018 Est. Median Household Income		$33,631

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$54,501
Black or African American Alone		$25,367
American Indian and Alaska Native Alone		$105,874
Asian Alone		$32,212
Native Hawaiian and Other Pacific Islander Alone		$150,000
Some Other Race Alone		$6,810
Two or More Races		$53,524
Hispanic or Latino		$34,679
Not Hispanic or Latino		$33,612
2018 Est. Family HH Type by Presence of Own Child.	6,718	
Married-Couple Family, own children	1,260	18.76%
Married-Couple Family, no own children	2,389	35.56%
Male Householder, own children	281	4.18%
Male Householder, no own children	315	4.69%
Female Householder, own children	1,373	20.44%
Female Householder, no own children	1,100	16.37%
2018 Est. Households by Household Size	10,523	
1-person	3,467	32.95%
2-person	3,112	29.57%
3-person	1,716	16.31%
4-person	1,152	10.95%
5-person	632	6.01%
6-person	260	2.47%
7-or-more-person	184	1.75%
2018 Est. Average Household Size		2.44

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	10,523	
Households with 1 or More People under Age 18:	3,561	33.84%
Married-Couple Family	1,453	40.80%
Other Family, Male Householder	340	9.55%
Other Family, Female Householder	1,737	48.78%
Nonfamily, Male Householder	27	0.76%
Nonfamily, Female Householder	5	0.14%
Households with No People under Age 18:	6,962	66.16%
Married-Couple Family	2,199	31.59%
Other Family, Male Householder	259	3.72%
Other Family, Female Householder	734	10.54%
Nonfamily, Male Householder	1,671	24.00%
Nonfamily, Female Householder	2,099	30.15%
2018 Est. Households by Number of Vehicles	10,523	
No Vehicles	1,071	10.18%
1 Vehicle	4,122	39.17%
2 Vehicles	3,878	36.85%
3 Vehicles	1,044	9.92%
4 Vehicles	327	3.11%
5 or more Vehicles	82	0.78%
2018 Est. Average Number of Vehicles		1.59

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	6,596	
2018 Estimate	6,718	
2010 Census	6,999	
2000 Census	7,527	
Growth 2018 - 2023		-1.82%
Growth 2010 - 2018		-4.02%
Growth 2000 - 2010		-7.02%
2018 Est. Families by Poverty Status	6,718	
2018 Families at or Above Poverty	5,156	76.75%
2018 Families at or Above Poverty with Children	1,945	28.95%
2018 Families Below Poverty	1,562	23.25%
2018 Families Below Poverty with Children	1,341	19.96%
2018 Est. Pop 16+ by Employment Status	20,434	
Civilian Labor Force, Employed	10,303	50.42%
Civilian Labor Force, Unemployed	894	4.38%
Armed Forces	9	0.04%
Not in Labor Force	9,228	45.16%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	10,087	
For-Profit Private Workers	6,815	67.56%
Non-Profit Private Workers	516	5.12%
Local Government Workers	720	7.14%
State Government Workers	788	7.81%
Federal Government Workers	551	5.46%
Self-Employed Workers	667	6.61%
Unpaid Family Workers	29	0.29%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	10,087	
Architect/Engineer	300	2.97%
Arts/Entertainment/Sports	189	1.87%
Building Grounds Maintenance	383	3.80%
Business/Financial Operations	248	2.46%
Community/Social Services	141	1.40%
Computer/Mathematical	107	1.06%
Construction/Extraction	377	3.74%
Education/Training/Library	632	6.27%
Farming/Fishing/Forestry	23	0.23%
Food Prep/Serving	884	8.76%
Health Practitioner/Technician	599	5.94%
Healthcare Support	295	2.93%
Maintenance Repair	373	3.70%
Legal	80	0.79%
Life/Physical/Social Science	114	1.13%
Management	897	8.89%
Office/Admin. Support	1,140	11.30%
Production	631	6.26%
Protective Services	270	2.68%
Sales/Related	891	8.83%
Personal Care/Service	781	7.74%
Transportation/Moving	734	7.28%
2018 Est. Pop 16+ by Occupation Classification	10,087	
White Collar	5,337	52.91%
Blue Collar	2,114	20.96%
Service and Farm	2,636	26.13%

DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	10,011	
Drove Alone	8,927	89.17%
Car Pooled	671	6.70%
Public Transportation	6	0.06%
Walked	203	2.03%
Bicycle	0	0.00%
Other Means	69	0.69%
Worked at Home	135	1.35%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,692	
15 - 29 Minutes	2,917	
30 - 44 Minutes	632	
45 - 59 Minutes	313	
60 or more Minutes	322	
2018 Est. Avg Travel Time to Work in Minutes		17.58
2018 Est. Occupied Housing Units by Tenure	10,523	
Owner Occupied	6,302	59.89%
Renter Occupied	4,221	40.11%
2018 Owner Occ. HUs: Avg. Length of Residence		20.03
2018 Renter Occ. HUs: Avg. Length of Residence		8.05

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	10,523	
Value Less than $20,000	308	4.89%
Value $20,000 - $39,999	377	5.98%
Value $40,000 - $59,999	463	7.35%
Value $60,000 - $79,999	664	10.54%
Value $80,000 - $99,999	1,098	17.42%
Value $100,000 - $149,999	1,194	18.95%
Value $150,000 - $199,999	847	13.44%
Value $200,000 - $299,999	769	12.20%
Value $300,000 - $399,999	273	4.33%
Value $400,000 - $499,999	153	2.43%
Value $500,000 - $749,999	110	1.75%
Value $750,000 - $999,999	24	0.38%
Value $1,000,000 or $1,499,999	7	0.11%
Value $1,500,000 or $1,999,999	6	0.10%
Value $2,000,000+	9	0.14%
2018 Est. Median All Owner-Occupied Housing Value		$106,690
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	8,408	66.63%
1 Unit Detached	124	0.98%
2 Units	426	3.38%
3 or 4 Units	535	4.24%
5 to 19 Units	1,627	12.89%
20 to 49 Units	175	1.39%
50 or More Units	222	1.76%
Mobile Home or Trailer	1,101	8.73%
Boat, RV, Van, etc.	0	0.00%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	146	1.16%
Housing Units Built 2010 to 2014	86	0.68%
Housing Units Built 2000 to 2009	852	6.75%
Housing Units Built 1990 to 1999	1,089	8.63%
Housing Units Built 1980 to 1989	1,558	12.35%
Housing Units Built 1970 to 1979	3,716	29.45%
Housing Units Built 1960 to 1969	3,118	24.71%
Housing Units Built 1950 to 1959	988	7.83%
Housing Units Built 1940 to 1949	445	3.53%
Housing Unit Built 1939 or Earlier	620	4.91%
2018 Est. Median Year Structure Built		1973

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.

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

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