



TheRetailCoach®

# 20-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

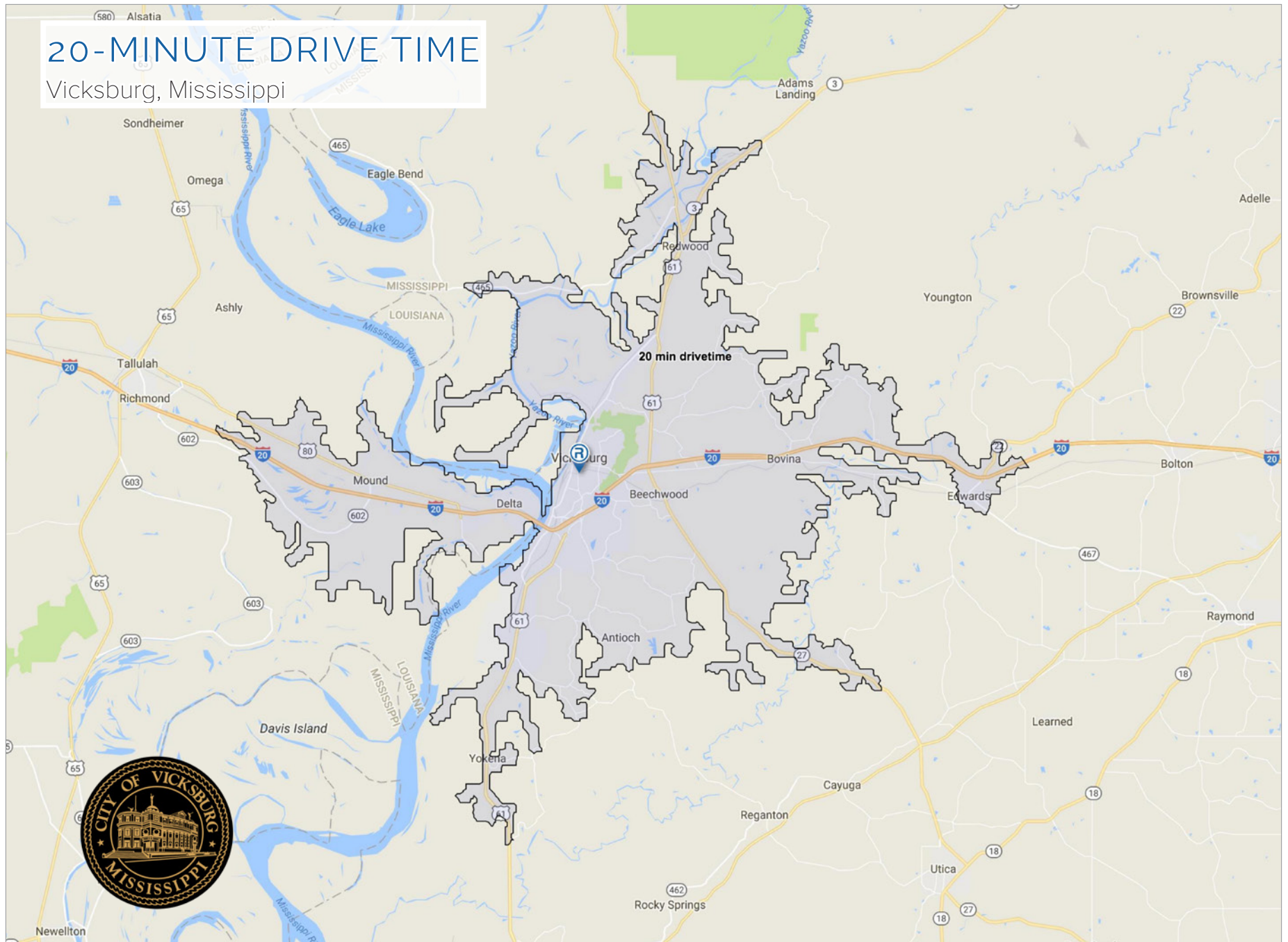
Vicksburg, Mississippi

Prepared for  
City of Vicksburg  
June 2018



## 20-MINUTE DRIVE TIME

Vicksburg, Mississippi



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# 20-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	33,545	
2018 Estimate	34,242	
2010 Census	35,916	
2000 Census	37,340	
Growth 2018 - 2023		-2.04%
Growth 2010 - 2018		-4.66%
Growth 2000 - 2010		-3.81%
<b>2018 Est. Population by Single-Classification Race</b>	34,242	
White Alone	13,682	39.96%
Black or African American Alone	19,470	56.86%
Amer. Indian and Alaska Native Alone	107	0.31%
Asian Alone	315	0.92%
Native Hawaiian and Other Pacific Island Alone	7	0.02%
Some Other Race Alone	293	0.86%
Two or More Races	369	1.08%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	34,242	
Not Hispanic or Latino	33,385	97.50%
Hispanic or Latino	858	2.51%
Mexican	571	66.55%
Puerto Rican	82	9.56%
Cuban	21	2.45%
All Other Hispanic or Latino	184	21.45%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	858	
White Alone	399	46.50%
Black or African American Alone	85	9.91%
American Indian and Alaska Native Alone	25	2.91%
Asian Alone	1	0.12%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	285	33.22%
Two or More Races	63	7.34%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	315	
Chinese, except Taiwanese	1	0.32%
Filipino	11	3.49%
Japanese	18	5.71%
Asian Indian	213	67.62%
Korean	33	10.48%
Vietnamese	39	12.38%
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	%
<b>2018 Est. Population by Ancestry</b>	34,242	
Arab	177	0.52%
Czech	15	0.04%
Danish	68	0.20%
Dutch	84	0.25%
English	1,083	3.16%
French (except Basque)	233	0.68%
French Canadian	20	0.06%
German	858	2.51%
Greek	0	0.00%
Hungarian	5	0.02%
Irish	1,454	4.25%
Italian	832	2.43%
Lithuanian	0	0.00%
United States or American	2,684	7.84%
Norwegian	79	0.23%
Polish	41	0.12%
Portuguese	0	0.00%
Russian	43	0.13%
Scottish	200	0.58%
Scotch-Irish	309	0.90%
Slovak	1	0.00%
Subsaharan African	305	0.89%
Swedish	17	0.05%
Swiss	36	0.11%
Ukrainian	0	0.00%
Welsh	44	0.13%
West Indian (except Hisp. groups)	90	0.26%
Other ancestries	18,925	55.27%
Ancestry Unclassified	6,637	19.38%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	31,070	97.16%
Speak Asian/Pacific Island Language at Home	105	0.33%
Speak IndoEuropean Language at Home	264	0.83%
Speak Spanish at Home	514	1.61%
Speak Other Language at Home	25	0.08%
<b>2018 Est. Population by Age</b>	34,242	
Age 0 - 4	2,264	6.61%
Age 5 - 9	2,312	6.75%
Age 10 - 14	2,393	6.99%
Age 15 - 17	1,455	4.25%
Age 18 - 20	1,306	3.81%
Age 21 - 24	1,761	5.14%
Age 25 - 34	4,249	12.41%
Age 35 - 44	4,225	12.34%
Age 45 - 54	4,104	11.99%
Age 55 - 64	4,648	13.57%
Age 65 - 74	3,260	9.52%
Age 75 - 84	1,628	4.75%
Age 85 and over	637	1.86%
Age 16 and over	26,796	78.26%
Age 18 and over	25,818	75.40%
Age 21 and over	24,512	71.59%
Age 65 and over	5,525	16.14%
<b>2018 Est. Median Age</b>		38.25
<b>2018 Est. Average Age</b>		39.03



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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	34,242	
Male	16,101	47.02%
Female	18,142	52.98%
<b>2018 Est. Male Population by Age</b>	16,101	
Age 0 - 4	1,139	7.07%
Age 5 - 9	1,143	7.10%
Age 10 - 14	1,198	7.44%
Age 15 - 17	730	4.53%
Age 18 - 20	653	4.06%
Age 21 - 24	857	5.32%
Age 25 - 34	2,013	12.50%
Age 35 - 44	1,978	12.29%
Age 45 - 54	1,917	11.91%
Age 55 - 64	2,155	13.38%
Age 65 - 74	1,489	9.25%
Age 75 - 84	647	4.02%
Age 85 and over	181	1.12%
<b>2018 Est. Median Age, Male</b>		36.59
<b>2018 Est. Average Age, Male</b>		37.61

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	18,142	
Age 0 - 4	1,125	6.20%
Age 5 - 9	1,170	6.45%
Age 10 - 14	1,195	6.59%
Age 15 - 17	725	4.00%
Age 18 - 20	653	3.60%
Age 21 - 24	903	4.98%
Age 25 - 34	2,236	12.33%
Age 35 - 44	2,247	12.39%
Age 45 - 54	2,187	12.06%
Age 55 - 64	2,493	13.74%
Age 65 - 74	1,771	9.76%
Age 75 - 84	981	5.41%
Age 85 and over	456	2.51%
<b>2018 Est. Median Age, Female</b>		39.72
<b>2018 Est. Average Age, Female</b>		40.21
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	10,537	38.64%
Males, Never Married	4,937	18.10%
Females, Never Married	5,600	20.53%
Married, Spouse present	10,639	39.01%
Married, Spouse absent	1,162	4.26%
Widowed	1,964	7.20%
Males Widowed	450	1.65%
Females Widowed	1,514	5.55%
Divorced	2,971	10.89%
Males Divorced	1,301	4.77%
Females Divorced	1,671	6.13%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	993	4.4%
Some High School, no diploma	2,266	10.0%
High School Graduate (or GED)	6,999	30.8%
Some College, no degree	5,372	23.6%
Associate Degree	1,873	8.2%
Bachelor's Degree	3,018	13.3%
Master's Degree	1,711	7.5%
Professional School Degree	275	1.2%
Doctorate Degree	244	1.1%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	113	23.06%
High School Graduate	150	30.61%
Some College or Associate's Degree	53	10.82%
Bachelor's Degree or Higher	175	35.71%
<b>Households</b>		
2023 Projection	13,407	
2018 Estimate	13,609	
2010 Census	14,068	
2000 Census	14,305	
Growth 2018 - 2023		-1.48%
Growth 2010 - 2018		-3.26%
Growth 2000 - 2010		-1.66%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	13,609	
Family Households	8,988	66.05%
Nonfamily Households	4,621	33.96%
2018 Est. Group Quarters Population	528	
2018 Households by Ethnicity, Hispanic/Latino	266	
<b>2018 Est. Households by Household Income</b>	13,609	
Income < \$15,000	2,784	20.46%
Income \$15,000 - \$24,999	1,999	14.69%
Income \$25,000 - \$34,999	1,680	12.35%
Income \$35,000 - \$49,999	1,735	12.75%
Income \$50,000 - \$74,999	2,130	15.65%
Income \$75,000 - \$99,999	1,320	9.70%
Income \$100,000 - \$124,999	766	5.63%
Income \$125,000 - \$149,999	482	3.54%
Income \$150,000 - \$199,999	404	2.97%
Income \$200,000 - \$249,999	146	1.07%
Income \$250,000 - \$499,999	130	0.96%
Income \$500,000+	31	0.23%
<b>2018 Est. Average Household Income</b>		\$55,169
<b>2018 Est. Median Household Income</b>		\$37,505

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$56,555
Black or African American Alone		\$27,887
American Indian and Alaska Native Alone		\$104,752
Asian Alone		\$32,861
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$7,053
Two or More Races		\$58,199
Hispanic or Latino		\$44,774
Not Hispanic or Latino		\$37,404
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	8,988	
Married-Couple Family, own children	1,842	20.49%
Married-Couple Family, no own children	3,335	37.11%
Male Householder, own children	382	4.25%
Male Householder, no own children	400	4.45%
Female Householder, own children	1,695	18.86%
Female Householder, no own children	1,334	14.84%
<b>2018 Est. Households by Household Size</b>	13,609	
1-person	4,187	30.77%
2-person	4,132	30.36%
3-person	2,322	17.06%
4-person	1,557	11.44%
5-person	841	6.18%
6-person	331	2.43%
7-or-more-person	238	1.75%
<b>2018 Est. Average Household Size</b>		2.48

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	13,609	
Households with 1 or More People under Age 18:	4,746	34.87%
Married-Couple Family	2,112	44.50%
Other Family, Male Householder	459	9.67%
Other Family, Female Householder	2,132	44.92%
Nonfamily, Male Householder	38	0.80%
Nonfamily, Female Householder	5	0.11%
<b>Households with No People under Age 18:</b>	8,863	65.13%
Married-Couple Family	3,069	34.63%
Other Family, Male Householder	326	3.68%
Other Family, Female Householder	893	10.08%
Nonfamily, Male Householder	2,088	23.56%
Nonfamily, Female Householder	2,487	28.06%
<b>2018 Est. Households by Number of Vehicles</b>	13,609	
No Vehicles	1,179	8.66%
1 Vehicle	5,033	36.98%
2 Vehicles	5,233	38.45%
3 Vehicles	1,591	11.69%
4 Vehicles	445	3.27%
5 or more Vehicles	128	0.94%
<b>2018 Est. Average Number of Vehicles</b>		1.68

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	8,849	
2018 Estimate	8,988	
2010 Census	9,297	
2000 Census	9,732	
Growth 2018 - 2023		-1.55%
Growth 2010 - 2018		-3.32%
Growth 2000 - 2010		-4.47%
<b>2018 Est. Families by Poverty Status</b>	8,988	
2018 Families at or Above Poverty	7,165	79.72%
2018 Families at or Above Poverty with Children	2,761	30.72%
2018 Families Below Poverty	1,823	20.28%
2018 Families Below Poverty with Children	1,539	17.12%
<b>2018 Est. Pop 16+ by Employment Status</b>	26,796	
Civilian Labor Force, Employed	13,862	51.73%
Civilian Labor Force, Unemployed	1,164	4.34%
Armed Forces	16	0.06%
Not in Labor Force	11,754	43.87%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	13,648	
For-Profit Private Workers	9,131	66.90%
Non-Profit Private Workers	663	4.86%
Local Government Workers	1,037	7.60%
State Government Workers	1,173	8.60%
Federal Government Workers	725	5.31%
Self-Employed Workers	886	6.49%
Unpaid Family Workers	33	0.24%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	13,648	
Architect/Engineer	470	3.44%
Arts/Entertainment/Sports	219	1.61%
Building Grounds Maintenance	497	3.64%
Business/Financial Operations	337	2.47%
Community/Social Services	216	1.58%
Computer/Mathematical	153	1.12%
Construction/Extraction	584	4.28%
Education/Training/Library	945	6.92%
Farming/Fishing/Forestry	34	0.25%
Food Prep/Serving	1,006	7.37%
Health Practitioner/Technician	829	6.07%
Healthcare Support	390	2.86%
Maintenance Repair	525	3.85%
Legal	105	0.77%
Life/Physical/Social Science	158	1.16%
Management	1,206	8.84%
Office/Admin. Support	1,570	11.50%
Production	938	6.87%
Protective Services	345	2.53%
Sales/Related	1,191	8.73%
Personal Care/Service	961	7.04%
Transportation/Moving	969	7.10%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	13,648	
White Collar	7,399	54.21%
Blue Collar	3,016	22.10%
Service and Farm	3,232	23.68%



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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	13,505	
Drove Alone	12,046	89.20%
Car Pooled	965	7.15%
Public Transportation	8	0.06%
Walked	223	1.65%
Bicycle	0	0.00%
Other Means	93	0.69%
Worked at Home	170	1.26%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	7,231	
15 - 29 Minutes	4,164	
30 - 44 Minutes	983	
45 - 59 Minutes	496	
60 or more Minutes	467	
2018 Est. Avg Travel Time to Work in Minutes		18.37
<b>2018 Est. Occupied Housing Units by Tenure</b>	13,609	
Owner Occupied	8,645	63.52%
Renter Occupied	4,964	36.48%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		19.57
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		7.94

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	13,609	
Value Less than \$20,000	429	4.96%
Value \$20,000 - \$39,999	555	6.42%
Value \$40,000 - \$59,999	589	6.81%
Value \$60,000 - \$79,999	862	9.97%
Value \$80,000 - \$99,999	1,523	17.62%
Value \$100,000 - \$149,999	1,608	18.60%
Value \$150,000 - \$199,999	1,243	14.38%
Value \$200,000 - \$299,999	1,079	12.48%
Value \$300,000 - \$399,999	358	4.14%
Value \$400,000 - \$499,999	190	2.20%
Value \$500,000 - \$749,999	152	1.76%
Value \$750,000 - \$999,999	29	0.34%
Value \$1,000,000 or \$1,499,999	12	0.14%
Value \$1,500,000 or \$1,999,999	7	0.08%
Value \$2,000,000+	10	0.12%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$107,542
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	10,727	66.68%
1 Unit Detached	132	0.82%
2 Units	430	2.67%
3 or 4 Units	544	3.38%
5 to 19 Units	1,862	11.57%
20 to 49 Units	225	1.40%
50 or More Units	252	1.57%
Mobile Home or Trailer	1,913	11.89%
Boat, RV, Van, etc.	3	0.02%

# 20-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	229	1.42%
Housing Units Built 2010 to 2014	145	0.90%
Housing Units Built 2000 to 2009	1,266	7.87%
Housing Units Built 1990 to 1999	1,721	10.70%
Housing Units Built 1980 to 1989	2,258	14.04%
Housing Units Built 1970 to 1979	4,771	29.66%
Housing Units Built 1960 to 1969	3,444	21.41%
Housing Units Built 1950 to 1959	1,066	6.63%
Housing Units Built 1940 to 1949	515	3.20%
Housing Unit Built 1939 or Earlier	674	4.19%
<b>2018 Est. Median Year Structure Built</b>		1975

# 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 2018, ESRI 2017, 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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