



TheRetailCoach®

# 30-MINUTE DRIVE TIME DEMOGRAPHIC PROFILE

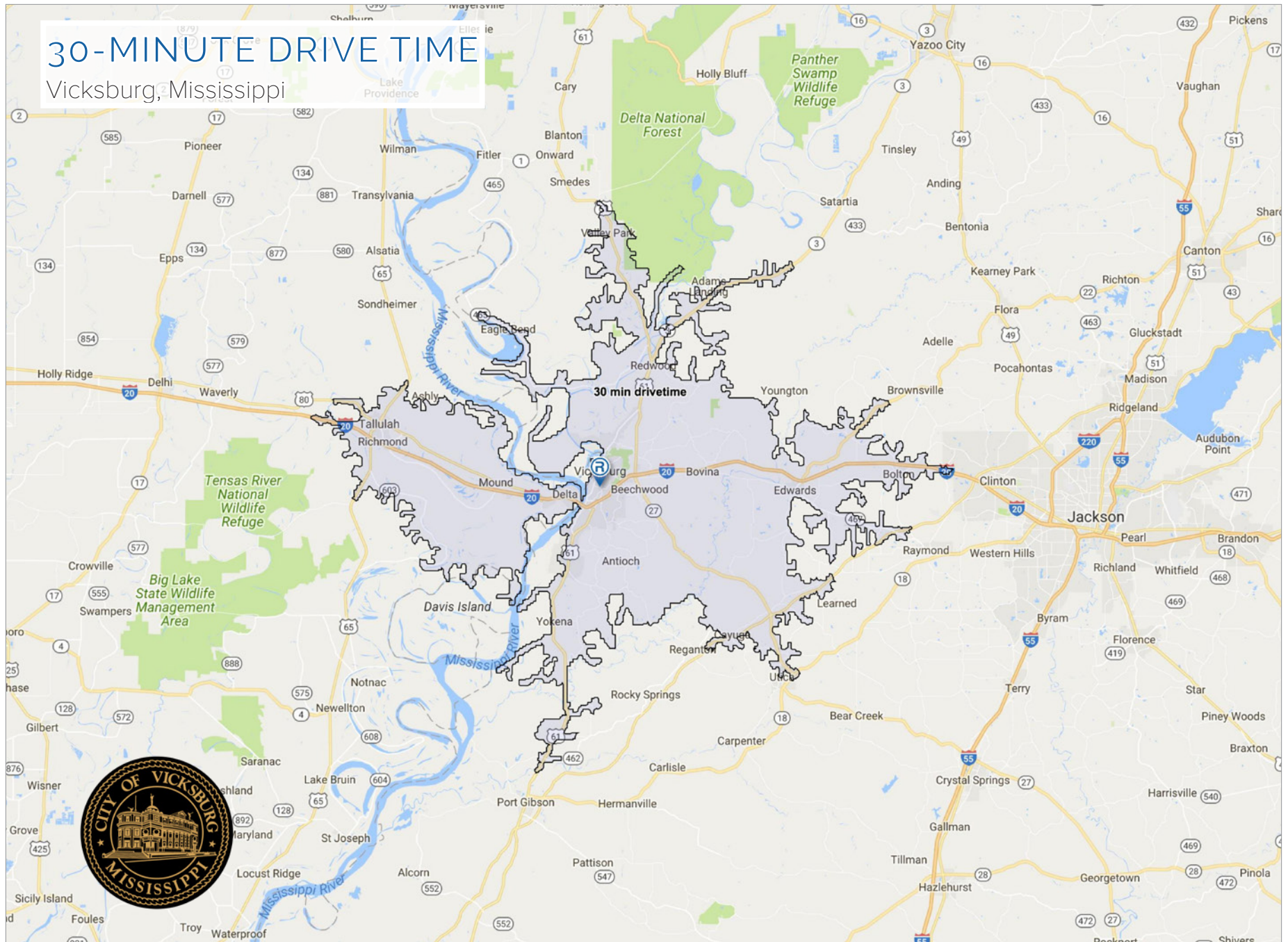
Vicksburg, Mississippi

Prepared for  
City of Vicksburg  
June 2018



# 30-MINUTE DRIVE TIME

Vicksburg, Mississippi



## CONTACT

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# 30-MINUTE DRIVE TIME • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	50,723	
2018 Estimate	51,788	
2010 Census	54,336	
2000 Census	56,144	
Growth 2018 - 2023		-2.06%
Growth 2010 - 2018		-4.69%
Growth 2000 - 2010		-3.22%
<b>2018 Est. Population by Single-Classification Race</b>	51,788	
White Alone	23,053	44.51%
Black or African American Alone	27,168	52.46%
Amer. Indian and Alaska Native Alone	147	0.28%
Asian Alone	412	0.80%
Native Hawaiian and Other Pacific Island Alone	7	0.01%
Some Other Race Alone	437	0.84%
Two or More Races	563	1.09%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	51,788	
Not Hispanic or Latino	50,512	97.54%
Hispanic or Latino	1,276	2.46%
Mexican	850	66.61%
Puerto Rican	113	8.86%
Cuban	28	2.19%
All Other Hispanic or Latino	285	22.34%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	1,276	
White Alone	602	47.18%
Black or African American Alone	125	9.80%
American Indian and Alaska Native Alone	30	2.35%
Asian Alone	2	0.16%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	420	32.92%
Two or More Races	98	7.68%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	412	
Chinese, except Taiwanese	32	7.77%
Filipino	12	2.91%
Japanese	28	6.80%
Asian Indian	256	62.14%
Korean	38	9.22%
Vietnamese	47	11.41%
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>	51,788	
Arab	234	0.45%
Czech	18	0.04%
Danish	85	0.16%
Dutch	133	0.26%
English	1,603	3.10%
French (except Basque)	373	0.72%
French Canadian	34	0.07%
German	1,459	2.82%
Greek	3	0.01%
Hungarian	8	0.02%
Irish	2,225	4.30%
Italian	1,199	2.32%
Lithuanian	0	0.00%
United States or American	5,288	10.21%
Norwegian	99	0.19%
Polish	65	0.13%
Portuguese	0	0.00%
Russian	45	0.09%
Scottish	337	0.65%
Scotch-Irish	480	0.93%
Slovak	6	0.01%
Subsaharan African	455	0.88%
Swedish	37	0.07%
Swiss	36	0.07%
Ukrainian	0	0.00%
Welsh	63	0.12%
West Indian (except Hisp. groups)	90	0.17%
Other ancestries	27,593	53.28%
Ancestry Unclassified	9,820	18.96%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	47,107	97.28%
Speak Asian/Pacific Island Language at Home	129	0.27%
Speak IndoEuropean Language at Home	370	0.76%
Speak Spanish at Home	788	1.63%
Speak Other Language at Home	28	0.06%
<b>2018 Est. Population by Age</b>	51,788	
Age 0 - 4	3,366	6.50%
Age 5 - 9	3,405	6.58%
Age 10 - 14	3,551	6.86%
Age 15 - 17	2,172	4.19%
Age 18 - 20	1,979	3.82%
Age 21 - 24	2,712	5.24%
Age 25 - 34	6,543	12.63%
Age 35 - 44	6,263	12.09%
Age 45 - 54	6,278	12.12%
Age 55 - 64	7,171	13.85%
Age 65 - 74	5,020	9.69%
Age 75 - 84	2,422	4.68%
Age 85 and over	906	1.75%
Age 16 and over	40,753	78.69%
Age 18 and over	39,294	75.88%
Age 21 and over	37,315	72.05%
Age 65 and over	8,348	16.12%
<b>2018 Est. Median Age</b>		38.43
<b>2018 Est. Average Age</b>		39.17

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	51,788	
Male	24,888	48.06%
Female	26,900	51.94%
<b>2018 Est. Male Population by Age</b>	24,888	
Age 0 - 4	1,710	6.87%
Age 5 - 9	1,694	6.81%
Age 10 - 14	1,783	7.16%
Age 15 - 17	1,098	4.41%
Age 18 - 20	1,009	4.05%
Age 21 - 24	1,372	5.51%
Age 25 - 34	3,267	13.13%
Age 35 - 44	2,971	11.94%
Age 45 - 54	2,996	12.04%
Age 55 - 64	3,369	13.54%
Age 65 - 74	2,336	9.39%
Age 75 - 84	1,002	4.03%
Age 85 and over	281	1.13%
<b>2018 Est. Median Age, Male</b>		36.67
<b>2018 Est. Average Age, Male</b>		37.89

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	26,900	
Age 0 - 4	1,656	6.16%
Age 5 - 9	1,711	6.36%
Age 10 - 14	1,769	6.58%
Age 15 - 17	1,074	3.99%
Age 18 - 20	970	3.61%
Age 21 - 24	1,340	4.98%
Age 25 - 34	3,276	12.18%
Age 35 - 44	3,291	12.23%
Age 45 - 54	3,282	12.20%
Age 55 - 64	3,802	14.13%
Age 65 - 74	2,684	9.98%
Age 75 - 84	1,421	5.28%
Age 85 and over	625	2.32%
<b>2018 Est. Median Age, Female</b>		40.03
<b>2018 Est. Average Age, Female</b>		40.32
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	15,440	37.24%
Males, Never Married	7,618	18.37%
Females, Never Married	7,821	18.86%
Married, Spouse present	16,810	40.54%
Married, Spouse absent	1,804	4.35%
Widowed	2,969	7.16%
Males Widowed	693	1.67%
Females Widowed	2,276	5.49%
Divorced	4,444	10.72%
Males Divorced	2,076	5.01%
Females Divorced	2,368	5.71%

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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	1,519	4.4%
Some High School, no diploma	3,523	10.2%
High School Graduate (or GED)	10,823	31.3%
Some College, no degree	8,053	23.3%
Associate Degree	2,854	8.2%
Bachelor's Degree	4,495	13.0%
Master's Degree	2,505	7.2%
Professional School Degree	427	1.2%
Doctorate Degree	404	1.2%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	200	27.78%
High School Graduate	208	28.89%
Some College or Associate's Degree	82	11.39%
Bachelor's Degree or Higher	231	32.08%
<b>Households</b>		
2023 Projection	19,599	
2018 Estimate	19,909	
2010 Census	20,611	
2000 Census	20,671	
Growth 2018 - 2023		-1.56%
Growth 2010 - 2018		-3.41%
Growth 2000 - 2010		-0.29%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>		
Family Households	13,611	68.37%
Nonfamily Households	6,298	31.63%
2018 Est. Group Quarters Population	1,209	
2018 Households by Ethnicity, Hispanic/Latino	388	
<b>2018 Est. Households by Household Income</b>		
Income < \$15,000	3,900	19.59%
Income \$15,000 - \$24,999	2,696	13.54%
Income \$25,000 - \$34,999	2,293	11.52%
Income \$35,000 - \$49,999	2,683	13.48%
Income \$50,000 - \$74,999	3,249	16.32%
Income \$75,000 - \$99,999	2,097	10.53%
Income \$100,000 - \$124,999	1,171	5.88%
Income \$125,000 - \$149,999	711	3.57%
Income \$150,000 - \$199,999	597	3.00%
Income \$200,000 - \$249,999	225	1.13%
Income \$250,000 - \$499,999	222	1.12%
Income \$500,000+	64	0.32%
2018 Est. Average Household Income		\$57,692
2018 Est. Median Household Income		\$40,466

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$58,854
Black or African American Alone		\$28,452
American Indian and Alaska Native Alone		\$103,553
Asian Alone		\$33,813
Native Hawaiian and Other Pacific Islander Alone		\$100,000
Some Other Race Alone		\$6,885
Two or More Races		\$51,557
Hispanic or Latino		\$46,235
Not Hispanic or Latino		\$40,356
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	13,611	
Married-Couple Family, own children	2,961	21.75%
Married-Couple Family, no own children	5,299	38.93%
Male Householder, own children	550	4.04%
Male Householder, no own children	580	4.26%
Female Householder, own children	2,331	17.13%
Female Householder, no own children	1,890	13.89%
<b>2018 Est. Households by Household Size</b>	19,909	
1-person	5,683	28.55%
2-person	6,242	31.35%
3-person	3,493	17.55%
4-person	2,428	12.20%
5-person	1,228	6.17%
6-person	490	2.46%
7-or-more-person	345	1.73%
<b>2018 Est. Average Household Size</b>		2.52

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	19,909	
Households with 1 or More People under Age 18:	7,100	35.66%
Married-Couple Family	3,408	48.00%
Other Family, Male Householder	671	9.45%
Other Family, Female Householder	2,956	41.63%
Nonfamily, Male Householder	56	0.79%
Nonfamily, Female Householder	9	0.13%
<b>Households with No People under Age 18:</b>	12,809	64.34%
Married-Couple Family	4,857	37.92%
Other Family, Male Householder	462	3.61%
Other Family, Female Householder	1,261	9.85%
Nonfamily, Male Householder	2,929	22.87%
Nonfamily, Female Householder	3,300	25.76%
<b>2018 Est. Households by Number of Vehicles</b>	19,909	
No Vehicles	1,612	8.10%
1 Vehicle	6,935	34.83%
2 Vehicles	7,679	38.57%
3 Vehicles	2,619	13.16%
4 Vehicles	815	4.09%
5 or more Vehicles	248	1.25%
<b>2018 Est. Average Number of Vehicles</b>		1.75

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	13,394	
2018 Estimate	13,611	
2010 Census	14,096	
2000 Census	14,510	
Growth 2018 - 2023		-1.59%
Growth 2010 - 2018		-3.44%
Growth 2000 - 2010		-2.85%
<b>2018 Est. Families by Poverty Status</b>	13,611	
2018 Families at or Above Poverty	10,978	80.66%
2018 Families at or Above Poverty with Children	4,272	31.39%
2018 Families Below Poverty	2,633	19.35%
2018 Families Below Poverty with Children	2,175	15.98%
<b>2018 Est. Pop 16+ by Employment Status</b>	40,753	
Civilian Labor Force, Employed	21,126	51.84%
Civilian Labor Force, Unemployed	1,869	4.59%
Armed Forces	30	0.07%
Not in Labor Force	17,728	43.50%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	21,100	
For-Profit Private Workers	13,753	65.18%
Non-Profit Private Workers	1,006	4.77%
Local Government Workers	1,772	8.40%
State Government Workers	1,827	8.66%
Federal Government Workers	1,296	6.14%
Self-Employed Workers	1,408	6.67%
Unpaid Family Workers	38	0.18%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	21,100	
Architect/Engineer	842	3.99%
Arts/Entertainment/Sports	251	1.19%
Building Grounds Maintenance	750	3.56%
Business/Financial Operations	528	2.50%
Community/Social Services	377	1.79%
Computer/Mathematical	276	1.31%
Construction/Extraction	1,014	4.81%
Education/Training/Library	1,442	6.83%
Farming/Fishing/Forestry	84	0.40%
Food Prep/Serving	1,381	6.55%
Health Practitioner/Technician	1,307	6.19%
Healthcare Support	557	2.64%
Maintenance Repair	779	3.69%
Legal	179	0.85%
Life/Physical/Social Science	270	1.28%
Management	1,793	8.50%
Office/Admin. Support	2,513	11.91%
Production	1,568	7.43%
Protective Services	561	2.66%
Sales/Related	1,752	8.30%
Personal Care/Service	1,420	6.73%
Transportation/Moving	1,457	6.91%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	21,100	
White Collar	11,529	54.64%
Blue Collar	4,817	22.83%
Service and Farm	4,754	22.53%



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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	20,896	
Drove Alone	18,399	88.05%
Car Pooled	1,729	8.27%
Public Transportation	14	0.07%
Walked	320	1.53%
Bicycle	2	0.01%
Other Means	145	0.69%
Worked at Home	288	1.38%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	10,406	
15 - 29 Minutes	6,610	
30 - 44 Minutes	1,946	
45 - 59 Minutes	797	
60 or more Minutes	851	
2018 Est. Avg Travel Time to Work in Minutes		19.54
<b>2018 Est. Occupied Housing Units by Tenure</b>	19,909	
Owner Occupied	13,385	67.23%
Renter Occupied	6,524	32.77%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		19.52
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		7.86

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	19,909	
Value Less than \$20,000	618	4.62%
Value \$20,000 - \$39,999	1,012	7.56%
Value \$40,000 - \$59,999	996	7.44%
Value \$60,000 - \$79,999	1,432	10.70%
Value \$80,000 - \$99,999	2,188	16.35%
Value \$100,000 - \$149,999	2,328	17.39%
Value \$150,000 - \$199,999	1,939	14.49%
Value \$200,000 - \$299,999	1,712	12.79%
Value \$300,000 - \$399,999	533	3.98%
Value \$400,000 - \$499,999	275	2.06%
Value \$500,000 - \$749,999	231	1.73%
Value \$750,000 - \$999,999	72	0.54%
Value \$1,000,000 or \$1,499,999	27	0.20%
Value \$1,500,000 or \$1,999,999	8	0.06%
Value \$2,000,000+	13	0.10%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$106,346
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	15,770	67.45%
1 Unit Detached	152	0.65%
2 Units	487	2.08%
3 or 4 Units	677	2.90%
5 to 19 Units	2,359	10.09%
20 to 49 Units	298	1.28%
50 or More Units	276	1.18%
Mobile Home or Trailer	3,351	14.33%
Boat, RV, Van, etc.	10	0.04%

# 30-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	268	1.15%
Housing Units Built 2010 to 2014	240	1.03%
Housing Units Built 2000 to 2009	2,214	9.47%
Housing Units Built 1990 to 1999	2,966	12.69%
Housing Units Built 1980 to 1989	3,549	15.18%
Housing Units Built 1970 to 1979	6,585	28.16%
Housing Units Built 1960 to 1969	4,186	17.90%
Housing Units Built 1950 to 1959	1,698	7.26%
Housing Units Built 1940 to 1949	786	3.36%
Housing Unit Built 1939 or Earlier	888	3.80%
<b>2018 Est. Median Year Structure Built</b>		1976

# 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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