



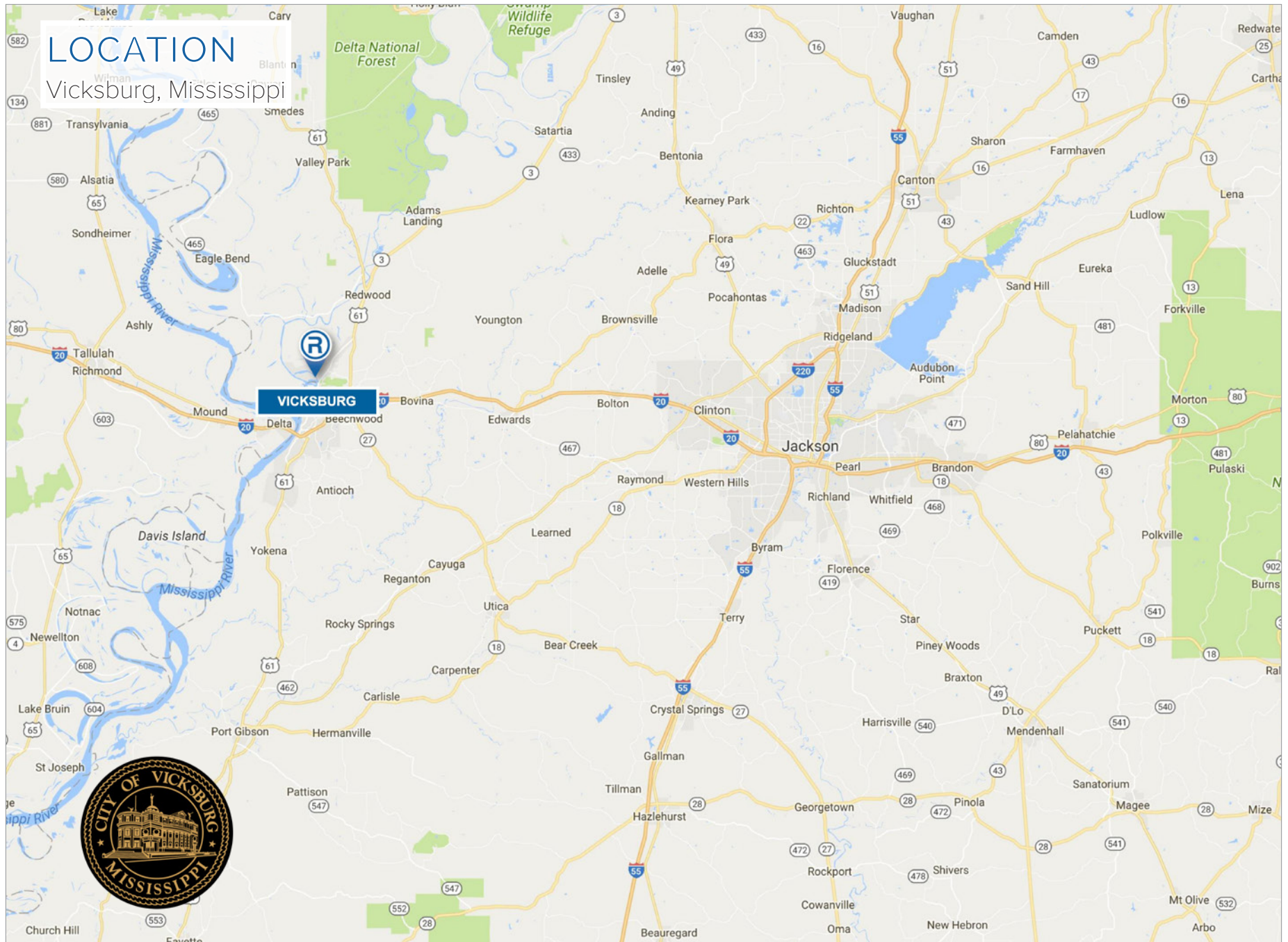
TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

Prepared for
City of Vicksburg
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COMMUNITY • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
Population		
2023 Projection	22,057	
2018 Estimate	22,616	
2010 Census	23,856	
2000 Census	26,211	
Growth 2018 - 2023		-2.47%
Growth 2010 - 2018		-5.20%
Growth 2000 - 2010		-8.99%
2018 Est. Population by Single-Classification Race	22,616	
White Alone	6,965	30.80%
Black or African American Alone	14,967	66.18%
Amer. Indian and Alaska Native Alone	70	0.31%
Asian Alone	183	0.81%
Native Hawaiian and Other Pacific Island Alone	6	0.03%
Some Other Race Alone	202	0.89%
Two or More Races	223	0.99%
2018 Est. Population by Hispanic or Latino Origin	22,616	
Not Hispanic or Latino	22,053	97.51%
Hispanic or Latino	563	2.49%
Mexican	388	68.92%
Puerto Rican	49	8.70%
Cuban	13	2.31%
All Other Hispanic or Latino	113	20.07%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	563	
White Alone	243	43.16%
Black or African American Alone	63	11.19%
American Indian and Alaska Native Alone	25	4.44%
Asian Alone	1	0.18%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	196	34.81%
Two or More Races	35	6.22%
2018 Est. Pop by Race, Asian Alone, by Category	183	
Chinese, except Taiwanese	0	0.00%
Filipino	6	3.28%
Japanese	13	7.10%
Asian Indian	120	65.57%
Korean	21	11.48%
Vietnamese	23	12.57%
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	22,616	
Arab	150	0.66%
Czech	13	0.06%
Danish	14	0.06%
Dutch	75	0.33%
English	596	2.64%
French (except Basque)	125	0.55%
French Canadian	4	0.02%
German	518	2.29%
Greek	0	0.00%
Hungarian	6	0.03%
Irish	927	4.10%
Italian	368	1.63%
Lithuanian	0	0.00%
United States or American	1,287	5.69%
Norwegian	47	0.21%
Polish	23	0.10%
Portuguese	0	0.00%
Russian	21	0.09%
Scottish	95	0.42%
Scotch-Irish	238	1.05%
Slovak	0	0.00%
Subsaharan African	215	0.95%
Swedish	9	0.04%
Swiss	19	0.08%
Ukrainian	0	0.00%
Welsh	27	0.12%
West Indian (except Hisp. groups)	71	0.31%
Other ancestries	14,219	62.87%
Ancestry Unclassified	3,549	15.69%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	20,384	96.82%
Speak Asian/Pacific Island Language at Home	98	0.47%
Speak IndoEuropean Language at Home	160	0.76%
Speak Spanish at Home	387	1.84%
Speak Other Language at Home	24	0.11%
2018 Est. Population by Age	22,616	
Age 0 - 4	1,563	6.91%
Age 5 - 9	1,578	6.98%
Age 10 - 14	1,588	7.02%
Age 15 - 17	951	4.21%
Age 18 - 20	860	3.80%
Age 21 - 24	1,168	5.16%
Age 25 - 34	2,838	12.55%
Age 35 - 44	2,834	12.53%
Age 45 - 54	2,595	11.47%
Age 55 - 64	2,988	13.21%
Age 65 - 74	2,080	9.20%
Age 75 - 84	1,093	4.83%
Age 85 and over	480	2.12%
Age 16 and over	17,576	77.72%
Age 18 and over	16,936	74.89%
Age 21 and over	16,076	71.08%
Age 65 and over	3,653	16.15%
2018 Est. Median Age		37.66
2018 Est. Average Age		38.80

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	22,616	
Male	10,508	46.46%
Female	12,108	53.54%
2018 Est. Male Population by Age	10,508	
Age 0 - 4	786	7.48%
Age 5 - 9	778	7.40%
Age 10 - 14	792	7.54%
Age 15 - 17	482	4.59%
Age 18 - 20	431	4.10%
Age 21 - 24	570	5.42%
Age 25 - 34	1,332	12.68%
Age 35 - 44	1,320	12.56%
Age 45 - 54	1,194	11.36%
Age 55 - 64	1,370	13.04%
Age 65 - 74	921	8.77%
Age 75 - 84	406	3.86%
Age 85 and over	126	1.20%
2018 Est. Median Age, Male		35.62
2018 Est. Average Age, Male		37.00

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	12,108	
Age 0 - 4	777	6.42%
Age 5 - 9	800	6.61%
Age 10 - 14	796	6.57%
Age 15 - 17	469	3.87%
Age 18 - 20	429	3.54%
Age 21 - 24	598	4.94%
Age 25 - 34	1,506	12.44%
Age 35 - 44	1,514	12.50%
Age 45 - 54	1,401	11.57%
Age 55 - 64	1,618	13.36%
Age 65 - 74	1,159	9.57%
Age 75 - 84	687	5.67%
Age 85 and over	354	2.92%
2018 Est. Median Age, Female		39.45
2018 Est. Average Age, Female		40.30
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,614	42.57%
Males, Never Married	3,571	19.96%
Females, Never Married	4,043	22.60%
Married, Spouse present	6,005	33.57%
Married, Spouse absent	885	4.95%
Widowed	1,372	7.67%
Males Widowed	328	1.83%
Females Widowed	1,044	5.84%
Divorced	2,011	11.24%
Males Divorced	803	4.49%
Females Divorced	1,208	6.75%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	726	4.9%
Some High School, no diploma	1,559	10.5%
High School Graduate (or GED)	4,755	31.9%
Some College, no degree	3,405	22.8%
Associate Degree	1,164	7.8%
Bachelor's Degree	1,948	13.1%
Master's Degree	1,009	6.8%
Professional School Degree	197	1.3%
Doctorate Degree	145	1.0%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	79	24.77%
High School Graduate	100	31.35%
Some College or Associate's Degree	23	7.21%
Bachelor's Degree or Higher	117	36.68%
Households		
2023 Projection	9,015	
2018 Estimate	9,172	
2010 Census	9,480	
2000 Census	10,275	
Growth 2018 - 2023		-1.71%
Growth 2010 - 2018		-3.25%
Growth 2000 - 2010		-7.74%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	9,172	
Family Households	5,748	62.67%
Nonfamily Households	3,424	37.33%
2018 Est. Group Quarters Population	474	
2018 Households by Ethnicity, Hispanic/Latino	182	
2018 Est. Households by Household Income	9,172	
Income < \$15,000	2,182	23.79%
Income \$15,000 - \$24,999	1,441	15.71%
Income \$25,000 - \$34,999	1,215	13.25%
Income \$35,000 - \$49,999	1,022	11.14%
Income \$50,000 - \$74,999	1,390	15.16%
Income \$75,000 - \$99,999	774	8.44%
Income \$100,000 - \$124,999	435	4.74%
Income \$125,000 - \$149,999	298	3.25%
Income \$150,000 - \$199,999	245	2.67%
Income \$200,000 - \$249,999	84	0.92%
Income \$250,000 - \$499,999	71	0.77%
Income \$500,000+	15	0.16%
2018 Est. Average Household Income		\$50,436
2018 Est. Median Household Income		\$32,653

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$55,698
Black or African American Alone		\$26,205
American Indian and Alaska Native Alone		\$102,703
Asian Alone		\$32,445
Native Hawaiian and Other Pacific Islander Alone		\$110,938
Some Other Race Alone		\$7,024
Two or More Races		\$50,563
Hispanic or Latino		\$36,732
Not Hispanic or Latino		\$32,581
2018 Est. Family HH Type by Presence of Own Child.	5,748	
Married-Couple Family, own children	1,023	17.80%
Married-Couple Family, no own children	1,934	33.65%
Male Householder, own children	258	4.49%
Male Householder, no own children	264	4.59%
Female Householder, own children	1,271	22.11%
Female Householder, no own children	998	17.36%
2018 Est. Households by Household Size	9,172	
1-person	3,121	34.03%
2-person	2,664	29.05%
3-person	1,480	16.14%
4-person	987	10.76%
5-person	529	5.77%
6-person	222	2.42%
7-or-more-person	169	1.84%
2018 Est. Average Household Size		2.41

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	9,172	
Households with 1 or More People under Age 18:	3,119	34.01%
Married-Couple Family	1,184	37.96%
Other Family, Male Householder	307	9.84%
Other Family, Female Householder	1,603	51.40%
Nonfamily, Male Householder	21	0.67%
Nonfamily, Female Householder	4	0.13%
Households with No People under Age 18:	6,053	65.99%
Married-Couple Family	1,776	29.34%
Other Family, Male Householder	217	3.59%
Other Family, Female Householder	662	10.94%
Nonfamily, Male Householder	1,512	24.98%
Nonfamily, Female Householder	1,886	31.16%
2018 Est. Households by Number of Vehicles	9,172	
No Vehicles	994	10.84%
1 Vehicle	3,587	39.11%
2 Vehicles	3,371	36.75%
3 Vehicles	870	9.49%
4 Vehicles	282	3.08%
5 or more Vehicles	68	0.74%
2018 Est. Average Number of Vehicles		1.6

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	5,641	
2018 Estimate	5,748	
2010 Census	5,957	
2000 Census	6,633	
Growth 2018 - 2023		-1.86%
Growth 2010 - 2018		-3.51%
Growth 2000 - 2010		-10.19%
2018 Est. Families by Poverty Status	5,748	
2018 Families at or Above Poverty	4,378	76.17%
2018 Families at or Above Poverty with Children	1,666	28.98%
2018 Families Below Poverty	1,370	23.83%
2018 Families Below Poverty with Children	1,171	20.37%
2018 Est. Pop 16+ by Employment Status	17,576	
Civilian Labor Force, Employed	8,909	50.69%
Civilian Labor Force, Unemployed	769	4.38%
Armed Forces	5	0.03%
Not in Labor Force	7,893	44.91%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	8,680	
For-Profit Private Workers	5,951	68.56%
Non-Profit Private Workers	411	4.74%
Local Government Workers	582	6.71%
State Government Workers	721	8.31%
Federal Government Workers	448	5.16%
Self-Employed Workers	536	6.18%
Unpaid Family Workers	31	0.36%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	8,680	
Architect/Engineer	255	2.94%
Arts/Entertainment/Sports	151	1.74%
Building Grounds Maintenance	266	3.07%
Business/Financial Operations	196	2.26%
Community/Social Services	123	1.42%
Computer/Mathematical	100	1.15%
Construction/Extraction	321	3.70%
Education/Training/Library	482	5.55%
Farming/Fishing/Forestry	24	0.28%
Food Prep/Serving	774	8.92%
Health Practitioner/Technician	517	5.96%
Healthcare Support	314	3.62%
Maintenance Repair	316	3.64%
Legal	65	0.75%
Life/Physical/Social Science	109	1.26%
Management	691	7.96%
Office/Admin. Support	1,041	11.99%
Production	671	7.73%
Protective Services	225	2.59%
Sales/Related	696	8.02%
Personal Care/Service	679	7.82%
Transportation/Moving	664	7.65%
2018 Est. Pop 16+ by Occupation Classification	8,680	
White Collar	4,426	50.99%
Blue Collar	1,972	22.72%
Service and Farm	2,282	26.29%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	8,585	
Drove Alone	7,581	88.31%
Car Pooled	627	7.30%
Public Transportation	7	0.08%
Walked	195	2.27%
Bicycle	0	0.00%
Other Means	63	0.73%
Worked at Home	112	1.31%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	4,940	
15 - 29 Minutes	2,388	
30 - 44 Minutes	579	
45 - 59 Minutes	272	
60 or more Minutes	292	
2018 Est. Avg Travel Time to Work in Minutes		18
2018 Est. Occupied Housing Units by Tenure	9,172	
Owner Occupied	5,313	57.93%
Renter Occupied	3,859	42.07%
2018 Owner Occ. HUs: Avg. Length of Residence		20.3
2018 Renter Occ. HUs: Avg. Length of Residence		7.4

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	9,172	
Value Less than \$20,000	238	4.48%
Value \$20,000 - \$39,999	266	5.01%
Value \$40,000 - \$59,999	394	7.42%
Value \$60,000 - \$79,999	657	12.37%
Value \$80,000 - \$99,999	1,086	20.44%
Value \$100,000 - \$149,999	1,025	19.29%
Value \$150,000 - \$199,999	591	11.12%
Value \$200,000 - \$299,999	592	11.14%
Value \$300,000 - \$399,999	231	4.35%
Value \$400,000 - \$499,999	131	2.47%
Value \$500,000 - \$749,999	67	1.26%
Value \$750,000 - \$999,999	18	0.34%
Value \$1,000,000 or \$1,499,999	1	0.02%
Value \$1,500,000 or \$1,999,999	7	0.13%
Value \$2,000,000+	9	0.17%
2018 Est. Median All Owner-Occupied Housing Value		\$100,433
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	7,526	67.70%
1 Unit Detached	123	1.11%
2 Units	396	3.56%
3 or 4 Units	490	4.41%
5 to 19 Units	1,495	13.45%
20 to 49 Units	186	1.67%
50 or More Units	213	1.92%
Mobile Home or Trailer	688	6.19%
Boat, RV, Van, etc.	0	0.00%

COMMUNITY • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	168	1.51%
Housing Units Built 2010 to 2014	90	0.81%
Housing Units Built 2000 to 2009	526	4.73%
Housing Units Built 1990 to 1999	913	8.21%
Housing Units Built 1980 to 1989	1,329	11.96%
Housing Units Built 1970 to 1979	3,149	28.33%
Housing Units Built 1960 to 1969	2,977	26.78%
Housing Units Built 1950 to 1959	964	8.67%
Housing Units Built 1940 to 1949	416	3.74%
Housing Unit Built 1939 or Earlier	585	5.26%
2018 Est. Median Year Structure Built		1972

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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