



TheRetailCoach®

DOWNTOWN RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

Prepared for
City of Vicksburg
June 2018



DOWNTOWN RETAIL TRADE AREA

Vicksburg, Mississippi



CONTACT VICTOR GRAY-LEWIS, COMMUNITY DEVELOPMENT DIRECTOR

City of Vicksburg | P.O. Box 150 | Vicksburg, Mississippi 39181 | 601.634.4528
victorg@vicksburg.org | www.vicksburg.org

DOWNTOWN RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
Population		
2023 Projection	12,706	
2018 Estimate	13,089	
2010 Census	14,094	
2000 Census	16,470	
Growth 2018 - 2023		-2.93%
Growth 2010 - 2018		-7.13%
Growth 2000 - 2010		-14.43%
2018 Est. Population by Single-Classification Race	13,089	
White Alone	2,907	22.21%
Black or African American Alone	9,946	75.99%
Amer. Indian and Alaska Native Alone	40	0.31%
Asian Alone	53	0.41%
Native Hawaiian and Other Pacific Island Alone	3	0.02%
Some Other Race Alone	13	0.10%
Two or More Races	126	0.96%
2018 Est. Population by Hispanic or Latino Origin	13,089	
Not Hispanic or Latino	12,953	98.96%
Hispanic or Latino	136	1.04%
Mexican	62	45.59%
Puerto Rican	17	12.50%
Cuban	7	5.15%
All Other Hispanic or Latino	50	36.77%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	136	
White Alone	44	32.35%
Black or African American Alone	51	37.50%
American Indian and Alaska Native Alone	11	8.09%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	12	8.82%
Two or More Races	18	13.24%
2018 Est. Pop by Race, Asian Alone, by Category	53	
Chinese, except Taiwanese	0	0.00%
Filipino	3	5.66%
Japanese	2	3.77%
Asian Indian	40	75.47%
Korean	1	1.89%
Vietnamese	7	13.21%
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	13,089	
Arab	115	0.88%
Czech	1	0.01%
Danish	4	0.03%
Dutch	17	0.13%
English	229	1.75%
French (except Basque)	89	0.68%
French Canadian	2	0.02%
German	267	2.04%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	441	3.37%
Italian	125	0.96%
Lithuanian	0	0.00%
United States or American	423	3.23%
Norwegian	17	0.13%
Polish	11	0.08%
Portuguese	0	0.00%
Russian	15	0.12%
Scottish	46	0.35%
Scotch-Irish	119	0.91%
Slovak	0	0.00%
Subsaharan African	113	0.86%
Swedish	8	0.06%
Swiss	1	0.01%
Ukrainian	0	0.00%
Welsh	11	0.08%
West Indian (except Hisp. groups)	41	0.31%
Other ancestries	9,191	70.22%
Ancestry Unclassified	1,802	13.77%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,830	97.44%
Speak Asian/Pacific Island Language at Home	52	0.43%
Speak IndoEuropean Language at Home	82	0.68%
Speak Spanish at Home	157	1.29%
Speak Other Language at Home	20	0.17%
2018 Est. Population by Age	13,089	
Age 0 - 4	947	7.24%
Age 5 - 9	933	7.13%
Age 10 - 14	930	7.11%
Age 15 - 17	566	4.32%
Age 18 - 20	513	3.92%
Age 21 - 24	704	5.38%
Age 25 - 34	1,695	12.95%
Age 35 - 44	1,566	11.96%
Age 45 - 54	1,455	11.12%
Age 55 - 64	1,728	13.20%
Age 65 - 74	1,163	8.89%
Age 75 - 84	591	4.52%
Age 85 and over	298	2.28%
Age 16 and over	10,093	77.11%
Age 18 and over	9,713	74.21%
Age 21 and over	9,201	70.30%
Age 65 and over	2,052	15.68%
2018 Est. Median Age		36.59
2018 Est. Average Age		38.27

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	13,089	
Male	6,039	46.14%
Female	7,050	53.86%
2018 Est. Male Population by Age	6,039	
Age 0 - 4	476	7.88%
Age 5 - 9	455	7.53%
Age 10 - 14	459	7.60%
Age 15 - 17	288	4.77%
Age 18 - 20	259	4.29%
Age 21 - 24	344	5.70%
Age 25 - 34	782	12.95%
Age 35 - 44	723	11.97%
Age 45 - 54	670	11.10%
Age 55 - 64	780	12.92%
Age 65 - 74	519	8.59%
Age 75 - 84	211	3.49%
Age 85 and over	73	1.21%
2018 Est. Median Age, Male		34.42
2018 Est. Average Age, Male		36.37

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	7,050	
Age 0 - 4	472	6.70%
Age 5 - 9	478	6.78%
Age 10 - 14	470	6.67%
Age 15 - 17	277	3.93%
Age 18 - 20	254	3.60%
Age 21 - 24	361	5.12%
Age 25 - 34	913	12.95%
Age 35 - 44	843	11.96%
Age 45 - 54	785	11.14%
Age 55 - 64	948	13.45%
Age 65 - 74	645	9.15%
Age 75 - 84	381	5.40%
Age 85 and over	224	3.18%
2018 Est. Median Age, Female		38.48
2018 Est. Average Age, Female		39.82
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	4,923	47.89%
Males, Never Married	2,169	21.10%
Females, Never Married	2,755	26.80%
Married, Spouse present	2,844	27.67%
Married, Spouse absent	522	5.08%
Widowed	807	7.85%
Males Widowed	222	2.16%
Females Widowed	586	5.70%
Divorced	1,182	11.50%
Males Divorced	467	4.54%
Females Divorced	715	6.96%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	500	5.9%
Some High School, no diploma	1,057	12.4%
High School Graduate (or GED)	2,888	34.0%
Some College, no degree	1,672	19.7%
Associate Degree	652	7.7%
Bachelor's Degree	1,047	12.3%
Master's Degree	516	6.1%
Professional School Degree	107	1.3%
Doctorate Degree	56	0.7%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	12	15.39%
High School Graduate	21	26.92%
Some College or Associate's Degree	5	6.41%
Bachelor's Degree or Higher	40	51.28%
Households		
2023 Projection	5,191	
2018 Estimate	5,290	
2010 Census	5,547	
2000 Census	6,364	
Growth 2018 - 2023		-1.87%
Growth 2010 - 2018		-4.63%
Growth 2000 - 2010		-12.84%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	5,290	
Family Households	3,209	60.66%
Nonfamily Households	2,081	39.34%
2018 Est. Group Quarters Population	333	
2018 Households by Ethnicity, Hispanic/Latino	49	
2018 Est. Households by Household Income	5,290	
Income < \$15,000	1,527	28.87%
Income \$15,000 - \$24,999	875	16.54%
Income \$25,000 - \$34,999	718	13.57%
Income \$35,000 - \$49,999	592	11.19%
Income \$50,000 - \$74,999	678	12.82%
Income \$75,000 - \$99,999	361	6.82%
Income \$100,000 - \$124,999	208	3.93%
Income \$125,000 - \$149,999	116	2.19%
Income \$150,000 - \$199,999	123	2.33%
Income \$200,000 - \$249,999	45	0.85%
Income \$250,000 - \$499,999	37	0.70%
Income \$500,000+	9	0.17%
2018 Est. Average Household Income		\$44,830
2018 Est. Median Household Income		\$28,084

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$54,878
Black or African American Alone		\$22,398
American Indian and Alaska Native Alone		\$55,527
Asian Alone		\$57,241
Native Hawaiian and Other Pacific Islander Alone		\$192,677
Some Other Race Alone		\$6,375
Two or More Races		\$46,944
Hispanic or Latino		\$35,000
Not Hispanic or Latino		\$27,980
2018 Est. Family HH Type by Presence of Own Child.	3,209	
Married-Couple Family, own children	443	13.81%
Married-Couple Family, no own children	919	28.64%
Male Householder, own children	146	4.55%
Male Householder, no own children	171	5.33%
Female Householder, own children	812	25.30%
Female Householder, no own children	717	22.34%
2018 Est. Households by Household Size	5,290	
1-person	1,902	35.96%
2-person	1,450	27.41%
3-person	829	15.67%
4-person	545	10.30%
5-person	302	5.71%
6-person	154	2.91%
7-or-more-person	109	2.06%
2018 Est. Average Household Size		2.41

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	5,290	
Households with 1 or More People under Age 18:	1,768	33.42%
Married-Couple Family	532	30.09%
Other Family, Male Householder	174	9.84%
Other Family, Female Householder	1,051	59.45%
Nonfamily, Male Householder	9	0.51%
Nonfamily, Female Householder	3	0.17%
Households with No People under Age 18:	3,522	66.58%
Married-Couple Family	832	23.62%
Other Family, Male Householder	142	4.03%
Other Family, Female Householder	478	13.57%
Nonfamily, Male Householder	925	26.26%
Nonfamily, Female Householder	1,144	32.48%
2018 Est. Households by Number of Vehicles	5,290	
No Vehicles	785	14.84%
1 Vehicle	2,113	39.94%
2 Vehicles	1,782	33.69%
3 Vehicles	429	8.11%
4 Vehicles	146	2.76%
5 or more Vehicles	35	0.66%
2018 Est. Average Number of Vehicles		1.47

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	3,137	
2018 Estimate	3,209	
2010 Census	3,389	
2000 Census	4,010	
Growth 2018 - 2023		-2.24%
Growth 2010 - 2018		-5.31%
Growth 2000 - 2010		-15.49%
2018 Est. Families by Poverty Status	3,209	
2018 Families at or Above Poverty	2,287	71.27%
2018 Families at or Above Poverty with Children	853	26.58%
2018 Families Below Poverty	921	28.70%
2018 Families Below Poverty with Children	791	24.65%
2018 Est. Pop 16+ by Employment Status	10,094	
Civilian Labor Force, Employed	4,791	47.47%
Civilian Labor Force, Unemployed	501	4.96%
Armed Forces	0	0.00%
Not in Labor Force	4,802	47.58%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	4,480	
For-Profit Private Workers	3,111	69.44%
Non-Profit Private Workers	227	5.07%
Local Government Workers	290	6.47%
State Government Workers	328	7.32%
Federal Government Workers	267	5.96%
Self-Employed Workers	251	5.60%
Unpaid Family Workers	6	0.13%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	4,480	
Architect/Engineer	126	2.81%
Arts/Entertainment/Sports	118	2.63%
Building Grounds Maintenance	197	4.40%
Business/Financial Operations	115	2.57%
Community/Social Services	64	1.43%
Computer/Mathematical	30	0.67%
Construction/Extraction	163	3.64%
Education/Training/Library	270	6.03%
Farming/Fishing/Forestry	17	0.38%
Food Prep/Serving	457	10.20%
Health Practitioner/Technician	231	5.16%
Healthcare Support	172	3.84%
Maintenance Repair	139	3.10%
Legal	31	0.69%
Life/Physical/Social Science	69	1.54%
Management	320	7.14%
Office/Admin. Support	512	11.43%
Production	333	7.43%
Protective Services	96	2.14%
Sales/Related	333	7.43%
Personal Care/Service	352	7.86%
Transportation/Moving	337	7.52%
2018 Est. Pop 16+ by Occupation Classification	4,480	
White Collar	2,217	49.49%
Blue Collar	972	21.70%
Service and Farm	1,290	28.80%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	4,439	
Drove Alone	3,833	86.35%
Car Pooled	358	8.07%
Public Transportation	4	0.09%
Walked	118	2.66%
Bicycle	0	0.00%
Other Means	54	1.22%
Worked at Home	72	1.62%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,704	
15 - 29 Minutes	1,205	
30 - 44 Minutes	162	
45 - 59 Minutes	124	
60 or more Minutes	159	
2018 Est. Avg Travel Time to Work in Minutes		16.87
2018 Est. Occupied Housing Units by Tenure	5,290	
Owner Occupied	2,864	54.14%
Renter Occupied	2,426	45.86%
2018 Owner Occ. HUs: Avg. Length of Residence		21.94
2018 Renter Occ. HUs: Avg. Length of Residence		8.06

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	5,290	
Value Less than \$20,000	162	5.66%
Value \$20,000 - \$39,999	164	5.73%
Value \$40,000 - \$59,999	312	10.89%
Value \$60,000 - \$79,999	481	16.80%
Value \$80,000 - \$99,999	523	18.26%
Value \$100,000 - \$149,999	409	14.28%
Value \$150,000 - \$199,999	270	9.43%
Value \$200,000 - \$299,999	316	11.03%
Value \$300,000 - \$399,999	117	4.09%
Value \$400,000 - \$499,999	54	1.89%
Value \$500,000 - \$749,999	28	0.98%
Value \$750,000 - \$999,999	14	0.49%
Value \$1,000,000 or \$1,499,999	1	0.04%
Value \$1,500,000 or \$1,999,999	6	0.21%
Value \$2,000,000+	8	0.28%
2018 Est. Median All Owner-Occupied Housing Value		\$91,503
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	4,674	69.71%
1 Unit Detached	118	1.76%
2 Units	374	5.58%
3 or 4 Units	425	6.34%
5 to 19 Units	672	10.02%
20 to 49 Units	132	1.97%
50 or More Units	57	0.85%
Mobile Home or Trailer	253	3.77%
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	92	1.37%
Housing Units Built 2010 to 2014	18	0.27%
Housing Units Built 2000 to 2009	242	3.61%
Housing Units Built 1990 to 1999	369	5.50%
Housing Units Built 1980 to 1989	476	7.10%
Housing Units Built 1970 to 1979	1,674	24.97%
Housing Units Built 1960 to 1969	2,241	33.42%
Housing Units Built 1950 to 1959	744	11.10%
Housing Units Built 1940 to 1949	307	4.58%
Housing Unit Built 1939 or Earlier	542	8.08%
2018 Est. Median Year Structure Built		1968

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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