



TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

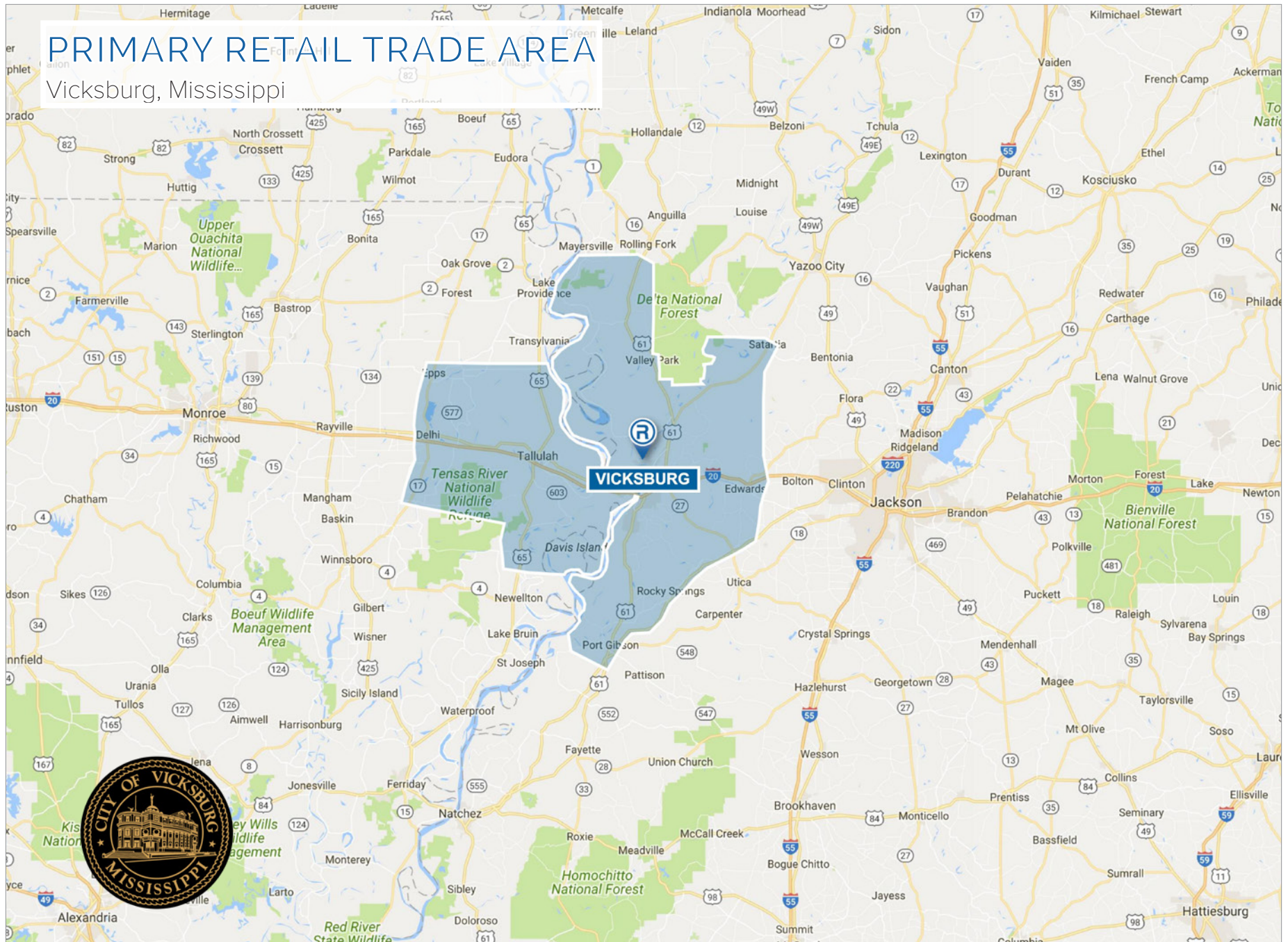
Vicksburg, Mississippi

Prepared for
City of Vicksburg
June 2018



PRIMARY RETAIL TRADE AREA

Vicksburg, Mississippi



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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
Population		
2023 Projection	64,641	
2018 Estimate	66,057	
2010 Census	69,600	
2000 Census	73,987	
Growth 2018 - 2023		-2.14%
Growth 2010 - 2018		-5.09%
Growth 2000 - 2010		-5.93%
2018 Est. Population by Single-Classification Race	66,057	
White Alone	28,373	42.95%
Black or African American Alone	35,792	54.18%
Amer. Indian and Alaska Native Alone	177	0.27%
Asian Alone	478	0.72%
Native Hawaiian and Other Pacific Island Alone	8	0.01%
Some Other Race Alone	528	0.80%
Two or More Races	701	1.06%
2018 Est. Population by Hispanic or Latino Origin	66,057	
Not Hispanic or Latino	64,550	97.72%
Hispanic or Latino	1,507	2.28%
Mexican	997	66.16%
Puerto Rican	124	8.23%
Cuban	39	2.59%
All Other Hispanic or Latino	346	22.96%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	1,507	
White Alone	696	46.18%
Black or African American Alone	165	10.95%
American Indian and Alaska Native Alone	32	2.12%
Asian Alone	2	0.13%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	502	33.31%
Two or More Races	110	7.30%
2018 Est. Pop by Race, Asian Alone, by Category	478	
Chinese, except Taiwanese	40	8.37%
Filipino	14	2.93%
Japanese	30	6.28%
Asian Indian	261	54.60%
Korean	38	7.95%
Vietnamese	47	9.83%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	48	10.04%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	66,057	
Arab	268	0.41%
Czech	19	0.03%
Danish	103	0.16%
Dutch	144	0.22%
English	1,872	2.83%
French (except Basque)	474	0.72%
French Canadian	40	0.06%
German	1,730	2.62%
Greek	5	0.01%
Hungarian	9	0.01%
Irish	2,544	3.85%
Italian	1,297	1.96%
Lithuanian	0	0.00%
United States or American	6,951	10.52%
Norwegian	104	0.16%
Polish	77	0.12%
Portuguese	0	0.00%
Russian	52	0.08%
Scottish	395	0.60%
Scotch-Irish	563	0.85%
Slovak	7	0.01%
Subsaharan African	527	0.80%
Swedish	44	0.07%
Swiss	36	0.05%
Ukrainian	0	0.00%
Welsh	69	0.10%
West Indian (except Hisp. groups)	93	0.14%
Other ancestries	36,972	55.97%
Ancestry Unclassified	11,662	17.65%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	60,163	97.47%
Speak Asian/Pacific Island Language at Home	141	0.23%
Speak IndoEuropean Language at Home	419	0.68%
Speak Spanish at Home	970	1.57%
Speak Other Language at Home	31	0.05%
2018 Est. Population by Age	66,057	
Age 0 - 4	4,333	6.56%
Age 5 - 9	4,342	6.57%
Age 10 - 14	4,466	6.76%
Age 15 - 17	2,761	4.18%
Age 18 - 20	2,537	3.84%
Age 21 - 24	3,530	5.34%
Age 25 - 34	8,425	12.75%
Age 35 - 44	7,893	11.95%
Age 45 - 54	7,927	12.00%
Age 55 - 64	9,152	13.86%
Age 65 - 74	6,439	9.75%
Age 75 - 84	3,096	4.69%
Age 85 and over	1,155	1.75%
Age 16 and over	52,008	78.73%
Age 18 and over	50,154	75.93%
Age 21 and over	47,617	72.09%
Age 65 and over	10,690	16.18%
2018 Est. Median Age		38.29
2018 Est. Average Age		39.15

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	66,057	
Male	31,613	47.86%
Female	34,444	52.14%
2018 Est. Male Population by Age	31,613	
Age 0 - 4	2,208	6.98%
Age 5 - 9	2,166	6.85%
Age 10 - 14	2,250	7.12%
Age 15 - 17	1,404	4.44%
Age 18 - 20	1,300	4.11%
Age 21 - 24	1,776	5.62%
Age 25 - 34	4,087	12.93%
Age 35 - 44	3,692	11.68%
Age 45 - 54	3,734	11.81%
Age 55 - 64	4,320	13.67%
Age 65 - 74	3,024	9.57%
Age 75 - 84	1,292	4.09%
Age 85 and over	359	1.14%
2018 Est. Median Age, Male		36.62
2018 Est. Average Age, Male		37.89

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	34,444	
Age 0 - 4	2,125	6.17%
Age 5 - 9	2,176	6.32%
Age 10 - 14	2,217	6.44%
Age 15 - 17	1,357	3.94%
Age 18 - 20	1,237	3.59%
Age 21 - 24	1,754	5.09%
Age 25 - 34	4,338	12.59%
Age 35 - 44	4,200	12.19%
Age 45 - 54	4,194	12.18%
Age 55 - 64	4,832	14.03%
Age 65 - 74	3,415	9.92%
Age 75 - 84	1,804	5.24%
Age 85 and over	796	2.31%
2018 Est. Median Age, Female		39.78
2018 Est. Average Age, Female		40.29
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	20,019	37.83%
Males, Never Married	9,859	18.63%
Females, Never Married	10,160	19.20%
Married, Spouse present	20,736	39.19%
Married, Spouse absent	2,622	4.96%
Widowed	3,978	7.52%
Males Widowed	934	1.77%
Females Widowed	3,044	5.75%
Divorced	5,561	10.51%
Males Divorced	2,540	4.80%
Females Divorced	3,021	5.71%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,194	5.0%
Some High School, no diploma	4,852	11.0%
High School Graduate (or GED)	14,071	31.9%
Some College, no degree	9,927	22.5%
Associate Degree	3,581	8.1%
Bachelor's Degree	5,488	12.4%
Master's Degree	2,999	6.8%
Professional School Degree	505	1.1%
Doctorate Degree	471	1.1%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	249	28.72%
High School Graduate	252	29.07%
Some College or Associate's Degree	118	13.61%
Bachelor's Degree or Higher	248	28.60%
Households		
2023 Projection	24,924	
2018 Estimate	25,348	
2010 Census	26,369	
2000 Census	26,855	
Growth 2018 - 2023		-1.67%
Growth 2010 - 2018		-3.87%
Growth 2000 - 2010		-1.81%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	25,348	
Family Households	17,332	68.38%
Nonfamily Households	8,016	31.62%
2018 Est. Group Quarters Population	1,976	
2018 Households by Ethnicity, Hispanic/Latino	464	
2018 Est. Households by Household Income	25,348	
Income < \$15,000	5,476	21.60%
Income \$15,000 - \$24,999	3,512	13.86%
Income \$25,000 - \$34,999	2,896	11.43%
Income \$35,000 - \$49,999	3,394	13.39%
Income \$50,000 - \$74,999	4,026	15.88%
Income \$75,000 - \$99,999	2,517	9.93%
Income \$100,000 - \$124,999	1,426	5.63%
Income \$125,000 - \$149,999	832	3.28%
Income \$150,000 - \$199,999	685	2.70%
Income \$200,000 - \$249,999	257	1.01%
Income \$250,000 - \$499,999	254	1.00%
Income \$500,000+	74	0.29%
2018 Est. Average Household Income		\$54,999
2018 Est. Median Household Income		\$38,130

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$57,673
Black or African American Alone		\$26,029
American Indian and Alaska Native Alone		\$58,139
Asian Alone		\$33,166
Native Hawaiian and Other Pacific Islander Alone		\$87,500
Some Other Race Alone		\$7,450
Two or More Races		\$45,924
Hispanic or Latino		\$44,909
Not Hispanic or Latino		\$38,005
2018 Est. Family HH Type by Presence of Own Child.	17,332	
Married-Couple Family, own children	3,654	21.08%
Married-Couple Family, no own children	6,721	38.78%
Male Householder, own children	673	3.88%
Male Householder, no own children	765	4.41%
Female Householder, own children	2,985	17.22%
Female Householder, no own children	2,534	14.62%
2018 Est. Households by Household Size	25,348	
1-person	7,243	28.57%
2-person	7,949	31.36%
3-person	4,423	17.45%
4-person	3,063	12.08%
5-person	1,565	6.17%
6-person	646	2.55%
7-or-more-person	459	1.81%
2018 Est. Average Household Size		2.52

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	25,348	
Households with 1 or More People under Age 18:	9,014	35.56%
Married-Couple Family	4,255	47.20%
Other Family, Male Householder	836	9.27%
Other Family, Female Householder	3,841	42.61%
Nonfamily, Male Householder	70	0.78%
Nonfamily, Female Householder	11	0.12%
Households with No People under Age 18:	16,334	64.44%
Married-Couple Family	6,130	37.53%
Other Family, Male Householder	607	3.72%
Other Family, Female Householder	1,668	10.21%
Nonfamily, Male Householder	3,804	23.29%
Nonfamily, Female Householder	4,126	25.26%
2018 Est. Households by Number of Vehicles	25,348	
No Vehicles	2,319	9.15%
1 Vehicle	8,751	34.52%
2 Vehicles	9,560	37.72%
3 Vehicles	3,343	13.19%
4 Vehicles	1,025	4.04%
5 or more Vehicles	349	1.38%
2018 Est. Average Number of Vehicles		1.74

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	17,038	
2018 Estimate	17,332	
2010 Census	18,032	
2000 Census	18,957	
Growth 2018 - 2023		-1.70%
Growth 2010 - 2018		-3.88%
Growth 2000 - 2010		-4.88%
2018 Est. Families by Poverty Status	17,332	
2018 Families at or Above Poverty	13,664	78.84%
2018 Families at or Above Poverty with Children	5,252	30.30%
2018 Families Below Poverty	3,667	21.16%
2018 Families Below Poverty with Children	2,940	16.96%
2018 Est. Pop 16+ by Employment Status	52,008	
Civilian Labor Force, Employed	25,784	49.58%
Civilian Labor Force, Unemployed	2,591	4.98%
Armed Forces	34	0.07%
Not in Labor Force	23,599	45.38%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	25,790	
For-Profit Private Workers	16,723	64.84%
Non-Profit Private Workers	1,173	4.55%
Local Government Workers	2,059	7.98%
State Government Workers	2,226	8.63%
Federal Government Workers	1,811	7.02%
Self-Employed Workers	1,758	6.82%
Unpaid Family Workers	41	0.16%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	25,790	
Architect/Engineer	944	3.66%
Arts/Entertainment/Sports	280	1.09%
Building Grounds Maintenance	928	3.60%
Business/Financial Operations	609	2.36%
Community/Social Services	463	1.80%
Computer/Mathematical	299	1.16%
Construction/Extraction	1,260	4.89%
Education/Training/Library	1,745	6.77%
Farming/Fishing/Forestry	191	0.74%
Food Prep/Serving	1,685	6.53%
Health Practitioner/Technician	1,557	6.04%
Healthcare Support	730	2.83%
Maintenance Repair	942	3.65%
Legal	201	0.78%
Life/Physical/Social Science	323	1.25%
Management	2,124	8.24%
Office/Admin. Support	3,143	12.19%
Production	1,975	7.66%
Protective Services	824	3.20%
Sales/Related	2,170	8.41%
Personal Care/Service	1,701	6.60%
Transportation/Moving	1,695	6.57%
2018 Est. Pop 16+ by Occupation Classification	25,790	
White Collar	13,859	53.74%
Blue Collar	5,872	22.77%
Service and Farm	6,059	23.49%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	25,490	
Drove Alone	22,277	87.40%
Car Pooled	2,123	8.33%
Public Transportation	23	0.09%
Walked	433	1.70%
Bicycle	2	0.01%
Other Means	199	0.78%
Worked at Home	433	1.70%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	12,295	
15 - 29 Minutes	7,807	
30 - 44 Minutes	2,684	
45 - 59 Minutes	1,105	
60 or more Minutes	1,120	
2018 Est. Avg Travel Time to Work in Minutes		20.38
2018 Est. Occupied Housing Units by Tenure	25,348	
Owner Occupied	17,190	67.82%
Renter Occupied	8,158	32.18%
2018 Owner Occ. HUs: Avg. Length of Residence		20.13
2018 Renter Occ. HUs: Avg. Length of Residence		8.25

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	25,348	
Value Less than \$20,000	957	5.57%
Value \$20,000 - \$39,999	1,653	9.62%
Value \$40,000 - \$59,999	1,463	8.51%
Value \$60,000 - \$79,999	1,934	11.25%
Value \$80,000 - \$99,999	2,605	15.15%
Value \$100,000 - \$149,999	2,869	16.69%
Value \$150,000 - \$199,999	2,287	13.30%
Value \$200,000 - \$299,999	2,018	11.74%
Value \$300,000 - \$399,999	636	3.70%
Value \$400,000 - \$499,999	331	1.93%
Value \$500,000 - \$749,999	272	1.58%
Value \$750,000 - \$999,999	92	0.54%
Value \$1,000,000 or \$1,499,999	43	0.25%
Value \$1,500,000 or \$1,999,999	9	0.05%
Value \$2,000,000+	21	0.12%
2018 Est. Median All Owner-Occupied Housing Value		\$99,856
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	20,334	66.86%
1 Unit Detached	175	0.58%
2 Units	543	1.79%
3 or 4 Units	794	2.61%
5 to 19 Units	2,758	9.07%
20 to 49 Units	356	1.17%
50 or More Units	284	0.93%
Mobile Home or Trailer	5,155	16.95%
Boat, RV, Van, etc.	15	0.05%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	285	0.94%
Housing Units Built 2010 to 2014	332	1.09%
Housing Units Built 2000 to 2009	3,004	9.88%
Housing Units Built 1990 to 1999	4,024	13.23%
Housing Units Built 1980 to 1989	4,632	15.23%
Housing Units Built 1970 to 1979	8,404	27.63%
Housing Units Built 1960 to 1969	5,198	17.09%
Housing Units Built 1950 to 1959	2,297	7.55%
Housing Units Built 1940 to 1949	1,030	3.39%
Housing Unit Built 1939 or Earlier	1,206	3.97%
2018 Est. Median Year Structure Built		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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