TheRetailCoach®

10-MILE RADIAL DEMOGRAPHIC PROFILE
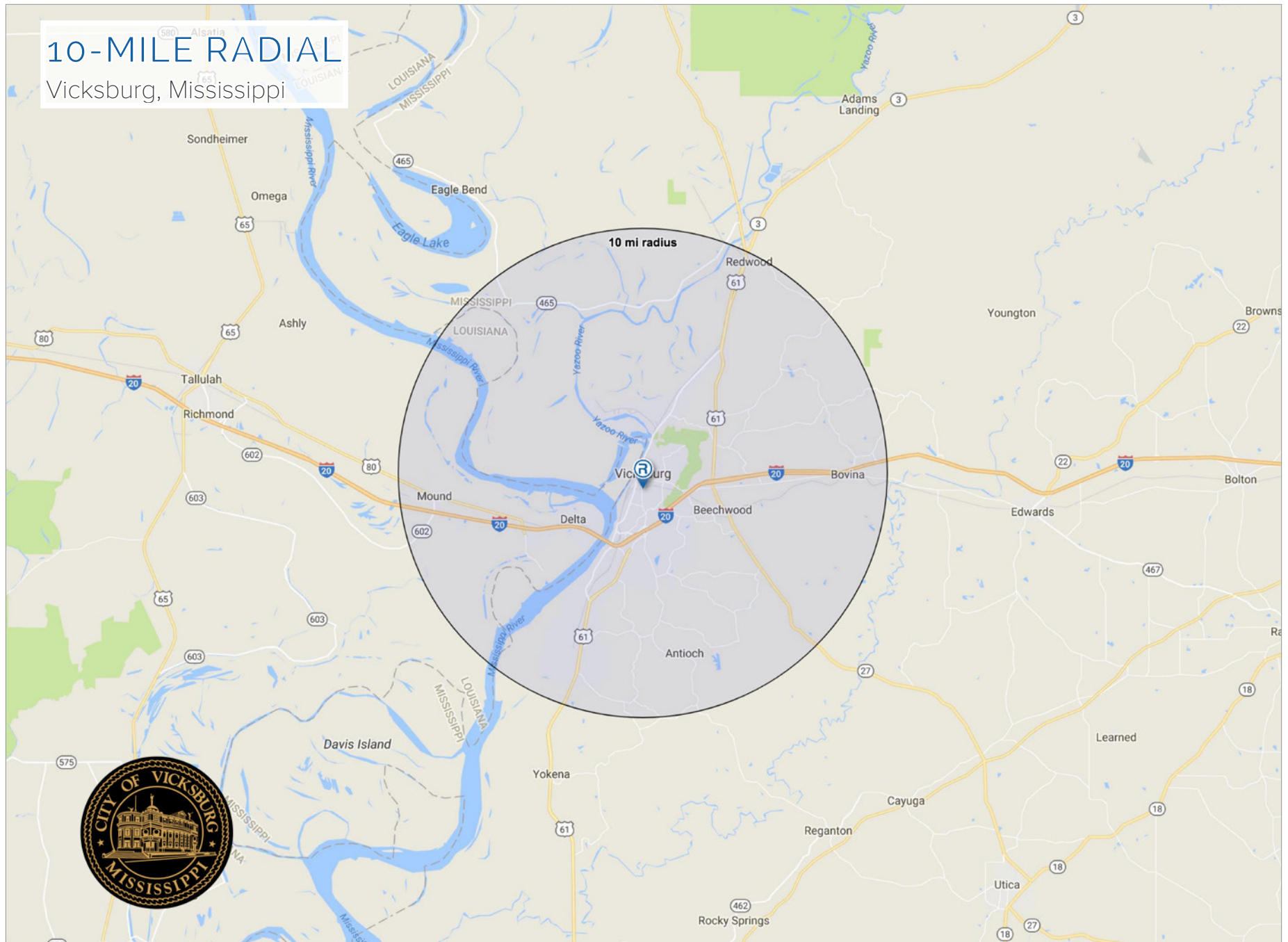## Vicksburg, Mississippi

Prepared for
City of Vicksburg
June 2018

10-MILE RADIAL
Vicksburg, Mississippi

10 mi radius

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DESCRIPTION	DATA	%
Population		
2023 Projection	41,694	
2018 Estimate	42,550	
2010 Census	44,545	
2000 Census	45,506	
Growth 2018 - 2023		-2.01%
Growth 2010 - 2018		-4.48%
Growth 2000 - 2010		-2.11%
2018 Est. Population by Single-Classification Race	42,550	
White Alone	19,222	45.18%
Black or African American Alone	21,989	51.68%
Amer. Indian and Alaska Native Alone	129	0.30%
Asian Alone	377	0.89%
Native Hawaiian and Other Pacific Island Alone	7	0.02%
Some Other Race Alone	346	0.81%
Two or More Races	480	1.13%
2018 Est. Population by Hispanic or Latino Origin	42,550	
Not Hispanic or Latino	41,512	97.56%
Hispanic or Latino	1,037	2.44%
Mexican	685	66.06%
Puerto Rican	98	9.45%
Cuban	25	2.41%
All Other Hispanic or Latino	230	22.18%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	1,037	
White Alone	492	47.45%
Black or African American Alone	96	9.26%
American Indian and Alaska Native Alone	28	2.70%
Asian Alone	1	0.10%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	336	32.40%
Two or More Races	84	8.10%
2018 Est. Pop by Race, Asian Alone, by Category	377	
Chinese, except Taiwanese	1	0.27%
Filipino	12	3.18%
Japanese	26	6.90%
Asian Indian	254	67.37%
Korean	37	9.81%
Vietnamese	47	12.47%
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	42,550	
Arab	227	0.53%
Czech	16	0.04%
Danish	84	0.20%
Dutch	108	0.25%
English	1,421	3.34%
French (except Basque)	303	0.71%
French Canadian	26	0.06%
German	1,266	2.98%
Greek	0	0.00%
Hungarian	7	0.02%
Irish	1,937	4.55%
Italian	1,074	2.52%
Lithuanian	0	0.00%
United States or American	4,020	9.45%
Norwegian	83	0.20%
Polish	61	0.14%
Portuguese	0	0.00%
Russian	45	0.11%
Scottish	269	0.63%
Scotch-Irish	407	0.96%
Slovak	6	0.01%
Subsaharan African	440	1.03%
Swedish	29	0.07%
Swiss	36	0.09%
Ukrainian	0	0.00%
Welsh	56	0.13%
West Indian (except Hisp. groups)	90	0.21%
Other ancestries	22,061	51.85%
Ancestry Unclassified	8,477	19.92%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	38,637	97.09%
Speak Asian/Pacific Island Language at Home	110	0.28%
Speak IndoEuropean Language at Home	333	0.84%
Speak Spanish at Home	689	1.73%
Speak Other Language at Home	26	0.07%
2018 Est. Population by Age	42,550	
Age 0 - 4	2,754	6.47%
Age 5 - 9	2,826	6.64%
Age 10 - 14	2,952	6.94%
Age 15 - 17	1,805	4.24%
Age 18 - 20	1,622	3.81%
Age 21 - 24	2,176	5.11%
Age 25 - 34	5,173	12.16%
Age 35 - 44	5,250	12.34%
Age 45 - 54	5,164	12.14%
Age 55 - 64	5,937	13.95%
Age 65 - 74	4,165	9.79%
Age 75 - 84	2,001	4.70%
Age 85 and over	724	1.70%
Age 16 and over	33,425	78.56%
Age 18 and over	32,213	75.71%
Age 21 and over	30,590	71.89%
Age 65 and over	6,890	16.19%
2018 Est. Median Age		38.75
2018 Est. Average Age		39.24

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	42,550	
Male	20,177	47.42%
Female	22,373	52.58%
2018 Est. Male Population by Age	20,177	
Age 0 - 4	1,387	6.87%
Age 5 - 9	1,405	6.96%
Age 10 - 14	1,491	7.39%
Age 15 - 17	913	4.53%
Age 18 - 20	818	4.05%
Age 21 - 24	1,067	5.29%
Age 25 - 34	2,453	12.16%
Age 35 - 44	2,474	12.26%
Age 45 - 54	2,427	12.03%
Age 55 - 64	2,769	13.72%
Age 65 - 74	1,932	9.58%
Age 75 - 84	826	4.09%
Age 85 and over	214	1.06%
2018 Est. Median Age, Male		37.24
2018 Est. Average Age, Male		37.95

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	22,373	
Age 0 - 4	1,367	6.11%
Age 5 - 9	1,421	6.35%
Age 10 - 14	1,462	6.54%
Age 15 - 17	891	3.98%
Age 18 - 20	804	3.59%
Age 21 - 24	1,108	4.95%
Age 25 - 34	2,720	12.16%
Age 35 - 44	2,776	12.41%
Age 45 - 54	2,737	12.23%
Age 55 - 64	3,168	14.16%
Age 65 - 74	2,234	9.99%
Age 75 - 84	1,176	5.26%
Age 85 and over	509	2.28%
2018 Est. Median Age, Female		40.10
2018 Est. Average Age, Female		40.32
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	12,390	36.42%
Males, Never Married	5,906	17.36%
Females, Never Married	6,484	19.06%
Married, Spouse present	14,241	41.86%
Married, Spouse absent	1,400	4.12%
Widowed	2,403	7.06%
Males Widowed	539	1.59%
Females Widowed	1,864	5.48%
Divorced	3,583	10.53%
Males Divorced	1,658	4.87%
Females Divorced	1,926	5.66%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,177	4.1%
Some High School, no diploma	2,660	9.4%
High School Graduate (or GED)	8,665	30.5%
Some College, no degree	6,634	23.3%
Associate Degree	2,392	8.4%
Bachelor's Degree	3,915	13.8%
Master's Degree	2,259	8.0%
Professional School Degree	351	1.2%
Doctorate Degree	361	1.3%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	147	24.83%
High School Graduate	164	27.70%
Some College or Associate's Degree	63	10.64%
Bachelor's Degree or Higher	218	36.82%
Households		
2023 Projection	16,544	
2018 Estimate	16,797	
2010 Census	17,353	
2000 Census	17,261	
Growth 2018 - 2023		-1.51%
Growth 2010 - 2018		-3.20%
Growth 2000 - 2010		0.53%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	16,797	
Family Households	11,396	67.85%
Nonfamily Households	5,401	32.16%
2018 Est. Group Quarters Population	530	
2018 Households by Ethnicity, Hispanic/Latino	324	
2018 Est. Households by Household Income	16,797	
Income < $15,000	3,172	18.88%
Income $15,000 - $24,999	2,249	13.39%
Income $25,000 - $34,999	1,949	11.60%
Income $35,000 - $49,999	2,180	12.98%
Income $50,000 - $74,999	2,788	16.60%
Income $75,000 - $99,999	1,819	10.83%
Income $100,000 - $124,999	1,016	6.05%
Income $125,000 - $149,999	614	3.66%
Income $150,000 - $199,999	541	3.22%
Income $200,000 - $249,999	204	1.22%
Income $250,000 - $499,999	206	1.23%
Income $500,000+	60	0.36%
2018 Est. Average Household Income		$59,273
2018 Est. Median Household Income		$41,533

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$60,499
Black or African American Alone		$28,902
American Indian and Alaska Native Alone		$105,897
Asian Alone		$33,185
Native Hawaiian and Other Pacific Islander Alone		$100,000
Some Other Race Alone		$7,012
Two or More Races		$57,218
Hispanic or Latino		$48,979
Not Hispanic or Latino		$41,409
2018 Est. Family HH Type by Presence of Own Child.	11,396	
Married-Couple Family, own children	2,522	22.13%
Married-Couple Family, no own children	4,476	39.28%
Male Householder, own children	461	4.05%
Male Householder, no own children	470	4.12%
Female Householder, own children	1,941	17.03%
Female Householder, no own children	1,526	13.39%
2018 Est. Households by Household Size	16,797	
1-person	4,861	28.94%
2-person	5,279	31.43%
3-person	2,934	17.47%
4-person	2,011	11.97%
5-person	1,031	6.14%
6-person	399	2.38%
7-or-more-person	283	1.69%
2018 Est. Average Household Size		2.5

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	16,797	
Households with 1 or More People under Age 18:	5,914	35.21%
Married-Couple Family	2,875	48.61%
Other Family, Male Householder	551	9.32%
Other Family, Female Householder	2,433	41.14%
Nonfamily, Male Householder	48	0.81%
Nonfamily, Female Householder	6	0.10%
Households with No People under Age 18:	10,883	64.79%
Married-Couple Family	4,128	37.93%
Other Family, Male Householder	383	3.52%
Other Family, Female Householder	1,029	9.46%
Nonfamily, Male Householder	2,480	22.79%
Nonfamily, Female Householder	2,863	26.31%
2018 Est. Households by Number of Vehicles	16,797	
No Vehicles	1,282	7.63%
1 Vehicle	5,840	34.77%
2 Vehicles	6,642	39.54%
3 Vehicles	2,164	12.88%
4 Vehicles	658	3.92%
5 or more Vehicles	212	1.26%
2018 Est. Average Number of Vehicles		1.76

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	11,220	
2018 Estimate	11,396	
2010 Census	11,780	
2000 Census	12,072	
Growth 2018 - 2023		-1.54%
Growth 2010 - 2018		-3.26%
Growth 2000 - 2010		-2.42%
2018 Est. Families by Poverty Status	11,396	
2018 Families at or Above Poverty	9,311	81.70%
2018 Families at or Above Poverty with Children	3,616	31.73%
2018 Families Below Poverty	2,085	18.30%
2018 Families Below Poverty with Children	1,737	15.24%
2018 Est. Pop 16+ by Employment Status	33,425	
Civilian Labor Force, Employed	17,450	52.21%
Civilian Labor Force, Unemployed	1,427	4.27%
Armed Forces	30	0.09%
Not in Labor Force	14,518	43.44%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	17,521	
For-Profit Private Workers	11,416	65.16%
Non-Profit Private Workers	810	4.62%
Local Government Workers	1,630	9.30%
State Government Workers	1,531	8.74%
Federal Government Workers	942	5.38%
Self-Employed Workers	1,158	6.61%
Unpaid Family Workers	35	0.20%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	17,521	
Architect/Engineer	804	4.59%
Arts/Entertainment/Sports	244	1.39%
Building Grounds Maintenance	610	3.48%
Business/Financial Operations	460	2.63%
Community/Social Services	292	1.67%
Computer/Mathematical	226	1.29%
Construction/Extraction	789	4.50%
Education/Training/Library	1,267	7.23%
Farming/Fishing/Forestry	39	0.22%
Food Prep/Serving	1,152	6.58%
Health Practitioner/Technician	1,045	5.96%
Healthcare Support	445	2.54%
Maintenance Repair	702	4.01%
Legal	133	0.76%
Life/Physical/Social Science	253	1.44%
Management	1,540	8.79%
Office/Admin. Support	2,043	11.66%
Production	1,193	6.81%
Protective Services	407	2.32%
Sales/Related	1,490	8.50%
Personal Care/Service	1,211	6.91%
Transportation/Moving	1,173	6.70%
2018 Est. Pop 16+ by Occupation Classification	17,521	
White Collar	9,799	55.93%
Blue Collar	3,858	22.02%
Service and Farm	3,864	22.05%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	17,383	
Drove Alone	15,364	88.39%
Car Pooled	1,386	7.97%
Public Transportation	8	0.05%
Walked	249	1.43%
Bicycle	0	0.00%
Other Means	134	0.77%
Worked at Home	242	1.39%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,667	
15 - 29 Minutes	5,804	
30 - 44 Minutes	1,361	
45 - 59 Minutes	640	
60 or more Minutes	661	
2018 Est. Avg Travel Time to Work in Minutes		19.05
2018 Est. Occupied Housing Units by Tenure	16,797	
Owner Occupied	11,223	66.82%
Renter Occupied	5,574	33.18%
2018 Owner Occ. HUs: Avg. Length of Residence		19.38
2018 Renter Occ. HUs: Avg. Length of Residence		7.91

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	16,797	
Value Less than $20,000	511	4.55%
Value $20,000 - $39,999	731	6.51%
Value $40,000 - $59,999	702	6.26%
Value $60,000 - $79,999	1,056	9.41%
Value $80,000 - $99,999	1,905	16.97%
Value $100,000 - $149,999	2,048	18.25%
Value $150,000 - $199,999	1,729	15.41%
Value $200,000 - $299,999	1,544	13.76%
Value $300,000 - $399,999	462	4.12%
Value $400,000 - $499,999	249	2.22%
Value $500,000 - $749,999	207	1.84%
Value $750,000 - $999,999	45	0.40%
Value $1,000,000 or $1,499,999	17	0.15%
Value $1,500,000 or $1,999,999	7	0.06%
Value $2,000,000+	11	0.10%
2018 Est. Median All Owner-Occupied Housing Value		$112,253
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	13,125	66.73%
1 Unit Detached	151	0.77%
2 Units	442	2.25%
3 or 4 Units	562	2.86%
5 to 19 Units	2,253	11.46%
20 to 49 Units	248	1.26%
50 or More Units	272	1.38%
Mobile Home or Trailer	2,611	13.28%
Boat, RV, Van, etc.	3	0.02%

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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	252	1.28%
Housing Units Built 2010 to 2014	192	0.98%
Housing Units Built 2000 to 2009	1,783	9.07%
Housing Units Built 1990 to 1999	2,451	12.46%
Housing Units Built 1980 to 1989	3,004	15.27%
Housing Units Built 1970 to 1979	5,850	29.74%
Housing Units Built 1960 to 1969	3,721	18.92%
Housing Units Built 1950 to 1959	1,155	5.87%
Housing Units Built 1940 to 1949	549	2.79%
Housing Unit Built 1939 or Earlier	709	3.61%
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.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

ACKNOWLEDGEMENTS