TheRetailCoach®

50-MILE RADIAL
DEMOGRAPHIC PROFILE
Vicksburg, Mississippi

Prepared for
City of Vicksburg
June 2018

50-MILE RADIAL
Vicksburg, Mississippi

50 mi radius
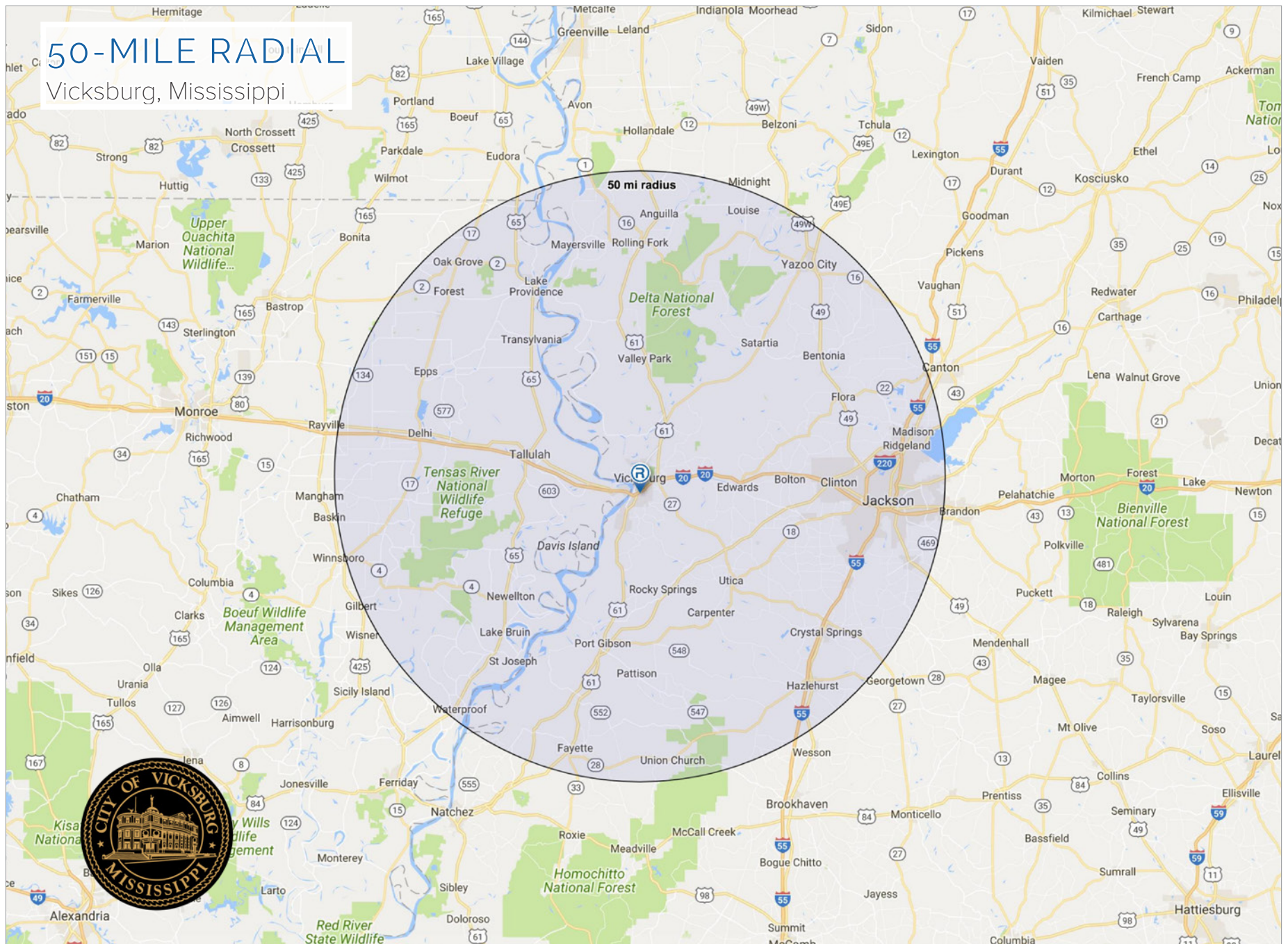
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50-MILE RADIAL • DEMOGRAPHIC PROFILE
Vicksburg, Mississippi

DESCRIPTION	DATA	%
Population		
2023 Projection	566,005	
2018 Estimate	566,360	
2010 Census	567,213	
2000 Census	555,477	
Growth 2018 - 2023		-0.06%
Growth 2010 - 2018		-0.15%
Growth 2000 - 2010		2.11%
2018 Est. Population by Single-Classification Race	566,360	
White Alone	245,574	43.36%
Black or African American Alone	299,674	52.91%
Amer. Indian and Alaska Native Alone	1,000	0.18%
Asian Alone	6,733	1.19%
Native Hawaiian and Other Pacific Island Alone	169	0.03%
Some Other Race Alone	6,202	1.10%
Two or More Races	7,008	1.24%
2018 Est. Population by Hispanic or Latino Origin	566,360	
Not Hispanic or Latino	552,068	97.48%
Hispanic or Latino	14,292	2.52%
Mexican	8,919	62.41%
Puerto Rican	826	5.78%
Cuban	346	2.42%
All Other Hispanic or Latino	4,201	29.39%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	14,292	
White Alone	5,633	39.41%
Black or African American Alone	1,365	9.55%
American Indian and Alaska Native Alone	156	1.09%
Asian Alone	53	0.37%
Native Hawaiian and Other Pacific Islander Alone	34	0.24%
Some Other Race Alone	5,878	41.13%
Two or More Races	1,173	8.21%
2018 Est. Pop by Race, Asian Alone, by Category	6,733	
Chinese, except Taiwanese	920	13.66%
Filipino	693	10.29%
Japanese	218	3.24%
Asian Indian	2,477	36.79%
Korean	292	4.34%
Vietnamese	965	14.33%
Cambodian	3	0.05%
Hmong	0	0.00%
Laotian	117	1.74%
Thai	181	2.69%
All Other Asian Races Including 2+ Category	868	12.89%

50-MILE RADIAL • DEMOGRAPHIC PROFILE
Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	566,360	
Arab	814	0.14%
Czech	63	0.01%
Danish	241	0.04%
Dutch	1,260	0.22%
English	27,629	4.88%
French (except Basque)	5,014	0.89%
French Canadian	691	0.12%
German	12,869	2.27%
Greek	311	0.06%
Hungarian	48	0.01%
Irish	25,630	4.53%
Italian	6,349	1.12%
Lithuanian	103	0.02%
United States or American	42,128	7.44%
Norwegian	1,150	0.20%
Polish	1,237	0.22%
Portuguese	831	0.15%
Russian	272	0.05%
Scottish	5,599	0.99%
Scotch-Irish	7,811	1.38%
Slovak	42	0.01%
Subsaharan African	2,953	0.52%
Swedish	699	0.12%
Swiss	258	0.05%
Ukrainian	156	0.03%
Welsh	807	0.14%
West Indian (except Hisp. groups)	251	0.04%
Other ancestries	335,360	59.21%
Ancestry Unclassified	85,784	15.15%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	511,154	96.47%
Speak Asian/Pacific Island Language at Home	2,575	0.49%
Speak IndoEuropean Language at Home	4,558	0.86%
Speak Spanish at Home	10,594	2.00%
Speak Other Language at Home	1,004	0.19%
2018 Est. Population by Age	566,360	
Age 0 - 4	36,475	6.44%
Age 5 - 9	37,609	6.64%
Age 10 - 14	38,520	6.80%
Age 15 - 17	23,555	4.16%
Age 18 - 20	25,574	4.52%
Age 21 - 24	32,159	5.68%
Age 25 - 34	78,383	13.84%
Age 35 - 44	72,405	12.78%
Age 45 - 54	68,422	12.08%
Age 55 - 64	71,410	12.61%
Age 65 - 74	48,999	8.65%
Age 75 - 84	23,228	4.10%
Age 85 and over	9,622	1.70%
Age 16 and over	446,035	78.76%
Age 18 and over	430,201	75.96%
Age 21 and over	404,627	71.44%
Age 65 and over	81,849	14.45%
2018 Est. Median Age		36.46
2018 Est. Average Age		38.03

50-MILE RADIAL • DEMOGRAPHIC PROFILE
Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Population by Sex	566,360	
Male	272,339	48.09%
Female	294,021	51.91%
2018 Est. Male Population by Age	272,339	
Age 0 - 4	18,622	6.84%
Age 5 - 9	19,255	7.07%
Age 10 - 14	19,663	7.22%
Age 15 - 17	11,951	4.39%
Age 18 - 20	12,821	4.71%
Age 21 - 24	16,258	5.97%
Age 25 - 34	38,547	14.15%
Age 35 - 44	34,926	12.82%
Age 45 - 54	32,564	11.96%
Age 55 - 64	33,266	12.22%
Age 65 - 74	22,215	8.16%
Age 75 - 84	9,376	3.44%
Age 85 and over	2,875	1.06%
2018 Est. Median Age, Male		34.74
2018 Est. Average Age, Male		36.53

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	294,021	
Age 0 - 4	17,853	6.07%
Age 5 - 9	18,354	6.24%
Age 10 - 14	18,858	6.41%
Age 15 - 17	11,604	3.95%
Age 18 - 20	12,753	4.34%
Age 21 - 24	15,901	5.41%
Age 25 - 34	39,835	13.55%
Age 35 - 44	37,479	12.75%
Age 45 - 54	35,858	12.20%
Age 55 - 64	38,144	12.97%
Age 65 - 74	26,784	9.11%
Age 75 - 84	13,852	4.71%
Age 85 and over	6,747	2.30%
2018 Est. Median Age, Female		38.10
2018 Est. Average Age, Female		39.39
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	177,376	39.09%
Males, Never Married	89,678	19.76%
Females, Never Married	87,698	19.33%
Married, Spouse present	172,692	38.06%
Married, Spouse absent	23,600	5.20%
Widowed	29,472	6.50%
Males Widowed	5,723	1.26%
Females Widowed	23,749	5.23%
Divorced	50,616	11.16%
Males Divorced	21,453	4.73%
Females Divorced	29,163	6.43%

50-MILE RADIAL • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	16,013	4.3%
Some High School, no diploma	35,248	9.5%
High School Graduate (or GED)	101,880	27.4%
Some College, no degree	85,277	22.9%
Associate Degree	32,823	8.8%
Bachelor's Degree	60,167	16.2%
Master's Degree	28,098	7.5%
Professional School Degree	7,995	2.1%
Doctorate Degree	4,967	1.3%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,198	38.27%
High School Graduate	2,301	27.54%
Some College or Associate's Degree	1,284	15.37%
Bachelor's Degree or Higher	1,573	18.83%
Households		
2023 Projection	213,566	
2018 Estimate	212,715	
2010 Census	211,019	
2000 Census	200,549	
Growth 2018 - 2023		0.40%
Growth 2010 - 2018		0.80%
Growth 2000 - 2010		5.22%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	212,715	
Family Households	144,694	68.02%
Nonfamily Households	68,022	31.98%
2018 Est. Group Quarters Population	25,222	
2018 Households by Ethnicity, Hispanic/Latino	3,587	
2018 Est. Households by Household Income	212,715	
Income < $15,000	36,780	17.29%
Income $15,000 - $24,999	25,703	12.08%
Income $25,000 - $34,999	23,202	10.91%
Income $35,000 - $49,999	29,856	14.04%
Income $50,000 - $74,999	34,523	16.23%
Income $75,000 - $99,999	22,566	10.61%
Income $100,000 - $124,999	15,776	7.42%
Income $125,000 - $149,999	8,783	4.13%
Income $150,000 - $199,999	7,564	3.56%
Income $200,000 - $249,999	3,157	1.48%
Income $250,000 - $499,999	3,434	1.61%
Income $500,000+	1,371	0.65%
2018 Est. Average Household Income		$65,083
2018 Est. Median Household Income		$45,022

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Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$62,839
Black or African American Alone		$32,510
American Indian and Alaska Native Alone		$41,914
Asian Alone		$71,892
Native Hawaiian and Other Pacific Islander Alone		$46,865
Some Other Race Alone		$42,108
Two or More Races		$44,950
Hispanic or Latino		$45,057
Not Hispanic or Latino		$45,021
2018 Est. Family HH Type by Presence of Own Child.	144,694	
Married-Couple Family, own children	36,393	25.15%
Married-Couple Family, no own children	53,476	36.96%
Male Householder, own children	4,883	3.38%
Male Householder, no own children	5,961	4.12%
Female Householder, own children	24,210	16.73%
Female Householder, no own children	19,770	13.66%
2018 Est. Households by Household Size	212,715	
1-person	59,663	28.05%
2-person	65,884	30.97%
3-person	37,018	17.40%
4-person	27,680	13.01%
5-person	13,464	6.33%
6-person	5,438	2.56%
7-or-more-person	3,568	1.68%
2018 Est. Average Household Size		2.54

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	212,715	
Households with 1 or More People under Age 18:	77,456	36.41%
Married-Couple Family	40,512	52.30%
Other Family, Male Householder	6,052	7.81%
Other Family, Female Householder	30,338	39.17%
Nonfamily, Male Householder	417	0.54%
Nonfamily, Female Householder	136	0.18%
Households with No People under Age 18:	135,259	63.59%
Married-Couple Family	49,388	36.51%
Other Family, Male Householder	4,784	3.54%
Other Family, Female Householder	13,632	10.08%
Nonfamily, Male Householder	30,760	22.74%
Nonfamily, Female Householder	36,696	27.13%
2018 Est. Households by Number of Vehicles	212,715	
No Vehicles	15,648	7.36%
1 Vehicle	73,036	34.34%
2 Vehicles	79,766	37.50%
3 Vehicles	30,243	14.22%
4 Vehicles	10,513	4.94%
5 or more Vehicles	3,510	1.65%
2018 Est. Average Number of Vehicles		1.81

50-MILE RADIAL • DEMOGRAPHIC PROFILE
Vicksburg, Mississippi

DESCRIPTION	DATA	%
Family Households		
2023 Projection	145,508	
2018 Estimate	144,694	
2010 Census	142,948	
2000 Census	139,947	
Growth 2018 - 2023		0.56%
Growth 2010 - 2018		1.22%
Growth 2000 - 2010		2.14%
2018 Est. Families by Poverty Status	144,694	
2018 Families at or Above Poverty	119,683	82.72%
2018 Families at or Above Poverty with Children	53,784	37.17%
2018 Families Below Poverty	25,011	17.29%
2018 Families Below Poverty with Children	19,298	13.34%
2018 Est. Pop 16+ by Employment Status	446,035	
Civilian Labor Force, Employed	241,153	54.07%
Civilian Labor Force, Unemployed	21,710	4.87%
Armed Forces	384	0.09%
Not in Labor Force	182,788	40.98%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	241,892	
For-Profit Private Workers	155,020	64.09%
Non-Profit Private Workers	15,408	6.37%
Local Government Workers	8,372	3.46%
State Government Workers	27,549	11.39%
Federal Government Workers	13,166	5.44%
Self-Employed Workers	22,132	9.15%
Unpaid Family Workers	245	0.10%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	241,892	
Architect/Engineer	2,830	1.17%
Arts/Entertainment/Sports	3,438	1.42%
Building Grounds Maintenance	8,369	3.46%
Business/Financial Operations	9,618	3.98%
Community/Social Services	4,532	1.87%
Computer/Mathematical	3,649	1.51%
Construction/Extraction	11,315	4.68%
Education/Training/Library	14,663	6.06%
Farming/Fishing/Forestry	1,542	0.64%
Food Prep/Serving	15,136	6.26%
Health Practitioner/Technician	18,089	7.48%
Healthcare Support	7,664	3.17%
Maintenance Repair	8,549	3.53%
Legal	3,863	1.60%
Life/Physical/Social Science	1,736	0.72%
Management	21,802	9.01%
Office/Admin. Support	32,085	13.26%
Production	14,770	6.11%
Protective Services	6,606	2.73%
Sales/Related	26,754	11.06%
Personal Care/Service	8,721	3.61%
Transportation/Moving	16,163	6.68%
2018 Est. Pop 16+ by Occupation Classification	241,892	
White Collar	143,058	59.14%
Blue Collar	50,796	21.00%
Service and Farm	48,037	19.86%

50-MILE RADIAL • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	237,523	
Drove Alone	207,396	87.32%
Car Pooled	19,425	8.18%
Public Transportation	772	0.33%
Walked	2,527	1.06%
Bicycle	113	0.05%
Other Means	2,014	0.85%
Worked at Home	5,275	2.22%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	65,549	
15 - 29 Minutes	98,368	
30 - 44 Minutes	47,063	
45 - 59 Minutes	11,728	
60 or more Minutes	9,316	
2018 Est. Avg Travel Time to Work in Minutes		24.47
2018 Est. Occupied Housing Units by Tenure	212,715	
Owner Occupied	142,172	66.84%
Renter Occupied	70,543	33.16%
2018 Owner Occ. HUs: Avg. Length of Residence		17.98
2018 Renter Occ. HUs: Avg. Length of Residence		7.15

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	212,715	
Value Less than $20,000	6,286	4.42%
Value $20,000 - $39,999	9,730	6.84%
Value $40,000 - $59,999	9,341	6.57%
Value $60,000 - $79,999	12,160	8.55%
Value $80,000 - $99,999	13,331	9.38%
Value $100,000 - $149,999	26,914	18.93%
Value $150,000 - $199,999	23,583	16.59%
Value $200,000 - $299,999	21,731	15.29%
Value $300,000 - $399,999	8,611	6.06%
Value $400,000 - $499,999	4,466	3.14%
Value $500,000 - $749,999	3,513	2.47%
Value $750,000 - $999,999	1,305	0.92%
Value $1,000,000 or $1,499,999	661	0.47%
Value $1,500,000 or $1,999,999	232	0.16%
Value $2,000,000+	310	0.22%
2018 Est. Median All Owner-Occupied Housing Value		$136,658
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	168,456	69.13%
1 Unit Detached	3,961	1.63%
2 Units	4,905	2.01%
3 or 4 Units	7,820	3.21%
5 to 19 Units	26,131	10.72%
20 to 49 Units	2,642	1.08%
50 or More Units	3,786	1.55%
Mobile Home or Trailer	25,832	10.60%
Boat, RV, Van, etc.	163	0.07%

50-MILE RADIAL • DEMOGRAPHIC PROFILE
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DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	6,984	2.87%
Housing Units Built 2010 to 2014	3,959	1.63%
Housing Units Built 2000 to 2009	36,082	14.81%
Housing Units Built 1990 to 1999	38,710	15.88%
Housing Units Built 1980 to 1989	36,666	15.05%
Housing Units Built 1970 to 1979	46,887	19.24%
Housing Units Built 1960 to 1969	32,590	13.37%
Housing Units Built 1950 to 1959	23,952	9.83%
Housing Units Built 1940 to 1949	9,182	3.77%
Housing Unit Built 1939 or Earlier	8,684	3.56%
2018 Est. Median Year Structure Built		1980

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

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