



TheRetailCoach®

# 5-MILE RADIAL DEMOGRAPHIC PROFILE

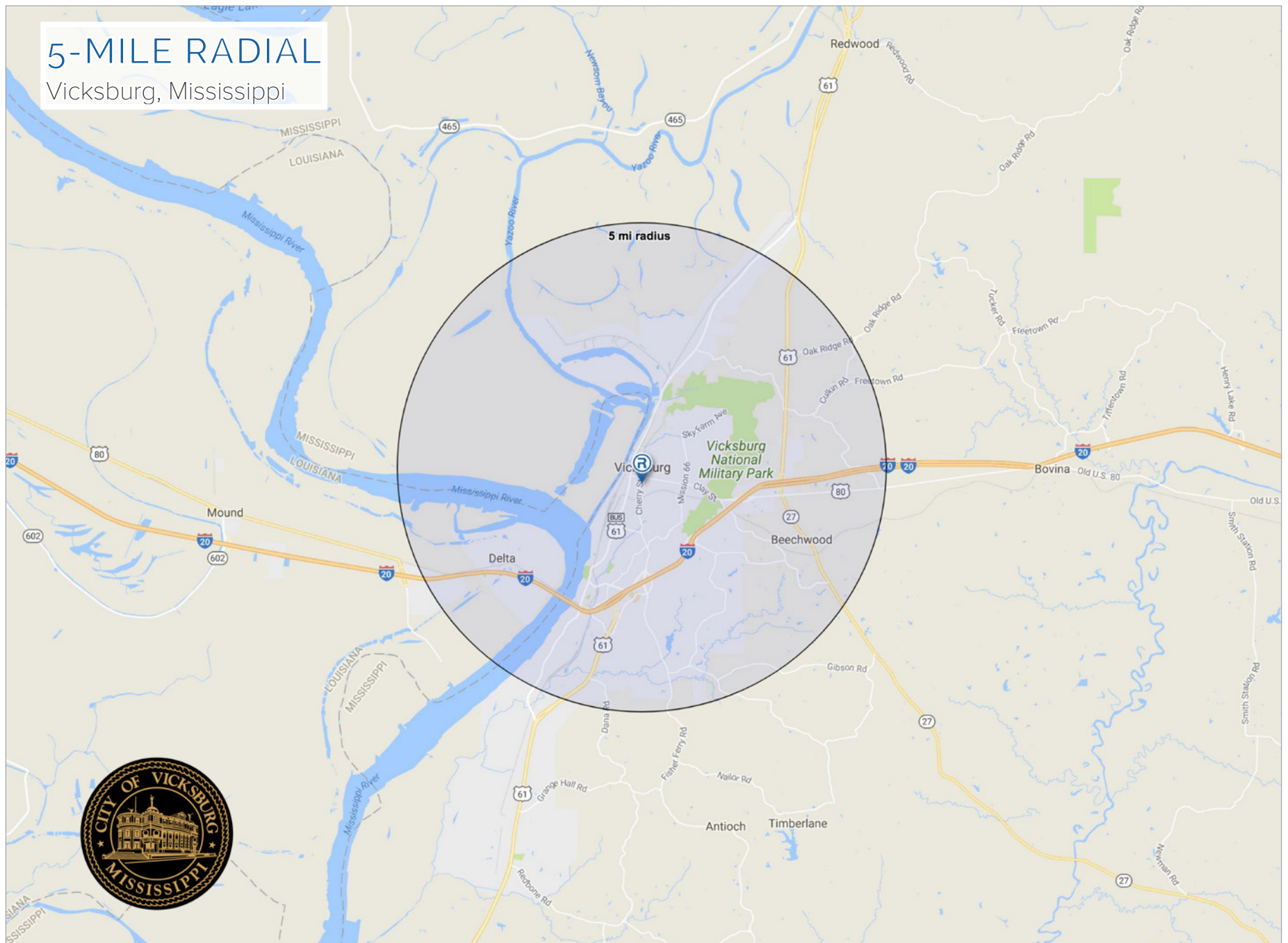
Vicksburg, Mississippi

Prepared for  
City of Vicksburg  
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## 5-MILE RADIAL

Vicksburg, Mississippi



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# 5-MILE RADIAL • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2023 Projection	25,686	
2018 Estimate	26,312	
2010 Census	27,836	
2000 Census	29,966	
Growth 2018 - 2023		-2.38%
Growth 2010 - 2018		-5.48%
Growth 2000 - 2010		-7.11%
<b>2018 Est. Population by Single-Classification Race</b>	26,312	
White Alone	9,484	36.04%
Black or African American Alone	16,086	61.14%
Amer. Indian and Alaska Native Alone	82	0.31%
Asian Alone	237	0.90%
Native Hawaiian and Other Pacific Island Alone	6	0.02%
Some Other Race Alone	131	0.50%
Two or More Races	287	1.09%
<b>2018 Est. Population by Hispanic or Latino Origin</b>	26,312	
Not Hispanic or Latino	25,784	97.99%
Hispanic or Latino	528	2.01%
Mexican	328	62.12%
Puerto Rican	59	11.17%
Cuban	17	3.22%
All Other Hispanic or Latino	124	23.49%

DESCRIPTION	DATA	%
<b>2018 Est. Hisp. or Latino Pop by Single-Class. Race</b>	528	
White Alone	264	50.00%
Black or African American Alone	69	13.07%
American Indian and Alaska Native Alone	21	3.98%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	127	24.05%
Two or More Races	47	8.90%
<b>2018 Est. Pop by Race, Asian Alone, by Category</b>	237	
Chinese, except Taiwanese	0	0.00%
Filipino	9	3.80%
Japanese	8	3.38%
Asian Indian	174	73.42%
Korean	19	8.02%
Vietnamese	26	10.97%
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	%
<b>2018 Est. Population by Ancestry</b>	26,312	
Arab	153	0.58%
Czech	8	0.03%
Danish	44	0.17%
Dutch	32	0.12%
English	778	2.96%
French (except Basque)	155	0.59%
French Canadian	12	0.05%
German	679	2.58%
Greek	0	0.00%
Hungarian	1	0.00%
Irish	1,033	3.93%
Italian	532	2.02%
Lithuanian	0	0.00%
United States or American	1,952	7.42%
Norwegian	70	0.27%
Polish	35	0.13%
Portuguese	0	0.00%
Russian	30	0.11%
Scottish	143	0.54%
Scotch-Irish	237	0.90%
Slovak	1	0.00%
Subsaharan African	262	1.00%
Swedish	13	0.05%
Swiss	32	0.12%
Ukrainian	0	0.00%
Welsh	33	0.13%
West Indian (except Hisp. groups)	87	0.33%
Other ancestries	15,457	58.75%
Ancestry Unclassified	4,534	17.23%

DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	23,842	97.13%
Speak Asian/Pacific Island Language at Home	78	0.32%
Speak IndoEuropean Language at Home	212	0.86%
Speak Spanish at Home	392	1.60%
Speak Other Language at Home	23	0.09%
<b>2018 Est. Population by Age</b>	26,312	
Age 0 - 4	1,766	6.71%
Age 5 - 9	1,791	6.81%
Age 10 - 14	1,823	6.93%
Age 15 - 17	1,102	4.19%
Age 18 - 20	989	3.76%
Age 21 - 24	1,348	5.12%
Age 25 - 34	3,299	12.54%
Age 35 - 44	3,216	12.22%
Age 45 - 54	3,046	11.58%
Age 55 - 64	3,560	13.53%
Age 65 - 74	2,520	9.58%
Age 75 - 84	1,300	4.94%
Age 85 and over	553	2.10%
Age 16 and over	20,572	78.19%
Age 18 and over	19,830	75.37%
Age 21 and over	18,841	71.61%
Age 65 and over	4,373	16.62%
<b>2018 Est. Median Age</b>		38.19
<b>2018 Est. Average Age</b>		39.17

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DESCRIPTION	DATA	%
<b>2018 Est. Population by Sex</b>	26,312	
Male	12,261	46.60%
Female	14,052	53.41%
<b>2018 Est. Male Population by Age</b>	12,261	
Age 0 - 4	888	7.24%
Age 5 - 9	883	7.20%
Age 10 - 14	907	7.40%
Age 15 - 17	554	4.52%
Age 18 - 20	495	4.04%
Age 21 - 24	659	5.38%
Age 25 - 34	1,555	12.68%
Age 35 - 44	1,496	12.20%
Age 45 - 54	1,414	11.53%
Age 55 - 64	1,632	13.31%
Age 65 - 74	1,136	9.27%
Age 75 - 84	495	4.04%
Age 85 and over	148	1.21%
<b>2018 Est. Median Age, Male</b>		36.25
<b>2018 Est. Average Age, Male</b>		37.52

DESCRIPTION	DATA	%
<b>2018 Est. Female Population by Age</b>	14,052	
Age 0 - 4	878	6.25%
Age 5 - 9	909	6.47%
Age 10 - 14	916	6.52%
Age 15 - 17	548	3.90%
Age 18 - 20	494	3.52%
Age 21 - 24	690	4.91%
Age 25 - 34	1,744	12.41%
Age 35 - 44	1,720	12.24%
Age 45 - 54	1,632	11.61%
Age 55 - 64	1,928	13.72%
Age 65 - 74	1,384	9.85%
Age 75 - 84	804	5.72%
Age 85 and over	405	2.88%
<b>2018 Est. Median Age, Female</b>		39.88
<b>2018 Est. Average Age, Female</b>		40.53
<b>2018 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	8,525	40.73%
Males, Never Married	3,919	18.72%
Females, Never Married	4,606	22.01%
Married, Spouse present	7,566	36.15%
Married, Spouse absent	908	4.34%
Widowed	1,559	7.45%
Males Widowed	371	1.77%
Females Widowed	1,188	5.68%
Divorced	2,374	11.34%
Males Divorced	986	4.71%
Females Divorced	1,387	6.63%



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DESCRIPTION	DATA	%
<b>2018 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	810	4.6%
Some High School, no diploma	1,802	10.3%
High School Graduate (or GED)	5,493	31.4%
Some College, no degree	4,078	23.3%
Associate Degree	1,397	8.0%
Bachelor's Degree	2,287	13.1%
Master's Degree	1,244	7.1%
Professional School Degree	224	1.3%
Doctorate Degree	158	0.9%
<b>2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>		
No High School Diploma	37	12.54%
High School Graduate	102	34.58%
Some College or Associate's Degree	37	12.54%
Bachelor's Degree or Higher	118	40.00%
<b>Households</b>		
2023 Projection	10,441	
2018 Estimate	10,621	
2010 Census	11,037	
2000 Census	11,628	
Growth 2018 - 2023		-1.70%
Growth 2010 - 2018		-3.77%
Growth 2000 - 2010		-5.08%

DESCRIPTION	DATA	%
<b>2018 Est. Households by Household Type</b>	10,621	
Family Households	6,791	63.94%
Nonfamily Households	3,830	36.06%
2018 Est. Group Quarters Population	528	
2018 Households by Ethnicity, Hispanic/Latino	170	
<b>2018 Est. Households by Household Income</b>	10,621	
Income < \$15,000	2,357	22.19%
Income \$15,000 - \$24,999	1,735	16.34%
Income \$25,000 - \$34,999	1,383	13.02%
Income \$35,000 - \$49,999	1,289	12.14%
Income \$50,000 - \$74,999	1,524	14.35%
Income \$75,000 - \$99,999	915	8.62%
Income \$100,000 - \$124,999	535	5.04%
Income \$125,000 - \$149,999	348	3.28%
Income \$150,000 - \$199,999	301	2.83%
Income \$200,000 - \$249,999	110	1.04%
Income \$250,000 - \$499,999	100	0.94%
Income \$500,000+	22	0.21%
<b>2018 Est. Average Household Income</b>		\$52,231
<b>2018 Est. Median Household Income</b>		\$33,632

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DESCRIPTION	DATA	%
<b>2018 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$54,514
Black or African American Alone		\$25,539
American Indian and Alaska Native Alone		\$104,517
Asian Alone		\$32,274
Native Hawaiian and Other Pacific Islander Alone		\$150,000
Some Other Race Alone		\$6,711
Two or More Races		\$52,185
Hispanic or Latino		\$33,930
Not Hispanic or Latino		\$33,624
<b>2018 Est. Family HH Type by Presence of Own Child.</b>	6,791	
Married-Couple Family, own children	1,263	18.60%
Married-Couple Family, no own children	2,437	35.89%
Male Householder, own children	281	4.14%
Male Householder, no own children	314	4.62%
Female Householder, own children	1,388	20.44%
Female Householder, no own children	1,108	16.32%
<b>2018 Est. Households by Household Size</b>	10,621	
1-person	3,501	32.96%
2-person	3,155	29.71%
3-person	1,738	16.36%
4-person	1,154	10.87%
5-person	628	5.91%
6-person	263	2.48%
7-or-more-person	182	1.71%
<b>2018 Est. Average Household Size</b>		2.43

DESCRIPTION	DATA	%
<b>2018 Est. Households by Presence of People Under 18</b>	10,621	
Households with 1 or More People under Age 18:	3,579	33.70%
Married-Couple Family	1,459	40.77%
Other Family, Male Householder	338	9.44%
Other Family, Female Householder	1,749	48.87%
Nonfamily, Male Householder	29	0.81%
Nonfamily, Female Householder	5	0.14%
<b>Households with No People under Age 18:</b>	7,042	66.30%
Married-Couple Family	2,245	31.88%
Other Family, Male Householder	259	3.68%
Other Family, Female Householder	744	10.57%
Nonfamily, Male Householder	1,675	23.79%
Nonfamily, Female Householder	2,118	30.08%
<b>2018 Est. Households by Number of Vehicles</b>	10,621	
No Vehicles	1,074	10.11%
1 Vehicle	4,143	39.01%
2 Vehicles	3,930	37.00%
3 Vehicles	1,050	9.89%
4 Vehicles	342	3.22%
5 or more Vehicles	82	0.77%
<b>2018 Est. Average Number of Vehicles</b>		1.6

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DESCRIPTION	DATA	%
<b>Family Households</b>		
2023 Projection	6,668	
2018 Estimate	6,791	
2010 Census	7,069	
2000 Census	7,670	
Growth 2018 - 2023		-1.81%
Growth 2010 - 2018		-3.93%
Growth 2000 - 2010		-7.84%
<b>2018 Est. Families by Poverty Status</b>	6,791	
2018 Families at or Above Poverty	5,210	76.72%
2018 Families at or Above Poverty with Children	1,952	28.74%
2018 Families Below Poverty	1,581	23.28%
2018 Families Below Poverty with Children	1,353	19.92%
<b>2018 Est. Pop 16+ by Employment Status</b>	20,572	
Civilian Labor Force, Employed	10,379	50.45%
Civilian Labor Force, Unemployed	894	4.35%
Armed Forces	12	0.06%
Not in Labor Force	9,287	45.14%
<b>2018 Est. Civ. Employed Pop 16+ by Class of Worker</b>	10,101	
For-Profit Private Workers	6,835	67.67%
Non-Profit Private Workers	530	5.25%
Local Government Workers	732	7.25%
State Government Workers	774	7.66%
Federal Government Workers	539	5.34%
Self-Employed Workers	662	6.55%
Unpaid Family Workers	29	0.29%

DESCRIPTION	DATA	%
<b>2018 Est. Civ. Employed Pop 16+ by Occupation</b>	10,101	
Architect/Engineer	305	3.02%
Arts/Entertainment/Sports	201	1.99%
Building Grounds Maintenance	367	3.63%
Business/Financial Operations	239	2.37%
Community/Social Services	142	1.41%
Computer/Mathematical	107	1.06%
Construction/Extraction	375	3.71%
Education/Training/Library	626	6.20%
Farming/Fishing/Forestry	25	0.25%
Food Prep/Serving	903	8.94%
Health Practitioner/Technician	606	6.00%
Healthcare Support	300	2.97%
Maintenance Repair	373	3.69%
Legal	79	0.78%
Life/Physical/Social Science	116	1.15%
Management	895	8.86%
Office/Admin. Support	1,150	11.39%
Production	637	6.31%
Protective Services	271	2.68%
Sales/Related	874	8.65%
Personal Care/Service	793	7.85%
Transportation/Moving	714	7.07%
<b>2018 Est. Pop 16+ by Occupation Classification</b>	10,101	
White Collar	5,342	52.89%
Blue Collar	2,100	20.79%
Service and Farm	2,659	26.32%



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DESCRIPTION	DATA	%
<b>2018 Est. Workers Age 16+ by Transp. to Work</b>	10,013	
Drove Alone	8,921	89.09%
Car Pooled	679	6.78%
Public Transportation	6	0.06%
Walked	205	2.05%
Bicycle	0	0.00%
Other Means	70	0.70%
Worked at Home	132	1.32%
<b>2018 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,731	
15 - 29 Minutes	2,901	
30 - 44 Minutes	617	
45 - 59 Minutes	303	
60 or more Minutes	328	
2018 Est. Avg Travel Time to Work in Minutes		17.52
<b>2018 Est. Occupied Housing Units by Tenure</b>	10,621	
Owner Occupied	6,387	60.14%
Renter Occupied	4,234	39.86%
<b>2018 Owner Occ. HUs: Avg. Length of Residence</b>		20.06
<b>2018 Renter Occ. HUs: Avg. Length of Residence</b>		7.98

DESCRIPTION	DATA	%
<b>2018 Est. Owner-Occupied Housing Units by Value</b>	10,621	
Value Less than \$20,000	314	4.92%
Value \$20,000 - \$39,999	374	5.86%
Value \$40,000 - \$59,999	475	7.44%
Value \$60,000 - \$79,999	668	10.46%
Value \$80,000 - \$99,999	1,131	17.71%
Value \$100,000 - \$149,999	1,211	18.96%
Value \$150,000 - \$199,999	854	13.37%
Value \$200,000 - \$299,999	770	12.06%
Value \$300,000 - \$399,999	274	4.29%
Value \$400,000 - \$499,999	155	2.43%
Value \$500,000 - \$749,999	112	1.75%
Value \$750,000 - \$999,999	24	0.38%
Value \$1,000,000 or \$1,499,999	9	0.14%
Value \$1,500,000 or \$1,999,999	6	0.09%
Value \$2,000,000+	9	0.14%
<b>2018 Est. Median All Owner-Occupied Housing Value</b>		\$106,247
<b>2018 Est. Housing Units by Units in Structure</b>		
1 Unit Attached	8,492	66.72%
1 Unit Detached	124	0.97%
2 Units	431	3.39%
3 or 4 Units	536	4.21%
5 to 19 Units	1,670	13.12%
20 to 49 Units	176	1.38%
50 or More Units	232	1.82%
Mobile Home or Trailer	1,066	8.38%
Boat, RV, Van, etc.	2	0.02%

# 5-MILE RADIAL • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2018 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	155	1.22%
Housing Units Built 2010 to 2014	87	0.68%
Housing Units Built 2000 to 2009	840	6.60%
Housing Units Built 1990 to 1999	1,105	8.68%
Housing Units Built 1980 to 1989	1,544	12.13%
Housing Units Built 1970 to 1979	3,782	29.71%
Housing Units Built 1960 to 1969	3,156	24.80%
Housing Units Built 1950 to 1959	992	7.79%
Housing Units Built 1940 to 1949	447	3.51%
Housing Unit Built 1939 or Earlier	619	4.86%
<b>2018 Est. Median Year Structure Built</b>		1973

# 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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