TheRetailCoach®

SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE
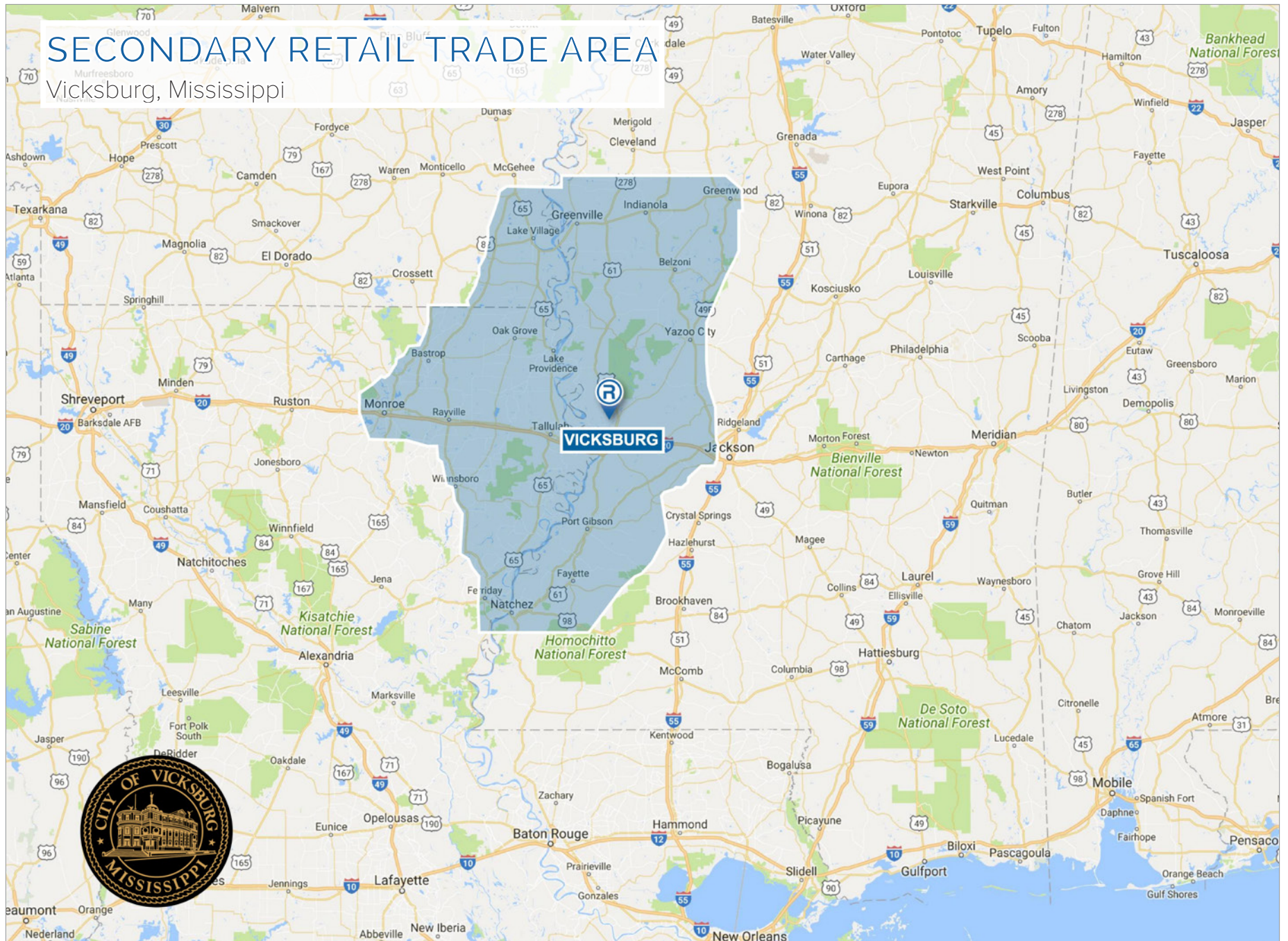## Vicksburg, Mississippi

Prepared for
City of Vicksburg
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SECONDARY RETAIL TRADE AREA
Vicksburg, Mississippi

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SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Vicksburg, Mississippi

DESCRIPTION	DATA	%
Population		
2023 Projection	557,474	
2018 Estimate	566,371	
2010 Census	591,553	
2000 Census	629,966	
Growth 2018 - 2023		-1.57%
Growth 2010 - 2018		-4.26%
Growth 2000 - 2010		-6.10%
2018 Est. Population by Single-Classification Race	566,371	
White Alone	236,820	41.81%
Black or African American Alone	309,933	54.72%
Amer. Indian and Alaska Native Alone	1,536	0.27%
Asian Alone	4,968	0.88%
Native Hawaiian and Other Pacific Island Alone	164	0.03%
Some Other Race Alone	5,701	1.01%
Two or More Races	7,250	1.28%
2018 Est. Population by Hispanic or Latino Origin	566,371	
Not Hispanic or Latino	550,246	97.15%
Hispanic or Latino	16,125	2.85%
Mexican	10,889	67.53%
Puerto Rican	776	4.81%
Cuban	397	2.46%
All Other Hispanic or Latino	4,063	25.20%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	16,125	
White Alone	6,963	43.18%
Black or African American Alone	1,917	11.89%
American Indian and Alaska Native Alone	241	1.50%
Asian Alone	66	0.41%
Native Hawaiian and Other Pacific Islander Alone	45	0.28%
Some Other Race Alone	5,457	33.84%
Two or More Races	1,436	8.91%
2018 Est. Pop by Race, Asian Alone, by Category	4,968	
Chinese, except Taiwanese	888	17.87%
Filipino	424	8.54%
Japanese	136	2.74%
Asian Indian	1,769	35.61%
Korean	313	6.30%
Vietnamese	597	12.02%
Cambodian	3	0.06%
Hmong	0	0.00%
Laotian	32	0.64%
Thai	111	2.23%
All Other Asian Races Including 2+ Category	695	13.99%

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DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	566,371	
Arab	1,006	0.18%
Czech	81	0.01%
Danish	472	0.08%
Dutch	1,467	0.26%
English	29,206	5.16%
French (except Basque)	7,384	1.30%
French Canadian	831	0.15%
German	11,809	2.09%
Greek	63	0.01%
Hungarian	60	0.01%
Irish	26,534	4.69%
Italian	6,544	1.16%
Lithuanian	147	0.03%
United States or American	56,544	9.98%
Norwegian	585	0.10%
Polish	770	0.14%
Portuguese	603	0.11%
Russian	281	0.05%
Scottish	3,049	0.54%
Scotch-Irish	4,966	0.88%
Slovak	7	0.00%
Subsaharan African	4,674	0.83%
Swedish	552	0.10%
Swiss	162	0.03%
Ukrainian	65	0.01%
Welsh	856	0.15%
West Indian (except Hisp. groups)	560	0.10%
Other ancestries	328,189	57.95%
Ancestry Unclassified	78,903	13.93%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	513,411	97.27%
Speak Asian/Pacific Island Language at Home	1,837	0.35%
Speak IndoEuropean Language at Home	3,046	0.58%
Speak Spanish at Home	8,986	1.70%
Speak Other Language at Home	567	0.11%
2018 Est. Population by Age	566,371	
Age 0 - 4	38,524	6.80%
Age 5 - 9	38,721	6.84%
Age 10 - 14	38,500	6.80%
Age 15 - 17	23,689	4.18%
Age 18 - 20	24,788	4.38%
Age 21 - 24	32,181	5.68%
Age 25 - 34	75,845	13.39%
Age 35 - 44	67,627	11.94%
Age 45 - 54	65,371	11.54%
Age 55 - 64	72,855	12.86%
Age 65 - 74	51,563	9.10%
Age 75 - 84	26,013	4.59%
Age 85 and over	10,693	1.89%
Age 16 and over	442,855	78.19%
Age 18 and over	426,936	75.38%
Age 21 and over	402,149	71.01%
Age 65 and over	88,269	15.59%
2018 Est. Median Age		36.56
2018 Est. Average Age		38.32

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	566,371	
Male	274,368	48.44%
Female	292,003	51.56%
2018 Est. Male Population by Age	274,368	
Age 0 - 4	19,705	7.18%
Age 5 - 9	19,779	7.21%
Age 10 - 14	19,554	7.13%
Age 15 - 17	12,067	4.40%
Age 18 - 20	12,708	4.63%
Age 21 - 24	16,654	6.07%
Age 25 - 34	38,656	14.09%
Age 35 - 44	33,171	12.09%
Age 45 - 54	30,994	11.30%
Age 55 - 64	33,922	12.36%
Age 65 - 74	23,435	8.54%
Age 75 - 84	10,371	3.78%
Age 85 and over	3,351	1.22%
2018 Est. Median Age, Male		34.46
2018 Est. Average Age, Male		36.71

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	292,003	
Age 0 - 4	18,818	6.44%
Age 5 - 9	18,942	6.49%
Age 10 - 14	18,947	6.49%
Age 15 - 17	11,622	3.98%
Age 18 - 20	12,080	4.14%
Age 21 - 24	15,527	5.32%
Age 25 - 34	37,189	12.74%
Age 35 - 44	34,456	11.80%
Age 45 - 54	34,378	11.77%
Age 55 - 64	38,932	13.33%
Age 65 - 74	28,128	9.63%
Age 75 - 84	15,641	5.36%
Age 85 and over	7,342	2.51%
2018 Est. Median Age, Female		38.68
2018 Est. Average Age, Female		39.80
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	182,124	40.42%
Males, Never Married	93,787	20.81%
Females, Never Married	88,337	19.60%
Married, Spouse present	157,984	35.06%
Married, Spouse absent	27,156	6.03%
Widowed	34,406	7.64%
Males Widowed	7,601	1.69%
Females Widowed	26,805	5.95%
Divorced	48,956	10.86%
Males Divorced	21,216	4.71%
Females Divorced	27,740	6.16%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	23,004	6.2%
Some High School, no diploma	46,601	12.6%
High School Graduate (or GED)	123,288	33.3%
Some College, no degree	79,687	21.5%
Associate Degree	21,870	5.9%
Bachelor's Degree	47,319	12.8%
Master's Degree	20,949	5.7%
Professional School Degree	4,238	1.1%
Doctorate Degree	3,012	0.8%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	3,808	37.44%
High School Graduate	3,841	37.76%
Some College or Associate's Degree	1,299	12.77%
Bachelor's Degree or Higher	1,223	12.02%
Households		
2023 Projection	209,983	
2018 Estimate	212,300	
2010 Census	218,955	
2000 Census	224,437	
Growth 2018 - 2023		-1.09%
Growth 2010 - 2018		-3.04%
Growth 2000 - 2010		-2.44%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	212,300	
Family Households	144,619	68.12%
Nonfamily Households	67,681	31.88%
2018 Est. Group Quarters Population	27,468	
2018 Households by Ethnicity, Hispanic/Latino	3,742	
2018 Est. Households by Household Income	212,300	
Income < $15,000	49,596	23.36%
Income $15,000 - $24,999	32,537	15.33%
Income $25,000 - $34,999	25,566	12.04%
Income $35,000 - $49,999	27,418	12.92%
Income $50,000 - $74,999	30,988	14.60%
Income $75,000 - $99,999	17,717	8.35%
Income $100,000 - $124,999	11,169	5.26%
Income $125,000 - $149,999	6,298	2.97%
Income $150,000 - $199,999	5,280	2.49%
Income $200,000 - $249,999	2,204	1.04%
Income $250,000 - $499,999	2,526	1.19%
Income $500,000+	1,004	0.47%
2018 Est. Average Household Income		$53,675
2018 Est. Median Household Income		$34,319

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$51,606
Black or African American Alone		$24,180
American Indian and Alaska Native Alone		$34,732
Asian Alone		$56,180
Native Hawaiian and Other Pacific Islander Alone		$94,298
Some Other Race Alone		$30,550
Two or More Races		$32,396
Hispanic or Latino		$39,802
Not Hispanic or Latino		$34,220
2018 Est. Family HH Type by Presence of Own Child.	144,619	
Married-Couple Family, own children	30,186	20.87%
Married-Couple Family, no own children	53,642	37.09%
Male Householder, own children	4,956	3.43%
Male Householder, no own children	6,264	4.33%
Female Householder, own children	26,882	18.59%
Female Householder, no own children	22,690	15.69%
2018 Est. Households by Household Size	212,300	
1-person	60,841	28.66%
2-person	65,825	31.01%
3-person	36,512	17.20%
4-person	26,282	12.38%
5-person	13,405	6.31%
6-person	5,499	2.59%
7-or-more-person	3,937	1.85%
2018 Est. Average Household Size		2.53

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	212,300	
Households with 1 or More People under Age 18:	76,379	35.98%
Married-Couple Family	34,945	45.75%
Other Family, Male Householder	6,285	8.23%
Other Family, Female Householder	34,626	45.33%
Nonfamily, Male Householder	384	0.50%
Nonfamily, Female Householder	139	0.18%
Households with No People under Age 18:	135,921	64.02%
Married-Couple Family	48,921	35.99%
Other Family, Male Householder	4,923	3.62%
Other Family, Female Householder	14,914	10.97%
Nonfamily, Male Householder	30,101	22.15%
Nonfamily, Female Householder	37,062	27.27%
2018 Est. Households by Number of Vehicles	212,300	
No Vehicles	21,399	10.08%
1 Vehicle	82,534	38.88%
2 Vehicles	73,086	34.43%
3 Vehicles	25,812	12.16%
4 Vehicles	7,385	3.48%
5 or more Vehicles	2,083	0.98%
2018 Est. Average Number of Vehicles		1.64

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	143,039	
2018 Estimate	144,619	
2010 Census	149,119	
2000 Census	159,376	
Growth 2018 - 2023		-1.09%
Growth 2010 - 2018		-3.02%
Growth 2000 - 2010		-6.44%
2018 Est. Families by Poverty Status	144,619	
2018 Families at or Above Poverty	109,973	76.04%
2018 Families at or Above Poverty with Children	46,281	32.00%
2018 Families Below Poverty	34,646	23.96%
2018 Families Below Poverty with Children	26,791	18.53%
2018 Est. Pop 16+ by Employment Status	442,855	
Civilian Labor Force, Employed	208,800	47.15%
Civilian Labor Force, Unemployed	26,626	6.01%
Armed Forces	190	0.04%
Not in Labor Force	207,239	46.80%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	212,198	
For-Profit Private Workers	141,458	66.66%
Non-Profit Private Workers	12,378	5.83%
Local Government Workers	5,821	2.74%
State Government Workers	19,038	8.97%
Federal Government Workers	16,275	7.67%
Self-Employed Workers	16,911	7.97%
Unpaid Family Workers	317	0.15%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	212,198	
Architect/Engineer	2,449	1.15%
Arts/Entertainment/Sports	2,109	0.99%
Building Grounds Maintenance	8,780	4.14%
Business/Financial Operations	5,597	2.64%
Community/Social Services	4,418	2.08%
Computer/Mathematical	2,815	1.33%
Construction/Extraction	10,882	5.13%
Education/Training/Library	13,881	6.54%
Farming/Fishing/Forestry	2,884	1.36%
Food Prep/Serving	12,775	6.02%
Health Practitioner/Technician	14,539	6.85%
Healthcare Support	6,741	3.18%
Maintenance Repair	7,637	3.60%
Legal	1,815	0.86%
Life/Physical/Social Science	1,513	0.71%
Management	17,342	8.17%
Office/Admin. Support	28,242	13.31%
Production	14,453	6.81%
Protective Services	5,792	2.73%
Sales/Related	23,396	11.03%
Personal Care/Service	8,562	4.04%
Transportation/Moving	15,574	7.34%
2018 Est. Pop 16+ by Occupation Classification	212,198	
White Collar	118,117	55.66%
Blue Collar	48,546	22.88%
Service and Farm	45,535	21.46%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	207,817	
Drove Alone	180,430	86.82%
Car Pooled	17,192	8.27%
Public Transportation	1,152	0.55%
Walked	2,622	1.26%
Bicycle	261	0.13%
Other Means	2,118	1.02%
Worked at Home	4,041	1.94%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	88,510	
15 - 29 Minutes	66,736	
30 - 44 Minutes	31,256	
45 - 59 Minutes	8,707	
60 or more Minutes	8,515	
2018 Est. Avg Travel Time to Work in Minutes		21.82
2018 Est. Occupied Housing Units by Tenure	212,300	
Owner Occupied	135,614	63.88%
Renter Occupied	76,686	36.12%
2018 Owner Occ. HUs: Avg. Length of Residence		20.32
2018 Renter Occ. HUs: Avg. Length of Residence		8.03

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	212,300	
Value Less than $20,000	9,292	6.85%
Value $20,000 - $39,999	13,600	10.03%
Value $40,000 - $59,999	13,718	10.12%
Value $60,000 - $79,999	16,000	11.80%
Value $80,000 - $99,999	15,251	11.25%
Value $100,000 - $149,999	23,361	17.23%
Value $150,000 - $199,999	16,334	12.04%
Value $200,000 - $299,999	15,655	11.54%
Value $300,000 - $399,999	6,229	4.59%
Value $400,000 - $499,999	2,917	2.15%
Value $500,000 - $749,999	1,849	1.36%
Value $750,000 - $999,999	631	0.47%
Value $1,000,000 or $1,499,999	504	0.37%
Value $1,500,000 or $1,999,999	136	0.10%
Value $2,000,000+	137	0.10%
2018 Est. Median All Owner-Occupied Housing Value		$99,922
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	173,706	69.71%
1 Unit Detached	2,843	1.14%
2 Units	7,560	3.03%
3 or 4 Units	10,386	4.17%
5 to 19 Units	16,315	6.55%
20 to 49 Units	2,114	0.85%
50 or More Units	2,178	0.87%
Mobile Home or Trailer	33,948	13.62%
Boat, RV, Van, etc.	138	0.06%

Vicksburg, Mississippi

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	4,085	1.64%
Housing Units Built 2010 to 2014	3,537	1.42%
Housing Units Built 2000 to 2009	25,600	10.27%
Housing Units Built 1990 to 1999	31,631	12.69%
Housing Units Built 1980 to 1989	36,997	14.85%
Housing Units Built 1970 to 1979	58,558	23.50%
Housing Units Built 1960 to 1969	40,248	16.15%
Housing Units Built 1950 to 1959	27,039	10.85%
Housing Units Built 1940 to 1949	10,540	4.23%
Housing Unit Built 1939 or Earlier	10,952	4.40%
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.

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.

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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