TheRetailCoach®

COMMUNITY DEMOGRAPHIC PROFILE

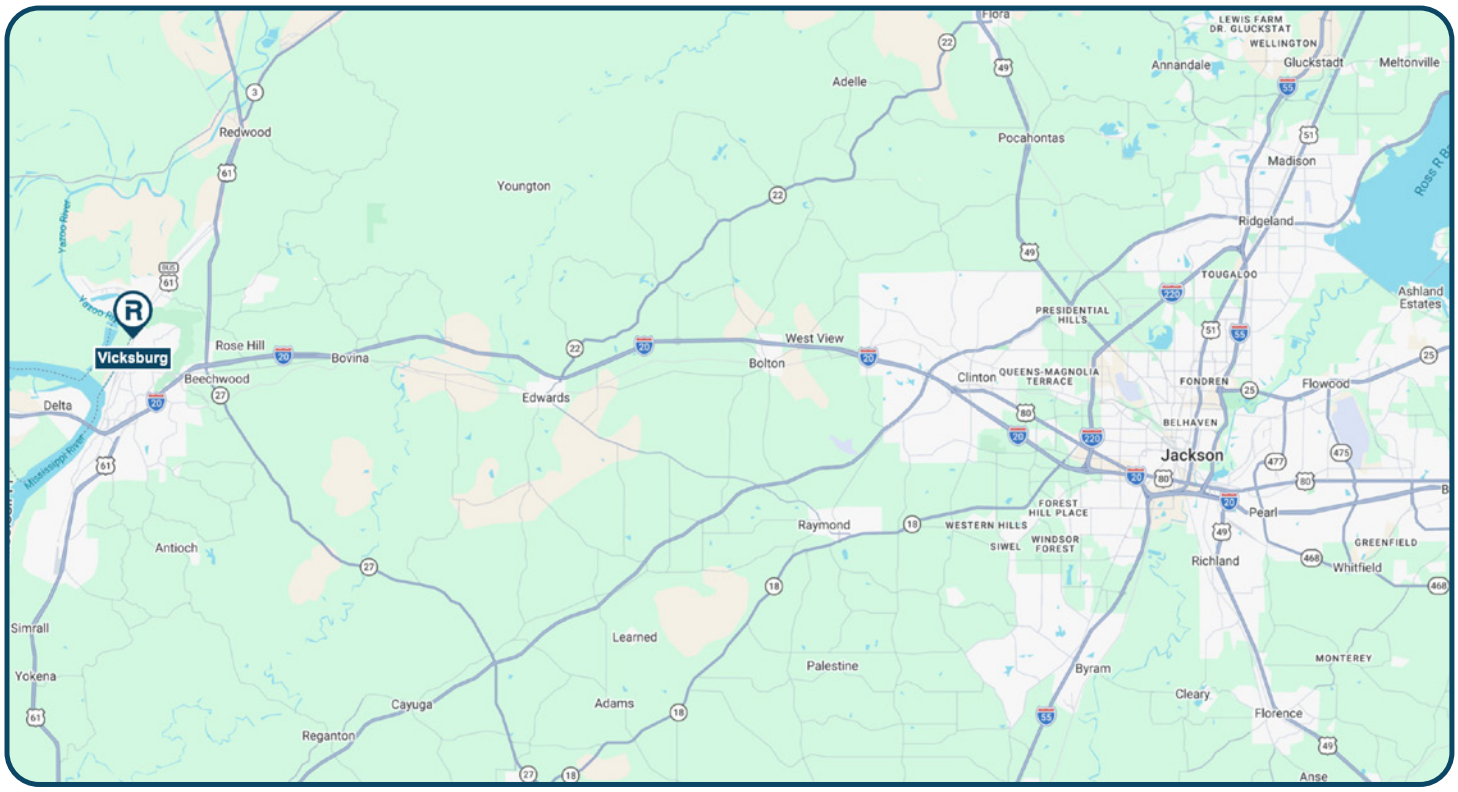
VICKSBURG, MISSISSIPPI

PREPARED FOR CITY OF VICKSBURG
APRIL 2026

Community — Vicksburg, Mississippi

DEMOGRAPHIC SNAPSHOT

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Population

20,164

Households

8,862

Age

0-9 Years	12.16%
10 - 17 Years	10.49%
18 - 24 Years	8.83%
25 - 34 Years	12.44%
35 - 44 Years	12.06%
45 - 54 Years	11.66%
55 - 64 Years	12.01%
65 and Older	20.35%
Median Age	40.00
Average Age	40.80

Educational Attainment (%)

Graduate or Professional Degree	10.41%
Bachelors Degree	14.24%
Associate Degree	10.58%
Some College	20.37%
High School Graduate (GED)	30.21%
Some High School, No Degree	10.17%
Less than 9th Grade	4.03%

Income

Average HH	$79,821
Median HH	$50,764
Per Capita	$35,784

Race Distribution

White	29.86%
Black/African American	64.82%
American Indian/Alaskan	0.21%
Asian	1.13%
Native Hawaiian/Islander	0.01%
Other Race	0.78%
Two or More Races	3.18%
Hispanic	2.31%
Non-Hispanic	97.69%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2026 Estimate	20,164	
2026 Est. Population by Single-Classification Race	**20,164**	
White Alone	6,022	29.86%
Black or African American Alone	13,071	64.82%
Amer. Indian and Alaska Native Alone	42	0.21%
Asian Alone	228	1.13%
Native Hawaiian and Other Pacific Island Alone	2	0.01%
Some Other Race Alone	157	0.78%
Two or More Races	642	3.18%
2026 Est. Population by Hispanic or Latino Origin	**20,164**	
Not Hispanic or Latino	19,698	97.69%
Hispanic or Latino	466	2.31%
Mexican	237	50.86%
Puerto Rican	35	7.51%
Cuban	1	0.22%
All Other Hispanic or Latino	193	41.42%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**466**	
White Alone	130	27.90%
Black or African American Alone	77	16.52%
American Indian and Alaska Native Alone	7	1.50%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	109	23.39%
Two or More Races	143	30.69%
2026 Est. Pop by Race, Asian Alone, by Category	**228**	
Chinese, except Taiwanese	9	3.95%
Filipino	12	5.26%
Japanese	0	0.00%
Asian Indian	91	39.91%
Korean	8	3.51%
Vietnamese	3	1.32%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	3	1.32%
Thai	5	2.19%
All Other Asian Races Including 2+ Category	97	42.54%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**20,164**	
Arab	120	0.60%
Czech	0	0.00%
Danish	1	0.01%
Dutch	48	0.24%
English	1,161	5.76%
French (except Basque)	248	1.23%
French Canadian	8	0.04%
German	679	3.37%
Greek	43	0.21%
Hungarian	2	0.01%
Irish	708	3.51%
Italian	284	1.41%
Lithuanian	12	0.06%
United States or American	1,294	6.42%
Norwegian	24	0.12%
Polish	40	0.20%
Portuguese	5	0.03%
Russian	52	0.26%
Scottish	248	1.23%
Scotch-Irish	124	0.62%
Slovak	0	0.00%
Subsaharan African	478	2.37%
Swedish	32	0.16%
Swiss	26	0.13%
Ukrainian	0	0.00%
Welsh	33	0.16%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	11,549	57.28%
Ancestry Unclassified	2,945	14.61%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	18,182	95.84%
Speak Asian/Pacific Island Language at Home	13	0.07%
Speak IndoEuropean Language at Home	262	1.38%
Speak Spanish at Home	472	2.49%
Speak Other Language at Home	10	0.05%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**20,164**	
Age 0 - 4	1,193	5.92%
Age 5 - 9	1,259	6.24%
Age 10 - 14	1,319	6.54%
Age 15 - 17	796	3.95%
Age 18 - 20	784	3.89%
Age 21 - 24	997	4.95%
Age 25 - 34	2,508	12.44%
Age 35 - 44	2,431	12.06%
Age 45 - 54	2,352	11.66%
Age 55 - 64	2,422	12.01%
Age 65 - 74	2,364	11.72%
Age 75 - 84	1,286	6.38%
Age 85 and over	453	2.25%
Age 16 and over	16,126	79.97%
Age 18 and over	15,597	77.35%
Age 21 and over	14,813	73.46%
Age 65 and over	4,103	20.35%
2026 Est. Median Age		40.00
2026 Est. Average Age		40.80
2026 Est. Population by Sex	**20,164**	
Male	9,453	46.88%
Female	10,711	53.12%
2026 Est. Male Population by Age	**9,453**	
Age 0 - 4	609	6.44%
Age 5 - 9	652	6.90%
Age 10 - 14	674	7.13%
Age 15 - 17	406	4.29%
Age 18 - 20	400	4.23%
Age 21 - 24	503	5.32%
Age 25 - 34	1,166	12.34%
Age 35 - 44	1,141	12.07%
Age 45 - 54	1,093	11.56%
Age 55 - 64	1,105	11.69%
Age 65 - 74	1,054	11.15%
Age 75 - 84	515	5.45%
Age 85 and over	135	1.43%
2026 Est. Median Age, Male		37.75
2026 Est. Average Age, Male		39.00

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**10,711**	
Age 0 - 4	584	5.45%
Age 5 - 9	607	5.67%
Age 10 - 14	645	6.02%
Age 15 - 17	390	3.64%
Age 18 - 20	384	3.58%
Age 21 - 24	494	4.61%
Age 25 - 34	1,342	12.53%
Age 35 - 44	1,290	12.04%
Age 45 - 54	1,259	11.75%
Age 55 - 64	1,317	12.30%
Age 65 - 74	1,310	12.23%
Age 75 - 84	771	7.20%
Age 85 and over	318	2.97%
2026 Est. Median Age, Female		42.02
2026 Est. Average Age, Female		42.40
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	7,394	45.10%
Males, Never Married	3,593	21.92%
Females, Never Married	3,801	23.19%
Married, Spouse present	4,944	30.16%
Married, Spouse absent	783	4.78%
Widowed	1,163	7.09%
Males Widowed	281	1.71%
Females Widowed	882	5.38%
Divorced	2,109	12.87%
Males Divorced	982	5.99%
Females Divorced	1,127	6.87%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	557	4.03%
Some High School, no diploma	1,405	10.17%
High School Graduate (or GED)	4,174	30.21%
Some College, no degree	2,814	20.37%
Associate Degree	1,461	10.58%
Bachelor's Degree	1,967	14.24%
Master's Degree	969	7.01%
Professional School Degree	149	1.08%
Doctorate Degree	320	2.32%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	55	20.07%
High School Graduate	96	35.04%
Some College or Associate's Degree	78	28.47%
Bachelor's Degree or Higher	45	16.42%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2026 Estimate	8,862	
2026 Est. Households by Household Type	**8,862**	
Family Households	5,116	57.73%
Nonfamily Households	3,746	42.27%
2026 Est. Group Quarters Population	396	
2026 Households by Ethnicity, Hispanic/Latino	204	
2026 Est. Households by Household Income	**8,862**	
Income < $15,000	1,441	16.26%
Income $15,000 - $24,999	967	10.91%
Income $25,000 - $34,999	821	9.26%
Income $35,000 - $49,999	1,147	12.94%
Income $50,000 - $74,999	1,520	17.15%
Income $75,000 - $99,999	741	8.36%
Income $100,000 - $124,999	647	7.30%
Income $125,000 - $149,999	413	4.66%
Income $150,000 - $199,999	500	5.64%
Income $200,000 - $249,999	251	2.83%
Income $250,000 - $499,999	277	3.13%
Income $500,000+	137	1.55%
2026 Est. Average Household Income		$79,821
2026 Est. Median Household Income		$50,764
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$80,412
Black or African American Alone		$38,175
American Indian and Alaska Native Alone		$200,000
Asian Alone		$55,586
Native Hawaiian and Other Pacific Islander Alone		$0
Some Other Race Alone		$92,726
Two or More Races		$44,387
Hispanic or Latino		$38,448
Not Hispanic or Latino		$51,218

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**8,862**	
Family Households with Children	1,656	18.69%
Family Households without Children	7,206	81.31%
Married-Couple Families	**2,693**	**30.39%**
Married-Couple Family, own children	580	6.54%
Married-Couple Family, no own children	2,113	23.84%
Cohabitating-Couple Families	**509**	**5.74%**
Cohabitating-Couple Family, own children	116	1.31%
Cohabitating-Couple Family, no own children	393	4.43%
Male Householder Families	**1,974**	**22.27%**
Male Householder, own children	49	0.55%
Male Householder, no own children	263	2.97%
Male Householder, only Nonrelatives	209	2.36%
Male Householder, Living Alone	1,453	16.40%
Female Householder Families	**3,686**	**41.59%**
Female Householder, own children	911	10.28%
Female Householder, no own children	1,085	12.24%
Female Householder, only Nonrelatives	51	0.58%
Female Householder, Living Alone	1,639	18.50%
2026 Est. Households by Household Size	**8,862**	
1-person	3,591	40.52%
2-person	2,387	26.93%
3-person	1,246	14.06%
4-person	903	10.19%
5-person	439	4.95%
6-person	186	2.10%
7-or-more-person	110	1.24%
2026 Est. Average Household Size		2.23
2026 Est. Households by Number of Vehicles	**8,862**	
No Vehicles	1,085	12.24%
1 Vehicle	3,638	41.05%
2 Vehicles	2,575	29.06%
3 Vehicles	1,145	12.92%
4 Vehicles	323	3.64%
5 or more Vehicles	96	1.08%
2026 Est. Average Number of Vehicles		1.6

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2026 Estimate	5,116	
2026 Est. Families by Poverty Status	**5,116**	
2026 Families at or Above Poverty	4,117	80.47%
2026 Families at or Above Poverty with Children	1,371	26.80%
2026 Families Below Poverty	999	19.53%
2026 Families Below Poverty with Children	680	13.29%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,060	49.98%
Civilian Labor Force, Unemployed	633	3.92%
Armed Forces	82	0.51%
Not in Labor Force	7,351	45.59%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	5,276	65.92%
Non-Profit Private Workers	381	4.76%
Local Government Workers	852	10.65%
State Government Workers	349	4.36%
Federal Government Workers	594	7.42%
Self-Employed Workers	551	6.88%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	238	2.97%
Arts/Entertainment/Sports	75	0.94%
Building Grounds Maintenance	539	6.74%
Business/Financial Operations	426	5.32%
Community/Social Services	118	1.47%
Computer/Mathematical	167	2.09%
Construction/Extraction	202	2.52%
Education/Training/Library	636	7.95%
Farming/Fishing/Forestry	43	0.54%
Food Prep/Serving	607	7.58%
Health Practitioner/Technician	409	5.11%
Healthcare Support	279	3.49%
Maintenance Repair	189	2.36%
Legal	92	1.15%
Life/Physical/Social Science	118	1.47%
Management	503	6.29%
Office/Admin. Support	726	9.07%
Production	586	7.32%
Protective Services	245	3.06%
Sales/Related	664	8.30%
Personal Care/Service	291	3.64%
Transportation/Moving	850	10.62%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	4,172	52.13%
Blue Collar	1,827	22.83%
Service and Farm	2,004	25.04%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	6,940	86.33%
Car Pooled	696	8.66%
Public Transportation	26	0.32%
Walked	74	0.92%
Bicycle	6	0.08%
Other Means	165	2.05%
Worked at Home	132	1.64%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,517	
15 - 29 Minutes	3,179	
30 - 44 Minutes	574	
45 - 59 Minutes	436	
60 or more Minutes	242	
2026 Est. Avg Travel Time to Work in Minutes		20

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**8,862**	
Owner Occupied	4,764	53.76%
Renter Occupied	4,098	46.24%
2026 Owner Occ. HUs: Avg. Length of Residence		21.90†
2026 Renter Occ. HUs: Avg. Length of Residence		9.60†
2026 Est. Owner-Occupied Housing Units by Value	**4,764**	
Value Less than $20,000	230	4.83%
Value $20,000 - $39,999	200	4.20%
Value $40,000 - $59,999	121	2.54%
Value $60,000 - $79,999	349	7.33%
Value $80,000 - $99,999	347	7.28%
Value $100,000 - $149,999	1,119	23.49%
Value $150,000 - $199,999	797	16.73%
Value $200,000 - $299,999	727	15.26%
Value $300,000 - $399,999	474	9.95%
Value $400,000 - $499,999	181	3.80%
Value $500,000 - $749,999	137	2.88%
Value $750,000 - $999,999	37	0.78%
Value $1,000,000 or $1,499,999	43	0.90%
Value $1,500,000 or $1,999,999	1	0.02%
Value $2,000,000+	1	0.02%
2026 Est. Median All Owner-Occupied Housing Value		$150,842
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	6,902	63.88%
1 Unit Attached	93	0.86%
2 Units	474	4.39%
3 or 4 Units	626	5.79%
5 to 19 Units	1,420	13.14%
20 to 49 Units	232	2.15%
50 or More Units	331	3.06%
Mobile Home or Trailer	706	6.53%
Boat, RV, Van, etc.	21	0.19%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	63	0.58%
Housing Units Built 2010 to 2019	413	3.82%
Housing Units Built 2000 to 2009	567	5.25%
Housing Units Built 1990 to 1999	751	6.95%
Housing Units Built 1980 to 1989	1,099	10.17%
Housing Units Built 1970 to 1979	2,073	19.19%
Housing Units Built 1960 to 1969	1,612	14.92%
Housing Units Built 1950 to 1959	1,801	16.67%
Housing Units Built 1940 to 1949	867	8.02%
Housing Unit Built 1939 or Earlier	1,559	14.43%
2026 Est. Median Year Structure Built		1967

† Years

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

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.

Retail:360® Process

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" information gathered through extensive visits to 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 help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® 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.

TheRetailCoach®

ACKNOWLEDGMENTS

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, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, 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 Google, Nielsen, ESRI and/or Microsoft Corporation.

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