TheRetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

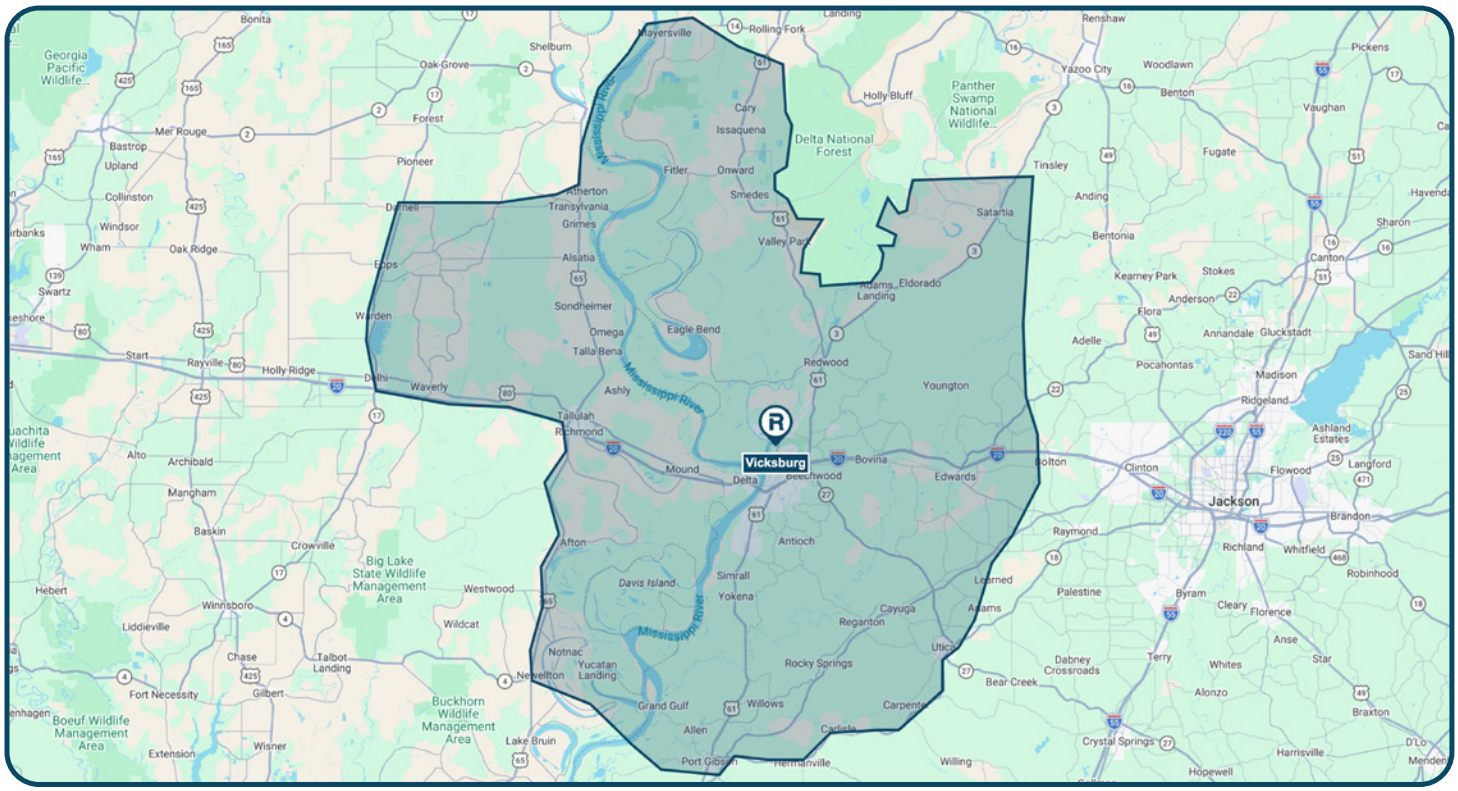
VICKSBURG, MISSISSIPPI

PREPARED FOR CITY OF VICKSBURG
APRIL 2026

Primary Retail Trade Area — Vicksburg, Mississippi

DEMOGRAPHIC SNAPSHOT

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Population

67,339

Households

27,196

Age

0-9 Years	11.57%
10 - 17 Years	10.05%
18 - 24 Years	9.21%
25 - 34 Years	12.70%
35 - 44 Years	11.74%
45 - 54 Years	11.66%
55 - 64 Years	12.28%
65 and Older	20.80%
Median Age	40.46
Average Age	41.20

Educational Attainment (%)

Graduate or Professional Degree	8.40%
Bachelors Degree	14.00%
Associate Degree	10.16%
Some College	22.12%
High School Graduate (GED)	30.20%
Some High School, No Degree	10.63%
Less than 9th Grade	4.50%

Income

Average HH	$88,479
Median HH	$58,692
Per Capita	$37,541

Race Distribution

White	41.28%
Black/African American	53.90%
American Indian/Alaskan	0.23%
Asian	0.64%
Native Hawaiian/Islander	0.02%
Other Race	0.82%
Two or More Races	3.12%
Hispanic	2.57%
Non-Hispanic	97.43%

Primary Retail Trade Area — Vicksburg, Mississippi

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Population		
2026 Estimate	67,339	
2026 Est. Population by Single-Classification Race	**67,339**	
White Alone	27,795	41.28%
Black or African American Alone	36,293	53.90%
Amer. Indian and Alaska Native Alone	152	0.23%
Asian Alone	432	0.64%
Native Hawaiian and Other Pacific Island Alone	12	0.02%
Some Other Race Alone	555	0.82%
Two or More Races	2,102	3.12%
2026 Est. Population by Hispanic or Latino Origin	**67,339**	
Not Hispanic or Latino	65,606	97.43%
Hispanic or Latino	1,733	2.57%
Mexican	840	48.47%
Puerto Rican	242	13.96%
Cuban	100	5.77%
All Other Hispanic or Latino	551	31.80%
2026 Est. Hisp. or Latino Pop by Single-Class. Race	**1,733**	
White Alone	510	29.43%
Black or African American Alone	277	15.98%
American Indian and Alaska Native Alone	22	1.27%
Asian Alone	8	0.46%
Native Hawaiian and Other Pacific Islander Alone	2	0.12%
Some Other Race Alone	434	25.04%
Two or More Races	481	27.75%
2026 Est. Pop by Race, Asian Alone, by Category	**432**	
Chinese, except Taiwanese	10	2.31%
Filipino	24	5.56%
Japanese	6	1.39%
Asian Indian	169	39.12%
Korean	28	6.48%
Vietnamese	7	1.62%
Cambodian	1	0.23%
Hmong	1	0.23%
Laotian	8	1.85%
Thai	15	3.47%
All Other Asian Races Including 2+ Category	164	37.96%

DESCRIPTION	DATA	%
2026 Est. Population by Ancestry	**67,339**	
Arab	261	0.39%
Czech	36	0.05%
Danish	76	0.11%
Dutch	123	0.18%
English	4,437	6.59%
French (except Basque)	793	1.18%
French Canadian	59	0.09%
German	2,161	3.21%
Greek	52	0.08%
Hungarian	32	0.05%
Irish	3,117	4.63%
Italian	826	1.23%
Lithuanian	12	0.02%
United States or American	4,959	7.36%
Norwegian	91	0.14%
Polish	297	0.44%
Portuguese	11	0.02%
Russian	69	0.10%
Scottish	710	1.05%
Scotch-Irish	553	0.82%
Slovak	0	0.00%
Subsaharan African	944	1.40%
Swedish	105	0.16%
Swiss	28	0.04%
Ukrainian	7	0.01%
Welsh	127	0.19%
West Indian (except Hisp. groups)	8	0.01%
Other ancestries	35,468	52.67%
Ancestry Unclassified	11,976	17.78%
2026 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	61,357	96.66%
Speak Asian/Pacific Island Language at Home	86	0.14%
Speak IndoEuropean Language at Home	625	0.99%
Speak Spanish at Home	1,275	2.01%
Speak Other Language at Home	19	0.03%

Primary Retail Trade Area — Vicksburg, Mississippi

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Population by Age	**67,339**	
Age 0 - 4	3,862	5.74%
Age 5 - 9	3,927	5.83%
Age 10 - 14	4,138	6.14%
Age 15 - 17	2,632	3.91%
Age 18 - 20	2,693	4.00%
Age 21 - 24	3,510	5.21%
Age 25 - 34	8,550	12.70%
Age 35 - 44	7,902	11.74%
Age 45 - 54	7,851	11.66%
Age 55 - 64	8,268	12.28%
Age 65 - 74	8,259	12.27%
Age 75 - 84	4,379	6.50%
Age 85 and over	1,368	2.03%
Age 16 and over	54,538	80.99%
Age 18 and over	52,781	78.38%
Age 21 and over	50,087	74.38%
Age 65 and over	14,005	20.80%
2026 Est. Median Age		40.46
2026 Est. Average Age		41.20
2026 Est. Population by Sex	**67,339**	
Male	33,258	49.39%
Female	34,081	50.61%
2026 Est. Male Population by Age	**33,258**	
Age 0 - 4	1,968	5.92%
Age 5 - 9	2,019	6.07%
Age 10 - 14	2,113	6.35%
Age 15 - 17	1,394	4.19%
Age 18 - 20	1,445	4.34%
Age 21 - 24	1,906	5.73%
Age 25 - 34	4,534	13.63%
Age 35 - 44	3,881	11.67%
Age 45 - 54	3,821	11.49%
Age 55 - 64	3,918	11.78%
Age 65 - 74	3,876	11.65%
Age 75 - 84	1,893	5.69%
Age 85 and over	491	1.48%
2026 Est. Median Age, Male		38.10
2026 Est. Average Age, Male		39.84

DESCRIPTION	DATA	%
2026 Est. Female Population by Age	**34,081**	
Age 0 - 4	1,894	5.56%
Age 5 - 9	1,908	5.60%
Age 10 - 14	2,025	5.94%
Age 15 - 17	1,238	3.63%
Age 18 - 20	1,249	3.66%
Age 21 - 24	1,603	4.70%
Age 25 - 34	4,017	11.79%
Age 35 - 44	4,022	11.80%
Age 45 - 54	4,030	11.83%
Age 55 - 64	4,350	12.76%
Age 65 - 74	4,383	12.86%
Age 75 - 84	2,485	7.29%
Age 85 and over	877	2.57%
2026 Est. Median Age, Female		42.73
2026 Est. Average Age, Female		42.72
2026 Est. Pop Age 15+ by Marital Status		
Total, Never Married	21,938	39.59%
Males, Never Married	11,429	20.62%
Females, Never Married	10,509	18.96%
Married, Spouse present	20,310	36.65%
Married, Spouse absent	2,997	5.41%
Widowed	3,774	6.81%
Males Widowed	1,009	1.82%
Females Widowed	2,766	4.99%
Divorced	6,394	11.54%
Males Divorced	3,258	5.88%
Females Divorced	3,136	5.66%
2026 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,097	4.50%
Some High School, no diploma	4,950	10.63%
High School Graduate (or GED)	14,067	30.20%
Some College, no degree	10,303	22.12%
Associate Degree	4,731	10.16%
Bachelor's Degree	6,519	14.00%
Master's Degree	2,608	5.60%
Professional School Degree	610	1.31%
Doctorate Degree	693	1.49%
2026 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	248	23.18%
High School Graduate	322	30.09%
Some College or Associate's Degree	265	24.77%
Bachelor's Degree or Higher	236	22.06%

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Households		
2026 Estimate	27,196	
2026 Est. Households by Household Type	**27,196**	
Family Households	17,358	63.83%
Nonfamily Households	9,838	36.17%
2026 Est. Group Quarters Population	3,241	
2026 Households by Ethnicity, Hispanic/Latino	598	
2026 Est. Households by Household Income	**27,196**	
Income < $15,000	3,512	12.91%
Income $15,000 - $24,999	2,442	8.98%
Income $25,000 - $34,999	2,499	9.19%
Income $35,000 - $49,999	3,426	12.60%
Income $50,000 - $74,999	4,443	16.34%
Income $75,000 - $99,999	2,968	10.91%
Income $100,000 - $124,999	2,218	8.16%
Income $125,000 - $149,999	1,512	5.56%
Income $150,000 - $199,999	1,868	6.87%
Income $200,000 - $249,999	900	3.31%
Income $250,000 - $499,999	931	3.42%
Income $500,000+	477	1.75%
2026 Est. Average Household Income		$88,479
2026 Est. Median Household Income		$58,692
2026 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$85,375
Black or African American Alone		$41,480
American Indian and Alaska Native Alone		$150,000
Asian Alone		$56,312
Native Hawaiian and Other Pacific Islander Alone		$200,000
Some Other Race Alone		$92,543
Two or More Races		$45,141
Hispanic or Latino		$45,971
Not Hispanic or Latino		$59,085

DESCRIPTION	DATA	%
2026 Est. HH by Type and Presence of Own Child.	**27,196**	
Family Households with Children	5,627	20.69%
Family Households without Children	21,569	79.31%
Married-Couple Families	**10,757**	**39.55%**
Married-Couple Family, own children	2,693	9.90%
Married-Couple Family, no own children	8,064	29.65%
Cohabitating-Couple Families	**1,524**	**5.60%**
Cohabitating-Couple Family, own children	445	1.64%
Cohabitating-Couple Family, no own children	1,080	3.97%
Male Householder Families	**5,386**	**19.80%**
Male Householder, own children	334	1.23%
Male Householder, no own children	725	2.67%
Male Householder, only Nonrelatives	336	1.24%
Male Householder, Living Alone	3,992	14.68%
Female Householder Families	**9,529**	**35.04%**
Female Householder, own children	2,156	7.93%
Female Householder, no own children	2,693	9.90%
Female Householder, only Nonrelatives	86	0.32%
Female Householder, Living Alone	4,594	16.89%
2026 Est. Households by Household Size	**27,196**	
1-person	9,578	35.22%
2-person	7,989	29.38%
3-person	4,154	15.27%
4-person	2,925	10.76%
5-person	1,442	5.30%
6-person	693	2.55%
7-or-more-person	416	1.53%
2026 Est. Average Household Size		2.35
2026 Est. Households by Number of Vehicles	**27,196**	
No Vehicles	2,356	8.66%
1 Vehicle	9,494	34.91%
2 Vehicles	9,264	34.06%
3 Vehicles	4,341	15.96%
4 Vehicles	1,101	4.05%
5 or more Vehicles	642	2.36%
2026 Est. Average Number of Vehicles		1.8

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
Family Households		
2026 Estimate	17,358	
2026 Est. Families by Poverty Status	**17,358**	
2026 Families at or Above Poverty	14,441	83.19%
2026 Families at or Above Poverty with Children	5,052	29.10%
2026 Families Below Poverty	2,917	16.80%
2026 Families Below Poverty with Children	1,933	11.14%
2026 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	26,034	47.74%
Civilian Labor Force, Unemployed	1,579	2.89%
Armed Forces	97	0.18%
Not in Labor Force	26,829	49.19%
2026 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	16,424	62.44%
Non-Profit Private Workers	1,408	5.35%
Local Government Workers	2,548	9.69%
State Government Workers	1,396	5.31%
Federal Government Workers	2,106	8.01%
Self-Employed Workers	2,403	9.14%
Unpaid Family Workers	20	0.08%

DESCRIPTION	DATA	%
2026 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	709	2.69%
Arts/Entertainment/Sports	293	1.11%
Building Grounds Maintenance	1,311	4.98%
Business/Financial Operations	1,274	4.84%
Community/Social Services	369	1.40%
Computer/Mathematical	362	1.38%
Construction/Extraction	1,115	4.24%
Education/Training/Library	1,794	6.82%
Farming/Fishing/Forestry	238	0.91%
Food Prep/Serving	1,373	5.22%
Health Practitioner/Technician	1,791	6.81%
Healthcare Support	1,203	4.57%
Maintenance Repair	955	3.63%
Legal	236	0.90%
Life/Physical/Social Science	337	1.28%
Management	1,998	7.59%
Office/Admin. Support	2,990	11.37%
Production	2,030	7.72%
Protective Services	943	3.58%
Sales/Related	2,032	7.72%
Personal Care/Service	616	2.34%
Transportation/Moving	2,336	8.88%
2026 Est. Pop 16+ by Occupation Classification		
White Collar	14,184	53.92%
Blue Collar	6,437	24.47%
Service and Farm	5,685	21.61%
2026 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	22,436	86.51%
Car Pooled	1,935	7.46%
Public Transportation	64	0.25%
Walked	179	0.69%
Bicycle	20	0.08%
Other Means	374	1.44%
Worked at Home	925	3.57%
2026 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	8,731	
15 - 29 Minutes	9,169	
30 - 44 Minutes	3,309	
45 - 59 Minutes	2,167	
60 or more Minutes	1,743	
2026 Est. Avg Travel Time to Work in Minutes		25

DEMOGRAPHIC PROFILE

DESCRIPTION	DATA	%
2026 Est. Occupied Housing Units by Tenure	**27,196**	
Owner Occupied	18,266	67.16%
Renter Occupied	8,930	32.84%
2026 Owner Occ. HUs: Avg. Length of Residence		22.40†
2026 Renter Occ. HUs: Avg. Length of Residence		9.64†
2026 Est. Owner-Occupied Housing Units by Value	**18,266**	
Value Less than $20,000	904	4.95%
Value $20,000 - $39,999	820	4.49%
Value $40,000 - $59,999	905	4.96%
Value $60,000 - $79,999	1,504	8.23%
Value $80,000 - $99,999	1,073	5.87%
Value $100,000 - $149,999	2,942	16.11%
Value $150,000 - $199,999	2,356	12.90%
Value $200,000 - $299,999	3,011	16.48%
Value $300,000 - $399,999	2,333	12.77%
Value $400,000 - $499,999	1,005	5.50%
Value $500,000 - $749,999	944	5.17%
Value $750,000 - $999,999	294	1.61%
Value $1,000,000 or $1,499,999	104	0.57%
Value $1,500,000 or $1,999,999	26	0.14%
Value $2,000,000+	46	0.25%
2026 Est. Median All Owner-Occupied Housing Value		$169,458
2026 Est. Housing Units by Units in Structure		
1 Unit Detached	21,689	65.76%
1 Unit Attached	233	0.71%
2 Units	710	2.15%
3 or 4 Units	1,100	3.33%
5 to 19 Units	2,249	6.82%
20 to 49 Units	366	1.11%
50 or More Units	474	1.44%
Mobile Home or Trailer	6,063	18.38%
Boat, RV, Van, etc.	97	0.29%

DESCRIPTION	DATA	%
2026 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	388	1.18%
Housing Units Built 2010 to 2019	2,209	6.70%
Housing Units Built 2000 to 2009	3,701	11.22%
Housing Units Built 1990 to 1999	4,295	13.02%
Housing Units Built 1980 to 1989	3,914	11.87%
Housing Units Built 1970 to 1979	7,014	21.27%
Housing Units Built 1960 to 1969	3,713	11.26%
Housing Units Built 1950 to 1959	3,462	10.50%
Housing Units Built 1940 to 1949	1,854	5.62%
Housing Unit Built 1939 or Earlier	2,431	7.37%
2026 Est. Median Year Structure Built		1977

† 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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