



DRIVE TIME DEMOGRAPHICS

10-MINUTE DRIVE TIME

Louisville, Mississippi

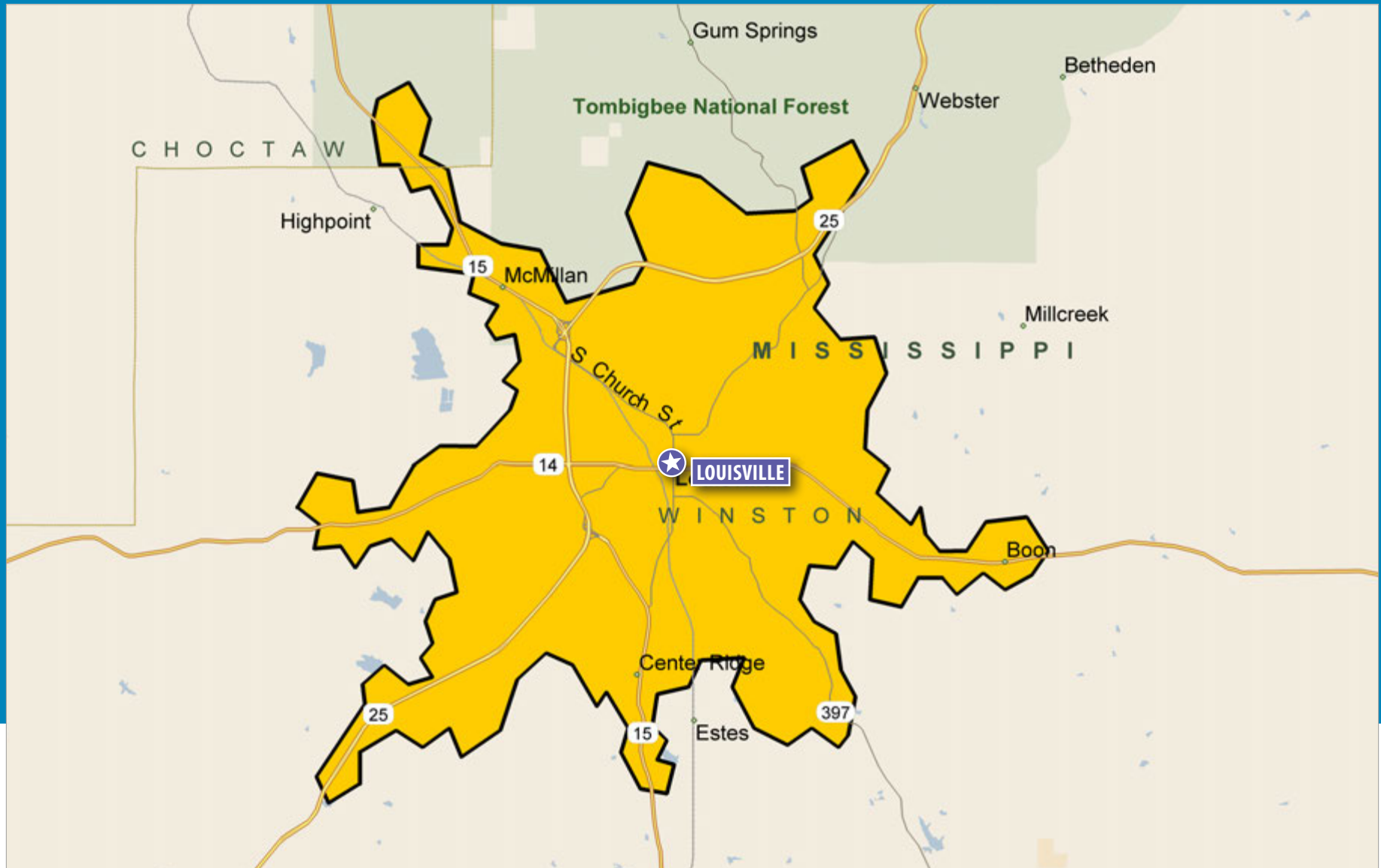


Prepared for
City of Louisville
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 **TheRetailCoach®**

Drive Time Demographics | 10-Minute Drive Time

Louisville, MS



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Drive Time Demographics | 10-Minute Drive Time Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	8,577	
2015 Est. Population by Single-Classification Race	8,577	
White Alone	3,326	38.78
Black or African American Alone	5,058	58.97
Amer. Indian and Alaska Native Alone	51	0.59
Asian Alone	36	0.42
Native Hawaiian and Other Pac. Isl. Alone	1	0.01
Some Other Race Alone	20	0.23
Two or More Races	85	0.99
2015 Est. Population by Hispanic or Latino Origin	8,577	
Not Hispanic or Latino	8,499	99.09
Hispanic or Latino:	78	0.91
Mexican	53	67.95
Puerto Rican	9	11.54
Cuban	2	2.56
All Other Hispanic or Latino	14	17.95

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	78	
White Alone	18	23.08
Black or African American Alone	11	14.10
American Indian and Alaska Native Alone	4	5.13
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	20	25.64
Two or More Races	25	32.05
2015 Est. Pop by Race, Asian Alone, by Category	36	
Chinese, except Taiwanese	36	100.00
Filipino	0	0.00
Japanese	0	0.00
Asian Indian	0	0.00
Korean	0	0.00
Vietnamese	0	0.00
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
2015 Est. Population by Ancestry	8,577	
Arab	0	0.00
Czech	0	0.00
Danish	0	0.00
Dutch	2	0.02
English	498	5.81
French (except Basque)	30	0.35
French Canadian	6	0.07
German	72	0.84
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	451	5.26
Italian	5	0.06
Lithuanian	0	0.00
United States or American	975	11.37
Norwegian	20	0.23
Polish	3	0.03
Portuguese	0	0.00
Russian	0	0.00
Scottish	56	0.65
Scotch-Irish	118	1.38
Slovak	0	0.00
Subsaharan African	67	0.78
Swedish	20	0.23
Swiss	3	0.03
Ukrainian	0	0.00
Welsh	20	0.23
West Indian (except Hisp. groups)	0	0.00
Other ancestries	4,709	54.90
Ancestry Unclassified	1,520	17.72
2015 Est. Pop Age 5+ by Language Spoken at Home	7,901	
Speak Only English at Home	7,869	99.59
Speak Asian/Pac. Isl. Lang. at Home	3	0.04
Speak IndoEuropean Language at Home	8	0.10
Speak Spanish at Home	21	0.27
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	8,577	
Male	4,058	47.31
Female	4,519	52.69

DESCRIPTION	DATA	%
2015 Est. Population by Age	8,577	
Age 0 - 4	676	7.88
Age 5 - 9	662	7.72
Age 10 - 14	639	7.45
Age 15 - 17	341	3.98
Age 18 - 20	311	3.63
Age 21 - 24	390	4.55
Age 25 - 34	1,080	12.59
Age 35 - 44	959	11.18
Age 45 - 54	995	11.60
Age 55 - 64	1,077	12.56
Age 65 - 74	783	9.13
Age 75 - 84	479	5.58
Age 85 and over	184	2.15
Age 16 and over	6,487	75.63
Age 18 and over	6,259	72.97
Age 21 and over	5,948	69.35
Age 65 and over	1,446	16.86
2015 Est. Median Age	37.0	
2015 Est. Average Age	38.4	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	4,058	
Age 0 - 4	341	8.40
Age 5 - 9	343	8.45
Age 10 - 14	347	8.55
Age 15 - 17	167	4.12
Age 18 - 20	160	3.94
Age 21 - 24	208	5.13
Age 25 - 34	506	12.47
Age 35 - 44	454	11.19
Age 45 - 54	466	11.48
Age 55 - 64	485	11.95
Age 65 - 74	328	8.08
Age 75 - 84	192	4.73
Age 85 and over	60	1.48
2015 Est. Median Age, Male	34.1	
2015 Est. Average Age, Male	36.4	
2015 Est. Female Population by Age	4,519	
Age 0 - 4	335	7.41
Age 5 - 9	319	7.06
Age 10 - 14	291	6.44
Age 15 - 17	174	3.85
Age 18 - 20	151	3.34
Age 21 - 24	182	4.03
Age 25 - 34	575	12.72
Age 35 - 44	505	11.18
Age 45 - 54	529	11.71
Age 55 - 64	593	13.12
Age 65 - 74	454	10.05
Age 75 - 84	287	6.35
Age 85 and over	124	2.74

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	39.6	
2015 Est. Average Age, Female	40.3	
2015 Est. Pop Age 15+ by Marital Status	6,600	
Total, Never Married	2,308	34.97
Males, Never Married	1,117	16.92
Females, Never Married	1,192	18.06
Married, Spouse present	2,438	36.94
Married, Spouse absent	289	4.38
Widowed	795	12.05
Males Widowed	146	2.21
Females Widowed	649	9.83
Divorced	769	11.65
Males Divorced	393	5.95
Females Divorced	377	5.71
2015 Est. Pop Age 25+ by Edu. Attainment	5,558	
Less than 9th grade	402	7.23
Some High School, no diploma	751	13.51
High School Graduate (or GED)	1,769	31.83
Some College, no degree	1,101	19.81
Associate Degree	428	7.70
Bachelor's Degree	863	15.53
Master's Degree	189	3.40
Professional School Degree	25	0.45
Doctorate Degree	31	0.56
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	46	
No High School Diploma	12	26.09
High School Graduate	8	17.39
Some College or Associate's Degree	26	56.52
Bachelor's Degree or Higher	0	0.00

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DESCRIPTION	DATA	%
Households		
2015 Estimate	3,296	
2015 Est. Households by Household Type	3,296	
Family Households	2,273	68.96
Nonfamily Households	1,022	31.01
2015 Est. Group Quarters Population	289	
2015 HHs by Ethnicity, Hispanic/Latino	24	0.73
2015 Est. Households by HH Income	3,296	
Income < \$15,000	841	25.52
Income \$15,000 - \$24,999	608	18.45
Income \$25,000 - \$34,999	403	12.23
Income \$35,000 - \$49,999	418	12.68
Income \$50,000 - \$74,999	473	14.35
Income \$75,000 - \$99,999	277	8.40
Income \$100,000 - \$124,999	121	3.67
Income \$125,000 - \$149,999	73	2.21
Income \$150,000 - \$199,999	66	2.00
Income \$200,000 - \$249,999	11	0.33
Income \$250,000 - \$499,999	3	0.09
Income \$500,000+	1	0.03

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$42,688	
2015 Est. Median Household Income	\$29,939	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	44,050	
Black or African American Alone	22,667	
American Indian and Alaska Native Alone	34,232	
Asian Alone	44,245	
Native Hawaiian and Other Pacific Islander Alone	112,247	
Some Other Race Alone	88,693	
Two or More Races	15,629	
Hispanic or Latino	34,539	
Not Hispanic or Latino	29,834	
2015 Est. Family HH Type by Presence of Own Child.	2,273	
Married-Couple Family, own children	428	18.83
Married-Couple Family, no own children	850	37.40
Male Householder, own children	63	2.77
Male Householder, no own children	96	4.22
Female Householder, own children	464	20.41
Female Householder, no own children	373	16.41
2015 Est. Households by Household Size	3,296	
1-person	956	29.00
2-person	1,054	31.98
3-person	530	16.08
4-person	414	12.56
5-person	198	6.01
6-person	76	2.31
7-or-more-person	66	2.00

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.51	
2015 Est. Households by Presence of People Under 18	3,296	
Households with 1 or More People under Age 18:	1,165	35.35
Married-Couple Family	483	41.46
Other Family, Male Householder	81	6.95
Other Family, Female Householder	595	51.07
Nonfamily, Male Householder	4	0.34
Nonfamily, Female Householder	1	0.09
Households with No People under Age 18:	2,131	64.65
Married-Couple Family	793	37.21
Other Family, Male Householder	75	3.52
Other Family, Female Householder	244	11.45
Nonfamily, Male Householder	378	17.74
Nonfamily, Female Householder	641	30.08
2015 Est. Households by Number of Vehicles	3,296	
No Vehicles	458	13.90
1 Vehicle	1,125	34.13
2 Vehicles	1,048	31.80
3 Vehicles	419	12.71
4 Vehicles	187	5.67
5 or more Vehicles	58	1.76
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	2,273	
2015 Est. Families by Poverty Status	2,273	
2015 Families at or Above Poverty	1,713	75.36
2015 Families at or Above Poverty with Children	631	27.76
2015 Families Below Poverty	561	24.68
2015 Families Below Poverty with Children	441	19.40
2015 Est. Pop Age 16+ by Employment Status	6,487	
In Armed Forces	22	0.34
Civilian - Employed	3,017	46.51
Civilian - Unemployed	747	11.52
Not in Labor Force	2,702	41.65
2015 Est. Civ. Employed Pop 16+ by Class of Worker	3,042	
For-Profit Private Workers	1,965	64.60
Non-Profit Private Workers	124	4.08
Local Government Workers	253	8.32
State Government Workers	262	8.61
Federal Government Workers	99	3.25
Self-Employed Workers	334	10.98
Unpaid Family Workers	4	0.13

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	3,042	
Architect/Engineer	24	0.79
Arts/Entertainment/Sports	71	2.33
Building Grounds Maintenance	134	4.40
Business/Financial Operations	82	2.70
Community/Social Services	122	4.01
Computer/Mathematical	0	0.00
Construction/Extraction	209	6.87
Education/Training/Library	248	8.15
Farming/Fishing/Forestry	35	1.15
Food Prep/Serving	172	5.65
Health Practitioner/Technician	189	6.21
Healthcare Support	148	4.87
Maintenance Repair	96	3.16
Legal	6	0.20
Life/Physical/Social Science	12	0.39
Management	124	4.08
Office/Admin. Support	378	12.43
Production	277	9.11
Protective Services	117	3.85
Sales/Related	247	8.12
Personal Care/Service	123	4.04
Transportation/Moving	227	7.46
2015 Est. Pop 16+ by Occupation Classification	3,042	
Blue Collar	810	26.63
White Collar	1,504	49.44
Service and Farm	729	23.96

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	3,005	
Drove Alone	2,399	79.83
Car Pooled	434	14.44
Public Transportation	26	0.87
Walked	35	1.16
Bicycle	0	0.00
Other Means	22	0.73
Worked at Home	90	3.00
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,384	
15 - 29 Minutes	650	
30 - 44 Minutes	338	
45 - 59 Minutes	276	
60 or more Minutes	250	
2015 Est. Avg. Travel Time to Work in Minutes	25.18	
2015 Est. Occupied Housing Units by Tenure	3,296	
Owner Occupied	2,199	66.72
Renter Occupied	1,097	33.28
2015 Owner Occ. HUs: Avg. Length of Residence	22.8	
2015 Renter Occ. HUs: Avg. Length of Residence	8.7	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	2,199	
Value Less than \$20,000	102	4.64
Value \$20,000 - \$39,999	198	9.00
Value \$40,000 - \$59,999	259	11.78
Value \$60,000 - \$79,999	370	16.83
Value \$80,000 - \$99,999	289	13.14
Value \$100,000 - \$149,999	505	22.96
Value \$150,000 - \$199,999	285	12.96
Value \$200,000 - \$299,999	110	5.00
Value \$300,000 - \$399,999	45	2.05
Value \$400,000 - \$499,999	23	1.05
Value \$500,000 - \$749,999	9	0.41
Value \$750,000 - \$999,999	1	0.05
Value \$1,000,000 or more	4	0.18
2015 Est. Median All Owner-Occupied Housing Value	\$91,798	
2015 Est. Housing Units by Units in Structure	3,847	
1 Unit Attached	38	0.99
1 Unit Detached	2,920	75.90
2 Units	403	10.48
3 or 4 Units	120	3.12
5 to 19 Units	115	2.99
20 to 49 Units	9	0.23
50 or More Units	8	0.21
Mobile Home or Trailer	234	6.08
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	3,847	
Housing Units Built 2010 or later	2	0.05
Housing Units Built 2000 to 2009	256	6.65
Housing Units Built 1990 to 1999	430	11.18
Housing Units Built 1980 to 1989	854	22.20
Housing Units Built 1970 to 1979	851	22.12
Housing Units Built 1960 to 1969	522	13.57
Housing Units Built 1950 to 1959	393	10.22
Housing Units Built 1940 to 1949	273	7.10
Housing Unit Built 1939 or Earlier	265	6.89
2015 Est. Median Year Structure Built**	1976	



C. Kelly Cofer
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The Retail Coach, LLC

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 Retail:360 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” 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 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.

**The Retail Coach -
It’s not about data. It’s about your success.**

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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.