



DRIVE TIME DEMOGRAPHICS

15-MINUTE DRIVE TIME

Louisville, Mississippi

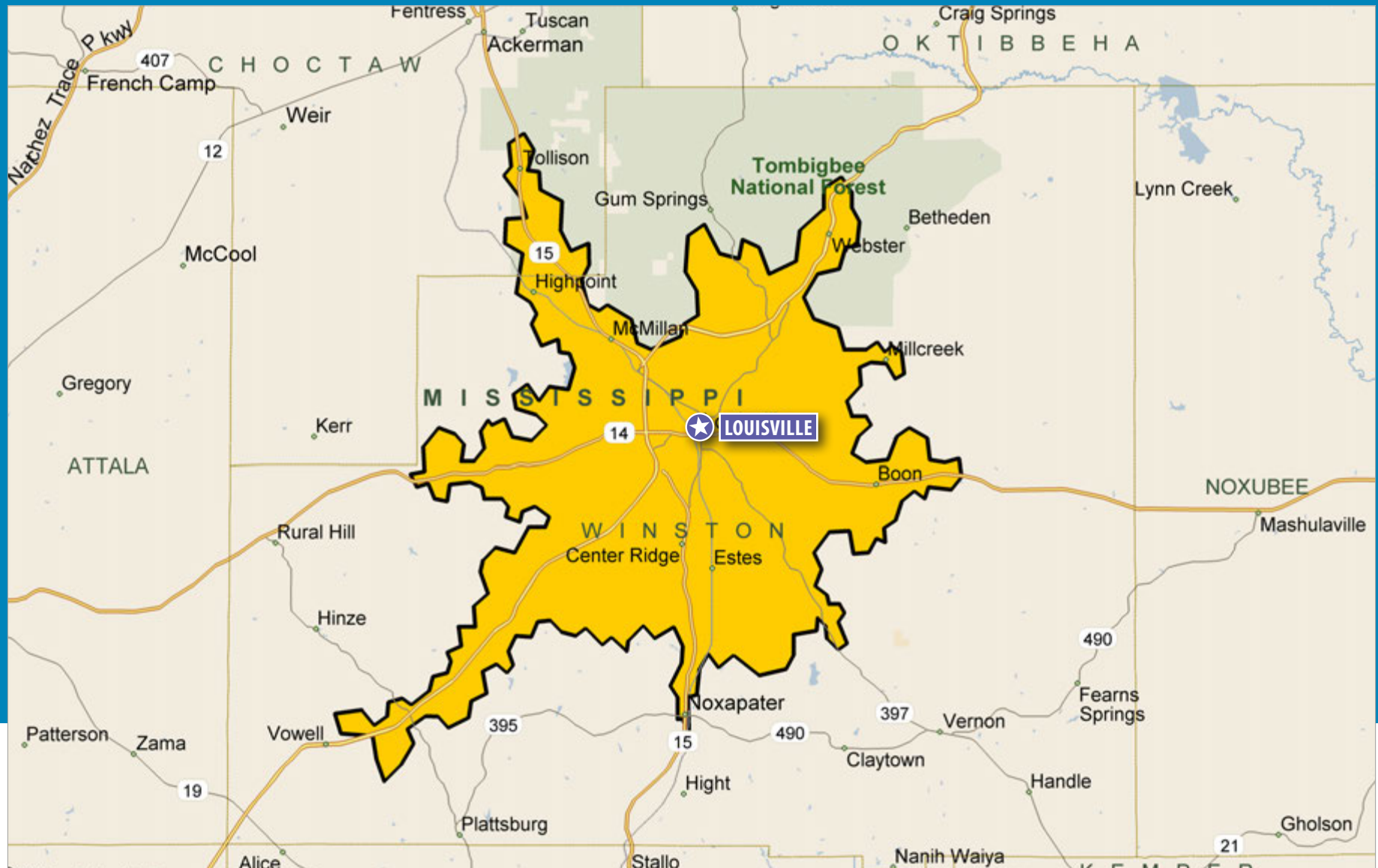


Prepared for
City of Louisville
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 **TheRetailCoach®**

Drive Time Demographics | 15-Minute Drive Time

Louisville, MS



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Drive Time Demographics | 15-Minute Drive Time Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	11,242	
2015 Est. Population by Single-Classification Race	11,242	
White Alone	4,877	43.38
Black or African American Alone	6,089	54.16
Amer. Indian and Alaska Native Alone	101	0.90
Asian Alone	37	0.33
Native Hawaiian and Other Pac. Isl. Alone	2	0.02
Some Other Race Alone	28	0.25
Two or More Races	108	0.96
2015 Est. Population by Hispanic or Latino Origin	11,242	
Not Hispanic or Latino	11,134	99.04
Hispanic or Latino:	108	0.96
Mexican	73	67.59
Puerto Rican	11	10.19
Cuban	3	2.78
All Other Hispanic or Latino	21	19.44

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	108	
White Alone	37	34.26
Black or African American Alone	13	12.04
American Indian and Alaska Native Alone	4	3.70
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	1	0.93
Some Other Race Alone	28	25.93
Two or More Races	26	24.07
2015 Est. Pop by Race, Asian Alone, by Category	37	
Chinese, except Taiwanese	37	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	11,242	
Arab	0	0.00
Czech	0	0.00
Danish	0	0.00
Dutch	10	0.09
English	667	5.93
French (except Basque)	41	0.36
French Canadian	6	0.05
German	112	1.00
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	647	5.76
Italian	12	0.11
Lithuanian	0	0.00
United States or American	1,361	12.11
Norwegian	23	0.20
Polish	3	0.03
Portuguese	0	0.00
Russian	0	0.00
Scottish	84	0.75
Scotch-Irish	152	1.35
Slovak	0	0.00
Subsaharan African	92	0.82
Swedish	25	0.22
Swiss	6	0.05
Ukrainian	0	0.00
Welsh	25	0.22
West Indian (except Hisp. groups)	0	0.00
Other ancestries	5,946	52.89
Ancestry Unclassified	2,029	18.05
2015 Est. Pop Age 5+ by Language Spoken at Home	10,411	
Speak Only English at Home	10,362	99.53
Speak Asian/Pac. Isl. Lang. at Home	3	0.03
Speak IndoEuropean Language at Home	17	0.16
Speak Spanish at Home	28	0.27
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	11,242	
Male	5,380	47.86
Female	5,862	52.14

DESCRIPTION	DATA	%
2015 Est. Population by Age	11,242	
Age 0 - 4	831	7.39
Age 5 - 9	823	7.32
Age 10 - 14	811	7.21
Age 15 - 17	439	3.90
Age 18 - 20	400	3.56
Age 21 - 24	507	4.51
Age 25 - 34	1,365	12.14
Age 35 - 44	1,274	11.33
Age 45 - 54	1,346	11.97
Age 55 - 64	1,471	13.08
Age 65 - 74	1,093	9.72
Age 75 - 84	639	5.68
Age 85 and over	242	2.15
Age 16 and over	8,632	76.78
Age 18 and over	8,338	74.17
Age 21 and over	7,938	70.61
Age 65 and over	1,974	17.56
2015 Est. Median Age	38.5	
2015 Est. Average Age	39.3	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	5,380	
Age 0 - 4	420	7.81
Age 5 - 9	425	7.90
Age 10 - 14	441	8.20
Age 15 - 17	218	4.05
Age 18 - 20	208	3.87
Age 21 - 24	272	5.06
Age 25 - 34	661	12.29
Age 35 - 44	613	11.39
Age 45 - 54	641	11.91
Age 55 - 64	670	12.45
Age 65 - 74	473	8.79
Age 75 - 84	256	4.76
Age 85 and over	81	1.51
2015 Est. Median Age, Male	35.7	
2015 Est. Average Age, Male	37.3	
2015 Est. Female Population by Age	5,862	
Age 0 - 4	411	7.01
Age 5 - 9	398	6.79
Age 10 - 14	370	6.31
Age 15 - 17	221	3.77
Age 18 - 20	192	3.28
Age 21 - 24	236	4.03
Age 25 - 34	704	12.01
Age 35 - 44	662	11.29
Age 45 - 54	705	12.03
Age 55 - 64	801	13.66
Age 65 - 74	620	10.58
Age 75 - 84	383	6.53
Age 85 and over	161	2.75

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.0	
2015 Est. Average Age, Female	41.0	
2015 Est. Pop Age 15+ by Marital Status	8,777	
Total, Never Married	2,983	33.99
Males, Never Married	1,464	16.68
Females, Never Married	1,519	17.31
Married, Spouse present	3,424	39.01
Married, Spouse absent	385	4.39
Widowed	989	11.27
Males Widowed	181	2.06
Females Widowed	808	9.21
Divorced	997	11.36
Males Divorced	518	5.90
Females Divorced	479	5.46
2015 Est. Pop Age 25+ by Edu. Attainment	7,431	
Less than 9th grade	521	7.01
Some High School, no diploma	1,009	13.58
High School Graduate (or GED)	2,439	32.82
Some College, no degree	1,481	19.93
Associate Degree	595	8.01
Bachelor's Degree	1,033	13.90
Master's Degree	279	3.75
Professional School Degree	33	0.44
Doctorate Degree	41	0.55
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	64	
No High School Diploma	14	21.88
High School Graduate	10	15.63
Some College or Associate's Degree	39	60.94
Bachelor's Degree or Higher	0	0.00

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DESCRIPTION	DATA	%
Households		
2015 Estimate	4,375	
2015 Est. Households by Household Type	4,375	
Family Households	3,030	69.26
Nonfamily Households	1,345	30.74
2015 Est. Group Quarters Population	324	
2015 HHs by Ethnicity, Hispanic/Latino	33	0.75
2015 Est. Households by HH Income	4,375	
Income < \$15,000	1,083	24.75
Income \$15,000 - \$24,999	769	17.58
Income \$25,000 - \$34,999	543	12.41
Income \$35,000 - \$49,999	570	13.03
Income \$50,000 - \$74,999	638	14.58
Income \$75,000 - \$99,999	390	8.91
Income \$100,000 - \$124,999	179	4.09
Income \$125,000 - \$149,999	92	2.10
Income \$150,000 - \$199,999	88	2.01
Income \$200,000 - \$249,999	17	0.39
Income \$250,000 - \$499,999	5	0.11
Income \$500,000+	1	0.02

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$43,764	
2015 Est. Median Household Income	\$31,172	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	43,818	
Black or African American Alone	23,139	
American Indian and Alaska Native Alone	33,690	
Asian Alone	44,222	
Native Hawaiian and Other Pacific Islander Alone	109,811	
Some Other Race Alone	89,514	
Two or More Races	15,459	
Hispanic or Latino	38,115	
Not Hispanic or Latino	31,098	
2015 Est. Family HH Type by Presence of Own Child.	3,030	
Married-Couple Family, own children	596	19.67
Married-Couple Family, no own children	1,203	39.70
Male Householder, own children	86	2.84
Male Householder, no own children	128	4.22
Female Householder, own children	538	17.76
Female Householder, no own children	478	15.78
2015 Est. Households by Household Size	4,375	
1-person	1,256	28.71
2-person	1,437	32.85
3-person	712	16.27
4-person	537	12.27
5-person	252	5.76
6-person	102	2.33
7-or-more-person	79	1.81

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.50	
2015 Est. Households by Presence of People Under 18	4,375	
Households with 1 or More People under Age 18:	1,491	34.08
Married-Couple Family	670	44.94
Other Family, Male Householder	110	7.38
Other Family, Female Householder	704	47.22
Nonfamily, Male Householder	5	0.34
Nonfamily, Female Householder	1	0.07
Households with No People under Age 18:	2,884	65.92
Married-Couple Family	1,127	39.08
Other Family, Male Householder	101	3.50
Other Family, Female Householder	316	10.96
Nonfamily, Male Householder	520	18.03
Nonfamily, Female Householder	821	28.47
2015 Est. Households by Number of Vehicles	4,375	
No Vehicles	542	12.39
1 Vehicle	1,439	32.89
2 Vehicles	1,410	32.23
3 Vehicles	623	14.24
4 Vehicles	284	6.49
5 or more Vehicles	79	1.81
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	3,030	
2015 Est. Families by Poverty Status	3,030	
2015 Families at or Above Poverty	2,329	76.86
2015 Families at or Above Poverty with Children	871	28.75
2015 Families Below Poverty	701	23.14
2015 Families Below Poverty with Children	549	18.12
2015 Est. Pop Age 16+ by Employment Status	8,632	
In Armed Forces	23	0.27
Civilian - Employed	4,046	46.87
Civilian - Unemployed	875	10.14
Not in Labor Force	3,687	42.71
2015 Est. Civ. Employed Pop 16+ by Class of Worker	4,081	
For-Profit Private Workers	2,650	64.94
Non-Profit Private Workers	169	4.14
Local Government Workers	325	7.96
State Government Workers	362	8.87
Federal Government Workers	126	3.09
Self-Employed Workers	445	10.90
Unpaid Family Workers	4	0.10

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	4,081	
Architect/Engineer	33	0.81
Arts/Entertainment/Sports	79	1.94
Building Grounds Maintenance	171	4.19
Business/Financial Operations	97	2.38
Community/Social Services	156	3.82
Computer/Mathematical	1	0.02
Construction/Extraction	271	6.64
Education/Training/Library	345	8.45
Farming/Fishing/Forestry	49	1.20
Food Prep/Serving	240	5.88
Health Practitioner/Technician	267	6.54
Healthcare Support	186	4.56
Maintenance Repair	144	3.53
Legal	6	0.15
Life/Physical/Social Science	19	0.47
Management	183	4.48
Office/Admin. Support	502	12.30
Production	385	9.43
Protective Services	152	3.72
Sales/Related	354	8.67
Personal Care/Service	153	3.75
Transportation/Moving	290	7.11
2015 Est. Pop 16+ by Occupation Classification	4,081	
Blue Collar	1,090	26.71
White Collar	2,042	50.04
Service and Farm	949	23.25

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	4,032	
Drove Alone	3,233	80.18
Car Pooled	591	14.66
Public Transportation	28	0.69
Walked	44	1.09
Bicycle	0	0.00
Other Means	26	0.64
Worked at Home	110	2.73
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,705	
15 - 29 Minutes	993	
30 - 44 Minutes	518	
45 - 59 Minutes	349	
60 or more Minutes	349	
2015 Est. Avg. Travel Time to Work in Minutes	25.90	
2015 Est. Occupied Housing Units by Tenure	4,375	
Owner Occupied	3,074	70.26
Renter Occupied	1,301	29.74
2015 Owner Occ. HUs: Avg. Length of Residence	22.3	
2015 Renter Occ. HUs: Avg. Length of Residence	8.7	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,074	
Value Less than \$20,000	185	6.02
Value \$20,000 - \$39,999	283	9.21
Value \$40,000 - \$59,999	385	12.52
Value \$60,000 - \$79,999	508	16.53
Value \$80,000 - \$99,999	412	13.40
Value \$100,000 - \$149,999	638	20.75
Value \$150,000 - \$199,999	378	12.30
Value \$200,000 - \$299,999	165	5.37
Value \$300,000 - \$399,999	64	2.08
Value \$400,000 - \$499,999	30	0.98
Value \$500,000 - \$749,999	14	0.46
Value \$750,000 - \$999,999	2	0.07
Value \$1,000,000 or more	8	0.26
2015 Est. Median All Owner-Occupied Housing Value	\$88,497	
2015 Est. Housing Units by Units in Structure	5,131	
1 Unit Attached	40	0.78
1 Unit Detached	3,889	75.79
2 Units	405	7.89
3 or 4 Units	123	2.40
5 to 19 Units	123	2.40
20 to 49 Units	9	0.18
50 or More Units	8	0.16
Mobile Home or Trailer	533	10.39
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	5,131	
Housing Units Built 2010 or later	6	0.12
Housing Units Built 2000 to 2009	388	7.56
Housing Units Built 1990 to 1999	673	13.12
Housing Units Built 1980 to 1989	1,084	21.13
Housing Units Built 1970 to 1979	1,144	22.30
Housing Units Built 1960 to 1969	698	13.60
Housing Units Built 1950 to 1959	472	9.20
Housing Units Built 1940 to 1949	322	6.28
Housing Unit Built 1939 or Earlier	343	6.68
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.