



COMMUNITY DEMOGRAPHIC PROFILE

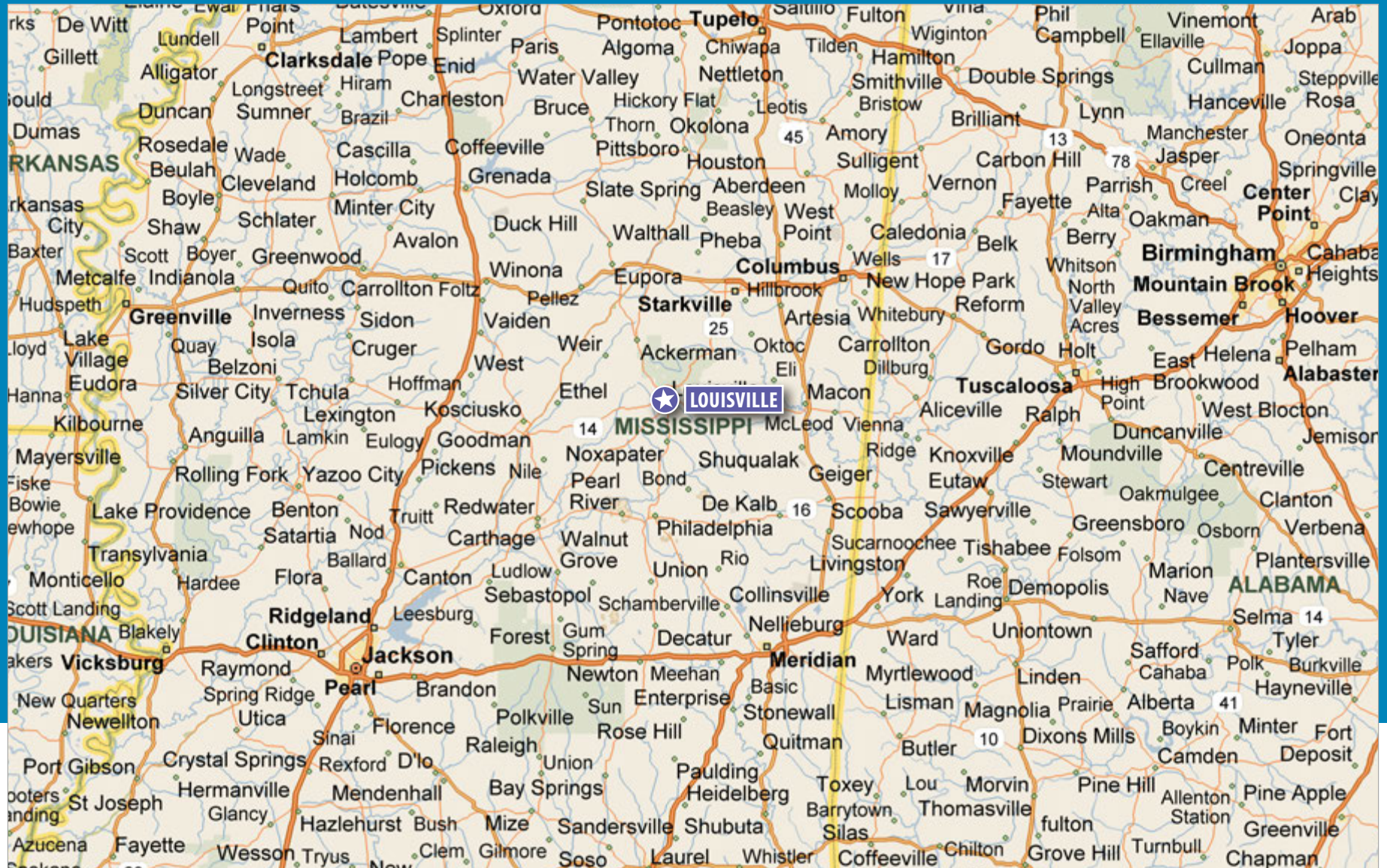
Louisville, Mississippi



Prepared for
City of Louisville
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 **TheRetailCoach®**

Location Map Louisville, MS



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Community Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	6,294	
2015 Est. Population by Single-Classification Race	6,294	
White Alone	2,264	35.97
Black or African American Alone	3,899	61.95
Amer. Indian and Alaska Native Alone	16	0.25
Asian Alone	32	0.51
Native Hawaiian and Other Pac. Isl. Alone	1	0.02
Some Other Race Alone	16	0.25
Two or More Races	66	1.05
2015 Est. Population by Hispanic or Latino Origin	6,294	
Not Hispanic or Latino	6,236	99.08
Hispanic or Latino:	58	0.92
Mexican	40	68.97
Puerto Rican	7	12.07
Cuban	2	3.45
All Other Hispanic or Latino	9	15.52

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	58	
White Alone	9	15.52
Black or African American Alone	8	13.79
American Indian and Alaska Native Alone	3	5.17
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	16	27.59
Two or More Races	22	37.93
2015 Est. Pop by Race, Asian Alone, by Category	32	
Chinese, except Taiwanese	32	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	6,294	
Arab	0	0.00
Czech	0	0.00
Danish	0	0.00
Dutch	0	0.00
English	343	5.45
French (except Basque)	23	0.37
French Canadian	5	0.08
German	45	0.71
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	302	4.80
Italian	3	0.05
Lithuanian	0	0.00
United States or American	681	10.82
Norwegian	14	0.22
Polish	2	0.03
Portuguese	0	0.00
Russian	0	0.00
Scottish	36	0.57
Scotch-Irish	86	1.37
Slovak	0	0.00
Subsaharan African	50	0.79
Swedish	16	0.25
Swiss	1	0.02
Ukrainian	0	0.00
Welsh	15	0.24
West Indian (except Hisp. groups)	0	0.00
Other ancestries	3,596	57.13
Ancestry Unclassified	1,076	17.10
2015 Est. Pop Age 5+ by Language Spoken at Home	5,774	
Speak Only English at Home	5,754	99.65
Speak Asian/Pac. Isl. Lang. at Home	3	0.05
Speak IndoEuropean Language at Home	2	0.03
Speak Spanish at Home	15	0.26
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	6,294	
Male	2,892	45.95
Female	3,402	54.05

DESCRIPTION	DATA	%
2015 Est. Population by Age	6,294	
Age 0 - 4	520	8.26
Age 5 - 9	510	8.10
Age 10 - 14	484	7.69
Age 15 - 17	256	4.07
Age 18 - 20	230	3.65
Age 21 - 24	273	4.34
Age 25 - 34	784	12.46
Age 35 - 44	682	10.84
Age 45 - 54	708	11.25
Age 55 - 64	783	12.44
Age 65 - 74	562	8.93
Age 75 - 84	360	5.72
Age 85 and over	142	2.26
Age 16 and over	4,695	74.59
Age 18 and over	4,524	71.88
Age 21 and over	4,294	68.22
Age 65 and over	1,064	16.90
2015 Est. Median Age	36.3	
2015 Est. Average Age	38.1	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	2,892	
Age 0 - 4	263	9.09
Age 5 - 9	262	9.06
Age 10 - 14	262	9.06
Age 15 - 17	124	4.29
Age 18 - 20	116	4.01
Age 21 - 24	137	4.74
Age 25 - 34	336	11.62
Age 35 - 44	305	10.55
Age 45 - 54	321	11.10
Age 55 - 64	347	12.00
Age 65 - 74	232	8.02
Age 75 - 84	141	4.88
Age 85 and over	46	1.59
2015 Est. Median Age, Male	33.4	
2015 Est. Average Age, Male	36.0	
2015 Est. Female Population by Age	3,402	
Age 0 - 4	257	7.55
Age 5 - 9	248	7.29
Age 10 - 14	222	6.53
Age 15 - 17	132	3.88
Age 18 - 20	114	3.35
Age 21 - 24	136	4.00
Age 25 - 34	448	13.17
Age 35 - 44	377	11.08
Age 45 - 54	387	11.38
Age 55 - 64	436	12.82
Age 65 - 74	330	9.70
Age 75 - 84	219	6.44
Age 85 and over	96	2.82

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	38.8	
2015 Est. Average Age, Female	39.9	
2015 Est. Pop Age 15+ by Marital Status	4,780	
Total, Never Married	1,679	35.13
Males, Never Married	774	16.19
Females, Never Married	905	18.93
Married, Spouse present	1,694	35.44
Married, Spouse absent	208	4.35
Widowed	620	12.97
Males Widowed	114	2.38
Females Widowed	506	10.59
Divorced	579	12.11
Males Divorced	288	6.03
Females Divorced	291	6.09
2015 Est. Pop Age 25+ by Edu. Attainment	4,021	
Less than 9th grade	305	7.59
Some High School, no diploma	528	13.13
High School Graduate (or GED)	1,254	31.19
Some College, no degree	801	19.92
Associate Degree	307	7.63
Bachelor's Degree	667	16.59
Master's Degree	124	3.08
Professional School Degree	17	0.42
Doctorate Degree	18	0.45
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	36	
No High School Diploma	10	27.78
High School Graduate	7	19.44
Some College or Associate's Degree	19	52.78
Bachelor's Degree or Higher	0	0.00

Community Demographics

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DESCRIPTION	DATA	%
Households		
2015 Estimate	2,448	
2015 Est. Households by Household Type	2,448	
Family Households	1,674	68.38
Nonfamily Households	774	31.62
2015 Est. Group Quarters Population	143	
2015 HHs by Ethnicity, Hispanic/Latino	19	0.78
2015 Est. Households by HH Income	2,448	
Income < \$15,000	642	26.23
Income \$15,000 - \$24,999	459	18.75
Income \$25,000 - \$34,999	306	12.50
Income \$35,000 - \$49,999	307	12.54
Income \$50,000 - \$74,999	343	14.01
Income \$75,000 - \$99,999	196	8.01
Income \$100,000 - \$124,999	81	3.31
Income \$125,000 - \$149,999	54	2.21
Income \$150,000 - \$199,999	50	2.04
Income \$200,000 - \$249,999	8	0.33
Income \$250,000 - \$499,999	2	0.08
Income \$500,000+	0	0.00

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$41,566	
2015 Est. Median Household Income	\$29,020	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	43,245	
Black or African American Alone	22,270	
American Indian and Alaska Native Alone	33,333	
Asian Alone	44,545	
Native Hawaiian and Other Pacific Islander Alone	112,500	
Some Other Race Alone	87,500	
Two or More Races	16,667	
Hispanic or Latino	33,125	
Not Hispanic or Latino	28,909	
2015 Est. Family HH Type by Presence of Own Child.	1,674	
Married-Couple Family, own children	300	17.92
Married-Couple Family, no own children	598	35.72
Male Householder, own children	49	2.93
Male Householder, no own children	70	4.18
Female Householder, own children	375	22.40
Female Householder, no own children	282	16.85
2015 Est. Households by Household Size	2,448	
1-person	724	29.58
2-person	771	31.50
3-person	385	15.73
4-person	310	12.66
5-person	155	6.33
6-person	54	2.21
7-or-more-person	49	2.00

Community Demographics

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.51	
2015 Est. Households by Presence of People Under 18	2,448	
Households with 1 or More People under Age 18:	879	35.91
Married-Couple Family	340	38.68
Other Family, Male Householder	60	6.83
Other Family, Female Householder	475	54.04
Nonfamily, Male Householder	3	0.34
Nonfamily, Female Householder	1	0.11
Households with No People under Age 18:	1,569	64.09
Married-Couple Family	557	35.50
Other Family, Male Householder	55	3.51
Other Family, Female Householder	186	11.85
Nonfamily, Male Householder	276	17.59
Nonfamily, Female Householder	495	31.55
2015 Est. Households by Number of Vehicles	2,448	
No Vehicles	363	14.83
1 Vehicle	872	35.62
2 Vehicles	752	30.72
3 Vehicles	296	12.09
4 Vehicles	120	4.90
5 or more Vehicles	45	1.84
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	1,674	
2015 Est. Families by Poverty Status	1,674	
2015 Families at or Above Poverty	1,242	74.19
2015 Families at or Above Poverty with Children	454	27.12
2015 Families Below Poverty	432	25.81
2015 Families Below Poverty with Children	336	20.07
2015 Est. Pop Age 16+ by Employment Status	4,695	
In Armed Forces	17	0.36
Civilian - Employed	2,166	46.13
Civilian - Unemployed	606	12.91
Not in Labor Force	1,906	40.60
2015 Est. Civ. Employed Pop 16+ by Class of Worker	2,191	
For-Profit Private Workers	1,414	64.54
Non-Profit Private Workers	89	4.06
Local Government Workers	196	8.95
State Government Workers	175	7.99
Federal Government Workers	72	3.29
Self-Employed Workers	241	11.00
Unpaid Family Workers	4	0.18

Community Demographics

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	2,191	
Architect/Engineer	15	0.68
Arts/Entertainment/Sports	60	2.74
Building Grounds Maintenance	93	4.24
Business/Financial Operations	65	2.97
Community/Social Services	90	4.11
Computer/Mathematical	0	0.00
Construction/Extraction	155	7.07
Education/Training/Library	174	7.94
Farming/Fishing/Forestry	25	1.14
Food Prep/Serving	116	5.29
Health Practitioner/Technician	135	6.16
Healthcare Support	114	5.20
Maintenance Repair	60	2.74
Legal	6	0.27
Life/Physical/Social Science	5	0.23
Management	81	3.70
Office/Admin. Support	271	12.37
Production	198	9.04
Protective Services	94	4.29
Sales/Related	170	7.76
Personal Care/Service	98	4.47
Transportation/Moving	166	7.58
2015 Est. Pop 16+ by Occupation Classification	2,191	
Blue Collar	579	26.43
White Collar	1,072	48.93
Service and Farm	540	24.65

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	2,164	
Drove Alone	1,719	79.44
Car Pooled	306	14.14
Public Transportation	24	1.11
Walked	30	1.39
Bicycle	0	0.00
Other Means	16	0.74
Worked at Home	69	3.19
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,061	
15 - 29 Minutes	421	
30 - 44 Minutes	226	
45 - 59 Minutes	201	
60 or more Minutes	168	
2015 Est. Avg. Travel Time to Work in Minutes	24.43	
2015 Est. Occupied Housing Units by Tenure	2,448	
Owner Occupied	1,559	63.68
Renter Occupied	889	36.32
2015 Owner Occ. HUs: Avg. Length of Residence	23.3	
2015 Renter Occ. HUs: Avg. Length of Residence	8.8	

Community Demographics

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	1,559	
Value Less than \$20,000	52	3.34
Value \$20,000 - \$39,999	141	9.04
Value \$40,000 - \$59,999	186	11.93
Value \$60,000 - \$79,999	265	17.00
Value \$80,000 - \$99,999	210	13.47
Value \$100,000 - \$149,999	372	23.86
Value \$150,000 - \$199,999	211	13.53
Value \$200,000 - \$299,999	72	4.62
Value \$300,000 - \$399,999	28	1.80
Value \$400,000 - \$499,999	15	0.96
Value \$500,000 - \$749,999	5	0.32
Value \$750,000 - \$999,999	1	0.06
Value \$1,000,000 or more	1	0.06
2015 Est. Median All Owner-Occupied Housing Value	\$92,905	
2015 Est. Housing Units by Units in Structure	2,840	
1 Unit Attached	33	1.16
1 Unit Detached	2,165	76.23
2 Units	370	13.03
3 or 4 Units	89	3.13
5 to 19 Units	101	3.56
20 to 49 Units	7	0.25
50 or More Units	7	0.25
Mobile Home or Trailer	68	2.39
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	2,840	
Housing Units Built 2010 or later	0	0.00
Housing Units Built 2000 to 2009	174	6.13
Housing Units Built 1990 to 1999	255	8.98
Housing Units Built 1980 to 1989	656	23.10
Housing Units Built 1970 to 1979	624	21.97
Housing Units Built 1960 to 1969	381	13.42
Housing Units Built 1950 to 1959	319	11.23
Housing Units Built 1940 to 1949	219	7.71
Housing Unit Built 1939 or Earlier	212	7.46
2015 Est. Median Year Structure Built**	1975	



C. Kelly Cofer
President & CEO
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

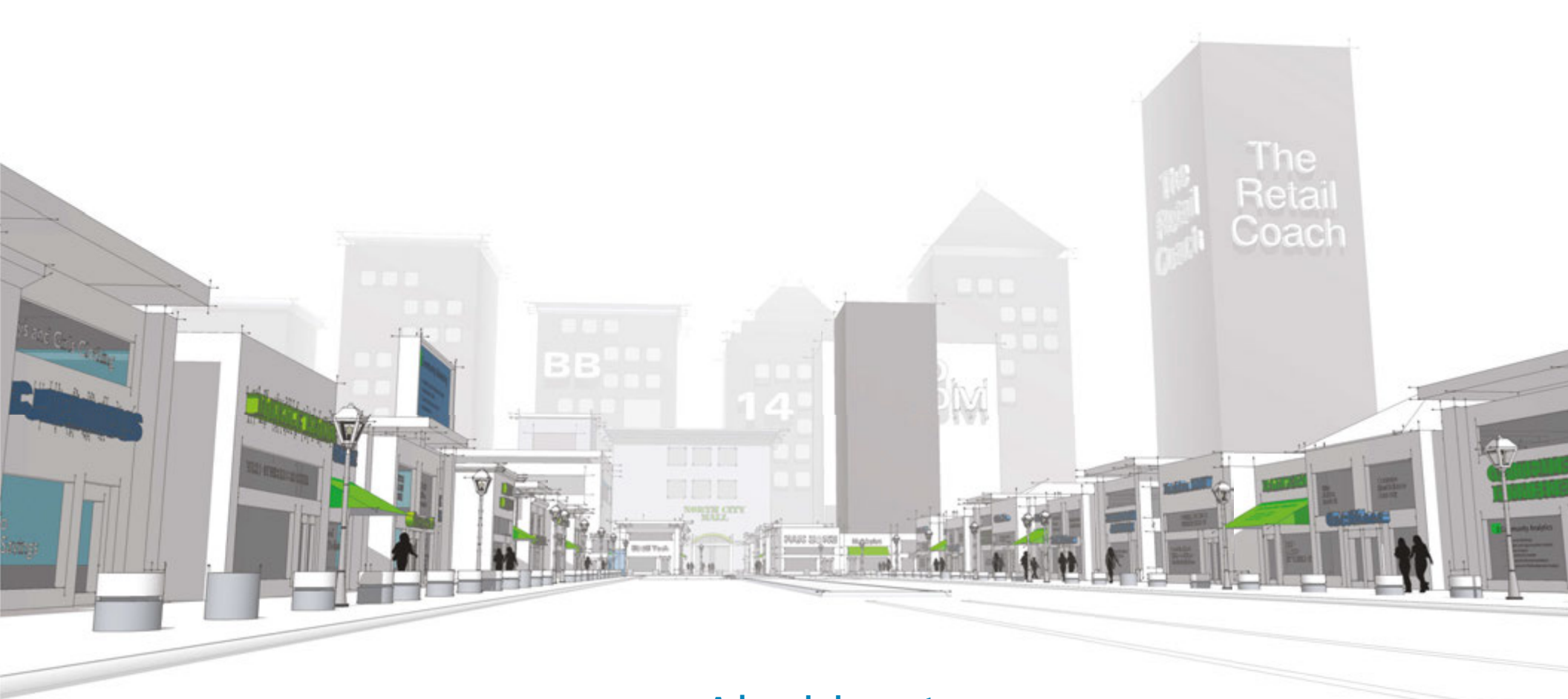
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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

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.

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.

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