



PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Louisville, Mississippi

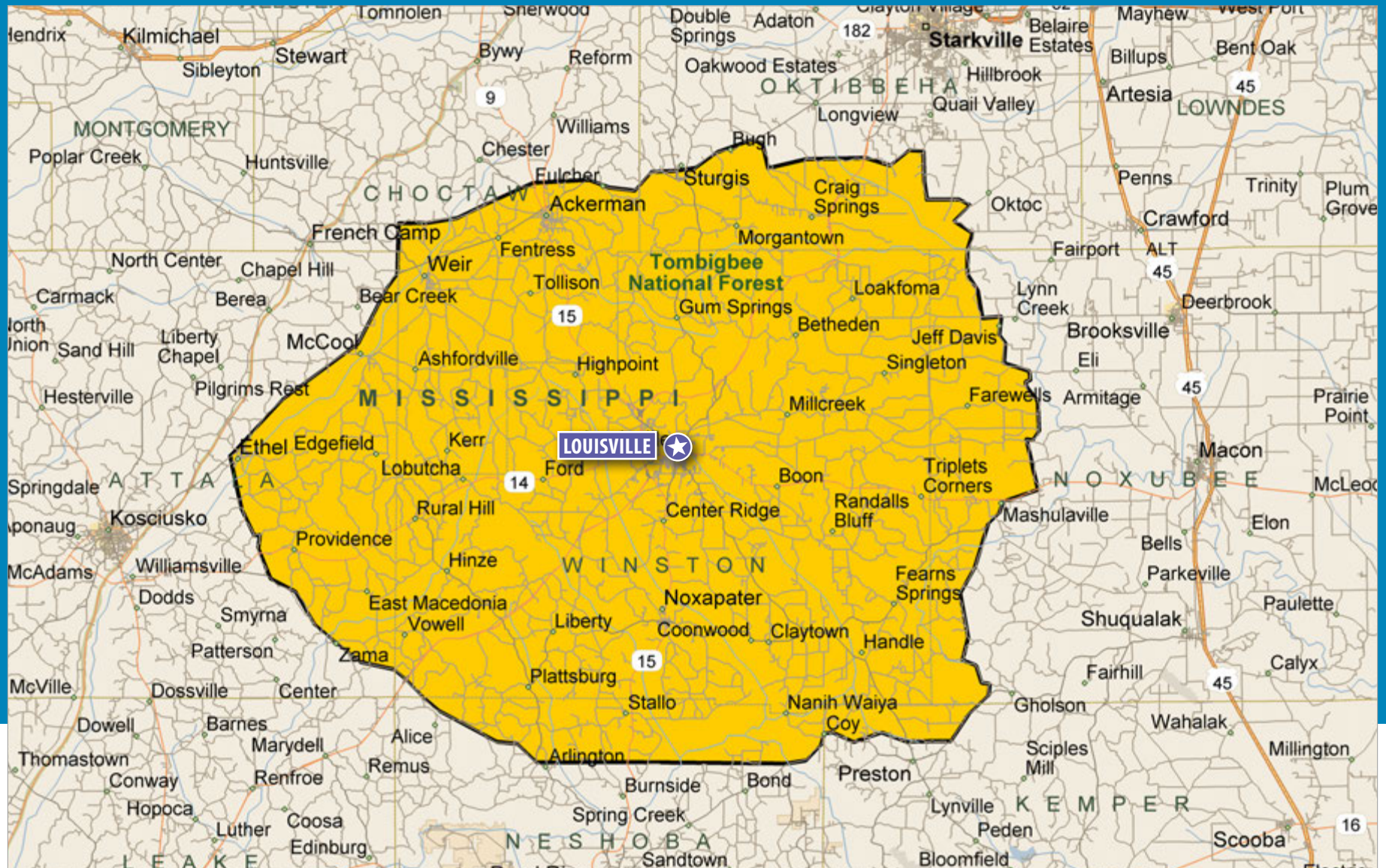


Prepared for
City of Louisville
January 2015

 TheRetailCoach®

Primary Retail Trade Area

Louisville, MS



Contact Information

Will Hill, Mayor
City of Louisville
P.O. Box 510
Louisville, MS 39339

Phone 662.773.9201
Fax 662.773.4045
hillwill@gmail.com

Primary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	27,238	
2015 Est. Population by Single-Classification Race	27,238	
White Alone	14,994	55.05
Black or African American Alone	11,530	42.33
Amer. Indian and Alaska Native Alone	305	1.12
Asian Alone	60	0.22
Native Hawaiian and Other Pac. Isl. Alone	16	0.06
Some Other Race Alone	80	0.29
Two or More Races	254	0.93
2015 Est. Population by Hispanic or Latino Origin	27,238	
Not Hispanic or Latino	26,933	98.88
Hispanic or Latino:	305	1.12
Mexican	203	66.56
Puerto Rican	25	8.20
Cuban	14	4.59
All Other Hispanic or Latino	63	20.66

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	305	
White Alone	130	42.62
Black or African American Alone	36	11.80
American Indian and Alaska Native Alone	6	1.97
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	1	0.33
Some Other Race Alone	72	23.61
Two or More Races	60	19.67
2015 Est. Pop by Race, Asian Alone, by Category	60	
Chinese, except Taiwanese	49	81.67
Filipino	1	1.67
Japanese	0	0.00
Asian Indian	7	11.67
Korean	0	0.00
Vietnamese	1	1.67
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	1	1.67
All Other Asian Races Including 2+ Category	1	1.67
2015 Est. Population by Ancestry	27,238	
Arab	0	0.00
Czech	3	0.01
Danish	9	0.03
Dutch	74	0.27
English	1,680	6.17
French (except Basque)	142	0.52
French Canadian	16	0.06
German	511	1.88
Greek	5	0.02

Primary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
Hungarian	2	0.01
Irish	1,908	7.00
Italian	78	0.29
Lithuanian	2	0.01
United States or American	3,213	11.80
Norwegian	31	0.11
Polish	11	0.04
Portuguese	2	0.01
Russian	16	0.06
Scottish	222	0.82
Scotch-Irish	350	1.28
Slovak	6	0.02
Subsaharan African	199	0.73
Swedish	49	0.18
Swiss	14	0.05
Ukrainian	0	0.00
Welsh	52	0.19
West Indian (except Hisp. groups)	0	0.00
Other ancestries	13,478	49.48
Ancestry Unclassified	5,168	18.97
2015 Est. Pop Age 5+ by Language Spoken at Home	25,455	
Speak Only English at Home	25,190	98.96
Speak Asian/Pac. Isl. Lang. at Home	21	0.08
Speak IndoEuropean Language at Home	71	0.28
Speak Spanish at Home	143	0.56
Speak Other Language at Home	29	0.11
2015 Est. Population by Sex	27,238	
Male	13,318	48.89
Female	13,920	51.11

DESCRIPTION	DATA	%
2015 Est. Population by Age	27,238	
Age 0 - 4	1,783	6.55
Age 5 - 9	1,816	6.67
Age 10 - 14	1,836	6.74
Age 15 - 17	1,054	3.87
Age 18 - 20	981	3.60
Age 21 - 24	1,328	4.88
Age 25 - 34	3,120	11.45
Age 35 - 44	3,061	11.24
Age 45 - 54	3,579	13.14
Age 55 - 64	3,683	13.52
Age 65 - 74	2,830	10.39
Age 75 - 84	1,603	5.89
Age 85 and over	564	2.07
Age 16 and over	21,457	78.78
Age 18 and over	20,748	76.17
Age 21 and over	19,767	72.57
Age 65 and over	4,997	18.35
2015 Est. Median Age	40.6	
2015 Est. Average Age	40.4	

Primary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	13,318	
Age 0 - 4	908	6.82
Age 5 - 9	948	7.12
Age 10 - 14	967	7.26
Age 15 - 17	552	4.14
Age 18 - 20	524	3.93
Age 21 - 24	704	5.29
Age 25 - 34	1,579	11.86
Age 35 - 44	1,504	11.29
Age 45 - 54	1,754	13.17
Age 55 - 64	1,766	13.26
Age 65 - 74	1,282	9.63
Age 75 - 84	646	4.85
Age 85 and over	185	1.39
2015 Est. Median Age, Male	38.2	
2015 Est. Average Age, Male	38.7	
2015 Est. Female Population by Age	13,920	
Age 0 - 4	876	6.29
Age 5 - 9	868	6.24
Age 10 - 14	869	6.24
Age 15 - 17	503	3.61
Age 18 - 20	457	3.28
Age 21 - 24	624	4.48
Age 25 - 34	1,541	11.07
Age 35 - 44	1,557	11.19
Age 45 - 54	1,825	13.11
Age 55 - 64	1,917	13.77
Age 65 - 74	1,548	11.12
Age 75 - 84	957	6.88
Age 85 and over	378	2.72

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	42.9	
2015 Est. Average Age, Female	42.0	
2015 Est. Pop Age 15+ by Marital Status	21,802	
Total, Never Married	6,813	31.25
Males, Never Married	3,528	16.18
Females, Never Married	3,285	15.07
Married, Spouse present	9,436	43.28
Married, Spouse absent	1,061	4.87
Widowed	2,176	9.98
Males Widowed	435	2.00
Females Widowed	1,742	7.99
Divorced	2,316	10.62
Males Divorced	1,162	5.33
Females Divorced	1,154	5.29
2015 Est. Pop Age 25+ by Edu. Attainment	18,439	
Less than 9th grade	1,321	7.16
Some High School, no diploma	2,462	13.35
High School Graduate (or GED)	6,307	34.20
Some College, no degree	3,829	20.77
Associate Degree	1,565	8.49
Bachelor's Degree	1,962	10.64
Master's Degree	788	4.27
Professional School Degree	102	0.55
Doctorate Degree	103	0.56
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	160	
No High School Diploma	38	23.75
High School Graduate	20	12.50
Some College or Associate's Degree	95	59.38
Bachelor's Degree or Higher	6	3.75

Primary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
Households		
2015 Estimate	10,853	
2015 Est. Households by Household Type	10,853	
Family Households	7,501	69.11
Nonfamily Households	3,352	30.89
2015 Est. Group Quarters Population	564	
2015 HHs by Ethnicity, Hispanic/Latino	90	0.83
2015 Est. Households by HH Income	10,853	
Income < \$15,000	2,400	22.11
Income \$15,000 - \$24,999	1,778	16.38
Income \$25,000 - \$34,999	1,556	14.34
Income \$35,000 - \$49,999	1,630	15.02
Income \$50,000 - \$74,999	1,554	14.32
Income \$75,000 - \$99,999	954	8.79
Income \$100,000 - \$124,999	475	4.38
Income \$125,000 - \$149,999	230	2.12
Income \$150,000 - \$199,999	198	1.82
Income \$200,000 - \$249,999	51	0.47
Income \$250,000 - \$499,999	22	0.20
Income \$500,000+	5	0.05

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$45,133	
2015 Est. Median Household Income	\$33,024	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	41,937	
Black or African American Alone	23,628	
American Indian and Alaska Native Alone	32,972	
Asian Alone	43,712	
Native Hawaiian and Other Pacific Islander Alone	112,500	
Some Other Race Alone	82,674	
Two or More Races	19,481	
Hispanic or Latino	39,273	
Not Hispanic or Latino	32,984	
2015 Est. Family HH Type by Presence of Own Child.	7,501	
Married-Couple Family, own children	1,714	22.85
Married-Couple Family, no own children	3,227	43.02
Male Householder, own children	218	2.91
Male Householder, no own children	320	4.27
Female Householder, own children	1,033	13.77
Female Householder, no own children	989	13.18
2015 Est. Households by Household Size	10,853	
1-person	3,161	29.13
2-person	3,566	32.86
3-person	1,801	16.59
4-person	1,318	12.14
5-person	614	5.66
6-person	245	2.26
7-or-more-person	149	1.37

Primary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.46	
2015 Est. Households by Presence of People Under 18	10,853	
Households with 1 or More People under Age 18:	3,580	32.99
Married-Couple Family	1,937	54.11
Other Family, Male Householder	280	7.82
Other Family, Female Householder	1,343	37.51
Nonfamily, Male Householder	14	0.39
Nonfamily, Female Householder	6	0.17
Households with No People under Age 18:	7,273	67.01
Married-Couple Family	3,000	41.25
Other Family, Male Householder	255	3.51
Other Family, Female Householder	684	9.40
Nonfamily, Male Householder	1,430	19.66
Nonfamily, Female Householder	1,905	26.19
2015 Est. Households by Number of Vehicles	10,853	
No Vehicles	1,132	10.43
1 Vehicle	3,388	31.22
2 Vehicles	3,606	33.23
3 Vehicles	1,863	17.17
4 Vehicles	677	6.24
5 or more Vehicles	186	1.71
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	7,501	
2015 Est. Families by Poverty Status	7,501	
2015 Families at or Above Poverty	6,041	80.54
2015 Families at or Above Poverty with Children	2,439	32.52
2015 Families Below Poverty	1,460	19.46
2015 Families Below Poverty with Children	1,146	15.28
2015 Est. Pop Age 16+ by Employment Status	21,457	
In Armed Forces	41	0.19
Civilian - Employed	10,166	47.38
Civilian - Unemployed	1,871	8.72
Not in Labor Force	9,379	43.71
2015 Est. Civ. Employed Pop 16+ by Class of Worker	10,280	
For-Profit Private Workers	6,604	64.24
Non-Profit Private Workers	443	4.31
Local Government Workers	768	7.47
State Government Workers	1,059	10.30
Federal Government Workers	273	2.66
Self-Employed Workers	1,128	10.97
Unpaid Family Workers	5	0.05

Primary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	10,280	
Architect/Engineer	153	1.49
Arts/Entertainment/Sports	159	1.55
Building Grounds Maintenance	391	3.80
Business/Financial Operations	211	2.05
Community/Social Services	289	2.81
Computer/Mathematical	9	0.09
Construction/Extraction	784	7.63
Education/Training/Library	887	8.63
Farming/Fishing/Forestry	151	1.47
Food Prep/Serving	563	5.48
Health Practitioner/Technician	669	6.51
Healthcare Support	417	4.06
Maintenance Repair	438	4.26
Legal	14	0.14
Life/Physical/Social Science	46	0.45
Management	534	5.19
Office/Admin. Support	1,205	11.72
Production	1,008	9.81
Protective Services	344	3.35
Sales/Related	880	8.56
Personal Care/Service	402	3.91
Transportation/Moving	725	7.05
2015 Est. Pop 16+ by Occupation Classification	10,280	
Blue Collar	2,955	28.75
White Collar	5,056	49.18
Service and Farm	2,269	22.07

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	10,100	
Drove Alone	8,301	82.19
Car Pooled	1,361	13.48
Public Transportation	57	0.56
Walked	93	0.92
Bicycle	0	0.00
Other Means	60	0.59
Worked at Home	229	2.27
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,378	
15 - 29 Minutes	2,975	
30 - 44 Minutes	1,761	
45 - 59 Minutes	810	
60 or more Minutes	942	
2015 Est. Avg. Travel Time to Work in Minutes	27.79	
2015 Est. Occupied Housing Units by Tenure	10,853	
Owner Occupied	8,217	75.71
Renter Occupied	2,636	24.29
2015 Owner Occ. HUs: Avg. Length of Residence	21.1	
2015 Renter Occ. HUs: Avg. Length of Residence	9.2	

Primary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	8,217	
Value Less than \$20,000	675	8.21
Value \$20,000 - \$39,999	897	10.92
Value \$40,000 - \$59,999	1,067	12.99
Value \$60,000 - \$79,999	1,273	15.49
Value \$80,000 - \$99,999	1,188	14.46
Value \$100,000 - \$149,999	1,390	16.92
Value \$150,000 - \$199,999	887	10.79
Value \$200,000 - \$299,999	514	6.26
Value \$300,000 - \$399,999	182	2.21
Value \$400,000 - \$499,999	70	0.85
Value \$500,000 - \$749,999	35	0.43
Value \$750,000 - \$999,999	5	0.06
Value \$1,000,000 or more	32	0.39
2015 Est. Median All Owner-Occupied Housing Value	\$83,303	
2015 Est. Housing Units by Units in Structure	13,032	
1 Unit Attached	55	0.42
1 Unit Detached	9,653	74.07
2 Units	468	3.59
3 or 4 Units	206	1.58
5 to 19 Units	259	1.99
20 to 49 Units	17	0.13
50 or More Units	8	0.06
Mobile Home or Trailer	2,351	18.04
Boat, RV, Van, etc.	14	0.11

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	13,032	
Housing Units Built 2010 or later	72	0.55
Housing Units Built 2000 to 2009	1,125	8.63
Housing Units Built 1990 to 1999	2,262	17.36
Housing Units Built 1980 to 1989	2,545	19.53
Housing Units Built 1970 to 1979	2,768	21.24
Housing Units Built 1960 to 1969	1,701	13.05
Housing Units Built 1950 to 1959	982	7.54
Housing Units Built 1940 to 1949	677	5.19
Housing Unit Built 1939 or Earlier	900	6.91
2015 Est. Median Year Structure Built**	1978	



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

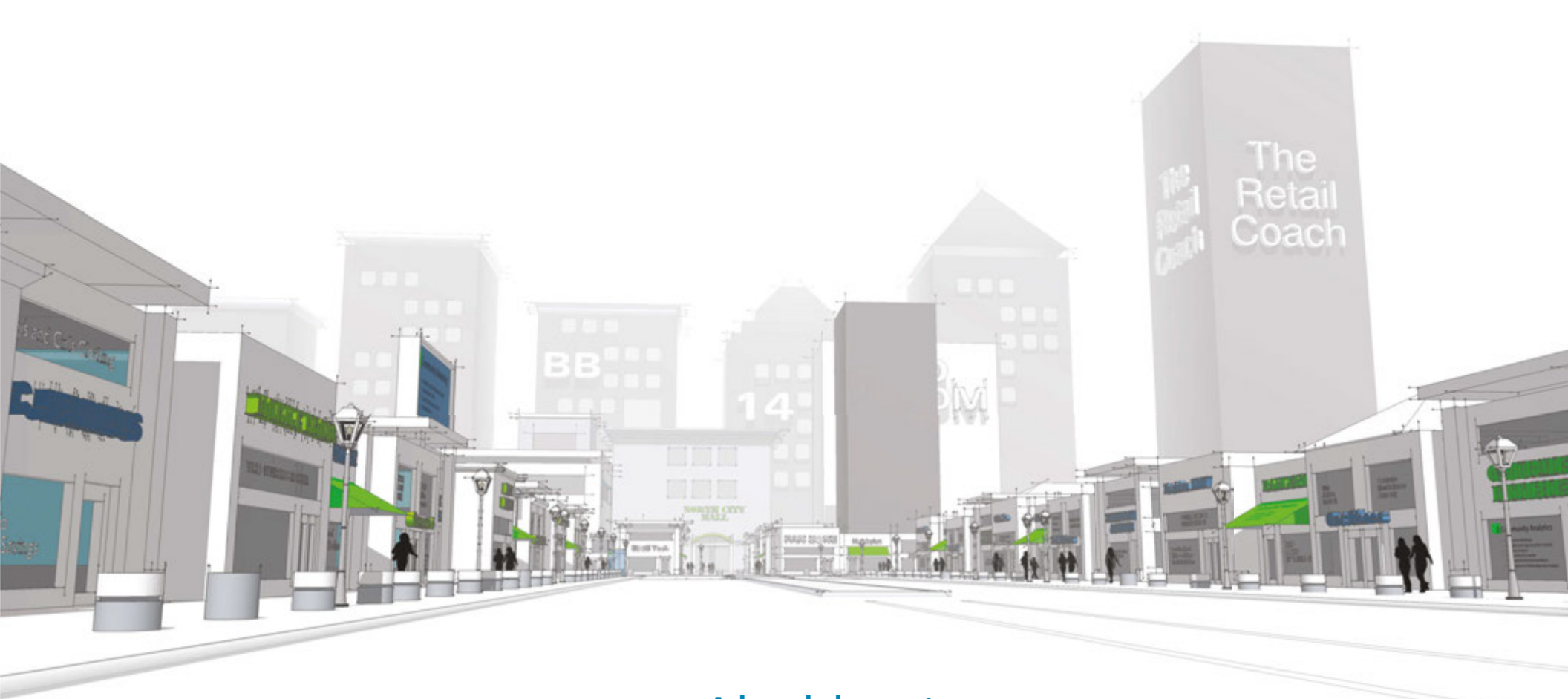
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



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.

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