



RADIAL DEMOGRAPHICS

10-MILE RADIAL

Louisville, Mississippi

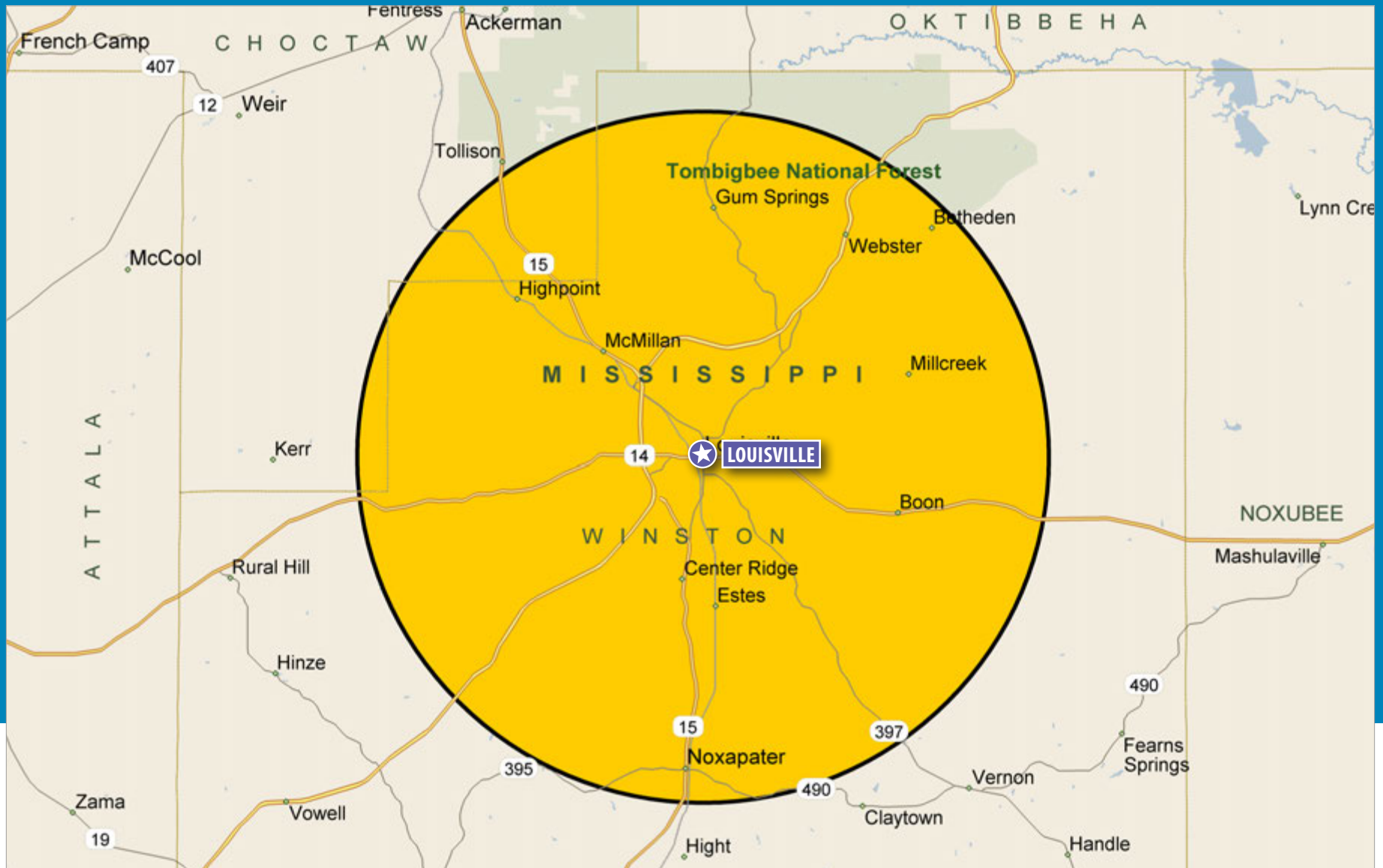


Prepared for
City of Louisville
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 **TheRetailCoach®**

10-Mile Radial

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

Radial Demographics | 10-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	13,904	
2015 Est. Population by Single-Classification Race	13,904	
White Alone	6,394	45.99
Black or African American Alone	7,155	51.46
Amer. Indian and Alaska Native Alone	151	1.09
Asian Alone	40	0.29
Native Hawaiian and Other Pac. Isl. Alone	3	0.02
Some Other Race Alone	36	0.26
Two or More Races	125	0.90
2015 Est. Population by Hispanic or Latino Origin	13,904	
Not Hispanic or Latino	13,769	99.03
Hispanic or Latino:	135	0.97
Mexican	90	66.67
Puerto Rican	13	9.63
Cuban	4	2.96
All Other Hispanic or Latino	27	20.00

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	135	
White Alone	53	39.26
Black or African American Alone	16	11.85
American Indian and Alaska Native Alone	4	2.96
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	1	0.74
Some Other Race Alone	34	25.19
Two or More Races	26	19.26
2015 Est. Pop by Race, Asian Alone, by Category	40	
Chinese, except Taiwanese	40	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	13,904	
Arab	0	0.00
Czech	0	0.00
Danish	0	0.00
Dutch	18	0.13
English	845	6.08
French (except Basque)	51	0.37
French Canadian	6	0.04
German	164	1.18
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	851	6.12
Italian	22	0.16
Lithuanian	0	0.00
United States or American	1,746	12.56
Norwegian	27	0.19
Polish	3	0.02
Portuguese	0	0.00
Russian	1	0.01
Scottish	101	0.73
Scotch-Irish	186	1.34
Slovak	0	0.00
Subsaharan African	104	0.75
Swedish	31	0.22
Swiss	11	0.08
Ukrainian	0	0.00
Welsh	31	0.22
West Indian (except Hisp. groups)	0	0.00
Other ancestries	7,087	50.97
Ancestry Unclassified	2,615	18.81
2015 Est. Pop Age 5+ by Language Spoken at Home	12,916	
Speak Only English at Home	12,843	99.43
Speak Asian/Pac. Isl. Lang. at Home	3	0.02
Speak IndoEuropean Language at Home	31	0.24
Speak Spanish at Home	38	0.29
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	13,904	
Male	6,723	48.35
Female	7,181	51.65

DESCRIPTION	DATA	%
2015 Est. Population by Age	13,904	
Age 0 - 4	988	7.11
Age 5 - 9	986	7.09
Age 10 - 14	988	7.11
Age 15 - 17	535	3.85
Age 18 - 20	490	3.52
Age 21 - 24	633	4.55
Age 25 - 34	1,671	12.02
Age 35 - 44	1,590	11.44
Age 45 - 54	1,682	12.10
Age 55 - 64	1,857	13.36
Age 65 - 74	1,388	9.98
Age 75 - 84	796	5.72
Age 85 and over	299	2.15
Age 16 and over	10,765	77.42
Age 18 and over	10,406	74.84
Age 21 and over	9,916	71.32
Age 65 and over	2,483	17.86
2015 Est. Median Age	39.1	
2015 Est. Average Age	39.7	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	6,723	
Age 0 - 4	499	7.42
Age 5 - 9	508	7.56
Age 10 - 14	533	7.93
Age 15 - 17	271	4.03
Age 18 - 20	258	3.84
Age 21 - 24	343	5.10
Age 25 - 34	840	12.49
Age 35 - 44	778	11.57
Age 45 - 54	810	12.05
Age 55 - 64	854	12.70
Age 65 - 74	612	9.10
Age 75 - 84	316	4.70
Age 85 and over	101	1.50
2015 Est. Median Age, Male	36.4	
2015 Est. Average Age, Male	37.8	
2015 Est. Female Population by Age	7,181	
Age 0 - 4	489	6.81
Age 5 - 9	478	6.66
Age 10 - 14	455	6.34
Age 15 - 17	265	3.69
Age 18 - 20	232	3.23
Age 21 - 24	289	4.02
Age 25 - 34	832	11.59
Age 35 - 44	813	11.32
Age 45 - 54	872	12.14
Age 55 - 64	1,003	13.97
Age 65 - 74	776	10.81
Age 75 - 84	480	6.68
Age 85 and over	198	2.76

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.8	
2015 Est. Average Age, Female	41.4	
2015 Est. Pop Age 15+ by Marital Status	10,941	
Total, Never Married	3,672	33.56
Males, Never Married	1,839	16.81
Females, Never Married	1,832	16.74
Married, Spouse present	4,445	40.63
Married, Spouse absent	462	4.22
Widowed	1,164	10.64
Males Widowed	211	1.93
Females Widowed	953	8.71
Divorced	1,198	10.95
Males Divorced	623	5.69
Females Divorced	575	5.26
2015 Est. Pop Age 25+ by Edu. Attainment	9,283	
Less than 9th grade	633	6.82
Some High School, no diploma	1,290	13.90
High School Graduate (or GED)	3,099	33.38
Some College, no degree	1,816	19.56
Associate Degree	770	8.29
Bachelor's Degree	1,211	13.05
Master's Degree	366	3.94
Professional School Degree	45	0.48
Doctorate Degree	53	0.57
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	77	
No High School Diploma	16	20.78
High School Graduate	10	12.99
Some College or Associate's Degree	51	66.23
Bachelor's Degree or Higher	0	0.00

Radial Demographics | 10-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
Households		
2015 Estimate	5,424	
2015 Est. Households by Household Type	5,424	
Family Households	3,757	69.27
Nonfamily Households	1,667	30.73
2015 Est. Group Quarters Population	412	
2015 HHs by Ethnicity, Hispanic/Latino	38	0.70
2015 Est. Households by HH Income	5,424	
Income < \$15,000	1,296	23.89
Income \$15,000 - \$24,999	923	17.02
Income \$25,000 - \$34,999	686	12.65
Income \$35,000 - \$49,999	725	13.37
Income \$50,000 - \$74,999	805	14.84
Income \$75,000 - \$99,999	491	9.05
Income \$100,000 - \$124,999	242	4.46
Income \$125,000 - \$149,999	118	2.18
Income \$150,000 - \$199,999	107	1.97
Income \$200,000 - \$249,999	24	0.44
Income \$250,000 - \$499,999	7	0.13
Income \$500,000+	1	0.02

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$44,675	
2015 Est. Median Household Income	\$32,190	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	43,966	
Black or African American Alone	23,854	
American Indian and Alaska Native Alone	33,505	
Asian Alone	44,082	
Native Hawaiian and Other Pacific Islander Alone	107,489	
Some Other Race Alone	89,987	
Two or More Races	15,454	
Hispanic or Latino	79,658	
Not Hispanic or Latino	32,101	
2015 Est. Family HH Type by Presence of Own Child.	3,757	
Married-Couple Family, own children	767	20.42
Married-Couple Family, no own children	1,532	40.78
Male Householder, own children	104	2.77
Male Householder, no own children	160	4.26
Female Householder, own children	615	16.37
Female Householder, no own children	579	15.41
2015 Est. Households by Household Size	5,424	
1-person	1,556	28.69
2-person	1,795	33.09
3-person	881	16.24
4-person	659	12.15
5-person	312	5.75
6-person	128	2.36
7-or-more-person	93	1.71

Radial Demographics | 10-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.49	
2015 Est. Households by Presence of People Under 18	5,424	
Households with 1 or More People under Age 18:	1,819	33.54
Married-Couple Family	862	47.39
Other Family, Male Householder	137	7.53
Other Family, Female Householder	813	44.69
Nonfamily, Male Householder	6	0.33
Nonfamily, Female Householder	1	0.05
Households with No People under Age 18:	3,605	66.46
Married-Couple Family	1,433	39.75
Other Family, Male Householder	126	3.50
Other Family, Female Householder	384	10.65
Nonfamily, Male Householder	658	18.25
Nonfamily, Female Householder	1,004	27.85
2015 Est. Households by Number of Vehicles	5,424	
No Vehicles	642	11.84
1 Vehicle	1,709	31.51
2 Vehicles	1,769	32.61
3 Vehicles	845	15.58
4 Vehicles	367	6.77
5 or more Vehicles	92	1.70
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	3,757	
2015 Est. Families by Poverty Status	3,757	
2015 Families at or Above Poverty	2,934	78.09
2015 Families at or Above Poverty with Children	1,113	29.62
2015 Families Below Poverty	823	21.91
2015 Families Below Poverty with Children	646	17.19
2015 Est. Pop Age 16+ by Employment Status	10,765	
In Armed Forces	25	0.23
Civilian - Employed	5,079	47.18
Civilian - Unemployed	986	9.16
Not in Labor Force	4,675	43.43
2015 Est. Civ. Employed Pop 16+ by Class of Worker	5,123	
For-Profit Private Workers	3,343	65.25
Non-Profit Private Workers	207	4.04
Local Government Workers	393	7.67
State Government Workers	465	9.08
Federal Government Workers	151	2.95
Self-Employed Workers	559	10.91
Unpaid Family Workers	5	0.10

Radial Demographics | 10-Mile Radial

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	5,123	
Architect/Engineer	41	0.80
Arts/Entertainment/Sports	90	1.76
Building Grounds Maintenance	216	4.22
Business/Financial Operations	111	2.17
Community/Social Services	189	3.69
Computer/Mathematical	1	0.02
Construction/Extraction	341	6.66
Education/Training/Library	426	8.32
Farming/Fishing/Forestry	68	1.33
Food Prep/Serving	298	5.82
Health Practitioner/Technician	354	6.91
Healthcare Support	220	4.29
Maintenance Repair	201	3.92
Legal	7	0.14
Life/Physical/Social Science	27	0.53
Management	249	4.86
Office/Admin. Support	608	11.87
Production	509	9.94
Protective Services	182	3.55
Sales/Related	438	8.55
Personal Care/Service	189	3.69
Transportation/Moving	358	6.99
2015 Est. Pop 16+ by Occupation Classification	5,123	
Blue Collar	1,409	27.50
White Collar	2,539	49.56
Service and Farm	1,174	22.92

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	5,061	
Drove Alone	4,083	80.68
Car Pooled	748	14.78
Public Transportation	31	0.61
Walked	42	0.83
Bicycle	0	0.00
Other Means	32	0.63
Worked at Home	125	2.47
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	2,014	
15 - 29 Minutes	1,380	
30 - 44 Minutes	653	
45 - 59 Minutes	425	
60 or more Minutes	459	
2015 Est. Avg. Travel Time to Work in Minutes	26.36	
2015 Est. Occupied Housing Units by Tenure	5,424	
Owner Occupied	3,911	72.11
Renter Occupied	1,513	27.89
2015 Owner Occ. HUs: Avg. Length of Residence	22.1	
2015 Renter Occ. HUs: Avg. Length of Residence	8.7	

Radial Demographics | 10-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	3,911	
Value Less than \$20,000	284	7.26
Value \$20,000 - \$39,999	366	9.36
Value \$40,000 - \$59,999	492	12.58
Value \$60,000 - \$79,999	640	16.36
Value \$80,000 - \$99,999	529	13.53
Value \$100,000 - \$149,999	755	19.30
Value \$150,000 - \$199,999	472	12.07
Value \$200,000 - \$299,999	217	5.55
Value \$300,000 - \$399,999	85	2.17
Value \$400,000 - \$499,999	39	1.00
Value \$500,000 - \$749,999	17	0.43
Value \$750,000 - \$999,999	2	0.05
Value \$1,000,000 or more	13	0.33
2015 Est. Median All Owner-Occupied Housing Value	\$86,570	
2015 Est. Housing Units by Units in Structure	6,413	
1 Unit Attached	44	0.69
1 Unit Detached	4,828	75.28
2 Units	406	6.33
3 or 4 Units	123	1.92
5 to 19 Units	140	2.18
20 to 49 Units	9	0.14
50 or More Units	8	0.12
Mobile Home or Trailer	855	13.33
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	6,413	
Housing Units Built 2010 or later	10	0.16
Housing Units Built 2000 to 2009	510	7.95
Housing Units Built 1990 to 1999	933	14.55
Housing Units Built 1980 to 1989	1,329	20.72
Housing Units Built 1970 to 1979	1,433	22.35
Housing Units Built 1960 to 1969	860	13.41
Housing Units Built 1950 to 1959	544	8.48
Housing Units Built 1940 to 1949	372	5.80
Housing Unit Built 1939 or Earlier	424	6.61
2015 Est. Median Year Structure Built**	1977	



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

