



RADIAL DEMOGRAPHICS

1-MILE RADIAL

Louisville, Mississippi

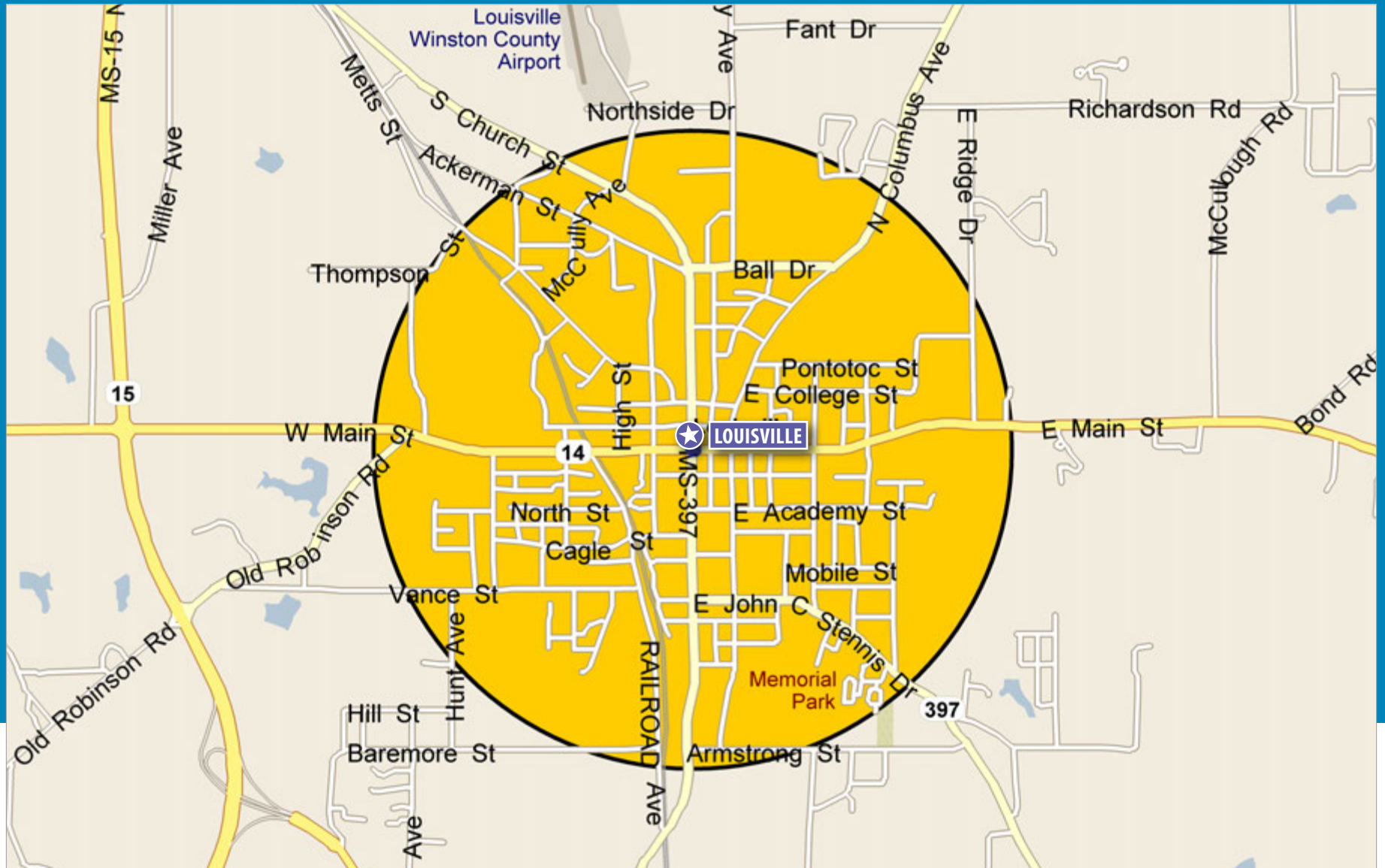


Prepared for
City of Louisville
December 2014

 **TheRetailCoach®**

I-Mile Radial

Louisville, MS



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Radial Demographics | 1-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	3,052	
2015 Est. Population by Single-Classification Race	3,052	
White Alone	1,097	35.94
Black or African American Alone	1,881	61.63
Amer. Indian and Alaska Native Alone	10	0.33
Asian Alone	17	0.56
Native Hawaiian and Other Pac. Isl. Alone	1	0.03
Some Other Race Alone	13	0.43
Two or More Races	33	1.08
2015 Est. Population by Hispanic or Latino Origin	3,052	
Not Hispanic or Latino	3,017	98.85
Hispanic or Latino:	35	1.15
Mexican	25	71.43
Puerto Rican	3	8.57
Cuban	1	2.86
All Other Hispanic or Latino	6	17.14

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	35	
White Alone	5	14.29
Black or African American Alone	2	5.71
American Indian and Alaska Native Alone	1	2.86
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	13	37.14
Two or More Races	15	42.86
2015 Est. Pop by Race, Asian Alone, by Category	17	
Chinese, except Taiwanese	17	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	3,052	
Arab	0	0.00
Czech	0	0.00
Danish	0	0.00
Dutch	0	0.00
English	154	5.05
French (except Basque)	11	0.36
French Canadian	2	0.07
German	26	0.85
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	137	4.49
Italian	2	0.07
Lithuanian	0	0.00
United States or American	333	10.91
Norwegian	5	0.16
Polish	1	0.03
Portuguese	0	0.00
Russian	0	0.00
Scottish	14	0.46
Scotch-Irish	38	1.25
Slovak	0	0.00
Subsaharan African	25	0.82
Swedish	9	0.29
Swiss	0	0.00
Ukrainian	0	0.00
Welsh	6	0.20
West Indian (except Hisp. groups)	0	0.00
Other ancestries	1,774	58.13
Ancestry Unclassified	514	16.84
2015 Est. Pop Age 5+ by Language Spoken at Home	2,803	
Speak Only English at Home	2,793	99.64
Speak Asian/Pac. Isl. Lang. at Home	2	0.07
Speak IndoEuropean Language at Home	1	0.04
Speak Spanish at Home	7	0.25
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	3,052	
Male	1,380	45.22
Female	1,672	54.78

DESCRIPTION	DATA	%
2015 Est. Population by Age	3,052	
Age 0 - 4	249	8.16
Age 5 - 9	244	7.99
Age 10 - 14	229	7.50
Age 15 - 17	118	3.87
Age 18 - 20	109	3.57
Age 21 - 24	131	4.29
Age 25 - 34	376	12.32
Age 35 - 44	342	11.21
Age 45 - 54	332	10.88
Age 55 - 64	392	12.84
Age 65 - 74	257	8.42
Age 75 - 84	193	6.32
Age 85 and over	79	2.59
Age 16 and over	2,291	75.07
Age 18 and over	2,212	72.48
Age 21 and over	2,103	68.91
Age 65 and over	529	17.33
2015 Est. Median Age	37.0	
2015 Est. Average Age	38.6	

Radial Demographics | 1-Mile Radial

Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	1,380	
Age 0 - 4	126	9.13
Age 5 - 9	123	8.91
Age 10 - 14	121	8.77
Age 15 - 17	56	4.06
Age 18 - 20	55	3.99
Age 21 - 24	61	4.42
Age 25 - 34	160	11.59
Age 35 - 44	154	11.16
Age 45 - 54	153	11.09
Age 55 - 64	172	12.46
Age 65 - 74	106	7.68
Age 75 - 84	69	5.00
Age 85 and over	24	1.74
2015 Est. Median Age, Male	34.2	
2015 Est. Average Age, Male	36.3	
2015 Est. Female Population by Age	1,672	
Age 0 - 4	123	7.36
Age 5 - 9	120	7.18
Age 10 - 14	108	6.46
Age 15 - 17	62	3.71
Age 18 - 20	55	3.29
Age 21 - 24	70	4.19
Age 25 - 34	216	12.92
Age 35 - 44	188	11.24
Age 45 - 54	179	10.71
Age 55 - 64	220	13.16
Age 65 - 74	152	9.09
Age 75 - 84	124	7.42
Age 85 and over	55	3.29

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	39.4	
2015 Est. Average Age, Female	40.5	
2015 Est. Pop Age 15+ by Marital Status	2,330	
Total, Never Married	803	34.46
Males, Never Married	367	15.75
Females, Never Married	436	18.71
Married, Spouse present	819	35.15
Married, Spouse absent	100	4.29
Widowed	335	14.38
Males Widowed	66	2.83
Females Widowed	269	11.55
Divorced	272	11.67
Males Divorced	122	5.24
Females Divorced	150	6.44
2015 Est. Pop Age 25+ by Edu. Attainment	1,972	
Less than 9th grade	187	9.48
Some High School, no diploma	247	12.53
High School Graduate (or GED)	595	30.17
Some College, no degree	391	19.83
Associate Degree	146	7.40
Bachelor's Degree	332	16.84
Master's Degree	59	2.99
Professional School Degree	10	0.51
Doctorate Degree	6	0.30
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	23	
No High School Diploma	6	26.09
High School Graduate	4	17.39
Some College or Associate's Degree	12	52.17
Bachelor's Degree or Higher	0	0.00

Radial Demographics | 1-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
Households		
2015 Estimate	1,227	
2015 Est. Households by Household Type	1,227	
Family Households	796	64.87
Nonfamily Households	431	35.13
2015 Est. Group Quarters Population	66	
2015 HHs by Ethnicity, Hispanic/Latino	10	0.81
2015 Est. Households by HH Income	1,227	
Income < \$15,000	328	26.73
Income \$15,000 - \$24,999	234	19.07
Income \$25,000 - \$34,999	169	13.77
Income \$35,000 - \$49,999	160	13.04
Income \$50,000 - \$74,999	164	13.37
Income \$75,000 - \$99,999	83	6.76
Income \$100,000 - \$124,999	35	2.85
Income \$125,000 - \$149,999	25	2.04
Income \$150,000 - \$199,999	23	1.87
Income \$200,000 - \$249,999	5	0.41
Income \$250,000 - \$499,999	1	0.08
Income \$500,000+	0	0.00

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$39,678	
2015 Est. Median Household Income	\$28,023	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	38,973	
Black or African American Alone	21,954	
American Indian and Alaska Native Alone	33,371	
Asian Alone	45,802	
Native Hawaiian and Other Pacific Islander Alone	112,500	
Some Other Race Alone	79,003	
Two or More Races	17,878	
Hispanic or Latino	34,328	
Not Hispanic or Latino	27,884	
2015 Est. Family HH Type by Presence of Own Child.	796	
Married-Couple Family, own children	141	17.71
Married-Couple Family, no own children	268	33.67
Male Householder, own children	26	3.27
Male Householder, no own children	39	4.90
Female Householder, own children	179	22.49
Female Householder, no own children	143	17.96
2015 Est. Households by Household Size	1,227	
1-person	401	32.68
2-person	377	30.73
3-person	180	14.67
4-person	143	11.65
5-person	78	6.36
6-person	27	2.20
7-or-more-person	22	1.79

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.43	
2015 Est. Households by Presence of People Under 18	1,227	
Households with 1 or More People under Age 18:	425	34.64
Married-Couple Family	162	38.12
Other Family, Male Householder	32	7.53
Other Family, Female Householder	229	53.88
Nonfamily, Male Householder	1	0.24
Nonfamily, Female Householder	0	0.00
Households with No People under Age 18:	802	65.36
Married-Couple Family	248	30.92
Other Family, Male Householder	31	3.87
Other Family, Female Householder	95	11.85
Nonfamily, Male Householder	152	18.95
Nonfamily, Female Householder	276	34.41
2015 Est. Households by Number of Vehicles	1,227	
No Vehicles	195	15.89
1 Vehicle	455	37.08
2 Vehicles	344	28.04
3 Vehicles	154	12.55
4 Vehicles	55	4.48
5 or more Vehicles	25	2.04
2015 Est. Average Number of Vehicles	1.6	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	796	
2015 Est. Families by Poverty Status	796	
2015 Families at or Above Poverty	595	74.75
2015 Families at or Above Poverty with Children	218	27.39
2015 Families Below Poverty	201	25.25
2015 Families Below Poverty with Children	151	18.97
2015 Est. Pop Age 16+ by Employment Status	2,291	
In Armed Forces	7	0.31
Civilian - Employed	1,056	46.09
Civilian - Unemployed	306	13.36
Not in Labor Force	922	40.24
2015 Est. Civ. Employed Pop 16+ by Class of Worker	1,071	
For-Profit Private Workers	684	63.87
Non-Profit Private Workers	42	3.92
Local Government Workers	106	9.90
State Government Workers	75	7.00
Federal Government Workers	42	3.92
Self-Employed Workers	119	11.11
Unpaid Family Workers	3	0.28
2015 Est. Civ. Employed Pop 16+ by Occupation	1,071	
Architect/Engineer	7	0.65
Arts/Entertainment/Sports	36	3.36
Building Grounds Maintenance	51	4.76
Business/Financial Operations	35	3.27
Community/Social Services	44	4.11
Computer/Mathematical	0	0.00

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DESCRIPTION	DATA	%
Construction/Extraction	89	8.31
Education/Training/Library	87	8.12
Farming/Fishing/Forestry	15	1.40
Food Prep/Serving	49	4.58
Health Practitioner/Technician	64	5.98
Healthcare Support	56	5.23
Maintenance Repair	30	2.80
Legal	4	0.37
Life/Physical/Social Science	1	0.09
Management	33	3.08
Office/Admin. Support	115	10.74
Production	100	9.34
Protective Services	42	3.92
Sales/Related	77	7.19
Personal Care/Service	55	5.14
Transportation/Moving	82	7.66
2015 Est. Pop 16+ by Occupation Classification	1,071	
Blue Collar	301	28.10
White Collar	503	46.97
Service and Farm	268	25.02

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	1,060	
Drove Alone	840	79.25
Car Pooled	146	13.77
Public Transportation	18	1.70
Walked	18	1.70
Bicycle	0	0.00
Other Means	8	0.75
Worked at Home	30	2.83
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	521	
15 - 29 Minutes	203	
30 - 44 Minutes	108	
45 - 59 Minutes	97	
60 or more Minutes	90	
2015 Est. Avg. Travel Time to Work in Minutes	24.95	
2015 Est. Occupied Housing Units by Tenure	1,227	
Owner Occupied	760	61.94
Renter Occupied	467	38.06
2015 Owner Occ. HUs: Avg. Length of Residence	24.1	
2015 Renter Occ. HUs: Avg. Length of Residence	9.2	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	760	
Value Less than \$20,000	23	3.03
Value \$20,000 - \$39,999	75	9.87
Value \$40,000 - \$59,999	101	13.29
Value \$60,000 - \$79,999	124	16.32
Value \$80,000 - \$99,999	106	13.95
Value \$100,000 - \$149,999	171	22.50
Value \$150,000 - \$199,999	104	13.68
Value \$200,000 - \$299,999	35	4.61
Value \$300,000 - \$399,999	12	1.58
Value \$400,000 - \$499,999	7	0.92
Value \$500,000 - \$749,999	2	0.26
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	0	0.00
2015 Est. Median All Owner-Occupied Housing Value	\$90,625	
2015 Est. Housing Units by Units in Structure	1,437	
1 Unit Attached	25	1.74
1 Unit Detached	1,094	76.13
2 Units	222	15.45
3 or 4 Units	23	1.60
5 to 19 Units	43	2.99
20 to 49 Units	1	0.07
50 or More Units	2	0.14
Mobile Home or Trailer	27	1.88
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	1,437	
Housing Units Built 2010 or later	0	0.00
Housing Units Built 2000 to 2009	82	5.71
Housing Units Built 1990 to 1999	101	7.03
Housing Units Built 1980 to 1989	322	22.41
Housing Units Built 1970 to 1979	316	21.99
Housing Units Built 1960 to 1969	187	13.01
Housing Units Built 1950 to 1959	173	12.04
Housing Units Built 1940 to 1949	132	9.19
Housing Unit Built 1939 or Earlier	124	8.63
2015 Est. Median Year Structure Built**	1973	



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.

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