



RADIAL DEMOGRAPHICS

5-MILE RADIAL

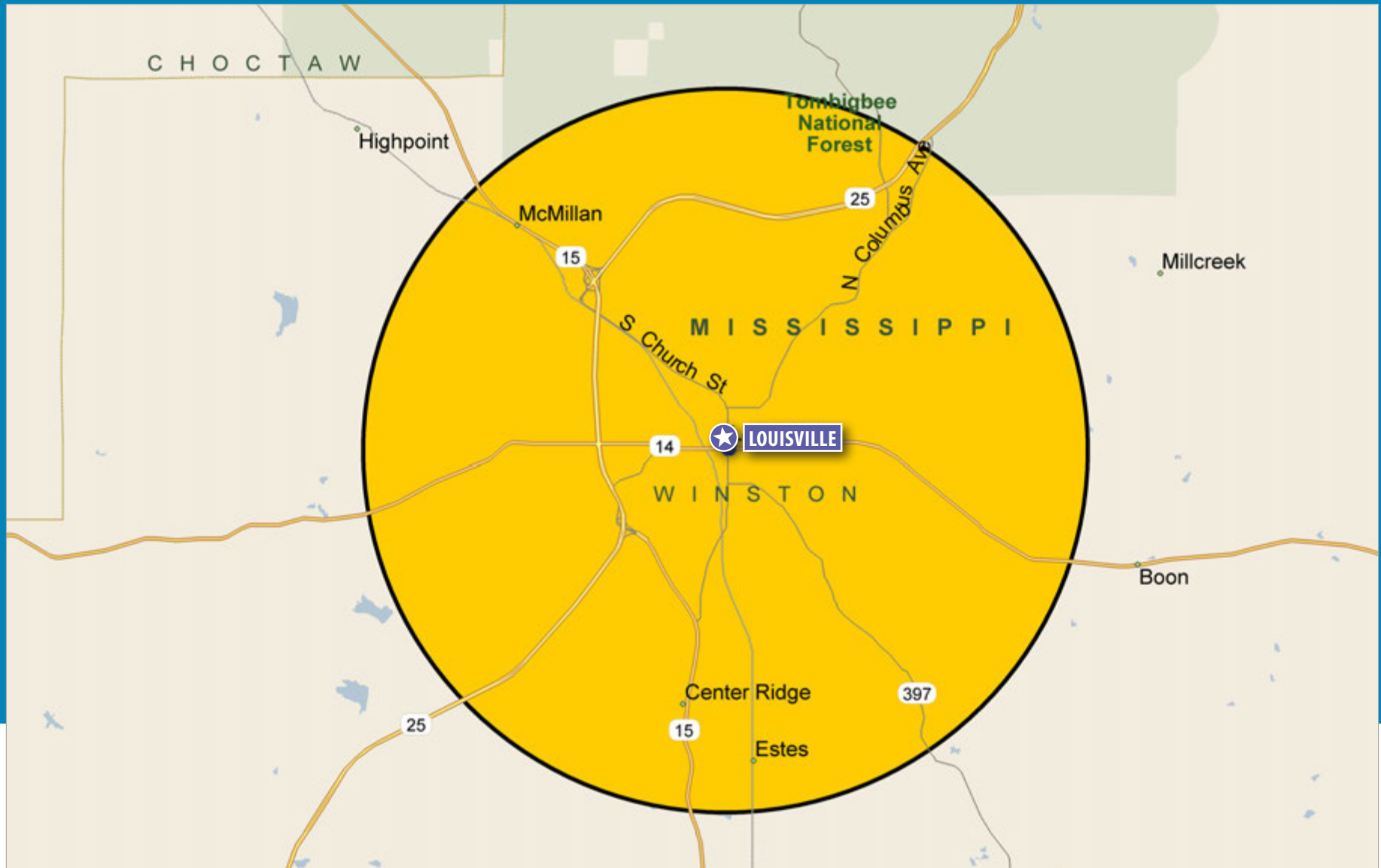
Louisville, Mississippi



Prepared for
City of Louisville
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 **TheRetailCoach®**

5-Mile Radial Louisville, MS



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Radial Demographics | 5-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	9,239	
2015 Est. Population by Single-Classification Race	9,239	
White Alone	3,676	39.79
Black or African American Alone	5,358	57.99
Amer. Indian and Alaska Native Alone	57	0.62
Asian Alone	36	0.39
Native Hawaiian and Other Pac. Isl. Alone	2	0.02
Some Other Race Alone	21	0.23
Two or More Races	89	0.96
2015 Est. Population by Hispanic or Latino Origin	9,239	
Not Hispanic or Latino	9,156	99.10
Hispanic or Latino:	83	0.90
Mexican	56	67.47
Puerto Rican	9	10.84
Cuban	2	2.41
All Other Hispanic or Latino	16	19.28

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	83	
White Alone	21	25.30
Black or African American Alone	11	13.25
American Indian and Alaska Native Alone	4	4.82
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	21	25.30
Two or More Races	25	30.12
2015 Est. Pop by Race, Asian Alone, by Category	36	
Chinese, except Taiwanese	36	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	9,239	
Arab	0	0.00
Czech	0	0.00
Danish	0	0.00
Dutch	3	0.03
English	546	5.91
French (except Basque)	32	0.35
French Canadian	6	0.06
German	82	0.89
Greek	0	0.00

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DESCRIPTION	DATA	%
Hungarian	0	0.00
Irish	498	5.39
Italian	5	0.05
Lithuanian	0	0.00
United States or American	1,072	11.60
Norwegian	21	0.23
Polish	3	0.03
Portuguese	0	0.00
Russian	0	0.00
Scottish	64	0.69
Scotch-Irish	127	1.37
Slovak	0	0.00
Subsaharan African	73	0.79
Swedish	21	0.23
Swiss	4	0.04
Ukrainian	0	0.00
Welsh	21	0.23
West Indian (except Hisp. groups)	0	0.00
Other ancestries	5,006	54.18
Ancestry Unclassified	1,654	17.90
2015 Est. Pop Age 5+ by Language Spoken at Home	8,525	
Speak Only English at Home	8,489	99.58
Speak Asian/Pac. Isl. Lang. at Home	3	0.04
Speak IndoEuropean Language at Home	10	0.12
Speak Spanish at Home	22	0.26
Speak Other Language at Home	0	0.00
2015 Est. Population by Sex	9,239	
Male	4,395	47.57
Female	4,844	52.43

DESCRIPTION	DATA	%
2015 Est. Population by Age	9,239	
Age 0 - 4	714	7.73
Age 5 - 9	701	7.59
Age 10 - 14	682	7.38
Age 15 - 17	364	3.94
Age 18 - 20	332	3.59
Age 21 - 24	419	4.54
Age 25 - 34	1,157	12.52
Age 35 - 44	1,041	11.27
Age 45 - 54	1,081	11.70
Age 55 - 64	1,174	12.71
Age 65 - 74	858	9.29
Age 75 - 84	516	5.59
Age 85 and over	198	2.14
Age 16 and over	7,020	75.98
Age 18 and over	6,777	73.35
Age 21 and over	6,445	69.76
Age 65 and over	1,573	17.03
2015 Est. Median Age	37.4	
2015 Est. Average Age	38.7	

Radial Demographics | 5-Mile Radial

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	4,395	
Age 0 - 4	361	8.21
Age 5 - 9	363	8.26
Age 10 - 14	371	8.44
Age 15 - 17	178	4.05
Age 18 - 20	172	3.91
Age 21 - 24	225	5.12
Age 25 - 34	550	12.51
Age 35 - 44	498	11.33
Age 45 - 54	510	11.60
Age 55 - 64	530	12.06
Age 65 - 74	364	8.28
Age 75 - 84	207	4.71
Age 85 and over	65	1.48
2015 Est. Median Age, Male	34.6	
2015 Est. Average Age, Male	36.7	
2015 Est. Female Population by Age	4,844	
Age 0 - 4	354	7.31
Age 5 - 9	338	6.98
Age 10 - 14	311	6.42
Age 15 - 17	185	3.82
Age 18 - 20	160	3.30
Age 21 - 24	194	4.00
Age 25 - 34	607	12.53
Age 35 - 44	543	11.21
Age 45 - 54	571	11.79
Age 55 - 64	644	13.29
Age 65 - 74	494	10.20
Age 75 - 84	310	6.40
Age 85 and over	133	2.75

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	40.0	
2015 Est. Average Age, Female	40.5	
2015 Est. Pop Age 15+ by Marital Status	7,141	
Total, Never Married	2,485	34.80
Males, Never Married	1,215	17.01
Females, Never Married	1,270	17.78
Married, Spouse present	2,670	37.39
Married, Spouse absent	313	4.38
Widowed	847	11.86
Males Widowed	155	2.17
Females Widowed	692	9.69
Divorced	825	11.55
Males Divorced	423	5.92
Females Divorced	402	5.63
2015 Est. Pop Age 25+ by Edu. Attainment	6,026	
Less than 9th grade	434	7.20
Some High School, no diploma	815	13.52
High School Graduate (or GED)	1,932	32.06
Some College, no degree	1,189	19.73
Associate Degree	470	7.80
Bachelor's Degree	915	15.18
Master's Degree	210	3.48
Professional School Degree	27	0.45
Doctorate Degree	34	0.56
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	49	
No High School Diploma	13	26.53
High School Graduate	9	18.37
Some College or Associate's Degree	28	57.14
Bachelor's Degree or Higher	0	0.00

Radial Demographics | 5-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
Households		
2015 Estimate	3,556	
2015 Est. Households by Household Type	3,556	
Family Households	2,456	69.07
Nonfamily Households	1,101	30.96
2015 Est. Group Quarters Population	318	
2015 HHs by Ethnicity, Hispanic/Latino	26	0.73
2015 Est. Households by HH Income	3,556	
Income < \$15,000	901	25.34
Income \$15,000 - \$24,999	650	18.28
Income \$25,000 - \$34,999	434	12.20
Income \$35,000 - \$49,999	450	12.65
Income \$50,000 - \$74,999	513	14.43
Income \$75,000 - \$99,999	306	8.61
Income \$100,000 - \$124,999	136	3.82
Income \$125,000 - \$149,999	78	2.19
Income \$150,000 - \$199,999	71	2.00
Income \$200,000 - \$249,999	12	0.34
Income \$250,000 - \$499,999	3	0.08
Income \$500,000+	1	0.03

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$42,992	
2015 Est. Median Household Income	\$30,222	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	44,075	
Black or African American Alone	22,843	
American Indian and Alaska Native Alone	34,138	
Asian Alone	44,231	
Native Hawaiian and Other Pacific Islander Alone	112,051	
Some Other Race Alone	89,380	
Two or More Races	15,320	
Hispanic or Latino	34,861	
Not Hispanic or Latino	30,124	
2015 Est. Family HH Type by Presence of Own Child.	2,456	
Married-Couple Family, own children	466	18.97
Married-Couple Family, no own children	934	38.03
Male Householder, own children	68	2.77
Male Householder, no own children	103	4.19
Female Householder, own children	484	19.71
Female Householder, no own children	400	16.29
2015 Est. Households by Household Size	3,556	
1-person	1,028	28.91
2-person	1,149	32.31
3-person	574	16.14
4-person	443	12.46
5-person	210	5.91
6-person	83	2.33
7-or-more-person	69	1.94

Radial Demographics | 5-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.51	
2015 Est. Households by Presence of People Under 18	3,556	
Households with 1 or More People under Age 18:	1,243	34.96
Married-Couple Family	526	42.32
Other Family, Male Householder	87	7.00
Other Family, Female Householder	625	50.28
Nonfamily, Male Householder	5	0.40
Nonfamily, Female Householder	1	0.08
Households with No People under Age 18:	2,313	65.04
Married-Couple Family	873	37.74
Other Family, Male Householder	81	3.50
Other Family, Female Householder	262	11.33
Nonfamily, Male Householder	411	17.77
Nonfamily, Female Householder	685	29.62
2015 Est. Households by Number of Vehicles	3,556	
No Vehicles	481	13.53
1 Vehicle	1,199	33.72
2 Vehicles	1,141	32.09
3 Vehicles	462	12.99
4 Vehicles	212	5.96
5 or more Vehicles	62	1.74
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	2,456	
2015 Est. Families by Poverty Status	2,456	
2015 Families at or Above Poverty	1,860	75.73
2015 Families at or Above Poverty with Children	681	27.73
2015 Families Below Poverty	595	24.23
2015 Families Below Poverty with Children	469	19.10
2015 Est. Pop Age 16+ by Employment Status	7,020	
In Armed Forces	22	0.31
Civilian - Employed	3,270	46.58
Civilian - Unemployed	775	11.04
Not in Labor Force	2,953	42.07
2015 Est. Civ. Employed Pop 16+ by Class of Worker	3,297	
For-Profit Private Workers	2,130	64.60
Non-Profit Private Workers	133	4.03
Local Government Workers	272	8.25
State Government Workers	289	8.77
Federal Government Workers	108	3.28
Self-Employed Workers	361	10.95
Unpaid Family Workers	4	0.12
2015 Est. Civ. Employed Pop 16+ by Occupation	3,297	
Architect/Engineer	27	0.82
Arts/Entertainment/Sports	74	2.24
Building Grounds Maintenance	145	4.40
Business/Financial Operations	86	2.61
Community/Social Services	130	3.94
Computer/Mathematical	0	0.00

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DESCRIPTION	DATA	%
Construction/Extraction	225	6.82
Education/Training/Library	274	8.31
Farming/Fishing/Forestry	38	1.15
Food Prep/Serving	188	5.70
Health Practitioner/Technician	208	6.31
Healthcare Support	156	4.73
Maintenance Repair	107	3.25
Legal	6	0.18
Life/Physical/Social Science	14	0.42
Management	138	4.19
Office/Admin. Support	411	12.47
Production	302	9.16
Protective Services	125	3.79
Sales/Related	271	8.22
Personal Care/Service	128	3.88
Transportation/Moving	244	7.40
2015 Est. Pop 16+ by Occupation Classification	3,297	
Blue Collar	879	26.66
White Collar	1,638	49.68
Service and Farm	780	23.66

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	3,257	
Drove Alone	2,603	79.92
Car Pooled	474	14.55
Public Transportation	26	0.80
Walked	36	1.11
Bicycle	0	0.00
Other Means	23	0.71
Worked at Home	95	2.92
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,471	
15 - 29 Minutes	725	
30 - 44 Minutes	377	
45 - 59 Minutes	297	
60 or more Minutes	277	
2015 Est. Avg. Travel Time to Work in Minutes	25.41	
2015 Est. Occupied Housing Units by Tenure	3,556	
Owner Occupied	2,410	67.77
Renter Occupied	1,147	32.26
2015 Owner Occ. HUs: Avg. Length of Residence	22.7	
2015 Renter Occ. HUs: Avg. Length of Residence	8.7	

Radial Demographics | 5-Mile Radial Louisville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	2,410	
Value Less than \$20,000	121	5.02
Value \$20,000 - \$39,999	218	9.05
Value \$40,000 - \$59,999	287	11.91
Value \$60,000 - \$79,999	404	16.76
Value \$80,000 - \$99,999	316	13.11
Value \$100,000 - \$149,999	542	22.49
Value \$150,000 - \$199,999	308	12.78
Value \$200,000 - \$299,999	123	5.10
Value \$300,000 - \$399,999	50	2.07
Value \$400,000 - \$499,999	26	1.08
Value \$500,000 - \$749,999	10	0.41
Value \$750,000 - \$999,999	1	0.04
Value \$1,000,000 or more	5	0.21
2015 Est. Median All Owner-Occupied Housing Value	\$91,063	
2015 Est. Housing Units by Units in Structure	4,156	
1 Unit Attached	38	0.91
1 Unit Detached	3,156	75.94
2 Units	405	9.74
3 or 4 Units	123	2.96
5 to 19 Units	115	2.77
20 to 49 Units	9	0.22
50 or More Units	8	0.19
Mobile Home or Trailer	302	7.27
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	4,156	
Housing Units Built 2010 or later	2	0.05
Housing Units Built 2000 to 2009	283	6.81
Housing Units Built 1990 to 1999	488	11.74
Housing Units Built 1980 to 1989	912	21.94
Housing Units Built 1970 to 1979	925	22.26
Housing Units Built 1960 to 1969	566	13.62
Housing Units Built 1950 to 1959	411	9.89
Housing Units Built 1940 to 1949	287	6.91
Housing Unit Built 1939 or Earlier	281	6.76
2015 Est. Median Year Structure Built**	1976	



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

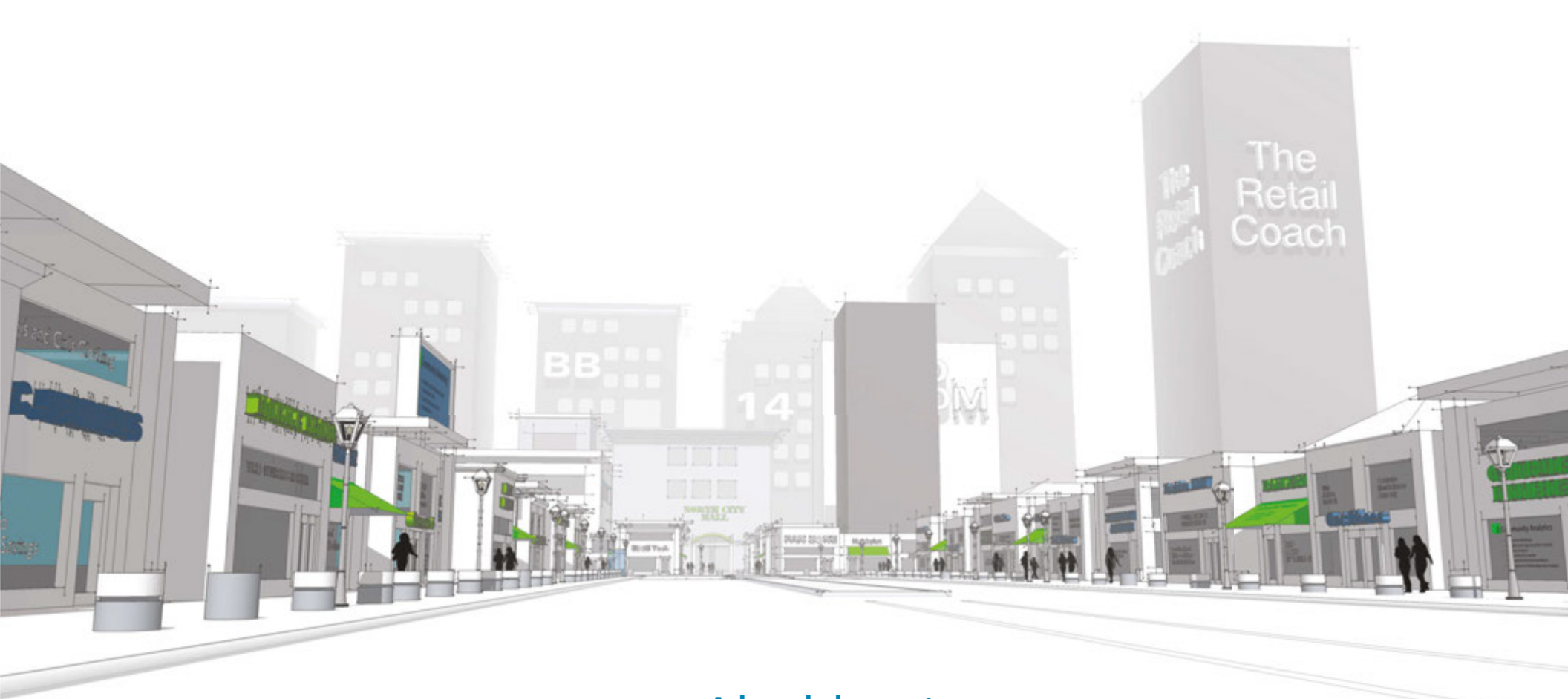
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

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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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