



SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

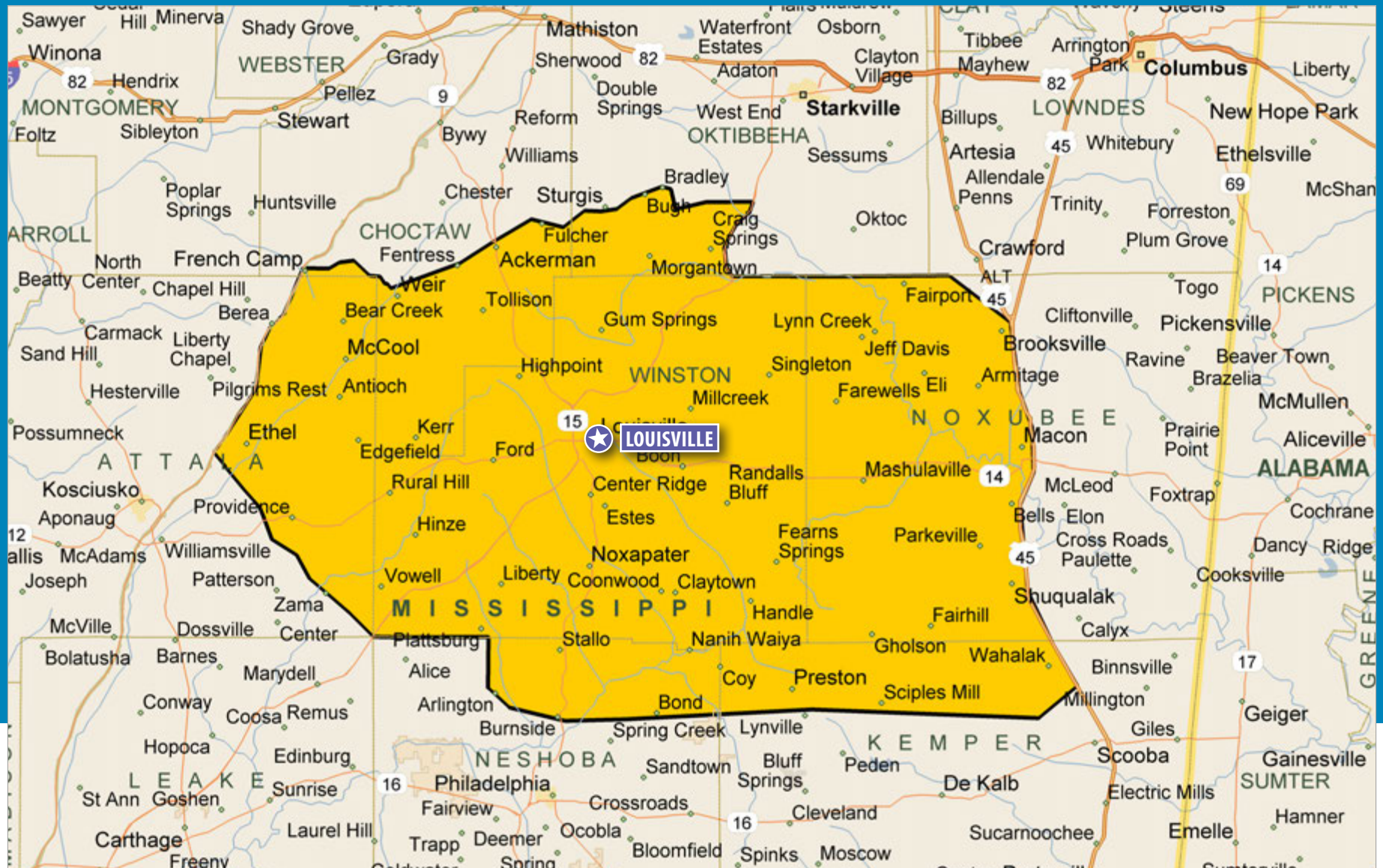
Louisville, Mississippi



Prepared for
City of Louisville
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 TheRetailCoach®

Secondary Retail Trade Area Louisville, MS



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Secondary Retail Trade Area | Demographics

Louisville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	35,112	
2015 Est. Population by Single-Classification Race	35,112	
White Alone	17,465	49.74
Black or African American Alone	16,674	47.49
Amer. Indian and Alaska Native Alone	401	1.14
Asian Alone	86	0.24
Native Hawaiian and Other Pac. Isl. Alone	16	0.05
Some Other Race Alone	135	0.38
Two or More Races	335	0.95
2015 Est. Population by Hispanic or Latino Origin	35,112	
Not Hispanic or Latino	34,717	98.88
Hispanic or Latino:	395	1.12
Mexican	269	68.10
Puerto Rican	32	8.10
Cuban	13	3.29
All Other Hispanic or Latino	81	20.51

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	395	
White Alone	149	37.72
Black or African American Alone	47	11.90
American Indian and Alaska Native Alone	6	1.52
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	1	0.25
Some Other Race Alone	127	32.15
Two or More Races	65	16.46
2015 Est. Pop by Race, Asian Alone, by Category	86	
Chinese, except Taiwanese	48	55.81
Filipino	1	1.16
Japanese	4	4.65
Asian Indian	9	10.47
Korean	2	2.33
Vietnamese	4	4.65
Cambodian	4	4.65
Hmong	0	0.00
Laotian	2	2.33
Thai	3	3.49
All Other Asian Races Including 2+ Category	9	10.47
2015 Est. Population by Ancestry	35,112	
Arab	0	0.00
Czech	3	0.01
Danish	10	0.03
Dutch	94	0.27
English	2,059	5.86
French (except Basque)	217	0.62
French Canadian	22	0.06
German	776	2.21
Greek	54	0.15

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DESCRIPTION	DATA	%
Hungarian	1	0.00
Irish	2,211	6.30
Italian	105	0.30
Lithuanian	1	0.00
United States or American	3,708	10.56
Norwegian	41	0.12
Polish	16	0.05
Portuguese	2	0.01
Russian	22	0.06
Scottish	283	0.81
Scotch-Irish	399	1.14
Slovak	5	0.01
Subsaharan African	286	0.81
Swedish	52	0.15
Swiss	31	0.09
Ukrainian	0	0.00
Welsh	61	0.17
West Indian (except Hisp. groups)	0	0.00
Other ancestries	18,630	53.06
Ancestry Unclassified	6,022	17.15
2015 Est. Pop Age 5+ by Language Spoken at Home	32,777	
Speak Only English at Home	32,326	98.62
Speak Asian/Pac. Isl. Lang. at Home	20	0.06
Speak IndoEuropean Language at Home	78	0.24
Speak Spanish at Home	258	0.79
Speak Other Language at Home	96	0.29
2015 Est. Population by Sex	35,112	
Male	17,120	48.76
Female	17,992	51.24

DESCRIPTION	DATA	%
2015 Est. Population by Age	35,112	
Age 0 - 4	2,335	6.65
Age 5 - 9	2,374	6.76
Age 10 - 14	2,400	6.84
Age 15 - 17	1,396	3.98
Age 18 - 20	1,306	3.72
Age 21 - 24	1,786	5.09
Age 25 - 34	4,093	11.66
Age 35 - 44	3,906	11.12
Age 45 - 54	4,545	12.94
Age 55 - 64	4,715	13.43
Age 65 - 74	3,533	10.06
Age 75 - 84	2,004	5.71
Age 85 and over	719	2.05
Age 16 and over	27,546	78.45
Age 18 and over	26,606	75.77
Age 21 and over	25,301	72.06
Age 65 and over	6,256	17.82
2015 Est. Median Age	39.8	
2015 Est. Average Age	39.9	

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DESCRIPTION	DATA	%
2015 Est. Male Population by Age	17,120	
Age 0 - 4	1,198	7.00
Age 5 - 9	1,247	7.28
Age 10 - 14	1,256	7.34
Age 15 - 17	723	4.22
Age 18 - 20	690	4.03
Age 21 - 24	941	5.50
Age 25 - 34	2,069	12.09
Age 35 - 44	1,893	11.06
Age 45 - 54	2,187	12.77
Age 55 - 64	2,279	13.31
Age 65 - 74	1,597	9.33
Age 75 - 84	813	4.75
Age 85 and over	226	1.32
2015 Est. Median Age, Male	37.3	
2015 Est. Average Age, Male	38.3	
2015 Est. Female Population by Age	17,992	
Age 0 - 4	1,137	6.32
Age 5 - 9	1,127	6.26
Age 10 - 14	1,144	6.36
Age 15 - 17	673	3.74
Age 18 - 20	615	3.42
Age 21 - 24	845	4.70
Age 25 - 34	2,024	11.25
Age 35 - 44	2,014	11.19
Age 45 - 54	2,358	13.11
Age 55 - 64	2,436	13.54
Age 65 - 74	1,936	10.76
Age 75 - 84	1,191	6.62
Age 85 and over	493	2.74

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	42.1	
2015 Est. Average Age, Female	41.5	
2015 Est. Pop Age 15+ by Marital Status	28,002	
Total, Never Married	9,304	33.23
Males, Never Married	4,839	17.28
Females, Never Married	4,465	15.95
Married, Spouse present	11,610	41.46
Married, Spouse absent	1,403	5.01
Widowed	2,835	10.12
Males Widowed	593	2.12
Females Widowed	2,242	8.01
Divorced	2,850	10.18
Males Divorced	1,396	4.99
Females Divorced	1,454	5.19
2015 Est. Pop Age 25+ by Edu. Attainment	23,515	
Less than 9th grade	1,881	8.00
Some High School, no diploma	3,590	15.27
High School Graduate (or GED)	7,946	33.79
Some College, no degree	4,669	19.86
Associate Degree	1,976	8.40
Bachelor's Degree	2,282	9.70
Master's Degree	921	3.92
Professional School Degree	132	0.56
Doctorate Degree	119	0.51
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	204	
No High School Diploma	61	29.90
High School Graduate	45	22.06
Some College or Associate's Degree	93	45.59
Bachelor's Degree or Higher	5	2.45

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DESCRIPTION	DATA	%
Households		
2015 Estimate	13,852	
2015 Est. Households by Household Type	13,852	
Family Households	9,576	69.13
Nonfamily Households	4,277	30.88
2015 Est. Group Quarters Population	749	
2015 HHs by Ethnicity, Hispanic/Latino	120	0.87
2015 Est. Households by HH Income	13,852	
Income < \$15,000	3,299	23.82
Income \$15,000 - \$24,999	2,384	17.21
Income \$25,000 - \$34,999	1,893	13.67
Income \$35,000 - \$49,999	2,065	14.91
Income \$50,000 - \$74,999	1,946	14.05
Income \$75,000 - \$99,999	1,136	8.20
Income \$100,000 - \$124,999	547	3.95
Income \$125,000 - \$149,999	274	1.98
Income \$150,000 - \$199,999	218	1.57
Income \$200,000 - \$249,999	58	0.42
Income \$250,000 - \$499,999	25	0.18
Income \$500,000+	8	0.06

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$43,209	
2015 Est. Median Household Income	\$31,570	
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	42,260	
Black or African American Alone	21,752	
American Indian and Alaska Native Alone	33,118	
Asian Alone	45,044	
Native Hawaiian and Other Pacific Islander Alone	112,092	
Some Other Race Alone	48,259	
Two or More Races	32,894	
Hispanic or Latino	44,136	
Not Hispanic or Latino	31,500	
2015 Est. Family HH Type by Presence of Own Child.	9,576	
Married-Couple Family, own children	2,123	22.17
Married-Couple Family, no own children	3,988	41.65
Male Householder, own children	265	2.77
Male Householder, no own children	409	4.27
Female Householder, own children	1,430	14.93
Female Householder, no own children	1,361	14.21
2015 Est. Households by Household Size	13,852	
1-person	4,043	29.19
2-person	4,451	32.13
3-person	2,310	16.68
4-person	1,674	12.08
5-person	836	6.04
6-person	334	2.41
7-or-more-person	204	1.47

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DESCRIPTION	DATA	%
2015 Est. Average Household Size	2.48	
2015 Est. Households by Presence of People Under 18	13,852	
Households with 1 or More People under Age 18:	4,657	33.62
Married-Couple Family	2,423	52.03
Other Family, Male Householder	352	7.56
Other Family, Female Householder	1,859	39.92
Nonfamily, Male Householder	16	0.34
Nonfamily, Female Householder	7	0.15
Households with No People under Age 18:	9,196	66.39
Married-Couple Family	3,679	40.01
Other Family, Male Householder	320	3.48
Other Family, Female Householder	938	10.20
Nonfamily, Male Householder	1,883	20.48
Nonfamily, Female Householder	2,375	25.83
2015 Est. Households by Number of Vehicles	13,852	
No Vehicles	1,496	10.80
1 Vehicle	4,343	31.35
2 Vehicles	4,638	33.48
3 Vehicles	2,321	16.76
4 Vehicles	833	6.01
5 or more Vehicles	221	1.60
2015 Est. Average Number of Vehicles	1.8	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	9,576	
2015 Est. Families by Poverty Status	9,576	
2015 Families at or Above Poverty	7,466	77.97
2015 Families at or Above Poverty with Children	2,949	30.80
2015 Families Below Poverty	2,109	22.02
2015 Families Below Poverty with Children	1,596	16.67
2015 Est. Pop Age 16+ by Employment Status	27,546	
In Armed Forces	42	0.15
Civilian - Employed	12,630	45.85
Civilian - Unemployed	2,499	9.07
Not in Labor Force	12,375	44.92
2015 Est. Civ. Employed Pop 16+ by Class of Worker	12,764	
For-Profit Private Workers	8,220	64.40
Non-Profit Private Workers	600	4.70
Local Government Workers	993	7.78
State Government Workers	1,226	9.61
Federal Government Workers	339	2.66
Self-Employed Workers	1,381	10.82
Unpaid Family Workers	5	0.04

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DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	12,764	
Architect/Engineer	165	1.29
Arts/Entertainment/Sports	158	1.24
Building Grounds Maintenance	507	3.97
Business/Financial Operations	264	2.07
Community/Social Services	363	2.84
Computer/Mathematical	7	0.05
Construction/Extraction	977	7.65
Education/Training/Library	1,029	8.06
Farming/Fishing/Forestry	213	1.67
Food Prep/Serving	614	4.81
Health Practitioner/Technician	724	5.67
Healthcare Support	492	3.85
Maintenance Repair	527	4.13
Legal	20	0.16
Life/Physical/Social Science	44	0.34
Management	652	5.11
Office/Admin. Support	1,440	11.28
Production	1,370	10.73
Protective Services	435	3.41
Sales/Related	1,105	8.66
Personal Care/Service	566	4.43
Transportation/Moving	1,091	8.55
2015 Est. Pop 16+ by Occupation Classification	12,764	
Blue Collar	3,965	31.06
White Collar	5,972	46.79
Service and Farm	2,828	22.16

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	12,504	
Drove Alone	10,107	80.83
Car Pooled	1,741	13.92
Public Transportation	150	1.20
Walked	166	1.33
Bicycle	0	0.00
Other Means	74	0.59
Worked at Home	266	2.13
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	4,235	
15 - 29 Minutes	3,545	
30 - 44 Minutes	2,158	
45 - 59 Minutes	962	
60 or more Minutes	1,321	
2015 Est. Avg. Travel Time to Work in Minutes	28.22	
2015 Est. Occupied Housing Units by Tenure	13,852	
Owner Occupied	10,418	75.21
Renter Occupied	3,434	24.79
2015 Owner Occ. HUs: Avg. Length of Residence	21.1	
2015 Renter Occ. HUs: Avg. Length of Residence	9.3	

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DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	10,418	
Value Less than \$20,000	959	9.21
Value \$20,000 - \$39,999	1,186	11.38
Value \$40,000 - \$59,999	1,480	14.21
Value \$60,000 - \$79,999	1,605	15.41
Value \$80,000 - \$99,999	1,469	14.10
Value \$100,000 - \$149,999	1,686	16.18
Value \$150,000 - \$199,999	1,069	10.26
Value \$200,000 - \$299,999	613	5.88
Value \$300,000 - \$399,999	192	1.84
Value \$400,000 - \$499,999	72	0.69
Value \$500,000 - \$749,999	41	0.39
Value \$750,000 - \$999,999	6	0.06
Value \$1,000,000 or more	39	0.37
2015 Est. Median All Owner-Occupied Housing Value	\$79,734	
2015 Est. Housing Units by Units in Structure	16,876	
1 Unit Attached	83	0.49
1 Unit Detached	12,108	71.75
2 Units	515	3.05
3 or 4 Units	322	1.91
5 to 19 Units	326	1.93
20 to 49 Units	49	0.29
50 or More Units	24	0.14
Mobile Home or Trailer	3,434	20.35
Boat, RV, Van, etc.	15	0.09

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	16,876	
Housing Units Built 2010 or later	75	0.44
Housing Units Built 2000 to 2009	1,467	8.69
Housing Units Built 1990 to 1999	3,119	18.48
Housing Units Built 1980 to 1989	3,190	18.90
Housing Units Built 1970 to 1979	3,577	21.20
Housing Units Built 1960 to 1969	2,080	12.33
Housing Units Built 1950 to 1959	1,251	7.41
Housing Units Built 1940 to 1949	827	4.90
Housing Unit Built 1939 or Earlier	1,290	7.64
2015 Est. Median Year Structure Built**	1978	



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.

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