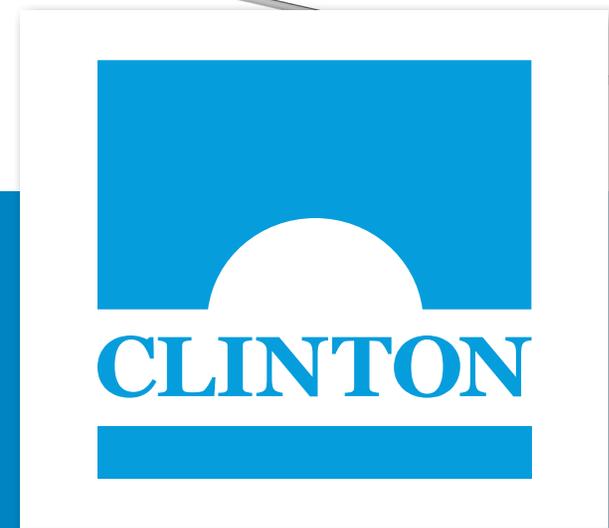




DRIVE TIME DEMOGRAPHICS

15-MINUTE DRIVE TIME

Clinton, Mississippi

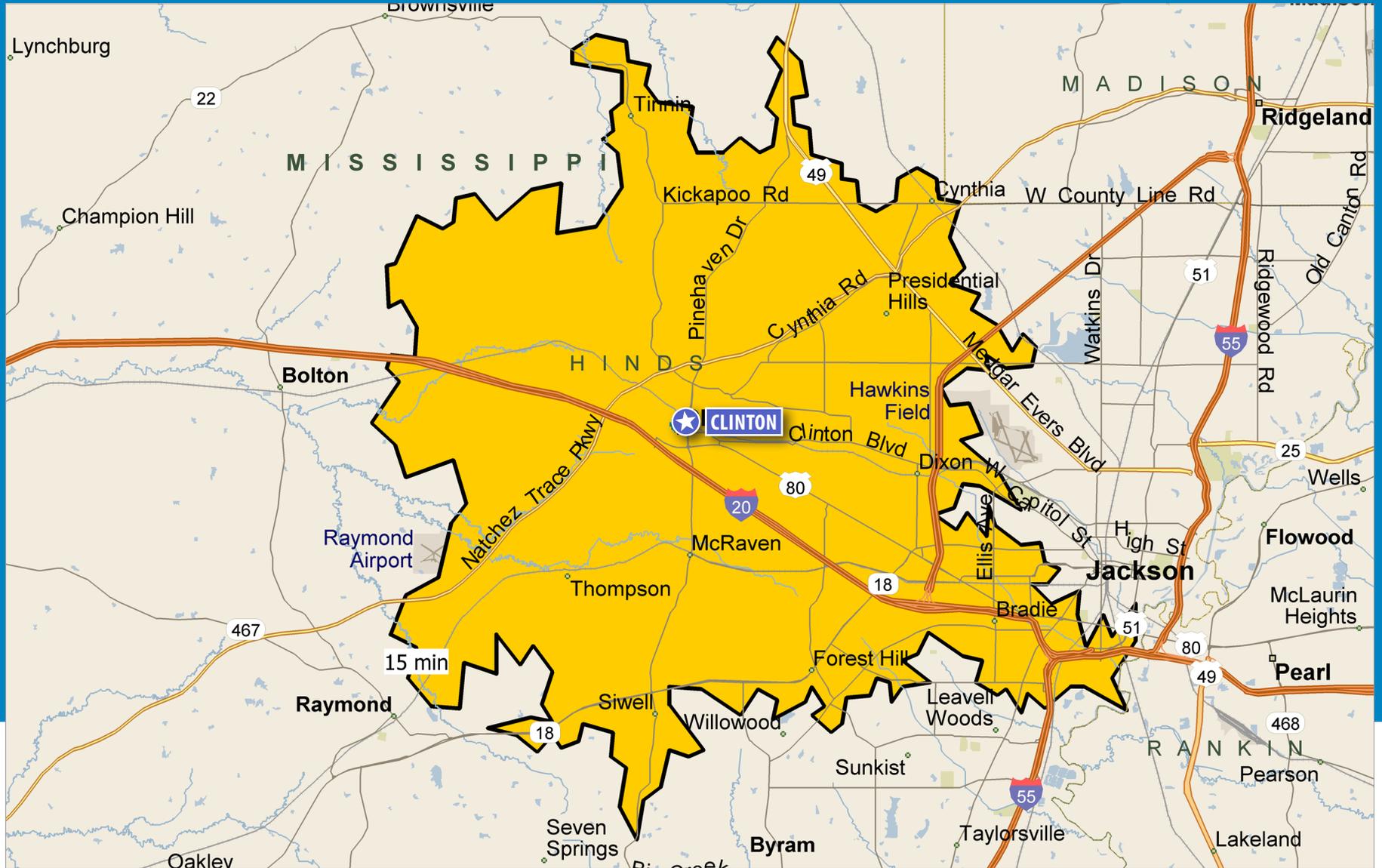


Prepared for
City of Clinton
July 2014

 **TheRetailCoach®**

15-Minute Drive Time

Clinton, Mississippi



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Drive-Time Demographics | 15-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	77,742	
2014 Estimate	76,277	
2010 Census	74,861	
2000 Census	78,184	
Growth 2014-2019	1.92%	
Growth 2010-2014	1.89%	
Growth 2000-2010	-4.25%	
2014 Est. Pop by Single Race Class	76,277	
White Alone	19,323	25.33
Black or African American Alone	53,816	70.55
Amer. Indian and Alaska Native Alone	202	0.26
Asian Alone	1,306	1.71
Native Hawaiian and Other Pac. Isl. Alone	40	0.05
Some Other Race Alone	682	0.89
Two or More Races	907	1.19
2014 Est. Pop Hisp or Latino by Origin	76,277	
Not Hispanic or Latino	74,751	98.00
Hispanic or Latino:	1,526	2.00
Mexican	990	64.88
Puerto Rican	109	7.14
Cuban	36	2.36
All Other Hispanic or Latino	392	25.69

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	1,526	
White Alone	499	32.70
Black or African American Alone	215	14.09
American Indian and Alaska Native Alone	12	0.79
Asian Alone	3	0.20
Native Hawaiian and Other Pacific Islander Alone	18	1.18
Some Other Race Alone	638	41.81
Two or More Races	141	9.24
2014 Est. Pop. Asian Alone Race by Cat	1,306	
Chinese, except Taiwanese	183	14.01
Filipino	106	8.12
Japanese	1	0.08
Asian Indian	837	64.09
Korean	7	0.54
Vietnamese	56	4.29
Cambodian	3	0.23
Hmong	0	0.00
Laotian	0	0.00
Thai	15	1.15
All Other Asian Races Including 2+ Category	99	7.58
2014 Est. Population by Ancestry	76,277	
Pop, Arab	37	0.05
Pop, Czech	7	0.01
Pop, Danish	9	0.01
Pop, Dutch	155	0.20
Pop, English	2,273	2.98
Pop, French (except Basque)	381	0.50
Pop, French Canadian	51	0.07
Pop, German	1,332	1.75
Pop, Greek	24	0.03

Drive-Time Demographics | 15-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	1,793	2.35
Pop, Italian	334	0.44
Pop, Lithuanian	0	0.00
Pop, United States or American	3,060	4.01
Pop, Norwegian	32	0.04
Pop, Polish	79	0.10
Pop, Portuguese	23	0.03
Pop, Russian	17	0.02
Pop, Scottish	436	0.57
Pop, Scotch-Irish	716	0.94
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	692	0.91
Pop, Swedish	52	0.07
Pop, Swiss	32	0.04
Pop, Ukrainian	0	0.00
Pop, Welsh	35	0.05
Pop, West Indian (exc Hisp groups)	55	0.07
Pop, Other ancestries	57,074	74.82
Pop, Ancestry Unclassified	7,580	9.94
2014 Est. Pop Age 5+ by Language Spoken At Home	70,548	
Speak Only English at Home	67,572	95.78
Speak Asian/Pac. Isl. Lang. at Home	972	1.38
Speak Indo-European Language at Home	834	1.18
Speak Spanish at Home	871	1.23
Speak Other Language at Home	299	0.42
2014 Est. Population by Sex	76,277	
Male	35,280	46.25
Female	40,997	53.75

DESCRIPTION	DATA	%
2014 Est. Population by Age	76,277	
Age 0 - 4	5,729	7.51
Age 5 - 9	5,593	7.33
Age 10 - 14	5,565	7.30
Age 15 - 17	3,588	4.70
Age 18 - 20	4,629	6.07
Age 21 - 24	5,519	7.24
Age 25 - 34	10,958	14.37
Age 35 - 44	8,644	11.33
Age 45 - 54	9,247	12.12
Age 55 - 64	8,553	11.21
Age 65 - 74	4,707	6.17
Age 75 - 84	2,496	3.27
Age 85 and over	1,049	1.38
Age 16 and over	58,215	76.32
Age 18 and over	55,802	73.16
Age 21 and over	51,172	67.09
Age 65 and over	8,252	10.82
2014 Est. Median Age	31.9	
2014 Est. Average Age	35.00	

Drive-Time Demographics | 15-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	35,280	
Age 0 - 4	2,921	8.28
Age 5 - 9	2,844	8.06
Age 10 - 14	2,838	8.04
Age 15 - 17	1,801	5.10
Age 18 - 20	2,166	6.14
Age 21 - 24	2,584	7.32
Age 25 - 34	5,072	14.38
Age 35 - 44	3,837	10.88
Age 45 - 54	4,119	11.68
Age 55 - 64	3,821	10.83
Age 65 - 74	2,028	5.75
Age 75 - 84	934	2.65
Age 85 and over	314	0.89
2014 Est. Median Age, Male	29.9	
2014 Est. Average Age, Male	33.40	
2014 Est. Female Population by Age	40,997	
Age 0 - 4	2,808	6.85
Age 5 - 9	2,749	6.71
Age 10 - 14	2,727	6.65
Age 15 - 17	1,787	4.36
Age 18 - 20	2,463	6.01
Age 21 - 24	2,935	7.16
Age 25 - 34	5,885	14.35
Age 35 - 44	4,807	11.73
Age 45 - 54	5,128	12.51
Age 55 - 64	4,731	11.54
Age 65 - 74	2,679	6.53
Age 75 - 84	1,562	3.81
Age 85 and over	736	1.80

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	33.5	
2014 Est. Average Age, Female	36.40	
2014 Est. Pop Age 15+ by Marital Status	59,389	
Total, Never Married	27,324	46.01
Males, Never Married	12,829	21.60
Females, Never Married	14,495	24.41
Married, Spouse present	18,013	30.33
Married, Spouse absent	3,497	5.89
Widowed	3,833	6.45
Males Widowed	541	0.91
Females Widowed	3,292	5.54
Divorced	6,722	11.32
Males Divorced	2,648	4.46
Females Divorced	4,074	6.86
2014 Est. Pop. Age 25+ by Edu. Attainment	45,653	
Less than 9th grade	2,395	5.25
Some High School, no diploma	4,902	10.74
High School Graduate (or GED)	12,427	27.22
Some College, no degree	11,354	24.87
Associate Degree	2,609	5.71
Bachelor's Degree	7,665	16.79
Master's Degree	3,117	6.83
Professional School Degree	540	1.18
Doctorate Degree	645	1.41
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	748	
CY Pop 25+, Hisp/Lat, < High School Diploma	283	37.83
CY Pop 25+, Hisp/Lat, High School Graduate	143	19.12
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	214	28.61
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	109	14.57

Drive-Time Demographics | 15-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Households		
2019 Projection	27,705	
2014 Estimate	27,106	
2010 Census	26,481	
2000 Census	26,693	
Growth 2014-2019	2.21%	
Growth 2010-2014	2.36%	
Growth 2000-2010	-0.79%	
2014 Est. Households by Household Type	27,106	
Family Households	18,812	69.40
Nonfamily Households	8,294	30.60
2014 Est. Group Quarters Population	2,956	
2014 HHs by Ethnicity, Hispanic/Latino	396	1.46
2014 Est. HHs by HH Income	27,106	
CY HHs, Inc < \$15,000	6,345	23.41
CY HHs, Inc \$15,000 - \$24,999	4,213	15.54
CY HHs, Inc \$25,000 - \$34,999	3,633	13.40
CY HHs, Inc \$35,000 - \$49,999	3,832	14.14
CY HHs, Inc \$50,000 - \$74,999	4,032	14.87
CY HHs, Inc \$75,000 - \$99,999	2,618	9.66
CY HHs, Inc \$100,000 - \$124,999	1,178	4.35
CY HHs, Inc \$125,000 - \$149,999	526	1.94
CY HHs, Inc \$150,000 - \$199,999	401	1.48
CY HHs, Inc \$200,000 - \$249,999	138	0.51
CY HHs, Inc \$250,000 - \$499,999	166	0.61
CY HHs, Inc \$500,000+	23	0.08

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$46,297	
2014 Est. Median Household Income	\$33,244	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	51,419	
Black or African American Alone	27,840	
American Indian and Alaska Native Alone	43,655	
Asian Alone	24,273	
Native Hawaiian and Other Pacific Islander Alone	48,285	
Some Other Race Alone	39,700	
Two or More Races	33,724	
Hispanic or Latino	40,497	
Not Hispanic or Latino	33,160	
2014 Est. Family HH Type, Presence Own Children	18,812	
Married-Couple Family, own children	3,820	20.31
Married-Couple Family, no own children	5,780	30.73
Male Householder, own children	628	3.34
Male Householder, no own children	794	4.22
Female Householder, own children	4,503	23.94
Female Householder, no own children	3,285	17.46
2014 Est. Households by Household Size	27,106	
1-person household	6,989	25.78
2-person household	7,862	29.00
3-person household	4,896	18.06
4-person household	3,761	13.88
5-person household	1,995	7.36
6-person household	913	3.37
7 or more person household	690	2.55

Drive-Time Demographics | 15-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.71	
2014 Est. Households by Presence of People	27,106	
Households with 1 or more People under Age 18:	10,875	40.12
Married-Couple Family	4,398	40.44
Other Family, Male Householder	807	7.42
Other Family, Female Householder	5,592	51.42
Nonfamily, Male Householder	51	0.47
Nonfamily, Female Householder	26	0.24
Households no People under Age 18:	16,231	59.88
Married-Couple Family	5,196	32.01
Other Family, Male Householder	616	3.80
Other Family, Female Householder	2,201	13.56
Nonfamily, Male Householder	3,590	22.12
Nonfamily, Female Householder	4,627	28.51
2014 Est. Households by Number of Vehicles	27,106	
No Vehicles	2,239	8.26
1 Vehicle	10,854	40.04
2 Vehicles	9,072	33.47
3 Vehicles	3,437	12.68
4 Vehicles	1,230	4.54
5 or more Vehicles	273	1.01
2014 Est. Average Number of Vehicles	1.69	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	19,240	
2014 Estimate	18,812	
2010 Census	18,364	
2000 Census	19,264	
Growth 2014-2019	2.28%	
Growth 2010-2014	2.44%	
Growth 2000-2010	-4.67%	
2014 Est. Families by Poverty Status	18,812	
2014 Families at or Above Poverty	14,793	78.64
2014 Families at or Above Poverty with Children	7,375	39.20
2014 Families Below Poverty	4,019	21.36
2014 Families Below Poverty with Children	3,181	16.91
2014 Est. Pop Age 16+ by Employment Status	58,215	
In Armed Forces	32	0.05
Civilian - Employed	30,698	52.73
Civilian - Unemployed	4,719	8.11
Not in Labor Force	22,766	39.11
2014 Est. Civ Employed Pop 16+ Class of Worker	32,390	
For-Profit Private Workers	18,923	58.42
Non-Profit Private Workers	2,193	6.77
Local Government Workers	2,399	7.41
State Government Workers	5,167	15.95
Federal Government Workers	1,284	3.96
Self-Emp Workers	2,411	7.44
Unpaid Family Workers	13	0.04

Drive-Time Demographics | 15-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	32,390	
Architect/Engineer	523	1.61
Arts/Entertain/Sports	339	1.05
Building Grounds Maint	2,096	6.47
Business/Financial Ops	853	2.63
Community/Soc Svcs	788	2.43
Computer/Mathematical	347	1.07
Construction/Extraction	1,484	4.58
Edu/Training/Library	2,043	6.31
Farm/Fish/Forestry	174	0.54
Food Prep/Serving	1,915	5.91
Health Practitioner/Tec	1,821	5.62
Healthcare Support	1,521	4.70
Maintenance Repair	1,025	3.16
Legal	252	0.78
Life/Phys/Soc Science	291	0.90
Management	2,438	7.53
Office/Admin Support	4,565	14.09
Production	1,589	4.91
Protective Svcs	763	2.36
Sales/Related	3,406	10.52
Personal Care/Svc	1,517	4.68
Transportation/Moving	2,639	8.15
2014 Est. Pop 16+ by Occupation Classification	32,390	
Blue Collar	6,737	20.80
White Collar	17,666	54.54
Service and Farm	7,986	24.66

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	31,623	
Drove Alone	25,937	82.02
Car Pooled	3,610	11.42
Public Transportation	234	0.74
Walked	489	1.55
Bicycle	5	0.02
Other Means	359	1.14
Worked at Home	988	3.12
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	7,192	
15 - 29 Minutes	16,062	
30 - 44 Minutes	6,294	
45 - 59 Minutes	674	
60 or more Minutes	469	
2014 Est. Avg Travel Time to Work in Minutes	22.77	
2014 Est. Tenure of Occupied Housing Units	27,106	
Owner Occupied	15,365	56.68
Renter Occupied	11,741	43.32
2014 Owner Occ. HUs: Avg. Length of Residence	19.1	
2014 Renter Occ. HUs: Avg. Length of Residence	7.3	

Drive-Time Demographics | 15-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	15,365	
Value Less than \$20,000	616	4.01
Value \$20,000 - \$39,999	964	6.27
Value \$40,000 - \$59,999	1,422	9.25
Value \$60,000 - \$79,999	2,452	15.96
Value \$80,000 - \$99,999	1,929	12.55
Value \$100,000 - \$149,999	2,958	19.25
Value \$150,000 - \$199,999	2,426	15.79
Value \$200,000 - \$299,999	1,678	10.92
Value \$300,000 - \$399,999	532	3.46
Value \$400,000 - \$499,999	188	1.22
Value \$500,000 - \$749,999	132	0.86
Value \$750,000 - \$999,999	45	0.29
Value \$1,000,000 or more	24	0.16
2014 Est. Median All Owner-Occupied Housing Value	\$105,061	
2014 Est. Housing Units by Units in Structure	30,756	
1 Unit Attached	651	2.12
1 Unit Detached	21,493	69.88
2 Units	1,027	3.34
3 or 4 Units	1,284	4.17
5 to 19 Units	4,572	14.87
20 to 49 Units	289	0.94
50 or More Units	757	2.46
Mobile Home or Trailer	683	2.22
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	30,756	
Housing Unit Built 2005 or later	1,698	5.52
Housing Unit Built 2000 to 2004	2,320	7.54
Housing Unit Built 1990 to 1999	3,291	10.70
Housing Unit Built 1980 to 1989	4,942	16.07
Housing Unit Built 1970 to 1979	7,372	23.97
Housing Unit Built 1960 to 1969	4,887	15.89
Housing Unit Built 1950 to 1959	4,017	13.06
Housing Unit Built 1940 to 1949	1,251	4.07
Housing Unit Built 1939 or Earlier	977	3.18
2014 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 2013/2014, ESRI 2013, 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.