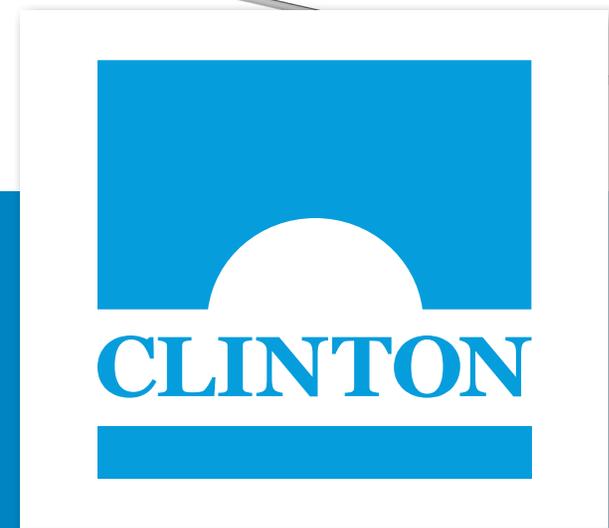




PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Clinton, Mississippi

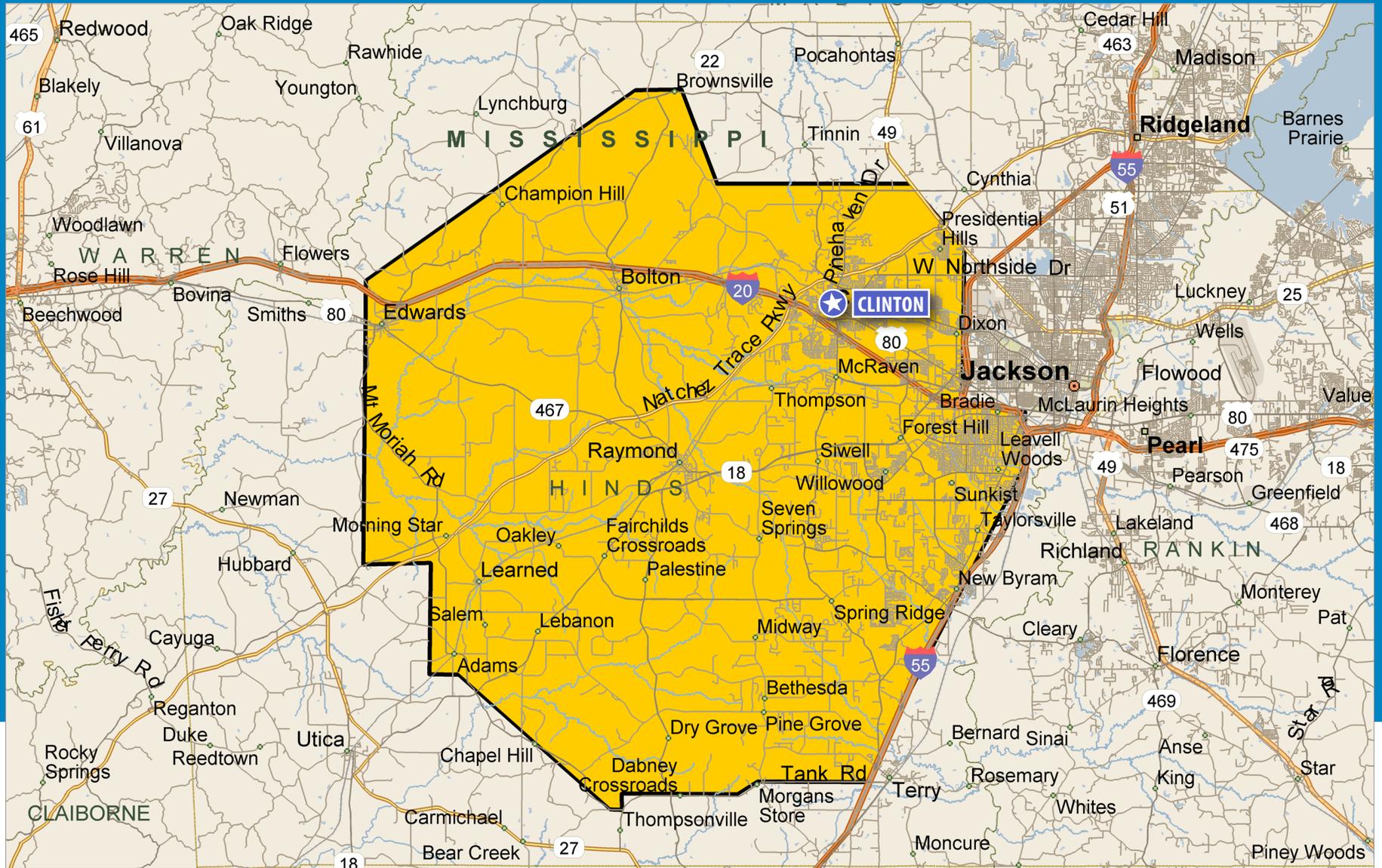


Prepared for
City of Clinton
July 2014

 **TheRetailCoach®**

Primary Retail Trade Area

Clinton, Mississippi



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Primary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	130,585	
2014 Estimate	126,396	
2010 Census	122,316	
2000 Census	112,262	
Growth 2014-2019	3.31%	
Growth 2010-2014	3.34%	
Growth 2000-2010	8.96%	
2014 Est. Pop by Single Race Class	126,396	
White Alone	39,989	31.64
Black or African American Alone	82,140	64.99
Amer. Indian and Alaska Native Alone	302	0.24
Asian Alone	1,496	1.18
Native Hawaiian and Other Pac. Isl. Alone	64	0.05
Some Other Race Alone	1,000	0.79
Two or More Races	1,404	1.11
2014 Est. Pop Hisp or Latino by Origin	126,396	
Not Hispanic or Latino	124,160	98.23
Hispanic or Latino:	2,236	1.77
Mexican	1,391	62.21
Puerto Rican	150	6.71
Cuban	55	2.46
All Other Hispanic or Latino	640	28.62

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	2,236	
White Alone	727	32.51
Black or African American Alone	331	14.80
American Indian and Alaska Native Alone	27	1.21
Asian Alone	17	0.76
Native Hawaiian and Other Pacific Islander Alone	17	0.76
Some Other Race Alone	925	41.37
Two or More Races	192	8.59
2014 Est. Pop. Asian Alone Race by Cat	1,496	
Chinese, except Taiwanese	204	13.64
Filipino	226	15.11
Japanese	2	0.13
Asian Indian	851	56.89
Korean	17	1.14
Vietnamese	69	4.61
Cambodian	7	0.47
Hmong	0	0.00
Laotian	0	0.00
Thai	17	1.14
All Other Asian Races Including 2+ Category	103	6.89
2014 Est. Population by Ancestry	126,396	
Pop, Arab	74	0.06
Pop, Czech	7	0.01
Pop, Danish	13	0.01
Pop, Dutch	269	0.21
Pop, English	4,513	3.57
Pop, French (except Basque)	906	0.72
Pop, French Canadian	76	0.06
Pop, German	2,713	2.15
Pop, Greek	45	0.04

Primary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
Pop, Hungarian	21	0.02
Pop, Irish	4,859	3.84
Pop, Italian	572	0.45
Pop, Lithuanian	0	0.00
Pop, United States or American	6,858	5.43
Pop, Norwegian	68	0.05
Pop, Polish	148	0.12
Pop, Portuguese	25	0.02
Pop, Russian	32	0.03
Pop, Scottish	836	0.66
Pop, Scotch-Irish	1,623	1.28
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1,076	0.85
Pop, Swedish	135	0.11
Pop, Swiss	32	0.03
Pop, Ukrainian	0	0.00
Pop, Welsh	163	0.13
Pop, West Indian (exc Hisp groups)	60	0.05
Pop, Other ancestries	87,357	69.11
Pop, Ancestry Unclassified	13,913	11.01
2014 Est. Pop Age 5+ by Language Spoken At Home	117,129	
Speak Only English at Home	113,132	96.59
Speak Asian/Pac. Isl. Lang. at Home	1,136	0.97
Speak Indo-European Language at Home	936	0.80
Speak Spanish at Home	1,570	1.34
Speak Other Language at Home	355	0.30
2014 Est. Population by Sex	126,396	
Male	59,606	47.16
Female	66,790	52.84

DESCRIPTION	DATA	%
2014 Est. Population by Age	126,396	
Age 0 - 4	9,267	7.33
Age 5 - 9	9,322	7.38
Age 10 - 14	9,710	7.68
Age 15 - 17	6,375	5.04
Age 18 - 20	6,288	4.97
Age 21 - 24	7,718	6.11
Age 25 - 34	17,291	13.68
Age 35 - 44	15,974	12.64
Age 45 - 54	16,772	13.27
Age 55 - 64	14,348	11.35
Age 65 - 74	7,833	6.20
Age 75 - 84	3,951	3.13
Age 85 and over	1,548	1.22
Age 16 and over	96,004	75.95
Age 18 and over	91,723	72.57
Age 21 and over	85,435	67.59
Age 65 and over	13,332	10.55
2014 Est. Median Age	33.4	
2014 Est. Average Age	35.40	

Primary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	59,606	
Age 0 - 4	4,727	7.93
Age 5 - 9	4,770	8.00
Age 10 - 14	4,966	8.33
Age 15 - 17	3,211	5.39
Age 18 - 20	3,183	5.34
Age 21 - 24	3,849	6.46
Age 25 - 34	8,031	13.47
Age 35 - 44	7,168	12.03
Age 45 - 54	7,654	12.84
Age 55 - 64	6,565	11.01
Age 65 - 74	3,491	5.86
Age 75 - 84	1,534	2.57
Age 85 and over	458	0.77
2014 Est. Median Age, Male	31.3	
2014 Est. Average Age, Male	33.90	
2014 Est. Female Population by Age	66,790	
Age 0 - 4	4,540	6.80
Age 5 - 9	4,552	6.82
Age 10 - 14	4,744	7.10
Age 15 - 17	3,164	4.74
Age 18 - 20	3,104	4.65
Age 21 - 24	3,869	5.79
Age 25 - 34	9,260	13.86
Age 35 - 44	8,806	13.18
Age 45 - 54	9,118	13.65
Age 55 - 64	7,783	11.65
Age 65 - 74	4,343	6.50
Age 75 - 84	2,417	3.62
Age 85 and over	1,090	1.63

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.2	
2014 Est. Average Age, Female	36.70	
2014 Est. Pop Age 15+ by Marital Status	98,097	
Total, Never Married	40,815	41.61
Males, Never Married	19,505	19.88
Females, Never Married	21,310	21.72
Married, Spouse present	34,827	35.50
Married, Spouse absent	5,507	5.61
Widowed	5,685	5.80
Males Widowed	773	0.79
Females Widowed	4,911	5.01
Divorced	11,264	11.48
Males Divorced	4,277	4.36
Females Divorced	6,987	7.12
2014 Est. Pop. Age 25+ by Edu. Attainment	77,717	
Less than 9th grade	2,972	3.82
Some High School, no diploma	7,156	9.21
High School Graduate (or GED)	21,097	27.15
Some College, no degree	21,030	27.06
Associate Degree	5,951	7.66
Bachelor's Degree	12,677	16.31
Master's Degree	5,219	6.72
Professional School Degree	735	0.95
Doctorate Degree	880	1.13
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,137	
CY Pop 25+, Hisp/Lat, < High School Diploma	415	36.50
CY Pop 25+, Hisp/Lat, High School Graduate	276	24.27
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	267	23.48
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	179	15.74

Primary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
Households		
2019 Projection	46,235	
2014 Estimate	44,766	
2010 Census	43,394	
2000 Census	39,275	
Growth 2014-2019	3.28%	
Growth 2010-2014	3.16%	
Growth 2000-2010	10.49%	
2014 Est. Households by Household Type	44,766	
Family Households	32,725	73.10
Nonfamily Households	12,041	26.90
2014 Est. Group Quarters Population	2,827	
2014 HHs by Ethnicity, Hispanic/Latino	556	1.24
2014 Est. HHs by HH Income	44,766	
CY HHs, Inc < \$15,000	8,016	17.91
CY HHs, Inc \$15,000 - \$24,999	6,736	15.05
CY HHs, Inc \$25,000 - \$34,999	6,103	13.63
CY HHs, Inc \$35,000 - \$49,999	6,693	14.95
CY HHs, Inc \$50,000 - \$74,999	7,687	17.17
CY HHs, Inc \$75,000 - \$99,999	4,748	10.61
CY HHs, Inc \$100,000 - \$124,999	2,351	5.25
CY HHs, Inc \$125,000 - \$149,999	1,107	2.47
CY HHs, Inc \$150,000 - \$199,999	801	1.79
CY HHs, Inc \$200,000 - \$249,999	237	0.53
CY HHs, Inc \$250,000 - \$499,999	258	0.58
CY HHs, Inc \$500,000+	28	0.06

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$50,576	
2014 Est. Median Household Income	\$38,424	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	51,469	
Black or African American Alone	32,368	
American Indian and Alaska Native Alone	41,745	
Asian Alone	44,278	
Native Hawaiian and Other Pacific Islander Alone	52,822	
Some Other Race Alone	40,574	
Two or More Races	34,466	
Hispanic or Latino	41,082	
Not Hispanic or Latino	38,382	
2014 Est. Family HH Type, Presence Own Children	32,725	
Married-Couple Family, own children	7,850	23.99
Married-Couple Family, no own children	11,024	33.69
Male Householder, own children	1,072	3.28
Male Householder, no own children	1,235	3.77
Female Householder, own children	6,897	21.08
Female Householder, no own children	4,646	14.20
2014 Est. Households by Household Size	44,766	
1-person household	10,280	22.96
2-person household	13,374	29.88
3-person household	8,410	18.79
4-person household	6,711	14.99
5-person household	3,453	7.71
6-person household	1,493	3.34
7 or more person household	1,044	2.33

Primary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.76	
2014 Est. Households by Presence of People	44,766	
Households with 1 or more People under Age 18:	18,656	41.67
Married-Couple Family	8,817	47.26
Other Family, Male Householder	1,326	7.11
Other Family, Female Householder	8,393	44.99
Nonfamily, Male Householder	79	0.42
Nonfamily, Female Householder	41	0.22
Households no People under Age 18:	26,110	58.33
Married-Couple Family	10,052	38.50
Other Family, Male Householder	981	3.76
Other Family, Female Householder	3,158	12.09
Nonfamily, Male Householder	5,307	20.33
Nonfamily, Female Householder	6,612	25.32
2014 Est. Households by Number of Vehicles	44,766	
No Vehicles	2,244	5.01
1 Vehicle	15,490	34.60
2 Vehicles	17,257	38.55
3 Vehicles	6,716	15.00
4 Vehicles	2,356	5.26
5 or more Vehicles	704	1.57
2014 Est. Average Number of Vehicles	1.87	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	33,816	
2014 Estimate	32,725	
2010 Census	31,707	
2000 Census	29,310	
Growth 2014-2019	3.33%	
Growth 2010-2014	3.21%	
Growth 2000-2010	8.18%	
2014 Est. Families by Poverty Status	32,725	
2014 Families at or Above Poverty	27,144	82.95
2014 Families at or Above Poverty with Children	13,290	40.61
2014 Families Below Poverty	5,581	17.05
2014 Families Below Poverty with Children	4,483	13.70
2014 Est. Pop Age 16+ by Employment Status	96,004	
In Armed Forces	70	0.07
Civilian - Employed	53,834	56.07
Civilian - Unemployed	7,090	7.39
Not in Labor Force	35,009	36.47
2014 Est. Civ Employed Pop 16+ Class of Worker	56,596	
For-Profit Private Workers	32,393	57.24
Non-Profit Private Workers	3,813	6.74
Local Government Workers	4,135	7.31
State Government Workers	9,634	17.02
Federal Government Workers	2,223	3.93
Self-Emp Workers	4,376	7.73
Unpaid Family Workers	21	0.04

Primary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	56,596	
Architect/Engineer	878	1.55
Arts/Entertain/Sports	526	0.93
Building Grounds Maint	3,405	6.02
Business/Financial Ops	1,737	3.07
Community/Soc Svcs	1,451	2.56
Computer/Mathematical	673	1.19
Construction/Extraction	2,848	5.03
Edu/Training/Library	3,530	6.24
Farm/Fish/Forestry	245	0.43
Food Prep/Serving	2,885	5.10
Health Practitioner/Tec	3,395	6.00
Healthcare Support	2,126	3.76
Maintenance Repair	2,156	3.81
Legal	461	0.81
Life/Phys/Soc Science	372	0.66
Management	4,324	7.64
Office/Admin Support	8,358	14.77
Production	3,421	6.04
Protective Svcs	1,587	2.80
Sales/Related	5,529	9.77
Personal Care/Svc	2,391	4.22
Transportation/Moving	4,297	7.59
2014 Est. Pop 16+ by Occupation Classification	56,596	
Blue Collar	12,721	22.48
White Collar	31,235	55.19
Service and Farm	12,639	22.33

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	55,447	
Drove Alone	47,135	85.01
Car Pooled	5,446	9.82
Public Transportation	204	0.37
Walked	528	0.95
Bicycle	2	0.00
Other Means	590	1.06
Worked at Home	1,542	2.78
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	11,027	
15 - 29 Minutes	26,663	
30 - 44 Minutes	13,180	
45 - 59 Minutes	1,770	
60 or more Minutes	1,375	
2014 Est. Avg Travel Time to Work in Minutes	24.77	
2014 Est. Tenure of Occupied Housing Units	44,766	
Owner Occupied	30,092	67.22
Renter Occupied	14,674	32.78
2014 Owner Occ. HUs: Avg. Length of Residence	17.0	
2014 Renter Occ. HUs: Avg. Length of Residence	7.1	

Primary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	30,092	
Value Less than \$20,000	1,110	3.69
Value \$20,000 - \$39,999	1,328	4.41
Value \$40,000 - \$59,999	2,300	7.64
Value \$60,000 - \$79,999	3,859	12.82
Value \$80,000 - \$99,999	3,846	12.78
Value \$100,000 - \$149,999	6,800	22.60
Value \$150,000 - \$199,999	5,414	17.99
Value \$200,000 - \$299,999	3,723	12.37
Value \$300,000 - \$399,999	1,015	3.37
Value \$400,000 - \$499,999	376	1.25
Value \$500,000 - \$749,999	209	0.69
Value \$750,000 - \$999,999	84	0.28
Value \$1,000,000 or more	29	0.10
2014 Est. Median All Owner-Occupied Housing Value	\$119,146	
2014 Est. Housing Units by Units in Structure	49,268	
1 Unit Attached	765	1.55
1 Unit Detached	37,283	75.67
2 Units	799	1.62
3 or 4 Units	1,383	2.81
5 to 19 Units	4,814	9.77
20 to 49 Units	521	1.06
50 or More Units	952	1.93
Mobile Home or Trailer	2,749	5.58
Boat, RV, Van, etc.	3	0.01

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	49,268	
Housing Unit Built 2005 or later	3,989	8.10
Housing Unit Built 2000 to 2004	5,298	10.75
Housing Unit Built 1990 to 1999	6,942	14.09
Housing Unit Built 1980 to 1989	8,744	17.75
Housing Unit Built 1970 to 1979	10,146	20.59
Housing Unit Built 1960 to 1969	6,653	13.50
Housing Unit Built 1950 to 1959	4,925	10.00
Housing Unit Built 1940 to 1949	1,355	2.75
Housing Unit Built 1939 or Earlier	1,216	2.47
2014 Est. Median Year Structure Built **	1980	



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

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

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.