



COMMUNITY DEMOGRAPHIC PROFILE

Clinton, Mississippi

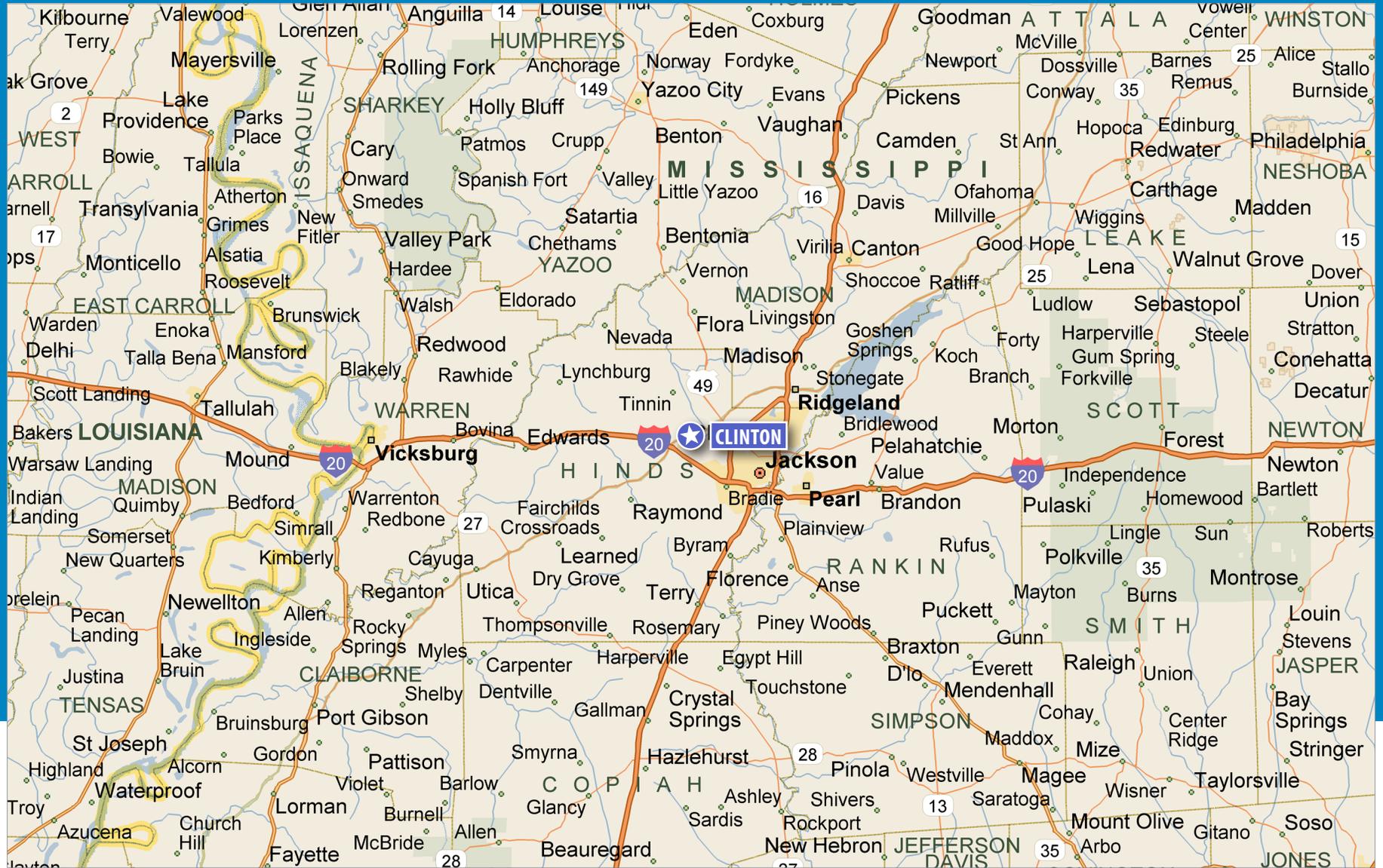


Prepared for
City of Clinton
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 TheRetailCoach®

Location Map

Clinton, Mississippi



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Community Demographics Clinton, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	27,220	
2014 Estimate	26,351	
2010 Census	25,216	
2000 Census	24,857	
Growth 2014-2019	3.30%	
Growth 2010-2014	4.50%	
Growth 2000-2010	1.44%	
2014 Est. Pop by Single Race Class	26,351	
White Alone	15,128	57.41
Black or African American Alone	9,420	35.75
Amer. Indian and Alaska Native Alone	84	0.32
Asian Alone	1,167	4.43
Native Hawaiian and Other Pac. Isl. Alone	14	0.05
Some Other Race Alone	222	0.84
Two or More Races	316	1.20
2014 Est. Pop Hisp or Latino by Origin	26,351	
Not Hispanic or Latino	25,849	98.09
Hispanic or Latino:	502	1.91
Mexican	314	62.55
Puerto Rican	36	7.17
Cuban	9	1.79
All Other Hispanic or Latino	143	28.49

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	502	
White Alone	243	48.41
Black or African American Alone	22	4.38
American Indian and Alaska Native Alone	9	1.79
Asian Alone	2	0.40
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	201	40.04
Two or More Races	25	4.98
2014 Est. Pop. Asian Alone Race by Cat	1,167	
Chinese, except Taiwanese	140	12.00
Filipino	97	8.31
Japanese	1	0.09
Asian Indian	783	67.10
Korean	4	0.34
Vietnamese	46	3.94
Cambodian	2	0.17
Hmong	0	0.00
Laotian	0	0.00
Thai	11	0.94
All Other Asian Races Including 2+ Category	83	7.11
2014 Est. Population by Ancestry	26,351	
Pop, Arab	25	0.09
Pop, Czech	5	0.02
Pop, Danish	7	0.03
Pop, Dutch	96	0.36
Pop, English	1,802	6.84
Pop, French (except Basque)	291	1.10
Pop, French Canadian	42	0.16
Pop, German	1,004	3.81
Pop, Greek	10	0.04

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DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	1,305	4.95
Pop, Italian	300	1.14
Pop, Lithuanian	0	0.00
Pop, United States or American	2,330	8.84
Pop, Norwegian	19	0.07
Pop, Polish	70	0.27
Pop, Portuguese	23	0.09
Pop, Russian	14	0.05
Pop, Scottish	365	1.39
Pop, Scotch-Irish	621	2.36
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	88	0.33
Pop, Swedish	48	0.18
Pop, Swiss	32	0.12
Pop, Ukrainian	0	0.00
Pop, Welsh	24	0.09
Pop, West Indian (exc Hisp groups)	34	0.13
Pop, Other ancestries	14,258	54.11
Pop, Ancestry Unclassified	3,538	13.43
2014 Est. Pop Age 5+ by Language Spoken At Home	24,625	
Speak Only English at Home	23,041	93.57
Speak Asian/Pac. Isl. Lang. at Home	624	2.53
Speak Indo-European Language at Home	618	2.51
Speak Spanish at Home	263	1.07
Speak Other Language at Home	79	0.32
2014 Est. Population by Sex	26,351	
Male	12,260	46.53
Female	14,091	53.47

DESCRIPTION	DATA	%
2014 Est. Population by Age	26,351	
Age 0 - 4	1,726	6.55
Age 5 - 9	1,677	6.36
Age 10 - 14	1,782	6.76
Age 15 - 17	1,133	4.30
Age 18 - 20	1,137	4.31
Age 21 - 24	1,513	5.74
Age 25 - 34	3,583	13.60
Age 35 - 44	3,307	12.55
Age 45 - 54	3,506	13.30
Age 55 - 64	3,213	12.19
Age 65 - 74	2,024	7.68
Age 75 - 84	1,241	4.71
Age 85 and over	509	1.93
Age 16 and over	20,795	78.92
Age 18 and over	20,033	76.02
Age 21 and over	18,896	71.71
Age 65 and over	3,774	14.32
2014 Est. Median Age	36.9	
2014 Est. Average Age	38.20	

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DESCRIPTION	DATA	%
2014 Est. Male Population by Age	12,260	
Age 0 - 4	874	7.13
Age 5 - 9	843	6.88
Age 10 - 14	913	7.45
Age 15 - 17	573	4.67
Age 18 - 20	542	4.42
Age 21 - 24	739	6.03
Age 25 - 34	1,718	14.01
Age 35 - 44	1,498	12.22
Age 45 - 54	1,587	12.94
Age 55 - 64	1,483	12.10
Age 65 - 74	873	7.12
Age 75 - 84	470	3.83
Age 85 and over	147	1.20
2014 Est. Median Age, Male	34.6	
2014 Est. Average Age, Male	36.50	
2014 Est. Female Population by Age	14,091	
Age 0 - 4	852	6.05
Age 5 - 9	834	5.92
Age 10 - 14	869	6.17
Age 15 - 17	560	3.97
Age 18 - 20	595	4.22
Age 21 - 24	774	5.49
Age 25 - 34	1,865	13.24
Age 35 - 44	1,809	12.84
Age 45 - 54	1,919	13.62
Age 55 - 64	1,730	12.28
Age 65 - 74	1,151	8.17
Age 75 - 84	771	5.47
Age 85 and over	362	2.57

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	38.9	
2014 Est. Average Age, Female	39.70	
2014 Est. Pop Age 15+ by Marital Status	21,166	
Total, Never Married	7,455	35.22
Males, Never Married	3,731	17.63
Females, Never Married	3,724	17.59
Married, Spouse present	9,130	43.14
Married, Spouse absent	731	3.45
Widowed	1,553	7.34
Males Widowed	171	0.81
Females Widowed	1,382	6.53
Divorced	2,297	10.85
Males Divorced	751	3.55
Females Divorced	1,546	7.30
2014 Est. Pop. Age 25+ by Edu. Attainment	17,383	
Less than 9th grade	634	3.65
Some High School, no diploma	959	5.52
High School Graduate (or GED)	3,354	19.29
Some College, no degree	4,152	23.89
Associate Degree	1,155	6.64
Bachelor's Degree	4,453	25.62
Master's Degree	1,915	11.02
Professional School Degree	360	2.07
Doctorate Degree	401	2.31
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	258	
CY Pop 25+, Hisp/Lat, < High School Diploma	101	39.15
CY Pop 25+, Hisp/Lat, High School Graduate	34	13.18
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	79	30.62
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	44	17.05

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DESCRIPTION	DATA	%
Households		
2019 Projection	10,513	
2014 Estimate	10,173	
2010 Census	9,731	
2000 Census	8,800	
Growth 2014-2019	3.34%	
Growth 2010-2014	4.54%	
Growth 2000-2010	10.58%	
2014 Est. Households by Household Type	10,173	
Family Households	7,146	70.24
Nonfamily Households	3,027	29.76
2014 Est. Group Quarters Population	410	
2014 HHs by Ethnicity, Hispanic/Latino	127	1.25
2014 Est. HHs by HH Income	10,173	
CY HHs, Inc < \$15,000	1,570	15.43
CY HHs, Inc \$15,000 - \$24,999	943	9.27
CY HHs, Inc \$25,000 - \$34,999	1,194	11.74
CY HHs, Inc \$35,000 - \$49,999	1,287	12.65
CY HHs, Inc \$50,000 - \$74,999	2,033	19.98
CY HHs, Inc \$75,000 - \$99,999	1,558	15.32
CY HHs, Inc \$100,000 - \$124,999	732	7.20
CY HHs, Inc \$125,000 - \$149,999	359	3.53
CY HHs, Inc \$150,000 - \$199,999	271	2.66
CY HHs, Inc \$200,000 - \$249,999	100	0.98
CY HHs, Inc \$250,000 - \$499,999	115	1.13
CY HHs, Inc \$500,000+	11	0.11

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$61,959	
2014 Est. Median Household Income	\$51,137	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	58,790	
Black or African American Alone	37,010	
American Indian and Alaska Native Alone	46,786	
Asian Alone	20,806	
Native Hawaiian and Other Pacific Islander Alone	42,500	
Some Other Race Alone	45,000	
Two or More Races	39,342	
Hispanic or Latino	59,028	
Not Hispanic or Latino	51,067	
2014 Est. Family HH Type, Presence Own Children	7,146	
Married-Couple Family, own children	2,184	30.56
Married-Couple Family, no own children	2,981	41.72
Male Householder, own children	167	2.34
Male Householder, no own children	199	2.78
Female Householder, own children	883	12.36
Female Householder, no own children	732	10.24
2014 Est. Households by Household Size	10,173	
1-person household	2,598	25.54
2-person household	3,362	33.05
3-person household	1,793	17.63
4-person household	1,429	14.05
5-person household	638	6.27
6-person household	234	2.30
7 or more person household	119	1.17

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DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.55	
2014 Est. Households by Presence of People	10,173	
Households with 1 or more People under Age 18:	3,642	35.80
Married-Couple Family	2,357	64.72
Other Family, Male Householder	212	5.82
Other Family, Female Householder	1,059	29.08
Nonfamily, Male Householder	9	0.25
Nonfamily, Female Householder	5	0.14
Households no People under Age 18:	6,531	64.20
Married-Couple Family	2,803	42.92
Other Family, Male Householder	155	2.37
Other Family, Female Householder	559	8.56
Nonfamily, Male Householder	1,170	17.91
Nonfamily, Female Householder	1,844	28.23
2014 Est. Households by Number of Vehicles	10,173	
No Vehicles	415	4.08
1 Vehicle	3,404	33.46
2 Vehicles	4,118	40.48
3 Vehicles	1,507	14.81
4 Vehicles	588	5.78
5 or more Vehicles	141	1.39
2014 Est. Average Number of Vehicles	1.90	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	7,397	
2014 Estimate	7,146	
2010 Census	6,814	
2000 Census	6,481	
Growth 2014-2019	3.51%	
Growth 2010-2014	4.87%	
Growth 2000-2010	5.14%	
2014 Est. Families by Poverty Status	7,146	
2014 Families at or Above Poverty	6,584	92.14
2014 Families at or Above Poverty with Children	3,312	46.35
2014 Families Below Poverty	562	7.86
2014 Families Below Poverty with Children	398	5.57
2014 Est. Pop Age 16+ by Employment Status	20,795	
In Armed Forces	22	0.11
Civilian - Employed	12,471	59.97
Civilian - Unemployed	1,015	4.88
Not in Labor Force	7,287	35.04
2014 Est. Civ Employed Pop 16+ Class of Worker	13,005	
For-Profit Private Workers	6,890	52.98
Non-Profit Private Workers	1,178	9.06
Local Government Workers	931	7.16
State Government Workers	2,131	16.39
Federal Government Workers	551	4.24
Self-Emp Workers	1,323	10.17
Unpaid Family Workers	1	0.01

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DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	13,005	
Architect/Engineer	345	2.65
Arts/Entertain/Sports	208	1.60
Building Grounds Maint	528	4.06
Business/Financial Ops	471	3.62
Community/Soc Svcs	370	2.85
Computer/Mathematical	248	1.91
Construction/Extraction	389	2.99
Edu/Training/Library	1,275	9.80
Farm/Fish/Forestry	93	0.72
Food Prep/Serving	403	3.10
Health Practitioner/Tec	865	6.65
Healthcare Support	299	2.30
Maintenance Repair	530	4.08
Legal	111	0.85
Life/Phys/Soc Science	194	1.49
Management	1,380	10.61
Office/Admin Support	1,960	15.07
Production	374	2.88
Protective Svcs	304	2.34
Sales/Related	1,540	11.84
Personal Care/Svc	454	3.49
Transportation/Moving	664	5.11
2014 Est. Pop 16+ by Occupation Classification	13,005	
Blue Collar	1,957	15.05
White Collar	8,967	68.95
Service and Farm	2,081	16.00

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	12,801	
Drove Alone	10,905	85.19
Car Pooled	1,063	8.30
Public Transportation	6	0.05
Walked	126	0.98
Bicycle	1	0.01
Other Means	97	0.76
Worked at Home	603	4.71
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,360	
15 - 29 Minutes	5,722	
30 - 44 Minutes	2,657	
45 - 59 Minutes	275	
60 or more Minutes	193	
2014 Est. Avg Travel Time to Work in Minutes	22.55	
2014 Est. Tenure of Occupied Housing Units	10,173	
Owner Occupied	7,239	71.16
Renter Occupied	2,934	28.84
2014 Owner Occ. HUs: Avg. Length of Residence	15.5	
2014 Renter Occ. HUs: Avg. Length of Residence	6.9	

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DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	7,239	
Value Less than \$20,000	222	3.07
Value \$20,000 - \$39,999	201	2.78
Value \$40,000 - \$59,999	180	2.49
Value \$60,000 - \$79,999	445	6.15
Value \$80,000 - \$99,999	588	8.12
Value \$100,000 - \$149,999	1,893	26.15
Value \$150,000 - \$199,999	1,773	24.49
Value \$200,000 - \$299,999	1,280	17.68
Value \$300,000 - \$399,999	387	5.35
Value \$400,000 - \$499,999	129	1.78
Value \$500,000 - \$749,999	100	1.38
Value \$750,000 - \$999,999	26	0.36
Value \$1,000,000 or more	15	0.21
2014 Est. Median All Owner-Occupied Housing Value	\$152,552	
2014 Est. Housing Units by Units in Structure	10,794	
1 Unit Attached	486	4.50
1 Unit Detached	7,762	71.91
2 Units	386	3.58
3 or 4 Units	322	2.98
5 to 19 Units	1,120	10.38
20 to 49 Units	155	1.44
50 or More Units	376	3.48
Mobile Home or Trailer	187	1.73
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	10,794	
Housing Unit Built 2005 or later	796	7.37
Housing Unit Built 2000 to 2004	1,254	11.62
Housing Unit Built 1990 to 1999	1,756	16.27
Housing Unit Built 1980 to 1989	2,441	22.61
Housing Unit Built 1970 to 1979	2,518	23.33
Housing Unit Built 1960 to 1969	1,118	10.36
Housing Unit Built 1950 to 1959	599	5.55
Housing Unit Built 1940 to 1949	107	0.99
Housing Unit Built 1939 or Earlier	205	1.90
2014 Est. Median Year Structure Built **	1983	



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.