



# DRIVE TIME DEMOGRAPHICS

## 10-MINUTE DRIVE TIME

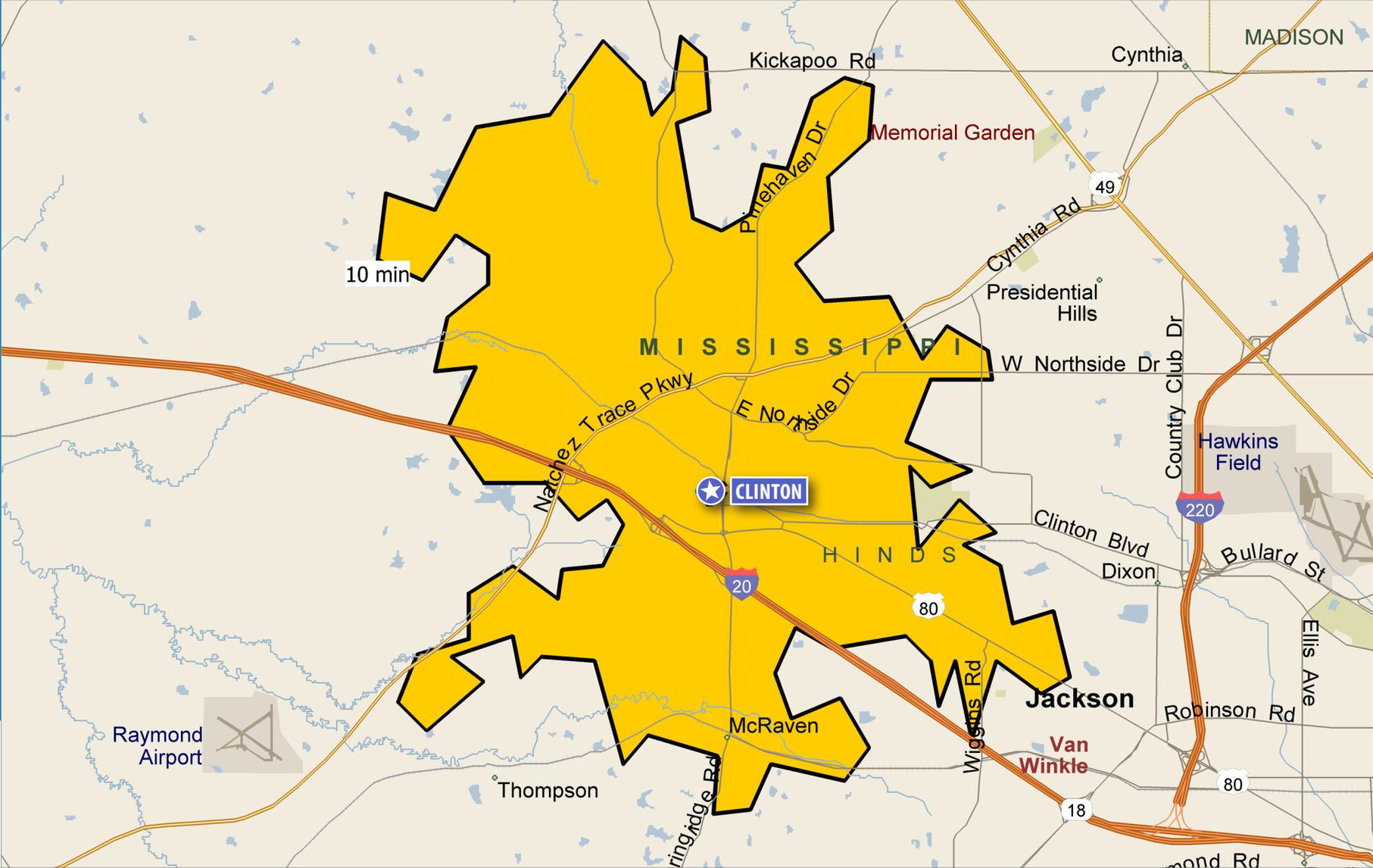
Clinton, Mississippi



Prepared for  
City of Clinton  
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 TheRetailCoach®

**10-Minute Drive Time**  
Clinton, Mississippi



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## Drive-Time Demographics | 10-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	24,326	
2014 Estimate	23,595	
2010 Census	22,886	
2000 Census	22,635	
Growth 2014-2019	3.10%	
Growth 2010-2014	3.10%	
Growth 2000-2010	1.11%	
2014 Est. Pop by Single Race Class	23,595	
White Alone	12,732	53.96
Black or African American Alone	9,202	39.00
Amer. Indian and Alaska Native Alone	79	0.33
Asian Alone	1,010	4.28
Native Hawaiian and Other Pac. Isl. Alone	12	0.05
Some Other Race Alone	251	1.06
Two or More Races	310	1.31
2014 Est. Pop Hisp or Latino by Origin	23,595	
Not Hispanic or Latino	23,074	97.79
Hispanic or Latino:	521	2.21
Mexican	339	65.07
Puerto Rican	35	6.72
Cuban	9	1.73
All Other Hispanic or Latino	139	26.68

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	521	
White Alone	230	44.15
Black or African American Alone	21	4.03
American Indian and Alaska Native Alone	8	1.54
Asian Alone	2	0.38
Native Hawaiian and Other Pacific Islander Alone	3	0.58
Some Other Race Alone	232	44.53
Two or More Races	26	4.99
2014 Est. Pop. Asian Alone Race by Cat	1,010	
Chinese, except Taiwanese	128	12.67
Filipino	95	9.41
Japanese	1	0.10
Asian Indian	642	63.56
Korean	4	0.40
Vietnamese	46	4.55
Cambodian	2	0.20
Hmong	0	0.00
Laotian	0	0.00
Thai	9	0.89
All Other Asian Races Including 2+ Category	83	8.22
2014 Est. Population by Ancestry	23,595	
Pop, Arab	26	0.11
Pop, Czech	3	0.01
Pop, Danish	4	0.02
Pop, Dutch	81	0.34
Pop, English	1,516	6.43
Pop, French (except Basque)	246	1.04
Pop, French Canadian	36	0.15
Pop, German	826	3.50
Pop, Greek	8	0.03

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DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	1,143	4.84
Pop, Italian	252	1.07
Pop, Lithuanian	0	0.00
Pop, United States or American	1,983	8.40
Pop, Norwegian	14	0.06
Pop, Polish	64	0.27
Pop, Portuguese	23	0.10
Pop, Russian	9	0.04
Pop, Scottish	290	1.23
Pop, Scotch-Irish	519	2.20
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	70	0.30
Pop, Swedish	40	0.17
Pop, Swiss	32	0.14
Pop, Ukrainian	0	0.00
Pop, Welsh	24	0.10
Pop, West Indian (exc Hisp groups)	25	0.11
Pop, Other ancestries	13,304	56.38
Pop, Ancestry Unclassified	3,056	12.95
2014 Est. Pop Age 5+ by Language Spoken At Home	21,969	
Speak Only English at Home	20,612	93.82
Speak Asian/Pac. Isl. Lang. at Home	506	2.30
Speak Indo-European Language at Home	499	2.27
Speak Spanish at Home	289	1.32
Speak Other Language at Home	64	0.29
2014 Est. Population by Sex	23,595	
Male	10,910	46.24
Female	12,685	53.76

DESCRIPTION	DATA	%
2014 Est. Population by Age	23,595	
Age 0 - 4	1,626	6.89
Age 5 - 9	1,568	6.65
Age 10 - 14	1,629	6.90
Age 15 - 17	1,021	4.33
Age 18 - 20	1,034	4.38
Age 21 - 24	1,378	5.84
Age 25 - 34	3,340	14.16
Age 35 - 44	2,968	12.58
Age 45 - 54	3,022	12.81
Age 55 - 64	2,727	11.56
Age 65 - 74	1,726	7.32
Age 75 - 84	1,101	4.67
Age 85 and over	454	1.92
Age 16 and over	18,439	78.15
Age 18 and over	17,751	75.23
Age 21 and over	16,717	70.85
Age 65 and over	3,281	13.91
2014 Est. Median Age	35.7	
2014 Est. Average Age	37.60	

## Drive-Time Demographics | 10-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	10,910	
Age 0 - 4	824	7.55
Age 5 - 9	785	7.20
Age 10 - 14	829	7.60
Age 15 - 17	508	4.66
Age 18 - 20	480	4.40
Age 21 - 24	659	6.04
Age 25 - 34	1,587	14.55
Age 35 - 44	1,347	12.35
Age 45 - 54	1,361	12.47
Age 55 - 64	1,247	11.43
Age 65 - 74	739	6.77
Age 75 - 84	409	3.75
Age 85 and over	135	1.24
2014 Est. Median Age, Male	33.6	
2014 Est. Average Age, Male	35.80	
2014 Est. Female Population by Age	12,685	
Age 0 - 4	802	6.32
Age 5 - 9	783	6.17
Age 10 - 14	800	6.31
Age 15 - 17	513	4.04
Age 18 - 20	554	4.37
Age 21 - 24	719	5.67
Age 25 - 34	1,753	13.82
Age 35 - 44	1,621	12.78
Age 45 - 54	1,661	13.09
Age 55 - 64	1,480	11.67
Age 65 - 74	988	7.79
Age 75 - 84	692	5.46
Age 85 and over	318	2.51

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	37.6	
2014 Est. Average Age, Female	39.00	
2014 Est. Pop Age 15+ by Marital Status	18,772	
Total, Never Married	6,767	36.05
Males, Never Married	3,340	17.79
Females, Never Married	3,428	18.26
Married, Spouse present	7,893	42.05
Married, Spouse absent	697	3.71
Widowed	1,368	7.29
Males Widowed	156	0.83
Females Widowed	1,212	6.46
Divorced	2,047	10.90
Males Divorced	669	3.56
Females Divorced	1,378	7.34
2014 Est. Pop. Age 25+ by Edu. Attainment	15,338	
Less than 9th grade	576	3.76
Some High School, no diploma	894	5.83
High School Graduate (or GED)	3,080	20.08
Some College, no degree	3,666	23.90
Associate Degree	973	6.34
Bachelor's Degree	3,863	25.19
Master's Degree	1,639	10.69
Professional School Degree	301	1.96
Doctorate Degree	346	2.26
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	273	
CY Pop 25+, Hisp/Lat, < High School Diploma	121	44.32
CY Pop 25+, Hisp/Lat, High School Graduate	36	13.19
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	75	27.47
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	42	15.38

## Drive-Time Demographics | 10-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Households		
2019 Projection	9,460	
2014 Estimate	9,168	
2010 Census	8,877	
2000 Census	8,135	
Growth 2014-2019	3.18%	
Growth 2010-2014	3.28%	
Growth 2000-2010	9.12%	
2014 Est. Households by Household Type	9,168	
Family Households	6,345	69.21
Nonfamily Households	2,824	30.80
2014 Est. Group Quarters Population	301	
2014 HHs by Ethnicity, Hispanic/Latino	137	1.49
2014 Est. HHs by HH Income	9,168	
CY HHs, Inc < \$15,000	1,521	16.59
CY HHs, Inc \$15,000 - \$24,999	888	9.69
CY HHs, Inc \$25,000 - \$34,999	1,120	12.22
CY HHs, Inc \$35,000 - \$49,999	1,202	13.11
CY HHs, Inc \$50,000 - \$74,999	1,759	19.19
CY HHs, Inc \$75,000 - \$99,999	1,353	14.76
CY HHs, Inc \$100,000 - \$124,999	636	6.94
CY HHs, Inc \$125,000 - \$149,999	294	3.21
CY HHs, Inc \$150,000 - \$199,999	216	2.36
CY HHs, Inc \$200,000 - \$249,999	78	0.85
CY HHs, Inc \$250,000 - \$499,999	92	1.00
CY HHs, Inc \$500,000+	9	0.10

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$59,359	
2014 Est. Median Household Income	\$48,162	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	57,272	
Black or African American Alone	34,023	
American Indian and Alaska Native Alone	47,264	
Asian Alone	19,027	
Native Hawaiian and Other Pacific Islander Alone	44,213	
Some Other Race Alone	43,734	
Two or More Races	41,493	
Hispanic or Latino	51,984	
Not Hispanic or Latino	48,106	
2014 Est. Family HH Type, Presence Own Children	6,345	
Married-Couple Family, own children	1,868	29.44
Married-Couple Family, no own children	2,498	39.37
Male Householder, own children	165	2.60
Male Householder, no own children	188	2.96
Female Householder, own children	925	14.58
Female Householder, no own children	700	11.03
2014 Est. Households by Household Size	9,168	
1-person household	2,413	26.32
2-person household	2,974	32.44
3-person household	1,623	17.70
4-person household	1,257	13.71
5-person household	576	6.28
6-person household	213	2.32
7 or more person household	112	1.22

## Drive-Time Demographics | 10-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.54	
2014 Est. Households by Presence of People	9,168	
Households with 1 or more People under Age 18:	3,344	36.47
Married-Couple Family	2,017	60.32
Other Family, Male Householder	206	6.16
Other Family, Female Householder	1,103	32.98
Nonfamily, Male Householder	12	0.36
Nonfamily, Female Householder	6	0.18
Households no People under Age 18:	5,824	63.53
Married-Couple Family	2,347	40.30
Other Family, Male Householder	147	2.52
Other Family, Female Householder	526	9.03
Nonfamily, Male Householder	1,102	18.92
Nonfamily, Female Householder	1,702	29.22
2014 Est. Households by Number of Vehicles	9,168	
No Vehicles	389	4.24
1 Vehicle	3,133	34.17
2 Vehicles	3,699	40.35
3 Vehicles	1,332	14.53
4 Vehicles	504	5.50
5 or more Vehicles	111	1.21
2014 Est. Average Number of Vehicles	1.88	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	6,558	
2014 Estimate	6,345	
2010 Census	6,130	
2000 Census	5,842	
Growth 2014-2019	3.37%	
Growth 2010-2014	3.50%	
Growth 2000-2010	4.93%	
2014 Est. Families by Poverty Status	6,345	
2014 Families at or Above Poverty	5,769	90.92
2014 Families at or Above Poverty with Children	2,905	45.78
2014 Families Below Poverty	576	9.08
2014 Families Below Poverty with Children	440	6.93
2014 Est. Pop Age 16+ by Employment Status	18,439	
In Armed Forces	19	0.10
Civilian - Employed	11,056	59.96
Civilian - Unemployed	985	5.34
Not in Labor Force	6,379	34.60
2014 Est. Civ Employed Pop 16+ Class of Worker	11,533	
For-Profit Private Workers	6,154	53.36
Non-Profit Private Workers	1,046	9.07
Local Government Workers	820	7.11
State Government Workers	1,900	16.47
Federal Government Workers	489	4.24
Self-Emp Workers	1,124	9.75
Unpaid Family Workers	1	0.01

## Drive-Time Demographics | 10-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	11,533	
Architect/Engineer	289	2.51
Arts/Entertain/Sports	186	1.61
Building Grounds Maint	462	4.01
Business/Financial Ops	415	3.60
Community/Soc Svcs	353	3.06
Computer/Mathematical	205	1.78
Construction/Extraction	375	3.25
Edu/Training/Library	1,139	9.88
Farm/Fish/Forestry	71	0.62
Food Prep/Serving	366	3.17
Health Practitioner/Tec	745	6.46
Healthcare Support	295	2.56
Maintenance Repair	492	4.27
Legal	97	0.84
Life/Phys/Soc Science	166	1.44
Management	1,144	9.92
Office/Admin Support	1,778	15.42
Production	326	2.83
Protective Svcs	277	2.40
Sales/Related	1,336	11.58
Personal Care/Svc	424	3.68
Transportation/Moving	593	5.14
2014 Est. Pop 16+ by Occupation Classification	11,533	
Blue Collar	1,786	15.49
White Collar	7,853	68.09
Service and Farm	1,894	16.42

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	11,347	
Drove Alone	9,677	85.28
Car Pooled	967	8.52
Public Transportation	8	0.07
Walked	119	1.05
Bicycle	1	0.01
Other Means	77	0.68
Worked at Home	498	4.39
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	3,032	
15 - 29 Minutes	5,130	
30 - 44 Minutes	2,317	
45 - 59 Minutes	220	
60 or more Minutes	169	
2014 Est. Avg Travel Time to Work in Minutes	22.34	
2014 Est. Tenure of Occupied Housing Units	9,168	
Owner Occupied	6,192	67.54
Renter Occupied	2,976	32.46
2014 Owner Occ. HUs: Avg. Length of Residence	15.9	
2014 Renter Occ. HUs: Avg. Length of Residence	6.9	

## Drive-Time Demographics | 10-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	6,192	
Value Less than \$20,000	189	3.05
Value \$20,000 - \$39,999	176	2.84
Value \$40,000 - \$59,999	165	2.66
Value \$60,000 - \$79,999	425	6.86
Value \$80,000 - \$99,999	524	8.46
Value \$100,000 - \$149,999	1,702	27.49
Value \$150,000 - \$199,999	1,498	24.19
Value \$200,000 - \$299,999	1,006	16.25
Value \$300,000 - \$399,999	302	4.88
Value \$400,000 - \$499,999	98	1.58
Value \$500,000 - \$749,999	73	1.18
Value \$750,000 - \$999,999	22	0.36
Value \$1,000,000 or more	11	0.18
2014 Est. Median All Owner-Occupied Housing Value	\$147,499	
2014 Est. Housing Units by Units in Structure	9,773	
1 Unit Attached	469	4.80
1 Unit Detached	6,782	69.40
2 Units	380	3.89
3 or 4 Units	357	3.65
5 to 19 Units	1,156	11.83
20 to 49 Units	164	1.68
50 or More Units	363	3.71
Mobile Home or Trailer	103	1.05
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	9,773	
Housing Unit Built 2005 or later	662	6.77
Housing Unit Built 2000 to 2004	1,054	10.78
Housing Unit Built 1990 to 1999	1,498	15.33
Housing Unit Built 1980 to 1989	2,203	22.54
Housing Unit Built 1970 to 1979	2,308	23.62
Housing Unit Built 1960 to 1969	1,105	11.31
Housing Unit Built 1950 to 1959	626	6.41
Housing Unit Built 1940 to 1949	120	1.23
Housing Unit Built 1939 or Earlier	197	2.02
2014 Est. Median Year Structure Built **	1982	



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.

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