



# DRIVE TIME DEMOGRAPHICS

## 20-MINUTE DRIVE TIME

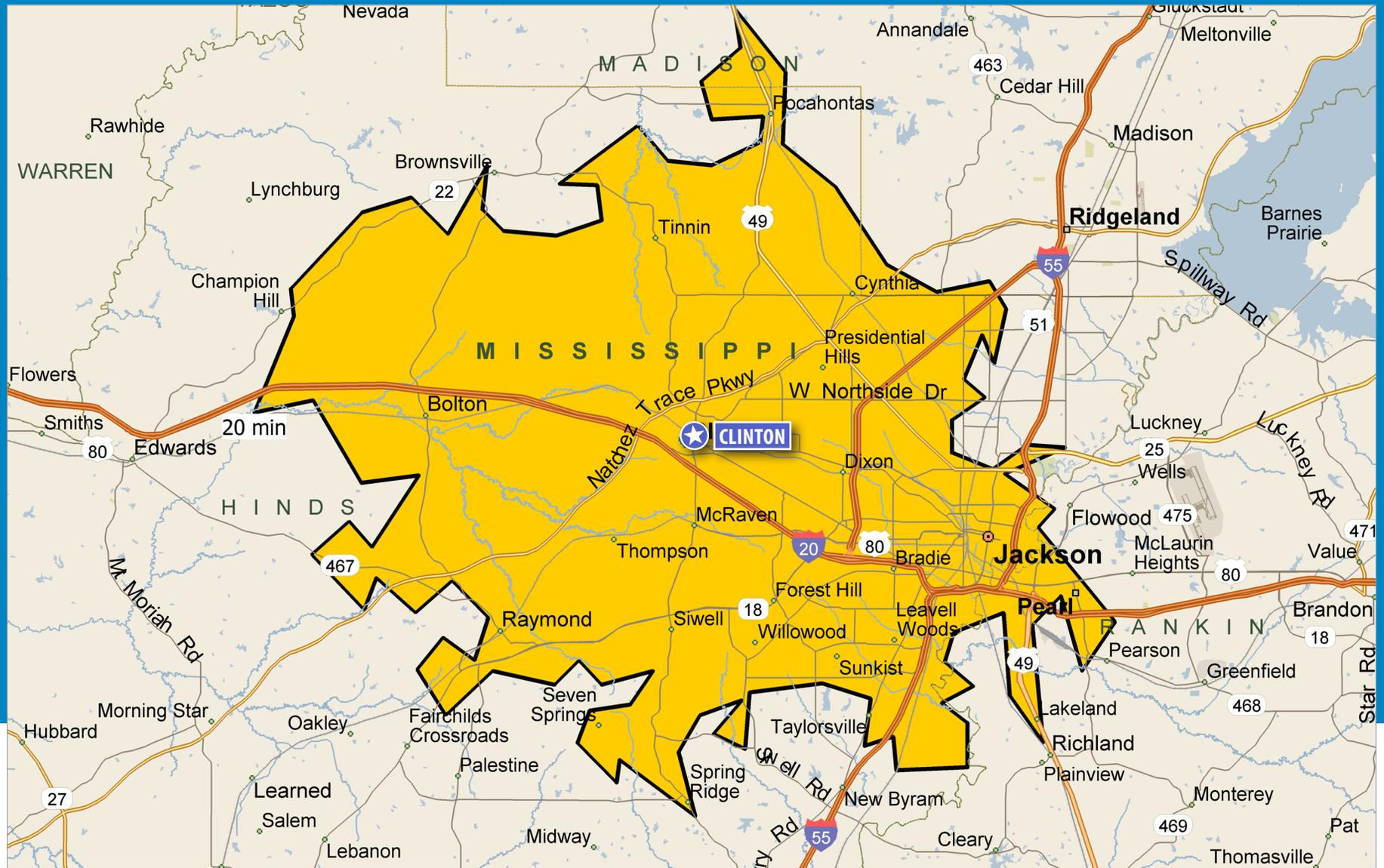
Clinton, Mississippi



Prepared for  
City of Clinton  
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 TheRetailCoach®

## 20-Minute Drive Time Clinton, Mississippi



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## Drive-Time Demographics | 20-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	163,903	
2014 Estimate	162,203	
2010 Census	160,535	
2000 Census	171,929	
Growth 2014-2019	1.05%	
Growth 2010-2014	1.04%	
Growth 2000-2010	-6.63%	
2014 Est. Pop by Single Race Class	162,203	
White Alone	37,755	23.28
Black or African American Alone	118,933	73.32
Amer. Indian and Alaska Native Alone	430	0.27
Asian Alone	1,564	0.96
Native Hawaiian and Other Pac. Isl. Alone	97	0.06
Some Other Race Alone	1,473	0.91
Two or More Races	1,950	1.20
2014 Est. Pop Hisp or Latino by Origin	162,203	
Not Hispanic or Latino	158,871	97.95
Hispanic or Latino:	3,332	2.05
Mexican	2,050	61.52
Puerto Rican	205	6.15
Cuban	104	3.12
All Other Hispanic or Latino	974	29.23

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	3,332	
White Alone	1,028	30.85
Black or African American Alone	550	16.51
American Indian and Alaska Native Alone	41	1.23
Asian Alone	14	0.42
Native Hawaiian and Other Pacific Islander Alone	19	0.57
Some Other Race Alone	1,381	41.45
Two or More Races	300	9.00
2014 Est. Pop. Asian Alone Race by Cat	1,564	
Chinese, except Taiwanese	251	16.05
Filipino	143	9.14
Japanese	15	0.96
Asian Indian	909	58.12
Korean	16	1.02
Vietnamese	90	5.75
Cambodian	9	0.58
Hmong	0	0.00
Laotian	0	0.00
Thai	17	1.09
All Other Asian Races Including 2+ Category	115	7.35
2014 Est. Population by Ancestry	162,203	
Pop, Arab	74	0.05
Pop, Czech	31	0.02
Pop, Danish	24	0.01
Pop, Dutch	344	0.21
Pop, English	4,154	2.56
Pop, French (except Basque)	730	0.45
Pop, French Canadian	99	0.06
Pop, German	2,583	1.59
Pop, Greek	43	0.03

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DESCRIPTION	DATA	%
Pop, Hungarian	14	0.01
Pop, Irish	4,074	2.51
Pop, Italian	690	0.43
Pop, Lithuanian	1	0.00
Pop, United States or American	5,984	3.69
Pop, Norwegian	61	0.04
Pop, Polish	187	0.12
Pop, Portuguese	27	0.02
Pop, Russian	50	0.03
Pop, Scottish	859	0.53
Pop, Scotch-Irish	1,430	0.88
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1,601	0.99
Pop, Swedish	110	0.07
Pop, Swiss	32	0.02
Pop, Ukrainian	0	0.00
Pop, Welsh	138	0.09
Pop, West Indian (exc Hisp groups)	117	0.07
Pop, Other ancestries	122,547	75.55
Pop, Ancestry Unclassified	16,197	9.99
2014 Est. Pop Age 5+ by Language Spoken At Home	150,473	
Speak Only English at Home	145,123	96.44
Speak Asian/Pac. Isl. Lang. at Home	1,242	0.83
Speak Indo-European Language at Home	1,092	0.73
Speak Spanish at Home	2,340	1.56
Speak Other Language at Home	675	0.45
2014 Est. Population by Sex	162,203	
Male	76,242	47.00
Female	85,961	53.00

DESCRIPTION	DATA	%
2014 Est. Population by Age	162,203	
Age 0 - 4	11,730	7.23
Age 5 - 9	11,619	7.16
Age 10 - 14	11,601	7.15
Age 15 - 17	7,579	4.67
Age 18 - 20	9,555	5.89
Age 21 - 24	11,250	6.94
Age 25 - 34	23,171	14.29
Age 35 - 44	18,827	11.61
Age 45 - 54	20,157	12.43
Age 55 - 64	18,719	11.54
Age 65 - 74	10,508	6.48
Age 75 - 84	5,342	3.29
Age 85 and over	2,144	1.32
Age 16 and over	124,772	76.92
Age 18 and over	119,674	73.78
Age 21 and over	110,118	67.89
Age 65 and over	17,994	11.09
2014 Est. Median Age	32.7	
2014 Est. Average Age	35.50	

## Drive-Time Demographics | 20-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	76,242	
Age 0 - 4	5,986	7.85
Age 5 - 9	5,913	7.76
Age 10 - 14	5,930	7.78
Age 15 - 17	3,789	4.97
Age 18 - 20	4,593	6.02
Age 21 - 24	5,423	7.11
Age 25 - 34	10,923	14.33
Age 35 - 44	8,594	11.27
Age 45 - 54	9,294	12.19
Age 55 - 64	8,544	11.21
Age 65 - 74	4,596	6.03
Age 75 - 84	2,019	2.65
Age 85 and over	638	0.84
2014 Est. Median Age, Male	30.9	
2014 Est. Average Age, Male	34.00	
2014 Est. Female Population by Age	85,961	
Age 0 - 4	5,744	6.68
Age 5 - 9	5,706	6.64
Age 10 - 14	5,671	6.60
Age 15 - 17	3,791	4.41
Age 18 - 20	4,962	5.77
Age 21 - 24	5,827	6.78
Age 25 - 34	12,249	14.25
Age 35 - 44	10,233	11.90
Age 45 - 54	10,862	12.64
Age 55 - 64	10,176	11.84
Age 65 - 74	5,912	6.88
Age 75 - 84	3,323	3.87
Age 85 and over	1,506	1.75

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	34.2	
2014 Est. Average Age, Female	36.70	
2014 Est. Pop Age 15+ by Marital Status	127,253	
Total, Never Married	60,254	47.35
Males, Never Married	28,736	22.58
Females, Never Married	31,518	24.77
Married, Spouse present	35,429	27.84
Married, Spouse absent	8,290	6.51
Widowed	8,233	6.47
Males Widowed	1,396	1.10
Females Widowed	6,837	5.37
Divorced	15,046	11.82
Males Divorced	6,135	4.82
Females Divorced	8,911	7.00
2014 Est. Pop. Age 25+ by Edu. Attainment	98,869	
Less than 9th grade	5,742	5.81
Some High School, no diploma	11,946	12.08
High School Graduate (or GED)	27,695	28.01
Some College, no degree	24,860	25.14
Associate Degree	6,047	6.12
Bachelor's Degree	14,147	14.31
Master's Degree	5,867	5.93
Professional School Degree	1,176	1.19
Doctorate Degree	1,389	1.40
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,710	
CY Pop 25+, Hisp/Lat, < High School Diploma	667	39.01
CY Pop 25+, Hisp/Lat, High School Graduate	333	19.47
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	382	22.34
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	328	19.18

## Drive-Time Demographics | 20-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Households		
2019 Projection	59,596	
2014 Estimate	58,681	
2010 Census	57,678	
2000 Census	60,244	
Growth 2014-2019	1.56%	
Growth 2010-2014	1.74%	
Growth 2000-2010	-4.26%	
2014 Est. Households by Household Type	58,681	
Family Households	39,300	66.97
Nonfamily Households	19,382	33.03
2014 Est. Group Quarters Population	6,944	
2014 HHs by Ethnicity, Hispanic/Latino	889	1.51
2014 Est. HHs by HH Income	58,681	
CY HHs, Inc < \$15,000	13,903	23.69
CY HHs, Inc \$15,000 - \$24,999	9,727	16.58
CY HHs, Inc \$25,000 - \$34,999	8,436	14.38
CY HHs, Inc \$35,000 - \$49,999	8,469	14.43
CY HHs, Inc \$50,000 - \$74,999	8,501	14.49
CY HHs, Inc \$75,000 - \$99,999	4,973	8.47
CY HHs, Inc \$100,000 - \$124,999	2,289	3.90
CY HHs, Inc \$125,000 - \$149,999	1,014	1.73
CY HHs, Inc \$150,000 - \$199,999	763	1.30
CY HHs, Inc \$200,000 - \$249,999	244	0.42
CY HHs, Inc \$250,000 - \$499,999	309	0.53
CY HHs, Inc \$500,000+	53	0.09

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$44,036	
2014 Est. Median Household Income	\$31,769	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	48,555	
Black or African American Alone	27,230	
American Indian and Alaska Native Alone	43,809	
Asian Alone	34,457	
Native Hawaiian and Other Pacific Islander Alone	50,605	
Some Other Race Alone	37,458	
Two or More Races	36,348	
Hispanic or Latino	40,728	
Not Hispanic or Latino	31,649	
2014 Est. Family HH Type, Presence Own Children	39,300	
Married-Couple Family, own children	7,359	18.73
Married-Couple Family, no own children	11,837	30.12
Male Householder, own children	1,394	3.55
Male Householder, no own children	1,948	4.96
Female Householder, own children	9,355	23.80
Female Householder, no own children	7,407	18.85
2014 Est. Households by Household Size	58,681	
1-person household	16,506	28.13
2-person household	16,646	28.37
3-person household	10,291	17.54
4-person household	7,736	13.18
5-person household	4,110	7.00
6-person household	1,933	3.29
7 or more person household	1,459	2.49

## Drive-Time Demographics | 20-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.65	
2014 Est. Households by Presence of People	58,681	
Households with 1 or more People under Age 18:	22,336	38.06
Married-Couple Family	8,611	38.55
Other Family, Male Householder	1,793	8.03
Other Family, Female Householder	11,759	52.65
Nonfamily, Male Householder	113	0.51
Nonfamily, Female Householder	60	0.27
Households no People under Age 18:	36,346	61.94
Married-Couple Family	10,565	29.07
Other Family, Male Householder	1,554	4.28
Other Family, Female Householder	5,009	13.78
Nonfamily, Male Householder	9,089	25.01
Nonfamily, Female Householder	10,129	27.87
2014 Est. Households by Number of Vehicles	58,681	
No Vehicles	5,430	9.25
1 Vehicle	23,478	40.01
2 Vehicles	19,404	33.07
3 Vehicles	7,324	12.48
4 Vehicles	2,372	4.04
5 or more Vehicles	673	1.15
2014 Est. Average Number of Vehicles	1.67	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	39,931	
2014 Estimate	39,300	
2010 Census	38,607	
2000 Census	41,760	
Growth 2014-2019	1.61%	
Growth 2010-2014	1.79%	
Growth 2000-2010	-7.55%	
2014 Est. Families by Poverty Status	39,300	
2014 Families at or Above Poverty	30,455	77.49
2014 Families at or Above Poverty with Children	14,370	36.56
2014 Families Below Poverty	8,845	22.51
2014 Families Below Poverty with Children	6,976	17.75
2014 Est. Pop Age 16+ by Employment Status	124,772	
In Armed Forces	85	0.07
Civilian - Employed	64,391	51.61
Civilian - Unemployed	10,076	8.08
Not in Labor Force	50,220	40.25
2014 Est. Civ Employed Pop 16+ Class of Worker	67,976	
For-Profit Private Workers	40,067	58.94
Non-Profit Private Workers	4,492	6.61
Local Government Workers	4,952	7.28
State Government Workers	11,010	16.20
Federal Government Workers	2,686	3.95
Self-Emp Workers	4,746	6.98
Unpaid Family Workers	24	0.04

## Drive-Time Demographics | 20-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	67,976	
Architect/Engineer	1,021	1.50
Arts/Entertain/Sports	650	0.96
Building Grounds Maint	4,426	6.51
Business/Financial Ops	1,850	2.72
Community/Soc Svcs	1,666	2.45
Computer/Mathematical	614	0.90
Construction/Extraction	3,616	5.32
Edu/Training/Library	3,912	5.75
Farm/Fish/Forestry	422	0.62
Food Prep/Serving	4,390	6.46
Health Practitioner/Tec	3,828	5.63
Healthcare Support	2,997	4.41
Maintenance Repair	2,208	3.25
Legal	702	1.03
Life/Phys/Soc Science	549	0.81
Management	4,533	6.67
Office/Admin Support	9,787	14.40
Production	3,720	5.47
Protective Svcs	1,904	2.80
Sales/Related	6,668	9.81
Personal Care/Svc	3,030	4.46
Transportation/Moving	5,485	8.07
2014 Est. Pop 16+ by Occupation Classification	67,976	
Blue Collar	15,029	22.11
White Collar	35,780	52.64
Service and Farm	17,168	25.26

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	66,524	
Drove Alone	55,237	83.03
Car Pooled	6,861	10.31
Public Transportation	574	0.86
Walked	1,070	1.61
Bicycle	30	0.05
Other Means	845	1.27
Worked at Home	1,906	2.87
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	15,773	
15 - 29 Minutes	33,512	
30 - 44 Minutes	12,497	
45 - 59 Minutes	1,580	
60 or more Minutes	1,254	
2014 Est. Avg Travel Time to Work in Minutes	22.72	
2014 Est. Tenure of Occupied Housing Units	58,681	
Owner Occupied	33,197	56.57
Renter Occupied	25,484	43.43
2014 Owner Occ. HUs: Avg. Length of Residence	20.4	
2014 Renter Occ. HUs: Avg. Length of Residence	7.7	

## Drive-Time Demographics | 20-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	33,197	
Value Less than \$20,000	1,719	5.18
Value \$20,000 - \$39,999	2,835	8.54
Value \$40,000 - \$59,999	3,470	10.45
Value \$60,000 - \$79,999	5,332	16.06
Value \$80,000 - \$99,999	4,522	13.62
Value \$100,000 - \$149,999	6,281	18.92
Value \$150,000 - \$199,999	4,470	13.47
Value \$200,000 - \$299,999	2,900	8.74
Value \$300,000 - \$399,999	875	2.64
Value \$400,000 - \$499,999	361	1.09
Value \$500,000 - \$749,999	260	0.78
Value \$750,000 - \$999,999	92	0.28
Value \$1,000,000 or more	78	0.23
2014 Est. Median All Owner-Occupied Housing Value	\$94,336	
2014 Est. Housing Units by Units in Structure	67,360	
1 Unit Attached	1,108	1.64
1 Unit Detached	47,932	71.16
2 Units	2,437	3.62
3 or 4 Units	2,732	4.06
5 to 19 Units	8,184	12.15
20 to 49 Units	1,211	1.80
50 or More Units	1,667	2.47
Mobile Home or Trailer	2,088	3.10
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	67,360	
Housing Unit Built 2005 or later	3,187	4.73
Housing Unit Built 2000 to 2004	3,950	5.86
Housing Unit Built 1990 to 1999	6,261	9.29
Housing Unit Built 1980 to 1989	9,167	13.61
Housing Unit Built 1970 to 1979	15,392	22.85
Housing Unit Built 1960 to 1969	12,798	19.00
Housing Unit Built 1950 to 1959	10,120	15.02
Housing Unit Built 1940 to 1949	3,296	4.89
Housing Unit Built 1939 or Earlier	3,189	4.73
2014 Est. Median Year Structure Built **	1973	



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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