# PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

## Clinton, Mississippi

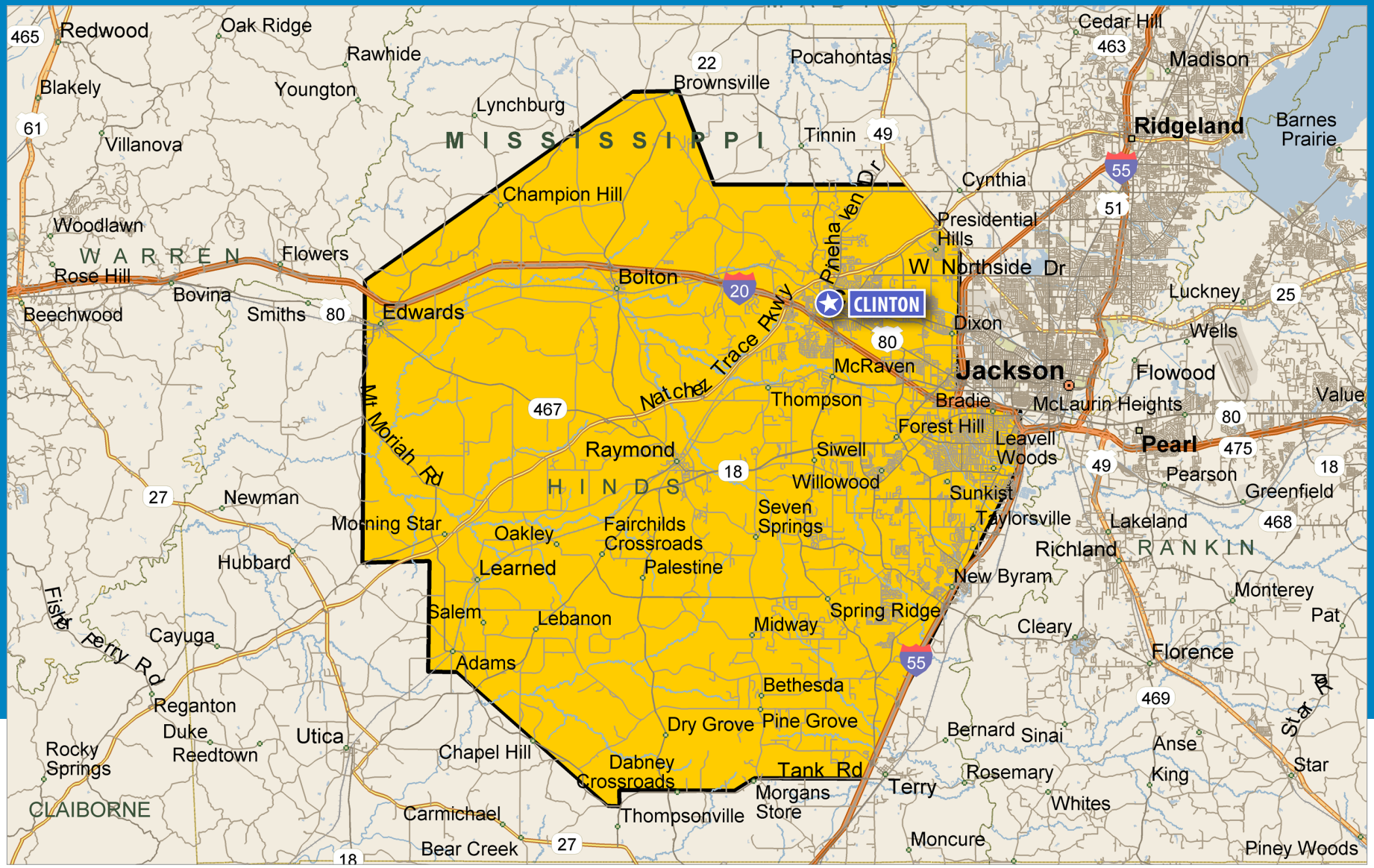
CLINTON

Prepared for
City of Clinton
July 2014

TheRetailCoach®

## *Primary Retail Trade Area*

Clinton, Mississippi

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## *Primary Retail Trade Area | Gap/Opportunity Analysis Summary*

Clinton, Mississippi

| SECTOR | DESCRIPTION | POTENTIAL SALES | EST. ACTUAL SALES | SURPLUS/LEAKAGE | % SURPLUS |
|---|---|---|---|---|---|
| | **Total Retail Sales Incl Eating and Drinking Places** | **1,659,409,643** | **246,859,464** | **(1,412,550,179)** | **-85%** |
| | | | | | |
| 441 | Motor Vehicle and Parts Dealers | 308,366,827 | 6,515,235 | (301,851,592) | -98% |
| 4411 | Automotive Dealers | 251,259,467 | 1,521,551 | (249,737,916) | -99% |
| 4412 | Other Motor Vehicle Dealers | 36,557,807 | 0 | (36,557,807) | -100% |
| 4413 | Automotive Parts/Accsrs, Tire Stores | 20,549,552 | 4,993,684 | (15,555,868) | -76% |
| | | | | | |
| 442 | Furniture and Home Furnishings Stores | 29,457,810 | 1,523,376 | (27,934,434) | -95% |
| 4421 | Furniture Stores | 15,319,984 | 878,251 | (14,441,733) | -94% |
| 4422 | Home Furnishing Stores | 14,137,826 | 645,125 | (13,492,701) | -95% |
| | | | | | |
| 443 | Electronics and Appliance Stores | 30,032,588 | 2,275,840 | (27,756,748) | -92% |
| 44311 | Appliances, TVs, Electronics Stores | 21,844,836 | 2,223,733 | (19,621,103) | -90% |
| 443111 | Household Appliances Stores | 4,032,318 | 888,264 | (3,144,054) | -78% |
| 443112 | Radio, Television, Electronics Stores | 17,812,518 | 1,335,469 | (16,477,049) | -93% |
| 44312 | Computer and Software Stores | 7,465,173 | 52,107 | (7,413,066) | -99% |
| 44313 | Camera and Photographic Equipment Stores | 722,580 | 0 | (722,580) | -100% |
| | | | | | |
| 444 | Building Material, Garden Equip Stores | 163,222,941 | 35,954,612 | (127,268,329) | -78% |
| 4441 | Building Material and Supply Dealers | 137,515,021 | 35,216,110 | (102,298,911) | -74% |
| 44411 | Home Centers | 56,211,682 | 27,005,847 | (29,205,835) | -52% |
| 44412 | Paint and Wallpaper Stores | 2,191,078 | 859,413 | (1,331,665) | -61% |
| 44413 | Hardware Stores | 14,848,758 | 1,023,646 | (13,825,112) | -93% |
| 44419 | Other Building Materials Dealers | 64,263,503 | 6,327,204 | (57,936,299) | -90% |
| 4442 | Lawn, Garden Equipment, Supplies Stores | 25,707,920 | 738,502 | (24,969,418) | -97% |
| 44421 | Outdoor Power Equipment Stores | 8,325,270 | 0 | (8,325,270) | -100% |
| 44422 | Nursery and Garden Centers | 17,382,650 | 738,502 | (16,644,148) | -96% |

## *Primary Retail Trade Area | Gap/Opportunity Analysis Summary*
Clinton, Mississippi

| SECTOR | DESCRIPTION | POTENTIAL SALES | EST. ACTUAL SALES | SURPLUS/LEAKAGE | % SURPLUS |
|---|---|---|---|---|---|
| 445 | Food and Beverage Stores | 202,876,697 | 26,780,837 | (176,095,860) | -87% |
| 4451 | Grocery Stores | 138,448,869 | 24,501,819 | (113,947,050) | -82% |
| 44511 | Supermarkets, Grocery (Ex Conv) Stores | 129,498,875 | 24,003,325 | (105,495,550) | -81% |
| 44512 | Convenience Stores | 8,949,994 | 498,494 | (8,451,500) | -94% |
| 4452 | Specialty Food Stores | 16,786,951 | 1,613 | (16,785,338) | -100% |
| 4453 | Beer, Wine and Liquor Stores | 47,640,877 | 2,277,405 | (45,363,472) | -95% |
| | | | | | |
| 446 | Health and Personal Care Stores | 100,678,574 | 22,092,863 | (78,585,711) | -78% |
| 44611 | Pharmacies and Drug Stores | 80,544,696 | 18,001,362 | (62,543,334) | -78% |
| 44612 | Cosmetics, Beauty Supplies, Perfume Stores | 7,204,751 | 1,147,744 | (6,057,007) | -84% |
| 44613 | Optical Goods Stores | 3,860,508 | 1,236,486 | (2,624,022) | -68% |
| 44619 | Other Health and Personal Care Stores | 9,068,619 | 1,707,271 | (7,361,348) | -81% |
| | | | | | |
| 447 | Gasoline Stations | 175,477,845 | 22,329,676 | (153,148,169) | -87% |
| 44711 | Gasoline Stations With Conv Stores | 127,168,184 | 15,055,296 | (112,112,888) | -88% |
| 44719 | Other Gasoline Stations | 48,309,661 | 7,274,380 | (41,035,281) | -85% |
| | | | | | |
| 448 | Clothing and Clothing Accessories Stores | 76,774,478 | 10,331,108 | (66,443,370) | -87% |
| 4481 | Clothing Stores | 45,729,007 | 3,961,277 | (41,767,730) | -91% |
| 44811 | Men's Clothing Stores | 2,121,471 | 353,480 | (1,767,991) | -83% |
| 44812 | Women's Clothing Stores | 10,971,478 | 1,971,475 | (9,000,003) | -82% |
| 44813 | Childrens, Infants Clothing Stores | 3,032,877 | 13,422 | (3,019,455) | -100% |
| 44814 | Family Clothing Stores | 23,758,573 | 1,545,840 | (22,212,733) | -93% |
| 44815 | Clothing Accessories Stores | 1,955,883 | 3,120 | (1,952,763) | -100% |
| 44819 | Other Clothing Stores | 3,888,725 | 73,940 | (3,814,785) | -98% |
| 4482 | Shoe Stores | 7,402,949 | 1,677,027 | (5,725,922) | -77% |
| 4483 | Jewelry, Luggage, Leather Goods Stores | 23,642,522 | 4,692,804 | (18,949,718) | -80% |
| 44831 | Jewelry Stores | 20,495,537 | 4,692,804 | (15,802,733) | -77% |
| 44832 | Luggage and Leather Goods Stores | 3,146,985 | 0 | (3,146,985) | -100% |

## *Primary Retail Trade Area | Gap/Opportunity Analysis Summary*
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| SECTOR | DESCRIPTION | POTENTIAL SALES | EST. ACTUAL SALES | SURPLUS/LEAKAGE | % SURPLUS |
|---|---|---|---|---|---|
| 451 | Sporting Goods, Hobby, Book, Music Stores | 34,341,770 | 2,950,538 | (31,391,232) | -91% |
| 4511 | Sportng Goods, Hobby, Musical Inst Stores | 29,895,494 | 1,608,663 | (28,286,831) | -95% |
| 45111 | Sporting Goods Stores | 15,993,048 | 950,514 | (15,042,534) | -94% |
| 45112 | Hobby, Toys and Games Stores | 8,585,823 | 606,643 | (7,979,180) | -93% |
| 45113 | Sew/Needlework/Piece Goods Stores | 2,940,097 | 47,203 | (2,892,894) | -98% |
| 45114 | Musical Instrument and Supplies Stores | 2,376,526 | 4,303 | (2,372,223) | -100% |
| 4512 | Book, Periodical and Music Stores | 4,446,276 | 1,341,875 | (3,104,401) | -70% |
| 45121 | Book Stores and News Dealers | 3,878,891 | 1,341,875 | (2,537,016) | -65% |
| 451211 | Book Stores | 3,451,573 | 1,341,875 | (2,109,698) | -61% |
| 451212 | News Dealers and Newsstands | 427,317 | 0 | (427,317) | -100% |
| 45122 | Prerecorded Tapes, CDs, Record Stores | 567,385 | 0 | (567,385) | -100% |
| | | | | | |
| 452 | General Merchandise Stores | 208,757,444 | 80,024,060 | (128,733,384) | -62% |
| 4521 | Department Stores Excl Leased Depts | 91,900,573 | 0 | (91,900,573) | -100% |
| 4529 | Other General Merchandise Stores | 116,856,870 | 80,024,060 | (36,832,810) | -32% |
| | | | | | |
| 453 | Miscellaneous Store Retailers | 44,434,268 | 4,565,017 | (39,869,251) | -90% |
| 4531 | Florists | 1,609,865 | 336,559 | (1,273,306) | -79% |
| 4532 | Office Supplies, Stationery, Gift Stores | 20,020,129 | 2,399,393 | (17,620,736) | -88% |
| 45321 | Office Supplies and Stationery Stores | 8,979,333 | 435,071 | (8,544,262) | -95% |
| 45322 | Gift, Novelty and Souvenir Stores | 11,040,796 | 1,964,322 | (9,076,474) | -82% |
| 4533 | Used Merchandise Stores | 3,487,982 | 520,453 | (2,967,529) | -85% |
| 4539 | Other Miscellaneous Store Retailers | 19,316,292 | 1,308,612 | (18,007,680) | -93% |
| | | | | | |
| 454 | Non-Store Retailers | 142,145,321 | 3,261,593 | (138,883,728) | -98% |
| | | | | | |
| 722 | Foodservice and Drinking Places | 142,843,080 | 28,254,709 | (114,588,371) | -80% |
| 7221 | Full-Service Restaurants | 63,864,726 | 5,478,403 | (58,386,323) | -91% |
| 7222 | Limited-Service Eating Places | 57,735,102 | 20,710,536 | (37,024,566) | -64% |
| 7223 | Special Foodservices | 15,487,700 | 2,064,577 | (13,423,123) | -87% |
| 7224 | Drinking Places -Alcoholic Beverages | 5,755,552 | 1,193 | (5,754,359) | -100% |

# *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*

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| 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, Subsaharan 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 IndoEuropean 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*

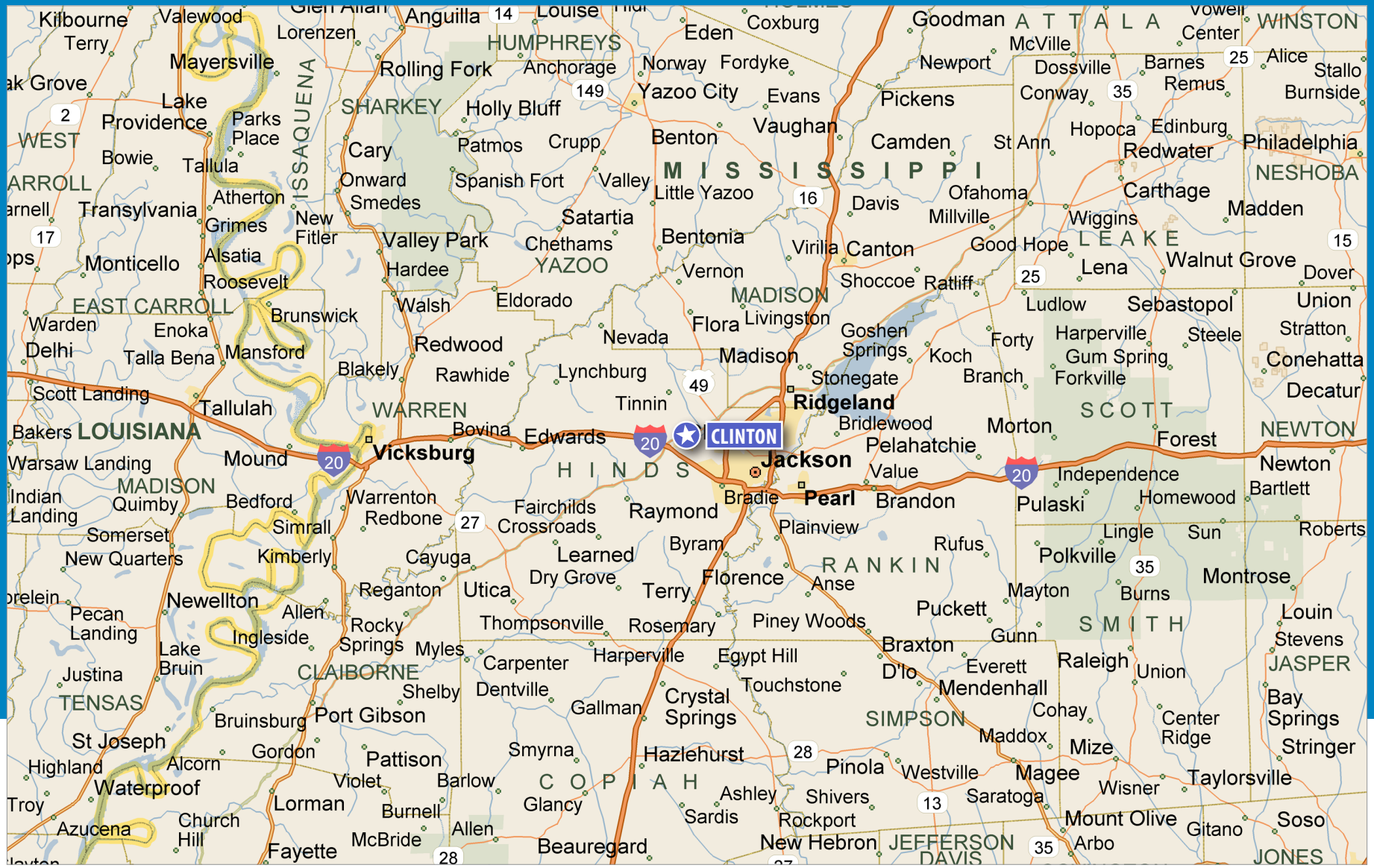
Clinton, Mississippi

| 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 | |

## *Location Map*

Clinton, Mississippi




## Contact Information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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 |

# *Community Demographics*
## Clinton, Mississippi

| 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, Subsaharan 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 IndoEuropean 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 | |

# *Community Demographics*
## Clinton, Mississippi

| 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 |

# *Community Demographics*
## Clinton, Mississippi

| 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 |

# *Community Demographics*
## Clinton, Mississippi

| 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 |

# *Community Demographics*
## Clinton, Mississippi

| 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 | |

# *Community Demographics*
## Clinton, Mississippi

| 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

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.