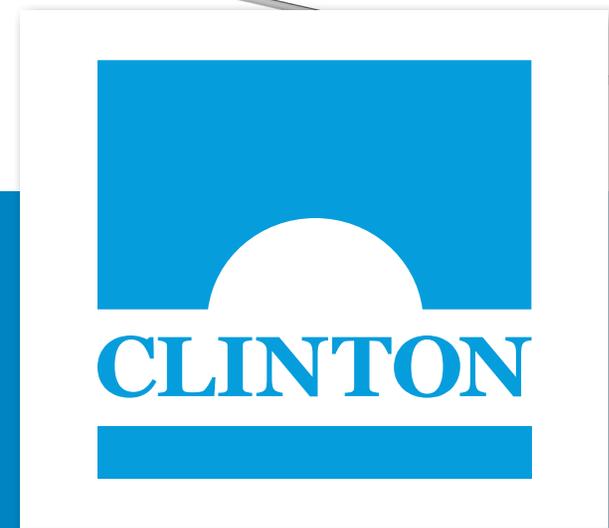




DRIVE TIME DEMOGRAPHICS

5-MINUTE DRIVE TIME

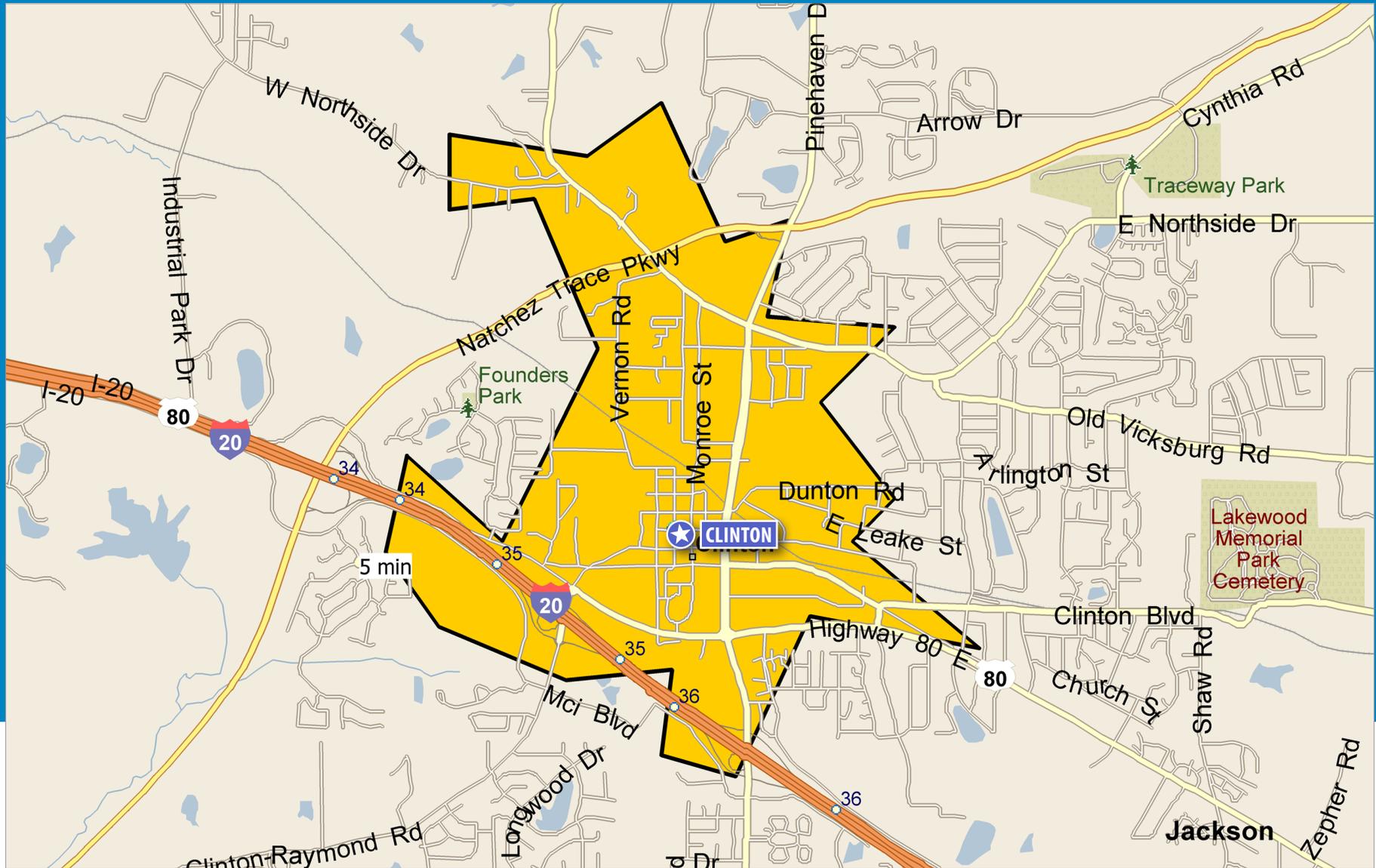
Clinton, Mississippi



Prepared for
City of Clinton
July 2014

 TheRetailCoach®

5-Minute Drive Time Clinton, Mississippi



Contact Information

Mayor Phil Fisher
City of Clinton
300 Jefferson Street
Clinton, Mississippi 39056

Phone 601.925.6103
Fax 601.925.4605
pfisher@clintonms.org
www.clintonms.org

Drive-Time Demographics | 5-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	4,042	
2014 Estimate	3,981	
2010 Census	3,923	
2000 Census	4,973	
Growth 2014-2019	1.53%	
Growth 2010-2014	1.49%	
Growth 2000-2010	-21.12%	
2014 Est. Pop by Single Race Class	3,981	
White Alone	2,512	63.10
Black or African American Alone	1,201	30.17
Amer. Indian and Alaska Native Alone	10	0.25
Asian Alone	172	4.32
Native Hawaiian and Other Pac. Isl. Alone	3	0.08
Some Other Race Alone	40	1.00
Two or More Races	43	1.08
2014 Est. Pop Hisp or Latino by Origin	3,981	
Not Hispanic or Latino	3,890	97.71
Hispanic or Latino:	91	2.29
Mexican	50	54.95
Puerto Rican	7	7.69
Cuban	1	1.10
All Other Hispanic or Latino	34	37.36

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	91	
White Alone	46	50.55
Black or African American Alone	0	0.00
American Indian and Alaska Native Alone	0	0.00
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	38	41.76
Two or More Races	6	6.59
2014 Est. Pop. Asian Alone Race by Cat	172	
Chinese, except Taiwanese	27	15.70
Filipino	1	0.58
Japanese	0	0.00
Asian Indian	65	37.79
Korean	0	0.00
Vietnamese	27	15.70
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	1	0.58
All Other Asian Races Including 2+ Category	51	29.65
2014 Est. Population by Ancestry	3,981	
Pop, Arab	1	0.03
Pop, Czech	1	0.03
Pop, Danish	1	0.03
Pop, Dutch	3	0.08
Pop, English	286	7.18
Pop, French (except Basque)	47	1.18
Pop, French Canadian	8	0.20
Pop, German	204	5.12
Pop, Greek	0	0.00

Drive-Time Demographics | 5-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	167	4.19
Pop, Italian	51	1.28
Pop, Lithuanian	0	0.00
Pop, United States or American	363	9.12
Pop, Norwegian	6	0.15
Pop, Polish	11	0.28
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	48	1.21
Pop, Scotch-Irish	112	2.81
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1	0.03
Pop, Swedish	0	0.00
Pop, Swiss	24	0.60
Pop, Ukrainian	0	0.00
Pop, Welsh	16	0.40
Pop, West Indian (exc Hisp groups)	1	0.03
Pop, Other ancestries	1,943	48.81
Pop, Ancestry Unclassified	688	17.28
2014 Est. Pop Age 5+ by Language Spoken At Home	3,733	
Speak Only English at Home	3,491	93.52
Speak Asian/Pac. Isl. Lang. at Home	81	2.17
Speak Indo-European Language at Home	126	3.38
Speak Spanish at Home	33	0.88
Speak Other Language at Home	2	0.05
2014 Est. Population by Sex	3,981	
Male	1,855	46.60
Female	2,126	53.40

DESCRIPTION	DATA	%
2014 Est. Population by Age	3,981	
Age 0 - 4	248	6.23
Age 5 - 9	237	5.95
Age 10 - 14	255	6.41
Age 15 - 17	164	4.12
Age 18 - 20	220	5.53
Age 21 - 24	252	6.33
Age 25 - 34	581	14.59
Age 35 - 44	486	12.21
Age 45 - 54	479	12.03
Age 55 - 64	463	11.63
Age 65 - 74	280	7.03
Age 75 - 84	203	5.10
Age 85 and over	113	2.84
Age 16 and over	3,189	80.11
Age 18 and over	3,077	77.29
Age 21 and over	2,857	71.77
Age 65 and over	595	14.95
2014 Est. Median Age	35.7	
2014 Est. Average Age	38.30	

Drive-Time Demographics | 5-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	1,855	
Age 0 - 4	128	6.90
Age 5 - 9	127	6.85
Age 10 - 14	138	7.44
Age 15 - 17	85	4.58
Age 18 - 20	83	4.47
Age 21 - 24	112	6.04
Age 25 - 34	284	15.31
Age 35 - 44	232	12.51
Age 45 - 54	218	11.75
Age 55 - 64	218	11.75
Age 65 - 74	122	6.58
Age 75 - 84	74	3.99
Age 85 and over	33	1.78
2014 Est. Median Age, Male	33.9	
2014 Est. Average Age, Male	36.50	
2014 Est. Female Population by Age	2,126	
Age 0 - 4	120	5.64
Age 5 - 9	110	5.17
Age 10 - 14	117	5.50
Age 15 - 17	80	3.76
Age 18 - 20	137	6.44
Age 21 - 24	140	6.59
Age 25 - 34	297	13.97
Age 35 - 44	254	11.95
Age 45 - 54	262	12.32
Age 55 - 64	245	11.52
Age 65 - 74	157	7.38
Age 75 - 84	129	6.07
Age 85 and over	79	3.72

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	37.5	
2014 Est. Average Age, Female	40.00	
2014 Est. Pop Age 15+ by Marital Status	3,241	
Total, Never Married	1,172	36.16
Males, Never Married	572	17.65
Females, Never Married	601	18.54
Married, Spouse present	1,322	40.79
Married, Spouse absent	107	3.30
Widowed	293	9.04
Males Widowed	53	1.64
Females Widowed	240	7.41
Divorced	347	10.71
Males Divorced	138	4.26
Females Divorced	209	6.45
2014 Est. Pop. Age 25+ by Edu. Attainment	2,605	
Less than 9th grade	115	4.41
Some High School, no diploma	124	4.76
High School Graduate (or GED)	524	20.12
Some College, no degree	594	22.80
Associate Degree	170	6.53
Bachelor's Degree	638	24.49
Master's Degree	336	12.90
Professional School Degree	58	2.23
Doctorate Degree	46	1.77
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	44	
CY Pop 25+, Hisp/Lat, < High School Diploma	19	43.18
CY Pop 25+, Hisp/Lat, High School Graduate	6	13.64
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	11	25.00
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	7	15.91

Drive-Time Demographics | 5-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
Households		
2019 Projection	1,646	
2014 Estimate	1,613	
2010 Census	1,578	
2000 Census	1,595	
Growth 2014-2019	2.07%	
Growth 2010-2014	2.17%	
Growth 2000-2010	-1.04%	
2014 Est. Households by Household Type	1,613	
Family Households	981	60.82
Nonfamily Households	632	39.18
2014 Est. Group Quarters Population	121	
2014 HHs by Ethnicity, Hispanic/Latino	20	1.24
2014 Est. HHs by HH Income	1,613	
CY HHs, Inc < \$15,000	295	18.29
CY HHs, Inc \$15,000 - \$24,999	122	7.56
CY HHs, Inc \$25,000 - \$34,999	214	13.27
CY HHs, Inc \$35,000 - \$49,999	221	13.70
CY HHs, Inc \$50,000 - \$74,999	302	18.72
CY HHs, Inc \$75,000 - \$99,999	238	14.76
CY HHs, Inc \$100,000 - \$124,999	100	6.20
CY HHs, Inc \$125,000 - \$149,999	60	3.72
CY HHs, Inc \$150,000 - \$199,999	32	1.98
CY HHs, Inc \$200,000 - \$249,999	13	0.81
CY HHs, Inc \$250,000 - \$499,999	15	0.93
CY HHs, Inc \$500,000+	1	0.06

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$58,063	
2014 Est. Median Household Income	\$46,920	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	49,937	
Black or African American Alone	40,452	
American Indian and Alaska Native Alone	40,525	
Asian Alone	14,999	
Native Hawaiian and Other Pacific Islander Alone	46,250	
Some Other Race Alone	34,584	
Two or More Races	41,747	
Hispanic or Latino	40,380	
Not Hispanic or Latino	46,992	
2014 Est. Family HH Type, Presence Own Children	981	
Married-Couple Family, own children	276	28.13
Married-Couple Family, no own children	393	40.06
Male Householder, own children	31	3.16
Male Householder, no own children	43	4.38
Female Householder, own children	139	14.17
Female Householder, no own children	100	10.19
2014 Est. Households by Household Size	1,613	
1-person household	544	33.73
2-person household	470	29.14
3-person household	264	16.37
4-person household	185	11.47
5-person household	89	5.52
6-person household	41	2.54
7 or more person household	20	1.24

Drive-Time Demographics | 5-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.39	
2014 Est. Households by Presence of People	1,613	
Households with 1 or more People under Age 18:	508	31.49
Married-Couple Family	297	58.46
Other Family, Male Householder	44	8.66
Other Family, Female Householder	165	32.48
Nonfamily, Male Householder	2	0.39
Nonfamily, Female Householder	1	0.20
Households no People under Age 18:	1,104	68.44
Married-Couple Family	370	33.51
Other Family, Male Householder	30	2.72
Other Family, Female Householder	75	6.79
Nonfamily, Male Householder	259	23.46
Nonfamily, Female Householder	370	33.51
2014 Est. Households by Number of Vehicles	1,613	
No Vehicles	88	5.46
1 Vehicle	564	34.97
2 Vehicles	617	38.25
3 Vehicles	247	15.31
4 Vehicles	75	4.65
5 or more Vehicles	23	1.43
2014 Est. Average Number of Vehicles	1.84	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	1,005	
2014 Estimate	981	
2010 Census	956	
2000 Census	1,022	
Growth 2014-2019	2.44%	
Growth 2010-2014	2.53%	
Growth 2000-2010	-6.42%	
2014 Est. Families by Poverty Status	981	
2014 Families at or Above Poverty	918	93.58
2014 Families at or Above Poverty with Children	416	42.41
2014 Families Below Poverty	62	6.32
2014 Families Below Poverty with Children	49	4.99
2014 Est. Pop Age 16+ by Employment Status	3,189	
In Armed Forces	0	0.00
Civilian - Employed	1,663	52.15
Civilian - Unemployed	129	4.05
Not in Labor Force	1,397	43.81
2014 Est. Civ Employed Pop 16+ Class of Worker	1,755	
For-Profit Private Workers	923	52.59
Non-Profit Private Workers	157	8.95
Local Government Workers	111	6.32
State Government Workers	280	15.95
Federal Government Workers	78	4.44
Self-Emp Workers	206	11.74
Unpaid Family Workers	0	0.00

Drive-Time Demographics | 5-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	1,755	
Architect/Engineer	46	2.62
Arts/Entertain/Sports	31	1.77
Building Grounds Maint	70	3.99
Business/Financial Ops	51	2.91
Community/Soc Svcs	45	2.56
Computer/Mathematical	28	1.60
Construction/Extraction	52	2.96
Edu/Training/Library	208	11.85
Farm/Fish/Forestry	12	0.68
Food Prep/Serving	44	2.51
Health Practitioner/Tec	148	8.43
Healthcare Support	52	2.96
Maintenance Repair	80	4.56
Legal	15	0.85
Life/Phys/Soc Science	22	1.25
Management	164	9.34
Office/Admin Support	222	12.65
Production	61	3.48
Protective Svcs	39	2.22
Sales/Related	208	11.85
Personal Care/Svc	84	4.79
Transportation/Moving	73	4.16
2014 Est. Pop 16+ by Occupation Classification	1,755	
Blue Collar	267	15.21
White Collar	1,189	67.75
Service and Farm	300	17.09

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	1,701	
Drove Alone	1,450	85.24
Car Pooled	119	7.00
Public Transportation	0	0.00
Walked	37	2.18
Bicycle	1	0.06
Other Means	6	0.35
Worked at Home	88	5.17
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	524	
15 - 29 Minutes	723	
30 - 44 Minutes	320	
45 - 59 Minutes	37	
60 or more Minutes	19	
2014 Est. Avg Travel Time to Work in Minutes	21.06	
2014 Est. Tenure of Occupied Housing Units	1,613	
Owner Occupied	1,000	62.00
Renter Occupied	613	38.00
2014 Owner Occ. HUs: Avg. Length of Residence	16.4	
2014 Renter Occ. HUs: Avg. Length of Residence	6.9	

Drive-Time Demographics | 5-Minute Drive-Time Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	1,000	
Value Less than \$20,000	32	3.20
Value \$20,000 - \$39,999	43	4.30
Value \$40,000 - \$59,999	31	3.10
Value \$60,000 - \$79,999	69	6.90
Value \$80,000 - \$99,999	119	11.90
Value \$100,000 - \$149,999	262	26.20
Value \$150,000 - \$199,999	208	20.80
Value \$200,000 - \$299,999	153	15.30
Value \$300,000 - \$399,999	47	4.70
Value \$400,000 - \$499,999	15	1.50
Value \$500,000 - \$749,999	14	1.40
Value \$750,000 - \$999,999	2	0.20
Value \$1,000,000 or more	4	0.40
2014 Est. Median All Owner-Occupied Housing Value	\$139,126	
2014 Est. Housing Units by Units in Structure	1,738	
1 Unit Attached	91	5.24
1 Unit Detached	1,123	64.61
2 Units	79	4.55
3 or 4 Units	83	4.78
5 to 19 Units	124	7.13
20 to 49 Units	82	4.72
50 or More Units	143	8.23
Mobile Home or Trailer	13	0.75
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	1,738	
Housing Unit Built 2005 or later	111	6.39
Housing Unit Built 2000 to 2004	141	8.11
Housing Unit Built 1990 to 1999	230	13.23
Housing Unit Built 1980 to 1989	395	22.73
Housing Unit Built 1970 to 1979	342	19.68
Housing Unit Built 1960 to 1969	258	14.84
Housing Unit Built 1950 to 1959	172	9.90
Housing Unit Built 1940 to 1949	13	0.75
Housing Unit Built 1939 or Earlier	77	4.43
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.

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



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.