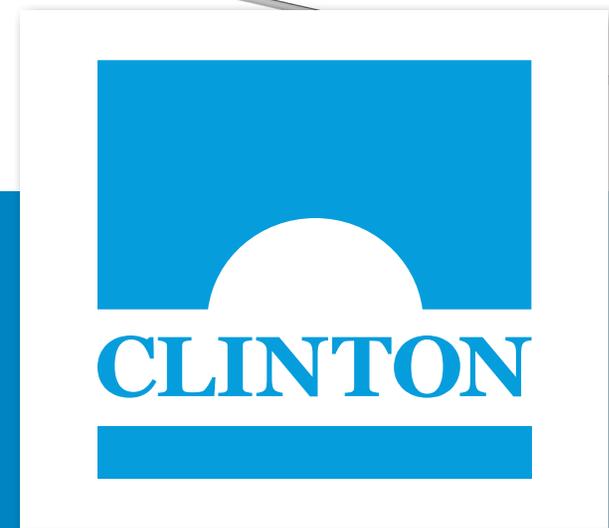




SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

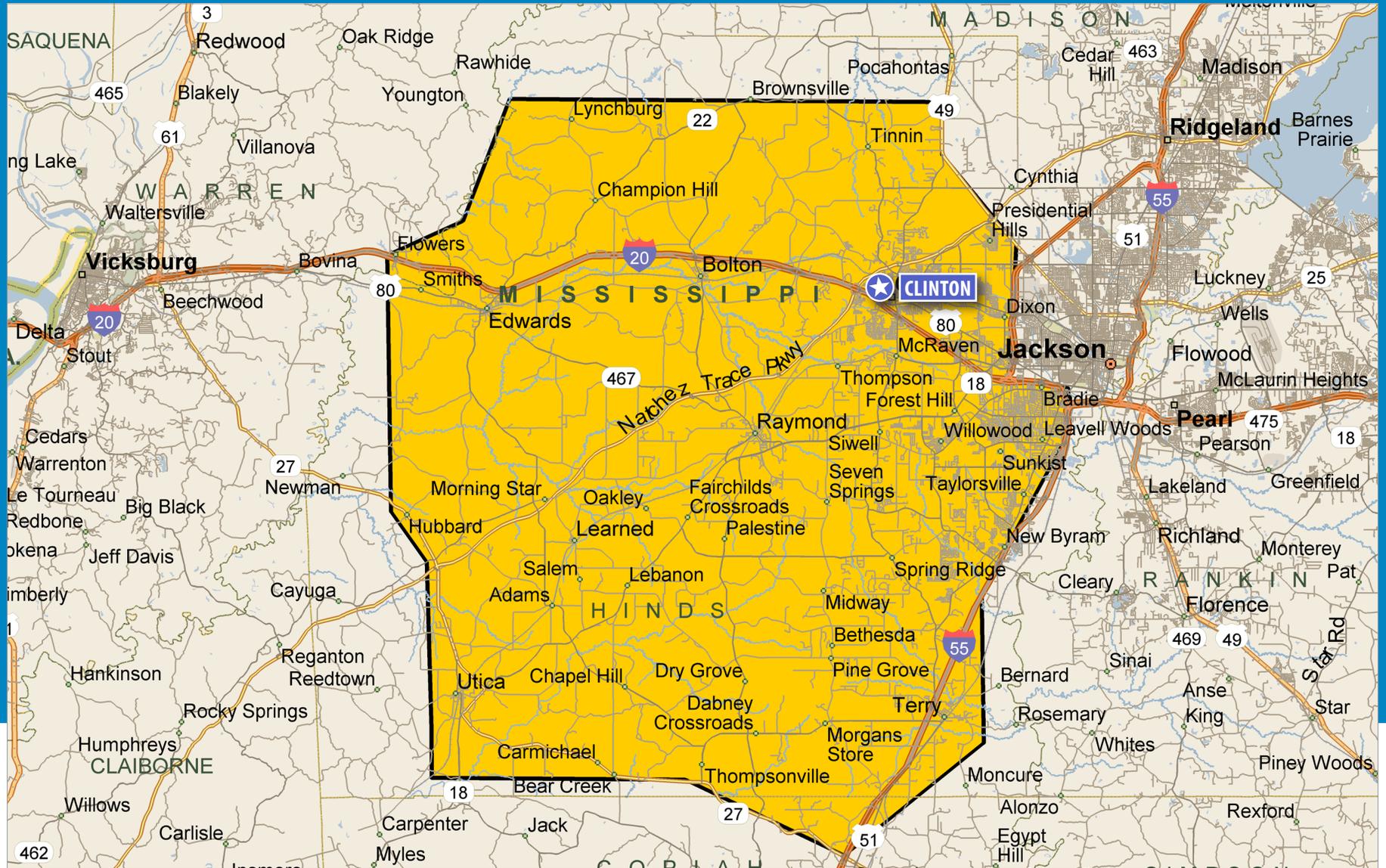
Clinton, Mississippi



Prepared for
City of Clinton
July 2014

 **TheRetailCoach®**

Secondary Retail Trade Area Clinton, Mississippi



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Secondary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	140,278	
2014 Estimate	135,938	
2010 Census	131,717	
2000 Census	121,637	
Growth 2014-2019	3.19%	
Growth 2010-2014	3.20%	
Growth 2000-2010	8.29%	
2014 Est. Pop by Single Race Class	135,938	
White Alone	43,746	32.18
Black or African American Alone	87,707	64.52
Amer. Indian and Alaska Native Alone	323	0.24
Asian Alone	1,509	1.11
Native Hawaiian and Other Pac. Isl. Alone	72	0.05
Some Other Race Alone	1,107	0.81
Two or More Races	1,474	1.08
2014 Est. Pop Hisp or Latino by Origin	135,938	
Not Hispanic or Latino	133,510	98.21
Hispanic or Latino:	2,428	1.79
Mexican	1,509	62.15
Puerto Rican	158	6.51
Cuban	57	2.35
All Other Hispanic or Latino	704	29.00

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	2,428	
White Alone	773	31.84
Black or African American Alone	349	14.37
American Indian and Alaska Native Alone	28	1.15
Asian Alone	17	0.70
Native Hawaiian and Other Pacific Islander Alone	24	0.99
Some Other Race Alone	1,026	42.26
Two or More Races	211	8.69
2014 Est. Pop. Asian Alone Race by Cat	1,509	
Chinese, except Taiwanese	208	13.78
Filipino	226	14.98
Japanese	2	0.13
Asian Indian	855	56.66
Korean	18	1.19
Vietnamese	70	4.64
Cambodian	8	0.53
Hmong	0	0.00
Laotian	0	0.00
Thai	17	1.13
All Other Asian Races Including 2+ Category	104	6.89
2014 Est. Population by Ancestry	135,938	
Pop, Arab	80	0.06
Pop, Czech	10	0.01
Pop, Danish	16	0.01
Pop, Dutch	291	0.21
Pop, English	4,989	3.67
Pop, French (except Basque)	1,003	0.74
Pop, French Canadian	77	0.06
Pop, German	2,998	2.21
Pop, Greek	45	0.03

Secondary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
Pop, Hungarian	25	0.02
Pop, Irish	5,348	3.93
Pop, Italian	623	0.46
Pop, Lithuanian	0	0.00
Pop, United States or American	7,811	5.75
Pop, Norwegian	68	0.05
Pop, Polish	179	0.13
Pop, Portuguese	25	0.02
Pop, Russian	37	0.03
Pop, Scottish	940	0.69
Pop, Scotch-Irish	1,779	1.31
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	1,165	0.86
Pop, Swedish	140	0.10
Pop, Swiss	32	0.02
Pop, Ukrainian	0	0.00
Pop, Welsh	172	0.13
Pop, West Indian (exc Hisp groups)	60	0.04
Pop, Other ancestries	92,655	68.16
Pop, Ancestry Unclassified	15,371	11.31
2014 Est. Pop Age 5+ by Language Spoken At Home	126,048	
Speak Only English at Home	121,878	96.69
Speak Asian/Pac. Isl. Lang. at Home	1,161	0.92
Speak Indo-European Language at Home	978	0.78
Speak Spanish at Home	1,676	1.33
Speak Other Language at Home	355	0.28
2014 Est. Population by Sex	135,938	
Male	64,200	47.23
Female	71,738	52.77

DESCRIPTION	DATA	%
2014 Est. Population by Age	135,938	
Age 0 - 4	9,890	7.28
Age 5 - 9	9,918	7.30
Age 10 - 14	10,345	7.61
Age 15 - 17	6,801	5.00
Age 18 - 20	6,681	4.91
Age 21 - 24	8,253	6.07
Age 25 - 34	18,336	13.49
Age 35 - 44	17,014	12.52
Age 45 - 54	18,198	13.39
Age 55 - 64	15,773	11.60
Age 65 - 74	8,662	6.37
Age 75 - 84	4,362	3.21
Age 85 and over	1,705	1.25
Age 16 and over	103,552	76.18
Age 18 and over	98,984	72.82
Age 21 and over	92,303	67.90
Age 65 and over	14,730	10.84
2014 Est. Median Age	33.8	
2014 Est. Average Age	35.60	

Secondary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	64,200	
Age 0 - 4	5,043	7.86
Age 5 - 9	5,067	7.89
Age 10 - 14	5,281	8.23
Age 15 - 17	3,424	5.33
Age 18 - 20	3,383	5.27
Age 21 - 24	4,121	6.42
Age 25 - 34	8,547	13.31
Age 35 - 44	7,664	11.94
Age 45 - 54	8,327	12.97
Age 55 - 64	7,267	11.32
Age 65 - 74	3,870	6.03
Age 75 - 84	1,696	2.64
Age 85 and over	512	0.80
2014 Est. Median Age, Male	31.8	
2014 Est. Average Age, Male	34.20	
2014 Est. Female Population by Age	71,738	
Age 0 - 4	4,847	6.76
Age 5 - 9	4,852	6.76
Age 10 - 14	5,064	7.06
Age 15 - 17	3,377	4.71
Age 18 - 20	3,298	4.60
Age 21 - 24	4,133	5.76
Age 25 - 34	9,789	13.65
Age 35 - 44	9,350	13.03
Age 45 - 54	9,871	13.76
Age 55 - 64	8,506	11.86
Age 65 - 74	4,792	6.68
Age 75 - 84	2,667	3.72
Age 85 and over	1,194	1.66

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	35.5	
2014 Est. Average Age, Female	36.90	
2014 Est. Pop Age 15+ by Marital Status	105,785	
Total, Never Married	43,706	41.32
Males, Never Married	20,955	19.81
Females, Never Married	22,751	21.51
Married, Spouse present	37,880	35.81
Married, Spouse absent	5,869	5.55
Widowed	6,372	6.02
Males Widowed	900	0.85
Females Widowed	5,472	5.17
Divorced	11,958	11.30
Males Divorced	4,598	4.35
Females Divorced	7,360	6.96
2014 Est. Pop. Age 25+ by Edu. Attainment	84,050	
Less than 9th grade	3,376	4.02
Some High School, no diploma	7,957	9.47
High School Graduate (or GED)	22,991	27.35
Some College, no degree	22,541	26.82
Associate Degree	6,544	7.79
Bachelor's Degree	13,456	16.01
Master's Degree	5,504	6.55
Professional School Degree	764	0.91
Doctorate Degree	917	1.09
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	1,240	
CY Pop 25+, Hisp/Lat, < High School Diploma	476	38.39
CY Pop 25+, Hisp/Lat, High School Graduate	288	23.23
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	291	23.47
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	185	14.92

Secondary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
Households		
2019 Projection	49,869	
2014 Estimate	48,331	
2010 Census	46,885	
2000 Census	42,513	
Growth 2014-2019	3.18%	
Growth 2010-2014	3.08%	
Growth 2000-2010	10.28%	
2014 Est. Households by Household Type	48,331	
Family Households	35,313	73.06
Nonfamily Households	13,018	26.94
2014 Est. Group Quarters Population	2,831	
2014 HHs by Ethnicity, Hispanic/Latino	602	1.25
2014 Est. HHs by HH Income	48,331	
CY HHs, Inc < \$15,000	8,746	18.10
CY HHs, Inc \$15,000 - \$24,999	7,275	15.05
CY HHs, Inc \$25,000 - \$34,999	6,507	13.46
CY HHs, Inc \$35,000 - \$49,999	7,251	15.00
CY HHs, Inc \$50,000 - \$74,999	8,315	17.20
CY HHs, Inc \$75,000 - \$99,999	5,111	10.57
CY HHs, Inc \$100,000 - \$124,999	2,489	5.15
CY HHs, Inc \$125,000 - \$149,999	1,211	2.51
CY HHs, Inc \$150,000 - \$199,999	862	1.78
CY HHs, Inc \$200,000 - \$249,999	253	0.52
CY HHs, Inc \$250,000 - \$499,999	278	0.58
CY HHs, Inc \$500,000+	32	0.07

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$50,486	
2014 Est. Median Household Income	\$38,386	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	51,338	
Black or African American Alone	32,210	
American Indian and Alaska Native Alone	41,671	
Asian Alone	42,433	
Native Hawaiian and Other Pacific Islander Alone	51,233	
Some Other Race Alone	40,165	
Two or More Races	33,961	
Hispanic or Latino	40,918	
Not Hispanic or Latino	38,347	
2014 Est. Family HH Type, Presence Own Children	35,313	
Married-Couple Family, own children	8,449	23.93
Married-Couple Family, no own children	12,070	34.18
Male Householder, own children	1,155	3.27
Male Householder, no own children	1,373	3.89
Female Householder, own children	7,203	20.40
Female Householder, no own children	5,063	14.34
2014 Est. Households by Household Size	48,331	
1-person household	11,162	23.09
2-person household	14,491	29.98
3-person household	9,037	18.70
4-person household	7,203	14.90
5-person household	3,727	7.71
6-person household	1,585	3.28
7 or more person household	1,127	2.33

Secondary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.75	
2014 Est. Households by Presence of People	48,331	
Households with 1 or more People under Age 18:	19,922	41.22
Married-Couple Family	9,531	47.84
Other Family, Male Householder	1,436	7.21
Other Family, Female Householder	8,831	44.33
Nonfamily, Male Householder	82	0.41
Nonfamily, Female Householder	42	0.21
Households no People under Age 18:	28,408	58.78
Married-Couple Family	10,982	38.66
Other Family, Male Householder	1,090	3.84
Other Family, Female Householder	3,444	12.12
Nonfamily, Male Householder	5,791	20.39
Nonfamily, Female Householder	7,102	25.00
2014 Est. Households by Number of Vehicles	48,331	
No Vehicles	2,448	5.07
1 Vehicle	16,559	34.26
2 Vehicles	18,553	38.39
3 Vehicles	7,386	15.28
4 Vehicles	2,621	5.42
5 or more Vehicles	765	1.58
2014 Est. Average Number of Vehicles	1.88	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	36,456	
2014 Estimate	35,313	
2010 Census	34,240	
2000 Census	31,794	
Growth 2014-2019	3.24%	
Growth 2010-2014	3.13%	
Growth 2000-2010	7.70%	
2014 Est. Families by Poverty Status	35,313	
2014 Families at or Above Poverty	29,331	83.06
2014 Families at or Above Poverty with Children	14,171	40.13
2014 Families Below Poverty	5,982	16.94
2014 Families Below Poverty with Children	4,804	13.60
2014 Est. Pop Age 16+ by Employment Status	103,552	
In Armed Forces	73	0.07
Civilian - Employed	57,788	55.81
Civilian - Unemployed	7,590	7.33
Not in Labor Force	38,100	36.79
2014 Est. Civ Employed Pop 16+ Class of Worker	60,774	
For-Profit Private Workers	35,000	57.59
Non-Profit Private Workers	4,038	6.64
Local Government Workers	4,464	7.35
State Government Workers	10,194	16.77
Federal Government Workers	2,412	3.97
Self-Emp Workers	4,643	7.64
Unpaid Family Workers	23	0.04

Secondary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	60,774	
Architect/Engineer	923	1.52
Arts/Entertain/Sports	556	0.91
Building Grounds Maint	3,709	6.10
Business/Financial Ops	1,845	3.04
Community/Soc Svcs	1,590	2.62
Computer/Mathematical	745	1.23
Construction/Extraction	3,095	5.09
Edu/Training/Library	3,739	6.15
Farm/Fish/Forestry	319	0.52
Food Prep/Serving	3,080	5.07
Health Practitioner/Tec	3,573	5.88
Healthcare Support	2,238	3.68
Maintenance Repair	2,309	3.80
Legal	469	0.77
Life/Phys/Soc Science	392	0.65
Management	4,641	7.64
Office/Admin Support	9,018	14.84
Production	3,741	6.16
Protective Svcs	1,714	2.82
Sales/Related	5,912	9.73
Personal Care/Svc	2,507	4.13
Transportation/Moving	4,658	7.66
2014 Est. Pop 16+ by Occupation Classification	60,774	
Blue Collar	13,803	22.71
White Collar	33,403	54.96
Service and Farm	13,567	22.32

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	59,568	
Drove Alone	50,770	85.23
Car Pooled	5,777	9.70
Public Transportation	213	0.36
Walked	550	0.92
Bicycle	3	0.01
Other Means	609	1.02
Worked at Home	1,646	2.76
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	11,815	
15 - 29 Minutes	28,004	
30 - 44 Minutes	14,544	
45 - 59 Minutes	2,062	
60 or more Minutes	1,577	
2014 Est. Avg Travel Time to Work in Minutes	25.04	
2014 Est. Tenure of Occupied Housing Units	48,331	
Owner Occupied	33,029	68.34
Renter Occupied	15,301	31.66
2014 Owner Occ. HUs: Avg. Length of Residence	17.2	
2014 Renter Occ. HUs: Avg. Length of Residence	7.2	

Secondary Retail Trade Area | Demographics

Clinton, Mississippi

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	33,029	
Value Less than \$20,000	1,331	4.03
Value \$20,000 - \$39,999	1,705	5.16
Value \$40,000 - \$59,999	2,620	7.93
Value \$60,000 - \$79,999	4,303	13.03
Value \$80,000 - \$99,999	4,193	12.69
Value \$100,000 - \$149,999	7,137	21.61
Value \$150,000 - \$199,999	5,810	17.59
Value \$200,000 - \$299,999	3,998	12.10
Value \$300,000 - \$399,999	1,111	3.36
Value \$400,000 - \$499,999	417	1.26
Value \$500,000 - \$749,999	256	0.78
Value \$750,000 - \$999,999	112	0.34
Value \$1,000,000 or more	36	0.11
2014 Est. Median All Owner-Occupied Housing Value	\$116,547	
2014 Est. Housing Units by Units in Structure	53,266	
1 Unit Attached	794	1.49
1 Unit Detached	39,975	75.05
2 Units	840	1.58
3 or 4 Units	1,414	2.65
5 to 19 Units	4,876	9.15
20 to 49 Units	540	1.01
50 or More Units	952	1.79
Mobile Home or Trailer	3,872	7.27
Boat, RV, Van, etc.	4	0.01

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	53,266	
Housing Unit Built 2005 or later	4,251	7.98
Housing Unit Built 2000 to 2004	5,779	10.85
Housing Unit Built 1990 to 1999	7,720	14.49
Housing Unit Built 1980 to 1989	9,426	17.70
Housing Unit Built 1970 to 1979	10,820	20.31
Housing Unit Built 1960 to 1969	7,206	13.53
Housing Unit Built 1950 to 1959	5,181	9.73
Housing Unit Built 1940 to 1949	1,455	2.73
Housing Unit Built 1939 or Earlier	1,428	2.68
2014 Est. Median Year Structure Built **	1981	



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.