



SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

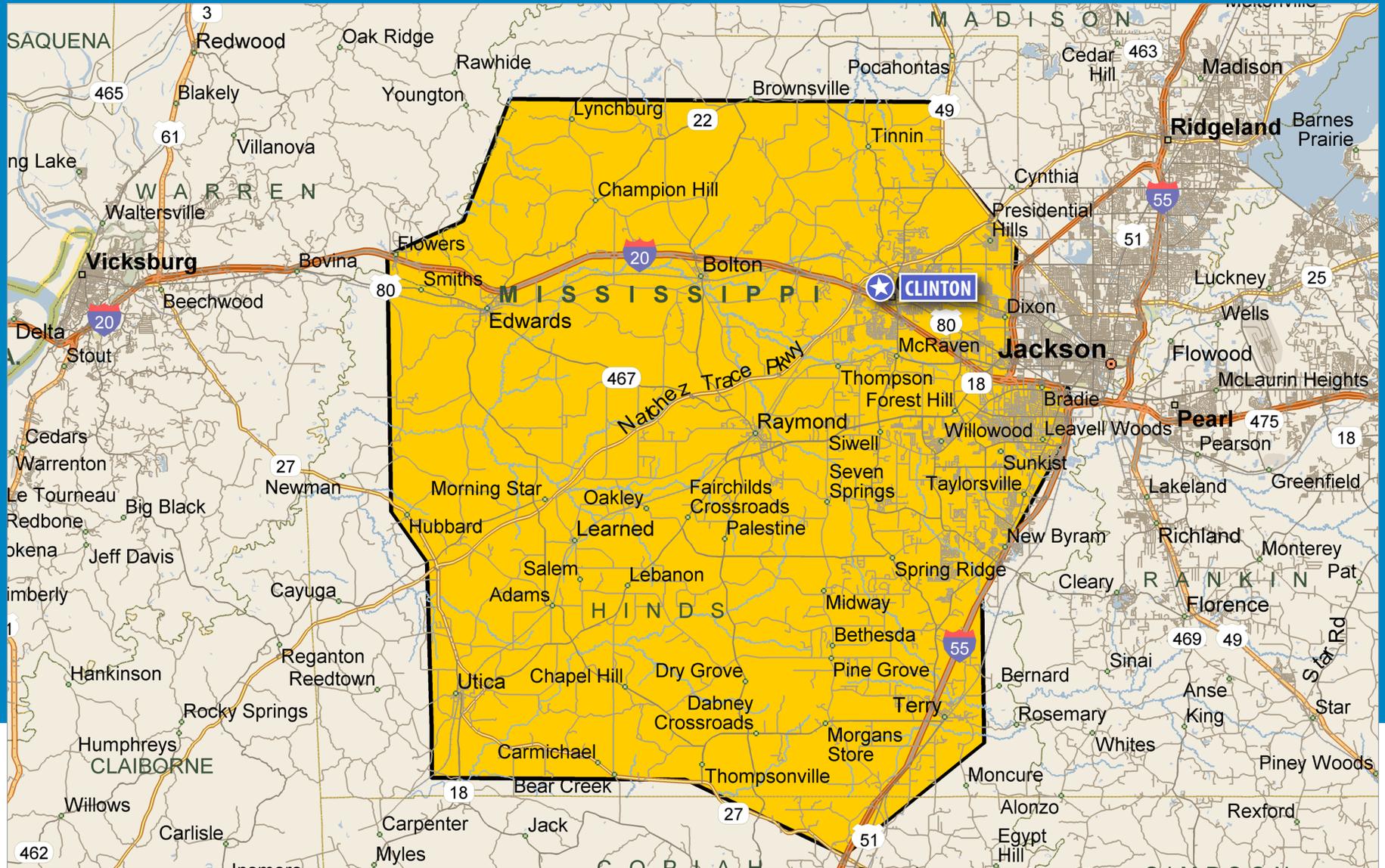
Clinton, Mississippi



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City of Clinton
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 **TheRetailCoach®**

Secondary Retail Trade Area Clinton, Mississippi



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Secondary 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	1,789,060,703	246,859,464	(1,542,201,239)	-86%
441	Motor Vehicle and Parts Dealers	332,404,227	6,515,235	(325,888,992)	-98%
4411	Automotive Dealers	270,560,938	1,521,551	(269,039,387)	-99%
4412	Other Motor Vehicle Dealers	39,621,508	0	(39,621,508)	-100%
4413	Automotive Parts/Accsrs, Tire Stores	22,221,780	4,993,684	(17,228,096)	-78%
442	Furniture and Home Furnishings Stores	31,772,959	1,523,376	(30,249,583)	-95%
4421	Furniture Stores	16,508,838	878,251	(15,630,587)	-95%
4422	Home Furnishing Stores	15,264,121	645,125	(14,618,996)	-96%
443	Electronics and Appliance Stores	32,258,759	2,275,840	(29,982,919)	-93%
44311	Appliances, TVs, Electronics Stores	23,480,147	2,223,733	(21,256,414)	-91%
443111	Household Appliances Stores	4,348,623	888,264	(3,460,359)	-80%
443112	Radio, Television, Electronics Stores	19,131,524	1,335,469	(17,796,055)	-93%
44312	Computer and Software Stores	8,008,254	52,107	(7,956,147)	-99%
44313	Camera and Photographic Equipment Stores	770,357	0	(770,357)	-100%
444	Building Material, Garden Equip Stores	176,721,290	35,954,612	(140,766,678)	-80%
4441	Building Material and Supply Dealers	148,862,005	35,216,110	(113,645,895)	-76%
44411	Home Centers	60,810,509	27,005,847	(33,804,662)	-56%
44412	Paint and Wallpaper Stores	2,375,174	859,413	(1,515,761)	-64%
44413	Hardware Stores	16,033,874	1,023,646	(15,010,228)	-94%
44419	Other Building Materials Dealers	69,642,448	6,327,204	(63,315,244)	-91%
4442	Lawn, Garden Equipment, Supplies Stores	27,859,285	738,502	(27,120,783)	-97%
44421	Outdoor Power Equipment Stores	9,044,654	0	(9,044,654)	-100%
44422	Nursery and Garden Centers	18,814,631	738,502	(18,076,129)	-96%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	218,903,224	26,780,837	(192,122,387)	-88%
4451	Grocery Stores	149,472,240	24,501,819	(124,970,421)	-84%
44511	Supermarkets, Grocery (Ex Conv) Stores	139,809,176	24,003,325	(115,805,851)	-83%
44512	Convenience Stores	9,663,064	498,494	(9,164,570)	-95%
4452	Specialty Food Stores	18,110,020	1,613	(18,108,407)	-100%
4453	Beer, Wine and Liquor Stores	51,320,964	2,277,405	(49,043,559)	-96%
446	Health and Personal Care Stores	109,312,762	22,092,863	(87,219,899)	-80%
44611	Pharmacies and Drug Stores	87,467,878	18,001,362	(69,466,516)	-79%
44612	Cosmetics, Beauty Supplies, Perfume Stores	7,828,668	1,147,744	(6,680,924)	-85%
44613	Optical Goods Stores	4,170,417	1,236,486	(2,933,931)	-70%
44619	Other Health and Personal Care Stores	9,845,799	1,707,271	(8,138,528)	-83%
447	Gasoline Stations	189,306,444	22,329,676	(166,976,768)	-88%
44711	Gasoline Stations With Conv Stores	137,211,843	15,055,296	(122,156,547)	-89%
44719	Other Gasoline Stations	52,094,601	7,274,380	(44,820,221)	-86%
448	Clothing and Clothing Accessories Stores	82,325,362	10,331,108	(71,994,254)	-87%
4481	Clothing Stores	48,991,802	3,961,277	(45,030,525)	-92%
44811	Men's Clothing Stores	2,280,588	353,480	(1,927,108)	-85%
44812	Women's Clothing Stores	11,746,061	1,971,475	(9,774,586)	-83%
44813	Childrens, Infants Clothing Stores	3,242,552	13,422	(3,229,130)	-100%
44814	Family Clothing Stores	25,458,550	1,545,840	(23,912,710)	-94%
44815	Clothing Accessories Stores	2,094,268	3,120	(2,091,148)	-100%
44819	Other Clothing Stores	4,169,781	73,940	(4,095,841)	-98%
4482	Shoe Stores	7,936,445	1,677,027	(6,259,418)	-79%
4483	Jewelry, Luggage, Leather Goods Stores	25,397,115	4,692,804	(20,704,311)	-82%
44831	Jewelry Stores	22,015,803	4,692,804	(17,322,999)	-79%
44832	Luggage and Leather Goods Stores	3,381,312	0	(3,381,312)	-100%

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SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
451	Sporting Goods, Hobby, Book, Music Stores	36,827,714	2,950,538	(33,877,176)	-92%
4511	Sportng Goods, Hobby, Musical Inst Stores	32,105,389	1,608,663	(30,496,726)	-95%
45111	Sporting Goods Stores	17,154,559	950,514	(16,204,045)	-94%
45112	Hobby, Toys and Games Stores	9,213,125	606,643	(8,606,482)	-93%
45113	Sew/Needlework/Piece Goods Stores	3,184,326	47,203	(3,137,123)	-99%
45114	Musical Instrument and Supplies Stores	2,553,379	4,303	(2,549,076)	-100%
4512	Book, Periodical and Music Stores	4,722,324	1,341,875	(3,380,449)	-72%
45121	Book Stores and News Dealers	4,114,041	1,341,875	(2,772,166)	-67%
451211	Book Stores	3,655,615	1,341,875	(2,313,740)	-63%
451212	News Dealers and Newsstands	458,426	0	(458,426)	-100%
45122	Prerecorded Tapes, CDs, Record Stores	608,283	0	(608,283)	-100%
452	General Merchandise Stores	224,810,564	80,024,060	(144,786,504)	-64%
4521	Department Stores Excl Leased Depts	98,781,263	0	(98,781,263)	-100%
4529	Other General Merchandise Stores	126,029,301	80,024,060	(46,005,241)	-37%
453	Miscellaneous Store Retailers	47,951,507	4,565,017	(43,386,490)	-90%
4531	Florists	1,741,941	336,559	(1,405,382)	-81%
4532	Office Supplies, Stationery, Gift Stores	21,536,928	2,399,393	(19,137,535)	-89%
45321	Office Supplies and Stationery Stores	9,669,855	435,071	(9,234,784)	-96%
45322	Gift, Novelty and Souvenir Stores	11,867,073	1,964,322	(9,902,751)	-83%
4533	Used Merchandise Stores	3,728,921	520,453	(3,208,468)	-86%
4539	Other Miscellaneous Store Retailers	20,943,717	1,308,612	(19,635,105)	-94%
454	Non-Store Retailers	153,193,619	3,261,593	(149,932,026)	-98%
722	Foodservice and Drinking Places	153,272,274	28,254,709	(125,017,565)	-82%
7221	Full-Service Restaurants	68,497,345	5,478,403	(63,018,942)	-92%
7222	Limited-Service Eating Places	61,969,791	20,710,536	(41,259,255)	-67%
7223	Special Foodservices	16,627,314	2,064,577	(14,562,737)	-88%
7224	Drinking Places -Alcoholic Beverages	6,177,823	1,193	(6,176,630)	-100%

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

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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	

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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

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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

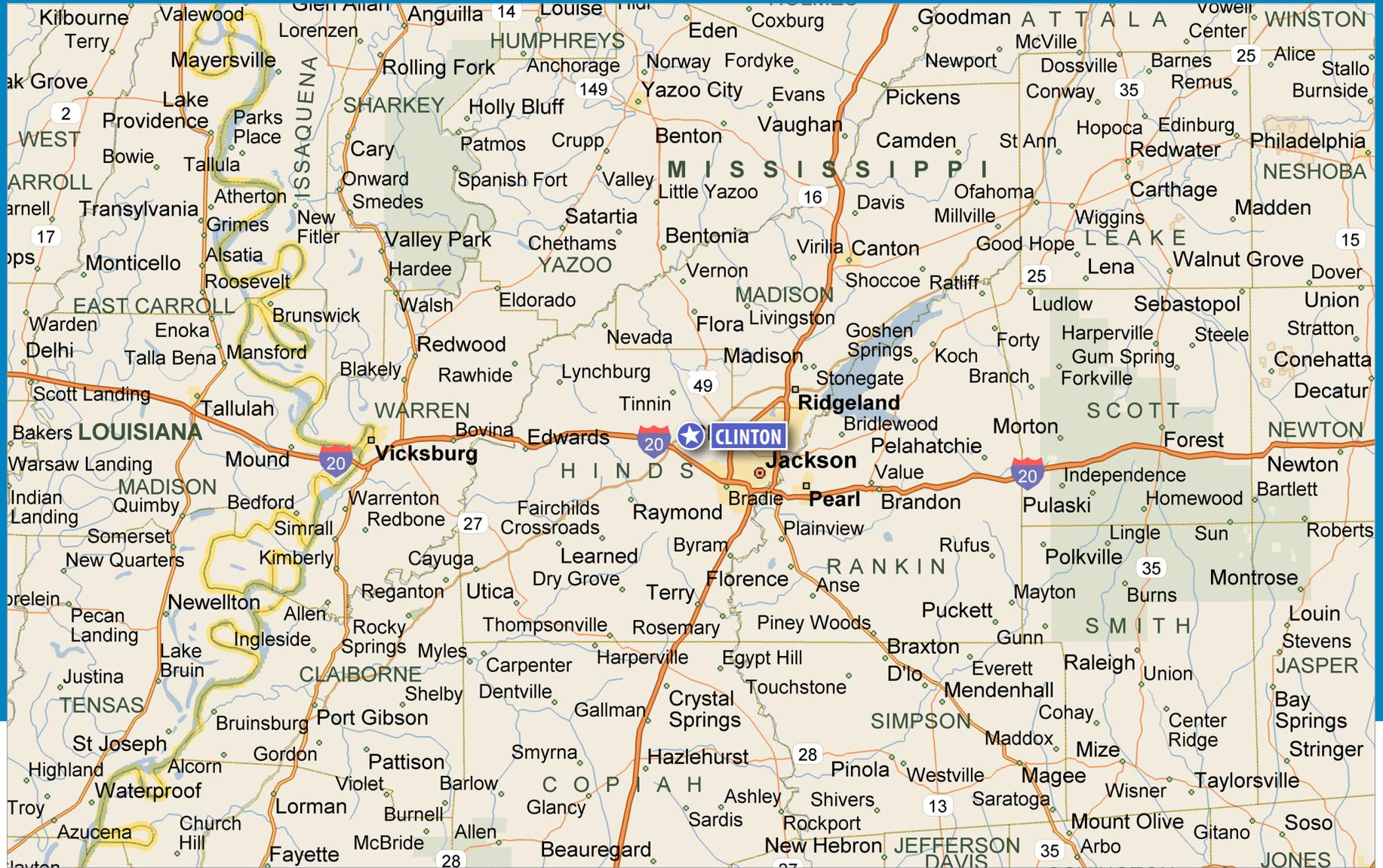
Clinton, Mississippi

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	

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, Sub-Saharan 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 Indo-European 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

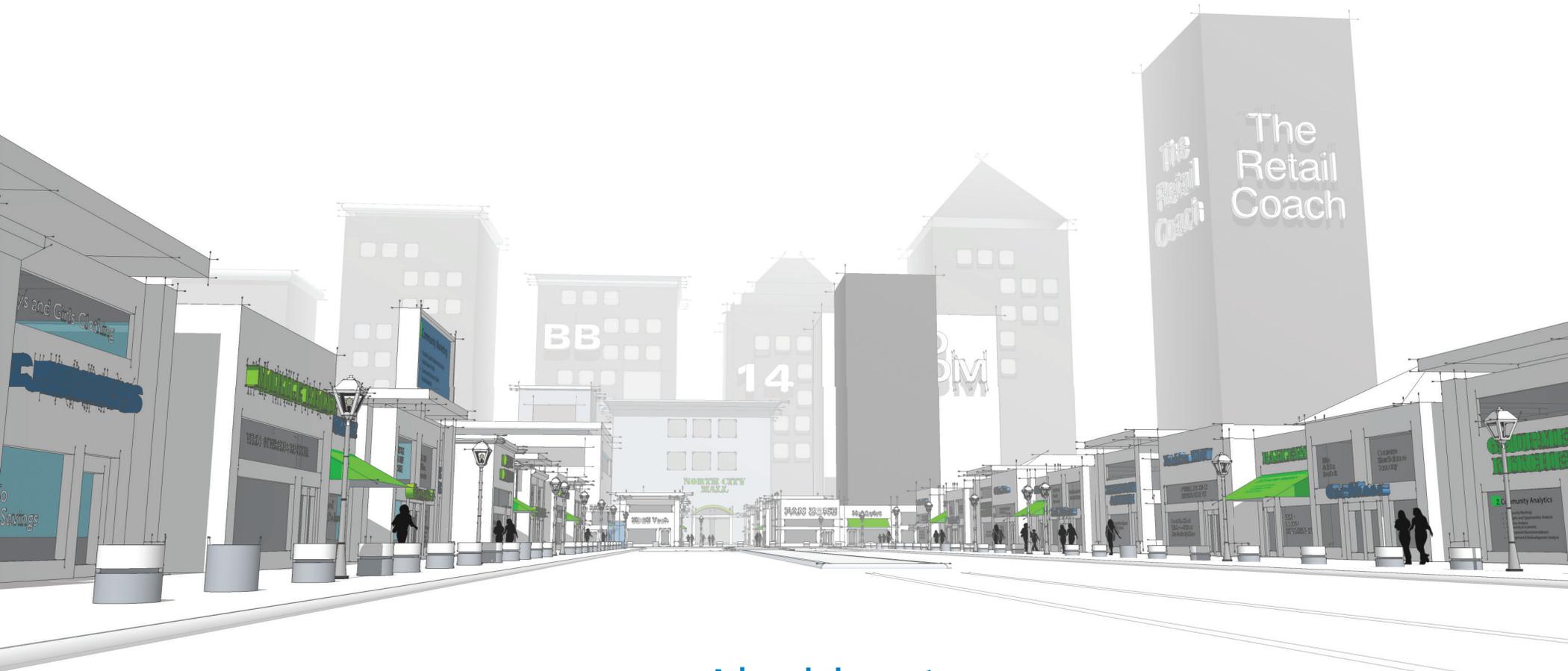
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through 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.