

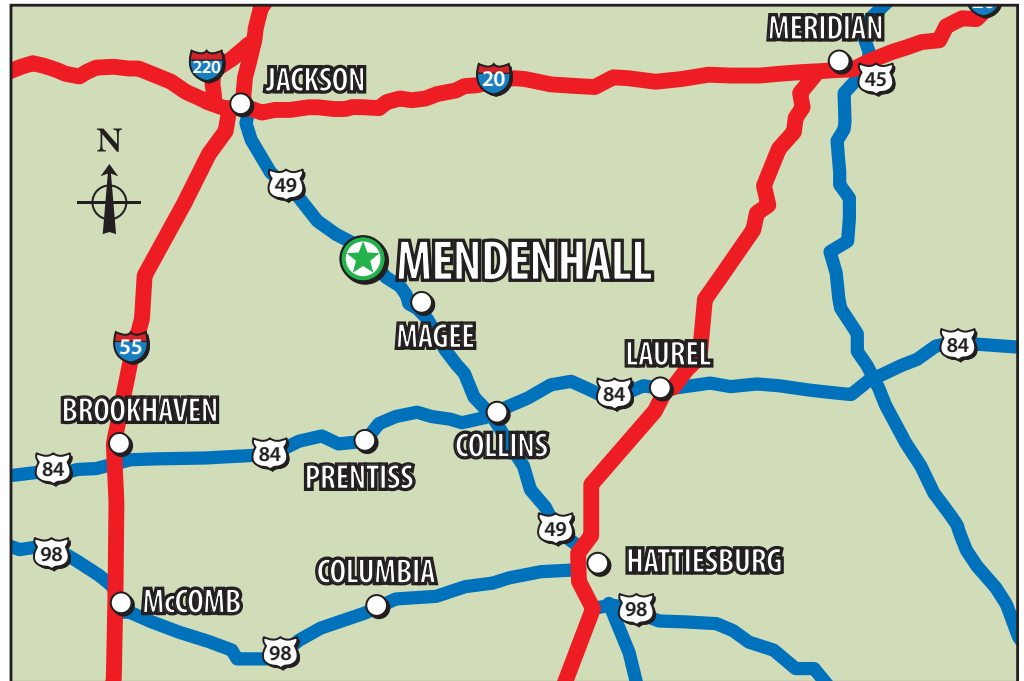


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# Retail Outlook

## Mendenhall, Mississippi



### RETAIL TRADE AREA DEMOGRAPHICS SUMMARY

#### Population

|                   | 1990  | 2000   | 2009 Estimate | 2014 Projection |
|-------------------|-------|--------|---------------|-----------------|
| Mendenhall        | 2,463 | 2,555  | 2,504         | 2,410           |
| Retail Trade Area | 9,323 | 10,714 | 10,943        | 10,942          |

#### Income

|                   | 2009 Estimate |
|-------------------|---------------|
| Average Household | \$48,105      |
| Median Household  | \$39,321      |
| Per Capita        | \$18,307      |

#### Race Distribution

|                                  | 2009 Estimate |
|----------------------------------|---------------|
| White                            | 65.82%        |
| Black or African American        | 32.76%        |
| American Indian/Alaskan          | 0.19%         |
| Asian                            | 0.12%         |
| Native Hawaiian/Islander         | 0.01%         |
| Other Race                       | 0.18%         |
| Two or More Races                | 0.91%         |
| Hispanic or Latino (of any race) | 1.19%         |

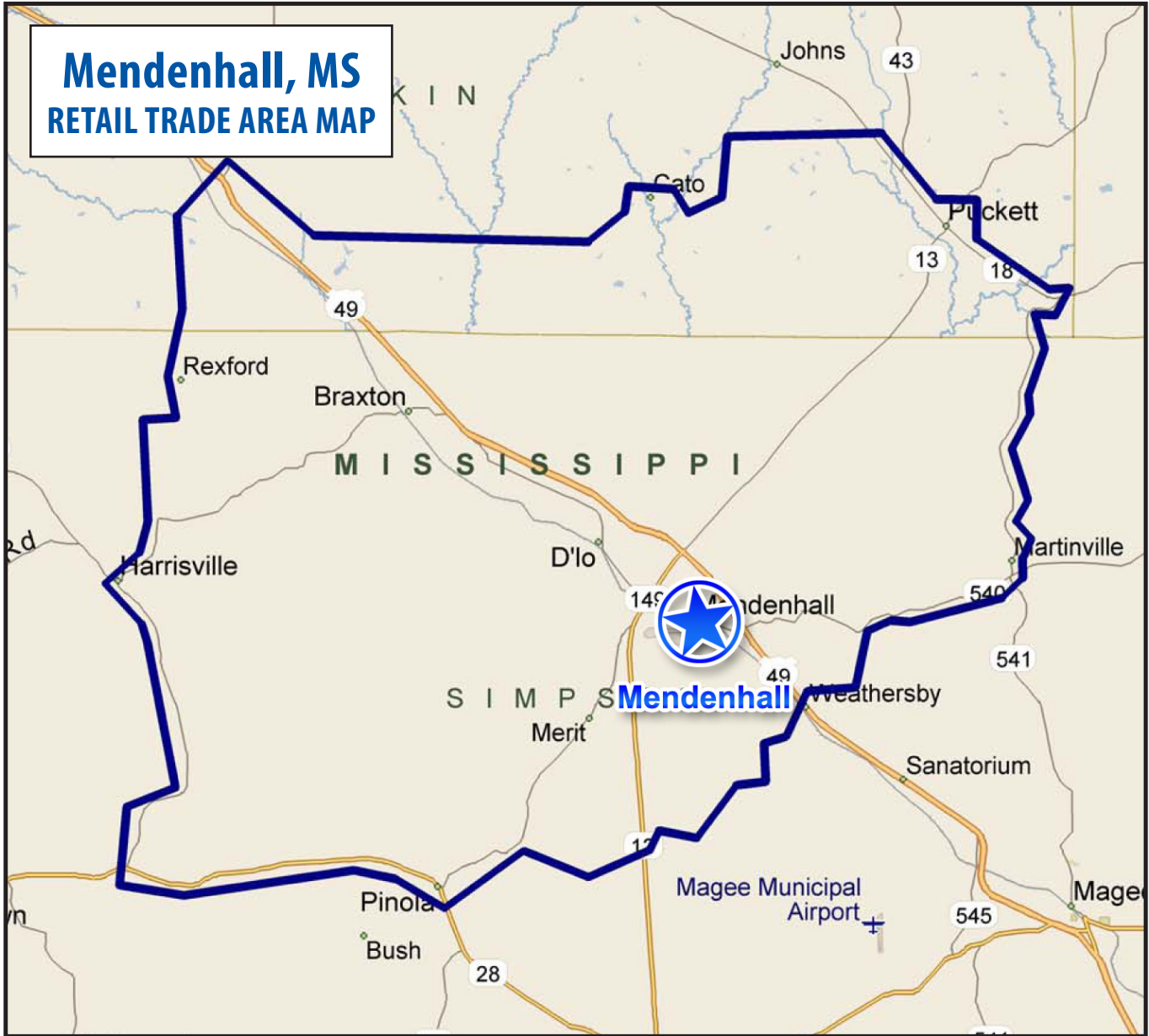
#### Age

| Groups            | 2009 Estimate |
|-------------------|---------------|
| Under 5 Years     | 7.45%         |
| 5 - 14 Years      | 14.25%        |
| 15 - 20 Years     | 8.53%         |
| 21 - 24 Years     | 5.22%         |
| 25 - 34 Years     | 13.16%        |
| 35 - 44 Years     | 12.63%        |
| 45 - 54 Years     | 13.33%        |
| 55 Years and over | 25.43%        |
| Distribution      | 2009 Estimate |
| Median Age        | 36.10         |
| Average Age       | 37.38         |

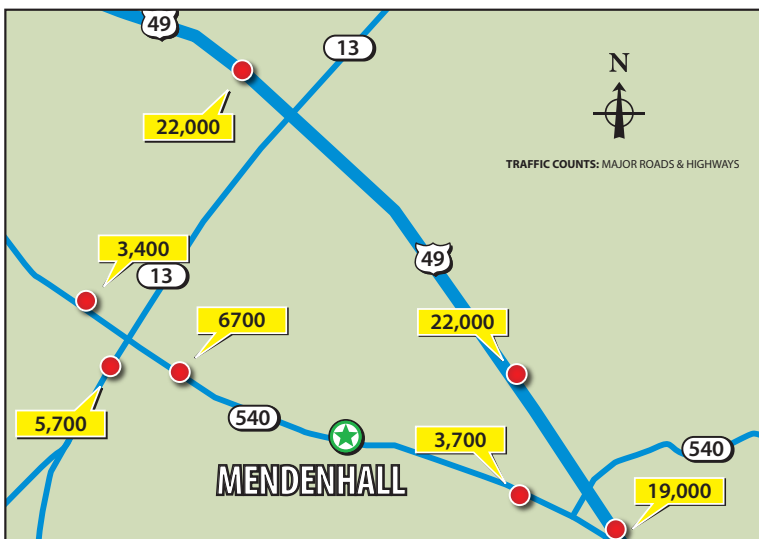
#### Educational Attainment

|                             | 2009 Estimate |
|-----------------------------|---------------|
| Graduate or Professional    | 3.57%         |
| Bachelor's Degree           | 8.00%         |
| Associate Degree            | 4.71%         |
| Some College, no degree     | 18.69%        |
| High School Graduate        | 35.82%        |
| Some High School, no degree | 18.29%        |
| Less than 9th grade         | 10.92%        |

# Mendenhall, MS RETAIL TRADE AREA MAP



## AREA TRAFFIC COUNTS



## CONTACT INFORMATION

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Sources: The Retail Coach, LLC | MSDOT | U.S. Census Bureau | Claritas 2007/2008 | ESRI 2008

May 2009. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.