

Demographic Profile

Mendenhall, Mississippi - 3 Mile Radial

Simpson County Development Foundation
Mendenhall, Mississippi

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TheRetailCoach®



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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” retail trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360 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.

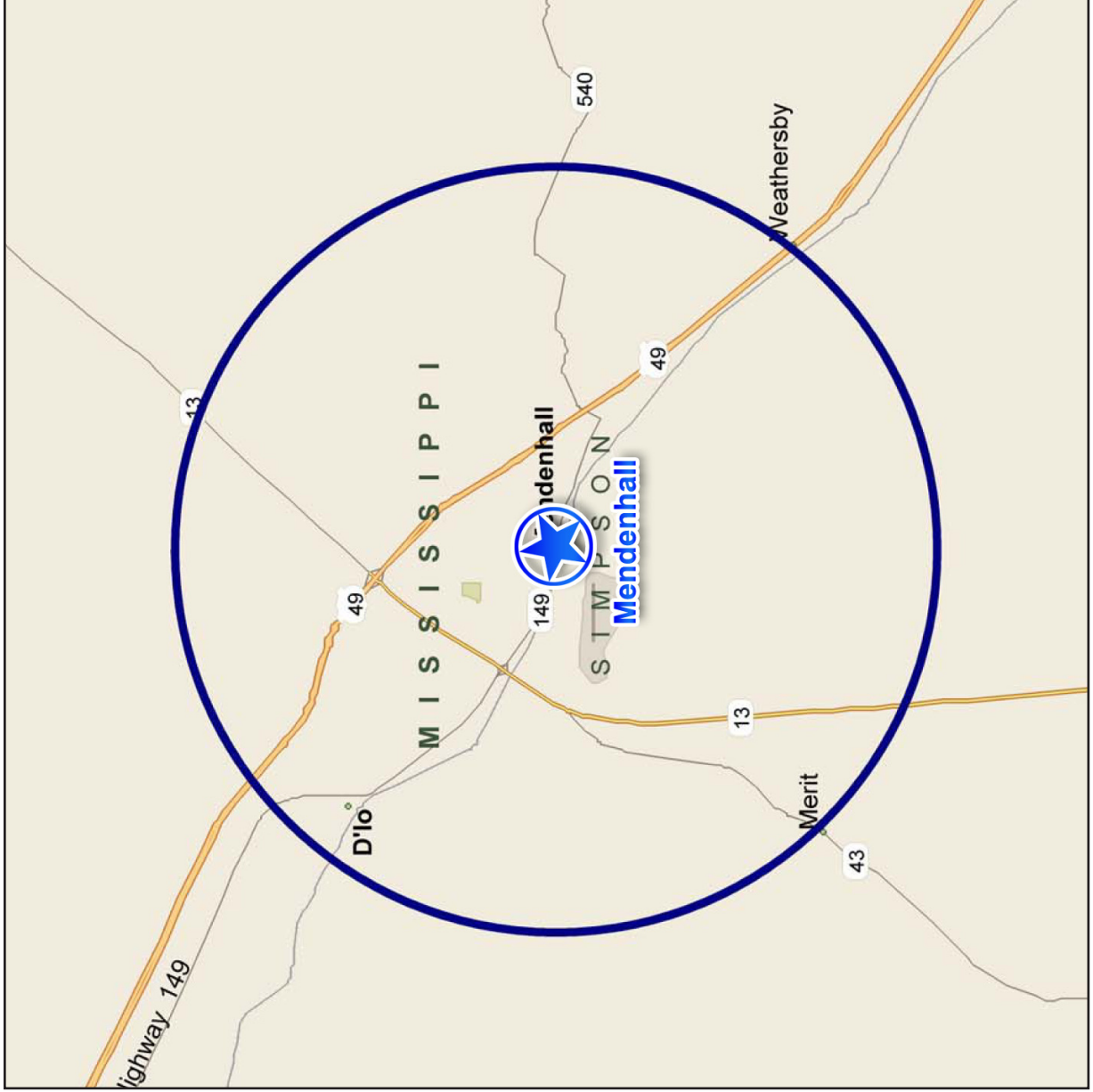
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients 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 Retail360 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.

3 Mile Radial Map

Mendenhall, Mississippi



Demographic Profile

Mendenhall, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
Population		
2014 Projection	3,653	
2009 Estimate	3,766	
2000 Census	3,870	
1990 Census	3,574	
Growth 2009-2014	-3.00%	
Growth 2000-2009	-2.69%	
Growth 1990-2000	8.28%	
2009 Est. Population by Single Race Classification	3,766	
White Alone	2,460	65.32
Black or African American Alone	1,268	33.67
American Indian and Alaska Native Alone	3	0.08
Asian Alone	2	0.05
Native Hawaiian and Other Pacific Islander Alone	1	0.03
Some Other Race Alone	9	0.24
Two or More Races	24	0.64
2009 Est. Population Hispanic or Latino by Origin*	3,766	
Not Hispanic or Latino	3,716	98.67
Hispanic or Latino:	50	1.33
Mexican	20	40.00
Puerto Rican	0	0.00
Cuban	1	2.00
All Other Hispanic or Latino	29	58.00
2009 Est. Hispanic or Latino by Single Race Class.	50	
White Alone	31	62.00
Black or African American Alone	10	20.00
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	8	16.00
Two or More Races	1	2.00

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Mendenhall, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Pop. Asian Alone Race by Category*	2	
Chinese, except Taiwanese	0	0.00
Filipino	0	0.00
Japanese	0	0.00
Asian Indian	0	0.00
Korean	0	0.00
Vietnamese	0	0.00
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
Other Asian	2	100.00
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	3,766	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	1	0.03
Pop, Dutch	2	0.05
Pop, English	162	4.30
Pop, French (except Basque)	20	0.53
Pop, French Canadian	0	0.00
Pop, German	77	2.04
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	162	4.30
Pop, Italian	23	0.61
Pop, Lithuanian	0	0.00
Pop, United States or American	843	22.38
Pop, Norwegian	10	0.27
Pop, Polish	5	0.13
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	23	0.61
Pop, Scotch-Irish	55	1.46
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	49	1.30
Pop, Swedish	3	0.08
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	1	0.03

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DESCRIPTION	RADIUS	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	1,157	30.72
Pop, Ancestry Unclassified	1,172	31.12
2009 Est. Pop Age 5+ by Language Spoken At Home	3,482	
Speak Only English at Home	3,411	97.96
Speak Asian/Pacific Islander Language at Home	0	0.00
Speak IndoEuropean Language at Home	31	0.89
Speak Spanish at Home	35	1.01
Speak Other Language at Home	5	0.14
2009 Est. Population by Sex	3,766	
Male	1,790	47.53
Female	1,976	52.47
Male/Female Ratio	0.91	
2009 Est. Population by Age	3,766	
Age 0 - 4	284	7.54
Age 5 - 9	264	7.01
Age 10 - 14	266	7.06
Age 15 - 17	155	4.12
Age 18 - 20	145	3.85
Age 21 - 24	186	4.94
Age 25 - 34	486	12.90
Age 35 - 44	467	12.40
Age 45 - 49	246	6.53
Age 50 - 54	234	6.21
Age 55 - 59	212	5.63
Age 60 - 64	186	4.94
Age 65 - 74	313	8.31
Age 75 - 84	195	5.18
Age 85 and over	128	3.40
Age 16 and over	2,905	77.14
Age 18 and over	2,797	74.27
Age 21 and over	2,652	70.42
Age 65 and over	636	16.89
2009 Est. Median Age	37.09	
2009 Est. Average Age	38.63	

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DESCRIPTION	RADIUS	%
2009 Est. Male Population by Age	1,790	
Age 0 - 4	146	8.16
Age 5 - 9	135	7.54
Age 10 - 14	132	7.37
Age 15 - 17	74	4.13
Age 18 - 20	74	4.13
Age 21 - 24	96	5.36
Age 25 - 34	237	13.24
Age 35 - 44	216	12.07
Age 45 - 49	114	6.37
Age 50 - 54	109	6.09
Age 55 - 59	110	6.15
Age 60 - 64	93	5.20
Age 65 - 74	147	8.21
Age 75 - 84	73	4.08
Age 85 and over	35	1.96
2009 Est. Median Age, Male	35.09	
2009 Est. Average Age, Male	36.89	
2009 Est. Female Population by Age	1,976	
Age 0 - 4	138	6.98
Age 5 - 9	129	6.53
Age 10 - 14	134	6.78
Age 15 - 17	81	4.10
Age 18 - 20	71	3.59
Age 21 - 24	90	4.55
Age 25 - 34	249	12.60
Age 35 - 44	251	12.70
Age 45 - 49	132	6.68
Age 50 - 54	124	6.28
Age 55 - 59	102	5.16
Age 60 - 64	93	4.71
Age 65 - 74	166	8.40
Age 75 - 84	123	6.22
Age 85 and over	93	4.71
2009 Est. Median Age, Female	38.83	
2009 Est. Average Age, Female	40.19	

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Mendenhall, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Population Age 15+ by Marital Status*	2,952	
Total, Never Married	684	23.17
Married, Spouse present	1,454	49.25
Married, Spouse absent	218	7.38
Widowed	281	9.52
Divorced	315	10.67
Males, Never Married	352	11.92
Previously Married	206	6.98
Females, Never Married	332	11.25
Previously Married	390	13.21
2009 Est. Pop. Age 25+ by Educational Attainment*	2,466	
Less than 9th grade	280	11.35
Some High School, no diploma	455	18.45
High School Graduate (or GED)	794	32.20
Some College, no degree	508	20.60
Associate Degree	83	3.37
Bachelor's Degree	253	10.26
Master's Degree	64	2.60
Professional School Degree	31	1.26
Doctorate Degree	0	0.00
Households		
2014 Projection	1,379	
2009 Estimate	1,414	
2000 Census	1,424	
1990 Census	1,294	
Growth 2009-2014	-2.48%	
Growth 2000-2009	-0.70%	
Growth 1990-2000	10.05%	
2009 Est. Households by Household Type	1,414	
Family Households	1,018	71.99
Nonfamily Households	396	28.01
2009 Est. Group Quarters Population	191	
2009 Households by Ethnicity, Hispanic/Latino	13	0.92

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Mendenhall, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Household Income	1,414	
Income Less than \$15,000	334	23.62
Income \$15,000 - \$24,999	253	17.89
Income \$25,000 - \$34,999	167	11.81
Income \$35,000 - \$49,999	252	17.82
Income \$50,000 - \$74,999	210	14.85
Income \$75,000 - \$99,999	113	7.99
Income \$100,000 - \$149,999	65	4.60
Income \$150,000 - \$249,999	15	1.06
Income \$250,000 - \$499,999	5	0.35
Income \$500,000 and more	0	0.00
2009 Est. Average Household Income	\$41,634	
2009 Est. Median Household Income	\$32,173	
2009 Est. Per Capita Income	\$16,331	
2009 Est. Household Type, Presence Own Children*	1,414	
Single Male Householder	143	10.11
Single Female Householder	229	16.20
Married-Couple Family, own children	313	22.14
Married-Couple Family, no own children	418	29.56
Male Householder, own children	26	1.84
Male Householder, no own children	37	2.62
Female Householder, own children	140	9.90
Female Householder, no own children	84	5.94
Nonfamily, Male Householder	14	0.99
Nonfamily, Female Householder	10	0.71
2009 Est. Households by Household Size*	1,414	
1-person household	371	26.24
2-person household	469	33.17
3-person household	249	17.61
4-person household	191	13.51
5-person household	84	5.94
6-person household	30	2.12
7 or more person household	19	1.34
2009 Est. Average Household Size	2.53	

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DESCRIPTION	RADIUS	%
2009 Est. Households by Presence of People*	1,414	
Households with 1 or more People under Age 18:		
Married-Couple Family	338	23.90
Other Family, Male Householder	36	2.55
Other Family, Female Householder	172	12.16
Nonfamily, Male Householder	3	0.21
Nonfamily, Female Householder	1	0.07
Households no People under Age 18:		
Married-Couple Family	393	27.79
Other Family, Male Householder	27	1.91
Other Family, Female Householder	52	3.68
Nonfamily, Male Householder	154	10.89
Nonfamily, Female Householder	238	16.83
2009 Est. Households by Number of Vehicles*	1,414	
No Vehicles	146	10.33
1 Vehicle	482	34.09
2 Vehicles	521	36.85
3 Vehicles	204	14.43
4 Vehicles	46	3.25
5 or more Vehicles	14	0.99
2009 Est. Average Number of Vehicles*	1.70	
Family Households		
2014 Projection	994	
2009 Estimate	1,018	
2000 Census	1,024	
1990 Census	934	
Growth 2009-2014	-2.36%	
Growth 2000-2009	-0.59%	
Growth 1990-2000	9.64%	

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DESCRIPTION	RADIUS	%
2009 Est. Family Households by Household Income	1,018	
Income Less than \$15,000	213	20.92
Income \$15,000 - \$24,999	172	16.90
Income \$25,000 - \$34,999	109	10.71
Income \$35,000 - \$49,999	175	17.19
Income \$50,000 - \$74,999	174	17.09
Income \$75,000 - \$99,999	103	10.12
Income \$100,000 - \$149,999	57	5.60
Income \$150,000 - \$249,999	12	1.18
Income \$250,000 - \$499,999	3	0.29
Income \$500,000 and more	0	0.00
2009 Est. Average Family Household Income	\$45,139	
2009 Est. Median Family Household Income	\$36,321	
2009 Est. Families by Poverty Status*	1,018	
Income At or Above Poverty Level:		
Married-Couple Family, own children	319	31.34
Married-Couple Family, no own children	333	32.71
Male Householder, own children	23	2.26
Male Householder, no own children	16	1.57
Female Householder, own children	61	5.99
Female Householder, no own children	46	4.52
Income Below Poverty Level:		
Married-Couple Family, own children	36	3.54
Married-Couple Family, no own children	43	4.22
Male Householder, own children	20	1.96
Male Householder, no own children	3	0.29
Female Householder, own children	107	10.51
Female Householder, no own children	10	0.98
2009 Est. Pop Age 16+ by Employment Status*	2,905	
In Armed Forces	7	0.24
Civilian - Employed	1,389	47.81
Civilian - Unemployed	113	3.89
Not in Labor Force	1,397	48.09

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	1,389	
For-Profit Private Workers	937	67.46
Non-Profit Private Workers	59	4.25
Local Government Workers	115	8.28
State Government Workers	137	9.86
Federal Government Workers	37	2.66
Self-Emp Workers	93	6.70
Unpaid Family Workers	11	0.79
2009 Est. Civ Employed Pop 16+ by Occupation*	1,389	
Management, Business, and Financial Operations	120	8.64
Professional and Related Occupations	262	18.86
Service	234	16.85
Sales and Office	289	20.81
Farming, Fishing, and Forestry	13	0.94
Construction, Extraction and Maintenance	201	14.47
Production, Transportation and Material Moving	270	19.44
2009 Est. Pop 16+ by Occupation Classification*	1,389	
Blue Collar	471	33.91
White Collar	667	48.02
Service and Farm	252	18.14
2009 Est. Workers Age 16+, Transportation To Work*	1,356	
Drove Alone	1,050	77.43
Car Pooled	219	16.15
Public Transportation	12	0.88
Walked	22	1.62
Motorcycle	4	0.29
Bicycle	0	0.00
Other Means	9	0.66
Worked at Home	40	2.95
2009 Est. Workers Age 16+ by Travel Time to Work*	1,315	
Less than 15 Minutes	399	30.34
15 - 29 Minutes	319	24.26
30 - 44 Minutes	234	17.79
45 - 59 Minutes	208	15.82
60 or more Minutes	157	11.94
2009 Est. Average Travel Time to Work in Minutes*	32.09	

Demographic Profile

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DESCRIPTION	RADIUS	%
2009 Est. Tenure of Occupied Housing Units	1,414	
Owner Occupied	1,082	76.52
Renter Occupied	332	23.48
2009 Occ Housing Units, Avg Length of Residence	11.47	
2009 Est. All Owner-Occupied Housing Values	1,082	
Value Less than \$20,000	79	7.30
Value \$20,000 - \$39,999	187	17.28
Value \$40,000 - \$59,999	202	18.67
Value \$60,000 - \$79,999	210	19.41
Value \$80,000 - \$99,999	155	14.33
Value \$100,000 - \$149,999	145	13.40
Value \$150,000 - \$199,999	57	5.27
Value \$200,000 - \$299,999	32	2.96
Value \$300,000 - \$399,999	7	0.65
Value \$400,000 - \$499,999	3	0.28
Value \$500,000 - \$749,999	5	0.46
Value \$750,000 - \$999,999	1	0.09
Value \$1,000,000 or more	0	0.00
2009 Est. Median All Owner-Occupied Housing Value	\$67,014	
2009 Est. Housing Units by Units in Structure*	1,598	
1 Unit Attached	15	0.94
1 Unit Detached	1,174	73.47
2 Units	32	2.00
3 to 19 Units	90	5.63
20 to 49 Units	23	1.44
50 or More Units	0	0.00
Mobile Home or Trailer	265	16.58
Boat, RV, Van, etc.	0	0.00

Demographic Profile

Mendenhall, Mississippi - 3 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Housing Units by Year Structure Built	1,598	
Housing Units Built 1999 to 2009	106	6.63
Housing Unit Built 1995 to 1998	125	7.82
Housing Unit Built 1990 to 1994	101	6.32
Housing Unit Built 1980 to 1989	262	16.40
Housing Unit Built 1970 to 1979	320	20.03
Housing Unit Built 1960 to 1969	279	17.46
Housing Unit Built 1950 to 1959	168	10.51
Housing Unit Built 1940 to 1949	101	6.32
Housing Unit Built 1939 or Earlier	138	8.64
2009 Est. Median Year Structure Built **	1974	

*In contrast to Claritas Demographic Estimates, "smoothed" data items are Census 2000 tables made consistent with current year estimated and 5 year projected base counts.

**1939 will appear when at least half of the Housing Units in this reports area were built in 1939 or earlier.

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, Claritas 2008/2009, ESRI 2008/2009, U.S. Census Bureau, Economy.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

Mapping data is provided by MapInfo, Claritas, ESRI and/or Microsoft Corporation.

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