

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

Simpson County Development Foundation
Mendenhall, Mississippi

May 22, 2009

Prepared by C. Kelly Cofer CCIM

TheRetailCoach®



Michael Ingram , Executive Director
Simpson County Development Foundation
P.O. Box 127
176 W. Court Street
Mendenhall, MS 39114

Tel: 601-847-2375

Email: scdfingram@bellsouth.net



Partially funded by the Mississippi Development Authority

TheRetailCoach®
Retail Analytics & Locational Intelligence

The Retail Coach, LLC
P.O. Box 7272
Tupelo, MS 38802-7272
tel 662.844.2155
fax 662.844.2738
info@theretailcoach.net

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

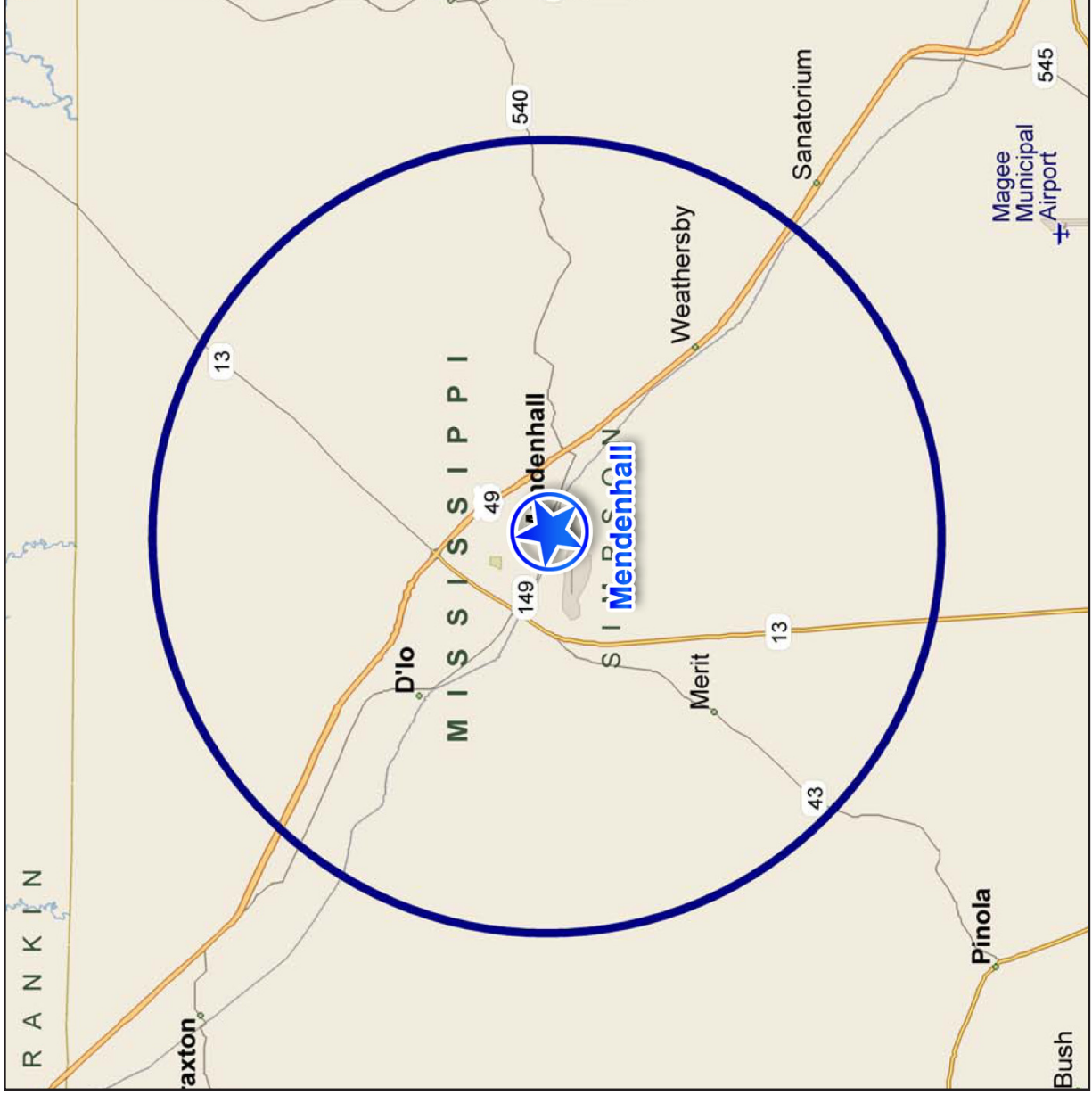
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

5 Mile Radial Map Mendenhall, Mississippi



Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
Population		
2014 Projection	6,332	
2009 Estimate	6,478	
2000 Census	6,604	
1990 Census	5,875	
Growth 2009-2014	-2.25%	
Growth 2000-2009	-1.91%	
Growth 1990-2000	12.41%	
2009 Est. Population by Single Race Classification	6,478	
White Alone	4,002	61.78
Black or African American Alone	2,407	37.16
American Indian and Alaska Native Alone	8	0.12
Asian Alone	3	0.05
Native Hawaiian and Other Pacific Islander Alone	1	0.02
Some Other Race Alone	15	0.23
Two or More Races	42	0.65
2009 Est. Population Hispanic or Latino by Origin*	6,478	
Not Hispanic or Latino	6,397	98.75
Hispanic or Latino:	82	1.27
Mexican	31	37.80
Puerto Rican	3	3.66
Cuban	5	6.10
All Other Hispanic or Latino	44	53.66
2009 Est. Hispanic or Latino by Single Race Class.	82	
White Alone	47	57.32
Black or African American Alone	20	24.39
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	13	15.85
Two or More Races	1	1.22

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Pop. Asian Alone Race by Category*	3	
Chinese, except Taiwanese	0	0.00
Filipino	0	0.00
Japanese	0	0.00
Asian Indian	1	33.33
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	66.67
Two or more Asian categories	0	0.00
2009 Est. Population by Ancestry	6,478	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	1	0.02
Pop, Dutch	9	0.14
Pop, English	215	3.32
Pop, French (except Basque)	32	0.49
Pop, French Canadian	0	0.00
Pop, German	118	1.82
Pop, Greek	1	0.02
Pop, Hungarian	1	0.02
Pop, Irish	262	4.04
Pop, Italian	33	0.51
Pop, Lithuanian	0	0.00
Pop, United States or American	1,403	21.66
Pop, Norwegian	14	0.22
Pop, Polish	6	0.09
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	31	0.48
Pop, Scotch-Irish	91	1.40
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	59	0.91
Pop, Swedish	7	0.11
Pop, Swiss	1	0.02
Pop, Ukrainian	0	0.00
Pop, Welsh	12	0.19
Pop, West Indian (exc Hisp groups)	2	0.03

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	2,025	31.26
Pop, Ancestry Unclassified	2,155	33.27
2009 Est. Pop Age 5+ by Language Spoken At Home	5,985	
Speak Only English at Home	5,869	98.06
Speak Asian/Pacific Islander Language at Home	4	0.07
Speak IndoEuropean Language at Home	38	0.63
Speak Spanish at Home	65	1.09
Speak Other Language at Home	9	0.15
2009 Est. Population by Sex	6,478	
Male	3,109	47.99
Female	3,370	52.02
Male/Female Ratio	0.92	
2009 Est. Population by Age	6,478	
Age 0 - 4	494	7.63
Age 5 - 9	458	7.07
Age 10 - 14	470	7.26
Age 15 - 17	283	4.37
Age 18 - 20	256	3.95
Age 21 - 24	325	5.02
Age 25 - 34	854	13.18
Age 35 - 44	809	12.49
Age 45 - 49	444	6.85
Age 50 - 54	423	6.53
Age 55 - 59	387	5.97
Age 60 - 64	327	5.05
Age 65 - 74	498	7.69
Age 75 - 84	285	4.40
Age 85 and over	166	2.56
Age 16 and over	4,971	76.74
Age 18 and over	4,774	73.70
Age 21 and over	4,518	69.74
Age 65 and over	949	14.65
2009 Est. Median Age	36.23	
2009 Est. Average Age	37.65	

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Male Population by Age	3,109	
Age 0 - 4	255	8.20
Age 5 - 9	233	7.49
Age 10 - 14	237	7.62
Age 15 - 17	140	4.50
Age 18 - 20	124	3.99
Age 21 - 24	167	5.37
Age 25 - 34	415	13.35
Age 35 - 44	374	12.03
Age 45 - 49	208	6.69
Age 50 - 54	197	6.34
Age 55 - 59	200	6.43
Age 60 - 64	164	5.28
Age 65 - 74	236	7.59
Age 75 - 84	112	3.60
Age 85 and over	47	1.51
2009 Est. Median Age, Male	34.59	
2009 Est. Average Age, Male	36.27	
2009 Est. Female Population by Age	3,370	
Age 0 - 4	239	7.09
Age 5 - 9	224	6.65
Age 10 - 14	233	6.91
Age 15 - 17	143	4.24
Age 18 - 20	131	3.89
Age 21 - 24	158	4.69
Age 25 - 34	439	13.03
Age 35 - 44	434	12.88
Age 45 - 49	236	7.00
Age 50 - 54	226	6.71
Age 55 - 59	187	5.55
Age 60 - 64	163	4.84
Age 65 - 74	262	7.77
Age 75 - 84	173	5.13
Age 85 and over	120	3.56
2009 Est. Median Age, Female	37.70	
2009 Est. Average Age, Female	38.92	

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Population Age 15+ by Marital Status*	5,056	
Total, Never Married	1,225	24.23
Married, Spouse present	2,571	50.85
Married, Spouse absent	295	5.83
Widowed	442	8.74
Divorced	522	10.32
Males, Never Married	644	12.74
Previously Married	337	6.67
Females, Never Married	581	11.49
Previously Married	628	12.42
2009 Est. Pop. Age 25+ by Educational Attainment*	4,193	
Less than 9th grade	512	12.21
Some High School, no diploma	797	19.01
High School Graduate (or GED)	1,363	32.51
Some College, no degree	821	19.58
Associate Degree	165	3.94
Bachelor's Degree	393	9.37
Master's Degree	103	2.46
Professional School Degree	36	0.86
Doctorate Degree	2	0.05
Households		
2014 Projection	2,349	
2009 Estimate	2,388	
2000 Census	2,381	
1990 Census	2,051	
Growth 2009-2014	-1.63%	
Growth 2000-2009	0.29%	
Growth 1990-2000	16.09%	
2009 Est. Households by Household Type	2,388	
Family Households	1,767	73.99
Nonfamily Households	621	26.01
2009 Est. Group Quarters Population	254	
2009 Households by Ethnicity, Hispanic/Latino	20	0.84

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Household Income	2,388	
Income Less than \$15,000	540	22.61
Income \$15,000 - \$24,999	374	15.66
Income \$25,000 - \$34,999	280	11.73
Income \$35,000 - \$49,999	425	17.80
Income \$50,000 - \$74,999	385	16.12
Income \$75,000 - \$99,999	221	9.25
Income \$100,000 - \$149,999	134	5.61
Income \$150,000 - \$249,999	23	0.96
Income \$250,000 - \$499,999	5	0.21
Income \$500,000 and more	1	0.04
2009 Est. Average Household Income	\$43,537	
2009 Est. Median Household Income	\$35,000	
2009 Est. Per Capita Income	\$16,542	
2009 Est. Household Type, Presence Own Children*	2,388	
Single Male Householder	249	10.43
Single Female Householder	339	14.20
Married-Couple Family, own children	577	24.16
Married-Couple Family, no own children	710	29.73
Male Householder, own children	49	2.05
Male Householder, no own children	60	2.51
Female Householder, own children	227	9.51
Female Householder, no own children	146	6.11
Nonfamily, Male Householder	18	0.75
Nonfamily, Female Householder	14	0.59
2009 Est. Households by Household Size*	2,388	
1-person household	588	24.62
2-person household	768	32.16
3-person household	439	18.38
4-person household	341	14.28
5-person household	155	6.49
6-person household	62	2.60
7 or more person household	34	1.42
2009 Est. Average Household Size	2.61	

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Households by Presence of People*	2,388	
Households with 1 or more People under Age 18:		
Married-Couple Family	628	26.30
Other Family, Male Householder	64	2.68
Other Family, Female Householder	284	11.89
Nonfamily, Male Householder	4	0.17
Nonfamily, Female Householder	1	0.04
Households no People under Age 18:		
Married-Couple Family	659	27.60
Other Family, Male Householder	44	1.84
Other Family, Female Householder	89	3.73
Nonfamily, Male Householder	263	11.01
Nonfamily, Female Householder	352	14.74
2009 Est. Households by Number of Vehicles*	2,388	
No Vehicles	226	9.46
1 Vehicle	794	33.25
2 Vehicles	884	37.02
3 Vehicles	367	15.37
4 Vehicles	79	3.31
5 or more Vehicles	37	1.55
2009 Est. Average Number of Vehicles*	1.76	
Family Households		
2014 Projection	1,741	
2009 Estimate	1,767	
2000 Census	1,760	
1990 Census	1,523	
Growth 2009-2014	-1.47%	
Growth 2000-2009	0.40%	
Growth 1990-2000	15.56%	

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Family Households by Household Income	1,767	
Income Less than \$15,000	336	19.02
Income \$15,000 - \$24,999	260	14.71
Income \$25,000 - \$34,999	201	11.38
Income \$35,000 - \$49,999	305	17.26
Income \$50,000 - \$74,999	318	18.00
Income \$75,000 - \$99,999	207	11.71
Income \$100,000 - \$149,999	118	6.68
Income \$150,000 - \$249,999	18	1.02
Income \$250,000 - \$499,999	3	0.17
Income \$500,000 and more	1	0.06
2009 Est. Average Family Household Income	\$47,327	
2009 Est. Median Family Household Income	\$39,265	
2009 Est. Families by Poverty Status*	1,767	
Income At or Above Poverty Level:		
Married-Couple Family, own children	553	31.30
Married-Couple Family, no own children	595	33.67
Male Householder, own children	42	2.38
Male Householder, no own children	25	1.41
Female Householder, own children	111	6.28
Female Householder, no own children	77	4.36
Income Below Poverty Level:		
Married-Couple Family, own children	75	4.24
Married-Couple Family, no own children	64	3.62
Male Householder, own children	37	2.09
Male Householder, no own children	5	0.28
Female Householder, own children	161	9.11
Female Householder, no own children	24	1.36
2009 Est. Pop Age 16+ by Employment Status*	4,971	
In Armed Forces	17	0.34
Civilian - Employed	2,523	50.75
Civilian - Unemployed	173	3.48
Not in Labor Force	2,257	45.40

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	2,523	
For-Profit Private Workers	1,733	68.69
Non-Profit Private Workers	100	3.96
Local Government Workers	194	7.69
State Government Workers	246	9.75
Federal Government Workers	68	2.70
Self-Emp Workers	167	6.62
Unpaid Family Workers	15	0.59
2009 Est. Civ Employed Pop 16+ by Occupation*	2,523	
Management, Business, and Financial Operations	210	8.32
Professional and Related Occupations	427	16.92
Service	410	16.25
Sales and Office	585	23.19
Farming, Fishing, and Forestry	31	1.23
Construction, Extraction and Maintenance	378	14.98
Production, Transportation and Material Moving	483	19.14
2009 Est. Pop 16+ by Occupation Classification*	2,523	
Blue Collar	861	34.13
White Collar	1,206	47.80
Service and Farm	456	18.07
2009 Est. Workers Age 16+, Transportation To Work*	2,478	
Drove Alone	1,934	78.05
Car Pooled	401	16.18
Public Transportation	14	0.56
Walked	51	2.06
Motorcycle	5	0.20
Bicycle	0	0.00
Other Means	15	0.61
Worked at Home	58	2.34
2009 Est. Workers Age 16+ by Travel Time to Work*	2,420	
Less than 15 Minutes	627	25.91
15 - 29 Minutes	587	24.26
30 - 44 Minutes	477	19.71
45 - 59 Minutes	417	17.23
60 or more Minutes	311	12.85
2009 Est. Average Travel Time to Work in Minutes*	33.90	

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Tenure of Occupied Housing Units	2,388	
Owner Occupied	1,919	80.36
Renter Occupied	469	19.64
2009 Occ Housing Units, Avg Length of Residence	11.27	
2009 Est. All Owner-Occupied Housing Values	1,919	
Value Less than \$20,000	184	9.59
Value \$20,000 - \$39,999	340	17.72
Value \$40,000 - \$59,999	354	18.45
Value \$60,000 - \$79,999	336	17.51
Value \$80,000 - \$99,999	268	13.97
Value \$100,000 - \$149,999	251	13.08
Value \$150,000 - \$199,999	102	5.32
Value \$200,000 - \$299,999	59	3.07
Value \$300,000 - \$399,999	12	0.63
Value \$400,000 - \$499,999	3	0.16
Value \$500,000 - \$749,999	8	0.42
Value \$750,000 - \$999,999	3	0.16
Value \$1,000,000 or more	0	0.00
2009 Est. Median All Owner-Occupied Housing Value	\$64,896	
2009 Est. Housing Units by Units in Structure*	2,697	
1 Unit Attached	19	0.70
1 Unit Detached	1,902	70.52
2 Units	35	1.30
3 to 19 Units	105	3.89
20 to 49 Units	24	0.89
50 or More Units	1	0.04
Mobile Home or Trailer	612	22.69
Boat, RV, Van, etc.	0	0.00

Demographic Profile

Mendenhall, Mississippi - 5 Mile Radial

DESCRIPTION	RADIUS	%
2009 Est. Housing Units by Year Structure Built	2,697	
Housing Units Built 1999 to 2009	190	7.04
Housing Unit Built 1995 to 1998	253	9.38
Housing Unit Built 1990 to 1994	221	8.19
Housing Unit Built 1980 to 1989	491	18.21
Housing Unit Built 1970 to 1979	549	20.36
Housing Unit Built 1960 to 1969	409	15.17
Housing Unit Built 1950 to 1959	222	8.23
Housing Unit Built 1940 to 1949	147	5.45
Housing Unit Built 1939 or Earlier	216	8.01
2009 Est. Median Year Structure Built **	1976	

*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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.