

Demographic Profile

Mendenhall, Mississippi - 5 Min Drivetime

Simpson County Development Foundation
Mendenhall, Mississippi

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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



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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.

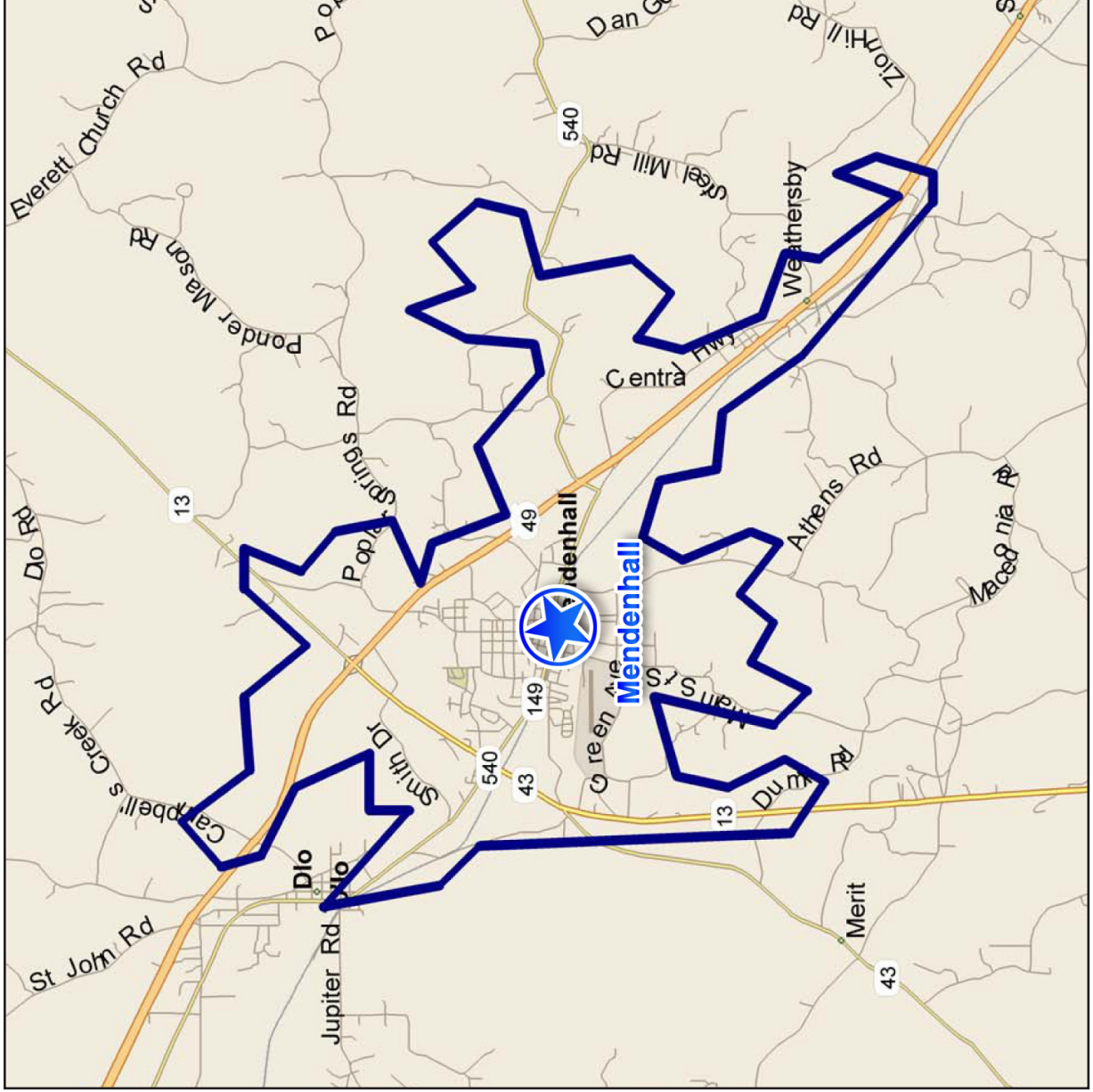
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients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

Mendenhall, Mississippi



Demographic Profile

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DESCRIPTION	POLYGON	%
Population		
2014 Projection	2,809	
2009 Estimate	2,903	
2000 Census	2,951	
1990 Census	2,774	
Growth 2009-2014	-3.24%	
Growth 2000-2009	-1.63%	
Growth 1990-2000	6.38%	
2009 Est. Population by Single Race Classification		
	2,903	
White Alone	1,866	64.28
Black or African American Alone	1,009	34.76
American Indian and Alaska Native Alone	3	0.10
Asian Alone	2	0.07
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	5	0.17
Two or More Races	18	0.62
2009 Est. Population Hispanic or Latino by Origin*		
	2,903	
Not Hispanic or Latino	2,865	98.69
Hispanic or Latino:	38	1.31
Mexican	15	39.47
Puerto Rican	0	0.00
Cuban	0	0.00
All Other Hispanic or Latino	22	57.89
2009 Est. Hispanic or Latino by Single Race Class.		
	38	
White Alone	24	63.16
Black or African American Alone	9	23.68
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	4	10.53
Two or More Races	1	2.63

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DESCRIPTION	POLYGON	%
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	2,903	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	1	0.03
Pop, English	130	4.48
Pop, French (except Basque)	16	0.55
Pop, French Canadian	0	0.00
Pop, German	60	2.07
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	128	4.41
Pop, Italian	18	0.62
Pop, Lithuanian	0	0.00
Pop, United States or American	656	22.60
Pop, Norwegian	8	0.28
Pop, Polish	4	0.14
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	18	0.62
Pop, Scotch-Irish	43	1.48
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	40	1.38
Pop, Swedish	2	0.07
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	POLYGON	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	885	30.49
Pop, Ancestry Unclassified	893	30.76
2009 Est. Pop Age 5+ by Language Spoken At Home	2,681	
Speak Only English at Home	2,627	97.99
Speak Asian/Pacific Islander Language at Home	0	0.00
Speak IndoEuropean Language at Home	27	1.01
Speak Spanish at Home	22	0.82
Speak Other Language at Home	5	0.19
2009 Est. Population by Sex	2,903	
Male	1,377	47.43
Female	1,526	52.57
Male/Female Ratio	0.90	
2009 Est. Population by Age	2,903	
Age 0 - 4	222	7.65
Age 5 - 9	204	7.03
Age 10 - 14	203	6.99
Age 15 - 17	117	4.03
Age 18 - 20	112	3.86
Age 21 - 24	142	4.89
Age 25 - 34	376	12.95
Age 35 - 44	360	12.40
Age 45 - 49	191	6.58
Age 50 - 54	178	6.13
Age 55 - 59	155	5.34
Age 60 - 64	136	4.68
Age 65 - 74	239	8.23
Age 75 - 84	158	5.44
Age 85 and over	113	3.89
Age 16 and over	2,237	77.06
Age 18 and over	2,158	74.34
Age 21 and over	2,046	70.48
Age 65 and over	510	17.57
2009 Est. Median Age	37.15	
2009 Est. Average Age	38.86	

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DESCRIPTION	POLYGON	%
2009 Est. Male Population by Age	1,377	
Age 0 - 4	114	8.28
Age 5 - 9	103	7.48
Age 10 - 14	100	7.26
Age 15 - 17	56	4.07
Age 18 - 20	60	4.36
Age 21 - 24	73	5.30
Age 25 - 34	185	13.44
Age 35 - 44	167	12.13
Age 45 - 49	89	6.46
Age 50 - 54	85	6.17
Age 55 - 59	81	5.88
Age 60 - 64	68	4.94
Age 65 - 74	112	8.13
Age 75 - 84	56	4.07
Age 85 and over	29	2.11
2009 Est. Median Age, Male	34.87	
2009 Est. Average Age, Male	36.87	
2009 Est. Female Population by Age	1,526	
Age 0 - 4	107	7.01
Age 5 - 9	100	6.55
Age 10 - 14	103	6.75
Age 15 - 17	61	4.00
Age 18 - 20	52	3.41
Age 21 - 24	69	4.52
Age 25 - 34	192	12.58
Age 35 - 44	193	12.65
Age 45 - 49	102	6.68
Age 50 - 54	93	6.09
Age 55 - 59	74	4.85
Age 60 - 64	67	4.39
Age 65 - 74	127	8.32
Age 75 - 84	102	6.68
Age 85 and over	84	5.50
2009 Est. Median Age, Female	39.10	
2009 Est. Average Age, Female	40.65	

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DESCRIPTION	POLYGON	%
2009 Est. Population Age 15+ by Marital Status*	2,275	
Total, Never Married	540	23.74
Married, Spouse present	1,074	47.21
Married, Spouse absent	201	8.84
Widowed	220	9.67
Divorced	239	10.51
Males, Never Married	274	12.04
Previously Married	159	6.99
Females, Never Married	266	11.69
Previously Married	300	13.19
2009 Est. Pop. Age 25+ by Educational Attainment*	1,905	
Less than 9th grade	229	12.02
Some High School, no diploma	345	18.11
High School Graduate (or GED)	602	31.60
Some College, no degree	381	20.00
Associate Degree	53	2.78
Bachelor's Degree	215	11.29
Master's Degree	52	2.73
Professional School Degree	28	1.47
Doctorate Degree	0	0.00
Households		
2014 Projection	1,041	
2009 Estimate	1,072	
2000 Census	1,071	
1990 Census	1,003	
Growth 2009-2014	-2.89%	
Growth 2000-2009	0.09%	
Growth 1990-2000	6.78%	
2009 Est. Households by Household Type	1,072	
Family Households	769	71.74
Nonfamily Households	303	28.26
2009 Est. Group Quarters Population	192	
2009 Households by Ethnicity, Hispanic/Latino	10	0.93

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DESCRIPTION	POLYGON	%
2009 Est. Households by Household Income	1,072	
Income Less than \$15,000	267	24.91
Income \$15,000 - \$24,999	200	18.66
Income \$25,000 - \$34,999	121	11.29
Income \$35,000 - \$49,999	193	18.00
Income \$50,000 - \$74,999	155	14.46
Income \$75,000 - \$99,999	74	6.90
Income \$100,000 - \$149,999	44	4.10
Income \$150,000 - \$249,999	14	1.31
Income \$250,000 - \$499,999	5	0.47
Income \$500,000 and more	0	0.00
2009 Est. Average Household Income	\$40,791	
2009 Est. Median Household Income	\$30,738	
2009 Est. Per Capita Income	\$15,968	
2009 Est. Household Type, Presence Own Children*	1,072	
Single Male Householder	104	9.70
Single Female Householder	178	16.60
Married-Couple Family, own children	228	21.27
Married-Couple Family, no own children	311	29.01
Male Householder, own children	19	1.77
Male Householder, no own children	30	2.80
Female Householder, own children	113	10.54
Female Householder, no own children	68	6.34
Nonfamily, Male Householder	13	1.21
Nonfamily, Female Householder	9	0.84
2009 Est. Households by Household Size*	1,072	
1-person household	282	26.31
2-person household	355	33.12
3-person household	190	17.72
4-person household	141	13.15
5-person household	67	6.25
6-person household	22	2.05
7 or more person household	15	1.40
2009 Est. Average Household Size	2.53	

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DESCRIPTION	POLYGON	%
2009 Est. Households by Presence of People*	1,072	
Households with 1 or more People under Age 18:		
Married-Couple Family	248	23.13
Other Family, Male Householder	28	2.61
Other Family, Female Householder	140	13.06
Nonfamily, Male Householder	2	0.19
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:		
Married-Couple Family	291	27.15
Other Family, Male Householder	21	1.96
Other Family, Female Householder	40	3.73
Nonfamily, Male Householder	114	10.63
Nonfamily, Female Householder	187	17.44
2009 Est. Households by Number of Vehicles*	1,072	
No Vehicles	119	11.10
1 Vehicle	378	35.26
2 Vehicles	378	35.26
3 Vehicles	160	14.93
4 Vehicles	33	3.08
5 or more Vehicles	4	0.37
2009 Est. Average Number of Vehicles*	1.65	
Family Households		
2014 Projection	747	
2009 Estimate	769	
2000 Census	767	
1990 Census	717	
Growth 2009-2014	-2.86%	
Growth 2000-2009	0.26%	
Growth 1990-2000	6.97%	

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DESCRIPTION	POLYGON	%
2009 Est. Family Households by Household Income	769	
Income Less than \$15,000	177	23.02
Income \$15,000 - \$24,999	136	17.69
Income \$25,000 - \$34,999	74	9.62
Income \$35,000 - \$49,999	131	17.04
Income \$50,000 - \$74,999	130	16.91
Income \$75,000 - \$99,999	67	8.71
Income \$100,000 - \$149,999	39	5.07
Income \$150,000 - \$249,999	11	1.43
Income \$250,000 - \$499,999	3	0.39
Income \$500,000 and more	0	0.00
2009 Est. Average Family Household Income	\$43,870	
2009 Est. Median Family Household Income	\$34,533	
2009 Est. Families by Poverty Status*	769	
Income At or Above Poverty Level:		
Married-Couple Family, own children	247	32.12
Married-Couple Family, no own children	235	30.56
Male Householder, own children	16	2.08
Male Householder, no own children	12	1.56
Female Householder, own children	40	5.20
Female Householder, no own children	35	4.55
Income Below Poverty Level:		
Married-Couple Family, own children	24	3.12
Married-Couple Family, no own children	33	4.29
Male Householder, own children	18	2.34
Male Householder, no own children	3	0.39
Female Householder, own children	97	12.61
Female Householder, no own children	9	1.17
2009 Est. Pop Age 16+ by Employment Status*	2,237	
In Armed Forces	4	0.18
Civilian - Employed	1,021	45.64
Civilian - Unemployed	95	4.25
Not in Labor Force	1,118	49.98

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DESCRIPTION	POLYGON	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	1,021	
For-Profit Private Workers	684	66.99
Non-Profit Private Workers	48	4.70
Local Government Workers	95	9.30
State Government Workers	97	9.50
Federal Government Workers	25	2.45
Self-Emp Workers	64	6.27
Unpaid Family Workers	8	0.78
2009 Est. Civ Employed Pop 16+ by Occupation*	1,021	
Management, Business, and Financial Operations	92	9.01
Professional and Related Occupations	208	20.37
Service	182	17.83
Sales and Office	197	19.29
Farming, Fishing, and Forestry	7	0.69
Construction, Extraction and Maintenance	149	14.59
Production, Transportation and Material Moving	185	18.12
2009 Est. Pop 16+ by Occupation Classification*	1,021	
Blue Collar	334	32.71
White Collar	495	48.48
Service and Farm	192	18.81
2009 Est. Workers Age 16+, Transportation To Work*	993	
Drove Alone	778	78.35
Car Pooled	149	15.01
Public Transportation	12	1.21
Walked	11	1.11
Motorcycle	4	0.40
Bicycle	0	0.00
Other Means	6	0.60
Worked at Home	34	3.42
2009 Est. Workers Age 16+ by Travel Time to Work*	959	
Less than 15 Minutes	324	33.79
15 - 29 Minutes	237	24.71
30 - 44 Minutes	163	17.00
45 - 59 Minutes	127	13.24
60 or more Minutes	107	11.16
2009 Est. Average Travel Time to Work in Minutes*	30.40	

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DESCRIPTION	POLYGON	%
2009 Est. Tenure of Occupied Housing Units	1,072	
Owner Occupied	783	73.04
Renter Occupied	289	26.96
2009 Occ Housing Units, Avg Length of Residence	11.36	
2009 Est. All Owner-Occupied Housing Values	783	
Value Less than \$20,000	52	6.64
Value \$20,000 - \$39,999	136	17.37
Value \$40,000 - \$59,999	145	18.52
Value \$60,000 - \$79,999	166	21.20
Value \$80,000 - \$99,999	112	14.30
Value \$100,000 - \$149,999	103	13.15
Value \$150,000 - \$199,999	35	4.47
Value \$200,000 - \$299,999	22	2.81
Value \$300,000 - \$399,999	6	0.77
Value \$400,000 - \$499,999	3	0.38
Value \$500,000 - \$749,999	3	0.38
Value \$750,000 - \$999,999	0	0.00
Value \$1,000,000 or more	0	0.00
2009 Est. Median All Owner-Occupied Housing Value	\$67,066	
2009 Est. Housing Units by Units in Structure*	1,207	
1 Unit Attached	9	0.75
1 Unit Detached	885	73.32
2 Units	27	2.24
3 to 19 Units	83	6.88
20 to 49 Units	22	1.82
50 or More Units	0	0.00
Mobile Home or Trailer	179	14.83
Boat, RV, Van, etc.	0	0.00

Demographic Profile

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DESCRIPTION	POLYGON	%
2009 Est. Housing Units by Year Structure Built	1,207	
Housing Units Built 1999 to 2009	73	6.05
Housing Unit Built 1995 to 1998	80	6.63
Housing Unit Built 1990 to 1994	69	5.72
Housing Unit Built 1980 to 1989	201	16.65
Housing Unit Built 1970 to 1979	244	20.22
Housing Unit Built 1960 to 1969	222	18.39
Housing Unit Built 1950 to 1959	135	11.18
Housing Unit Built 1940 to 1949	88	7.29
Housing Unit Built 1939 or Earlier	96	7.95
2009 Est. Median Year Structure Built **	1973	

*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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