

# Demographic Profile

Mendenhall, Mississippi - 7 Mile Radial

Simpson County Development Foundation  
Mendenhall, Mississippi

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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

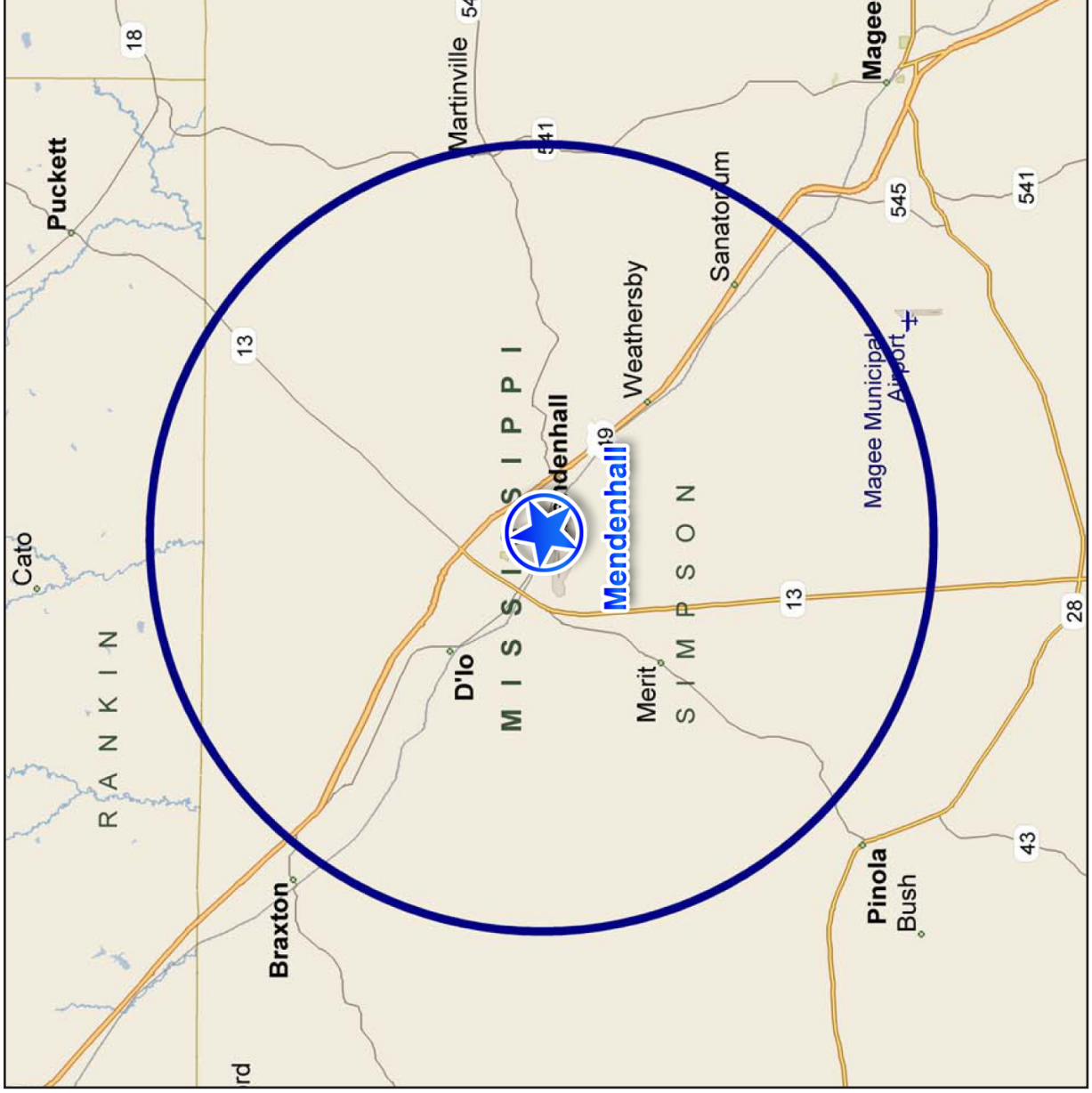
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through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

# 7 Mile Radial Map Mendenhall, Mississippi



# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>Population</b>		
2014 Projection	9,663	
2009 Estimate	9,829	
2000 Census	9,912	
1990 Census	8,631	
Growth 2009-2014	-1.69%	
Growth 2000-2009	-0.84%	
Growth 1990-2000	14.84%	
<b>2009 Est. Population by Single Race Classification</b>	<b>9,829</b>	
White Alone	5,922	60.25
Black or African American Alone	3,797	38.63
American Indian and Alaska Native Alone	13	0.13
Asian Alone	8	0.08
Native Hawaiian and Other Pacific Islander Alone	1	0.01
Some Other Race Alone	21	0.21
Two or More Races	67	0.68
<b>2009 Est. Population Hispanic or Latino by Origin*</b>	<b>9,829</b>	
Not Hispanic or Latino	9,715	98.84
Hispanic or Latino:	115	1.17
Mexican	41	35.65
Puerto Rican	7	6.09
Cuban	7	6.09
All Other Hispanic or Latino	60	52.17
<b>2009 Est. Hispanic or Latino by Single Race Class.</b>	<b>115</b>	
White Alone	66	57.39
Black or African American Alone	28	24.35
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	17	14.78
Two or More Races	4	3.48

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Pop. Asian Alone Race by Category*</b>	<b>8</b>	
Chinese, except Taiwanese	0	0.00
Filipino	1	12.50
Japanese	0	0.00
Asian Indian	4	50.00
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	25.00
Two or more Asian categories	0	0.00
<b>2009 Est. Population by Ancestry</b>	<b>9,829</b>	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	1	0.01
Pop, Dutch	21	0.21
Pop, English	273	2.78
Pop, French (except Basque)	48	0.49
Pop, French Canadian	0	0.00
Pop, German	168	1.71
Pop, Greek	1	0.01
Pop, Hungarian	1	0.01
Pop, Irish	386	3.93
Pop, Italian	45	0.46
Pop, Lithuanian	0	0.00
Pop, United States or American	2,052	20.88
Pop, Norwegian	17	0.17
Pop, Polish	7	0.07
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	41	0.42
Pop, Scotch-Irish	137	1.39
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	66	0.67
Pop, Swedish	13	0.13
Pop, Swiss	1	0.01
Pop, Ukrainian	0	0.00
Pop, Welsh	22	0.22
Pop, West Indian (exc Hisp groups)	5	0.05

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Population by Ancestry</b>		
Pop, Other ancestries	3,107	31.61
Pop, Ancestry Unclassified	3,417	34.76
<b>2009 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>9,070</b>	
Speak Only English at Home	8,889	98.00
Speak Asian/Pacific Islander Language at Home	14	0.15
Speak IndoEuropean Language at Home	49	0.54
Speak Spanish at Home	100	1.10
Speak Other Language at Home	17	0.19
<b>2009 Est. Population by Sex</b>	<b>9,829</b>	
Male	4,751	48.34
Female	5,079	51.67
Male/Female Ratio	0.94	
<b>2009 Est. Population by Age</b>	<b>9,829</b>	
Age 0 - 4	760	7.73
Age 5 - 9	701	7.13
Age 10 - 14	720	7.33
Age 15 - 17	437	4.45
Age 18 - 20	392	3.99
Age 21 - 24	495	5.04
Age 25 - 34	1,303	13.26
Age 35 - 44	1,244	12.66
Age 45 - 49	695	7.07
Age 50 - 54	662	6.74
Age 55 - 59	601	6.11
Age 60 - 64	500	5.09
Age 65 - 74	714	7.26
Age 75 - 84	395	4.02
Age 85 and over	211	2.15
Age 16 and over	7,512	76.43
Age 18 and over	7,212	73.37
Age 21 and over	6,820	69.39
Age 65 and over	1,320	13.43
<b>2009 Est. Median Age</b>	<b>35.86</b>	
<b>2009 Est. Average Age</b>	<b>37.12</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Male Population by Age</b>	<b>4,751</b>	
Age 0 - 4	392	8.25
Age 5 - 9	357	7.51
Age 10 - 14	367	7.72
Age 15 - 17	219	4.61
Age 18 - 20	191	4.02
Age 21 - 24	252	5.30
Age 25 - 34	634	13.34
Age 35 - 44	580	12.21
Age 45 - 49	331	6.97
Age 50 - 54	314	6.61
Age 55 - 59	308	6.48
Age 60 - 64	247	5.20
Age 65 - 74	340	7.16
Age 75 - 84	157	3.30
Age 85 and over	61	1.28
<b>2009 Est. Median Age, Male</b>	<b>34.41</b>	
<b>2009 Est. Average Age, Male</b>	<b>35.90</b>	
<b>2009 Est. Female Population by Age</b>	<b>5,079</b>	
Age 0 - 4	368	7.25
Age 5 - 9	344	6.77
Age 10 - 14	353	6.95
Age 15 - 17	218	4.29
Age 18 - 20	201	3.96
Age 21 - 24	243	4.78
Age 25 - 34	670	13.19
Age 35 - 44	664	13.07
Age 45 - 49	364	7.17
Age 50 - 54	347	6.83
Age 55 - 59	292	5.75
Age 60 - 64	253	4.98
Age 65 - 74	374	7.36
Age 75 - 84	237	4.67
Age 85 and over	150	2.95
<b>2009 Est. Median Age, Female</b>	<b>37.14</b>	
<b>2009 Est. Average Age, Female</b>	<b>38.27</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Population Age 15+ by Marital Status*</b>	<b>7,649</b>	
Total, Never Married	1,942	25.39
Married, Spouse present	3,926	51.33
Married, Spouse absent	401	5.24
Widowed	627	8.20
Divorced	753	9.84
Males, Never Married	1,035	13.53
Previously Married	469	6.13
Females, Never Married	907	11.86
Previously Married	911	11.91
<b>2009 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>6,325</b>	
Less than 9th grade	801	12.66
Some High School, no diploma	1,205	19.05
High School Graduate (or GED)	2,059	32.55
Some College, no degree	1,206	19.07
Associate Degree	267	4.22
Bachelor's Degree	571	9.03
Master's Degree	160	2.53
Professional School Degree	49	0.77
Doctorate Degree	8	0.13
<b>Households</b>		
2014 Projection	3,532	
2009 Estimate	3,570	
2000 Census	3,518	
1990 Census	2,944	
Growth 2009-2014	-1.06%	
Growth 2000-2009	1.48%	
Growth 1990-2000	19.50%	
<b>2009 Est. Households by Household Type</b>	<b>3,570</b>	
Family Households	2,676	74.96
Nonfamily Households	893	25.01
<b>2009 Est. Group Quarters Population</b>	<b>379</b>	
<b>2009 Households by Ethnicity, Hispanic/Latino</b>	<b>29</b>	<b>0.81</b>



# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Households by Household Income</b>	<b>3,570</b>	
Income Less than \$15,000	778	21.79
Income \$15,000 - \$24,999	548	15.35
Income \$25,000 - \$34,999	415	11.62
Income \$35,000 - \$49,999	632	17.70
Income \$50,000 - \$74,999	609	17.06
Income \$75,000 - \$99,999	333	9.33
Income \$100,000 - \$149,999	200	5.60
Income \$150,000 - \$249,999	40	1.12
Income \$250,000 - \$499,999	10	0.28
Income \$500,000 and more	3	0.08
<b>2009 Est. Average Household Income</b>	<b>\$44,673</b>	
<b>2009 Est. Median Household Income</b>	<b>\$36,031</b>	
<b>2009 Est. Per Capita Income</b>	<b>\$16,660</b>	
<b>2009 Est. Household Type, Presence Own Children*</b>	<b>3,570</b>	
Single Male Householder	380	10.64
Single Female Householder	470	13.17
Married-Couple Family, own children	890	24.93
Married-Couple Family, no own children	1,062	29.75
Male Householder, own children	80	2.24
Male Householder, no own children	89	2.49
Female Householder, own children	333	9.33
Female Householder, no own children	223	6.25
Nonfamily, Male Householder	24	0.67
Nonfamily, Female Householder	20	0.56
<b>2009 Est. Households by Household Size*</b>	<b>3,570</b>	
1-person household	849	23.78
2-person household	1,125	31.51
3-person household	679	19.02
4-person household	517	14.48
5-person household	246	6.89
6-person household	99	2.77
7 or more person household	54	1.51
<b>2009 Est. Average Household Size</b>	<b>2.65</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Households by Presence of People*</b>	<b>3,570</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	977	27.37
Other Family, Male Householder	104	2.91
Other Family, Female Householder	420	11.76
Nonfamily, Male Householder	7	0.20
Nonfamily, Female Householder	1	0.03
<b>Households no People under Age 18:</b>		
Married-Couple Family	975	27.31
Other Family, Male Householder	65	1.82
Other Family, Female Householder	136	3.81
Nonfamily, Male Householder	397	11.12
Nonfamily, Female Householder	489	13.70
<b>2009 Est. Households by Number of Vehicles*</b>	<b>3,570</b>	
No Vehicles	322	9.02
1 Vehicle	1,137	31.85
2 Vehicles	1,349	37.79
3 Vehicles	574	16.08
4 Vehicles	125	3.50
5 or more Vehicles	63	1.76
<b>2009 Est. Average Number of Vehicles*</b>	<b>1.80</b>	
<b>Family Households</b>		
2014 Projection	2,652	
2009 Estimate	2,676	
2000 Census	2,632	
1990 Census	2,224	
Growth 2009-2014	-0.90%	
Growth 2000-2009	1.67%	
Growth 1990-2000	18.35%	

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Family Households by Household Income</b>	<b>2,676</b>	
Income Less than \$15,000	484	18.09
Income \$15,000 - \$24,999	390	14.57
Income \$25,000 - \$34,999	305	11.40
Income \$35,000 - \$49,999	468	17.49
Income \$50,000 - \$74,999	505	18.87
Income \$75,000 - \$99,999	306	11.43
Income \$100,000 - \$149,999	178	6.65
Income \$150,000 - \$249,999	29	1.08
Income \$250,000 - \$499,999	8	0.30
Income \$500,000 and more	2	0.07
<b>2009 Est. Average Family Household Income</b>	<b>\$48,400</b>	
<b>2009 Est. Median Family Household Income</b>	<b>\$40,085</b>	
<b>2009 Est. Families by Poverty Status*</b>	<b>2,676</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	844	31.54
Married-Couple Family, no own children	893	33.37
Male Householder, own children	64	2.39
Male Householder, no own children	33	1.23
Female Householder, own children	168	6.28
Female Householder, no own children	124	4.63
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	125	4.67
Married-Couple Family, no own children	89	3.33
Male Householder, own children	63	2.35
Male Householder, no own children	8	0.30
Female Householder, own children	229	8.56
Female Householder, no own children	34	1.27
<b>2009 Est. Pop Age 16+ by Employment Status*</b>	<b>7,512</b>	
In Armed Forces	28	0.37
Civilian - Employed	3,928	52.29
Civilian - Unemployed	251	3.34
Not in Labor Force	3,306	44.01

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>3,928</b>	
For-Profit Private Workers	2,670	67.97
Non-Profit Private Workers	161	4.10
Local Government Workers	294	7.48
State Government Workers	409	10.41
Federal Government Workers	103	2.62
Self-Emp Workers	274	6.98
Unpaid Family Workers	17	0.43
<b>2009 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>3,928</b>	
Management, Business, and Financial Operations	349	8.88
Professional and Related Occupations	625	15.91
Service	631	16.06
Sales and Office	966	24.59
Farming, Fishing, and Forestry	51	1.30
Construction, Extraction and Maintenance	573	14.59
Production, Transportation and Material Moving	733	18.66
<b>2009 Est. Pop 16+ by Occupation Classification*</b>	<b>3,928</b>	
Blue Collar	1,306	33.25
White Collar	1,897	48.29
Service and Farm	725	18.46
<b>2009 Est. Workers Age 16+, Transportation To Work*</b>	<b>3,856</b>	
Drove Alone	2,996	77.70
Car Pooled	626	16.23
Public Transportation	19	0.49
Walked	91	2.36
Motorcycle	7	0.18
Bicycle	0	0.00
Other Means	23	0.60
Worked at Home	96	2.49
<b>2009 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>3,760</b>	
Less than 15 Minutes	927	24.65
15 - 29 Minutes	946	25.16
30 - 44 Minutes	743	19.76
45 - 59 Minutes	644	17.13
60 or more Minutes	499	13.27
<b>2009 Est. Average Travel Time to Work in Minutes*</b>	<b>34.31</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Tenure of Occupied Housing Units</b>	<b>3,570</b>	
Owner Occupied	2,914	81.62
Renter Occupied	655	18.35
<b>2009 Occ Housing Units, Avg Length of Residence</b>	<b>11.09</b>	
<b>2009 Est. All Owner-Occupied Housing Values</b>	<b>2,914</b>	
Value Less than \$20,000	299	10.26
Value \$20,000 - \$39,999	507	17.40
Value \$40,000 - \$59,999	540	18.53
Value \$60,000 - \$79,999	492	16.88
Value \$80,000 - \$99,999	374	12.83
Value \$100,000 - \$149,999	393	13.49
Value \$150,000 - \$199,999	173	5.94
Value \$200,000 - \$299,999	96	3.29
Value \$300,000 - \$399,999	20	0.69
Value \$400,000 - \$499,999	5	0.17
Value \$500,000 - \$749,999	10	0.34
Value \$750,000 - \$999,999	4	0.14
Value \$1,000,000 or more	0	0.00
<b>2009 Est. Median All Owner-Occupied Housing Value</b>	<b>\$64,503</b>	
<b>2009 Est. Housing Units by Units in Structure*</b>	<b>4,017</b>	
1 Unit Attached	20	0.50
1 Unit Detached	2,763	68.78
2 Units	35	0.87
3 to 19 Units	123	3.06
20 to 49 Units	24	0.60
50 or More Units	2	0.05
Mobile Home or Trailer	1,049	26.11
Boat, RV, Van, etc.	0	0.00

# Demographic Profile

## Mendenhall, Mississippi - 7 Mile Radial

DESCRIPTION	RADIUS	%
<b>2009 Est. Housing Units by Year Structure Built</b>	<b>4,017</b>	
Housing Units Built 1999 to 2009	319	7.94
Housing Unit Built 1995 to 1998	404	10.06
Housing Unit Built 1990 to 1994	364	9.06
Housing Unit Built 1980 to 1989	779	19.39
Housing Unit Built 1970 to 1979	817	20.34
Housing Unit Built 1960 to 1969	549	13.67
Housing Unit Built 1950 to 1959	273	6.80
Housing Unit Built 1940 to 1949	225	5.60
Housing Unit Built 1939 or Earlier	287	7.14
<b>2009 Est. Median Year Structure Built **</b>	<b>1978</b>	

\*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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