

# Demographic Profile

Mendenhall, Mississippi - 7 Min Drivetime

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](mailto: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](mailto: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.

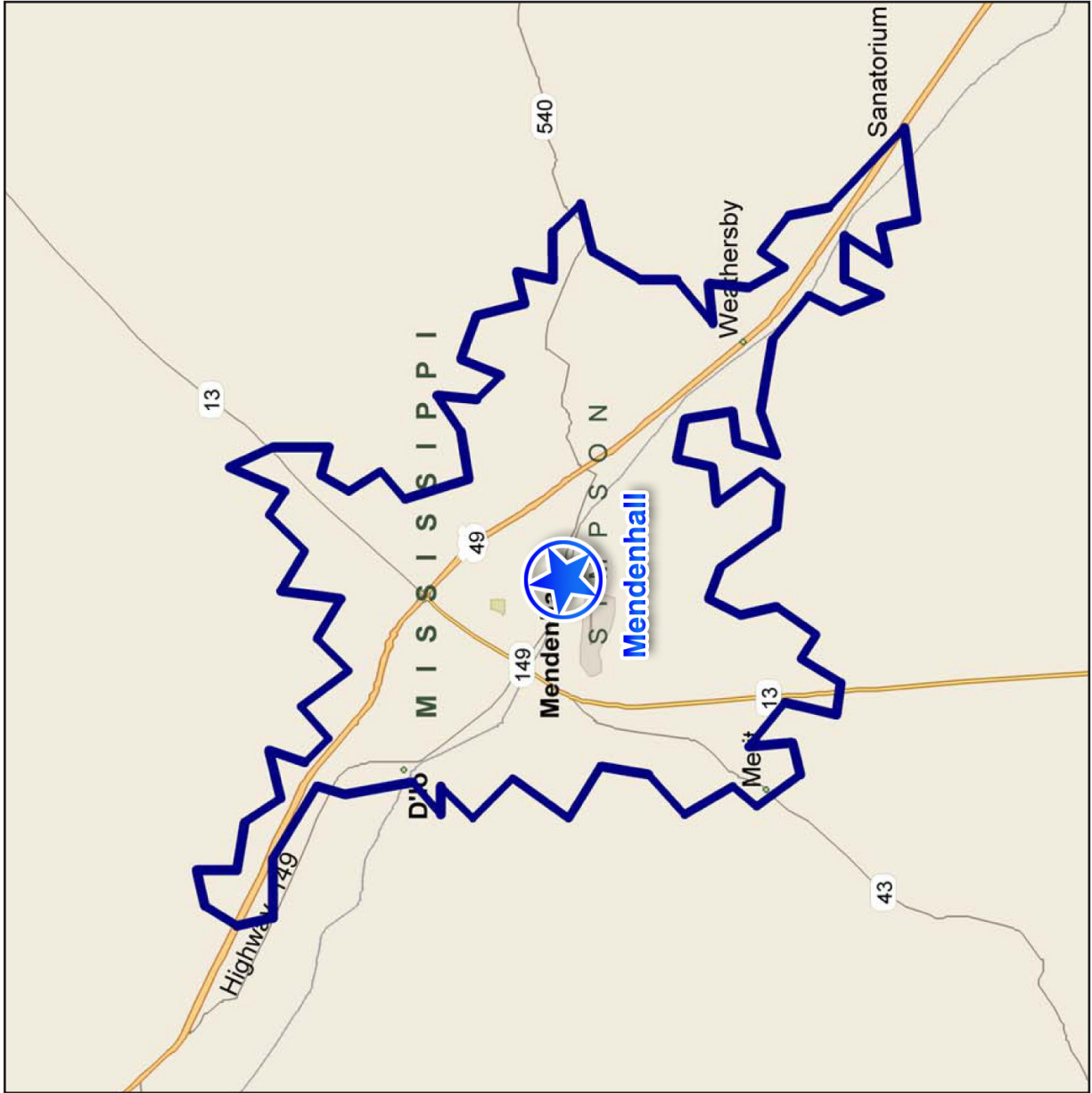
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients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

# 7 Min Drivetime Map

Mendenhall, Mississippi



# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>Population</b>		
2014 Projection	3,562	
2009 Estimate	3,670	
2000 Census	3,758	
1990 Census	3,464	
Growth 2009-2014	-2.94%	
Growth 2000-2009	-2.34%	
Growth 1990-2000	8.49%	
<b>2009 Est. Population by Single Race Classification</b>		
	<b>3,670</b>	
White Alone	2,347	63.95
Black or African American Alone	1,285	35.01
American Indian and Alaska Native Alone	4	0.11
Asian Alone	2	0.05
Native Hawaiian and Other Pacific Islander Alone	1	0.03
Some Other Race Alone	9	0.25
Two or More Races	23	0.63
<b>2009 Est. Population Hispanic or Latino by Origin*</b>		
	<b>3,670</b>	
Not Hispanic or Latino	3,623	98.72
Hispanic or Latino:	47	1.28
Mexican	19	40.43
Puerto Rican	0	0.00
Cuban	1	2.13
All Other Hispanic or Latino	27	57.45
<b>2009 Est. Hispanic or Latino by Single Race Class.</b>		
	<b>47</b>	
White Alone	28	59.57
Black or African American Alone	11	23.40
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	17.02
Two or More Races	1	2.13

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Pop. Asian Alone Race by Category*</b>	<b>2</b>	
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
<b>2009 Est. Population by Ancestry</b>	<b>3,670</b>	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	1	0.03
Pop, Dutch	2	0.05
Pop, English	156	4.25
Pop, French (except Basque)	20	0.54
Pop, French Canadian	0	0.00
Pop, German	75	2.04
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	158	4.31
Pop, Italian	22	0.60
Pop, Lithuanian	0	0.00
Pop, United States or American	820	22.34
Pop, Norwegian	10	0.27
Pop, Polish	5	0.14
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	22	0.60
Pop, Scotch-Irish	53	1.44
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	47	1.28
Pop, Swedish	2	0.05
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	1	0.03
Pop, West Indian (exc Hisp groups)	1	0.03

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Population by Ancestry</b>		
Pop, Other ancestries	1,128	30.74
Pop, Ancestry Unclassified	1,146	31.23
<b>2009 Est. Pop Age 5+ by Language Spoken At Home</b>	<b>3,391</b>	
Speak Only English at Home	3,322	97.97
Speak Asian/Pacific Islander Language at Home	1	0.03
Speak IndoEuropean Language at Home	31	0.91
Speak Spanish at Home	33	0.97
Speak Other Language at Home	5	0.15
<b>2009 Est. Population by Sex</b>	<b>3,670</b>	
Male	1,745	47.55
Female	1,925	52.45
Male/Female Ratio	0.91	
<b>2009 Est. Population by Age</b>	<b>3,670</b>	
Age 0 - 4	279	7.60
Age 5 - 9	258	7.03
Age 10 - 14	259	7.06
Age 15 - 17	151	4.11
Age 18 - 20	142	3.87
Age 21 - 24	182	4.96
Age 25 - 34	475	12.94
Age 35 - 44	456	12.43
Age 45 - 49	241	6.57
Age 50 - 54	228	6.21
Age 55 - 59	205	5.59
Age 60 - 64	180	4.90
Age 65 - 74	300	8.17
Age 75 - 84	188	5.12
Age 85 and over	125	3.41
Age 16 and over	2,827	77.03
Age 18 and over	2,723	74.20
Age 21 and over	2,581	70.33
Age 65 and over	614	16.73
<b>2009 Est. Median Age</b>	<b>36.95</b>	
<b>2009 Est. Average Age</b>	<b>38.54</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Male Population by Age</b>	<b>1,745</b>	
Age 0 - 4	143	8.19
Age 5 - 9	131	7.51
Age 10 - 14	129	7.39
Age 15 - 17	72	4.13
Age 18 - 20	73	4.18
Age 21 - 24	93	5.33
Age 25 - 34	231	13.24
Age 35 - 44	211	12.09
Age 45 - 49	112	6.42
Age 50 - 54	108	6.19
Age 55 - 59	107	6.13
Age 60 - 64	90	5.16
Age 65 - 74	141	8.08
Age 75 - 84	70	4.01
Age 85 and over	34	1.95
<b>2009 Est. Median Age, Male</b>	<b>35.05</b>	
<b>2009 Est. Average Age, Male</b>	<b>36.78</b>	
<b>2009 Est. Female Population by Age</b>	<b>1,925</b>	
Age 0 - 4	135	7.01
Age 5 - 9	126	6.55
Age 10 - 14	130	6.75
Age 15 - 17	79	4.10
Age 18 - 20	69	3.58
Age 21 - 24	89	4.62
Age 25 - 34	244	12.68
Age 35 - 44	245	12.73
Age 45 - 49	129	6.70
Age 50 - 54	120	6.23
Age 55 - 59	98	5.09
Age 60 - 64	90	4.68
Age 65 - 74	160	8.31
Age 75 - 84	119	6.18
Age 85 and over	92	4.78
<b>2009 Est. Median Age, Female</b>	<b>38.70</b>	
<b>2009 Est. Average Age, Female</b>	<b>40.13</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Population Age 15+ by Marital Status*</b>	<b>2,874</b>	
Total, Never Married	679	23.63
Married, Spouse present	1,396	48.57
Married, Spouse absent	217	7.55
Widowed	272	9.46
Divorced	310	10.79
Males, Never Married	349	12.14
Previously Married	201	6.99
Females, Never Married	330	11.48
Previously Married	381	13.26
<b>2009 Est. Pop. Age 25+ by Educational Attainment*</b>	<b>2,399</b>	
Less than 9th grade	276	11.50
Some High School, no diploma	446	18.59
High School Graduate (or GED)	768	32.01
Some College, no degree	489	20.38
Associate Degree	79	3.29
Bachelor's Degree	248	10.34
Master's Degree	63	2.63
Professional School Degree	30	1.25
Doctorate Degree	0	0.00
<b>Households</b>		
2014 Projection	1,336	
2009 Estimate	1,369	
2000 Census	1,375	
1990 Census	1,248	
Growth 2009-2014	-2.41%	
Growth 2000-2009	-0.44%	
Growth 1990-2000	10.18%	
<b>2009 Est. Households by Household Type</b>	<b>1,369</b>	
Family Households	986	72.02
Nonfamily Households	383	27.98
<b>2009 Est. Group Quarters Population</b>	<b>197</b>	
<b>2009 Households by Ethnicity, Hispanic/Latino</b>	<b>12</b>	<b>0.88</b>



# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Households by Household Income</b>	<b>1,369</b>	
Income Less than \$15,000	328	23.96
Income \$15,000 - \$24,999	247	18.04
Income \$25,000 - \$34,999	162	11.83
Income \$35,000 - \$49,999	242	17.68
Income \$50,000 - \$74,999	207	15.12
Income \$75,000 - \$99,999	103	7.52
Income \$100,000 - \$149,999	60	4.38
Income \$150,000 - \$249,999	16	1.17
Income \$250,000 - \$499,999	5	0.37
Income \$500,000 and more	0	0.00
<b>2009 Est. Average Household Income</b>	<b>\$41,271</b>	
<b>2009 Est. Median Household Income</b>	<b>\$31,779</b>	
<b>2009 Est. Per Capita Income</b>	<b>\$16,127</b>	
<b>2009 Est. Household Type, Presence Own Children*</b>	<b>1,369</b>	
Single Male Householder	138	10.08
Single Female Householder	221	16.14
Married-Couple Family, own children	301	21.99
Married-Couple Family, no own children	402	29.36
Male Householder, own children	26	1.90
Male Householder, no own children	36	2.63
Female Householder, own children	138	10.08
Female Householder, no own children	83	6.06
Nonfamily, Male Householder	14	1.02
Nonfamily, Female Householder	10	0.73
<b>2009 Est. Households by Household Size*</b>	<b>1,369</b>	
1-person household	359	26.22
2-person household	452	33.02
3-person household	240	17.53
4-person household	184	13.44
5-person household	84	6.14
6-person household	31	2.26
7 or more person household	19	1.39
<b>2009 Est. Average Household Size</b>	<b>2.54</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Households by Presence of People*</b>	<b>1,369</b>	
<b>Households with 1 or more People under Age 18:</b>		
Married-Couple Family	326	23.81
Other Family, Male Householder	36	2.63
Other Family, Female Householder	170	12.42
Nonfamily, Male Householder	3	0.22
Nonfamily, Female Householder	1	0.07
<b>Households no People under Age 18:</b>		
Married-Couple Family	377	27.54
Other Family, Male Householder	26	1.90
Other Family, Female Householder	50	3.65
Nonfamily, Male Householder	150	10.96
Nonfamily, Female Householder	230	16.80
<b>2009 Est. Households by Number of Vehicles*</b>	<b>1,369</b>	
No Vehicles	142	10.37
1 Vehicle	471	34.40
2 Vehicles	503	36.74
3 Vehicles	199	14.54
4 Vehicles	43	3.14
5 or more Vehicles	12	0.88
<b>2009 Est. Average Number of Vehicles*</b>	<b>1.69</b>	
<b>Family Households</b>		
2014 Projection	963	
2009 Estimate	986	
2000 Census	989	
1990 Census	901	
Growth 2009-2014	-2.33%	
Growth 2000-2009	-0.30%	
Growth 1990-2000	9.77%	

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Family Households by Household Income</b>	<b>986</b>	
Income Less than \$15,000	209	21.20
Income \$15,000 - \$24,999	170	17.24
Income \$25,000 - \$34,999	106	10.75
Income \$35,000 - \$49,999	169	17.14
Income \$50,000 - \$74,999	170	17.24
Income \$75,000 - \$99,999	94	9.53
Income \$100,000 - \$149,999	52	5.27
Income \$150,000 - \$249,999	13	1.32
Income \$250,000 - \$499,999	3	0.30
Income \$500,000 and more	0	0.00
<b>2009 Est. Average Family Household Income</b>	<b>\$44,649</b>	
<b>2009 Est. Median Family Household Income</b>	<b>\$35,750</b>	
<b>2009 Est. Families by Poverty Status*</b>	<b>986</b>	
<b>Income At or Above Poverty Level:</b>		
Married-Couple Family, own children	307	31.14
Married-Couple Family, no own children	319	32.35
Male Householder, own children	23	2.33
Male Householder, no own children	15	1.52
Female Householder, own children	58	5.88
Female Householder, no own children	45	4.56
<b>Income Below Poverty Level:</b>		
Married-Couple Family, own children	36	3.65
Married-Couple Family, no own children	41	4.16
Male Householder, own children	21	2.13
Male Householder, no own children	3	0.30
Female Householder, own children	108	10.95
Female Householder, no own children	10	1.01
<b>2009 Est. Pop Age 16+ by Employment Status*</b>	<b>2,827</b>	
In Armed Forces	7	0.25
Civilian - Employed	1,350	47.75
Civilian - Unemployed	110	3.89
Not in Labor Force	1,360	48.11

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Civ Employed Pop 16+ Class of Worker*</b>	<b>1,350</b>	
For-Profit Private Workers	912	67.56
Non-Profit Private Workers	57	4.22
Local Government Workers	114	8.44
State Government Workers	134	9.93
Federal Government Workers	37	2.74
Self-Emp Workers	87	6.44
Unpaid Family Workers	10	0.74
<b>2009 Est. Civ Employed Pop 16+ by Occupation*</b>	<b>1,350</b>	
Management, Business, and Financial Operations	118	8.74
Professional and Related Occupations	255	18.89
Service	231	17.11
Sales and Office	280	20.74
Farming, Fishing, and Forestry	13	0.96
Construction, Extraction and Maintenance	192	14.22
Production, Transportation and Material Moving	262	19.41
<b>2009 Est. Pop 16+ by Occupation Classification*</b>	<b>1,350</b>	
Blue Collar	454	33.63
White Collar	648	48.00
Service and Farm	248	18.37
<b>2009 Est. Workers Age 16+, Transportation To Work*</b>	<b>1,318</b>	
Drove Alone	1,023	77.62
Car Pooled	211	16.01
Public Transportation	12	0.91
Walked	21	1.59
Motorcycle	4	0.30
Bicycle	0	0.00
Other Means	9	0.68
Worked at Home	39	2.96
<b>2009 Est. Workers Age 16+ by Travel Time to Work*</b>	<b>1,279</b>	
Less than 15 Minutes	387	30.26
15 - 29 Minutes	316	24.71
30 - 44 Minutes	225	17.59
45 - 59 Minutes	199	15.56
60 or more Minutes	153	11.96
<b>2009 Est. Average Travel Time to Work in Minutes*</b>	<b>32.01</b>	

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Tenure of Occupied Housing Units</b>	<b>1,369</b>	
Owner Occupied	1,043	76.19
Renter Occupied	326	23.81
<b>2009 Occ Housing Units, Avg Length of Residence</b>	<b>11.40</b>	
<b>2009 Est. All Owner-Occupied Housing Values</b>	<b>1,043</b>	
Value Less than \$20,000	79	7.57
Value \$20,000 - \$39,999	179	17.16
Value \$40,000 - \$59,999	197	18.89
Value \$60,000 - \$79,999	206	19.75
Value \$80,000 - \$99,999	147	14.09
Value \$100,000 - \$149,999	137	13.14
Value \$150,000 - \$199,999	53	5.08
Value \$200,000 - \$299,999	30	2.88
Value \$300,000 - \$399,999	7	0.67
Value \$400,000 - \$499,999	3	0.29
Value \$500,000 - \$749,999	4	0.38
Value \$750,000 - \$999,999	1	0.10
Value \$1,000,000 or more	0	0.00
<b>2009 Est. Median All Owner-Occupied Housing Value</b>	<b>\$66,473</b>	
<b>2009 Est. Housing Units by Units in Structure*</b>	<b>1,545</b>	
1 Unit Attached	13	0.84
1 Unit Detached	1,127	72.94
2 Units	31	2.01
3 to 19 Units	88	5.70
20 to 49 Units	23	1.49
50 or More Units	0	0.00
Mobile Home or Trailer	263	17.02
Boat, RV, Van, etc.	0	0.00

# Demographic Profile

## Mendenhall, Mississippi - 7 Min Drivetime

DESCRIPTION	POLYGON	%
<b>2009 Est. Housing Units by Year Structure Built</b>	<b>1,545</b>	
Housing Units Built 1999 to 2009	104	6.73
Housing Unit Built 1995 to 1998	122	7.90
Housing Unit Built 1990 to 1994	101	6.54
Housing Unit Built 1980 to 1989	255	16.50
Housing Unit Built 1970 to 1979	306	19.81
Housing Unit Built 1960 to 1969	267	17.28
Housing Unit Built 1950 to 1959	162	10.49
Housing Unit Built 1940 to 1949	101	6.54
Housing Unit Built 1939 or Earlier	128	8.28
<b>2009 Est. Median Year Structure Built **</b>	<b>1974</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.

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