

Demographic Profile

Mendenhall, Mississippi - 9 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



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.

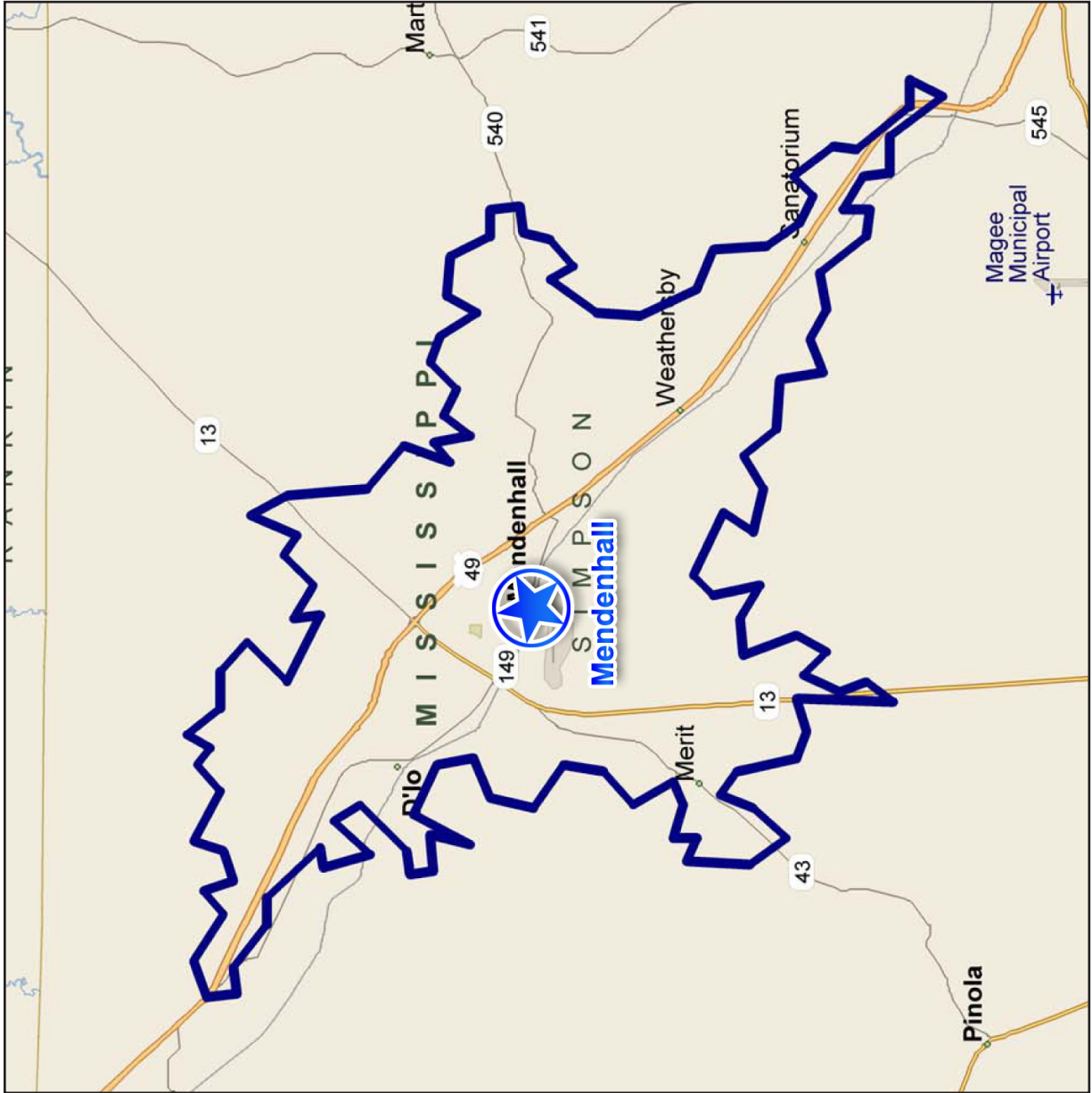
Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients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

9 Min Drivetime Map

Mendenhall, Mississippi



Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
Population		
2014 Projection	4,403	
2009 Estimate	4,526	
2000 Census	4,634	
1990 Census	4,204	
Growth 2009-2014	-2.72%	
Growth 2000-2009	-2.33%	
Growth 1990-2000	10.23%	
2009 Est. Population by Single Race Classification	4,526	
White Alone	2,891	63.88
Black or African American Alone	1,589	35.11
American Indian and Alaska Native Alone	5	0.11
Asian Alone	2	0.04
Native Hawaiian and Other Pacific Islander Alone	1	0.02
Some Other Race Alone	11	0.24
Two or More Races	28	0.62
2009 Est. Population Hispanic or Latino by Origin*	4,526	
Not Hispanic or Latino	4,470	98.76
Hispanic or Latino:	56	1.24
Mexican	22	39.29
Puerto Rican	1	1.79
Cuban	2	3.57
All Other Hispanic or Latino	31	55.36
2009 Est. Hispanic or Latino by Single Race Class.	56	
White Alone	33	58.93
Black or African American Alone	12	21.43
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	9	16.07
Two or More Races	1	1.79

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

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	4,526	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	1	0.02
Pop, Dutch	4	0.09
Pop, English	176	3.89
Pop, French (except Basque)	25	0.55
Pop, French Canadian	0	0.00
Pop, German	88	1.94
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	190	4.20
Pop, Italian	26	0.57
Pop, Lithuanian	0	0.00
Pop, United States or American	984	21.74
Pop, Norwegian	11	0.24
Pop, Polish	5	0.11
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	26	0.57
Pop, Scotch-Irish	66	1.46
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	52	1.15
Pop, Swedish	4	0.09
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	2	0.04
Pop, West Indian (exc Hisp groups)	1	0.02

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	1,410	31.15
Pop, Ancestry Unclassified	1,454	32.13
2009 Est. Pop Age 5+ by Language Spoken At Home	4,182	
Speak Only English at Home	4,098	97.99
Speak Asian/Pacific Islander Language at Home	2	0.05
Speak IndoEuropean Language at Home	33	0.79
Speak Spanish at Home	43	1.03
Speak Other Language at Home	8	0.19
2009 Est. Population by Sex	4,526	
Male	2,163	47.79
Female	2,363	52.21
Male/Female Ratio	0.92	
2009 Est. Population by Age	4,526	
Age 0 - 4	344	7.60
Age 5 - 9	317	7.00
Age 10 - 14	322	7.11
Age 15 - 17	190	4.20
Age 18 - 20	173	3.82
Age 21 - 24	225	4.97
Age 25 - 34	589	13.01
Age 35 - 44	569	12.57
Age 45 - 49	305	6.74
Age 50 - 54	289	6.39
Age 55 - 59	262	5.79
Age 60 - 64	225	4.97
Age 65 - 74	361	7.98
Age 75 - 84	218	4.82
Age 85 and over	138	3.05
Age 16 and over	3,485	77.00
Age 18 and over	3,353	74.08
Age 21 and over	3,180	70.26
Age 65 and over	717	15.84
2009 Est. Median Age	36.82	
2009 Est. Average Age	38.22	

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Male Population by Age	2,163	
Age 0 - 4	177	8.18
Age 5 - 9	162	7.49
Age 10 - 14	160	7.40
Age 15 - 17	92	4.25
Age 18 - 20	88	4.07
Age 21 - 24	115	5.32
Age 25 - 34	286	13.22
Age 35 - 44	265	12.25
Age 45 - 49	144	6.66
Age 50 - 54	136	6.29
Age 55 - 59	136	6.29
Age 60 - 64	112	5.18
Age 65 - 74	170	7.86
Age 75 - 84	83	3.84
Age 85 and over	38	1.76
2009 Est. Median Age, Male	35.09	
2009 Est. Average Age, Male	36.65	
2009 Est. Female Population by Age	2,363	
Age 0 - 4	166	7.02
Age 5 - 9	156	6.60
Age 10 - 14	161	6.81
Age 15 - 17	98	4.15
Age 18 - 20	85	3.60
Age 21 - 24	110	4.66
Age 25 - 34	303	12.82
Age 35 - 44	304	12.87
Age 45 - 49	161	6.81
Age 50 - 54	152	6.43
Age 55 - 59	126	5.33
Age 60 - 64	113	4.78
Age 65 - 74	191	8.08
Age 75 - 84	136	5.76
Age 85 and over	100	4.23
2009 Est. Median Age, Female	38.36	
2009 Est. Average Age, Female	39.66	

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Population Age 15+ by Marital Status*	3,543	
Total, Never Married	856	24.16
Married, Spouse present	1,755	49.53
Married, Spouse absent	240	6.77
Widowed	321	9.06
Divorced	371	10.47
Males, Never Married	446	12.59
Previously Married	237	6.69
Females, Never Married	410	11.57
Previously Married	456	12.87
2009 Est. Pop. Age 25+ by Educational Attainment*	2,955	
Less than 9th grade	358	12.12
Some High School, no diploma	545	18.44
High School Graduate (or GED)	947	32.05
Some College, no degree	596	20.17
Associate Degree	104	3.52
Bachelor's Degree	296	10.02
Master's Degree	76	2.57
Professional School Degree	32	1.08
Doctorate Degree	2	0.07
Households		
2014 Projection	1,639	
2009 Estimate	1,676	
2000 Census	1,681	
1990 Census	1,493	
Growth 2009-2014	-2.21%	
Growth 2000-2009	-0.30%	
Growth 1990-2000	12.59%	
2009 Est. Households by Household Type	1,676	
Family Households	1,217	72.61
Nonfamily Households	458	27.33
2009 Est. Group Quarters Population	238	
2009 Households by Ethnicity, Hispanic/Latino	15	0.89

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Households by Household Income	1,676	
Income Less than \$15,000	389	23.21
Income \$15,000 - \$24,999	292	17.42
Income \$25,000 - \$34,999	194	11.58
Income \$35,000 - \$49,999	295	17.60
Income \$50,000 - \$74,999	265	15.81
Income \$75,000 - \$99,999	138	8.23
Income \$100,000 - \$149,999	78	4.65
Income \$150,000 - \$249,999	19	1.13
Income \$250,000 - \$499,999	5	0.30
Income \$500,000 and more	0	0.00
2009 Est. Average Household Income	\$42,199	
2009 Est. Median Household Income	\$33,051	
2009 Est. Per Capita Income	\$16,296	
2009 Est. Household Type, Presence Own Children*	1,676	
Single Male Householder	173	10.32
Single Female Householder	258	15.39
Married-Couple Family, own children	383	22.85
Married-Couple Family, no own children	494	29.47
Male Householder, own children	33	1.97
Male Householder, no own children	43	2.57
Female Householder, own children	164	9.79
Female Householder, no own children	101	6.03
Nonfamily, Male Householder	16	0.95
Nonfamily, Female Householder	12	0.72
2009 Est. Households by Household Size*	1,676	
1-person household	431	25.72
2-person household	548	32.70
3-person household	300	17.90
4-person household	230	13.72
5-person household	105	6.26
6-person household	39	2.33
7 or more person household	24	1.43
2009 Est. Average Household Size	2.56	

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Households by Presence of People*	1,676	
Households with 1 or more People under Age 18:		
Married-Couple Family	415	24.76
Other Family, Male Householder	44	2.63
Other Family, Female Householder	204	12.17
Nonfamily, Male Householder	3	0.18
Nonfamily, Female Householder	1	0.06
Households no People under Age 18:		
Married-Couple Family	462	27.57
Other Family, Male Householder	31	1.85
Other Family, Female Householder	61	3.64
Nonfamily, Male Householder	185	11.04
Nonfamily, Female Householder	269	16.05
2009 Est. Households by Number of Vehicles*	1,676	
No Vehicles	170	10.14
1 Vehicle	565	33.71
2 Vehicles	617	36.81
3 Vehicles	249	14.86
4 Vehicles	54	3.22
5 or more Vehicles	19	1.13
2009 Est. Average Number of Vehicles*	1.72	
Family Households		
2014 Projection	1,192	
2009 Estimate	1,217	
2000 Census	1,220	
1990 Census	1,087	
Growth 2009-2014	-2.05%	
Growth 2000-2009	-0.25%	
Growth 1990-2000	12.24%	

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Family Households by Household Income	1,217	
Income Less than \$15,000	246	20.21
Income \$15,000 - \$24,999	202	16.60
Income \$25,000 - \$34,999	130	10.68
Income \$35,000 - \$49,999	209	17.17
Income \$50,000 - \$74,999	218	17.91
Income \$75,000 - \$99,999	126	10.35
Income \$100,000 - \$149,999	68	5.59
Income \$150,000 - \$249,999	14	1.15
Income \$250,000 - \$499,999	3	0.25
Income \$500,000 and more	0	0.00
2009 Est. Average Family Household Income	\$45,629	
2009 Est. Median Family Household Income	\$37,179	
2009 Est. Families by Poverty Status*	1,217	
Income At or Above Poverty Level:		
Married-Couple Family, own children	380	31.22
Married-Couple Family, no own children	400	32.87
Male Householder, own children	27	2.22
Male Householder, no own children	17	1.40
Female Householder, own children	74	6.08
Female Householder, no own children	55	4.52
Income Below Poverty Level:		
Married-Couple Family, own children	49	4.03
Married-Couple Family, no own children	48	3.94
Male Householder, own children	27	2.22
Male Householder, no own children	4	0.33
Female Householder, own children	124	10.19
Female Householder, no own children	13	1.07
2009 Est. Pop Age 16+ by Employment Status*	3,485	
In Armed Forces	11	0.32
Civilian - Employed	1,710	49.07
Civilian - Unemployed	128	3.67
Not in Labor Force	1,636	46.94

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	1,710	
For-Profit Private Workers	1,159	67.78
Non-Profit Private Workers	73	4.27
Local Government Workers	136	7.95
State Government Workers	170	9.94
Federal Government Workers	46	2.69
Self-Emp Workers	115	6.73
Unpaid Family Workers	11	0.64
2009 Est. Civ Employed Pop 16+ by Occupation*	1,710	
Management, Business, and Financial Operations	149	8.71
Professional and Related Occupations	306	17.89
Service	279	16.32
Sales and Office	378	22.11
Farming, Fishing, and Forestry	17	0.99
Construction, Extraction and Maintenance	243	14.21
Production, Transportation and Material Moving	338	19.77
2009 Est. Pop 16+ by Occupation Classification*	1,710	
Blue Collar	581	33.98
White Collar	825	48.25
Service and Farm	305	17.84
2009 Est. Workers Age 16+, Transportation To Work*	1,675	
Drove Alone	1,294	77.25
Car Pooled	270	16.12
Public Transportation	12	0.72
Walked	35	2.09
Motorcycle	4	0.24
Bicycle	0	0.00
Other Means	11	0.66
Worked at Home	47	2.81
2009 Est. Workers Age 16+ by Travel Time to Work*	1,627	
Less than 15 Minutes	479	29.44
15 - 29 Minutes	396	24.34
30 - 44 Minutes	287	17.64
45 - 59 Minutes	263	16.16
60 or more Minutes	203	12.48
2009 Est. Average Travel Time to Work in Minutes*	32.65	

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Tenure of Occupied Housing Units	1,676	
Owner Occupied	1,299	77.51
Renter Occupied	376	22.43
2009 Occ Housing Units, Avg Length of Residence	11.33	
2009 Est. All Owner-Occupied Housing Values	1,299	
Value Less than \$20,000	105	8.08
Value \$20,000 - \$39,999	224	17.24
Value \$40,000 - \$59,999	244	18.78
Value \$60,000 - \$79,999	245	18.86
Value \$80,000 - \$99,999	179	13.78
Value \$100,000 - \$149,999	176	13.55
Value \$150,000 - \$199,999	69	5.31
Value \$200,000 - \$299,999	39	3.00
Value \$300,000 - \$399,999	9	0.69
Value \$400,000 - \$499,999	3	0.23
Value \$500,000 - \$749,999	5	0.38
Value \$750,000 - \$999,999	2	0.15
Value \$1,000,000 or more	0	0.00
2009 Est. Median All Owner-Occupied Housing Value	\$66,301	
2009 Est. Housing Units by Units in Structure*	1,891	
1 Unit Attached	15	0.79
1 Unit Detached	1,372	72.55
2 Units	32	1.69
3 to 19 Units	93	4.92
20 to 49 Units	23	1.22
50 or More Units	0	0.00
Mobile Home or Trailer	355	18.77
Boat, RV, Van, etc.	0	0.00

Demographic Profile

Mendenhall, Mississippi - 9 Min Drivetime

DESCRIPTION	POLYGON	%
2009 Est. Housing Units by Year Structure Built	1,891	
Housing Units Built 1999 to 2009	130	6.87
Housing Unit Built 1995 to 1998	162	8.57
Housing Unit Built 1990 to 1994	136	7.19
Housing Unit Built 1980 to 1989	325	17.19
Housing Unit Built 1970 to 1979	377	19.94
Housing Unit Built 1960 to 1969	308	16.29
Housing Unit Built 1950 to 1959	181	9.57
Housing Unit Built 1940 to 1949	118	6.24
Housing Unit Built 1939 or Earlier	155	8.20
2009 Est. Median Year Structure Built **	1975	

*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.