

Retail Purchasing Power

Mendenhall, MS - Downtown 1-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.

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Purchasing Power Notes

The Retail Coach™ utilizes a proprietary model that estimates retail spending potential for a retail trade area based upon population, income, and consumer spending patterns. Using the algorithms within this model, we are then able to determine the extent to which a community is or is not capturing its sales potential based upon retail sales data published by Claritas, a private demographic and data vendor.

In order to determine the anticipated pattern of retail spending for a trade area, our model uses a benchmarked control area. For the purposes of this study, the control area has been defined as the State. The purpose of the control area is to account for characteristics unique to individual markets that might artificially inflate or deflate the calculated spending pattern of area residents.

Downtown Retail Purchasing Power

SIC	Retail Sector	Potential Sales
521	Lumber and Other Building Materials	\$757,981
523	Paint, Glass and Wallpaper	\$157,355
525	Hardware Stores	\$271,664
526	Retail Nurseries and Garden	\$174,069
527	Mobile Home Dealers	\$180,251
53	General Merchandise Stores	\$2,576,518
541	Grocery Stores	\$2,246,812
542	Meat and Fish Markets	\$52,490
543	Fruit and Vegetable Markets	\$35,089
544	Candy, Nut and Confection Stores	\$4,350
545	Dairy Products Stores	\$8,472
546	Retail Bakeries	\$13,967
549	Miscellaneous Food Stores	\$86,204
551	New and Used Car Dealers	\$2,647,954
552	Used Car Dealers	\$407,153
553	Auto and Home Supply Stores	\$728,216
554	Gasoline Service Stations	\$1,024,723
555	Boat Dealers	\$132,569
556	Recreational Vehicle Dealers	\$137,492
557	Motorcycle Dealers	\$106,582
559	Automotive Dealers, NEC	\$27,876
561	Men's and Boys' Clothing Stores	\$323,696
562	Women's Clothing Stores	\$95,363
563	Women's Accessory and Specialty Stores	\$6,068
564	Children's and Infants' Wear	\$17,745
565	Family Clothing Stores	\$80,767
566	Shoe Stores	\$121,980
569	Miscellaneous Apparel and Accessory Stores	\$52,661
571	Home Furniture and Furnishing	\$760,614
572	Household Appliance Stores	\$90,498
573	Radio, TV, and Computer Stores	\$501,142
5812	Eating Places	\$2,138,569
5813	Drinking Places	\$32,570
591	Drug Stores and Proprietary	\$438,235
592	Liquor Stores	\$58,614
593	Used Merchandise Stores	\$95,249
5941	Sporting Goods, Bicycle and Gun Stores	\$58,614
5942	Book Stores	\$42,415
5943	Stationery Stores	\$208,471
5944	Jewelry Stores	\$31,482
5945	Hobby, Toy and Game Shops	\$36,577
5946	Camera and Photography Supply Stores	\$3,320
5947	Gift, Novelty and Souvenir Shops	\$75,157
5948	Luggage and Leather Goods Stores	\$916
5949	Sewing, Needlework and Craft Stores	\$24,442
596	Non-store Retailers	\$100,744
598	Fuel and Ice Dealers	\$5,037
5992	Florists	\$49,628
5993	Tobacco Stores and Stands	\$8,872
5994	News Dealers and Newsstands	\$6,068
5995	Optical Goods Stores	\$17,344
5999	Miscellaneous Retail Stores, NEC	\$456,609
	TOTALS	\$17,717,250

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
Population		
2014 Projection	1,920	
2009 Estimate	1,994	
2000 Census	2,030	
1990 Census	1,965	
Growth 2009-2014	-3.71%	
Growth 2000-2009	-1.77%	
Growth 1990-2000	3.31%	
2009 Est. Population by Single Race Classification	1,994	
White Alone	1,387	69.56
Black or African American Alone	588	29.49
American Indian and Alaska Native Alone	2	0.10
Asian Alone	2	0.10
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	2	0.10
Two or More Races	13	0.65
2009 Est. Population Hispanic or Latino by Origin*	1,994	
Not Hispanic or Latino	1,965	98.55
Hispanic or Latino:	28	1.40
Mexican	11	39.29
Puerto Rican	0	0.00
Cuban	0	0.00
All Other Hispanic or Latino	17	60.71
2009 Est. Hispanic or Latino by Single Race Class.	28	
White Alone	19	67.86
Black or African American Alone	6	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	2	7.14
Two or More Races	1	3.57

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
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	1,994	
Pop, Arab	0	0.00
Pop, Czech	0	0.00
Pop, Danish	0	0.00
Pop, Dutch	0	0.00
Pop, English	100	5.02
Pop, French (except Basque)	12	0.60
Pop, French Canadian	0	0.00
Pop, German	42	2.11
Pop, Greek	0	0.00
Pop, Hungarian	0	0.00
Pop, Irish	94	4.71
Pop, Italian	14	0.70
Pop, Lithuanian	0	0.00
Pop, United States or American	466	23.37
Pop, Norwegian	6	0.30
Pop, Polish	3	0.15
Pop, Portuguese	0	0.00
Pop, Russian	0	0.00
Pop, Scottish	14	0.70
Pop, Scotch-Irish	30	1.50
Pop, Slovak	0	0.00
Pop, Sub-Saharan African	32	1.60
Pop, Swedish	0	0.00
Pop, Swiss	0	0.00
Pop, Ukrainian	0	0.00
Pop, Welsh	0	0.00
Pop, West Indian (exc Hisp groups)	0	0.00

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Population by Ancestry		
Pop, Other ancestries	593	29.74
Pop, Ancestry Unclassified	587	29.44
2009 Est. Pop Age 5+ by Language Spoken At Home	1,847	
Speak Only English at Home	1,810	98.00
Speak Asian/Pacific Islander Language at Home	0	0.00
Speak IndoEuropean Language at Home	21	1.14
Speak Spanish at Home	12	0.65
Speak Other Language at Home	3	0.16
2009 Est. Population by Sex	1,994	
Male	942	47.24
Female	1,052	52.76
Male/Female Ratio	0.90	
2009 Est. Population by Age	1,994	
Age 0 - 4	147	7.37
Age 5 - 9	136	6.82
Age 10 - 14	134	6.72
Age 15 - 17	78	3.91
Age 18 - 20	74	3.71
Age 21 - 24	96	4.81
Age 25 - 34	257	12.89
Age 35 - 44	248	12.44
Age 45 - 49	129	6.47
Age 50 - 54	119	5.97
Age 55 - 59	105	5.27
Age 60 - 64	93	4.66
Age 65 - 74	175	8.78
Age 75 - 84	118	5.92
Age 85 and over	86	4.31
Age 16 and over	1,551	77.78
Age 18 and over	1,499	75.18
Age 21 and over	1,425	71.46
Age 65 and over	379	19.01
2009 Est. Median Age	38.05	
2009 Est. Average Age	39.68	

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Male Population by Age	942	
Age 0 - 4	76	8.07
Age 5 - 9	69	7.32
Age 10 - 14	65	6.90
Age 15 - 17	36	3.82
Age 18 - 20	41	4.35
Age 21 - 24	49	5.20
Age 25 - 34	128	13.59
Age 35 - 44	116	12.31
Age 45 - 49	60	6.37
Age 50 - 54	57	6.05
Age 55 - 59	55	5.84
Age 60 - 64	46	4.88
Age 65 - 74	81	8.60
Age 75 - 84	41	4.35
Age 85 and over	22	2.34
2009 Est. Median Age, Male	35.64	
2009 Est. Average Age, Male	37.50	
2009 Est. Female Population by Age	1,052	
Age 0 - 4	71	6.75
Age 5 - 9	67	6.37
Age 10 - 14	69	6.56
Age 15 - 17	41	3.90
Age 18 - 20	33	3.14
Age 21 - 24	47	4.47
Age 25 - 34	130	12.36
Age 35 - 44	132	12.55
Age 45 - 49	69	6.56
Age 50 - 54	61	5.80
Age 55 - 59	51	4.85
Age 60 - 64	46	4.37
Age 65 - 74	94	8.94
Age 75 - 84	77	7.32
Age 85 and over	63	5.99
2009 Est. Median Age, Female	40.11	
2009 Est. Average Age, Female	41.63	

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Population Age 15+ by Marital Status*	1,577	
Total, Never Married	356	22.57
Married, Spouse present	742	47.05
Married, Spouse absent	151	9.58
Widowed	158	10.02
Divorced	170	10.78
Males, Never Married	178	11.29
Previously Married	115	7.29
Females, Never Married	178	11.29
Previously Married	213	13.51
2009 Est. Pop. Age 25+ by Educational Attainment*	1,329	
Less than 9th grade	161	12.11
Some High School, no diploma	234	17.61
High School Graduate (or GED)	421	31.68
Some College, no degree	261	19.64
Associate Degree	35	2.63
Bachelor's Degree	157	11.81
Master's Degree	38	2.86
Professional School Degree	22	1.66
Doctorate Degree	0	0.00
Households		
2014 Projection	722	
2009 Estimate	747	
2000 Census	748	
1990 Census	725	
Growth 2009-2014	-3.35%	
Growth 2000-2009	-0.13%	
Growth 1990-2000	3.17%	
2009 Est. Households by Household Type	747	
Family Households	526	70.41
Nonfamily Households	220	29.45
2009 Est. Group Quarters Population	149	
2009 Households by Ethnicity, Hispanic/Latino	7	0.94

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Households by Household Income	747	
Income Less than \$15,000	190	25.44
Income \$15,000 - \$24,999	143	19.14
Income \$25,000 - \$34,999	83	11.11
Income \$35,000 - \$49,999	133	17.80
Income \$50,000 - \$74,999	105	14.06
Income \$75,000 - \$99,999	49	6.56
Income \$100,000 - \$149,999	30	4.02
Income \$150,000 - \$249,999	11	1.47
Income \$250,000 - \$499,999	4	0.54
Income \$500,000 and more	0	0.00
2009 Est. Average Household Income	\$40,720	
2009 Est. Median Household Income	\$29,940	
2009 Est. Per Capita Income	\$16,280	
2009 Est. Household Type, Presence Own Children*	747	
Single Male Householder	70	9.37
Single Female Householder	134	17.94
Married-Couple Family, own children	150	20.08
Married-Couple Family, no own children	219	29.32
Male Householder, own children	12	1.61
Male Householder, no own children	21	2.81
Female Householder, own children	77	10.31
Female Householder, no own children	48	6.43
Nonfamily, Male Householder	10	1.34
Nonfamily, Female Householder	7	0.94
2009 Est. Households by Household Size*	747	
1-person household	204	27.31
2-person household	253	33.87
3-person household	130	17.40
4-person household	94	12.58
5-person household	44	5.89
6-person household	13	1.74
7 or more person household	9	1.20
2009 Est. Average Household Size	2.47	

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Households by Presence of People*	747	
Households with 1 or more People under Age 18:		
Married-Couple Family	162	21.69
Other Family, Male Householder	18	2.41
Other Family, Female Householder	96	12.85
Nonfamily, Male Householder	2	0.27
Nonfamily, Female Householder	0	0.00
Households no People under Age 18:		
Married-Couple Family	207	27.71
Other Family, Male Householder	15	2.01
Other Family, Female Householder	28	3.75
Nonfamily, Male Householder	78	10.44
Nonfamily, Female Householder	140	18.74
2009 Est. Households by Number of Vehicles*	747	
No Vehicles	88	11.78
1 Vehicle	265	35.48
2 Vehicles	258	34.54
3 Vehicles	111	14.86
4 Vehicles	24	3.21
5 or more Vehicles	0	0.00
2009 Est. Average Number of Vehicles*	1.62	
Family Households		
2014 Projection	509	
2009 Estimate	526	
2000 Census	527	
1990 Census	511	
Growth 2009-2014	-3.23%	
Growth 2000-2009	-0.19%	
Growth 1990-2000	3.13%	

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Family Households by Household Income	526	
Income Less than \$15,000	127	24.14
Income \$15,000 - \$24,999	95	18.06
Income \$25,000 - \$34,999	48	9.13
Income \$35,000 - \$49,999	86	16.35
Income \$50,000 - \$74,999	90	17.11
Income \$75,000 - \$99,999	44	8.37
Income \$100,000 - \$149,999	26	4.94
Income \$150,000 - \$249,999	9	1.71
Income \$250,000 - \$499,999	2	0.38
Income \$500,000 and more	0	0.00
2009 Est. Average Family Household Income	\$43,776	
2009 Est. Median Family Household Income	\$33,571	
2009 Est. Families by Poverty Status*	526	
Income At or Above Poverty Level:		
Married-Couple Family, own children	172	32.70
Married-Couple Family, no own children	159	30.23
Male Householder, own children	10	1.90
Male Householder, no own children	8	1.52
Female Householder, own children	24	4.56
Female Householder, no own children	24	4.56
Income Below Poverty Level:		
Married-Couple Family, own children	12	2.28
Married-Couple Family, no own children	25	4.75
Male Householder, own children	12	2.28
Male Householder, no own children	3	0.57
Female Householder, own children	71	13.50
Female Householder, no own children	5	0.95
2009 Est. Pop Age 16+ by Employment Status*	1,551	
In Armed Forces	2	0.13
Civilian - Employed	677	43.65
Civilian - Unemployed	71	4.58
Not in Labor Force	801	51.64

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Civ Employed Pop 16+ Class of Worker*	677	
For-Profit Private Workers	455	67.21
Non-Profit Private Workers	37	5.47
Local Government Workers	61	9.01
State Government Workers	60	8.86
Federal Government Workers	16	2.36
Self-Emp Workers	42	6.20
Unpaid Family Workers	6	0.89
2009 Est. Civ Employed Pop 16+ by Occupation*	677	
Management, Business, and Financial Operations	65	9.60
Professional and Related Occupations	148	21.86
Service	117	17.28
Sales and Office	125	18.46
Farming, Fishing, and Forestry	4	0.59
Construction, Extraction and Maintenance	101	14.92
Production, Transportation and Material Moving	119	17.58
2009 Est. Pop 16+ by Occupation Classification*	677	
Blue Collar	220	32.50
White Collar	337	49.78
Service and Farm	120	17.73
2009 Est. Workers Age 16+, Transportation To Work*	658	
Drove Alone	517	78.57
Car Pooled	91	13.83
Public Transportation	10	1.52
Walked	5	0.76
Motorcycle	3	0.46
Bicycle	0	0.00
Other Means	4	0.61
Worked at Home	27	4.10
2009 Est. Workers Age 16+ by Travel Time to Work*	631	
Less than 15 Minutes	230	36.45
15 - 29 Minutes	140	22.19
30 - 44 Minutes	111	17.59
45 - 59 Minutes	78	12.36
60 or more Minutes	71	11.25
2009 Est. Average Travel Time to Work in Minutes*	30.08	

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Tenure of Occupied Housing Units	747	
Owner Occupied	526	70.41
Renter Occupied	220	29.45
2009 Occ Housing Units, Avg Length of Residence	11.41	
2009 Est. All Owner-Occupied Housing Values	526	
Value Less than \$20,000	27	5.13
Value \$20,000 - \$39,999	94	17.87
Value \$40,000 - \$59,999	95	18.06
Value \$60,000 - \$79,999	115	21.86
Value \$80,000 - \$99,999	77	14.64
Value \$100,000 - \$149,999	73	13.88
Value \$150,000 - \$199,999	22	4.18
Value \$200,000 - \$299,999	14	2.66
Value \$300,000 - \$399,999	4	0.76
Value \$400,000 - \$499,999	2	0.38
Value \$500,000 - \$749,999	2	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	\$68,103	
2009 Est. Housing Units by Units in Structure*	838	
1 Unit Attached	7	0.84
1 Unit Detached	630	75.18
2 Units	22	2.63
3 to 19 Units	66	7.88
20 to 49 Units	18	2.15
50 or More Units	0	0.00
Mobile Home or Trailer	95	11.34
Boat, RV, Van, etc.	0	0.00

1-Mile Radial Demographics

Mendenhall, Mississippi

DESCRIPTION	DATA	%
2009 Est. Housing Units by Year Structure Built	838	
Housing Units Built 1999 to 2009	44	5.25
Housing Unit Built 1995 to 1998	46	5.49
Housing Unit Built 1990 to 1994	42	5.01
Housing Unit Built 1980 to 1989	132	15.75
Housing Unit Built 1970 to 1979	171	20.41
Housing Unit Built 1960 to 1969	163	19.45
Housing Unit Built 1950 to 1959	103	12.29
Housing Unit Built 1940 to 1949	67	8.00
Housing Unit Built 1939 or Earlier	70	8.35
2009 Est. Median Year Structure Built **	1971	

*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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