TheRetailCoach®

FALKNER PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Tippah County, Mississippi

Prepared for
Tippah County Development Foundation
April 2017

TIPPAH COUNTY
TCDF
DEVELOPMENT FOUNDATION

DESCRIPTION	DATA	%
Population		
2022 Projection	5,916	
2017 Estimate	5,975	
2010 Census	6,155	
2000 Census	5,818	
Growth 2017 - 2022		-0.99%
Growth 2010 - 2017		-2.93%
Growth 2000 - 2010		5.81%
2017 Est. Population by Single-Classification Race	5,975	
White Alone	4,656	77.93%
Black or African American Alone	1,048	17.54%
Amer. Indian and Alaska Native Alone	18	0.29%
Asian Alone	11	0.18%
Native Hawaiian and Other Pac. Isl. Alone	1	0.01%
Some Other Race Alone	148	2.48%
Two or More Races	93	1.56%
2017 Est. Population by Hispanic or Latino Origin	5,975	
Not Hispanic or Latino	5,748	96.21%
Hispanic or Latino	227	3.79%
Mexican	190	83.89%
Puerto Rican	2	1.01%
Cuban	0	0.00%
All Other Hispanic or Latino	34	15.11%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	227	
White Alone	67	29.44%
Black or African American Alone	7	3.15%
American Indian and Alaska Native Alone	1	0.34%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.14%
Some Other Race Alone	141	62.13%
Two or More Races	11	4.78%
2017 Est. Pop by Race, Asian Alone, by Category	11	
Chinese, except Taiwanese	0	0.75%
Filipino	0	2.27%
Japanese	2	14.27%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	8	76.20%
Cambodian	0	0.00%
Hmong	1	5.75%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.75%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	5,975	
Arab	0	0.00%
Czech	1	0.02%
Danish	0	0.00%
Dutch	28	0.47%
English	687	11.50%
French (except Basque)	55	0.93%
French Canadian	22	0.36%
German	189	3.17%
Greek	0	0.00%
Hungarian	16	0.27%
Irish	468	7.84%
Italian	29	0.48%
Lithuanian	0	0.00%
United States or American	1,391	23.28%
Norwegian	13	0.21%
Polish	3	0.05%
Portuguese	0	0.00%
Russian	3	0.05%
Scottish	26	0.44%
Scotch-Irish	25	0.42%
Slovak	0	0.00%
Subsaharan African	8	0.14%
Swedish	13	0.22%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	1	0.01%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,793	30.01%
Ancestry Unclassified	1,203	20.14%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	5,622	
Speak Only English at Home	5,458	97.08%
Speak Asian/Pac. Isl. Lang. at Home	6	0.10%
Speak IndoEuropean Language at Home	2	0.03%
Speak Spanish at Home	157	2.79%
Speak Other Language at Home	0	0.00%
2017 Est. Population by Age	5,975	
Age 0 - 4	353	5.91%
Age 5 - 9	384	6.43%
Age 10 - 14	431	7.22%
Age 15 - 17	241	4.03%
Age 18 - 20	221	3.70%
Age 21 - 24	295	4.93%
Age 25 - 34	706	11.82%
Age 35 - 44	732	12.26%
Age 45 - 54	807	13.50%
Age 55 - 64	778	13.02%
Age 65 - 74	632	10.57%
Age 75 - 84	295	4.93%
Age 85 and over	100	1.67%
Age 16 and over	4,727	79.12%
Age 18 and over	4,565	76.41%
Age 21 and over	4,344	72.70%
Age 65 and over	1,026	17.18%
2017 Est. Median Age	39.9	
2017 Est. Average Age	39.8	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	5,975	
Male	2,924	48.93%
Female	3,051	51.07%
2017 Est. Male Population by Age	2,924	
Age 0 - 4	182	6.23%
Age 5 - 9	200	6.83%
Age 10 - 14	226	7.73%
Age 15 - 17	123	4.20%
Age 18 - 20	113	3.87%
Age 21 - 24	147	5.03%
Age 25 - 34	341	11.65%
Age 35 - 44	356	12.18%
Age 45 - 54	396	13.56%
Age 55 - 64	374	12.78%
Age 65 - 74	304	10.40%
Age 75 - 84	129	4.42%
Age 85 and over	33	1.13%
2017 Est. Median Age, Male	38.7	
2017 Est. Average Age, Male	38.8	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	3,051	
Age 0 - 4	171	5.60%
Age 5 - 9	185	6.06%
Age 10 - 14	205	6.73%
Age 15 - 17	118	3.87%
Age 18 - 20	108	3.55%
Age 21 - 24	147	4.83%
Age 25 - 34	366	11.98%
Age 35 - 44	376	12.33%
Age 45 - 54	410	13.45%
Age 55 - 64	404	13.24%
Age 65 - 74	328	10.74%
Age 75 - 84	166	5.42%
Age 85 and over	67	2.19%
2017 Est. Median Age, Female	41.0	
2017 Est. Average Age, Female	40.8	
2017 Est. Pop Age 15+ by Marital Status	4,806	
Total, Never Married	1,058	22.01%
Males, Never Married	606	12.61%
Females, Never Married	451	9.39%
Married, Spouse present	2,622	54.56%
Married, Spouse absent	205	4.26%
Widowed	273	5.67%
Males Widowed	50	1.04%
Females Widowed	223	4.63%
Divorced	649	13.50%
Males Divorced	254	5.28%
Females Divorced	395	8.22%

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	4,049	
Less than 9th grade	366	9.05%
Some High School, no diploma	668	16.51%
High School Graduate (or GED)	1,370	33.84%
Some College, no degree	878	21.67%
Associate Degree	365	9.02%
Bachelor's Degree	256	6.32%
Master's Degree	112	2.77%
Professional School Degree	27	0.66%
Doctorate Degree	7	0.17%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	110	
No High School Diploma	39	35.68%
High School Graduate	57	52.01%
Some College or Associate's Degree	11	10.22%
Bachelor's Degree or Higher	2	2.10%
Households		
2022 Projection	2,297	
2017 Estimate	2,324	
2010 Census	2,401	
2000 Census	2,257	
Growth 2017 - 2022		-1.15%
Growth 2010 - 2017		-3.21%
Growth 2000 - 2010		6.36%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	2,324	
Family Households	1,632	70.23%
Nonfamily Households	692	29.77%
2017 Est. Group Quarters Population	50	
2017 HHs by Ethnicity, Hispanic/Latino	59	
2017 Est. Households by HH Income	2,324	
Income < $15,000	485	20.86%
Income $15,000 - $24,999	462	19.87%
Income $25,000 - $34,999	233	10.02%
Income $35,000 - $49,999	311	13.40%
Income $50,000 - $74,999	371	15.97%
Income $75,000 - $99,999	198	8.52%
Income $100,000 - $124,999	113	4.88%
Income $125,000 - $149,999	63	2.70%
Income $150,000 - $199,999	34	1.47%
Income $200,000 - $249,999	14	0.62%
Income $250,000 - $499,999	26	1.12%
Income $500,000+	13	0.57%
2017 Est. Average Household Income	$52,037	
2017 Est. Median Household Income	$34,246	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$37,572	
Black or African American Alone	$22,919	
American Indian and Alaska Native Alone	$31,530	
Asian Alone	$28,827	
Native Hawaiian and Other Pacific Islander Alone	$200,001	
Some Other Race Alone	$75,747	
Two or More Races	$90,542	
Hispanic or Latino	$84,171	
Not Hispanic or Latino	$34,019	
2017 Est. Family HH Type by Presence of Own Child.	1,632	
Married-Couple Family, own children	466	28.58%
Married-Couple Family, no own children	719	44.08%
Male Householder, own children	60	3.66%
Male Householder, no own children	65	4.01%
Female Householder, own children	159	9.76%
Female Householder, no own children	162	9.91%
2017 Est. Households by Household Size	2,324	
1-person	621	26.72%
2-person	745	32.06%
3-person	398	17.13%
4-person	322	13.85%
5-person	151	6.52%
6-person	54	2.33%
7-or-more-person	32	1.39%
2017 Est. Average Household Size	2.55	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	2,324	
Households with 1 or More People under Age 18:	817	35.16%
Married-Couple Family	525	64.20%
Other Family, Male Householder	75	9.15%
Other Family, Female Householder	212	25.98%
Nonfamily, Male Householder	4	0.45%
Nonfamily, Female Householder	2	0.23%
Households with No People under Age 18:	1,507	64.84%
Married-Couple Family	659	43.76%
Other Family, Male Householder	53	3.49%
Other Family, Female Householder	107	7.07%
Nonfamily, Male Householder	325	21.55%
Nonfamily, Female Householder	363	24.12%
2017 Est. Households by Number of Vehicles	2,324	
No Vehicles	128	5.52%
1 Vehicle	722	31.07%
2 Vehicles	895	38.53%
3 Vehicles	359	15.47%
4 Vehicles	182	7.84%
5 or more Vehicles	36	1.57%
2017 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2022 Projection	1,614	
2017 Estimate	1,632	
2010 Census	1,681	
2000 Census	1,681	
Growth 2017 - 2022		-1.08%
Growth 2010 - 2017		-2.91%
Growth 2000 - 2010		-0.02%
2017 Est. Families by Poverty Status	1,632	
2017 Families at or Above Poverty	1,194	73.14%
2017 Families at or Above Poverty with Children	578	35.41%
2017 Families Below Poverty	438	26.86%
2017 Families Below Poverty with Children	286	17.50%
2017 Est. Pop Age 16+ by Employment Status	4,727	
In Armed Forces	0	0.00%
Civilian - Employed	2,147	45.42%
Civilian - Unemployed	334	7.07%
Not in Labor Force	2,246	47.51%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	2,151	
For-Profit Private Workers	1,655	76.95%
Non-Profit Private Workers	51	2.35%
Local Government Workers	72	3.33%
State Government Workers	112	5.22%
Federal Government Workers	33	1.55%
Self-Employed Workers	220	10.22%
Unpaid Family Workers	8	0.38%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	2,151	
Architect/Engineer	26	1.20%
Arts/Entertainment/Sports	10	0.44%
Building Grounds Maintenance	82	3.79%
Business/Financial Operations	43	2.00%
Community/Social Services	12	0.54%
Computer/Mathematical	30	1.39%
Construction/Extraction	132	6.15%
Education/Training/Library	104	4.84%
Farming/Fishing/Forestry	5	0.25%
Food Prep/Serving	108	5.02%
Health Practitioner/Technician	93	4.32%
Healthcare Support	30	1.38%
Maintenance Repair	145	6.76%
Legal	22	1.04%
Life/Physical/Social Science	8	0.36%
Management	92	4.26%
Office/Admin. Support	241	11.22%
Production	459	21.36%
Protective Services	26	1.22%
Sales/Related	176	8.17%
Personal Care/Service	28	1.30%
Transportation/Moving	280	13.01%
2017 Est. Pop 16+ by Occupation Classification	2,151	
Blue Collar	1,017	47.27%
White Collar	856	39.77%
Service and Farm	279	12.96%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	2,090	
Drove Alone	1,888	90.32%
Car Pooled	136	6.50%
Public Transportation	5	0.26%
Walked	3	0.16%
Bicycle	0	0.00%
Other Means	29	1.39%
Worked at Home	29	1.38%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	717	
15 - 29 Minutes	596	
30 - 44 Minutes	325	
45 - 59 Minutes	193	
60 or more Minutes	210	
2017 Est. Avg Travel Time to Work in Minutes	28.00	
2017 Est. Occupied Housing Units by Tenure	2,324	
Owner Occupied	1,841	79.24%
Renter Occupied	482	20.76%
2017 Owner Occ. HUs: Avg. Length of Residence	19.4	
2017 Renter Occ. HUs: Avg. Length of Residence	7.3	

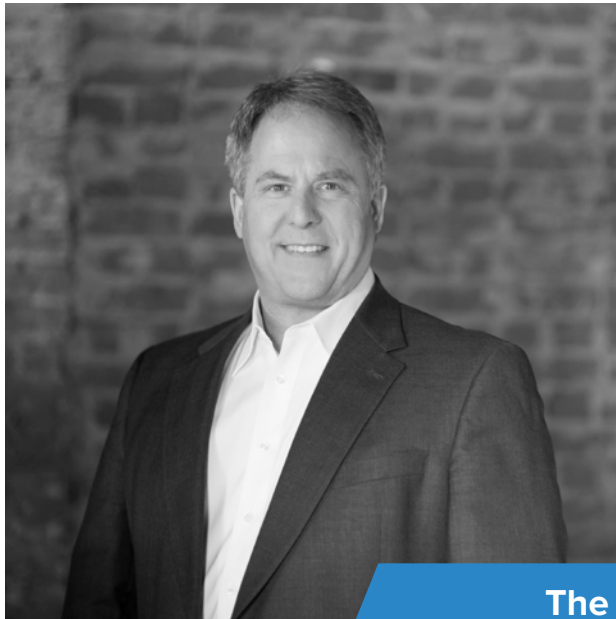| DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	1,841	
Value Less than $20,000	159	8.65%
Value $20,000 - $39,999	260	14.11%
Value $40,000 - $59,999	271	14.70%
Value $60,000 - $79,999	241	13.11%
Value $80,000 - $99,999	198	10.74%
Value $100,000 - $149,999	248	13.46%
Value $150,000 - $199,999	283	15.34%
Value $200,000 - $299,999	149	8.09%
Value $300,000 - $399,999	14	0.76%
Value $400,000 - $499,999	3	0.17%
Value $500,000 - $749,999	11	0.60%
Value $750,000 - $999,999	4	0.24%
Value $1,000,000 or more	1	0.03%
2017 Est. Median All Owner-Occupied Housing Value	$79,138	
2017 Est. Housing Units by Units in Structure	2,712	
1 Unit Attached	9	0.34%
1 Unit Detached	1,926	71.03%
2 Units	0	0.00%
3 or 4 Units	16	0.58%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	761	28.05%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	2,712	
Housing Units Built 2010 or later	29	1.09%
Housing Units Built 2000 to 2009	367	13.54%
Housing Units Built 1990 to 1999	546	20.15%
Housing Units Built 1980 to 1989	573	21.13%
Housing Units Built 1970 to 1979	489	18.04%
Housing Units Built 1960 to 1969	363	13.40%
Housing Units Built 1950 to 1959	151	5.58%
Housing Units Built 1940 to 1949	114	4.22%
Housing Unit Built 1939 or Earlier	78	2.86%
2017 Est. Median Year Structure Built	1983	

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" 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®

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

The Retail Coach –
"*It's not about data. It's about your success.*"

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.

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

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2016/2017, ESRI 2016, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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