The RetailCoach®

PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Tippah County, Mississippi
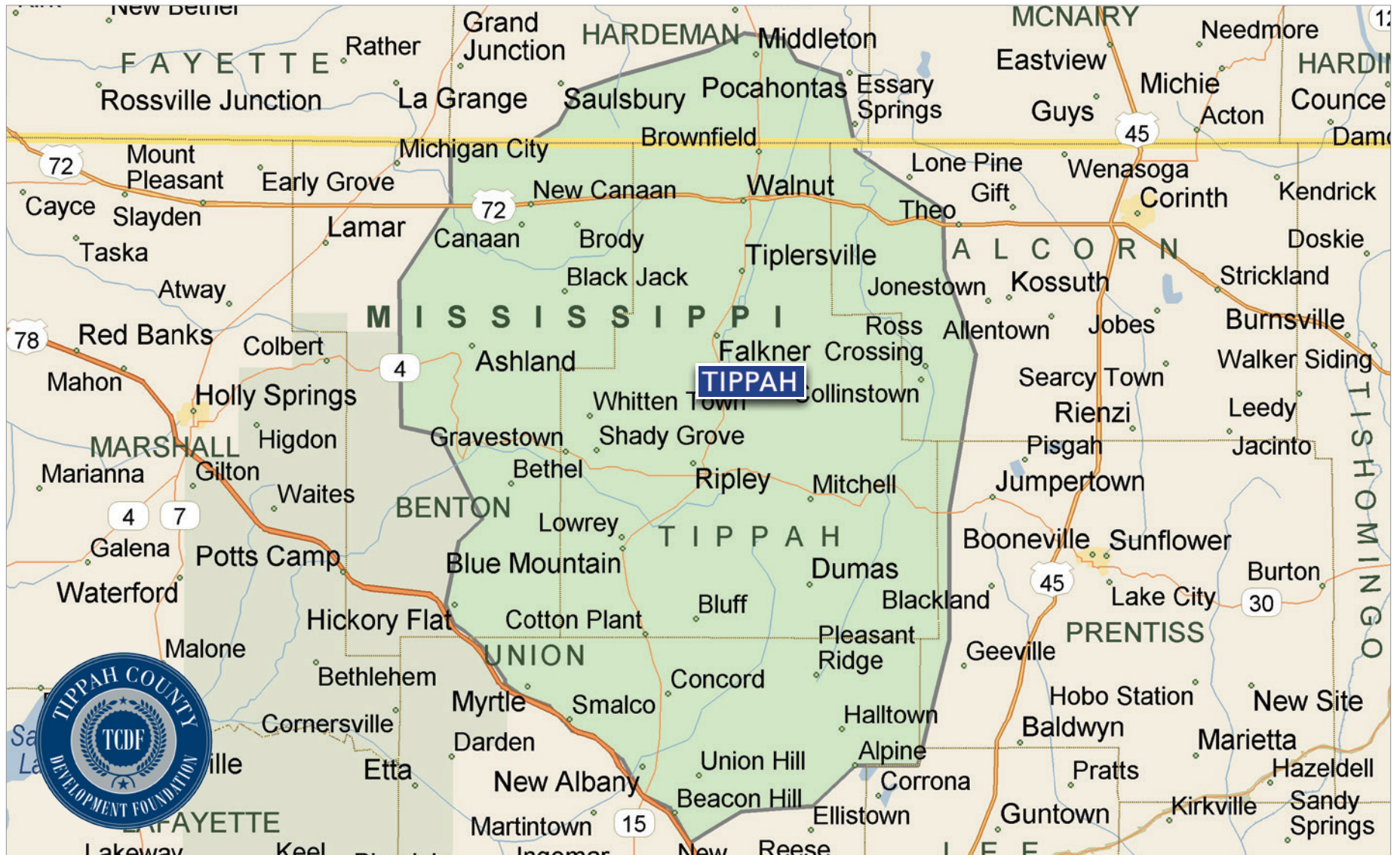
Prepared for
Tippah County Development Foundation
April 2017

TIPPAH COUNTY
TCDF
DEVELOPMENT FOUNDATION

DESCRIPTION	DATA	%
Population		
2022 Projection	47,397	
2017 Estimate	47,017	
2010 Census	46,872	
2000 Census	44,127	
Growth 2017 - 2022		0.81%
Growth 2010 - 2017		0.31%
Growth 2000 - 2010		6.22%
2017 Est. Population by Single-Classification Race	47,017	
White Alone	35,982	76.53%
Black or African American Alone	8,658	18.41%
Amer. Indian and Alaska Native Alone	143	0.30%
Asian Alone	131	0.28%
Native Hawaiian and Other Pac. Isl. Alone	8	0.02%
Some Other Race Alone	1,253	2.67%
Two or More Races	842	1.79%
2017 Est. Population by Hispanic or Latino Origin	47,017	
Not Hispanic or Latino	44,812	95.31%
Hispanic or Latino	2,205	4.69%
Mexican	1,832	83.07%
Puerto Rican	31	1.39%
Cuban	2	0.10%
All Other Hispanic or Latino	341	15.44%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	2,205	
White Alone	763	34.59%
Black or African American Alone	62	2.81%
American Indian and Alaska Native Alone	32	1.44%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	5	0.25%
Some Other Race Alone	1,218	55.23%
Two or More Races	125	5.68%
2017 Est. Pop by Race, Asian Alone, by Category	131	
Chinese, except Taiwanese	2	1.70%
Filipino	8	5.95%
Japanese	8	5.84%
Asian Indian	0	0.00%
Korean	43	32.96%
Vietnamese	41	31.21%
Cambodian	4	3.10%
Hmong	19	14.70%
Laotian	0	0.19%
Thai	1	0.50%
All Other Asian Races Including 2+ Category	5	3.85%

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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	47,017	
Arab	50	0.11%
Czech	27	0.06%
Danish	4	0.01%
Dutch	299	0.64%
English	3,914	8.32%
French (except Basque)	533	1.13%
French Canadian	59	0.13%
German	1,604	3.41%
Greek	6	0.01%
Hungarian	56	0.12%
Irish	3,133	6.66%
Italian	319	0.68%
Lithuanian	0	0.00%
United States or American	11,058	23.52%
Norwegian	47	0.10%
Polish	104	0.22%
Portuguese	3	0.01%
Russian	10	0.02%
Scottish	345	0.73%
Scotch-Irish	381	0.81%
Slovak	1	0.00%
Subsaharan African	282	0.60%
Swedish	60	0.13%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	48	0.10%
West Indian (except Hisp. groups)	7	0.02%
Other ancestries	14,540	30.92%
Ancestry Unclassified	10,128	21.54%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	44,100	
Speak Only English at Home	42,206	95.71%
Speak Asian/Pac. Isl. Lang. at Home	129	0.29%
Speak IndoEuropean Language at Home	112	0.25%
Speak Spanish at Home	1,563	3.54%
Speak Other Language at Home	90	0.20%
2017 Est. Population by Age	47,017	
Age 0 - 4	2,917	6.20%
Age 5 - 9	3,062	6.51%
Age 10 - 14	3,280	6.98%
Age 15 - 17	1,945	4.14%
Age 18 - 20	1,893	4.03%
Age 21 - 24	2,435	5.18%
Age 25 - 34	5,554	11.81%
Age 35 - 44	5,721	12.17%
Age 45 - 54	6,177	13.14%
Age 55 - 64	5,989	12.74%
Age 65 - 74	4,777	10.16%
Age 75 - 84	2,421	5.15%
Age 85 and over	848	1.80%
Age 16 and over	37,116	78.94%
Age 18 and over	35,813	76.17%
Age 21 and over	33,920	72.14%
Age 65 and over	8,046	17.11%
2017 Est. Median Age	39.2	
2017 Est. Average Age	39.6	

DESCRIPTION	DATA	%
2017 Est. Population by Sex	47,017	
Male	23,132	49.20%
Female	23,885	50.80%
2017 Est. Male Population by Age	23,132	
Age 0 - 4	1,486	6.42%
Age 5 - 9	1,568	6.78%
Age 10 - 14	1,678	7.25%
Age 15 - 17	1,004	4.34%
Age 18 - 20	980	4.24%
Age 21 - 24	1,262	5.45%
Age 25 - 34	2,737	11.83%
Age 35 - 44	2,794	12.08%
Age 45 - 54	3,092	13.37%
Age 55 - 64	2,929	12.66%
Age 65 - 74	2,271	9.82%
Age 75 - 84	1,051	4.54%
Age 85 and over	282	1.22%
2017 Est. Median Age, Male	38.1	
2017 Est. Average Age, Male	38.5	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	23,885	
Age 0 - 4	1,431	5.99%
Age 5 - 9	1,494	6.25%
Age 10 - 14	1,602	6.71%
Age 15 - 17	941	3.94%
Age 18 - 20	913	3.82%
Age 21 - 24	1,173	4.91%
Age 25 - 34	2,816	11.79%
Age 35 - 44	2,927	12.26%
Age 45 - 54	3,085	12.92%
Age 55 - 64	3,060	12.81%
Age 65 - 74	2,506	10.49%
Age 75 - 84	1,370	5.74%
Age 85 and over	566	2.37%
2017 Est. Median Age, Female	40.4	
2017 Est. Average Age, Female	40.6	
2017 Est. Pop Age 15+ by Marital Status	37,758	
Total, Never Married	9,220	24.42%
Males, Never Married	4,906	12.99%
Females, Never Married	4,314	11.43%
Married, Spouse present	19,102	50.59%
Married, Spouse absent	1,887	5.00%
Widowed	2,590	6.86%
Males Widowed	511	1.35%
Females Widowed	2,079	5.51%
Divorced	4,959	13.13%
Males Divorced	2,392	6.33%
Females Divorced	2,567	6.80%

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	31,486	
Less than 9th grade	2,800	8.89%
Some High School, no diploma	4,763	15.13%
High School Graduate (or GED)	10,994	34.92%
Some College, no degree	6,771	21.51%
Associate Degree	2,528	8.03%
Bachelor's Degree	2,121	6.73%
Master's Degree	1,135	3.60%
Professional School Degree	239	0.76%
Doctorate Degree	136	0.43%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,081	
No High School Diploma	556	51.43%
High School Graduate	306	28.29%
Some College or Associate's Degree	165	15.22%
Bachelor's Degree or Higher	55	5.07%
Households		
2022 Projection	18,290	
2017 Estimate	18,177	
2010 Census	18,188	
2000 Census	17,232	
Growth 2017 - 2022		0.62%
Growth 2010 - 2017		-0.06%
Growth 2000 - 2010		5.55%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	18,177	
Family Households	12,829	70.58%
Nonfamily Households	5,348	29.42%
2017 Est. Group Quarters Population	484	
2017 HHs by Ethnicity, Hispanic/Latino	556	
2017 Est. Households by HH Income	18,177	
Income < $15,000	3,498	19.24%
Income $15,000 - $24,999	3,030	16.67%
Income $25,000 - $34,999	2,420	13.32%
Income $35,000 - $49,999	2,645	14.55%
Income $50,000 - $74,999	3,051	16.79%
Income $75,000 - $99,999	1,606	8.84%
Income $100,000 - $124,999	921	5.06%
Income $125,000 - $149,999	445	2.45%
Income $150,000 - $199,999	255	1.41%
Income $200,000 - $249,999	102	0.56%
Income $250,000 - $499,999	140	0.77%
Income $500,000+	63	0.34%
2017 Est. Average Household Income	$50,560	
2017 Est. Median Household Income	$35,796	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$39,769	
Black or African American Alone	$25,114	
American Indian and Alaska Native Alone	$37,541	
Asian Alone	$33,846	
Native Hawaiian and Other Pacific Islander Alone	$200,001	
Some Other Race Alone	$26,738	
Two or More Races	$32,040	
Hispanic or Latino	$31,622	
Not Hispanic or Latino	$36,148	
2017 Est. Family HH Type by Presence of Own Child.	12,829	
Married-Couple Family, own children	3,691	28.77%
Married-Couple Family, no own children	5,776	45.02%
Male Householder, own children	422	3.29%
Male Householder, no own children	476	3.71%
Female Householder, own children	1,284	10.01%
Female Householder, no own children	1,180	9.20%
2017 Est. Households by Household Size	18,177	
1-person	4,750	26.13%
2-person	5,902	32.47%
3-person	3,179	17.49%
4-person	2,424	13.34%
5-person	1,225	6.74%
6-person	435	2.39%
7-or-more-person	261	1.44%
2017 Est. Average Household Size	2.56	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	18,177	
Households with 1 or More People under Age 18:	6,328	34.81%
Married-Couple Family	4,115	65.04%
Other Family, Male Householder	519	8.20%
Other Family, Female Householder	1,637	25.87%
Nonfamily, Male Householder	42	0.67%
Nonfamily, Female Householder	14	0.22%
Households with No People under Age 18:	11,849	65.19%
Married-Couple Family	5,346	45.12%
Other Family, Male Householder	384	3.24%
Other Family, Female Householder	824	6.95%
Nonfamily, Male Householder	2,494	21.05%
Nonfamily, Female Householder	2,801	23.64%
2017 Est. Households by Number of Vehicles	18,177	
No Vehicles	1,182	6.50%
1 Vehicle	5,228	28.76%
2 Vehicles	6,931	38.13%
3 Vehicles	3,290	18.10%
4 Vehicles	1,176	6.47%
5 or more Vehicles	370	2.04%
2017 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2022 Projection	12,914	
2017 Estimate	12,829	
2010 Census	12,815	
2000 Census	12,527	
Growth 2017 - 2022		0.66%
Growth 2010 - 2017		0.11%
Growth 2000 - 2010		2.29%
2017 Est. Families by Poverty Status	12,829	
2017 Families at or Above Poverty	10,260	79.97%
2017 Families at or Above Poverty with Children	4,195	32.70%
2017 Families Below Poverty	2,569	20.03%
2017 Families Below Poverty with Children	1,842	14.36%
2017 Est. Pop Age 16+ by Employment Status	37,116	
In Armed Forces	0	0.00%
Civilian - Employed	18,348	49.43%
Civilian - Unemployed	2,690	7.25%
Not in Labor Force	16,078	43.32%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	18,430	
For-Profit Private Workers	13,588	73.73%
Non-Profit Private Workers	806	4.38%
Local Government Workers	754	4.09%
State Government Workers	1,177	6.38%
Federal Government Workers	241	1.31%
Self-Employed Workers	1,849	10.03%
Unpaid Family Workers	15	0.08%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	18,430	
Architect/Engineer	256	1.39%
Arts/Entertainment/Sports	120	0.65%
Building Grounds Maintenance	728	3.95%
Business/Financial Operations	263	1.43%
Community/Social Services	254	1.38%
Computer/Mathematical	143	0.78%
Construction/Extraction	1,082	5.87%
Education/Training/Library	1,020	5.53%
Farming/Fishing/Forestry	85	0.46%
Food Prep/Serving	737	4.00%
Health Practitioner/Technician	892	4.84%
Healthcare Support	306	1.66%
Maintenance Repair	952	5.16%
Legal	113	0.61%
Life/Physical/Social Science	114	0.62%
Management	808	4.39%
Office/Admin. Support	2,468	13.39%
Production	3,409	18.50%
Protective Services	303	1.64%
Sales/Related	1,893	10.27%
Personal Care/Service	343	1.86%
Transportation/Moving	2,140	11.61%
2017 Est. Pop 16+ by Occupation Classification	18,430	
Blue Collar	7,582	41.14%
White Collar	8,346	45.28%
Service and Farm	2,501	13.57%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	18,097	
Drove Alone	15,417	85.19%
Car Pooled	1,672	9.24%
Public Transportation	41	0.23%
Walked	240	1.32%
Bicycle	0	0.00%
Other Means	293	1.62%
Worked at Home	435	2.40%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	5,925	
15 - 29 Minutes	5,321	
30 - 44 Minutes	3,432	
45 - 59 Minutes	1,511	
60 or more Minutes	1,478	
2017 Est. Avg Travel Time to Work in Minutes	27.00	
2017 Est. Occupied Housing Units by Tenure	18,177	
Owner Occupied	13,562	74.61%
Renter Occupied	4,615	25.39%
2017 Owner Occ. HUs: Avg. Length of Residence	19.6	
2017 Renter Occ. HUs: Avg. Length of Residence	7.1	

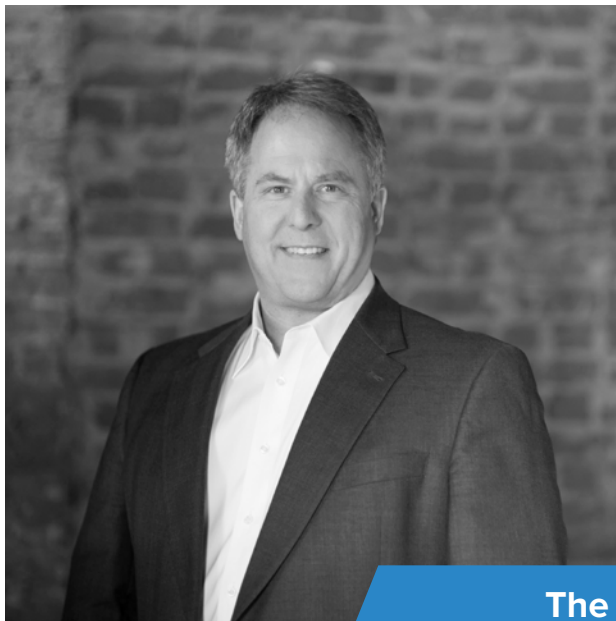| DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	13,562	
Value Less than $20,000	1,238	9.13%
Value $20,000 - $39,999	1,320	9.74%
Value $40,000 - $59,999	1,970	14.52%
Value $60,000 - $79,999	1,819	13.41%
Value $80,000 - $99,999	1,536	11.32%
Value $100,000 - $149,999	2,186	16.12%
Value $150,000 - $199,999	1,777	13.10%
Value $200,000 - $299,999	1,142	8.42%
Value $300,000 - $399,999	278	2.05%
Value $400,000 - $499,999	100	0.74%
Value $500,000 - $749,999	116	0.86%
Value $750,000 - $999,999	42	0.31%
Value $1,000,000 or more	37	0.27%
2017 Est. Median All Owner-Occupied Housing Value	$85,647	
2017 Est. Housing Units by Units in Structure	21,037	
1 Unit Attached	118	0.56%
1 Unit Detached	15,733	74.79%
2 Units	389	1.85%
3 or 4 Units	296	1.41%
5 to 19 Units	273	1.30%
20 to 49 Units	42	0.20%
50 or More Units	51	0.24%
Mobile Home or Trailer	4,132	19.64%
Boat, RV, Van, etc.	1	0.00%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	21,037	
Housing Units Built 2010 or later	594	2.82%
Housing Units Built 2000 to 2009	2,630	12.50%
Housing Units Built 1990 to 1999	3,997	19.00%
Housing Units Built 1980 to 1989	3,755	17.85%
Housing Units Built 1970 to 1979	3,446	16.38%
Housing Units Built 1960 to 1969	2,750	13.07%
Housing Units Built 1950 to 1959	1,743	8.28%
Housing Units Built 1940 to 1949	911	4.33%
Housing Unit Built 1939 or Earlier	1,211	5.76%
2017 Est. Median Year Structure Built	1981	

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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