



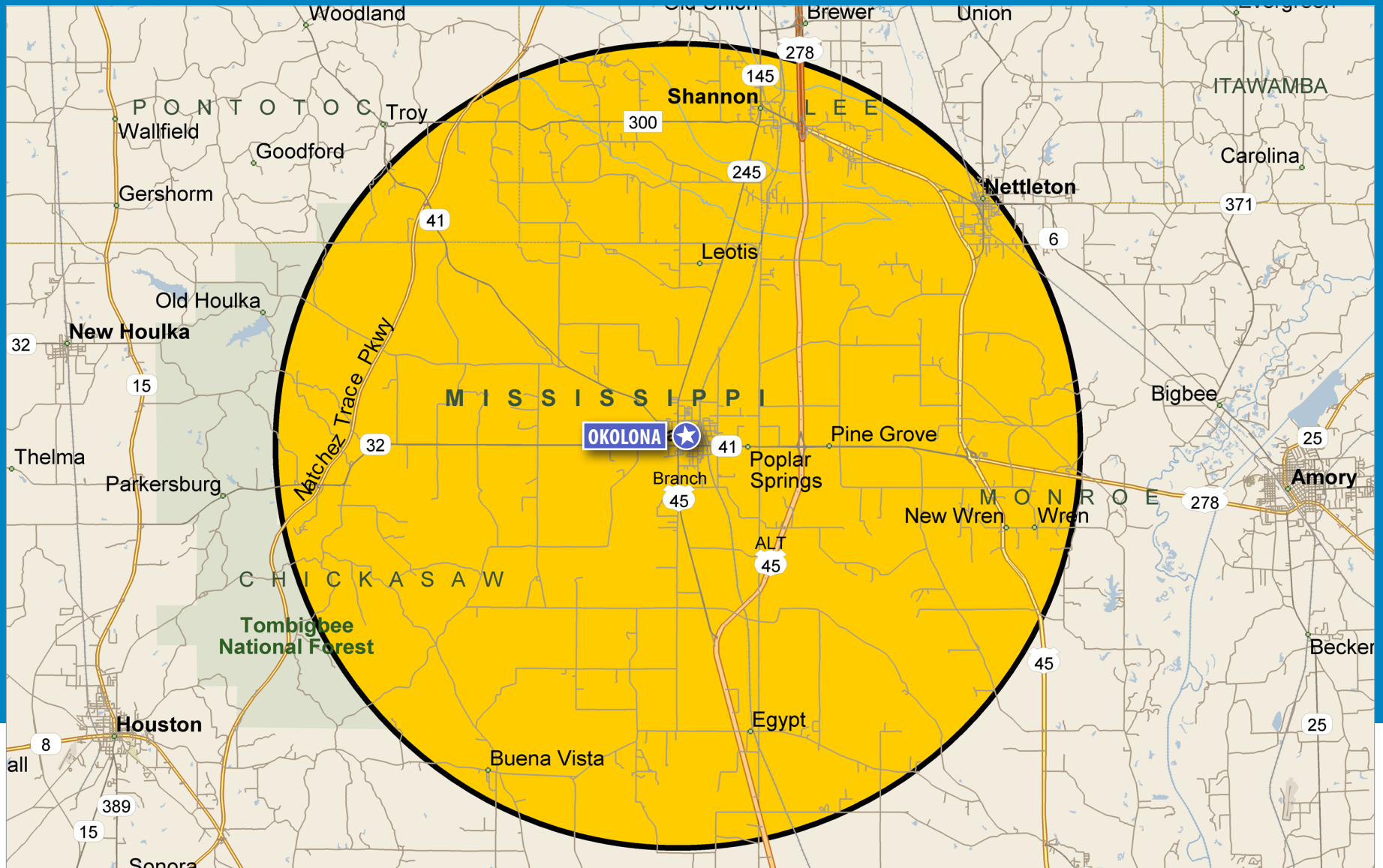
RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Okolona, Mississippi (10-Mile Radial)

Prepared for
Okolona Area Chamber of Commerce
June 2014



Retail Trade Area | 10-Mile Radial Okolona, Mississippi



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Retail Trade Area (10-Mile Radial) | Demographics Okolona, Mississippi

DESCRIPTION	DATA	%
Population		
2019 Projection	14,887	
2014 Estimate	14,828	
2010 Census	14,817	
2000 Census	15,448	
Growth 2014-2019	0.40%	
Growth 2010-2014	0.07%	
Growth 2000-2010	-4.08%	
2014 Est. Pop by Single Race Class	14,828	
White Alone	7,470	50.38
Black or African American Alone	6,976	47.05
Amer. Indian and Alaska Native Alone	34	0.23
Asian Alone	36	0.24
Native Hawaiian and Other Pac. Isl. Alone	3	0.02
Some Other Race Alone	128	0.86
Two or More Races	180	1.21
2014 Est. Pop Hisp or Latino by Origin	14,828	
Not Hispanic or Latino	14,572	98.27
Hispanic or Latino:	256	1.73
Mexican	202	78.91
Puerto Rican	5	1.95
Cuban	3	1.17
All Other Hispanic or Latino	46	17.97

DESCRIPTION	DATA	%
2014 Est. Hisp or Latino by Single Race Class	256	
White Alone	90	35.16
Black or African American Alone	19	7.42
American Indian and Alaska Native Alone	1	0.39
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	0	0.00
Some Other Race Alone	120	46.88
Two or More Races	27	10.55
2014 Est. Pop. Asian Alone Race by Cat	36	
Chinese, except Taiwanese	8	22.22
Filipino	16	44.44
Japanese	0	0.00
Asian Indian	9	25.00
Korean	0	0.00
Vietnamese	2	5.56
Cambodian	0	0.00
Hmong	0	0.00
Laotian	0	0.00
Thai	0	0.00
All Other Asian Races Including 2+ Category	0	0.00
2014 Est. Population by Ancestry	14,828	
Pop, Arab	1	0.01
Pop, Czech	5	0.03
Pop, Danish	5	0.03
Pop, Dutch	108	0.73
Pop, English	755	5.09
Pop, French (except Basque)	58	0.39
Pop, French Canadian	4	0.03
Pop, German	483	3.26
Pop, Greek	0	0.00

Retail Trade Area (10-Mile Radial) | Demographics Okolona, Mississippi

DESCRIPTION	DATA	%
Pop, Hungarian	0	0.00
Pop, Irish	840	5.66
Pop, Italian	67	0.45
Pop, Lithuanian	0	0.00
Pop, United States or American	1,877	12.66
Pop, Norwegian	8	0.05
Pop, Polish	37	0.25
Pop, Portuguese	0	0.00
Pop, Russian	6	0.04
Pop, Scottish	54	0.36
Pop, Scotch-Irish	116	0.78
Pop, Slovak	2	0.01
Pop, Sub-Saharan African	32	0.22
Pop, Swedish	3	0.02
Pop, Swiss	1	0.01
Pop, Ukrainian	0	0.00
Pop, Welsh	14	0.09
Pop, West Indian (exc Hisp groups)	6	0.04
Pop, Other ancestries	6,746	45.50
Pop, Ancestry Unclassified	3,597	24.26
2014 Est. Pop Age 5+ by Language Spoken At Home	13,853	
Speak Only English at Home	13,553	97.83
Speak Asian/Pac. Isl. Lang. at Home	14	0.10
Speak Indo-European Language at Home	18	0.13
Speak Spanish at Home	262	1.89
Speak Other Language at Home	7	0.05
2014 Est. Population by Sex	14,828	
Male	7,040	47.48
Female	7,788	52.52

DESCRIPTION	DATA	%
2014 Est. Population by Age	14,828	
Age 0 - 4	975	6.58
Age 5 - 9	988	6.66
Age 10 - 14	1,027	6.93
Age 15 - 17	652	4.40
Age 18 - 20	598	4.03
Age 21 - 24	810	5.46
Age 25 - 34	1,780	12.00
Age 35 - 44	1,722	11.61
Age 45 - 54	2,043	13.78
Age 55 - 64	1,960	13.22
Age 65 - 74	1,324	8.93
Age 75 - 84	672	4.53
Age 85 and over	275	1.85
Age 16 and over	11,624	78.39
Age 18 and over	11,187	75.45
Age 21 and over	10,588	71.41
Age 65 and over	2,272	15.32
2014 Est. Median Age	38.4	
2014 Est. Average Age	38.80	

Retail Trade Area (10-Mile Radial) | Demographics Okolona, Mississippi

DESCRIPTION	DATA	%
2014 Est. Male Population by Age	7,040	
Age 0 - 4	496	7.05
Age 5 - 9	498	7.07
Age 10 - 14	517	7.34
Age 15 - 17	327	4.64
Age 18 - 20	301	4.28
Age 21 - 24	396	5.63
Age 25 - 34	868	12.33
Age 35 - 44	814	11.56
Age 45 - 54	965	13.71
Age 55 - 64	929	13.20
Age 65 - 74	591	8.39
Age 75 - 84	269	3.82
Age 85 and over	70	0.99
2014 Est. Median Age, Male	36.4	
2014 Est. Average Age, Male	37.40	
2014 Est. Female Population by Age	7,788	
Age 0 - 4	479	6.15
Age 5 - 9	490	6.29
Age 10 - 14	510	6.55
Age 15 - 17	324	4.16
Age 18 - 20	297	3.81
Age 21 - 24	414	5.32
Age 25 - 34	912	11.71
Age 35 - 44	909	11.67
Age 45 - 54	1,079	13.85
Age 55 - 64	1,032	13.25
Age 65 - 74	733	9.41
Age 75 - 84	404	5.19
Age 85 and over	206	2.65

DESCRIPTION	DATA	%
2014 Est. Median Age, Female	40.1	
2014 Est. Average Age, Female	40.20	
2014 Est. Pop Age 15+ by Marital Status	11,838	
Total, Never Married	3,589	30.32
Males, Never Married	1,600	13.52
Females, Never Married	1,989	16.80
Married, Spouse present	5,126	43.30
Married, Spouse absent	746	6.30
Widowed	953	8.05
Males Widowed	187	1.58
Females Widowed	766	6.47
Divorced	1,425	12.04
Males Divorced	718	6.07
Females Divorced	707	5.97
2014 Est. Pop. Age 25+ by Edu. Attainment	9,778	
Less than 9th grade	969	9.91
Some High School, no diploma	1,454	14.87
High School Graduate (or GED)	3,589	36.70
Some College, no degree	2,092	21.39
Associate Degree	697	7.13
Bachelor's Degree	539	5.51
Master's Degree	304	3.11
Professional School Degree	106	1.08
Doctorate Degree	28	0.29
2014 Est Pop Age 25+ by Edu. Attain, Hisp. or Lat	113	
CY Pop 25+, Hisp/Lat, < High School Diploma	36	31.86
CY Pop 25+, Hisp/Lat, High School Graduate	49	43.36
CY Pop 25+, Hisp/Lat, Some College or Associate's Degree	16	14.16
CY Pop 25+, Hisp/Lat, Bachelor's Degree or Higher	12	10.62

Retail Trade Area (10-Mile Radial) | Demographics Okolona, Mississippi

DESCRIPTION	DATA	%
Households		
2019 Projection	5,802	
2014 Estimate	5,749	
2010 Census	5,743	
2000 Census	5,788	
Growth 2014-2019	0.92%	
Growth 2010-2014	0.11%	
Growth 2000-2010	-0.77%	
2014 Est. Households by Household Type	5,749	
Family Households	4,040	70.27
Nonfamily Households	1,710	29.74
2014 Est. Group Quarters Population	159	
2014 HHs by Ethnicity, Hispanic/Latino	74	1.29
2014 Est. HHs by HH Income	5,749	
CY HHs, Inc < \$15,000	1,350	23.48
CY HHs, Inc \$15,000 - \$24,999	874	15.20
CY HHs, Inc \$25,000 - \$34,999	730	12.70
CY HHs, Inc \$35,000 - \$49,999	942	16.39
CY HHs, Inc \$50,000 - \$74,999	997	17.34
CY HHs, Inc \$75,000 - \$99,999	446	7.76
CY HHs, Inc \$100,000 - \$124,999	252	4.38
CY HHs, Inc \$125,000 - \$149,999	67	1.17
CY HHs, Inc \$150,000 - \$199,999	54	0.94
CY HHs, Inc \$200,000 - \$249,999	19	0.33
CY HHs, Inc \$250,000 - \$499,999	15	0.26
CY HHs, Inc \$500,000+	3	0.05

DESCRIPTION	DATA	%
2014 Est. Average Household Income	\$43,079	
2014 Est. Median Household Income	\$33,922	
2014 Median HH Inc by Single Race Class. or Ethn		
White Alone	46,540	
Black or African American Alone	21,959	
American Indian and Alaska Native Alone	64,175	
Asian Alone	66,355	
Native Hawaiian and Other Pacific Islander Alone	120,150	
Some Other Race Alone	40,223	
Two or More Races	31,867	
Hispanic or Latino	44,637	
Not Hispanic or Latino	33,685	
2014 Est. Family HH Type, Presence Own Children	4,040	
Married-Couple Family, own children	963	23.84
Married-Couple Family, no own children	1,599	39.58
Male Householder, own children	124	3.07
Male Householder, no own children	166	4.11
Female Householder, own children	613	15.17
Female Householder, no own children	575	14.23
2014 Est. Households by Household Size	5,749	
1-person household	1,538	26.75
2-person household	1,794	31.21
3-person household	1,058	18.40
4-person household	772	13.43
5-person household	370	6.44
6-person household	141	2.45
7 or more person household	75	1.30

Retail Trade Area (10-Mile Radial) | Demographics Okolona, Mississippi

DESCRIPTION	DATA	%
2014 Est. Average Household Size	2.55	
2014 Est. Households by Presence of People	5,749	
Households with 1 or more People under Age 18:	2,106	36.63
Married-Couple Family	1,135	53.89
Other Family, Male Householder	156	7.41
Other Family, Female Householder	788	37.42
Nonfamily, Male Householder	21	1.00
Nonfamily, Female Householder	5	0.24
Households no People under Age 18:	3,644	63.38
Married-Couple Family	1,426	39.13
Other Family, Male Householder	136	3.73
Other Family, Female Householder	397	10.89
Nonfamily, Male Householder	780	21.41
Nonfamily, Female Householder	904	24.81
2014 Est. Households by Number of Vehicles	5,749	
No Vehicles	524	9.11
1 Vehicle	1,777	30.91
2 Vehicles	2,026	35.24
3 Vehicles	973	16.92
4 Vehicles	349	6.07
5 or more Vehicles	99	1.72
2014 Est. Average Number of Vehicles	1.87	

DESCRIPTION	DATA	%
Family Households		
2019 Projection	4,077	
2014 Estimate	4,040	
2010 Census	4,034	
2000 Census	4,245	
Growth 2014-2019	0.91%	
Growth 2010-2014	0.13%	
Growth 2000-2010	-4.96%	
2014 Est. Families by Poverty Status	4,040	
2014 Families at or Above Poverty	3,267	80.87
2014 Families at or Above Poverty with Children	1,422	35.20
2014 Families Below Poverty	773	19.13
2014 Families Below Poverty with Children	600	14.85
2014 Est. Pop Age 16+ by Employment Status	11,624	
In Armed Forces	26	0.22
Civilian - Employed	5,833	50.18
Civilian - Unemployed	710	6.11
Not in Labor Force	5,054	43.48
2014 Est. Civ Employed Pop 16+ Class of Worker	6,008	
For-Profit Private Workers	4,364	72.64
Non-Profit Private Workers	309	5.14
Local Government Workers	372	6.19
State Government Workers	368	6.13
Federal Government Workers	171	2.85
Self-Emp Workers	422	7.02
Unpaid Family Workers	1	0.02

Retail Trade Area (10-Mile Radial) | Demographics Okolona, Mississippi

DESCRIPTION	DATA	%
2014 Est. Civ Employed Pop 16+ by Occupation	6,008	
Architect/Engineer	13	0.22
Arts/Entertain/Sports	16	0.27
Building Grounds Maint	371	6.18
Business/Financial Ops	68	1.13
Community/Soc Svcs	99	1.65
Computer/Mathematical	9	0.15
Construction/Extraction	211	3.51
Edu/Training/Library	343	5.71
Farm/Fish/Forestry	38	0.63
Food Prep/Serving	242	4.03
Health Practitioner/Tec	220	3.66
Healthcare Support	203	3.38
Maintenance Repair	210	3.50
Legal	39	0.65
Life/Phys/Soc Science	9	0.15
Management	405	6.74
Office/Admin Support	908	15.11
Production	1,272	21.17
Protective Svcs	127	2.11
Sales/Related	458	7.62
Personal Care/Svc	225	3.75
Transportation/Moving	524	8.72
2014 Est. Pop 16+ by Occupation Classification	6,008	
Blue Collar	2,217	36.90
White Collar	2,585	43.03
Service and Farm	1,207	20.09

DESCRIPTION	DATA	%
2014 Est. Workers Age 16+, Transp. To Work	5,844	
Drove Alone	4,969	85.03
Car Pooled	678	11.60
Public Transportation	6	0.10
Walked	69	1.18
Bicycle	0	0.00
Other Means	26	0.44
Worked at Home	96	1.64
2014 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	1,629	
15 - 29 Minutes	2,462	
30 - 44 Minutes	1,198	
45 - 59 Minutes	335	
60 or more Minutes	128	
2014 Est. Avg Travel Time to Work in Minutes	24.09	
2014 Est. Tenure of Occupied Housing Units	5,749	
Owner Occupied	4,271	74.29
Renter Occupied	1,478	25.71
2014 Owner Occ. HUs: Avg. Length of Residence	21.1	
2014 Renter Occ. HUs: Avg. Length of Residence	10.3	

Retail Trade Area (10-Mile Radial) | Demographics Okolona, Mississippi

DESCRIPTION	DATA	%
2014 Est. All Owner-Occupied Housing Values	4,271	
Value Less than \$20,000	546	12.78
Value \$20,000 - \$39,999	616	14.42
Value \$40,000 - \$59,999	718	16.81
Value \$60,000 - \$79,999	626	14.66
Value \$80,000 - \$99,999	413	9.67
Value \$100,000 - \$149,999	659	15.43
Value \$150,000 - \$199,999	323	7.56
Value \$200,000 - \$299,999	243	5.69
Value \$300,000 - \$399,999	74	1.73
Value \$400,000 - \$499,999	8	0.19
Value \$500,000 - \$749,999	19	0.44
Value \$750,000 - \$999,999	12	0.28
Value \$1,000,000 or more	14	0.33
2014 Est. Median All Owner-Occupied Housing Value	\$68,150	
2014 Est. Housing Units by Units in Structure	6,496	
1 Unit Attached	20	0.31
1 Unit Detached	4,325	66.58
2 Units	133	2.05
3 or 4 Units	121	1.86
5 to 19 Units	162	2.49
20 to 49 Units	10	0.15
50 or More Units	3	0.05
Mobile Home or Trailer	1,721	26.49
Boat, RV, Van, etc.	0	0.00

DESCRIPTION	DATA	%
2014 Est. Housing Units by Year Structure Built	6,496	
Housing Unit Built 2005 or later	304	4.68
Housing Unit Built 2000 to 2004	416	6.40
Housing Unit Built 1990 to 1999	1,444	22.23
Housing Unit Built 1980 to 1989	1,256	19.33
Housing Unit Built 1970 to 1979	1,064	16.38
Housing Unit Built 1960 to 1969	855	13.16
Housing Unit Built 1950 to 1959	562	8.65
Housing Unit Built 1940 to 1949	170	2.62
Housing Unit Built 1939 or Earlier	424	6.53
2014 Est. Median Year Structure Built **	1981	



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 Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 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 Retail:360 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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Acknowledgements

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Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2013/2014, ESRI 2013, U.S. Census Bureau, Economy.com, 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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