



TheRetailCoach®

# BLUE MOUNTAIN COMMUNITY DEMOGRAPHIC PROFILE

Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
April 2017







# BLUE MOUNTAIN LOCATION

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353

mharrison@tippahcounty.org | www.tippahcounty.org



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	1,054	
2017 Estimate	1,018	
2010 Census	920	
2000 Census	787	
Growth 2017 - 2022		3.54%
Growth 2010 - 2017		10.65%
Growth 2000 - 2010		16.90%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	686	67.39%
Black or African American Alone	261	25.64%
Amer. Indian and Alaska Native Alone	0	0.00%
Asian Alone	6	0.59%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	31	3.05%
Two or More Races	34	3.34%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	964	94.70%
Hispanic or Latino	54	5.30%
Mexican	41	75.93%
Puerto Rican	1	1.85%
Cuban	0	0.00%
All Other Hispanic or Latino	12	22.22%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	9	16.67%
Black or African American Alone	7	12.96%
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	30	55.56%
Two or More Races	8	14.81%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	6	100.00%
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%



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	1,018	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	19	1.87%
English	69	6.78%
French (except Basque)	15	1.47%
French Canadian	0	0.00%
German	36	3.54%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	55	5.40%
Italian	10	0.98%
Lithuanian	0	0.00%
United States or American	248	24.36%
Norwegian	0	0.00%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	4	0.39%
Scotch-Irish	11	1.08%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	0	0.00%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	373	36.64%
Ancestry Unclassified	178	17.49%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	953	
Speak Only English at Home	881	92.44%
Speak Asian/Pac. Isl. Lang. at Home	12	1.26%
Speak IndoEuropean Language at Home	1	0.10%
Speak Spanish at Home	59	6.19%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	1,018	
Age 0 - 4	65	6.39%
Age 5 - 9	68	6.68%
Age 10 - 14	74	7.27%
Age 15 - 17	49	4.81%
Age 18 - 20	104	10.22%
Age 21 - 24	94	9.23%
Age 25 - 34	90	8.84%
Age 35 - 44	114	11.20%
Age 45 - 54	119	11.69%
Age 55 - 64	113	11.10%
Age 65 - 74	85	8.35%
Age 75 - 84	36	3.54%
Age 85 and over	7	0.69%
Age 16 and over	794	78.00%
Age 18 and over	762	74.85%
Age 21 and over	658	64.64%
Age 65 and over	128	12.57%
<b>2017 Est. Median Age</b>	31.1	
<b>2017 Est. Average Age</b>	35.3	



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	1,018	
Male	522	51.28%
Female	496	48.72%
<b>2017 Est. Male Population by Age</b>	522	
Age 0 - 4	33	6.32%
Age 5 - 9	32	6.13%
Age 10 - 14	36	6.90%
Age 15 - 17	25	4.79%
Age 18 - 20	52	9.96%
Age 21 - 24	52	9.96%
Age 25 - 34	55	10.54%
Age 35 - 44	56	10.73%
Age 45 - 54	61	11.69%
Age 55 - 64	59	11.30%
Age 65 - 74	44	8.43%
Age 75 - 84	16	3.07%
Age 85 and over	1	0.19%
<b>2017 Est. Median Age, Male</b>	30.6	
<b>2017 Est. Average Age, Male</b>	35.0	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	496	
Age 0 - 4	32	6.45%
Age 5 - 9	36	7.26%
Age 10 - 14	38	7.66%
Age 15 - 17	24	4.84%
Age 18 - 20	52	10.48%
Age 21 - 24	42	8.47%
Age 25 - 34	35	7.06%
Age 35 - 44	58	11.69%
Age 45 - 54	58	11.69%
Age 55 - 64	54	10.89%
Age 65 - 74	41	8.27%
Age 75 - 84	20	4.03%
Age 85 and over	6	1.21%
<b>2017 Est. Median Age, Female</b>	31.9	
<b>2017 Est. Average Age, Female</b>	35.7	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	811	
Total, Never Married	262	32.31%
Males, Never Married	157	19.36%
Females, Never Married	105	12.95%
Married, Spouse present	337	41.55%
Married, Spouse absent	58	7.15%
Widowed	38	4.69%
Males Widowed	5	0.62%
Females Widowed	33	4.07%
Divorced	116	14.30%
Males Divorced	68	8.38%
Females Divorced	48	5.92%





# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	564	
Less than 9th grade	43	7.62%
Some High School, no diploma	135	23.94%
High School Graduate (or GED)	171	30.32%
Some College, no degree	131	23.23%
Associate Degree	38	6.74%
Bachelor's Degree	23	4.08%
Master's Degree	14	2.48%
Professional School Degree	1	0.18%
Doctorate Degree	8	1.42%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	28	
No High School Diploma	25	89.29%
High School Graduate	2	7.14%
Some College or Associate's Degree	1	3.57%
Bachelor's Degree or Higher	0	0.00%
<b>Households</b>		
2022 Projection	349	
2017 Estimate	339	
2010 Census	308	
2000 Census	290	
Growth 2017 - 2022		2.95%
Growth 2010 - 2017		10.06%
Growth 2000 - 2010		6.21%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	339	
Family Households	249	73.45%
Nonfamily Households	90	26.55%
2017 Est. Group Quarters Population	107	
2017 HHs by Ethnicity, Hispanic/Latino	13	
<b>2017 Est. Households by HH Income</b>	339	
Income < \$15,000	67	19.76%
Income \$15,000 - \$24,999	39	11.50%
Income \$25,000 - \$34,999	36	10.62%
Income \$35,000 - \$49,999	63	18.58%
Income \$50,000 - \$74,999	79	23.30%
Income \$75,000 - \$99,999	29	8.55%
Income \$100,000 - \$124,999	12	3.54%
Income \$125,000 - \$149,999	7	2.06%
Income \$150,000 - \$199,999	5	1.47%
Income \$200,000 - \$249,999	0	0.00%
Income \$250,000 - \$499,999	1	0.29%
Income \$500,000+	1	0.29%
<b>2017 Est. Average Household Income</b>	\$48,730	
<b>2017 Est. Median Household Income</b>	\$41,548	



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$45,598	
Black or African American Alone	\$31,667	
American Indian and Alaska Native Alone	\$0	
Asian Alone	\$20,000	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$28,333	
Two or More Races	\$62,500	
Hispanic or Latino	\$52,083	
Not Hispanic or Latino	\$41,429	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	249	
Married-Couple Family, own children	64	25.70%
Married-Couple Family, no own children	113	45.38%
Male Householder, own children	9	3.61%
Male Householder, no own children	11	4.42%
Female Householder, own children	36	14.46%
Female Householder, no own children	16	6.43%
<b>2017 Est. Households by Household Size</b>	339	
1-person	78	23.01%
2-person	111	32.74%
3-person	69	20.35%
4-person	39	11.50%
5-person	24	7.08%
6-person	10	2.95%
7-or-more-person	8	2.36%
<b>2017 Est. Average Household Size</b>	2.69	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	339	
Households with 1 or More People under Age 18:	131	38.64%
Married-Couple Family	80	61.07%
Other Family, Male Householder	10	7.63%
Other Family, Female Householder	41	31.30%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	208	61.36%
Married-Couple Family	99	47.60%
Other Family, Male Householder	9	4.33%
Other Family, Female Householder	10	4.81%
Nonfamily, Male Householder	52	25.00%
Nonfamily, Female Householder	38	18.27%
<b>2017 Est. Households by Number of Vehicles</b>	339	
No Vehicles	21	6.19%
1 Vehicle	98	28.91%
2 Vehicles	102	30.09%
3 Vehicles	97	28.61%
4 Vehicles	15	4.42%
5 or more Vehicles	6	1.77%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	257	
2017 Estimate	249	
2010 Census	227	
2000 Census	212	
Growth 2017 - 2022		3.21%
Growth 2010 - 2017		9.69%
Growth 2000 - 2010		7.08%
<b>2017 Est. Families by Poverty Status</b>	249	
2017 Families at or Above Poverty	204	81.93%
2017 Families at or Above Poverty with Children	89	35.74%
2017 Families Below Poverty	45	18.07%
2017 Families Below Poverty with Children	41	16.47%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	794	
In Armed Forces	0	0.00%
Civilian - Employed	413	52.02%
Civilian - Unemployed	54	6.80%
Not in Labor Force	327	41.18%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	407	
For-Profit Private Workers	329	80.84%
Non-Profit Private Workers	21	5.16%
Local Government Workers	4	0.98%
State Government Workers	24	5.90%
Federal Government Workers	5	1.23%
Self-Employed Workers	24	5.90%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	407	
Architect/Engineer	21	5.16%
Arts/Entertainment/Sports	0	0.00%
Building Grounds Maintenance	16	3.93%
Business/Financial Operations	5	1.23%
Community/Social Services	6	1.47%
Computer/Mathematical	5	1.23%
Construction/Extraction	14	3.44%
Education/Training/Library	20	4.91%
Farming/Fishing/Forestry	5	1.23%
Food Prep/Serving	16	3.93%
Health Practitioner/Technician	10	2.46%
Healthcare Support	4	0.98%
Maintenance Repair	13	3.19%
Legal	0	0.00%
Life/Physical/Social Science	2	0.49%
Management	15	3.69%
Office/Admin. Support	50	12.29%
Production	63	15.48%
Protective Services	5	1.23%
Sales/Related	48	11.79%
Personal Care/Service	7	1.72%
Transportation/Moving	82	20.15%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	407	
Blue Collar	172	42.26%
White Collar	182	44.72%
Service and Farm	53	13.02%





# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	406	
Drove Alone	305	75.12%
Car Pooled	37	9.11%
Public Transportation	1	0.25%
Walked	28	6.90%
Bicycle	0	0.00%
Other Means	34	8.37%
Worked at Home	1	0.25%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	171	
15 - 29 Minutes	96	
30 - 44 Minutes	97	
45 - 59 Minutes	25	
60 or more Minutes	15	
2017 Est. Avg Travel Time to Work in Minutes	23.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	339	
Owner Occupied	231	68.14%
Renter Occupied	108	31.86%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	18.4	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	6.5	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	231	
Value Less than \$20,000	26	11.26%
Value \$20,000 - \$39,999	27	11.69%
Value \$40,000 - \$59,999	69	29.87%
Value \$60,000 - \$79,999	26	11.26%
Value \$80,000 - \$99,999	20	8.66%
Value \$100,000 - \$149,999	29	12.55%
Value \$150,000 - \$199,999	18	7.79%
Value \$200,000 - \$299,999	14	6.06%
Value \$300,000 - \$399,999	1	0.43%
Value \$400,000 - \$499,999	0	0.00%
Value \$500,000 - \$749,999	1	0.43%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$58,116	
<b>2017 Est. Housing Units by Units in Structure</b>	382	
1 Unit Attached	0	0.00%
1 Unit Detached	298	78.01%
2 Units	18	4.71%
3 or 4 Units	0	0.00%
5 to 19 Units	1	0.26%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	65	17.02%
Boat, RV, Van, etc.	0	0.00%



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

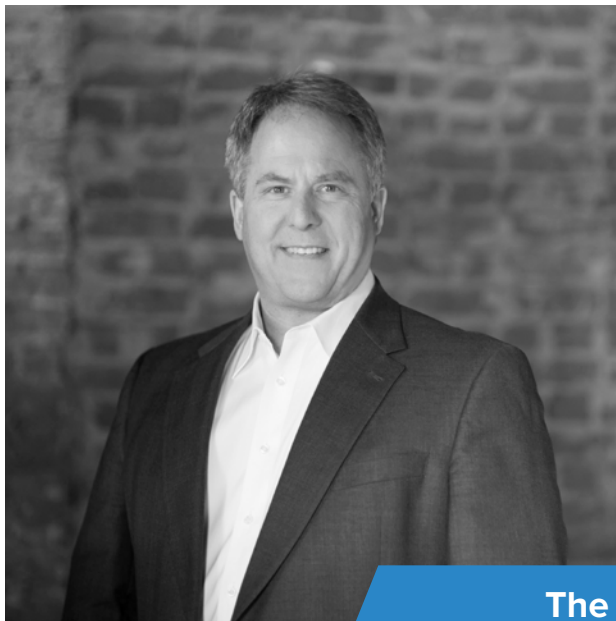
DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	382	
Housing Units Built 2010 or later	22	5.76%
Housing Units Built 2000 to 2009	39	10.21%
Housing Units Built 1990 to 1999	56	14.66%
Housing Units Built 1980 to 1989	87	22.77%
Housing Units Built 1970 to 1979	45	11.78%
Housing Units Built 1960 to 1969	38	9.95%
Housing Units Built 1950 to 1959	23	6.02%
Housing Units Built 1940 to 1949	24	6.28%
Housing Unit Built 1939 or Earlier	48	12.57%
<b>2017 Est. Median Year Structure Built</b>	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 Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.



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

## 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.

### 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.

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