



TheRetailCoach®

DUMAS PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Tippah County, Mississippi

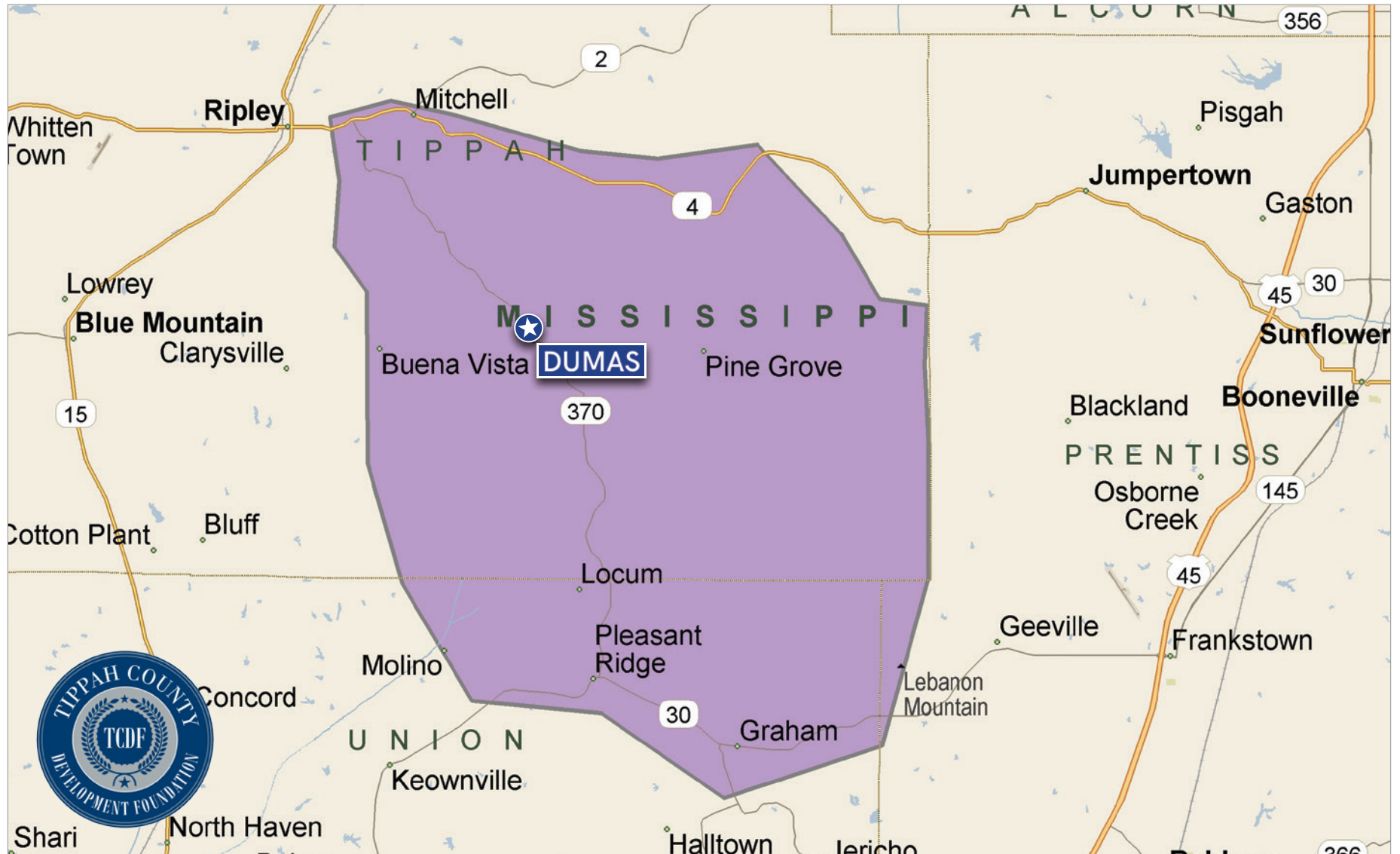
Prepared for
Tippah County Development Foundation
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DUMAS PRIMARY RETAIL TRADE AREA

Tippah County, Mississippi



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DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
Population		
2022 Projection	4,172	
2017 Estimate	4,064	
2010 Census	3,925	
2000 Census	3,532	
Growth 2017 - 2022		2.65%
Growth 2010 - 2017		3.53%
Growth 2000 - 2010		11.14%
2017 Est. Population by Single-Classification Race		
White Alone	3,752	92.33%
Black or African American Alone	213	5.25%
Amer. Indian and Alaska Native Alone	8	0.21%
Asian Alone	5	0.12%
Native Hawaiian and Other Pac. Isl. Alone	1	0.02%
Some Other Race Alone	35	0.87%
Two or More Races	49	1.21%
2017 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	3,956	97.35%
Hispanic or Latino	108	2.65%
Mexican	85	79.00%
Puerto Rican	3	2.36%
Cuban	0	0.25%
All Other Hispanic or Latino	20	18.39%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race		
	108	
White Alone	59	54.56%
Black or African American Alone	1	1.39%
American Indian and Alaska Native Alone	3	2.62%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	1	0.78%
Some Other Race Alone	32	30.02%
Two or More Races	11	10.62%
2017 Est. Pop by Race, Asian Alone, by Category		
	5	
Chinese, except Taiwanese	0	0.37%
Filipino	0	0.00%
Japanese	0	2.70%
Asian Indian	0	0.00%
Korean	1	30.11%
Vietnamese	3	66.82%
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%



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DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	4,064	
Arab	0	0.00%
Czech	1	0.04%
Danish	0	0.00%
Dutch	59	1.45%
English	285	7.01%
French (except Basque)	64	1.58%
French Canadian	1	0.02%
German	151	3.73%
Greek	0	0.00%
Hungarian	1	0.03%
Irish	244	6.00%
Italian	33	0.81%
Lithuanian	0	0.00%
United States or American	1,017	25.01%
Norwegian	0	0.00%
Polish	3	0.09%
Portuguese	1	0.03%
Russian	0	0.00%
Scottish	16	0.40%
Scotch-Irish	39	0.95%
Slovak	0	0.00%
Subsaharan African	1	0.03%
Swedish	2	0.05%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	4	0.11%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,340	32.97%
Ancestry Unclassified	801	19.71%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	3,838	
Speak Only English at Home	3,606	93.95%
Speak Asian/Pac. Isl. Lang. at Home	36	0.94%
Speak IndoEuropean Language at Home	2	0.04%
Speak Spanish at Home	193	5.04%
Speak Other Language at Home	1	0.03%
2017 Est. Population by Age	4,064	
Age 0 - 4	226	5.56%
Age 5 - 9	245	6.02%
Age 10 - 14	263	6.48%
Age 15 - 17	172	4.23%
Age 18 - 20	159	3.91%
Age 21 - 24	214	5.27%
Age 25 - 34	479	11.78%
Age 35 - 44	483	11.88%
Age 45 - 54	595	14.64%
Age 55 - 64	528	13.00%
Age 65 - 74	430	10.57%
Age 75 - 84	205	5.05%
Age 85 and over	65	1.60%
Age 16 and over	3,273	80.54%
Age 18 and over	3,158	77.71%
Age 21 and over	2,999	73.80%
Age 65 and over	700	17.22%
2017 Est. Median Age	40.7	
2017 Est. Average Age	40.3	



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DESCRIPTION	DATA	%
2017 Est. Population by Sex	4,064	
Male	2,077	51.10%
Female	1,987	48.90%
2017 Est. Male Population by Age	2,077	
Age 0 - 4	115	5.55%
Age 5 - 9	132	6.33%
Age 10 - 14	141	6.80%
Age 15 - 17	93	4.47%
Age 18 - 20	85	4.11%
Age 21 - 24	111	5.34%
Age 25 - 34	244	11.76%
Age 35 - 44	247	11.89%
Age 45 - 54	307	14.81%
Age 55 - 64	275	13.23%
Age 65 - 74	207	9.96%
Age 75 - 84	96	4.62%
Age 85 and over	24	1.15%
2017 Est. Median Age, Male	39.8	
2017 Est. Average Age, Male	39.5	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	1,987	
Age 0 - 4	111	5.57%
Age 5 - 9	113	5.70%
Age 10 - 14	122	6.16%
Age 15 - 17	79	3.98%
Age 18 - 20	74	3.71%
Age 21 - 24	103	5.20%
Age 25 - 34	234	11.80%
Age 35 - 44	236	11.88%
Age 45 - 54	288	14.47%
Age 55 - 64	254	12.76%
Age 65 - 74	223	11.21%
Age 75 - 84	109	5.51%
Age 85 and over	41	2.06%
2017 Est. Median Age, Female	41.6	
2017 Est. Average Age, Female	41.1	
2017 Est. Pop Age 15+ by Marital Status	3,330	
Total, Never Married	739	22.20%
Males, Never Married	404	12.14%
Females, Never Married	335	10.07%
Married, Spouse present	1,796	53.94%
Married, Spouse absent	130	3.89%
Widowed	296	8.89%
Males Widowed	67	2.01%
Females Widowed	229	6.88%
Divorced	369	11.08%
Males Divorced	194	5.82%
Females Divorced	175	5.26%



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DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	2,785	
Less than 9th grade	251	9.01%
Some High School, no diploma	389	13.96%
High School Graduate (or GED)	985	35.36%
Some College, no degree	565	20.29%
Associate Degree	273	9.81%
Bachelor's Degree	136	4.87%
Master's Degree	168	6.03%
Professional School Degree	18	0.65%
Doctorate Degree	1	0.02%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	55	
No High School Diploma	45	81.48%
High School Graduate	5	8.90%
Some College or Associate's Degree	5	8.38%
Bachelor's Degree or Higher	1	1.24%
Households		
2022 Projection	1,617	
2017 Estimate	1,577	
2010 Census	1,529	
2000 Census	1,378	
Growth 2017 - 2022		2.55%
Growth 2010 - 2017		3.14%
Growth 2000 - 2010		10.92%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	1,577	
Family Households	1,157	73.38%
Nonfamily Households	420	26.62%
2017 Est. Group Quarters Population	0	
2017 HHs by Ethnicity, Hispanic/Latino	26	
2017 Est. Households by HH Income	1,577	
Income < \$15,000	258	16.39%
Income \$15,000 - \$24,999	193	12.22%
Income \$25,000 - \$34,999	212	13.43%
Income \$35,000 - \$49,999	277	17.54%
Income \$50,000 - \$74,999	285	18.08%
Income \$75,000 - \$99,999	155	9.86%
Income \$100,000 - \$124,999	93	5.90%
Income \$125,000 - \$149,999	53	3.39%
Income \$150,000 - \$199,999	27	1.72%
Income \$200,000 - \$249,999	11	0.71%
Income \$250,000 - \$499,999	9	0.55%
Income \$500,000+	3	0.21%
2017 Est. Average Household Income	\$54,099	
2017 Est. Median Household Income	\$41,799	



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DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	\$42,455	
Black or African American Alone	\$33,756	
American Indian and Alaska Native Alone	\$31,247	
Asian Alone	\$22,675	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$29,533	
Two or More Races	\$49,165	
Hispanic or Latino	\$29,625	
Not Hispanic or Latino	\$42,025	
2017 Est. Family HH Type by Presence of Own Child.	1,157	
Married-Couple Family, own children	357	30.85%
Married-Couple Family, no own children	560	48.41%
Male Householder, own children	38	3.29%
Male Householder, no own children	42	3.61%
Female Householder, own children	85	7.36%
Female Householder, no own children	75	6.49%
2017 Est. Households by Household Size	1,577	
1-person	363	23.04%
2-person	552	35.03%
3-person	297	18.85%
4-person	205	12.99%
5-person	99	6.26%
6-person	42	2.67%
7-or-more-person	18	1.16%
2017 Est. Average Household Size	2.58	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	1,577	
Households with 1 or More People under Age 18:	554	35.11%
Married-Couple Family	396	71.56%
Other Family, Male Householder	45	8.13%
Other Family, Female Householder	104	18.78%
Nonfamily, Male Householder	7	1.22%
Nonfamily, Female Householder	2	0.31%
Households with No People under Age 18:	1,023	64.89%
Married-Couple Family	519	50.72%
Other Family, Male Householder	36	3.48%
Other Family, Female Householder	58	5.65%
Nonfamily, Male Householder	211	20.63%
Nonfamily, Female Householder	200	19.52%
2017 Est. Households by Number of Vehicles	1,577	
No Vehicles	112	7.12%
1 Vehicle	367	23.30%
2 Vehicles	627	39.76%
3 Vehicles	315	19.98%
4 Vehicles	132	8.36%
5 or more Vehicles	23	1.47%
2017 Est. Average Number of Vehicles	2.1	



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DESCRIPTION	DATA	%
Family Households		
2022 Projection	1,184	
2017 Estimate	1,157	
2010 Census	1,121	
2000 Census	1,034	
Growth 2017 - 2022		2.39%
Growth 2010 - 2017		3.20%
Growth 2000 - 2010		8.38%
2017 Est. Families by Poverty Status	1,157	
2017 Families at or Above Poverty	996	86.13%
2017 Families at or Above Poverty with Children	347	30.00%
2017 Families Below Poverty	160	13.87%
2017 Families Below Poverty with Children	134	11.57%
2017 Est. Pop Age 16+ by Employment Status	3,273	
In Armed Forces	0	0.00%
Civilian - Employed	1,711	52.27%
Civilian - Unemployed	230	7.02%
Not in Labor Force	1,332	40.70%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	1,703	
For-Profit Private Workers	1,241	72.85%
Non-Profit Private Workers	65	3.84%
Local Government Workers	90	5.31%
State Government Workers	125	7.33%
Federal Government Workers	13	0.74%
Self-Employed Workers	169	9.93%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	1,703	
Architect/Engineer	14	0.84%
Arts/Entertainment/Sports	8	0.48%
Building Grounds Maintenance	48	2.80%
Business/Financial Operations	12	0.71%
Community/Social Services	13	0.76%
Computer/Mathematical	6	0.35%
Construction/Extraction	158	9.29%
Education/Training/Library	108	6.34%
Farming/Fishing/Forestry	1	0.06%
Food Prep/Serving	31	1.82%
Health Practitioner/Technician	85	5.01%
Healthcare Support	12	0.70%
Maintenance Repair	46	2.71%
Legal	6	0.38%
Life/Physical/Social Science	16	0.95%
Management	97	5.67%
Office/Admin. Support	260	15.30%
Production	410	24.08%
Protective Services	23	1.38%
Sales/Related	147	8.62%
Personal Care/Service	28	1.64%
Transportation/Moving	172	10.10%
2017 Est. Pop 16+ by Occupation Classification	1,703	
Blue Collar	786	46.17%
White Collar	774	45.42%
Service and Farm	143	8.41%



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DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	1,691	
Drove Alone	1,484	87.78%
Car Pooled	145	8.56%
Public Transportation	3	0.19%
Walked	21	1.27%
Bicycle	0	0.00%
Other Means	15	0.88%
Worked at Home	23	1.34%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	508	
15 - 29 Minutes	562	
30 - 44 Minutes	345	
45 - 59 Minutes	88	
60 or more Minutes	166	
2017 Est. Avg Travel Time to Work in Minutes	28.00	
2017 Est. Occupied Housing Units by Tenure	1,577	
Owner Occupied	1,302	82.59%
Renter Occupied	274	17.41%
2017 Owner Occ. HUs: Avg. Length of Residence	19.7	
2017 Renter Occ. HUs: Avg. Length of Residence	6.2	

DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	1,302	
Value Less than \$20,000	127	9.72%
Value \$20,000 - \$39,999	121	9.32%
Value \$40,000 - \$59,999	192	14.72%
Value \$60,000 - \$79,999	195	14.96%
Value \$80,000 - \$99,999	155	11.88%
Value \$100,000 - \$149,999	231	17.75%
Value \$150,000 - \$199,999	174	13.36%
Value \$200,000 - \$299,999	78	5.96%
Value \$300,000 - \$399,999	16	1.26%
Value \$400,000 - \$499,999	2	0.13%
Value \$500,000 - \$749,999	12	0.93%
Value \$750,000 - \$999,999	0	0.01%
Value \$1,000,000 or more	0	0.00%
2017 Est. Median All Owner-Occupied Housing Value	\$82,158	
2017 Est. Housing Units by Units in Structure	1,789	
1 Unit Attached	7	0.36%
1 Unit Detached	1,335	74.64%
2 Units	15	0.85%
3 or 4 Units	2	0.11%
5 to 19 Units	4	0.20%
20 to 49 Units	0	0.00%
50 or More Units	2	0.12%
Mobile Home or Trailer	424	23.72%
Boat, RV, Van, etc.	0	0.00%



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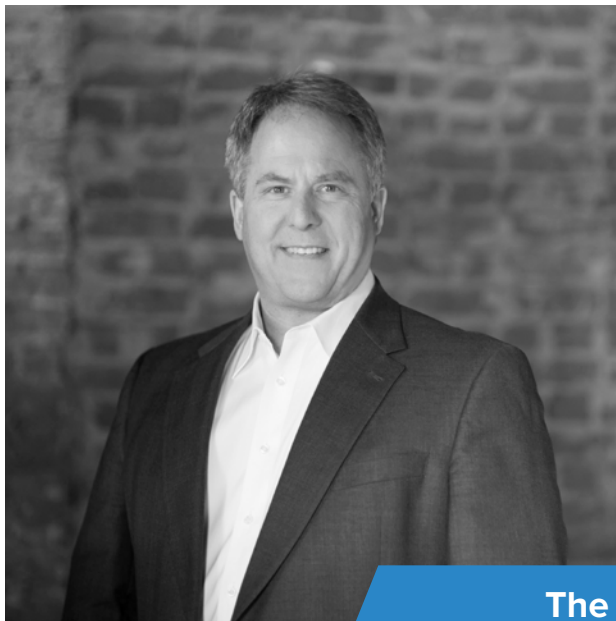
DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	1,789	
Housing Units Built 2010 or later	91	5.06%
Housing Units Built 2000 to 2009	244	13.63%
Housing Units Built 1990 to 1999	435	24.31%
Housing Units Built 1980 to 1989	318	17.77%
Housing Units Built 1970 to 1979	284	15.87%
Housing Units Built 1960 to 1969	193	10.76%
Housing Units Built 1950 to 1959	111	6.23%
Housing Units Built 1940 to 1949	38	2.11%
Housing Unit Built 1939 or Earlier	76	4.27%
2017 Est. Median Year Structure Built	1986	



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.

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