TheRetailCoach®

RIPLEY PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

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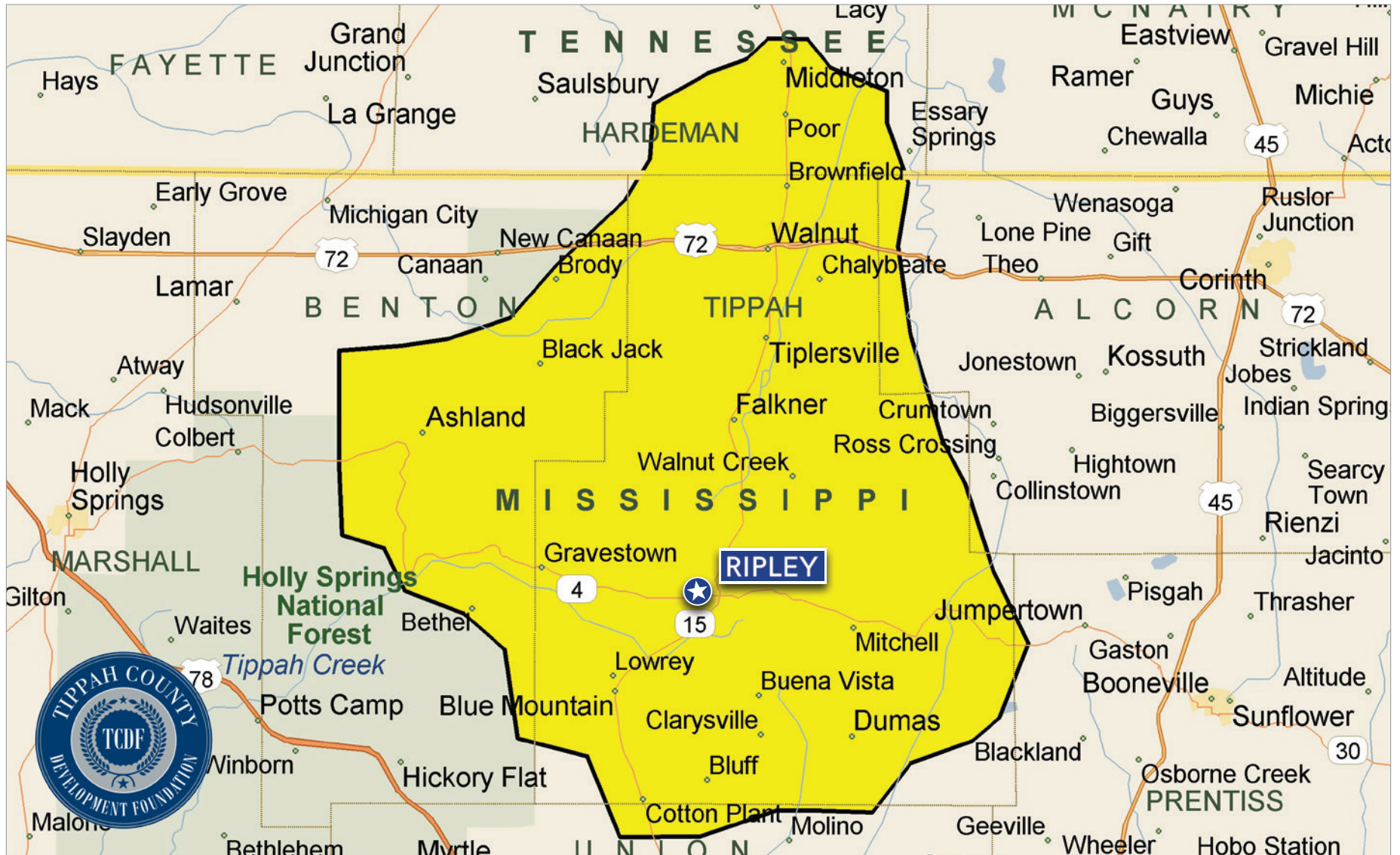
Prepared for
Tippah County Development Foundation
April 2017

TIPPAH COUNTY
TCDF
DEVELOPMENT FOUNDATION

RIPLEY PRIMARY RETAIL TRADE AREA

Tippah County, Mississippi

DESCRIPTION	DATA	%
Population		
2022 Projection	27,662	
2017 Estimate	27,703	
2010 Census	28,195	
2000 Census	26,555	
Growth 2017 - 2022		-0.15%
Growth 2010 - 2017		-1.75%
Growth 2000 - 2010		6.18%
2017 Est. Population by Single-Classification Race	27,703	
White Alone	21,657	78.17%
Black or African American Alone	4,766	17.20%
Amer. Indian and Alaska Native Alone	87	0.32%
Asian Alone	74	0.27%
Native Hawaiian and Other Pac. Isl. Alone	4	0.02%
Some Other Race Alone	626	2.26%
Two or More Races	489	1.77%
2017 Est. Population by Hispanic or Latino Origin	27,703	
Not Hispanic or Latino	26,445	95.46%
Hispanic or Latino	1,258	4.54%
Mexican	1,016	80.73%
Puerto Rican	19	1.51%
Cuban	1	0.08%
All Other Hispanic or Latino	222	17.68%

DESCRIPTION	DATA	%
2017 Est. Hisp. or Latino Pop by Single-Class. Race	1,258	
White Alone	497	39.50%
Black or African American Alone	44	3.51%
American Indian and Alaska Native Alone	23	1.83%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	3	0.24%
Some Other Race Alone	606	48.19%
Two or More Races	85	6.73%
2017 Est. Pop by Race, Asian Alone, by Category	74	
Chinese, except Taiwanese	1	0.73%
Filipino	1	1.37%
Japanese	7	9.34%
Asian Indian	0	0.00%
Korean	1	1.02%
Vietnamese	40	53.51%
Cambodian	3	4.32%
Hmong	18	23.69%
Laotian	0	0.26%
Thai	0	0.03%
All Other Asian Races Including 2+ Category	4	5.73%

DESCRIPTION	DATA	%
2017 Est. Population by Ancestry	27,703	
Arab	1	0.00%
Czech	3	0.01%
Danish	2	0.01%
Dutch	252	0.91%
English	2,598	9.38%
French (except Basque)	371	1.34%
French Canadian	53	0.19%
German	876	3.16%
Greek	4	0.02%
Hungarian	40	0.15%
Irish	1,912	6.90%
Italian	167	0.60%
Lithuanian	0	0.00%
United States or American	6,649	24.00%
Norwegian	31	0.11%
Polish	35	0.13%
Portuguese	3	0.01%
Russian	6	0.02%
Scottish	161	0.58%
Scotch-Irish	211	0.76%
Slovak	0	0.00%
Subsaharan African	96	0.35%
Swedish	37	0.13%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	14	0.05%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	8,545	30.85%
Ancestry Unclassified	5,636	20.35%

DESCRIPTION	DATA	%
2017 Est. Pop Age 5+ by Language Spoken At Home	26,046	
Speak Only English at Home	24,963	95.84%
Speak Asian/Pac. Isl. Lang. at Home	119	0.46%
Speak IndoEuropean Language at Home	79	0.30%
Speak Spanish at Home	853	3.27%
Speak Other Language at Home	32	0.12%
2017 Est. Population by Age	27,703	
Age 0 - 4	1,657	5.98%
Age 5 - 9	1,773	6.40%
Age 10 - 14	1,920	6.93%
Age 15 - 17	1,123	4.05%
Age 18 - 20	1,150	4.15%
Age 21 - 24	1,439	5.19%
Age 25 - 34	3,194	11.53%
Age 35 - 44	3,284	11.85%
Age 45 - 54	3,691	13.32%
Age 55 - 64	3,592	12.97%
Age 65 - 74	2,932	10.59%
Age 75 - 84	1,459	5.27%
Age 85 and over	490	1.77%
Age 16 and over	21,981	79.35%
Age 18 and over	21,230	76.63%
Age 21 and over	20,080	72.48%
Age 65 and over	4,881	17.62%
2017 Est. Median Age	39.9	
2017 Est. Average Age	39.9	

RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE
Tippah County, Mississippi

DESCRIPTION	DATA	%
2017 Est. Population by Sex	27,703	
Male	13,641	49.24%
Female	14,062	50.76%
2017 Est. Male Population by Age	13,641	
Age 0 - 4	851	6.24%
Age 5 - 9	907	6.65%
Age 10 - 14	977	7.16%
Age 15 - 17	574	4.20%
Age 18 - 20	585	4.29%
Age 21 - 24	735	5.39%
Age 25 - 34	1,576	11.55%
Age 35 - 44	1,616	11.84%
Age 45 - 54	1,865	13.68%
Age 55 - 64	1,754	12.85%
Age 65 - 74	1,406	10.31%
Age 75 - 84	633	4.64%
Age 85 and over	164	1.20%
2017 Est. Median Age, Male	38.8	
2017 Est. Average Age, Male	39.0	

DESCRIPTION	DATA	%
2017 Est. Female Population by Age	14,062	
Age 0 - 4	806	5.73%
Age 5 - 9	866	6.16%
Age 10 - 14	943	6.71%
Age 15 - 17	549	3.91%
Age 18 - 20	565	4.02%
Age 21 - 24	704	5.00%
Age 25 - 34	1,618	11.51%
Age 35 - 44	1,668	11.86%
Age 45 - 54	1,825	12.98%
Age 55 - 64	1,838	13.07%
Age 65 - 74	1,526	10.86%
Age 75 - 84	826	5.87%
Age 85 and over	326	2.32%
2017 Est. Median Age, Female	40.9	
2017 Est. Average Age, Female	40.9	
2017 Est. Pop Age 15+ by Marital Status	22,353	
Total, Never Married	5,352	23.95%
Males, Never Married	2,943	13.16%
Females, Never Married	2,410	10.78%
Married, Spouse present	11,504	51.46%
Married, Spouse absent	1,124	5.03%
Widowed	1,533	6.86%
Males Widowed	251	1.12%
Females Widowed	1,283	5.74%
Divorced	2,839	12.70%
Males Divorced	1,305	5.84%
Females Divorced	1,534	6.86%

DESCRIPTION	DATA	%
2017 Est. Pop Age 25+ by Edu. Attainment	18,641	
Less than 9th grade	1,620	8.69%
Some High School, no diploma	3,006	16.13%
High School Graduate (or GED)	6,487	34.80%
Some College, no degree	4,048	21.71%
Associate Degree	1,466	7.87%
Bachelor's Degree	1,073	5.75%
Master's Degree	737	3.96%
Professional School Degree	132	0.71%
Doctorate Degree	72	0.39%
2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	617	
No High School Diploma	331	53.71%
High School Graduate	221	35.79%
Some College or Associate's Degree	57	9.23%
Bachelor's Degree or Higher	8	1.27%
Households		
2022 Projection	10,705	
2017 Estimate	10,748	
2010 Census	10,993	
2000 Census	10,361	
Growth 2017 - 2022		-0.40%
Growth 2010 - 2017		-2.22%
Growth 2000 - 2010		6.10%

DESCRIPTION	DATA	%
2017 Est. Households by Household Type	10,748	
Family Households	7,522	69.99%
Nonfamily Households	3,226	30.01%
2017 Est. Group Quarters Population	404	
2017 HHs by Ethnicity, Hispanic/Latino	316	
2017 Est. Households by HH Income	10,748	
Income < $15,000	2,168	20.17%
Income $15,000 - $24,999	1,835	17.08%
Income $25,000 - $34,999	1,254	11.66%
Income $35,000 - $49,999	1,601	14.90%
Income $50,000 - $74,999	1,744	16.22%
Income $75,000 - $99,999	988	9.19%
Income $100,000 - $124,999	527	4.91%
Income $125,000 - $149,999	288	2.68%
Income $150,000 - $199,999	166	1.55%
Income $200,000 - $249,999	62	0.58%
Income $250,000 - $499,999	82	0.76%
Income $500,000+	33	0.30%
2017 Est. Average Household Income	$50,549	
2017 Est. Median Household Income	$36,097	

DESCRIPTION	DATA	%
2017 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	$38,875	
Black or African American Alone	$25,787	
American Indian and Alaska Native Alone	$32,177	
Asian Alone	$21,649	
Native Hawaiian and Other Pacific Islander Alone	$200,001	
Some Other Race Alone	$31,354	
Two or More Races	$75,163	
Hispanic or Latino	$33,038	
Not Hispanic or Latino	$36,278	
2017 Est. Family HH Type by Presence of Own Child.	7,522	
Married-Couple Family, own children	2,142	28.48%
Married-Couple Family, no own children	3,424	45.52%
Male Householder, own children	252	3.35%
Male Householder, no own children	284	3.77%
Female Householder, own children	724	9.62%
Female Householder, no own children	697	9.26%
2017 Est. Households by Household Size	10,748	
1-person	2,883	26.83%
2-person	3,492	32.49%
3-person	1,870	17.40%
4-person	1,398	13.01%
5-person	692	6.44%
6-person	248	2.31%
7-or-more-person	165	1.53%
2017 Est. Average Household Size	2.54	

DESCRIPTION	DATA	%
2017 Est. Households by Presence of People Under 18	10,748	
Households with 1 or More People under Age 18:	3,675	34.19%
Married-Couple Family	2,405	65.44%
Other Family, Male Householder	305	8.29%
Other Family, Female Householder	934	25.42%
Nonfamily, Male Householder	25	0.68%
Nonfamily, Female Householder	6	0.17%
Households with No People under Age 18:	7,073	65.81%
Married-Couple Family	3,156	44.61%
Other Family, Male Householder	234	3.31%
Other Family, Female Householder	484	6.85%
Nonfamily, Male Householder	1,518	21.47%
Nonfamily, Female Householder	1,681	23.76%
2017 Est. Households by Number of Vehicles	10,748	
No Vehicles	776	7.22%
1 Vehicle	2,955	27.50%
2 Vehicles	4,150	38.61%
3 Vehicles	1,894	17.62%
4 Vehicles	754	7.02%
5 or more Vehicles	218	2.03%
2017 Est. Average Number of Vehicles	2.0	

DESCRIPTION	DATA	%
Family Households		
2022 Projection	7,493	
2017 Estimate	7,522	
2010 Census	7,680	
2000 Census	7,528	
Growth 2017 - 2022		-0.39%
Growth 2010 - 2017		-2.06%
Growth 2000 - 2010		2.02%
2017 Est. Families by Poverty Status	7,522	
2017 Families at or Above Poverty	6,023	80.07%
2017 Families at or Above Poverty with Children	2,488	33.07%
2017 Families Below Poverty	1,499	19.93%
2017 Families Below Poverty with Children	1,061	14.10%
2017 Est. Pop Age 16+ by Employment Status	21,981	
In Armed Forces	0	0.00%
Civilian - Employed	10,581	48.14%
Civilian - Unemployed	1,551	7.06%
Not in Labor Force	9,849	44.81%
2017 Est. Civ. Employed Pop 16+ by Class of Worker	10,571	
For-Profit Private Workers	7,772	73.53%
Non-Profit Private Workers	370	3.50%
Local Government Workers	481	4.55%
State Government Workers	646	6.11%
Federal Government Workers	188	1.78%
Self-Employed Workers	1,101	10.41%
Unpaid Family Workers	12	0.11%

DESCRIPTION	DATA	%
2017 Est. Civ. Employed Pop 16+ by Occupation	10,571	
Architect/Engineer	194	1.84%
Arts/Entertainment/Sports	46	0.43%
Building Grounds Maintenance	381	3.61%
Business/Financial Operations	157	1.49%
Community/Social Services	149	1.41%
Computer/Mathematical	103	0.98%
Construction/Extraction	657	6.21%
Education/Training/Library	574	5.43%
Farming/Fishing/Forestry	48	0.46%
Food Prep/Serving	437	4.13%
Health Practitioner/Technician	456	4.32%
Healthcare Support	135	1.27%
Maintenance Repair	495	4.69%
Legal	78	0.74%
Life/Physical/Social Science	96	0.90%
Management	491	4.65%
Office/Admin. Support	1,304	12.34%
Production	2,123	20.08%
Protective Services	207	1.96%
Sales/Related	1,099	10.40%
Personal Care/Service	174	1.64%
Transportation/Moving	1,166	11.03%
2017 Est. Pop 16+ by Occupation Classification	10,571	
Blue Collar	4,441	42.01%
White Collar	4,748	44.92%
Service and Farm	1,382	13.07%

DESCRIPTION	DATA	%
2017 Est. Workers Age 16+ by Transp. to Work	10,387	
Drove Alone	9,050	87.13%
Car Pooled	902	8.68%
Public Transportation	30	0.29%
Walked	128	1.23%
Bicycle	0	0.00%
Other Means	124	1.19%
Worked at Home	153	1.48%
2017 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	3,766	
15 - 29 Minutes	2,842	
30 - 44 Minutes	1,789	
45 - 59 Minutes	827	
60 or more Minutes	1,006	
2017 Est. Avg Travel Time to Work in Minutes	27.00	
2017 Est. Occupied Housing Units by Tenure	10,748	
Owner Occupied	8,137	75.70%
Renter Occupied	2,612	24.30%
2017 Owner Occ. HUs: Avg. Length of Residence	19.6	
2017 Renter Occ. HUs: Avg. Length of Residence	7.2	

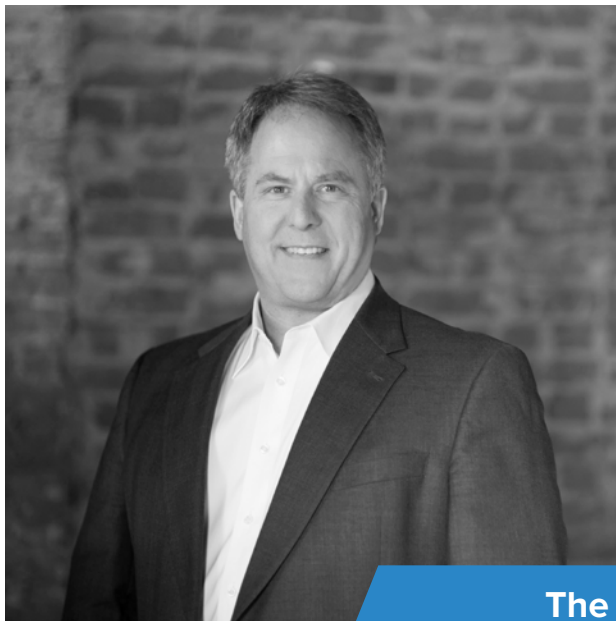| DESCRIPTION	DATA	%
2017 Est. Owner-Occupied Housing Units by Value	8,137	
Value Less than $20,000	689	8.47%
Value $20,000 - $39,999	884	10.86%
Value $40,000 - $59,999	1,227	15.08%
Value $60,000 - $79,999	1,140	14.01%
Value $80,000 - $99,999	920	11.30%
Value $100,000 - $149,999	1,225	15.05%
Value $150,000 - $199,999	1,135	13.94%
Value $200,000 - $299,999	651	8.01%
Value $300,000 - $399,999	135	1.65%
Value $400,000 - $499,999	52	0.64%
Value $500,000 - $749,999	53	0.66%
Value $750,000 - $999,999	10	0.12%
Value $1,000,000 or more	15	0.19%
2017 Est. Median All Owner-Occupied Housing Value	$82,770	
2017 Est. Housing Units by Units in Structure	12,533	
1 Unit Attached	46	0.37%
1 Unit Detached	9,251	73.81%
2 Units	209	1.67%
3 or 4 Units	219	1.75%
5 to 19 Units	100	0.80%
20 to 49 Units	21	0.17%
50 or More Units	19	0.15%
Mobile Home or Trailer	2,668	21.29%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2017 Est. Housing Units by Year Structure Built	12,533	
Housing Units Built 2010 or later	208	1.66%
Housing Units Built 2000 to 2009	1,577	12.59%
Housing Units Built 1990 to 1999	2,591	20.67%
Housing Units Built 1980 to 1989	2,381	19.00%
Housing Units Built 1970 to 1979	1,989	15.87%
Housing Units Built 1960 to 1969	1,690	13.49%
Housing Units Built 1950 to 1959	921	7.35%
Housing Units Built 1940 to 1949	553	4.42%
Housing Unit Built 1939 or Earlier	622	4.97%
2017 Est. Median Year Structure Built	1982	

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.*"

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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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