



TheRetailCoach®

# WALNUT PRIMARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
April 2017







# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	12,056	
2017 Estimate	12,042	
2010 Census	12,180	
2000 Census	11,164	
Growth 2017 - 2022		0.11%
Growth 2010 - 2017		-1.13%
Growth 2000 - 2010		9.10%
<b>2017 Est. Population by Single-Classification Race</b>	12,042	
White Alone	10,021	83.22%
Black or African American Alone	1,566	13.00%
Amer. Indian and Alaska Native Alone	61	0.51%
Asian Alone	60	0.50%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	164	1.37%
Two or More Races	169	1.41%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	12,042	
Not Hispanic or Latino	11,743	97.51%
Hispanic or Latino	299	2.49%
Mexican	243	81.12%
Puerto Rican	3	1.07%
Cuban	0	0.00%
All Other Hispanic or Latino	53	17.81%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	299	
White Alone	105	35.16%
Black or African American Alone	10	3.20%
American Indian and Alaska Native Alone	9	3.03%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.05%
Some Other Race Alone	156	52.17%
Two or More Races	19	6.38%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	60	
Chinese, except Taiwanese	0	0.00%
Filipino	2	4.02%
Japanese	3	5.30%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	15	24.33%
Cambodian	5	8.13%
Hmong	28	46.73%
Laotian	1	0.84%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	10.65%



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	12,042	
Arab	0	0.00%
Czech	1	0.01%
Danish	3	0.03%
Dutch	86	0.72%
English	1,185	9.84%
French (except Basque)	133	1.10%
French Canadian	22	0.18%
German	374	3.10%
Greek	7	0.06%
Hungarian	6	0.05%
Irish	971	8.06%
Italian	44	0.37%
Lithuanian	0	0.00%
United States or American	3,058	25.40%
Norwegian	29	0.24%
Polish	25	0.21%
Portuguese	0	0.00%
Russian	2	0.02%
Scottish	45	0.37%
Scotch-Irish	43	0.36%
Slovak	0	0.00%
Subsaharan African	122	1.01%
Swedish	25	0.21%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,850	23.67%
Ancestry Unclassified	3,011	25.00%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	11,356	
Speak Only English at Home	11,129	98.00%
Speak Asian/Pac. Isl. Lang. at Home	28	0.24%
Speak IndoEuropean Language at Home	83	0.73%
Speak Spanish at Home	116	1.02%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	12,042	
Age 0 - 4	686	5.69%
Age 5 - 9	739	6.14%
Age 10 - 14	825	6.85%
Age 15 - 17	487	4.04%
Age 18 - 20	446	3.71%
Age 21 - 24	610	5.06%
Age 25 - 34	1,400	11.62%
Age 35 - 44	1,397	11.60%
Age 45 - 54	1,619	13.44%
Age 55 - 64	1,648	13.69%
Age 65 - 74	1,324	10.99%
Age 75 - 84	663	5.50%
Age 85 and over	199	1.65%
Age 16 and over	9,631	79.98%
Age 18 and over	9,305	77.27%
Age 21 and over	8,859	73.56%
Age 65 and over	2,185	18.15%
<b>2017 Est. Median Age</b>	40.9	
<b>2017 Est. Average Age</b>	40.6	



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DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	12,042	
Male	5,897	48.97%
Female	6,145	51.03%
<b>2017 Est. Male Population by Age</b>	5,897	
Age 0 - 4	350	5.94%
Age 5 - 9	378	6.41%
Age 10 - 14	410	6.95%
Age 15 - 17	248	4.20%
Age 18 - 20	229	3.89%
Age 21 - 24	311	5.28%
Age 25 - 34	676	11.47%
Age 35 - 44	684	11.60%
Age 45 - 54	802	13.60%
Age 55 - 64	800	13.56%
Age 65 - 74	636	10.79%
Age 75 - 84	300	5.08%
Age 85 and over	73	1.23%
<b>2017 Est. Median Age, Male</b>	40.1	
<b>2017 Est. Average Age, Male</b>	39.8	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	6,145	
Age 0 - 4	335	5.46%
Age 5 - 9	361	5.88%
Age 10 - 14	416	6.76%
Age 15 - 17	239	3.89%
Age 18 - 20	217	3.53%
Age 21 - 24	299	4.86%
Age 25 - 34	723	11.77%
Age 35 - 44	713	11.60%
Age 45 - 54	817	13.29%
Age 55 - 64	849	13.82%
Age 65 - 74	687	11.19%
Age 75 - 84	363	5.91%
Age 85 and over	126	2.05%
<b>2017 Est. Median Age, Female</b>	41.8	
<b>2017 Est. Average Age, Female</b>	41.3	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	9,792	
Total, Never Married	2,260	23.08%
Males, Never Married	1,300	13.28%
Females, Never Married	960	9.81%
Married, Spouse present	5,086	51.94%
Married, Spouse absent	587	5.99%
Widowed	595	6.08%
Males Widowed	110	1.12%
Females Widowed	486	4.96%
Divorced	1,264	12.90%
Males Divorced	548	5.60%
Females Divorced	715	7.31%



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DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	8,249	
Less than 9th grade	600	7.27%
Some High School, no diploma	1,374	16.66%
High School Graduate (or GED)	3,204	38.84%
Some College, no degree	1,677	20.33%
Associate Degree	506	6.14%
Bachelor's Degree	481	5.84%
Master's Degree	319	3.86%
Professional School Degree	37	0.45%
Doctorate Degree	51	0.62%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	154	
No High School Diploma	51	33.03%
High School Graduate	75	48.72%
Some College or Associate's Degree	25	16.36%
Bachelor's Degree or Higher	3	1.89%
<b>Households</b>		
2022 Projection	4,751	
2017 Estimate	4,750	
2010 Census	4,815	
2000 Census	4,473	
Growth 2017 - 2022		0.01%
Growth 2010 - 2017		-1.34%
Growth 2000 - 2010		7.65%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	4,750	
Family Households	3,363	70.79%
Nonfamily Households	1,387	29.21%
2017 Est. Group Quarters Population	0	
2017 HHs by Ethnicity, Hispanic/Latino	82	
<b>2017 Est. Households by HH Income</b>	4,750	
Income < \$15,000	1,082	22.77%
Income \$15,000 - \$24,999	958	20.18%
Income \$25,000 - \$34,999	602	12.66%
Income \$35,000 - \$49,999	583	12.28%
Income \$50,000 - \$74,999	683	14.39%
Income \$75,000 - \$99,999	459	9.66%
Income \$100,000 - \$124,999	222	4.68%
Income \$125,000 - \$149,999	74	1.55%
Income \$150,000 - \$199,999	40	0.85%
Income \$200,000 - \$249,999	14	0.30%
Income \$250,000 - \$499,999	22	0.47%
Income \$500,000+	10	0.21%
<b>2017 Est. Average Household Income</b>	\$44,565	
<b>2017 Est. Median Household Income</b>	\$30,568	



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DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$32,627	
Black or African American Alone	\$22,138	
American Indian and Alaska Native Alone	\$32,703	
Asian Alone	\$20,965	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$14,999	
Two or More Races	\$30,082	
Hispanic or Latino	\$34,058	
Not Hispanic or Latino	\$30,494	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	3,363	
Married-Couple Family, own children	967	28.76%
Married-Couple Family, no own children	1,558	46.34%
Male Householder, own children	117	3.48%
Male Householder, no own children	120	3.58%
Female Householder, own children	291	8.65%
Female Householder, no own children	309	9.18%
<b>2017 Est. Households by Household Size</b>	4,750	
1-person	1,242	26.14%
2-person	1,588	33.42%
3-person	811	17.07%
4-person	634	13.35%
5-person	311	6.54%
6-person	101	2.13%
7-or-more-person	64	1.34%
<b>2017 Est. Average Household Size</b>	2.54	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	4,750	
Households with 1 or More People under Age 18:	1,611	33.92%
Married-Couple Family	1,081	67.07%
Other Family, Male Householder	138	8.57%
Other Family, Female Householder	379	23.52%
Nonfamily, Male Householder	11	0.65%
Nonfamily, Female Householder	3	0.19%
<b>Households with No People under Age 18:</b>	3,139	66.08%
Married-Couple Family	1,444	45.99%
Other Family, Male Householder	98	3.12%
Other Family, Female Householder	219	6.99%
Nonfamily, Male Householder	663	21.12%
Nonfamily, Female Householder	715	22.78%
<b>2017 Est. Households by Number of Vehicles</b>	4,750	
No Vehicles	372	7.83%
1 Vehicle	1,311	27.60%
2 Vehicles	1,885	39.68%
3 Vehicles	772	16.25%
4 Vehicles	281	5.91%
5 or more Vehicles	130	2.73%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



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DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	3,361	
2017 Estimate	3,363	
2010 Census	3,406	
2000 Census	3,262	
Growth 2017 - 2022		-0.04%
Growth 2010 - 2017		-1.26%
Growth 2000 - 2010		4.41%
<b>2017 Est. Families by Poverty Status</b>	3,363	
2017 Families at or Above Poverty	2,665	79.25%
2017 Families at or Above Poverty with Children	1,030	30.61%
2017 Families Below Poverty	698	20.75%
2017 Families Below Poverty with Children	438	13.04%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	9,631	
In Armed Forces	0	0.00%
Civilian - Employed	4,179	43.39%
Civilian - Unemployed	697	7.24%
Not in Labor Force	4,755	49.37%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	4,180	
For-Profit Private Workers	3,015	72.15%
Non-Profit Private Workers	145	3.46%
Local Government Workers	271	6.48%
State Government Workers	222	5.31%
Federal Government Workers	55	1.31%
Self-Employed Workers	462	11.06%
Unpaid Family Workers	9	0.23%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	4,180	
Architect/Engineer	68	1.63%
Arts/Entertainment/Sports	21	0.51%
Building Grounds Maintenance	212	5.07%
Business/Financial Operations	57	1.35%
Community/Social Services	59	1.42%
Computer/Mathematical	22	0.52%
Construction/Extraction	206	4.92%
Education/Training/Library	226	5.41%
Farming/Fishing/Forestry	38	0.91%
Food Prep/Serving	228	5.46%
Health Practitioner/Technician	246	5.88%
Healthcare Support	82	1.95%
Maintenance Repair	199	4.77%
Legal	23	0.56%
Life/Physical/Social Science	4	0.09%
Management	142	3.39%
Office/Admin. Support	477	11.40%
Production	769	18.40%
Protective Services	83	1.98%
Sales/Related	423	10.12%
Personal Care/Service	101	2.42%
Transportation/Moving	494	11.83%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	4,180	
Blue Collar	1,668	39.91%
White Collar	1,768	42.29%
Service and Farm	744	17.80%





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DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	4,110	
Drove Alone	3,689	89.77%
Car Pooled	262	6.38%
Public Transportation	4	0.10%
Walked	11	0.27%
Bicycle	0	0.00%
Other Means	42	1.01%
Worked at Home	101	2.46%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,214	
15 - 29 Minutes	1,226	
30 - 44 Minutes	655	
45 - 59 Minutes	304	
60 or more Minutes	622	
2017 Est. Avg Travel Time to Work in Minutes	31.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	4,750	
Owner Occupied	3,685	77.58%
Renter Occupied	1,065	22.42%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	20.1	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.2	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	3,685	
Value Less than \$20,000	360	9.77%
Value \$20,000 - \$39,999	438	11.89%
Value \$40,000 - \$59,999	510	13.85%
Value \$60,000 - \$79,999	593	16.08%
Value \$80,000 - \$99,999	402	10.90%
Value \$100,000 - \$149,999	543	14.73%
Value \$150,000 - \$199,999	311	8.44%
Value \$200,000 - \$299,999	312	8.48%
Value \$300,000 - \$399,999	97	2.63%
Value \$400,000 - \$499,999	59	1.59%
Value \$500,000 - \$749,999	31	0.84%
Value \$750,000 - \$999,999	2	0.04%
Value \$1,000,000 or more	28	0.76%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$78,020	
<b>2017 Est. Housing Units by Units in Structure</b>	5,591	
1 Unit Attached	21	0.38%
1 Unit Detached	3,960	70.83%
2 Units	53	0.95%
3 or 4 Units	47	0.84%
5 to 19 Units	8	0.15%
20 to 49 Units	10	0.18%
50 or More Units	0	0.01%
Mobile Home or Trailer	1,491	26.67%
Boat, RV, Van, etc.	0	0.00%



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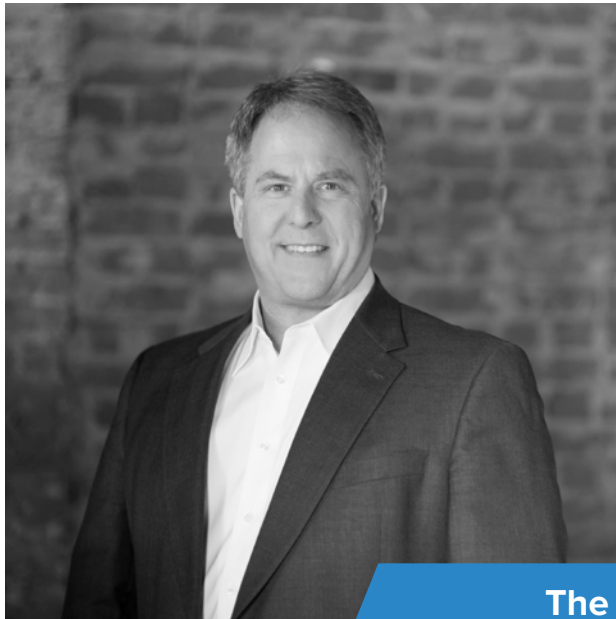
DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	5,591	
Housing Units Built 2010 or later	88	1.57%
Housing Units Built 2000 to 2009	814	14.56%
Housing Units Built 1990 to 1999	1,159	20.74%
Housing Units Built 1980 to 1989	957	17.11%
Housing Units Built 1970 to 1979	885	15.83%
Housing Units Built 1960 to 1969	793	14.19%
Housing Units Built 1950 to 1959	340	6.08%
Housing Units Built 1940 to 1949	297	5.31%
Housing Unit Built 1939 or Earlier	258	4.61%
<b>2017 Est. Median Year Structure Built</b>	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.



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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