



TheRetailCoach®

SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

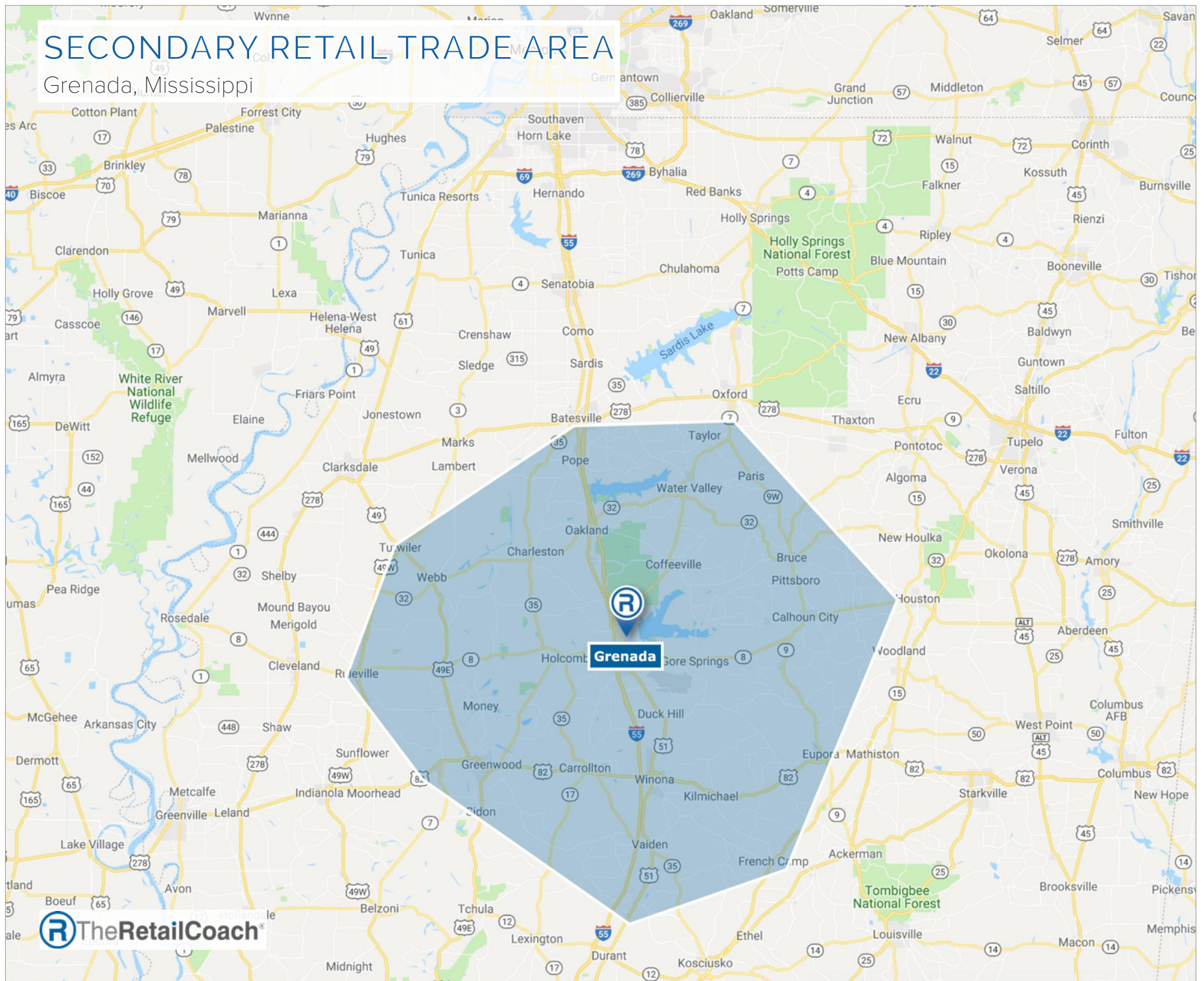
Grenada, Mississippi

Prepared for
City of Grenada
September 2019

 **TheRetailCoach®**

SECONDARY RETAIL TRADE AREA

Grenada, Mississippi



SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
Population		
2024 Projection	135,012	
2019 Estimate	138,187	
2010 Census	147,355	
2000 Census	157,030	
Growth 2019 - 2024		-2.30%
Growth 2010 - 2019		-6.22%
Growth 2000 - 2010		-6.16%
2019 Est. Population by Single-Classification Race	138,187	
White Alone	68,769	49.77%
Black or African American Alone	64,911	46.97%
Amer. Indian and Alaska Native Alone	354	0.26%
Asian Alone	635	0.46%
Native Hawaiian and Other Pacific Island Alone	31	0.02%
Some Other Race Alone	1,934	1.40%
Two or More Races	1,553	1.12%
2019 Est. Population by Hispanic or Latino Origin	138,187	
Not Hispanic or Latino	134,194	97.11%
Hispanic or Latino	3,993	2.89%
Mexican	3,026	75.78%
Puerto Rican	147	3.68%
Cuban	47	1.18%
All Other Hispanic or Latino	773	19.36%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	3,993	
White Alone	1,385	34.69%
Black or African American Alone	409	10.24%
American Indian and Alaska Native Alone	72	1.80%
Asian Alone	5	0.13%
Native Hawaiian and Other Pacific Islander Alone	4	0.10%
Some Other Race Alone	1,877	47.01%
Two or More Races	241	6.04%
2019 Est. Pop by Race, Asian Alone, by Category	635	
Chinese, except Taiwanese	159	25.04%
Filipino	48	7.56%
Japanese	8	1.26%
Asian Indian	88	13.86%
Korean	125	19.69%
Vietnamese	154	24.25%
Cambodian	0	0.00%
Hmong	15	2.36%
Laotian	11	1.73%
Thai	3	0.47%
All Other Asian Races Including 2+ Category	25	3.94%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	138,187	
Arab	114	0.08%
Czech	48	0.04%
Danish	7	0.01%
Dutch	422	0.31%
English	7,416	5.37%
French (except Basque)	877	0.64%
French Canadian	66	0.05%
German	3,036	2.20%
Greek	3	0.00%
Hungarian	7	0.01%
Irish	8,648	6.26%
Italian	1,083	0.78%
Lithuanian	0	0.00%
United States or American	16,635	12.04%
Norwegian	127	0.09%
Polish	210	0.15%
Portuguese	8	0.01%
Russian	2	0.00%
Scottish	937	0.68%
Scotch-Irish	1,397	1.01%
Slovak	1	0.00%
Subsaharan African	382	0.28%
Swedish	78	0.06%
Swiss	28	0.02%
Ukrainian	1	0.00%
Welsh	35	0.03%
West Indian (except Hisp. groups)	21	0.02%
Other ancestries	70,584	51.08%
Ancestry Unclassified	26,014	18.83%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	125,466	96.89%
Speak Asian/Pacific Island Language at Home	415	0.32%
Speak IndoEuropean Language at Home	318	0.25%
Speak Spanish at Home	3,150	2.43%
Speak Other Language at Home	146	0.11%
2019 Est. Population by Age	138,187	
Age 0 - 4	8,691	6.29%
Age 5 - 9	9,079	6.57%
Age 10 - 14	9,159	6.63%
Age 15 - 17	5,508	3.99%
Age 18 - 20	5,370	3.89%
Age 21 - 24	7,385	5.34%
Age 25 - 34	17,590	12.73%
Age 35 - 44	15,866	11.48%
Age 45 - 54	16,603	12.02%
Age 55 - 64	18,238	13.20%
Age 65 - 74	14,721	10.65%
Age 75 - 84	7,126	5.16%
Age 85 and over	2,852	2.06%
Age 16 and over	109,449	79.20%
Age 18 and over	105,751	76.53%
Age 21 and over	100,381	72.64%
Age 65 and over	24,699	17.87%
2019 Est. Median Age		38.93
2019 Est. Average Age		39.81

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Population by Sex	138,187	
Male	67,631	48.94%
Female	70,556	51.06%
2019 Est. Male Population by Age	67,631	
Age 0 - 4	4,388	6.49%
Age 5 - 9	4,648	6.87%
Age 10 - 14	4,675	6.91%
Age 15 - 17	2,810	4.16%
Age 18 - 20	2,812	4.16%
Age 21 - 24	3,967	5.87%
Age 25 - 34	9,116	13.48%
Age 35 - 44	7,815	11.56%
Age 45 - 54	7,918	11.71%
Age 55 - 64	8,643	12.78%
Age 65 - 74	6,926	10.24%
Age 75 - 84	2,980	4.41%
Age 85 and over	932	1.38%
2019 Est. Median Age, Male		36.71
2019 Est. Average Age, Male		38.40

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	70,556	
Age 0 - 4	4,303	6.10%
Age 5 - 9	4,430	6.28%
Age 10 - 14	4,484	6.36%
Age 15 - 17	2,697	3.82%
Age 18 - 20	2,558	3.63%
Age 21 - 24	3,418	4.84%
Age 25 - 34	8,474	12.01%
Age 35 - 44	8,051	11.41%
Age 45 - 54	8,684	12.31%
Age 55 - 64	9,595	13.60%
Age 65 - 74	7,795	11.05%
Age 75 - 84	4,146	5.88%
Age 85 and over	1,920	2.72%
2019 Est. Median Age, Female		41.13
2019 Est. Average Age, Female		41.14
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	39,251	35.28%
Males, Never Married	21,059	18.93%
Females, Never Married	18,193	16.35%
Married, Spouse present	42,488	38.19%
Married, Spouse absent	7,043	6.33%
Widowed	9,507	8.55%
Males Widowed	1,819	1.64%
Females Widowed	7,689	6.91%
Divorced	12,969	11.66%
Males Divorced	6,043	5.43%
Females Divorced	6,926	6.23%

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Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	7,499	8.1%
Some High School, no diploma	13,289	14.3%
High School Graduate (or GED)	31,621	34.0%
Some College, no degree	19,057	20.5%
Associate Degree	6,813	7.3%
Bachelor's Degree	9,303	10.0%
Master's Degree	4,076	4.4%
Professional School Degree	686	0.7%
Doctorate Degree	653	0.7%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	1,310	58.90%
High School Graduate	536	24.10%
Some College or Associate's Degree	297	13.35%
Bachelor's Degree or Higher	81	3.64%
Households		
2024 Projection	52,460	
2019 Estimate	53,418	
2010 Census	55,793	
2000 Census	57,524	
Growth 2019 - 2024		-1.79%
Growth 2010 - 2019		-4.26%
Growth 2000 - 2010		-3.01%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type	53,418	
Family Households	36,681	68.67%
Nonfamily Households	16,737	31.33%
2019 Est. Group Quarters Population	5,884	
2019 Households by Ethnicity, Hispanic/Latino	878	
2019 Est. Households by Household Income	53,418	
Income < \$15,000	11,823	22.13%
Income \$15,000 - \$24,999	7,688	14.39%
Income \$25,000 - \$34,999	6,280	11.76%
Income \$35,000 - \$49,999	7,577	14.18%
Income \$50,000 - \$74,999	7,958	14.90%
Income \$75,000 - \$99,999	5,022	9.40%
Income \$100,000 - \$124,999	3,107	5.82%
Income \$125,000 - \$149,999	1,561	2.92%
Income \$150,000 - \$199,999	1,297	2.43%
Income \$200,000 - \$249,999	501	0.94%
Income \$250,000 - \$499,999	406	0.76%
Income \$500,000+	199	0.37%
2019 Est. Average Household Income		\$53,205
2019 Est. Median Household Income		\$36,612

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Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$47,801
Black or African American Alone		\$25,057
American Indian and Alaska Native Alone		\$21,555
Asian Alone		\$56,002
Native Hawaiian and Other Pacific Islander Alone		\$50,000
Some Other Race Alone		\$32,029
Two or More Races		\$31,608
Hispanic or Latino		\$35,894
Not Hispanic or Latino		\$36,622
2019 Est. Family HH Type by Presence of Own Child.	36,681	
Married-Couple Family, own children	8,021	21.87%
Married-Couple Family, no own children	14,790	40.32%
Male Householder, own children	1,149	3.13%
Male Householder, no own children	1,529	4.17%
Female Householder, own children	5,839	15.92%
Female Householder, no own children	5,353	14.59%
2019 Est. Households by Household Size	53,418	
1-person	15,407	28.84%
2-person	17,055	31.93%
3-person	9,055	16.95%
4-person	6,697	12.54%
5-person	3,192	5.98%
6-person	1,216	2.28%
7-or-more-person	796	1.49%
2019 Est. Average Household Size		2.49

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	53,418	
Households with 1 or More People under Age 18:	18,499	34.63%
Married-Couple Family	9,276	50.14%
Other Family, Male Householder	1,474	7.97%
Other Family, Female Householder	7,621	41.20%
Nonfamily, Male Householder	96	0.52%
Nonfamily, Female Householder	32	0.17%
Households with No People under Age 18:	34,919	65.37%
Married-Couple Family	13,538	38.77%
Other Family, Male Householder	1,198	3.43%
Other Family, Female Householder	3,580	10.25%
Nonfamily, Male Householder	7,815	22.38%
Nonfamily, Female Householder	8,788	25.17%
2019 Est. Households by Number of Vehicles	53,418	
No Vehicles	4,606	8.62%
1 Vehicle	18,642	34.90%
2 Vehicles	19,117	35.79%
3 Vehicles	7,953	14.89%
4 Vehicles	2,208	4.13%
5 or more Vehicles	892	1.67%
2019 Est. Average Number of Vehicles		1.78

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Grenada, Mississippi

DESCRIPTION	DATA	%
Family Households		
2024 Projection	36,052	
2019 Estimate	36,681	
2010 Census	38,284	
2000 Census	41,056	
Growth 2019 - 2024		-1.72%
Growth 2010 - 2019		-4.19%
Growth 2000 - 2010		-6.75%
2019 Est. Families by Poverty Status	36,681	
2019 Families at or Above Poverty	28,796	78.50%
2019 Families at or Above Poverty with Children	11,623	31.69%
2019 Families Below Poverty	7,885	21.50%
2019 Families Below Poverty with Children	6,114	16.67%
2019 Est. Pop 16+ by Employment Status	109,449	
Civilian Labor Force, Employed	48,961	44.73%
Civilian Labor Force, Unemployed	4,990	4.56%
Armed Forces	39	0.04%
Not in Labor Force	55,459	50.67%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	49,431	
For-Profit Private Workers	32,713	66.18%
Non-Profit Private Workers	2,641	5.34%
Local Government Workers	1,051	2.13%
State Government Workers	4,776	9.66%
Federal Government Workers	3,741	7.57%
Self-Employed Workers	4,421	8.94%
Unpaid Family Workers	88	0.18%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	49,431	
Architect/Engineer	563	1.14%
Arts/Entertainment/Sports	447	0.90%
Building Grounds Maintenance	1,816	3.67%
Business/Financial Operations	1,410	2.85%
Community/Social Services	1,051	2.13%
Computer/Mathematical	245	0.50%
Construction/Extraction	2,495	5.05%
Education/Training/Library	3,106	6.28%
Farming/Fishing/Forestry	869	1.76%
Food Prep/Serving	2,238	4.53%
Health Practitioner/Technician	3,244	6.56%
Healthcare Support	1,423	2.88%
Maintenance Repair	2,310	4.67%
Legal	271	0.55%
Life/Physical/Social Science	153	0.31%
Management	3,679	7.44%
Office/Admin. Support	6,305	12.76%
Production	6,897	13.95%
Protective Services	1,238	2.51%
Sales/Related	4,163	8.42%
Personal Care/Service	1,565	3.17%
Transportation/Moving	3,942	7.98%
2019 Est. Pop 16+ by Occupation Classification	49,431	
White Collar	24,638	49.84%
Blue Collar	15,644	31.65%
Service and Farm	9,149	18.51%

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DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	48,567	
Drove Alone	42,228	86.95%
Car Pooled	4,268	8.79%
Public Transportation	210	0.43%
Walked	543	1.12%
Bicycle	21	0.04%
Other Means	498	1.03%
Worked at Home	799	1.65%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	19,223	
15 - 29 Minutes	14,780	
30 - 44 Minutes	7,545	
45 - 59 Minutes	2,852	
60 or more Minutes	3,349	
2019 Est. Avg Travel Time to Work in Minutes		24.15
2019 Est. Occupied Housing Units by Tenure	53,418	
Owner Occupied	37,155	69.56%
Renter Occupied	16,263	30.45%
2019 Owner Occ. HUs: Avg. Length of Residence		20.42
2019 Renter Occ. HUs: Avg. Length of Residence		8.77

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	53,418	
Value Less than \$20,000	3,380	9.10%
Value \$20,000 - \$39,999	3,881	10.45%
Value \$40,000 - \$59,999	4,221	11.36%
Value \$60,000 - \$79,999	5,125	13.79%
Value \$80,000 - \$99,999	4,615	12.42%
Value \$100,000 - \$149,999	6,251	16.82%
Value \$150,000 - \$199,999	4,109	11.06%
Value \$200,000 - \$299,999	3,402	9.16%
Value \$300,000 - \$399,999	1,129	3.04%
Value \$400,000 - \$499,999	489	1.32%
Value \$500,000 - \$749,999	295	0.79%
Value \$750,000 - \$999,999	138	0.37%
Value \$1,000,000 or \$1,499,999	65	0.18%
Value \$1,500,000 or \$1,999,999	15	0.04%
Value \$2,000,000+	42	0.11%
2019 Est. Median All Owner-Occupied Housing Value		\$88,116
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	45,873	70.93%
1 Unit Detached	514	0.80%
2 Units	1,824	2.82%
3 or 4 Units	1,814	2.81%
5 to 19 Units	2,463	3.81%
20 to 49 Units	360	0.56%
50 or More Units	128	0.20%
Mobile Home or Trailer	11,614	17.96%
Boat, RV, Van, etc.	80	0.12%

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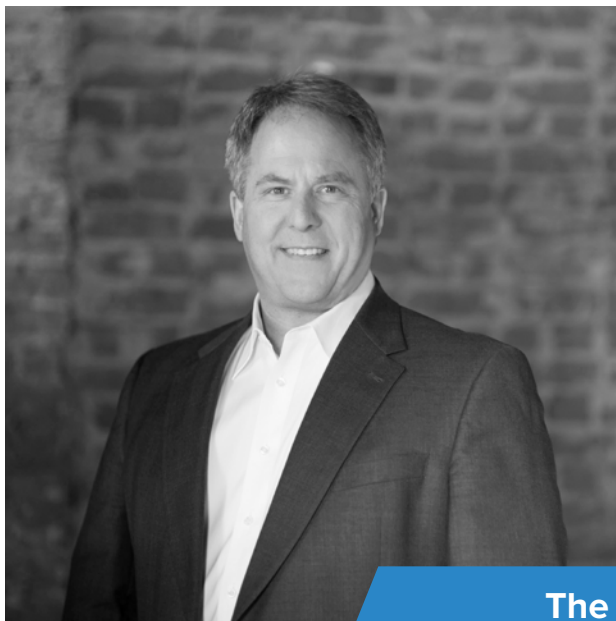
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DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	1,074	1.66%
Housing Units Built 2010 to 2014	1,186	1.83%
Housing Units Built 2000 to 2009	7,499	11.60%
Housing Units Built 1990 to 1999	11,232	17.37%
Housing Units Built 1980 to 1989	10,121	15.65%
Housing Units Built 1970 to 1979	13,114	20.28%
Housing Units Built 1960 to 1969	7,926	12.26%
Housing Units Built 1950 to 1959	5,819	9.00%
Housing Units Built 1940 to 1949	3,077	4.76%
Housing Unit Built 1939 or Earlier	3,623	5.60%
2019 Est. Median Year Structure Built		1979

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, Environics Analytics, ESRI, 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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