



TheRetailCoach®

SECONDARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

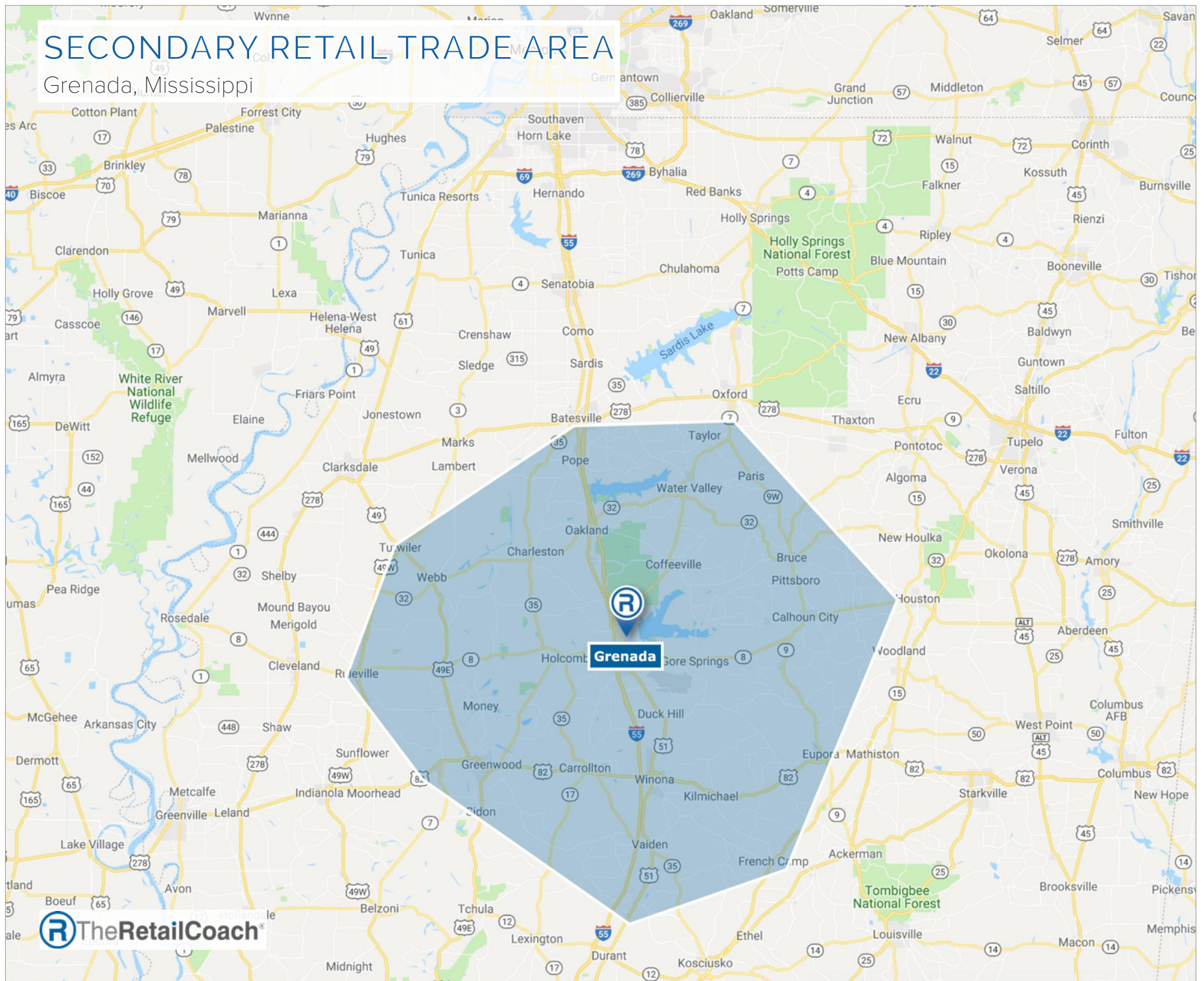
Grenada, Mississippi

Prepared for
City of Grenada
September 2019



SECONDARY RETAIL TRADE AREA

Grenada, Mississippi



SECONDARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Grenada, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
44, 45, 722	Total retail trade including food and drinking places	\$2,039,189,203	\$421,595,893	\$1,617,593,310	0.21
441	Motor vehicle and parts dealers	\$403,617,138	\$136,063,976	\$267,553,162	0.34
4411	Automobile dealers	\$331,512,611	\$127,253,155	\$204,259,456	0.38
4412	Other motor vehicle dealers	\$26,691,870	\$527,347	\$26,164,523	0.02
4413	Automotive parts, accessories, and tire stores	\$45,412,656	\$8,283,474	\$37,129,182	0.18
442	Furniture and home furnishings stores	\$32,189,997	\$12,041,605	\$20,148,392	0.37
4421	Furniture stores	\$19,651,270	\$12,026,904	\$7,624,366	0.61
4422	Home furnishings stores	\$12,538,727	\$14,701	\$12,524,026	0.00
443	Electronics and appliance stores	\$21,373,995	\$1,615,566	\$19,758,429	0.08
443141	Household appliance stores	\$5,190,659	\$1,587,695	\$3,602,964	0.31
443142	Electronics stores	\$16,183,336	\$27,871	\$16,155,465	0.00
444	Building material and garden equipment and supplies dealers	\$171,235,082	\$12,082,839	\$159,152,243	0.07
4441	Building material and supplies dealers	\$132,603,968	\$8,591,532	\$124,012,436	0.06
44411	Home centers	\$72,818,005	\$8,421,728	\$64,396,277	0.12
44412	Paint and wallpaper stores	\$5,714,625	\$35,180	\$5,679,445	0.01
44413	Hardware stores	\$9,927,989	\$7,531	\$9,920,458	0.00
44419	Other building material dealers	\$44,143,349	\$127,093	\$44,016,256	0.00
4442	Lawn and garden equipment and supplies stores	\$38,631,114	\$3,491,307	\$35,139,807	0.09
44421	Outdoor power equipment stores	\$7,362,060	\$641,044	\$6,721,016	0.09
44422	Nursery, garden center, and farm supply stores	\$31,269,053	\$2,850,263	\$28,418,790	0.09
445	Food and beverage stores	\$180,201,365	\$24,222,307	\$155,979,058	0.13
4451	Grocery stores	\$162,472,302	\$24,153,835	\$138,318,467	0.15
44511	Supermarkets and other grocery (except convenience) stores	\$154,786,391	\$24,153,835	\$130,632,556	0.16
44512	Convenience stores	\$7,685,911	\$0	\$7,685,911	0.00
4452	Specialty food stores	\$3,463,995	\$0	\$3,463,995	0.00
4453	Beer, wine, and liquor stores	\$14,265,068	\$68,472	\$14,196,596	0.00

*Positive numbers denote leakage, negative numbers denote a surplus.

†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
446	Health and personal care stores	\$134,887,363	\$31,717,136	\$103,170,227	0.24
44611	Pharmacies and drug stores	\$119,822,593	\$29,430,352	\$90,392,241	0.25
44612	Cosmetics, beauty supplies, and perfume stores	\$5,243,630	\$2,195,678	\$3,047,952	0.42
44613	Optical goods stores	\$1,887,120	\$0	\$1,887,120	0.00
44619	Other health and personal care stores	\$7,934,020	\$91,106	\$7,842,914	0.01
447	Gasoline stations	\$275,057,073	\$60,128,112	\$214,928,961	0.22
448	Clothing and clothing accessories stores	\$68,260,744	\$12,065,695	\$56,195,049	0.18
4481	Clothing stores	\$48,910,069	\$7,488,372	\$41,421,697	0.15
44811	Men's clothing stores	\$2,258,920	\$1,158,254	\$1,100,666	0.51
44812	Women's clothing stores	\$10,195,863	\$1,279,675	\$8,916,188	0.13
44813	Children's and infants' clothing stores	\$2,876,810	\$59,634	\$2,817,176	0.02
44814	Family clothing stores	\$29,110,351	\$4,934,891	\$24,175,460	0.17
44815	Clothing accessories stores	\$1,509,187	\$0	\$1,509,187	0.00
44819	Other clothing stores	\$2,958,938	\$55,918	\$2,903,020	0.02
4482	Shoe stores	\$13,039,095	\$2,899,308	\$10,139,787	0.22
4483	Jewelry, luggage, and leather goods stores	\$6,311,580	\$1,678,015	\$4,633,565	0.27
44831	Jewelry stores	\$6,026,439	\$851,224	\$5,175,215	0.14
44832	Luggage and leather goods stores	\$285,141	\$826,791	-\$541,650	2.90
451	Sporting goods, hobby, musical instrument, and book stores	\$20,692,217	\$1,779,412	\$18,912,805	0.09
4511	Sporting goods, hobby, and musical instrument stores	\$16,589,075	\$125,601	\$16,463,474	0.01
45111	Sporting goods stores	\$11,164,776	\$42,245	\$11,122,531	0.00
45112	Hobby, toy, and game stores	\$3,725,755	\$31,075	\$3,694,680	0.01
45113	Sewing, needlework, and piece goods stores	\$955,822	\$26,443	\$929,379	0.03
45114	Musical instrument and supplies stores	\$742,722	\$25,838	\$716,884	0.03
4512	Book stores and news dealers	\$4,103,142	\$1,653,811	\$2,449,331	0.40

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SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	*LEAKAGE INDEX
452	General merchandise stores	\$324,639,211	\$76,059,358	\$248,579,853	0.23
4522	Department stores	\$34,132,265	\$1,070,462	\$33,061,803	0.03
4523	Other general merchandise stores	\$290,506,946	\$74,988,896	\$215,518,050	0.26
453	Miscellaneous store retailers	\$29,777,498	\$3,782,384	\$25,995,114	0.13
4531	Florists	\$2,512,112	\$13,666	\$2,498,446	0.01
4532	Office supplies, stationery, and gift stores	\$7,269,442	\$12,904	\$7,256,538	0.00
45321	Office supplies and stationery stores	\$3,929,385	\$4,927	\$3,924,458	0.00
45322	Gift, novelty, and souvenir stores	\$3,340,057	\$7,977	\$3,332,080	0.00
4533	Used merchandise stores	\$3,450,009	\$403,599	\$3,046,410	0.12
4539	Other miscellaneous store retailers	\$16,545,935	\$3,352,215	\$13,193,720	0.20
45391	Pet and pet supplies stores	\$3,142,845	\$0	\$3,142,845	0.00
45399	All other miscellaneous store retailers	\$13,403,091	\$3,352,215	\$10,050,876	0.25
454	Non-store retailers	\$181,733,676	\$5,426,170	\$176,307,506	0.03
722	Food services and drinking places	\$195,523,845	\$44,611,333	\$150,912,512	0.23
7223	Special food services	\$14,075,371	\$0	\$14,075,371	0.00
7224	Drinking places (alcoholic beverages)	\$2,289,596	\$0	\$2,289,596	0.00
7225	Restaurants and other eating places	\$179,158,877	\$44,611,333	\$134,547,544	0.25
722511	Full-service restaurants	\$71,085,907	\$11,538,329	\$59,547,578	0.16
722513	Limited-service restaurants	\$97,708,300	\$31,518,727	\$66,189,573	0.32
722514	Cafeterias, grill buffets, and buffets	\$5,822,710	\$1,221,319	\$4,601,391	0.21
722515	Snack and nonalcoholic beverage bars	\$4,541,961	\$332,958	\$4,209,003	0.07

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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%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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		
Growth 2019 - 2024		-1.79%
Growth 2010 - 2019		-4.26%
Growth 2000 - 2010		-3.01%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type		
Family Households	36,681	68.67%
Nonfamily Households	16,737	31.33%
2019 Est. Group Quarters Population		
2019 Est. Group Quarters Population	5,884	
2019 Households by Ethnicity, Hispanic/Latino		
2019 Households by Ethnicity, Hispanic/Latino	878	
2019 Est. Households by Household Income		
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		
2019 Est. Average Household Income		\$53,205
2019 Est. Median Household Income		
2019 Est. Median Household Income		\$36,612

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

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%

SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grenada, Mississippi

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%

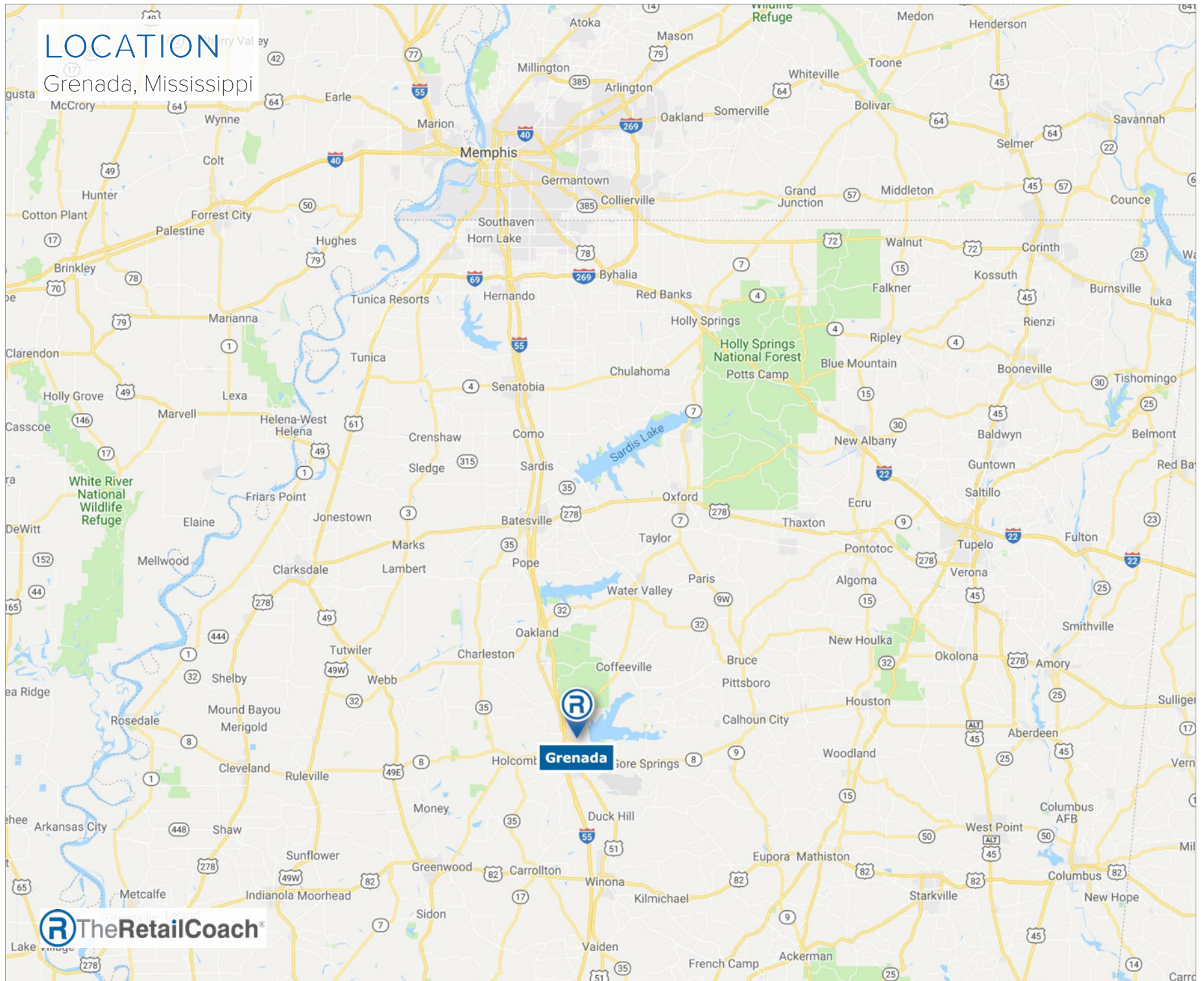
SECONDARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Grenada, Mississippi

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

LOCATION

Grenada, Mississippi



COMMUNITY • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
Population		
2024 Projection	11,810	
2019 Estimate	12,157	
2010 Census	13,092	
2000 Census	14,783	
Growth 2019 - 2024		-2.85%
Growth 2010 - 2019		-7.14%
Growth 2000 - 2010		-11.44%
2019 Est. Population by Single-Classification Race	12,157	
White Alone	5,368	44.16%
Black or African American Alone	6,514	53.58%
Amer. Indian and Alaska Native Alone	30	0.25%
Asian Alone	66	0.54%
Native Hawaiian and Other Pacific Island Alone	1	0.01%
Some Other Race Alone	33	0.27%
Two or More Races	145	1.19%
2019 Est. Population by Hispanic or Latino Origin	12,157	
Not Hispanic or Latino	11,958	98.36%
Hispanic or Latino	199	1.64%
Mexican	118	59.30%
Puerto Rican	27	13.57%
Cuban	1	0.50%
All Other Hispanic or Latino	53	26.63%

DESCRIPTION	DATA	%
2019 Est. Hisp. or Latino Pop by Single-Class. Race	199	
White Alone	106	53.27%
Black or African American Alone	42	21.11%
American Indian and Alaska Native Alone	3	1.51%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	1	0.50%
Some Other Race Alone	31	15.58%
Two or More Races	16	8.04%
2019 Est. Pop by Race, Asian Alone, by Category	66	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	66	100.00%
Vietnamese	0	0.00%
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%

COMMUNITY • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Population by Ancestry	12,157	
Arab	0	0.00%
Czech	0	0.00%
Danish	4	0.03%
Dutch	8	0.07%
English	536	4.41%
French (except Basque)	96	0.79%
French Canadian	0	0.00%
German	602	4.95%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	698	5.74%
Italian	117	0.96%
Lithuanian	0	0.00%
United States or American	1,179	9.70%
Norwegian	11	0.09%
Polish	16	0.13%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	75	0.62%
Scotch-Irish	147	1.21%
Slovak	0	0.00%
Subsaharan African	56	0.46%
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	6,619	54.45%
Ancestry Unclassified	1,993	16.39%

DESCRIPTION	DATA	%
2019 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	11,301	99.70%
Speak Asian/Pacific Island Language at Home	7	0.06%
Speak IndoEuropean Language at Home	8	0.07%
Speak Spanish at Home	19	0.17%
Speak Other Language at Home	0	0.00%
2019 Est. Population by Age	12,157	
Age 0 - 4	822	6.76%
Age 5 - 9	825	6.79%
Age 10 - 14	839	6.90%
Age 15 - 17	497	4.09%
Age 18 - 20	451	3.71%
Age 21 - 24	616	5.07%
Age 25 - 34	1,563	12.86%
Age 35 - 44	1,390	11.43%
Age 45 - 54	1,439	11.84%
Age 55 - 64	1,514	12.45%
Age 65 - 74	1,273	10.47%
Age 75 - 84	639	5.26%
Age 85 and over	289	2.38%
Age 16 and over	9,511	78.24%
Age 18 and over	9,174	75.46%
Age 21 and over	8,723	71.75%
Age 65 and over	2,201	18.11%
2019 Est. Median Age		38.28
2019 Est. Average Age		39.50

COMMUNITY • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Population by Sex	12,157	
Male	5,701	46.90%
Female	6,456	53.11%
2019 Est. Male Population by Age	5,701	
Age 0 - 4	421	7.39%
Age 5 - 9	419	7.35%
Age 10 - 14	431	7.56%
Age 15 - 17	252	4.42%
Age 18 - 20	233	4.09%
Age 21 - 24	315	5.53%
Age 25 - 34	751	13.17%
Age 35 - 44	634	11.12%
Age 45 - 54	650	11.40%
Age 55 - 64	695	12.19%
Age 65 - 74	559	9.81%
Age 75 - 84	247	4.33%
Age 85 and over	94	1.65%
2019 Est. Median Age, Male		35.42
2019 Est. Average Age, Male		37.60

DESCRIPTION	DATA	%
2019 Est. Female Population by Age	6,456	
Age 0 - 4	401	6.21%
Age 5 - 9	406	6.29%
Age 10 - 14	408	6.32%
Age 15 - 17	245	3.80%
Age 18 - 20	218	3.38%
Age 21 - 24	301	4.66%
Age 25 - 34	812	12.58%
Age 35 - 44	756	11.71%
Age 45 - 54	789	12.22%
Age 55 - 64	819	12.69%
Age 65 - 74	714	11.06%
Age 75 - 84	392	6.07%
Age 85 and over	195	3.02%
2019 Est. Median Age, Female		40.77
2019 Est. Average Age, Female		41.20
2019 Est. Pop Age 15+ by Marital Status		
Total, Never Married	3,754	38.82%
Males, Never Married	1,862	19.25%
Females, Never Married	1,892	19.56%
Married, Spouse present	3,095	32.00%
Married, Spouse absent	630	6.51%
Widowed	904	9.35%
Males Widowed	168	1.74%
Females Widowed	736	7.61%
Divorced	1,288	13.32%
Males Divorced	541	5.59%
Females Divorced	747	7.72%

COMMUNITY • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	703	8.7%
Some High School, no diploma	1,189	14.7%
High School Graduate (or GED)	2,207	27.2%
Some College, no degree	1,928	23.8%
Associate Degree	600	7.4%
Bachelor's Degree	994	12.3%
Master's Degree	396	4.9%
Professional School Degree	43	0.5%
Doctorate Degree	47	0.6%
2019 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	50	41.32%
High School Graduate	0	0.00%
Some College or Associate's Degree	71	58.68%
Bachelor's Degree or Higher	0	0.00%
Households		
2024 Projection	4,882	
2019 Estimate	4,994	
2010 Census	5,295	
2000 Census	5,672	
Growth		
Growth 2019 - 2024		-2.24%
Growth 2010 - 2019		-5.69%
Growth 2000 - 2010		-6.65%

DESCRIPTION	DATA	%
2019 Est. Households by Household Type		
Family Households	3,273	65.54%
Nonfamily Households	1,721	34.46%
2019 Est. Group Quarters Population		
2019 Est. Group Quarters Population	241	
2019 Households by Ethnicity, Hispanic/Latino		
2019 Households by Ethnicity, Hispanic/Latino	77	
2019 Est. Households by Household Income		
Income < \$15,000	947	18.96%
Income \$15,000 - \$24,999	814	16.30%
Income \$25,000 - \$34,999	631	12.64%
Income \$35,000 - \$49,999	754	15.10%
Income \$50,000 - \$74,999	599	11.99%
Income \$75,000 - \$99,999	408	8.17%
Income \$100,000 - \$124,999	305	6.11%
Income \$125,000 - \$149,999	191	3.83%
Income \$150,000 - \$199,999	191	3.83%
Income \$200,000 - \$249,999	67	1.34%
Income \$250,000 - \$499,999	63	1.26%
Income \$500,000+	24	0.48%
2019 Est. Average Household Income		
2019 Est. Average Household Income		\$58,364
2019 Est. Median Household Income		
2019 Est. Median Household Income		\$36,821

COMMUNITY • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$54,079
Black or African American Alone		\$25,823
American Indian and Alaska Native Alone		\$8,160
Asian Alone		\$13,611
Native Hawaiian and Other Pacific Islander Alone		\$0
Some Other Race Alone		\$47,335
Two or More Races		\$27,587
Hispanic or Latino		\$26,992
Not Hispanic or Latino		\$36,912
2019 Est. Family HH Type by Presence of Own Child.	3,273	
Married-Couple Family, own children	677	20.68%
Married-Couple Family, no own children	1,183	36.14%
Male Householder, own children	101	3.09%
Male Householder, no own children	141	4.31%
Female Householder, own children	632	19.31%
Female Householder, no own children	539	16.47%
2019 Est. Households by Household Size	4,994	
1-person	1,609	32.22%
2-person	1,505	30.14%
3-person	866	17.34%
4-person	615	12.32%
5-person	245	4.91%
6-person	97	1.94%
7-or-more-person	57	1.14%
2019 Est. Average Household Size		2.39

DESCRIPTION	DATA	%
2019 Est. Households by Presence of People Under 18	4,994	
Households with 1 or More People under Age 18:	1,698	34.00%
Married-Couple Family	772	45.47%
Other Family, Male Householder	126	7.42%
Other Family, Female Householder	788	46.41%
Nonfamily, Male Householder	10	0.59%
Nonfamily, Female Householder	2	0.12%
Households with No People under Age 18:	3,296	66.00%
Married-Couple Family	1,087	32.98%
Other Family, Male Householder	116	3.52%
Other Family, Female Householder	383	11.62%
Nonfamily, Male Householder	697	21.15%
Nonfamily, Female Householder	1,013	30.73%
2019 Est. Households by Number of Vehicles	4,994	
No Vehicles	519	10.39%
1 Vehicle	1,920	38.45%
2 Vehicles	1,616	32.36%
3 Vehicles	681	13.64%
4 Vehicles	182	3.64%
5 or more Vehicles	76	1.52%
2019 Est. Average Number of Vehicles		1.7

COMMUNITY • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
Family Households		
2024 Projection	3,203	
2019 Estimate	3,273	
2010 Census	3,450	
2000 Census	3,845	
Growth 2019 - 2024		-2.14%
Growth 2010 - 2019		-5.13%
Growth 2000 - 2010		-10.27%
2019 Est. Families by Poverty Status	3,273	
2019 Families at or Above Poverty	2,543	77.70%
2019 Families at or Above Poverty with Children	1,003	30.65%
2019 Families Below Poverty	730	22.30%
2019 Families Below Poverty with Children	559	17.08%
2019 Est. Pop 16+ by Employment Status	9,511	
Civilian Labor Force, Employed	4,531	47.64%
Civilian Labor Force, Unemployed	410	4.31%
Armed Forces	0	0.00%
Not in Labor Force	4,570	48.05%
2019 Est. Civ. Employed Pop 16+ by Class of Worker	4,584	
For-Profit Private Workers	3,376	73.65%
Non-Profit Private Workers	180	3.93%
Local Government Workers	108	2.36%
State Government Workers	273	5.96%
Federal Government Workers	307	6.70%
Self-Employed Workers	332	7.24%
Unpaid Family Workers	8	0.17%

DESCRIPTION	DATA	%
2019 Est. Civ. Employed Pop 16+ by Occupation	4,584	
Architect/Engineer	39	0.85%
Arts/Entertainment/Sports	55	1.20%
Building Grounds Maintenance	133	2.90%
Business/Financial Operations	226	4.93%
Community/Social Services	124	2.71%
Computer/Mathematical	5	0.11%
Construction/Extraction	288	6.28%
Education/Training/Library	204	4.45%
Farming/Fishing/Forestry	9	0.20%
Food Prep/Serving	203	4.43%
Health Practitioner/Technician	257	5.61%
Healthcare Support	134	2.92%
Maintenance Repair	80	1.75%
Legal	8	0.17%
Life/Physical/Social Science	0	0.00%
Management	372	8.12%
Office/Admin. Support	757	16.51%
Production	726	15.84%
Protective Services	83	1.81%
Sales/Related	442	9.64%
Personal Care/Service	174	3.80%
Transportation/Moving	265	5.78%
2019 Est. Pop 16+ by Occupation Classification	4,584	
White Collar	2,489	54.30%
Blue Collar	1,359	29.65%
Service and Farm	736	16.06%

COMMUNITY • DEMOGRAPHIC PROFILE

Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Workers Age 16+ by Transp. to Work	4,513	
Drove Alone	3,921	86.88%
Car Pooled	404	8.95%
Public Transportation	50	1.11%
Walked	47	1.04%
Bicycle	0	0.00%
Other Means	69	1.53%
Worked at Home	22	0.49%
2019 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	2,799	
15 - 29 Minutes	1,040	
30 - 44 Minutes	215	
45 - 59 Minutes	216	
60 or more Minutes	220	
2019 Est. Avg Travel Time to Work in Minutes		19
2019 Est. Occupied Housing Units by Tenure	4,994	
Owner Occupied	3,001	60.09%
Renter Occupied	1,993	39.91%
2019 Owner Occ. HUs: Avg. Length of Residence		19.6
2019 Renter Occ. HUs: Avg. Length of Residence		7.8

DESCRIPTION	DATA	%
2019 Est. Owner-Occupied Housing Units by Value	4,994	
Value Less than \$20,000	128	4.27%
Value \$20,000 - \$39,999	186	6.20%
Value \$40,000 - \$59,999	224	7.46%
Value \$60,000 - \$79,999	396	13.20%
Value \$80,000 - \$99,999	262	8.73%
Value \$100,000 - \$149,999	715	23.83%
Value \$150,000 - \$199,999	389	12.96%
Value \$200,000 - \$299,999	425	14.16%
Value \$300,000 - \$399,999	149	4.97%
Value \$400,000 - \$499,999	59	1.97%
Value \$500,000 - \$749,999	38	1.27%
Value \$750,000 - \$999,999	15	0.50%
Value \$1,000,000 or \$1,499,999	9	0.30%
Value \$1,500,000 or \$1,999,999	5	0.17%
Value \$2,000,000+	1	0.03%
2019 Est. Median All Owner-Occupied Housing Value		\$120,486
2019 Est. Housing Units by Units in Structure		
1 Unit Attached	4,389	73.36%
1 Unit Detached	45	0.75%
2 Units	285	4.76%
3 or 4 Units	229	3.83%
5 to 19 Units	459	7.67%
20 to 49 Units	58	0.97%
50 or More Units	31	0.52%
Mobile Home or Trailer	476	7.96%
Boat, RV, Van, etc.	11	0.18%

COMMUNITY • DEMOGRAPHIC PROFILE

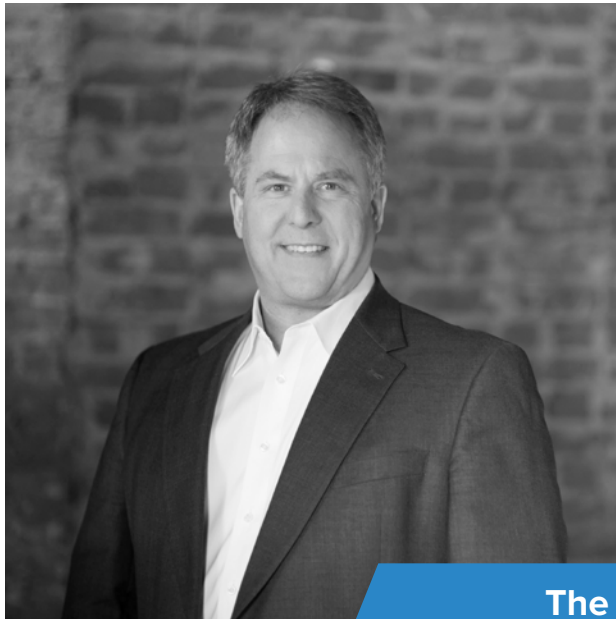
Grenada, Mississippi

DESCRIPTION	DATA	%
2019 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	28	0.47%
Housing Units Built 2010 to 2014	162	2.71%
Housing Units Built 2000 to 2009	561	9.38%
Housing Units Built 1990 to 1999	1,020	17.05%
Housing Units Built 1980 to 1989	750	12.54%
Housing Units Built 1970 to 1979	1,384	23.13%
Housing Units Built 1960 to 1969	695	11.62%
Housing Units Built 1950 to 1959	634	10.60%
Housing Units Built 1940 to 1949	401	6.70%
Housing Unit Built 1939 or Earlier	348	5.82%
2019 Est. Median Year Structure Built		1976

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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