SECONDARY RETAIL TRADE AREA DEMOGRAPHIC PROFILE

Batesville, Mississippi

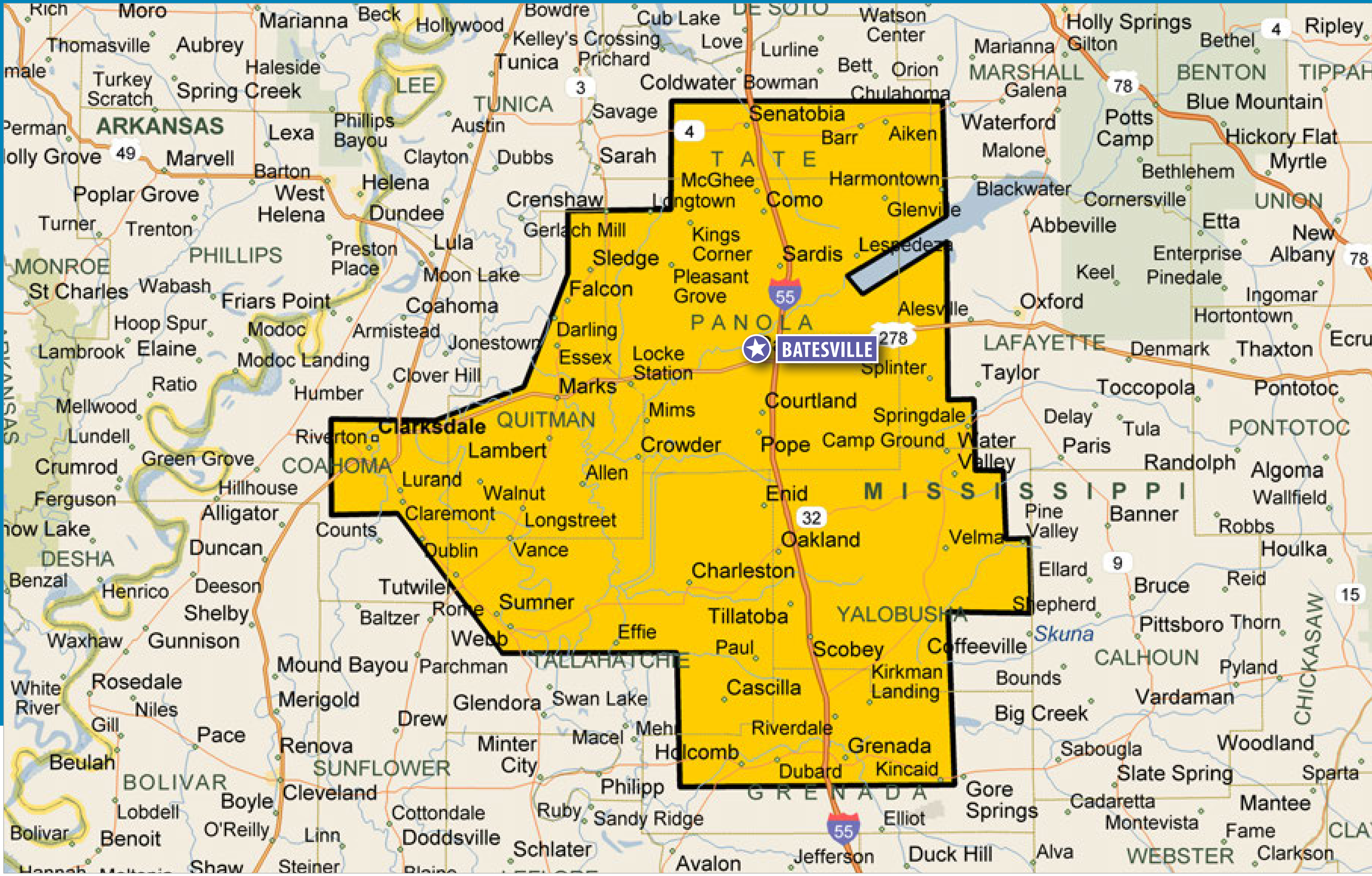
PANOLA PARTNERSHIP
AN ENTERPRISE GATEWAY

Prepared for
Panola Partnership, Inc.
December 2014

TheRetailCoach®

Secondary Retail Trade Area

Batesville, Mississippi



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PANOLA PARTNERSHIP
AN ENTERPRISE GATEWAY

Secondary Retail Trade Area | Demographics

Batesville, Mississippi

DESCRIPTION	DATA	%
Population		
2015 Estimate	117,393	
2015 Est. Population by Single-Classification Race	117,393	
White Alone	53,728	45.77
Black or African American Alone	60,307	51.37
Amer. Indian and Alaska Native Alone	293	0.25
Asian Alone	555	0.47
Native Hawaiian and Other Pac. Isl. Alone	29	0.02
Some Other Race Alone	1,093	0.93
Two or More Races	1,389	1.18
2015 Est. Population by Hispanic or Latino Origin	117,393	
Not Hispanic or Latino	114,634	97.65
Hispanic or Latino:	2,759	2.35
Mexican	1,963	71.15
Puerto Rican	156	5.65
Cuban	55	1.99
All Other Hispanic or Latino	586	21.24

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race	2,759	
White Alone	1,115	40.41
Black or African American Alone	331	12.00
American Indian and Alaska Native Alone	30	1.09
Asian Alone	19	0.69
Native Hawaiian and Other Pacific Islander Alone	9	0.33
Some Other Race Alone	1,039	37.66
Two or More Races	218	7.90
2015 Est. Pop by Race, Asian Alone, by Category	555	
Chinese, except Taiwanese	78	14.05
Filipino	248	44.68
Japanese	14	2.52
Asian Indian	54	9.73
Korean	58	10.45
Vietnamese	64	11.53
Cambodian	14	2.52
Hmong	0	0.00
Laotian	9	1.62
Thai	2	0.36
All Other Asian Races Including 2+ Category	14	2.52
2015 Est. Population by Ancestry	117,393	
Arab	115	0.10
Czech	35	0.03
Danish	4	0.00
Dutch	251	0.21
English	6,601	5.62
French (except Basque)	974	0.83
French Canadian	69	0.06
German	2,750	2.34
Greek	34	0.03

Secondary Retail Trade Area | Demographics

Batesville, Mississippi

DESCRIPTION	DATA	%
Hungarian	81	0.07
Irish	7,593	6.47
Italian	1,119	0.95
Lithuanian	0	0.00
United States or American	10,647	9.07
Norwegian	119	0.10
Polish	154	0.13
Portuguese	27	0.02
Russian	8	0.01
Scottish	1,076	0.92
Scotch-Irish	1,625	1.38
Slovak	13	0.01
Subsaharan African	638	0.54
Swedish	164	0.14
Swiss	0	0.00
Ukrainian	0	0.00
Welsh	187	0.16
West Indian (except Hisp. groups)	35	0.03
Other ancestries	66,074	56.28
Ancestry Unclassified	16,999	14.48
2015 Est. Pop Age 5+ by Language Spoken at Home	109,121	
Speak Only English at Home	106,561	97.65
Speak Asian/Pac. Isl. Lang. at Home	307	0.28
Speak IndoEuropean Language at Home	201	0.18
Speak Spanish at Home	1,954	1.79
Speak Other Language at Home	98	0.09
2015 Est. Population by Sex	117,393	
Male	57,003	48.56
Female	60,390	51.44

DESCRIPTION	DATA	%
2015 Est. Population by Age	117,393	
Age 0 - 4	8,272	7.05
Age 5 - 9	8,070	6.87
Age 10 - 14	8,109	6.91
Age 15 - 17	5,119	4.36
Age 18 - 20	5,472	4.66
Age 21 - 24	6,945	5.92
Age 25 - 34	14,562	12.40
Age 35 - 44	13,754	11.72
Age 45 - 54	14,809	12.61
Age 55 - 64	14,760	12.57
Age 65 - 74	10,206	8.69
Age 75 - 84	5,192	4.42
Age 85 and over	2,123	1.81
Age 16 and over	91,267	77.74
Age 18 and over	87,824	74.81
Age 21 and over	82,352	70.15
Age 65 and over	17,521	14.93
2015 Est. Median Age	36.6	
2015 Est. Average Age	38.0	

Secondary Retail Trade Area | Demographics

Batesville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	57,003	
Age 0 - 4	4,217	7.40
Age 5 - 9	4,116	7.22
Age 10 - 14	4,146	7.27
Age 15 - 17	2,618	4.59
Age 18 - 20	2,848	5.00
Age 21 - 24	3,690	6.47
Age 25 - 34	7,289	12.79
Age 35 - 44	6,610	11.60
Age 45 - 54	7,041	12.35
Age 55 - 64	7,033	12.34
Age 65 - 74	4,662	8.18
Age 75 - 84	2,090	3.67
Age 85 and over	643	1.13
2015 Est. Median Age, Male	34.4	
2015 Est. Average Age, Male	36.5	
2015 Est. Female Population by Age	60,390	
Age 0 - 4	4,055	6.71
Age 5 - 9	3,953	6.55
Age 10 - 14	3,963	6.56
Age 15 - 17	2,501	4.14
Age 18 - 20	2,624	4.35
Age 21 - 24	3,254	5.39
Age 25 - 34	7,273	12.04
Age 35 - 44	7,144	11.83
Age 45 - 54	7,768	12.86
Age 55 - 64	7,727	12.80
Age 65 - 74	5,544	9.18
Age 75 - 84	3,103	5.14
Age 85 and over	1,481	2.45

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	38.6	
2015 Est. Average Age, Female	39.4	
2015 Est. Pop Age 15+ by Marital Status	92,943	
Total, Never Married	34,836	37.48
Males, Never Married	18,000	19.37
Females, Never Married	16,836	18.11
Married, Spouse present	34,002	36.58
Married, Spouse absent	5,527	5.95
Widowed	7,977	8.58
Males Widowed	1,519	1.63
Females Widowed	6,458	6.95
Divorced	10,600	11.40
Males Divorced	5,071	5.46
Females Divorced	5,529	5.95
2015 Est. Pop Age 25+ by Edu. Attainment	75,407	
Less than 9th grade	6,460	8.57
Some High School, no diploma	12,262	16.26
High School Graduate (or GED)	23,066	30.59
Some College, no degree	15,853	21.02
Associate Degree	6,818	9.04
Bachelor's Degree	7,501	9.95
Master's Degree	2,602	3.45
Professional School Degree	554	0.73
Doctorate Degree	291	0.39
2015 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.	1,633	
No High School Diploma	935	57.26
High School Graduate	530	32.46
Some College or Associate's Degree	104	6.37
Bachelor's Degree or Higher	64	3.92

Secondary Retail Trade Area | Demographics

Batesville, Mississippi

DESCRIPTION	DATA	%
Households		
2015 Estimate	43,572	
2015 Est. Households by Household Type	43,572	
Family Households	30,053	68.97
Nonfamily Households	13,519	31.03
2015 Est. Group Quarters Population	5,076	
2015 HHs by Ethnicity, Hispanic/Latino	557	1.28
2015 Est. Households by HH Income	43,572	
Income < $15,000	9,948	22.83
Income $15,000 - $24,999	6,751	15.49
Income $25,000 - $34,999	4,800	11.02
Income $35,000 - $49,999	6,429	14.75
Income $50,000 - $74,999	6,759	15.51
Income $75,000 - $99,999	4,102	9.41
Income $100,000 - $124,999	2,239	5.14
Income $125,000 - $149,999	1,080	2.48
Income $150,000 - $199,999	743	1.71
Income $200,000 - $249,999	294	0.67
Income $250,000 - $499,999	310	0.71
Income $500,000+	118	0.27
2015 Est. Average Household Income	$49,675	
2015 Est. Median Household Income	$35,671	

DESCRIPTION	DATA	%
2015 Median HH Inc. by Single-Class. Race or Eth.		
White Alone	48,785	
Black or African American Alone	24,370	
American Indian and Alaska Native Alone	41,394	
Asian Alone	55,921	
Native Hawaiian and Other Pacific Islander Alone	41,049	
Some Other Race Alone	39,297	
Two or More Races	33,785	
Hispanic or Latino	37,518	
Not Hispanic or Latino	35,645	
2015 Est. Family HH Type by Presence of Own Child.	30,053	
Married-Couple Family, own children	6,294	20.94
Married-Couple Family, no own children	11,410	37.97
Male Householder, own children	1,033	3.44
Male Householder, no own children	1,396	4.65
Female Householder, own children	5,169	17.20
Female Householder, no own children	4,751	15.81
2015 Est. Households by Household Size	43,572	
1-person	12,237	28.08
2-person	13,216	30.33
3-person	7,563	17.36
4-person	5,586	12.82
5-person	2,854	6.55
6-person	1,220	2.80
7-or-more-person	897	2.06
2015 Est. Average Household Size	2.58	

Secondary Retail Trade Area | Demographics

Batesville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	43,572	
Households with 1 or More People under Age 18:	15,664	35.95
Married-Couple Family	7,380	47.11
Other Family, Male Householder	1,344	8.58
Other Family, Female Householder	6,824	43.56
Nonfamily, Male Householder	92	0.59
Nonfamily, Female Householder	24	0.15
Households with No People under Age 18:	27,908	64.05
Married-Couple Family	10,321	36.98
Other Family, Male Householder	1,083	3.88
Other Family, Female Householder	3,098	11.10
Nonfamily, Male Householder	6,182	22.15
Nonfamily, Female Householder	7,224	25.89
2015 Est. Households by Number of Vehicles	43,572	
No Vehicles	4,595	10.55
1 Vehicle	15,873	36.43
2 Vehicles	14,634	33.59
3 Vehicles	5,912	13.57
4 Vehicles	1,891	4.34
5 or more Vehicles	668	1.53
2015 Est. Average Number of Vehicles	1.7	

DESCRIPTION	DATA	%
Family Households		
2015 Estimate	30,053	
2015 Est. Families by Poverty Status	30,053	
2015 Families at or Above Poverty	23,159	77.06
2015 Families at or Above Poverty with Children	9,906	32.96
2015 Families Below Poverty	6,894	22.94
2015 Families Below Poverty with Children	5,217	17.36
2015 Est. Pop Age 16+ by Employment Status	91,267	
In Armed Forces	16	0.02
Civilian - Employed	41,802	45.80
Civilian - Unemployed	6,895	7.55
Not in Labor Force	42,554	46.63
2015 Est. Civ. Employed Pop 16+ by Class of Worker	42,835	
For-Profit Private Workers	27,698	64.66
Non-Profit Private Workers	1,946	4.54
Local Government Workers	2,775	6.48
State Government Workers	5,377	12.55
Federal Government Workers	906	2.12
Self-Employed Workers	4,090	9.55
Unpaid Family Workers	42	0.10

Secondary Retail Trade Area | Demographics

Batesville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Civ. Employed Pop 16+ by Occupation	42,835	
Architect/Engineer	310	0.72
Arts/Entertainment/Sports	365	0.85
Building Grounds Maintenance	1,776	4.15
Business/Financial Operations	913	2.13
Community/Social Services	725	1.69
Computer/Mathematical	169	0.39
Construction/Extraction	2,150	5.02
Education/Training/Library	3,071	7.17
Farming/Fishing/Forestry	681	1.59
Food Prep/Serving	2,291	5.35
Health Practitioner/Technician	2,790	6.51
Healthcare Support	1,200	2.80
Maintenance Repair	1,577	3.68
Legal	256	0.60
Life/Physical/Social Science	97	0.23
Management	3,172	7.41
Office/Admin. Support	5,253	12.26
Production	5,411	12.63
Protective Services	1,333	3.11
Sales/Related	3,700	8.64
Personal Care/Service	1,770	4.13
Transportation/Moving	3,825	8.93
2015 Est. Pop 16+ by Occupation Classification	42,835	
Blue Collar	12,964	30.26
White Collar	20,819	48.60
Service and Farm	9,052	21.13

DESCRIPTION	DATA	%
2015 Est. Workers Age 16+ by Transp. to Work	41,749	
Drove Alone	34,067	81.60
Car Pooled	5,415	12.97
Public Transportation	285	0.68
Walked	686	1.64
Bicycle	48	0.11
Other Means	386	0.92
Worked at Home	862	2.06
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	15,878	
15 - 29 Minutes	11,448	
30 - 44 Minutes	6,726	
45 - 59 Minutes	3,352	
60 or more Minutes	3,459	
2015 Est. Avg. Travel Time to Work in Minutes	26.27	
2015 Est. Occupied Housing Units by Tenure	43,572	
Owner Occupied	29,727	68.23
Renter Occupied	13,846	31.78
2015 Owner Occ. HUs: Avg. Length of Residence	19.5	
2015 Renter Occ. HUs: Avg. Length of Residence	9.4	

Secondary Retail Trade Area | Demographics

Batesville, Mississippi

DESCRIPTION	DATA	%
2015 Est. Owner-Occupied Housing Units by Value	29,727	
Value Less than $20,000	2,369	7.97
Value $20,000 - $39,999	3,817	12.84
Value $40,000 - $59,999	3,931	13.22
Value $60,000 - $79,999	4,303	14.48
Value $80,000 - $99,999	3,874	13.03
Value $100,000 - $149,999	4,544	15.29
Value $150,000 - $199,999	2,863	9.63
Value $200,000 - $299,999	2,294	7.72
Value $300,000 - $399,999	810	2.72
Value $400,000 - $499,999	398	1.34
Value $500,000 - $749,999	231	0.78
Value $750,000 - $999,999	62	0.21
Value $1,000,000 or more	231	0.78
2015 Est. Median All Owner-Occupied Housing Value	$82,284	
2015 Est. Housing Units by Units in Structure	50,984	
1 Unit Attached	449	0.88
1 Unit Detached	34,883	68.42
2 Units	1,664	3.26
3 or 4 Units	1,599	3.14
5 to 19 Units	1,698	3.33
20 to 49 Units	621	1.22
50 or More Units	124	0.24
Mobile Home or Trailer	9,906	19.43
Boat, RV, Van, etc.	40	0.08

DESCRIPTION	DATA	%
2015 Est. Housing Units by Year Structure Built	50,984	
Housing Units Built 2010 or later	711	1.39
Housing Units Built 2000 to 2009	5,322	10.44
Housing Units Built 1990 to 1999	8,700	17.06
Housing Units Built 1980 to 1989	8,638	16.94
Housing Units Built 1970 to 1979	9,849	19.32
Housing Units Built 1960 to 1969	6,018	11.80
Housing Units Built 1950 to 1959	5,030	9.87
Housing Units Built 1940 to 1949	3,262	6.40
Housing Unit Built 1939 or Earlier	3,454	6.77
2015 Est. Median Year Structure Built**	1978	

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

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 Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

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 Retail:360 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.

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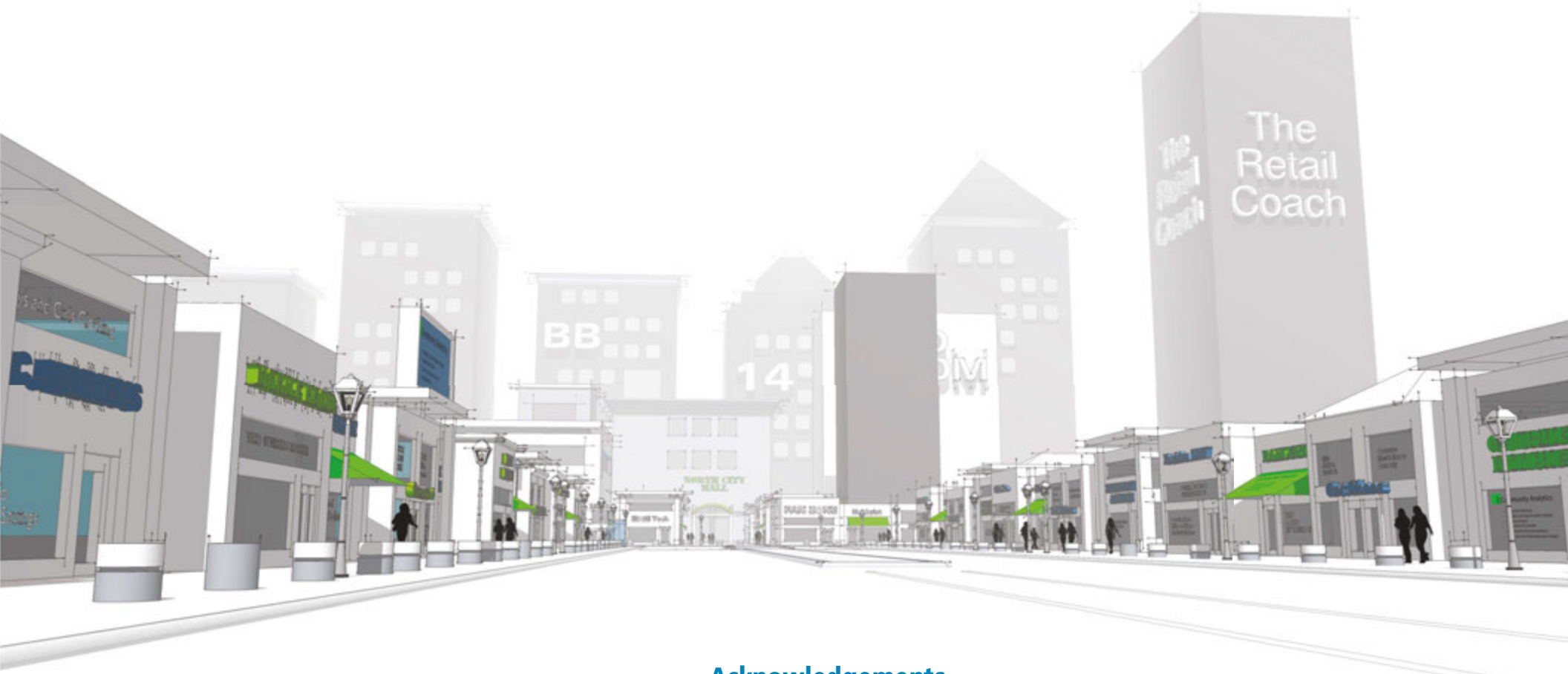

Acknowledgements

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.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2014/2015, ESRI 2014, 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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