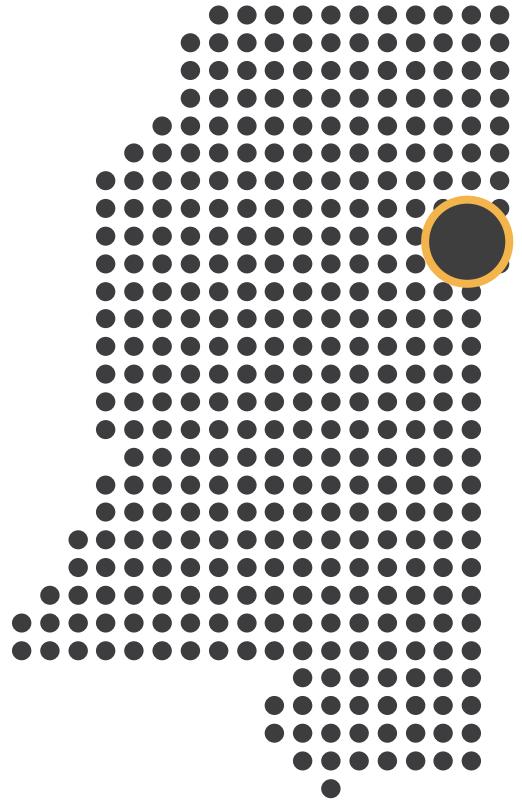


COLUMBUS

MS

2017



Contact Information

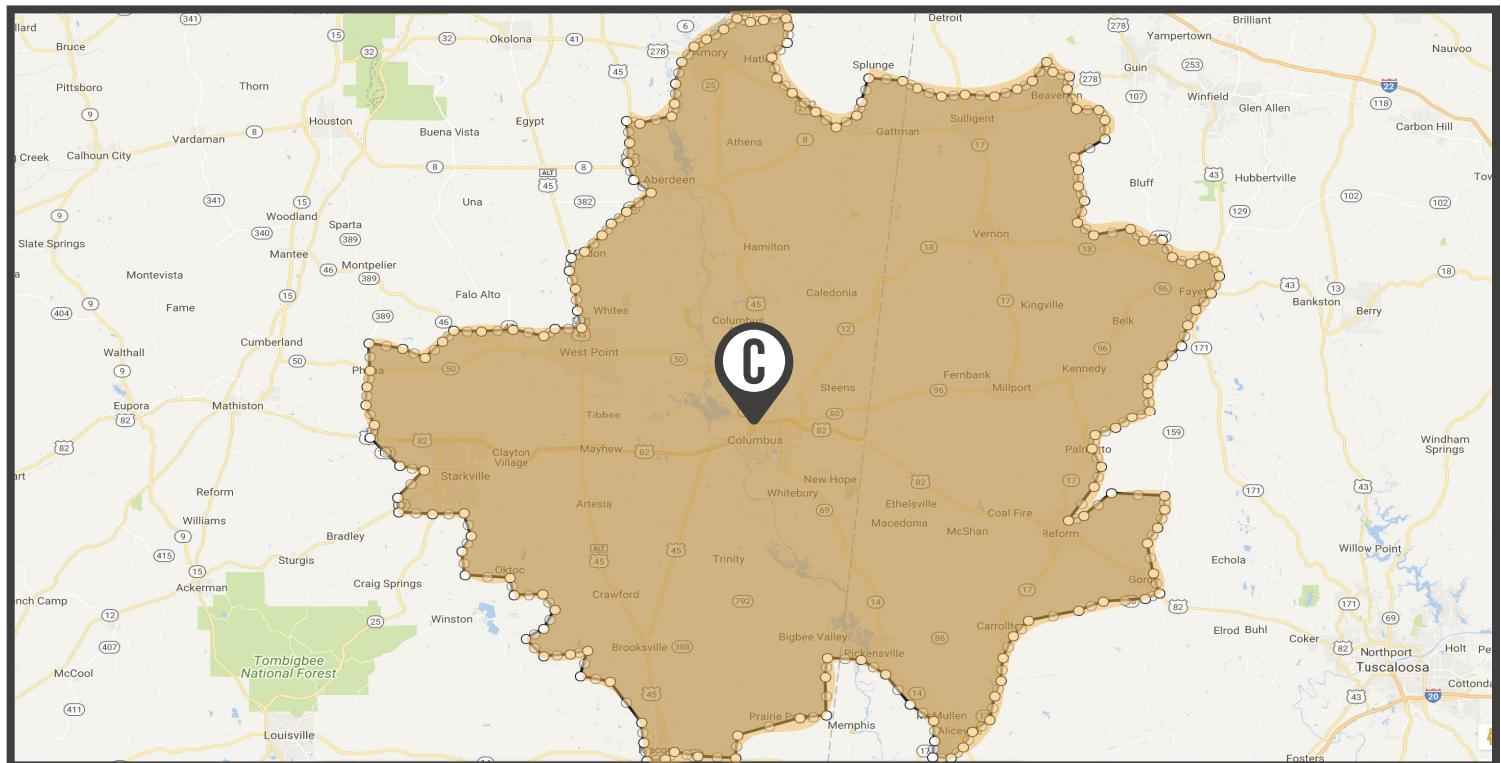


Lisa James, Chamber of Commerce President

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RETAIL TRADE AREA

Population Summary

<u>2000 TOTAL POPULATION</u>	186,978
<u>2010 TOTAL POPULATION</u>	184,108
<u>2017 TOTAL POPULATION</u>	187,428
<u>2017 GROUP QUARTERS</u>	9,626
<u>2022 TOTAL POPULATION</u>	187,693
<u>2017-2022 ANNUAL RATE</u>	0.03%
<u>2017 TOTAL DAYTIME POPULATION</u>	191,079
<u>WORKERS</u>	79,449
<u>RESIDENTS</u>	111,630

Household Summary

<u>2000 HOUSEHOLDS</u>	70,742
<u>2000 AVERAGE HOUSEHOLD SIZE</u>	2.53
<u>2010 HOUSEHOLDS</u>	72,961
<u>2010 AVERAGE HOUSEHOLD SIZE</u>	2.42
<u>2017 HOUSEHOLDS</u>	73,438
<u>2017 AVERAGE HOUSEHOLD SIZE</u>	2.42
<u>2022 HOUSEHOLDS</u>	73,583
<u>2022 AVERAGE HOUSEHOLD SIZE</u>	2.42
<u>2017-2022 ANNUAL RATE</u>	0.04%
<u>2010 FAMILIES</u>	46,937
<u>2010 AVERAGE FAMILY SIZE</u>	3.01
<u>2017 FAMILIES</u>	46,330
<u>2017 AVERAGE FAMILY SIZE</u>	3.02
<u>2022 FAMILIES</u>	45,970
<u>2022 AVERAGE FAMILY SIZE</u>	3.03
<u>2017-2022 ANNUAL RATE</u>	-0.16%

Housing Unit Summary

<u>2000 HOUSING UNITS</u>	78,606
<u>OWNER OCCUPIED HOUSING UNITS</u>	60.8%
<u>RENTER OCCUPIED HOUSING UNITS</u>	29.2%
<u>VACANT HOUSING UNITS</u>	10.0%
<u>2010 HOUSING UNITS</u>	83,125
<u>OWNER OCCUPIED HOUSING UNITS</u>	55.2%
<u>RENTER OCCUPIED HOUSING UNITS</u>	32.6%
<u>VACANT HOUSING UNITS</u>	12.2%
<u>2017 HOUSING UNITS</u>	85,019
<u>OWNER OCCUPIED HOUSING UNITS</u>	51.4%
<u>RENTER OCCUPIED HOUSING UNITS</u>	34.9%
<u>VACANT HOUSING UNITS</u>	13.6%
<u>2022 HOUSING UNITS</u>	86,363
<u>OWNER OCCUPIED HOUSING UNITS</u>	50.5%
<u>RENTER OCCUPIED HOUSING UNITS</u>	34.7%
<u>VACANT HOUSING UNITS</u>	14.8%

Median Household Income

2017	\$33,584
2022	\$35,614

Median Home Value

2017	\$104,809
2022	\$125,222

Per Capita Income

2017	\$19,659
2022	\$21,579

Median Age

2010	34.6
2017	35.6
2022	37.0



credit: rufus

2017 Households by Income

HOUSEHOLD INCOME BASES	73,438
<\$15,000	24.0%
\$15,000-\$24,999	15.3%
\$25,000-\$34,999	12.1%
\$35,000-\$49,999	12.7%
\$50,000-\$74,999	16.0%
\$75,000-\$99,999	9.7%
\$100,000-\$149,999	7.3%
\$150,000-\$199,999	1.5%
\$200,000+	1.4%
AVERAGE HOUSEHOLD INCOME	\$48,484

2022 Households by Income

HOUSEHOLD INCOME BASES	73,583
<\$15,000	23.9%
\$15,000-\$24,999	14.3%
\$25,000-\$34,999	11.1%
\$35,000-\$49,999	12.1%
\$50,000-\$74,999	16.3%
\$75,000-\$99,999	10.6%
\$100,000-\$149,999	8.4%
\$150,000-\$199,999	1.7%
\$200,000+	1.5%
AVERAGE HOUSEHOLD INCOME	\$53,362

2017 Owner Occupied Housing Units by Value

TOTAL	43,731
<\$50,000	19.5%
\$50,000 - \$99,999	28.6%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	13.4%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	4.3%
\$300,000 - \$399,999	3.5%
\$400,000 - \$499,999	1.4%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.2%
AVERAGE HOME VALUE	\$132,812

2022 Owner Occupied Housing Units by Value

TOTAL	43,640
<\$50,000	15.8%
\$50,000 - \$99,999	24.5%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	15.6%
\$200,000 - \$249,999	11.5%
\$250,000 - \$299,999	5.6%
\$300,000 - \$399,999	4.5%
\$400,000 - \$499,999	1.9%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.3%
\$1,000,000 +	0.2%
AVERAGE HOME VALUE	\$149,442

2010 Population by Sex

MALES	88,249
FEMALES	95,859

2017 Population by Sex

MALES	91,343
FEMALES	96,084

2022 Population by Sex

MALES	91,801
FEMALES	95,892

2010 Population by Age

TOTAL	184,110
0 - 4	6.5%
5 - 9	6.2%
10 - 14	6.4%
15 - 24	19.0%
25 - 34	12.4%
35 - 44	11.3%
45 - 54	13.3%
55 - 64	11.5%
65 - 74	7.3%
75 - 84	4.5%
85 +	1.7%
18 +	77.0%

2017 Population by Age

TOTAL	187,427
0 - 4	6.0%
5 - 9	5.9%
10 - 14	5.7%
15 - 24	17.8%
25 - 34	13.9%
35 - 44	10.9%
45 - 54	11.6%
55 - 64	12.5%
65 - 74	9.1%
75 - 84	4.6%
85 +	1.9%
18 +	79.1%

2022 Population by Age

TOTAL	187,693
0 - 4	5.8%
5 - 9	5.7%
10 - 14	5.9%
15 - 24	17.1%
25 - 34	13.2%
35 - 44	11.5%
45 - 54	10.8%
55 - 64	12.3%
65 - 74	10.3%
75 - 84	5.5%
85 +	2.0%
18 +	79.3%

2010 Population by Race/Ethnicity

TOTAL	184,108
WHITE ALONE	57.1%
BLACK ALONE	40.2%
AMERICAN INDIAN ALONE	0.2%
ASIAN ALONE	0.9%
PACIFIC ISLANDER ALONE	0.0%
SOME OTHER RACE ALONE	0.5%
TWO OR MORE RACES	1.0%
HISPANIC ORIGIN	1.4%
DIVERSITY INDEX	52.5

2017 Population by Race/Ethnicity

TOTAL	187,428
WHITE ALONE	56.0%
BLACK ALONE	40.7%
AMERICAN INDIAN ALONE	0.2%
ASIAN ALONE	1.2%
PACIFIC ISLANDER ALONE	0.0%
SOME OTHER RACE ALONE	0.7%
TWO OR MORE RACES	1.3%
HISPANIC ORIGIN	1.9%
DIVERSITY INDEX	53.9

2022 Population by Race/Ethnicity

TOTAL	187,693
WHITE ALONE	55.2%
BLACK ALONE	40.9%
AMERICAN INDIAN ALONE	0.3%
ASIAN ALONE	1.3%
PACIFIC ISLANDER ALONE	0.0%
SOME OTHER RACE ALONE	0.8%
TWO OR MORE RACES	1.5%
HISPANIC ORIGIN	2.3%
DIVERSITY INDEX	54.9



2010 Population by Relationship and Household Type

TOTAL	184,108
IN HOUSEHOLDS	96.0%
IN FAMILY HOUSEHOLDS	78.4%
HOUSEHOLDER	25.5%
SPOUSE	16.6%
CHILD	31.3%
OTHER RELATIVE	3.4%
NONRELATIVE	1.6%
IN NONFAMILY HOUSEHOLDS	17.6%
IN GROUP QUARTERS	4.0%
INSTITUTIONALIZED POPULATION	1.4%
NONINSTITUTIONALIZED POPULATION	2.6%

2017 Population 25+ by Educational Attainment

TOTAL	120,992
LESS THAN 9TH GRADE	6.4%
9TH - 12TH GRADE, NO DIPLOMA	11.6%
HIGH SCHOOL GRADUATE	24.8%
GED/ALTERNATIVE CREDENTIAL	6.0%
SOME COLLEGE, NO DEGREE	19.7%
ASSOCIATE DEGREE	8.8%
BACHELOR'S DEGREE	13.4%
GRADUATE/PROFESSIONAL DEGREE	9.2%

2017 Population 15+ by Marital Status

TOTAL	154,362
NEVER MARRIED	38.9%
MARRIED	43.9%
WIDOWED	6.9%
DIVORCED	10.3%

2017 Civilian Population 16+ in Labor Force

CIVILIAN EMPLOYED	90.4%
CIVILIAN UNEMPLOYED	9.6%

2017 Employed Population 16+ by Industry

TOTAL	73,990
AGRICULTURE/MINING	2.1%
CONSTRUCTION	6.3%
MANUFACTURING	14.8%
WHOLESALE TRADE	1.8%

2017 Employed Population 16+ by Industry (continued)

RETAIL TRADE	12.2%
TRANSPORTATION/UTILITIES	6.7%
INFORMATION	0.9%
FINANCE/INSURANCE/REAL ESTATE	3.9%
SERVICES	47.6%
PUBLIC ADMINISTRATION	3.6%

2017 Employed Population 16+ by Occupation

TOTAL	73,992
WHITE COLLAR	53.5%
MANAGEMENT/BUSINESS/FINANCIAL	9.4%
PROFESSIONAL	20.8%
SALES	10.5%
ADMINISTRATIVE SUPPORT	12.8%
SERVICES	18.8%
BLUE COLLAR	27.7%
FARMING/FORESTRY/FISHING	0.8%
CONSTRUCTION/EXTRACTION	5.6%
INSTALLATION/MAINTENANCE/REPAIR	3.7%
PRODUCTION	9.7%
TRANSPORTATION/MATERIAL MOVING	7.8%

2010 Population By Urban/ Rural Status

TOTAL POPULATION	184,108
POPULATION INSIDE URBANIZED AREA	0.0%
POPULATION INSIDE URBANIZED CLUSTER	49.1%
RURAL POPULATION	50.9%

2010 Households by Type

TOTAL	72,961
HOUSEHOLDS WITH 1 PERSON	29.3%
HOUSEHOLDS WITH 2+ PEOPLE	70.7%
FAMILY HOUSEHOLDS	64.3%
HUSBAND-WIFE FAMILIES	41.8%
WITH RELATED CHILDREN	16.9%
OTHER FAMILY (NO SPOUSE PRESENT)	22.5%
OTHER FAMILY WITH MALE HOUSEHOLDER	4.3%
WITH RELATED CHILDREN	2.2%
OTHER FAMILY WITH FEMALE HOUSEHOLDER	18.2%
WITH RELATED CHILDREN	12.4%
NONFAMILY HOUSEHOLDS	6.4%

2010 Households by Type (continued)

ALL HOUSEHOLDS WITH CHILDREN	31.8%
MULTIGENERATIONAL HOUSEHOLDS	4.5%
UNMARRIED PARTNER HOUSEHOLDS	4.5%
MALE-FEMALE	4.1%
SAME-SEX	0.5%

2010 Households by Size

TOTAL	72,962
1 PERSON HOUSEHOLD	29.3%
2 PERSON HOUSEHOLD	33.0%
3 PERSON HOUSEHOLD	16.9%
4 PERSON HOUSEHOLD	12.3%
5 PERSON HOUSEHOLD	5.6%
6 PERSON HOUSEHOLD	1.8%
7 + PERSON HOUSEHOLD	1.1%

2010 Households by Tenure and Mortgage Status

TOTAL	72,961
OWNER OCCUPIED	62.8%
OWNED WITH A MORTGAGE/LOAN	35.5%
OWNED FREE AND CLEAR	27.3%
RENTER OCCUPIED	37.2%

2010 Housing Units By Urban/ Rural Status

TOTAL HOUSING UNITS	83,125
HOUSING UNITS INSIDE URBANIZED AREA	0.0%
HOUSING UNITS INSIDE URBANIZED CLUSTER	48.1%
RURAL HOUSING UNITS	51.9%

Top 3 Tapestry Segments

1. RURAL BYPASSES (10E)
2. COLLEGE TOWNS (14B)
3. ROOTED RURAL (10B)



2017 Consumer Spending

APPAREL & SERVICES: TOTAL \$	\$94,411,069
AVERAGE SPENT	\$1,285.59
SPENDING POTENTIAL INDEX	60
EDUCATION: TOTAL \$	\$58,213,353
AVERAGE SPENT	\$792.69
SPENDING POTENTIAL INDEX	54
ENTERTAINMENT/RECREATION: TOTAL \$	\$144,117,393
AVERAGE SPENT	\$1,962.44
SPENDING POTENTIAL INDEX	63
FOOD AT HOME: TOTAL \$	\$242,979,510
AVERAGE SPENT	\$3,308.63
SPENDING POTENTIAL INDEX	66
FOOD AWAY FROM HOME: TOTAL \$	\$151,188,049
AVERAGE SPENT	\$2,058.72
SPENDING POTENTIAL INDEX	62
HEALTH CARE: TOTAL \$	\$269,773,723
AVERAGE SPENT	\$3,673.49
SPENDING POTENTIAL INDEX	66
HH FURNISHINGS & EQUIPMENT: TOTAL \$	\$88,407,659
AVERAGE SPENT	\$1,203.84
SPENDING POTENTIAL INDEX	62
PERSONAL CARE PRODUCTS & SERVICES: TOTAL \$	\$34,844,378
AVERAGE SPENT	\$474.47
SPENDING POTENTIAL INDEX	60
SHELTER: TOTAL \$	\$691,701,206
AVERAGE SPENT	\$9,418.85
SPENDING POTENTIAL INDEX	58
SUPPORT PAYMENTS/CASH CONTRIBUTIONS/GIFTS IN KIND: TOTAL \$	\$105,899,606
AVERAGE SPENT	\$1,442.03
SPENDING POTENTIAL INDEX	62
TRAVEL: TOTAL \$	\$83,185,813
AVERAGE SPENT	\$1,132.74
SPENDING POTENTIAL INDEX	55
VEHICLE MAINTENANCE & REPAIRS: TOTAL \$	\$51,070,361
AVERAGE SPENT	\$695.42
SPENDING POTENTIAL INDEX	65

ACKNOWLEDGEMENTS

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*REPORT COMPLETED BY BRICK+MORTAR, LLC (DECEMBER, 2017)

