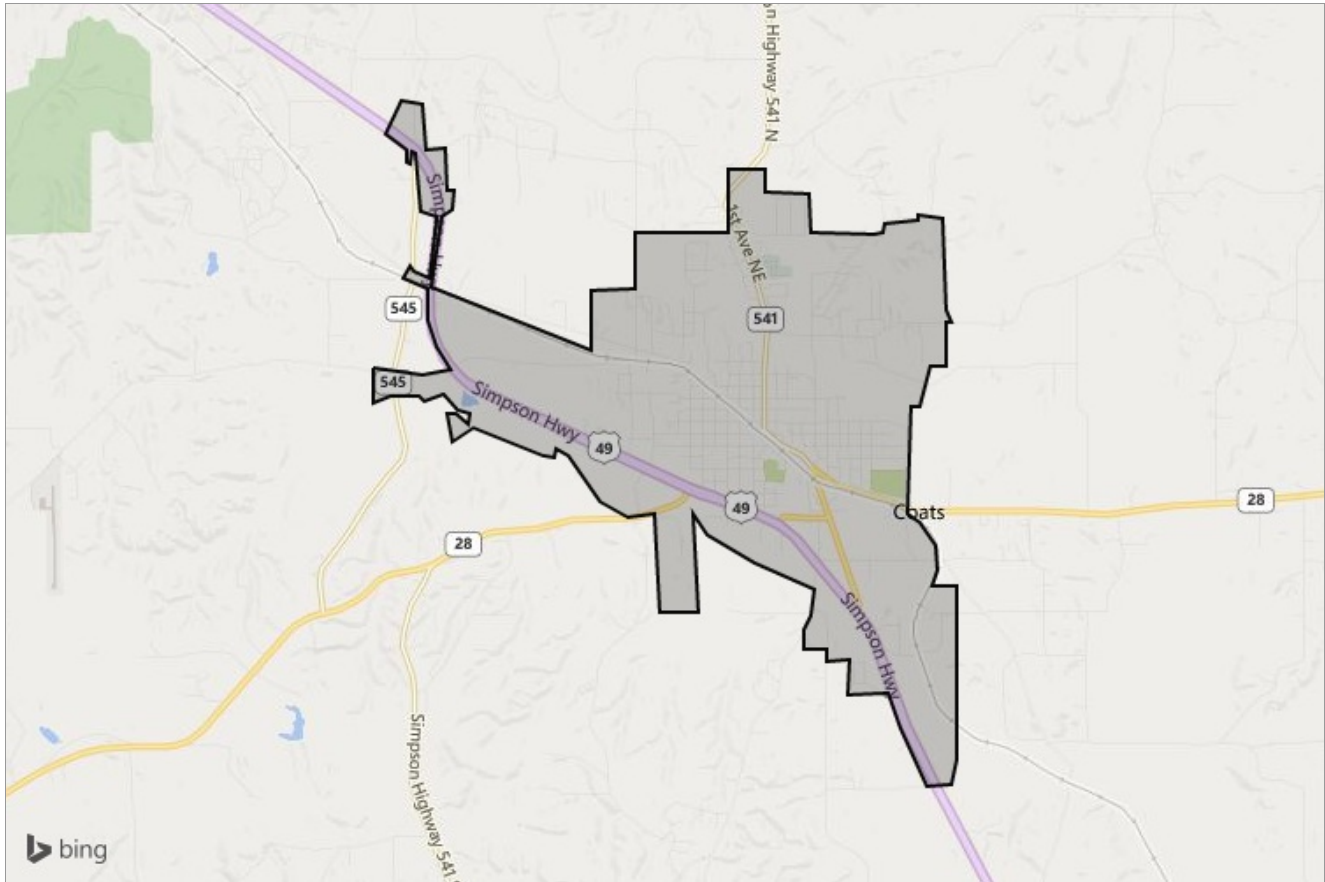


COMMERCIAL TRADE AREA REPORT

# Magee, Mississippi

Prepared for Magee, MS Commercial Appraisal Prospect



Presented by

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*Offering commercial appraisal services and real estate consulting services in Magee, MS, Simpson County, the Jackson MS metro area, and across the state of Mississippi.*

## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$25,823**

Age:  
**Median Age**  
**33.3**

Population Stats:  
**Total Population**  
**4,295**

Segmentation:  
**1st Dominant Segment**  
**Hardscrabble Road**

## Consumer Segmentation

Life Mode

**What are the people like that live in this area?**

**Middle Ground**  
Lifestyles of thirtysomethings

Urbanization

**Where do people like this usually live?**

**Metro Cities**  
Affordable city life, including smaller metros, satellite cities

## Top Tapestry Segments

	<b>Hardscrabble Road</b>	<b>Small Town Simplicity</b>	<b>Modest Income Homes</b>	<b>Midlife Constants</b>	<b>Rural Bypasses</b>
<b>% of Households</b>	553 (35.6%)	380 (24.5%)	313 (20.2%)	277 (17.8%)	23 (1.5%)
<b>% of Simpson County</b>	613 (5.9%)	721 (6.9%)	336 (3.2%)	394 (3.8%)	2,590 (24.9%)
<b>Lifestyle Group</b>	Middle Ground	Hometown	Hometown	GenXurban	Rustic Outposts
<b>Urbanization Group</b>	Metro Cities	Semirural	Urban Periphery	Suburban Periphery	Rural
<b>Residence Type</b>	Single Family	Single Family	Single Family	Single Family	Single Family or Mobile Homes
<b>Household Type</b>	Singles	Singles	Singles	Married Without Kids	Married Couples
<b>Average Household Size</b>	2.64	2.25	2.56	2.3	2.54
<b>Median Age</b>	31.7	40	36.1	45.9	39.7
<b>Diversity Index</b>	74.2	49.1	33.3	34	59.9
<b>Median Household Income</b>	\$26,000	\$27,000	\$22,000	\$48,000	\$29,000
<b>Median Net Worth</b>	\$12,000	\$14,000	\$13,000	\$104,000	\$25,000
<b>Median Home Value</b>	–	\$88,000	–	\$141,000	\$85,000
<b>Homeownership</b>	41.2 %	50.9 %	46.3 %	73.6 %	71.1 %
<b>Average Monthly Rent</b>	\$690	–	\$720	–	–
<b>Employment</b>	Services or Administration	Services or Professional	Services or Administration	Professional or Services	Services, Professional or Production
<b>Education</b>	High School Graduate	High School Graduate	High School Graduate	College Degree	High School Graduate
<b>Preferred Activities</b>	Play basketball, football, volleyball. Shop via sales rep, QVC or HSN.	Visit the doctor regularly. Go hunting, fishing, target shooting.	Shop at low-cost retailers, warehouse clubs. Play basketball.	Attend church; are members of fraternal orders. Read; go fishing; play golf.	Go online infrequently. Go hunting, fishing.
<b>Financial</b>	Invest in retirement savings, stocks, bonds	Shop with coupons at discount stores	Pay bills in person	Have retirement income, Social Security	Depend on Social Security, SSI
<b>Media</b>	Listen to gospel, rap, hip-hop and R&B music	Read newspapers; watch TV	Watch BET; listen to gospel, R&B radio	Watch country, Christian TV channels	Subscribe to satellite TV
<b>Vehicle</b>	Own 1-2 vehicles	Own, maintain domestic trucks, ATVs	Take public transportation	Own domestic SUVs, trucks	Prefer trucks to sedans

## About this segment

# Hardscrabble Road

This is the  
**#1**  
dominant segment  
for this area

In this area  
**35.6%**  
of households fall  
into this segment

In the United States  
**1.2%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multi-racial and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the U.S. rate), and median household income is half the U.S. median. Almost 1 in 3 households have income below the poverty level. Approximately 60 percent of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2-4 unit buildings. This market is struggling to get by.

### Our Neighborhood

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents, and multigenerational households.
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2-4 unit buildings.
- Older housing, built before 1960 (62%), with a higher proportion built in the 1940s or earlier.
- Four-fifths of owned homes valued under \$100,000 (more than 3.5 times the U.S.).
- Higher percentage of vacant housing units at 17%.
- Most households with 1 or 2 vehicles (71%), but 18% have no vehicle.

### Socioeconomic Traits

- Education completed: 38% with a high school diploma only; 25% with some college or an associate's degree.
- Unemployment rate is higher at 16.6%, almost twice the U.S. rate.
- Labor force participation rate is lower at 57.4%.
- Wages and salaries are the primary source of income for 71% of households, with contributions from Supplemental Security Income for 10% and public assistance for 7%.
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

### Market Profile

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network and Nickelodeon on TV is popular; diapers, baby food and children's clothing are priority expenditures.
- Favor shopping through an in-home sales rep, QVC or HSN.
- Read parenting and health magazines.
- Watch programs on BET, MTV and Game Show Network.
- Prefer to listen to gospel, R&B, rap and hip-hop music.
- Participate in basketball, football and volleyball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## About this segment

# Small Town Simplicity

This is the  
**#2**  
dominant segment  
for this area

In this area  
**24.5%**  
of households fall  
into this segment

In the United States  
**1.9%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semi-rural, with television for entertainment and news, and emphasis on convenience for young parents and senior citizens. Residents embark on pursuits including online computer games, scrapbooking and rural activities like hunting and fishing. Since almost 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

### Our Neighborhood

- They reside in small towns or semi-rural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses, apartments and mobile homes.
- A majority, 51%, of homes are owner occupied.
- Median home value of \$88,000 is about half the U.S. median.
- Average rent is \$600.
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households.

### Socioeconomic Traits

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9%.
- Labor force participation lower at 51%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed

### Market Profile

- Small Town Simplicity features a semi-rural lifestyle, complete with trucks (domestic, of course), ATVs and vegetable gardens.
- Hunting, fishing and target shooting are favorite pastimes.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## About this segment

# Modest Income Homes

This is the  
**#3**  
dominant segment  
for this area

In this area  
**20.2%**  
of households fall  
into this segment

In the United States  
**1.4%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Families in this urban segment may be non-traditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multi-generational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low. Public transportation is available, and Medicaid can assist families in need.

### Our Neighborhood

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the U.S. average.
- Most households have no vehicle or one car, with a high dependence on public transportation.

### Socioeconomic Traits

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at more than double the U.S. rate.
- Income is less than half of the U.S. median income; one in three households are in poverty, dependent on Social Security, public assistance and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

### Market Profile

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, Modest Income Homes residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## About this segment

# Midlife Constants

This is the  
**#4**  
dominant segment  
for this area

In this area  
**17.8%**  
of households fall  
into this segment

In the United States  
**2.5%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

### Our Neighborhood

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$141,000.

### Socioeconomic Traits

- Education: 64% have a high school diploma or some college.
- Unemployment is lower in this market at 7.4%, but so is the labor force participation rate.
- Almost 42% of households are receiving Social Security; 28% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).

### Market Profile

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing and golf.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## About this segment

# Rural Bypasses

This is the  
**#5**  
dominant segment  
for this area

In this area  
**1.5%**  
of households fall  
into this segment

In the United States  
**1.4%**  
of households fall  
into this segment

## An overview of who makes up this segment across the United States

### Who We Are

Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue-collar jobs in the agriculture or manufacturing industries.

### Our Neighborhood

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.54.
- Most residents own single-family homes, or mobile homes.
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

### Socioeconomic Traits

- Education is not a priority in this market. Almost 30% have not finished high school; only 9% have a bachelor's degree or higher.
- Unemployment is very high at 14%; labor force participation is low at 46%.
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.

### Market Profile

- Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT or TCM.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2014. Update Frequency: Annually.

## Magee, Mississippi: Population Comparison

### Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Population Change Since 2000

This chart shows the percentage change in area's population from 2000 to 2014, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



### Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)





## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

- 2014
- 2019 (Projected)



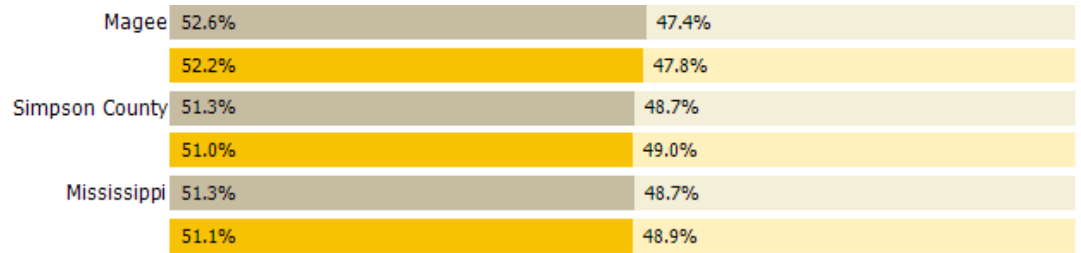
## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

- Women 2014
- Men 2014
- Women 2019 (Projected)
- Men 2019 (Projected)



## Magee, Mississippi: Age Comparison

### Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



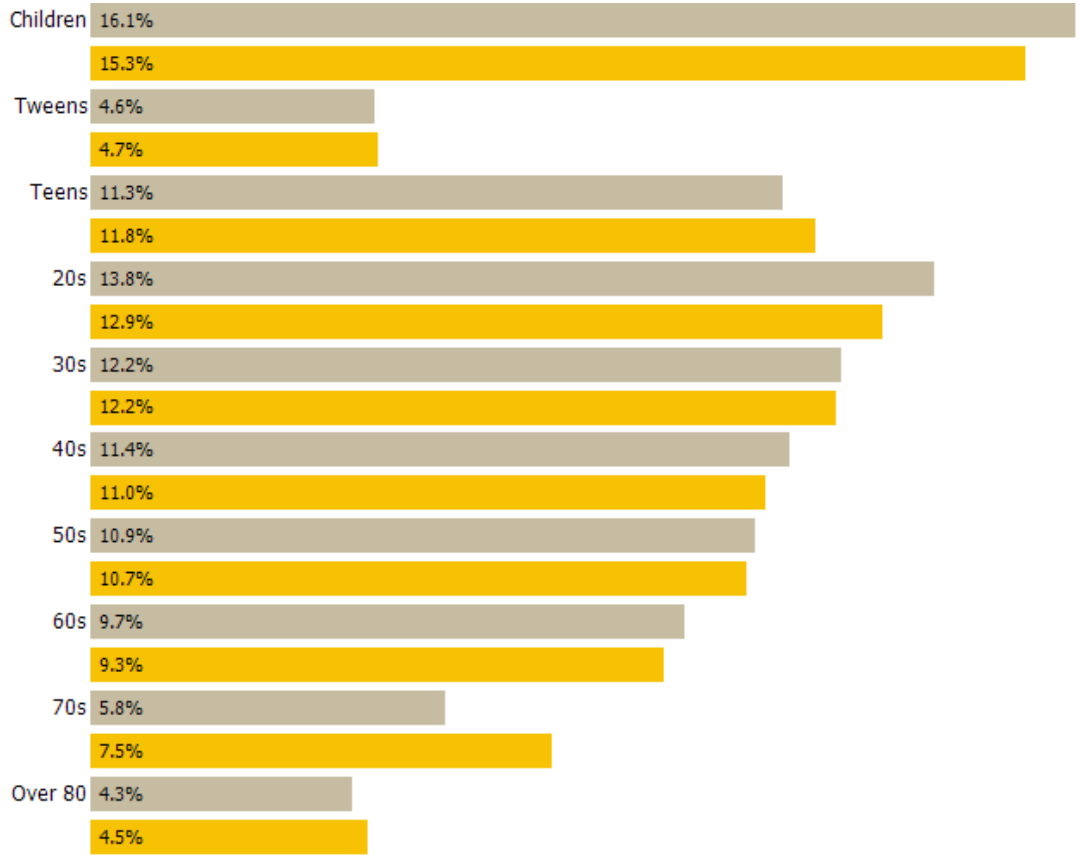
### Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

2014  
2019 (Projected)



## Magee, Mississippi: Marital Status Comparison

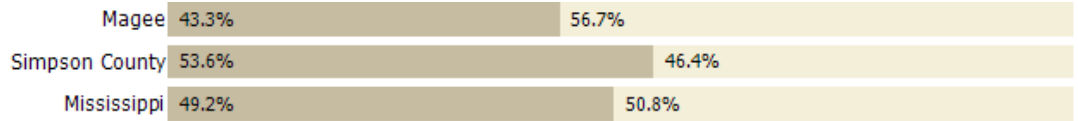
### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

Married  
 Unmarried



### Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



## Magee, Mississippi: Economic Comparison

### Average Household Income

This chart shows the average household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

■ 2014  
■ 2019 (Projected)



### Median Household Income

This chart shows the median household income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

■ 2014  
■ 2019 (Projected)



### Per Capita Income

This chart shows per capita income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually

■ 2014  
■ 2019 (Projected)



### Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



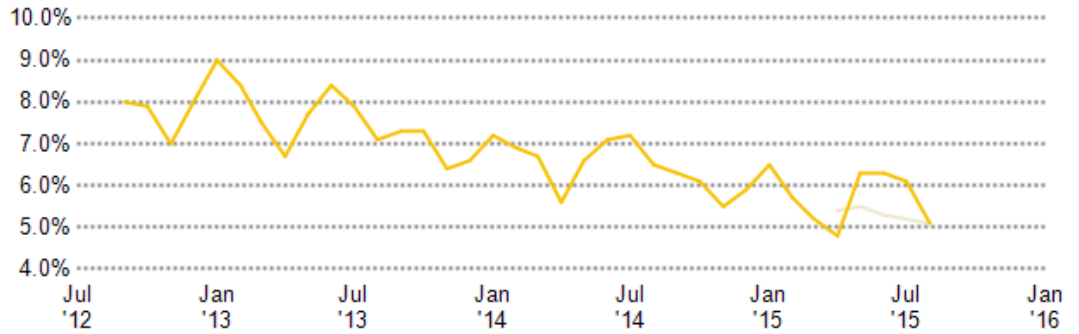
## Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies.

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Simpson County
- United States

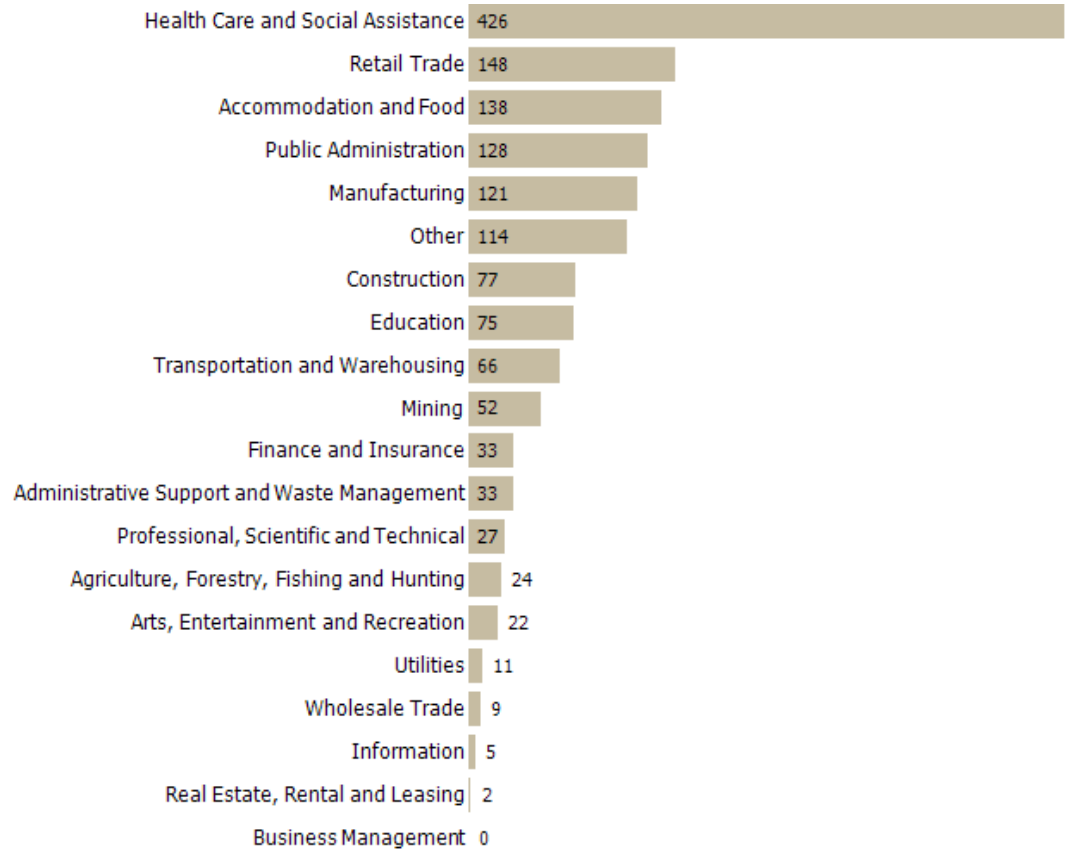


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2014

Update Frequency: Annually



## Magee, Mississippi: Education Comparison

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



### Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2014

Update Frequency: Annually



## Magee, Mississippi: Home Value Comparison

### Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### 12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



### Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



### 12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly





Best Businesses

This chart shows the types of businesses that consumers are leaving an area to find. The business types represented by blue bars are relatively scarce in the area, so consumers go elsewhere to have their needs met. The orange business types are relatively plentiful in the area, meaning there are existing competitors for the dollars that consumers spend in these categories.

Data Source: Retail Marketplace via Esri, 2014

Update Frequency: Annually

