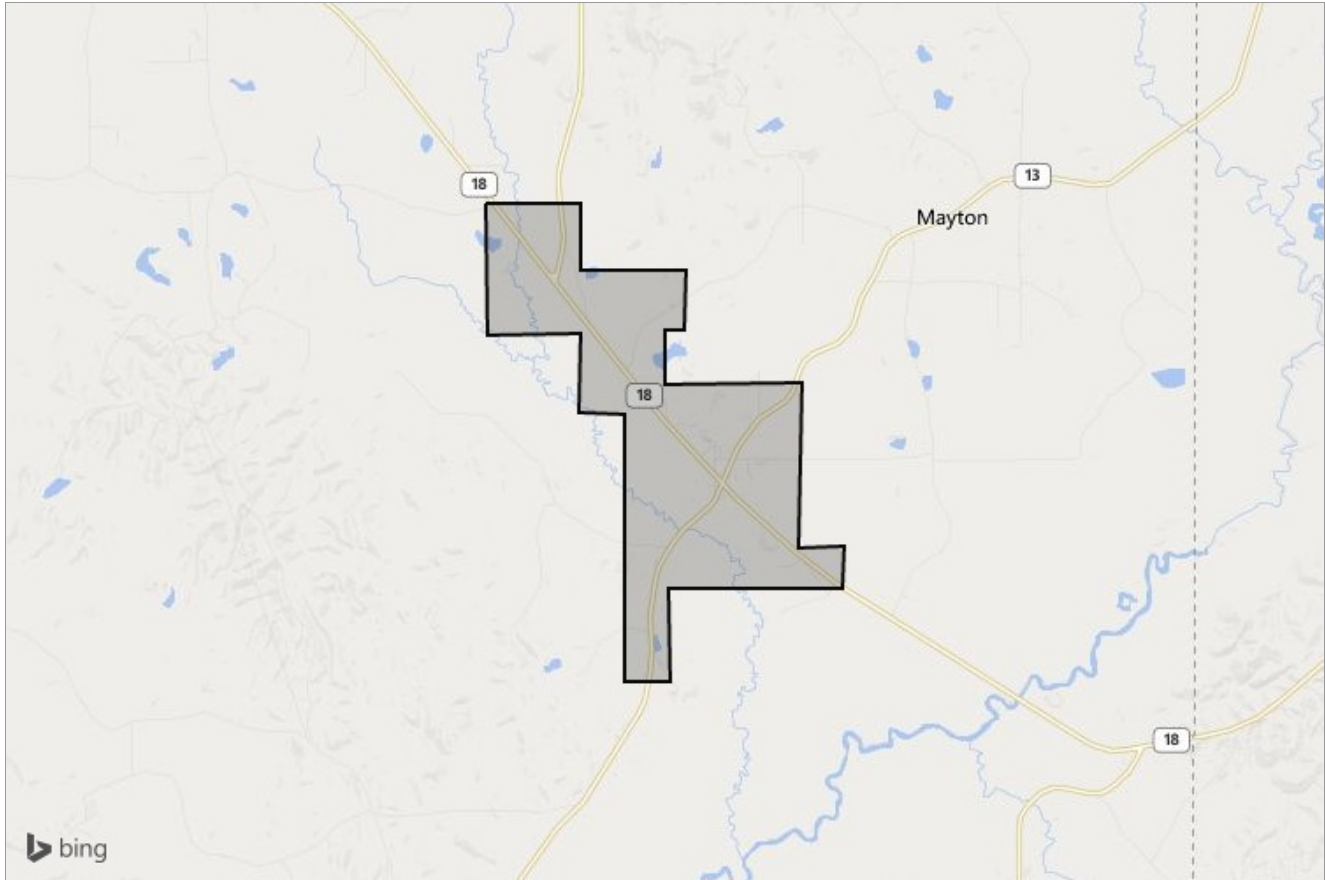


COMMERCIAL TRADE AREA REPORT

# Puckett, Mississippi



Presented by

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## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$50,223**

Age:  
**Median Age**  
**40.4**

Population Stats:  
**Total Population**  
**330**

Segmentation:  
**1st Dominant Segment**  
**Southern Satellites**

## Consumer Segmentation

### Life Mode

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

### Rustic Outposts

Country life with older families, older homes

### Urbanization

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

### Rural

Country living with older families, low density and low diversity

## Top Tapestry Segments

### Southern Satellites

<b>% of Households</b>	131 (100.0%)
<b>% of Rankin County</b>	11,339 (20.7%)
<b>Lifestyle Group</b>	Rustic Outposts
<b>Urbanization Group</b>	Rural
<b>Residence Type</b>	Single Family or Mobile Homes
<b>Household Type</b>	Married Couples
<b>Average Household Size</b>	2.65
<b>Median Age</b>	39.7
<b>Diversity Index</b>	38.6
<b>Median Household Income</b>	\$44,000
<b>Median Net Worth</b>	\$70,000
<b>Median Home Value</b>	\$119,000
<b>Homeownership</b>	78.6 %
<b>Employment</b>	Services, Professional or Administration
<b>Education</b>	High School Graduate
<b>Preferred Activities</b>	Go hunting, fishing. Own a pet dog.
<b>Financial</b>	Shop at Walmart
<b>Media</b>	Listen to country music; watch CMT
<b>Vehicle</b>	Own, maintain truck

## About this segment

# Southern Satellites

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

In this area  
**100.0%**  
of households fall  
into this segment

In the United States  
**3.2%**  
of households fall  
into this segment

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

### Who We Are

Southern Satellites is the second largest market found in rural settlements, typically within metropolitan areas located primarily in the South. This market is generally non-diverse, slightly older, settled married-couple families, who own their homes. Almost two-thirds of the homes are single-family structures; a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade and construction, with higher proportions in mining and agriculture than the U.S. Residents enjoy country living, preferring outdoor activities and DIY home projects.

### Our Neighborhood

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multi-generational households.
- Most are single-family homes (65%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common

### Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 41% have college education.
- Unemployment rate is 9.2%, slightly higher than the U.S. rate.
- Labor force participation rate is 59.7%, slightly lower than the U.S.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

### Market Profile

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

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.

## Puckett, 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)



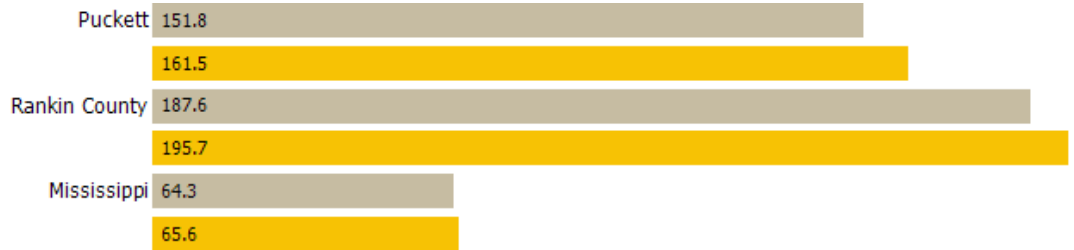
### Population Density

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)



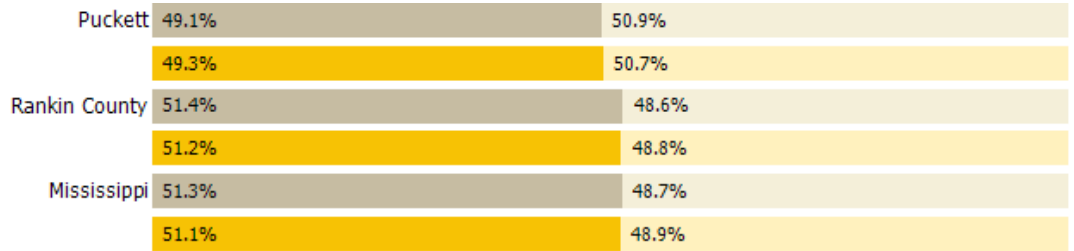
## Female / Male Ratio

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)



## Puckett, 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)



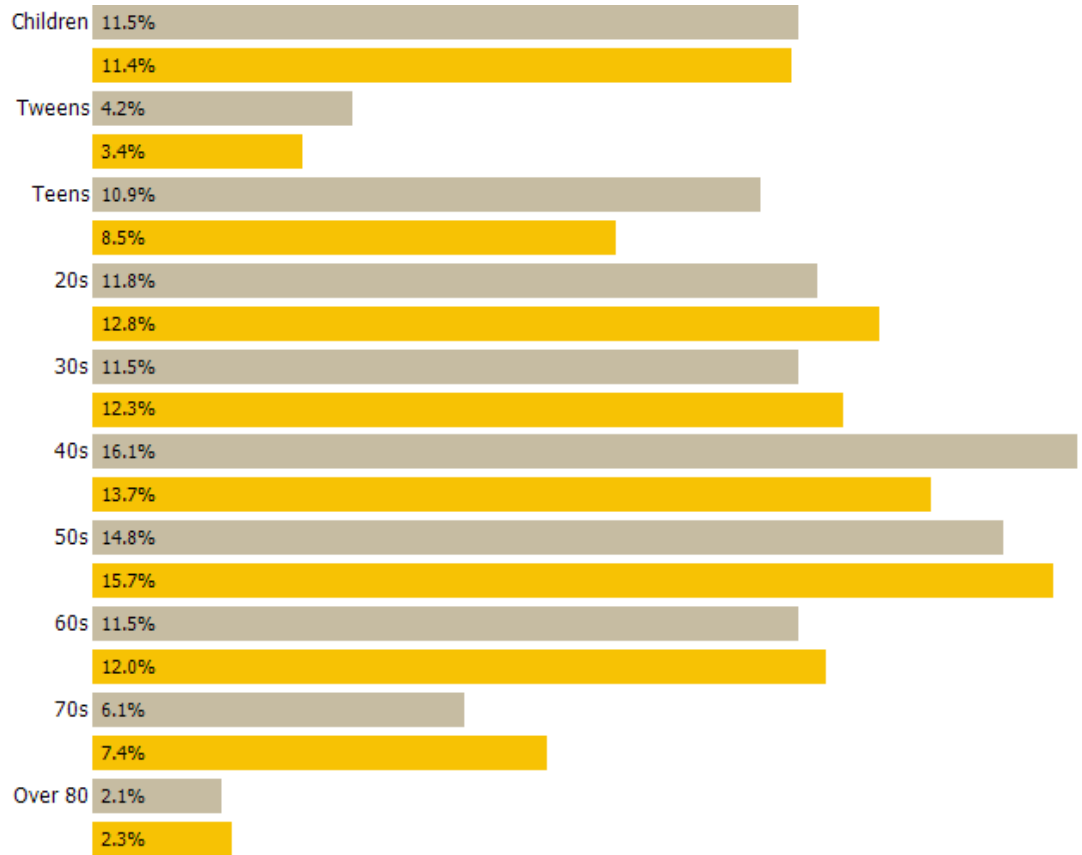
### Population by Age

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)



## Puckett, 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

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



## Puckett, 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





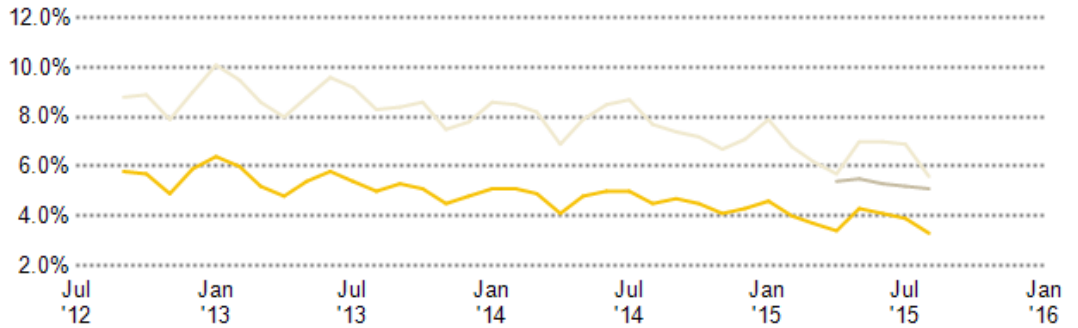
## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Rankin County
- Mississippi
- United States

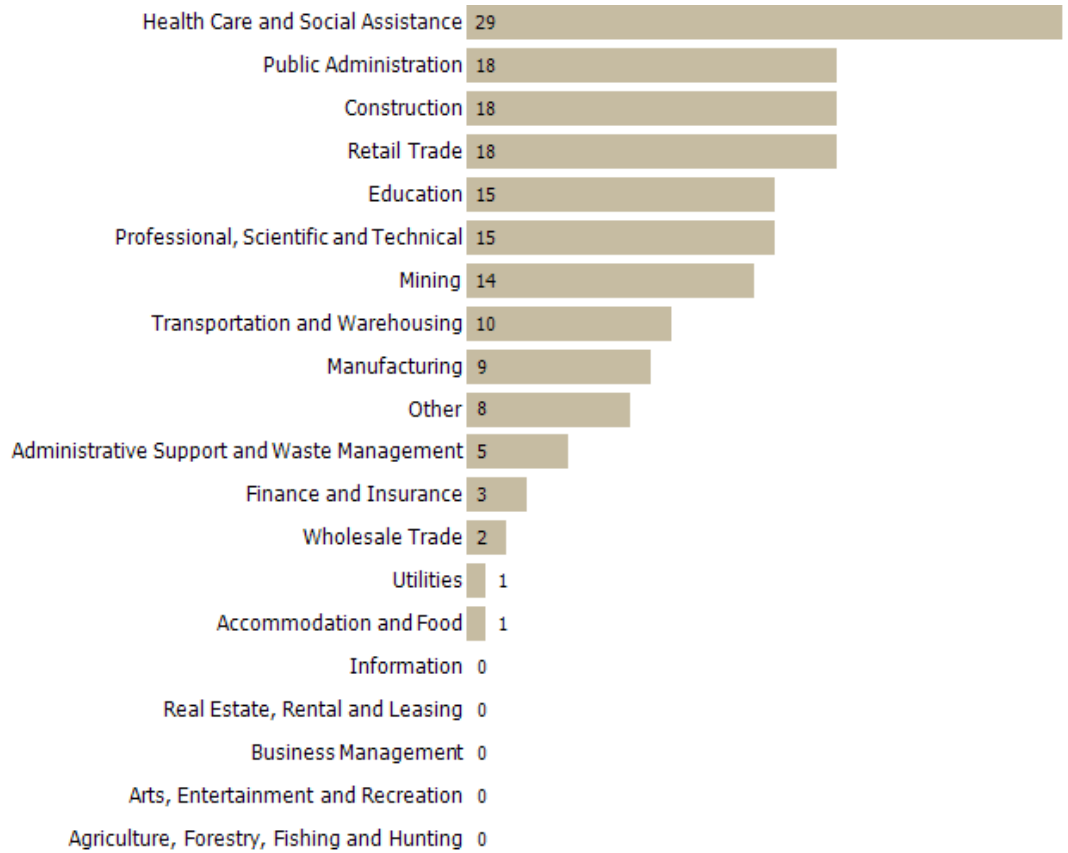


## Employment Count by Industry

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



## Puckett, 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



## Puckett, 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

