

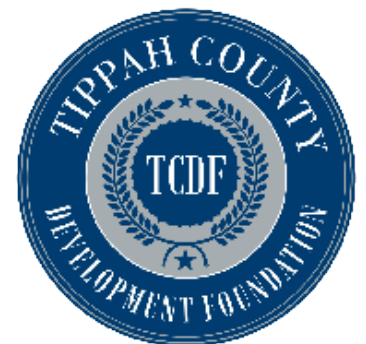


TheRetailCoach®

# RETAIL TRADE ANALYSIS REPORT

Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
September 2017





# CONTENTS

<b>Contents</b> .....	<b>2</b>	<b>Blue Mountain Analysis Area</b> .....	<b>141</b>
<b>Definitions</b> .....	<b>3</b>	Demographic Snapshot.....	142
<b>Tippah County Analysis Area</b> .....	<b>4</b>	Retail Trade Area Map.....	143
Competing Counties Study.....	5	Retail Trade Area Gap/Opportunity Analysis .....	144
Demographic Snapshot.....	13	Retail Trade Area Demographic Profile .....	148
Retail Trade Area Map.....	14	Retail Trade Area Psychographic Profile .....	156
Retail Trade Area Gap/Opportunity Analysis .....	15	Community Location Map .....	175
Retail Trade Area Demographic Profile .....	19	Community Demographic Profile.....	176
Retail Trade Area Psychographic Profile .....	27	Community Workplace Population .....	184
County Location Map.....	46	<b>Falkner Analysis Area</b> .....	<b>186</b>
County Demographic Profile.....	47	Demographic Snapshot.....	187
County Workplace Population .....	55	Retail Trade Area Map.....	188
<b>Ripley Analysis Area</b> .....	<b>57</b>	Retail Trade Area Gap/Opportunity Analysis .....	189
Demographic Snapshot.....	58	Retail Trade Area Demographic Profile .....	193
Retail Trade Area Map.....	59	Retail Trade Area Psychographic Profile .....	201
Retail Trade Area Gap/Opportunity Analysis .....	60	Community Location Map .....	211
Retail Trade Area Demographic Profile .....	64	Community Demographic Profile.....	212
Retail Trade Area Psychographic Profile .....	72	Community Workplace Population .....	220
Community Location Map .....	91	<b>Dumas Analysis Area</b> .....	<b>222</b>
Community Demographic Profile.....	92	Demographic Snapshot.....	223
Community Workplace Population .....	100	Retail Trade Area Map.....	224
<b>Walnut Analysis Area</b> .....	<b>102</b>	Retail Trade Area Gap/Opportunity Analysis .....	225
Demographic Snapshot.....	103	Retail Trade Area Demographic Profile .....	229
Retail Trade Area Map.....	104	Retail Trade Area Psychographic Profile .....	237
Retail Trade Area Gap/Opportunity Analysis .....	105	Community Location Map .....	253
Retail Trade Area Demographic Profile .....	109	Community Demographic Profile.....	254
Retail Trade Area Psychographic Profile .....	117	Community Workplace Population .....	262
Community Location Map .....	130	<b>About the Retail Coach</b> .....	<b>264</b>
Community Demographic Profile.....	131	<b>Acknowledgments</b> .....	<b>265</b>
Community Workplace Population .....	139		



# DEFINITIONS

## **Competing Community Analysis**

A Comparison report looking at competing communities to identify a competitive advantage via economic and market forces that have a direct impact on retail recruitment and development in Tippah County.

## **Demographic Snapshot**

A quick look/introduction to the communities Retail Trade Area including a summary of the Population, Age, Income, Race, & Education.

## **Gap/Opportunity Analysis**

A report determining the level of retail demand for the designated Retail Trade Area. The analysis computes the retail potential of the Retail Trade Area and then compares it to estimated actual sales in the community. The difference is either a leakage, where consumers are traveling outside the community to purchase certain retail goods and services, or a surplus, where consumers are traveling from outside the community to purchase certain retail goods and services.

## **Demographic Profile**

A comprehensive 2010 Census, 2017, and 2022 report for the Retail Trade Area and community, including population and projected population growth, ethnicities, average and median household incomes, median age, households and household growth, and educational attainment.

## **Psychographic Profile**

A report based on the market segmentation system developed by ESRI, including a Tapestry Segmentation profile of the households in the Retail Trade Area. This is done by using the most advanced socioeconomic, psychometric, and demographic data to measure consumer attitudes, values, lifestyles, and purchasing behaviors to understand the categories and brands of retailers that may be of interest.

## **Workplace Population**

A report providing an employment summary report detailing the total number of establishments, by industry, and employee counts within the designated labor market area. This report will provide insight into the “work here” population versus the “live here” population.



TheRetailCoach®

## COUNTY ANALYSIS AREA

Tippah County, Mississippi

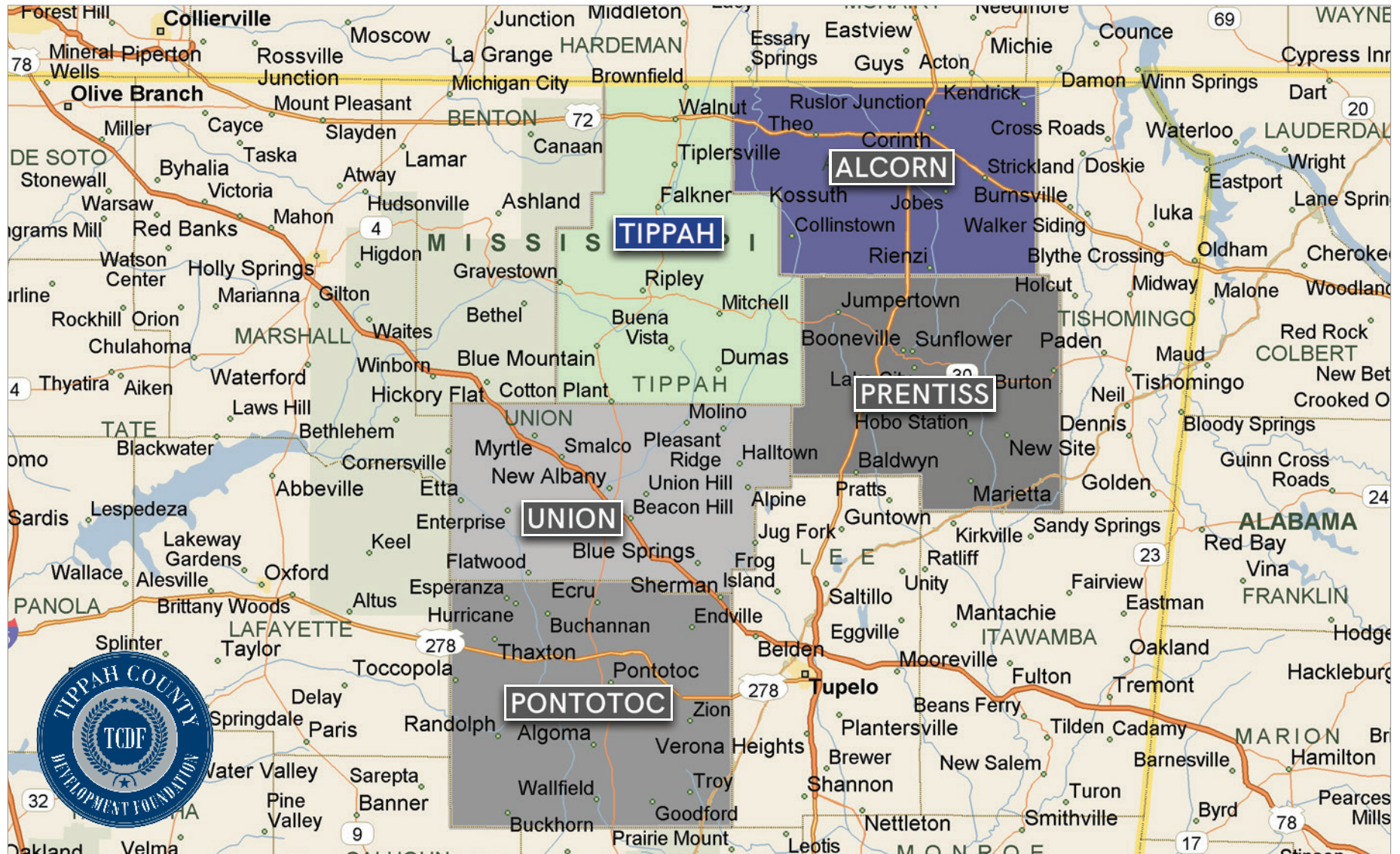
Prepared for  
Tippah County Development Foundation  
September 2017





# COMPETING COMMUNITIES

Tippah County, Mississippi



**CONTACT MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO**

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353

mharrison@tippahcounty.org | www.tippahcounty.org

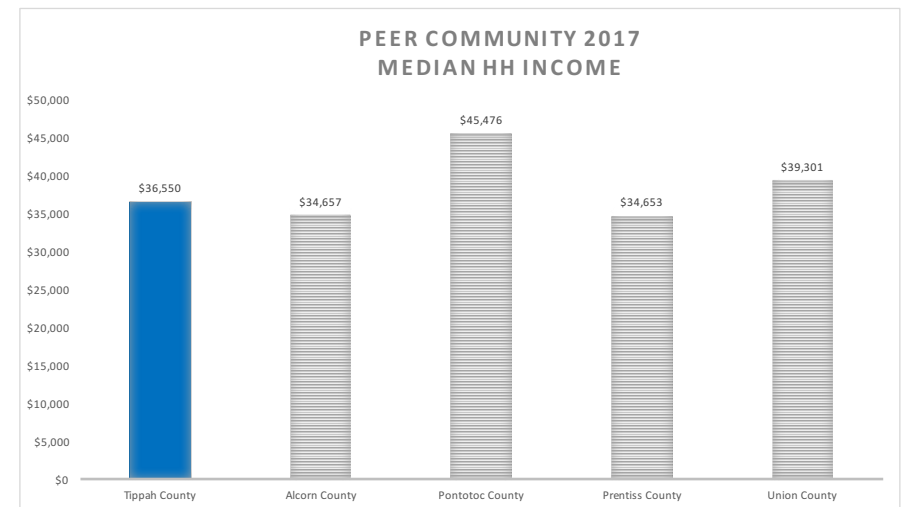
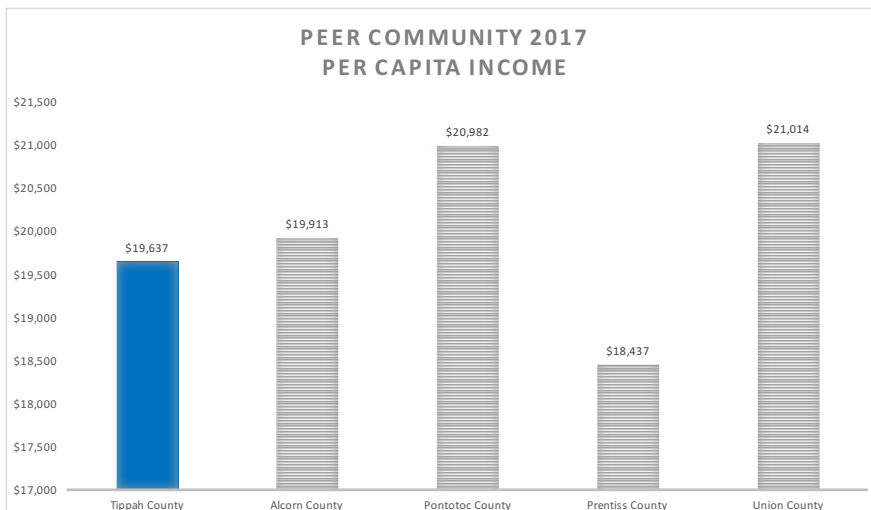
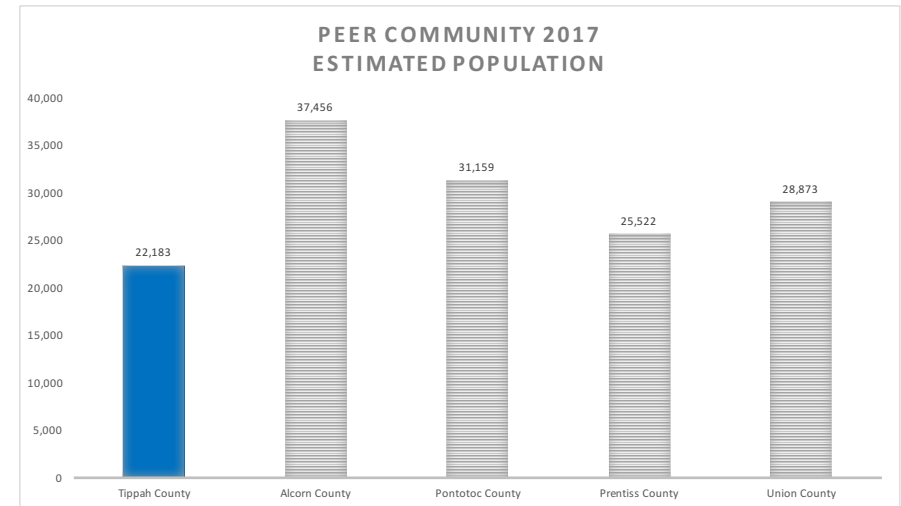


# COMPETING COMMUNITIES

Tippah County, Mississippi

## PEER COMMUNITY POPULATION COMPARISON

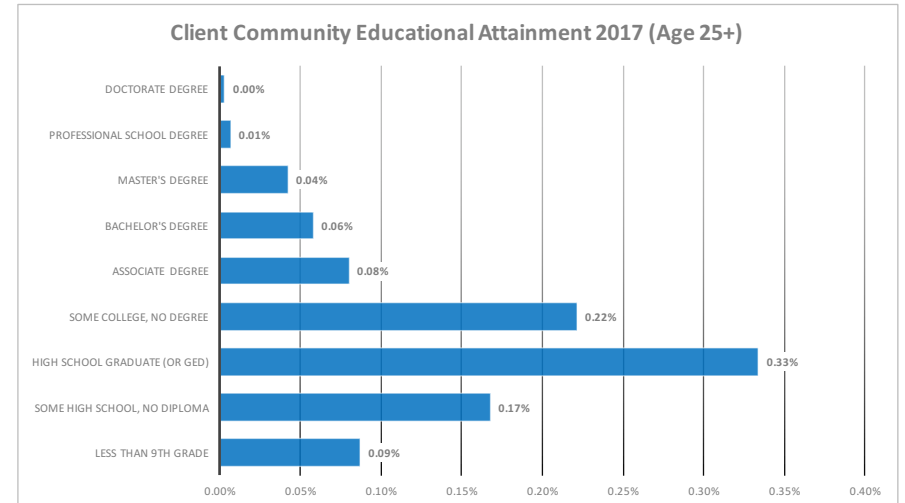
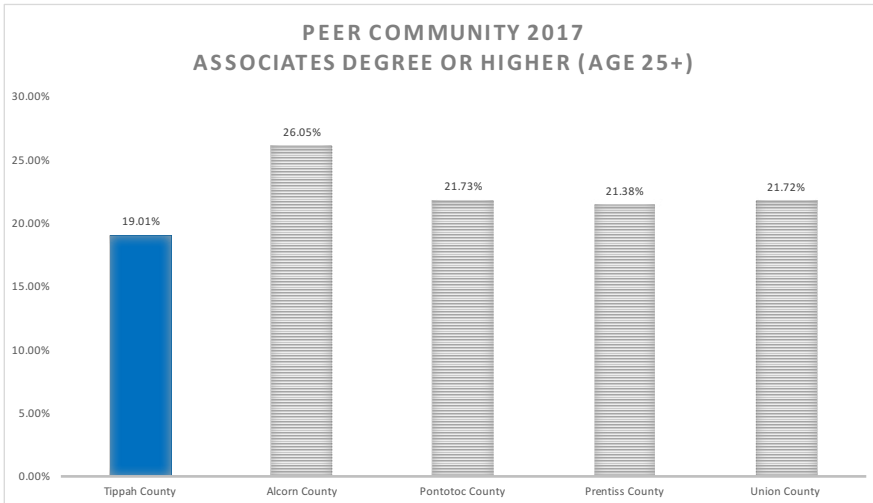
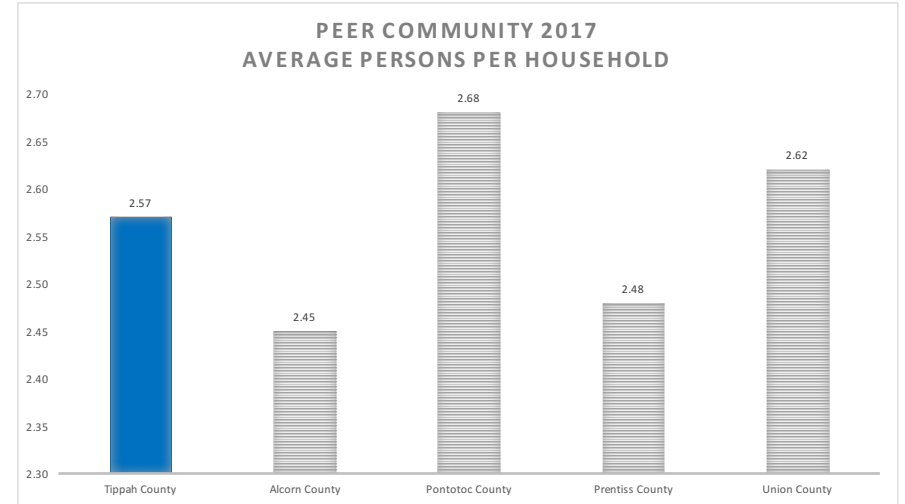
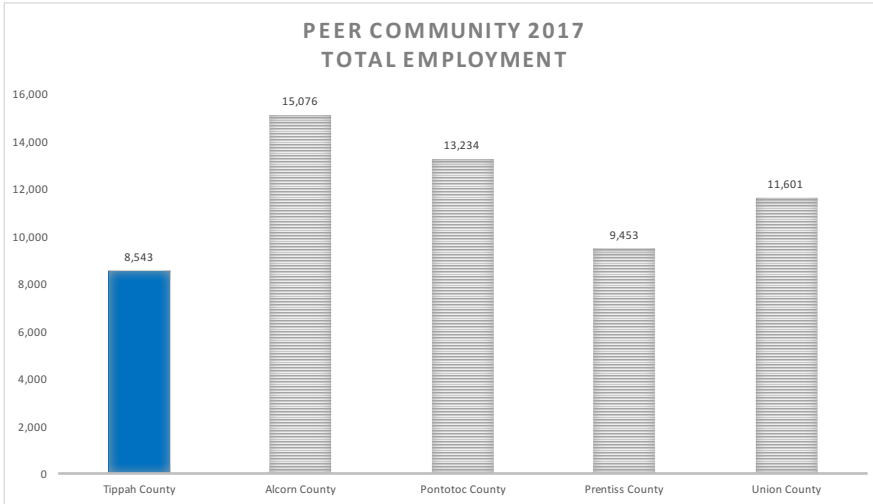
Population	Tippah County	Alcorn County	Pontotoc County	Prentiss County	Union County
2020	22,332	37,809	31,913	25,773	29,973
2015	22,183	37,456	31,159	25,522	28,873
2010	22,232	37,057	29,957	25,276	27,134
2000	20,826	34,558	26,726	25,556	25,362





# COMPETING COMMUNITIES

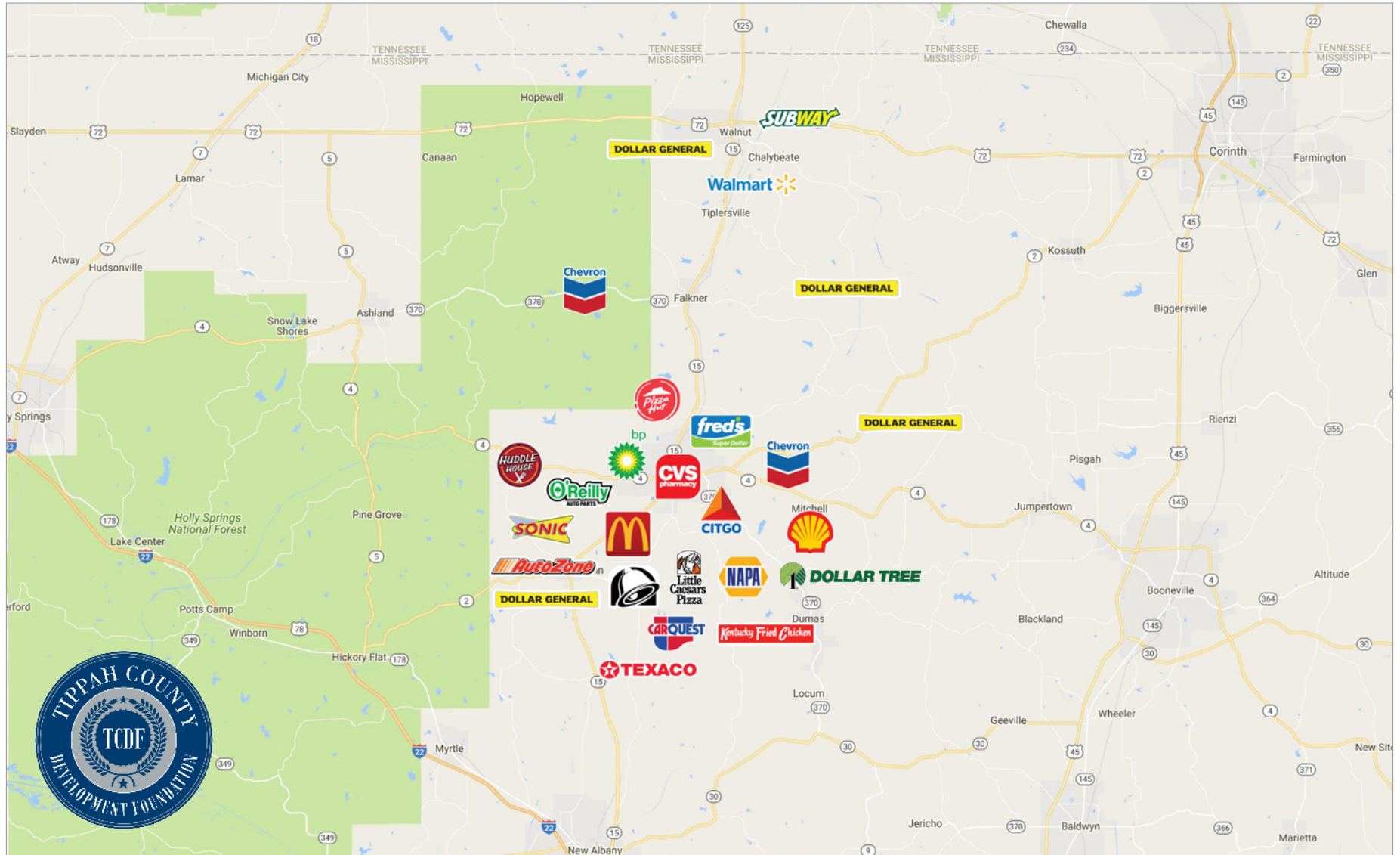
Tippah County, Mississippi





# EXISTING RETAIL

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org





# EXISTING RETAIL

Alcorn County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# EXISTING RETAIL

Pontotoc County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# EXISTING RETAIL

Prentiss County, Mississippi



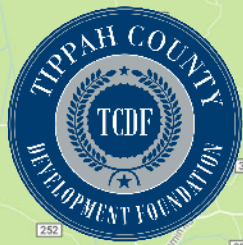
**CONTACT MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO**

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# EXISTING RETAIL

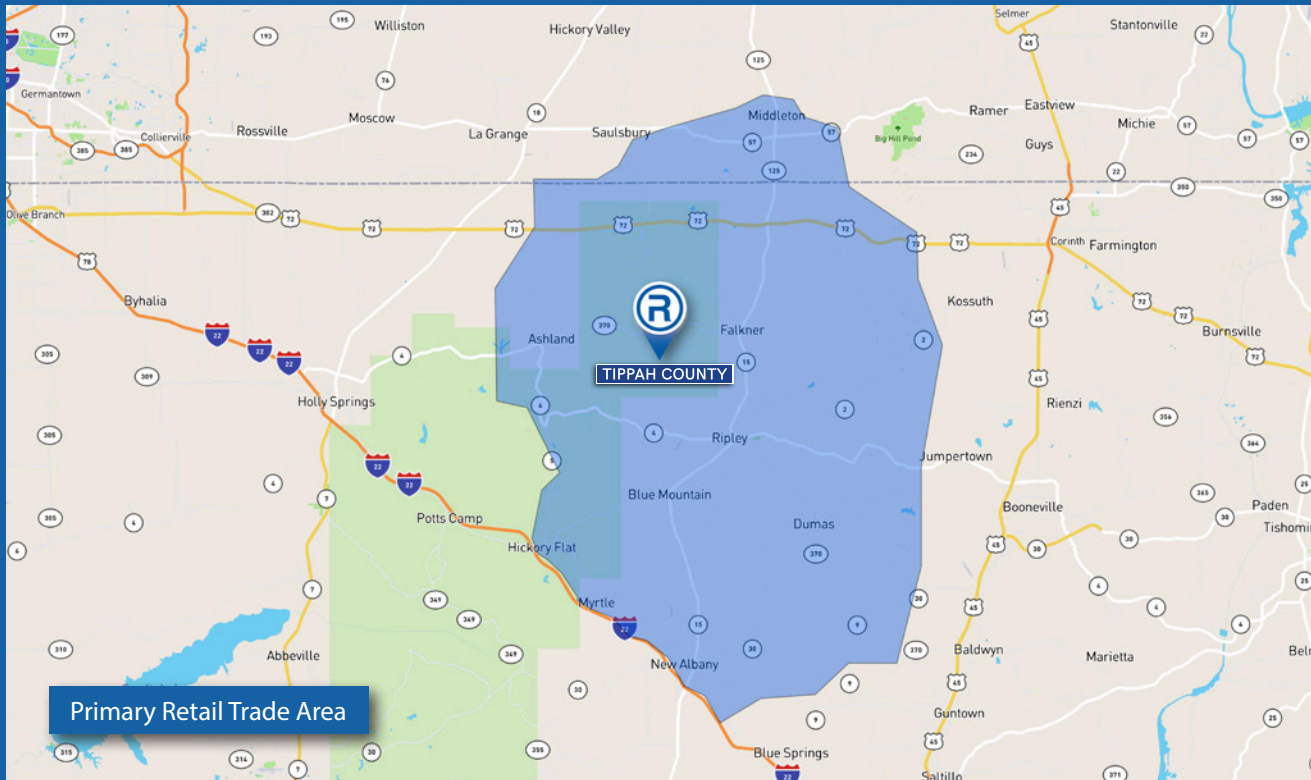
Union County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org

# Demographic Snapshot



## Contact Information

Matthew Harrison, Executive Director/ COO  
 Tippah County Development Foundation  
 201 North Union Street  
 Ripley, Mississippi 38663  
 Phone 662.837.3353  
 mharrison@tippahcounty.org  
 www.tippahcounty.org

September 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Primary Retail Trade Area	44,127	46,872	47,017	47,397

## Income

	2017 ESTIMATE
Average Household	\$50,560
Median Household	\$35,796
Per Capita	\$19,750

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	4.79%
Bachelor's Degree	6.73%
Associate Degree	8.03%
Some College, No Degree	21.51%
High School Graduate	34.92%
Some High School, No Degree	15.13%
Less than 9th Grade	8.89%

## Race Distribution

	2017 ESTIMATE
White	76.53%
Black or African American	18.41%
American Indian/Alaskan	0.30%
Asian	0.28%
Native Hawaiian/Islander	0.02%
Other Race	2.67%
Two or More Races	1.79%
Hispanic or Latino (of any race)	4.69%

## Age

GROUPS	2017 ESTIMATE
9 Years and Under	12.72%
10-17 Years	11.11%
18-24 Years	9.20%
25-34 Years	11.81%
35-44 Years	12.17%
45-54 Years	13.14%
55-64 Years	12.74%
65 Years and Over	17.11%
DISTRIBUTION	2017 ESTIMATE
Median Age	39.2
Average Age	39.6







# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$628,114,821.24	\$156,643,293.00	\$471,471,528.24	0.249
441	Motor Vehicle and Parts Dealers	\$142,056,368.61	\$31,826,097.00	\$110,230,271.61	0.224
4411	Automotive Dealers	\$119,591,170.49	\$25,830,298.00	\$93,760,872.49	0.216
4412	Other Motor Vehicle Dealers	\$9,389,780.76	\$1,276,831.00	\$8,112,949.76	0.136
4413	Automotive Parts/Accsrs, Tire Stores	\$13,075,417.36	\$4,718,968.00	\$8,356,449.36	0.361
442	Furniture and Home Furnishings Stores	\$11,117,110.67	\$2,473,306.00	\$8,643,804.67	0.222
4421	Furniture Stores	\$6,221,134.47	\$1,236,663.00	\$4,984,471.47	0.199
4422	Home Furnishing Stores	\$4,895,976.20	\$1,236,643.00	\$3,659,333.20	0.253
443	Electronics and Appliance Stores	\$16,928,896.67	\$4,398,786.00	\$12,530,110.67	0.260
44311	Appliances, TVs, Electronics Stores	\$8,464,448.34	\$2,199,393.00	\$6,265,055.34	0.260
443111	Household Appliances Stores	\$1,022,723.18	\$293,620.00	\$729,103.18	0.287
443112	Electronics Stores	\$7,441,725.16	\$1,905,773.00	\$5,535,952.16	0.256
444	Building Material, Garden Equip Stores	\$85,045,350.51	\$16,027,504.00	\$69,017,846.51	0.188
4441	Building Material and Supply Dealers	\$78,053,426.05	\$15,594,546.00	\$62,458,880.05	0.200
44411	Home Centers	\$34,994,540.17	\$8,186,568.00	\$26,807,972.17	0.234
44412	Paint and Wallpaper Stores	\$1,672,455.94	\$0.00	\$1,672,455.94	0.000
44413	Hardware Stores	\$7,638,627.19	\$1,469,576.00	\$6,169,051.19	0.192
44419	Other Building Materials Dealers	\$33,747,802.76	\$5,938,402.00	\$27,809,400.76	0.176
444191	Building Materials, Lumberyards	\$12,591,379.97	\$2,215,631.00	\$10,375,748.97	0.176
4442	Lawn, Garden Equipment, Supplies Stores	\$6,991,924.46	\$432,958.00	\$6,558,966.46	0.062
44421	Outdoor Power Equipment Stores	\$1,292,904.68	\$0.00	\$1,292,904.68	0.000
44422	Nursery and Garden Centers	\$5,699,019.78	\$432,958.00	\$5,266,061.78	0.076



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$71,088,894.60	\$9,071,155.00	\$62,017,739.60	0.128
4451	Grocery Stores	\$65,939,261.93	\$8,533,756.00	\$57,405,505.93	0.129
44511	Supermarkets, Grocery (Ex Conv) Stores	\$57,851,501.60	\$7,312,239.00	\$50,539,262.60	0.126
44512	Convenience Stores	\$8,087,760.33	\$1,221,517.00	\$6,866,243.33	0.151
4452	Specialty Food Stores	\$2,654,582.47	\$0.00	\$2,654,582.47	0.000
4453	Beer, Wine and Liquor Stores	\$2,495,050.20	\$537,399.00	\$1,957,651.20	0.215
446	Health and Personal Care Stores	\$54,684,409.45	\$32,377,851.00	\$22,306,558.45	0.592
44611	Pharmacies and Drug Stores	\$44,895,402.58	\$31,377,018.00	\$13,518,384.58	0.699
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$5,518,936.99	\$0.00	\$5,518,936.99	0.000
44613	Optical Goods Stores	\$1,349,865.79	\$349,771.00	\$1,000,094.79	0.259
44619	Other Health and Personal Care Stores	\$2,920,204.10	\$651,062.00	\$2,269,142.10	0.223
447	Gasoline Stations	\$55,052,697.56	\$16,074,917.00	\$38,977,780.56	0.292
44711	Gasoline Stations With Conv Stores	\$16,928,529.22	\$0.00	\$16,928,529.22	0.000
44719	Other Gasoline Stations	\$38,124,168.34	\$16,074,917.00	\$22,049,251.34	0.422
448	Clothing and Clothing Accessories Stores	\$30,013,089.15	\$9,652,816.00	\$20,360,273.15	0.322
4481	Clothing Stores	\$22,765,579.10	\$7,506,798.00	\$15,258,781.10	0.330
44811	Men's Clothing Stores	\$797,588.44	\$0.00	\$797,588.44	0.000
44812	Women's Clothing Stores	\$5,111,934.44	\$1,479,275.00	\$3,632,659.44	0.289
44813	Childrens, Infants Clothing Stores	\$1,140,037.76	\$0.00	\$1,140,037.76	0.000
44814	Family Clothing Stores	\$12,794,916.11	\$4,675,318.00	\$8,119,598.11	0.365
44815	Clothing Accessories Stores	\$1,017,940.74	\$0.00	\$1,017,940.74	0.000
44819	Other Clothing Stores	\$1,903,161.61	\$1,352,205.00	\$550,956.61	0.711
4482	Shoe Stores	\$4,551,800.54	\$0.00	\$4,551,800.54	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$2,695,709.51	\$2,146,018.00	\$549,691.51	0.796
44831	Jewelry Stores	\$2,652,122.20	\$2,146,018.00	\$506,104.20	0.809
44832	Luggage and Leather Goods Stores	\$43,587.31	\$0.00	\$43,587.31	0.000





# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$9,737,194.95	\$1,288,404.00	\$8,448,790.95	0.132
4511	Sportng Goods, Hobby, Musical Inst Stores	\$7,960,979.93	\$1,288,404.00	\$6,672,575.93	0.162
45111	Sporting Goods Stores	\$5,852,865.08	\$857,717.00	\$4,995,148.08	0.147
45112	Hobby, Toys and Games Stores	\$1,369,204.38	\$313,340.00	\$1,055,864.38	0.229
45113	Sew/Needlework/Piece Goods Stores	\$339,117.71	\$0.00	\$339,117.71	0.000
45114	Musical Instrument and Supplies Stores	\$399,792.76	\$117,347.00	\$282,445.76	0.294
4512	Book, Periodical and Music Stores	\$1,776,215.02	\$0.00	\$1,776,215.02	0.000
45121	Book Stores and News Dealers	\$1,776,215.02	\$0.00	\$1,776,215.02	0.000
451211	Book Stores	\$1,706,342.89	\$0.00	\$1,706,342.89	0.000
451212	News Dealers and Newsstands	\$69,872.13	\$0.00	\$69,872.13	0.000
452	General Merchandise Stores	\$74,721,713.31	\$8,871,354.00	\$65,850,359.31	0.119
4521	Department Stores Excl Leased Depts	\$40,225,499.36	\$7,389,938.00	\$32,835,561.36	0.184
4529	Other General Merchandise Stores	\$34,496,213.96	\$1,481,416.00	\$33,014,797.96	0.043
453	Miscellaneous Store Retailers	\$14,666,715.52	\$10,990,940.00	\$3,675,775.52	0.749
4531	Florists	\$812,222.56	\$529,915.00	\$282,307.56	0.652
4532	Office Supplies, Stationery, Gift Stores	\$5,241,639.34	\$2,976,023.00	\$2,265,616.34	0.568
45321	Office Supplies and Stationery Stores	\$2,987,109.10	\$1,774,683.00	\$1,212,426.10	0.594
45322	Gift, Novelty and Souvenir Stores	\$2,254,530.24	\$1,201,340.00	\$1,053,190.24	0.533
4533	Used Merchandise Stores	\$1,206,779.78	\$1,016,812.00	\$189,967.78	0.843
4539	Other Miscellaneous Store Retailers	\$7,406,073.83	\$6,468,190.00	\$937,883.83	0.873
454	Non-Store Retailers	\$5,510,278.03	\$996,138.00	\$4,514,140.03	0.181



# PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	\$57,492,102.19	\$12,594,025.00	\$44,898,077.19	0.219
7223	Special Foodservices	\$1,570,570.39	\$0.00	\$1,570,570.39	0.000
7224	Drinking Places -Alcoholic Beverages	\$538,111.12	\$306,755.00	\$231,356.12	0.570
722511	Full Service Restaurants	\$27,188,656.88	\$3,364,072.00	\$23,824,584.88	0.124
722513	Limited Service Eating Places	\$25,788,809.81	\$8,923,198.00	\$16,865,611.81	0.346
722514	Cafeterias, Grill Buffets, and Buffets	\$875,091.94	\$0.00	\$875,091.94	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$1,530,862.05	\$0.00	\$1,530,862.05	0.000



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	47,397	
2017 Estimate	47,017	
2010 Census	46,872	
2000 Census	44,127	
Growth 2017 - 2022		0.81%
Growth 2010 - 2017		0.31%
Growth 2000 - 2010		6.22%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	35,982	76.53%
Black or African American Alone	8,658	18.41%
Amer. Indian and Alaska Native Alone	143	0.30%
Asian Alone	131	0.28%
Native Hawaiian and Other Pac. Isl. Alone	8	0.02%
Some Other Race Alone	1,253	2.67%
Two or More Races	842	1.79%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	44,812	95.31%
Hispanic or Latino	2,205	4.69%
Mexican	1,832	83.07%
Puerto Rican	31	1.39%
Cuban	2	0.10%
All Other Hispanic or Latino	341	15.44%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	763	34.59%
Black or African American Alone	62	2.81%
American Indian and Alaska Native Alone	32	1.44%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	5	0.25%
Some Other Race Alone	1,218	55.23%
Two or More Races	125	5.68%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	2	1.70%
Filipino	8	5.95%
Japanese	8	5.84%
Asian Indian	0	0.00%
Korean	43	32.96%
Vietnamese	41	31.21%
Cambodian	4	3.10%
Hmong	19	14.70%
Laotian	0	0.19%
Thai	1	0.50%
All Other Asian Races Including 2+ Category	5	3.85%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	47,017	
Arab	50	0.11%
Czech	27	0.06%
Danish	4	0.01%
Dutch	299	0.64%
English	3,914	8.32%
French (except Basque)	533	1.13%
French Canadian	59	0.13%
German	1,604	3.41%
Greek	6	0.01%
Hungarian	56	0.12%
Irish	3,133	6.66%
Italian	319	0.68%
Lithuanian	0	0.00%
United States or American	11,058	23.52%
Norwegian	47	0.10%
Polish	104	0.22%
Portuguese	3	0.01%
Russian	10	0.02%
Scottish	345	0.73%
Scotch-Irish	381	0.81%
Slovak	1	0.00%
Subsaharan African	282	0.60%
Swedish	60	0.13%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	48	0.10%
West Indian (except Hisp. groups)	7	0.02%
Other ancestries	14,540	30.92%
Ancestry Unclassified	10,128	21.54%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	44,100	
Speak Only English at Home	42,206	95.71%
Speak Asian/Pac. Isl. Lang. at Home	129	0.29%
Speak IndoEuropean Language at Home	112	0.25%
Speak Spanish at Home	1,563	3.54%
Speak Other Language at Home	90	0.20%
<b>2017 Est. Population by Age</b>	47,017	
Age 0 - 4	2,917	6.20%
Age 5 - 9	3,062	6.51%
Age 10 - 14	3,280	6.98%
Age 15 - 17	1,945	4.14%
Age 18 - 20	1,893	4.03%
Age 21 - 24	2,435	5.18%
Age 25 - 34	5,554	11.81%
Age 35 - 44	5,721	12.17%
Age 45 - 54	6,177	13.14%
Age 55 - 64	5,989	12.74%
Age 65 - 74	4,777	10.16%
Age 75 - 84	2,421	5.15%
Age 85 and over	848	1.80%
Age 16 and over	37,116	78.94%
Age 18 and over	35,813	76.17%
Age 21 and over	33,920	72.14%
Age 65 and over	8,046	17.11%
<b>2017 Est. Median Age</b>	39.2	
<b>2017 Est. Average Age</b>	39.6	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	47,017	
Male	23,132	49.20%
Female	23,885	50.80%
<b>2017 Est. Male Population by Age</b>	23,132	
Age 0 - 4	1,486	6.42%
Age 5 - 9	1,568	6.78%
Age 10 - 14	1,678	7.25%
Age 15 - 17	1,004	4.34%
Age 18 - 20	980	4.24%
Age 21 - 24	1,262	5.45%
Age 25 - 34	2,737	11.83%
Age 35 - 44	2,794	12.08%
Age 45 - 54	3,092	13.37%
Age 55 - 64	2,929	12.66%
Age 65 - 74	2,271	9.82%
Age 75 - 84	1,051	4.54%
Age 85 and over	282	1.22%
<b>2017 Est. Median Age, Male</b>	38.1	
<b>2017 Est. Average Age, Male</b>	38.5	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	23,885	
Age 0 - 4	1,431	5.99%
Age 5 - 9	1,494	6.25%
Age 10 - 14	1,602	6.71%
Age 15 - 17	941	3.94%
Age 18 - 20	913	3.82%
Age 21 - 24	1,173	4.91%
Age 25 - 34	2,816	11.79%
Age 35 - 44	2,927	12.26%
Age 45 - 54	3,085	12.92%
Age 55 - 64	3,060	12.81%
Age 65 - 74	2,506	10.49%
Age 75 - 84	1,370	5.74%
Age 85 and over	566	2.37%
<b>2017 Est. Median Age, Female</b>	40.4	
<b>2017 Est. Average Age, Female</b>	40.6	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	37,758	
Total, Never Married	9,220	24.42%
Males, Never Married	4,906	12.99%
Females, Never Married	4,314	11.43%
Married, Spouse present	19,102	50.59%
Married, Spouse absent	1,887	5.00%
Widowed	2,590	6.86%
Males Widowed	511	1.35%
Females Widowed	2,079	5.51%
Divorced	4,959	13.13%
Males Divorced	2,392	6.33%
Females Divorced	2,567	6.80%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	31,486	
Less than 9th grade	2,800	8.89%
Some High School, no diploma	4,763	15.13%
High School Graduate (or GED)	10,994	34.92%
Some College, no degree	6,771	21.51%
Associate Degree	2,528	8.03%
Bachelor's Degree	2,121	6.73%
Master's Degree	1,135	3.60%
Professional School Degree	239	0.76%
Doctorate Degree	136	0.43%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	1,081	
No High School Diploma	556	51.43%
High School Graduate	306	28.29%
Some College or Associate's Degree	165	15.22%
Bachelor's Degree or Higher	55	5.07%
<b>Households</b>		
2022 Projection	18,290	
2017 Estimate	18,177	
2010 Census	18,188	
2000 Census	17,232	
Growth 2017 - 2022		0.62%
Growth 2010 - 2017		-0.06%
Growth 2000 - 2010		5.55%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	18,177	
Family Households	12,829	70.58%
Nonfamily Households	5,348	29.42%
2017 Est. Group Quarters Population	484	
2017 HHs by Ethnicity, Hispanic/Latino	556	
<b>2017 Est. Households by HH Income</b>	18,177	
Income < \$15,000	3,498	19.24%
Income \$15,000 - \$24,999	3,030	16.67%
Income \$25,000 - \$34,999	2,420	13.32%
Income \$35,000 - \$49,999	2,645	14.55%
Income \$50,000 - \$74,999	3,051	16.79%
Income \$75,000 - \$99,999	1,606	8.84%
Income \$100,000 - \$124,999	921	5.06%
Income \$125,000 - \$149,999	445	2.45%
Income \$150,000 - \$199,999	255	1.41%
Income \$200,000 - \$249,999	102	0.56%
Income \$250,000 - \$499,999	140	0.77%
Income \$500,000+	63	0.34%
<b>2017 Est. Average Household Income</b>	\$50,560	
<b>2017 Est. Median Household Income</b>	\$35,796	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$39,769	
Black or African American Alone	\$25,114	
American Indian and Alaska Native Alone	\$37,541	
Asian Alone	\$33,846	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$26,738	
Two or More Races	\$32,040	
Hispanic or Latino	\$31,622	
Not Hispanic or Latino	\$36,148	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	12,829	
Married-Couple Family, own children	3,691	28.77%
Married-Couple Family, no own children	5,776	45.02%
Male Householder, own children	422	3.29%
Male Householder, no own children	476	3.71%
Female Householder, own children	1,284	10.01%
Female Householder, no own children	1,180	9.20%
<b>2017 Est. Households by Household Size</b>	18,177	
1-person	4,750	26.13%
2-person	5,902	32.47%
3-person	3,179	17.49%
4-person	2,424	13.34%
5-person	1,225	6.74%
6-person	435	2.39%
7-or-more-person	261	1.44%
<b>2017 Est. Average Household Size</b>	2.56	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	18,177	
Households with 1 or More People under Age 18:	6,328	34.81%
Married-Couple Family	4,115	65.04%
Other Family, Male Householder	519	8.20%
Other Family, Female Householder	1,637	25.87%
Nonfamily, Male Householder	42	0.67%
Nonfamily, Female Householder	14	0.22%
<b>Households with No People under Age 18:</b>	11,849	65.19%
Married-Couple Family	5,346	45.12%
Other Family, Male Householder	384	3.24%
Other Family, Female Householder	824	6.95%
Nonfamily, Male Householder	2,494	21.05%
Nonfamily, Female Householder	2,801	23.64%
<b>2017 Est. Households by Number of Vehicles</b>	18,177	
No Vehicles	1,182	6.50%
1 Vehicle	5,228	28.76%
2 Vehicles	6,931	38.13%
3 Vehicles	3,290	18.10%
4 Vehicles	1,176	6.47%
5 or more Vehicles	370	2.04%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	12,914	
2017 Estimate	12,829	
2010 Census	12,815	
2000 Census	12,527	
Growth 2017 - 2022		0.66%
Growth 2010 - 2017		0.11%
Growth 2000 - 2010		2.29%
<b>2017 Est. Families by Poverty Status</b>	12,829	
2017 Families at or Above Poverty	10,260	79.97%
2017 Families at or Above Poverty with Children	4,195	32.70%
2017 Families Below Poverty	2,569	20.03%
2017 Families Below Poverty with Children	1,842	14.36%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	37,116	
In Armed Forces	0	0.00%
Civilian - Employed	18,348	49.43%
Civilian - Unemployed	2,690	7.25%
Not in Labor Force	16,078	43.32%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	18,430	
For-Profit Private Workers	13,588	73.73%
Non-Profit Private Workers	806	4.38%
Local Government Workers	754	4.09%
State Government Workers	1,177	6.38%
Federal Government Workers	241	1.31%
Self-Employed Workers	1,849	10.03%
Unpaid Family Workers	15	0.08%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	18,430	
Architect/Engineer	256	1.39%
Arts/Entertainment/Sports	120	0.65%
Building Grounds Maintenance	728	3.95%
Business/Financial Operations	263	1.43%
Community/Social Services	254	1.38%
Computer/Mathematical	143	0.78%
Construction/Extraction	1,082	5.87%
Education/Training/Library	1,020	5.53%
Farming/Fishing/Forestry	85	0.46%
Food Prep/Serving	737	4.00%
Health Practitioner/Technician	892	4.84%
Healthcare Support	306	1.66%
Maintenance Repair	952	5.16%
Legal	113	0.61%
Life/Physical/Social Science	114	0.62%
Management	808	4.39%
Office/Admin. Support	2,468	13.39%
Production	3,409	18.50%
Protective Services	303	1.64%
Sales/Related	1,893	10.27%
Personal Care/Service	343	1.86%
Transportation/Moving	2,140	11.61%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	18,430	
Blue Collar	7,582	41.14%
White Collar	8,346	45.28%
Service and Farm	2,501	13.57%





# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	18,097	
Drove Alone	15,417	85.19%
Car Pooled	1,672	9.24%
Public Transportation	41	0.23%
Walked	240	1.32%
Bicycle	0	0.00%
Other Means	293	1.62%
Worked at Home	435	2.40%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	5,925	
15 - 29 Minutes	5,321	
30 - 44 Minutes	3,432	
45 - 59 Minutes	1,511	
60 or more Minutes	1,478	
2017 Est. Avg Travel Time to Work in Minutes	27.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	18,177	
Owner Occupied	13,562	74.61%
Renter Occupied	4,615	25.39%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	19.6	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.1	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	13,562	
Value Less than \$20,000	1,238	9.13%
Value \$20,000 - \$39,999	1,320	9.74%
Value \$40,000 - \$59,999	1,970	14.52%
Value \$60,000 - \$79,999	1,819	13.41%
Value \$80,000 - \$99,999	1,536	11.32%
Value \$100,000 - \$149,999	2,186	16.12%
Value \$150,000 - \$199,999	1,777	13.10%
Value \$200,000 - \$299,999	1,142	8.42%
Value \$300,000 - \$399,999	278	2.05%
Value \$400,000 - \$499,999	100	0.74%
Value \$500,000 - \$749,999	116	0.86%
Value \$750,000 - \$999,999	42	0.31%
Value \$1,000,000 or more	37	0.27%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$85,647	
<b>2017 Est. Housing Units by Units in Structure</b>	21,037	
1 Unit Attached	118	0.56%
1 Unit Detached	15,733	74.79%
2 Units	389	1.85%
3 or 4 Units	296	1.41%
5 to 19 Units	273	1.30%
20 to 49 Units	42	0.20%
50 or More Units	51	0.24%
Mobile Home or Trailer	4,132	19.64%
Boat, RV, Van, etc.	1	0.00%



# PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	21,037	
Housing Units Built 2010 or later	594	2.82%
Housing Units Built 2000 to 2009	2,630	12.50%
Housing Units Built 1990 to 1999	3,997	19.00%
Housing Units Built 1980 to 1989	3,755	17.85%
Housing Units Built 1970 to 1979	3,446	16.38%
Housing Units Built 1960 to 1969	2,750	13.07%
Housing Units Built 1950 to 1959	1,743	8.28%
Housing Units Built 1940 to 1949	911	4.33%
Housing Unit Built 1939 or Earlier	1,211	5.76%
<b>2017 Est. Median Year Structure Built</b>	1981	



## TAPESTRY SEGMENTATION PROFILE

### + WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

### + WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

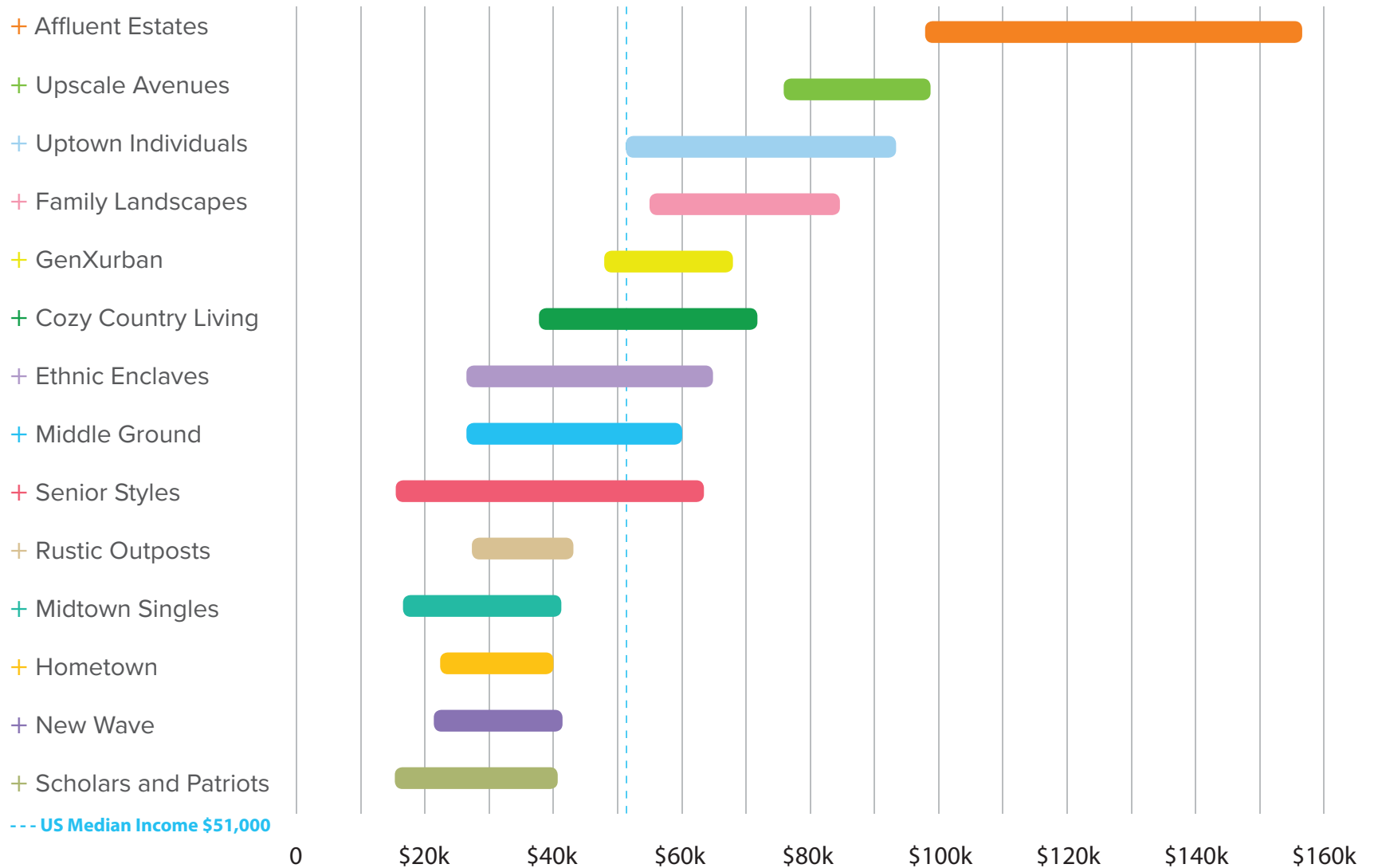
### + TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots



# INCOME RANGE OF LIFEMODE SUMMARY GROUPS

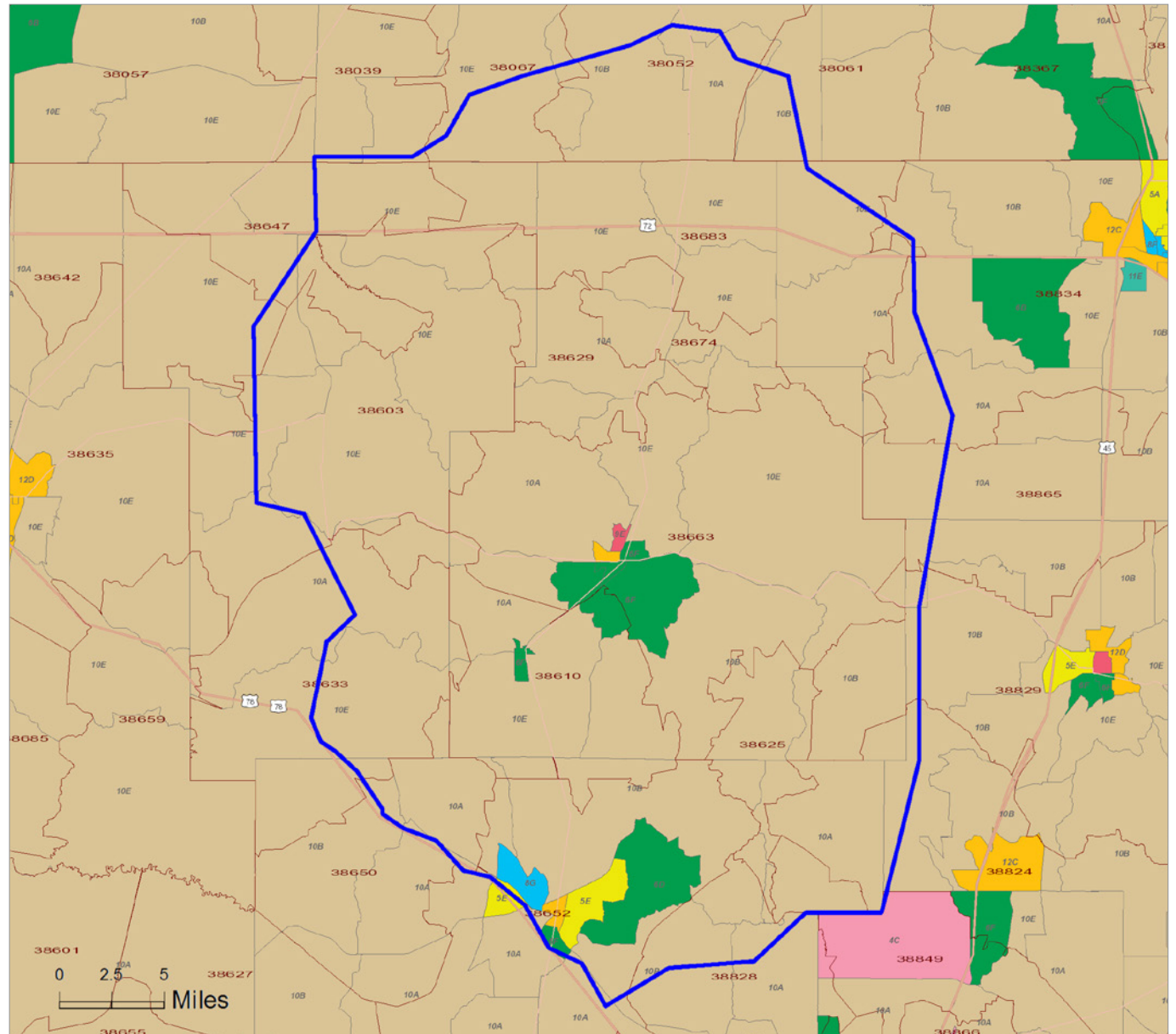




# PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP

Tippah County, Mississippi

- + L1 AFFLUENT ESTATES**  
Established wealth — educated, well-traveled married couples
- + L2 UPSCALE AVENUES**  
Prosperous, married couples in higher density neighborhoods
- + L3 UPTOWN INDIVIDUALS**  
Younger, urban singles on the move
- + L4 FAMILY LANDSCAPES**  
Successful younger families in newer housing
- + L5 GENXURBAN**  
Gen X in middle age; families with fewer kids and a mortgage
- + L6 COZY COUNTRY**  
Empty nesters in bucolic settings
- + L7 ETHNIC ENCLAVES**  
Established diversity — young, Hispanic homeowners with families
- + L8 MIDDLE GROUND**  
Lifestyles of thirtysomethings
- + L9 SENIOR STYLES**  
Senior lifestyles reveal the effects of saving for retirement
- + L10 RUSTIC OUTPOSTS**  
Country life with older families, older homes
- + L11 MIDTOWN SINGLES**  
Millennials on the move; single, diverse, and urban
- + L12 HOMETOWN**  
Growing up and staying close to home; single householders
- + L13 NEXT WAVE**  
Urban denizens; young, diverse, hardworking families
- + L14 SCHOLARS AND PATRIOTS**  
College campuses and military neighborhoods





# PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Tippah County, Mississippi

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Rural Bypasses (10E)	35.5%	35.5%	1.4%	1.4%	2592
2	Southern Satellites (10A)	21.7%	57.2%	3.2%	4.6%	688
3	Rooted Rural (10B)	17.2%	74.4%	2.0%	6.6%	858
4	Heartland Communities (6F)	10.6%	85.0%	2.4%	9.0%	449
5	Traditional Living (12B)	4.4%	89.4%	2.0%	11.0%	223
	<b>Subtotal</b>	<b>89.4%</b>		<b>11.0%</b>		
6	Midlife Constants (5E)	3.4%	92.8%	2.5%	13.5%	137
7	Hardscrabble Road (8G)	3.2%	96.0%	1.2%	14.7%	256
8	Prairie Living (6D)	2.1%	98.1%	1.1%	15.8%	190
9	Retirement Communities (9E)	1.9%	100.0%	1.2%	17.0%	155
	<b>Subtotal</b>	<b>10.6%</b>		<b>6.0%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>16.9%</b>		<b>591</b>



LifeMode Group • Rustic Outposts

10E

# RURAL BYPASSES

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.

US Household // 1,664,000  
Average Household Size // 2.54  
Median Age // 39.7  
Median Household Income // \$29,000

## + 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 (Index 493).
- 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.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.

## + 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% (Index 161); labor force participation is low at 46% (Index 74).
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$85,000

US Median: \$177,000





## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

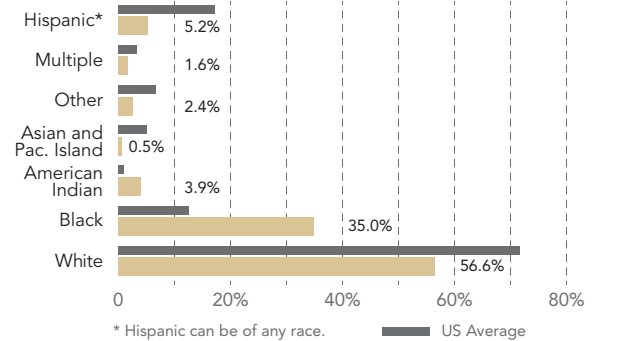
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

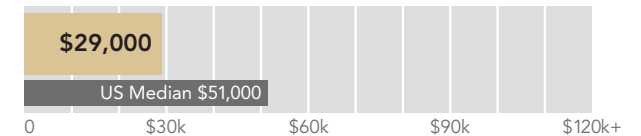
**Diversity Index: 59.9** US: 62.1



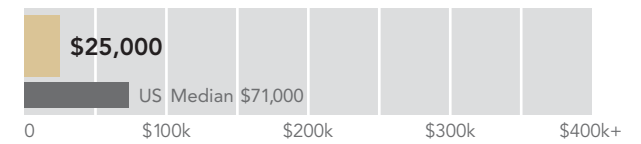
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

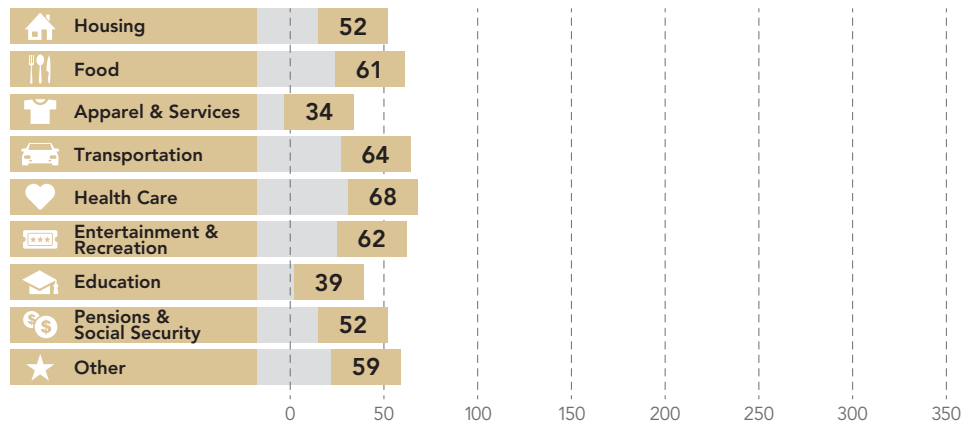


### Median Net Worth



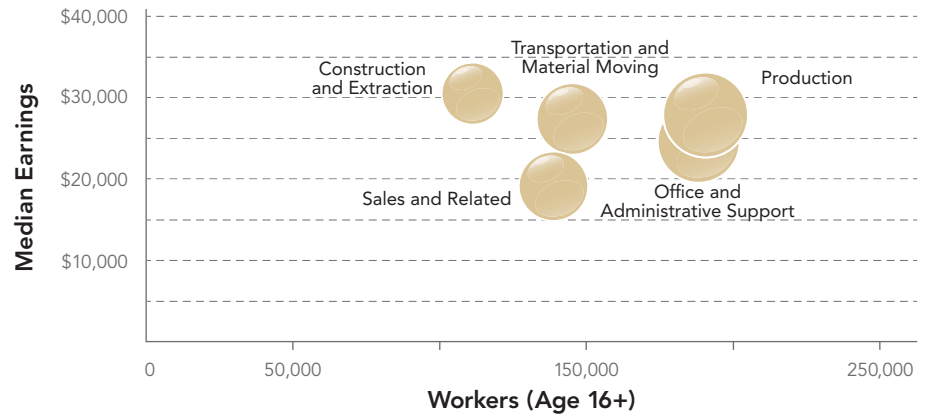
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10A

# SOUTHERN SATELLITES

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South.

This market is typically nondiverse, 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

US Household // 3,775,000  
Average Household Size // 2.65  
Median Age // 39.7  
Median Household Income // \$44,000

## + OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).



10A

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.).

## + SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

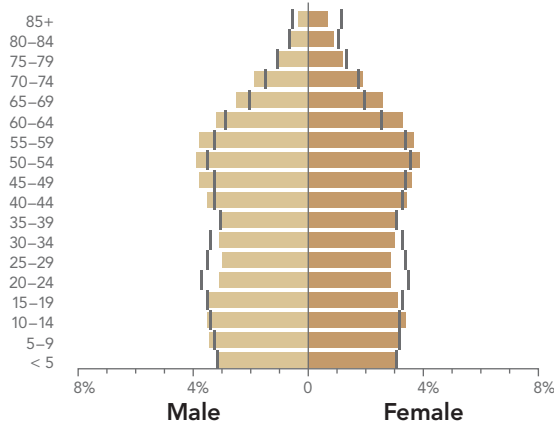
\$119,000  
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

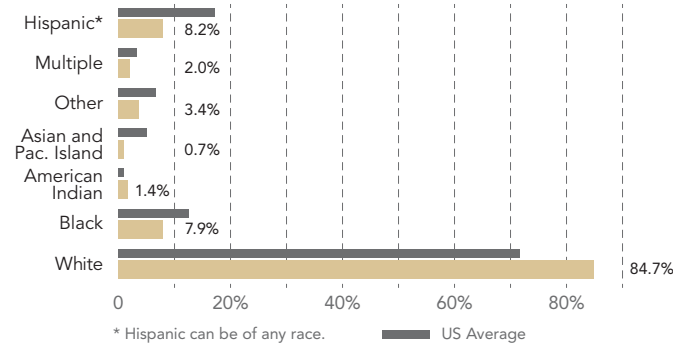
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

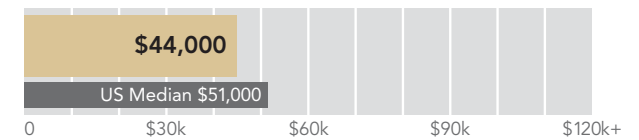
**Diversity Index: 38.6** US: 62.1



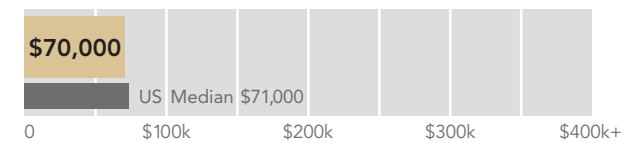
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

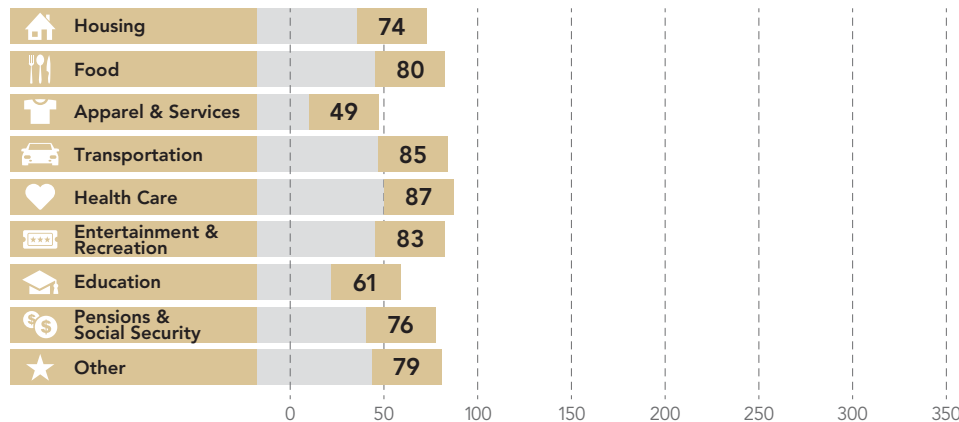


### Median Net Worth



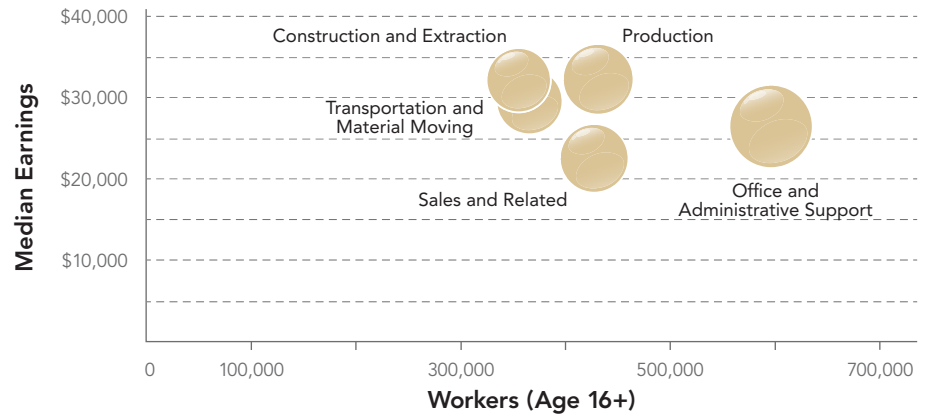
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10B

# ROOTED RURAL

---

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas.

Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

US Household // 2,425,000

Average Household Size // 2.47

Median Age // 44.1

Median Household Income // \$38,000

## + OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner-occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

## + SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**

Single Family;  
Mobile Homes

**Median Value:**

\$104,000

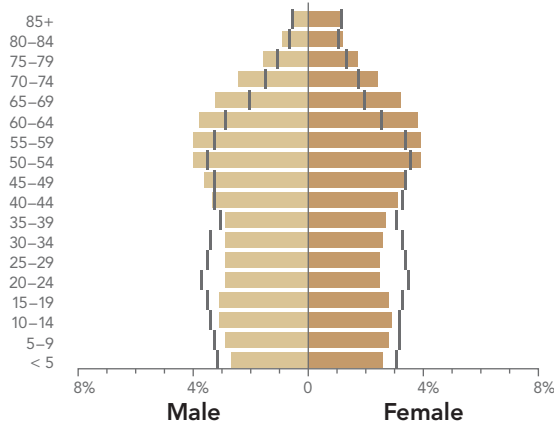
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 44.1** US: 37.6

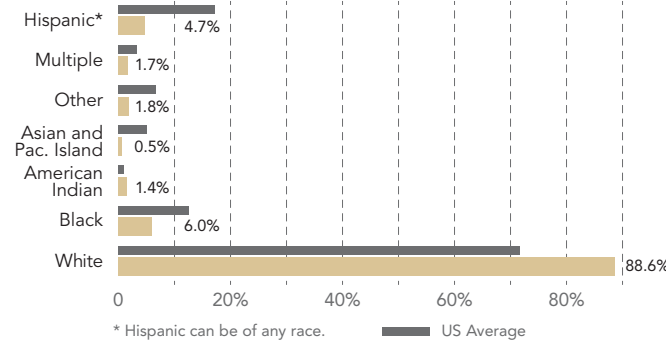
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

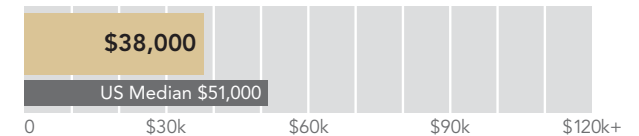
**Diversity Index: 28.2** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

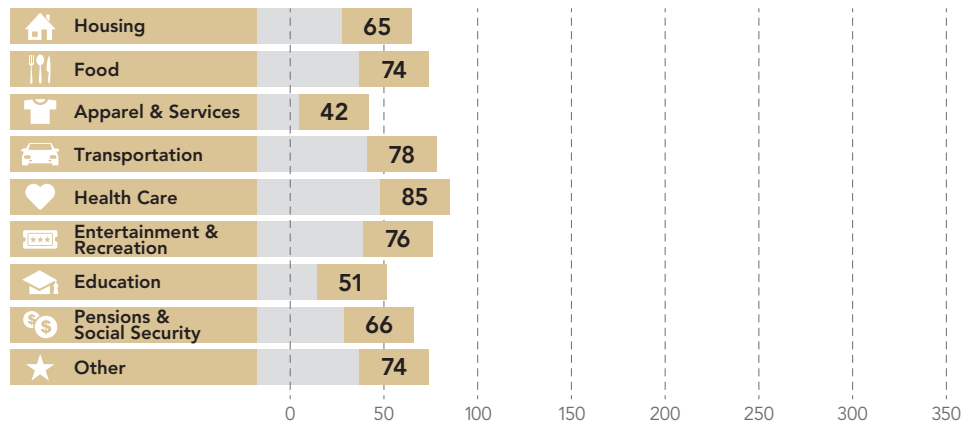


### Median Net Worth



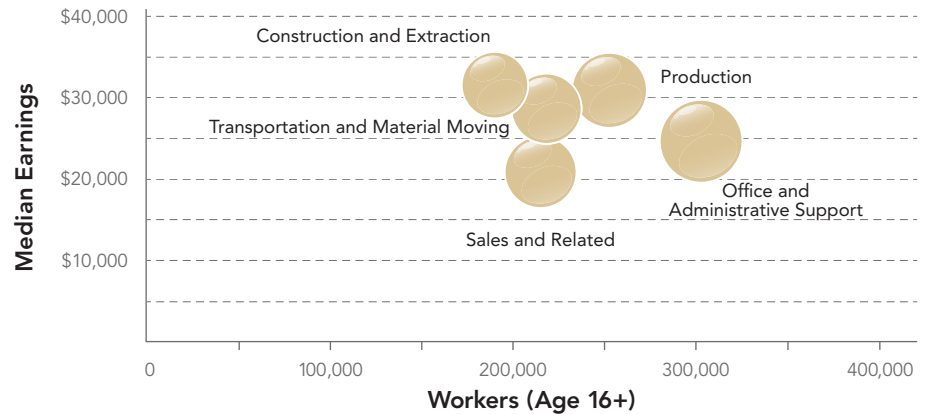
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Cozy Country Living

# 6F HEARTLAND COMMUNITIES

Well settled and close-knit, Heartland Communities are semi-rural and semiretired.

These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

US Household // 2,864,000

Average Household Size // 2.38

Median Age // 41.5

Median Household Income // \$39,000



# + OUR NEIGHBORHOOD



- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

6F

HEARTLAND COMMUNITIES LifeMode Group • Cozy Country Living

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

## + SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family  
**Median Value:**  
\$89,000  
US Median \$177,000



## AGE BY SEX (Esri data)

**Median Age: 41.5** US: 37.6

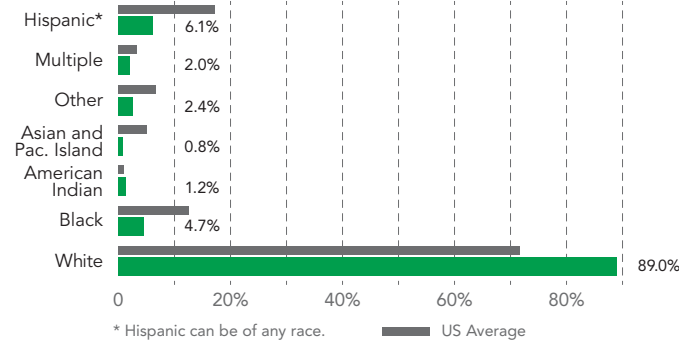
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

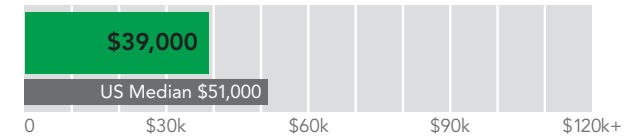
**Diversity Index: 29.6** US: 62.1



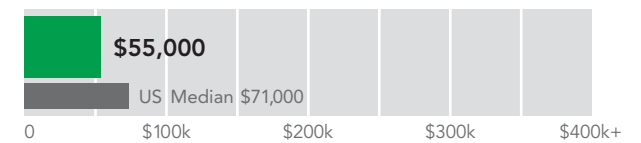
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

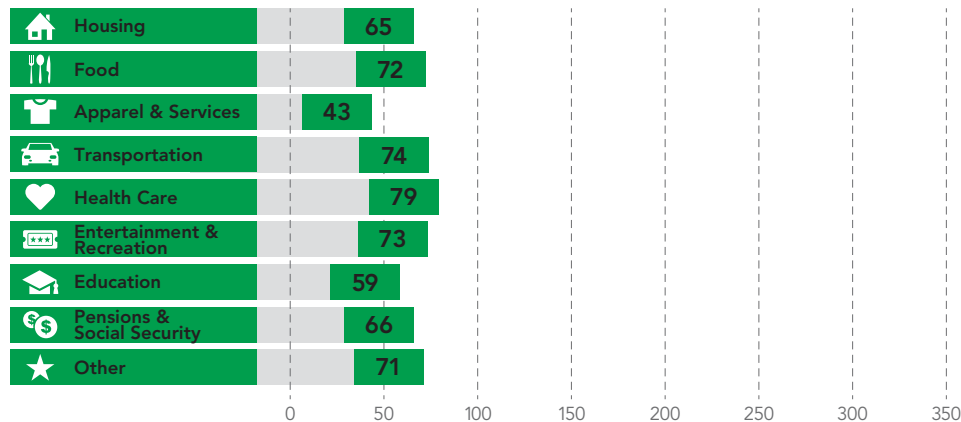


### Median Net Worth



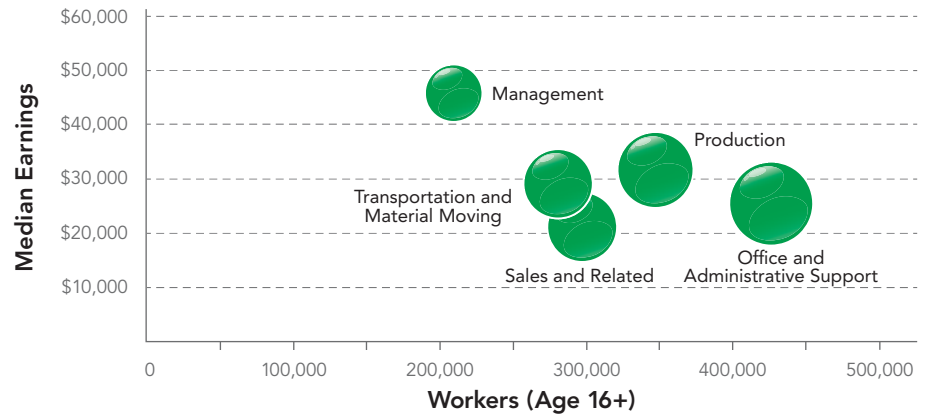
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Hometown

## 12B TRADITIONAL LIVING

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest.

The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

US Household // 2,369,000  
Average Household Size // 2.50  
Median Age // 34.8  
Median Household Income // \$37,000

## + OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.50.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is slightly shorter (Index 88).
- Households have one or two vehicles.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including QVC, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

## + SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.
- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.
- TV is seen as the most trusted media.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**

Single Family

**Median Value:**

\$79,000

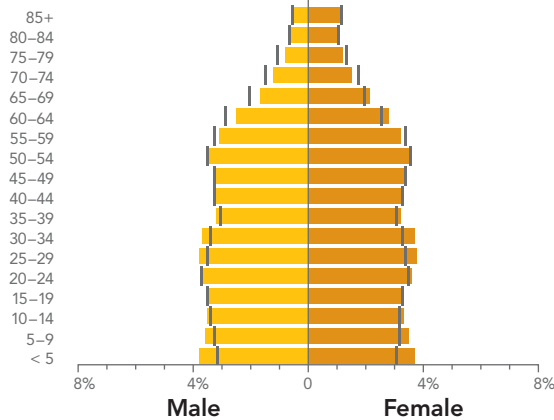
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 34.8** US: 37.6

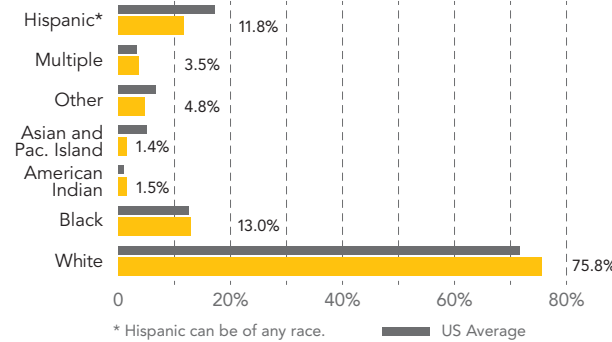
| Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

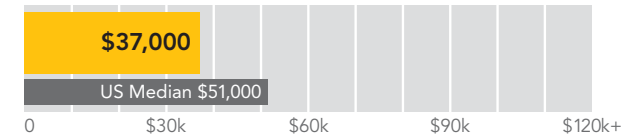
**Diversity Index: 53.1** US: 62.1



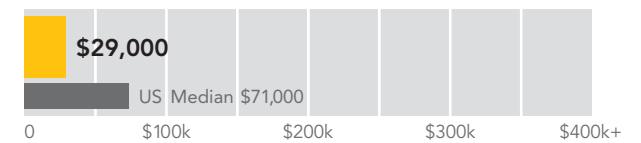
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

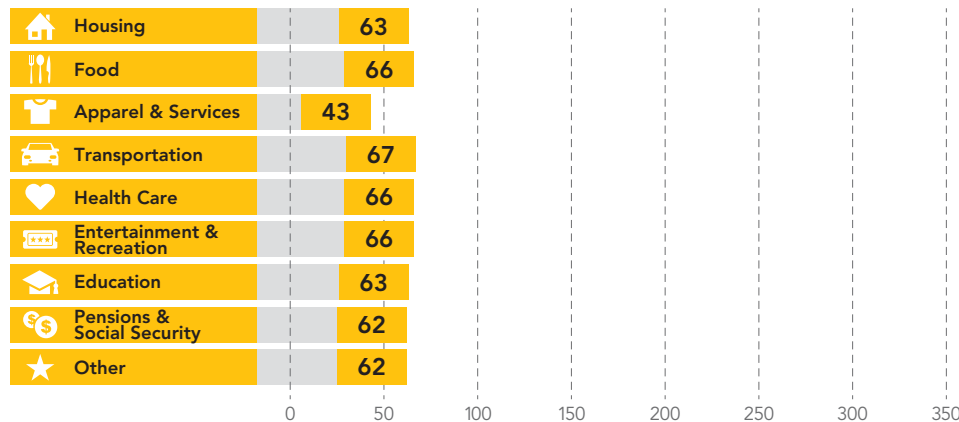


### Median Net Worth



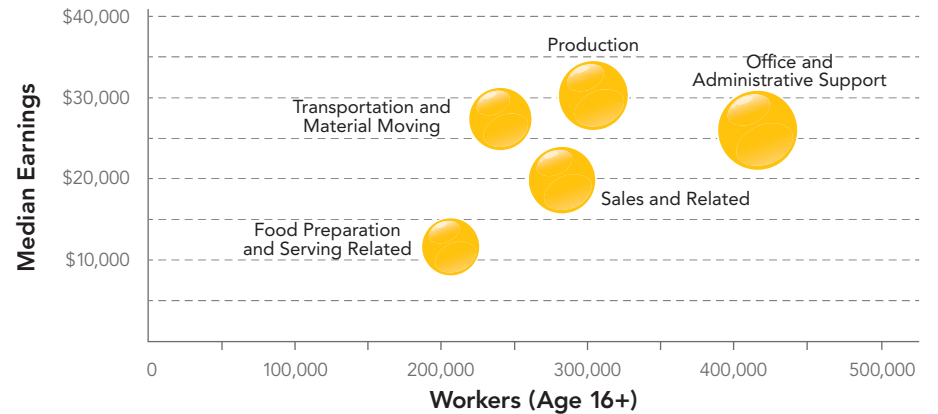
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

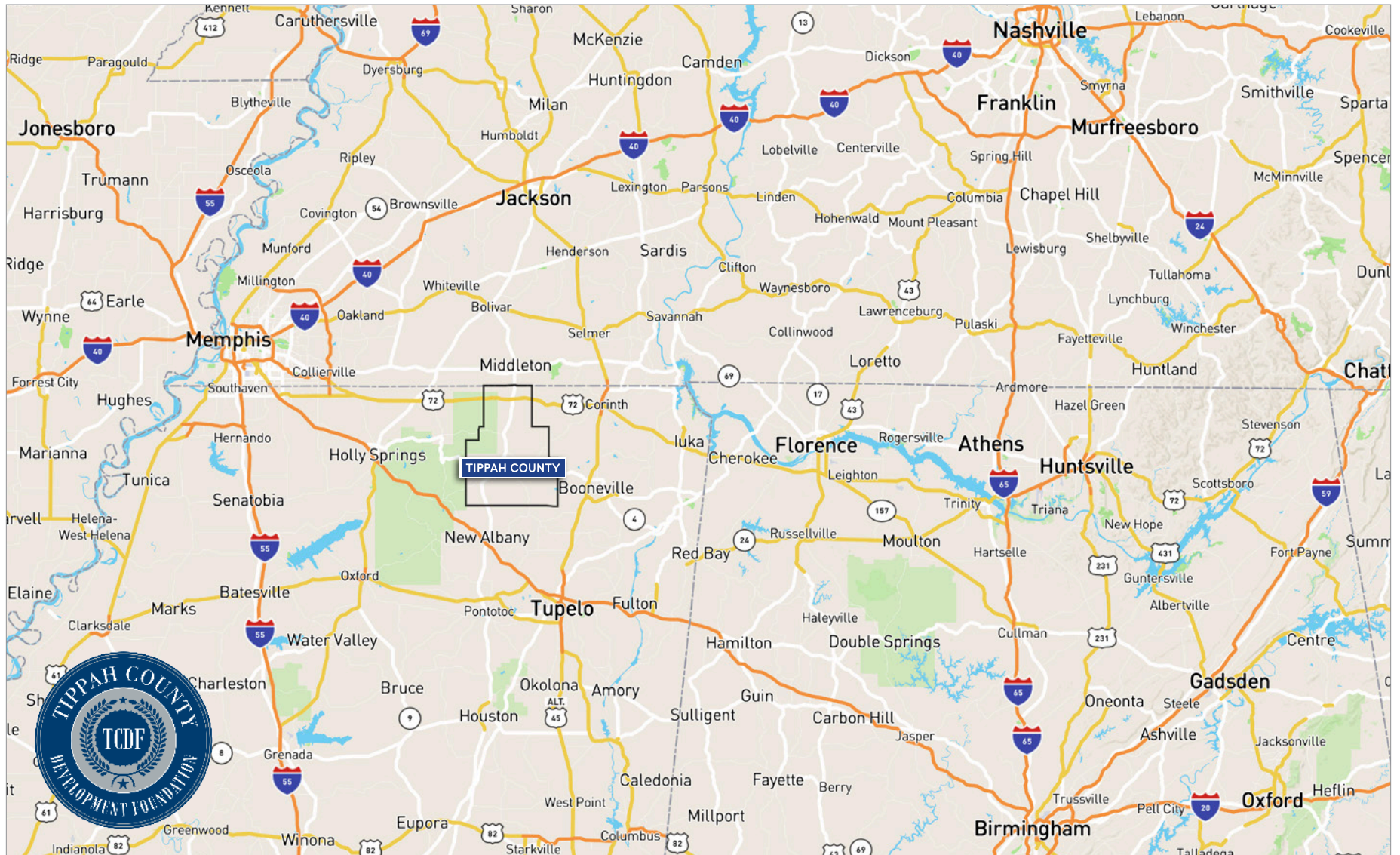
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





# LOCATION

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	22,332	
2017 Estimate	22,183	
2010 Census	22,232	
2000 Census	20,826	
Growth 2017 - 2022		0.67%
Growth 2010 - 2017		-0.22%
Growth 2000 - 2010		6.75%
<b>2017 Est. Population by Single-Classification Race</b>	22,183	
White Alone	17,347	78.20%
Black or African American Alone	3,736	16.84%
Amer. Indian and Alaska Native Alone	66	0.30%
Asian Alone	47	0.21%
Native Hawaiian and Other Pac. Isl. Alone	4	0.02%
Some Other Race Alone	575	2.59%
Two or More Races	408	1.84%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	22,183	
Not Hispanic or Latino	21,048	94.88%
Hispanic or Latino	1,135	5.12%
Mexican	917	80.79%
Puerto Rican	18	1.59%
Cuban	1	0.09%
All Other Hispanic or Latino	199	17.53%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	1,135	
White Alone	432	38.06%
Black or African American Alone	40	3.52%
American Indian and Alaska Native Alone	23	2.03%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	3	0.26%
Some Other Race Alone	561	49.43%
Two or More Races	76	6.70%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	47	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	7	14.89%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	40	85.11%
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%



# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	22,183	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	228	1.03%
English	2,155	9.71%
French (except Basque)	295	1.33%
French Canadian	52	0.23%
German	643	2.90%
Greek	0	0.00%
Hungarian	41	0.18%
Irish	1,567	7.06%
Italian	135	0.61%
Lithuanian	0	0.00%
United States or American	5,597	25.23%
Norwegian	23	0.10%
Polish	11	0.05%
Portuguese	3	0.01%
Russian	0	0.00%
Scottish	122	0.55%
Scotch-Irish	167	0.75%
Slovak	0	0.00%
Subsaharan African	42	0.19%
Swedish	25	0.11%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	10	0.05%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	6,682	30.12%
Ancestry Unclassified	4,385	19.77%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	20,808	
Speak Only English at Home	19,837	95.33%
Speak Asian/Pac. Isl. Lang. at Home	109	0.52%
Speak IndoEuropean Language at Home	20	0.10%
Speak Spanish at Home	810	3.89%
Speak Other Language at Home	32	0.15%
<b>2017 Est. Population by Age</b>	22,183	
Age 0 - 4	1,375	6.20%
Age 5 - 9	1,470	6.63%
Age 10 - 14	1,565	7.05%
Age 15 - 17	913	4.12%
Age 18 - 20	959	4.32%
Age 21 - 24	1,191	5.37%
Age 25 - 34	2,593	11.69%
Age 35 - 44	2,656	11.97%
Age 45 - 54	2,955	13.32%
Age 55 - 64	2,783	12.55%
Age 65 - 74	2,229	10.05%
Age 75 - 84	1,122	5.06%
Age 85 and over	372	1.68%
Age 16 and over	17,471	78.76%
Age 18 and over	16,860	76.00%
Age 21 and over	15,901	71.68%
Age 65 and over	3,723	16.78%
<b>2017 Est. Median Age</b>	38.9	
<b>2017 Est. Average Age</b>	39.3	





# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	22,183	
Male	10,921	49.23%
Female	11,262	50.77%
<b>2017 Est. Male Population by Age</b>	10,921	
Age 0 - 4	706	6.46%
Age 5 - 9	748	6.85%
Age 10 - 14	789	7.22%
Age 15 - 17	469	4.29%
Age 18 - 20	486	4.45%
Age 21 - 24	614	5.62%
Age 25 - 34	1,279	11.71%
Age 35 - 44	1,314	12.03%
Age 45 - 54	1,493	13.67%
Age 55 - 64	1,362	12.47%
Age 65 - 74	1,060	9.71%
Age 75 - 84	477	4.37%
Age 85 and over	124	1.14%
<b>2017 Est. Median Age, Male</b>	37.8	
<b>2017 Est. Average Age, Male</b>	38.3	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	11,262	
Age 0 - 4	669	5.94%
Age 5 - 9	722	6.41%
Age 10 - 14	776	6.89%
Age 15 - 17	444	3.94%
Age 18 - 20	473	4.20%
Age 21 - 24	577	5.12%
Age 25 - 34	1,314	11.67%
Age 35 - 44	1,342	11.92%
Age 45 - 54	1,462	12.98%
Age 55 - 64	1,421	12.62%
Age 65 - 74	1,169	10.38%
Age 75 - 84	645	5.73%
Age 85 and over	248	2.20%
<b>2017 Est. Median Age, Female</b>	39.9	
<b>2017 Est. Average Age, Female</b>	40.2	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	17,773	
Total, Never Married	4,334	24.39%
Males, Never Married	2,470	13.90%
Females, Never Married	1,864	10.49%
Married, Spouse present	9,186	51.69%
Married, Spouse absent	812	4.57%
Widowed	1,221	6.87%
Males Widowed	181	1.02%
Females Widowed	1,040	5.85%
Divorced	2,220	12.49%
Males Divorced	1,035	5.82%
Females Divorced	1,185	6.67%



# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	14,710	
Less than 9th grade	1,280	8.70%
Some High School, no diploma	2,467	16.77%
High School Graduate (or GED)	4,912	33.39%
Some College, no degree	3,256	22.13%
Associate Degree	1,179	8.01%
Bachelor's Degree	851	5.79%
Master's Degree	622	4.23%
Professional School Degree	98	0.67%
Doctorate Degree	45	0.31%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	554	
No High School Diploma	297	53.61%
High School Graduate	209	37.73%
Some College or Associate's Degree	45	8.12%
Bachelor's Degree or Higher	3	0.54%
<b>Households</b>		
2022 Projection	8,546	
2017 Estimate	8,517	
2010 Census	8,597	
2000 Census	8,108	
Growth 2017 - 2022		0.34%
Growth 2010 - 2017		-0.93%
Growth 2000 - 2010		6.03%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	8,517	
Family Households	5,990	70.33%
Nonfamily Households	2,527	29.67%
2017 Est. Group Quarters Population	324	
2017 HHs by Ethnicity, Hispanic/Latino	280	
<b>2017 Est. Households by HH Income</b>	8,517	
Income < \$15,000	1,734	20.36%
Income \$15,000 - \$24,999	1,410	16.56%
Income \$25,000 - \$34,999	979	11.49%
Income \$35,000 - \$49,999	1,311	15.39%
Income \$50,000 - \$74,999	1,408	16.53%
Income \$75,000 - \$99,999	800	9.39%
Income \$100,000 - \$124,999	371	4.36%
Income \$125,000 - \$149,999	213	2.50%
Income \$150,000 - \$199,999	147	1.73%
Income \$200,000 - \$249,999	55	0.65%
Income \$250,000 - \$499,999	66	0.77%
Income \$500,000+	23	0.27%
<b>2017 Est. Average Household Income</b>	\$50,468	
<b>2017 Est. Median Household Income</b>	\$36,550	



# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$38,846	
Black or African American Alone	\$27,101	
American Indian and Alaska Native Alone	\$31,053	
Asian Alone	\$21,667	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$31,889	
Two or More Races	\$84,091	
Hispanic or Latino	\$33,025	
Not Hispanic or Latino	\$36,737	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	5,990	
Married-Couple Family, own children	1,748	29.18%
Married-Couple Family, no own children	2,684	44.81%
Male Householder, own children	208	3.47%
Male Householder, no own children	218	3.64%
Female Householder, own children	589	9.83%
Female Householder, no own children	543	9.07%
<b>2017 Est. Households by Household Size</b>	8,517	
1-person	2,251	26.43%
2-person	2,710	31.82%
3-person	1,524	17.89%
4-person	1,136	13.34%
5-person	555	6.52%
6-person	203	2.38%
7-or-more-person	138	1.62%
<b>2017 Est. Average Household Size</b>	2.57	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	8,517	
Households with 1 or More People under Age 18:	2,983	35.02%
Married-Couple Family	1,956	65.57%
Other Family, Male Householder	251	8.41%
Other Family, Female Householder	753	25.24%
Nonfamily, Male Householder	18	0.60%
Nonfamily, Female Householder	5	0.17%
<b>Households with No People under Age 18:</b>	5,534	64.98%
Married-Couple Family	2,472	44.67%
Other Family, Male Householder	179	3.23%
Other Family, Female Householder	377	6.81%
Nonfamily, Male Householder	1,180	21.32%
Nonfamily, Female Householder	1,326	23.96%
<b>2017 Est. Households by Number of Vehicles</b>	8,517	
No Vehicles	647	7.60%
1 Vehicle	2,225	26.12%
2 Vehicles	3,372	39.59%
3 Vehicles	1,493	17.53%
4 Vehicles	609	7.15%
5 or more Vehicles	171	2.01%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	6,007	
2017 Estimate	5,990	
2010 Census	6,041	
2000 Census	5,907	
Growth 2017 - 2022		0.28%
Growth 2010 - 2017		-0.84%
Growth 2000 - 2010		2.27%
<b>2017 Est. Families by Poverty Status</b>	5,990	
2017 Families at or Above Poverty	4,793	80.02%
2017 Families at or Above Poverty with Children	2,069	34.54%
2017 Families Below Poverty	1,197	19.98%
2017 Families Below Poverty with Children	863	14.41%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	17,471	
In Armed Forces	0	0.00%
Civilian - Employed	8,543	48.90%
Civilian - Unemployed	1,154	6.61%
Not in Labor Force	7,774	44.50%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	8,540	
For-Profit Private Workers	6,438	75.39%
Non-Profit Private Workers	287	3.36%
Local Government Workers	291	3.41%
State Government Workers	579	6.78%
Federal Government Workers	152	1.78%
Self-Employed Workers	781	9.15%
Unpaid Family Workers	12	0.14%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	8,540	
Architect/Engineer	170	1.99%
Arts/Entertainment/Sports	27	0.32%
Building Grounds Maintenance	268	3.14%
Business/Financial Operations	111	1.30%
Community/Social Services	127	1.49%
Computer/Mathematical	102	1.19%
Construction/Extraction	505	5.91%
Education/Training/Library	489	5.73%
Farming/Fishing/Forestry	30	0.35%
Food Prep/Serving	364	4.26%
Health Practitioner/Technician	373	4.37%
Healthcare Support	80	0.94%
Maintenance Repair	354	4.15%
Legal	58	0.68%
Life/Physical/Social Science	96	1.12%
Management	332	3.89%
Office/Admin. Support	1,098	12.86%
Production	1,904	22.30%
Protective Services	157	1.84%
Sales/Related	838	9.81%
Personal Care/Service	128	1.50%
Transportation/Moving	929	10.88%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	8,540	
Blue Collar	3,692	43.23%
White Collar	3,821	44.74%
Service and Farm	1,027	12.03%



# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	8,363	
Drove Alone	7,223	86.37%
Car Pooled	777	9.29%
Public Transportation	31	0.37%
Walked	113	1.35%
Bicycle	0	0.00%
Other Means	107	1.28%
Worked at Home	112	1.34%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,291	
15 - 29 Minutes	2,267	
30 - 44 Minutes	1,446	
45 - 59 Minutes	555	
60 or more Minutes	689	
2017 Est. Avg Travel Time to Work in Minutes	26.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	8,517	
Owner Occupied	6,374	74.84%
Renter Occupied	2,143	25.16%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	19.3	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	6.9	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	6,374	
Value Less than \$20,000	524	8.22%
Value \$20,000 - \$39,999	769	12.06%
Value \$40,000 - \$59,999	979	15.36%
Value \$60,000 - \$79,999	889	13.95%
Value \$80,000 - \$99,999	683	10.72%
Value \$100,000 - \$149,999	1,003	15.74%
Value \$150,000 - \$199,999	927	14.54%
Value \$200,000 - \$299,999	439	6.89%
Value \$300,000 - \$399,999	86	1.35%
Value \$400,000 - \$499,999	40	0.63%
Value \$500,000 - \$749,999	31	0.49%
Value \$750,000 - \$999,999	4	0.06%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$80,761	
<b>2017 Est. Housing Units by Units in Structure</b>	9,734	
1 Unit Attached	32	0.33%
1 Unit Detached	7,095	72.89%
2 Units	184	1.89%
3 or 4 Units	196	2.01%
5 to 19 Units	96	0.99%
20 to 49 Units	15	0.15%
50 or More Units	17	0.17%
Mobile Home or Trailer	2,099	21.56%
Boat, RV, Van, etc.	0	0.00%



# COUNTY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	9,734	
Housing Units Built 2010 or later	192	1.97%
Housing Units Built 2000 to 2009	1,218	12.51%
Housing Units Built 1990 to 1999	2,088	21.45%
Housing Units Built 1980 to 1989	1,840	18.90%
Housing Units Built 1970 to 1979	1,482	15.22%
Housing Units Built 1960 to 1969	1,303	13.39%
Housing Units Built 1950 to 1959	683	7.02%
Housing Units Built 1940 to 1949	448	4.60%
Housing Unit Built 1939 or Earlier	480	4.93%
<b>2017 Est. Median Year Structure Built</b>	1983	



# COUNTY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Business</b>	729	7,109	10
Private Sector	668	6,597	10
Public Administration	61	512	8
Agriculture, Forestry, Fishing and Hunting	3	5	2
Mining, Quarrying, and Oil and Gas Extraction	0	0	
Utilities	2	46	23
Construction	24	217	9
Manufacturing	21	1,291	61
Wholesale Trade	33	283	9
Transportation and Warehousing	22	364	17
Information	23	203	9
Real Estate and Rental and Leasing	28	61	2
Professional, Scientific, and Technical Services	46	149	3
Management of Companies and Enterprises	1	0	
Administrative, Support, Waste Mgmt Remediation Services	14	355	25
Educational Services	24	680	28
Healthcare and Social Assistance	84	925	11
Arts, Entertainment, and Recreation	10	29	3



# COUNTY • WORKPLACE POPULATION

## Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Retail Trade</b>	126	1,073	9
Motor Vehicle and Parts Dealers	24	87	4
Furniture and Home Furnishing Stores	5	69	14
Electronics and Appliance Stores	8	33	4
Building Material and Garden Equipment and Supplies De	14	97	7
Food and Beverage Stores	12	175	15
Health and Personal Care Stores	6	42	7
Gasoline Stations	9	65	7
Clothing and Accessories Stores	7	17	2
Sporting Goods, Hobby, Book and Music Stores	7	17	2
General Merchandise Stores	10	405	41
Miscellaneous Store Retailers	22	57	3
Nonstore Retailers	2	9	5
<b>Finance and Insurance</b>	68	208	3
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	41	141	3
Securities, Commercial Contracts, Financial Investment and Related Activities	0	0	
Insurance Carriers and Related Activities	27	67	2
Funds, Trusts and Other Financial Vehicles	0	0	
<b>Accommodation and Food Services</b>	34	300	9
Accommodation	3	9	3
Food Services and Drinking Places	31	291	9
<b>Other Services (except Public Administration)</b>	105	408	4
Repair and Maintenance	20	61	3
Personal and Laundry Services	31	156	5
Religious, Grant Making, Civic, Professional, Similar Organizations	54	191	4



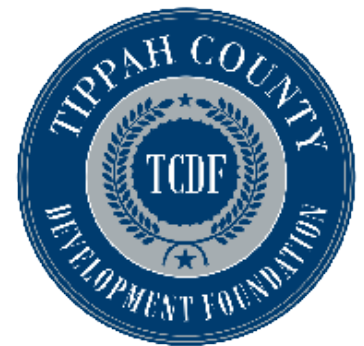


TheRetailCoach®

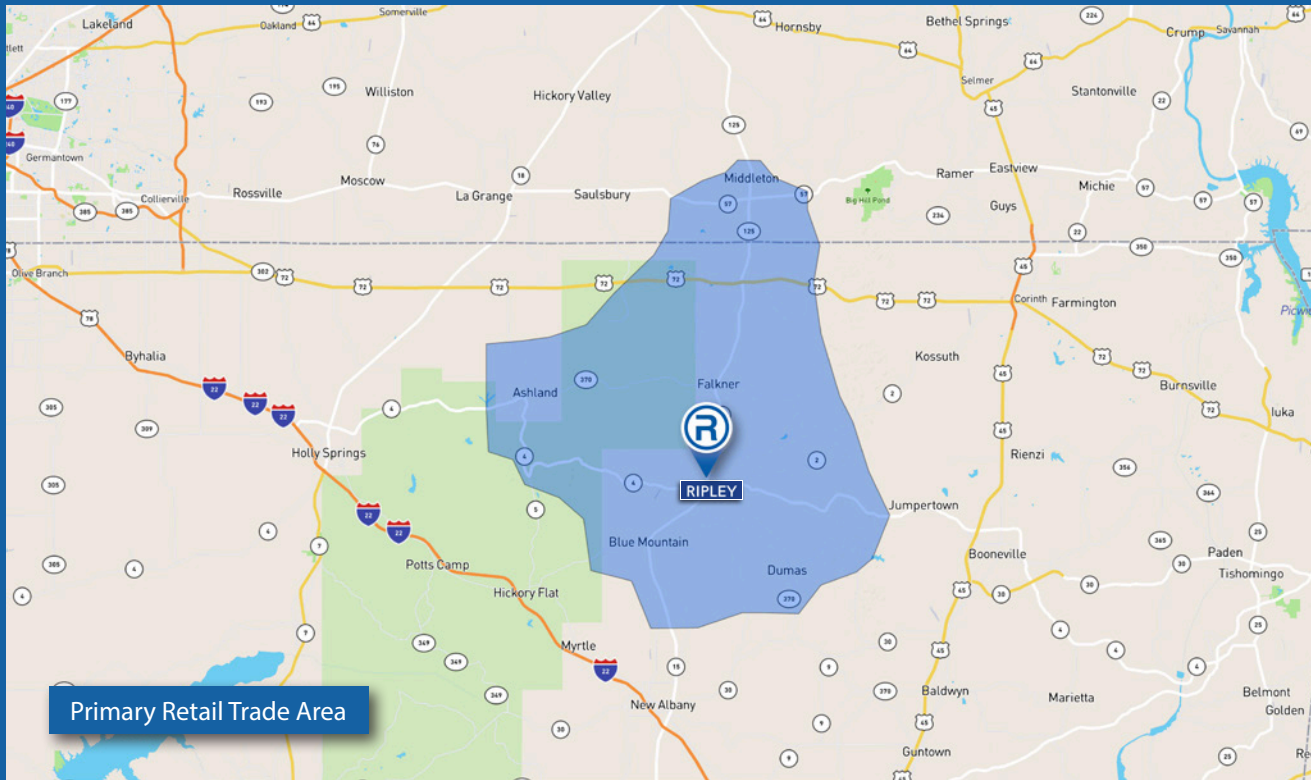
# RIPLEY ANALYSIS AREA

## Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
September 2017



# Demographic Snapshot



Primary Retail Trade Area



## Contact Information

Matthew Harrison, Executive Director/ COO  
 Tippah County Development Foundation  
 201 North Union Street  
 Ripley, Mississippi 38663  
 Phone 662.837.3353  
 mharrison@tippahcounty.org  
 www.tippahcounty.org

September 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

### Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Ripley Primary Retail Trade Area	26,555	28,195	27,703	27,662

### Income

	2017 ESTIMATE
Average Household	\$50,549
Median Household	\$36,097
Per Capita	\$19,902

### Educational Attainment

	2017 ESTIMATE
Graduate or Professional	5.05%
Bachelor's Degree	5.75%
Associate Degree	7.87%
Some College, No Degree	21.71%
High School Graduate	34.80%
Some High School, No Degree	16.13%
Less than 9th Grade	8.69%

### Race Distribution

	2017 ESTIMATE
White	78.17%
Black or African American	17.20%
American Indian/Alaskan	0.32%
Asian	0.27%
Native Hawaiian/Islander	0.02%
Other Race	2.26%
Two or More Races	1.77%
Hispanic or Latino (of any race)	4.54%

### Age

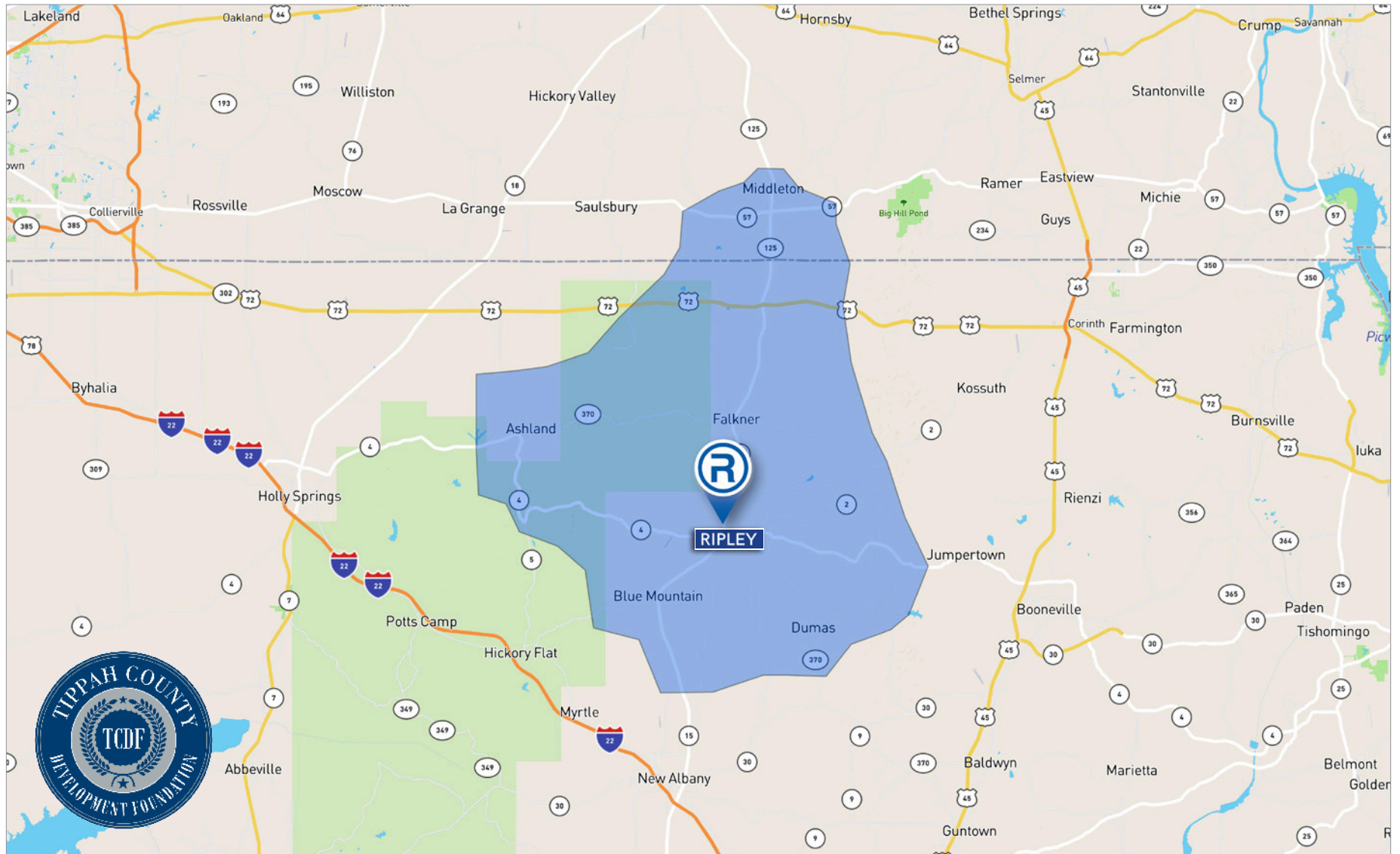
GROUPS	2017 ESTIMATE
9 Years and Under	12.38%
10-17 Years	10.98%
18-24 Years	9.35%
25-34 Years	11.53%
35-44 Years	11.85%
45-54 Years	13.32%
55-64 Years	12.97%
65 Years and Over	17.62%
DISTRIBUTION	2017 ESTIMATE
Median Age	39.9
Average Age	39.9





# RIPLEY PRIMARY RETAIL TRADE AREA

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# RIPLEY PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$372,948,593.98	\$96,915,709.00	\$276,032,884.98	0.260
441	Motor Vehicle and Parts Dealers	\$84,347,194.41	\$19,782,146.00	\$64,565,048.41	0.235
4411	Automotive Dealers	\$71,008,289.22	\$15,991,358.00	\$55,016,931.22	0.225
4412	Other Motor Vehicle Dealers	\$5,575,263.33	\$634,302.00	\$4,940,961.33	0.114
4413	Automotive Parts/Accsrs, Tire Stores	\$7,763,641.86	\$3,156,486.00	\$4,607,155.86	0.407
442	Furniture and Home Furnishings Stores	\$6,600,880.37	\$517,141.00	\$6,083,739.37	0.078
4421	Furniture Stores	\$3,693,852.26	\$315,017.00	\$3,378,835.26	0.085
4422	Home Furnishing Stores	\$2,907,028.11	\$202,124.00	\$2,704,904.11	0.070
443	Electronics and Appliance Stores	\$10,051,678.45	\$3,219,282.00	\$6,832,396.45	0.320
44311	Appliances, TVs, Electronics Stores	\$5,025,839.22	\$1,609,641.00	\$3,416,198.22	0.320
443111	Household Appliances Stores	\$607,250.71	\$293,620.00	\$313,630.71	0.484
443112	Electronics Stores	\$4,418,588.52	\$1,316,021.00	\$3,102,567.52	0.298
444	Building Material, Garden Equip Stores	\$50,496,410.57	\$10,184,418.00	\$40,311,992.57	0.202
4441	Building Material and Supply Dealers	\$46,344,895.10	\$10,184,418.00	\$36,160,477.10	0.220
44411	Home Centers	\$20,778,310.13	\$8,186,568.00	\$12,591,742.13	0.394
44412	Paint and Wallpaper Stores	\$993,035.14	\$0.00	\$993,035.14	0.000
44413	Hardware Stores	\$4,535,500.79	\$1,102,182.00	\$3,433,318.79	0.243
44419	Other Building Materials Dealers	\$20,038,049.04	\$895,668.00	\$19,142,381.04	0.045
444191	Building Materials, Lumberyards	\$7,476,240.48	\$334,176.00	\$7,142,064.48	0.045
4442	Lawn, Garden Equipment, Supplies Stores	\$4,151,515.47	\$0.00	\$4,151,515.47	0.000
44421	Outdoor Power Equipment Stores	\$767,673.31	\$0.00	\$767,673.31	0.000
44422	Nursery and Garden Centers	\$3,383,842.16	\$0.00	\$3,383,842.16	0.000



# RIPLEY PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$42,209,644.47	\$6,794,659.00	\$35,414,985.47	0.161
4451	Grocery Stores	\$39,152,005.64	\$6,257,260.00	\$32,894,745.64	0.160
44511	Supermarkets, Grocery (Ex Conv) Stores	\$34,349,828.17	\$6,053,674.00	\$28,296,154.17	0.176
44512	Convenience Stores	\$4,802,177.47	\$203,586.00	\$4,598,591.47	0.042
4452	Specialty Food Stores	\$1,576,181.24	\$0.00	\$1,576,181.24	0.000
4453	Beer, Wine and Liquor Stores	\$1,481,457.58	\$537,399.00	\$944,058.58	0.363
446	Health and Personal Care Stores	\$32,469,339.88	\$26,401,277.00	\$6,068,062.88	0.813
44611	Pharmacies and Drug Stores	\$26,657,032.60	\$25,400,444.00	\$1,256,588.60	0.953
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$3,276,916.45	\$0.00	\$3,276,916.45	0.000
44613	Optical Goods Stores	\$801,494.46	\$349,771.00	\$451,723.46	0.436
44619	Other Health and Personal Care Stores	\$1,733,896.38	\$651,062.00	\$1,082,834.38	0.375
447	Gasoline Stations	\$32,688,014.13	\$4,113,295.00	\$28,574,719.13	0.126
44711	Gasoline Stations With Conv Stores	\$10,051,460.27	\$0.00	\$10,051,460.27	0.000
44719	Other Gasoline Stations	\$22,636,553.86	\$4,113,295.00	\$18,523,258.86	0.182
448	Clothing and Clothing Accessories Stores	\$17,820,530.61	\$8,140,352.00	\$9,680,178.61	0.457
4481	Clothing Stores	\$13,517,258.99	\$5,994,334.00	\$7,522,924.99	0.443
44811	Men's Clothing Stores	\$473,575.01	\$0.00	\$473,575.01	0.000
44812	Women's Clothing Stores	\$3,035,255.18	\$1,479,275.00	\$1,555,980.18	0.487
44813	Childrens, Infants Clothing Stores	\$676,907.26	\$0.00	\$676,907.26	0.000
44814	Family Clothing Stores	\$7,597,091.82	\$3,162,854.00	\$4,434,237.82	0.416
44815	Clothing Accessories Stores	\$604,411.09	\$0.00	\$604,411.09	0.000
44819	Other Clothing Stores	\$1,130,018.63	\$1,352,205.00	-\$222,186.37	1.197
4482	Shoe Stores	\$2,702,670.84	\$0.00	\$2,702,670.84	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$1,600,600.78	\$2,146,018.00	-\$545,417.22	1.341
44831	Jewelry Stores	\$1,574,720.43	\$2,146,018.00	-\$571,297.57	1.363
44832	Luggage and Leather Goods Stores	\$25,880.34	\$0.00	\$25,880.34	0.000



# RIPLEY PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$5,781,543.51	\$314,654.00	\$5,466,889.51	0.054
4511	Sportng Goods, Hobby, Musical Inst Stores	\$4,726,900.52	\$314,654.00	\$4,412,246.52	0.067
45111	Sporting Goods Stores	\$3,475,189.14	\$256,358.00	\$3,218,831.14	0.074
45112	Hobby, Toys and Games Stores	\$812,976.91	\$0.00	\$812,976.91	0.000
45113	Sew/Needlework/Piece Goods Stores	\$201,354.07	\$0.00	\$201,354.07	0.000
45114	Musical Instrument and Supplies Stores	\$237,380.40	\$58,296.00	\$179,084.40	0.246
4512	Book, Periodical and Music Stores	\$1,054,642.99	\$0.00	\$1,054,642.99	0.000
45121	Book Stores and News Dealers	\$1,054,642.99	\$0.00	\$1,054,642.99	0.000
451211	Book Stores	\$1,013,155.81	\$0.00	\$1,013,155.81	0.000
451212	News Dealers and Newsstands	\$41,487.18	\$0.00	\$41,487.18	0.000
452	General Merchandise Stores	\$44,366,661.92	\$3,717,435.00	\$40,649,226.92	0.084
4521	Department Stores Excl Leased Depts	\$23,884,237.28	\$3,263,890.00	\$20,620,347.28	0.137
4529	Other General Merchandise Stores	\$20,482,424.64	\$453,545.00	\$20,028,879.64	0.022
453	Miscellaneous Store Retailers	\$8,708,488.87	\$8,177,386.00	\$531,102.87	0.939
4531	Florists	\$482,264.15	\$264,958.00	\$217,306.15	0.549
4532	Office Supplies, Stationery, Gift Stores	\$3,112,268.58	\$2,618,193.00	\$494,075.58	0.841
45321	Office Supplies and Stationery Stores	\$1,773,621.80	\$1,774,683.00	-\$1,061.20	1.001
45322	Gift, Novelty and Souvenir Stores	\$1,338,646.78	\$843,510.00	\$495,136.78	0.630
4533	Used Merchandise Stores	\$716,535.91	\$542,281.00	\$174,254.91	0.757
4539	Other Miscellaneous Store Retailers	\$4,397,420.23	\$4,751,954.00	-\$354,533.77	1.081
454	Non-Store Retailers	\$3,271,775.12	\$472,686.00	\$2,799,089.12	0.144



# RIPLEY PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	\$34,136,431.67	\$5,080,978.00	\$29,055,453.67	0.149
7223	Special Foodservices	\$932,539.72	\$0.00	\$932,539.72	0.000
7224	Drinking Places -Alcoholic Beverages	\$319,508.12	\$204,450.00	\$115,058.12	0.640
722511	Full Service Restaurants	\$16,143,499.58	\$2,688,845.00	\$13,454,654.58	0.167
722513	Limited Service Eating Places	\$15,312,328.31	\$2,187,683.00	\$13,124,645.31	0.143
722514	Cafeterias, Grill Buffets, and Buffets	\$519,593.39	\$0.00	\$519,593.39	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$908,962.55	\$0.00	\$908,962.55	0.000



# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	27,662	
2017 Estimate	27,703	
2010 Census	28,195	
2000 Census	26,555	
Growth 2017 - 2022		-0.15%
Growth 2010 - 2017		-1.75%
Growth 2000 - 2010		6.18%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	21,657	78.17%
Black or African American Alone	4,766	17.20%
Amer. Indian and Alaska Native Alone	87	0.32%
Asian Alone	74	0.27%
Native Hawaiian and Other Pac. Isl. Alone	4	0.02%
Some Other Race Alone	626	2.26%
Two or More Races	489	1.77%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	26,445	95.46%
Hispanic or Latino	1,258	4.54%
Mexican	1,016	80.73%
Puerto Rican	19	1.51%
Cuban	1	0.08%
All Other Hispanic or Latino	222	17.68%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	497	39.50%
Black or African American Alone	44	3.51%
American Indian and Alaska Native Alone	23	1.83%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	3	0.24%
Some Other Race Alone	606	48.19%
Two or More Races	85	6.73%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	1	0.73%
Filipino	1	1.37%
Japanese	7	9.34%
Asian Indian	0	0.00%
Korean	1	1.02%
Vietnamese	40	53.51%
Cambodian	3	4.32%
Hmong	18	23.69%
Laotian	0	0.26%
Thai	0	0.03%
All Other Asian Races Including 2+ Category	4	5.73%





# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	27,703	
Arab	1	0.00%
Czech	3	0.01%
Danish	2	0.01%
Dutch	252	0.91%
English	2,598	9.38%
French (except Basque)	371	1.34%
French Canadian	53	0.19%
German	876	3.16%
Greek	4	0.02%
Hungarian	40	0.15%
Irish	1,912	6.90%
Italian	167	0.60%
Lithuanian	0	0.00%
United States or American	6,649	24.00%
Norwegian	31	0.11%
Polish	35	0.13%
Portuguese	3	0.01%
Russian	6	0.02%
Scottish	161	0.58%
Scotch-Irish	211	0.76%
Slovak	0	0.00%
Subsaharan African	96	0.35%
Swedish	37	0.13%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	14	0.05%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	8,545	30.85%
Ancestry Unclassified	5,636	20.35%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	26,046	
Speak Only English at Home	24,963	95.84%
Speak Asian/Pac. Isl. Lang. at Home	119	0.46%
Speak IndoEuropean Language at Home	79	0.30%
Speak Spanish at Home	853	3.27%
Speak Other Language at Home	32	0.12%
<b>2017 Est. Population by Age</b>	27,703	
Age 0 - 4	1,657	5.98%
Age 5 - 9	1,773	6.40%
Age 10 - 14	1,920	6.93%
Age 15 - 17	1,123	4.05%
Age 18 - 20	1,150	4.15%
Age 21 - 24	1,439	5.19%
Age 25 - 34	3,194	11.53%
Age 35 - 44	3,284	11.85%
Age 45 - 54	3,691	13.32%
Age 55 - 64	3,592	12.97%
Age 65 - 74	2,932	10.59%
Age 75 - 84	1,459	5.27%
Age 85 and over	490	1.77%
Age 16 and over	21,981	79.35%
Age 18 and over	21,230	76.63%
Age 21 and over	20,080	72.48%
Age 65 and over	4,881	17.62%
<b>2017 Est. Median Age</b>	39.9	
<b>2017 Est. Average Age</b>	39.9	



# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	27,703	
Male	13,641	49.24%
Female	14,062	50.76%
<b>2017 Est. Male Population by Age</b>	13,641	
Age 0 - 4	851	6.24%
Age 5 - 9	907	6.65%
Age 10 - 14	977	7.16%
Age 15 - 17	574	4.20%
Age 18 - 20	585	4.29%
Age 21 - 24	735	5.39%
Age 25 - 34	1,576	11.55%
Age 35 - 44	1,616	11.84%
Age 45 - 54	1,865	13.68%
Age 55 - 64	1,754	12.85%
Age 65 - 74	1,406	10.31%
Age 75 - 84	633	4.64%
Age 85 and over	164	1.20%
<b>2017 Est. Median Age, Male</b>	38.8	
<b>2017 Est. Average Age, Male</b>	39.0	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	14,062	
Age 0 - 4	806	5.73%
Age 5 - 9	866	6.16%
Age 10 - 14	943	6.71%
Age 15 - 17	549	3.91%
Age 18 - 20	565	4.02%
Age 21 - 24	704	5.00%
Age 25 - 34	1,618	11.51%
Age 35 - 44	1,668	11.86%
Age 45 - 54	1,825	12.98%
Age 55 - 64	1,838	13.07%
Age 65 - 74	1,526	10.86%
Age 75 - 84	826	5.87%
Age 85 and over	326	2.32%
<b>2017 Est. Median Age, Female</b>	40.9	
<b>2017 Est. Average Age, Female</b>	40.9	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	22,353	
Total, Never Married	5,352	23.95%
Males, Never Married	2,943	13.16%
Females, Never Married	2,410	10.78%
Married, Spouse present	11,504	51.46%
Married, Spouse absent	1,124	5.03%
Widowed	1,533	6.86%
Males Widowed	251	1.12%
Females Widowed	1,283	5.74%
Divorced	2,839	12.70%
Males Divorced	1,305	5.84%
Females Divorced	1,534	6.86%



# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	18,641	
Less than 9th grade	1,620	8.69%
Some High School, no diploma	3,006	16.13%
High School Graduate (or GED)	6,487	34.80%
Some College, no degree	4,048	21.71%
Associate Degree	1,466	7.87%
Bachelor's Degree	1,073	5.75%
Master's Degree	737	3.96%
Professional School Degree	132	0.71%
Doctorate Degree	72	0.39%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	617	
No High School Diploma	331	53.71%
High School Graduate	221	35.79%
Some College or Associate's Degree	57	9.23%
Bachelor's Degree or Higher	8	1.27%
<b>Households</b>		
2022 Projection	10,705	
2017 Estimate	10,748	
2010 Census	10,993	
2000 Census	10,361	
Growth 2017 - 2022		-0.40%
Growth 2010 - 2017		-2.22%
Growth 2000 - 2010		6.10%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	10,748	
Family Households	7,522	69.99%
Nonfamily Households	3,226	30.01%
2017 Est. Group Quarters Population	404	
2017 HHs by Ethnicity, Hispanic/Latino	316	
<b>2017 Est. Households by HH Income</b>	10,748	
Income < \$15,000	2,168	20.17%
Income \$15,000 - \$24,999	1,835	17.08%
Income \$25,000 - \$34,999	1,254	11.66%
Income \$35,000 - \$49,999	1,601	14.90%
Income \$50,000 - \$74,999	1,744	16.22%
Income \$75,000 - \$99,999	988	9.19%
Income \$100,000 - \$124,999	527	4.91%
Income \$125,000 - \$149,999	288	2.68%
Income \$150,000 - \$199,999	166	1.55%
Income \$200,000 - \$249,999	62	0.58%
Income \$250,000 - \$499,999	82	0.76%
Income \$500,000+	33	0.30%
<b>2017 Est. Average Household Income</b>	\$50,549	
<b>2017 Est. Median Household Income</b>	\$36,097	



# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$38,875	
Black or African American Alone	\$25,787	
American Indian and Alaska Native Alone	\$32,177	
Asian Alone	\$21,649	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$31,354	
Two or More Races	\$75,163	
Hispanic or Latino	\$33,038	
Not Hispanic or Latino	\$36,278	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	7,522	
Married-Couple Family, own children	2,142	28.48%
Married-Couple Family, no own children	3,424	45.52%
Male Householder, own children	252	3.35%
Male Householder, no own children	284	3.77%
Female Householder, own children	724	9.62%
Female Householder, no own children	697	9.26%
<b>2017 Est. Households by Household Size</b>	10,748	
1-person	2,883	26.83%
2-person	3,492	32.49%
3-person	1,870	17.40%
4-person	1,398	13.01%
5-person	692	6.44%
6-person	248	2.31%
7-or-more-person	165	1.53%
<b>2017 Est. Average Household Size</b>	2.54	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	10,748	
Households with 1 or More People under Age 18:	3,675	34.19%
Married-Couple Family	2,405	65.44%
Other Family, Male Householder	305	8.29%
Other Family, Female Householder	934	25.42%
Nonfamily, Male Householder	25	0.68%
Nonfamily, Female Householder	6	0.17%
<b>Households with No People under Age 18:</b>	7,073	65.81%
Married-Couple Family	3,156	44.61%
Other Family, Male Householder	234	3.31%
Other Family, Female Householder	484	6.85%
Nonfamily, Male Householder	1,518	21.47%
Nonfamily, Female Householder	1,681	23.76%
<b>2017 Est. Households by Number of Vehicles</b>	10,748	
No Vehicles	776	7.22%
1 Vehicle	2,955	27.50%
2 Vehicles	4,150	38.61%
3 Vehicles	1,894	17.62%
4 Vehicles	754	7.02%
5 or more Vehicles	218	2.03%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	7,493	
2017 Estimate	7,522	
2010 Census	7,680	
2000 Census	7,528	
Growth 2017 - 2022		-0.39%
Growth 2010 - 2017		-2.06%
Growth 2000 - 2010		2.02%
<b>2017 Est. Families by Poverty Status</b>	7,522	
2017 Families at or Above Poverty	6,023	80.07%
2017 Families at or Above Poverty with Children	2,488	33.07%
2017 Families Below Poverty	1,499	19.93%
2017 Families Below Poverty with Children	1,061	14.10%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	21,981	
In Armed Forces	0	0.00%
Civilian - Employed	10,581	48.14%
Civilian - Unemployed	1,551	7.06%
Not in Labor Force	9,849	44.81%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	10,571	
For-Profit Private Workers	7,772	73.53%
Non-Profit Private Workers	370	3.50%
Local Government Workers	481	4.55%
State Government Workers	646	6.11%
Federal Government Workers	188	1.78%
Self-Employed Workers	1,101	10.41%
Unpaid Family Workers	12	0.11%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	10,571	
Architect/Engineer	194	1.84%
Arts/Entertainment/Sports	46	0.43%
Building Grounds Maintenance	381	3.61%
Business/Financial Operations	157	1.49%
Community/Social Services	149	1.41%
Computer/Mathematical	103	0.98%
Construction/Extraction	657	6.21%
Education/Training/Library	574	5.43%
Farming/Fishing/Forestry	48	0.46%
Food Prep/Serving	437	4.13%
Health Practitioner/Technician	456	4.32%
Healthcare Support	135	1.27%
Maintenance Repair	495	4.69%
Legal	78	0.74%
Life/Physical/Social Science	96	0.90%
Management	491	4.65%
Office/Admin. Support	1,304	12.34%
Production	2,123	20.08%
Protective Services	207	1.96%
Sales/Related	1,099	10.40%
Personal Care/Service	174	1.64%
Transportation/Moving	1,166	11.03%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	10,571	
Blue Collar	4,441	42.01%
White Collar	4,748	44.92%
Service and Farm	1,382	13.07%



# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	10,387	
Drove Alone	9,050	87.13%
Car Pooled	902	8.68%
Public Transportation	30	0.29%
Walked	128	1.23%
Bicycle	0	0.00%
Other Means	124	1.19%
Worked at Home	153	1.48%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	3,766	
15 - 29 Minutes	2,842	
30 - 44 Minutes	1,789	
45 - 59 Minutes	827	
60 or more Minutes	1,006	
2017 Est. Avg Travel Time to Work in Minutes	27.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	10,748	
Owner Occupied	8,137	75.70%
Renter Occupied	2,612	24.30%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	19.6	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.2	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	8,137	
Value Less than \$20,000	689	8.47%
Value \$20,000 - \$39,999	884	10.86%
Value \$40,000 - \$59,999	1,227	15.08%
Value \$60,000 - \$79,999	1,140	14.01%
Value \$80,000 - \$99,999	920	11.30%
Value \$100,000 - \$149,999	1,225	15.05%
Value \$150,000 - \$199,999	1,135	13.94%
Value \$200,000 - \$299,999	651	8.01%
Value \$300,000 - \$399,999	135	1.65%
Value \$400,000 - \$499,999	52	0.64%
Value \$500,000 - \$749,999	53	0.66%
Value \$750,000 - \$999,999	10	0.12%
Value \$1,000,000 or more	15	0.19%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$82,770	
<b>2017 Est. Housing Units by Units in Structure</b>	12,533	
1 Unit Attached	46	0.37%
1 Unit Detached	9,251	73.81%
2 Units	209	1.67%
3 or 4 Units	219	1.75%
5 to 19 Units	100	0.80%
20 to 49 Units	21	0.17%
50 or More Units	19	0.15%
Mobile Home or Trailer	2,668	21.29%
Boat, RV, Van, etc.	0	0.00%



# RIPLEY PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	12,533	
Housing Units Built 2010 or later	208	1.66%
Housing Units Built 2000 to 2009	1,577	12.59%
Housing Units Built 1990 to 1999	2,591	20.67%
Housing Units Built 1980 to 1989	2,381	19.00%
Housing Units Built 1970 to 1979	1,989	15.87%
Housing Units Built 1960 to 1969	1,690	13.49%
Housing Units Built 1950 to 1959	921	7.35%
Housing Units Built 1940 to 1949	553	4.42%
Housing Unit Built 1939 or Earlier	622	4.97%
<b>2017 Est. Median Year Structure Built</b>	1982	



## TAPESTRY SEGMENTATION PROFILE

### + WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

### + WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

### + TAPESTRY SEGMENTATION SUMMARY GROUPS

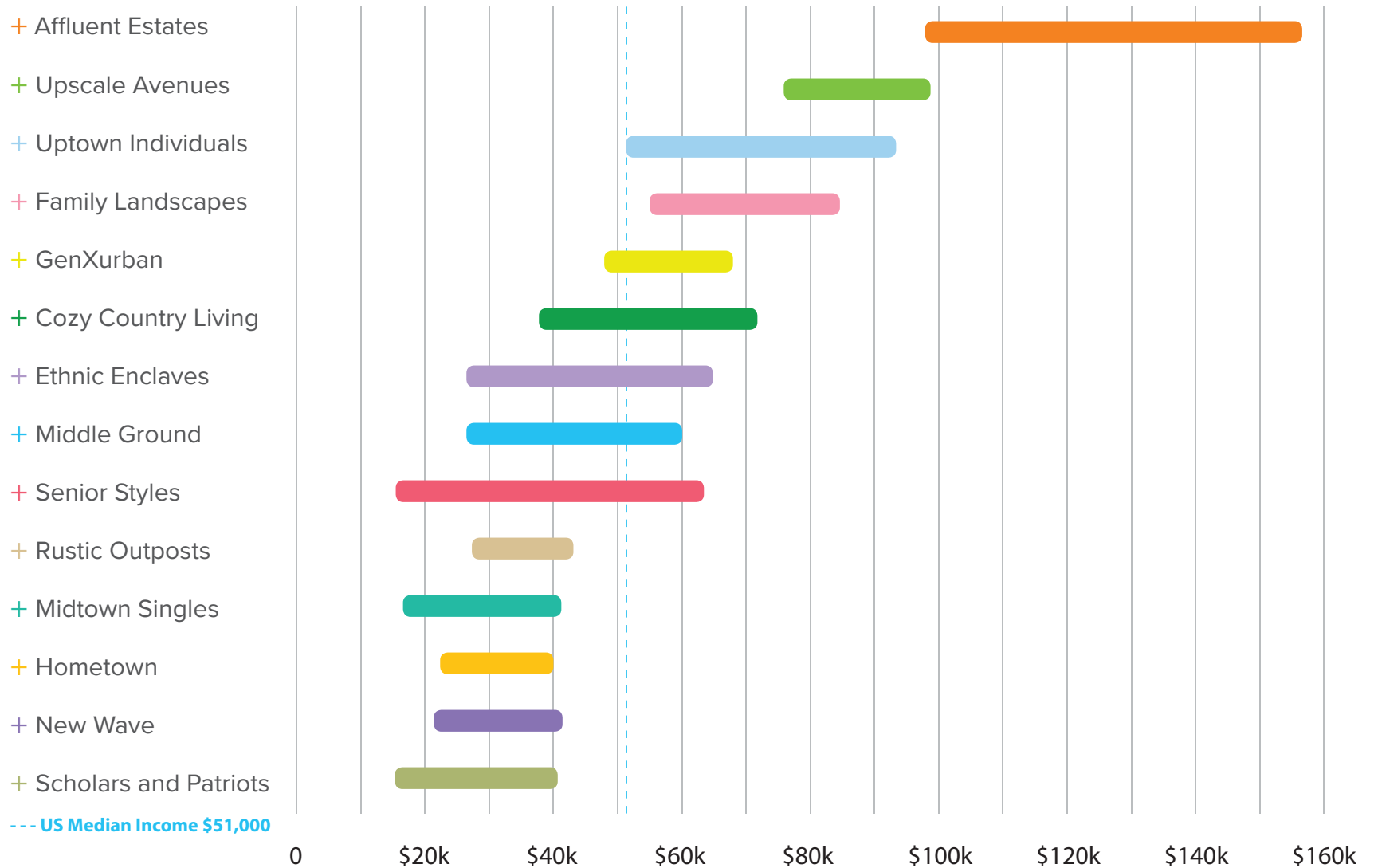
Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots





# INCOME RANGE OF LIFEMODE SUMMARY GROUPS

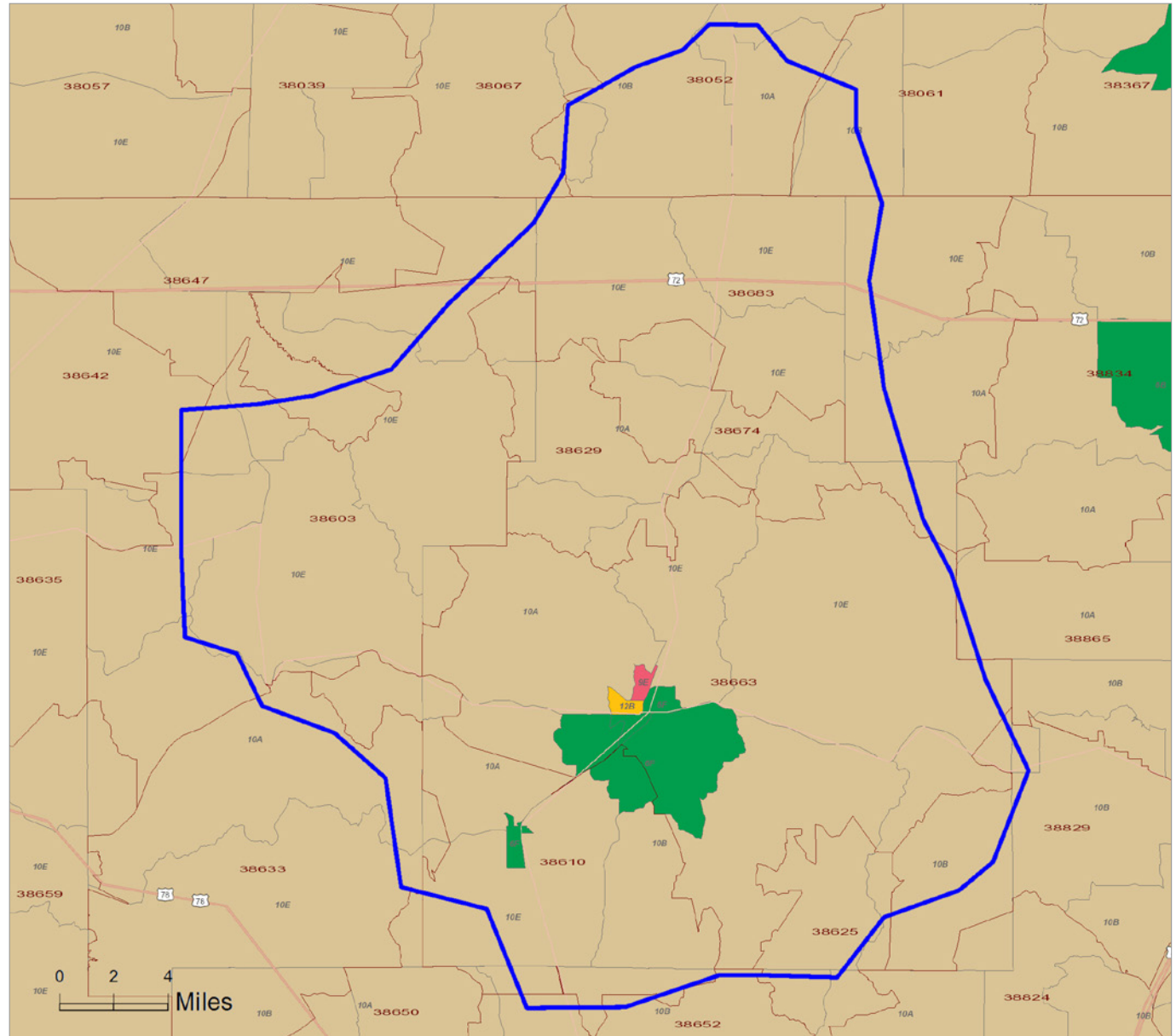




# RIPLEY PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP

Tippah County, Mississippi

- + L1 AFFLUENT ESTATES**  
Established wealth — educated, well-traveled married couples
- + L2 UPSCALE AVENUES**  
Prosperous, married couples in higher density neighborhoods
- + L3 UPTOWN INDIVIDUALS**  
Younger, urban singles on the move
- + L4 FAMILY LANDSCAPES**  
Successful younger families in newer housing
- + L5 GENXURBAN**  
Gen X in middle age; families with fewer kids and a mortgage
- + L6 COZY COUNTRY**  
Empty nesters in bucolic settings
- + L7 ETHNIC ENCLAVES**  
Established diversity — young, Hispanic homeowners with families
- + L8 MIDDLE GROUND**  
Lifestyles of thirtysomethings
- + L9 SENIOR STYLES**  
Senior lifestyles reveal the effects of saving for retirement
- + L10 RUSTIC OUTPOSTS**  
Country life with older families, older homes
- + L11 MIDTOWN SINGLES**  
Millennials on the move; single, diverse, and urban
- + L12 HOMETOWN**  
Growing up and staying close to home; single householders
- + L13 NEXT WAVE**  
Urban denizens; young, diverse, hardworking families
- + L14 SCHOLARS AND PATRIOTS**  
College campuses and military neighborhoods





# RIPLEY PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Tippah County, Mississippi

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Rural Bypasses (10E)	46.6%	46.6%	1.4%	1.4%	3397
2	Southern Satellites (10A)	19.5%	66.1%	3.2%	4.6%	618
3	Rooted Rural (10B)	15.2%	81.3%	2.0%	6.6%	758
4	Heartland Communities (6F)	12.9%	94.2%	2.4%	9.0%	549
5	Retirement Communities (9E)	3.1%	97.3%	1.2%	10.2%	258
	<b>Subtotal</b>	<b>97.3%</b>		<b>10.2%</b>		
6	Traditional Living (12B)	2.6%	99.9%	2.0%	12.2%	135
	<b>Subtotal</b>	<b>2.6%</b>		<b>2.0%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>12.1%</b>		<b>829</b>



LifeMode Group • Rustic Outposts

# 10E RURAL BYPASSES

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.

US Household // 1,664,000  
Average Household Size // 2.54  
Median Age // 39.7  
Median Household Income // \$29,000

## + 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 (Index 493).
- 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.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.

## + 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% (Index 161); labor force participation is low at 46% (Index 74).
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$85,000

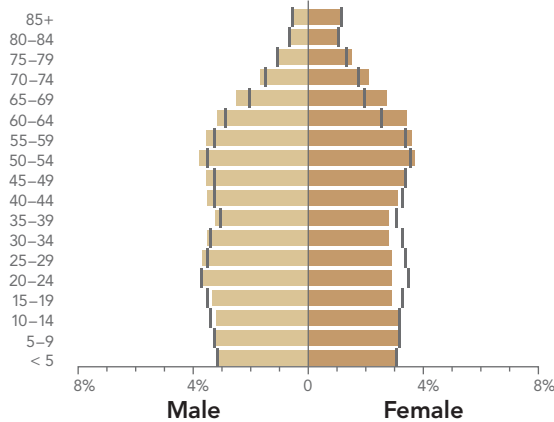
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

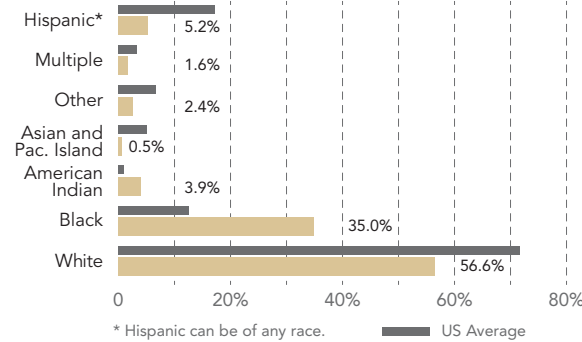
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

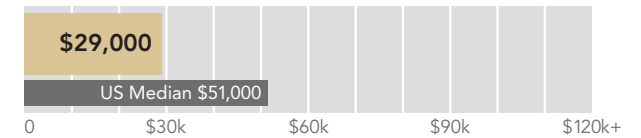
**Diversity Index: 59.9** US: 62.1



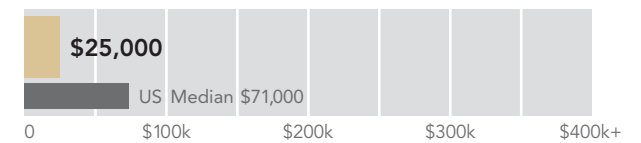
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

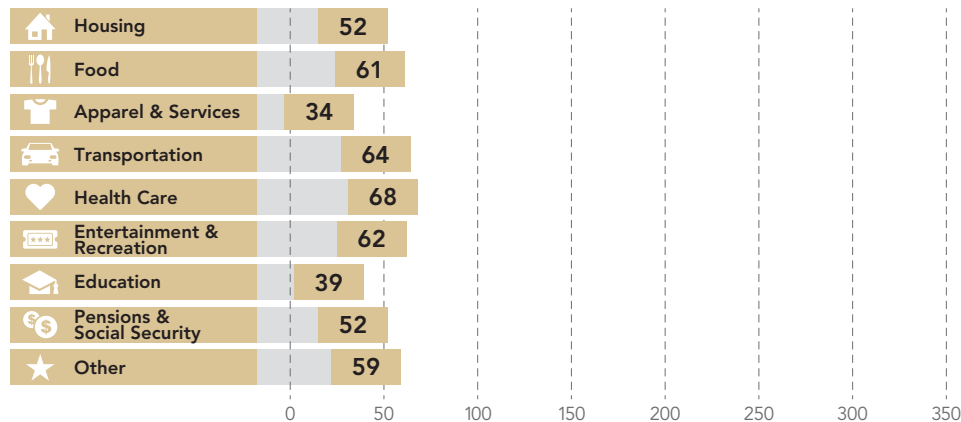


### Median Net Worth



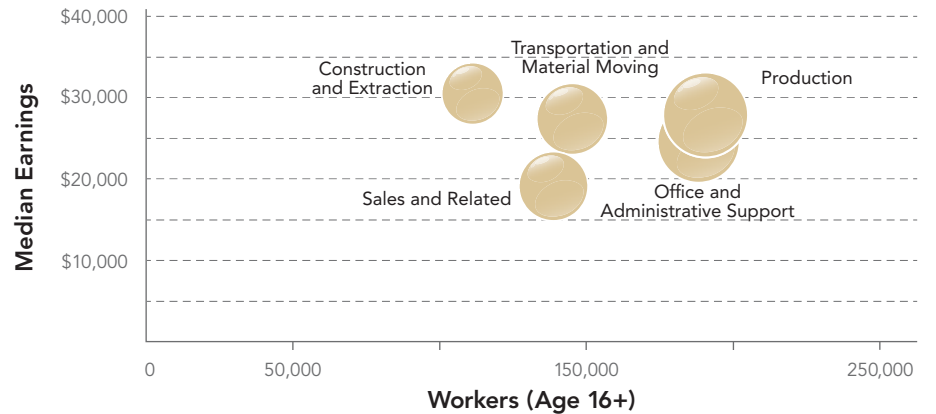
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10A

# SOUTHERN SATELLITES

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South.

This market is typically nondiverse, 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

US Household // 3,775,000  
Average Household Size // 2.65  
Median Age // 39.7  
Median Household Income // \$44,000

## + OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).



10A

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.).

## + SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$119,000

US Median: \$177,000

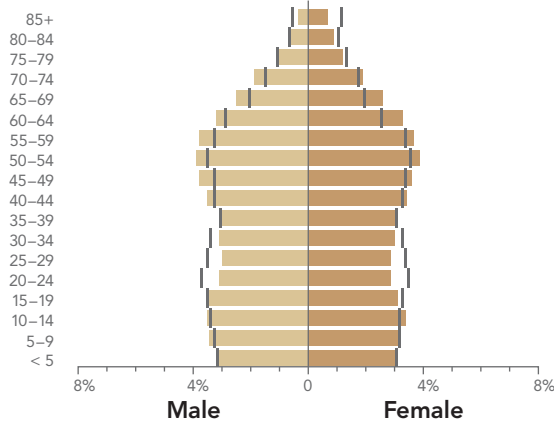




## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

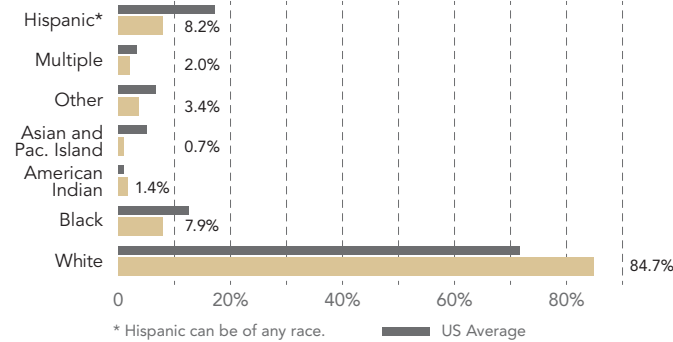
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

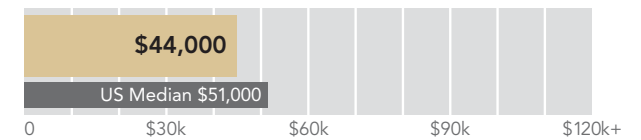
**Diversity Index: 38.6** US: 62.1



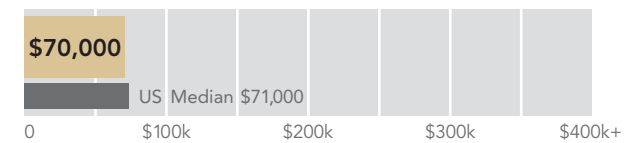
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

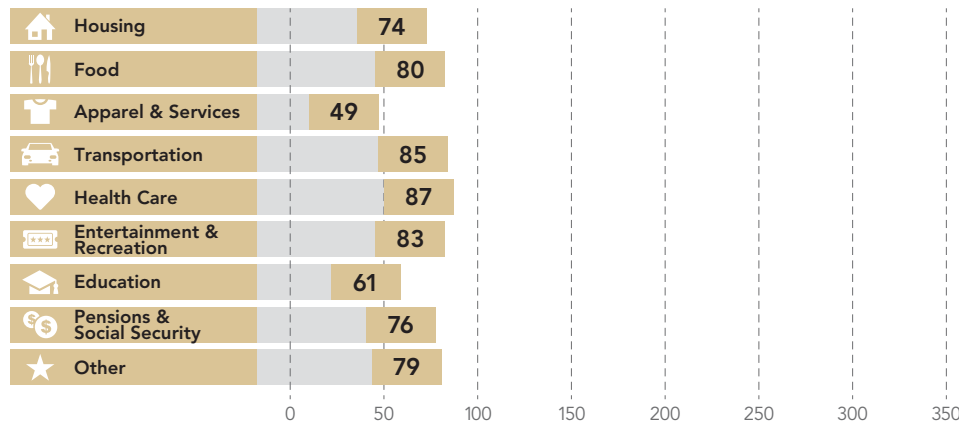


### Median Net Worth



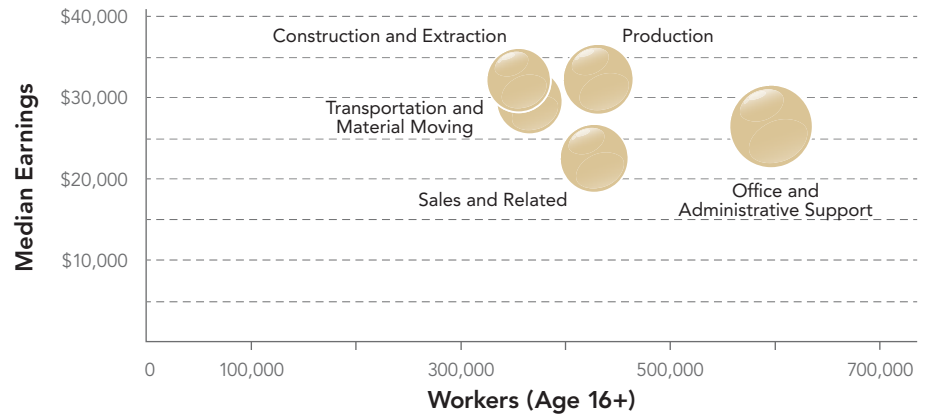
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10B

# ROOTED RURAL

---

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas.

Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

US Household // 2,425,000

Average Household Size // 2.47

Median Age // 44.1

Median Household Income // \$38,000

## + OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner-occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

## + SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**

Single Family;  
Mobile Homes

**Median Value:**

\$104,000

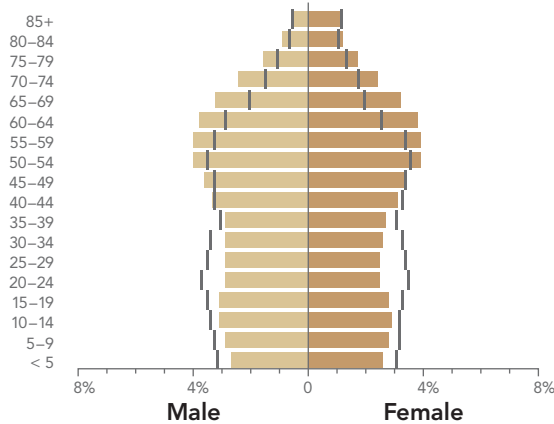
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 44.1** US: 37.6

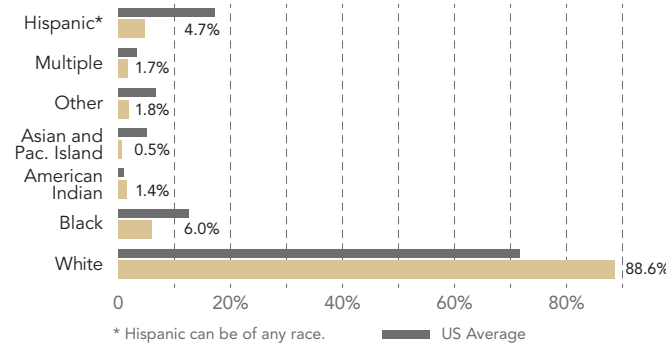
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

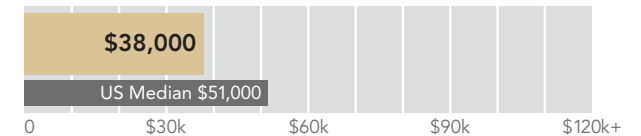
**Diversity Index: 28.2** US: 62.1



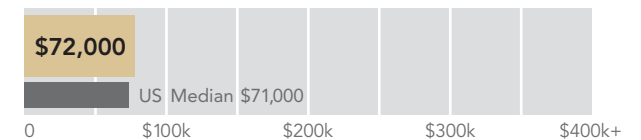
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

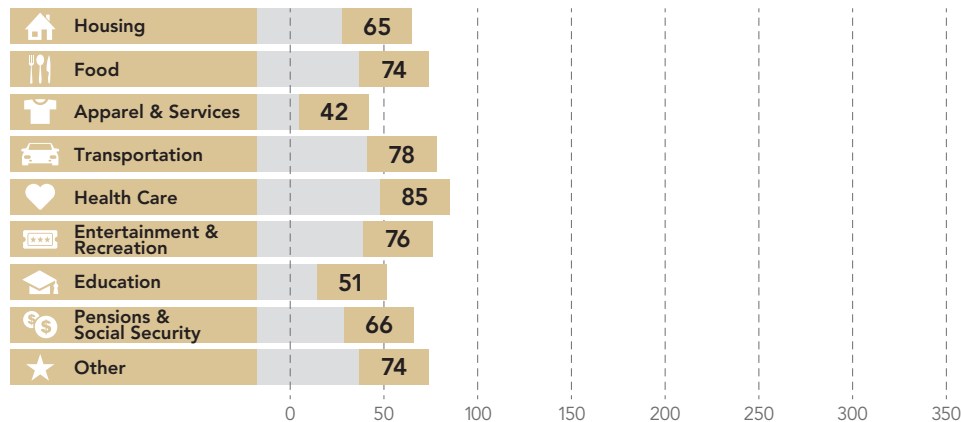


### Median Net Worth



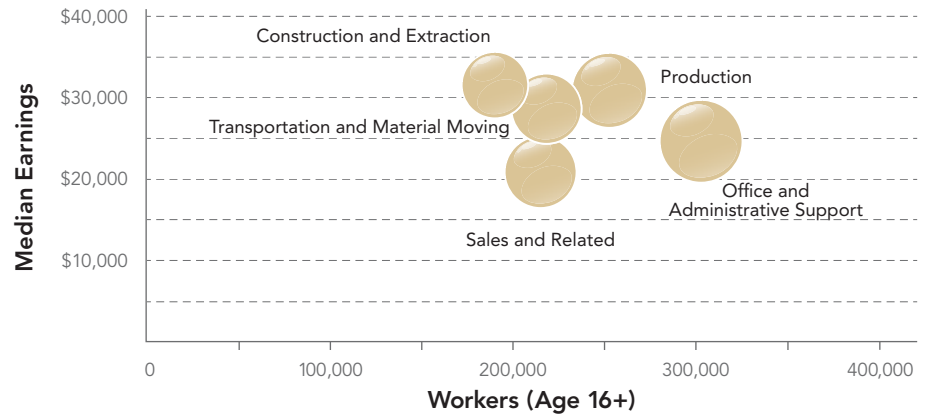
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Cozy Country Living

# 6F HEARTLAND COMMUNITIES

Well settled and close-knit, Heartland Communities are semi-rural and semiretired.

These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

US Household // 2,864,000  
Average Household Size // 2.38  
Median Age // 41.5  
Median Household Income // \$39,000

# + OUR NEIGHBORHOOD



- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).

6F

HEARTLAND COMMUNITIES LifeMode Group • Cozy Country Living

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

## + SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**

Single Family

**Median Value:**

\$89,000

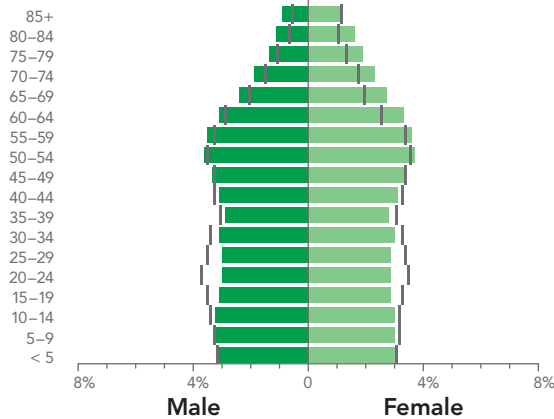
US Median \$177,000



### AGE BY SEX (Esri data)

**Median Age: 41.5** US: 37.6

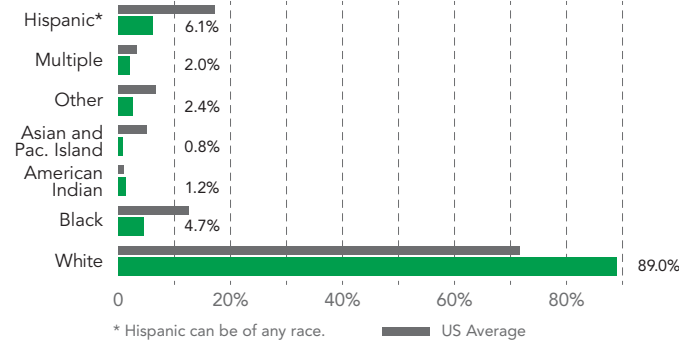
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

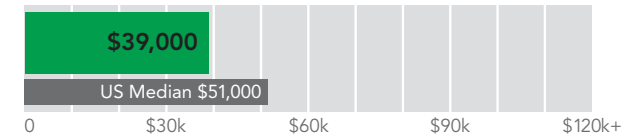
**Diversity Index: 29.6** US: 62.1



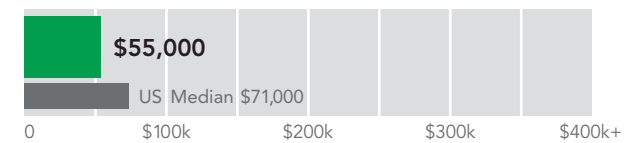
### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

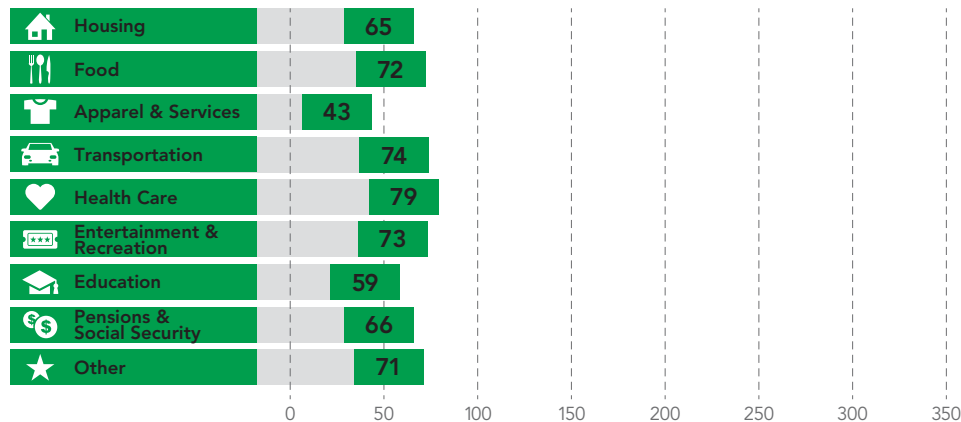


#### Median Net Worth



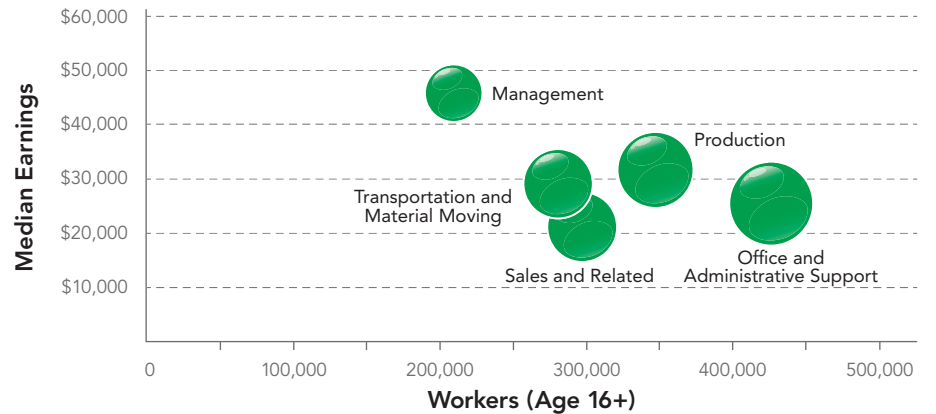
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Senior Styles

# 9E RETIREMENT COMMUNITIES

Retirement Communities neighborhoods are evenly distributed across the country.

They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

US Household // 1,451,000  
Average Household Size // 1.86  
Median Age // 52.0  
Median Household Income // \$35,000



## + OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- One in five households has no vehicle.



9E

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: bingo, opera, and the theater.
- Watch QVC, Golf Channel, CNN, and sports on TV.
- Like to travel—including visits to foreign countries.
- Shop at large department stores for convenience.

## + SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Multiunits;  
Single Family

### Median Value:

\$980  
US Average: \$990



### AGE BY SEX (Esri data)

Median Age: **52.0** US: 37.6

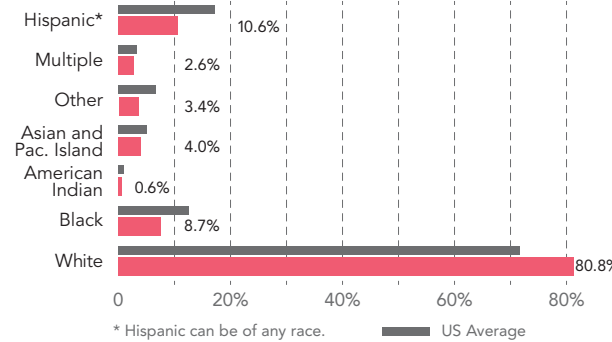
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

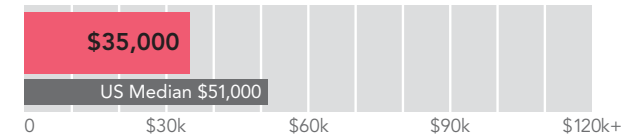
Diversity Index: **46.4** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

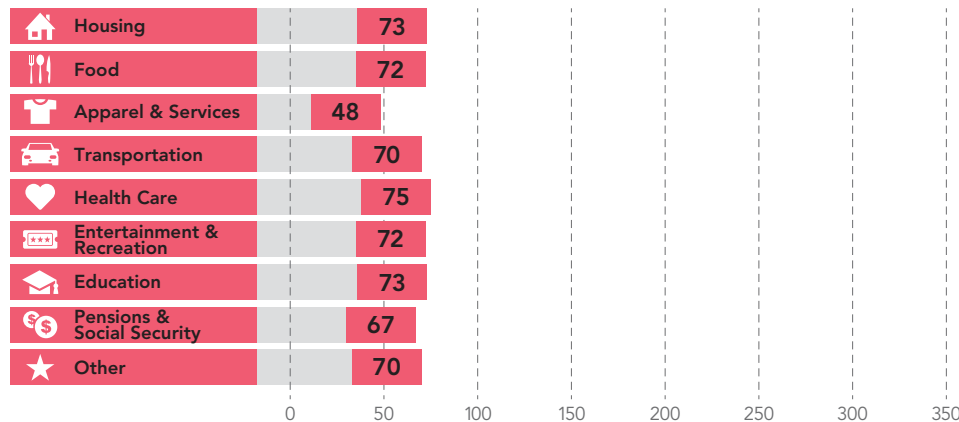


#### Median Net Worth



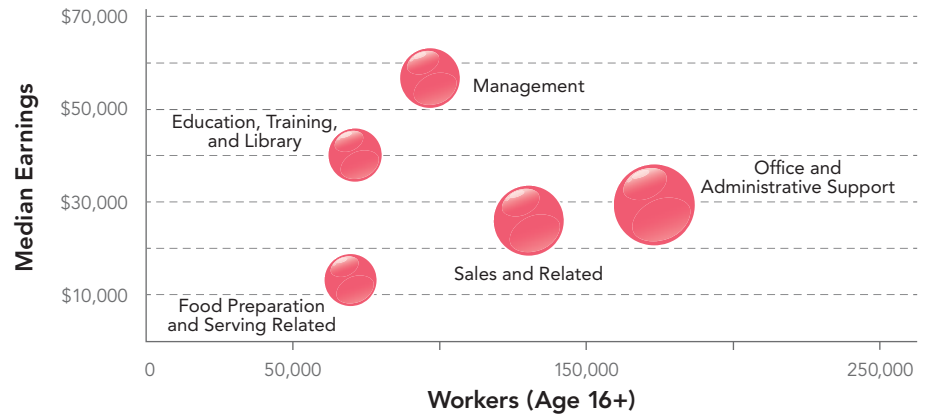
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

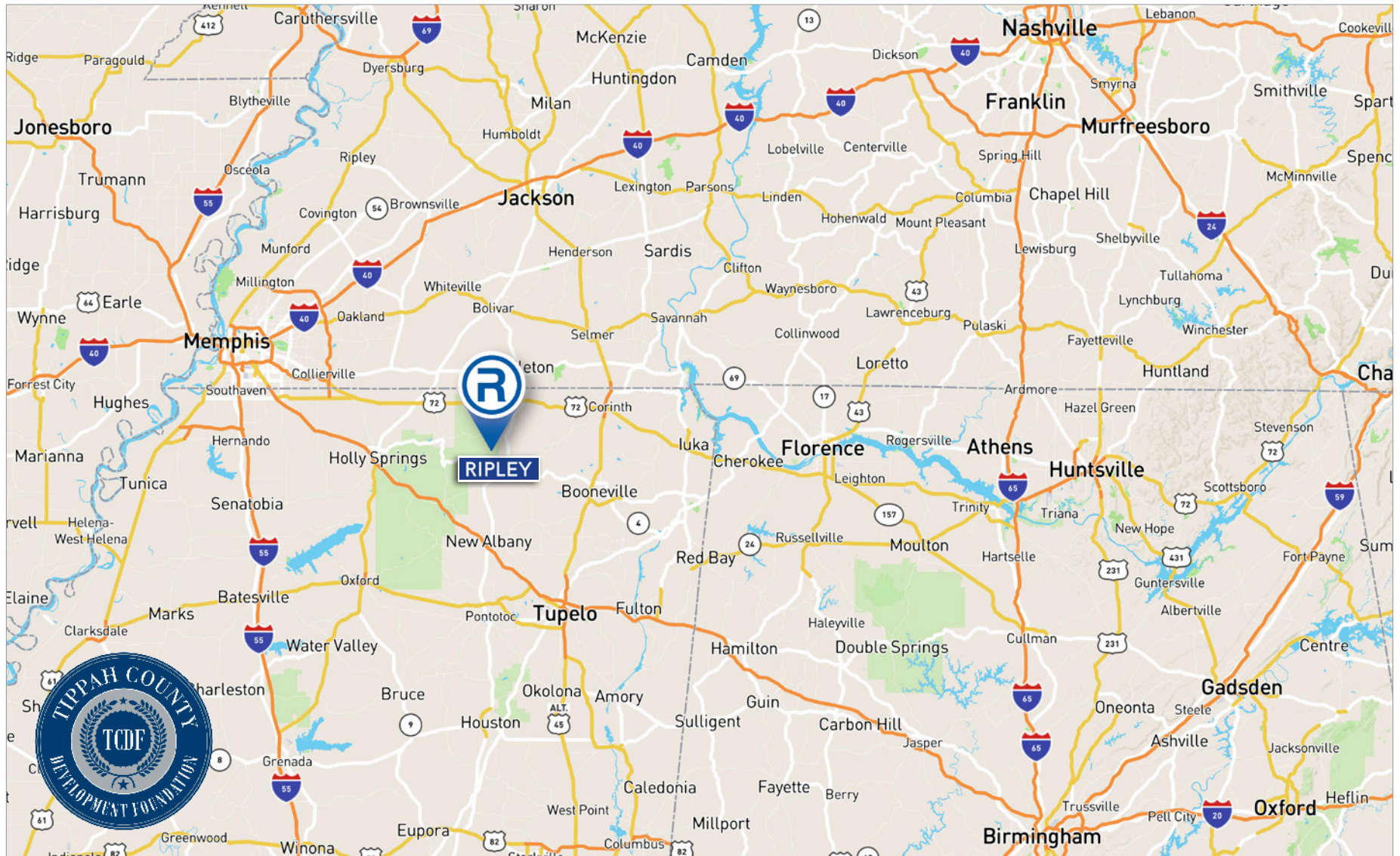
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





# RIPLEY LOCATION

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	5,009	
2017 Estimate	5,061	
2010 Census	5,395	
2000 Census	5,425	
Growth 2017 - 2022		-1.03%
Growth 2010 - 2017		-6.19%
Growth 2000 - 2010		-0.55%
<b>2017 Est. Population by Single-Classification Race</b>	5,061	
White Alone	3,472	68.60%
Black or African American Alone	1,227	24.24%
Amer. Indian and Alaska Native Alone	17	0.34%
Asian Alone	6	0.12%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	220	4.35%
Two or More Races	119	2.35%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	5,061	
Not Hispanic or Latino	4,561	90.12%
Hispanic or Latino	500	9.88%
Mexican	402	80.40%
Puerto Rican	7	1.40%
Cuban	1	0.20%
All Other Hispanic or Latino	90	18.00%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	500	
White Alone	242	48.40%
Black or African American Alone	5	1.00%
American Indian and Alaska Native Alone	9	1.80%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	216	43.20%
Two or More Races	28	5.60%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	6	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	1	16.67%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	5	83.33%
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%



# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	5,061	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	43	0.85%
English	422	8.34%
French (except Basque)	110	2.17%
French Canadian	6	0.12%
German	119	2.35%
Greek	0	0.00%
Hungarian	7	0.14%
Irish	272	5.37%
Italian	33	0.65%
Lithuanian	0	0.00%
United States or American	1,269	25.07%
Norwegian	0	0.00%
Polish	10	0.20%
Portuguese	1	0.02%
Russian	0	0.00%
Scottish	61	1.21%
Scotch-Irish	65	1.28%
Slovak	0	0.00%
Subsaharan African	29	0.57%
Swedish	1	0.02%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	10	0.20%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,701	33.61%
Ancestry Unclassified	902	17.82%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	4,719	
Speak Only English at Home	4,502	95.40%
Speak Asian/Pac. Isl. Lang. at Home	20	0.42%
Speak IndoEuropean Language at Home	17	0.36%
Speak Spanish at Home	148	3.14%
Speak Other Language at Home	32	0.68%
<b>2017 Est. Population by Age</b>	5,061	
Age 0 - 4	342	6.76%
Age 5 - 9	356	7.03%
Age 10 - 14	373	7.37%
Age 15 - 17	201	3.97%
Age 18 - 20	181	3.58%
Age 21 - 24	227	4.49%
Age 25 - 34	594	11.74%
Age 35 - 44	623	12.31%
Age 45 - 54	607	11.99%
Age 55 - 64	595	11.76%
Age 65 - 74	526	10.39%
Age 75 - 84	307	6.07%
Age 85 and over	129	2.55%
Age 16 and over	3,923	77.51%
Age 18 and over	3,789	74.87%
Age 21 and over	3,608	71.29%
Age 65 and over	962	19.01%
<b>2017 Est. Median Age</b>	39.1	
<b>2017 Est. Average Age</b>	39.8	



# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	5,061	
Male	2,427	47.95%
Female	2,634	52.05%
<b>2017 Est. Male Population by Age</b>	2,427	
Age 0 - 4	177	7.29%
Age 5 - 9	183	7.54%
Age 10 - 14	194	7.99%
Age 15 - 17	104	4.29%
Age 18 - 20	95	3.91%
Age 21 - 24	119	4.90%
Age 25 - 34	290	11.95%
Age 35 - 44	304	12.53%
Age 45 - 54	309	12.73%
Age 55 - 64	280	11.54%
Age 65 - 74	227	9.35%
Age 75 - 84	111	4.57%
Age 85 and over	34	1.40%
<b>2017 Est. Median Age, Male</b>	36.7	
<b>2017 Est. Average Age, Male</b>	37.6	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	2,634	
Age 0 - 4	165	6.26%
Age 5 - 9	173	6.57%
Age 10 - 14	179	6.80%
Age 15 - 17	97	3.68%
Age 18 - 20	86	3.26%
Age 21 - 24	108	4.10%
Age 25 - 34	304	11.54%
Age 35 - 44	319	12.11%
Age 45 - 54	298	11.31%
Age 55 - 64	315	11.96%
Age 65 - 74	299	11.35%
Age 75 - 84	196	7.44%
Age 85 and over	95	3.61%
<b>2017 Est. Median Age, Female</b>	41.4	
<b>2017 Est. Average Age, Female</b>	41.9	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	3,990	
Total, Never Married	1,056	26.47%
Males, Never Married	566	14.19%
Females, Never Married	490	12.28%
Married, Spouse present	1,996	50.03%
Married, Spouse absent	162	4.06%
Widowed	309	7.74%
Males Widowed	33	0.83%
Females Widowed	276	6.92%
Divorced	467	11.70%
Males Divorced	203	5.09%
Females Divorced	264	6.62%



# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	3,381	
Less than 9th grade	286	8.46%
Some High School, no diploma	508	15.03%
High School Graduate (or GED)	1,032	30.52%
Some College, no degree	834	24.67%
Associate Degree	273	8.07%
Bachelor's Degree	233	6.89%
Master's Degree	156	4.61%
Professional School Degree	54	1.60%
Doctorate Degree	5	0.15%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	249	
No High School Diploma	140	56.22%
High School Graduate	88	35.34%
Some College or Associate's Degree	19	7.63%
Bachelor's Degree or Higher	2	0.80%
<b>Households</b>		
2022 Projection	1,955	
2017 Estimate	1,985	
2010 Census	2,133	
2000 Census	2,147	
Growth 2017 - 2022		-1.51%
Growth 2010 - 2017		-6.94%
Growth 2000 - 2010		-0.65%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	1,985	
Family Households	1,309	65.94%
Nonfamily Households	676	34.06%
2017 Est. Group Quarters Population	99	
2017 HHs by Ethnicity, Hispanic/Latino	126	
<b>2017 Est. Households by HH Income</b>	1,985	
Income < \$15,000	428	21.56%
Income \$15,000 - \$24,999	300	15.11%
Income \$25,000 - \$34,999	240	12.09%
Income \$35,000 - \$49,999	304	15.31%
Income \$50,000 - \$74,999	291	14.66%
Income \$75,000 - \$99,999	198	9.97%
Income \$100,000 - \$124,999	75	3.78%
Income \$125,000 - \$149,999	63	3.17%
Income \$150,000 - \$199,999	44	2.22%
Income \$200,000 - \$249,999	19	0.96%
Income \$250,000 - \$499,999	20	1.01%
Income \$500,000+	3	0.15%
<b>2017 Est. Average Household Income</b>	\$51,896	
<b>2017 Est. Median Household Income</b>	\$36,209	



# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$40,106	
Black or African American Alone	\$26,083	
American Indian and Alaska Native Alone	\$31,250	
Asian Alone	\$20,000	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$31,964	
Two or More Races	\$87,500	
Hispanic or Latino	\$31,164	
Not Hispanic or Latino	\$37,608	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	1,309	
Married-Couple Family, own children	374	28.57%
Married-Couple Family, no own children	558	42.63%
Male Householder, own children	41	3.13%
Male Householder, no own children	42	3.21%
Female Householder, own children	157	11.99%
Female Householder, no own children	137	10.47%
<b>2017 Est. Households by Household Size</b>	1,985	
1-person	612	30.83%
2-person	585	29.47%
3-person	328	16.52%
4-person	247	12.44%
5-person	129	6.50%
6-person	45	2.27%
7-or-more-person	39	1.96%
<b>2017 Est. Average Household Size</b>	2.50	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	1,985	
Households with 1 or More People under Age 18:	661	33.30%
Married-Couple Family	414	62.63%
Other Family, Male Householder	49	7.41%
Other Family, Female Householder	194	29.35%
Nonfamily, Male Householder	4	0.61%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	1,324	66.70%
Married-Couple Family	518	39.12%
Other Family, Male Householder	35	2.64%
Other Family, Female Householder	101	7.63%
Nonfamily, Male Householder	250	18.88%
Nonfamily, Female Householder	420	31.72%
<b>2017 Est. Households by Number of Vehicles</b>	1,985	
No Vehicles	166	8.36%
1 Vehicle	527	26.55%
2 Vehicles	785	39.55%
3 Vehicles	344	17.33%
4 Vehicles	129	6.50%
5 or more Vehicles	34	1.71%
<b>2017 Est. Average Number of Vehicles</b>	1.9	





# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	1,289	
2017 Estimate	1,309	
2010 Census	1,412	
2000 Census	1,449	
Growth 2017 - 2022		-1.53%
Growth 2010 - 2017		-7.29%
Growth 2000 - 2010		-2.55%
<b>2017 Est. Families by Poverty Status</b>	1,309	
2017 Families at or Above Poverty	1,036	79.14%
2017 Families at or Above Poverty with Children	503	38.43%
2017 Families Below Poverty	273	20.86%
2017 Families Below Poverty with Children	201	15.36%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	3,923	
In Armed Forces	0	0.00%
Civilian - Employed	2,114	53.89%
Civilian - Unemployed	241	6.14%
Not in Labor Force	1,568	39.97%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	2,116	
For-Profit Private Workers	1,559	73.68%
Non-Profit Private Workers	67	3.17%
Local Government Workers	62	2.93%
State Government Workers	145	6.85%
Federal Government Workers	61	2.88%
Self-Employed Workers	220	10.40%
Unpaid Family Workers	2	0.09%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	2,116	
Architect/Engineer	36	1.70%
Arts/Entertainment/Sports	8	0.38%
Building Grounds Maintenance	57	2.69%
Business/Financial Operations	41	1.94%
Community/Social Services	41	1.94%
Computer/Mathematical	43	2.03%
Construction/Extraction	130	6.14%
Education/Training/Library	122	5.77%
Farming/Fishing/Forestry	2	0.09%
Food Prep/Serving	94	4.44%
Health Practitioner/Technician	70	3.31%
Healthcare Support	27	1.28%
Maintenance Repair	98	4.63%
Legal	14	0.66%
Life/Physical/Social Science	52	2.46%
Management	90	4.25%
Office/Admin. Support	259	12.24%
Production	408	19.28%
Protective Services	77	3.64%
Sales/Related	260	12.29%
Personal Care/Service	18	0.85%
Transportation/Moving	169	7.99%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	2,116	
Blue Collar	805	38.04%
White Collar	1,036	48.96%
Service and Farm	275	13.00%



# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	2,079	
Drove Alone	1,774	85.33%
Car Pooled	261	12.55%
Public Transportation	12	0.58%
Walked	8	0.38%
Bicycle	0	0.00%
Other Means	10	0.48%
Worked at Home	14	0.67%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,051	
15 - 29 Minutes	406	
30 - 44 Minutes	342	
45 - 59 Minutes	168	
60 or more Minutes	101	
2017 Est. Avg Travel Time to Work in Minutes	23.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	1,985	
Owner Occupied	1,294	65.19%
Renter Occupied	691	34.81%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	18.5	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.1	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	1,294	
Value Less than \$20,000	74	5.72%
Value \$20,000 - \$39,999	146	11.28%
Value \$40,000 - \$59,999	155	11.98%
Value \$60,000 - \$79,999	164	12.67%
Value \$80,000 - \$99,999	164	12.67%
Value \$100,000 - \$149,999	206	15.92%
Value \$150,000 - \$199,999	252	19.47%
Value \$200,000 - \$299,999	116	8.96%
Value \$300,000 - \$399,999	13	1.00%
Value \$400,000 - \$499,999	2	0.15%
Value \$500,000 - \$749,999	1	0.08%
Value \$750,000 - \$999,999	1	0.08%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$93,171	
<b>2017 Est. Housing Units by Units in Structure</b>	2,293	
1 Unit Attached	12	0.52%
1 Unit Detached	1,717	74.88%
2 Units	103	4.49%
3 or 4 Units	162	7.06%
5 to 19 Units	91	3.97%
20 to 49 Units	12	0.52%
50 or More Units	17	0.74%
Mobile Home or Trailer	179	7.81%
Boat, RV, Van, etc.	0	0.00%



# RIPLEY COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	2,293	
Housing Units Built 2010 or later	13	0.57%
Housing Units Built 2000 to 2009	207	9.03%
Housing Units Built 1990 to 1999	468	20.41%
Housing Units Built 1980 to 1989	438	19.10%
Housing Units Built 1970 to 1979	330	14.39%
Housing Units Built 1960 to 1969	345	15.05%
Housing Units Built 1950 to 1959	252	10.99%
Housing Units Built 1940 to 1949	132	5.76%
Housing Unit Built 1939 or Earlier	108	4.71%
<b>2017 Est. Median Year Structure Built</b>	1979	



# RIPLEY COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Business</b>	515	3,838	7
Private Sector	470	3,448	7
Public Administration	45	390	9
Agriculture, Forestry, Fishing and Hunting	0	0	
Mining, Quarrying, and Oil and Gas Extraction	0	0	
Utilities	2	46	23
Construction	14	117	8
Manufacturing	9	95	11
Wholesale Trade	23	226	10
Transportation and Warehousing	6	77	13
Information	16	171	11
Real Estate and Rental and Leasing	24	58	2
Professional, Scientific, and Technical Services	41	136	3
Management of Companies and Enterprises	1	0	
Administrative, Support, Waste Mgmt Remediation Services	5	68	14
Educational Services	9	208	23
Healthcare and Social Assistance	73	852	12
Arts, Entertainment, and Recreation	7	21	3



# RIPLEY COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Retail Trade</b>	88	658	7
Motor Vehicle and Parts Dealers	19	73	4
Furniture and Home Furnishing Stores	4	68	17
Electronics and Appliance Stores	7	32	5
Building Material and Garden Equipment and Supplies De	8	37	5
Food and Beverage Stores	6	132	22
Health and Personal Care Stores	5	34	7
Gasoline Stations	7	28	4
Clothing and Accessories Stores	7	17	2
Sporting Goods, Hobby, Book and Music Stores	4	9	2
General Merchandise Stores	5	179	36
Miscellaneous Store Retailers	15	48	3
Nonstore Retailers	1	1	1
<b>Finance and Insurance</b>	59	191	3
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	32	124	4
Securities, Commercial Contracts, Financial Investment and Related Activities	0	0	
Insurance Carriers and Related Activities	27	67	2
Funds, Trusts and Other Financial Vehicles	0	0	
<b>Accommodation and Food Services</b>	23	255	11
Accommodation	2	7	4
Food Services and Drinking Places	21	248	12
<b>Other Services (except Public Administration)</b>	70	269	4
Repair and Maintenance	12	49	4
Personal and Laundry Services	27	87	3
Religious, Grant Making, Civic, Professional, Similar Organizations	31	133	4

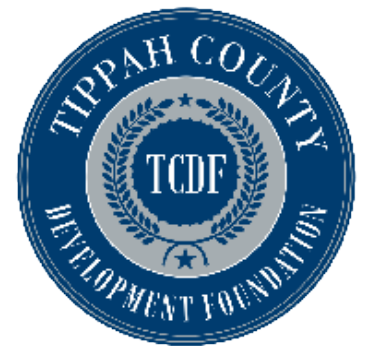


TheRetailCoach®

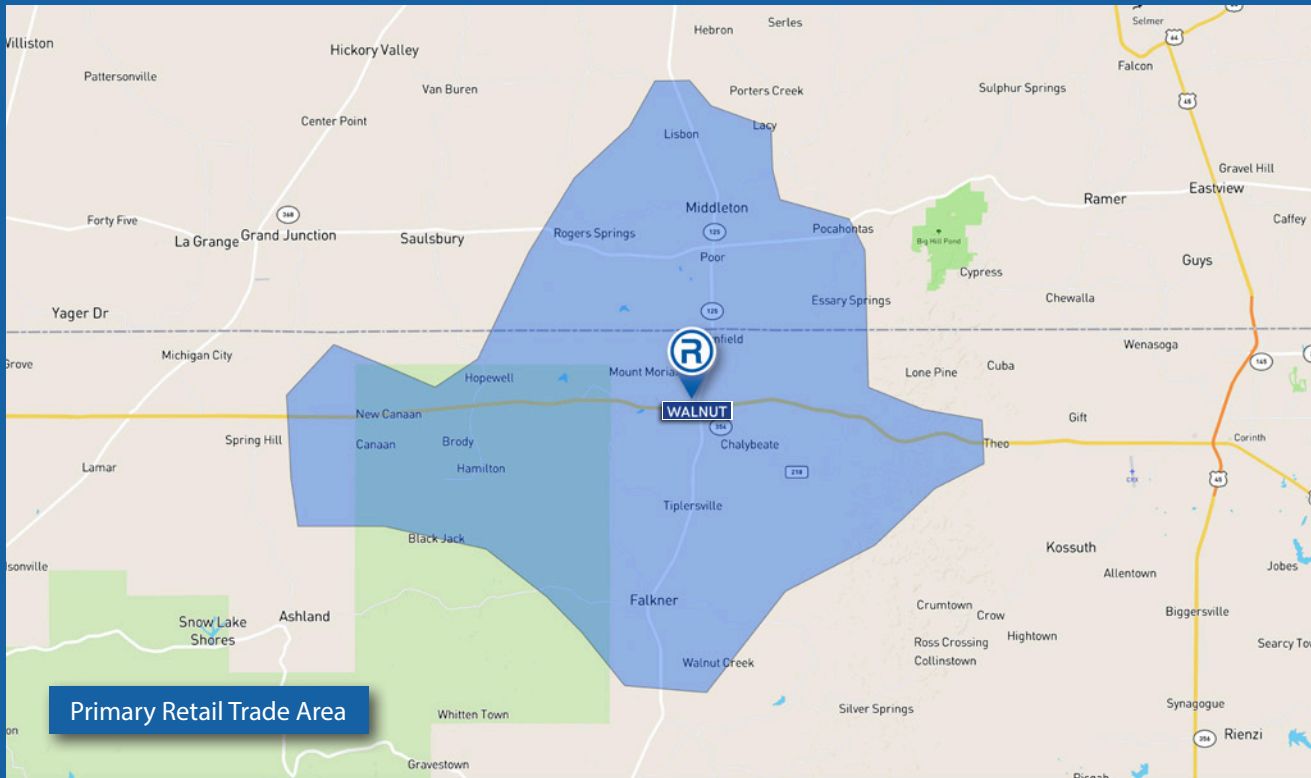
# WALNUT ANALYSIS AREA

## Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
September 2017



# Demographic Snapshot



## Contact Information

Matthew Harrison, Executive Director/ COO  
 Tippah County Development Foundation  
 201 North Union Street  
 Ripley, Mississippi 38663  
 Phone 662.837.3353  
 mharrison@tippahcounty.org  
 www.tippahcounty.org

September 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Walnut Primary Retail Trade Area	11,164	12,180	12,042	12,056

## Income

	2017 ESTIMATE
Average Household	\$44,565
Median Household	\$30,568
Per Capita	\$17,579

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	4.93%
Bachelor's Degree	5.84%
Associate Degree	6.14%
Some College, No Degree	20.33%
High School Graduate	38.84%
Some High School, No Degree	16.66%
Less than 9th Grade	7.27%

## Race Distribution

	2017 ESTIMATE
White	83.22%
Black or African American	13.00%
American Indian/Alaskan	0.51%
Asian	0.50%
Native Hawaiian/Islander	0.00%
Other Race	1.37%
Two or More Races	1.41%
Hispanic or Latino (of any race)	2.49%

## Age

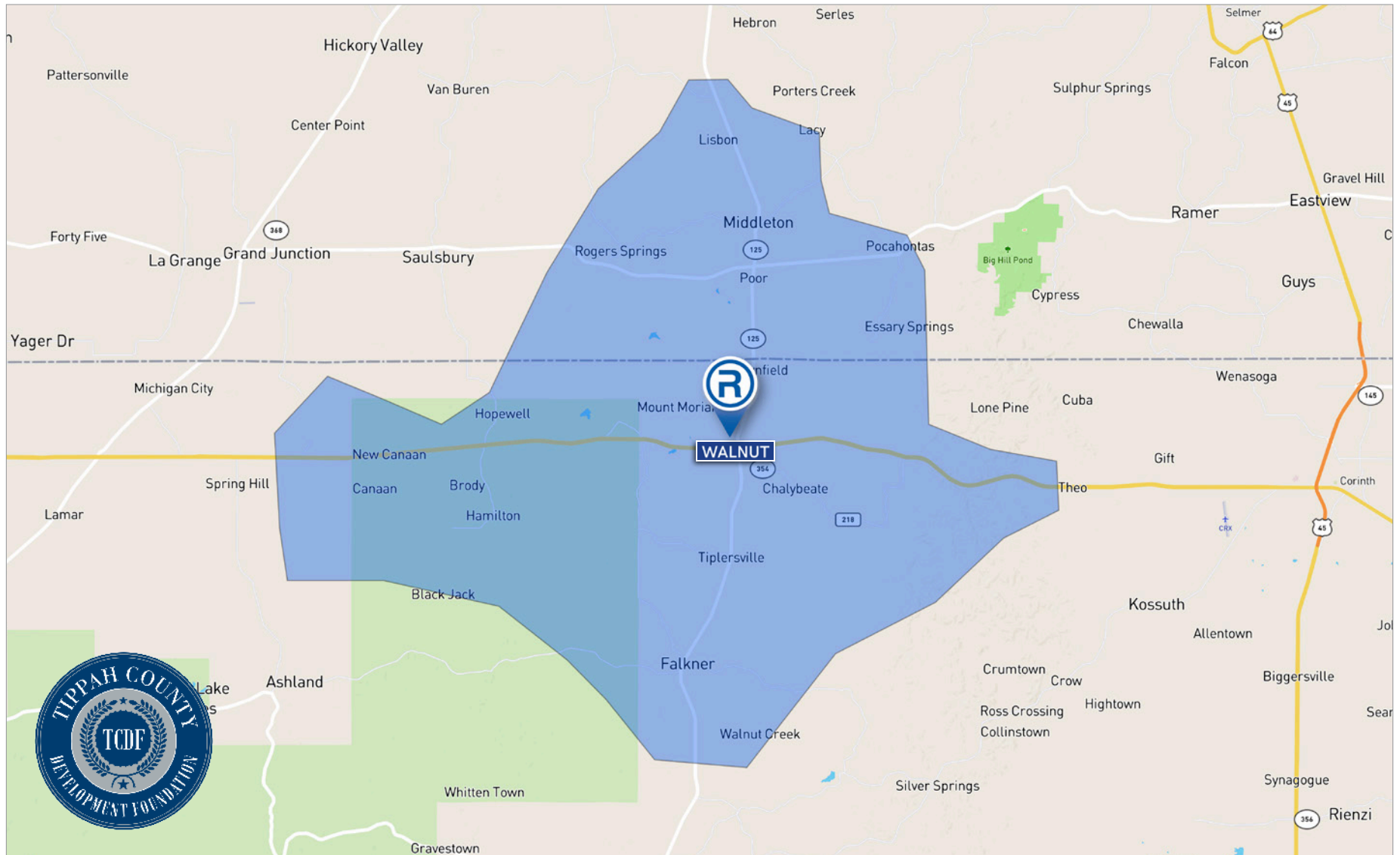
GROUPS	2017 ESTIMATE
9 Years and Under	11.83%
10-17 Years	10.90%
18-24 Years	8.77%
25-34 Years	11.62%
35-44 Years	11.60%
45-54 Years	13.44%
55-64 Years	13.69%
65 Years and Over	18.15%
DISTRIBUTION	2017 ESTIMATE
Median Age	40.9
Average Age	40.6





# WALNUT PRIMARY RETAIL TRADE AREA

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org





# WALNUT PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$143,191,747.65	\$6,213,898.00	\$136,977,849.65	0.043
441	Motor Vehicle and Parts Dealers	\$32,384,683.50	\$161,799.00	\$32,222,884.50	0.005
4411	Automotive Dealers	\$27,263,277.55	\$0.00	\$27,263,277.55	0.000
4412	Other Motor Vehicle Dealers	\$2,140,594.48	\$0.00	\$2,140,594.48	0.000
4413	Automotive Parts/Accsrs, Tire Stores	\$2,980,811.47	\$161,799.00	\$2,819,012.47	0.054
442	Furniture and Home Furnishings Stores	\$2,534,375.01	\$0.00	\$2,534,375.01	0.000
4421	Furniture Stores	\$1,418,236.11	\$0.00	\$1,418,236.11	0.000
4422	Home Furnishing Stores	\$1,116,138.90	\$0.00	\$1,116,138.90	0.000
443	Electronics and Appliance Stores	\$3,859,291.67	\$266,128.00	\$3,593,163.67	0.069
44311	Appliances, TVs, Electronics Stores	\$1,929,645.84	\$133,064.00	\$1,796,581.84	0.069
443111	Household Appliances Stores	\$233,150.87	\$0.00	\$233,150.87	0.000
443112	Electronics Stores	\$1,696,494.96	\$133,064.00	\$1,563,430.96	0.078
444	Building Material, Garden Equip Stores	\$19,387,844.32	\$521,154.00	\$18,866,690.32	0.027
4441	Building Material and Supply Dealers	\$17,793,890.72	\$521,154.00	\$17,272,736.72	0.029
44411	Home Centers	\$7,977,728.27	\$0.00	\$7,977,728.27	0.000
44412	Paint and Wallpaper Stores	\$381,270.88	\$0.00	\$381,270.88	0.000
44413	Hardware Stores	\$1,741,382.85	\$141,084.00	\$1,600,298.85	0.081
44419	Other Building Materials Dealers	\$7,693,508.72	\$380,070.00	\$7,313,438.72	0.049
444191	Building Materials, Lumberyards	\$2,870,465.15	\$141,806.00	\$2,728,659.15	0.049
4442	Lawn, Garden Equipment, Supplies Stores	\$1,593,953.60	\$0.00	\$1,593,953.60	0.000
44421	Outdoor Power Equipment Stores	\$294,744.33	\$0.00	\$294,744.33	0.000
44422	Nursery and Garden Centers	\$1,299,209.28	\$0.00	\$1,299,209.28	0.000



# WALNUT PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$16,206,181.92	\$656,657.00	\$15,549,524.92	0.041
4451	Grocery Stores	\$15,032,216.78	\$656,657.00	\$14,375,559.78	0.044
44511	Supermarkets, Grocery (Ex Conv) Stores	\$13,188,444.75	\$422,117.00	\$12,766,327.75	0.032
44512	Convenience Stores	\$1,843,772.03	\$234,540.00	\$1,609,232.03	0.127
4452	Specialty Food Stores	\$605,166.91	\$0.00	\$605,166.91	0.000
4453	Beer, Wine and Liquor Stores	\$568,798.23	\$0.00	\$568,798.23	0.000
446	Health and Personal Care Stores	\$12,466,440.68	\$2,295,088.00	\$10,171,352.68	0.184
44611	Pharmacies and Drug Stores	\$10,234,834.36	\$2,295,088.00	\$7,939,746.36	0.224
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$1,258,155.68	\$0.00	\$1,258,155.68	0.000
44613	Optical Goods Stores	\$307,729.79	\$0.00	\$307,729.79	0.000
44619	Other Health and Personal Care Stores	\$665,720.84	\$0.00	\$665,720.84	0.000
447	Gasoline Stations	\$12,550,399.56	\$1,851,897.00	\$10,698,502.56	0.148
44711	Gasoline Stations With Conv Stores	\$3,859,207.91	\$0.00	\$3,859,207.91	0.000
44719	Other Gasoline Stations	\$8,691,191.65	\$1,851,897.00	\$6,839,294.65	0.213
448	Clothing and Clothing Accessories Stores	\$6,842,103.61	\$0.00	\$6,842,103.61	0.000
4481	Clothing Stores	\$5,189,883.99	\$0.00	\$5,189,883.99	0.000
44811	Men's Clothing Stores	\$181,826.76	\$0.00	\$181,826.76	0.000
44812	Women's Clothing Stores	\$1,165,371.05	\$0.00	\$1,165,371.05	0.000
44813	Childrens, Infants Clothing Stores	\$259,895.16	\$0.00	\$259,895.16	0.000
44814	Family Clothing Stores	\$2,916,865.41	\$0.00	\$2,916,865.41	0.000
44815	Clothing Accessories Stores	\$232,060.62	\$0.00	\$232,060.62	0.000
44819	Other Clothing Stores	\$433,865.00	\$0.00	\$433,865.00	0.000
4482	Shoe Stores	\$1,037,676.95	\$0.00	\$1,037,676.95	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$614,542.66	\$0.00	\$614,542.66	0.000
44831	Jewelry Stores	\$604,606.04	\$0.00	\$604,606.04	0.000
44832	Luggage and Leather Goods Stores	\$9,936.63	\$0.00	\$9,936.63	0.000



# WALNUT PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$2,219,794.72	\$45,169.00	\$2,174,625.72	0.020
4511	Sportng Goods, Hobby, Musical Inst Stores	\$1,814,869.81	\$45,169.00	\$1,769,700.81	0.025
45111	Sporting Goods Stores	\$1,334,281.49	\$0.00	\$1,334,281.49	0.000
45112	Hobby, Toys and Games Stores	\$312,138.42	\$45,169.00	\$266,969.42	0.145
45113	Sew/Needlework/Piece Goods Stores	\$77,308.89	\$0.00	\$77,308.89	0.000
45114	Musical Instrument and Supplies Stores	\$91,141.02	\$0.00	\$91,141.02	0.000
4512	Book, Periodical and Music Stores	\$404,924.90	\$0.00	\$404,924.90	0.000
45121	Book Stores and News Dealers	\$404,924.90	\$0.00	\$404,924.90	0.000
451211	Book Stores	\$388,996.11	\$0.00	\$388,996.11	0.000
451212	News Dealers and Newsstands	\$15,928.80	\$0.00	\$15,928.80	0.000
452	General Merchandise Stores	\$17,034,357.98	\$164,345.00	\$16,870,012.98	0.010
4521	Department Stores Excl Leased Depts	\$9,170,233.46	\$0.00	\$9,170,233.46	0.000
4529	Other General Merchandise Stores	\$7,864,124.51	\$164,345.00	\$7,699,779.51	0.021
453	Miscellaneous Store Retailers	\$3,343,580.75	\$154,992.00	\$3,188,588.75	0.046
4531	Florists	\$185,162.91	\$101,747.00	\$83,415.91	0.549
4532	Office Supplies, Stationery, Gift Stores	\$1,194,939.96	\$0.00	\$1,194,939.96	0.000
45321	Office Supplies and Stationery Stores	\$680,973.22	\$0.00	\$680,973.22	0.000
45322	Gift, Novelty and Souvenir Stores	\$513,966.74	\$0.00	\$513,966.74	0.000
4533	Used Merchandise Stores	\$275,110.38	\$53,245.00	\$221,865.38	0.194
4539	Other Miscellaneous Store Retailers	\$1,688,367.51	\$0.00	\$1,688,367.51	0.000
454	Non-Store Retailers	\$1,256,181.70	\$0.00	\$1,256,181.70	0.000



# WALNUT PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	\$13,106,512.23	\$96,669.00	\$13,009,843.23	0.007
7223	Special Foodservices	\$358,043.96	\$0.00	\$358,043.96	0.000
7224	Drinking Places -Alcoholic Beverages	\$122,673.55	\$0.00	\$122,673.55	0.000
722511	Full Service Restaurants	\$6,198,215.94	\$96,669.00	\$6,101,546.94	0.016
722513	Limited Service Eating Places	\$5,879,091.88	\$0.00	\$5,879,091.88	0.000
722514	Cafeterias, Grill Buffets, and Buffets	\$199,495.28	\$0.00	\$199,495.28	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$348,991.63	\$0.00	\$348,991.63	0.000



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	12,056	
2017 Estimate	12,042	
2010 Census	12,180	
2000 Census	11,164	
Growth 2017 - 2022		0.11%
Growth 2010 - 2017		-1.13%
Growth 2000 - 2010		9.10%
<b>2017 Est. Population by Single-Classification Race</b>	12,042	
White Alone	10,021	83.22%
Black or African American Alone	1,566	13.00%
Amer. Indian and Alaska Native Alone	61	0.51%
Asian Alone	60	0.50%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	164	1.37%
Two or More Races	169	1.41%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	12,042	
Not Hispanic or Latino	11,743	97.51%
Hispanic or Latino	299	2.49%
Mexican	243	81.12%
Puerto Rican	3	1.07%
Cuban	0	0.00%
All Other Hispanic or Latino	53	17.81%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	299	
White Alone	105	35.16%
Black or African American Alone	10	3.20%
American Indian and Alaska Native Alone	9	3.03%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.05%
Some Other Race Alone	156	52.17%
Two or More Races	19	6.38%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	60	
Chinese, except Taiwanese	0	0.00%
Filipino	2	4.02%
Japanese	3	5.30%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	15	24.33%
Cambodian	5	8.13%
Hmong	28	46.73%
Laotian	1	0.84%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	6	10.65%



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	12,042	
Arab	0	0.00%
Czech	1	0.01%
Danish	3	0.03%
Dutch	86	0.72%
English	1,185	9.84%
French (except Basque)	133	1.10%
French Canadian	22	0.18%
German	374	3.10%
Greek	7	0.06%
Hungarian	6	0.05%
Irish	971	8.06%
Italian	44	0.37%
Lithuanian	0	0.00%
United States or American	3,058	25.40%
Norwegian	29	0.24%
Polish	25	0.21%
Portuguese	0	0.00%
Russian	2	0.02%
Scottish	45	0.37%
Scotch-Irish	43	0.36%
Slovak	0	0.00%
Subsaharan African	122	1.01%
Swedish	25	0.21%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	2,850	23.67%
Ancestry Unclassified	3,011	25.00%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	11,356	
Speak Only English at Home	11,129	98.00%
Speak Asian/Pac. Isl. Lang. at Home	28	0.24%
Speak IndoEuropean Language at Home	83	0.73%
Speak Spanish at Home	116	1.02%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	12,042	
Age 0 - 4	686	5.69%
Age 5 - 9	739	6.14%
Age 10 - 14	825	6.85%
Age 15 - 17	487	4.04%
Age 18 - 20	446	3.71%
Age 21 - 24	610	5.06%
Age 25 - 34	1,400	11.62%
Age 35 - 44	1,397	11.60%
Age 45 - 54	1,619	13.44%
Age 55 - 64	1,648	13.69%
Age 65 - 74	1,324	10.99%
Age 75 - 84	663	5.50%
Age 85 and over	199	1.65%
Age 16 and over	9,631	79.98%
Age 18 and over	9,305	77.27%
Age 21 and over	8,859	73.56%
Age 65 and over	2,185	18.15%
<b>2017 Est. Median Age</b>	40.9	
<b>2017 Est. Average Age</b>	40.6	



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	12,042	
Male	5,897	48.97%
Female	6,145	51.03%
<b>2017 Est. Male Population by Age</b>	5,897	
Age 0 - 4	350	5.94%
Age 5 - 9	378	6.41%
Age 10 - 14	410	6.95%
Age 15 - 17	248	4.20%
Age 18 - 20	229	3.89%
Age 21 - 24	311	5.28%
Age 25 - 34	676	11.47%
Age 35 - 44	684	11.60%
Age 45 - 54	802	13.60%
Age 55 - 64	800	13.56%
Age 65 - 74	636	10.79%
Age 75 - 84	300	5.08%
Age 85 and over	73	1.23%
<b>2017 Est. Median Age, Male</b>	40.1	
<b>2017 Est. Average Age, Male</b>	39.8	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	6,145	
Age 0 - 4	335	5.46%
Age 5 - 9	361	5.88%
Age 10 - 14	416	6.76%
Age 15 - 17	239	3.89%
Age 18 - 20	217	3.53%
Age 21 - 24	299	4.86%
Age 25 - 34	723	11.77%
Age 35 - 44	713	11.60%
Age 45 - 54	817	13.29%
Age 55 - 64	849	13.82%
Age 65 - 74	687	11.19%
Age 75 - 84	363	5.91%
Age 85 and over	126	2.05%
<b>2017 Est. Median Age, Female</b>	41.8	
<b>2017 Est. Average Age, Female</b>	41.3	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	9,792	
Total, Never Married	2,260	23.08%
Males, Never Married	1,300	13.28%
Females, Never Married	960	9.81%
Married, Spouse present	5,086	51.94%
Married, Spouse absent	587	5.99%
Widowed	595	6.08%
Males Widowed	110	1.12%
Females Widowed	486	4.96%
Divorced	1,264	12.90%
Males Divorced	548	5.60%
Females Divorced	715	7.31%



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	8,249	
Less than 9th grade	600	7.27%
Some High School, no diploma	1,374	16.66%
High School Graduate (or GED)	3,204	38.84%
Some College, no degree	1,677	20.33%
Associate Degree	506	6.14%
Bachelor's Degree	481	5.84%
Master's Degree	319	3.86%
Professional School Degree	37	0.45%
Doctorate Degree	51	0.62%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	154	
No High School Diploma	51	33.03%
High School Graduate	75	48.72%
Some College or Associate's Degree	25	16.36%
Bachelor's Degree or Higher	3	1.89%
<b>Households</b>		
2022 Projection	4,751	
2017 Estimate	4,750	
2010 Census	4,815	
2000 Census	4,473	
Growth 2017 - 2022		0.01%
Growth 2010 - 2017		-1.34%
Growth 2000 - 2010		7.65%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	4,750	
Family Households	3,363	70.79%
Nonfamily Households	1,387	29.21%
2017 Est. Group Quarters Population	0	
2017 HHs by Ethnicity, Hispanic/Latino	82	
<b>2017 Est. Households by HH Income</b>	4,750	
Income < \$15,000	1,082	22.77%
Income \$15,000 - \$24,999	958	20.18%
Income \$25,000 - \$34,999	602	12.66%
Income \$35,000 - \$49,999	583	12.28%
Income \$50,000 - \$74,999	683	14.39%
Income \$75,000 - \$99,999	459	9.66%
Income \$100,000 - \$124,999	222	4.68%
Income \$125,000 - \$149,999	74	1.55%
Income \$150,000 - \$199,999	40	0.85%
Income \$200,000 - \$249,999	14	0.30%
Income \$250,000 - \$499,999	22	0.47%
Income \$500,000+	10	0.21%
<b>2017 Est. Average Household Income</b>	\$44,565	
<b>2017 Est. Median Household Income</b>	\$30,568	





# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$32,627	
Black or African American Alone	\$22,138	
American Indian and Alaska Native Alone	\$32,703	
Asian Alone	\$20,965	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$14,999	
Two or More Races	\$30,082	
Hispanic or Latino	\$34,058	
Not Hispanic or Latino	\$30,494	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	3,363	
Married-Couple Family, own children	967	28.76%
Married-Couple Family, no own children	1,558	46.34%
Male Householder, own children	117	3.48%
Male Householder, no own children	120	3.58%
Female Householder, own children	291	8.65%
Female Householder, no own children	309	9.18%
<b>2017 Est. Households by Household Size</b>	4,750	
1-person	1,242	26.14%
2-person	1,588	33.42%
3-person	811	17.07%
4-person	634	13.35%
5-person	311	6.54%
6-person	101	2.13%
7-or-more-person	64	1.34%
<b>2017 Est. Average Household Size</b>	2.54	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	4,750	
Households with 1 or More People under Age 18:	1,611	33.92%
Married-Couple Family	1,081	67.07%
Other Family, Male Householder	138	8.57%
Other Family, Female Householder	379	23.52%
Nonfamily, Male Householder	11	0.65%
Nonfamily, Female Householder	3	0.19%
<b>Households with No People under Age 18:</b>	3,139	66.08%
Married-Couple Family	1,444	45.99%
Other Family, Male Householder	98	3.12%
Other Family, Female Householder	219	6.99%
Nonfamily, Male Householder	663	21.12%
Nonfamily, Female Householder	715	22.78%
<b>2017 Est. Households by Number of Vehicles</b>	4,750	
No Vehicles	372	7.83%
1 Vehicle	1,311	27.60%
2 Vehicles	1,885	39.68%
3 Vehicles	772	16.25%
4 Vehicles	281	5.91%
5 or more Vehicles	130	2.73%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	3,361	
2017 Estimate	3,363	
2010 Census	3,406	
2000 Census	3,262	
Growth 2017 - 2022		-0.04%
Growth 2010 - 2017		-1.26%
Growth 2000 - 2010		4.41%
<b>2017 Est. Families by Poverty Status</b>	3,363	
2017 Families at or Above Poverty	2,665	79.25%
2017 Families at or Above Poverty with Children	1,030	30.61%
2017 Families Below Poverty	698	20.75%
2017 Families Below Poverty with Children	438	13.04%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	9,631	
In Armed Forces	0	0.00%
Civilian - Employed	4,179	43.39%
Civilian - Unemployed	697	7.24%
Not in Labor Force	4,755	49.37%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	4,180	
For-Profit Private Workers	3,015	72.15%
Non-Profit Private Workers	145	3.46%
Local Government Workers	271	6.48%
State Government Workers	222	5.31%
Federal Government Workers	55	1.31%
Self-Employed Workers	462	11.06%
Unpaid Family Workers	9	0.23%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	4,180	
Architect/Engineer	68	1.63%
Arts/Entertainment/Sports	21	0.51%
Building Grounds Maintenance	212	5.07%
Business/Financial Operations	57	1.35%
Community/Social Services	59	1.42%
Computer/Mathematical	22	0.52%
Construction/Extraction	206	4.92%
Education/Training/Library	226	5.41%
Farming/Fishing/Forestry	38	0.91%
Food Prep/Serving	228	5.46%
Health Practitioner/Technician	246	5.88%
Healthcare Support	82	1.95%
Maintenance Repair	199	4.77%
Legal	23	0.56%
Life/Physical/Social Science	4	0.09%
Management	142	3.39%
Office/Admin. Support	477	11.40%
Production	769	18.40%
Protective Services	83	1.98%
Sales/Related	423	10.12%
Personal Care/Service	101	2.42%
Transportation/Moving	494	11.83%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	4,180	
Blue Collar	1,668	39.91%
White Collar	1,768	42.29%
Service and Farm	744	17.80%



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	4,110	
Drove Alone	3,689	89.77%
Car Pooled	262	6.38%
Public Transportation	4	0.10%
Walked	11	0.27%
Bicycle	0	0.00%
Other Means	42	1.01%
Worked at Home	101	2.46%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	1,214	
15 - 29 Minutes	1,226	
30 - 44 Minutes	655	
45 - 59 Minutes	304	
60 or more Minutes	622	
2017 Est. Avg Travel Time to Work in Minutes	31.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	4,750	
Owner Occupied	3,685	77.58%
Renter Occupied	1,065	22.42%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	20.1	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.2	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	3,685	
Value Less than \$20,000	360	9.77%
Value \$20,000 - \$39,999	438	11.89%
Value \$40,000 - \$59,999	510	13.85%
Value \$60,000 - \$79,999	593	16.08%
Value \$80,000 - \$99,999	402	10.90%
Value \$100,000 - \$149,999	543	14.73%
Value \$150,000 - \$199,999	311	8.44%
Value \$200,000 - \$299,999	312	8.48%
Value \$300,000 - \$399,999	97	2.63%
Value \$400,000 - \$499,999	59	1.59%
Value \$500,000 - \$749,999	31	0.84%
Value \$750,000 - \$999,999	2	0.04%
Value \$1,000,000 or more	28	0.76%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$78,020	
<b>2017 Est. Housing Units by Units in Structure</b>	5,591	
1 Unit Attached	21	0.38%
1 Unit Detached	3,960	70.83%
2 Units	53	0.95%
3 or 4 Units	47	0.84%
5 to 19 Units	8	0.15%
20 to 49 Units	10	0.18%
50 or More Units	0	0.01%
Mobile Home or Trailer	1,491	26.67%
Boat, RV, Van, etc.	0	0.00%



# WALNUT PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	5,591	
Housing Units Built 2010 or later	88	1.57%
Housing Units Built 2000 to 2009	814	14.56%
Housing Units Built 1990 to 1999	1,159	20.74%
Housing Units Built 1980 to 1989	957	17.11%
Housing Units Built 1970 to 1979	885	15.83%
Housing Units Built 1960 to 1969	793	14.19%
Housing Units Built 1950 to 1959	340	6.08%
Housing Units Built 1940 to 1949	297	5.31%
Housing Unit Built 1939 or Earlier	258	4.61%
<b>2017 Est. Median Year Structure Built</b>	1982	



## TAPESTRY SEGMENTATION PROFILE

### + WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

### + WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

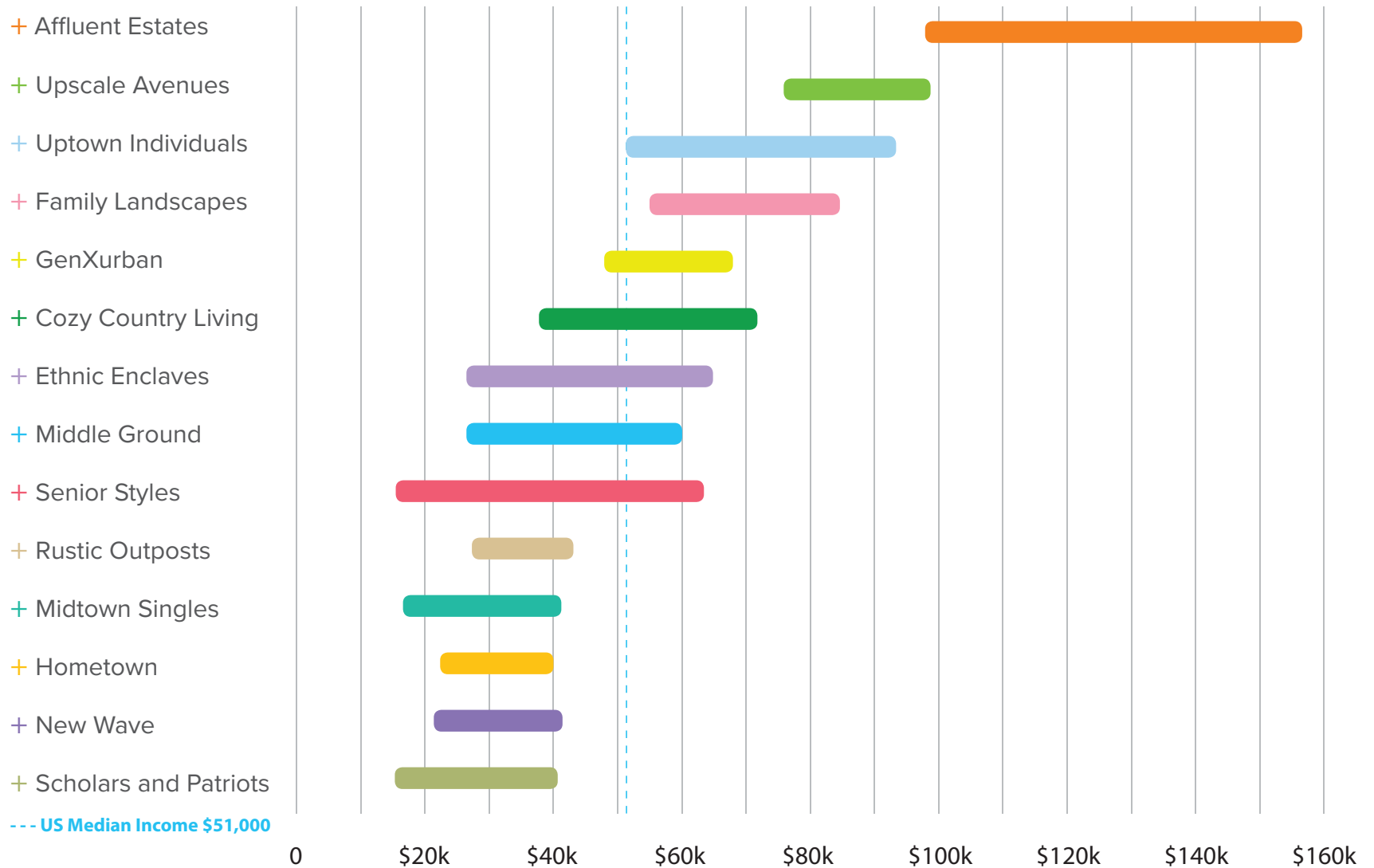
### + TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri’s Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots



# INCOME RANGE OF LIFEMODE SUMMARY GROUPS

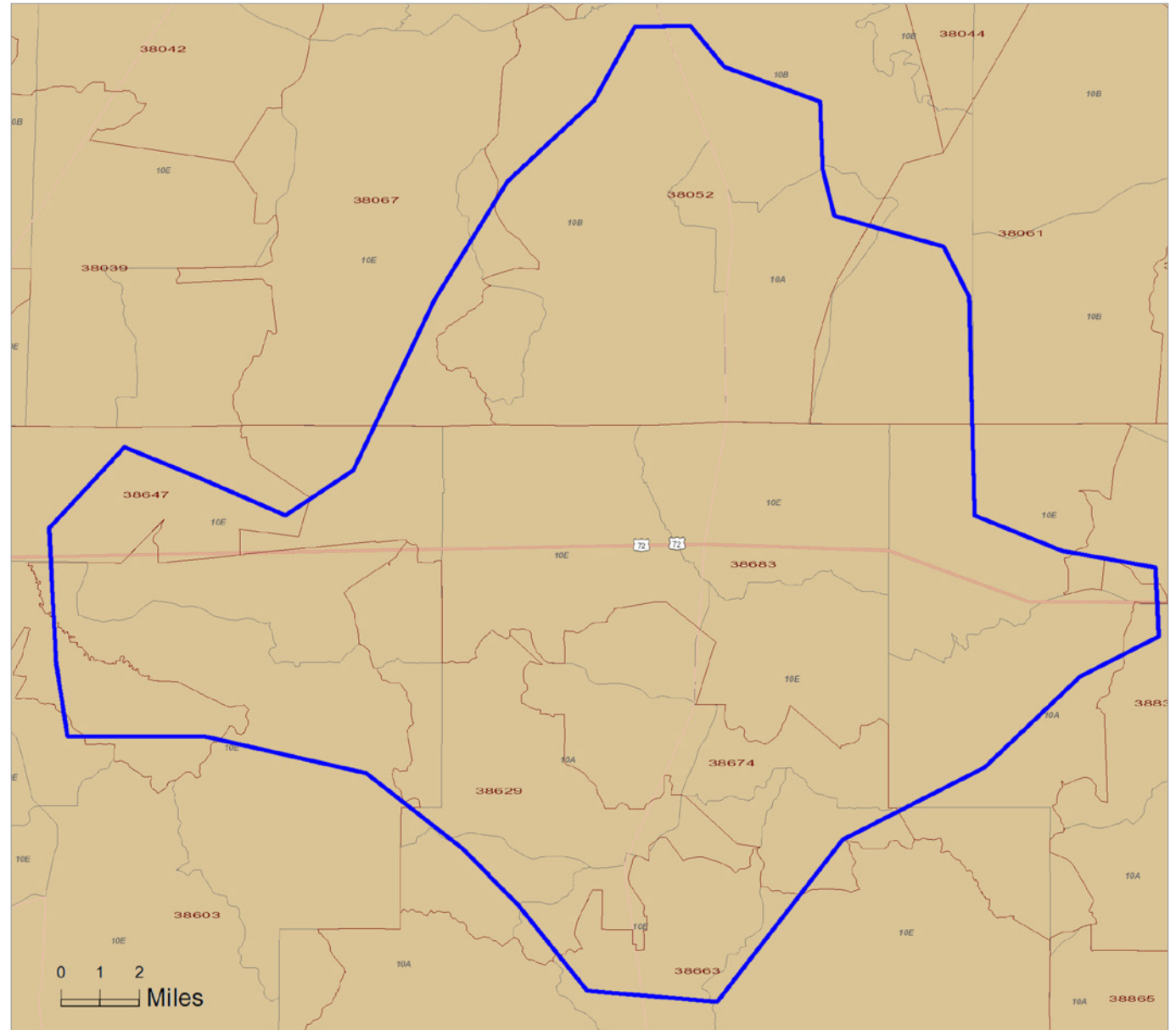




# WALNUT PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP

Tippah County, Mississippi

- + L1 AFFLUENT ESTATES**  
Established wealth — educated, well-traveled married couples
- + L2 UPSCALE AVENUES**  
Prosperous, married couples in higher density neighborhoods
- + L3 UPTOWN INDIVIDUALS**  
Younger, urban singles on the move
- + L4 FAMILY LANDSCAPES**  
Successful younger families in newer housing
- + L5 GENXURBAN**  
Gen X in middle age; families with fewer kids and a mortgage
- + L6 COZY COUNTRY**  
Empty nesters in bucolic settings
- + L7 ETHNIC ENCLAVES**  
Established diversity — young, Hispanic homeowners with families
- + L8 MIDDLE GROUND**  
Lifestyles of thirtysomethings
- + L9 SENIOR STYLES**  
Senior lifestyles reveal the effects of saving for retirement
- + L10 RUSTIC OUTPOSTS**  
Country life with older families, older homes
- + L11 MIDTOWN SINGLES**  
Millennials on the move; single, diverse, and urban
- + L12 HOMETOWN**  
Growing up and staying close to home; single householders
- + L13 NEXT WAVE**  
Urban denizens; young, diverse, hardworking families
- + L14 SCHOLARS AND PATRIOTS**  
College campuses and military neighborhoods





# WALNUT PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Tippah County, Mississippi

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Rural Bypasses (10E)	55.6%	55.6%	1.4%	1.4%	4058
2	Southern Satellites (10A)	25.7%	81.3%	3.2%	4.6%	813
3	Rooted Rural (10B)	18.7%	100.0%	2.0%	6.6%	932
	<b>Subtotal</b>	<b>100.0%</b>		<b>6.6%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>6.5%</b>		<b>1530</b>





LifeMode Group • Rustic Outposts

10E

# RURAL BYPASSES

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.

US Household // 1,664,000  
Average Household Size // 2.54  
Median Age // 39.7  
Median Household Income // \$29,000

## + 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 (Index 493).
- 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.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.

## + 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% (Index 161); labor force participation is low at 46% (Index 74).
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$85,000

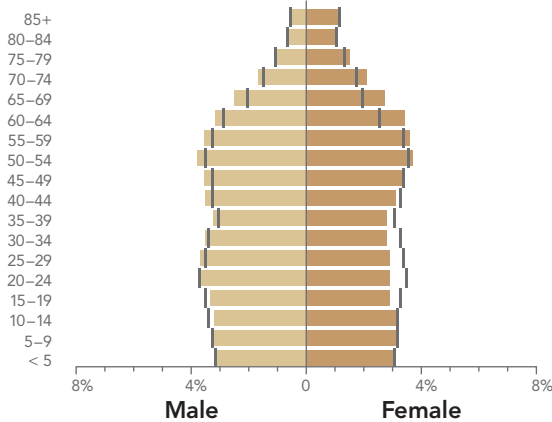
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

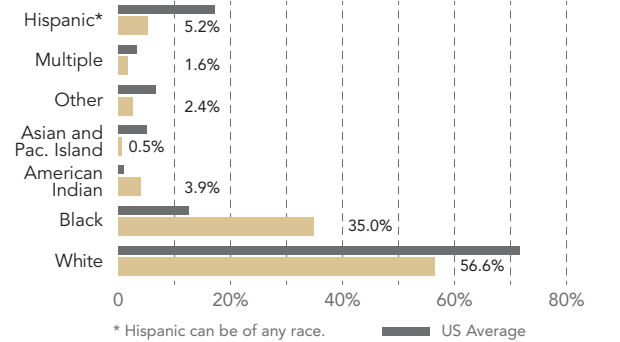
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

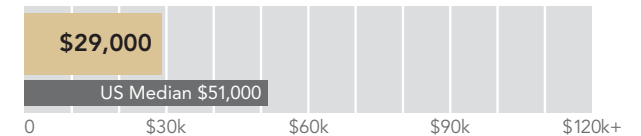
**Diversity Index: 59.9** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

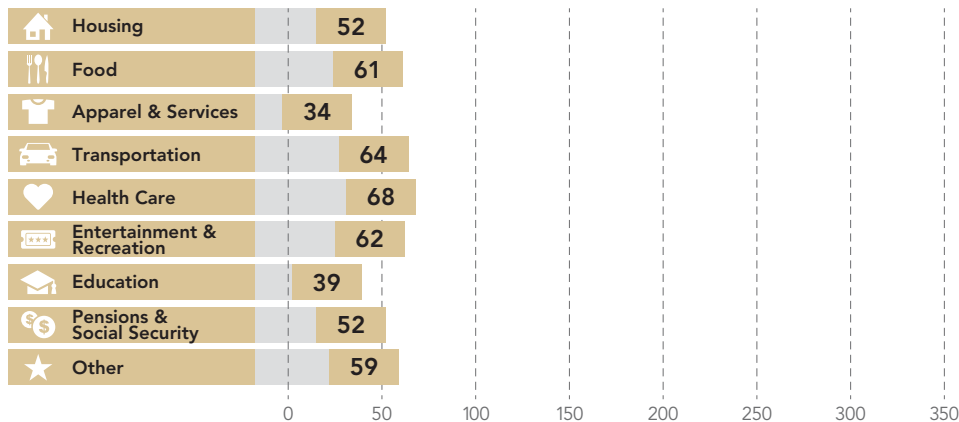


### Median Net Worth



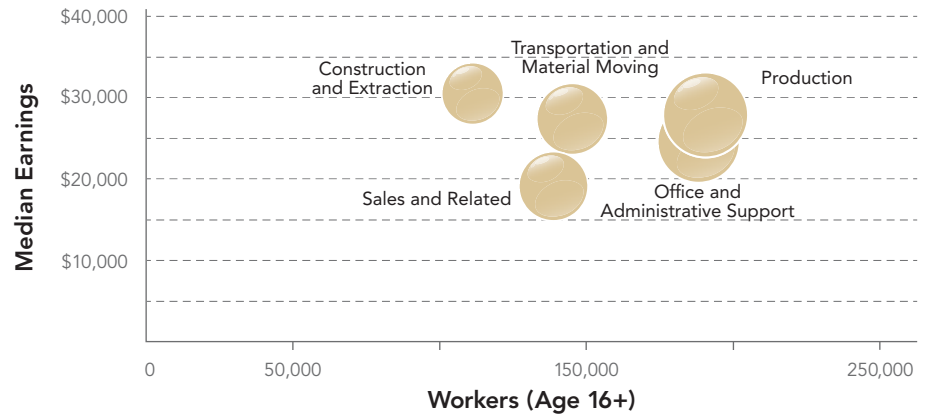
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10A

# SOUTHERN SATELLITES

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South.

This market is typically nondiverse, 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

US Household // 3,775,000  
Average Household Size // 2.65  
Median Age // 39.7  
Median Household Income // \$44,000

## + OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).



10A

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.).

## + SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

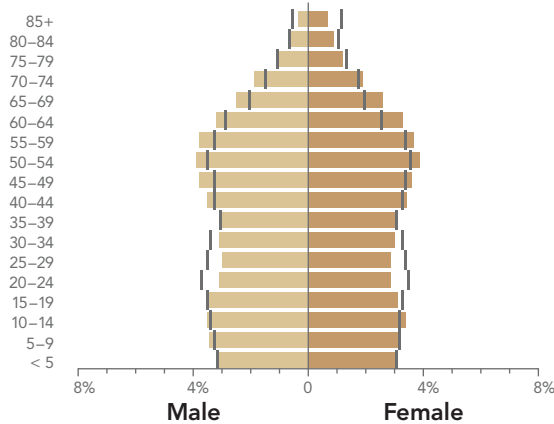
\$119,000  
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

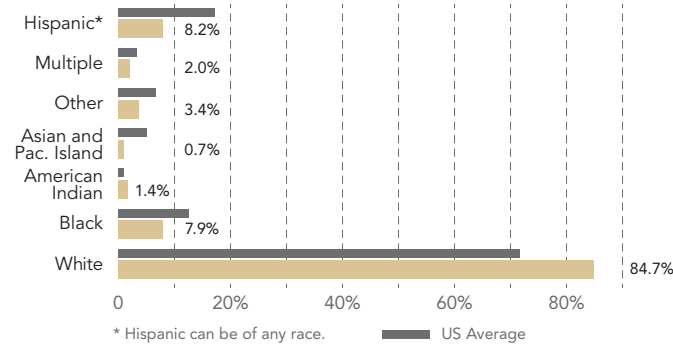
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

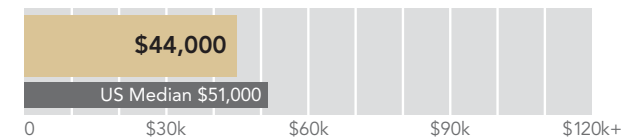
**Diversity Index: 38.6** US: 62.1



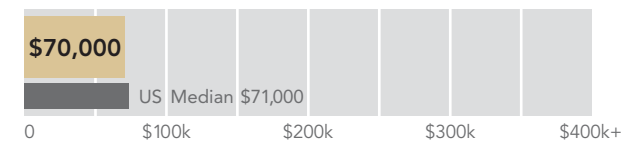
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

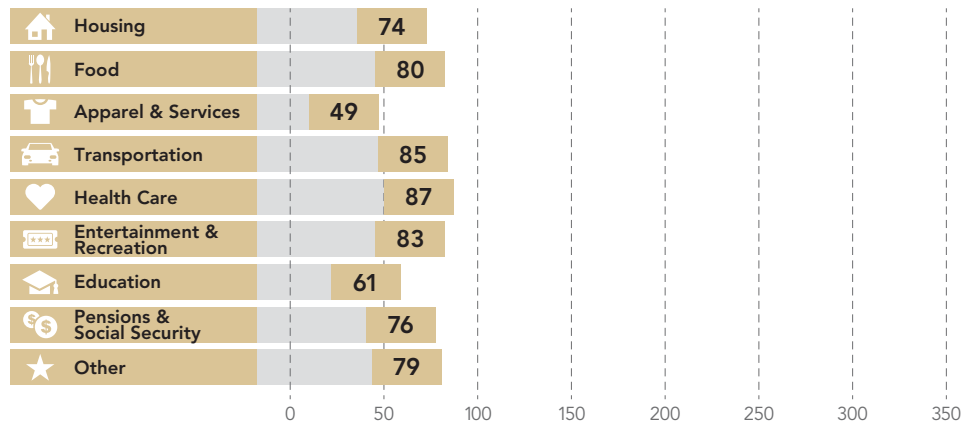


### Median Net Worth



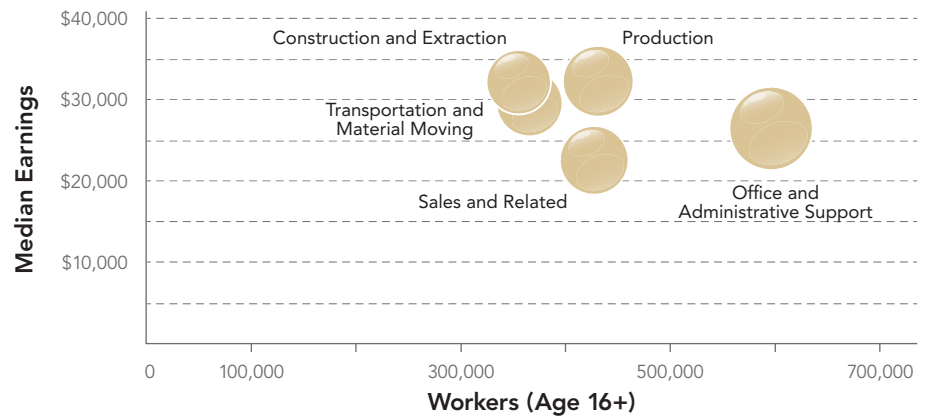
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10B

# ROOTED RURAL

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas.

Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

US Household // 2,425,000

Average Household Size // 2.47

Median Age // 44.1

Median Household Income // \$38,000

## + OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner-occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

## + SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**

Single Family;  
Mobile Homes

**Median Value:**

\$104,000

US Median: \$177,000

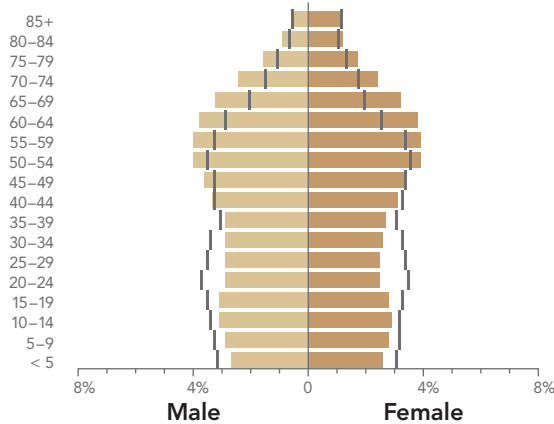




## AGE BY SEX (Esri data)

**Median Age: 44.1** US: 37.6

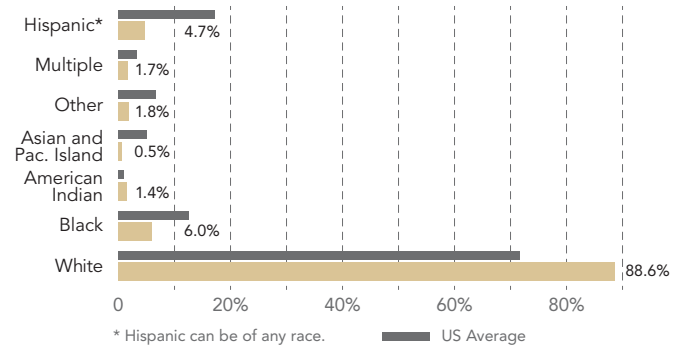
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

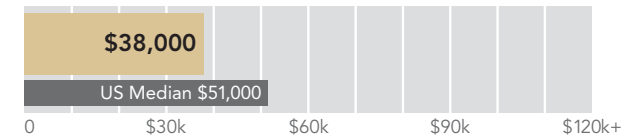
**Diversity Index: 28.2** US: 62.1



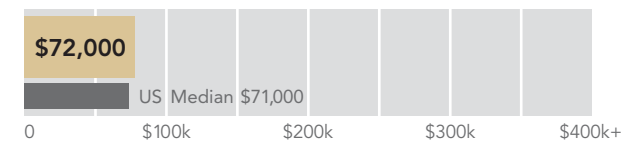
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

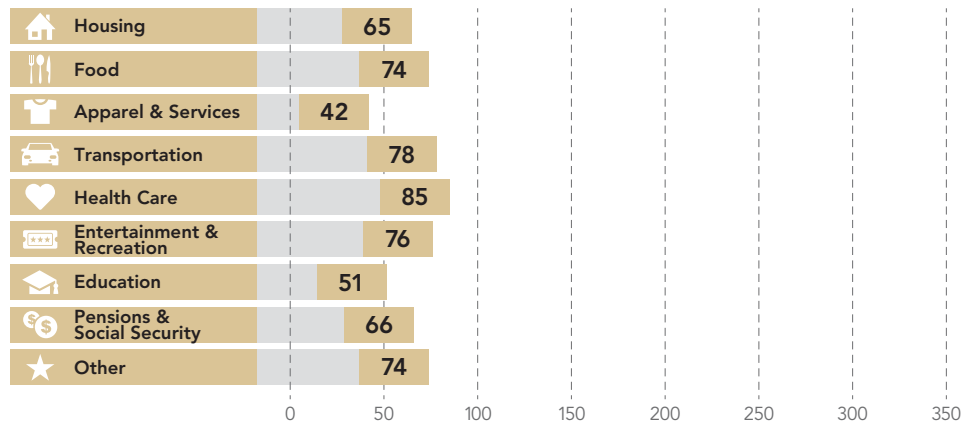


### Median Net Worth



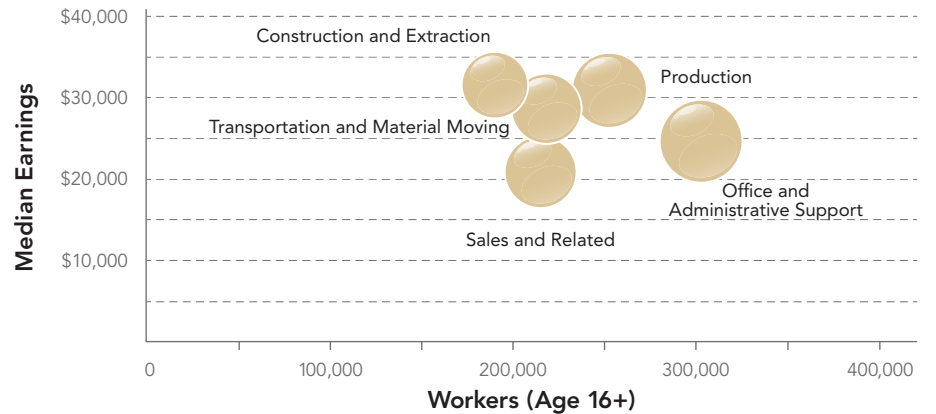
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

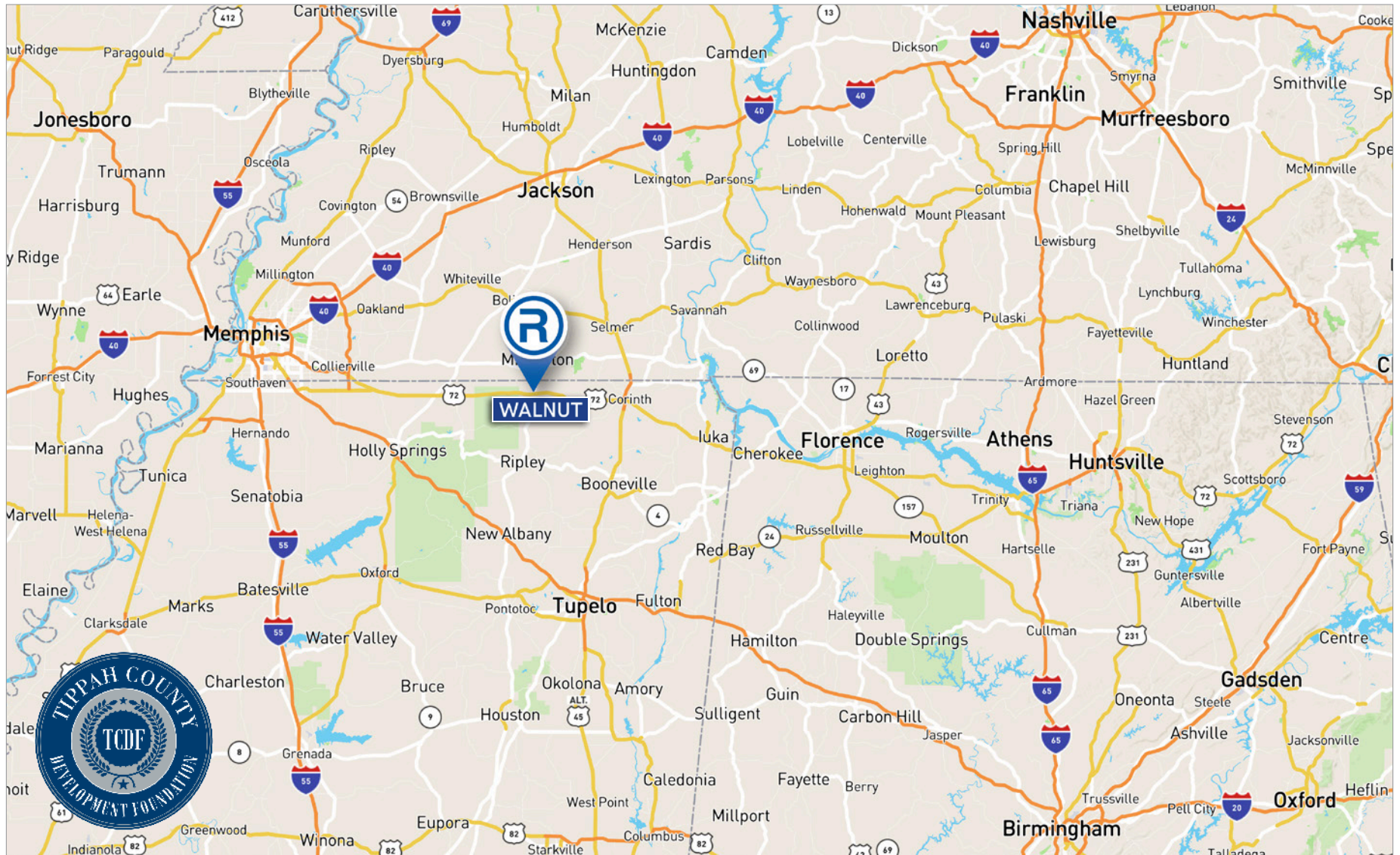
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





# WALNUT LOCATION

Tippah County, Mississippi



**CONTACT MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO**

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353

mharrison@tippahcounty.org | www.tippahcounty.org



# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	832	
2017 Estimate	814	
2010 Census	771	
2000 Census	698	
Growth 2017 - 2022		2.21%
Growth 2010 - 2017		5.58%
Growth 2000 - 2010		10.46%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	718	88.21%
Black or African American Alone	75	9.21%
Amer. Indian and Alaska Native Alone	3	0.37%
Asian Alone	4	0.49%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	4	0.49%
Two or More Races	10	1.23%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	808	99.26%
Hispanic or Latino	6	0.74%
Mexican	5	83.33%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	1	16.67%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	0	0.00%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	1	16.67%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	4	66.67%
Two or More Races	1	16.67%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	1	25.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	3	75.00%
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%



# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	814	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	8	0.98%
English	83	10.20%
French (except Basque)	11	1.35%
French Canadian	2	0.25%
German	15	1.84%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	72	8.85%
Italian	0	0.00%
Lithuanian	0	0.00%
United States or American	234	28.75%
Norwegian	4	0.49%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	1	0.12%
Scotch-Irish	1	0.12%
Slovak	0	0.00%
Subsaharan African	2	0.25%
Swedish	3	0.37%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	187	22.97%
Ancestry Unclassified	191	23.46%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	763	
Speak Only English at Home	756	99.08%
Speak Asian/Pac. Isl. Lang. at Home	1	0.13%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	6	0.79%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	814	
Age 0 - 4	51	6.27%
Age 5 - 9	54	6.63%
Age 10 - 14	54	6.63%
Age 15 - 17	31	3.81%
Age 18 - 20	30	3.69%
Age 21 - 24	43	5.28%
Age 25 - 34	100	12.29%
Age 35 - 44	88	10.81%
Age 45 - 54	103	12.65%
Age 55 - 64	110	13.51%
Age 65 - 74	88	10.81%
Age 75 - 84	47	5.77%
Age 85 and over	15	1.84%
Age 16 and over	645	79.24%
Age 18 and over	624	76.66%
Age 21 and over	594	72.97%
Age 65 and over	150	18.43%
<b>2017 Est. Median Age</b>	40.0	
<b>2017 Est. Average Age</b>	40.2	



# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	814	
Male	386	47.42%
Female	428	52.58%
<b>2017 Est. Male Population by Age</b>	386	
Age 0 - 4	26	6.74%
Age 5 - 9	25	6.48%
Age 10 - 14	23	5.96%
Age 15 - 17	15	3.89%
Age 18 - 20	16	4.15%
Age 21 - 24	24	6.22%
Age 25 - 34	49	12.69%
Age 35 - 44	43	11.14%
Age 45 - 54	48	12.44%
Age 55 - 64	51	13.21%
Age 65 - 74	40	10.36%
Age 75 - 84	19	4.92%
Age 85 and over	7	1.81%
<b>2017 Est. Median Age, Male</b>	38.5	
<b>2017 Est. Average Age, Male</b>	39.4	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	428	
Age 0 - 4	25	5.84%
Age 5 - 9	29	6.78%
Age 10 - 14	31	7.24%
Age 15 - 17	16	3.74%
Age 18 - 20	14	3.27%
Age 21 - 24	19	4.44%
Age 25 - 34	51	11.92%
Age 35 - 44	45	10.51%
Age 45 - 54	55	12.85%
Age 55 - 64	59	13.79%
Age 65 - 74	48	11.21%
Age 75 - 84	28	6.54%
Age 85 and over	8	1.87%
<b>2017 Est. Median Age, Female</b>	41.4	
<b>2017 Est. Average Age, Female</b>	41.0	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	655	
Total, Never Married	132	20.15%
Males, Never Married	89	13.59%
Females, Never Married	43	6.56%
Married, Spouse present	341	52.06%
Married, Spouse absent	32	4.89%
Widowed	63	9.62%
Males Widowed	7	1.07%
Females Widowed	56	8.55%
Divorced	87	13.28%
Males Divorced	35	5.34%
Females Divorced	52	7.94%



# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	551	
Less than 9th grade	33	5.99%
Some High School, no diploma	104	18.87%
High School Graduate (or GED)	230	41.74%
Some College, no degree	99	17.97%
Associate Degree	23	4.17%
Bachelor's Degree	26	4.72%
Master's Degree	31	5.63%
Professional School Degree	0	0.00%
Doctorate Degree	5	0.91%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	1	
No High School Diploma	1	100.00%
High School Graduate	0	0.00%
Some College or Associate's Degree	0	0.00%
Bachelor's Degree or Higher	0	0.00%
<b>Households</b>		
2022 Projection	333	
2017 Estimate	326	
2010 Census	308	
2000 Census	289	
Growth 2017 - 2022		2.15%
Growth 2010 - 2017		5.84%
Growth 2000 - 2010		6.57%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	326	
Family Households	223	68.40%
Nonfamily Households	103	31.60%
2017 Est. Group Quarters Population	0	
2017 HHs by Ethnicity, Hispanic/Latino	2	
<b>2017 Est. Households by HH Income</b>	326	
Income < \$15,000	86	26.38%
Income \$15,000 - \$24,999	75	23.01%
Income \$25,000 - \$34,999	39	11.96%
Income \$35,000 - \$49,999	41	12.58%
Income \$50,000 - \$74,999	38	11.66%
Income \$75,000 - \$99,999	25	7.67%
Income \$100,000 - \$124,999	18	5.52%
Income \$125,000 - \$149,999	3	0.92%
Income \$150,000 - \$199,999	0	0.00%
Income \$200,000 - \$249,999	0	0.00%
Income \$250,000 - \$499,999	1	0.31%
Income \$500,000+	0	0.00%
<b>2017 Est. Average Household Income</b>	\$38,169	
<b>2017 Est. Median Household Income</b>	\$25,513	



# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$26,500	
Black or African American Alone	\$20,833	
American Indian and Alaska Native Alone	\$30,000	
Asian Alone	\$20,000	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$14,999	
Two or More Races	\$117,500	
Hispanic or Latino	\$107,500	
Not Hispanic or Latino	\$25,513	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	223	
Married-Couple Family, own children	65	29.15%
Married-Couple Family, no own children	99	44.39%
Male Householder, own children	8	3.59%
Male Householder, no own children	8	3.59%
Female Householder, own children	20	8.97%
Female Householder, no own children	23	10.31%
<b>2017 Est. Households by Household Size</b>	326	
1-person	94	28.83%
2-person	99	30.37%
3-person	61	18.71%
4-person	44	13.50%
5-person	17	5.21%
6-person	7	2.15%
7-or-more-person	4	1.23%
<b>2017 Est. Average Household Size</b>	2.50	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	326	
Households with 1 or More People under Age 18:	110	33.74%
Married-Couple Family	74	67.27%
Other Family, Male Householder	9	8.18%
Other Family, Female Householder	26	23.64%
Nonfamily, Male Householder	1	0.91%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	216	66.26%
Married-Couple Family	90	41.67%
Other Family, Male Householder	7	3.24%
Other Family, Female Householder	17	7.87%
Nonfamily, Male Householder	44	20.37%
Nonfamily, Female Householder	58	26.85%
<b>2017 Est. Households by Number of Vehicles</b>	326	
No Vehicles	50	15.34%
1 Vehicle	79	24.23%
2 Vehicles	118	36.20%
3 Vehicles	42	12.88%
4 Vehicles	23	7.06%
5 or more Vehicles	14	4.29%
<b>2017 Est. Average Number of Vehicles</b>	1.9	



# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	228	
2017 Estimate	223	
2010 Census	212	
2000 Census	203	
Growth 2017 - 2022		2.24%
Growth 2010 - 2017		5.19%
Growth 2000 - 2010		4.43%
<b>2017 Est. Families by Poverty Status</b>	223	
2017 Families at or Above Poverty	181	81.17%
2017 Families at or Above Poverty with Children	46	20.63%
2017 Families Below Poverty	42	18.83%
2017 Families Below Poverty with Children	21	9.42%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	645	
In Armed Forces	0	0.00%
Civilian - Employed	248	38.45%
Civilian - Unemployed	37	5.74%
Not in Labor Force	360	55.81%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	250	
For-Profit Private Workers	165	66.00%
Non-Profit Private Workers	15	6.00%
Local Government Workers	15	6.00%
State Government Workers	24	9.60%
Federal Government Workers	6	2.40%
Self-Employed Workers	24	9.60%
Unpaid Family Workers	1	0.40%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	250	
Architect/Engineer	3	1.20%
Arts/Entertainment/Sports	3	1.20%
Building Grounds Maintenance	10	4.00%
Business/Financial Operations	3	1.20%
Community/Social Services	14	5.60%
Computer/Mathematical	0	0.00%
Construction/Extraction	4	1.60%
Education/Training/Library	15	6.00%
Farming/Fishing/Forestry	2	0.80%
Food Prep/Serving	12	4.80%
Health Practitioner/Technician	19	7.60%
Healthcare Support	5	2.00%
Maintenance Repair	9	3.60%
Legal	4	1.60%
Life/Physical/Social Science	0	0.00%
Management	3	1.20%
Office/Admin. Support	43	17.20%
Production	50	20.00%
Protective Services	2	0.80%
Sales/Related	17	6.80%
Personal Care/Service	10	4.00%
Transportation/Moving	22	8.80%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	250	
Blue Collar	85	34.00%
White Collar	124	49.60%
Service and Farm	41	16.40%





# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	243	
Drove Alone	208	85.60%
Car Pooled	17	7.00%
Public Transportation	0	0.00%
Walked	0	0.00%
Bicycle	0	0.00%
Other Means	1	0.41%
Worked at Home	17	7.00%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	79	
15 - 29 Minutes	77	
30 - 44 Minutes	23	
45 - 59 Minutes	19	
60 or more Minutes	37	
2017 Est. Avg Travel Time to Work in Minutes	30.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	326	
Owner Occupied	226	69.33%
Renter Occupied	100	30.67%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	22.0	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	6.0	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	226	
Value Less than \$20,000	20	8.85%
Value \$20,000 - \$39,999	20	8.85%
Value \$40,000 - \$59,999	26	11.50%
Value \$60,000 - \$79,999	35	15.49%
Value \$80,000 - \$99,999	18	7.96%
Value \$100,000 - \$149,999	42	18.58%
Value \$150,000 - \$199,999	21	9.29%
Value \$200,000 - \$299,999	18	7.96%
Value \$300,000 - \$399,999	12	5.31%
Value \$400,000 - \$499,999	12	5.31%
Value \$500,000 - \$749,999	2	0.88%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$93,333	
<b>2017 Est. Housing Units by Units in Structure</b>	372	
1 Unit Attached	2	0.54%
1 Unit Detached	278	74.73%
2 Units	16	4.30%
3 or 4 Units	6	1.61%
5 to 19 Units	1	0.27%
20 to 49 Units	1	0.27%
50 or More Units	0	0.00%
Mobile Home or Trailer	68	18.28%
Boat, RV, Van, etc.	0	0.00%



# WALNUT COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	372	
Housing Units Built 2010 or later	10	2.69%
Housing Units Built 2000 to 2009	47	12.63%
Housing Units Built 1990 to 1999	62	16.67%
Housing Units Built 1980 to 1989	46	12.37%
Housing Units Built 1970 to 1979	52	13.98%
Housing Units Built 1960 to 1969	72	19.35%
Housing Units Built 1950 to 1959	34	9.14%
Housing Units Built 1940 to 1949	22	5.91%
Housing Unit Built 1939 or Earlier	27	7.26%
<b>2017 Est. Median Year Structure Built</b>	1976	



# WALNUT COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Business</b>	99	789	8
Private Sector	91	729	8
Public Administration	8	60	8
Agriculture, Forestry, Fishing and Hunting	2	2	1
Mining, Quarrying, and Oil and Gas Extraction	0	0	
Utilities	0	0	
Construction	3	37	12
Manufacturing	1	175	175
Wholesale Trade	7	46	7
Transportation and Warehousing	6	38	6
Information	5	11	2
Real Estate and Rental and Leasing	1	0	
Professional, Scientific, and Technical Services	4	10	3
Management of Companies and Enterprises	0	0	
Administrative, Support, Waste Mgmt Remediation Services	3	63	21
Educational Services	3	84	28
Healthcare and Social Assistance	8	64	8
Arts, Entertainment, and Recreation	2	6	3



# WALNUT COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Retail Trade</b>	16	112	7
Motor Vehicle and Parts Dealers	1	4	4
Furniture and Home Furnishing Stores	0	0	
Electronics and Appliance Stores	0	0	
Building Material and Garden Equipment and Supplies De	3	10	3
Food and Beverage Stores	2	29	15
Health and Personal Care Stores	1	8	8
Gasoline Stations	2	39	20
Clothing and Accessories Stores	0	0	
Sporting Goods, Hobby, Book and Music Stores	1	3	3
General Merchandise Stores	2	13	7
Miscellaneous Store Retailers	4	6	2
Nonstore Retailers	0	0	
<b>Finance and Insurance</b>	4	13	3
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	4	13	3
Securities, Commercial Contracts, Financial Investment and Related Activities	0	0	
Insurance Carriers and Related Activities	0	0	
Funds, Trusts and Other Financial Vehicles	0	0	
<b>Accommodation and Food Services</b>	4	16	4
Accommodation	1	2	2
Food Services and Drinking Places	3	14	5
<b>Other Services (except Public Administration)</b>	22	52	2
Repair and Maintenance	5	9	2
Personal and Laundry Services	3	4	1
Religious, Grant Making, Civic, Professional, Similar Organizations	14	39	3

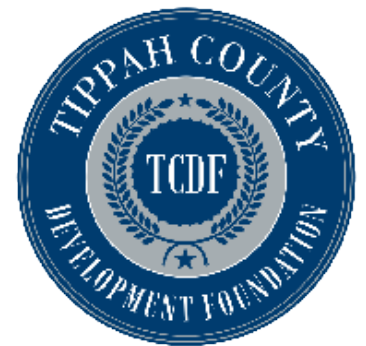


TheRetailCoach®

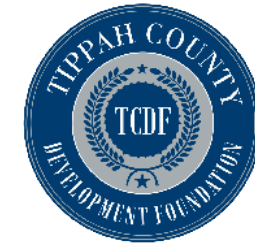
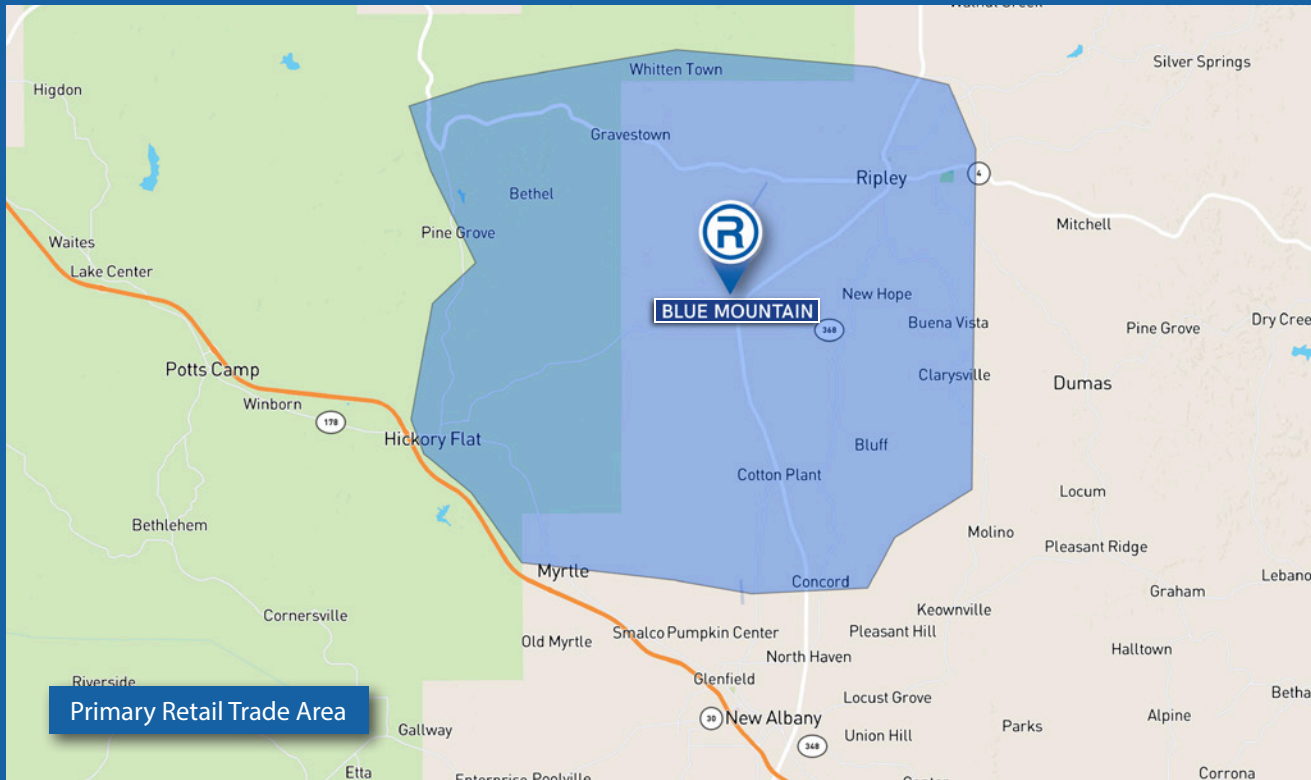
## BLUE MOUNTAIN ANALYSIS AREA

Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
September 2017



# Demographic Snapshot



## Contact Information

Matthew Harrison, Executive Director/ COO  
 Tippah County Development Foundation  
 201 North Union Street  
 Ripley, Mississippi 38663  
 Phone 662.837.3353  
 mharrison@tippahcounty.org  
 www.tippahcounty.org

September 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Blue Mountain Primary Retail Trade Area	13,202	13,900	13,699	13,693

## Income

	2017 ESTIMATE
Average Household	\$50,633
Median Household	\$37,648
Per Capita	\$19,696

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	4.61%
Bachelor's Degree	6.22%
Associate Degree	8.60%
Some College, No Degree	22.86%
High School Graduate	32.62%
Some High School, No Degree	16.07%
Less than 9th Grade	9.01%

## Race Distribution

	2017 ESTIMATE
White	73.09%
Black or African American	21.09%
American Indian/Alaskan	0.28%
Asian	0.18%
Native Hawaiian/Islander	0.02%
Other Race	3.14%
Two or More Races	2.19%
Hispanic or Latino (of any race)	6.62%

## Age

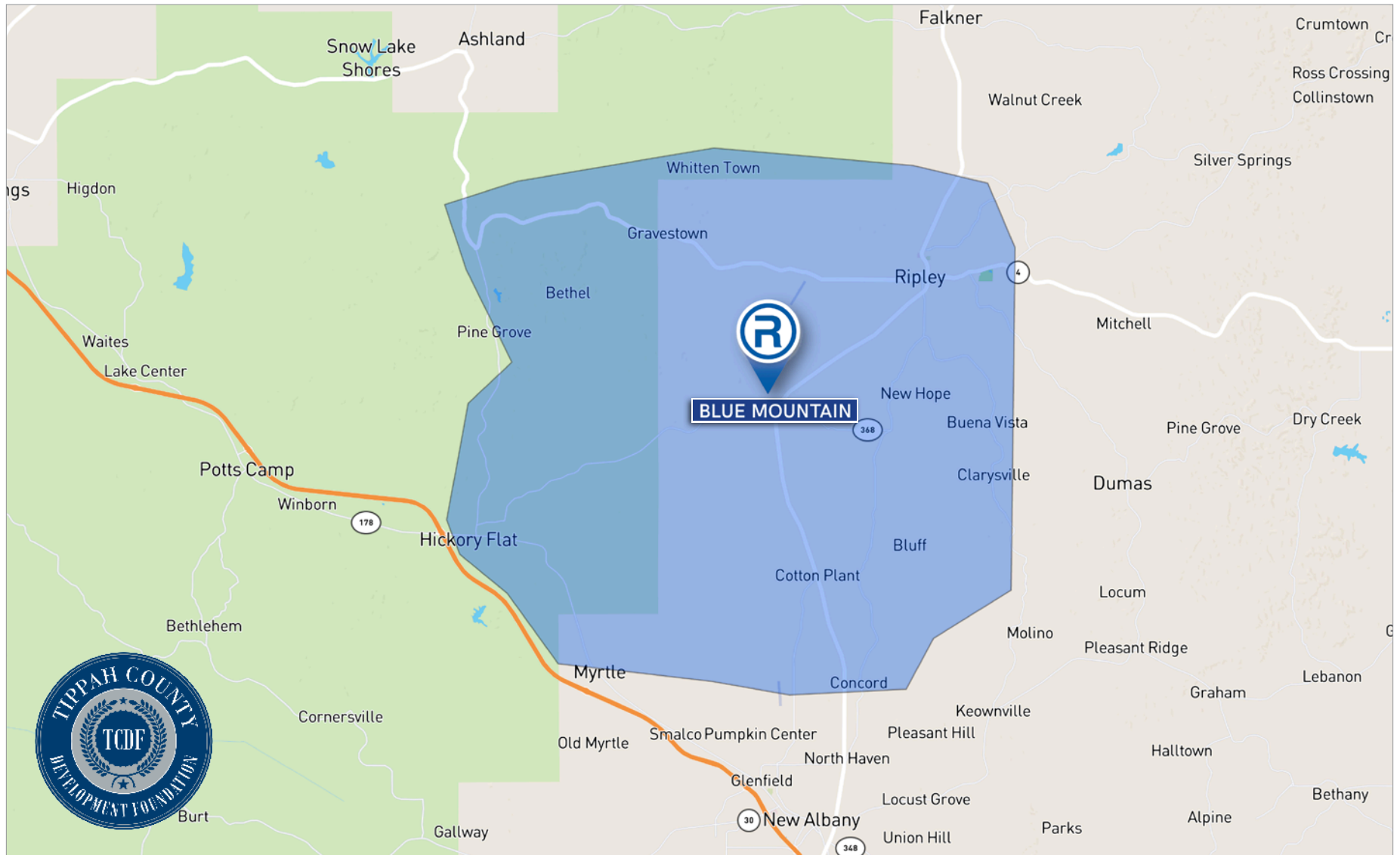
GROUPS	2017 ESTIMATE
9 Years and Under	13.25%
10-17 Years	11.38%
18-24 Years	10.08%
25-34 Years	11.35%
35-44 Years	12.39%
45-54 Years	12.59%
55-64 Years	12.12%
65 Years and Over	16.85%
DISTRIBUTION	2017 ESTIMATE
Median Age	38.2
Average Age	38.9





# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

## Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$182,506,022.61	\$1,916,262.00	\$180,589,760.61	0.010
441	Motor Vehicle and Parts Dealers	\$41,276,120.14	\$0.00	\$41,276,120.14	0.000
4411	Automotive Dealers	\$34,748,597.12	\$0.00	\$34,748,597.12	0.000
4412	Other Motor Vehicle Dealers	\$2,728,309.35	\$0.00	\$2,728,309.35	0.000
4413	Automotive Parts/Accsrs, Tire Stores	\$3,799,213.67	\$0.00	\$3,799,213.67	0.000
442	Furniture and Home Furnishings Stores	\$3,230,205.03	\$51,640.00	\$3,178,565.03	0.016
4421	Furniture Stores	\$1,807,622.54	\$0.00	\$1,807,622.54	0.000
4422	Home Furnishing Stores	\$1,422,582.48	\$51,640.00	\$1,370,942.48	0.036
443	Electronics and Appliance Stores	\$4,918,886.63	\$0.00	\$4,918,886.63	0.000
44311	Appliances, TVs, Electronics Stores	\$2,459,443.32	\$0.00	\$2,459,443.32	0.000
443111	Household Appliances Stores	\$297,164.04	\$0.00	\$297,164.04	0.000
443112	Electronics Stores	\$2,162,279.28	\$0.00	\$2,162,279.28	0.000
444	Building Material, Garden Equip Stores	\$24,710,909.75	\$425,520.00	\$24,285,389.75	0.017
4441	Building Material and Supply Dealers	\$22,679,325.27	\$425,520.00	\$22,253,805.27	0.019
44411	Home Centers	\$10,168,068.20	\$0.00	\$10,168,068.20	0.000
44412	Paint and Wallpaper Stores	\$485,951.41	\$0.00	\$485,951.41	0.000
44413	Hardware Stores	\$2,219,491.44	\$0.00	\$2,219,491.44	0.000
44419	Other Building Materials Dealers	\$9,805,814.23	\$425,520.00	\$9,380,294.23	0.043
444191	Building Materials, Lumberyards	\$3,658,571.01	\$158,762.00	\$3,499,809.01	0.043
4442	Lawn, Garden Equipment, Supplies Stores	\$2,031,584.48	\$0.00	\$2,031,584.48	0.000
44421	Outdoor Power Equipment Stores	\$375,668.40	\$0.00	\$375,668.40	0.000
44422	Nursery and Garden Centers	\$1,655,916.08	\$0.00	\$1,655,916.08	0.000





# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

## Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$20,655,700.15	\$0.00	\$20,655,700.15	0.000
4451	Grocery Stores	\$19,159,414.84	\$0.00	\$19,159,414.84	0.000
44511	Supermarkets, Grocery (Ex Conv) Stores	\$16,809,422.58	\$0.00	\$16,809,422.58	0.000
44512	Convenience Stores	\$2,349,992.26	\$0.00	\$2,349,992.26	0.000
4452	Specialty Food Stores	\$771,319.63	\$0.00	\$771,319.63	0.000
4453	Beer, Wine and Liquor Stores	\$724,965.68	\$0.00	\$724,965.68	0.000
446	Health and Personal Care Stores	\$15,889,187.34	\$0.00	\$15,889,187.34	0.000
44611	Pharmacies and Drug Stores	\$13,044,878.23	\$0.00	\$13,044,878.23	0.000
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$1,603,590.94	\$0.00	\$1,603,590.94	0.000
44613	Optical Goods Stores	\$392,219.11	\$0.00	\$392,219.11	0.000
44619	Other Health and Personal Care Stores	\$848,499.06	\$0.00	\$848,499.06	0.000
447	Gasoline Stations	\$15,996,197.71	\$0.00	\$15,996,197.71	0.000
44711	Gasoline Stations With Conv Stores	\$4,918,779.87	\$0.00	\$4,918,779.87	0.000
44719	Other Gasoline Stations	\$11,077,417.84	\$0.00	\$11,077,417.84	0.000
448	Clothing and Clothing Accessories Stores	\$8,720,650.02	\$0.00	\$8,720,650.02	0.000
4481	Clothing Stores	\$6,614,802.19	\$0.00	\$6,614,802.19	0.000
44811	Men's Clothing Stores	\$231,748.54	\$0.00	\$231,748.54	0.000
44812	Women's Clothing Stores	\$1,485,331.65	\$0.00	\$1,485,331.65	0.000
44813	Childrens, Infants Clothing Stores	\$331,251.15	\$0.00	\$331,251.15	0.000
44814	Family Clothing Stores	\$3,717,710.79	\$0.00	\$3,717,710.79	0.000
44815	Clothing Accessories Stores	\$295,774.45	\$0.00	\$295,774.45	0.000
44819	Other Clothing Stores	\$552,985.61	\$0.00	\$552,985.61	0.000
4482	Shoe Stores	\$1,322,578.27	\$0.00	\$1,322,578.27	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$783,269.56	\$0.00	\$783,269.56	0.000
44831	Jewelry Stores	\$770,604.76	\$0.00	\$770,604.76	0.000
44832	Luggage and Leather Goods Stores	\$12,664.80	\$0.00	\$12,664.80	0.000



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

## Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$2,829,254.56	\$0.00	\$2,829,254.56	0.000
4511	Sportng Goods, Hobby, Musical Inst Stores	\$2,313,154.75	\$0.00	\$2,313,154.75	0.000
45111	Sporting Goods Stores	\$1,700,617.61	\$0.00	\$1,700,617.61	0.000
45112	Hobby, Toys and Games Stores	\$397,838.16	\$0.00	\$397,838.16	0.000
45113	Sew/Needlework/Piece Goods Stores	\$98,534.57	\$0.00	\$98,534.57	0.000
45114	Musical Instrument and Supplies Stores	\$116,164.41	\$0.00	\$116,164.41	0.000
4512	Book, Periodical and Music Stores	\$516,099.81	\$0.00	\$516,099.81	0.000
45121	Book Stores and News Dealers	\$516,099.81	\$0.00	\$516,099.81	0.000
451211	Book Stores	\$495,797.65	\$0.00	\$495,797.65	0.000
451212	News Dealers and Newsstands	\$20,302.16	\$0.00	\$20,302.16	0.000
452	General Merchandise Stores	\$21,711,257.62	\$1,311,753.00	\$20,399,504.62	0.060
4521	Department Stores Excl Leased Depts	\$11,687,983.86	\$1,184,229.00	\$10,503,754.86	0.101
4529	Other General Merchandise Stores	\$10,023,273.76	\$127,524.00	\$9,895,749.76	0.013
453	Miscellaneous Store Retailers	\$4,261,583.75	\$18,812.00	\$4,242,771.75	0.004
4531	Florists	\$236,000.66	\$0.00	\$236,000.66	0.000
4532	Office Supplies, Stationery, Gift Stores	\$1,523,018.91	\$18,812.00	\$1,504,206.91	0.012
45321	Office Supplies and Stationery Stores	\$867,939.08	\$0.00	\$867,939.08	0.000
45322	Gift, Novelty and Souvenir Stores	\$655,079.83	\$18,812.00	\$636,267.83	0.029
4533	Used Merchandise Stores	\$350,643.82	\$0.00	\$350,643.82	0.000
4539	Other Miscellaneous Store Retailers	\$2,151,920.37	\$0.00	\$2,151,920.37	0.000
454	Non-Store Retailers	\$1,601,074.98	\$64,211.00	\$1,536,863.98	0.040



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	\$16,704,994.93	\$44,326.00	\$16,660,668.93	0.003
7223	Special Foodservices	\$456,347.38	\$0.00	\$456,347.38	0.000
7224	Drinking Places -Alcoholic Beverages	\$156,354.41	\$0.00	\$156,354.41	0.000
722511	Full Service Restaurants	\$7,899,978.57	\$44,326.00	\$7,855,652.57	0.006
722513	Limited Service Eating Places	\$7,493,236.82	\$0.00	\$7,493,236.82	0.000
722514	Cafeterias, Grill Buffets, and Buffets	\$254,268.08	\$0.00	\$254,268.08	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$444,809.67	\$0.00	\$444,809.67	0.000



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	13,693	
2017 Estimate	13,699	
2010 Census	13,900	
2000 Census	13,202	
Growth 2017 - 2022		-0.04%
Growth 2010 - 2017		-1.44%
Growth 2000 - 2010		5.28%
<b>2017 Est. Population by Single-Classification Race</b>	13,699	
White Alone	10,013	73.09%
Black or African American Alone	2,890	21.09%
Amer. Indian and Alaska Native Alone	38	0.28%
Asian Alone	24	0.18%
Native Hawaiian and Other Pac. Isl. Alone	3	0.02%
Some Other Race Alone	430	3.14%
Two or More Races	301	2.19%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	13,699	
Not Hispanic or Latino	12,793	93.38%
Hispanic or Latino	906	6.62%
Mexican	728	80.29%
Puerto Rican	14	1.59%
Cuban	1	0.11%
All Other Hispanic or Latino	163	18.01%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	906	
White Alone	370	40.85%
Black or African American Alone	36	3.93%
American Indian and Alaska Native Alone	13	1.43%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	3	0.35%
Some Other Race Alone	422	46.50%
Two or More Races	63	6.94%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	24	
Chinese, except Taiwanese	1	2.69%
Filipino	1	5.37%
Japanese	2	10.20%
Asian Indian	0	0.00%
Korean	2	6.53%
Vietnamese	17	69.48%
Cambodian	1	2.69%
Hmong	0	0.36%
Laotian	0	0.00%
Thai	1	2.69%
All Other Asian Races Including 2+ Category	0	0.00%



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	13,699	
Arab	0	0.00%
Czech	2	0.01%
Danish	0	0.00%
Dutch	144	1.05%
English	1,129	8.24%
French (except Basque)	196	1.43%
French Canadian	14	0.10%
German	406	2.97%
Greek	0	0.00%
Hungarian	15	0.11%
Irish	835	6.09%
Italian	133	0.97%
Lithuanian	0	0.00%
United States or American	3,552	25.93%
Norwegian	0	0.00%
Polish	29	0.21%
Portuguese	2	0.02%
Russian	0	0.00%
Scottish	103	0.75%
Scotch-Irish	164	1.20%
Slovak	0	0.00%
Subsaharan African	29	0.21%
Swedish	3	0.02%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	15	0.11%
West Indian (except Hisp. groups)	2	0.02%
Other ancestries	4,245	30.99%
Ancestry Unclassified	2,678	19.55%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	12,814	
Speak Only English at Home	12,210	95.28%
Speak Asian/Pac. Isl. Lang. at Home	69	0.54%
Speak IndoEuropean Language at Home	19	0.15%
Speak Spanish at Home	484	3.78%
Speak Other Language at Home	32	0.25%
<b>2017 Est. Population by Age</b>	13,699	
Age 0 - 4	885	6.46%
Age 5 - 9	931	6.79%
Age 10 - 14	984	7.18%
Age 15 - 17	574	4.19%
Age 18 - 20	640	4.67%
Age 21 - 24	741	5.41%
Age 25 - 34	1,554	11.35%
Age 35 - 44	1,697	12.39%
Age 45 - 54	1,725	12.59%
Age 55 - 64	1,660	12.12%
Age 65 - 74	1,372	10.01%
Age 75 - 84	684	4.99%
Age 85 and over	252	1.84%
Age 16 and over	10,708	78.17%
Age 18 and over	10,325	75.37%
Age 21 and over	9,685	70.70%
Age 65 and over	2,308	16.85%
<b>2017 Est. Median Age</b>	38.2	
<b>2017 Est. Average Age</b>	38.9	



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	13,699	
Male	6,727	49.11%
Female	6,972	50.89%
<b>2017 Est. Male Population by Age</b>	6,727	
Age 0 - 4	455	6.76%
Age 5 - 9	473	7.02%
Age 10 - 14	509	7.56%
Age 15 - 17	295	4.38%
Age 18 - 20	323	4.80%
Age 21 - 24	377	5.61%
Age 25 - 34	774	11.50%
Age 35 - 44	829	12.33%
Age 45 - 54	881	13.09%
Age 55 - 64	806	11.98%
Age 65 - 74	644	9.57%
Age 75 - 84	285	4.24%
Age 85 and over	78	1.16%
<b>2017 Est. Median Age, Male</b>	36.9	
<b>2017 Est. Average Age, Male</b>	37.7	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	6,972	
Age 0 - 4	430	6.17%
Age 5 - 9	458	6.57%
Age 10 - 14	475	6.82%
Age 15 - 17	280	4.01%
Age 18 - 20	317	4.55%
Age 21 - 24	364	5.22%
Age 25 - 34	781	11.20%
Age 35 - 44	867	12.44%
Age 45 - 54	844	12.11%
Age 55 - 64	854	12.26%
Age 65 - 74	728	10.44%
Age 75 - 84	399	5.72%
Age 85 and over	174	2.50%
<b>2017 Est. Median Age, Female</b>	39.4	
<b>2017 Est. Average Age, Female</b>	40.1	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	10,899	
Total, Never Married	2,934	26.92%
Males, Never Married	1,535	14.08%
Females, Never Married	1,399	12.84%
Married, Spouse present	5,353	49.12%
Married, Spouse absent	471	4.32%
Widowed	767	7.03%
Males Widowed	114	1.05%
Females Widowed	652	5.98%
Divorced	1,375	12.62%
Males Divorced	713	6.54%
Females Divorced	663	6.08%



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	8,944	
Less than 9th grade	806	9.01%
Some High School, no diploma	1,438	16.07%
High School Graduate (or GED)	2,918	32.62%
Some College, no degree	2,045	22.86%
Associate Degree	769	8.60%
Bachelor's Degree	556	6.22%
Master's Degree	307	3.43%
Professional School Degree	77	0.87%
Doctorate Degree	28	0.32%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	442	
No High School Diploma	249	56.33%
High School Graduate	136	30.85%
Some College or Associate's Degree	43	9.65%
Bachelor's Degree or Higher	14	3.17%
<b>Households</b>		
2022 Projection	5,177	
2017 Estimate	5,200	
2010 Census	5,317	
2000 Census	5,069	
Growth 2017 - 2022		-0.45%
Growth 2010 - 2017		-2.20%
Growth 2000 - 2010		4.89%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	5,200	
Family Households	3,658	70.34%
Nonfamily Households	1,542	29.66%
2017 Est. Group Quarters Population	331	
2017 HHs by Ethnicity, Hispanic/Latino	222	
<b>2017 Est. Households by HH Income</b>	5,200	
Income < \$15,000	991	19.07%
Income \$15,000 - \$24,999	821	15.79%
Income \$25,000 - \$34,999	639	12.29%
Income \$35,000 - \$49,999	842	16.19%
Income \$50,000 - \$74,999	884	17.01%
Income \$75,000 - \$99,999	480	9.24%
Income \$100,000 - \$124,999	228	4.39%
Income \$125,000 - \$149,999	138	2.65%
Income \$150,000 - \$199,999	96	1.85%
Income \$200,000 - \$249,999	34	0.66%
Income \$250,000 - \$499,999	35	0.68%
Income \$500,000+	10	0.20%
<b>2017 Est. Average Household Income</b>	\$50,633	
<b>2017 Est. Median Household Income</b>	\$37,648	



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$40,065	
Black or African American Alone	\$28,284	
American Indian and Alaska Native Alone	\$35,933	
Asian Alone	\$23,054	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$32,266	
Two or More Races	\$79,348	
Hispanic or Latino	\$32,127	
Not Hispanic or Latino	\$38,092	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	3,658	
Married-Couple Family, own children	1,048	28.66%
Married-Couple Family, no own children	1,633	44.64%
Male Householder, own children	128	3.50%
Male Householder, no own children	121	3.30%
Female Householder, own children	392	10.71%
Female Householder, no own children	336	9.20%
<b>2017 Est. Households by Household Size</b>	5,200	
1-person	1,371	26.36%
2-person	1,667	32.06%
3-person	920	17.70%
4-person	677	13.02%
5-person	351	6.75%
6-person	125	2.41%
7-or-more-person	89	1.71%
<b>2017 Est. Average Household Size</b>	2.57	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	5,200	
Households with 1 or More People under Age 18:	1,826	35.11%
Married-Couple Family	1,171	64.11%
Other Family, Male Householder	147	8.04%
Other Family, Female Householder	493	26.98%
Nonfamily, Male Householder	14	0.77%
Nonfamily, Female Householder	2	0.10%
<b>Households with No People under Age 18:</b>	3,374	64.89%
Married-Couple Family	1,509	44.73%
Other Family, Male Householder	104	3.07%
Other Family, Female Householder	235	6.97%
Nonfamily, Male Householder	701	20.79%
Nonfamily, Female Householder	825	24.44%
<b>2017 Est. Households by Number of Vehicles</b>	5,200	
No Vehicles	340	6.54%
1 Vehicle	1,420	27.31%
2 Vehicles	1,939	37.28%
3 Vehicles	1,087	20.90%
4 Vehicles	330	6.35%
5 or more Vehicles	85	1.63%
<b>2017 Est. Average Number of Vehicles</b>	2.0	





# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	3,643	
2017 Estimate	3,658	
2010 Census	3,736	
2000 Census	3,659	
Growth 2017 - 2022		-0.40%
Growth 2010 - 2017		-2.09%
Growth 2000 - 2010		2.09%
<b>2017 Est. Families by Poverty Status</b>	3,658	
2017 Families at or Above Poverty	2,925	79.97%
2017 Families at or Above Poverty with Children	1,253	34.27%
2017 Families Below Poverty	733	20.03%
2017 Families Below Poverty with Children	570	15.59%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	10,708	
In Armed Forces	0	0.00%
Civilian - Employed	5,578	52.09%
Civilian - Unemployed	738	6.89%
Not in Labor Force	4,392	41.02%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	5,587	
For-Profit Private Workers	4,116	73.68%
Non-Profit Private Workers	251	4.50%
Local Government Workers	183	3.27%
State Government Workers	364	6.52%
Federal Government Workers	115	2.06%
Self-Employed Workers	554	9.91%
Unpaid Family Workers	3	0.05%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	5,587	
Architect/Engineer	121	2.17%
Arts/Entertainment/Sports	18	0.32%
Building Grounds Maintenance	193	3.46%
Business/Financial Operations	102	1.82%
Community/Social Services	93	1.66%
Computer/Mathematical	69	1.24%
Construction/Extraction	323	5.79%
Education/Training/Library	285	5.10%
Farming/Fishing/Forestry	26	0.46%
Food Prep/Serving	221	3.96%
Health Practitioner/Technician	186	3.33%
Healthcare Support	69	1.23%
Maintenance Repair	259	4.64%
Legal	25	0.44%
Life/Physical/Social Science	86	1.53%
Management	233	4.18%
Office/Admin. Support	769	13.76%
Production	1,010	18.09%
Protective Services	145	2.60%
Sales/Related	668	11.96%
Personal Care/Service	82	1.46%
Transportation/Moving	604	10.81%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	5,587	
Blue Collar	2,197	39.32%
White Collar	2,654	47.51%
Service and Farm	736	13.17%



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	5,504	
Drove Alone	4,644	84.36%
Car Pooled	572	10.38%
Public Transportation	22	0.40%
Walked	122	2.21%
Bicycle	0	0.00%
Other Means	90	1.63%
Worked at Home	56	1.02%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	2,209	
15 - 29 Minutes	1,420	
30 - 44 Minutes	1,018	
45 - 59 Minutes	472	
60 or more Minutes	320	
2017 Est. Avg Travel Time to Work in Minutes	25.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	5,200	
Owner Occupied	3,722	71.58%
Renter Occupied	1,478	28.42%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	19.4	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.0	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	3,722	
Value Less than \$20,000	321	8.63%
Value \$20,000 - \$39,999	373	10.01%
Value \$40,000 - \$59,999	530	14.24%
Value \$60,000 - \$79,999	486	13.05%
Value \$80,000 - \$99,999	417	11.19%
Value \$100,000 - \$149,999	606	16.28%
Value \$150,000 - \$199,999	600	16.12%
Value \$200,000 - \$299,999	311	8.36%
Value \$300,000 - \$399,999	50	1.35%
Value \$400,000 - \$499,999	7	0.18%
Value \$500,000 - \$749,999	16	0.43%
Value \$750,000 - \$999,999	6	0.16%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$87,269	
<b>2017 Est. Housing Units by Units in Structure</b>	5,979	
1 Unit Attached	37	0.62%
1 Unit Detached	4,504	75.33%
2 Units	177	2.97%
3 or 4 Units	181	3.03%
5 to 19 Units	103	1.72%
20 to 49 Units	16	0.27%
50 or More Units	21	0.35%
Mobile Home or Trailer	939	15.70%
Boat, RV, Van, etc.	1	0.01%



# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	5,979	
Housing Units Built 2010 or later	112	1.87%
Housing Units Built 2000 to 2009	660	11.03%
Housing Units Built 1990 to 1999	1,177	19.68%
Housing Units Built 1980 to 1989	1,136	19.00%
Housing Units Built 1970 to 1979	857	14.33%
Housing Units Built 1960 to 1969	811	13.57%
Housing Units Built 1950 to 1959	525	8.77%
Housing Units Built 1940 to 1949	297	4.97%
Housing Unit Built 1939 or Earlier	405	6.77%
<b>2017 Est. Median Year Structure Built</b>	1981	



## TAPESTRY SEGMENTATION PROFILE

### + WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

### + WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

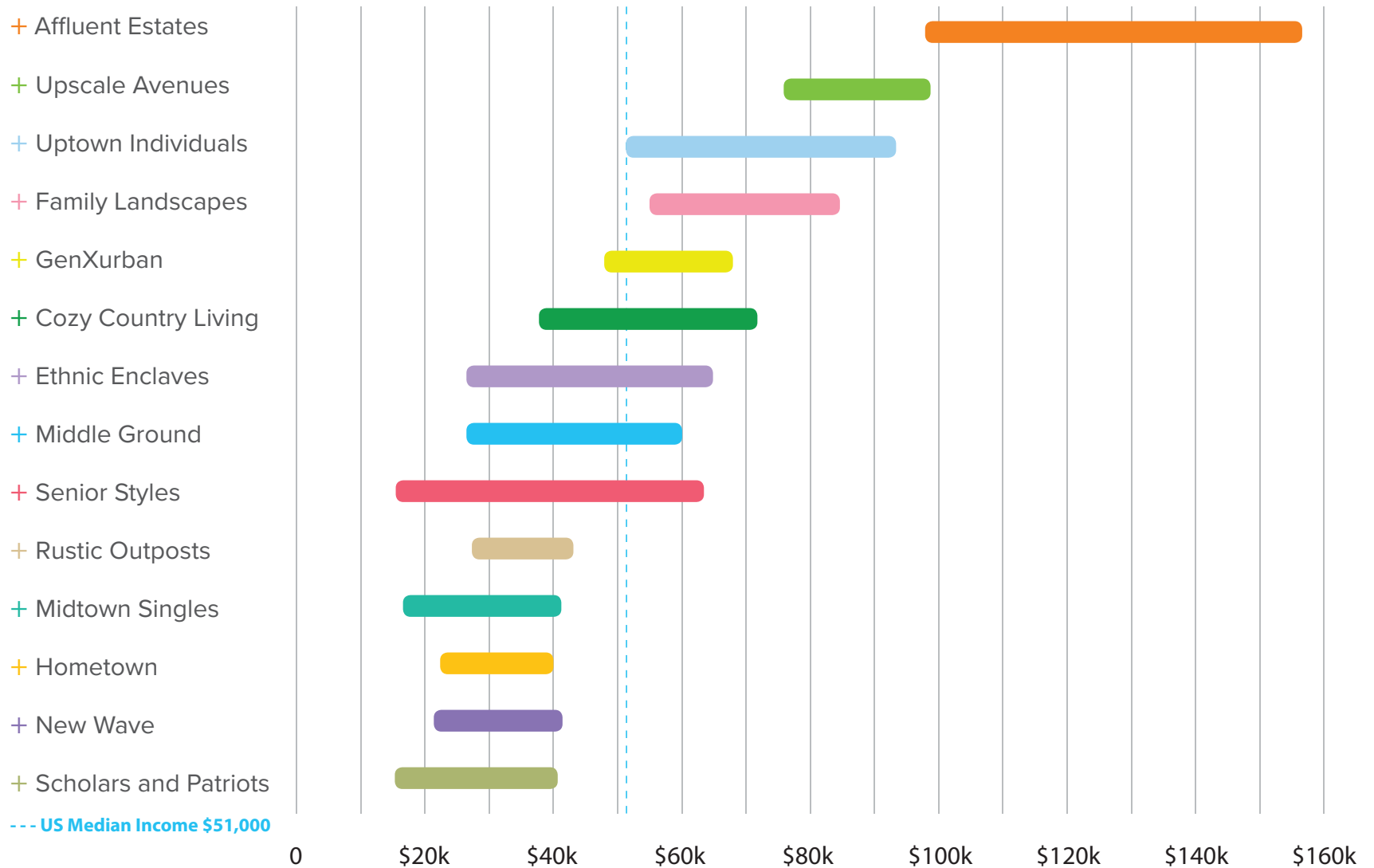
### + TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots



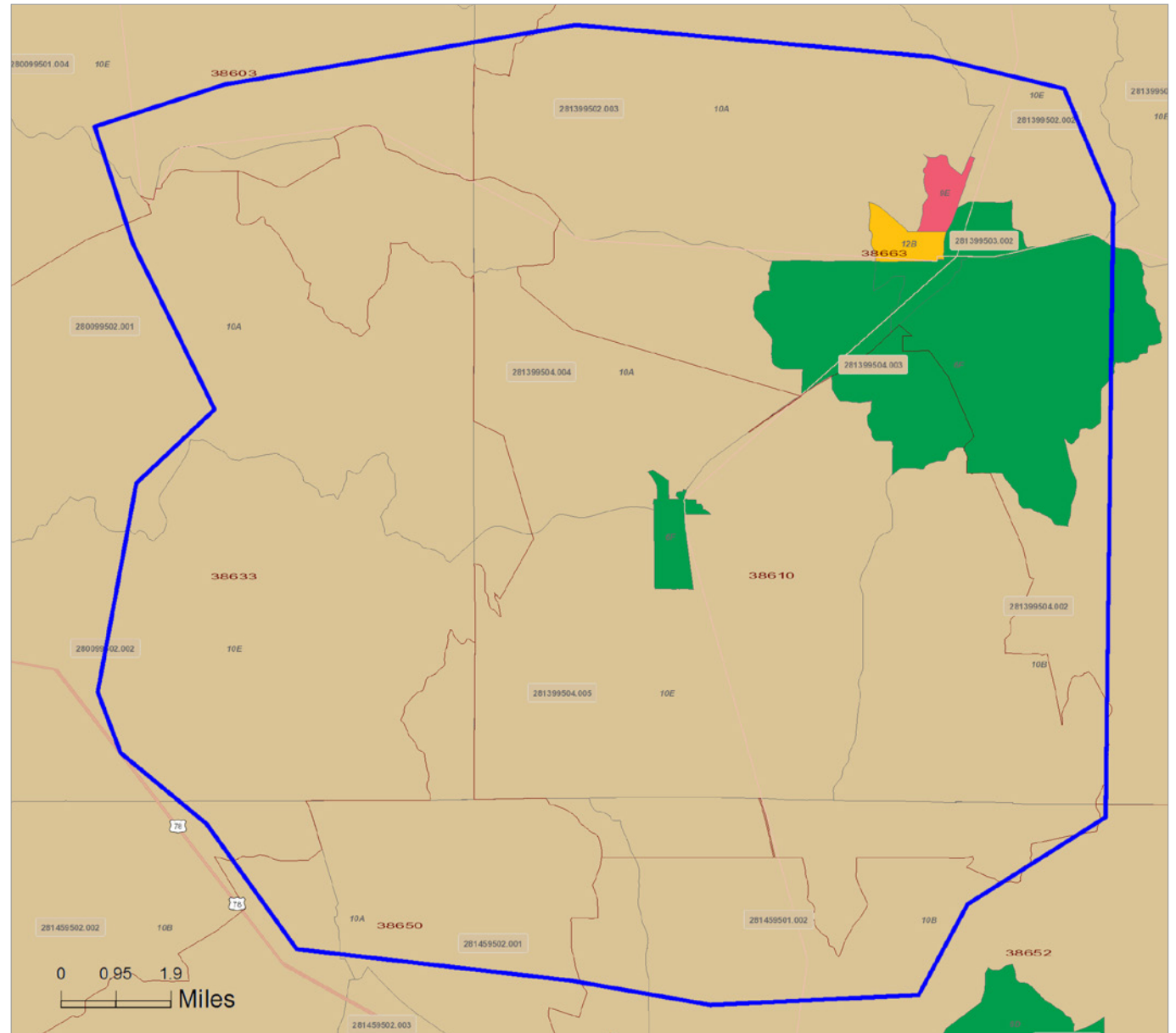
# INCOME RANGE OF LIFEMODE SUMMARY GROUPS





# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP Tippah County, Mississippi

- + L1 AFFLUENT ESTATES**  
Established wealth — educated, well-traveled married couples
- + L2 UPSCALE AVENUES**  
Prosperous, married couples in higher density neighborhoods
- + L3 UPTOWN INDIVIDUALS**  
Younger, urban singles on the move
- + L4 FAMILY LANDSCAPES**  
Successful younger families in newer housing
- + L5 GENXURBAN**  
Gen X in middle age; families with fewer kids and a mortgage
- + L6 COZY COUNTRY**  
Empty nesters in bucolic settings
- + L7 ETHNIC ENCLAVES**  
Established diversity — young, Hispanic homeowners with families
- + L8 MIDDLE GROUND**  
Lifestyles of thirtysomethings
- + L9 SENIOR STYLES**  
Senior lifestyles reveal the effects of saving for retirement
- + L10 RUSTIC OUTPOSTS**  
Country life with older families, older homes
- + L11 MIDTOWN SINGLES**  
Millennials on the move; single, diverse, and urban
- + L12 HOMETOWN**  
Growing up and staying close to home; single householders
- + L13 NEXT WAVE**  
Urban denizens; young, diverse, hardworking families
- + L14 SCHOLARS AND PATRIOTS**  
College campuses and military neighborhoods





# BLUE MOUNTAIN PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Tippah County, Mississippi

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Heartland Communities (6F)	26.5%	26.5%	2.4%	2.4%	1124
2	Southern Satellites (10A)	25.9%	52.4%	3.2%	5.6%	821
3	Rural Bypasses (10E)	24.9%	77.3%	1.4%	7.0%	1,819
4	Rooted Rural (10B)	10.7%	88.0%	2.0%	9.0%	533
5	Retirement Communities (9E)	6.5%	94.5%	1.2%	10.2%	534
	<b>Subtotal</b>	<b>94.5%</b>		<b>10.2%</b>		
6	Traditional Living (12B)	5.5%	100.0%	2.0%	12.2%	279
	<b>Subtotal</b>	<b>5.5%</b>		<b>2.0%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>12.1%</b>		<b>829</b>



LifeMode Group • Cozy Country Living

# 6F HEARTLAND COMMUNITIES

Well settled and close-knit, Heartland Communities are semi-rural and semiretired.

These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

US Household // 2,864,000  
Average Household Size // 2.38  
Median Age // 41.5  
Median Household Income // \$39,000



# + OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).



6F

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

## + SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family

### Median Value:

\$89,000

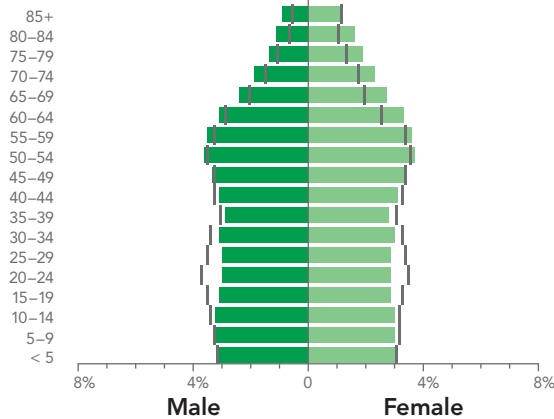
US Median \$177,000



### AGE BY SEX (Esri data)

**Median Age: 41.5** US: 37.6

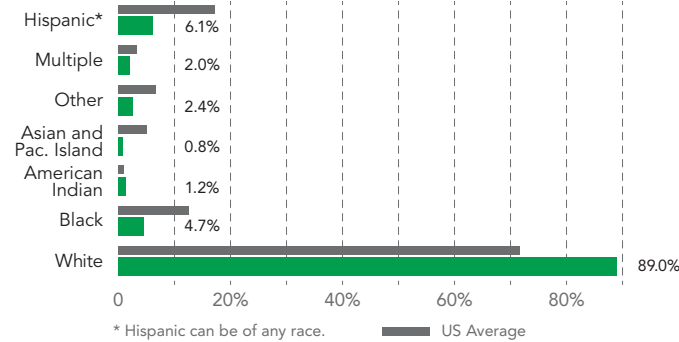
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

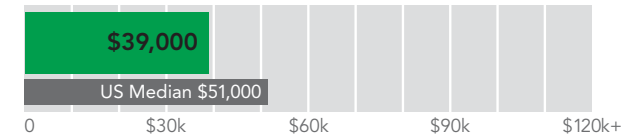
**Diversity Index: 29.6** US: 62.1



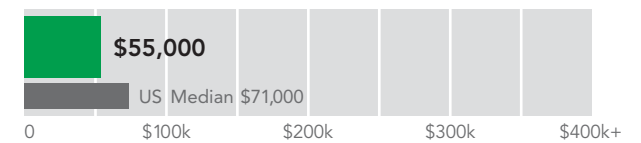
### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

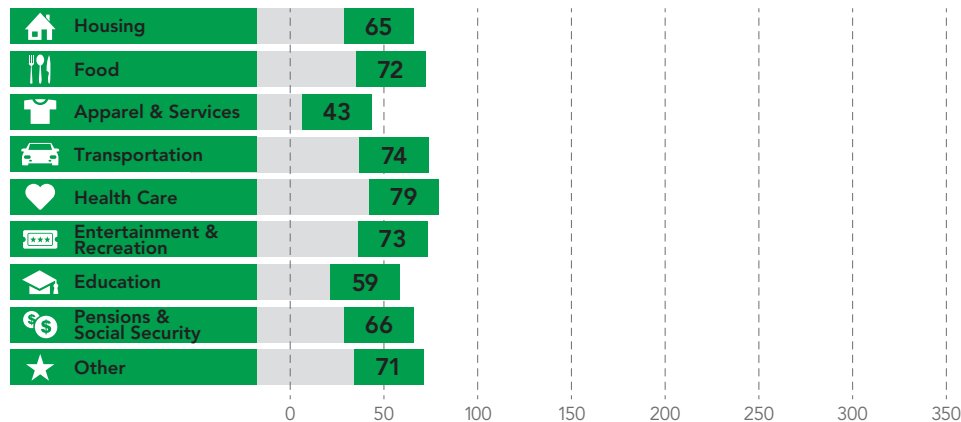


#### Median Net Worth



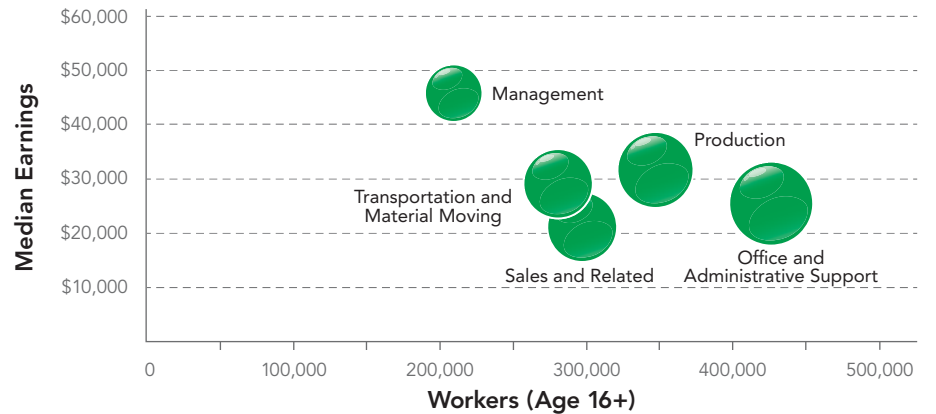
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10A

# SOUTHERN SATELLITES

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South.

This market is typically nondiverse, 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

US Household // 3,775,000  
Average Household Size // 2.65  
Median Age // 39.7  
Median Household Income // \$44,000

## + OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).



10A

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.).

## + SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$119,000  
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

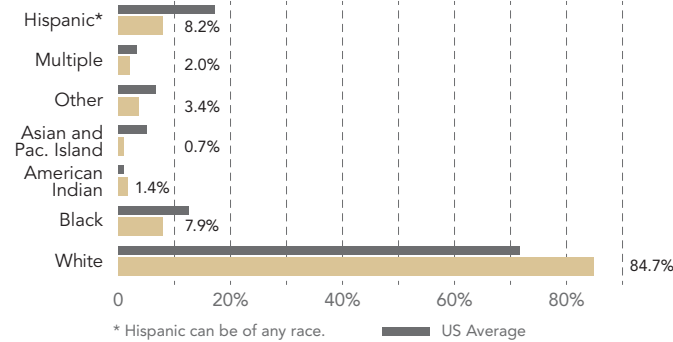
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

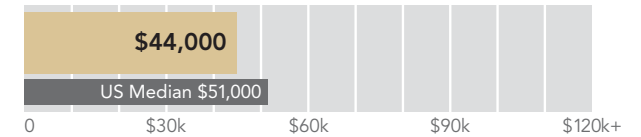
**Diversity Index: 38.6** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

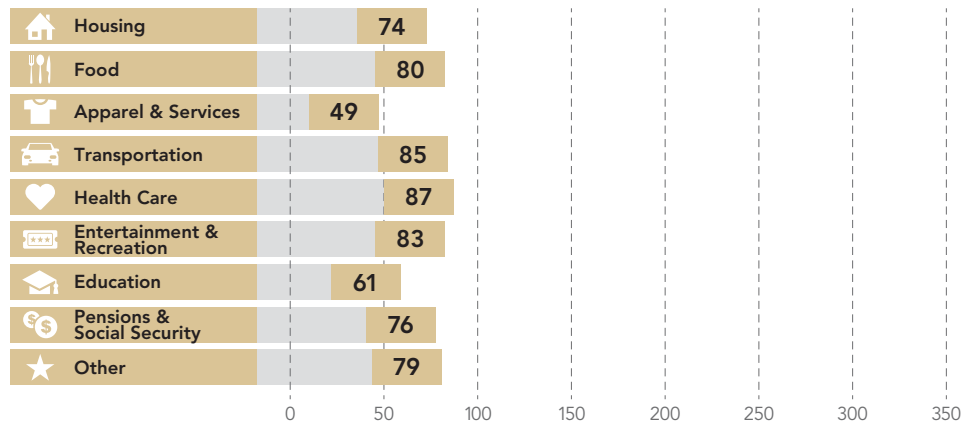


### Median Net Worth



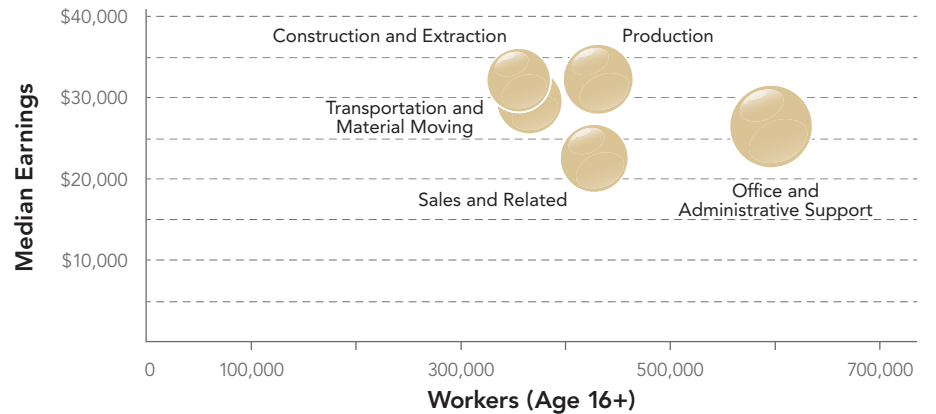
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

# 10E RURAL BYPASSES

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.

US Household // 1,664,000  
Average Household Size // 2.54  
Median Age // 39.7  
Median Household Income // \$29,000

## + 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 (Index 493).
- 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.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.

## + 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% (Index 161); labor force participation is low at 46% (Index 74).
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$85,000

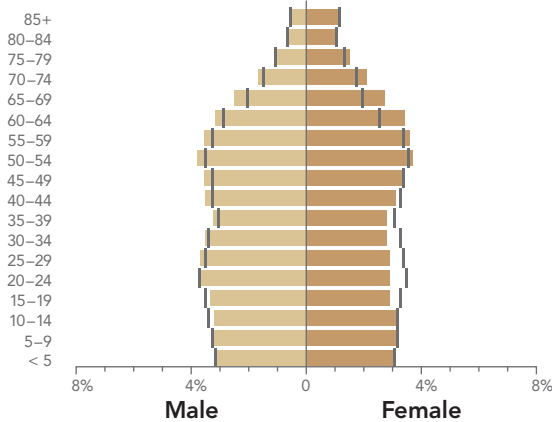
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

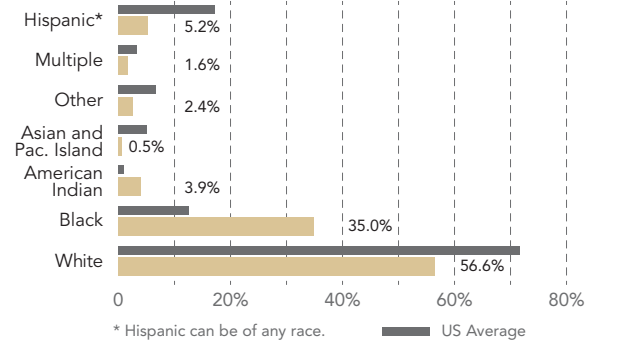
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

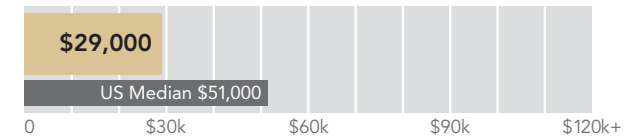
**Diversity Index: 59.9** US: 62.1



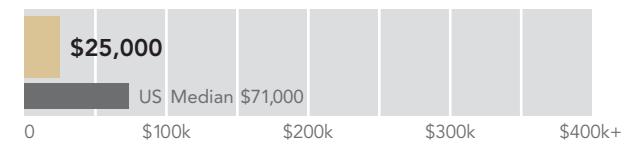
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

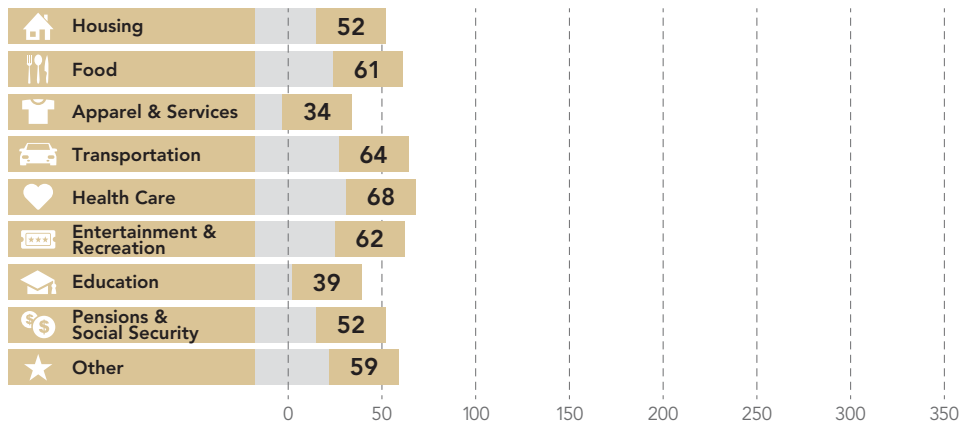


### Median Net Worth



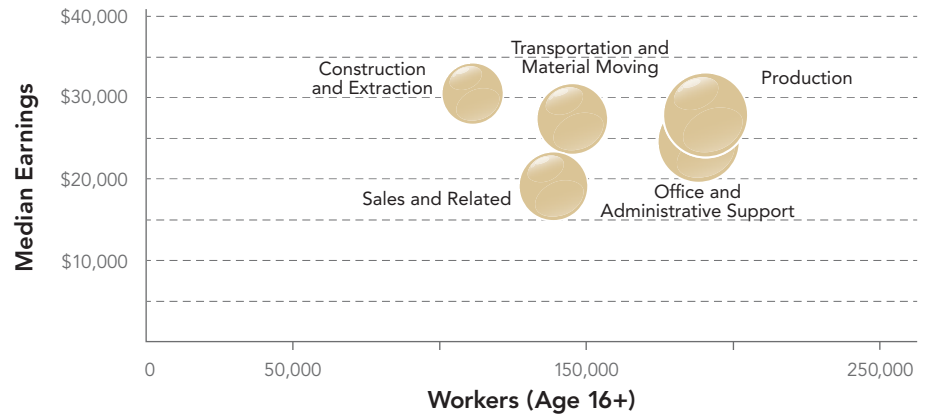
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.







LifeMode Group • Rustic Outposts

10B

# ROOTED RURAL

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas.

Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

US Household // 2,425,000  
Average Household Size // 2.47  
Median Age // 44.1  
Median Household Income // \$38,000

## + OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner-occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

## + SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**

Single Family;  
Mobile Homes

**Median Value:**

\$104,000

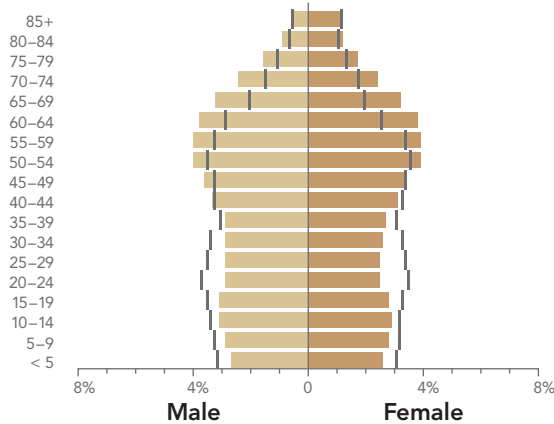
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 44.1** US: 37.6

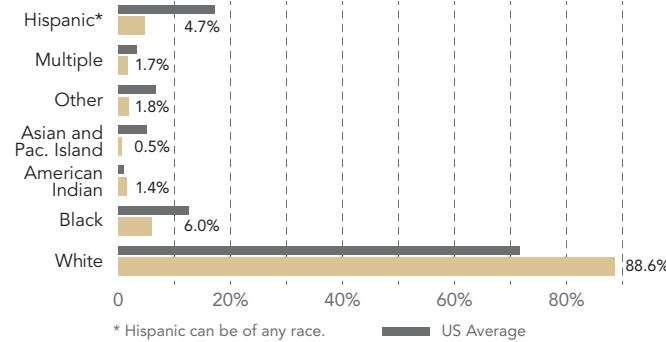
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

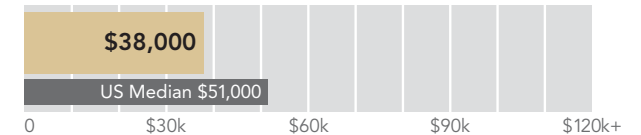
**Diversity Index: 28.2** US: 62.1



## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

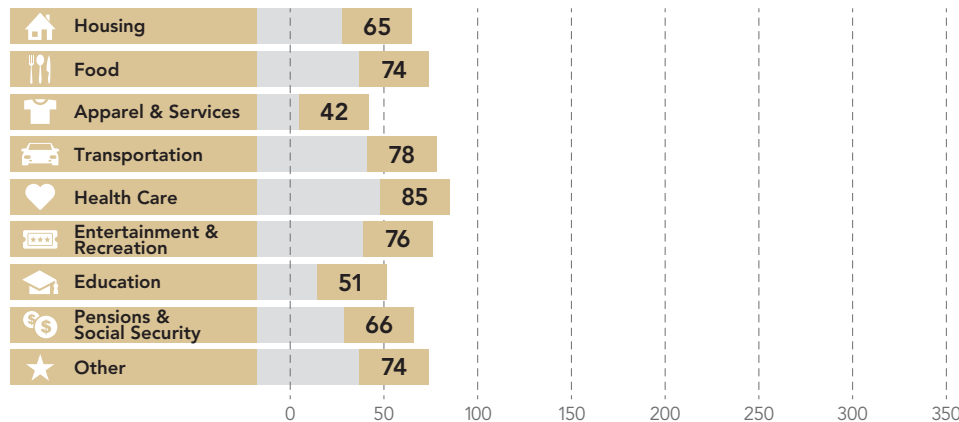


### Median Net Worth



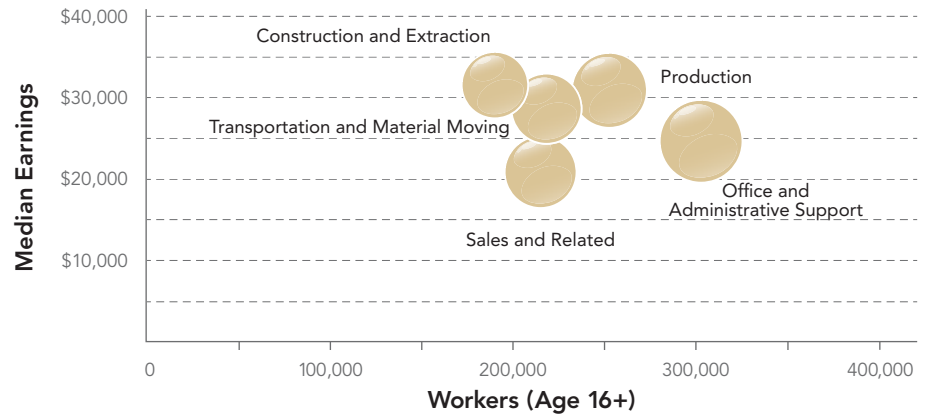
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Senior Styles

# 9E RETIREMENT COMMUNITIES

Retirement Communities neighborhoods are evenly distributed across the country.

They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the theater, golfing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

US Household // 1,451,000  
Average Household Size // 1.86  
Median Age // 52.0  
Median Household Income // \$35,000

## + OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- One in five households has no vehicle.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: bingo, opera, and the theater.
- Watch QVC, Golf Channel, CNN, and sports on TV.
- Like to travel—including visits to foreign countries.
- Shop at large department stores for convenience.

## + SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Multiunits;  
Single Family

### Median Value:

\$980

US Average: \$990



### AGE BY SEX (Esri data)

**Median Age: 52.0** US: 37.6

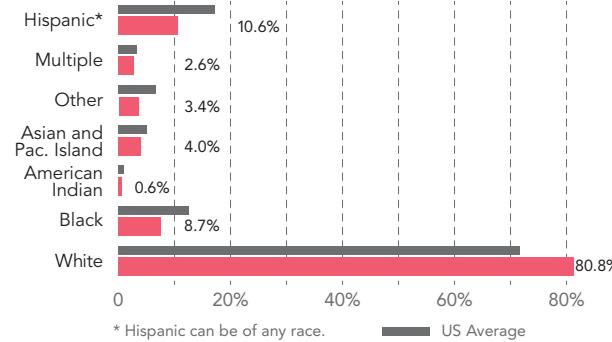
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

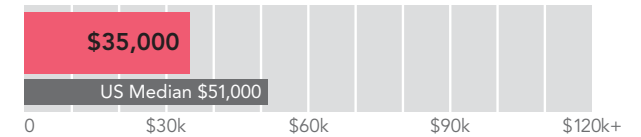
**Diversity Index: 46.4** US: 62.1



### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

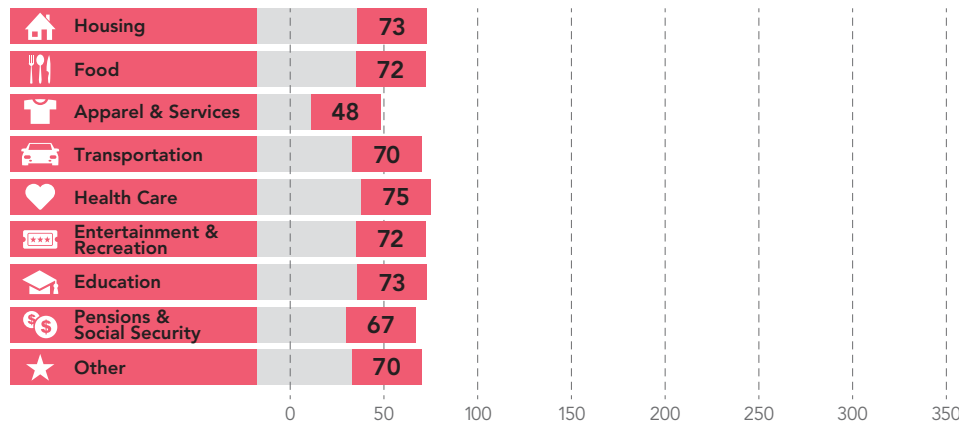


#### Median Net Worth



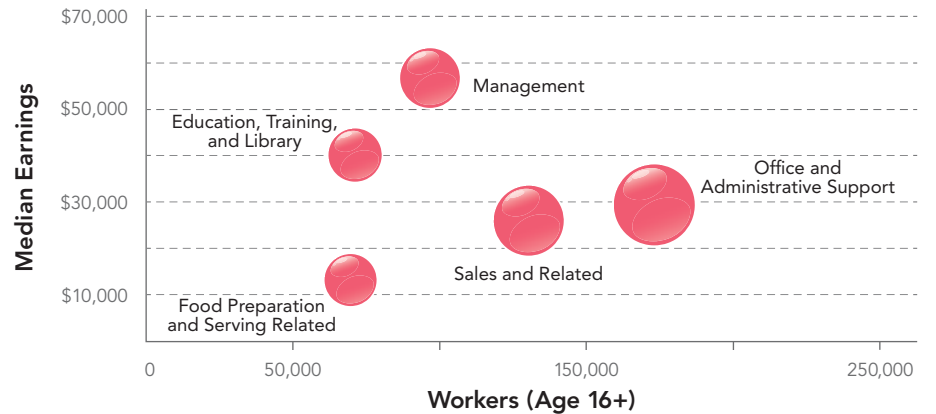
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

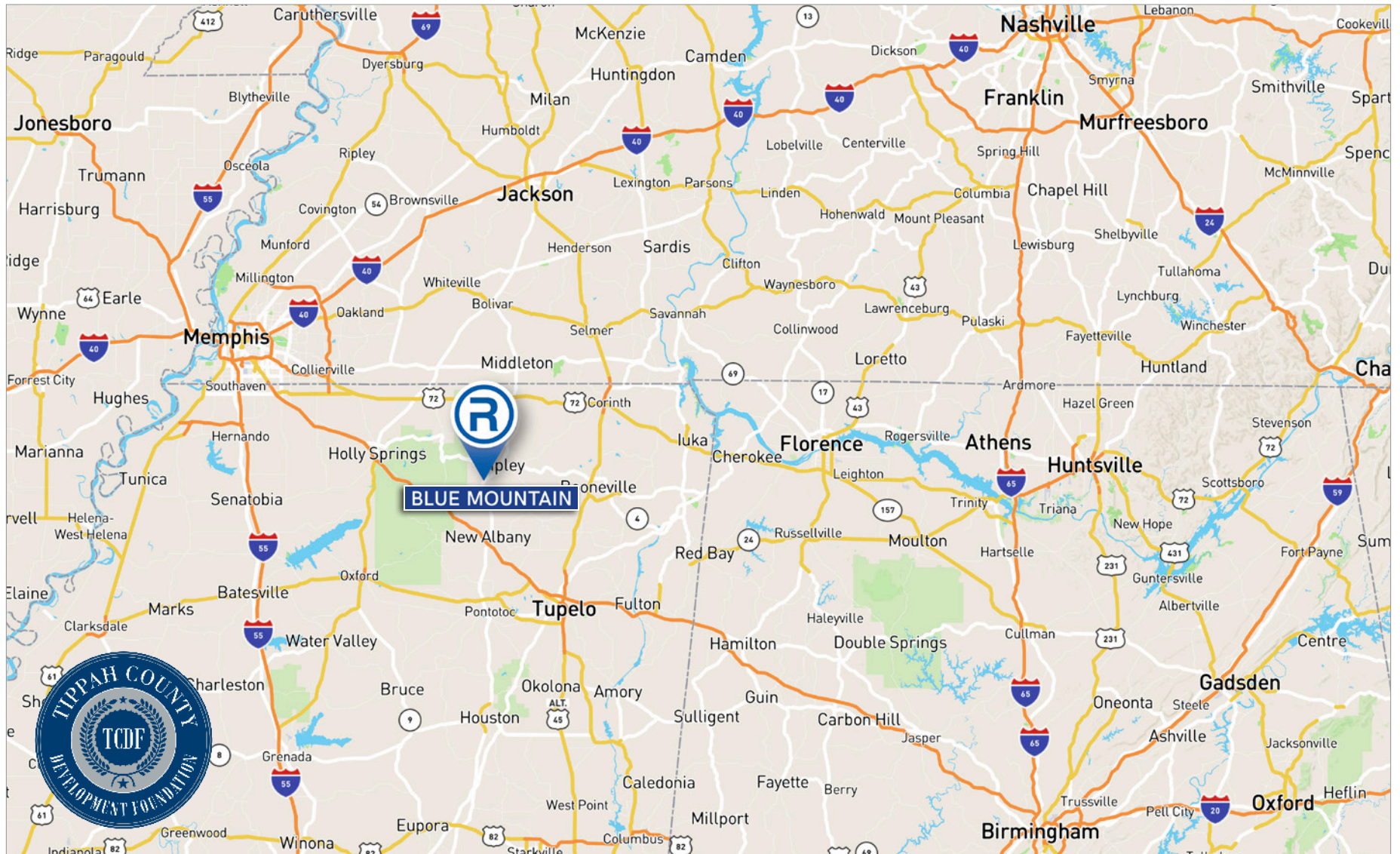
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





# BLUE MOUNTAIN LOCATION

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	1,054	
2017 Estimate	1,018	
2010 Census	920	
2000 Census	787	
Growth 2017 - 2022		3.54%
Growth 2010 - 2017		10.65%
Growth 2000 - 2010		16.90%
<b>2017 Est. Population by Single-Classification Race</b>	1,018	
White Alone	686	67.39%
Black or African American Alone	261	25.64%
Amer. Indian and Alaska Native Alone	0	0.00%
Asian Alone	6	0.59%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	31	3.05%
Two or More Races	34	3.34%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	1,018	
Not Hispanic or Latino	964	94.70%
Hispanic or Latino	54	5.30%
Mexican	41	75.93%
Puerto Rican	1	1.85%
Cuban	0	0.00%
All Other Hispanic or Latino	12	22.22%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	54	
White Alone	9	16.67%
Black or African American Alone	7	12.96%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	30	55.56%
Two or More Races	8	14.81%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	6	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	6	100.00%
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%





# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	1,018	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	19	1.87%
English	69	6.78%
French (except Basque)	15	1.47%
French Canadian	0	0.00%
German	36	3.54%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	55	5.40%
Italian	10	0.98%
Lithuanian	0	0.00%
United States or American	248	24.36%
Norwegian	0	0.00%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	4	0.39%
Scotch-Irish	11	1.08%
Slovak	0	0.00%
Subsaharan African	0	0.00%
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	373	36.64%
Ancestry Unclassified	178	17.49%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	953	
Speak Only English at Home	881	92.44%
Speak Asian/Pac. Isl. Lang. at Home	12	1.26%
Speak IndoEuropean Language at Home	1	0.10%
Speak Spanish at Home	59	6.19%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	1,018	
Age 0 - 4	65	6.39%
Age 5 - 9	68	6.68%
Age 10 - 14	74	7.27%
Age 15 - 17	49	4.81%
Age 18 - 20	104	10.22%
Age 21 - 24	94	9.23%
Age 25 - 34	90	8.84%
Age 35 - 44	114	11.20%
Age 45 - 54	119	11.69%
Age 55 - 64	113	11.10%
Age 65 - 74	85	8.35%
Age 75 - 84	36	3.54%
Age 85 and over	7	0.69%
Age 16 and over	794	78.00%
Age 18 and over	762	74.85%
Age 21 and over	658	64.64%
Age 65 and over	128	12.57%
<b>2017 Est. Median Age</b>	31.1	
<b>2017 Est. Average Age</b>	35.3	



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	1,018	
Male	522	51.28%
Female	496	48.72%
<b>2017 Est. Male Population by Age</b>	522	
Age 0 - 4	33	6.32%
Age 5 - 9	32	6.13%
Age 10 - 14	36	6.90%
Age 15 - 17	25	4.79%
Age 18 - 20	52	9.96%
Age 21 - 24	52	9.96%
Age 25 - 34	55	10.54%
Age 35 - 44	56	10.73%
Age 45 - 54	61	11.69%
Age 55 - 64	59	11.30%
Age 65 - 74	44	8.43%
Age 75 - 84	16	3.07%
Age 85 and over	1	0.19%
<b>2017 Est. Median Age, Male</b>	30.6	
<b>2017 Est. Average Age, Male</b>	35.0	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	496	
Age 0 - 4	32	6.45%
Age 5 - 9	36	7.26%
Age 10 - 14	38	7.66%
Age 15 - 17	24	4.84%
Age 18 - 20	52	10.48%
Age 21 - 24	42	8.47%
Age 25 - 34	35	7.06%
Age 35 - 44	58	11.69%
Age 45 - 54	58	11.69%
Age 55 - 64	54	10.89%
Age 65 - 74	41	8.27%
Age 75 - 84	20	4.03%
Age 85 and over	6	1.21%
<b>2017 Est. Median Age, Female</b>	31.9	
<b>2017 Est. Average Age, Female</b>	35.7	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	811	
Total, Never Married	262	32.31%
Males, Never Married	157	19.36%
Females, Never Married	105	12.95%
Married, Spouse present	337	41.55%
Married, Spouse absent	58	7.15%
Widowed	38	4.69%
Males Widowed	5	0.62%
Females Widowed	33	4.07%
Divorced	116	14.30%
Males Divorced	68	8.38%
Females Divorced	48	5.92%



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	564	
Less than 9th grade	43	7.62%
Some High School, no diploma	135	23.94%
High School Graduate (or GED)	171	30.32%
Some College, no degree	131	23.23%
Associate Degree	38	6.74%
Bachelor's Degree	23	4.08%
Master's Degree	14	2.48%
Professional School Degree	1	0.18%
Doctorate Degree	8	1.42%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	28	
No High School Diploma	25	89.29%
High School Graduate	2	7.14%
Some College or Associate's Degree	1	3.57%
Bachelor's Degree or Higher	0	0.00%
<b>Households</b>		
2022 Projection	349	
2017 Estimate	339	
2010 Census	308	
2000 Census	290	
Growth 2017 - 2022		2.95%
Growth 2010 - 2017		10.06%
Growth 2000 - 2010		6.21%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	339	
Family Households	249	73.45%
Nonfamily Households	90	26.55%
2017 Est. Group Quarters Population	107	
2017 HHs by Ethnicity, Hispanic/Latino	13	
<b>2017 Est. Households by HH Income</b>	339	
Income < \$15,000	67	19.76%
Income \$15,000 - \$24,999	39	11.50%
Income \$25,000 - \$34,999	36	10.62%
Income \$35,000 - \$49,999	63	18.58%
Income \$50,000 - \$74,999	79	23.30%
Income \$75,000 - \$99,999	29	8.55%
Income \$100,000 - \$124,999	12	3.54%
Income \$125,000 - \$149,999	7	2.06%
Income \$150,000 - \$199,999	5	1.47%
Income \$200,000 - \$249,999	0	0.00%
Income \$250,000 - \$499,999	1	0.29%
Income \$500,000+	1	0.29%
<b>2017 Est. Average Household Income</b>	\$48,730	
<b>2017 Est. Median Household Income</b>	\$41,548	



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

## Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$45,598	
Black or African American Alone	\$31,667	
American Indian and Alaska Native Alone	\$0	
Asian Alone	\$20,000	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$28,333	
Two or More Races	\$62,500	
Hispanic or Latino	\$52,083	
Not Hispanic or Latino	\$41,429	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	249	
Married-Couple Family, own children	64	25.70%
Married-Couple Family, no own children	113	45.38%
Male Householder, own children	9	3.61%
Male Householder, no own children	11	4.42%
Female Householder, own children	36	14.46%
Female Householder, no own children	16	6.43%
<b>2017 Est. Households by Household Size</b>	339	
1-person	78	23.01%
2-person	111	32.74%
3-person	69	20.35%
4-person	39	11.50%
5-person	24	7.08%
6-person	10	2.95%
7-or-more-person	8	2.36%
<b>2017 Est. Average Household Size</b>	2.69	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	339	
Households with 1 or More People under Age 18:	131	38.64%
Married-Couple Family	80	61.07%
Other Family, Male Householder	10	7.63%
Other Family, Female Householder	41	31.30%
Nonfamily, Male Householder	0	0.00%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	208	61.36%
Married-Couple Family	99	47.60%
Other Family, Male Householder	9	4.33%
Other Family, Female Householder	10	4.81%
Nonfamily, Male Householder	52	25.00%
Nonfamily, Female Householder	38	18.27%
<b>2017 Est. Households by Number of Vehicles</b>	339	
No Vehicles	21	6.19%
1 Vehicle	98	28.91%
2 Vehicles	102	30.09%
3 Vehicles	97	28.61%
4 Vehicles	15	4.42%
5 or more Vehicles	6	1.77%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	257	
2017 Estimate	249	
2010 Census	227	
2000 Census	212	
Growth 2017 - 2022		3.21%
Growth 2010 - 2017		9.69%
Growth 2000 - 2010		7.08%
<b>2017 Est. Families by Poverty Status</b>	249	
2017 Families at or Above Poverty	204	81.93%
2017 Families at or Above Poverty with Children	89	35.74%
2017 Families Below Poverty	45	18.07%
2017 Families Below Poverty with Children	41	16.47%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	794	
In Armed Forces	0	0.00%
Civilian - Employed	413	52.02%
Civilian - Unemployed	54	6.80%
Not in Labor Force	327	41.18%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	407	
For-Profit Private Workers	329	80.84%
Non-Profit Private Workers	21	5.16%
Local Government Workers	4	0.98%
State Government Workers	24	5.90%
Federal Government Workers	5	1.23%
Self-Employed Workers	24	5.90%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	407	
Architect/Engineer	21	5.16%
Arts/Entertainment/Sports	0	0.00%
Building Grounds Maintenance	16	3.93%
Business/Financial Operations	5	1.23%
Community/Social Services	6	1.47%
Computer/Mathematical	5	1.23%
Construction/Extraction	14	3.44%
Education/Training/Library	20	4.91%
Farming/Fishing/Forestry	5	1.23%
Food Prep/Serving	16	3.93%
Health Practitioner/Technician	10	2.46%
Healthcare Support	4	0.98%
Maintenance Repair	13	3.19%
Legal	0	0.00%
Life/Physical/Social Science	2	0.49%
Management	15	3.69%
Office/Admin. Support	50	12.29%
Production	63	15.48%
Protective Services	5	1.23%
Sales/Related	48	11.79%
Personal Care/Service	7	1.72%
Transportation/Moving	82	20.15%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	407	
Blue Collar	172	42.26%
White Collar	182	44.72%
Service and Farm	53	13.02%



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	406	
Drove Alone	305	75.12%
Car Pooled	37	9.11%
Public Transportation	1	0.25%
Walked	28	6.90%
Bicycle	0	0.00%
Other Means	34	8.37%
Worked at Home	1	0.25%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	171	
15 - 29 Minutes	96	
30 - 44 Minutes	97	
45 - 59 Minutes	25	
60 or more Minutes	15	
2017 Est. Avg Travel Time to Work in Minutes	23.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	339	
Owner Occupied	231	68.14%
Renter Occupied	108	31.86%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	18.4	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	6.5	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	231	
Value Less than \$20,000	26	11.26%
Value \$20,000 - \$39,999	27	11.69%
Value \$40,000 - \$59,999	69	29.87%
Value \$60,000 - \$79,999	26	11.26%
Value \$80,000 - \$99,999	20	8.66%
Value \$100,000 - \$149,999	29	12.55%
Value \$150,000 - \$199,999	18	7.79%
Value \$200,000 - \$299,999	14	6.06%
Value \$300,000 - \$399,999	1	0.43%
Value \$400,000 - \$499,999	0	0.00%
Value \$500,000 - \$749,999	1	0.43%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$58,116	
<b>2017 Est. Housing Units by Units in Structure</b>	382	
1 Unit Attached	0	0.00%
1 Unit Detached	298	78.01%
2 Units	18	4.71%
3 or 4 Units	0	0.00%
5 to 19 Units	1	0.26%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	65	17.02%
Boat, RV, Van, etc.	0	0.00%



# BLUE MOUNTAIN COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	382	
Housing Units Built 2010 or later	22	5.76%
Housing Units Built 2000 to 2009	39	10.21%
Housing Units Built 1990 to 1999	56	14.66%
Housing Units Built 1980 to 1989	87	22.77%
Housing Units Built 1970 to 1979	45	11.78%
Housing Units Built 1960 to 1969	38	9.95%
Housing Units Built 1950 to 1959	23	6.02%
Housing Units Built 1940 to 1949	24	6.28%
Housing Unit Built 1939 or Earlier	48	12.57%
<b>2017 Est. Median Year Structure Built</b>	1981	



# BLUE MOUNTAIN COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Business</b>	47	918	20
Private Sector	43	880	20
Public Administration	4	38	10
Agriculture, Forestry, Fishing and Hunting	1	2	2
Mining, Quarrying, and Oil and Gas Extraction	0	0	
Utilities	0	0	
Construction	1	2	2
Manufacturing	2	16	8
Wholesale Trade	1	2	2
Transportation and Warehousing	4	207	52
Information	2	21	11
Real Estate and Rental and Leasing	3	3	1
Professional, Scientific, and Technical Services	1	3	3
Management of Companies and Enterprises	0	0	
Administrative, Support, Waste Mgmt Remediation Services	2	33	17
Educational Services	7	252	36
Healthcare and Social Assistance	0	0	
Arts, Entertainment, and Recreation	0	0	





# BLUE MOUNTAIN COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Retail Trade</b>	9	248	28
Motor Vehicle and Parts Dealers	0	0	
Furniture and Home Furnishing Stores	1	1	1
Electronics and Appliance Stores	0	0	
Building Material and Garden Equipment and Supplies De	2	21	11
Food and Beverage Stores	1	6	6
Health and Personal Care Stores	0	0	
Gasoline Stations	1	5	5
Clothing and Accessories Stores	0	0	
Sporting Goods, Hobby, Book and Music Stores	0	0	
General Merchandise Stores	2	206	103
Miscellaneous Store Retailers	1	1	1
Nonstore Retailers	1	8	8
<b>Finance and Insurance</b>	3	4	1
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	3	4	1
Securities, Commercial Contracts, Financial Investment and Related Activities	0	0	
Insurance Carriers and Related Activities	0	0	
Funds, Trusts and Other Financial Vehicles	0	0	
<b>Accommodation and Food Services</b>	3	11	4
Accommodation	0	0	
Food Services and Drinking Places	3	11	4
<b>Other Services (except Public Administration)</b>	4	76	19
Repair and Maintenance	0	0	
Personal and Laundry Services	1	65	65
Religious, Grant Making, Civic, Professional, Similar Organizations	3	11	4

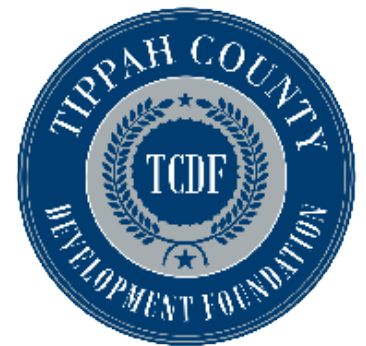


TheRetailCoach®

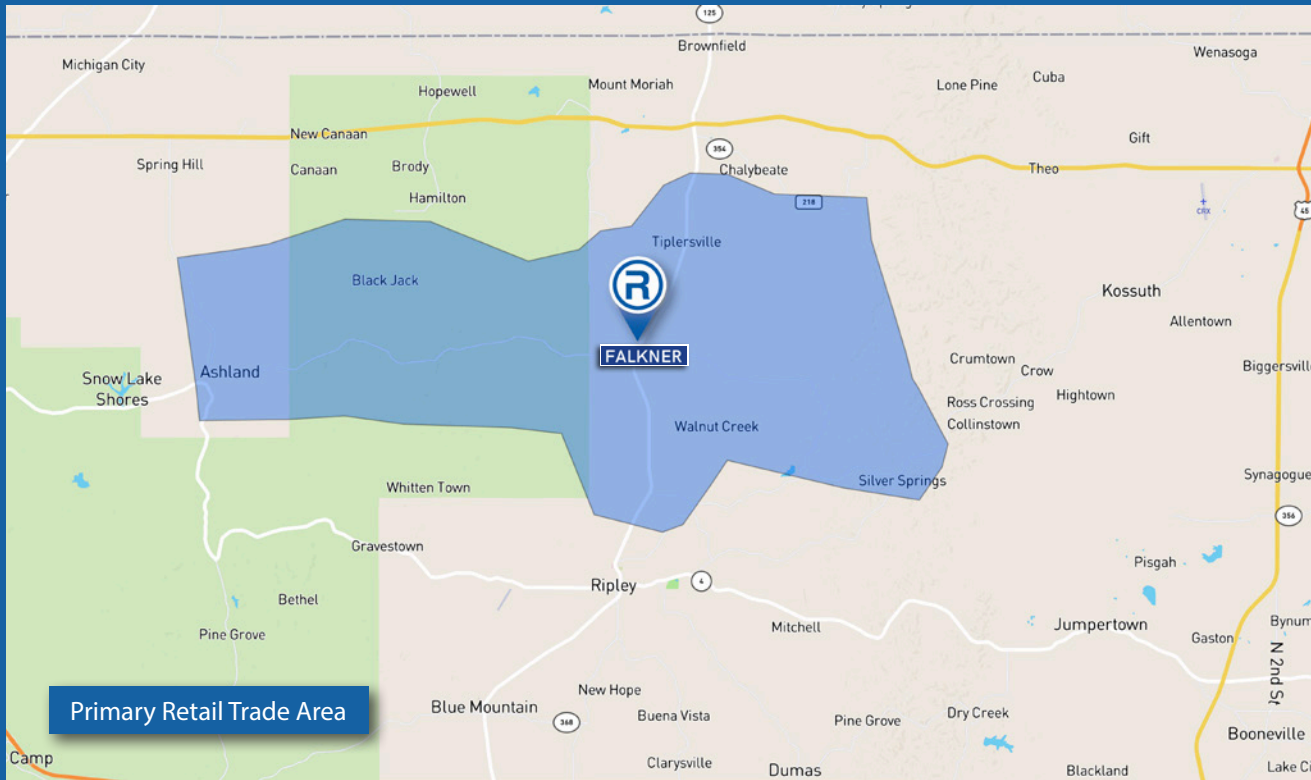
# FALKNER ANALYSIS AREA

## Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
September 2017



# Demographic Snapshot



Primary Retail Trade Area



## Contact Information

Matthew Harrison, Executive Director/ COO  
 Tippah County Development Foundation  
 201 North Union Street  
 Ripley, Mississippi 38663  
 Phone 662.837.3353  
 mharrison@tippahcounty.org  
 www.tippahcounty.org

September 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Falkner Primary Retail Trade Area	5,818	6,155	5,975	5,916

## Income

	2017 ESTIMATE
Average Household	\$52,037
Median Household	\$34,246
Per Capita	\$20,408

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	3.60%
Bachelor's Degree	6.32%
Associate Degree	9.02%
Some College, No Degree	21.67%
High School Graduate	33.84%
Some High School, No Degree	16.51%
Less than 9th Grade	9.05%

## Race Distribution

	2017 ESTIMATE
White	77.93%
Black or African American	17.54%
American Indian/Alaskan	0.29%
Asian	0.18%
Native Hawaiian/Islander	0.01%
Other Race	2.48%
Two or More Races	1.56%
Hispanic or Latino (of any race)	3.79%

## Age

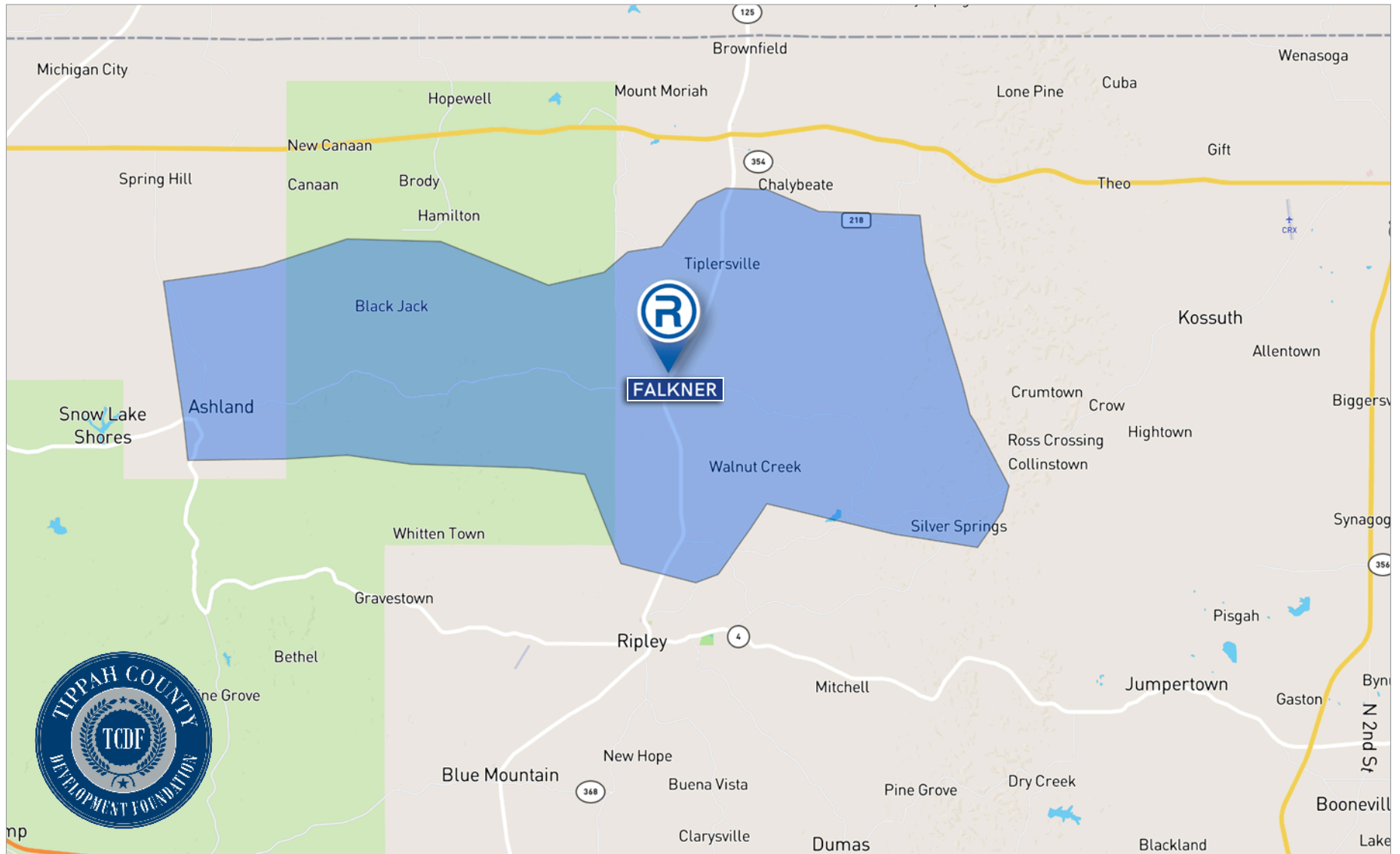
GROUPS	2017 ESTIMATE
9 Years and Under	12.34%
10-17 Years	11.25%
18-24 Years	8.63%
25-34 Years	11.82%
35-44 Years	12.26%
45-54 Years	13.50%
55-64 Years	13.02%
65 Years and Over	17.18%
DISTRIBUTION	2017 ESTIMATE
Median Age	39.9
Average Age	39.8





# FALKNER PRIMARY RETAIL TRADE AREA

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353

[mharrison@tippahcounty.org](mailto:mharrison@tippahcounty.org) | [www.tippahcounty.org](http://www.tippahcounty.org)



# FALKNER PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$82,480,771.72	\$3,487,490.00	\$78,993,281.72	0.042
441	Motor Vehicle and Parts Dealers	\$18,654,103.54	\$605,138.00	\$18,048,965.54	0.032
4411	Automotive Dealers	\$15,704,090.56	\$418,630.00	\$15,285,460.56	0.027
4412	Other Motor Vehicle Dealers	\$1,233,017.18	\$93,954.00	\$1,139,063.18	0.076
4413	Automotive Parts/Accsrs, Tire Stores	\$1,716,995.81	\$92,554.00	\$1,624,441.81	0.054
442	Furniture and Home Furnishings Stores	\$1,459,841.16	\$225,143.00	\$1,234,698.16	0.154
4421	Furniture Stores	\$816,927.03	\$134,145.00	\$682,782.03	0.164
4422	Home Furnishing Stores	\$642,914.13	\$90,998.00	\$551,916.13	0.142
443	Electronics and Appliance Stores	\$2,223,014.67	\$31,764.00	\$2,191,250.67	0.014
44311	Appliances, TVs, Electronics Stores	\$1,111,507.33	\$15,882.00	\$1,095,625.33	0.014
443111	Household Appliances Stores	\$134,298.69	\$0.00	\$134,298.69	0.000
443112	Electronics Stores	\$977,208.65	\$15,882.00	\$961,326.65	0.016
444	Building Material, Garden Equip Stores	\$11,167,713.14	\$260,362.00	\$10,907,351.14	0.023
4441	Building Material and Supply Dealers	\$10,249,569.98	\$170,576.00	\$10,078,993.98	0.017
44411	Home Centers	\$4,595,301.02	\$0.00	\$4,595,301.02	0.000
44412	Paint and Wallpaper Stores	\$219,618.22	\$0.00	\$219,618.22	0.000
44413	Hardware Stores	\$1,003,064.80	\$0.00	\$1,003,064.80	0.000
44419	Other Building Materials Dealers	\$4,431,585.95	\$170,576.00	\$4,261,009.95	0.038
444191	Building Materials, Lumberyards	\$1,653,434.53	\$63,642.00	\$1,589,792.53	0.038
4442	Lawn, Garden Equipment, Supplies Stores	\$918,143.16	\$89,786.00	\$828,357.16	0.098
44421	Outdoor Power Equipment Stores	\$169,777.52	\$0.00	\$169,777.52	0.000
44422	Nursery and Garden Centers	\$748,365.64	\$89,786.00	\$658,579.64	0.120



# FALKNER PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$9,335,023.93	\$0.00	\$9,335,023.93	0.000
4451	Grocery Stores	\$8,658,800.95	\$0.00	\$8,658,800.95	0.000
44511	Supermarkets, Grocery (Ex Conv) Stores	\$7,596,758.32	\$0.00	\$7,596,758.32	0.000
44512	Convenience Stores	\$1,062,042.62	\$0.00	\$1,062,042.62	0.000
4452	Specialty Food Stores	\$348,585.96	\$0.00	\$348,585.96	0.000
4453	Beer, Wine and Liquor Stores	\$327,637.02	\$0.00	\$327,637.02	0.000
446	Health and Personal Care Stores	\$7,180,872.25	\$0.00	\$7,180,872.25	0.000
44611	Pharmacies and Drug Stores	\$5,895,430.78	\$0.00	\$5,895,430.78	0.000
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$724,718.10	\$0.00	\$724,718.10	0.000
44613	Optical Goods Stores	\$177,257.35	\$0.00	\$177,257.35	0.000
44619	Other Health and Personal Care Stores	\$383,466.01	\$0.00	\$383,466.01	0.000
447	Gasoline Stations	\$7,229,233.93	\$887,143.00	\$6,342,090.93	0.123
44711	Gasoline Stations With Conv Stores	\$2,222,966.42	\$0.00	\$2,222,966.42	0.000
44719	Other Gasoline Stations	\$5,006,267.52	\$887,143.00	\$4,119,124.52	0.177
448	Clothing and Clothing Accessories Stores	\$3,941,162.78	\$221,161.00	\$3,720,001.78	0.056
4481	Clothing Stores	\$2,989,457.45	\$221,161.00	\$2,768,296.45	0.074
44811	Men's Clothing Stores	\$104,735.17	\$0.00	\$104,735.17	0.000
44812	Women's Clothing Stores	\$671,272.65	\$0.00	\$671,272.65	0.000
44813	Childrens, Infants Clothing Stores	\$149,703.83	\$0.00	\$149,703.83	0.000
44814	Family Clothing Stores	\$1,680,161.84	\$221,161.00	\$1,459,000.84	0.132
44815	Clothing Accessories Stores	\$133,670.68	\$0.00	\$133,670.68	0.000
44819	Other Clothing Stores	\$249,913.29	\$0.00	\$249,913.29	0.000
4482	Shoe Stores	\$597,718.78	\$0.00	\$597,718.78	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$353,986.55	\$0.00	\$353,986.55	0.000
44831	Jewelry Stores	\$348,262.89	\$0.00	\$348,262.89	0.000
44832	Luggage and Leather Goods Stores	\$5,723.66	\$0.00	\$5,723.66	0.000



# FALKNER PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$1,278,637.80	\$46,423.00	\$1,232,214.80	0.036
4511	Sportng Goods, Hobby, Musical Inst Stores	\$1,045,394.48	\$46,423.00	\$998,971.48	0.044
45111	Sporting Goods Stores	\$768,567.80	\$37,788.00	\$730,779.80	0.049
45112	Hobby, Toys and Games Stores	\$179,796.80	\$0.00	\$179,796.80	0.000
45113	Sew/Needlework/Piece Goods Stores	\$44,531.17	\$0.00	\$44,531.17	0.000
45114	Musical Instrument and Supplies Stores	\$52,498.71	\$8,635.00	\$43,863.71	0.164
4512	Book, Periodical and Music Stores	\$233,243.32	\$0.00	\$233,243.32	0.000
45121	Book Stores and News Dealers	\$233,243.32	\$0.00	\$233,243.32	0.000
451211	Book Stores	\$224,068.07	\$0.00	\$224,068.07	0.000
451212	News Dealers and Newsstands	\$9,175.25	\$0.00	\$9,175.25	0.000
452	General Merchandise Stores	\$9,812,066.79	\$57,544.00	\$9,754,522.79	0.006
4521	Department Stores Excl Leased Depts	\$5,282,203.38	\$0.00	\$5,282,203.38	0.000
4529	Other General Merchandise Stores	\$4,529,863.41	\$57,544.00	\$4,472,319.41	0.013
453	Miscellaneous Store Retailers	\$1,925,956.81	\$109,185.00	\$1,816,771.81	0.057
4531	Florists	\$106,656.84	\$0.00	\$106,656.84	0.000
4532	Office Supplies, Stationery, Gift Stores	\$688,304.82	\$9,889.00	\$678,415.82	0.014
45321	Office Supplies and Stationery Stores	\$392,251.63	\$0.00	\$392,251.63	0.000
45322	Gift, Novelty and Souvenir Stores	\$296,053.19	\$9,889.00	\$286,164.19	0.033
4533	Used Merchandise Stores	\$158,468.04	\$15,304.00	\$143,164.04	0.097
4539	Other Miscellaneous Store Retailers	\$972,527.10	\$83,992.00	\$888,535.10	0.086
454	Non-Store Retailers	\$723,581.05	\$10,995.00	\$712,586.05	0.015



# FALKNER PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	\$7,549,563.86	\$1,032,632.00	\$6,516,931.86	0.137
7223	Special Foodservices	\$206,239.14	\$0.00	\$206,239.14	0.000
7224	Drinking Places -Alcoholic Beverages	\$70,661.95	\$0.00	\$70,661.95	0.000
722511	Full Service Restaurants	\$3,570,273.02	\$47,725.00	\$3,522,548.02	0.013
722513	Limited Service Eating Places	\$3,386,452.39	\$984,907.00	\$2,401,545.39	0.291
722514	Cafeterias, Grill Buffets, and Buffets	\$114,912.52	\$0.00	\$114,912.52	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$201,024.84	\$0.00	\$201,024.84	0.000





# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	5,916	
2017 Estimate	5,975	
2010 Census	6,155	
2000 Census	5,818	
Growth 2017 - 2022		-0.99%
Growth 2010 - 2017		-2.93%
Growth 2000 - 2010		5.81%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	4,656	77.93%
Black or African American Alone	1,048	17.54%
Amer. Indian and Alaska Native Alone	18	0.29%
Asian Alone	11	0.18%
Native Hawaiian and Other Pac. Isl. Alone	1	0.01%
Some Other Race Alone	148	2.48%
Two or More Races	93	1.56%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	5,748	96.21%
Hispanic or Latino	227	3.79%
Mexican	190	83.89%
Puerto Rican	2	1.01%
Cuban	0	0.00%
All Other Hispanic or Latino	34	15.11%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
	227	
White Alone	67	29.44%
Black or African American Alone	7	3.15%
American Indian and Alaska Native Alone	1	0.34%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.14%
Some Other Race Alone	141	62.13%
Two or More Races	11	4.78%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
	11	
Chinese, except Taiwanese	0	0.75%
Filipino	0	2.27%
Japanese	2	14.27%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	8	76.20%
Cambodian	0	0.00%
Hmong	1	5.75%
Laotian	0	0.00%
Thai	0	0.00%
All Other Asian Races Including 2+ Category	0	0.75%



# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	5,975	
Arab	0	0.00%
Czech	1	0.02%
Danish	0	0.00%
Dutch	28	0.47%
English	687	11.50%
French (except Basque)	55	0.93%
French Canadian	22	0.36%
German	189	3.17%
Greek	0	0.00%
Hungarian	16	0.27%
Irish	468	7.84%
Italian	29	0.48%
Lithuanian	0	0.00%
United States or American	1,391	23.28%
Norwegian	13	0.21%
Polish	3	0.05%
Portuguese	0	0.00%
Russian	3	0.05%
Scottish	26	0.44%
Scotch-Irish	25	0.42%
Slovak	0	0.00%
Subsaharan African	8	0.14%
Swedish	13	0.22%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	1	0.01%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,793	30.01%
Ancestry Unclassified	1,203	20.14%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	5,622	
Speak Only English at Home	5,458	97.08%
Speak Asian/Pac. Isl. Lang. at Home	6	0.10%
Speak IndoEuropean Language at Home	2	0.03%
Speak Spanish at Home	157	2.79%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	5,975	
Age 0 - 4	353	5.91%
Age 5 - 9	384	6.43%
Age 10 - 14	431	7.22%
Age 15 - 17	241	4.03%
Age 18 - 20	221	3.70%
Age 21 - 24	295	4.93%
Age 25 - 34	706	11.82%
Age 35 - 44	732	12.26%
Age 45 - 54	807	13.50%
Age 55 - 64	778	13.02%
Age 65 - 74	632	10.57%
Age 75 - 84	295	4.93%
Age 85 and over	100	1.67%
Age 16 and over	4,727	79.12%
Age 18 and over	4,565	76.41%
Age 21 and over	4,344	72.70%
Age 65 and over	1,026	17.18%
<b>2017 Est. Median Age</b>	39.9	
<b>2017 Est. Average Age</b>	39.8	



# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	5,975	
Male	2,924	48.93%
Female	3,051	51.07%
<b>2017 Est. Male Population by Age</b>	2,924	
Age 0 - 4	182	6.23%
Age 5 - 9	200	6.83%
Age 10 - 14	226	7.73%
Age 15 - 17	123	4.20%
Age 18 - 20	113	3.87%
Age 21 - 24	147	5.03%
Age 25 - 34	341	11.65%
Age 35 - 44	356	12.18%
Age 45 - 54	396	13.56%
Age 55 - 64	374	12.78%
Age 65 - 74	304	10.40%
Age 75 - 84	129	4.42%
Age 85 and over	33	1.13%
<b>2017 Est. Median Age, Male</b>	38.7	
<b>2017 Est. Average Age, Male</b>	38.8	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	3,051	
Age 0 - 4	171	5.60%
Age 5 - 9	185	6.06%
Age 10 - 14	205	6.73%
Age 15 - 17	118	3.87%
Age 18 - 20	108	3.55%
Age 21 - 24	147	4.83%
Age 25 - 34	366	11.98%
Age 35 - 44	376	12.33%
Age 45 - 54	410	13.45%
Age 55 - 64	404	13.24%
Age 65 - 74	328	10.74%
Age 75 - 84	166	5.42%
Age 85 and over	67	2.19%
<b>2017 Est. Median Age, Female</b>	41.0	
<b>2017 Est. Average Age, Female</b>	40.8	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	4,806	
Total, Never Married	1,058	22.01%
Males, Never Married	606	12.61%
Females, Never Married	451	9.39%
Married, Spouse present	2,622	54.56%
Married, Spouse absent	205	4.26%
Widowed	273	5.67%
Males Widowed	50	1.04%
Females Widowed	223	4.63%
Divorced	649	13.50%
Males Divorced	254	5.28%
Females Divorced	395	8.22%



# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	4,049	
Less than 9th grade	366	9.05%
Some High School, no diploma	668	16.51%
High School Graduate (or GED)	1,370	33.84%
Some College, no degree	878	21.67%
Associate Degree	365	9.02%
Bachelor's Degree	256	6.32%
Master's Degree	112	2.77%
Professional School Degree	27	0.66%
Doctorate Degree	7	0.17%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	110	
No High School Diploma	39	35.68%
High School Graduate	57	52.01%
Some College or Associate's Degree	11	10.22%
Bachelor's Degree or Higher	2	2.10%
<b>Households</b>		
2022 Projection	2,297	
2017 Estimate	2,324	
2010 Census	2,401	
2000 Census	2,257	
Growth 2017 - 2022		-1.15%
Growth 2010 - 2017		-3.21%
Growth 2000 - 2010		6.36%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	2,324	
Family Households	1,632	70.23%
Nonfamily Households	692	29.77%
2017 Est. Group Quarters Population	50	
2017 HHs by Ethnicity, Hispanic/Latino	59	
<b>2017 Est. Households by HH Income</b>	2,324	
Income < \$15,000	485	20.86%
Income \$15,000 - \$24,999	462	19.87%
Income \$25,000 - \$34,999	233	10.02%
Income \$35,000 - \$49,999	311	13.40%
Income \$50,000 - \$74,999	371	15.97%
Income \$75,000 - \$99,999	198	8.52%
Income \$100,000 - \$124,999	113	4.88%
Income \$125,000 - \$149,999	63	2.70%
Income \$150,000 - \$199,999	34	1.47%
Income \$200,000 - \$249,999	14	0.62%
Income \$250,000 - \$499,999	26	1.12%
Income \$500,000+	13	0.57%
<b>2017 Est. Average Household Income</b>	\$52,037	
<b>2017 Est. Median Household Income</b>	\$34,246	



# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$37,572	
Black or African American Alone	\$22,919	
American Indian and Alaska Native Alone	\$31,530	
Asian Alone	\$28,827	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$75,747	
Two or More Races	\$90,542	
Hispanic or Latino	\$84,171	
Not Hispanic or Latino	\$34,019	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	1,632	
Married-Couple Family, own children	466	28.58%
Married-Couple Family, no own children	719	44.08%
Male Householder, own children	60	3.66%
Male Householder, no own children	65	4.01%
Female Householder, own children	159	9.76%
Female Householder, no own children	162	9.91%
<b>2017 Est. Households by Household Size</b>	2,324	
1-person	621	26.72%
2-person	745	32.06%
3-person	398	17.13%
4-person	322	13.85%
5-person	151	6.52%
6-person	54	2.33%
7-or-more-person	32	1.39%
<b>2017 Est. Average Household Size</b>	2.55	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	2,324	
Households with 1 or More People under Age 18:	817	35.16%
Married-Couple Family	525	64.20%
Other Family, Male Householder	75	9.15%
Other Family, Female Householder	212	25.98%
Nonfamily, Male Householder	4	0.45%
Nonfamily, Female Householder	2	0.23%
<b>Households with No People under Age 18:</b>	1,507	64.84%
Married-Couple Family	659	43.76%
Other Family, Male Householder	53	3.49%
Other Family, Female Householder	107	7.07%
Nonfamily, Male Householder	325	21.55%
Nonfamily, Female Householder	363	24.12%
<b>2017 Est. Households by Number of Vehicles</b>	2,324	
No Vehicles	128	5.52%
1 Vehicle	722	31.07%
2 Vehicles	895	38.53%
3 Vehicles	359	15.47%
4 Vehicles	182	7.84%
5 or more Vehicles	36	1.57%
<b>2017 Est. Average Number of Vehicles</b>	2.0	



# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	1,614	
2017 Estimate	1,632	
2010 Census	1,681	
2000 Census	1,681	
Growth 2017 - 2022		-1.08%
Growth 2010 - 2017		-2.91%
Growth 2000 - 2010		-0.02%
<b>2017 Est. Families by Poverty Status</b>	1,632	
2017 Families at or Above Poverty	1,194	73.14%
2017 Families at or Above Poverty with Children	578	35.41%
2017 Families Below Poverty	438	26.86%
2017 Families Below Poverty with Children	286	17.50%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	4,727	
In Armed Forces	0	0.00%
Civilian - Employed	2,147	45.42%
Civilian - Unemployed	334	7.07%
Not in Labor Force	2,246	47.51%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	2,151	
For-Profit Private Workers	1,655	76.95%
Non-Profit Private Workers	51	2.35%
Local Government Workers	72	3.33%
State Government Workers	112	5.22%
Federal Government Workers	33	1.55%
Self-Employed Workers	220	10.22%
Unpaid Family Workers	8	0.38%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	2,151	
Architect/Engineer	26	1.20%
Arts/Entertainment/Sports	10	0.44%
Building Grounds Maintenance	82	3.79%
Business/Financial Operations	43	2.00%
Community/Social Services	12	0.54%
Computer/Mathematical	30	1.39%
Construction/Extraction	132	6.15%
Education/Training/Library	104	4.84%
Farming/Fishing/Forestry	5	0.25%
Food Prep/Serving	108	5.02%
Health Practitioner/Technician	93	4.32%
Healthcare Support	30	1.38%
Maintenance Repair	145	6.76%
Legal	22	1.04%
Life/Physical/Social Science	8	0.36%
Management	92	4.26%
Office/Admin. Support	241	11.22%
Production	459	21.36%
Protective Services	26	1.22%
Sales/Related	176	8.17%
Personal Care/Service	28	1.30%
Transportation/Moving	280	13.01%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	2,151	
Blue Collar	1,017	47.27%
White Collar	856	39.77%
Service and Farm	279	12.96%



# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	2,090	
Drove Alone	1,888	90.32%
Car Pooled	136	6.50%
Public Transportation	5	0.26%
Walked	3	0.16%
Bicycle	0	0.00%
Other Means	29	1.39%
Worked at Home	29	1.38%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	717	
15 - 29 Minutes	596	
30 - 44 Minutes	325	
45 - 59 Minutes	193	
60 or more Minutes	210	
2017 Est. Avg Travel Time to Work in Minutes	28.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	2,324	
Owner Occupied	1,841	79.24%
Renter Occupied	482	20.76%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	19.4	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.3	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	1,841	
Value Less than \$20,000	159	8.65%
Value \$20,000 - \$39,999	260	14.11%
Value \$40,000 - \$59,999	271	14.70%
Value \$60,000 - \$79,999	241	13.11%
Value \$80,000 - \$99,999	198	10.74%
Value \$100,000 - \$149,999	248	13.46%
Value \$150,000 - \$199,999	283	15.34%
Value \$200,000 - \$299,999	149	8.09%
Value \$300,000 - \$399,999	14	0.76%
Value \$400,000 - \$499,999	3	0.17%
Value \$500,000 - \$749,999	11	0.60%
Value \$750,000 - \$999,999	4	0.24%
Value \$1,000,000 or more	1	0.03%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$79,138	
<b>2017 Est. Housing Units by Units in Structure</b>	2,712	
1 Unit Attached	9	0.34%
1 Unit Detached	1,926	71.03%
2 Units	0	0.00%
3 or 4 Units	16	0.58%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	761	28.05%
Boat, RV, Van, etc.	0	0.00%



# FALKNER PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	2,712	
Housing Units Built 2010 or later	29	1.09%
Housing Units Built 2000 to 2009	367	13.54%
Housing Units Built 1990 to 1999	546	20.15%
Housing Units Built 1980 to 1989	573	21.13%
Housing Units Built 1970 to 1979	489	18.04%
Housing Units Built 1960 to 1969	363	13.40%
Housing Units Built 1950 to 1959	151	5.58%
Housing Units Built 1940 to 1949	114	4.22%
Housing Unit Built 1939 or Earlier	78	2.86%
<b>2017 Est. Median Year Structure Built</b>	1983	





## TAPESTRY SEGMENTATION PROFILE

### + WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

### + WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

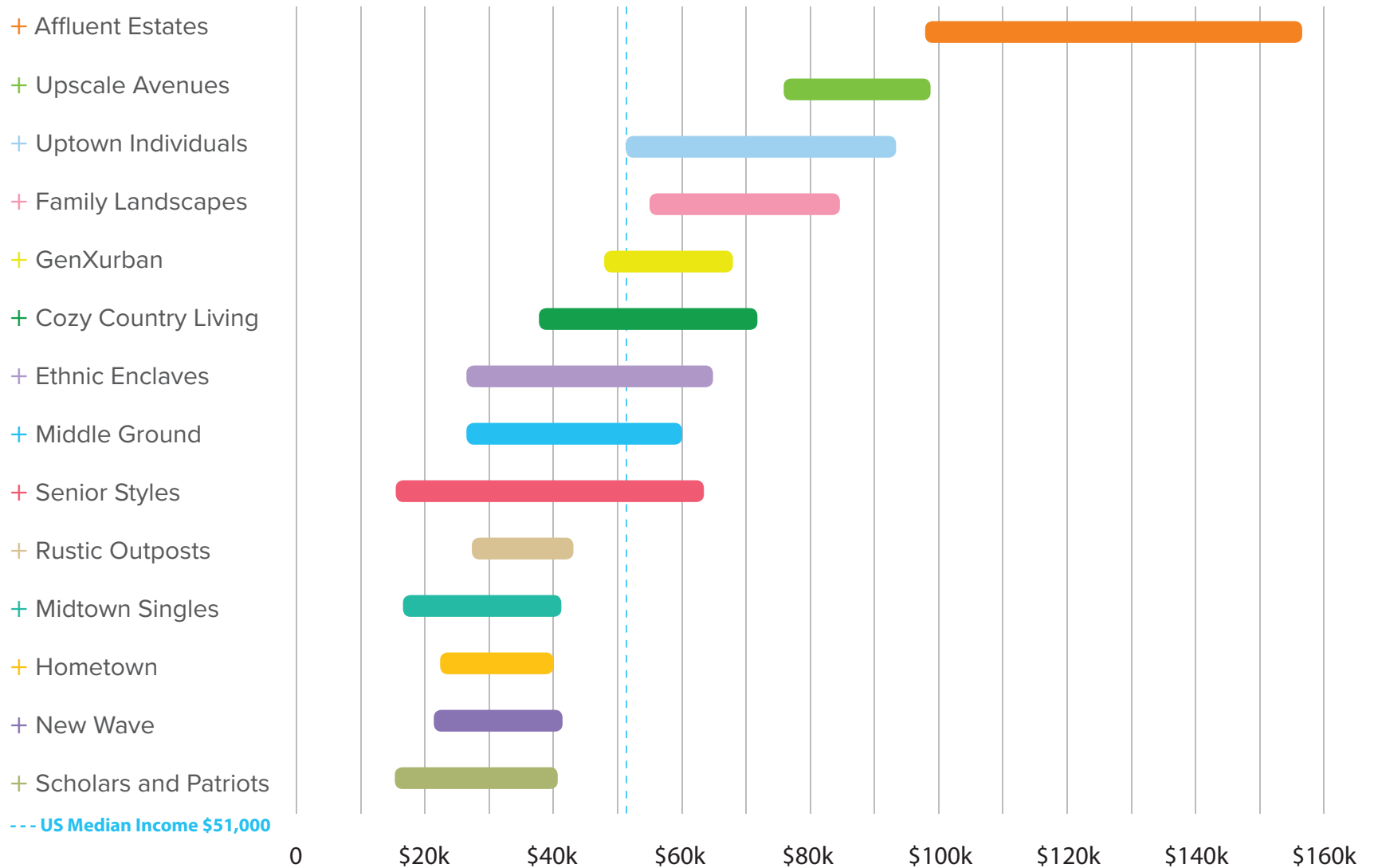
### + TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots



# INCOME RANGE OF LIFEMODE SUMMARY GROUPS

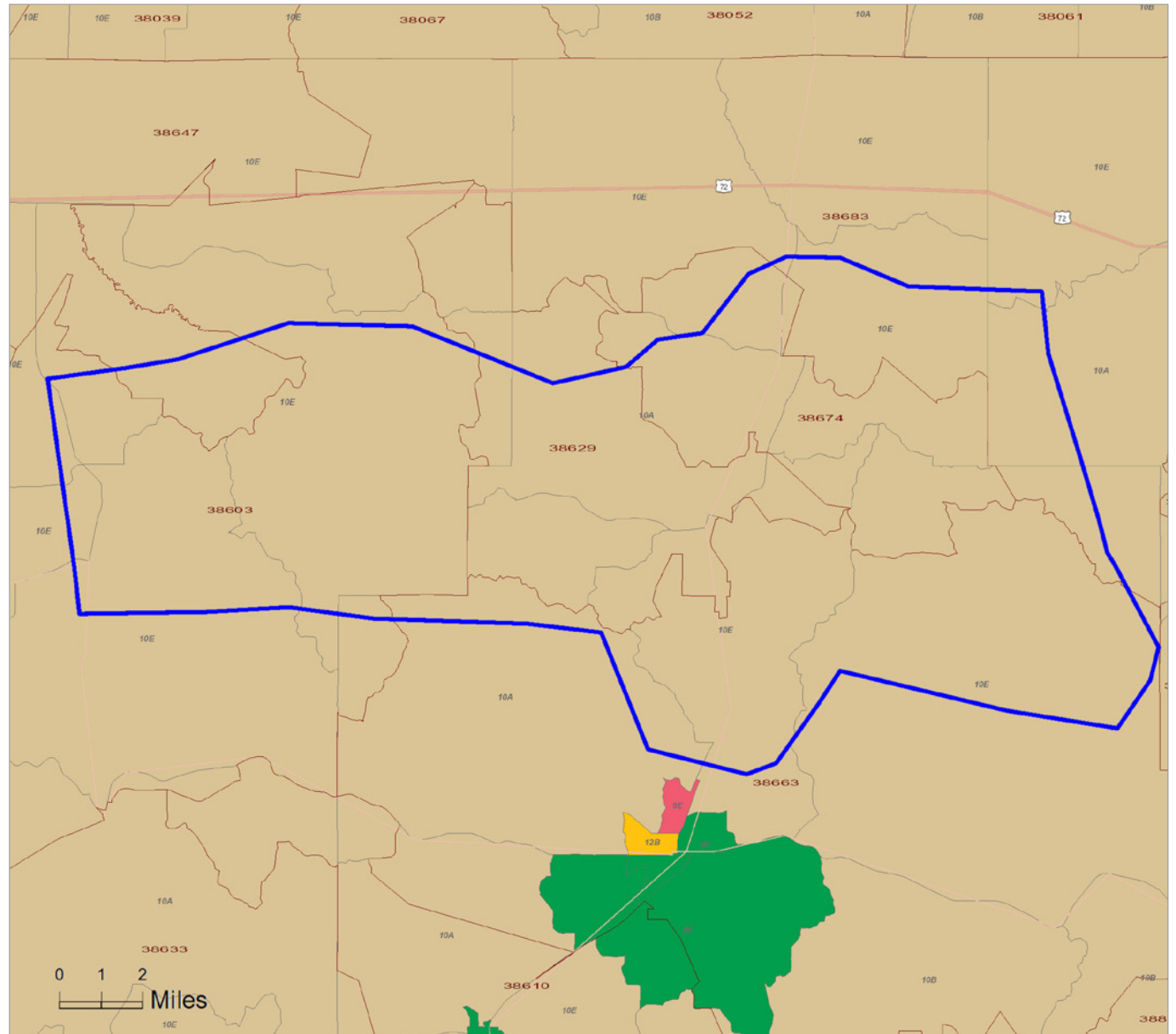




# FALKNER PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP

Tippah County, Mississippi

- + L1 AFFLUENT ESTATES**  
Established wealth — educated, well-traveled married couples
- + L2 UPSCALE AVENUES**  
Prosperous, married couples in higher density neighborhoods
- + L3 UPTOWN INDIVIDUALS**  
Younger, urban singles on the move
- + L4 FAMILY LANDSCAPES**  
Successful younger families in newer housing
- + L5 GENXURBAN**  
Gen X in middle age; families with fewer kids and a mortgage
- + L6 COZY COUNTRY**  
Empty nesters in bucolic settings
- + L7 ETHNIC ENCLAVES**  
Established diversity — young, Hispanic homeowners with families
- + L8 MIDDLE GROUND**  
Lifestyles of thirtysomethings
- + L9 SENIOR STYLES**  
Senior lifestyles reveal the effects of saving for retirement
- + L10 RUSTIC OUTPOSTS**  
Country life with older families, older homes
- + L11 MIDTOWN SINGLES**  
Millennials on the move; single, diverse, and urban
- + L12 HOMETOWN**  
Growing up and staying close to home; single householders
- + L13 NEXT WAVE**  
Urban denizens; young, diverse, hardworking families
- + L14 SCHOLARS AND PATRIOTS**  
College campuses and military neighborhoods





# FALKNER PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Tippah County, Mississippi

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Rural Bypasses (10E)	72.1%	72.1%	1.4%	1.4%	5258
2	Southern Satellites (10A)	27.9%	100.0%	3.2%	4.6%	885
	<b>Subtotal</b>	<b>100.0%</b>		<b>4.6%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>4.5%</b>		<b>2209</b>



LifeMode Group • Rustic Outposts

10E

# RURAL BYPASSES

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.

US Household // 1,664,000  
Average Household Size // 2.54  
Median Age // 39.7  
Median Household Income // \$29,000

## + 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 (Index 493).
- 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.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.

## + 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% (Index 161); labor force participation is low at 46% (Index 74).
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$85,000

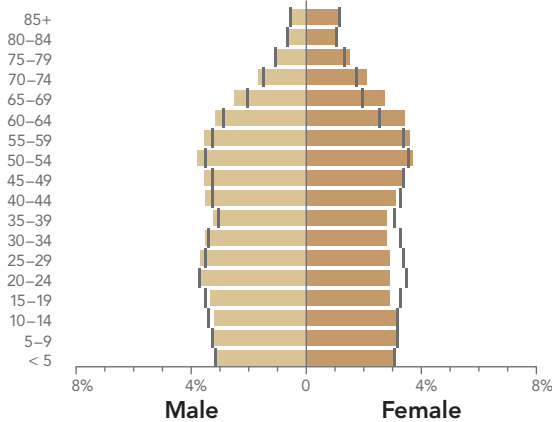
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

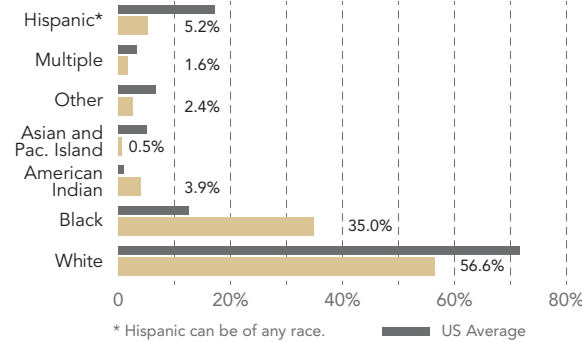
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

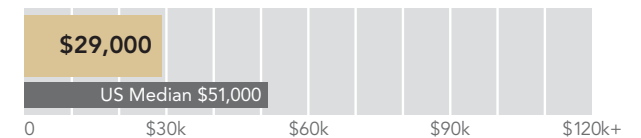
**Diversity Index: 59.9** US: 62.1



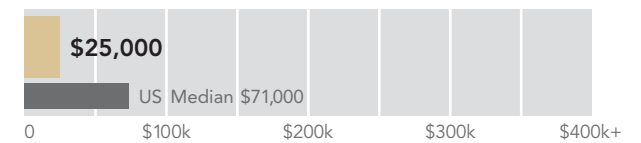
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

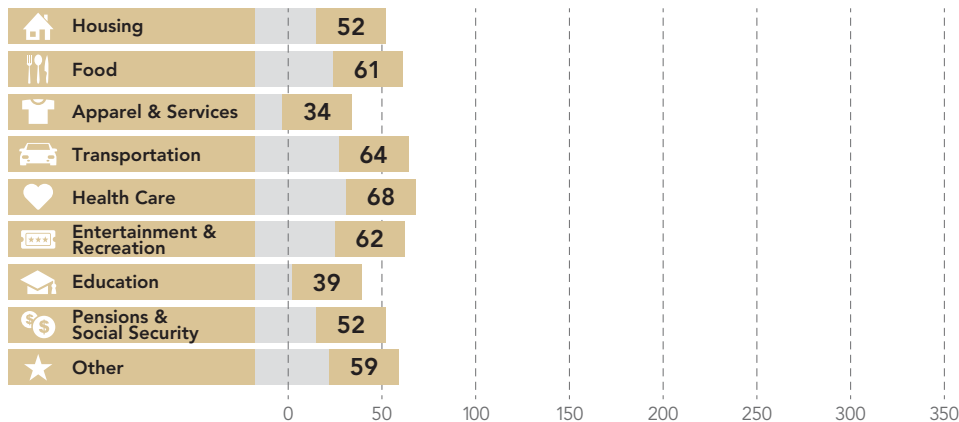


### Median Net Worth



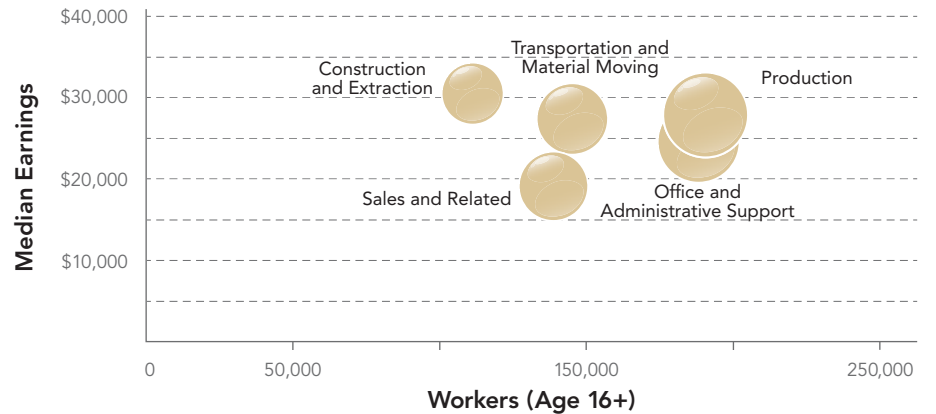
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10A

# SOUTHERN SATELLITES

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South.

This market is typically nondiverse, 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

US Household // 3,775,000

Average Household Size // 2.65

Median Age // 39.7

Median Household Income // \$44,000



## + OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).



10A

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.).

## + SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

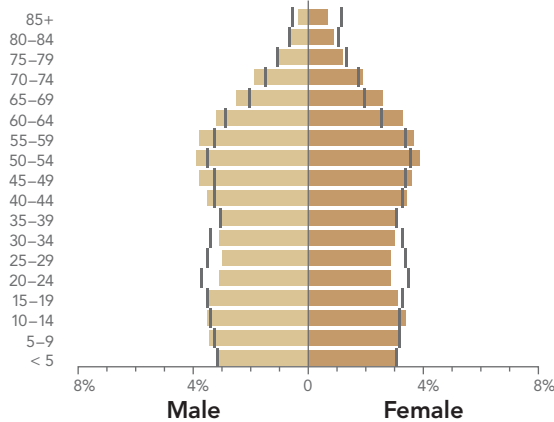
\$119,000  
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

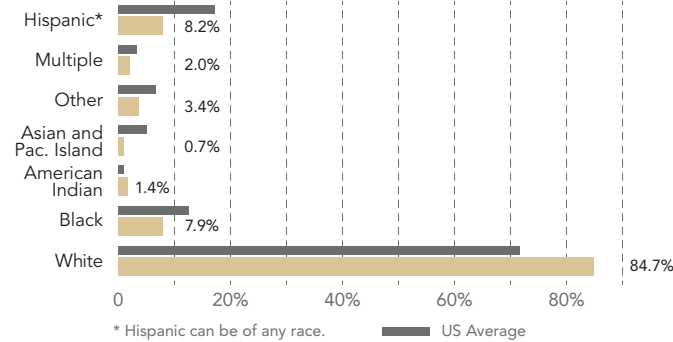
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

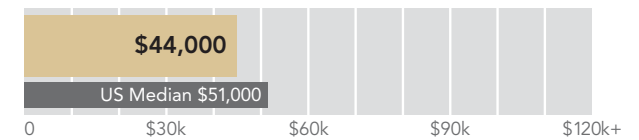
**Diversity Index: 38.6** US: 62.1



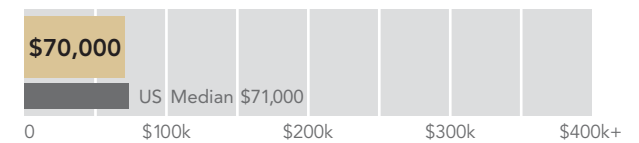
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

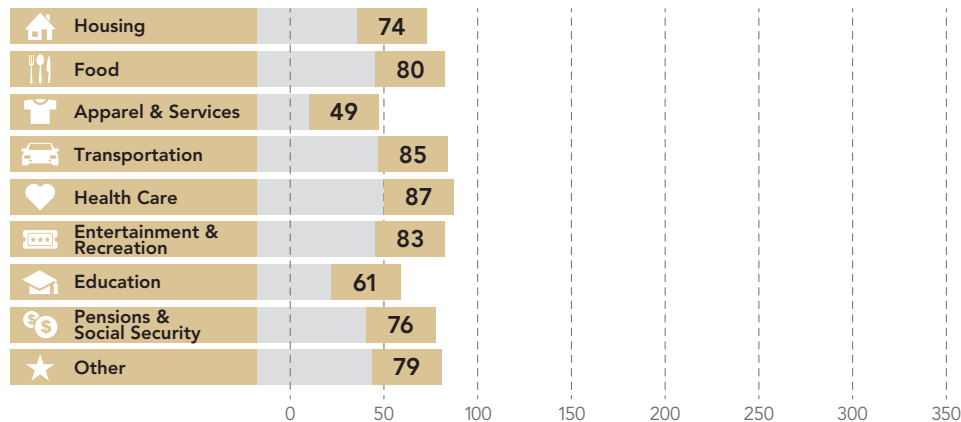


### Median Net Worth



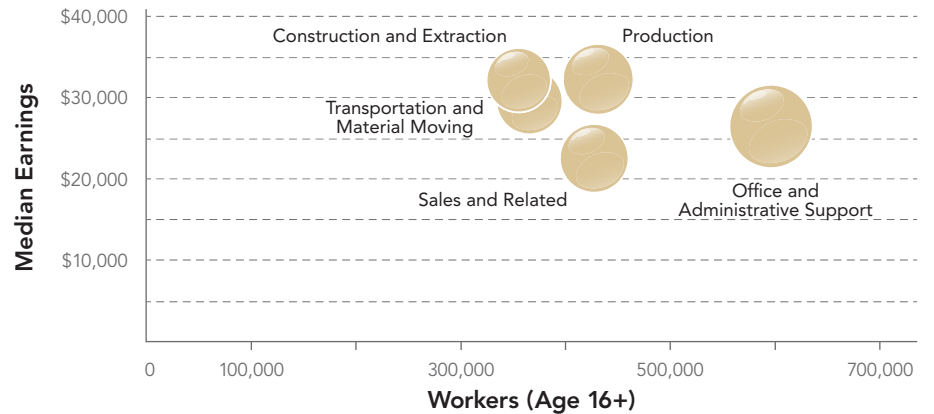
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

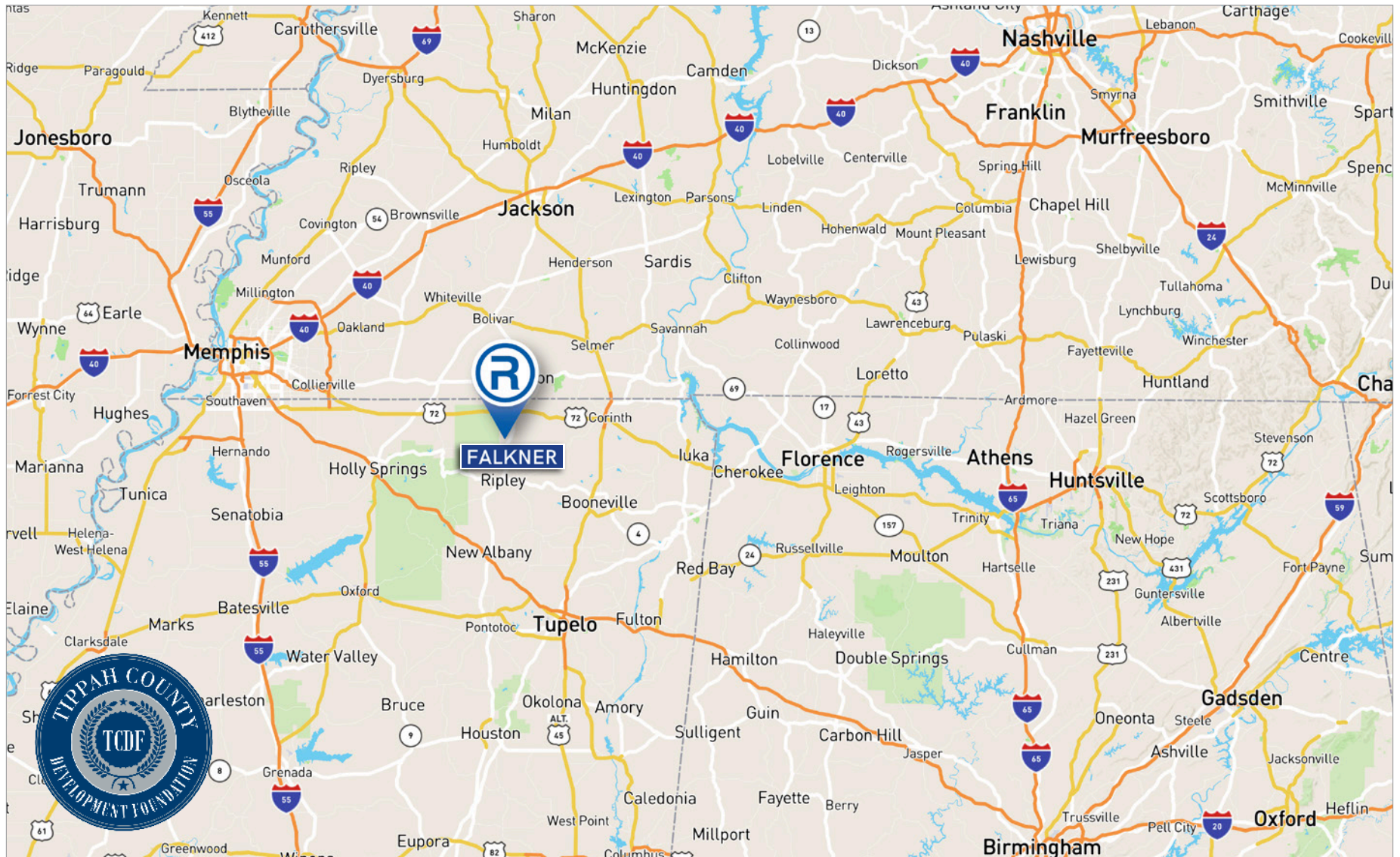
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





# FALKNER LOCATION

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	540	
2017 Estimate	540	
2010 Census	514	
2000 Census	487	
Growth 2017 - 2022		0.00%
Growth 2010 - 2017		5.06%
Growth 2000 - 2010		5.54%
<b>2017 Est. Population by Single-Classification Race</b>	540	
White Alone	386	71.48%
Black or African American Alone	122	22.59%
Amer. Indian and Alaska Native Alone	0	0.00%
Asian Alone	1	0.19%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	20	3.70%
Two or More Races	11	2.04%
<b>2017 Est. Population by Hispanic or Latino Origin</b>	540	
Not Hispanic or Latino	511	94.63%
Hispanic or Latino	29	5.37%
Mexican	25	86.21%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	4	13.79%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>	29	
White Alone	7	24.14%
Black or African American Alone	2	6.90%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	19	65.52%
Two or More Races	1	3.45%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>	1	
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	1	100.00%
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%



# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	540	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	3	0.56%
English	67	12.41%
French (except Basque)	5	0.93%
French Canadian	2	0.37%
German	15	2.78%
Greek	0	0.00%
Hungarian	2	0.37%
Irish	48	8.89%
Italian	2	0.37%
Lithuanian	0	0.00%
United States or American	139	25.74%
Norwegian	1	0.19%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	2	0.37%
Scotch-Irish	1	0.19%
Slovak	0	0.00%
Subsaharan African	1	0.19%
Swedish	1	0.19%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	132	24.44%
Ancestry Unclassified	119	22.04%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	506	
Speak Only English at Home	491	97.04%
Speak Asian/Pac. Isl. Lang. at Home	1	0.20%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	14	2.77%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	540	
Age 0 - 4	34	6.30%
Age 5 - 9	38	7.04%
Age 10 - 14	45	8.33%
Age 15 - 17	24	4.44%
Age 18 - 20	22	4.07%
Age 21 - 24	28	5.19%
Age 25 - 34	66	12.22%
Age 35 - 44	65	12.04%
Age 45 - 54	67	12.41%
Age 55 - 64	68	12.59%
Age 65 - 74	56	10.37%
Age 75 - 84	23	4.26%
Age 85 and over	4	0.74%
Age 16 and over	416	77.04%
Age 18 and over	399	73.89%
Age 21 and over	377	69.81%
Age 65 and over	83	15.37%
<b>2017 Est. Median Age</b>	37.0	
<b>2017 Est. Average Age</b>	38.0	



# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	540	
Male	259	47.96%
Female	281	52.04%
<b>2017 Est. Male Population by Age</b>	259	
Age 0 - 4	18	6.95%
Age 5 - 9	19	7.34%
Age 10 - 14	24	9.27%
Age 15 - 17	11	4.25%
Age 18 - 20	11	4.25%
Age 21 - 24	13	5.02%
Age 25 - 34	33	12.74%
Age 35 - 44	31	11.97%
Age 45 - 54	31	11.97%
Age 55 - 64	31	11.97%
Age 65 - 74	25	9.65%
Age 75 - 84	11	4.25%
Age 85 and over	1	0.39%
<b>2017 Est. Median Age, Male</b>	35.2	
<b>2017 Est. Average Age, Male</b>	36.7	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	281	
Age 0 - 4	16	5.69%
Age 5 - 9	19	6.76%
Age 10 - 14	21	7.47%
Age 15 - 17	13	4.63%
Age 18 - 20	11	3.91%
Age 21 - 24	15	5.34%
Age 25 - 34	33	11.74%
Age 35 - 44	34	12.10%
Age 45 - 54	36	12.81%
Age 55 - 64	37	13.17%
Age 65 - 74	31	11.03%
Age 75 - 84	12	4.27%
Age 85 and over	3	1.07%
<b>2017 Est. Median Age, Female</b>	38.7	
<b>2017 Est. Average Age, Female</b>	39.1	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	423	
Total, Never Married	100	23.64%
Males, Never Married	58	13.71%
Females, Never Married	42	9.93%
Married, Spouse present	232	54.85%
Married, Spouse absent	16	3.78%
Widowed	21	4.96%
Males Widowed	4	0.95%
Females Widowed	17	4.02%
Divorced	54	12.77%
Males Divorced	19	4.49%
Females Divorced	35	8.27%



# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	349	
Less than 9th grade	24	6.88%
Some High School, no diploma	58	16.62%
High School Graduate (or GED)	108	30.95%
Some College, no degree	85	24.36%
Associate Degree	32	9.17%
Bachelor's Degree	26	7.45%
Master's Degree	13	3.72%
Professional School Degree	2	0.57%
Doctorate Degree	1	0.29%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	16	
No High School Diploma	4	25.00%
High School Graduate	10	62.50%
Some College or Associate's Degree	2	12.50%
Bachelor's Degree or Higher	0	0.00%
<b>Households</b>		
2022 Projection	209	
2017 Estimate	209	
2010 Census	200	
2000 Census	190	
Growth 2017 - 2022		0.00%
Growth 2010 - 2017		4.50%
Growth 2000 - 2010		5.26%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	209	
Family Households	152	72.73%
Nonfamily Households	57	27.27%
2017 Est. Group Quarters Population	0	
2017 HHs by Ethnicity, Hispanic/Latino	8	
<b>2017 Est. Households by HH Income</b>	209	
Income < \$15,000	43	20.57%
Income \$15,000 - \$24,999	49	23.44%
Income \$25,000 - \$34,999	21	10.05%
Income \$35,000 - \$49,999	26	12.44%
Income \$50,000 - \$74,999	33	15.79%
Income \$75,000 - \$99,999	19	9.09%
Income \$100,000 - \$124,999	8	3.83%
Income \$125,000 - \$149,999	3	1.44%
Income \$150,000 - \$199,999	4	1.91%
Income \$200,000 - \$249,999	1	0.48%
Income \$250,000 - \$499,999	2	0.96%
Income \$500,000+	0	0.00%
<b>2017 Est. Average Household Income</b>	\$46,536	
<b>2017 Est. Median Household Income</b>	\$30,952	



# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$33,333	
Black or African American Alone	\$24,000	
American Indian and Alaska Native Alone	\$0	
Asian Alone	\$0	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$20,000	
Two or More Races	\$112,500	
Hispanic or Latino	\$87,500	
Not Hispanic or Latino	\$30,476	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	152	
Married-Couple Family, own children	44	28.95%
Married-Couple Family, no own children	64	42.11%
Male Householder, own children	7	4.61%
Male Householder, no own children	5	3.29%
Female Householder, own children	16	10.53%
Female Householder, no own children	16	10.53%
<b>2017 Est. Households by Household Size</b>	209	
1-person	52	24.88%
2-person	67	32.06%
3-person	38	18.18%
4-person	32	15.31%
5-person	13	6.22%
6-person	5	2.39%
7-or-more-person	2	0.96%
<b>2017 Est. Average Household Size</b>	2.58	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	209	
Households with 1 or More People under Age 18:	78	37.32%
Married-Couple Family	48	61.54%
Other Family, Male Householder	7	8.97%
Other Family, Female Householder	22	28.21%
Nonfamily, Male Householder	1	1.28%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	131	62.68%
Married-Couple Family	59	45.04%
Other Family, Male Householder	4	3.05%
Other Family, Female Householder	10	7.63%
Nonfamily, Male Householder	26	19.85%
Nonfamily, Female Householder	32	24.43%
<b>2017 Est. Households by Number of Vehicles</b>	209	
No Vehicles	11	5.26%
1 Vehicle	65	31.10%
2 Vehicles	86	41.15%
3 Vehicles	28	13.40%
4 Vehicles	16	7.66%
5 or more Vehicles	3	1.44%
<b>2017 Est. Average Number of Vehicles</b>	1.9	





# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	151	
2017 Estimate	152	
2010 Census	145	
2000 Census	142	
Growth 2017 - 2022		-0.66%
Growth 2010 - 2017		4.83%
Growth 2000 - 2010		2.11%
<b>2017 Est. Families by Poverty Status</b>	152	
2017 Families at or Above Poverty	101	66.45%
2017 Families at or Above Poverty with Children	53	34.87%
2017 Families Below Poverty	51	33.55%
2017 Families Below Poverty with Children	37	24.34%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	416	
In Armed Forces	0	0.00%
Civilian - Employed	186	44.71%
Civilian - Unemployed	28	6.73%
Not in Labor Force	202	48.56%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	189	
For-Profit Private Workers	151	79.89%
Non-Profit Private Workers	4	2.12%
Local Government Workers	4	2.12%
State Government Workers	9	4.76%
Federal Government Workers	4	2.12%
Self-Employed Workers	15	7.94%
Unpaid Family Workers	2	1.06%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	189	
Architect/Engineer	2	1.06%
Arts/Entertainment/Sports	0	0.00%
Building Grounds Maintenance	7	3.70%
Business/Financial Operations	4	2.12%
Community/Social Services	1	0.53%
Computer/Mathematical	5	2.65%
Construction/Extraction	9	4.76%
Education/Training/Library	11	5.82%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	14	7.41%
Health Practitioner/Technician	5	2.65%
Healthcare Support	0	0.00%
Maintenance Repair	11	5.82%
Legal	1	0.53%
Life/Physical/Social Science	1	0.53%
Management	5	2.65%
Office/Admin. Support	23	12.17%
Production	52	27.51%
Protective Services	3	1.59%
Sales/Related	14	7.41%
Personal Care/Service	2	1.06%
Transportation/Moving	19	10.05%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	189	
Blue Collar	91	48.15%
White Collar	72	38.10%
Service and Farm	26	13.76%



# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	182	
Drove Alone	158	86.81%
Car Pooled	16	8.79%
Public Transportation	1	0.55%
Walked	0	0.00%
Bicycle	0	0.00%
Other Means	5	2.75%
Worked at Home	2	1.10%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	76	
15 - 29 Minutes	48	
30 - 44 Minutes	23	
45 - 59 Minutes	13	
60 or more Minutes	17	
2017 Est. Avg Travel Time to Work in Minutes	26.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	209	
Owner Occupied	160	76.56%
Renter Occupied	49	23.44%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	19.5	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	7.7	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	160	
Value Less than \$20,000	11	6.88%
Value \$20,000 - \$39,999	26	16.25%
Value \$40,000 - \$59,999	20	12.50%
Value \$60,000 - \$79,999	24	15.00%
Value \$80,000 - \$99,999	18	11.25%
Value \$100,000 - \$149,999	24	15.00%
Value \$150,000 - \$199,999	25	15.63%
Value \$200,000 - \$299,999	11	6.88%
Value \$300,000 - \$399,999	1	0.63%
Value \$400,000 - \$499,999	0	0.00%
Value \$500,000 - \$749,999	0	0.00%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$79,167	
<b>2017 Est. Housing Units by Units in Structure</b>	234	
1 Unit Attached	1	0.43%
1 Unit Detached	163	69.66%
2 Units	0	0.00%
3 or 4 Units	2	0.85%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	68	29.06%
Boat, RV, Van, etc.	0	0.00%



# FALKNER COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	234	
Housing Units Built 2010 or later	3	1.28%
Housing Units Built 2000 to 2009	26	11.11%
Housing Units Built 1990 to 1999	52	22.22%
Housing Units Built 1980 to 1989	45	19.23%
Housing Units Built 1970 to 1979	37	15.81%
Housing Units Built 1960 to 1969	39	16.67%
Housing Units Built 1950 to 1959	12	5.13%
Housing Units Built 1940 to 1949	15	6.41%
Housing Unit Built 1939 or Earlier	5	2.14%
<b>2017 Est. Median Year Structure Built</b>	1982	



# FALKNER COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Business</b>	45	1,329	30
Private Sector	44	1,326	30
Public Administration	1	3	3
Agriculture, Forestry, Fishing and Hunting	0	0	
Mining, Quarrying, and Oil and Gas Extraction	0	0	
Utilities	0	0	
Construction	3	47	16
Manufacturing	5	884	177
Wholesale Trade	0	0	
Transportation and Warehousing	6	44	7
Information	0	0	
Real Estate and Rental and Leasing	0	0	
Professional, Scientific, and Technical Services	0	0	
Management of Companies and Enterprises	0	0	
Administrative, Support, Waste Mgmt Remediation Services	3	188	63
Educational Services	4	76	19
Healthcare and Social Assistance	3	9	3
Arts, Entertainment, and Recreation	1	2	2



# FALKNER COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Retail Trade</b>	8	50	6
Motor Vehicle and Parts Dealers	2	7	4
Furniture and Home Furnishing Stores	0	0	
Electronics and Appliance Stores	1	1	1
Building Material and Garden Equipment and Supplies De	1	29	29
Food and Beverage Stores	0	0	
Health and Personal Care Stores	0	0	
Gasoline Stations	0	0	
Clothing and Accessories Stores	0	0	
Sporting Goods, Hobby, Book and Music Stores	1	4	4
General Merchandise Stores	1	7	7
Miscellaneous Store Retailers	2	2	1
Nonstore Retailers	0	0	
<b>Finance and Insurance</b>	2	0	
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	2	0	
Securities, Commercial Contracts, Financial Investment and Related Activities	0	0	
Insurance Carriers and Related Activities	0	0	
Funds, Trusts and Other Financial Vehicles	0	0	
<b>Accommodation and Food Services</b>	3	15	5
Accommodation	0	0	
Food Services and Drinking Places	3	15	5
<b>Other Services (except Public Administration)</b>	6	11	2
Repair and Maintenance	0	0	
Personal and Laundry Services	0	0	
Religious, Grant Making, Civic, Professional, Similar Organizations	6	11	2

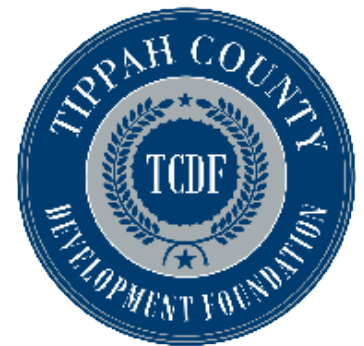


TheRetailCoach®

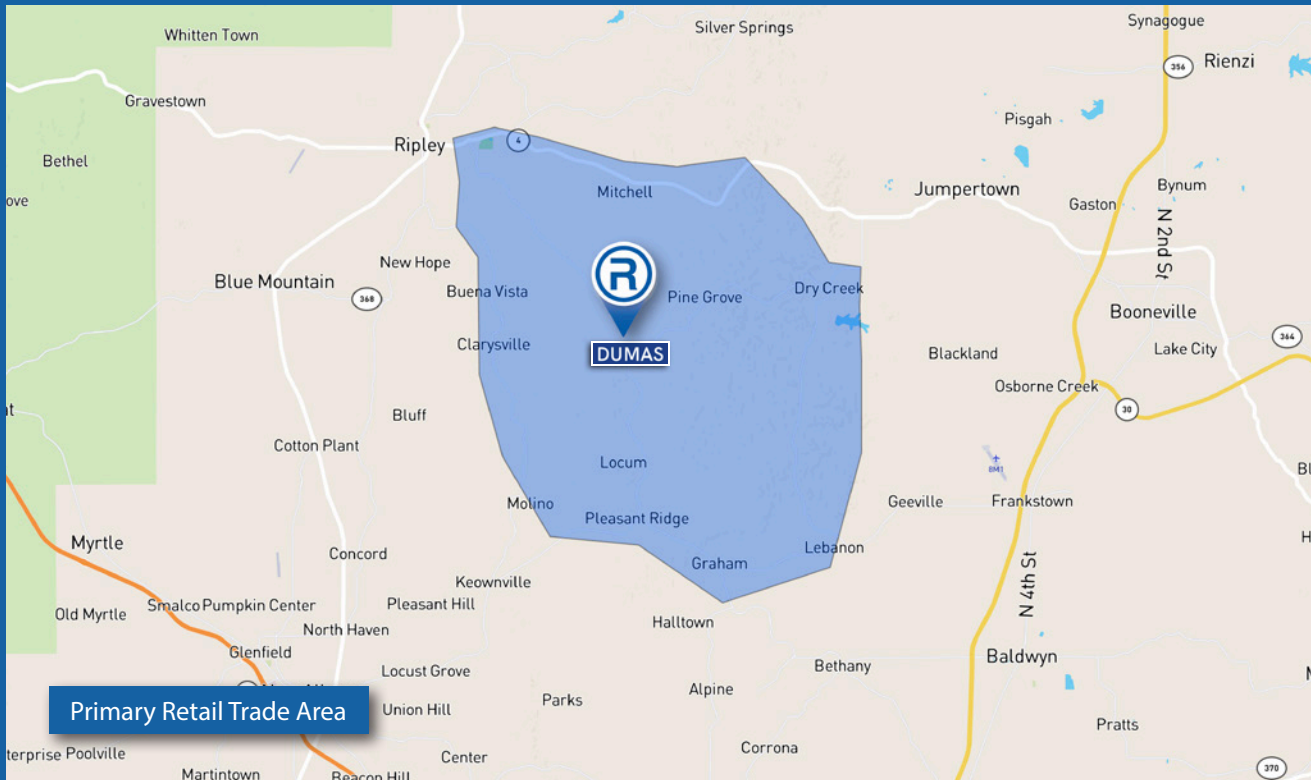
# DUMAS ANALYSIS AREA

## Tippah County, Mississippi

Prepared for  
Tippah County Development Foundation  
September 2017



# Demographic Snapshot



## Contact Information

Matthew Harrison, Executive Director/ COO  
 Tippah County Development Foundation  
 201 North Union Street  
 Ripley, Mississippi 38663  
 Phone 662.837.3353  
 mharrison@tippahcounty.org  
 www.tippahcounty.org

September 2017. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 800.851.0962.

## Population

	2000	2010	2017 ESTIMATE	2022 PROJECTION
Dumas Primary Retail Trade Area	3,532	3,925	4,064	4,172

## Income

	2017 ESTIMATE
Average Household	\$54,099
Median Household	\$41,799
Per Capita	\$20,987

## Educational Attainment

	2017 ESTIMATE
Graduate or Professional	6.69%
Bachelor's Degree	4.87%
Associate Degree	9.81%
Some College, No Degree	20.29%
High School Graduate	35.36%
Some High School, No Degree	13.96%
Less than 9th Grade	9.01%

## Race Distribution

	2017 ESTIMATE
White	92.33%
Black or African American	5.25%
American Indian/Alaskan	0.21%
Asian	0.12%
Native Hawaiian/Islander	0.02%
Other Race	0.87%
Two or More Races	1.21%
Hispanic or Latino (of any race)	2.65%

## Age

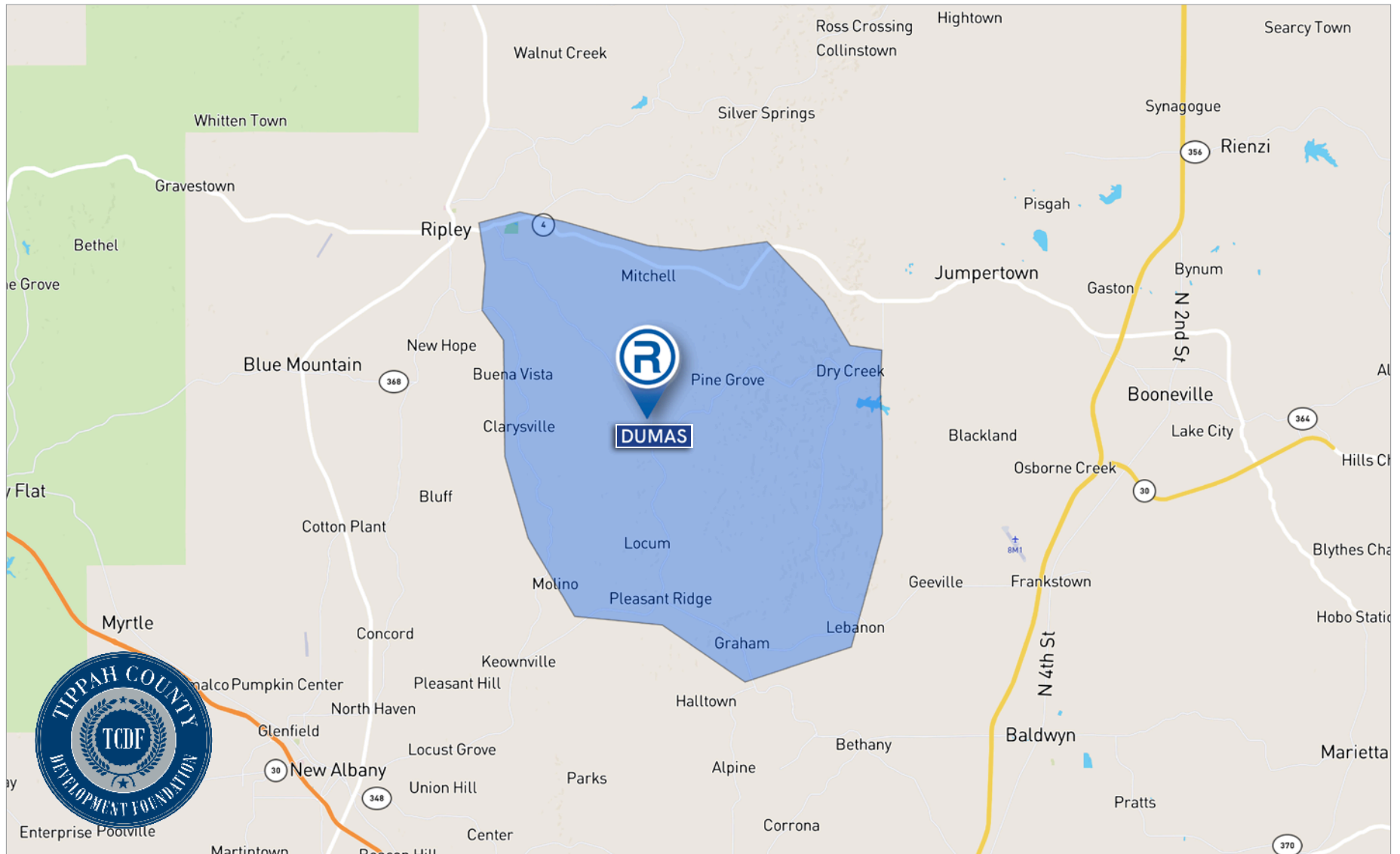
GROUPS	2017 ESTIMATE
9 Years and Under	11.58%
10-17 Years	10.71%
18-24 Years	9.19%
25-34 Years	11.78%
35-44 Years	11.88%
45-54 Years	14.64%
55-64 Years	13.00%
65 Years and Over	17.22%
DISTRIBUTION	2017 ESTIMATE
Median Age	40.7
Average Age	40.3





# DUMAS PRIMARY RETAIL TRADE AREA

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/ COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org





# DUMAS PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
	Total Retail Sales Incl Eating and Drinking Places	\$57,694,445.81	\$64,279.00	\$57,630,166.81	0.001
441	Motor Vehicle and Parts Dealers	\$13,048,352.28	\$16,853.00	\$13,031,499.28	0.001
4411	Automotive Dealers	\$10,984,848.74	\$0.00	\$10,984,848.74	0.000
4412	Other Motor Vehicle Dealers	\$862,482.75	\$0.00	\$862,482.75	0.000
4413	Automotive Parts/Accsrs, Tire Stores	\$1,201,020.79	\$16,853.00	\$1,184,167.79	0.014
442	Furniture and Home Furnishings Stores	\$1,021,143.77	\$0.00	\$1,021,143.77	0.000
4421	Furniture Stores	\$571,432.00	\$0.00	\$571,432.00	0.000
4422	Home Furnishing Stores	\$449,711.78	\$0.00	\$449,711.78	0.000
443	Electronics and Appliance Stores	\$1,554,975.74	\$0.00	\$1,554,975.74	0.000
44311	Appliances, TVs, Electronics Stores	\$777,487.87	\$0.00	\$777,487.87	0.000
443111	Household Appliances Stores	\$93,940.54	\$0.00	\$93,940.54	0.000
443112	Electronics Stores	\$683,547.33	\$0.00	\$683,547.33	0.000
444	Building Material, Garden Equip Stores	\$7,811,699.71	\$0.00	\$7,811,699.71	0.000
4441	Building Material and Supply Dealers	\$7,169,468.08	\$0.00	\$7,169,468.08	0.000
44411	Home Centers	\$3,214,365.48	\$0.00	\$3,214,365.48	0.000
44412	Paint and Wallpaper Stores	\$153,620.67	\$0.00	\$153,620.67	0.000
44413	Hardware Stores	\$701,633.44	\$0.00	\$701,633.44	0.000
44419	Other Building Materials Dealers	\$3,099,848.49	\$0.00	\$3,099,848.49	0.000
444191	Building Materials, Lumberyards	\$1,156,560.34	\$0.00	\$1,156,560.34	0.000
4442	Lawn, Garden Equipment, Supplies Stores	\$642,231.63	\$0.00	\$642,231.63	0.000
44421	Outdoor Power Equipment Stores	\$118,757.62	\$0.00	\$118,757.62	0.000
44422	Nursery and Garden Centers	\$523,474.02	\$0.00	\$523,474.02	0.000



# DUMAS PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
445	Food and Beverage Stores	\$6,529,752.58	\$19,117.00	\$6,510,635.58	0.003
4451	Grocery Stores	\$6,056,741.61	\$19,117.00	\$6,037,624.61	0.003
44511	Supermarkets, Grocery (Ex Conv) Stores	\$5,313,853.79	\$19,117.00	\$5,294,736.79	0.004
44512	Convenience Stores	\$742,887.82	\$0.00	\$742,887.82	0.000
4452	Specialty Food Stores	\$243,832.27	\$0.00	\$243,832.27	0.000
4453	Beer, Wine and Liquor Stores	\$229,178.70	\$0.00	\$229,178.70	0.000
446	Health and Personal Care Stores	\$5,022,945.79	\$0.00	\$5,022,945.79	0.000
44611	Pharmacies and Drug Stores	\$4,123,792.79	\$0.00	\$4,123,792.79	0.000
44612	Cosmetics, Beauty Supplies, Perfume Stores	\$506,932.81	\$0.00	\$506,932.81	0.000
44613	Optical Goods Stores	\$123,989.68	\$0.00	\$123,989.68	0.000
44619	Other Health and Personal Care Stores	\$268,230.51	\$0.00	\$268,230.51	0.000
447	Gasoline Stations	\$5,056,774.28	\$0.00	\$5,056,774.28	0.000
44711	Gasoline Stations With Conv Stores	\$1,554,941.99	\$0.00	\$1,554,941.99	0.000
44719	Other Gasoline Stations	\$3,501,832.29	\$0.00	\$3,501,832.29	0.000
448	Clothing and Clothing Accessories Stores	\$2,756,802.56	\$0.00	\$2,756,802.56	0.000
4481	Clothing Stores	\$2,091,094.53	\$0.00	\$2,091,094.53	0.000
44811	Men's Clothing Stores	\$73,261.16	\$0.00	\$73,261.16	0.000
44812	Women's Clothing Stores	\$469,548.27	\$0.00	\$469,548.27	0.000
44813	Childrens, Infants Clothing Stores	\$104,716.28	\$0.00	\$104,716.28	0.000
44814	Family Clothing Stores	\$1,175,255.81	\$0.00	\$1,175,255.81	0.000
44815	Clothing Accessories Stores	\$93,501.26	\$0.00	\$93,501.26	0.000
44819	Other Clothing Stores	\$174,811.76	\$0.00	\$174,811.76	0.000
4482	Shoe Stores	\$418,098.09	\$0.00	\$418,098.09	0.000
4483	Jewelry, Luggage, Leather Goods Stores	\$247,609.93	\$0.00	\$247,609.93	0.000
44831	Jewelry Stores	\$243,606.29	\$0.00	\$243,606.29	0.000
44832	Luggage and Leather Goods Stores	\$4,003.64	\$0.00	\$4,003.64	0.000



# DUMAS PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
451	Sporting Goods, Hobby, Book, Music Stores	\$894,393.90	\$21,443.00	\$872,950.90	0.024
4511	Sportng Goods, Hobby, Musical Inst Stores	\$731,242.62	\$21,443.00	\$709,799.62	0.029
45111	Sporting Goods Stores	\$537,605.22	\$21,443.00	\$516,162.22	0.040
45112	Hobby, Toys and Games Stores	\$125,766.00	\$0.00	\$125,766.00	0.000
45113	Sew/Needlework/Piece Goods Stores	\$31,149.10	\$0.00	\$31,149.10	0.000
45114	Musical Instrument and Supplies Stores	\$36,722.30	\$0.00	\$36,722.30	0.000
4512	Book, Periodical and Music Stores	\$163,151.29	\$0.00	\$163,151.29	0.000
45121	Book Stores and News Dealers	\$163,151.29	\$0.00	\$163,151.29	0.000
451211	Book Stores	\$156,733.30	\$0.00	\$156,733.30	0.000
451212	News Dealers and Newsstands	\$6,417.99	\$0.00	\$6,417.99	0.000
452	General Merchandise Stores	\$6,863,439.13	\$0.00	\$6,863,439.13	0.000
4521	Department Stores Excl Leased Depts	\$3,694,846.57	\$0.00	\$3,694,846.57	0.000
4529	Other General Merchandise Stores	\$3,168,592.56	\$0.00	\$3,168,592.56	0.000
453	Miscellaneous Store Retailers	\$1,347,186.84	\$0.00	\$1,347,186.84	0.000
4531	Florists	\$74,605.36	\$0.00	\$74,605.36	0.000
4532	Office Supplies, Stationery, Gift Stores	\$481,462.09	\$0.00	\$481,462.09	0.000
45321	Office Supplies and Stationery Stores	\$274,375.96	\$0.00	\$274,375.96	0.000
45322	Gift, Novelty and Souvenir Stores	\$207,086.14	\$0.00	\$207,086.14	0.000
4533	Used Merchandise Stores	\$110,846.76	\$0.00	\$110,846.76	0.000
4539	Other Miscellaneous Store Retailers	\$680,272.64	\$0.00	\$680,272.64	0.000
454	Non-Store Retailers	\$506,137.45	\$0.00	\$506,137.45	0.000



# DUMAS PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Tippah County, Mississippi

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE/SURPLUS	LEAKAGE INDEX
722	Foodservice and Drinking Places	\$5,280,841.75	\$6,866.00	\$5,273,975.75	0.001
7223	Special Foodservices	\$144,262.14	\$0.00	\$144,262.14	0.000
7224	Drinking Places -Alcoholic Beverages	\$49,427.31	\$0.00	\$49,427.31	0.000
722511	Full Service Restaurants	\$2,497,369.01	\$6,866.00	\$2,490,503.01	0.003
722513	Limited Service Eating Places	\$2,368,788.38	\$0.00	\$2,368,788.38	0.000
722514	Cafeterias, Grill Buffets, and Buffets	\$80,380.12	\$0.00	\$80,380.12	0.000
722515	Snack and Non-alcoholic Beverage Bars	\$140,614.80	\$0.00	\$140,614.80	0.000



# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	4,172	
2017 Estimate	4,064	
2010 Census	3,925	
2000 Census	3,532	
Growth 2017 - 2022		2.65%
Growth 2010 - 2017		3.53%
Growth 2000 - 2010		11.14%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	3,752	92.33%
Black or African American Alone	213	5.25%
Amer. Indian and Alaska Native Alone	8	0.21%
Asian Alone	5	0.12%
Native Hawaiian and Other Pac. Isl. Alone	1	0.02%
Some Other Race Alone	35	0.87%
Two or More Races	49	1.21%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	3,956	97.35%
Hispanic or Latino	108	2.65%
Mexican	85	79.00%
Puerto Rican	3	2.36%
Cuban	0	0.25%
All Other Hispanic or Latino	20	18.39%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
	108	
White Alone	59	54.56%
Black or African American Alone	1	1.39%
American Indian and Alaska Native Alone	3	2.62%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	1	0.78%
Some Other Race Alone	32	30.02%
Two or More Races	11	10.62%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
	5	
Chinese, except Taiwanese	0	0.37%
Filipino	0	0.00%
Japanese	0	2.70%
Asian Indian	0	0.00%
Korean	1	30.11%
Vietnamese	3	66.82%
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%



# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	4,064	
Arab	0	0.00%
Czech	1	0.04%
Danish	0	0.00%
Dutch	59	1.45%
English	285	7.01%
French (except Basque)	64	1.58%
French Canadian	1	0.02%
German	151	3.73%
Greek	0	0.00%
Hungarian	1	0.03%
Irish	244	6.00%
Italian	33	0.81%
Lithuanian	0	0.00%
United States or American	1,017	25.01%
Norwegian	0	0.00%
Polish	3	0.09%
Portuguese	1	0.03%
Russian	0	0.00%
Scottish	16	0.40%
Scotch-Irish	39	0.95%
Slovak	0	0.00%
Subsaharan African	1	0.03%
Swedish	2	0.05%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	4	0.11%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	1,340	32.97%
Ancestry Unclassified	801	19.71%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	3,838	
Speak Only English at Home	3,606	93.95%
Speak Asian/Pac. Isl. Lang. at Home	36	0.94%
Speak IndoEuropean Language at Home	2	0.04%
Speak Spanish at Home	193	5.04%
Speak Other Language at Home	1	0.03%
<b>2017 Est. Population by Age</b>	4,064	
Age 0 - 4	226	5.56%
Age 5 - 9	245	6.02%
Age 10 - 14	263	6.48%
Age 15 - 17	172	4.23%
Age 18 - 20	159	3.91%
Age 21 - 24	214	5.27%
Age 25 - 34	479	11.78%
Age 35 - 44	483	11.88%
Age 45 - 54	595	14.64%
Age 55 - 64	528	13.00%
Age 65 - 74	430	10.57%
Age 75 - 84	205	5.05%
Age 85 and over	65	1.60%
Age 16 and over	3,273	80.54%
Age 18 and over	3,158	77.71%
Age 21 and over	2,999	73.80%
Age 65 and over	700	17.22%
<b>2017 Est. Median Age</b>	40.7	
<b>2017 Est. Average Age</b>	40.3	



# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	4,064	
Male	2,077	51.10%
Female	1,987	48.90%
<b>2017 Est. Male Population by Age</b>	2,077	
Age 0 - 4	115	5.55%
Age 5 - 9	132	6.33%
Age 10 - 14	141	6.80%
Age 15 - 17	93	4.47%
Age 18 - 20	85	4.11%
Age 21 - 24	111	5.34%
Age 25 - 34	244	11.76%
Age 35 - 44	247	11.89%
Age 45 - 54	307	14.81%
Age 55 - 64	275	13.23%
Age 65 - 74	207	9.96%
Age 75 - 84	96	4.62%
Age 85 and over	24	1.15%
<b>2017 Est. Median Age, Male</b>	39.8	
<b>2017 Est. Average Age, Male</b>	39.5	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	1,987	
Age 0 - 4	111	5.57%
Age 5 - 9	113	5.70%
Age 10 - 14	122	6.16%
Age 15 - 17	79	3.98%
Age 18 - 20	74	3.71%
Age 21 - 24	103	5.20%
Age 25 - 34	234	11.80%
Age 35 - 44	236	11.88%
Age 45 - 54	288	14.47%
Age 55 - 64	254	12.76%
Age 65 - 74	223	11.21%
Age 75 - 84	109	5.51%
Age 85 and over	41	2.06%
<b>2017 Est. Median Age, Female</b>	41.6	
<b>2017 Est. Average Age, Female</b>	41.1	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	3,330	
Total, Never Married	739	22.20%
Males, Never Married	404	12.14%
Females, Never Married	335	10.07%
Married, Spouse present	1,796	53.94%
Married, Spouse absent	130	3.89%
Widowed	296	8.89%
Males Widowed	67	2.01%
Females Widowed	229	6.88%
Divorced	369	11.08%
Males Divorced	194	5.82%
Females Divorced	175	5.26%



# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	2,785	
Less than 9th grade	251	9.01%
Some High School, no diploma	389	13.96%
High School Graduate (or GED)	985	35.36%
Some College, no degree	565	20.29%
Associate Degree	273	9.81%
Bachelor's Degree	136	4.87%
Master's Degree	168	6.03%
Professional School Degree	18	0.65%
Doctorate Degree	1	0.02%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	55	
No High School Diploma	45	81.48%
High School Graduate	5	8.90%
Some College or Associate's Degree	5	8.38%
Bachelor's Degree or Higher	1	1.24%
<b>Households</b>		
2022 Projection	1,617	
2017 Estimate	1,577	
2010 Census	1,529	
2000 Census	1,378	
Growth 2017 - 2022		2.55%
Growth 2010 - 2017		3.14%
Growth 2000 - 2010		10.92%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	1,577	
Family Households	1,157	73.38%
Nonfamily Households	420	26.62%
2017 Est. Group Quarters Population	0	
2017 HHs by Ethnicity, Hispanic/Latino	26	
<b>2017 Est. Households by HH Income</b>	1,577	
Income < \$15,000	258	16.39%
Income \$15,000 - \$24,999	193	12.22%
Income \$25,000 - \$34,999	212	13.43%
Income \$35,000 - \$49,999	277	17.54%
Income \$50,000 - \$74,999	285	18.08%
Income \$75,000 - \$99,999	155	9.86%
Income \$100,000 - \$124,999	93	5.90%
Income \$125,000 - \$149,999	53	3.39%
Income \$150,000 - \$199,999	27	1.72%
Income \$200,000 - \$249,999	11	0.71%
Income \$250,000 - \$499,999	9	0.55%
Income \$500,000+	3	0.21%
<b>2017 Est. Average Household Income</b>	\$54,099	
<b>2017 Est. Median Household Income</b>	\$41,799	





# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$42,455	
Black or African American Alone	\$33,756	
American Indian and Alaska Native Alone	\$31,247	
Asian Alone	\$22,675	
Native Hawaiian and Other Pacific Islander Alone	\$200,001	
Some Other Race Alone	\$29,533	
Two or More Races	\$49,165	
Hispanic or Latino	\$29,625	
Not Hispanic or Latino	\$42,025	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	1,157	
Married-Couple Family, own children	357	30.85%
Married-Couple Family, no own children	560	48.41%
Male Householder, own children	38	3.29%
Male Householder, no own children	42	3.61%
Female Householder, own children	85	7.36%
Female Householder, no own children	75	6.49%
<b>2017 Est. Households by Household Size</b>	1,577	
1-person	363	23.04%
2-person	552	35.03%
3-person	297	18.85%
4-person	205	12.99%
5-person	99	6.26%
6-person	42	2.67%
7-or-more-person	18	1.16%
<b>2017 Est. Average Household Size</b>	2.58	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	1,577	
Households with 1 or More People under Age 18:	554	35.11%
Married-Couple Family	396	71.56%
Other Family, Male Householder	45	8.13%
Other Family, Female Householder	104	18.78%
Nonfamily, Male Householder	7	1.22%
Nonfamily, Female Householder	2	0.31%
<b>Households with No People under Age 18:</b>	1,023	64.89%
Married-Couple Family	519	50.72%
Other Family, Male Householder	36	3.48%
Other Family, Female Householder	58	5.65%
Nonfamily, Male Householder	211	20.63%
Nonfamily, Female Householder	200	19.52%
<b>2017 Est. Households by Number of Vehicles</b>	1,577	
No Vehicles	112	7.12%
1 Vehicle	367	23.30%
2 Vehicles	627	39.76%
3 Vehicles	315	19.98%
4 Vehicles	132	8.36%
5 or more Vehicles	23	1.47%
<b>2017 Est. Average Number of Vehicles</b>	2.1	



# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	1,184	
2017 Estimate	1,157	
2010 Census	1,121	
2000 Census	1,034	
Growth 2017 - 2022		2.39%
Growth 2010 - 2017		3.20%
Growth 2000 - 2010		8.38%
<b>2017 Est. Families by Poverty Status</b>	1,157	
2017 Families at or Above Poverty	996	86.13%
2017 Families at or Above Poverty with Children	347	30.00%
2017 Families Below Poverty	160	13.87%
2017 Families Below Poverty with Children	134	11.57%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	3,273	
In Armed Forces	0	0.00%
Civilian - Employed	1,711	52.27%
Civilian - Unemployed	230	7.02%
Not in Labor Force	1,332	40.70%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	1,703	
For-Profit Private Workers	1,241	72.85%
Non-Profit Private Workers	65	3.84%
Local Government Workers	90	5.31%
State Government Workers	125	7.33%
Federal Government Workers	13	0.74%
Self-Employed Workers	169	9.93%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	1,703	
Architect/Engineer	14	0.84%
Arts/Entertainment/Sports	8	0.48%
Building Grounds Maintenance	48	2.80%
Business/Financial Operations	12	0.71%
Community/Social Services	13	0.76%
Computer/Mathematical	6	0.35%
Construction/Extraction	158	9.29%
Education/Training/Library	108	6.34%
Farming/Fishing/Forestry	1	0.06%
Food Prep/Serving	31	1.82%
Health Practitioner/Technician	85	5.01%
Healthcare Support	12	0.70%
Maintenance Repair	46	2.71%
Legal	6	0.38%
Life/Physical/Social Science	16	0.95%
Management	97	5.67%
Office/Admin. Support	260	15.30%
Production	410	24.08%
Protective Services	23	1.38%
Sales/Related	147	8.62%
Personal Care/Service	28	1.64%
Transportation/Moving	172	10.10%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	1,703	
Blue Collar	786	46.17%
White Collar	774	45.42%
Service and Farm	143	8.41%



# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	1,691	
Drove Alone	1,484	87.78%
Car Pooled	145	8.56%
Public Transportation	3	0.19%
Walked	21	1.27%
Bicycle	0	0.00%
Other Means	15	0.88%
Worked at Home	23	1.34%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	508	
15 - 29 Minutes	562	
30 - 44 Minutes	345	
45 - 59 Minutes	88	
60 or more Minutes	166	
2017 Est. Avg Travel Time to Work in Minutes	28.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	1,577	
Owner Occupied	1,302	82.59%
Renter Occupied	274	17.41%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	19.7	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	6.2	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	1,302	
Value Less than \$20,000	127	9.72%
Value \$20,000 - \$39,999	121	9.32%
Value \$40,000 - \$59,999	192	14.72%
Value \$60,000 - \$79,999	195	14.96%
Value \$80,000 - \$99,999	155	11.88%
Value \$100,000 - \$149,999	231	17.75%
Value \$150,000 - \$199,999	174	13.36%
Value \$200,000 - \$299,999	78	5.96%
Value \$300,000 - \$399,999	16	1.26%
Value \$400,000 - \$499,999	2	0.13%
Value \$500,000 - \$749,999	12	0.93%
Value \$750,000 - \$999,999	0	0.01%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$82,158	
<b>2017 Est. Housing Units by Units in Structure</b>	1,789	
1 Unit Attached	7	0.36%
1 Unit Detached	1,335	74.64%
2 Units	15	0.85%
3 or 4 Units	2	0.11%
5 to 19 Units	4	0.20%
20 to 49 Units	0	0.00%
50 or More Units	2	0.12%
Mobile Home or Trailer	424	23.72%
Boat, RV, Van, etc.	0	0.00%



# DUMAS PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	1,789	
Housing Units Built 2010 or later	91	5.06%
Housing Units Built 2000 to 2009	244	13.63%
Housing Units Built 1990 to 1999	435	24.31%
Housing Units Built 1980 to 1989	318	17.77%
Housing Units Built 1970 to 1979	284	15.87%
Housing Units Built 1960 to 1969	193	10.76%
Housing Units Built 1950 to 1959	111	6.23%
Housing Units Built 1940 to 1949	38	2.11%
Housing Unit Built 1939 or Earlier	76	4.27%
<b>2017 Est. Median Year Structure Built</b>	1986	



## TAPESTRY SEGMENTATION PROFILE

### + WHAT IS TAPESTRY SEGMENTATION?

Tapestry Segmentation is a market segmentation system that classifies US neighborhoods based on their socioeconomic and demographic compositions. Tapestry is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment and even housing choices.

Tapestry Segmentation classifies US neighborhoods into 67 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Tapestry Segmentation combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications, or segments, of actual neighborhoods with addresses—distinct behavioral market segments.

### + WHO SHOULD USE TAPESTRY SEGMENTATION?

All companies, agencies, and organizations need to understand consumers/constituents in order to supply them with the right products and services and to reach them via their preferred media. These applications require a robust segmentation system that can accurately profile these diverse markets. The versatility and predictive power of Tapestry Segmentation allow users to integrate their own data or national consumer surveys into Tapestry Segmentation to identify their best market segments and reach them through the most effective channels.

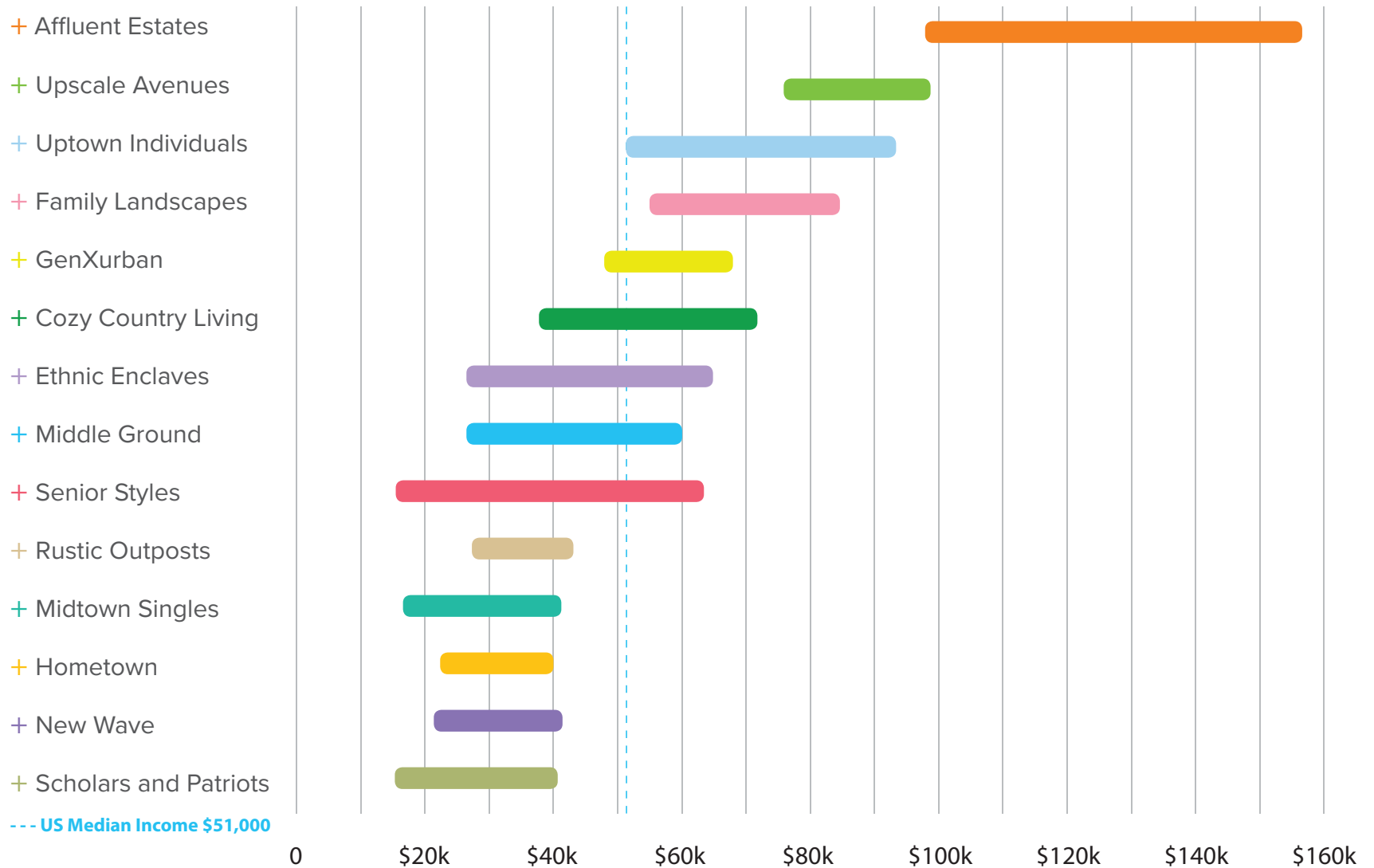
### + TAPESTRY SEGMENTATION SUMMARY GROUPS

Esri's Tapestry Segmentation provides a robust, powerful portrait of the 67 US consumer markets. To provide a broader view of these 67 segments, Esri combined them into 14 LifeMode Summary Groups based on lifestyle and lifestage composition.

- L1 Affluent Estates
- L2 Upscale Avenues
- L3 Uptown Individuals
- L4 Family Landscapes
- L5 GenXurban
- L6 Cozy Country Living
- L7 Ethnic Enclaves
- L8 Middle Ground
- L9 Senior Styles
- L10 Rustic Outposts
- L11 Midtown Singles
- L12 Hometown
- L13 New Wave
- L14 Scholars and Patriots



# INCOME RANGE OF LIFEMODE SUMMARY GROUPS





# DUMAS PRIMARY RETAIL TRADE AREA • LIFEMODE SUMMARY GROUPS MAP

Tippah County, Mississippi

## + L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

## + L2 UPSCALE AVENUES

Prosperous, married couples in higher density neighborhoods

## + L3 UPTOWN INDIVIDUALS

Younger, urban singles on the move

## + L4 FAMILY LANDSCAPES

Successful younger families in newer housing

## + L5 GENXURBAN

Gen X in middle age; families with fewer kids and a mortgage

## + L6 COZY COUNTRY

Empty nesters in bucolic settings

## + L7 ETHNIC ENCLAVES

Established diversity — young, Hispanic homeowners with families

## + L8 MIDDLE GROUND

Lifestyles of thirtysomethings

## + L9 SENIOR STYLES

Senior lifestyles reveal the effects of saving for retirement

## + L10 RUSTIC OUTPOSTS

Country life with older families, older homes

## + L11 MIDTOWN SINGLES

Millennials on the move; single, diverse, and urban

## + L12 HOMETOWN

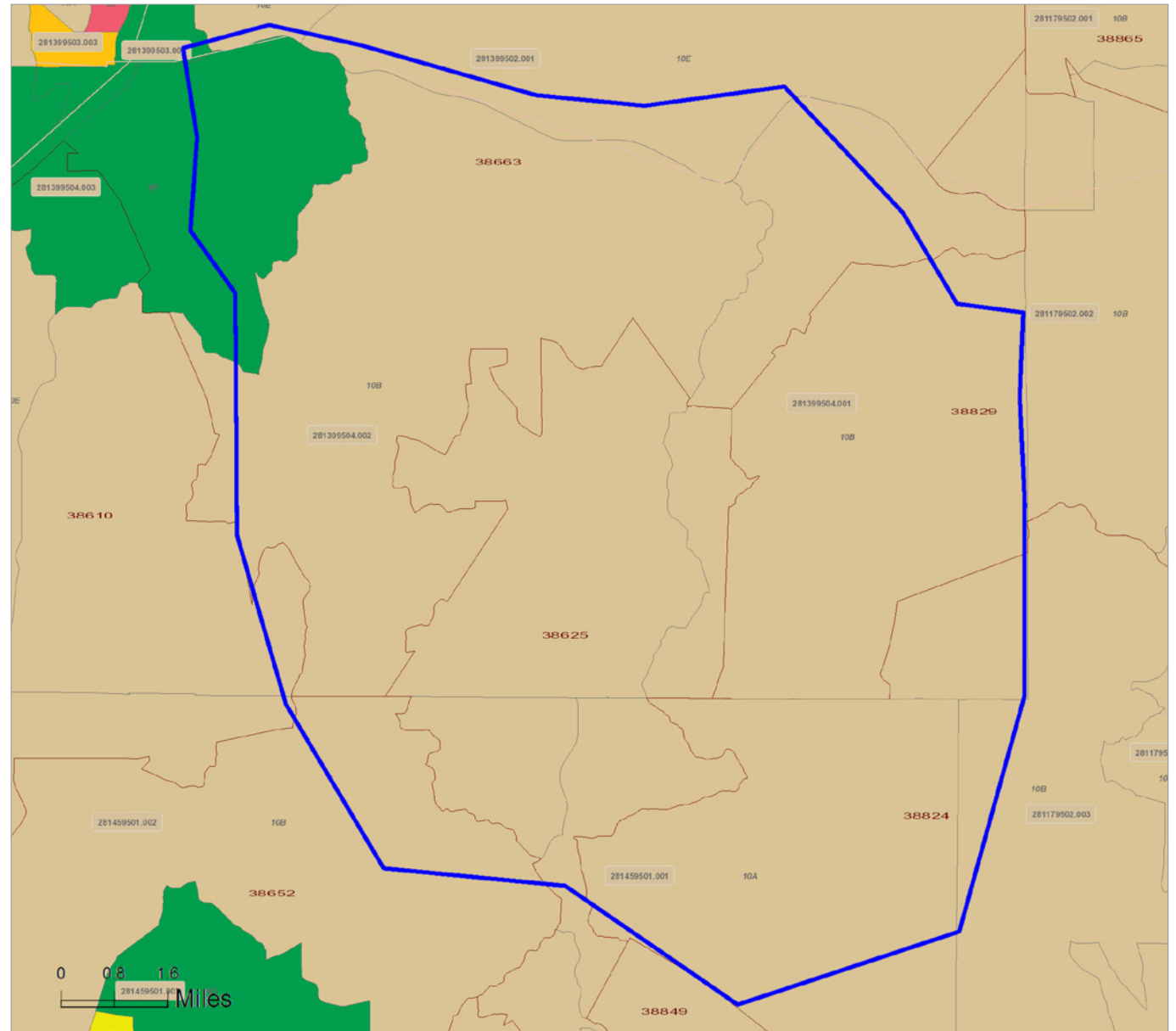
Growing up and staying close to home; single householders

## + L13 NEXT WAVE

Urban denizens; young, diverse, hardworking families

## + L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods





# DUMAS PRIMARY RETAIL TRADE AREA • TOP TAPESTRY SEGMENTS

Tippah County, Mississippi

	TAPESTRY SEGMENTATION	HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	US HOUSEHOLDS PERCENT	CUMULATIVE PERCENT	INDEX
1	Rooted Rural (10B)	64.3%	64.3%	2.0%	2.0%	3198
2	Heartland Communities (6F)	20.4%	84.7%	2.4%	4.4%	868
3	Southern Satellites (10A)	11.3%	96.0%	3.2%	7.6%	358
4	Rural Bypasses (10E)	4.0%	100.0%	1.4%	9.0%	290
	<b>Subtotal</b>	<b>100.0%</b>		<b>9.0%</b>		
	<b>Total</b>	<b>100.0%</b>		<b>8.9%</b>		<b>1124</b>





LifeMode Group • Rustic Outposts

10B

# ROOTED RURAL

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas.

Employment in the forestry industry is common, and Rooted Rural residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

US Household // 2,425,000  
Average Household Size // 2.47  
Median Age // 44.1  
Median Household Income // \$38,000

## + OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner-occupied: primarily single family (73%) or mobile homes (23%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- Only half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio and gospel music.
- Many are on Medicare and frequent the Walmart pharmacy.

## + SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**

Single Family;  
Mobile Homes

**Median Value:**

\$104,000

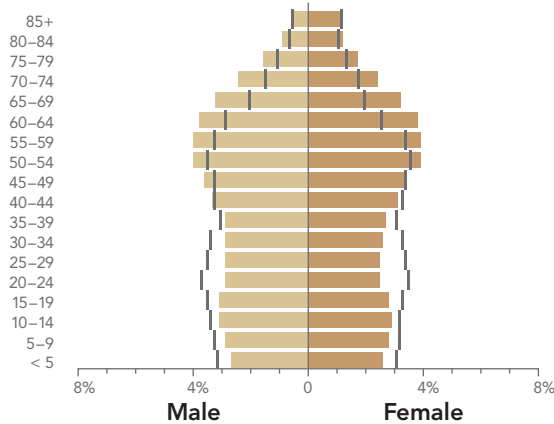
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 44.1** US: 37.6

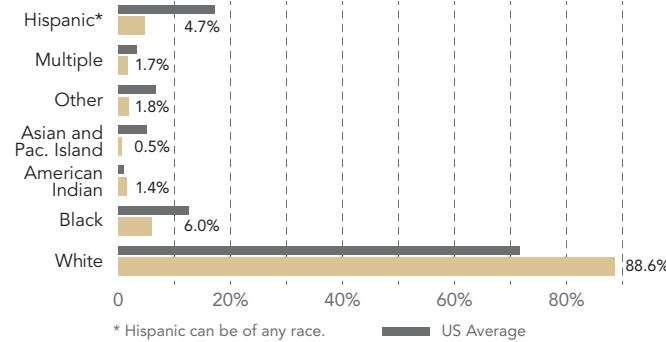
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

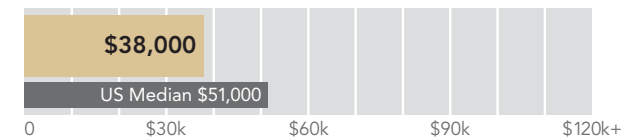
**Diversity Index: 28.2** US: 62.1



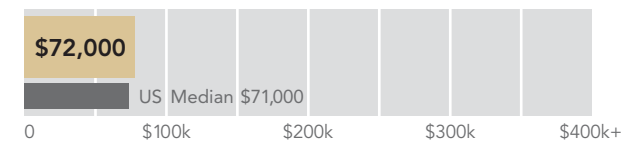
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

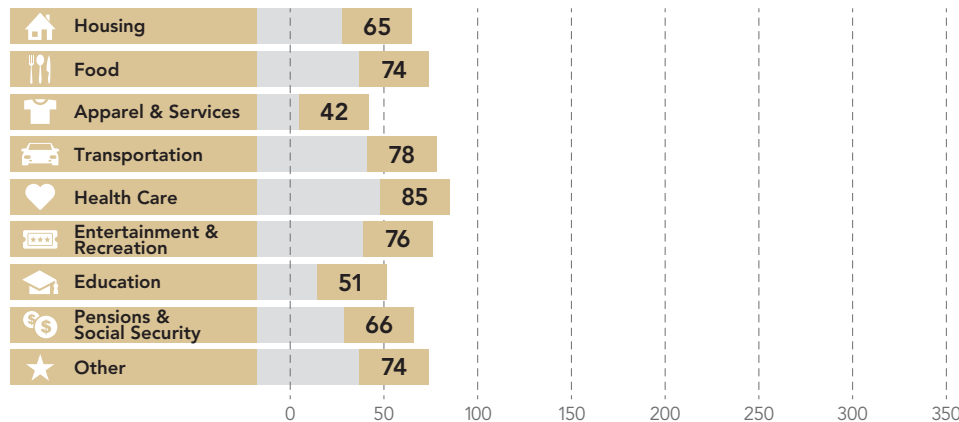


### Median Net Worth



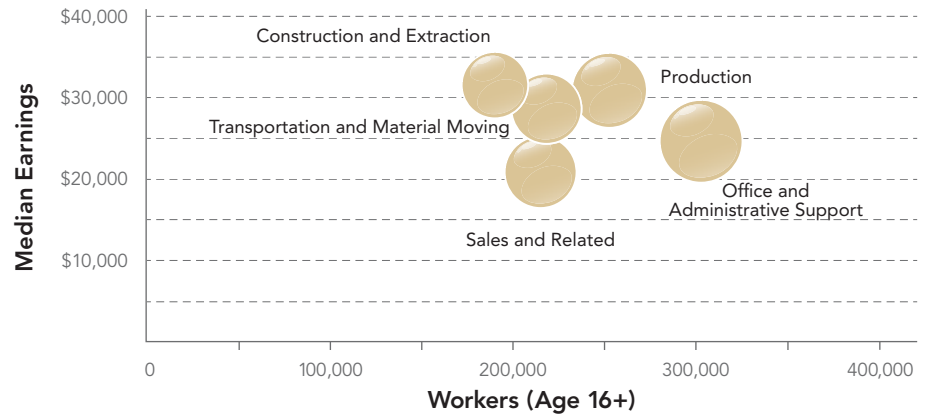
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Cozy Country Living

# 6F HEARTLAND COMMUNITIES

Well settled and close-knit, Heartland Communities are semi-rural and semiretired.

These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

US Household // 2,864,000  
Average Household Size // 2.38  
Median Age // 41.5  
Median Household Income // \$39,000

# + OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.
- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.
- Residents own modest, single-family homes built before 1970.
- They own one or two vehicles; commutes are short (Index 95).



6F

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.

## + SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.
- More workers are white collar than blue collar; more skilled than unskilled.
- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.
- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.
- Daily life is busy, but routine. Working on the weekends is not uncommon.
- Residents trust TV and newspapers more than any other media.
- Skeptical about their financial future, they stick to community banks and low-risk investments.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family

### Median Value:

\$89,000

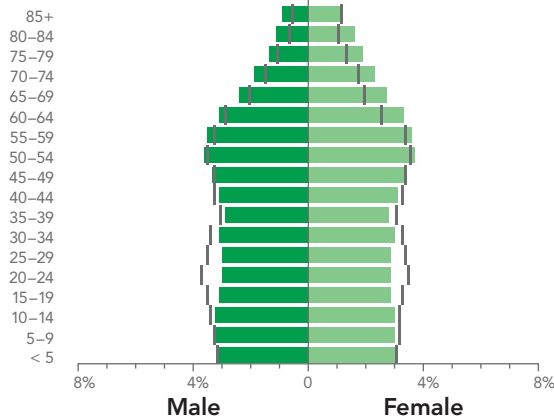
US Median \$177,000



### AGE BY SEX (Esri data)

**Median Age: 41.5** US: 37.6

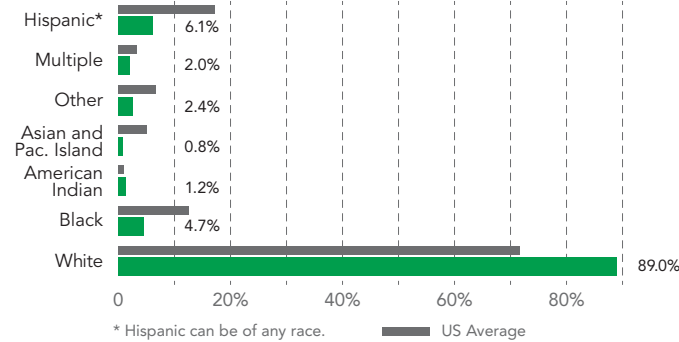
I Indicates US



### RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

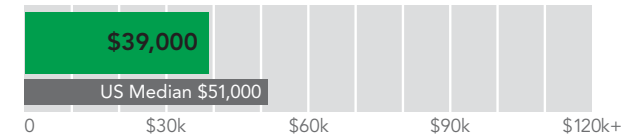
**Diversity Index: 29.6** US: 62.1



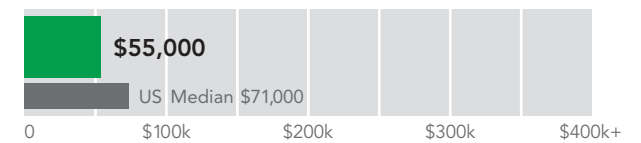
### INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

#### Median Household Income

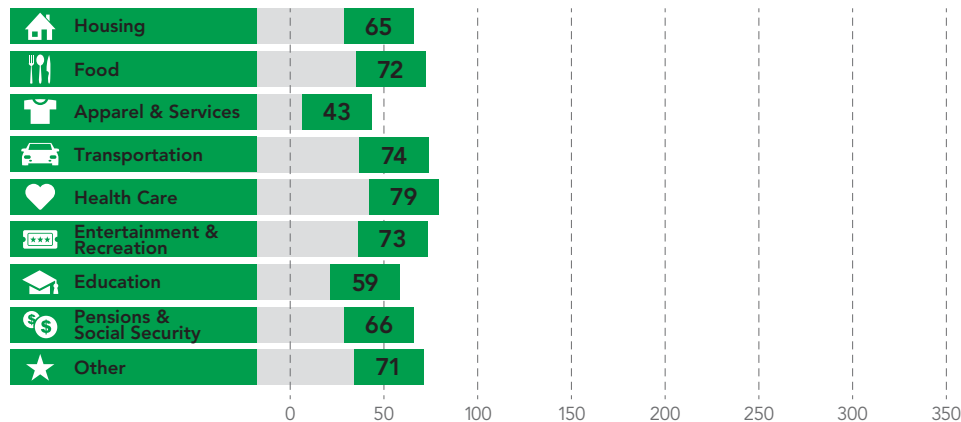


#### Median Net Worth



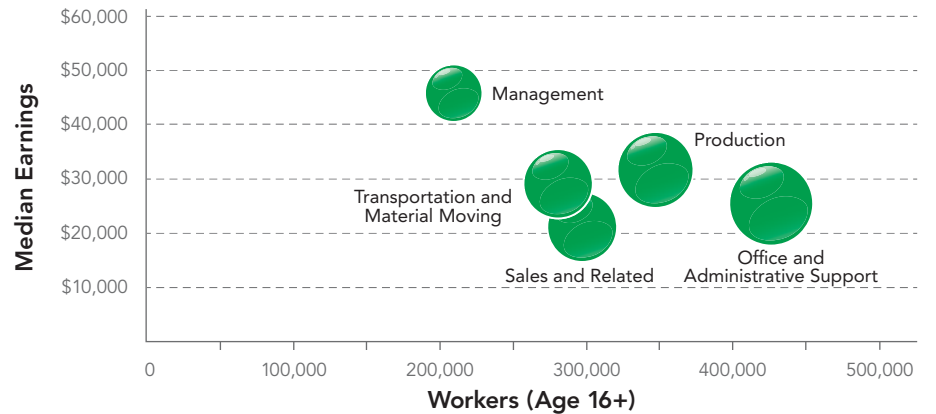
### AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



### OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10A

# SOUTHERN SATELLITES

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South.

This market is typically nondiverse, 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 US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

US Household // 3,775,000  
Average Household Size // 2.65  
Median Age // 39.7  
Median Household Income // \$44,000

## + OUR NEIGHBORHOOD

- About 79% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).
- Most are single-family homes (65%), with a number of mobile homes (Index 523).
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 146).



10A

## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.).

## + SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 137); 41% have college education (Index 72).
- Unemployment rate is 9.2%, slightly higher than the US rate.
- Labor force participation rate is 59.7%, slightly lower than the US.
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$119,000

US Median: \$177,000

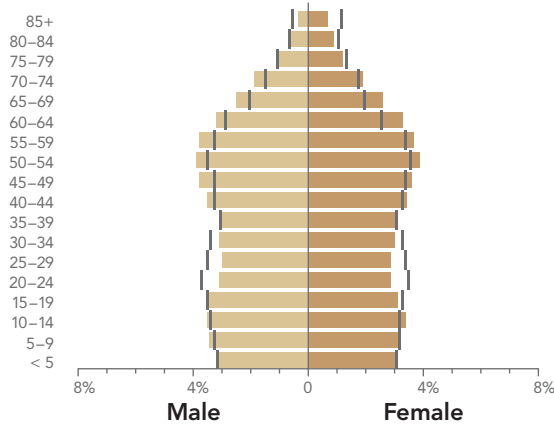




## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

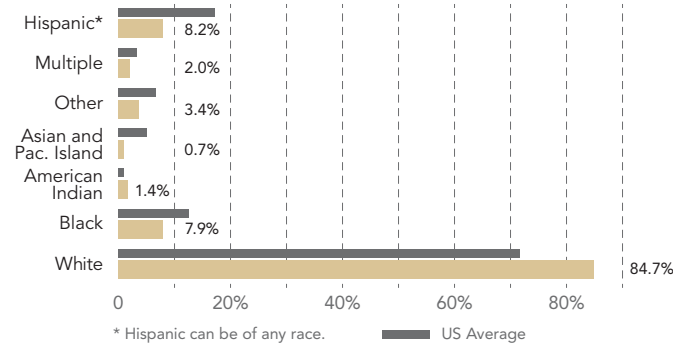
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

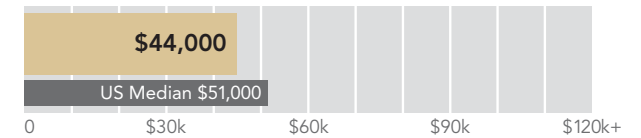
**Diversity Index: 38.6** US: 62.1



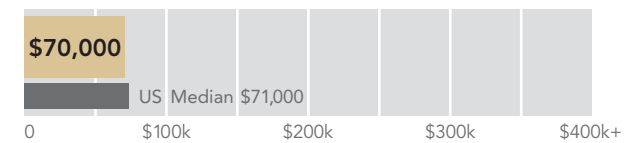
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

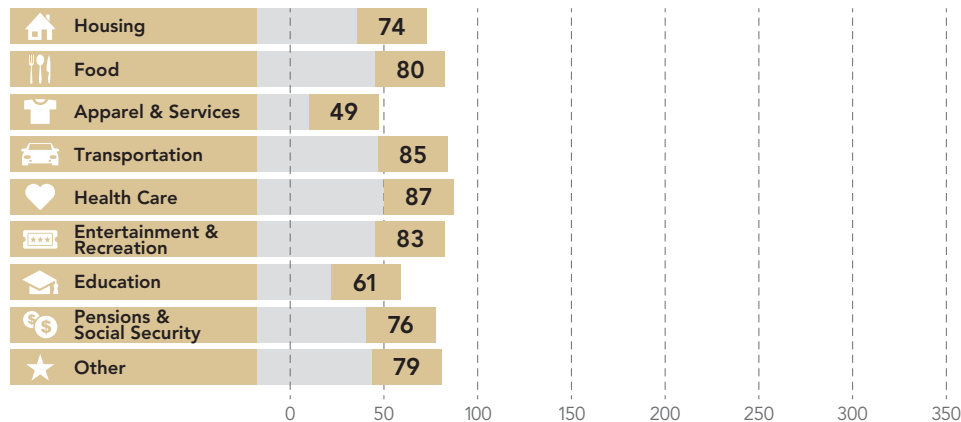


### Median Net Worth



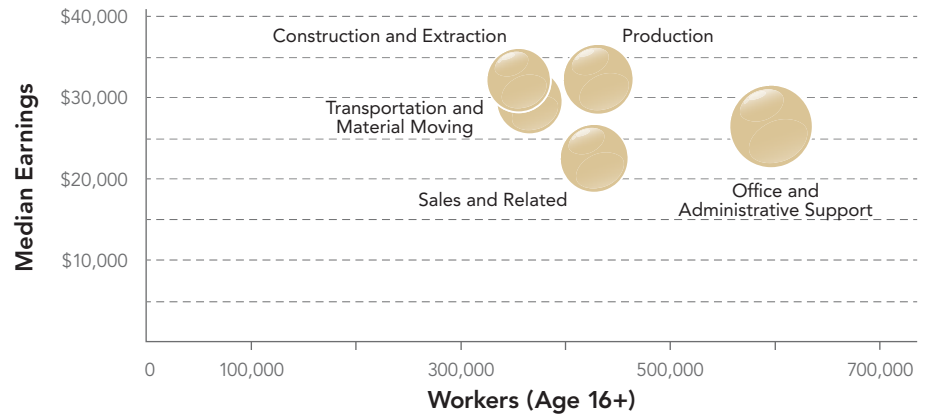
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





LifeMode Group • Rustic Outposts

10E

# RURAL BYPASSES

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.

US Household // 1,664,000  
Average Household Size // 2.54  
Median Age // 39.7  
Median Household Income // \$29,000

## + 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 (Index 493).
- 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.



## + MARKET PROFILE

*(Consumer preferences are estimated from data by GfK MRI)*

- 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.

## + 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% (Index 161); labor force participation is low at 46% (Index 74).
- 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.

## + HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



### Typical Housing:

Single Family;  
Mobile Homes

### Median Value:

\$85,000

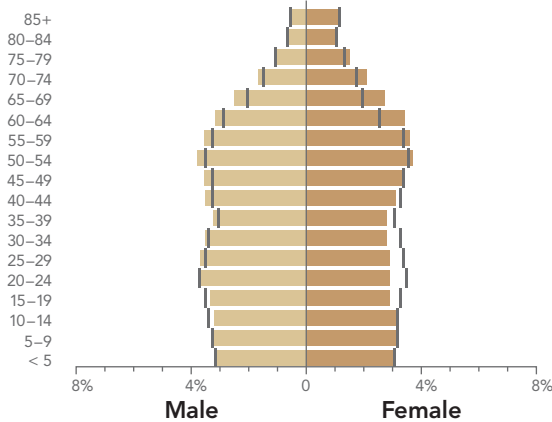
US Median: \$177,000



## AGE BY SEX (Esri data)

**Median Age: 39.7** US: 37.6

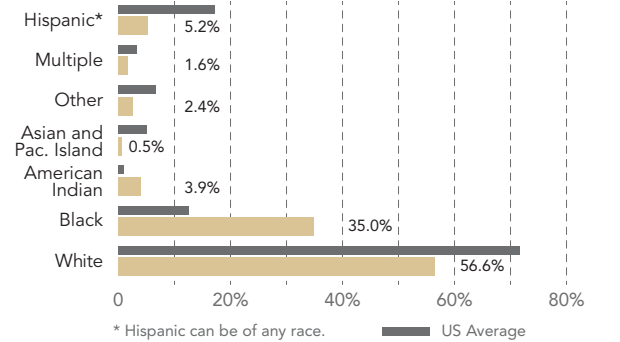
I Indicates US



## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

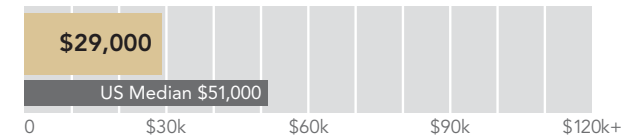
**Diversity Index: 59.9** US: 62.1



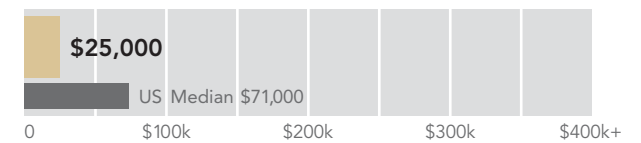
## INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

### Median Household Income

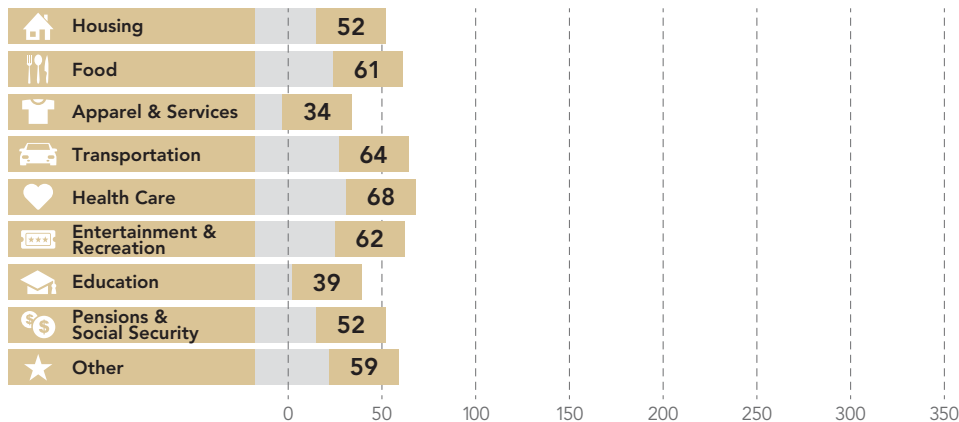


### Median Net Worth



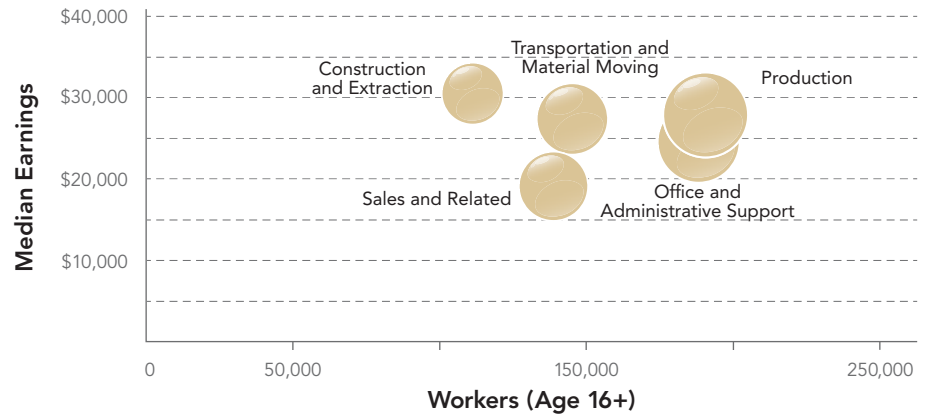
## AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.



## OCCUPATION BY EARNINGS

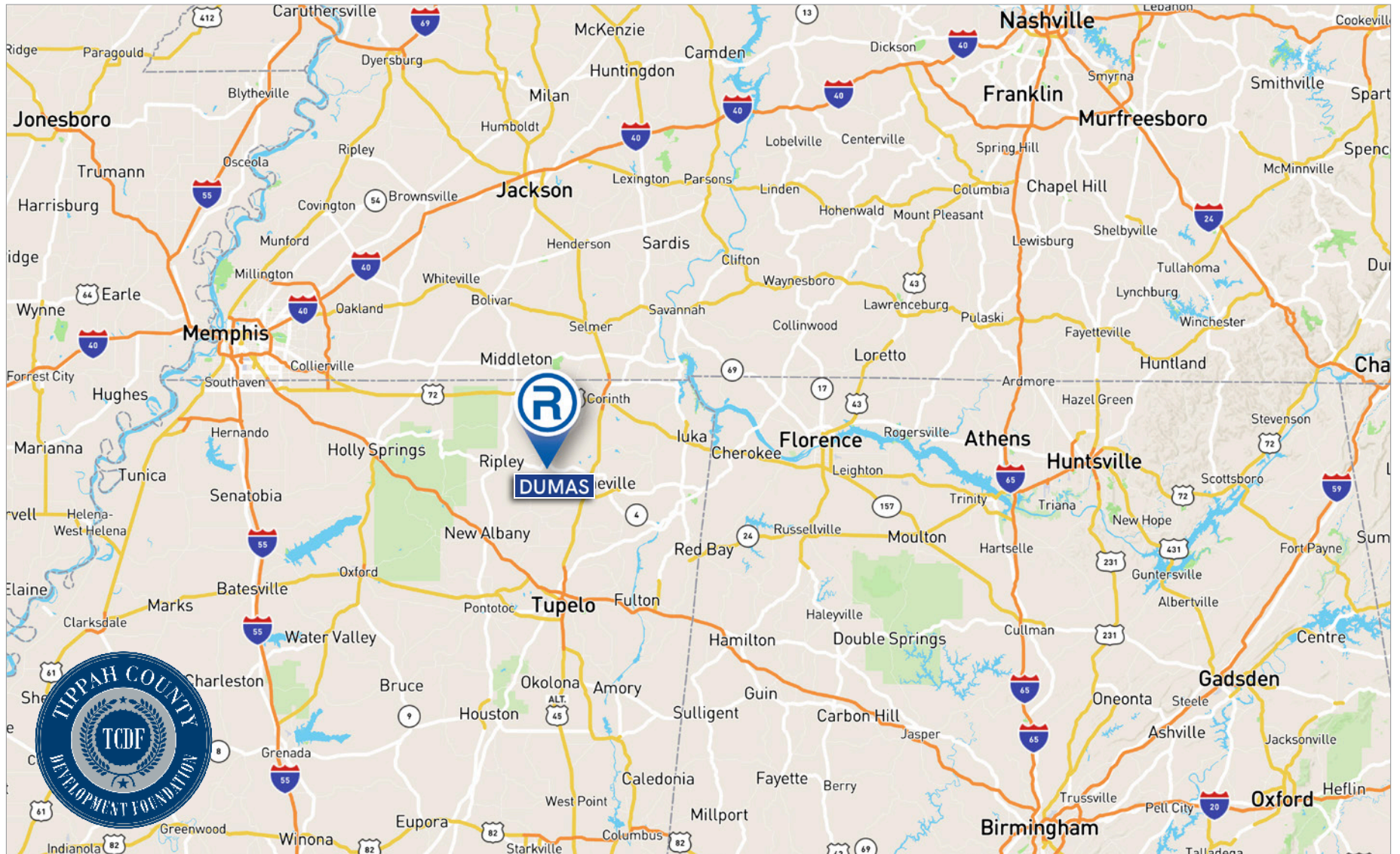
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.





# DUMAS LOCATION

Tippah County, Mississippi



**CONTACT** MATTHEW HARRISON, EXECUTIVE DIRECTOR/COO

Tippah County Development Foundation | 201 North Union Street | Ripley, Mississippi 38663 | 662.837.3353  
mharrison@tippahcounty.org | www.tippahcounty.org



# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Population</b>		
2022 Projection	422	
2017 Estimate	417	
2010 Census	470	
2000 Census	430	
Growth 2017 - 2022		1.20%
Growth 2010 - 2017		-11.28%
Growth 2000 - 2010		9.30%
<b>2017 Est. Population by Single-Classification Race</b>		
White Alone	394	94.48%
Black or African American Alone	14	3.36%
Amer. Indian and Alaska Native Alone	1	0.24%
Asian Alone	1	0.24%
Native Hawaiian and Other Pac. Isl. Alone	0	0.00%
Some Other Race Alone	1	0.24%
Two or More Races	6	1.44%
<b>2017 Est. Population by Hispanic or Latino Origin</b>		
Not Hispanic or Latino	413	99.04%
Hispanic or Latino	4	0.96%
Mexican	3	75.00%
Puerto Rican	0	0.00%
Cuban	0	0.00%
All Other Hispanic or Latino	1	25.00%

DESCRIPTION	DATA	%
<b>2017 Est. Hisp. or Latino Pop by Single-Class. Race</b>		
White Alone	1	25.00%
Black or African American Alone	0	0.00%
American Indian and Alaska Native Alone	0	0.00%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	1	25.00%
Two or More Races	2	50.00%
<b>2017 Est. Pop by Race, Asian Alone, by Category</b>		
Chinese, except Taiwanese	0	0.00%
Filipino	0	0.00%
Japanese	0	0.00%
Asian Indian	0	0.00%
Korean	0	0.00%
Vietnamese	1	100.00%
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%



# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Ancestry</b>	417	
Arab	0	0.00%
Czech	0	0.00%
Danish	0	0.00%
Dutch	8	1.92%
English	28	6.71%
French (except Basque)	6	1.44%
French Canadian	0	0.00%
German	15	3.60%
Greek	0	0.00%
Hungarian	0	0.00%
Irish	22	5.28%
Italian	4	0.96%
Lithuanian	0	0.00%
United States or American	102	24.46%
Norwegian	0	0.00%
Polish	0	0.00%
Portuguese	0	0.00%
Russian	0	0.00%
Scottish	1	0.24%
Scotch-Irish	5	1.20%
Slovak	0	0.00%
Subsaharan African	0	0.00%
Swedish	1	0.24%
Swiss	0	0.00%
Ukrainian	0	0.00%
Welsh	0	0.00%
West Indian (except Hisp. groups)	0	0.00%
Other ancestries	153	36.69%
Ancestry Unclassified	72	17.27%

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 5+ by Language Spoken At Home</b>	396	
Speak Only English at Home	366	92.42%
Speak Asian/Pac. Isl. Lang. at Home	5	1.26%
Speak IndoEuropean Language at Home	0	0.00%
Speak Spanish at Home	25	6.31%
Speak Other Language at Home	0	0.00%
<b>2017 Est. Population by Age</b>	417	
Age 0 - 4	21	5.04%
Age 5 - 9	23	5.52%
Age 10 - 14	26	6.24%
Age 15 - 17	18	4.32%
Age 18 - 20	18	4.32%
Age 21 - 24	23	5.52%
Age 25 - 34	50	11.99%
Age 35 - 44	51	12.23%
Age 45 - 54	64	15.35%
Age 55 - 64	52	12.47%
Age 65 - 74	48	11.51%
Age 75 - 84	20	4.80%
Age 85 and over	3	0.72%
Age 16 and over	341	81.77%
Age 18 and over	329	78.90%
Age 21 and over	311	74.58%
Age 65 and over	71	17.03%
<b>2017 Est. Median Age</b>	40.8	
<b>2017 Est. Average Age</b>	40.3	



# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Population by Sex</b>	417	
Male	215	51.56%
Female	202	48.44%
<b>2017 Est. Male Population by Age</b>	215	
Age 0 - 4	11	5.12%
Age 5 - 9	13	6.05%
Age 10 - 14	13	6.05%
Age 15 - 17	10	4.65%
Age 18 - 20	9	4.19%
Age 21 - 24	11	5.12%
Age 25 - 34	26	12.09%
Age 35 - 44	26	12.09%
Age 45 - 54	33	15.35%
Age 55 - 64	27	12.56%
Age 65 - 74	23	10.70%
Age 75 - 84	11	5.12%
Age 85 and over	2	0.93%
<b>2017 Est. Median Age, Male</b>	40.6	
<b>2017 Est. Average Age, Male</b>	40.1	

DESCRIPTION	DATA	%
<b>2017 Est. Female Population by Age</b>	202	
Age 0 - 4	10	4.95%
Age 5 - 9	10	4.95%
Age 10 - 14	13	6.44%
Age 15 - 17	8	3.96%
Age 18 - 20	9	4.46%
Age 21 - 24	12	5.94%
Age 25 - 34	24	11.88%
Age 35 - 44	25	12.38%
Age 45 - 54	31	15.35%
Age 55 - 64	25	12.38%
Age 65 - 74	25	12.38%
Age 75 - 84	9	4.46%
Age 85 and over	1	0.50%
<b>2017 Est. Median Age, Female</b>	41.0	
<b>2017 Est. Average Age, Female</b>	40.5	
<b>2017 Est. Pop Age 15+ by Marital Status</b>	347	
Total, Never Married	76	21.90%
Males, Never Married	40	11.53%
Females, Never Married	36	10.37%
Married, Spouse present	194	55.91%
Married, Spouse absent	9	2.59%
Widowed	41	11.82%
Males Widowed	10	2.88%
Females Widowed	31	8.93%
Divorced	27	7.78%
Males Divorced	14	4.03%
Females Divorced	13	3.75%





# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Pop Age 25+ by Edu. Attainment</b>	288	
Less than 9th grade	25	8.68%
Some High School, no diploma	37	12.85%
High School Graduate (or GED)	109	37.85%
Some College, no degree	48	16.67%
Associate Degree	35	12.15%
Bachelor's Degree	8	2.78%
Master's Degree	25	8.68%
Professional School Degree	1	0.35%
Doctorate Degree	0	0.00%
<b>2017 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.</b>	4	
No High School Diploma	4	100.00%
High School Graduate	0	0.00%
Some College or Associate's Degree	0	0.00%
Bachelor's Degree or Higher	0	0.00%
<b>Households</b>		
2022 Projection	164	
2017 Estimate	163	
2010 Census	184	
2000 Census	169	
Growth 2017 - 2022		0.61%
Growth 2010 - 2017		-11.41%
Growth 2000 - 2010		8.88%

DESCRIPTION	DATA	%
<b>2017 Est. Households by Household Type</b>	163	
Family Households	121	74.23%
Nonfamily Households	42	25.77%
2017 Est. Group Quarters Population	0	
2017 HHs by Ethnicity, Hispanic/Latino	1	
<b>2017 Est. Households by HH Income</b>	163	
Income < \$15,000	22	13.50%
Income \$15,000 - \$24,999	16	9.82%
Income \$25,000 - \$34,999	24	14.72%
Income \$35,000 - \$49,999	31	19.02%
Income \$50,000 - \$74,999	32	19.63%
Income \$75,000 - \$99,999	17	10.43%
Income \$100,000 - \$124,999	10	6.13%
Income \$125,000 - \$149,999	7	4.29%
Income \$150,000 - \$199,999	3	1.84%
Income \$200,000 - \$249,999	1	0.61%
Income \$250,000 - \$499,999	0	0.00%
Income \$500,000+	0	0.00%
<b>2017 Est. Average Household Income</b>	\$54,494	
<b>2017 Est. Median Household Income</b>	\$44,435	



# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone	\$44,569	
Black or African American Alone	\$50,000	
American Indian and Alaska Native Alone	\$0	
Asian Alone	\$0	
Native Hawaiian and Other Pacific Islander Alone	\$0	
Some Other Race Alone	\$14,999	
Two or More Races	\$42,500	
Hispanic or Latino	\$62,500	
Not Hispanic or Latino	\$44,194	
<b>2017 Est. Family HH Type by Presence of Own Child.</b>	121	
Married-Couple Family, own children	37	30.58%
Married-Couple Family, no own children	58	47.93%
Male Householder, own children	4	3.31%
Male Householder, no own children	5	4.13%
Female Householder, own children	9	7.44%
Female Householder, no own children	8	6.61%
<b>2017 Est. Households by Household Size</b>	163	
1-person	38	23.31%
2-person	56	34.36%
3-person	33	20.25%
4-person	20	12.27%
5-person	11	6.75%
6-person	3	1.84%
7-or-more-person	2	1.23%
<b>2017 Est. Average Household Size</b>	2.56	

DESCRIPTION	DATA	%
<b>2017 Est. Households by Presence of People Under 18</b>	163	
Households with 1 or More People under Age 18:	59	36.20%
Married-Couple Family	43	72.88%
Other Family, Male Householder	4	6.78%
Other Family, Female Householder	11	18.64%
Nonfamily, Male Householder	1	1.69%
Nonfamily, Female Householder	0	0.00%
<b>Households with No People under Age 18:</b>	104	63.80%
Married-Couple Family	53	50.96%
Other Family, Male Householder	4	3.85%
Other Family, Female Householder	6	5.77%
Nonfamily, Male Householder	24	23.08%
Nonfamily, Female Householder	17	16.35%
<b>2017 Est. Households by Number of Vehicles</b>	163	
No Vehicles	12	7.36%
1 Vehicle	31	19.02%
2 Vehicles	67	41.10%
3 Vehicles	36	22.09%
4 Vehicles	16	9.82%
5 or more Vehicles	1	0.61%
<b>2017 Est. Average Number of Vehicles</b>	2.1	



# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>Family Households</b>		
2022 Projection	122	
2017 Estimate	121	
2010 Census	137	
2000 Census	126	
Growth 2017 - 2022		0.83%
Growth 2010 - 2017		-11.68%
Growth 2000 - 2010		8.73%
<b>2017 Est. Families by Poverty Status</b>	121	
2017 Families at or Above Poverty	106	87.60%
2017 Families at or Above Poverty with Children	30	24.79%
2017 Families Below Poverty	15	12.40%
2017 Families Below Poverty with Children	14	11.57%
<b>2017 Est. Pop Age 16+ by Employment Status</b>	341	
In Armed Forces	0	0.00%
Civilian - Employed	177	51.91%
Civilian - Unemployed	24	7.04%
Not in Labor Force	140	41.06%
<b>2017 Est. Civ. Employed Pop 16+ by Class of Worker</b>	175	
For-Profit Private Workers	124	70.86%
Non-Profit Private Workers	5	2.86%
Local Government Workers	15	8.57%
State Government Workers	11	6.29%
Federal Government Workers	1	0.57%
Self-Employed Workers	19	10.86%
Unpaid Family Workers	0	0.00%

DESCRIPTION	DATA	%
<b>2017 Est. Civ. Employed Pop 16+ by Occupation</b>	175	
Architect/Engineer	0	0.00%
Arts/Entertainment/Sports	0	0.00%
Building Grounds Maintenance	7	4.00%
Business/Financial Operations	1	0.57%
Community/Social Services	1	0.57%
Computer/Mathematical	0	0.00%
Construction/Extraction	18	10.29%
Education/Training/Library	15	8.57%
Farming/Fishing/Forestry	0	0.00%
Food Prep/Serving	1	0.57%
Health Practitioner/Technician	4	2.29%
Healthcare Support	0	0.00%
Maintenance Repair	1	0.57%
Legal	0	0.00%
Life/Physical/Social Science	0	0.00%
Management	11	6.29%
Office/Admin. Support	28	16.00%
Production	58	33.14%
Protective Services	1	0.57%
Sales/Related	11	6.29%
Personal Care/Service	4	2.29%
Transportation/Moving	14	8.00%
<b>2017 Est. Pop 16+ by Occupation Classification</b>	175	
Blue Collar	91	52.00%
White Collar	71	40.57%
Service and Farm	13	7.43%



# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Workers Age 16+ by Transp. to Work</b>	174	
Drove Alone	154	88.51%
Car Pooled	17	9.77%
Public Transportation	0	0.00%
Walked	2	1.15%
Bicycle	0	0.00%
Other Means	1	0.57%
Worked at Home	0	0.00%
<b>2017 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	48	
15 - 29 Minutes	64	
30 - 44 Minutes	31	
45 - 59 Minutes	4	
60 or more Minutes	27	
2017 Est. Avg Travel Time to Work in Minutes	30.00	
<b>2017 Est. Occupied Housing Units by Tenure</b>	163	
Owner Occupied	137	84.05%
Renter Occupied	26	15.95%
<b>2017 Owner Occ. HUs: Avg. Length of Residence</b>	20.9	
<b>2017 Renter Occ. HUs: Avg. Length of Residence</b>	5.8	

DESCRIPTION	DATA	%
<b>2017 Est. Owner-Occupied Housing Units by Value</b>	137	
Value Less than \$20,000	10	7.30%
Value \$20,000 - \$39,999	13	9.49%
Value \$40,000 - \$59,999	20	14.60%
Value \$60,000 - \$79,999	24	17.52%
Value \$80,000 - \$99,999	19	13.87%
Value \$100,000 - \$149,999	23	16.79%
Value \$150,000 - \$199,999	21	15.33%
Value \$200,000 - \$299,999	4	2.92%
Value \$300,000 - \$399,999	0	0.00%
Value \$400,000 - \$499,999	0	0.00%
Value \$500,000 - \$749,999	3	2.19%
Value \$750,000 - \$999,999	0	0.00%
Value \$1,000,000 or more	0	0.00%
<b>2017 Est. Median All Owner-Occupied Housing Value</b>	\$81,579	
<b>2017 Est. Housing Units by Units in Structure</b>	179	
1 Unit Attached	1	0.56%
1 Unit Detached	135	75.42%
2 Units	0	0.00%
3 or 4 Units	0	0.00%
5 to 19 Units	0	0.00%
20 to 49 Units	0	0.00%
50 or More Units	0	0.00%
Mobile Home or Trailer	43	24.02%
Boat, RV, Van, etc.	0	0.00%



# DUMAS COMMUNITY • DEMOGRAPHIC PROFILE

Tippah County, Mississippi

DESCRIPTION	DATA	%
<b>2017 Est. Housing Units by Year Structure Built</b>	179	
Housing Units Built 2010 or later	3	1.68%
Housing Units Built 2000 to 2009	21	11.73%
Housing Units Built 1990 to 1999	50	27.93%
Housing Units Built 1980 to 1989	30	16.76%
Housing Units Built 1970 to 1979	32	17.88%
Housing Units Built 1960 to 1969	23	12.85%
Housing Units Built 1950 to 1959	6	3.35%
Housing Units Built 1940 to 1949	3	1.68%
Housing Unit Built 1939 or Earlier	11	6.15%
<b>2017 Est. Median Year Structure Built</b>	1985	



# DUMAS COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Total Business</b>	29	266	9
Private Sector	27	247	9
Public Administration	2	19	10
Agriculture, Forestry, Fishing and Hunting	0	0	
Mining, Quarrying, and Oil and Gas Extraction	0	0	
Utilities	0	0	
Construction	3	18	6
Manufacturing	3	119	40
Wholesale Trade	2	9	5
Transportation and Warehousing	2	8	4
Information	0	0	
Real Estate and Rental and Leasing	0	0	
Professional, Scientific, and Technical Services	1	2	2
Management of Companies and Enterprises	0	0	
Administrative, Support, Waste Mgmt Remediation Services	1	3	3
Educational Services	1	60	60
Healthcare and Social Assistance	0	0	
Arts, Entertainment, and Recreation	0	0	



# DUMAS COMMUNITY • WORKPLACE POPULATION

Tippah County, Mississippi

BUSINESS DESCRIPTION	TOTAL ESTABLISHMENTS	TOTAL EMPLOYEES	EMPLOYEES PER ESTABLISHMENT
<b>Retail Trade</b>	5	11	2
Motor Vehicle and Parts Dealers	1	2	2
Furniture and Home Furnishing Stores	0	0	
Electronics and Appliance Stores	0	0	
Building Material and Garden Equipment and Supplies De	0	0	
Food and Beverage Stores	3	8	3
Health and Personal Care Stores	0	0	
Gasoline Stations	0	0	
Clothing and Accessories Stores	0	0	
Sporting Goods, Hobby, Book and Music Stores	1	1	1
General Merchandise Stores	0	0	
Miscellaneous Store Retailers	0	0	
Nonstore Retailers	0	0	
<b>Finance and Insurance</b>	1	2	2
Monetary Authorities-Central Bank	0	0	
Credit Intermediation and Related Activities	0	0	
Securities, Commercial Contracts, Financial Investment and Related Activities	0	0	
Insurance Carriers and Related Activities	1	2	2
Funds, Trusts and Other Financial Vehicles	0	0	
<b>Accommodation and Food Services</b>	1	3	3
Accommodation	0	0	
Food Services and Drinking Places	1	3	3
<b>Other Services (except Public Administration)</b>	7	12	2
Repair and Maintenance	3	3	1
Personal and Laundry Services	0	0	
Religious, Grant Making, Civic, Professional, Similar Organizations	4	9	2



# 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.



## 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.”*

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





# 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, Nielsen 2016/2017, ESRI 2016, 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.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.