



retail academy

Bamberg, SC

Retail recruitment plan



DISCOVER

Research

Memberships, Subscriptions &
Customized Reports

Crittenden Research

RLT
RETAIL LEASE TRAC



NATION'S
Restaurant News

PlainVanillaShell

SN
SUPERMARKET NEWS

Research Partners & Geographic
Information Systems

TETRAD

Sitewise

 **STDB**

REG'S
online



DISCOVER

Research

where does all this information come from?





DISCOVER

Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community. Retail Strategies has provided Walker County's primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

The following are the highlights from a data and analytic perspective.

1

Demographic
Overview

2

Mobile Data
Collections

3

Customized Trade
Area Analysis

4

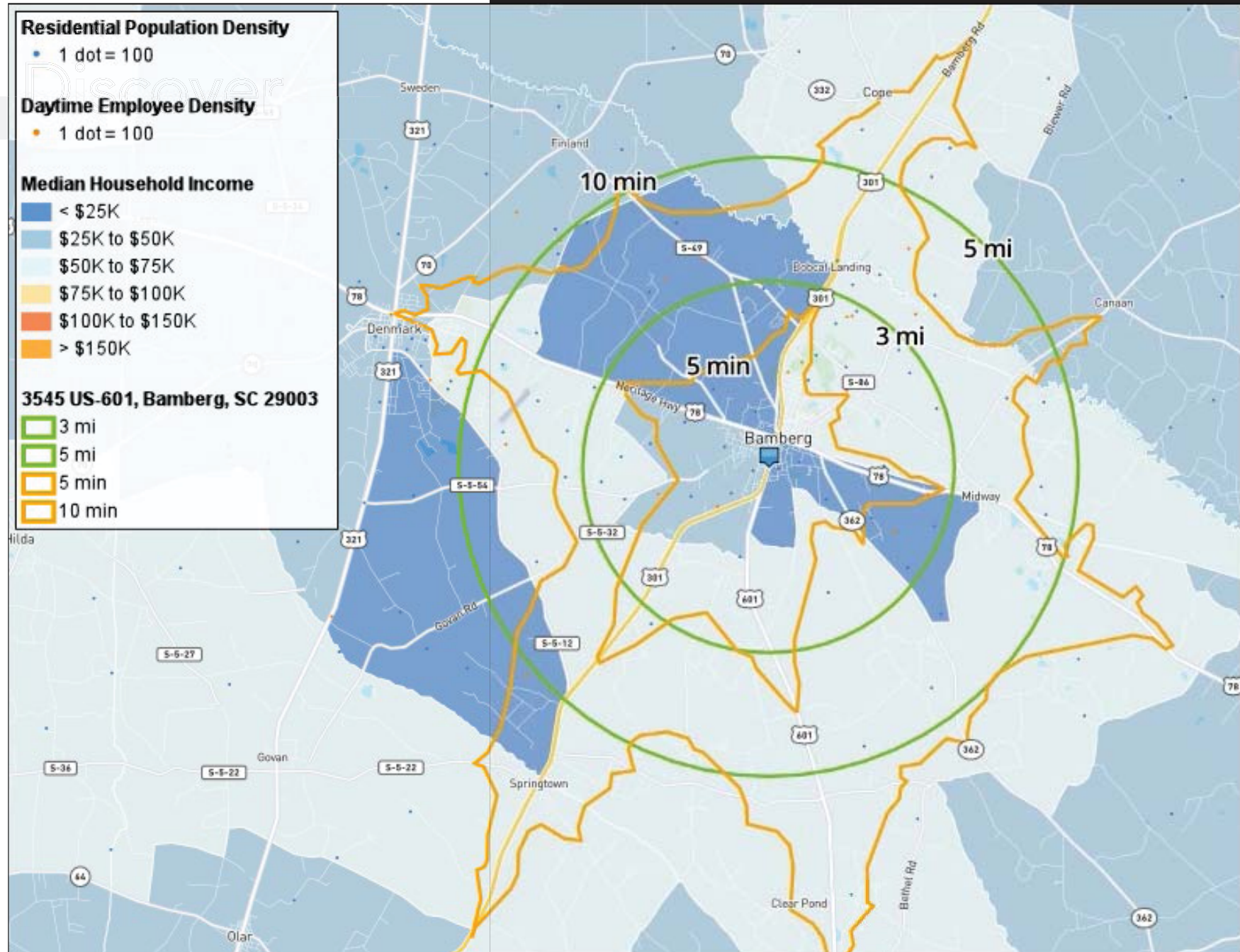
Lifestyle
Segmentation

5

Retail
Gap Analysis

6

Peer
Analysis





DISCOVER

Mile Radius & Drive Time Demographics

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	5,114	6,503	15,573	3,994	6,989	13,737
Number of Households	1,941	2,388	5,808	1,518	2,643	5,111
Projected Annual Growth (5 YR)	-1.66%	-1.62%	-1.45%	-1.76%	-1.59%	-1.53%
Median HH Income 2021	\$31,351	\$33,151	\$35,974	\$29,406	\$34,608	\$35,935
Current Year Average Age	40.8	40.2	40.3	40.5	40	40.1
Average Home Value	\$167,539	\$168,014	\$162,037	\$159,514	\$167,268	\$164,135
Current Year % Bachelor's Degree	11%	12%	11%	9%	12%	11%
Daytime Population	5,210	6,859	15,628	4,133	8,596	15,311
Labor Force	4,196	5,372	12,877	3,273	5,789	11,373



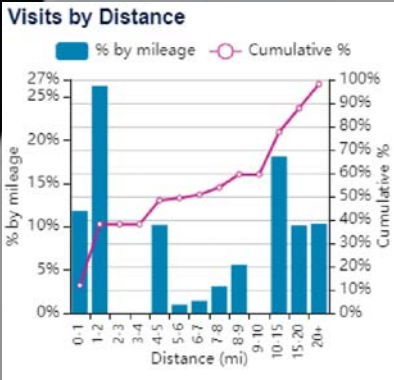
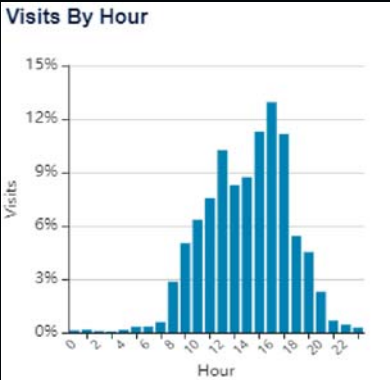
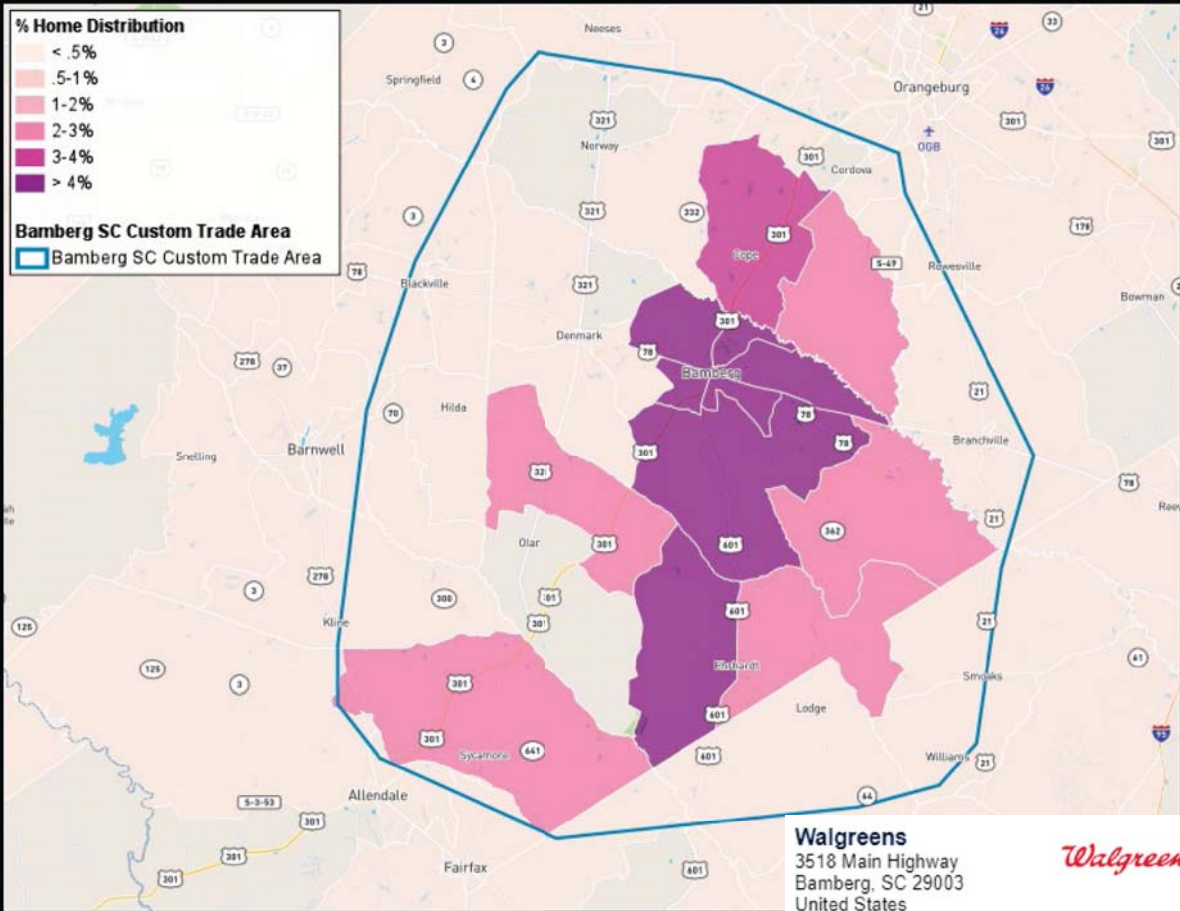
CUSTOM TRADE AREA

Mobile data collection

The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period. This tool is intended to support the trade area but does not solely define the trade area.

The location tracked was Walgreens

For the time period of September 2021- September 2022



Walgreens	
3518 Main Highway Bamberg, SC 29003 United States	
Details	
Sector	Drug Stores
Sector Rank within County	#2 of 3
Estimated Annual Visits	128,503
Estimated Annual Visitors	69,088
Avg Distance from Home	7.0 miles
Average Dwell Time	91.7 min
Tourist Visits	1.9%
Brand	Walgreens
Brand Rank within State	#36 of 122
Brand Rank within DMA	#3 of 18



CUSTOM TRADE AREA

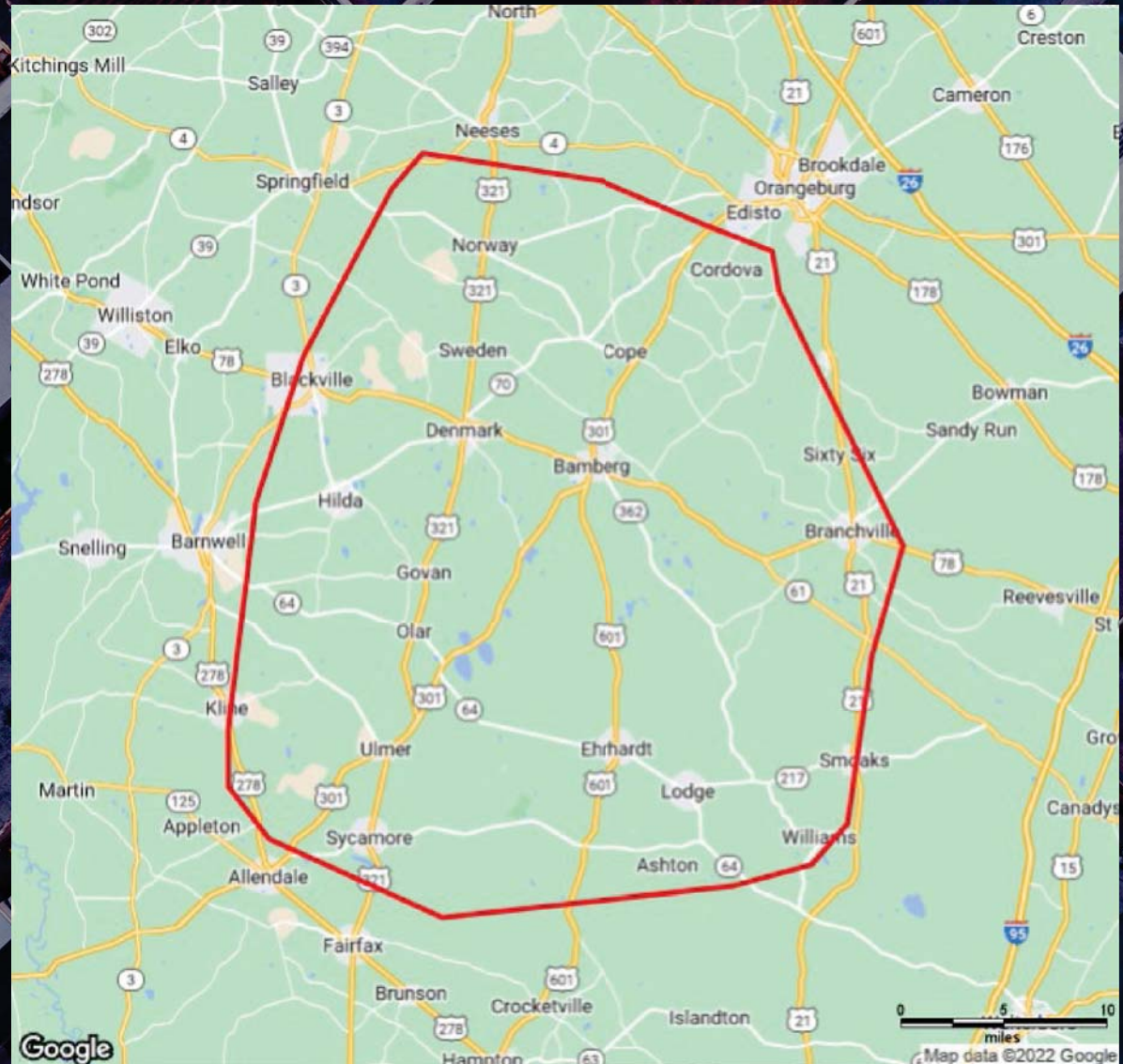
Custom Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times area is a start.

A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.

Your trade area has been created by combining a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.

Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.





DISCOVER

Custom Trade Area



36,198

2021 estimated population

35,947

Projected 2026 population

-0.7%

Projected growth rate
2021-2026

39

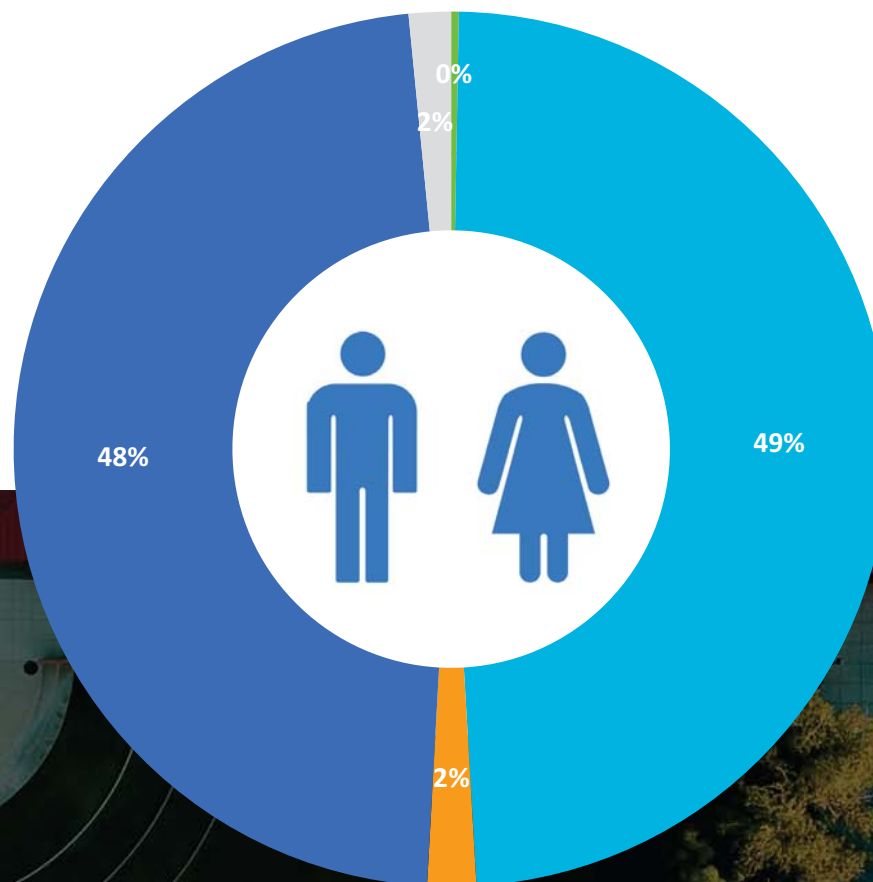
male average age

42

female average age

CUSTOM TRADE AREA

Our Research



Race

- Asian
- Black
- Latino
- White
- Other

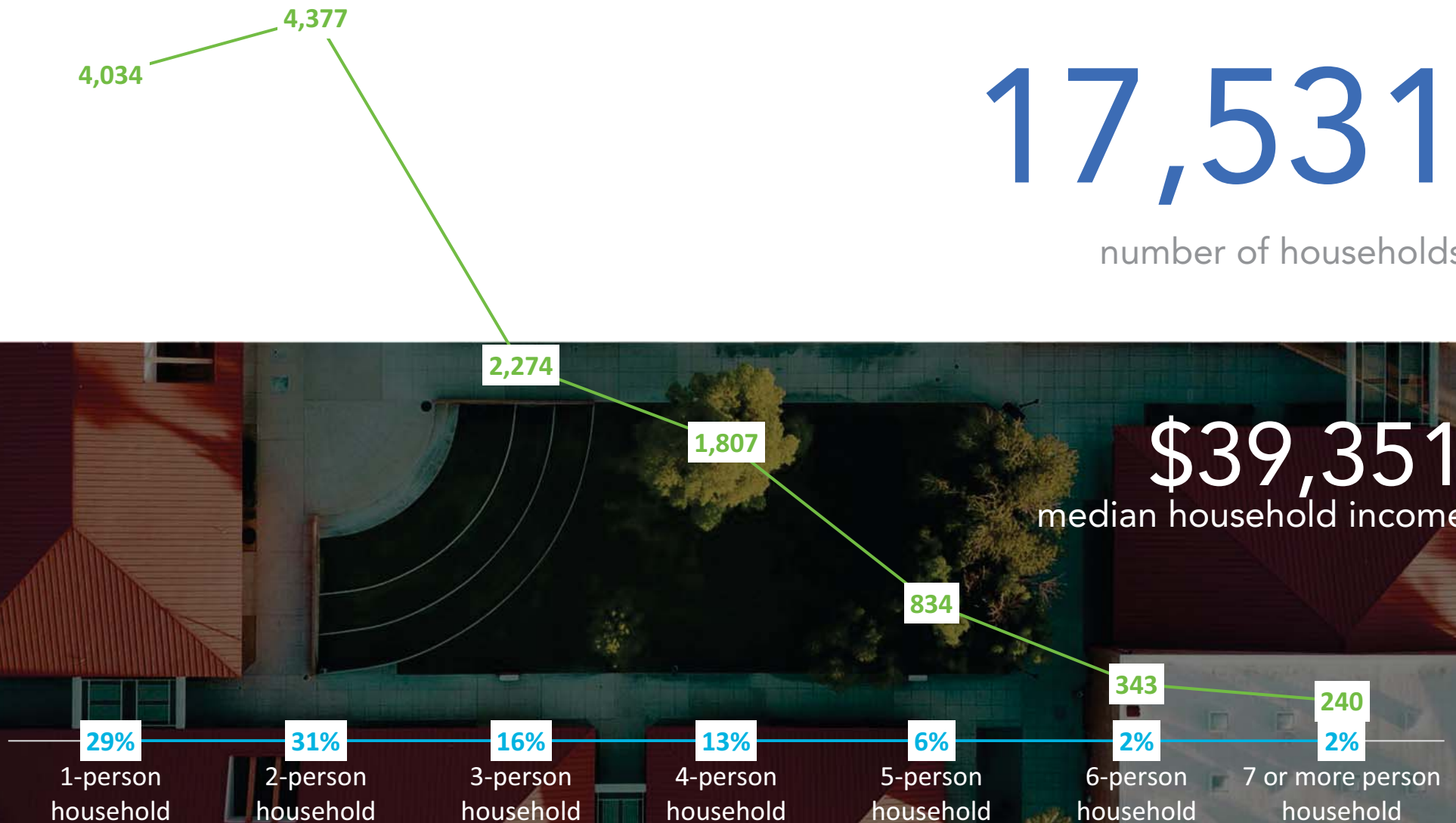
DISCOVER

Our Research

17,531

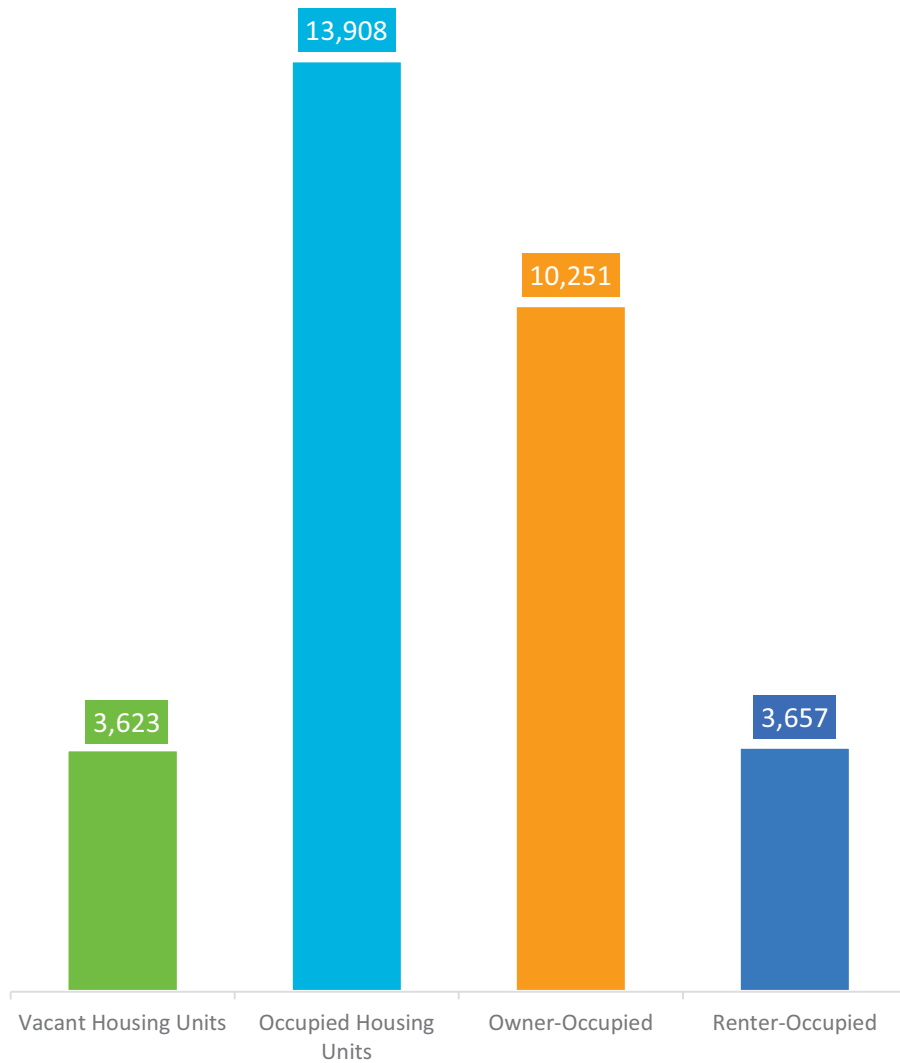
number of households

\$39,351
median household income



CUSTOM TRADE AREA

Our Research

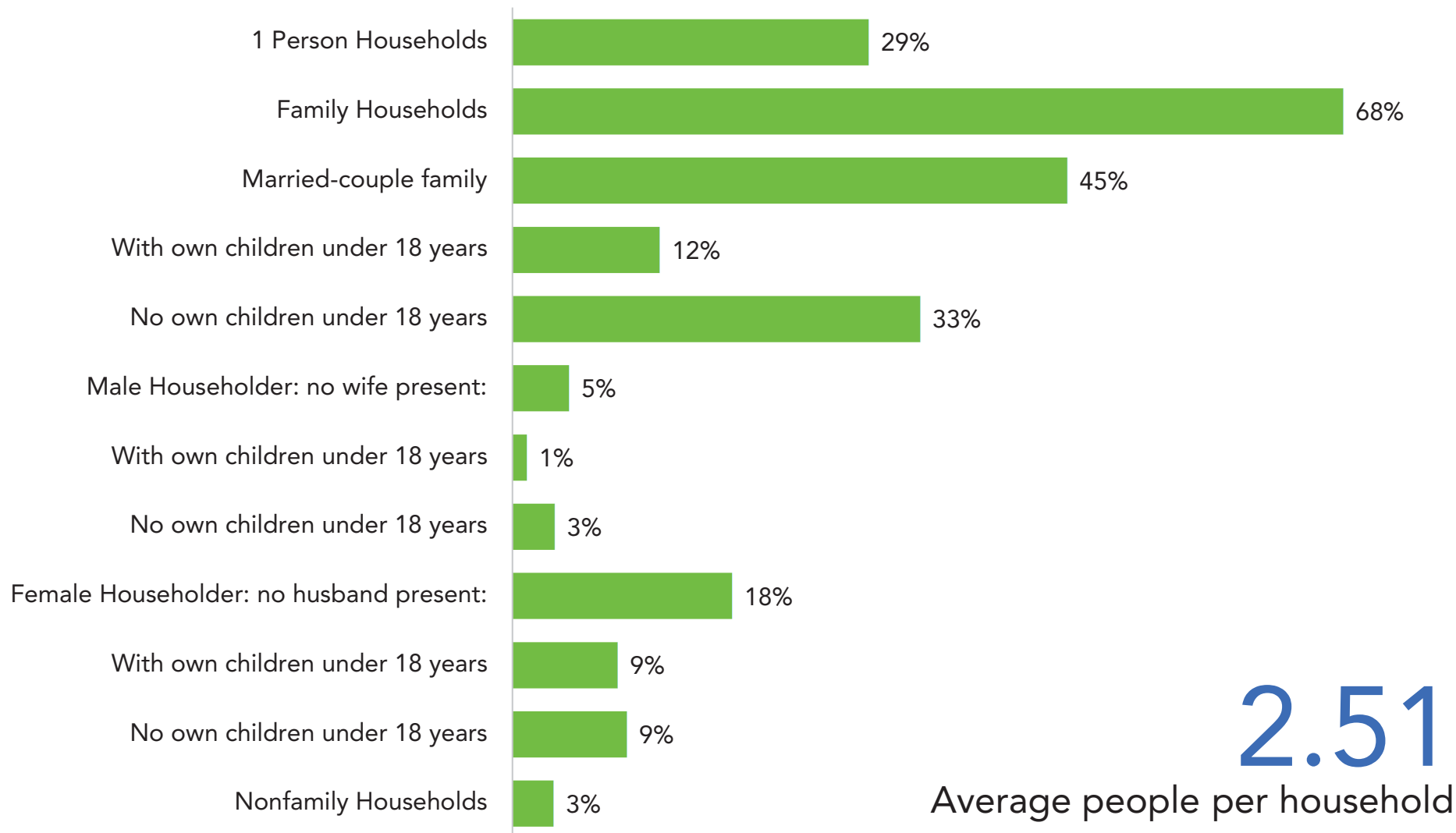


2021 ESTIMATED HOUSING UNITS BY TENURE

\$144,743
average housing unit value

DISCOVER: Custom Trade Area

Our Research

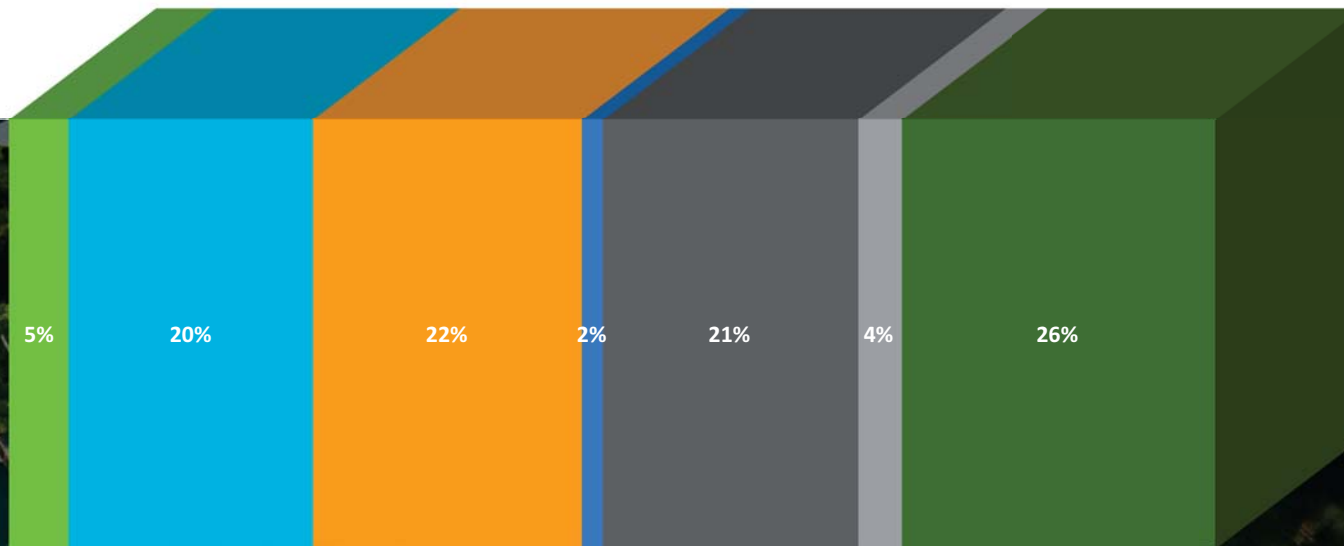


DISCOVER: Custom Trade Area

Our Research

31,263
daytime population

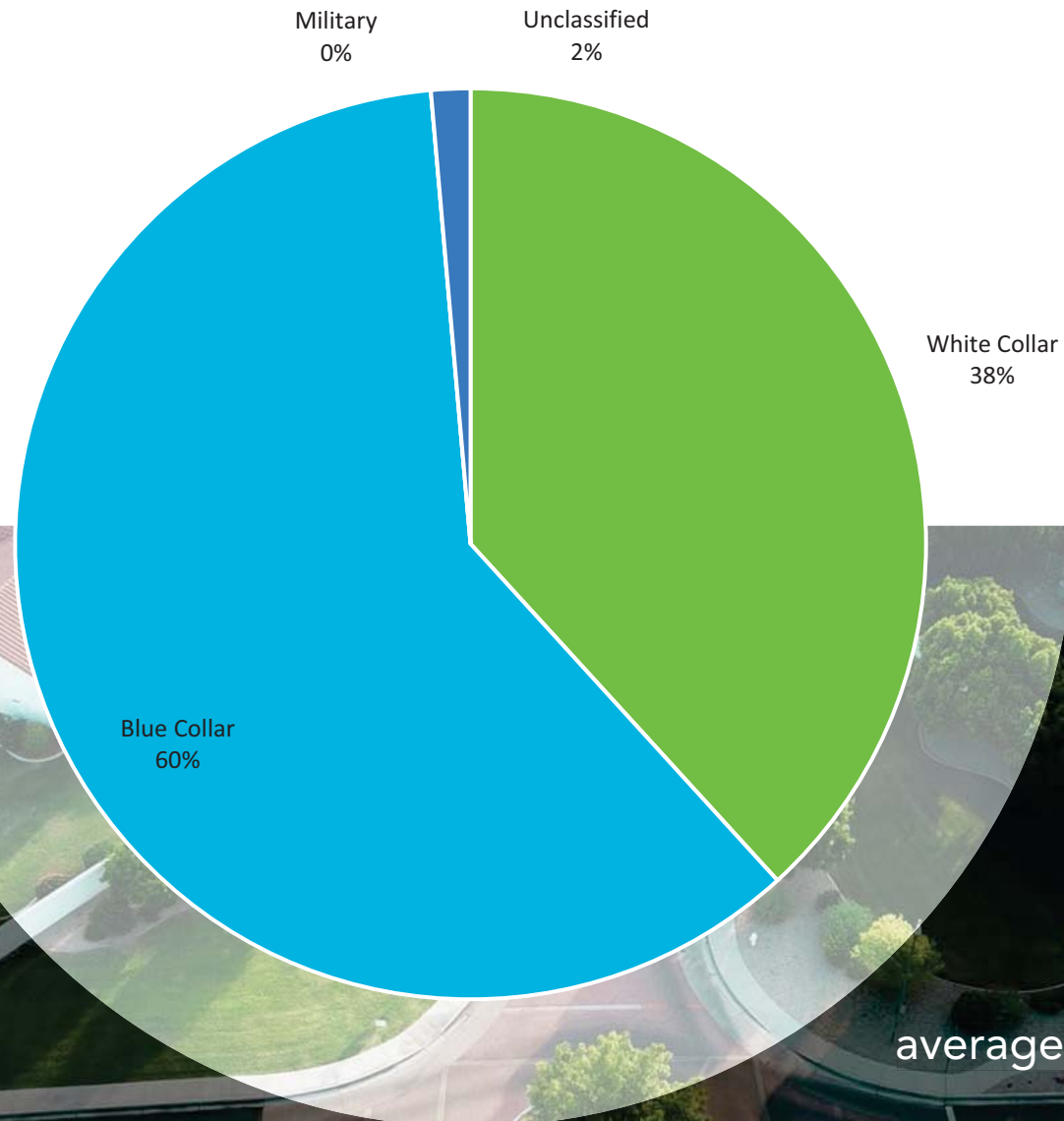
- Children at home
- Work at Home
- Student Populations
- Retired/Disable persons
- Employed
- Homemakers
- Unemployed





DISCOVER: Custom Trade Area

Our Research

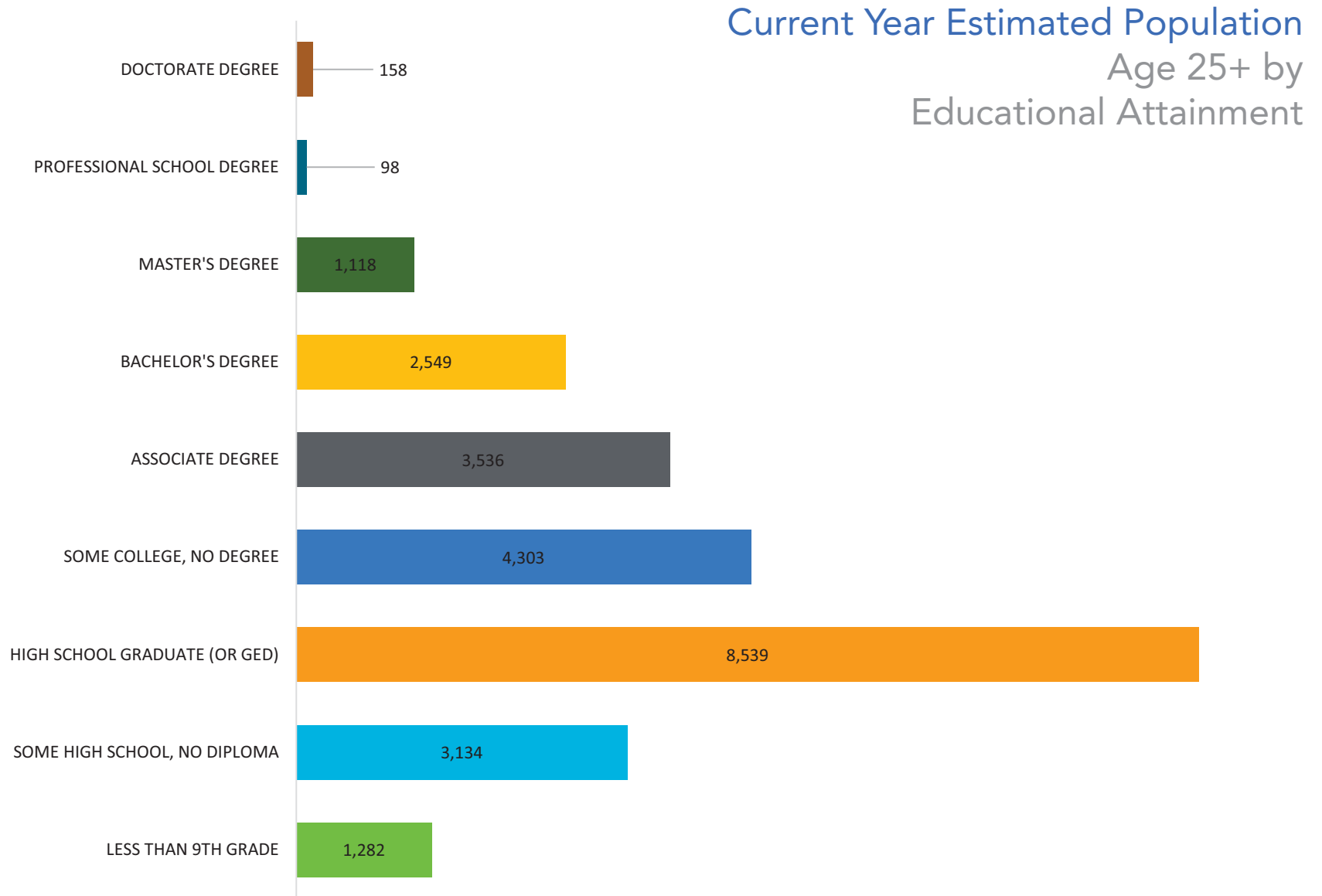


\$46,198
average employee salary



DISCOVER: Custom Trade Area

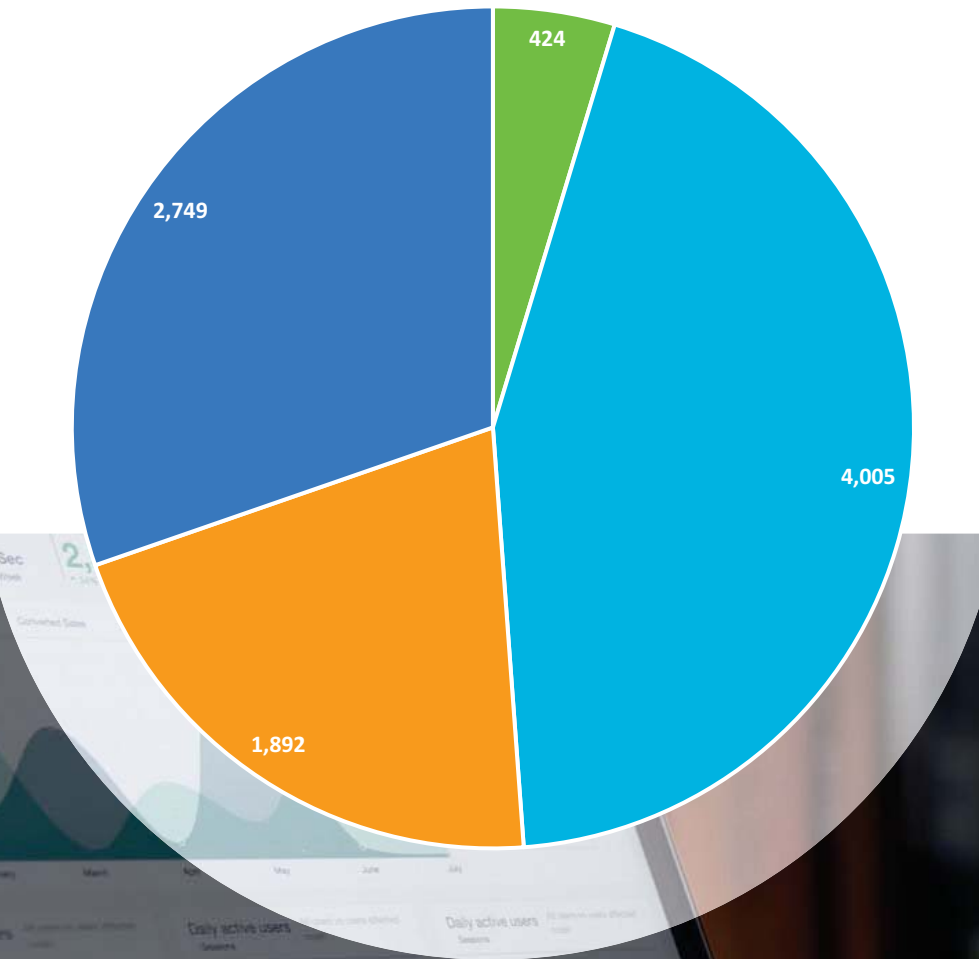
Our Research









CUSTOM TRADE AREA

Our Research



CURRENT YEAR
ESTIMATED POPULATION
BY ENROLLMENT

-  Nursery school/preschool
-  High School
-  Kindergarten/Elementary School
-  College/Graduate/Professional school



DISCOVER

Research & Analytics

When asked to describe “Who is Bamberg, SC?” often the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer shopping patterns based on personality allow Retail strategies to better align the retail prospects with the purchasing patterns.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.



4

Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.



TAPESTRY SEGMENTATION

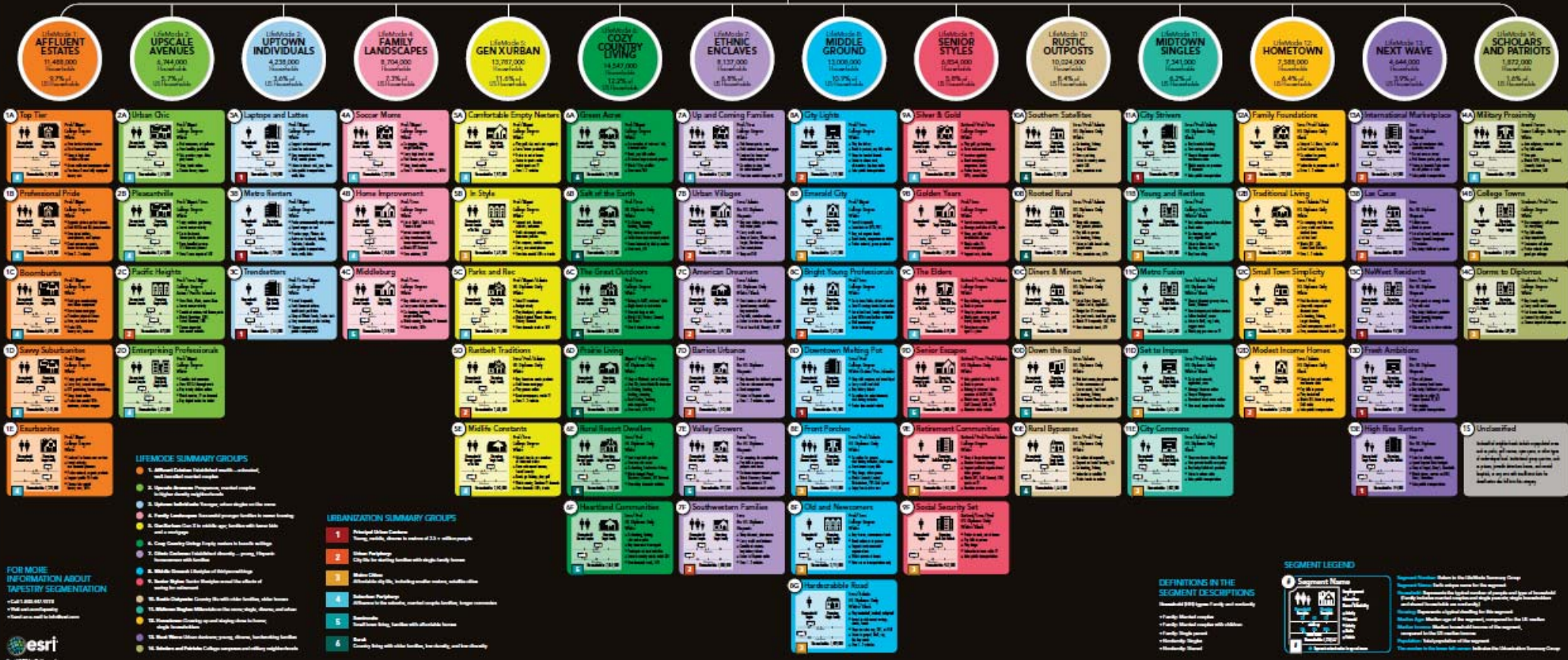
Research & Analytics

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA
Total Population: 314,404,000 Median Income: \$51,000 Home Ownership Rate: 64%
Total Households: 118,979,000 Median Net Worth: \$71,000 Average Household Size: 2.58
Median Age: 37.6 Diversity Index: 62.1 Home Value: \$172,000



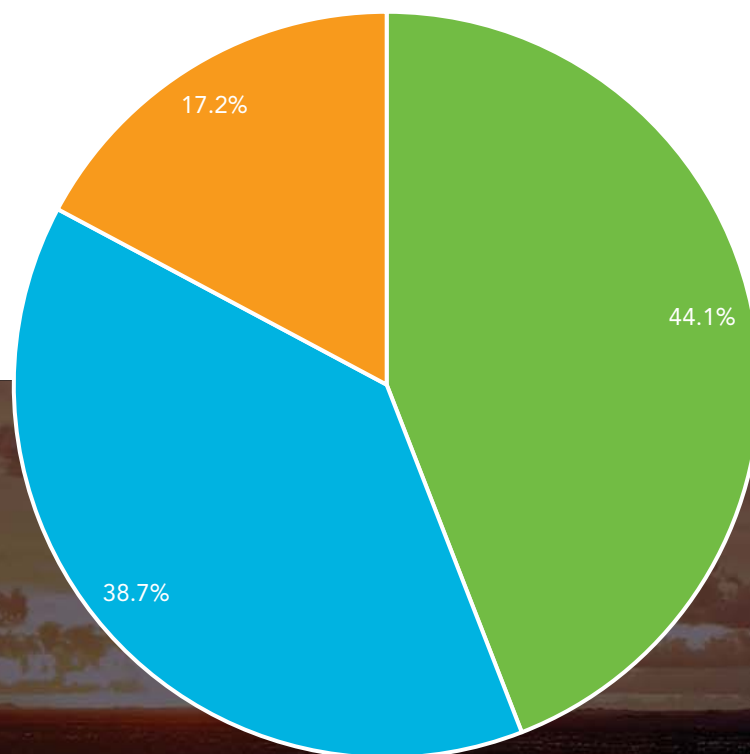


TAPESTRY SEGMENTATION

Research & Analytics



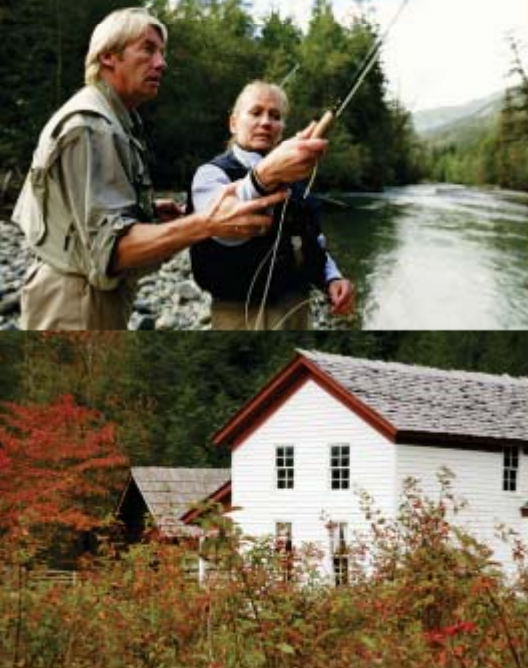
3 - Mile Radius Walgreens



■ Rural Bypasses (10E)

■ Midlife Constants (5E)

■ Modest Income Homes (12D)



LifeMode Group: Rustic Outposts

Rural Bypasses

10E

Households: 1,646,400

Average Household Size: 2.55

Median Age: 40.4

Median Household Income: \$33,000

WHO ARE WE?

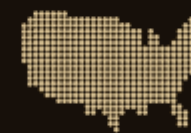
Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely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

OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes or mobile homes (Index 504).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS

- Almost 25% have not finished high school; 11% have a bachelor's degree or higher.
- Labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes.
- Religion and faith are central in their lives.
- They rely on television to stay informed.



MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- 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, Freeform, USA Network, and TV Land.

HOUSING

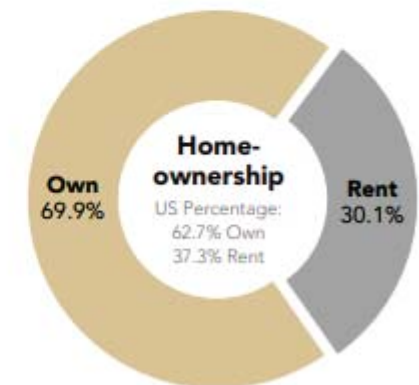
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Mobile Homes

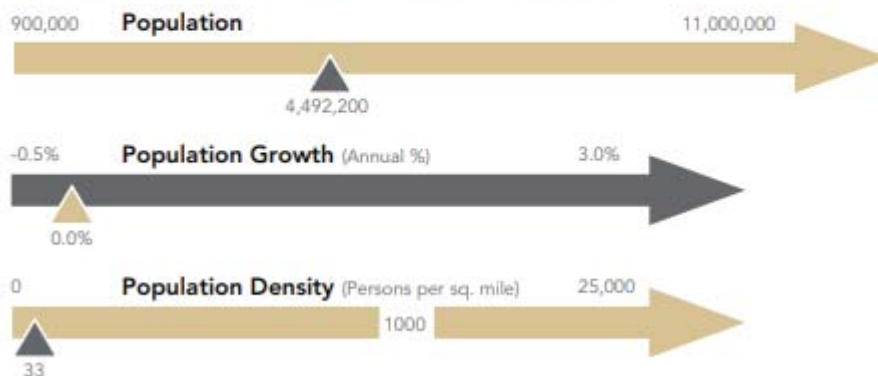
Median Value:
\$83,200

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

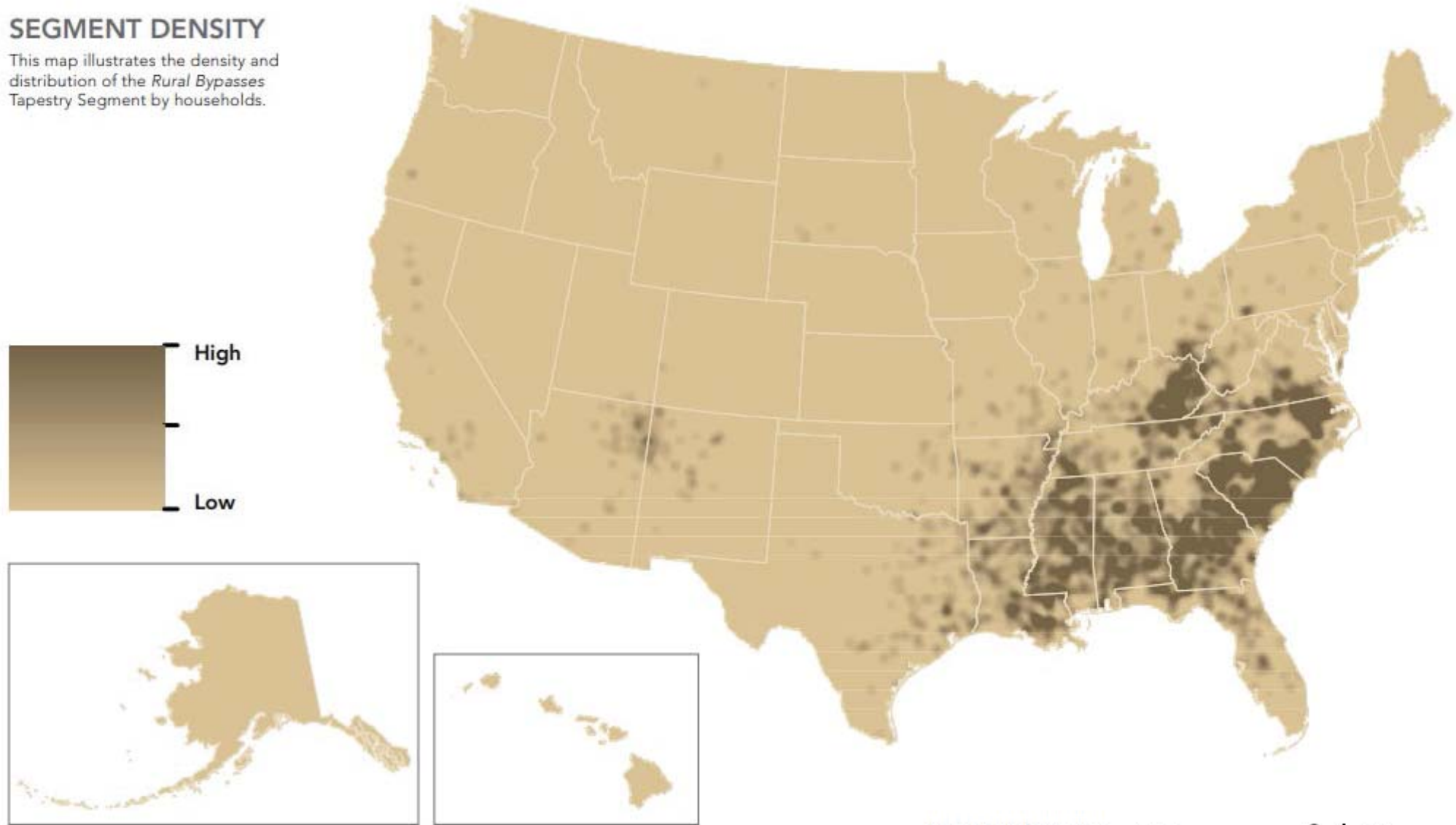
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *Rural Bypasses* Tapestry Segment by households.





LifeMode Group: GenXurban

Midlife Constants

5E

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: \$53,200

WHO ARE WE?

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

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.
- Primarily married couples, with a growing share of singles.
- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.
- Single-family homes, less than half still mortgaged, with a median home value of \$154,100 (Index 74).

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market (Index 91).
- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).



Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MR-Simmons.



MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

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

HOUSING

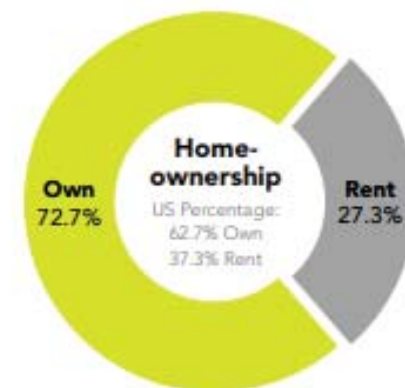
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Typical Housing:
Single Family

Median Value:
\$154,100

US Median: \$207,300



POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: GenXurban

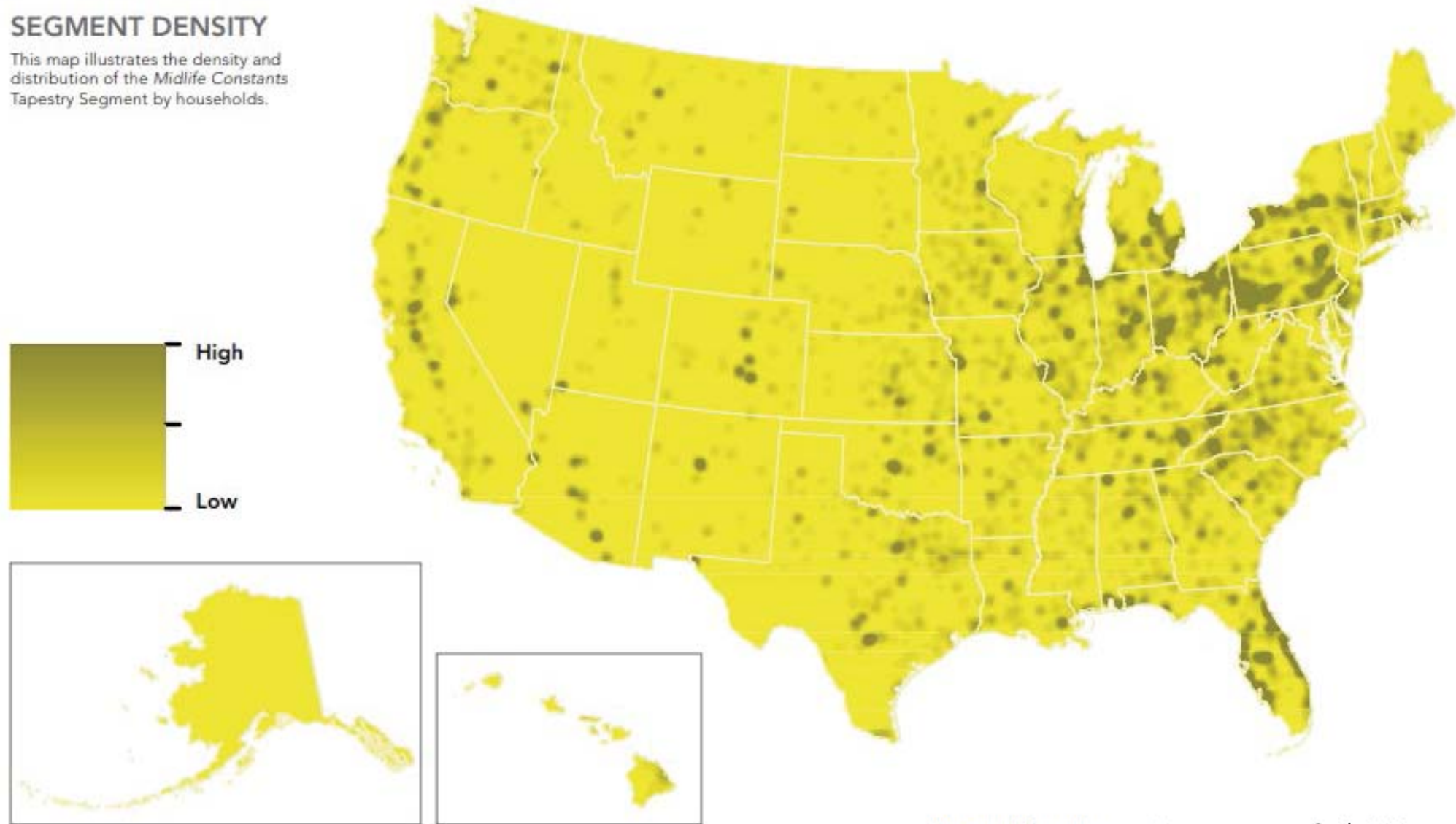
Midlife Constants



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.



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info@esri.com
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DISCOVER

GAP Analysis

Retail Strategies uses STI:PopStats as our provider of the Consumer Demand and Supply by Establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

5

The **GAP Analysis** helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

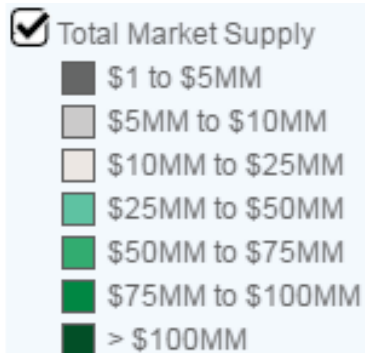
Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus or more on the category than the actual dollar amounts.



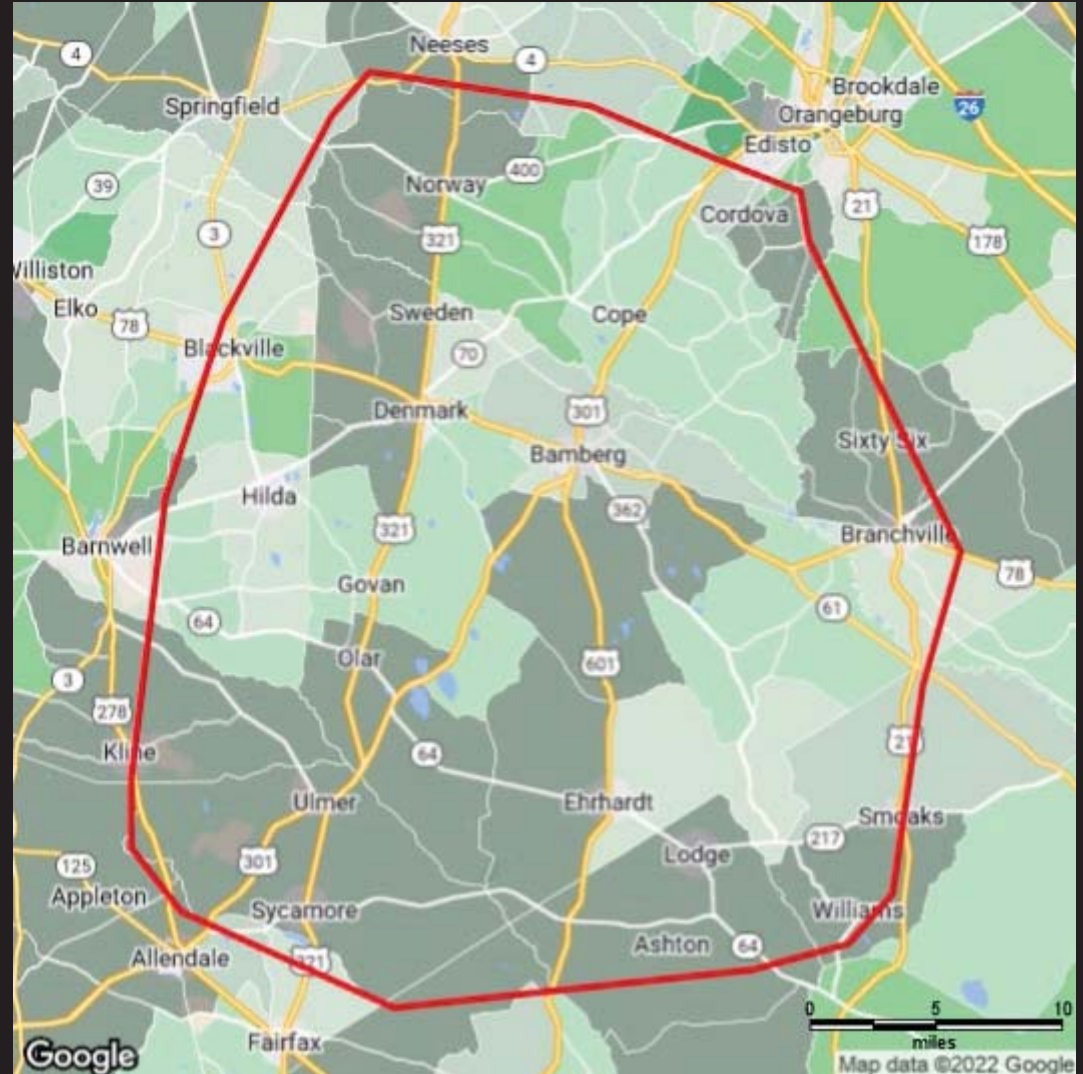
CUSTOM TRADE AREA

Total Market Supply

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.



Total Market Supply
\$291,966,380



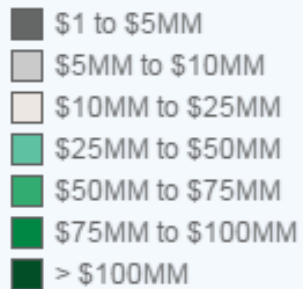


CUSTOM TRADE AREA

Total Market Demand

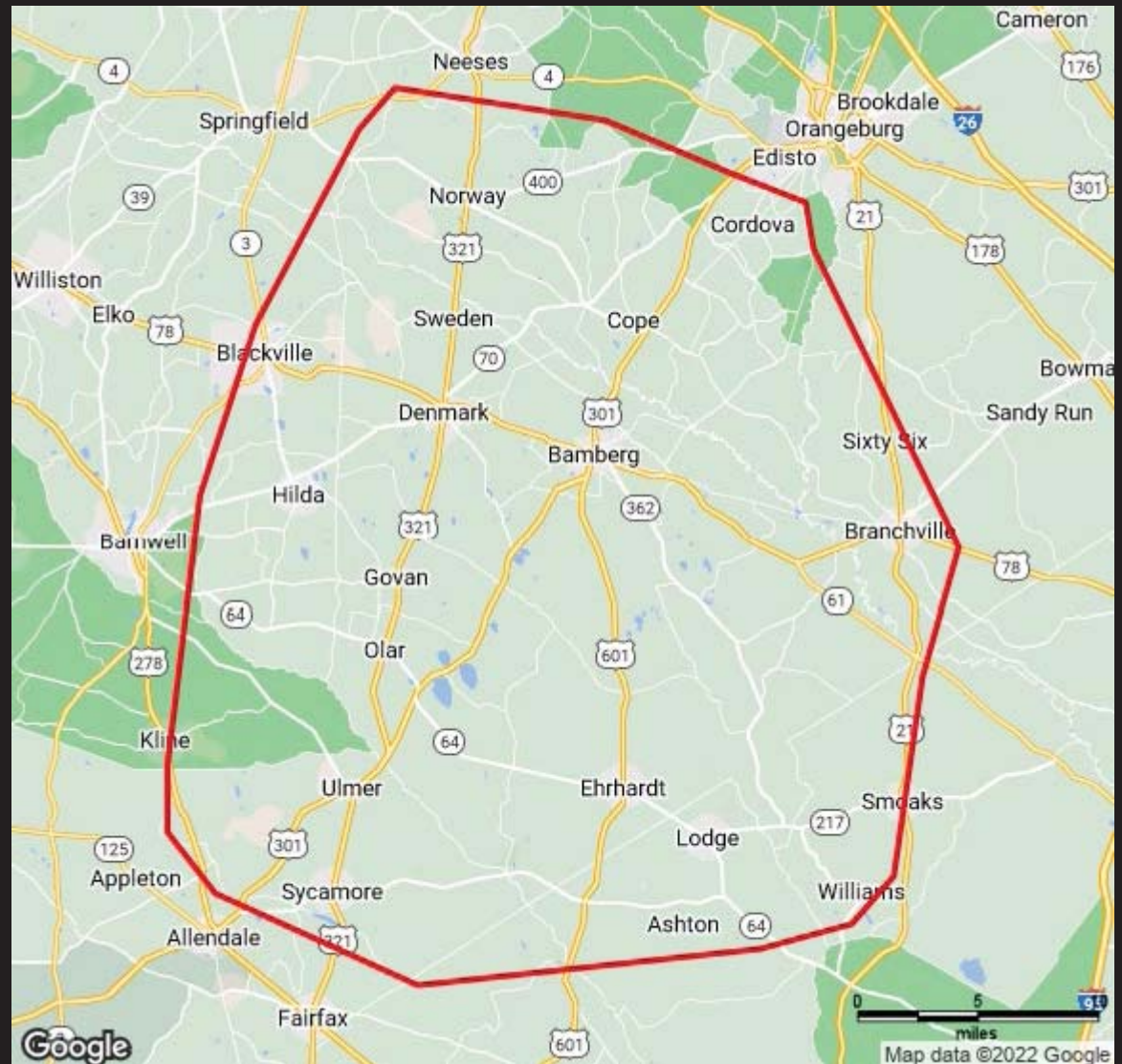
This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

☒ Total Consumer Demand



Total Market Demand

\$553,815,899





CUSTOM TRADE AREA

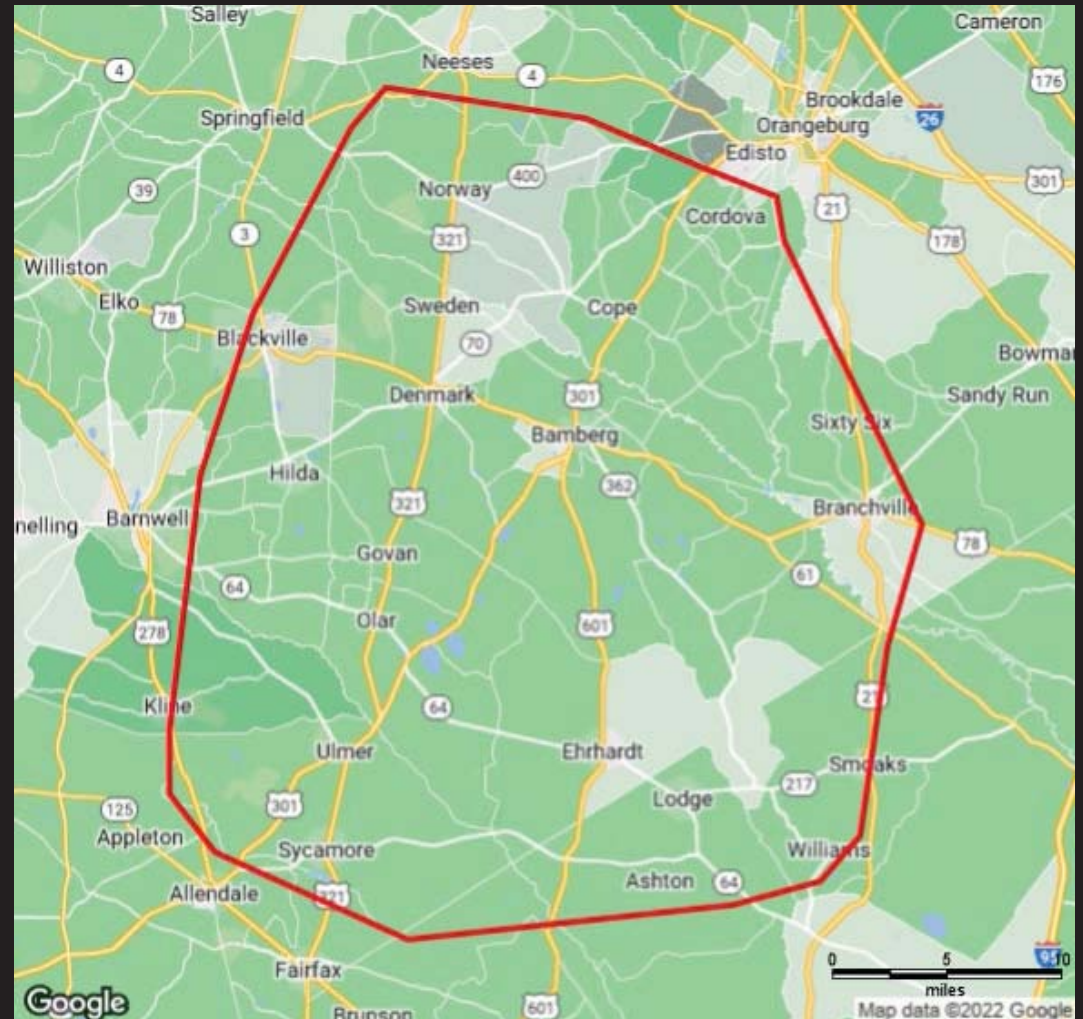
Opportunity Gap

This means more people purchase items outside of the defined trade area than in the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



Total Market leakage of

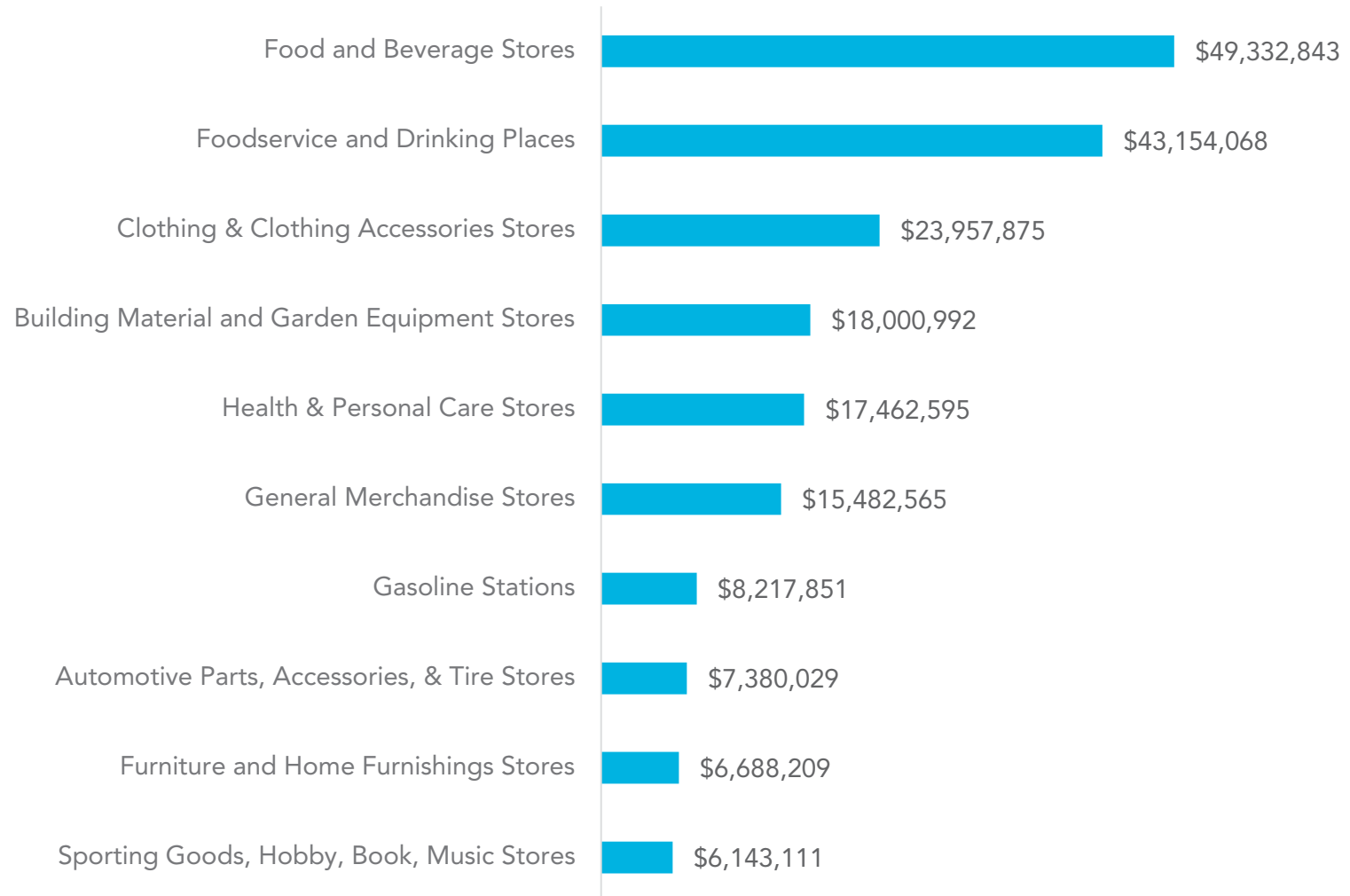
\$261,849,518





CUSTOM TRADE AREA

Leakage



DISCOVER

Peer Analysis

Walgreens 10 - Minute Drive Time

City	State	Residential Pop	Employed Daytime Pop	Median HH Income	Market Supply
Bamberg	SC	6,989	8,596	\$34,608	\$51,338,267
Hardeeville	SC	7,768	7,733	\$45,754	\$143,484,385
Cheraw	SC	7,124	8,777	\$38,475	\$132,335,635
Barnwell	SC	8,401	9,393	\$38,978	\$118,793,070
Hampton	SC	7,754	7,837	\$34,376	\$78,558,778
Ridgeland	SC	9,896	8,544	\$37,197	\$160,373,312
Westminster	SC	9,100	7,713	\$37,995	\$108,606,993