

BAMBERG, SOUTH CAROLINA

Market Guide

bambergcountysc.gov

City Contact Information



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District 6 Councilman & Director of Economic Development

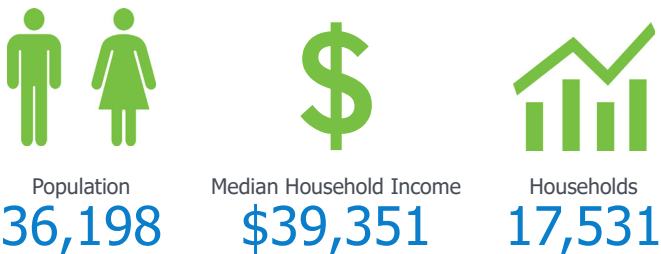
City of Bamberg, SC

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Demographics

(Custom Trade Area)



Peer Analysis

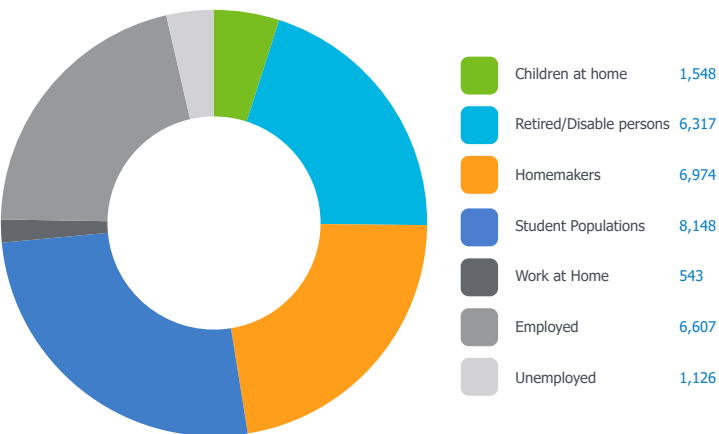
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Hardeeville	SC	20751 Whyte Hardee Blvd
Cheraw	SC	6626 W Market Street Ext
Barnwell	SC	10306 Dunbarton Blvd
Hampton	SC	1349 Elm St W
Ridgeland	SC	8123 E Main St
Westminster	SC	9321 Long Creek Hwy

Daytime Population 31,263

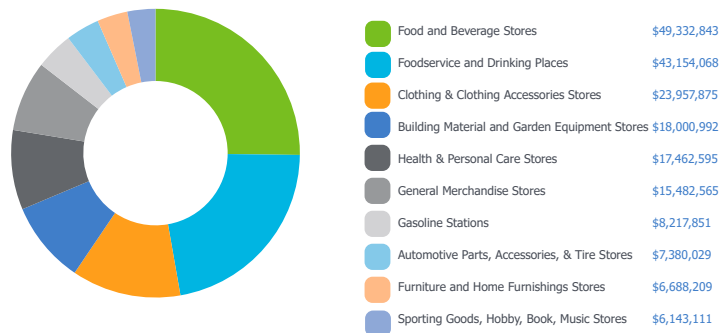
(Custom Trade Area)



GAP Analysis \$195,820,138

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

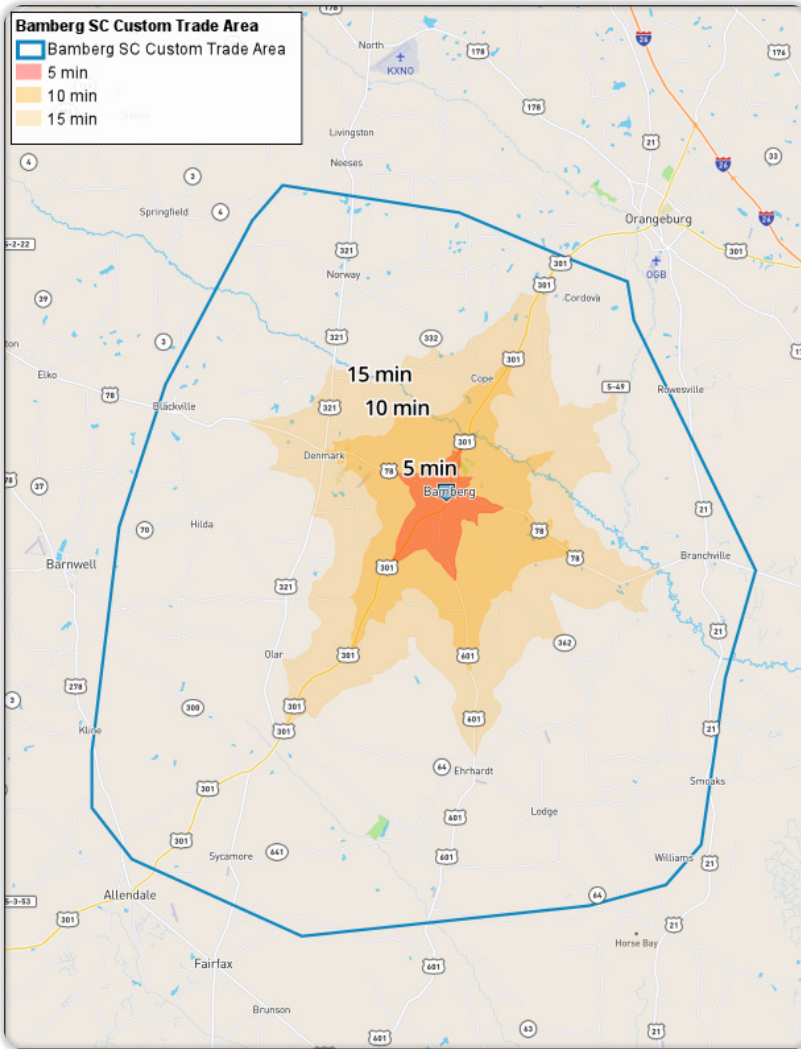
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	3 Mile Radius	5 Mile Radius	10 Mile Radius
2021 Estimated Population	5,114	6,503	15,573
Daytime Population	5,210	6,859	15,628
Median HH Income	\$31,351	\$33,151	\$35,974
Number of Households	1,941	2,388	5,808

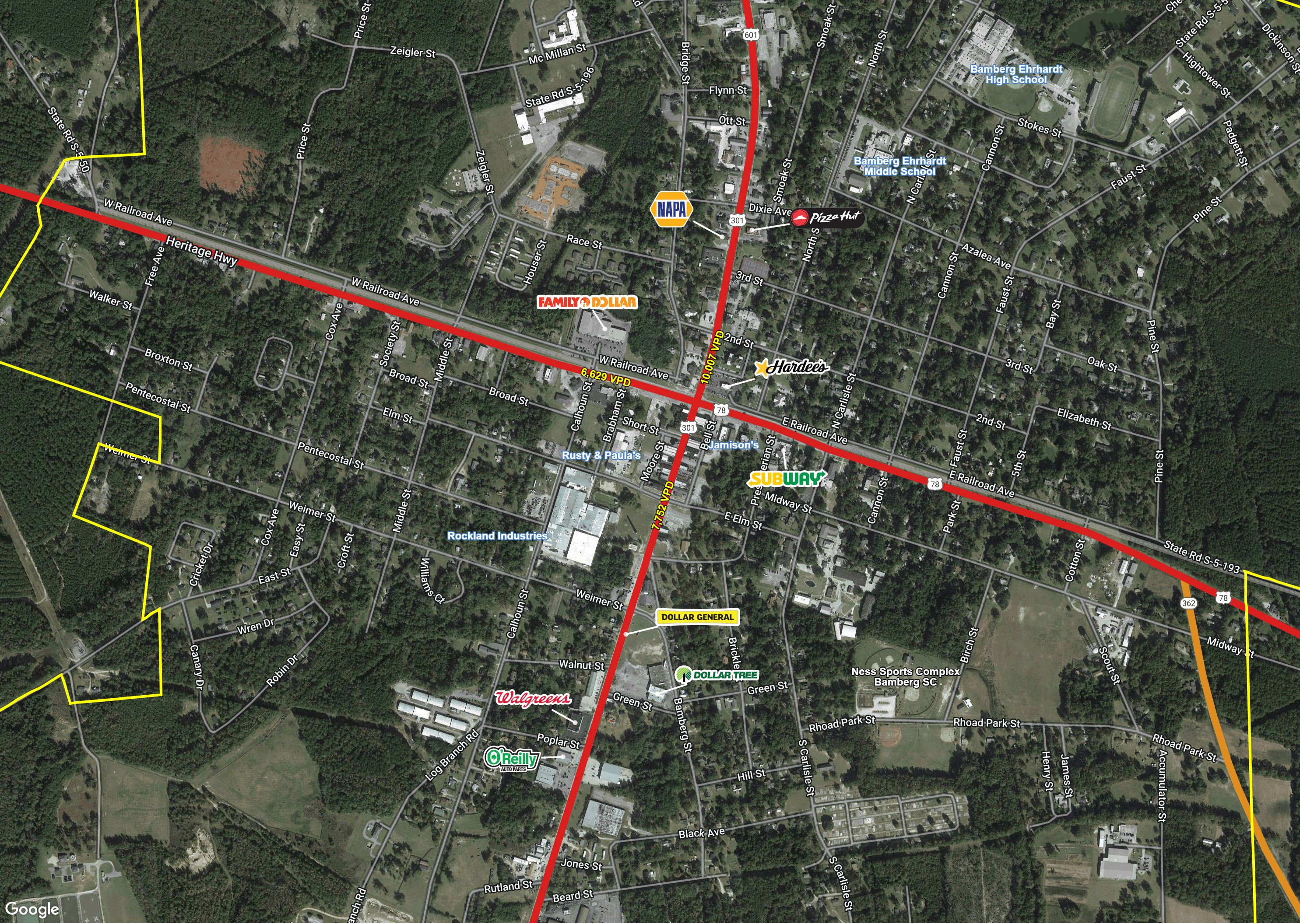
	5 Minute DT	10 Minute DT	15 Minute DT
2021 Estimated Population	3,994	6,989	13,737
Daytime Population	4,133	8,596	15,311
Median HH Income	\$29,406	\$34,608	\$35,935
Number of Households	1,518	2,643	5,111

*Source: STI PopStats



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