City Contact Information

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Demographics

Average Age
40
Median Household Income
$37,915
Growth Rate
1.13%

Daytime Population
97,866

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:

<table>
<thead>
<tr>
<th>Demographic Factor</th>
<th>Custom Trade Area</th>
<th>5 Mile Radius</th>
<th>10 Mile Radius</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children at Home</td>
<td>3,670</td>
<td>3,470</td>
<td>3,470</td>
</tr>
<tr>
<td>Retired/Disabled</td>
<td>11,744</td>
<td>11,566</td>
<td>11,566</td>
</tr>
<tr>
<td>Homemakers</td>
<td>38,513</td>
<td>38,513</td>
<td>38,513</td>
</tr>
<tr>
<td>Student Population</td>
<td>3,470</td>
<td>3,470</td>
<td>3,470</td>
</tr>
<tr>
<td>Work at Home</td>
<td>3,470</td>
<td>3,470</td>
<td>3,470</td>
</tr>
<tr>
<td>Unemployed</td>
<td>2,153</td>
<td>2,153</td>
<td>2,153</td>
</tr>
</tbody>
</table>

Peer Trade Areas

- Hampton, SC
- Hilda, SC
- Swansea, SC
- Ridgeland, SC
- Bamberg, SC
- Kershaw, SC

GAP Analysis

$38,761,849

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.

Let us know how we can help you find a site!