retail academy

Eutaw, AL

Retail recruitment plan

DISCOVER

Research

Memberships, Subscriptions & Customized Reports

Crittenden Research

RLT RETAIL LEASE TRAC

salesgenie

NATION'S Restaurant News

PlainVanillaShell

SN SUPERMARKET NEWS

Research Partners & Geographic Information Systems

TETRAD

Sitewise

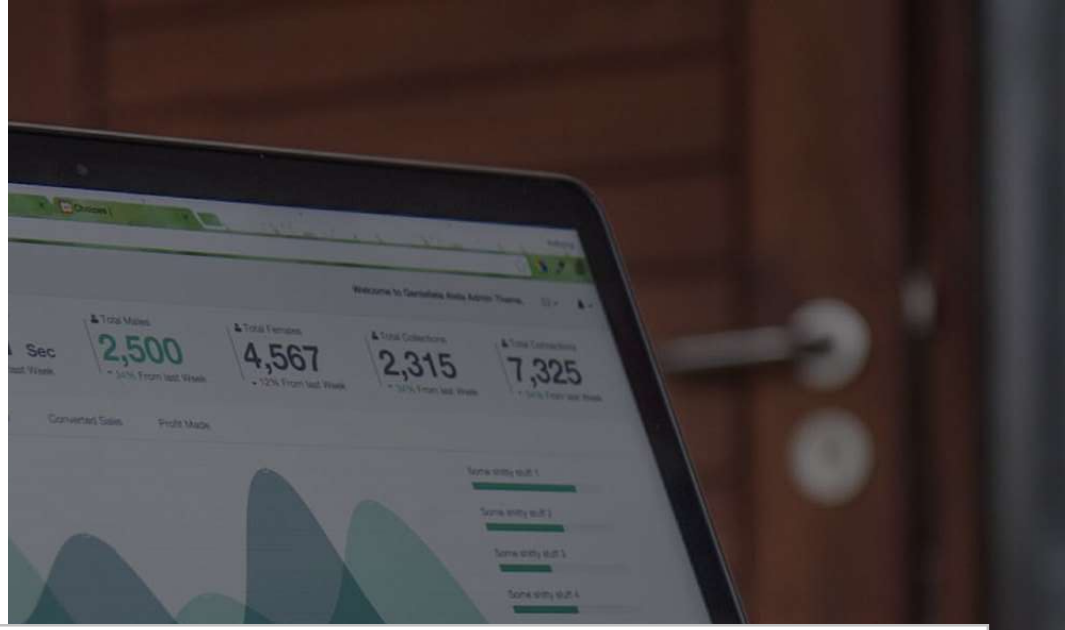
CCIM STDB

REGIS online

DISCOVER

Research

Where does all this information come from?



Federal Housing Finance Agency (FHFA)

United States Postal Service

U.S. Bureau of Labor Statistics

esri

SYNERGOS TECHNOLOGIES, INC.

AGS Applied Geographic Solutions

AggData

Treasury Internal Revenue Service

National Park Service

Department of Transportation United States of America

BEA Bureau of Economic Analysis U.S. Department of Commerce

United States Census Bureau

ies National Center for Education Statistics

CDC Centers for Disease Control and Prevention National Center for Health Statistics

Department of Defense United States of America

Social Security Administration USA

Federal Aviation Administration

CDC Centers for Disease Control and Prevention

IPEDS Integrated Postsecondary Education Data System

FFIEC Federal Financial Institutions Examination Council

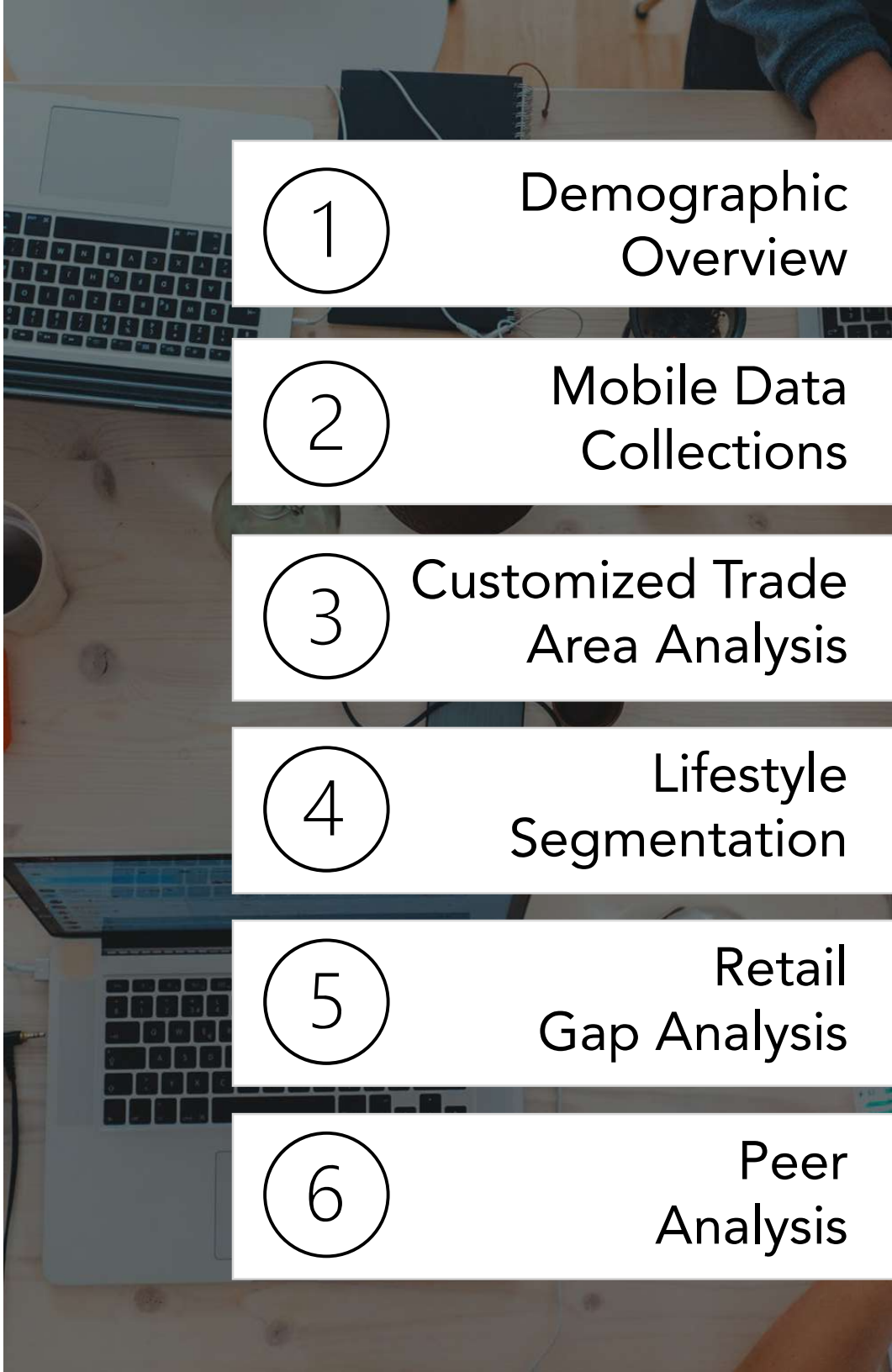
DISCOVER

Research

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

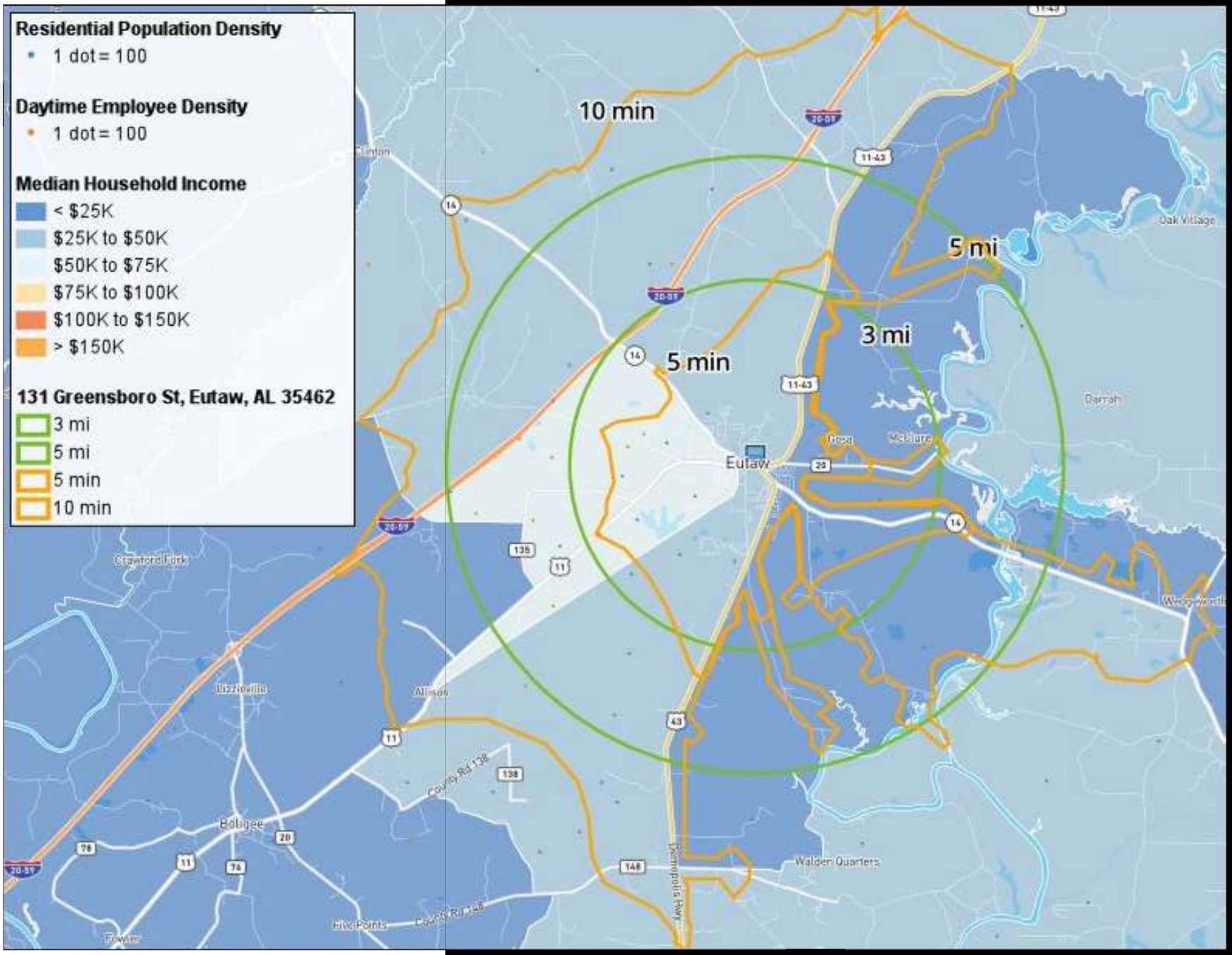
The information covered in this document represents the key highlights for your community. Retail Strategies has provided Eutaw's primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

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

1



Residential Population Density
1 dot = 100
Daytime Employee Density
1 dot = 100
Median Household Income
< $25K
$25K to $50K
$50K to $75K
$75K to $100K
$100K to $150K
> $150K
131 Greensboro St, Eutaw, AL 35462
3 mi
5 mi
5 min
10 min
10 min
5 mi
3 mi
5 min
Eutaw
Clinton
Oak Village
Darrah
Crawford Fork
Lizzieville
Allison
Boligee
Walden Quarters
Hive Points
Fowler

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	2,967	3,357	6,147	2,631	3,436	5,280
Number of Households	1,220	1,377	2,564	1,073	1,426	2,185
Projected Annual Growth (5 YR)	-2.93%	-2.92%	-3.20%	-2.91%	-2.88%	-3.07%
Median HH Income 2022	$26,699	$26,179	$26,616	$27,216	$27,079	$26,292
Current Year Average Age	40.6	40.9	41.1	40.6	41	40.9
Average Home Value	$132,854	$133,174	$121,488	$136,202	$134,503	$122,548
Current Year % Bachelor's Degree	8%	8%	8%	8%	8%	8%
Daytime Population	4,070	4,188	5,807	3,627	3,979	5,427
Labor Force	2,408	2,733	5,018	2,134	2,797	4,302

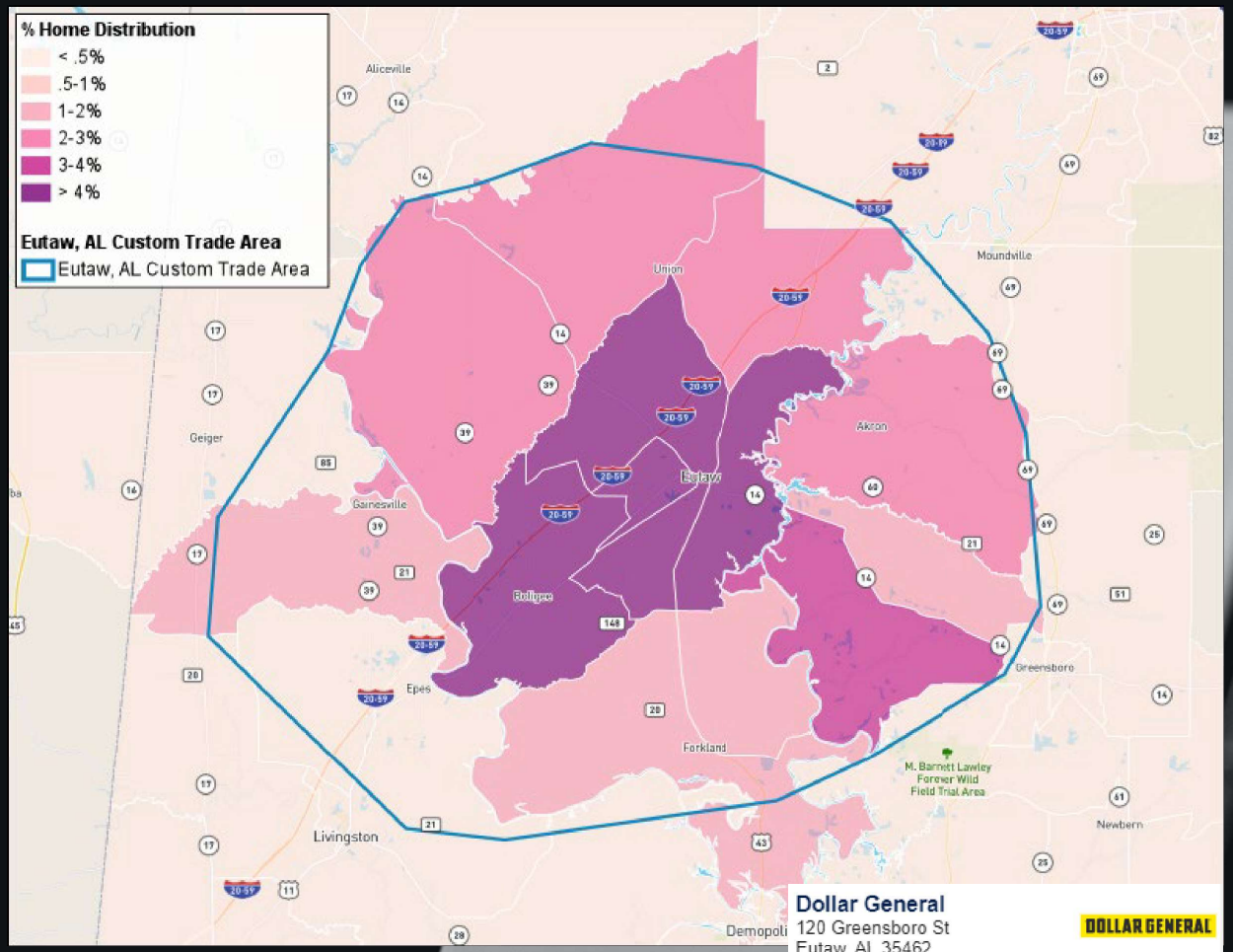
CUSTOM TRADE AREA

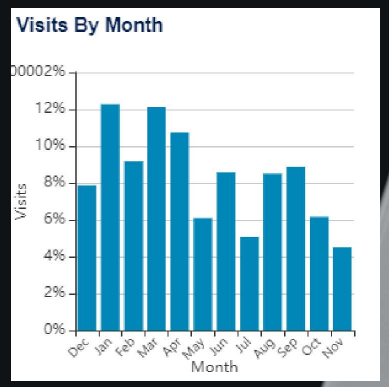
Mobile data collection

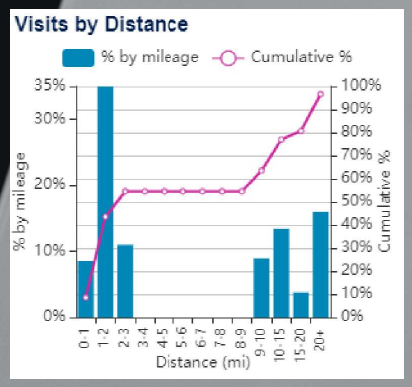
The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. 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 Dollar General/Piggly Wiggly

For the time period of January 2022 – January 2023







Dollar General
120 Greensboro St
Eutaw, AL 35462
United States

DOLLAR GENERAL

Details

Sector	Discount Stores
Sector Rank within County	#1 of 2
Estimated Annual Visits	125,071
Estimated Annual Visitors	49,809
Avg Distance from Home	4.0 miles
Average Dwell Time	7.4 min
Tourist Visits	3.3%
Brand	Dollar General
Brand Rank within State	#140 of 732
Brand Rank within DMA	#48 of 256

CUSTOM TRADE AREA

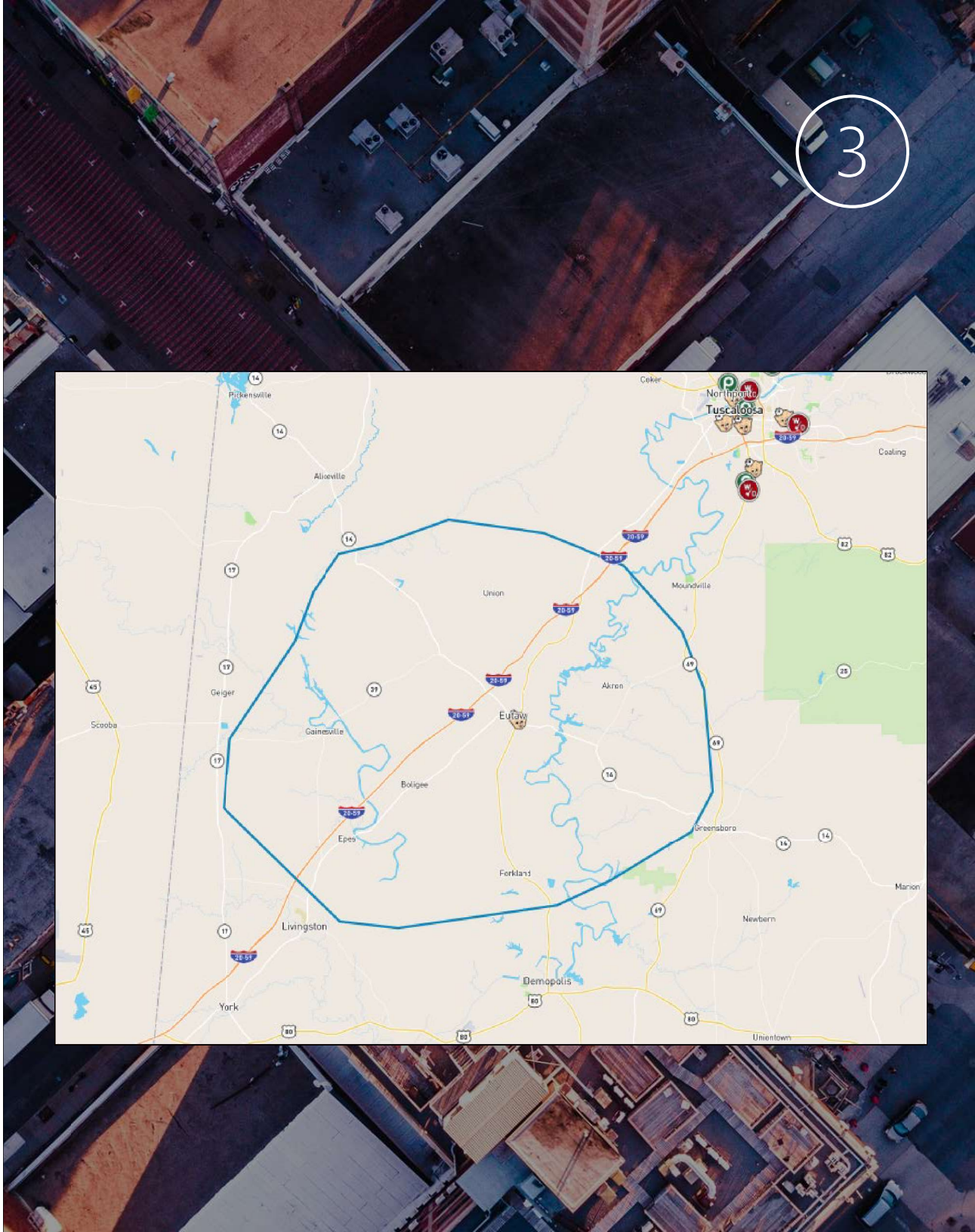
Custom Trade Area

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

14,217
2022 estimated population

13,803
Projected 2027 population

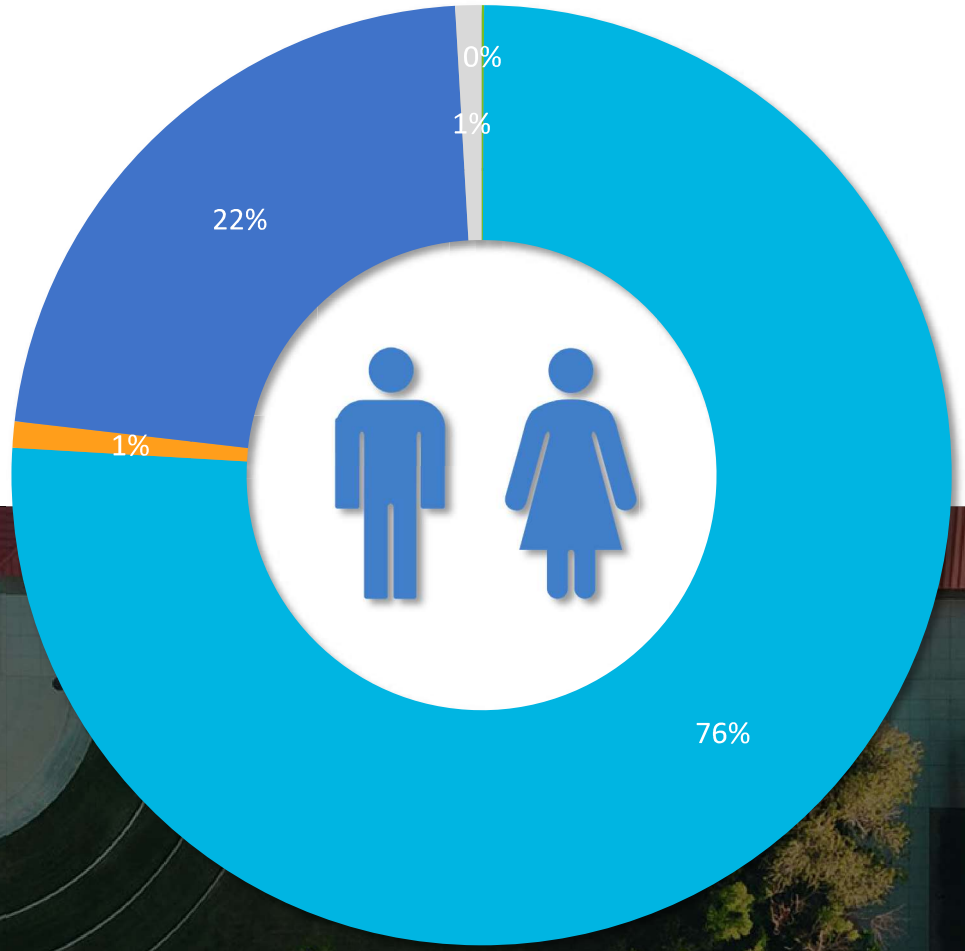
-2.9%
Projected growth rate
2022-2027

39
male average age

42
female average age

CUSTOM TRADE AREA

Our Research



Race

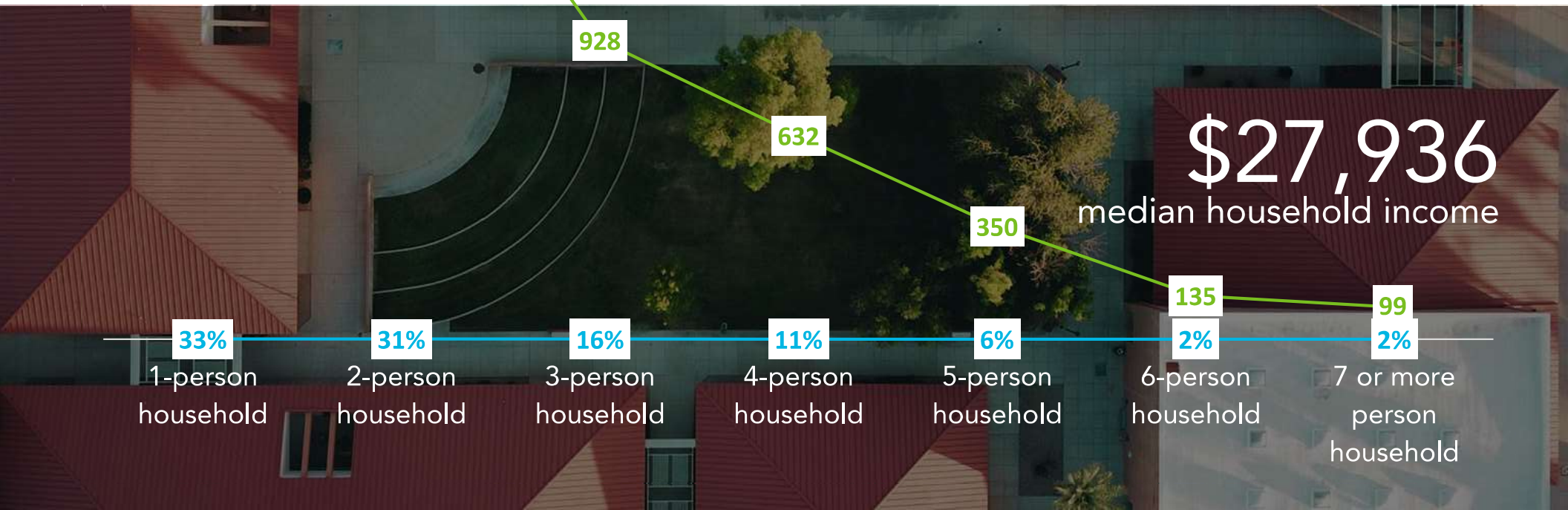
- Asian
- Black
- Latino
- White
- Other

DISCOVER

Our Research

8,275

number of households



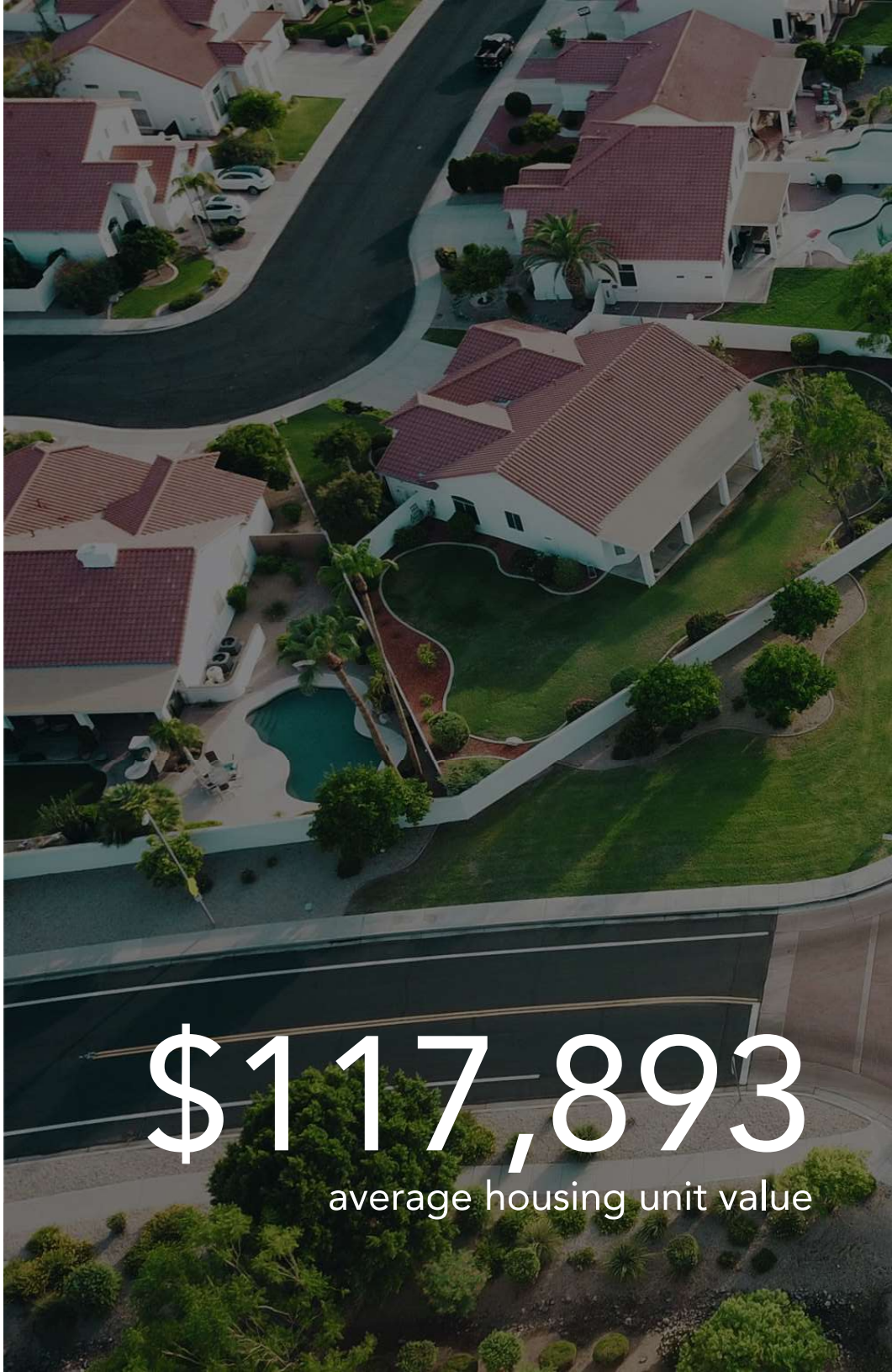
$27,936

median household income

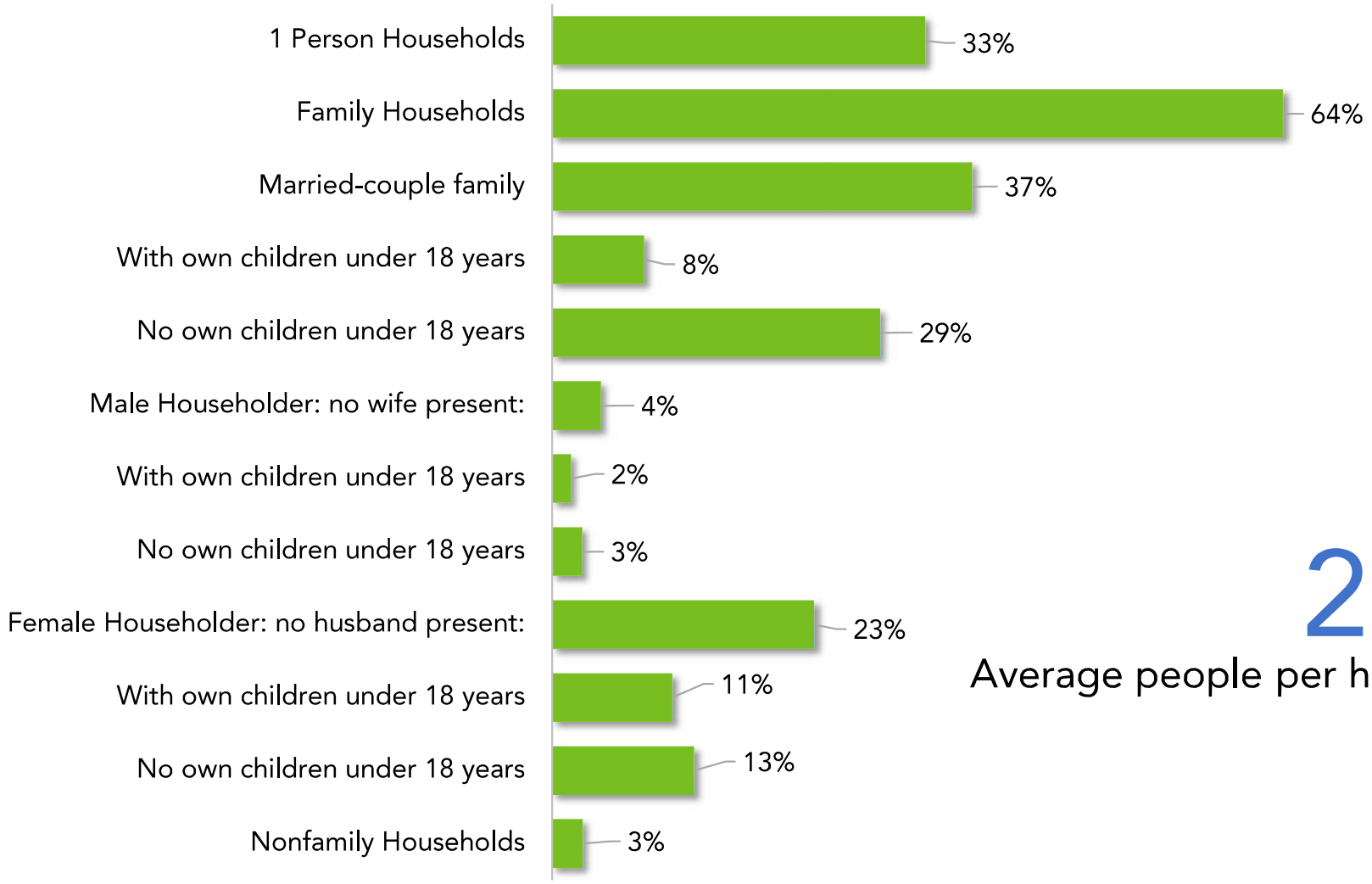
CUSTOM TRADE AREA

Our Research

2022 ESTIMATED HOUSING UNITS BY TENURE



Our Research

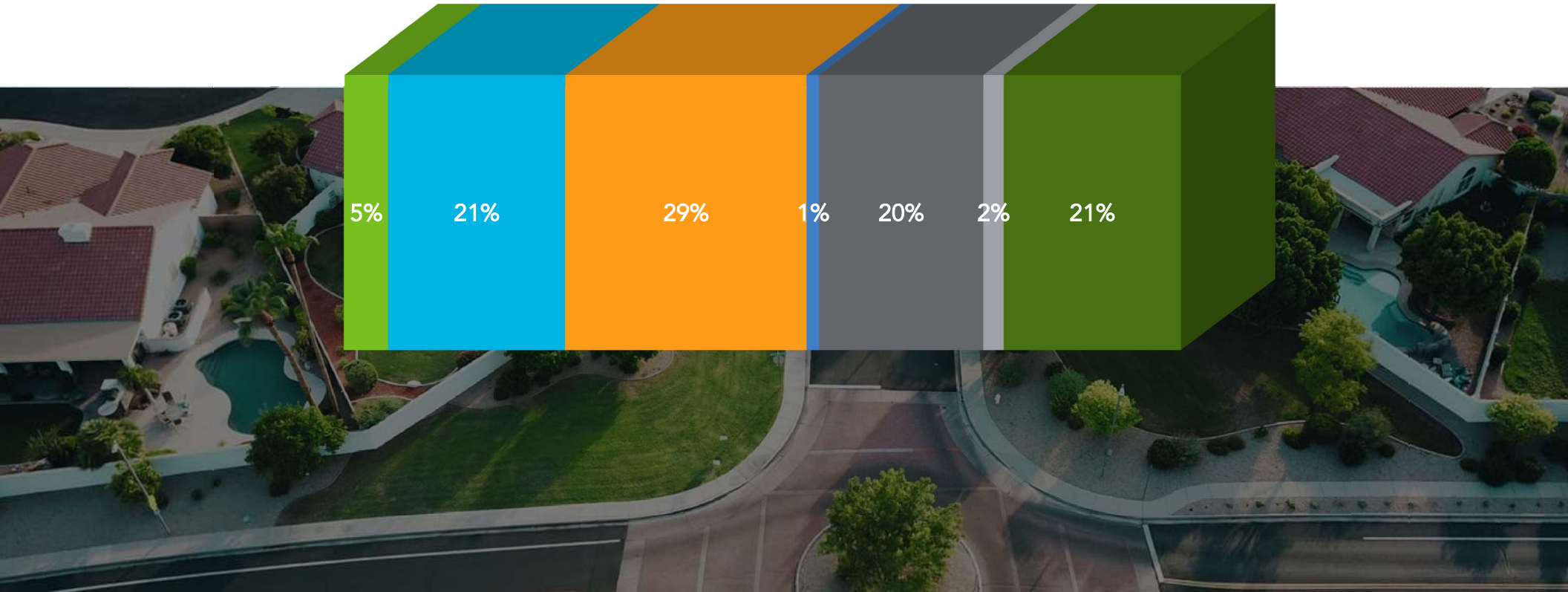


2.40

Average people per household

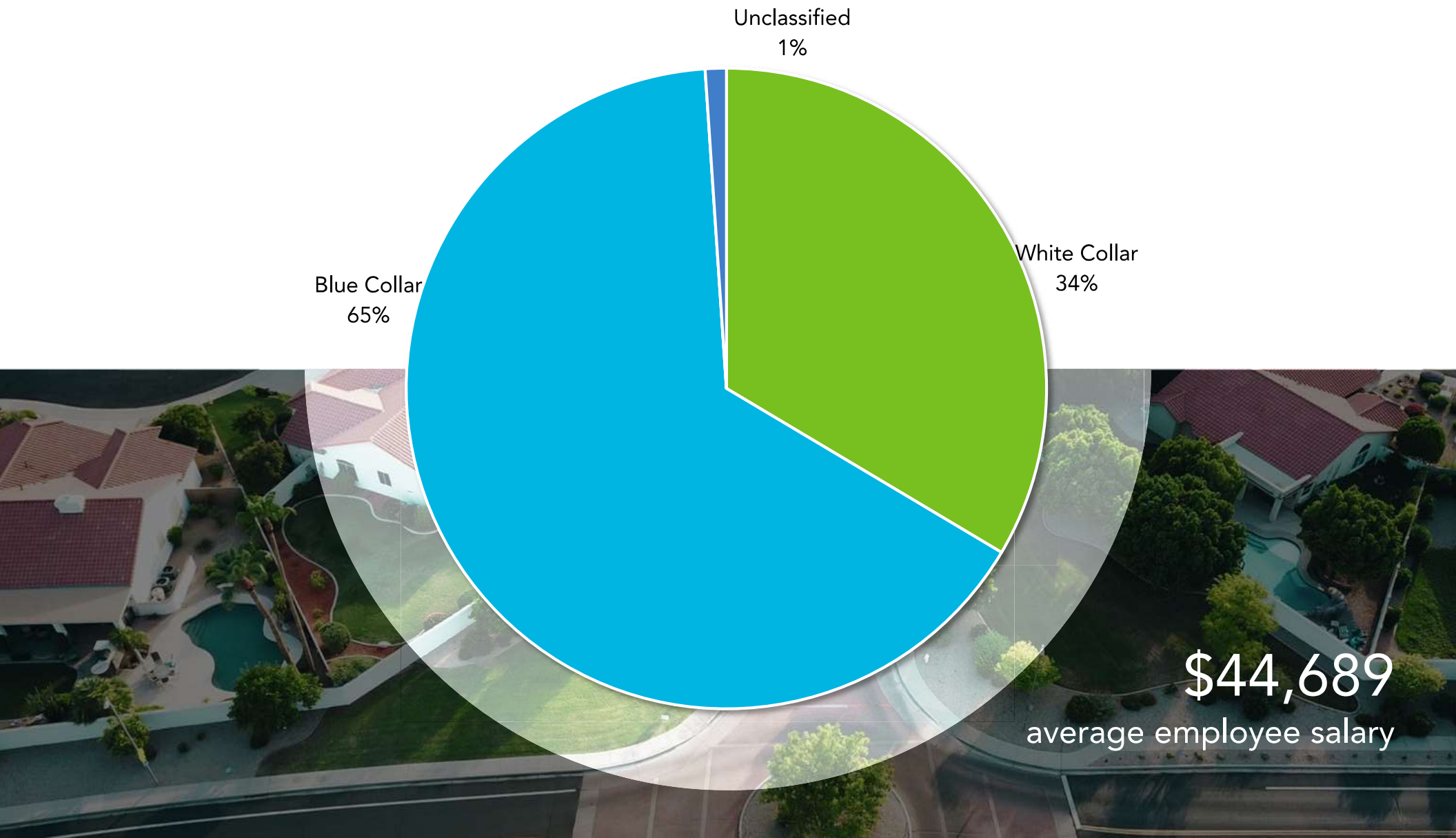
Our Research

11,536
daytime population



DISCOVER: Custom Trade Area

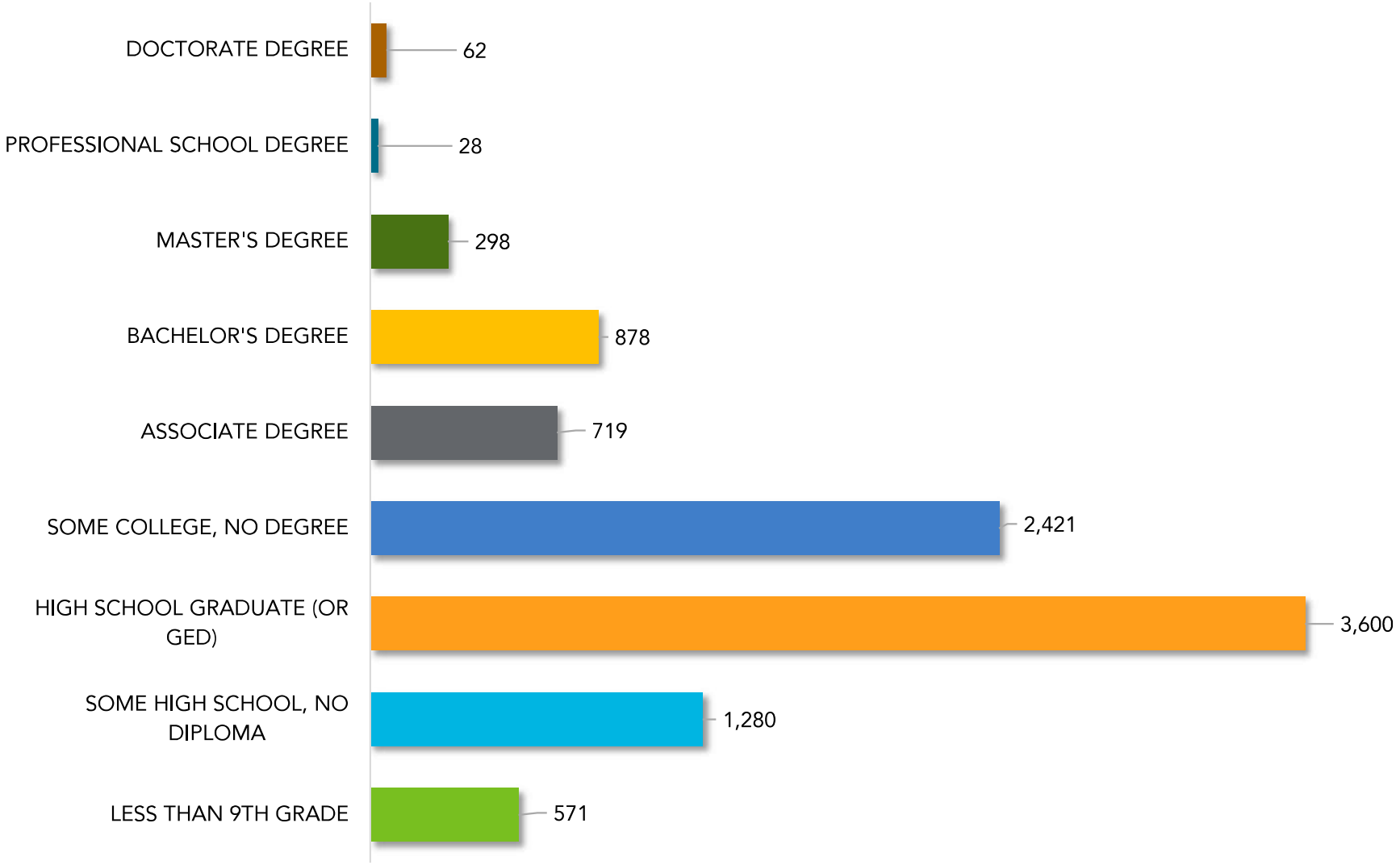
Our Research



DISCOVER: Custom Trade Area

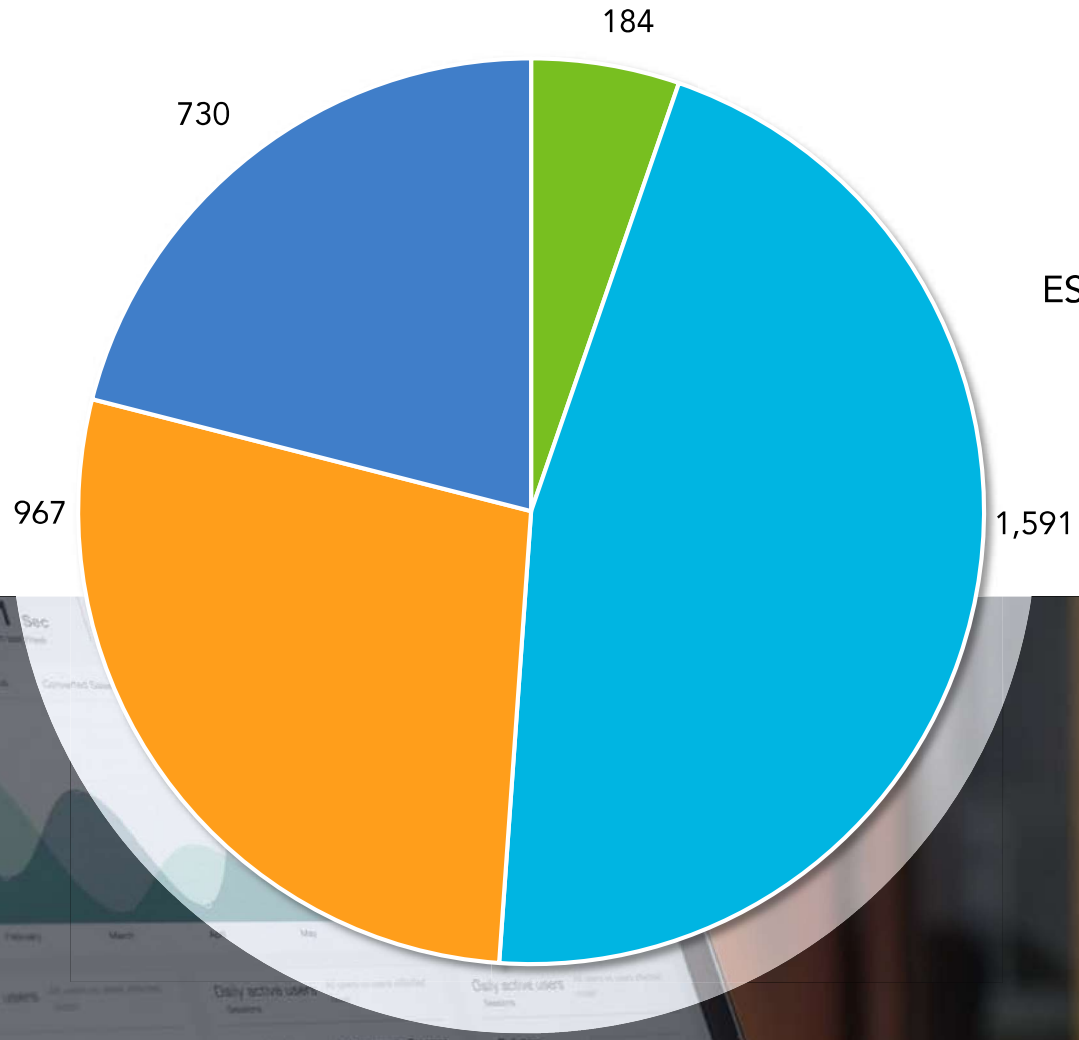
Our Research

Current Year Estimated Population Age 25+ by Educational Attainment



CUSTOM TRADE AREA

Our Research



CURRENT YEAR

ESTIMATED POPULATION

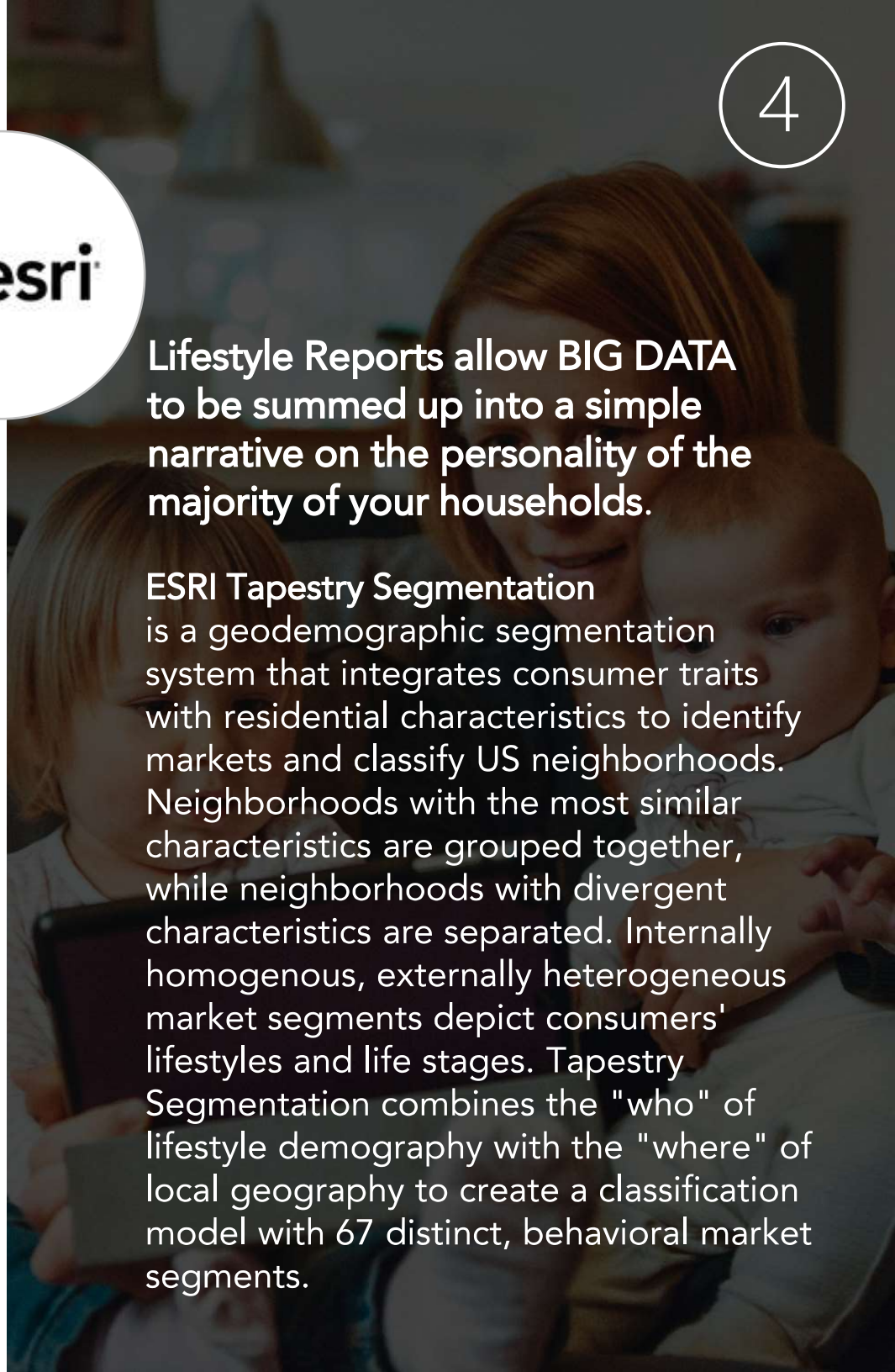
BY ENROLLMENT

DISCOVER

Research & Analytics

When asked to describe "Who is Eutaw, AL?" 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.

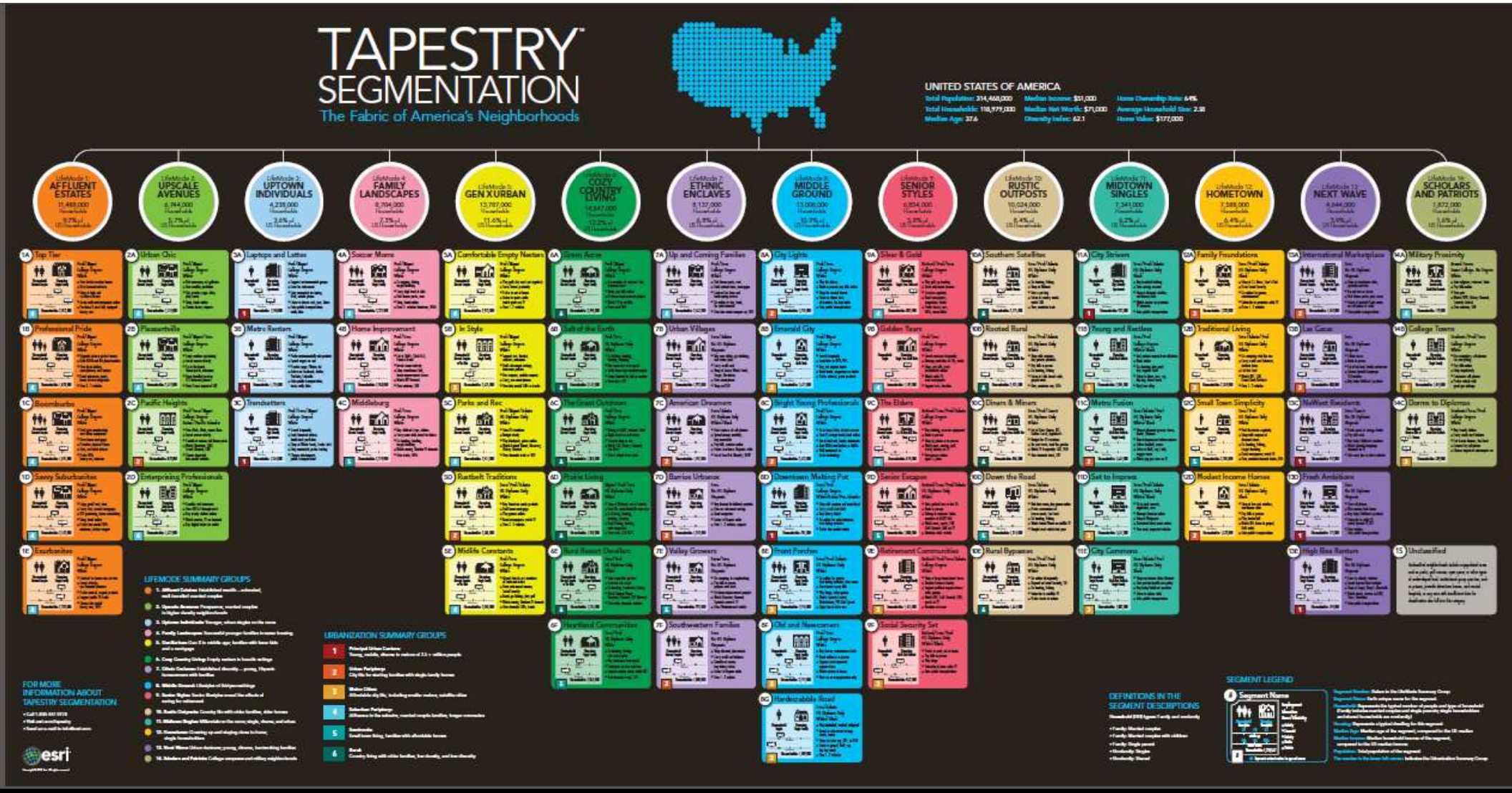


Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

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

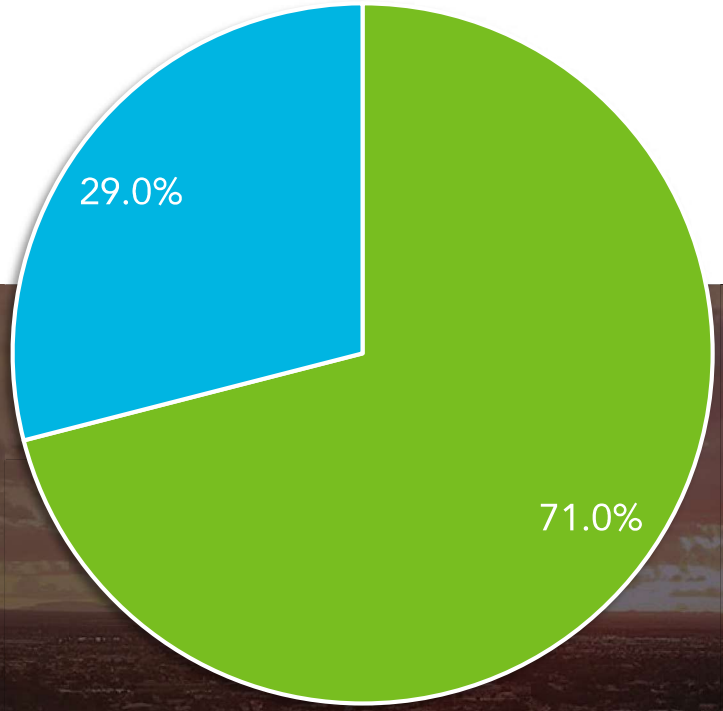
Research & Analytics



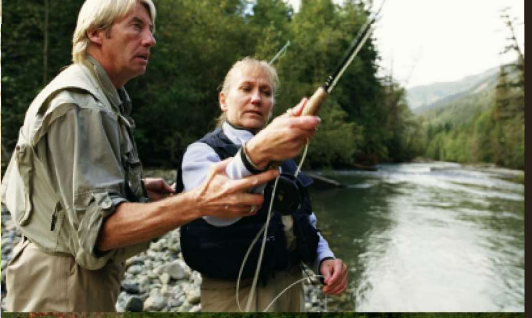
TAPESTRY SEGMENTATION

Research & Analytics

5 – Mile Radius



- Rural Bypasses (10E)
- 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.

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

10E LifeMode Group: Rustic Outposts
Rural Bypasses

TAPESTRY SEGMENTATION
esri.com/tapestry

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.

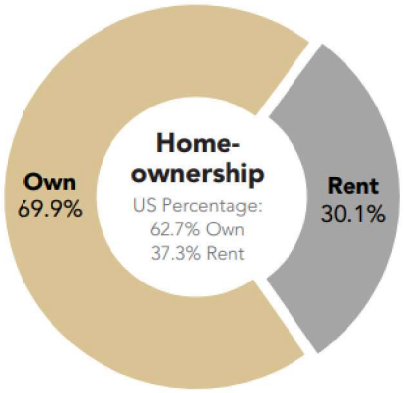
HOUSING

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

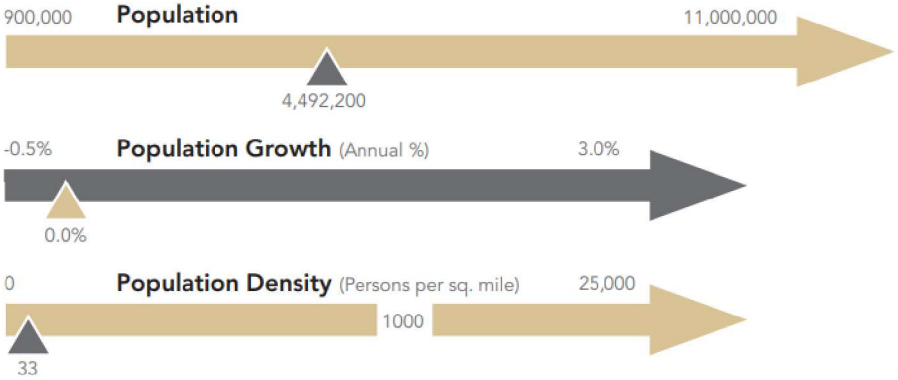
Median Value:
$83,200

US Median: $207,300



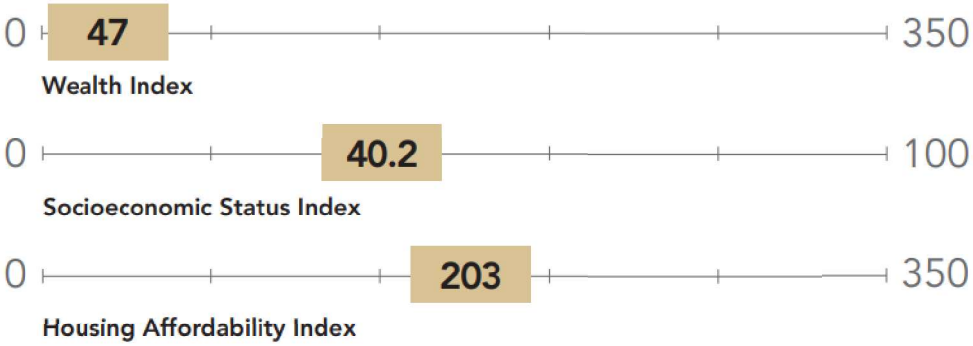
POPULATION CHARACTERISTICS

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, socioecoromic status, and housing affordability for the market relative to US standards.



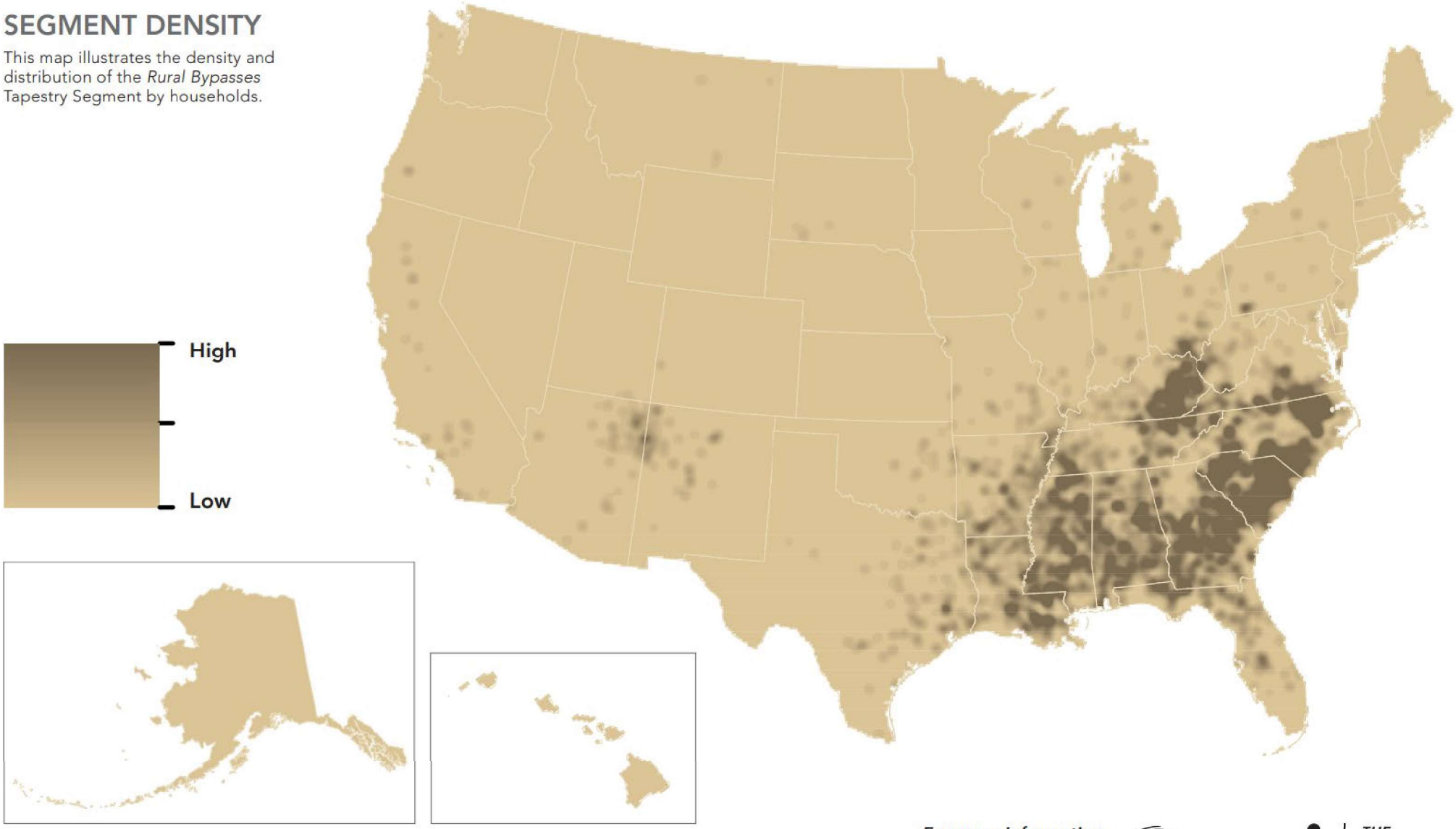
LifeMode Group: Rustic Outposts

10E Rural Bypasses

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G3096136

For more information
1-800-447-9778
info@esri.com
esri.com

esri THE SCIENCE OF WHERE®

LifeMode Group: Hometown

Modest Income Homes

12D

Households: 1,627,600

Average Household Size: 2.56

Median Age: 37.0

Median Household Income: $23,900

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. Rents are relatively low (Index 70), public transportation is available, and Medicaid assists families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have one car (or no vehicle); nearly a third rely on carpooling, walking, biking, or public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is 50%.
- Income is less than half of the US median income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.

TAPESTRY SEGMENTATION
esri.com/tapestry

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

12D

LifeMode Group: Hometown

Modest Income Homes

TAPESTRY SEGMENTATION
esri.com/tapestry

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

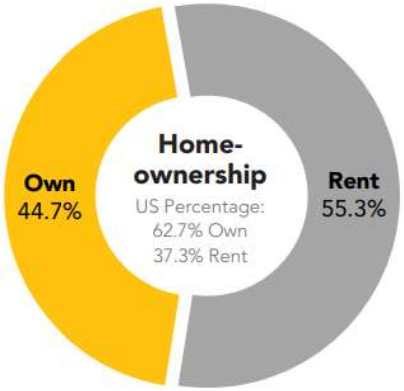
- Consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, pay bills in person.
- This market supports multigenerational families, often primary caregivers for elderly family members.
- Listen to gospel and R&B music and prefer to watch BET.
- Enjoy playing and watching basketball.

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

Average Rent:
$723
US Average: $1,038



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.

12D

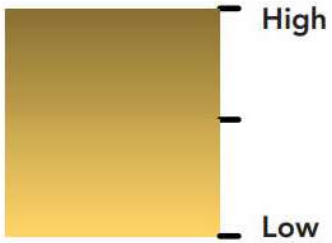
LifeMode Group: Hometown

Modest Income Homes

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Modest Income Homes* Tapestry Segment by households.



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

For more information
1-800-447-9778
info@esri.com
esri.com

esri THE SCIENCE OF WHERE®

GAP Analysis

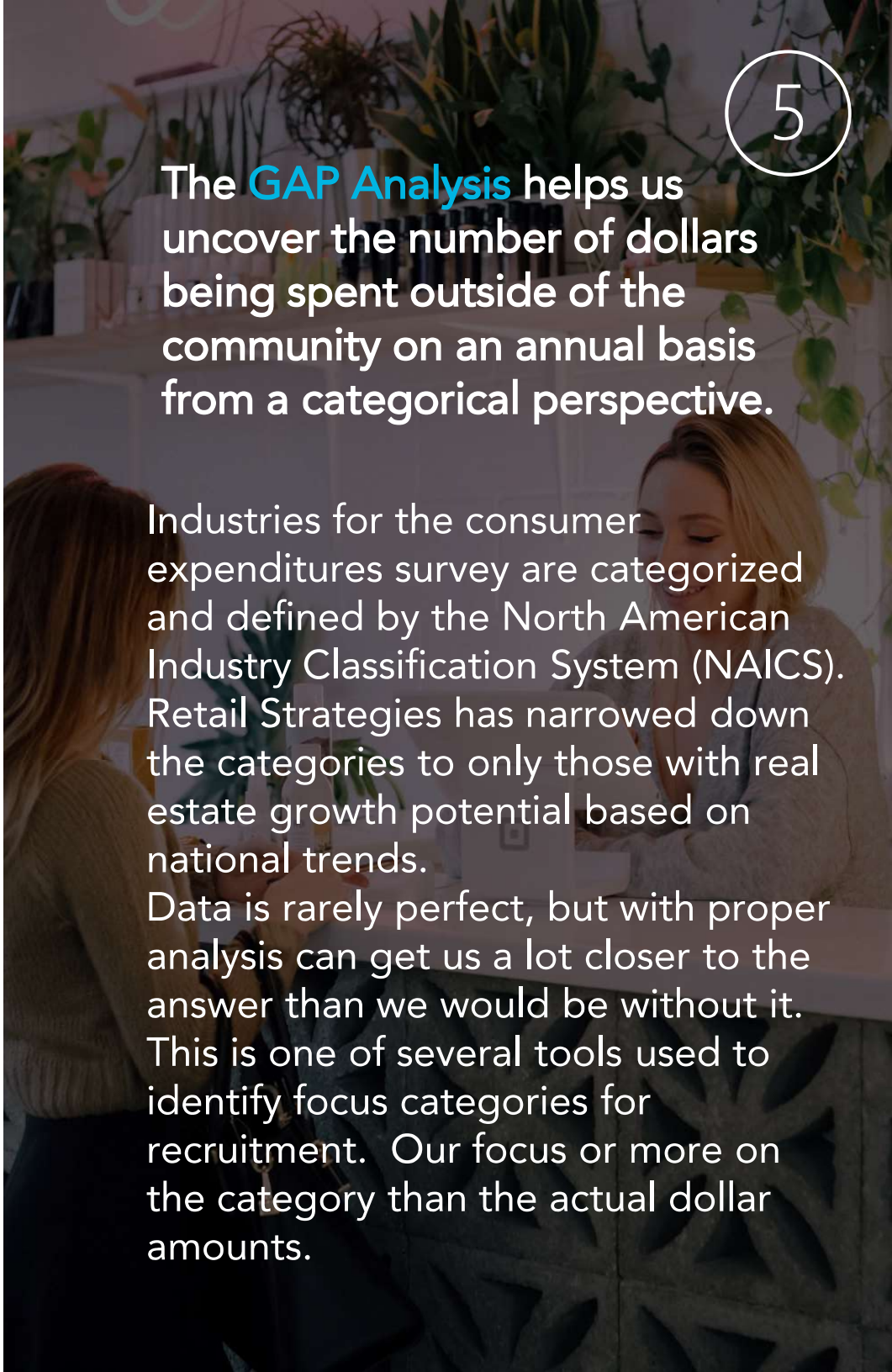
DISCOVER

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

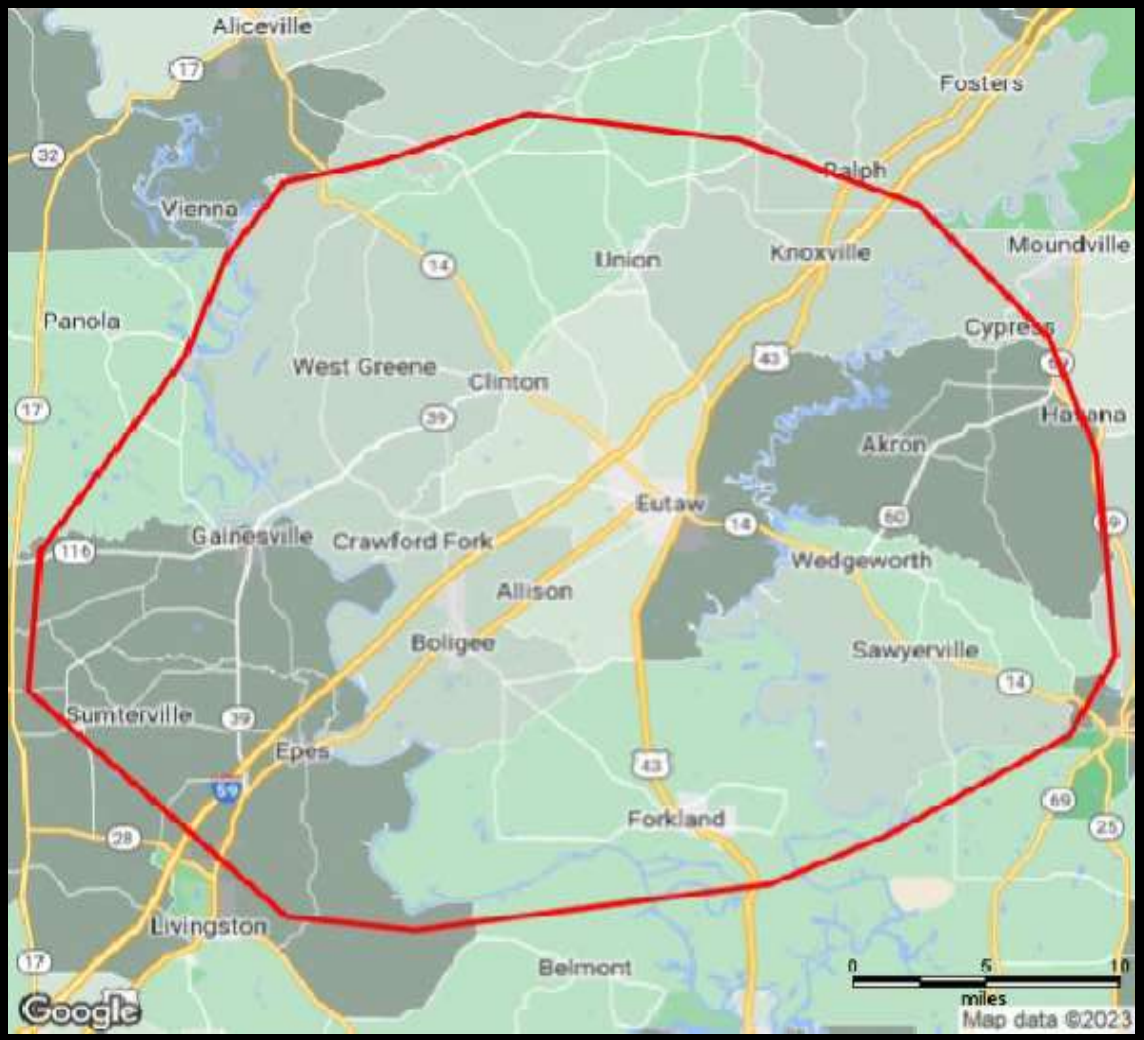
Total Market Supply

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.

- [x] Total Market Supply
  - $1 to $5MM
  - $5MM to $10MM
  - $10MM to $25MM
  - $25MM to $50MM
  - $50MM to $75MM
  - $75MM to $100MM
  - > $100MM

Total Market Supply

$82,622,908



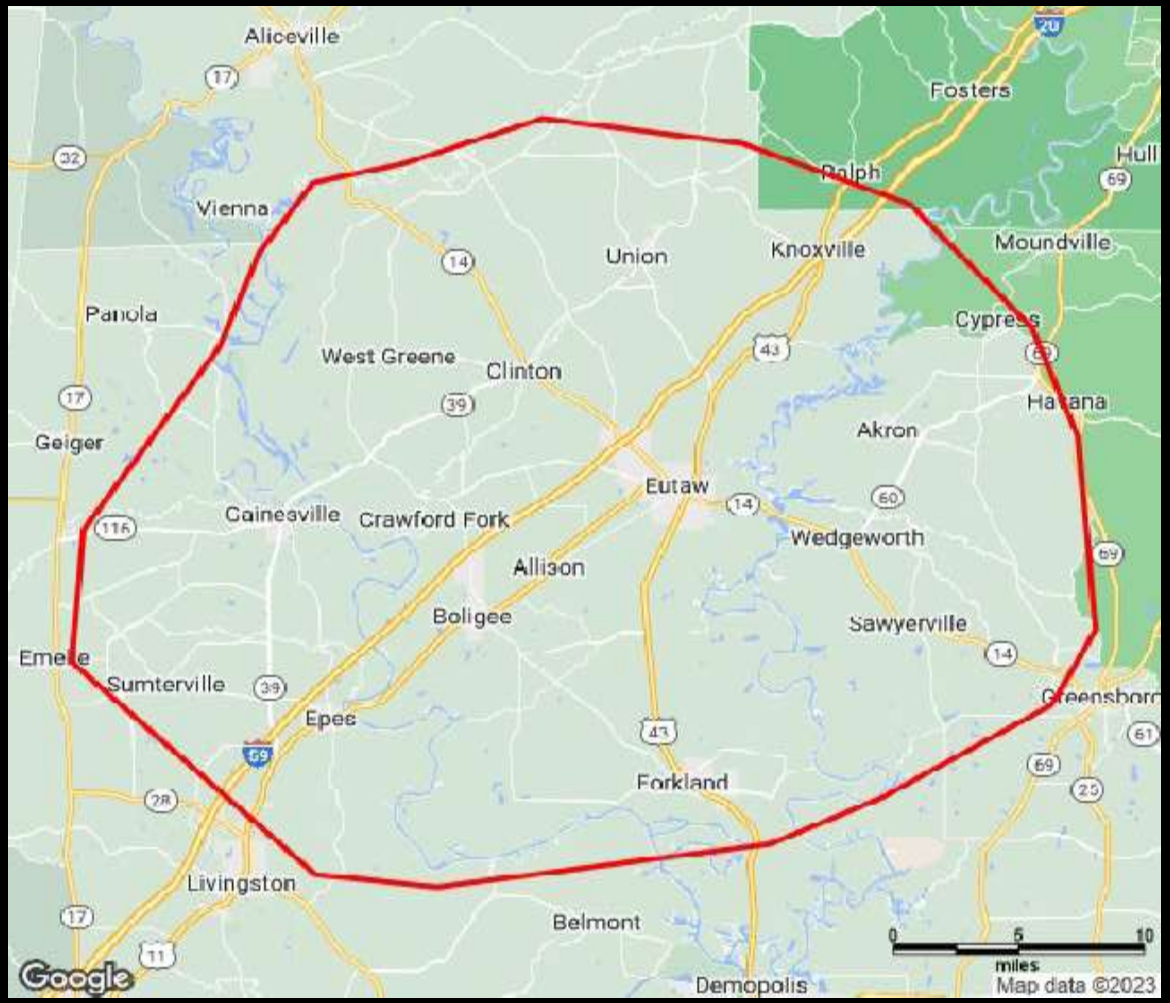
CUSTOM TRADE AREA

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 Market Demand

$220,459,833



Total Consumer Demand

- $1 to $5MM
- $5MM to $10MM
- $10MM to $25MM
- $25MM to $50MM
- $50MM to $75MM
- $75MM to $100MM
- > $100MM

CUSTOM TRADE AREA

Opportunity Surplus

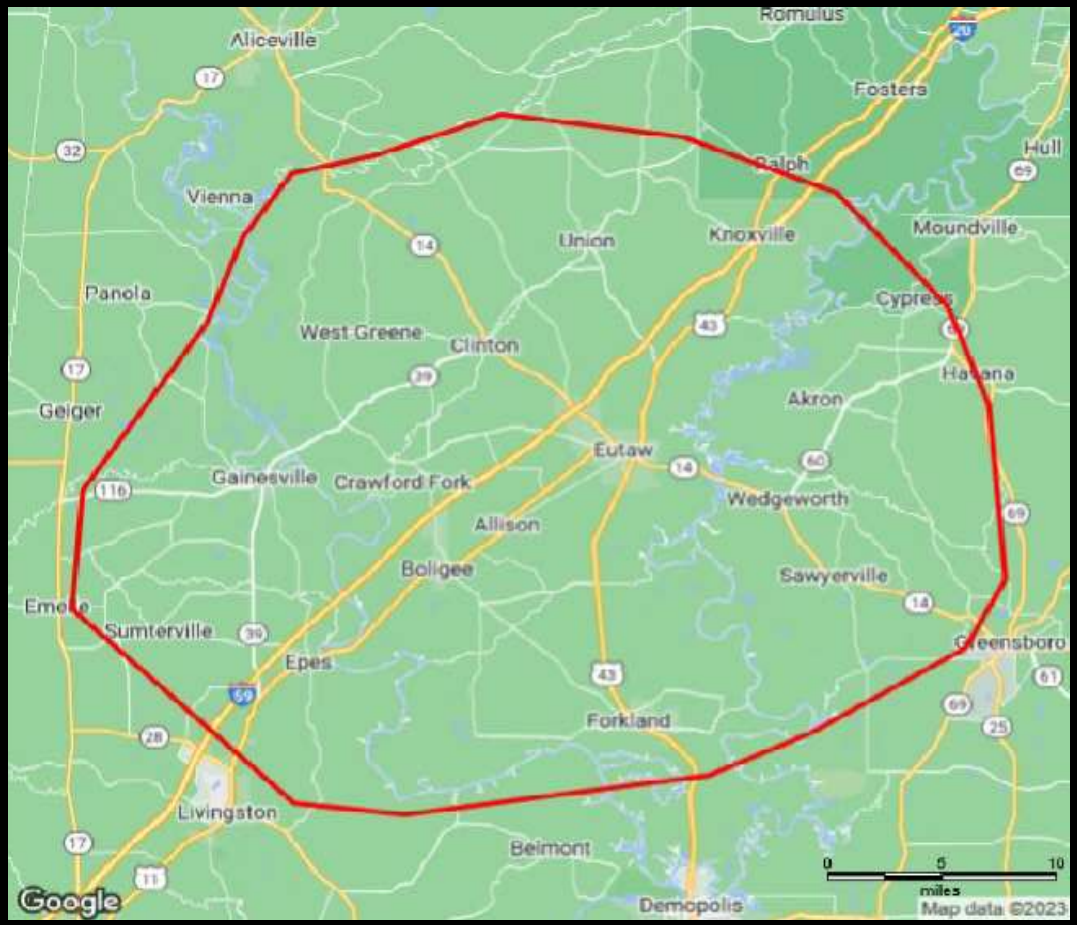
This means more people purchase items outside of the defined trade area than in the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where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

Opportunity Gap

- < -$50MM
- -$50MM to -$25MM
- -$25MM to -$0
- $0.00-$25,000,000.00
- $25MM to $50MM
- $50MM to $100MM
- > $100MM

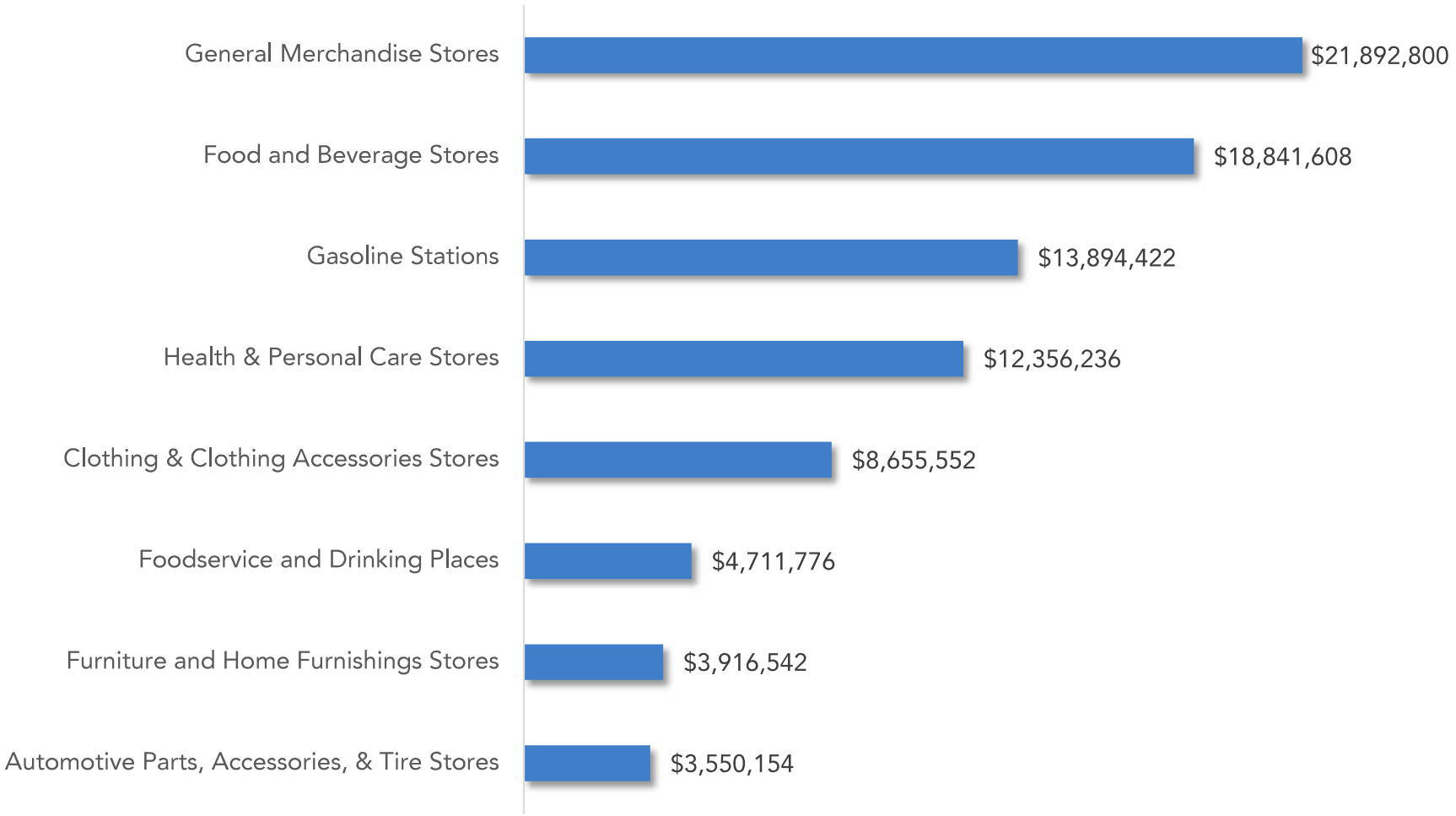
Total Market Leakage of

$137,836,926



CUSTOM TRADE AREA

Leakage



DISCOVER

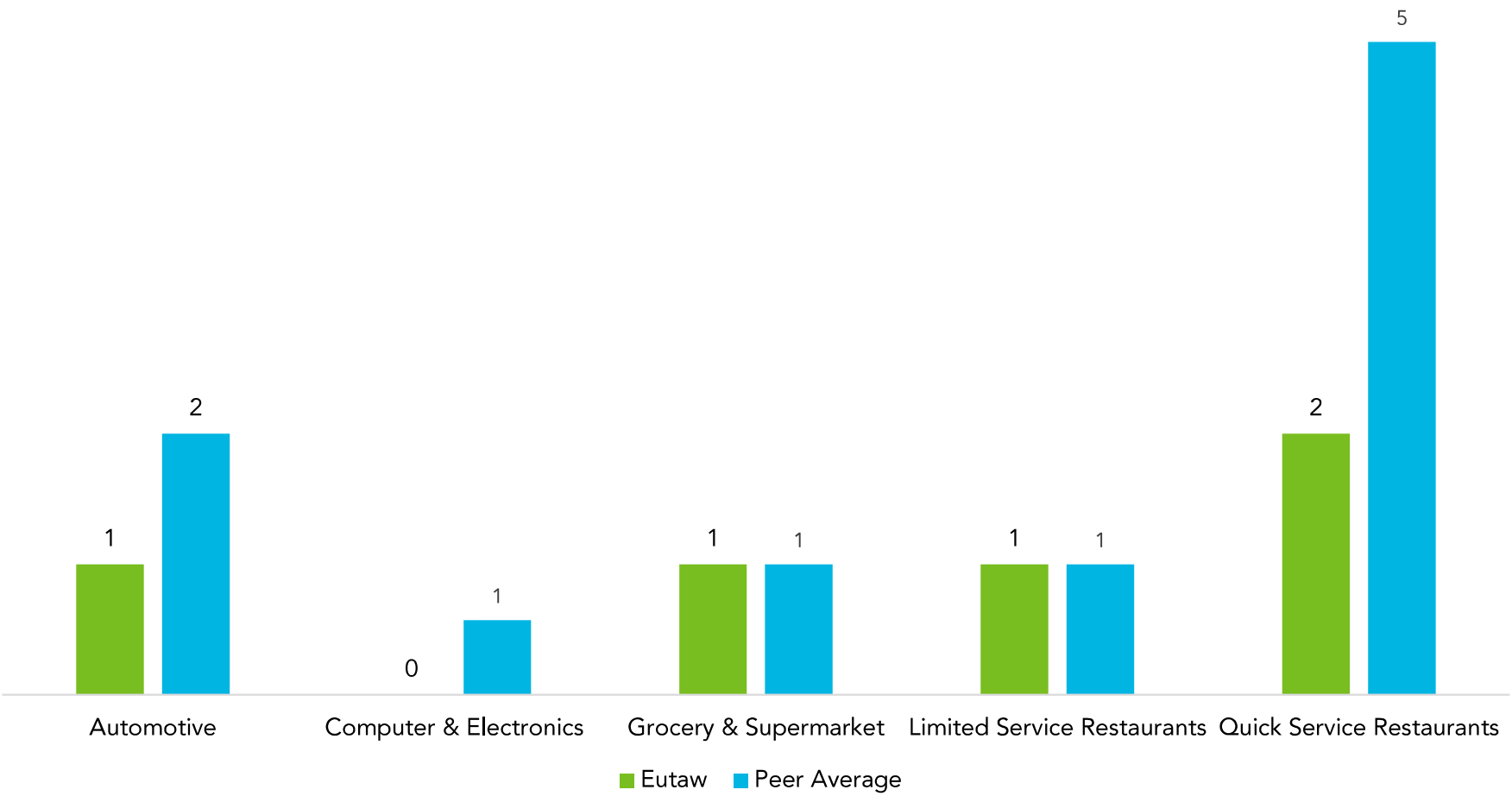
Peer Analysis

Dollar General 10 - Minute Drive Time

City	State	Residential Pop	Employed Daytime Pop	Median HH Income	Market Supply
Eutaw	AL	3,436	3,979	$27,079	$ 40,508,571
Steele	AL	3,201	4,540	$44,336	$45,524,708
Sipsey	AL	5,804	5,158	$41,929	$51,903,250
Kinston	AL	3,686	2,892	$37,639	$48,571,691
Vernon	AL	4,796	5,405	$39,020	$111,367,264
Grove Hill	AL	3,891	4,695	$44,500	$76,578,802
Camden	AL	3,763	4,478	$35,560	$87,314,480
Lineville	AL	5,185	5,480	$42,736	$58,757,308

DISCOVER

Peer Analysis



Real Estate Analysis

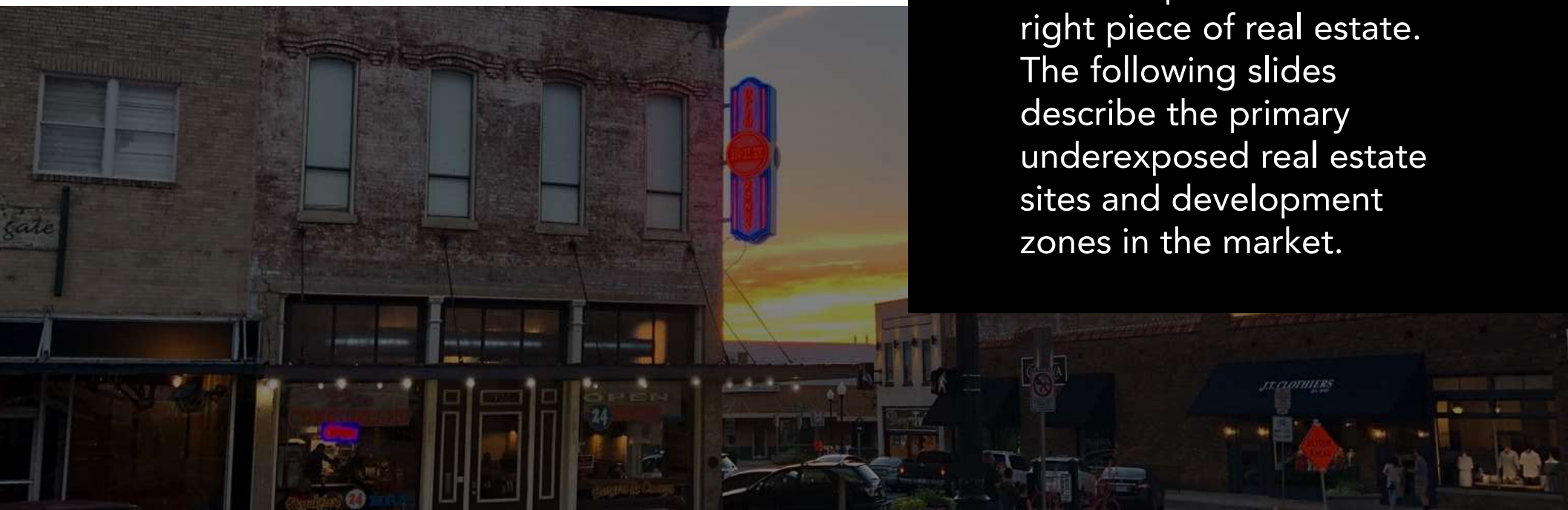
Real Estate Analysis

Purpose:

To identify and record the primary real estate opportunities within the market.

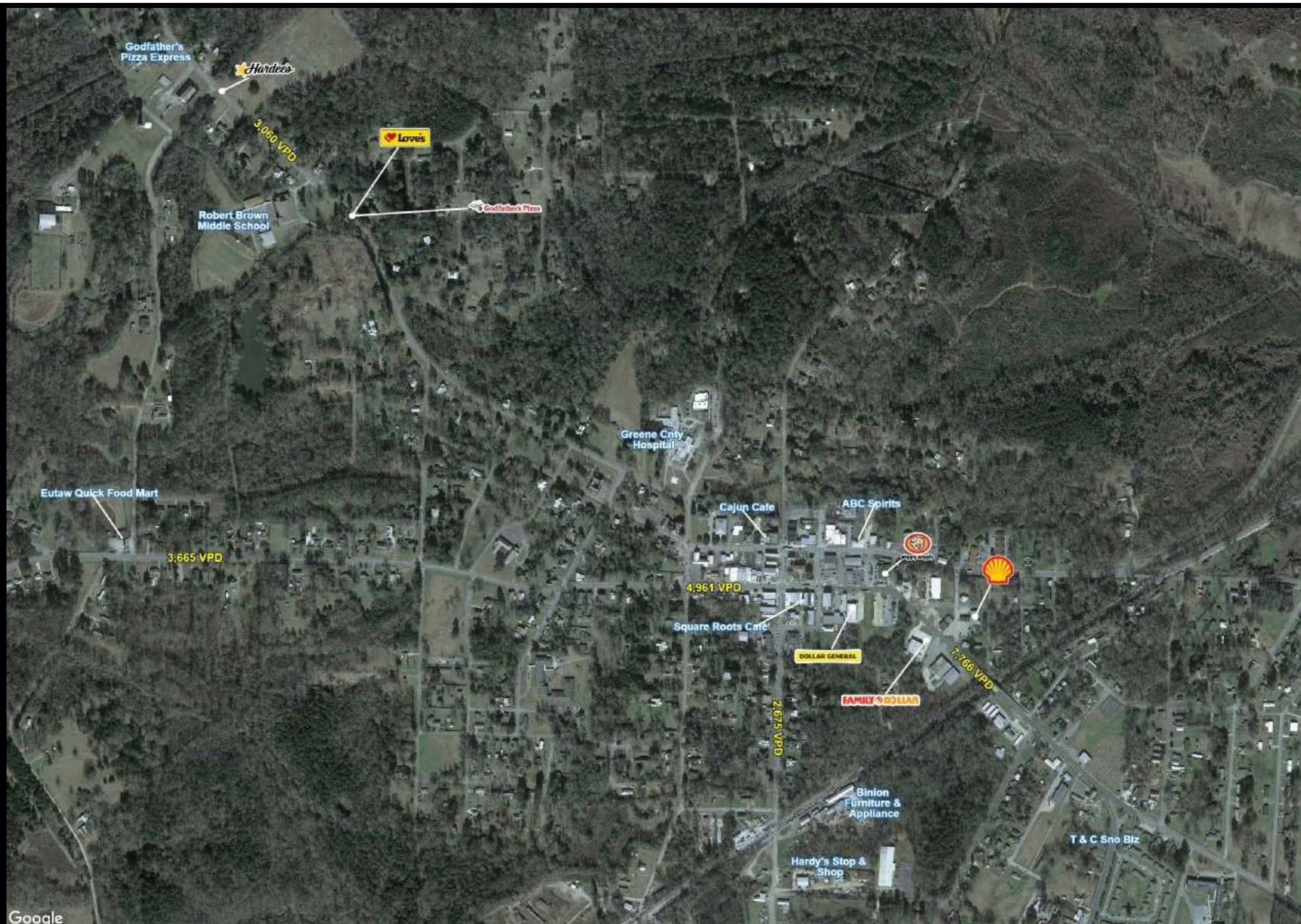
This analysis is performed by licensed real estate professionals.

Retail Academy professionals have reviewed the market's real estate to identify underexposed real estate assets. No retail expansion can take place without the right piece of real estate. The following slides describe the primary underexposed real estate sites and development zones in the market.



FOCUS RECRUITMENT

Retail Aerial



FOCUS RECRUITMENT

Zone Analysis

FOCUS RECRUITMENT

Zone Analysis

Thank you!