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Jacksonville State University
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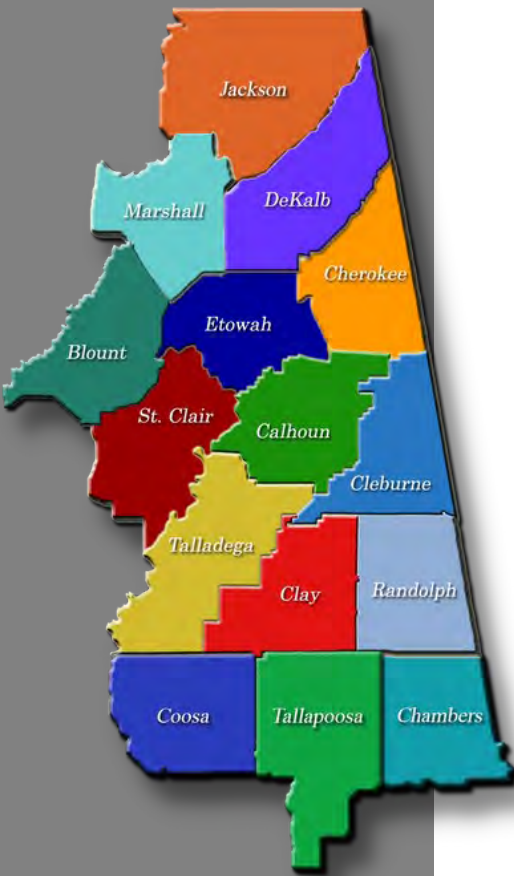
RETAIL DEMAND OUTLOOK: 2023 to 2028

This issue of the *Economic Update* considers consumer spending and projected spending growth from 2023 to 2028 by analyzing the retail demand outlook for the **15-County CEDBR Region** with county delineation. Demographic characteristics are provided with tapestry segments representing a grouping of neighborhoods by socioeconomic data (See Appendix 1 on pages 23-30). Tapestry segmentation is a useful tool for target marketing opportunities as a function of retail demand.

Categories and Data

Consumer spending and forecasted demand is grouped within these economic categories for the region and each county: Apparel and Services; Computer; Entertainment and Recreation; Food; Financial; Health; Home; Household Furnishings and Equipment; Household Operations; Insurance; Transportation; and Travel. Sub-categories are examined within each category and data provided for each. Data are expressed by 2023 levels of consumer spending and forecasted demand for 2028. The consumer spending data is household-based and represents the amount spent on a product or service by all households in an area. Due to rounding, details may not sum to totals. Additionally, this report is not a comprehensive list of all consumer spending variables and, therefore, the section variables may not sum to totals.

Consumer spending encompasses a disproportionately large portion of Gross Domestic Product (GDP) at not only the national level, but also at state and county levels. Scopelliti (2016) identifies that nationally consumer spending traditionally represents more than two-thirds of U.S. GDP and accounts for 1.5% to 2.0% of average growth. The article attributes healthy economic conditions and low interest rates as a tailwind in building wealth from which spending propensities fuel consumer demand. Murphy (1998) finds that the ratio of personal debt service to income is a statistically significant indicator of future consumer spending growth, where higher debt levels are negatively correlated. The same association is not found concerning higher levels of debt in the aggregate, as pandemic stimulus efforts spawned retail purchases from increases in government spending.



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METHODOLOGY

Environmental Systems Research Institute (ESRI) is a geographic information systems (GIS) software that makes use of location-based intelligence, to include demographic, business, lifestyle, spending, census data, and mapping for strategic analysis. Within this analysis, we group market segmentation characteristics of socioeconomic variables within tapestry segments that were obtained from ESRI business analyst reports. Tapestry classifies neighborhoods and other distinct geographical areas as a function of not only the general business climate but also the social characteristics of a populace. ESRI lists the top tapestry designation for the CEDBR region as Southern Satellites, which reflects rural settlements within metropolitan areas in the South. To the extent that goods and services sold by businesses are consistent with tapestry patterns for unique consumer markets, additional opportunities may be created for commerce at the county level. See *Appendix 1: Tapestry Segmentation Defined* for complete definitions of each of the four tapestry categories that depict primary county and region socioeconomic segmentation used in this analysis.

REGION OBSERVATIONS

According to ESRI data for the region overall, consumers are generally more concerned with cost than brand loyalty in purchasing decisions. The retail demand outlook for the CEDBR region is solid. With median household income expected to increase by more than 10% from \$50,577 to \$55,661 in the 2023-2028 period for the region, a foundational basis exists for consumer spending growth. Referring to *Table 1: Regional Retail Demand Outlook 2023-2028*, projected spending growth is expected to increase for each of the twelve categories. Strong anticipated increases in spending growth are forecasted for sub-categories under the financial category as an indication of increasing wealth levels as a function of economic prosperity.

While each category in the analysis is measurable by demand trends and expectations, three primary categories – Apparel and Services, Entertainment and Recreation, and Food consumed at home and away from home – represent the largest summation of demand dollars. For example, for these categories in 2023, the largest sub-category represents \$1.6 billion for food consumed at home, while the second largest sub-category is approximately half that value for food consumed away from home. Forecasted demand for these three categories is expected to increase by approximately 14.78% within the next five years.

A similar argument holds for forecasted increases in the amount of insurance that consumers will demand, as decisions to acquire initial or additional coverage is based, in part, on the perceived or actual need for coverage within a higher standard of living. Continued strength in the housing market is forecasted through home sub-categories with increased demand for mortgages, maintenance and remodeling, and utilities. Food and entertainment are other categories where the current strength in consumer spending is expected to continue across the region.

While consumer activity and retail demand are the most significant components of overall economic activity, an analysis of projected spending growth must include the effects of demand on local and regional business development and public sector coffers. For each category considered, spending patterns affect more than the initial purchase and extend to secondary, tertiary, and beyond in supplying goods and services that are ultimately consumed by end users. Further, while tax levies applied to the purchase of goods represent an initial burden to consumers, tax dollars generated on the sale of goods funds public services that are, in part, a fundamental aspect of business recruitment and retention.



Table 1: Regional Retail Demand Outlook 2023-2028

Retail Demand Outlook		
15 County Region		Prepared by Esri
Geography: JSU CEDBR Region, et al.		
Demographic Summary	2023	2028
Population	838,735	838,499
Households	333,893	336,010
Families	225,637	226,039
Median Age	42.2	43.7
Median Household Income	\$50,577	\$55,661
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$470,189,815	\$539,729,472
Men's	\$85,220,151	\$97,831,795
Women's	\$160,376,987	\$184,096,420
Children's	\$76,191,840	\$87,456,362
Footwear	\$103,160,224	\$118,410,872
Watches & Jewelry	\$36,086,707	\$41,426,397
Apparel Products and Services (1)	\$9,153,906	\$10,507,626
Entertainment & Recreation	\$907,893,377	\$1,042,100,250
Fees and Admissions	\$132,297,464	\$151,975,564
Membership Fees for Clubs (2)	\$54,332,609	\$62,408,850
Fees for Participant Sports, excl. Trips	\$22,234,361	\$25,545,274
Tickets to Theatre/Operas/Concerts	\$10,395,977	\$11,939,157
Tickets to Movies	\$4,904,877	\$5,632,827
Tickets to Parks or Museums	\$6,015,499	\$6,908,674
Admission to Sporting Events, excl. Trips	\$11,757,950	\$13,503,850
Fees for Recreational Lessons	\$22,477,800	\$25,832,227
Dating Services	\$178,391	\$204,706
TV/Video/Audio	\$347,170,560	\$398,398,445
Cable and Satellite Television Services	\$236,421,254	\$271,282,840
Televisions	\$34,411,370	\$39,491,961
Satellite Dishes	\$451,401	\$517,952
VCRs, Video Cameras, and DVD Players	\$1,030,029	\$1,182,206
Miscellaneous Video Equipment	\$2,442,868	\$2,805,005
Video Cassettes and DVDs	\$1,406,724	\$1,614,625
Video Game Hardware/Accessories	\$9,041,346	\$10,373,990
Video Game Software	\$4,242,575	\$4,868,128
Rental/Streaming/Downloaded Video	\$27,191,877	\$31,212,937
Installation of Televisions	\$268,517	\$308,459
Audio (3)	\$29,141,808	\$33,455,266
Rental and Repair of TV/Radio/Sound Equipment	\$1,120,791	\$1,285,078
Pets	\$246,790,949	\$283,207,222
Toys/Games/Crafts/Hobbies (4)	\$36,795,669	\$42,234,177
Recreational Vehicles and Fees (5)	\$39,498,018	\$45,336,280
Sports/Recreation/Exercise Equipment (6)	\$63,298,804	\$72,679,381
Photo Equipment and Supplies (7)	\$9,399,129	\$10,792,461
Reading (8)	\$26,994,093	\$30,988,410
Catered Affairs (9)	\$5,648,692	\$6,488,310
Food	\$2,458,112,991	\$2,821,288,285
Food at Home	\$1,627,801,328	\$1,868,180,129
Bakery and Cereal Products	\$213,289,893	\$244,780,267
Meats, Poultry, Fish, and Eggs	\$354,324,596	\$406,641,963
Dairy Products	\$156,416,594	\$179,514,651
Fruits and Vegetables	\$307,422,941	\$352,845,683
Snacks and Other Food at Home (10)	\$596,347,304	\$684,397,565
Food Away from Home	\$830,311,663	\$953,108,156
Alcoholic Beverages	\$136,708,391	\$156,965,691

COUNTY EVALUATION

Regional data provide an excellent representation of current levels of consumer spending and forecasted changes in overall consumer demand from 2023 to 2028. An analysis of individual counties in the region identifies relative strengths and weaknesses within consumer activity as forecasted changes in demand are considered. Analyzing the same three primary areas – Apparel and Services, Entertainment and Recreation, and Food consumed at home and away from home – for current and forecasted retail demand at the county level individually points to selected opportunities for commerce, as demand expectations evolve over the next five years.

Forecasted increases in retail demand are very favorable, as indicated in *Table 2: County Level Retail Demand Forecasts*, for each county and relative to region average. Marshall and Tallapoosa counties are forecasted to experience the largest increases in retail demand over the five-year period, with expected increases of 16.89% and 16.19%, respectively. The smallest expected increase in retail demand is for Cherokee County, where the forecasted increase is 10.98%. When measured in terms of volatility, the standard deviation of the population is 1.77% from the anticipated value by county and anticipated value for the region. A low standard deviation suggests that retail demand patterns are largely consistent across the region.

Table 2: County Level Retail Demand Forecasts

County	Forecasted Change 2023-2028
Blount	14.89%
Calhoun	13.29%
Chambers	12.50%
Cherokee	10.98%
Clay	12.82%
Cleburne	11.90%
Coosa	13.36%
DeKalb	14.99%
Etowah	13.53%
Jackson	15.74%
Marshall	16.89%
Randolph	12.27%
St. Clair	16.01%
Talladega	15.99%
Tallapoosa	16.19%
Region Average	14.09%

Source: Esri

Note: Forecasted increase of 14.78% in region retail demand reflects all categories found within Table 1. Region average of 14.09% in this table reflects the three primary categories of demand identified as Apparel and Services, Entertainment and Recreation, and Food consumed at home and away from home.

In addition to analyzing county level retail demand by the three primary categories of demand, a larger evaluation should include each listed category and sub-category. *Table 3: County Level Retail Demand Outlook* provides a summary of each county in the region, including all categories and sub-categories of demand. This table should be used to evaluate and compare various categories within a county or between and among counties relative to region values expressed in *Table 1*.



Table 3: Blount County Level Retail Demand Outlook

Retail Demand Outlook		
Blount County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	59,594	59,779
Households	22,652	22,894
Families	16,441	16,544
Median Age	41.6	43.4
Median Household Income	\$57,484	\$63,865
	2023	2028
Category (Subcategory)	Consumer Spending	Forecasted Demand
Apparel and Services	\$35,256,413	\$40,502,062
Men's	\$6,404,043	\$7,355,955
Women's	\$11,970,455	\$13,752,444
Children's	\$5,782,470	\$6,642,003
Footwear	\$7,656,659	\$8,795,551
Watches & Jewelry	\$2,766,683	\$3,179,293
Apparel Products and Services (1)	\$676,103	\$776,815
Entertainment & Recreation	\$68,217,337	\$78,382,339
Fees and Admissions	\$10,048,529	\$11,544,811
Membership Fees for Clubs (2)	\$4,164,892	\$4,784,954
Fees for Participant Sports, excl. Trips	\$1,700,415	\$1,953,220
Tickets to Theatre/Operas/Concerts	\$763,028	\$877,065
Tickets to Movies	\$359,982	\$413,505
Tickets to Parks or Museums	\$473,856	\$544,201
Admission to Sporting Events, excl. Trips	\$893,016	\$1,026,195
Fees for Recreational Lessons	\$1,680,316	\$1,930,720
Dating Services	\$13,024	\$14,952
TV/Video/Audio	\$26,029,153	\$29,907,052
Cable and Satellite Television Services	\$17,812,132	\$20,467,426
Televisions	\$2,556,079	\$2,936,291
Satellite Dishes	\$33,624	\$38,653
VCRs, Video Cameras, and DVD Players	\$74,436	\$85,522
Miscellaneous Video Equipment	\$178,687	\$205,358
Video Cassettes and DVDs	\$101,655	\$116,794
Video Game Hardware/Accessories	\$659,930	\$758,010
Video Game Software	\$308,474	\$354,296
Rental/Streaming/Downloaded Video	\$2,032,860	\$2,334,897
Installation of Televisions	\$19,392	\$22,279
Audio (3)	\$2,167,959	\$2,491,045
Rental and Repair of TV/Radio/Sound Equipment	\$83,924	\$96,482
Pets	\$18,395,469	\$21,139,369
Toys/Games/Crafts/Hobbies (4)	\$2,742,556	\$3,150,779
Recreational Vehicles and Fees (5)	\$2,985,434	\$3,431,805
Sports/Recreation/Exercise Equipment (6)	\$4,894,480	\$5,621,756
Photo Equipment and Supplies (7)	\$704,107	\$808,922
Reading (8)	\$1,975,196	\$2,269,900
Catered Affairs (9)	\$442,411	\$507,943
Food	\$184,588,922	\$212,078,873
Food at Home	\$121,768,410	\$139,912,094
Bakery and Cereal Products	\$15,930,796	\$18,305,865
Meats, Poultry, Fish, and Eggs	\$26,637,944	\$30,605,018
Dairy Products	\$11,635,497	\$13,369,932
Fruits and Vegetables	\$22,932,610	\$26,349,412
Snacks and Other Food at Home (10)	\$44,631,563	\$51,281,867
Food Away from Home	\$62,820,511	\$72,166,778
Alcoholic Beverages	\$10,169,561	\$11,685,221



Table 3: Calhoun County Level Retail Demand Outlook

Retail Demand Outlook		
Calhoun County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	115,312	114,009
Households	46,161	45,917
Families	29,540	29,225
Median Age	40.1	41.6
Median Household Income	\$50,156	\$55,148
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$62,197,606	\$70,466,650
Men's	\$11,409,995	\$12,928,451
Women's	\$21,254,145	\$24,079,062
Children's	\$9,786,240	\$11,088,431
Footwear	\$13,896,702	\$15,743,328
Watches & Jewelry	\$4,611,597	\$5,223,991
Apparel Products and Services (1)	\$1,238,927	\$1,403,386
Entertainment & Recreation	\$113,357,037	\$128,418,501
Fees and Admissions	\$18,332,192	\$20,775,802
Membership Fees for Clubs (2)	\$7,451,973	\$8,444,392
Fees for Participant Sports, excl. Trips	\$3,096,307	\$3,509,849
Tickets to Theatre/Operas/Concerts	\$1,438,903	\$1,630,177
Tickets to Movies	\$689,912	\$782,032
Tickets to Parks or Museums	\$801,565	\$908,520
Admission to Sporting Events, excl. Trips	\$1,665,880	\$1,886,981
Fees for Recreational Lessons	\$3,160,983	\$3,583,642
Dating Services	\$26,670	\$30,210
TV/Video/Audio	\$42,790,979	\$48,469,988
Cable and Satellite Television Services	\$28,238,154	\$31,982,905
Televisions	\$4,428,563	\$5,016,812
Satellite Dishes	\$52,937	\$59,956
VCRs, Video Cameras, and DVD Players	\$136,011	\$154,108
Miscellaneous Video Equipment	\$338,990	\$384,063
Video Cassettes and DVDs	\$185,942	\$210,704
Video Game Hardware/Accessories	\$1,214,955	\$1,376,188
Video Game Software	\$573,346	\$649,510
Rental/Streaming/Downloaded Video	\$3,609,841	\$4,090,326
Installation of Televisions	\$38,556	\$43,697
Audio (3)	\$3,856,167	\$4,368,717
Rental and Repair of TV/Radio/Sound Equipment	\$117,517	\$133,000
Pets	\$29,353,828	\$33,246,947
Toys/Games/Crafts/Hobbies (4)	\$4,736,857	\$5,366,570
Recreational Vehicles and Fees (5)	\$4,657,749	\$5,275,619
Sports/Recreation/Exercise Equipment (6)	\$7,935,677	\$8,995,410
Photo Equipment and Supplies (7)	\$1,264,156	\$1,432,487
Reading (8)	\$3,518,478	\$3,986,069
Catered Affairs (9)	\$767,121	\$869,608
Food	\$309,574,910	\$350,719,386
Food at Home	\$202,784,773	\$229,723,034
Bakery and Cereal Products	\$26,471,933	\$29,986,671
Meats, Poultry, Fish, and Eggs	\$44,055,680	\$49,908,120
Dairy Products	\$19,408,947	\$21,987,454
Fruits and Vegetables	\$38,811,971	\$43,969,658
Snacks and Other Food at Home (10)	\$74,036,242	\$83,871,131
Food Away from Home	\$106,790,136	\$120,996,352
Alcoholic Beverages	\$18,360,105	\$20,801,443

Table 3: Chambers County Level Retail Demand Outlook



Chambers County, AL

Prepared by Esri

Geography: County

Retail Demand Outlook		
Demographic Summary		
	2023	2028
Population	34,466	34,141
Households	14,179	14,150
Families	9,165	9,100
Median Age	43.9	45.5
Median Household Income	\$46,137	\$51,445
Category (Subcategory)		
	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$17,982,744	\$20,231,588
Men's	\$3,197,079	\$3,596,577
Women's	\$6,131,025	\$6,897,920
Children's	\$2,992,586	\$3,367,105
Footwear	\$3,933,153	\$4,425,065
Watches & Jewelry	\$1,380,119	\$1,552,509
Apparel Products and Services (1)	\$348,781	\$392,412
Entertainment & Recreation	\$34,958,340	\$39,322,733
Fees and Admissions	\$4,661,152	\$5,241,278
Membership Fees for Clubs (2)	\$1,952,795	\$2,195,972
Fees for Participant Sports, excl. Trips	\$766,151	\$861,397
Tickets to Theatre/Operas/Concerts	\$380,288	\$427,794
Tickets to Movies	\$174,774	\$196,609
Tickets to Parks or Museums	\$220,121	\$247,532
Admission to Sporting Events, excl. Trips	\$424,130	\$476,856
Fees for Recreational Lessons	\$735,959	\$827,312
Dating Services	\$6,933	\$7,805
TV/Video/Audio	\$13,995,816	\$15,749,549
Cable and Satellite Television Services	\$9,695,130	\$10,910,508
Televisions	\$1,362,259	\$1,532,937
Satellite Dishes	\$19,548	\$22,011
VCRs, Video Cameras, and DVD Players	\$40,141	\$45,178
Miscellaneous Video Equipment	\$93,982	\$105,768
Video Cassettes and DVDs	\$53,865	\$60,618
Video Game Hardware/Accessories	\$354,123	\$398,477
Video Game Software	\$167,478	\$188,492
Rental/Streaming/Downloaded Video	\$1,030,455	\$1,159,232
Installation of Televisions	\$9,050	\$10,173
Audio (3)	\$1,114,404	\$1,253,752
Rental and Repair of TV/Radio/Sound Equipment	\$55,382	\$62,405
Pets	\$9,534,596	\$10,721,816
Toys/Games/Crafts/Hobbies (4)	\$1,408,055	\$1,583,916
Recreational Vehicles and Fees (5)	\$1,476,156	\$1,659,452
Sports/Recreation/Exercise Equipment (6)	\$2,331,548	\$2,622,114
Photo Equipment and Supplies (7)	\$340,844	\$383,317
Reading (8)	\$1,015,585	\$1,142,542
Catered Affairs (9)	\$194,587	\$218,748
Food	\$96,645,677	\$108,747,992
Food at Home	\$64,617,835	\$72,713,814
Bakery and Cereal Products	\$8,516,027	\$9,583,196
Meats, Poultry, Fish, and Eggs	\$14,108,975	\$15,876,741
Dairy Products	\$6,128,378	\$6,895,459
Fruits and Vegetables	\$12,080,705	\$13,594,190
Snacks and Other Food at Home (10)	\$23,783,750	\$26,764,227
Food Away from Home	\$32,027,842	\$36,034,178
Alcoholic Beverages	\$5,058,114	\$5,689,690



Table 3: Cherokee County Level Retail Demand Outlook

Retail Demand Outlook		
Cherokee County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	24,723	24,463
Households	10,360	10,333
Families	7,033	6,983
Median Age	46.8	47.8
Median Household Income	\$45,817	\$50,901
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$13,297,654	\$14,766,645
Men's	\$2,386,590	\$2,650,276
Women's	\$4,557,913	\$5,060,353
Children's	\$2,185,869	\$2,428,167
Footwear	\$2,857,773	\$3,173,513
Watches & Jewelry	\$1,055,352	\$1,172,174
Apparel Products and Services (1)	\$254,157	\$282,163
Entertainment & Recreation	\$28,092,426	\$31,157,415
Fees and Admissions	\$3,559,484	\$3,951,852
Membership Fees for Clubs (2)	\$1,481,223	\$1,644,775
Fees for Participant Sports, excl. Trips	\$600,861	\$666,920
Tickets to Theatre/Operas/Concerts	\$278,553	\$309,226
Tickets to Movies	\$128,347	\$142,538
Tickets to Parks or Museums	\$168,171	\$186,854
Admission to Sporting Events, excl. Trips	\$308,192	\$342,294
Fees for Recreational Lessons	\$589,917	\$654,550
Dating Services	\$4,220	\$4,696
TV/Video/Audio	\$10,683,468	\$11,856,323
Cable and Satellite Television Services	\$7,505,117	\$8,327,653
Televisions	\$1,010,082	\$1,121,256
Satellite Dishes	\$13,706	\$15,231
VCRs, Video Cameras, and DVD Players	\$28,983	\$32,177
Miscellaneous Video Equipment	\$63,855	\$70,957
Video Cassettes and DVDs	\$40,361	\$44,789
Video Game Hardware/Accessories	\$254,140	\$282,193
Video Game Software	\$117,658	\$130,687
Rental/Streaming/Downloaded Video	\$775,503	\$860,956
Installation of Televisions	\$7,097	\$7,868
Audio (3)	\$830,679	\$922,188
Rental and Repair of TV/Radio/Sound Equipment	\$36,288	\$40,367
Pets	\$8,233,601	\$9,121,623
Toys/Games/Crafts/Hobbies (4)	\$1,101,696	\$1,222,140
Recreational Vehicles and Fees (5)	\$1,344,367	\$1,488,774
Sports/Recreation/Exercise Equipment (6)	\$1,939,352	\$2,151,883
Photo Equipment and Supplies (7)	\$268,548	\$297,964
Reading (8)	\$803,490	\$890,952
Catered Affairs (9)	\$158,419	\$175,903
Food	\$73,755,838	\$81,866,483
Food at Home	\$49,476,534	\$54,908,808
Bakery and Cereal Products	\$6,502,243	\$7,216,112
Meats, Poultry, Fish, and Eggs	\$10,749,177	\$11,931,319
Dairy Products	\$4,832,624	\$5,360,683
Fruits and Vegetables	\$9,222,867	\$10,235,466
Snacks and Other Food at Home (10)	\$18,169,623	\$20,165,228
Food Away from Home	\$24,279,304	\$26,957,674
Alcoholic Beverages	\$3,889,168	\$4,315,262



Table 3: Clay County Level Retail Demand Outlook

Retail Demand Outlook		
Clay County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	14,373	14,439
Households	6,016	6,094
Families	4,061	4,094
Median Age	45.0	46.9
Median Household Income	\$46,283	\$51,006
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$7,604,278	\$8,578,601
Men's	\$1,329,929	\$1,500,219
Women's	\$2,586,785	\$2,918,131
Children's	\$1,305,387	\$1,473,111
Footwear	\$1,608,655	\$1,814,771
Watches & Jewelry	\$631,941	\$712,664
Apparel Products and Services (1)	\$141,581	\$159,706
Entertainment & Recreation	\$15,931,633	\$17,971,381
Fees and Admissions	\$1,815,829	\$2,047,592
Membership Fees for Clubs (2)	\$775,498	\$874,601
Fees for Participant Sports, excl. Trips	\$290,279	\$327,301
Tickets to Theatre/Operas/Concerts	\$153,244	\$172,839
Tickets to Movies	\$68,363	\$77,115
Tickets to Parks or Museums	\$91,969	\$103,740
Admission to Sporting Events, excl. Trips	\$158,463	\$178,637
Fees for Recreational Lessons	\$275,727	\$310,781
Dating Services	\$2,285	\$2,578
TV/Video/Audio	\$6,472,269	\$7,303,406
Cable and Satellite Television Services	\$4,625,880	\$5,220,154
Televisions	\$593,113	\$669,278
Satellite Dishes	\$9,912	\$11,191
VCRs, Video Cameras, and DVD Players	\$17,173	\$19,377
Miscellaneous Video Equipment	\$38,035	\$42,920
Video Cassettes and DVDs	\$23,260	\$26,244
Video Game Hardware/Accessories	\$146,778	\$165,583
Video Game Software	\$69,624	\$78,565
Rental/Streaming/Downloaded Video	\$433,758	\$489,319
Installation of Televisions	\$3,141	\$3,540
Audio (3)	\$481,259	\$542,964
Rental and Repair of TV/Radio/Sound Equipment	\$30,337	\$34,271
Pets	\$4,574,930	\$5,159,670
Toys/Games/Crafts/Hobbies (4)	\$614,630	\$693,348
Recreational Vehicles and Fees (5)	\$723,167	\$815,272
Sports/Recreation/Exercise Equipment (6)	\$1,070,509	\$1,207,401
Photo Equipment and Supplies (7)	\$141,779	\$159,891
Reading (8)	\$441,019	\$497,424
Catered Affairs (9)	\$77,501	\$87,376
Food	\$43,783,773	\$49,402,491
Food at Home	\$29,624,822	\$33,427,578
Bakery and Cereal Products	\$3,931,996	\$4,436,778
Meats, Poultry, Fish, and Eggs	\$6,463,853	\$7,293,706
Dairy Products	\$2,824,509	\$3,186,625
Fruits and Vegetables	\$5,446,522	\$6,145,514
Snacks and Other Food at Home (10)	\$10,957,942	\$12,364,956
Food Away from Home	\$14,158,951	\$15,974,914
Alcoholic Beverages	\$2,088,826	\$2,355,994



Table 3: Cleburne County Level Retail Demand Outlook

Retail Demand Outlook		
Cleburne County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	15,139	15,149
Households	6,119	6,172
Families	4,200	4,217
Median Age	43.0	44.2
Median Household Income	\$49,001	\$53,374
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$8,073,663	\$9,040,377
Men's	\$1,447,055	\$1,620,984
Women's	\$2,745,394	\$3,073,801
Children's	\$1,337,546	\$1,497,597
Footwear	\$1,729,525	\$1,937,099
Watches & Jewelry	\$661,263	\$739,710
Apparel Products and Services (1)	\$152,880	\$171,187
Entertainment & Recreation	\$16,266,139	\$18,194,961
Fees and Admissions	\$2,146,386	\$2,406,871
Membership Fees for Clubs (2)	\$899,446	\$1,008,481
Fees for Participant Sports, excl. Trips	\$356,421	\$399,941
Tickets to Theatre/Operas/Concerts	\$168,745	\$188,950
Tickets to Movies	\$77,727	\$87,140
Tickets to Parks or Museums	\$104,226	\$116,873
Admission to Sporting Events, excl. Trips	\$190,115	\$213,147
Fees for Recreational Lessons	\$346,969	\$389,267
Dating Services	\$2,738	\$3,073
TV/Video/Audio	\$6,337,726	\$7,086,906
Cable and Satellite Television Services	\$4,433,697	\$4,955,720
Televisions	\$600,089	\$671,550
Satellite Dishes	\$8,727	\$9,743
VCRs, Video Cameras, and DVD Players	\$17,337	\$19,396
Miscellaneous Video Equipment	\$39,968	\$44,758
Video Cassettes and DVDs	\$23,708	\$26,526
Video Game Hardware/Accessories	\$152,666	\$170,868
Video Game Software	\$71,153	\$79,644
Rental/Streaming/Downloaded Video	\$462,925	\$518,437
Installation of Televisions	\$3,952	\$4,434
Audio (3)	\$499,631	\$559,216
Rental and Repair of TV/Radio/Sound Equipment	\$23,873	\$26,615
Pets	\$4,548,834	\$5,083,303
Toys/Games/Crafts/Hobbies (4)	\$638,604	\$714,680
Recreational Vehicles and Fees (5)	\$738,486	\$825,138
Sports/Recreation/Exercise Equipment (6)	\$1,142,763	\$1,279,493
Photo Equipment and Supplies (7)	\$157,276	\$176,169
Reading (8)	\$461,105	\$515,822
Catered Affairs (9)	\$94,958	\$106,578
Food	\$44,017,369	\$49,244,023
Food at Home	\$29,351,906	\$32,827,222
Bakery and Cereal Products	\$3,863,225	\$4,319,797
Meats, Poultry, Fish, and Eggs	\$6,418,460	\$7,179,265
Dairy Products	\$2,812,887	\$3,145,374
Fruits and Vegetables	\$5,465,458	\$6,113,912
Snacks and Other Food at Home (10)	\$10,791,875	\$12,068,875
Food Away from Home	\$14,665,463	\$16,416,801
Alcoholic Beverages	\$2,283,449	\$2,557,200



Table 3: Coosa County Level Retail Demand Outlook

Retail Demand Outlook		
Coosa County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	10,217	10,034
Households	4,415	4,394
Families	2,912	2,885
Median Age	47.5	48.8
Median Household Income	\$49,207	\$54,491
	2023	2028
Category (Subcategory)	Consumer Spending	Forecasted Demand
Apparel and Services	\$6,018,813	\$6,821,466
Men's	\$1,069,066	\$1,211,695
Women's	\$2,053,894	\$2,328,087
Children's	\$1,026,310	\$1,162,874
Footwear	\$1,291,685	\$1,464,008
Watches & Jewelry	\$463,806	\$525,513
Apparel Products and Services (1)	\$114,051	\$129,289
Entertainment & Recreation	\$12,473,131	\$14,145,145
Fees and Admissions	\$1,535,310	\$1,740,664
Membership Fees for Clubs (2)	\$649,209	\$735,932
Fees for Participant Sports, excl. Trips	\$255,651	\$289,919
Tickets to Theatre/Operas/Concerts	\$124,400	\$141,030
Tickets to Movies	\$57,344	\$65,000
Tickets to Parks or Museums	\$74,758	\$84,707
Admission to Sporting Events, excl. Trips	\$129,546	\$146,842
Fees for Recreational Lessons	\$242,460	\$275,035
Dating Services	\$1,942	\$2,199
TV/Video/Audio	\$4,980,967	\$5,646,154
Cable and Satellite Television Services	\$3,523,701	\$3,994,402
Televisions	\$468,748	\$531,332
Satellite Dishes	\$7,072	\$8,008
VCRs, Video Cameras, and DVD Players	\$13,439	\$15,232
Miscellaneous Video Equipment	\$30,311	\$34,341
Video Cassettes and DVDs	\$18,482	\$20,954
Video Game Hardware/Accessories	\$114,179	\$129,412
Video Game Software	\$54,761	\$62,056
Rental/Streaming/Downloaded Video	\$346,539	\$392,819
Installation of Televisions	\$2,869	\$3,256
Audio (3)	\$379,953	\$430,672
Rental and Repair of TV/Radio/Sound Equipment	\$20,914	\$23,668
Pets	\$3,535,364	\$4,011,799
Toys/Games/Crafts/Hobbies (4)	\$489,983	\$555,641
Recreational Vehicles and Fees (5)	\$551,418	\$625,917
Sports/Recreation/Exercise Equipment (6)	\$845,090	\$958,182
Photo Equipment and Supplies (7)	\$115,990	\$131,537
Reading (8)	\$353,434	\$400,909
Catered Affairs (9)	\$65,575	\$74,342
Food	\$34,051,860	\$38,598,010
Food at Home	\$22,929,527	\$25,992,321
Bakery and Cereal Products	\$3,023,730	\$3,427,558
Meats, Poultry, Fish, and Eggs	\$4,995,336	\$5,662,056
Dairy Products	\$2,192,211	\$2,485,751
Fruits and Vegetables	\$4,260,889	\$4,830,230
Snacks and Other Food at Home (10)	\$8,457,361	\$9,586,726
Food Away from Home	\$11,122,334	\$12,605,689
Alcoholic Beverages	\$1,714,353	\$1,944,082



Table 3: DeKalb County Level Retail Demand Outlook

Retail Demand Outlook		
DeKalb County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	71,540	71,037
Households	27,193	27,114
Families	18,924	18,783
Median Age	40.1	41.7
Median Household Income	\$44,902	\$51,586
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$37,357,680	\$42,970,940
Men's	\$6,820,513	\$7,846,267
Women's	\$12,686,946	\$14,593,352
Children's	\$6,138,323	\$7,059,538
Footwear	\$8,176,122	\$9,405,856
Watches & Jewelry	\$2,827,390	\$3,250,794
Apparel Products and Services (1)	\$708,386	\$815,131
Entertainment & Recreation	\$72,759,137	\$83,653,737
Fees and Admissions	\$10,376,700	\$11,946,145
Membership Fees for Clubs (2)	\$4,245,996	\$4,887,878
Fees for Participant Sports, excl. Trips	\$1,758,946	\$2,025,581
Tickets to Theatre/Operas/Concerts	\$797,738	\$918,175
Tickets to Movies	\$398,243	\$458,208
Tickets to Parks or Museums	\$488,531	\$562,270
Admission to Sporting Events, excl. Trips	\$894,950	\$1,030,721
Fees for Recreational Lessons	\$1,779,242	\$2,048,278
Dating Services	\$13,054	\$15,034
TV/Video/Audio	\$27,654,829	\$31,787,112
Cable and Satellite Television Services	\$18,855,857	\$21,668,094
Televisions	\$2,744,276	\$3,155,644
Satellite Dishes	\$36,381	\$41,768
VCRs, Video Cameras, and DVD Players	\$81,990	\$94,278
Miscellaneous Video Equipment	\$186,649	\$214,751
Video Cassettes and DVDs	\$112,865	\$129,777
Video Game Hardware/Accessories	\$712,580	\$819,504
Video Game Software	\$332,854	\$382,837
Rental/Streaming/Downloaded Video	\$2,185,410	\$2,513,440
Installation of Televisions	\$20,975	\$24,151
Audio (3)	\$2,297,506	\$2,642,505
Rental and Repair of TV/Radio/Sound Equipment	\$87,488	\$100,363
Pets	\$20,054,421	\$23,048,884
Toys/Games/Crafts/Hobbies (4)	\$2,945,256	\$3,387,260
Recreational Vehicles and Fees (5)	\$3,203,537	\$3,681,901
Sports/Recreation/Exercise Equipment (6)	\$5,216,497	\$5,997,513
Photo Equipment and Supplies (7)	\$745,172	\$857,368
Reading (8)	\$2,104,371	\$2,420,220
Catered Affairs (9)	\$458,354	\$527,334
Food	\$196,485,102	\$225,893,716
Food at Home	\$129,696,784	\$149,095,098
Bakery and Cereal Products	\$16,930,130	\$19,461,565
Meats, Poultry, Fish, and Eggs	\$28,310,334	\$32,544,418
Dairy Products	\$12,478,411	\$14,344,078
Fruits and Vegetables	\$24,395,061	\$28,047,909
Snacks and Other Food at Home (10)	\$47,582,847	\$54,697,128
Food Away from Home	\$66,788,319	\$76,798,618
Alcoholic Beverages	\$10,694,138	\$12,305,595



Table 3: Etowah County Level Retail Demand Outlook

Retail Demand Outlook		
Etowah County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	102,922	102,342
Households	41,937	41,968
Families	27,500	27,379
Median Age	43.5	44.8
Median Household Income	\$46,512	\$51,483
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$53,381,423	\$60,605,621
Men's	\$9,714,477	\$11,029,819
Women's	\$18,310,866	\$20,790,972
Children's	\$8,340,196	\$9,465,658
Footwear	\$11,814,631	\$13,411,521
Watches & Jewelry	\$4,128,569	\$4,689,724
Apparel Products and Services (1)	\$1,072,684	\$1,217,928
Entertainment & Recreation	\$99,958,958	\$113,500,665
Fees and Admissions	\$15,871,905	\$18,036,498
Membership Fees for Clubs (2)	\$6,456,415	\$7,336,198
Fees for Participant Sports, excl. Trips	\$2,662,704	\$3,025,872
Tickets to Theatre/Operas/Concerts	\$1,260,950	\$1,432,758
Tickets to Movies	\$572,449	\$650,279
Tickets to Parks or Museums	\$675,496	\$767,145
Admission to Sporting Events, excl. Trips	\$1,453,651	\$1,651,438
Fees for Recreational Lessons	\$2,768,288	\$3,147,906
Dating Services	\$21,953	\$24,903
TV/Video/Audio	\$37,639,825	\$42,725,736
Cable and Satellite Television Services	\$25,276,790	\$28,691,560
Televisions	\$3,791,651	\$4,303,600
Satellite Dishes	\$46,627	\$52,937
VCRs, Video Cameras, and DVD Players	\$115,658	\$131,305
Miscellaneous Video Equipment	\$290,134	\$329,568
Video Cassettes and DVDs	\$157,752	\$179,102
Video Game Hardware/Accessories	\$1,012,735	\$1,148,885
Video Game Software	\$472,286	\$535,773
Rental/Streaming/Downloaded Video	\$3,031,261	\$3,440,897
Installation of Televisions	\$33,035	\$37,542
Audio (3)	\$3,305,020	\$3,753,329
Rental and Repair of TV/Radio/Sound Equipment	\$106,875	\$121,235
Pets	\$26,348,931	\$29,912,826
Toys/Games/Crafts/Hobbies (4)	\$4,069,177	\$4,619,072
Recreational Vehicles and Fees (5)	\$4,305,283	\$4,890,294
Sports/Recreation/Exercise Equipment (6)	\$6,887,197	\$7,822,471
Photo Equipment and Supplies (7)	\$1,079,573	\$1,226,067
Reading (8)	\$3,108,035	\$3,530,225
Catered Affairs (9)	\$649,032	\$737,478
Food	\$270,206,553	\$306,771,597
Food at Home	\$178,194,452	\$202,298,877
Bakery and Cereal Products	\$23,350,787	\$26,509,198
Meats, Poultry, Fish, and Eggs	\$38,671,091	\$43,900,238
Dairy Products	\$17,152,677	\$19,473,762
Fruits and Vegetables	\$34,029,473	\$38,636,155
Snacks and Other Food at Home (10)	\$64,990,423	\$73,779,523
Food Away from Home	\$92,012,101	\$104,472,720
Alcoholic Beverages	\$15,951,836	\$18,119,169

Table 3: Jackson County Level Retail Demand Outlook



Retail Demand Outlook		
Jackson County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	52,517	52,500
Households	21,834	22,026
Families	14,870	14,929
Median Age	44.7	46.3
Median Household Income	\$43,999	\$49,640
	2023	2028
Category (Subcategory)	Consumer Spending	Forecasted Demand
Apparel and Services	\$29,038,173	\$33,623,874
Men's	\$5,194,212	\$6,015,560
Women's	\$9,895,400	\$11,458,293
Children's	\$4,762,435	\$5,513,758
Footwear	\$6,266,562	\$7,256,325
Watches & Jewelry	\$2,360,730	\$2,732,820
Apparel Products and Services (1)	\$558,834	\$647,118
Entertainment & Recreation	\$59,073,932	\$68,347,176
Fees and Admissions	\$7,693,112	\$8,920,482
Membership Fees for Clubs (2)	\$3,201,117	\$3,711,678
Fees for Participant Sports, excl. Trips	\$1,269,674	\$1,472,712
Tickets to Theatre/Operas/Concerts	\$619,507	\$717,911
Tickets to Movies	\$278,661	\$323,000
Tickets to Parks or Museums	\$360,812	\$418,263
Admission to Sporting Events, excl. Trips	\$696,031	\$806,843
Fees for Recreational Lessons	\$1,257,443	\$1,458,637
Dating Services	\$9,867	\$11,437
TV/Video/Audio	\$22,795,043	\$26,373,273
Cable and Satellite Television Services	\$15,900,736	\$18,393,490
Televisions	\$2,170,910	\$2,512,314
Satellite Dishes	\$30,704	\$35,520
VCRs, Video Cameras, and DVD Players	\$63,565	\$73,548
Miscellaneous Video Equipment	\$143,406	\$166,235
Video Cassettes and DVDs	\$86,667	\$100,297
Video Game Hardware/Accessories	\$563,928	\$652,284
Video Game Software	\$261,494	\$302,510
Rental/Streaming/Downloaded Video	\$1,669,790	\$1,932,881
Installation of Televisions	\$15,116	\$17,509
Audio (3)	\$1,805,775	\$2,090,796
Rental and Repair of TV/Radio/Sound Equipment	\$82,952	\$95,888
Pets	\$16,899,780	\$19,530,485
Toys/Games/Crafts/Hobbies (4)	\$2,326,861	\$2,692,388
Recreational Vehicles and Fees (5)	\$2,730,975	\$3,156,929
Sports/Recreation/Exercise Equipment (6)	\$4,028,867	\$4,664,332
Photo Equipment and Supplies (7)	\$571,217	\$661,479
Reading (8)	\$1,698,589	\$1,965,782
Catered Affairs (9)	\$329,488	\$382,024
Food	\$157,761,404	\$182,590,302
Food at Home	\$105,574,304	\$122,166,544
Bakery and Cereal Products	\$13,920,139	\$16,106,763
Meats, Poultry, Fish, and Eggs	\$22,985,402	\$26,599,520
Dairy Products	\$10,210,894	\$11,812,661
Fruits and Vegetables	\$19,666,578	\$22,761,657
Snacks and Other Food at Home (10)	\$38,791,292	\$44,885,944
Food Away from Home	\$52,187,100	\$60,423,758
Alcoholic Beverages	\$8,314,922	\$9,630,359



Table 3: Marshall County Level Retail Demand Outlook

Retail Demand Outlook		
Marshall County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	99,025	100,039
Households	37,883	38,401
Families	25,810	26,042
Median Age	40.6	42.0
Median Household Income	\$52,792	\$59,097
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$60,123,779	\$70,257,816
Men's	\$10,990,725	\$12,842,727
Women's	\$20,481,871	\$23,934,635
Children's	\$9,702,984	\$11,338,316
Footwear	\$13,263,255	\$15,499,004
Watches & Jewelry	\$4,518,459	\$5,279,846
Apparel Products and Services (1)	\$1,166,485	\$1,363,288
Entertainment & Recreation	\$115,932,646	\$135,558,691
Fees and Admissions	\$16,995,149	\$19,862,637
Membership Fees for Clubs (2)	\$6,926,020	\$8,094,161
Fees for Participant Sports, excl. Trips	\$2,867,857	\$3,351,692
Tickets to Theatre/Operas/Concerts	\$1,322,070	\$1,545,209
Tickets to Movies	\$643,603	\$751,969
Tickets to Parks or Museums	\$767,045	\$896,048
Admission to Sporting Events, excl. Trips	\$1,483,899	\$1,734,402
Fees for Recreational Lessons	\$2,962,120	\$3,462,839
Dating Services	\$22,535	\$26,316
TV/Video/Audio	\$43,934,371	\$51,354,446
Cable and Satellite Television Services	\$29,779,874	\$34,810,577
Televisions	\$4,395,651	\$5,137,597
Satellite Dishes	\$56,181	\$65,636
VCRs, Video Cameras, and DVD Players	\$132,703	\$155,098
Miscellaneous Video Equipment	\$303,032	\$354,058
Video Cassettes and DVDs	\$181,135	\$211,715
Video Game Hardware/Accessories	\$1,159,524	\$1,355,294
Video Game Software	\$541,565	\$632,968
Rental/Streaming/Downloaded Video	\$3,514,530	\$4,107,784
Installation of Televisions	\$35,439	\$41,464
Audio (3)	\$3,703,486	\$4,328,947
Rental and Repair of TV/Radio/Sound Equipment	\$131,250	\$153,307
Pets	\$31,680,607	\$37,071,860
Toys/Games/Crafts/Hobbies (4)	\$4,714,789	\$5,512,453
Recreational Vehicles and Fees (5)	\$5,051,557	\$5,910,704
Sports/Recreation/Exercise Equipment (6)	\$8,152,040	\$9,528,279
Photo Equipment and Supplies (7)	\$1,212,692	\$1,417,764
Reading (8)	\$3,449,388	\$4,033,401
Catered Affairs (9)	\$742,052	\$867,148
Food	\$312,758,709	\$365,529,734
Food at Home	\$206,465,156	\$241,319,894
Bakery and Cereal Products	\$26,954,929	\$31,506,490
Meats, Poultry, Fish, and Eggs	\$44,969,496	\$52,556,461
Dairy Products	\$19,938,906	\$23,309,985
Fruits and Vegetables	\$39,059,027	\$45,651,753
Snacks and Other Food at Home (10)	\$75,542,797	\$88,295,205
Food Away from Home	\$106,293,553	\$124,209,839
Alcoholic Beverages	\$17,495,882	\$20,451,162

Table 3: Randolph County Level Retail Demand Outlook



Randolph County, AL

Prepared by Esri

Geography: County

Retail Demand Outlook		
Demographic Summary		
	2023	2028
Population	21,956	21,918
Households	8,990	9,074
Families	5,996	6,024
Median Age	43.7	45.5
Median Household Income	\$48,207	\$52,830
Category (Subcategory)		
	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$11,436,126	\$12,839,214
Men's	\$2,025,656	\$2,274,094
Women's	\$3,906,799	\$4,385,922
Children's	\$1,913,936	\$2,148,579
Footwear	\$2,449,242	\$2,749,311
Watches & Jewelry	\$923,971	\$1,038,278
Apparel Products and Services (1)	\$216,523	\$243,030
Entertainment & Recreation	\$23,725,647	\$26,639,371
Fees and Admissions	\$2,891,485	\$3,245,786
Membership Fees for Clubs (2)	\$1,216,619	\$1,365,719
Fees for Participant Sports, excl. Trips	\$475,232	\$533,352
Tickets to Theatre/Operas/Concerts	\$234,502	\$263,195
Tickets to Movies	\$107,046	\$120,133
Tickets to Parks or Museums	\$140,835	\$158,154
Admission to Sporting Events, excl. Trips	\$254,284	\$285,561
Fees for Recreational Lessons	\$459,247	\$515,499
Dating Services	\$3,720	\$4,173
TV/Video/Audio	\$9,358,403	\$10,506,184
Cable and Satellite Television Services	\$6,607,276	\$7,417,935
Televisions	\$877,711	\$985,152
Satellite Dishes	\$13,158	\$14,775
VCRs, Video Cameras, and DVD Players	\$25,420	\$28,531
Miscellaneous Video Equipment	\$56,607	\$63,529
Video Cassettes and DVDs	\$34,746	\$38,996
Video Game Hardware/Accessories	\$221,775	\$248,990
Video Game Software	\$103,733	\$116,425
Rental/Streaming/Downloaded Video	\$659,880	\$740,833
Installation of Televisions	\$5,445	\$6,109
Audio (3)	\$714,983	\$802,624
Rental and Repair of TV/Radio/Sound Equipment	\$37,669	\$42,286
Pets	\$6,822,073	\$7,661,343
Toys/Games/Crafts/Hobbies (4)	\$928,524	\$1,042,368
Recreational Vehicles and Fees (5)	\$1,093,612	\$1,228,664
Sports/Recreation/Exercise Equipment (6)	\$1,613,653	\$1,812,351
Photo Equipment and Supplies (7)	\$220,688	\$247,757
Reading (8)	\$670,715	\$752,845
Catered Affairs (9)	\$126,494	\$142,073
Food	\$64,051,875	\$71,908,557
Food at Home	\$43,104,068	\$48,389,940
Bakery and Cereal Products	\$5,689,960	\$6,387,861
Meats, Poultry, Fish, and Eggs	\$9,392,642	\$10,544,845
Dairy Products	\$4,149,181	\$4,658,196
Fruits and Vegetables	\$7,988,196	\$8,967,023
Snacks and Other Food at Home (10)	\$15,884,089	\$17,832,014
Food Away from Home	\$20,947,806	\$23,518,617
Alcoholic Beverages	\$3,228,765	\$3,623,934



Table 3: St. Clair County Level Retail Demand Outlook

Retail Demand Outlook		
St. Clair County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	93,642	95,805
Households	35,418	36,353
Families	25,288	25,847
Median Age	41.3	42.6
Median Household Income	\$63,829	\$72,726
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$59,213,036	\$68,745,214
Men's	\$10,830,053	\$12,577,031
Women's	\$20,134,233	\$23,377,524
Children's	\$9,611,567	\$11,151,471
Footwear	\$13,005,544	\$15,102,585
Watches & Jewelry	\$4,487,393	\$5,207,576
Apparel Products and Services (1)	\$1,144,245	\$1,329,027
Entertainment & Recreation	\$111,028,405	\$128,800,961
Fees and Admissions	\$17,969,087	\$20,905,750
Membership Fees for Clubs (2)	\$7,291,276	\$8,479,022
Fees for Participant Sports, excl. Trips	\$3,074,798	\$3,578,365
Tickets to Theatre/Operas/Concerts	\$1,356,063	\$1,577,343
Tickets to Movies	\$658,776	\$766,261
Tickets to Parks or Museums	\$809,992	\$941,005
Admission to Sporting Events, excl. Trips	\$1,551,334	\$1,804,754
Fees for Recreational Lessons	\$3,204,015	\$3,732,466
Dating Services	\$22,833	\$26,534
TV/Video/Audio	\$41,353,668	\$47,928,824
Cable and Satellite Television Services	\$27,548,877	\$31,906,243
Televisions	\$4,204,031	\$4,876,510
Satellite Dishes	\$52,597	\$60,882
VCRs, Video Cameras, and DVD Players	\$128,252	\$148,900
Miscellaneous Video Equipment	\$321,052	\$373,189
Video Cassettes and DVDs	\$175,537	\$203,824
Video Game Hardware/Accessories	\$1,106,275	\$1,283,811
Video Game Software	\$523,894	\$607,930
Rental/Streaming/Downloaded Video	\$3,455,997	\$4,012,709
Installation of Televisions	\$36,727	\$42,768
Audio (3)	\$3,685,498	\$4,279,711
Rental and Repair of TV/Radio/Sound Equipment	\$114,931	\$132,348
Pets	\$28,888,406	\$33,480,892
Toys/Games/Crafts/Hobbies (4)	\$4,582,537	\$5,318,489
Recreational Vehicles and Fees (5)	\$4,715,048	\$5,468,477
Sports/Recreation/Exercise Equipment (6)	\$8,155,904	\$9,467,256
Photo Equipment and Supplies (7)	\$1,227,845	\$1,426,952
Reading (8)	\$3,356,715	\$3,898,565
Catered Affairs (9)	\$779,195	\$905,756
Food	\$300,881,073	\$348,964,296
Food at Home	\$197,079,792	\$228,517,566
Bakery and Cereal Products	\$25,687,784	\$29,782,254
Meats, Poultry, Fish, and Eggs	\$42,853,467	\$49,681,912
Dairy Products	\$18,895,193	\$21,912,471
Fruits and Vegetables	\$37,632,504	\$43,652,145
Snacks and Other Food at Home (10)	\$72,010,844	\$83,488,785
Food Away from Home	\$103,801,281	\$120,446,730
Alcoholic Beverages	\$17,513,106	\$20,350,868

Table 3: Talladega County Level Retail Demand Outlook



Retail Demand Outlook		
Talladega County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	81,994	81,597
Households	33,245	33,482
Families	22,253	22,303
Median Age	42.1	43.5
Median Household Income	\$47,334	\$53,222
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$44,006,230	\$51,024,415
Men's	\$7,884,965	\$9,142,394
Women's	\$14,992,017	\$17,382,397
Children's	\$7,251,017	\$8,409,941
Footwear	\$9,657,441	\$11,193,434
Watches & Jewelry	\$3,365,962	\$3,905,414
Apparel Products and Services (1)	\$854,828	\$990,834
Entertainment & Recreation	\$84,394,829	\$97,920,539
Fees and Admissions	\$11,722,542	\$13,596,020
Membership Fees for Clubs (2)	\$4,853,212	\$5,630,352
Fees for Participant Sports, excl. Trips	\$1,944,609	\$2,255,467
Tickets to Theatre/Operas/Concerts	\$944,144	\$1,094,770
Tickets to Movies	\$444,562	\$515,146
Tickets to Parks or Museums	\$545,706	\$633,302
Admission to Sporting Events, excl. Trips	\$1,041,609	\$1,207,938
Fees for Recreational Lessons	\$1,931,419	\$2,239,061
Dating Services	\$17,280	\$19,985
TV/Video/Audio	\$33,283,175	\$38,616,680
Cable and Satellite Television Services	\$22,837,281	\$26,505,791
Televisions	\$3,274,123	\$3,796,596
Satellite Dishes	\$45,351	\$52,648
VCRs, Video Cameras, and DVD Players	\$98,071	\$113,642
Miscellaneous Video Equipment	\$230,695	\$267,365
Video Cassettes and DVDs	\$132,805	\$153,908
Video Game Hardware/Accessories	\$863,202	\$999,901
Video Game Software	\$408,750	\$473,502
Rental/Streaming/Downloaded Video	\$2,528,984	\$2,931,723
Installation of Televisions	\$23,039	\$26,685
Audio (3)	\$2,717,201	\$3,151,274
Rental and Repair of TV/Radio/Sound Equipment	\$123,674	\$143,646
Pets	\$22,774,578	\$26,431,400
Toys/Games/Crafts/Hobbies (4)	\$3,431,114	\$3,978,819
Recreational Vehicles and Fees (5)	\$3,560,442	\$4,133,867
Sports/Recreation/Exercise Equipment (6)	\$5,780,571	\$6,708,269
Photo Equipment and Supplies (7)	\$850,933	\$986,726
Reading (8)	\$2,494,981	\$2,892,899
Catered Affairs (9)	\$496,494	\$575,859
Food	\$233,453,315	\$270,816,762
Food at Home	\$155,500,443	\$180,390,836
Bakery and Cereal Products	\$20,436,646	\$23,708,977
Meats, Poultry, Fish, and Eggs	\$33,890,482	\$39,317,143
Dairy Products	\$14,824,484	\$17,196,340
Fruits and Vegetables	\$29,250,942	\$33,928,441
Snacks and Other Food at Home (10)	\$57,097,888	\$66,239,935
Food Away from Home	\$77,952,872	\$90,425,926
Alcoholic Beverages	\$12,503,782	\$14,499,013

Table 3: Tallapoosa County Level Retail Demand Outlook



Retail Demand Outlook		
Tallapoosa County, AL		Prepared by Esri
Geography: County		
Demographic Summary	2023	2028
Population	41,315	41,247
Households	17,491	17,638
Families	11,644	11,684
Median Age	46.0	47.3
Median Household Income	\$50,556	\$55,109
Category (Subcategory)	2023 Consumer Spending	2028 Forecasted Demand
Apparel and Services	\$25,040,396	\$29,105,207
Men's	\$4,519,143	\$5,254,150
Women's	\$8,584,298	\$9,977,607
Children's	\$4,063,793	\$4,721,747
Footwear	\$5,504,625	\$6,398,820
Watches & Jewelry	\$1,872,999	\$2,176,795
Apparel Products and Services (1)	\$495,538	\$576,087
Entertainment & Recreation	\$51,521,880	\$59,845,979
Fees and Admissions	\$6,842,450	\$7,960,569
Membership Fees for Clubs (2)	\$2,819,371	\$3,279,618
Fees for Participant Sports, excl. Trips	\$1,158,489	\$1,348,135
Tickets to Theatre/Operas/Concerts	\$548,335	\$637,779
Tickets to Movies	\$250,393	\$291,333
Tickets to Parks or Museums	\$303,547	\$352,926
Admission to Sporting Events, excl. Trips	\$609,074	\$708,482
Fees for Recreational Lessons	\$1,144,311	\$1,331,907
Dating Services	\$8,929	\$10,389
TV/Video/Audio	\$19,483,956	\$22,627,628
Cable and Satellite Television Services	\$13,459,352	\$15,626,576
Televisions	\$1,908,631	\$2,217,574
Satellite Dishes	\$24,018	\$27,887
VCRs, Video Cameras, and DVD Players	\$56,074	\$65,165
Miscellaneous Video Equipment	\$124,962	\$145,373
Video Cassettes and DVDs	\$77,109	\$89,610
Video Game Hardware/Accessories	\$493,377	\$573,237
Video Game Software	\$230,463	\$267,780
Rental/Streaming/Downloaded Video	\$1,461,765	\$1,698,825
Installation of Televisions	\$15,094	\$17,567
Audio (3)	\$1,571,074	\$1,826,064
Rental and Repair of TV/Radio/Sound Equipment	\$62,037	\$71,969
Pets	\$15,054,182	\$17,477,266
Toys/Games/Crafts/Hobbies (4)	\$2,063,610	\$2,397,237
Recreational Vehicles and Fees (5)	\$2,362,599	\$2,742,215
Sports/Recreation/Exercise Equipment (6)	\$3,401,128	\$3,951,785
Photo Equipment and Supplies (7)	\$505,639	\$587,681
Reading (8)	\$1,525,069	\$1,772,189
Catered Affairs (9)	\$283,246	\$329,410
Food	\$134,706,280	\$156,485,574
Food at Home	\$90,287,227	\$104,869,052
Bakery and Cereal Products	\$11,859,055	\$13,773,305
Meats, Poultry, Fish, and Eggs	\$19,544,654	\$22,701,941
Dairy Products	\$8,820,471	\$10,243,867
Fruits and Vegetables	\$16,960,581	\$19,702,896
Snacks and Other Food at Home (10)	\$33,102,467	\$38,447,043
Food Away from Home	\$44,419,052	\$51,616,522
Alcoholic Beverages	\$7,428,172	\$8,635,095

Source: Esri forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

RETAIL MARKETING

With retail demand a function, in part, of categorically marketing goods and services to a customer base, socioeconomic characteristics of each county offer opportunities to match the needs of residents in serving consumer demand. Tapestry segmentation of each county in the CEDBR region into categories with specific identity characteristics provides a structure for understanding more about the consumer base that will comprise the majority of retail shoppers. Each county in the CEDBR region is grouped into one of the following four tapestry categories – Southern Satellites; Rooted Rural; Rural Bypasses; and Comfortable Empty Nesters – according to established ESRI profiles. These categories represent primary segmentation for each county; other tapestry categories exist but are not utilized in this analysis.

The broad representation of segmentation grouping should be considered only in general terms. Pockets of urban or rural characteristics make a swath of broad identification problematic, while one of the intents is to identify general characteristics. Similar socioeconomic factors and industry delineation identify the first three segments, respectively, as a rural setting with older families who own their home and car, work in manufacturing, retail, and healthcare with low labor force participation in skilled and service occupations. Residents live within their means and shop at discount stores while enjoying outdoor recreation.

Conversely, Comfortable Empty Nesters is an outlier within these socioeconomic identifiers when compared to other counties in the region. Etowah County is the only county in the region identified within that group. This segmentation includes middle aged families, with approximately 20% of individuals 65 years of age or older. Homeownership is solid and consists of older single-family homes with a mortgage. Residents own one or two vehicles and have a short commute to jobs mostly within the same county. They are more engaged in banking, news, and recreation; in embracing technology; and in cognitive exercises than the Southern Satellites category. Although this tapestry category includes just one county within the region, measurable socioeconomic differences are relevant for comparison purposes. See *Table 4: County Segmentation* for a tapestry group by county.

Table 4: County Segmentation

Tapestry Categories	County
Southern Satellites	Blount, Calhoun, DeKalb, Marshall, St. Clair
Rooted Rural	Cherokee, Clay, Cleburne, Jackson, Randolph
Rural Bypasses	Chambers, Coosa, Talladega, Tallapoosa
Comfortable Empty Nesters	Etowah

Source: Esri

APPLICATIONS TO ECONOMIC PLANNING

This analysis offers a unique perspective for economic developers and regional economic stakeholders to examine the retail demand potential of the CEDBR region and counties. Categories and sub-categories of retail demand are explored and considered in 2023 and projected for 2028. Considering the data within three primary economic areas that comprise the largest components of consumer activity offers developers a measure for exploring strengths and weaknesses of current economic performance relative to projected values for 2028.

Further, the markets for goods and services naturally reflect various characteristics of the immediate and surrounding areas of those businesses. Grouping each county and region by primary tapestry category identifies those characteristics and offers indication of the type of socioeconomic activities preferred by the populace in developing general inferences about consumer demand.

Finally, the analysis is intended as a tool for identifying the economic base and social and economic preferences of local residents, while superimposing current and projected levels of retail demand in serving those residents. Social and economic conditions and consumer preferences are not static but are subject to change over time. Maximizing the potential of retail demand outlook and trends is an effective industry recruitment tool, where segments of a population have established spending propensities that must be considered when evaluating retail demand strategies.

SOURCES:

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- Romer, C. D. (2021). The Fiscal Policy Response to the Pandemic. *Brookings Papers on Economic Activity*, 89–110.
- Scopelliti, D. (2016). Consumer spending: past and present. *Monthly Labor Review*, Bureau of Labor Statistics, November 2016.

Thank you very much for your support of the *JSU Economic Update*. We look forward to providing additional, timely economic data to assist you with business and economic planning. Please contact us at the JSU Center for Economic Development and Business Research whenever we may assist you.

Sincerely,



Benjamin Boozer

Editor

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LifeMode Group: Rustic Outposts Southern Satellites

10A

Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: \$47,800

WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost 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.

OUR NEIGHBORHOOD

- About 78% 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 (67%), with a number of mobile homes (Index 509).
- Most housing units were built in 1970 or later.
- Most households own one or two vehicles, but owning more than three vehicles is common (Index 144).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).
- Labor force participation rate is 59.1%, 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.



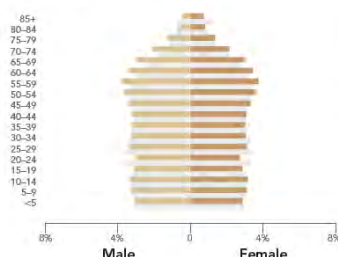
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

LifeMode Group: Rustic Outposts Southern Satellites



AGE BY SEX (Esri data)

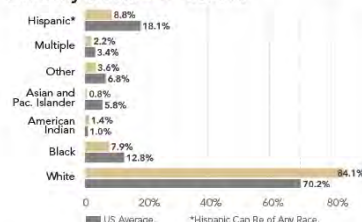
Median Age: 40.3 US: 38.2
— Indicates US



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: 40.1 US: 64.0



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

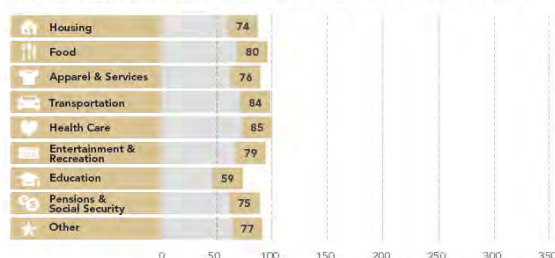


Median Net Worth



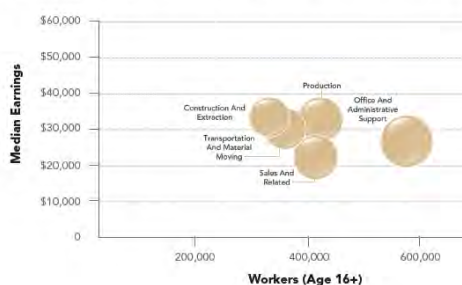
AVERAGE HOUSEHOLD BUDGET INDEX

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.



10A

LifeMode Group: Rustic Outposts Southern Satellites



**TAPESTRY
SEGMENTATION**
esri.com/tapestry

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

- 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 CMT.
- Read fishing and 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.).

HOUSING

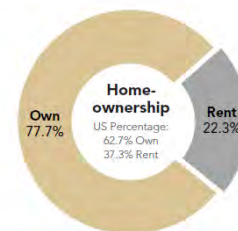
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Mobile Homes

Median Value:
\$128,500

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.



10A

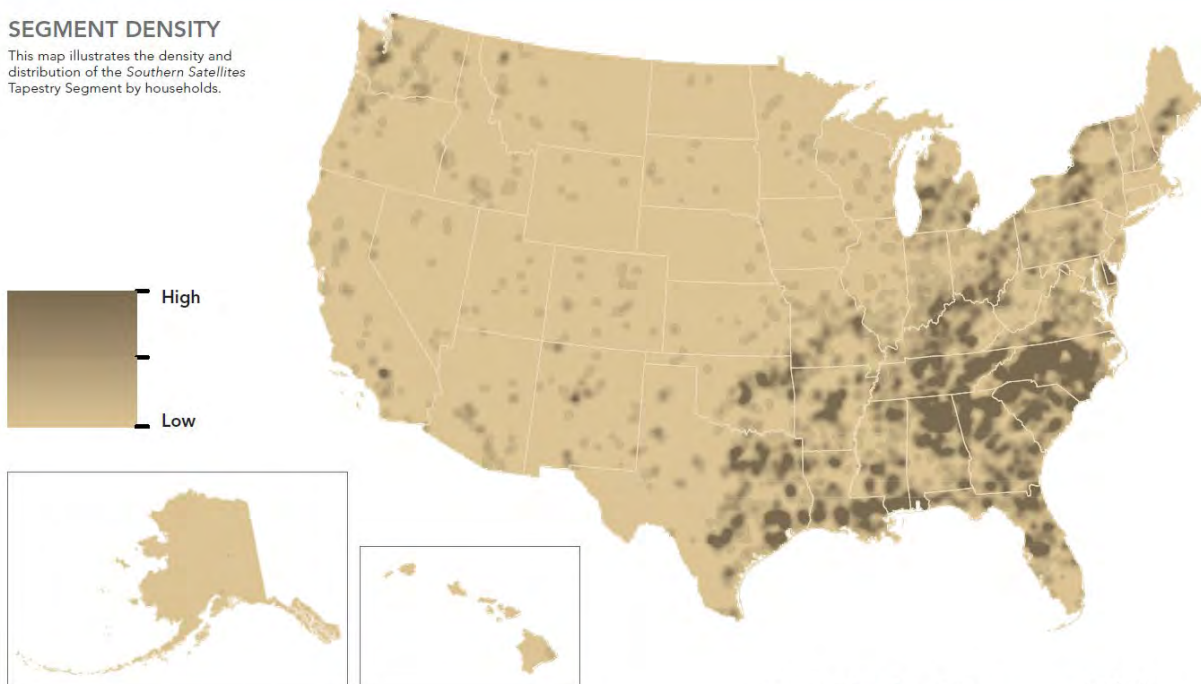
LifeMode Group: Rustic Outposts Southern Satellites



**TAPESTRY
SEGMENTATION**
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the Southern Satellites Tapestry Segment by households.



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LifeMode Group: Rustic Outposts

Rooted Rural

10B

Households: 2,430,900

Average Household Size: 2.48

Median Age: 45.2

Median Household Income: \$42,300

WHO ARE WE?

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. 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 and family history.

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 (24%).
- Nearly one in five housing units is vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under \$100,000.

SOCIOECONOMIC TRAITS

- Shoppers use coupons frequently and buy generic goods.
- 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.



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.

10B

LifeMode Group: Rustic Outposts

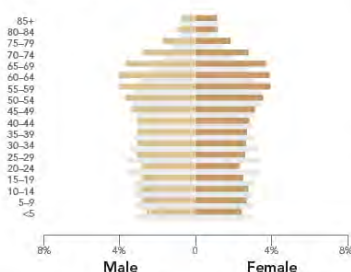
Rooted Rural



AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2

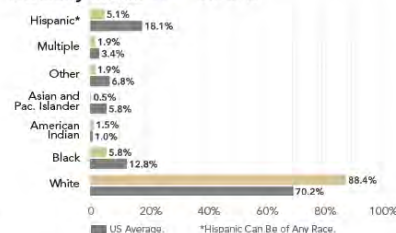
■ Indicates US



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: 29.2 US: 64.0



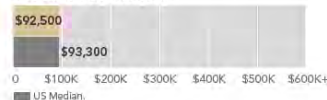
INCOME AND NET WORTH

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

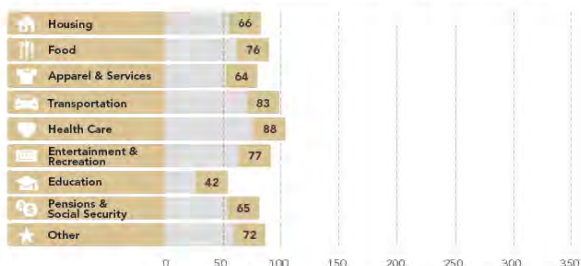


Median Net Worth



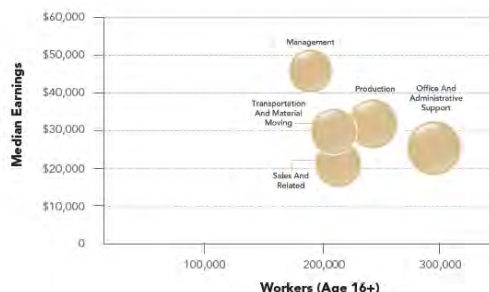
AVERAGE HOUSEHOLD BUDGET INDEX

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.



10B

LifeMode Group: Rustic Outposts

Rooted Rural



TAPESTRY
SEGMENTATION
esri.com/tapestry

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

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

HOUSING

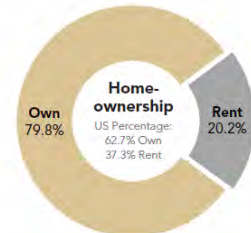
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Mobile Homes

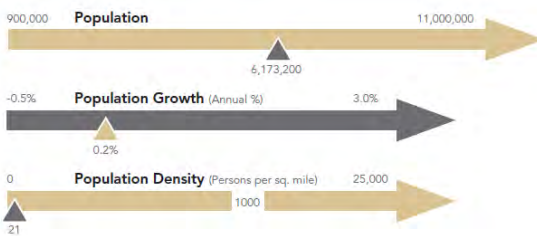
Median Value:
\$112,800

US Median: \$207,300



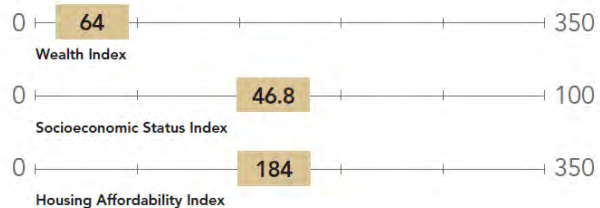
POPULATION CHARACTERISTICS

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.



10B

LifeMode Group: Rustic Outposts

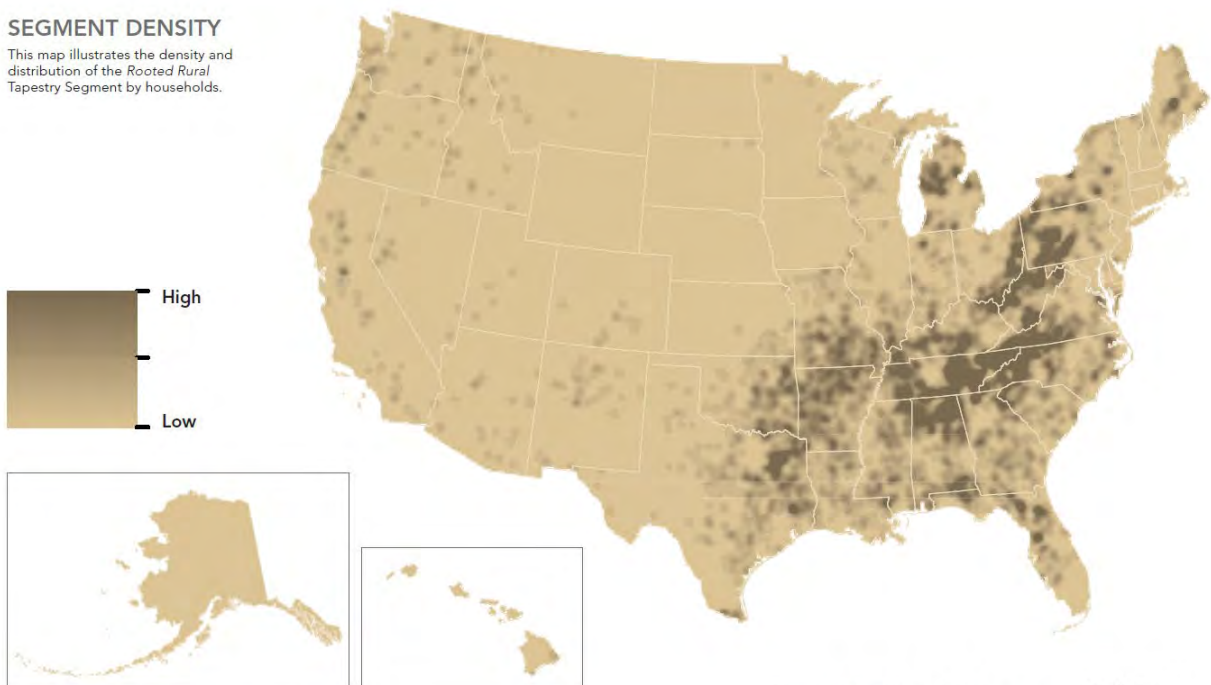
Rooted Rural



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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





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 MR-Simmons.

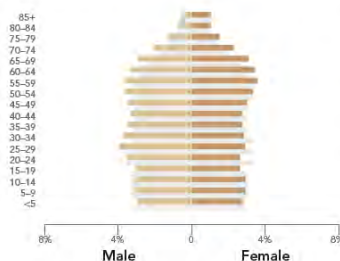
10E LifeMode Group: Rustic Outposts Rural Bypasses



AGE BY SEX (Esri data)

Median Age: 40.4 US: 38.2

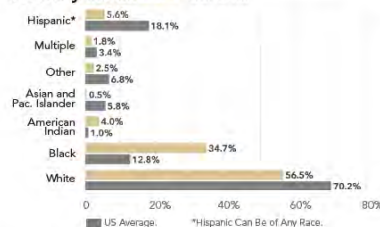
■ Indicates US



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).

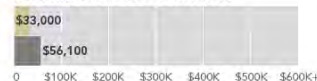
Diversity Index: 60.5 US: 64.0



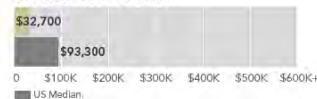
INCOME AND NET WORTH

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

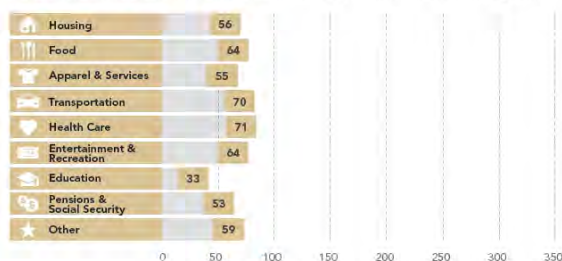


Median Net Worth



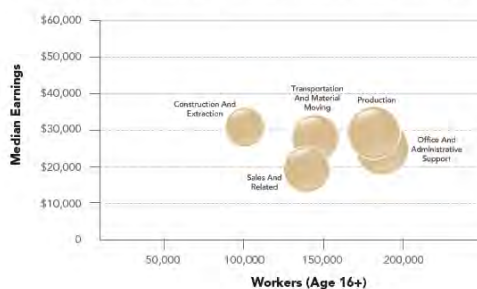
AVERAGE HOUSEHOLD BUDGET INDEX

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.



10E LifeMode Group: Rustic Outposts Rural Bypasses



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

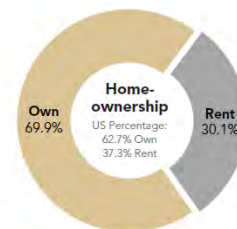
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Mobile Homes

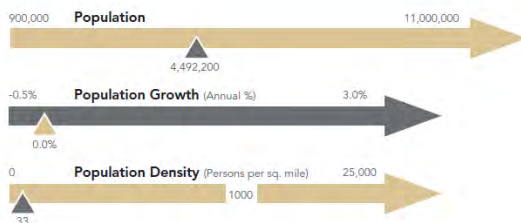
Median Value:
\$83,200

US Median: \$207,300



POPULATION CHARACTERISTICS

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ESRI INDEXES

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10E LifeMode Group: Rustic Outposts Rural Bypasses



SEGMENT DENSITY

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





LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.



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.

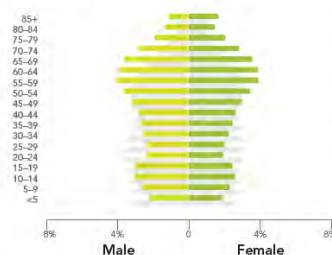
5A LifeMode Group: GenXurban Comfortable Empty Nesters



AGE BY SEX (Esri data)

Median Age: 48.0 US: 38.2

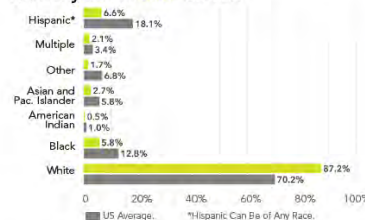
Indicates US



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Median Household Income



Median Net Worth



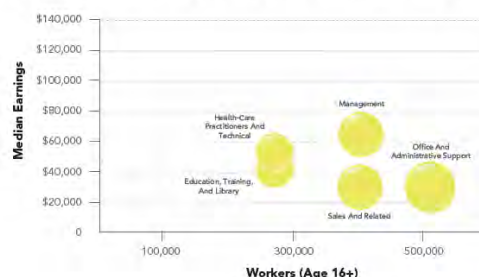
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5A

LifeMode Group: GenXurban

Comfortable Empty Nesters



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

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

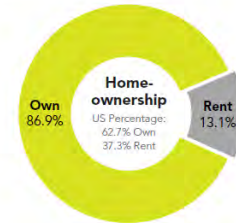
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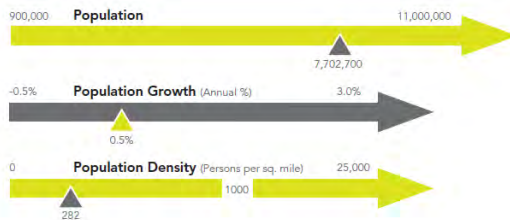
Median Value:
\$203,400

US Median: \$207,300



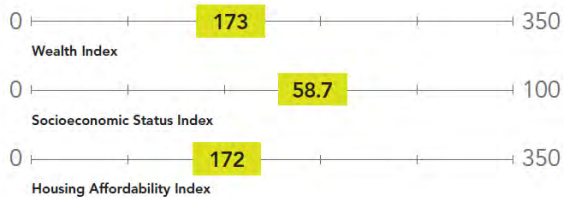
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5A

LifeMode Group: GenXurban

Comfortable Empty Nesters



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SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.



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