



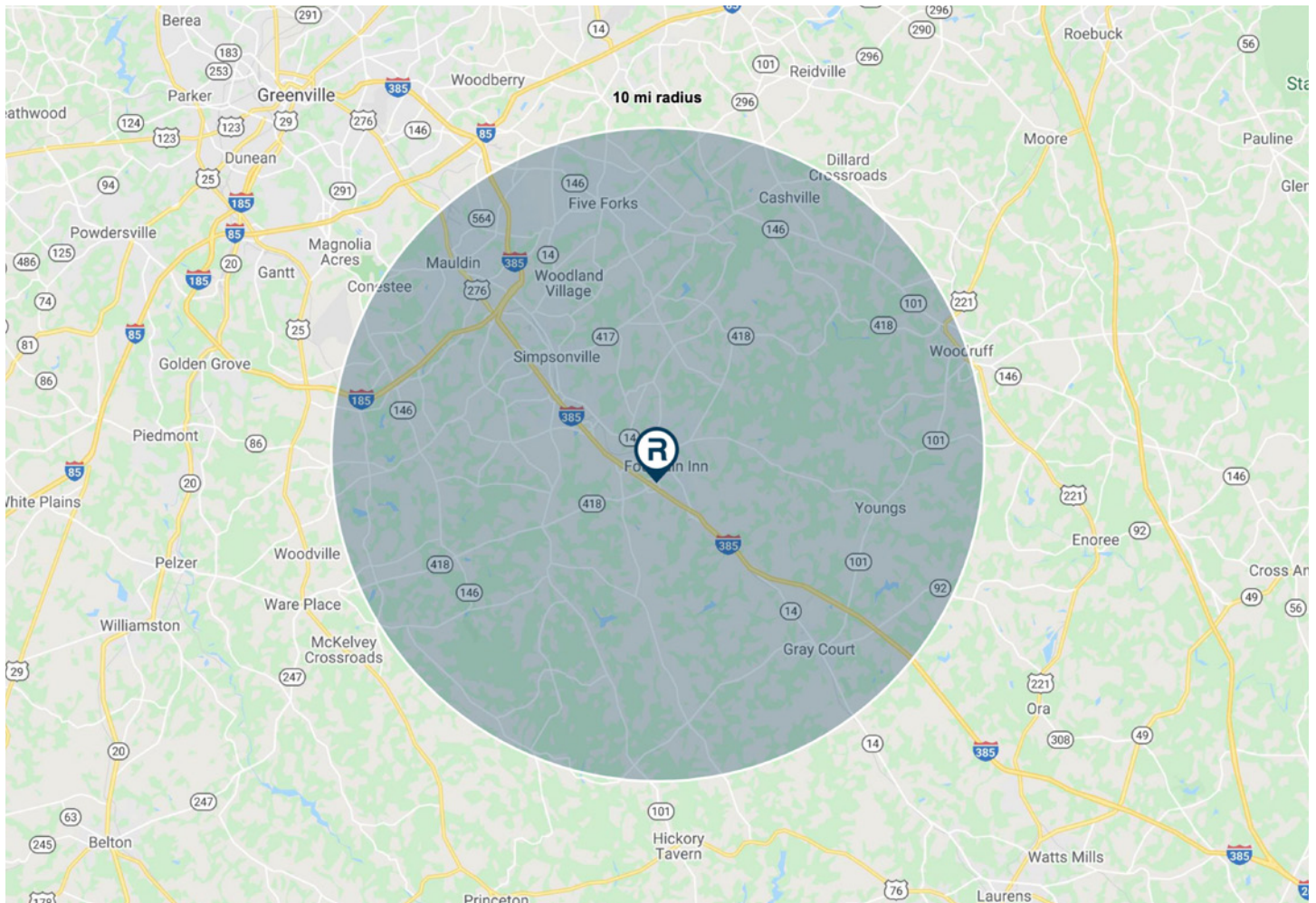
The**Retail**Coach.®

# 10-Mile Radial Gap/Opportunity Analysis

FOUNTAIN INN, SOUTH CAROLINA

Prepared for The Municipality Association of South Carolina  
September 2021

# 10-Mile Radial



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# 10-Mile Radial • Gap/Opportunity Analysis

Fountain Inn, South Carolina

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	Total retail trade including food and drinking places	\$3,520,982,797	\$2,266,278,993	\$1,254,703,804	0.64
441	Motor vehicle and parts dealers	\$700,287,327	\$286,353,851	\$413,933,476	0.41
4411	Automobile dealers	\$574,610,500	\$225,501,220	\$349,109,280	0.39
4412	Other motor vehicle dealers	\$68,211,889	\$23,987,632	\$44,224,257	0.35
4413	Automotive parts, accessories, and tire stores	\$57,464,938	\$36,864,999	\$20,599,939	0.64
442	Furniture and home furnishings stores	\$63,585,518	\$49,806,629	\$13,778,889	0.78
4421	Furniture stores	\$33,667,898	\$20,086,421	\$13,581,477	0.60
4422	Home furnishings stores	\$29,917,620	\$29,720,208	\$197,412	0.99
443	Electronics and appliance stores	\$34,321,919	\$30,555,166	\$3,766,753	0.89
443141	Household appliance stores	\$8,855,991	\$13,941,547	-\$5,085,556	1.57
443142	Electronics stores	\$25,465,929	\$16,613,619	\$8,852,310	0.65
444	Building material and garden equipment and supplies dealers	\$257,646,042	\$202,379,978	\$55,266,064	0.79
4441	Building material and supplies dealers	\$230,722,891	\$185,997,443	\$44,725,448	0.81
44411	Home centers	\$131,923,584	\$108,505,483	\$23,418,101	0.82
44412	Paint and wallpaper stores	\$8,326,894	\$709,245	\$7,617,649	0.09
44413	Hardware stores	\$20,241,535	\$12,310,226	\$7,931,309	0.61
44419	Other building material dealers	\$70,230,878	\$64,472,489	\$5,758,389	0.92
4442	Lawn and garden equipment and supplies stores	\$26,923,151	\$16,382,535	\$10,540,616	0.61
44421	Outdoor power equipment stores	\$7,936,659	\$5,229,118	\$2,707,541	0.66
44422	Nursery, garden center, and farm supply stores	\$18,986,492	\$11,153,417	\$7,833,075	0.59
445	Food and beverage stores	\$470,415,441	\$324,470,381	\$145,945,060	0.69
4451	Grocery stores	\$434,925,771	\$301,416,143	\$133,509,628	0.69
44511	Supermarkets and other grocery (except convenience) stores	\$418,549,257	\$298,994,072	\$119,555,185	0.71
44512	Convenience stores	\$16,376,513	\$2,422,071	\$13,954,442	0.15
4452	Specialty food stores	\$8,332,680	\$4,439,722	\$3,892,958	0.53
4453	Beer, wine, and liquor stores	\$27,156,991	\$18,614,516	\$8,542,475	0.69
446	Health and personal care stores	\$221,994,141	\$159,157,139	\$62,837,002	0.72
44611	Pharmacies and drug stores	\$194,225,544	\$134,094,515	\$60,131,029	0.69
44612	Cosmetics, beauty supplies, and perfume stores	\$13,282,934	\$9,077,354	\$4,205,580	0.68
44613	Optical goods stores	\$5,046,555	\$5,023,649	\$22,906	1.00
44619	Other health and personal care stores	\$9,439,108	\$10,961,621	-\$1,522,513	1.16
447	Gasoline stations	\$414,057,319	\$301,598,307	\$112,459,012	0.73

# 10-Mile Radial • Gap/Opportunity Analysis

Fountain Inn, South Carolina

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
448	Clothing and clothing accessories stores	\$117,573,097	\$60,316,193	\$57,256,904	0.51
4481	Clothing stores	\$87,655,902	\$47,273,290	\$40,382,612	0.54
44811	Men's clothing stores	\$4,646,442	\$984,327	\$3,662,115	0.21
44812	Women's clothing stores	\$15,266,772	\$7,992,815	\$7,273,957	0.52
44813	Children's and infants' clothing stores	\$2,304,962	\$1,803,642	\$501,320	0.78
44814	Family clothing stores	\$52,441,913	\$28,571,185	\$23,870,728	0.54
44815	Clothing accessories stores	\$3,880,373	\$4,118,450	-\$238,077	1.06
44819	Other clothing stores	\$9,115,441	\$3,802,871	\$5,312,570	0.42
4482	Shoe stores	\$19,311,162	\$7,011,125	\$12,300,037	0.36
4483	Jewelry, luggage, and leather goods stores	\$10,606,032	\$6,031,778	\$4,574,254	0.57
44831	Jewelry stores	\$10,154,909	\$6,031,778	\$4,123,131	0.59
44832	Luggage and leather goods stores	\$451,124	\$0	\$451,124	0.00
451	Sporting goods, hobby, musical instrument, and book stores	\$42,890,141	\$37,219,110	\$5,671,031	0.87
4511	Sporting goods, hobby, and musical instrument stores	\$38,333,923	\$35,869,132	\$2,464,791	0.94
45111	Sporting goods stores	\$26,681,131	\$24,613,709	\$2,067,422	0.92
45112	Hobby, toy, and game stores	\$7,816,499	\$8,285,730	-\$469,231	1.06
45113	Sewing, needlework, and piece goods stores	\$1,544,194	\$523,813	\$1,020,381	0.34
45114	Musical instrument and supplies stores	\$2,292,100	\$2,445,880	-\$153,780	1.07
4512	Book stores and news dealers	\$4,556,218	\$1,349,978	\$3,206,240	0.30
452	General merchandise stores	\$481,730,838	\$319,108,301	\$162,622,537	0.66
4522	Department stores	\$31,847,077	\$25,389,898	\$6,457,179	0.80
4523	Other general merchandise stores	\$449,883,761	\$293,718,403	\$156,165,358	0.65
453	Miscellaneous store retailers	\$53,510,981	\$50,353,084	\$3,157,897	0.94
4531	Florists	\$2,963,288	\$1,795,060	\$1,168,228	0.61
4532	Office supplies, stationery, and gift stores	\$14,595,947	\$8,588,285	\$6,007,662	0.59
45321	Office supplies and stationery stores	\$6,280,083	\$6,860,741	-\$580,658	1.09
45322	Gift, novelty, and souvenir stores	\$8,315,864	\$1,727,544	\$6,588,320	0.21
4533	Used merchandise stores	\$10,417,220	\$11,597,019	-\$1,179,799	1.11
4539	Other miscellaneous store retailers	\$25,534,526	\$28,372,720	-\$2,838,194	1.11
45391	Pet and pet supplies stores	\$11,629,694	\$12,391,751	-\$762,057	1.07
45399	All other miscellaneous store retailers	\$13,904,832	\$15,980,969	-\$2,076,137	1.15
454	Non-store retailers	\$245,417,846	\$164,148,866	\$81,268,980	0.67
722	Food services and drinking places	\$417,552,189	\$280,811,988	\$136,740,201	0.67
7223	Special food services	\$23,833,634	\$6,465,255	\$17,368,379	0.27
7224	Drinking places (alcoholic beverages)	\$8,559,449	\$3,366,987	\$5,192,462	0.39
7225	Restaurants and other eating places	\$385,159,106	\$270,979,746	\$114,179,360	0.70
722511	Full-service restaurants	\$188,847,508	\$157,636,915	\$31,210,593	0.83
722513	Limited-service restaurants	\$173,985,575	\$91,146,030	\$82,839,545	0.52
722514	Cafeterias, grill buffets, and buffets	\$8,302,074	\$6,027,223	\$2,274,851	0.73
722515	Snack and nonalcoholic beverage bars	\$14,023,949	\$16,169,578	-\$2,145,629	1.15

# 10-Mile Radial • Demographic Profile

Fountain Inn, South Carolina

DESCRIPTION	DATA	%
<b>Population</b>		
2026 Projection	195,627	
2021 Estimate	181,314	
2010 Census	144,609	
2000 Census	105,143	
Growth 2021 - 2026		7.89%
Growth 2010 - 2021		25.38%
Growth 2000 - 2010		37.54%
<b>2021 Est. Population by Single-Classification Race</b>	<b>181,314</b>	
White Alone	134,753	74.32%
Black or African American Alone	30,716	16.94%
Amer. Indian and Alaska Native Alone	466	0.26%
Asian Alone	5,389	2.97%
Native Hawaiian and Other Pacific Island Alone	150	0.08%
Some Other Race Alone	5,200	2.87%
Two or More Races	4,640	2.56%
<b>2021 Est. Population by Hispanic or Latino Origin</b>	<b>181,314</b>	
Not Hispanic or Latino	166,731	91.96%
Hispanic or Latino	14,582	8.04%
Mexican	4,993	34.24%
Puerto Rican	2,020	13.85%
Cuban	737	5.05%
All Other Hispanic or Latino	6,833	46.86%
<b>2021 Est. Hisp. or Latino Pop by Single-Class. Race</b>	<b>14,582</b>	
White Alone	8,127	55.73%
Black or African American Alone	488	3.35%
American Indian and Alaska Native Alone	113	0.78%
Asian Alone	26	0.18%
Native Hawaiian and Other Pacific Islander Alone	29	0.20%
Some Other Race Alone	4,918	33.73%
Two or More Races	881	6.04%
<b>2021 Est. Pop by Race, Asian Alone, by Category</b>	<b>5,389</b>	
Chinese, except Taiwanese	891	16.53%
Filipino	481	8.93%
Japanese	301	5.59%
Asian Indian	1,515	28.11%
Korean	422	7.83%
Vietnamese	1,238	22.97%
Cambodian	18	0.33%
Hmong	67	1.24%
Laotian	20	0.37%
Thai	133	2.47%
All Other Asian Races Including 2+ Category	303	5.62%

DESCRIPTION	DATA	%
<b>2021 Est. Population by Ancestry</b>	<b>181,314</b>	
Arab	680	0.38%
Czech	276	0.15%
Danish	222	0.12%
Dutch	1,686	0.93%
English	19,275	10.63%
French (except Basque)	3,573	1.97%
French Canadian	732	0.40%
German	17,601	9.71%
Greek	475	0.26%
Hungarian	672	0.37%
Irish	15,841	8.74%
Italian	5,711	3.15%
Lithuanian	190	0.11%
United States or American	14,297	7.88%
Norwegian	897	0.50%
Polish	2,575	1.42%
Portuguese	296	0.16%
Russian	685	0.38%
Scottish	3,239	1.79%
Scotch-Irish	3,878	2.14%
Slovak	192	0.11%
Subsaharan African	891	0.49%
Swedish	1,271	0.70%
Swiss	433	0.24%
Ukrainian	270	0.15%
Welsh	977	0.54%
West Indian (except Hisp. groups)	253	0.14%
Other ancestries	54,942	30.30%
Ancestry Unclassified	29,282	16.15%
<b>2021 Est. Pop Age 5+ by Language Spoken At Home</b>		
Speak Only English at Home	151,205	88.98%
Speak Asian/Pacific Island Language at Home	3,153	1.86%
Speak IndoEuropean Language at Home	3,564	2.10%
Speak Spanish at Home	11,391	6.70%
Speak Other Language at Home	610	0.36%



# 10-Mile Radial • Demographic Profile

Fountain Inn, South Carolina

DESCRIPTION	DATA	%
<b>2021 Est. Population by Age</b>	<b>181,314</b>	
Age 0 - 4	11,391	6.28%
Age 5 - 9	11,970	6.60%
Age 10 - 14	12,245	6.75%
Age 15 - 17	7,605	4.19%
Age 18 - 20	6,781	3.74%
Age 21 - 24	8,832	4.87%
Age 25 - 34	22,486	12.40%
Age 35 - 44	22,305	12.30%
Age 45 - 54	26,045	14.37%
Age 55 - 64	24,176	13.33%
Age 65 - 74	17,489	9.65%
Age 75 - 84	7,736	4.27%
Age 85 and over	2,252	1.24%
Age 16 and over	143,212	78.99%
Age 18 and over	138,103	76.17%
Age 21 and over	131,322	72.43%
Age 65 and over	27,478	15.16%
2021 Est. Median Age		39.27
2021 Est. Average Age		39.06
<b>2021 Est. Population by Sex</b>	<b>181,314</b>	
Male	87,962	48.51%
Female	93,351	51.49%

DESCRIPTION	DATA	%
<b>2021 Est. Male Population by Age</b>	<b>87,962</b>	
Age 0 - 4	5,858	6.66%
Age 5 - 9	6,125	6.96%
Age 10 - 14	6,182	7.03%
Age 15 - 17	3,857	4.38%
Age 18 - 20	3,476	3.95%
Age 21 - 24	4,459	5.07%
Age 25 - 34	11,055	12.57%
Age 35 - 44	10,621	12.08%
Age 45 - 54	12,548	14.27%
Age 55 - 64	11,543	13.12%
Age 65 - 74	8,008	9.10%
Age 75 - 84	3,445	3.92%
Age 85 and over	785	0.89%
2021 Est. Median Age, Male		37.83
2021 Est. Average Age, Male		38.06
<b>2021 Est. Female Population by Age</b>	<b>93,351</b>	
Age 0 - 4	5,533	5.93%
Age 5 - 9	5,845	6.26%
Age 10 - 14	6,063	6.50%
Age 15 - 17	3,748	4.01%
Age 18 - 20	3,305	3.54%
Age 21 - 24	4,373	4.68%
Age 25 - 34	11,430	12.24%
Age 35 - 44	11,684	12.52%
Age 45 - 54	13,497	14.46%
Age 55 - 64	12,633	13.53%
Age 65 - 74	9,481	10.16%
Age 75 - 84	4,291	4.60%
Age 85 and over	1,467	1.57%
2021 Est. Median Age, Female		40.57
2021 Est. Average Age, Female		40.00

# 10-Mile Radial • Demographic Profile

## Fountain Inn, South Carolina

DESCRIPTION	DATA	%
<b>2021 Est. Pop Age 15+ by Marital Status</b>		
Total, Never Married	40,083	27.51%
Males, Never Married	21,159	14.52%
Females, Never Married	18,924	12.99%
Married, Spouse present	78,107	53.60%
Married, Spouse absent	5,546	3.81%
Widowed	7,514	5.16%
Males Widowed	1,402	0.96%
Females Widowed	6,112	4.20%
Divorced	14,458	9.92%
Males Divorced	5,565	3.82%
Females Divorced	8,893	6.10%
<b>2021 Est. Pop Age 25+ by Edu. Attainment</b>		
Less than 9th grade	3,276	2.67%
Some High School, no diploma	6,615	5.40%
High School Graduate (or GED)	28,726	23.45%
Some College, no degree	25,863	21.11%
Associate Degree	12,322	10.06%
Bachelor's Degree	29,671	24.22%
Master's Degree	12,892	10.53%
Professional School Degree	1,604	1.31%
Doctorate Degree	1,522	1.24%
<b>2021 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.</b>		
No High School Diploma	1,780	21.63%
High School Graduate	2,261	27.47%
Some College or Associate's Degree	2,008	24.40%
Bachelor's Degree or Higher	2,182	26.51%
<b>Households</b>		
2026 Projection	71,538	
2021 Estimate	66,494	
2010 Census	53,711	
2000 Census	38,825	
Growth 2021 - 2026		7.59%
Growth 2010 - 2021		23.80%
Growth 2000 - 2010		38.34%
<b>2021 Est. Households by Household Type</b>	<b>66,494</b>	
Family Households	49,808	74.91%
Nonfamily Households	16,686	25.09%
2021 Est. Group Quarters Population	1,288	
2021 Households by Ethnicity, Hispanic/Latino	3,964	

DESCRIPTION	DATA	%
<b>2021 Est. Households by Household Income</b>	<b>66,494</b>	
Income < \$15,000	3,209	4.83%
Income \$15,000 - \$24,999	3,528	5.31%
Income \$25,000 - \$34,999	4,805	7.23%
Income \$35,000 - \$49,999	7,505	11.29%
Income \$50,000 - \$74,999	11,880	17.87%
Income \$75,000 - \$99,999	10,370	15.60%
Income \$100,000 - \$124,999	8,022	12.06%
Income \$125,000 - \$149,999	5,376	8.09%
Income \$150,000 - \$199,999	5,819	8.75%
Income \$200,000 - \$249,999	2,951	4.44%
Income \$250,000 - \$499,999	2,250	3.38%
Income \$500,000+	780	1.17%
2021 Est. Average Household Income		\$101,458
2021 Est. Median Household Income		\$80,236
<b>2021 Median HH Inc. by Single-Class. Race or Eth.</b>		
White Alone		\$85,448
Black or African American Alone		\$64,878
American Indian and Alaska Native Alone		\$62,524
Asian Alone		\$80,385
Native Hawaiian and Other Pacific Islander Alone		\$70,949
Some Other Race Alone		\$52,831
Two or More Races		\$73,054
Hispanic or Latino		\$62,659
Not Hispanic or Latino		\$81,606
<b>2021 Est. Family HH Type by Presence of Own Child.</b>	<b>49,808</b>	
Married-Couple Family, own children	18,518	37.18%
Married-Couple Family, no own children	20,804	41.77%
Male Householder, own children	1,458	2.93%
Male Householder, no own children	1,269	2.55%
Female Householder, own children	4,479	8.99%
Female Householder, no own children	3,280	6.58%
<b>2021 Est. Households by Household Size</b>	<b>66,494</b>	
1-person	13,909	20.92%
2-person	21,721	32.67%
3-person	12,516	18.82%
4-person	10,830	16.29%
5-person	4,988	7.50%
6-person	1,714	2.58%
7-or-more-person	817	1.23%
2021 Est. Average Household Size		2.70

# 10-Mile Radial • Demographic Profile

Fountain Inn, South Carolina

DESCRIPTION	DATA	%
<b>2021 Est. Households by Presence of People Under 18</b>	<b>66,494</b>	
Households with 1 or More People under Age 18:	26,662	40.10%
Married-Couple Family	19,570	73.40%
Other Family, Male Householder	1,697	6.37%
Other Family, Female Householder	5,241	19.66%
Nonfamily, Male Householder	116	0.44%
Nonfamily, Female Householder	37	0.14%
<b>Households with No People under Age 18:</b>	<b>39,832</b>	
Married-Couple Family	19,753	49.59%
Other Family, Male Householder	1,040	2.61%
Other Family, Female Householder	2,517	6.32%
Nonfamily, Male Householder	7,530	18.90%
Nonfamily, Female Householder	8,992	22.57%
<b>2021 Est. Households by Number of Vehicles</b>	<b>66,494</b>	
No Vehicles	1,519	2.28%
1 Vehicle	17,774	26.73%
2 Vehicles	30,475	45.83%
3 Vehicles	11,361	17.09%
4 Vehicles	3,886	5.84%
5 or more Vehicles	1,478	2.22%
2021 Est. Average Number of Vehicles		2.1
<b>Family Households</b>		
2026 Projection	53,623	
2021 Estimate	49,808	
2010 Census	40,014	
2000 Census	29,684	
Growth 2021 - 2026		7.66%
Growth 2010 - 2021		24.48%
Growth 2000 - 2010		34.80%
<b>2021 Est. Families by Poverty Status</b>	<b>49,808</b>	
2021 Families at or Above Poverty	47,137	94.64%
2021 Families at or Above Poverty with Children	22,035	44.24%
2021 Families Below Poverty	2,671	5.36%
2021 Families Below Poverty with Children	1,738	3.49%
<b>2021 Est. Pop 16+ by Employment Status</b>		
Civilian Labor Force, Employed	93,192	65.07%
Civilian Labor Force, Unemployed	3,520	2.46%
Armed Forces	97	0.07%
Not in Labor Force	46,403	32.40%

DESCRIPTION	DATA	%
<b>2021 Est. Civ. Employed Pop 16+ by Class of Worker</b>	<b>92,015</b>	
For-Profit Private Workers	69,455	75.48%
Non-Profit Private Workers	6,383	6.94%
Local Government Workers	933	1.01%
State Government Workers	3,697	4.02%
Federal Government Workers	3,834	4.17%
Self-Employed Workers	7,689	8.36%
Unpaid Family Workers	25	0.03%
<b>2021 Est. Civ. Employed Pop 16+ by Occupation</b>	<b>92,015</b>	
Architect/Engineer	4,117	4.47%
Arts/Entertainment/Sports	1,374	1.49%
Building Grounds Maintenance	2,433	2.64%
Business/Financial Operations	5,778	6.28%
Community/Social Services	1,688	1.83%
Computer/Mathematical	2,394	2.60%
Construction/Extraction	2,736	2.97%
Education/Training/Library	4,907	5.33%
Farming/Fishing/Forestry	128	0.14%
Food Prep/Serving	4,711	5.12%
Health Practitioner/Technician	5,570	6.05%
Healthcare Support	1,845	2.00%
Maintenance Repair	2,529	2.75%
Legal	902	0.98%
Life/Physical/Social Science	529	0.57%
Management	10,206	11.09%
Office/Admin. Support	10,542	11.46%
Production	8,847	9.62%
Protective Services	1,053	1.14%
Sales/Related	11,547	12.55%
Personal Care/Service	2,209	2.40%
Transportation/Moving	5,970	6.49%
<b>2021 Est. Pop 16+ by Occupation Classification</b>	<b>92,015</b>	
White Collar	59,554	64.72%
Blue Collar	20,082	21.82%
Service and Farm	12,379	13.45%
<b>2021 Est. Workers Age 16+ by Transp. to Work</b>	<b>90,760</b>	
Drove Alone	76,402	84.18%
Car Pooled	7,160	7.89%
Public Transportation	176	0.19%
Walked	441	0.49%
Bicycle	21	0.02%
Other Means	1,133	1.25%
Worked at Home	5,426	5.98%



# 10-Mile Radial • Demographic Profile

## Fountain Inn, South Carolina

DESCRIPTION	DATA	%
<b>2021 Est. Workers Age 16+ by Travel Time to Work</b>		
Less than 15 Minutes	18,222	
15 - 29 Minutes	41,593	
30 - 44 Minutes	18,836	
45 - 59 Minutes	4,491	
60 or more Minutes	3,269	
2021 Est. Avg Travel Time to Work in Minutes		26
<b>2021 Est. Occupied Housing Units by Tenure</b>	66,494	
Owner Occupied	52,373	78.76%
Renter Occupied	14,121	21.24%
2021 Owner Occ. HUs: Avg. Length of Residence		13.57%
2021 Renter Occ. HUs: Avg. Length of Residence		5.93%
<b>2021 Est. Owner-Occupied Housing Units by Value</b>	<b>66,494</b>	
Value Less than \$20,000	1,225	2.34%
Value \$20,000 - \$39,999	916	1.75%
Value \$40,000 - \$59,999	738	1.41%
Value \$60,000 - \$79,999	1,182	2.26%
Value \$80,000 - \$99,999	1,643	3.14%
Value \$100,000 - \$149,999	6,679	12.75%
Value \$150,000 - \$199,999	10,463	19.98%
Value \$200,000 - \$299,999	15,144	28.92%
Value \$300,000 - \$399,999	6,988	13.34%
Value \$400,000 - \$499,999	3,950	7.54%
Value \$500,000 - \$749,999	2,407	4.60%
Value \$750,000 - \$999,999	594	1.13%
Value \$1,000,000 or \$1,499,999	174	0.33%
Value \$1,500,000 or \$1,999,999	121	0.23%
Value \$2,000,000+	147	0.28%
2021 Est. Median All Owner-Occupied Housing Value		\$218,184
<b>2021 Est. Housing Units by Units in Structure</b>		
1 Unit Detached	52,232	73.87%
1 Unit Attached	2,716	3.84%
2 Units	953	1.35%
3 or 4 Units	1,087	1.54%
5 to 19 Units	3,789	5.36%
20 to 49 Units	1,209	1.71%
50 or More Units	805	1.14%
Mobile Home or Trailer	7,900	11.17%
Boat, RV, Van, etc.	13	0.02%

DESCRIPTION	DATA	%
<b>2021 Est. Housing Units by Year Structure Built</b>		
Housing Units Built 2014 or later	10,653	15.07%
Housing Units Built 2010 to 2014	3,845	5.44%
Housing Units Built 2000 to 2009	17,965	25.41%
Housing Units Built 1990 to 1999	16,557	23.42%
Housing Units Built 1980 to 1989	8,367	11.83%
Housing Units Built 1970 to 1979	6,786	9.60%
Housing Units Built 1960 to 1969	2,986	4.22%
Housing Units Built 1950 to 1959	1,581	2.24%
Housing Units Built 1940 to 1949	728	1.03%
Housing Unit Built 1939 or Earlier	1,236	1.75%
2021 Est. Median Year Structure Built		1998

# About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

## Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts – all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.



The**RetailCoach**.®

## ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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