TheRetailCoach®

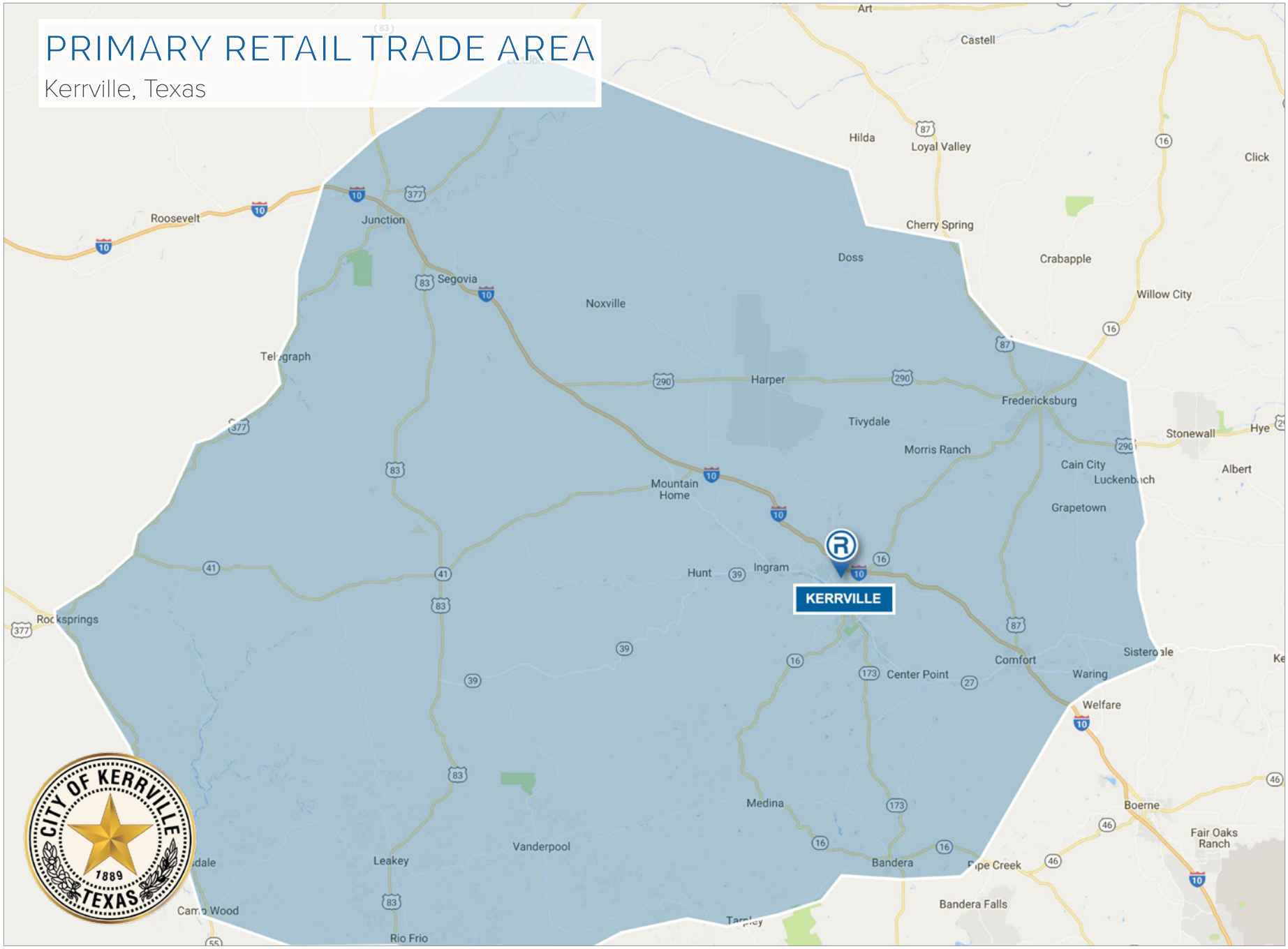
PRIMARY RETAIL TRADE AREA GAP/OPPORTUNITY ANALYSIS

Kerrville, Texas

Prepared for
City of Kerrville
March 2018

PRIMARY RETAIL TRADE AREA

Kerrville, Texas



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PRIMARY RETAIL TRADE AREA • GAP/OPPORTUNITY ANALYSIS

Kerrville, Texas

SECTOR	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	*LEAKAGE/SURPLUS	†LEAKAGE INDEX
44, 45, 722	**Total retail trade including food and drinking places**	**$1,608,092,993**	**$775,509,682**	**$832,583,311**	**0.48**
441	Motor vehicle and parts dealers	$398,475,003	$154,728,284	$243,746,719	0.39
4411	Automobile dealers	$350,708,753	$125,310,067	$225,398,686	0.36
4412	Other motor vehicle dealers	$20,854,799	$13,376,763	$7,478,036	0.64
4413	Automotive parts, accessories, and tire stores	$26,911,451	$16,041,454	$10,869,997	0.60
442	Furniture and home furnishings stores	$33,168,959	$18,409,435	$14,759,524	0.56
4421	Furniture stores	$17,884,788	$11,066,814	$6,817,974	0.62
4422	Home furnishings stores	$15,284,171	$7,342,621	$7,941,550	0.48
443	Electronics and appliance stores	$28,013,124	$15,258,185	$12,754,939	0.54
443141	Household appliance stores	$4,378,855	$2,155,921	$2,222,934	0.49
443142	Electronics stores	$23,634,270	$13,102,264	$10,532,006	0.55
444	Building material and garden equipment and supplies dealers	$95,720,931	$77,400,079	$18,320,852	0.81
4441	Building material and supplies dealers	$85,049,961	$68,486,061	$16,563,900	0.81
44411	Home centers	$46,550,778	$60,583,722	-$14,032,944	1.30
44412	Paint and wallpaper stores	$1,640,045	$97,280	$1,542,765	0.06
44413	Hardware stores	$5,601,145	$543,221	$5,057,924	0.10
44419	Other building material dealers	$31,257,992	$7,261,838	$23,996,154	0.23
4442	Lawn and garden equipment and supplies stores	$10,670,970	$8,914,018	$1,756,952	0.84
44421	Outdoor power equipment stores	$1,166,674	$4,414,205	-$3,247,531	3.78
44422	Nursery, garden center, and farm supply stores	$9,504,296	$4,499,813	$5,004,483	0.47
445	Food and beverage stores	$192,086,965	$108,096,810	$83,990,155	0.56
4451	Grocery stores	$177,407,284	$94,955,535	$82,451,749	0.54
44511	Supermarkets and other grocery (except convenience) stores	$171,505,094	$94,917,322	$76,587,772	0.55
44512	Convenience stores	$5,902,190	$38,213	$5,863,977	0.01
4452	Specialty food stores	$4,261,921	$0	$4,261,921	0.00
4453	Beer, wine, and liquor stores	$10,417,760	$13,141,275	-$2,723,515	1.26

*Positive numbers denote leakage, negative numbers denote a surplus.
†A Leakage Index of greater than 1.0 means that the community retail sales include shoppers from outside the trade area (surplus). If the index is less than 1.0, the members of the community are shopping outside of the community for their retail needs.

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446	Health and personal care stores	$80,255,275	$23,706,828	$56,548,447	0.30
44611	Pharmacies and drug stores	$66,791,055	$20,769,295	$46,021,760	0.31
44612	Cosmetics, beauty supplies, and perfume stores	$5,065,581	$1,366,080	$3,699,501	0.27
44613	Optical goods stores	$3,076,791	$980,186	$2,096,605	0.32
44619	Other health and personal care stores	$5,321,848	$591,267	$4,730,581	0.11
447	Gasoline stations	$161,256,710	$52,134,889	$109,121,821	0.32
44711	Gasoline stations with convenience stores	$130,904,050	$39,839,006	$91,065,044	0.30
44719	Other gasoline stations	$30,352,660	$12,295,883	$18,056,777	0.41
448	Clothing and clothing accessories stores	$67,848,542	$19,709,493	$48,139,049	0.29
4481	Clothing stores	$47,290,074	$16,287,526	$31,002,548	0.34
44811	Men's clothing stores	$2,139,699	$0	$2,139,699	0.00
44812	Women's clothing stores	$10,771,469	$4,148,329	$6,623,140	0.39
44813	Children's and infants' clothing stores	$2,832,643	$2,894	$2,829,749	0.00
44814	Family clothing stores	$24,657,206	$12,136,303	$12,520,903	0.49
44815	Clothing accessories stores	$2,889,575	$0	$2,889,575	0.00
44819	Other clothing stores	$3,999,482	$0	$3,999,482	0.00
4482	Shoe stores	$11,781,917	$801,348	$10,980,569	0.07
4483	Jewelry, luggage, and leather goods stores	$8,776,551	$2,620,619	$6,155,932	0.30
44831	Jewelry stores	$8,205,203	$2,620,619	$5,584,584	0.32
44832	Luggage and leather goods stores	$571,349	$0	$571,349	0.00
451	Sporting goods, hobby, musical instrument, and book stores	$30,248,680	$2,986,421	$27,262,259	0.10
4511	Sporting goods, hobby, and musical instrument stores	$26,882,283	$2,900,421	$23,981,862	0.11
45111	Sporting goods stores	$19,753,773	$1,054,292	$18,699,481	0.05
45112	Hobby, toy, and game stores	$5,348,223	$1,531,075	$3,817,148	0.29
45113	Sewing, needlework, and piece goods stores	$692,725	$64,054	$628,671	0.09
45114	Musical instrument and supplies stores	$1,087,563	$251,000	$836,563	0.23
4512	Book stores and news dealers	$3,366,397	$86,000	$3,280,397	0.03

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452	General merchandise stores	$200,751,949	$180,509,412	$20,242,537	0.90
4522	Department stores	$37,358,585	$14,124,570	$23,234,015	0.38
4523	Other general merchandise stores	$163,393,365	$166,384,842	-$2,991,477	1.02
453	Miscellaneous store retailers	$25,863,876	$15,797,686	$10,066,190	0.61
4531	Florists	$1,319,858	$2,624,680	-$1,304,822	1.99
4532	Office supplies, stationery, and gift stores	$7,030,697	$8,158,720	-$1,128,023	1.16
45321	Office supplies and stationery stores	$3,477,700	$5,820,076	-$2,342,376	1.67
45322	Gift, novelty, and souvenir stores	$3,552,997	$2,338,644	$1,214,353	0.66
4533	Used merchandise stores	$5,768,804	$2,520,005	$3,248,799	0.44
4539	Other miscellaneous store retailers	$11,744,517	$2,494,281	$9,250,236	0.21
45391	Pet and pet supplies stores	$5,520,208	$955,699	$4,564,509	0.17
45399	All other miscellaneous store retailers	$6,224,309	$1,538,582	$4,685,727	0.25
454	Non-store retailers	$94,031,103	$26,386,970	$67,644,133	0.28
722	Food services and drinking places	$200,371,876	$80,385,190	$119,986,686	0.40
7223	Special food services	$13,322,476	$2,317,031	$11,005,445	0.17
7224	Drinking places (alcoholic beverages)	$7,255,699	$1,912,447	$5,343,252	0.26
7225	Restaurants and other eating places	$179,793,702	$76,155,712	$103,637,990	0.42
722511	Full-service restaurants	$78,694,718	$34,334,064	$44,360,654	0.44
722513	Limited-service restaurants	$89,204,008	$40,167,979	$49,036,029	0.45
722514	Cafeterias, grill buffets, and buffets	$3,874,550	$0	$3,874,550	0.00
722515	Snack and nonalcoholic beverage bars	$8,020,426	$1,653,669	$6,366,757	0.21

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Kerrville, Texas

DESCRIPTION	DATA	%
Population		
2023 Projection	106,406	
2018 Estimate	101,337	
2010 Census	95,370	
2000 Census	83,710	
Growth 2018 - 2023		5.00%
Growth 2010 - 2018		6.26%
Growth 2000 - 2010		13.93%
2018 Est. Population by Single-Classification Race	101,337	
White Alone	88,071	86.91%
Black or African American Alone	1,421	1.40%
Amer. Indian and Alaska Native Alone	890	0.88%
Asian Alone	843	0.83%
Native Hawaiian and Other Pacific Island Alone	93	0.09%
Some Other Race Alone	7,783	7.68%
Two or More Races	2,237	2.21%
2018 Est. Population by Hispanic or Latino Origin	101,337	
Not Hispanic or Latino	74,321	73.34%
Hispanic or Latino	27,016	26.66%
Mexican	24,028	88.94%
Puerto Rican	191	0.71%
Cuban	89	0.33%
All Other Hispanic or Latino	2,709	10.03%

DESCRIPTION	DATA	%
2018 Est. Hisp. or Latino Pop by Single-Class. Race	27,016	
White Alone	17,559	65.00%
Black or African American Alone	257	0.95%
American Indian and Alaska Native Alone	371	1.37%
Asian Alone	21	0.08%
Native Hawaiian and Other Pacific Islander Alone	13	0.05%
Some Other Race Alone	7,701	28.51%
Two or More Races	1,095	4.05%
2018 Est. Pop by Race, Asian Alone, by Category	843	
Chinese, except Taiwanese	53	6.29%
Filipino	145	17.20%
Japanese	38	4.51%
Asian Indian	5	0.59%
Korean	174	20.64%
Vietnamese	61	7.24%
Cambodian	3	0.36%
Hmong	2	0.24%
Laotian	124	14.71%
Thai	66	7.83%
All Other Asian Races Including 2+ Category	173	20.52%

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Kerrville, Texas

DESCRIPTION	DATA	%
2018 Est. Population by Ancestry	101,337	
Arab	44	0.04%
Czech	453	0.45%
Danish	167	0.17%
Dutch	694	0.69%
English	8,192	8.08%
French (except Basque)	1,849	1.83%
French Canadian	414	0.41%
German	20,092	19.83%
Greek	156	0.15%
Hungarian	214	0.21%
Irish	6,582	6.50%
Italian	1,366	1.35%
Lithuanian	111	0.11%
United States or American	7,156	7.06%
Norwegian	574	0.57%
Polish	1,390	1.37%
Portuguese	36	0.04%
Russian	235	0.23%
Scottish	1,614	1.59%
Scotch-Irish	1,827	1.80%
Slovak	18	0.02%
Subsaharan African	49	0.05%
Swedish	673	0.66%
Swiss	155	0.15%
Ukrainian	68	0.07%
Welsh	487	0.48%
West Indian (except Hisp. groups)	57	0.06%
Other ancestries	32,075	31.65%
Ancestry Unclassified	14,590	14.40%

DESCRIPTION	DATA	%
2018 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	77,851	80.86%
Speak Asian/Pacific Island Language at Home	266	0.28%
Speak IndoEuropean Language at Home	1,370	1.42%
Speak Spanish at Home	16,657	17.30%
Speak Other Language at Home	134	0.14%
2018 Est. Population by Age	101,337	
Age 0 - 4	5,061	4.99%
Age 5 - 9	5,180	5.11%
Age 10 - 14	5,473	5.40%
Age 15 - 17	3,516	3.47%
Age 18 - 20	3,490	3.44%
Age 21 - 24	4,467	4.41%
Age 25 - 34	9,547	9.42%
Age 35 - 44	9,343	9.22%
Age 45 - 54	11,125	10.98%
Age 55 - 64	15,342	15.14%
Age 65 - 74	16,020	15.81%
Age 75 - 84	8,898	8.78%
Age 85 and over	3,876	3.83%
Age 16 and over	84,477	83.36%
Age 18 and over	82,107	81.02%
Age 21 and over	78,618	77.58%
Age 65 and over	28,794	28.41%
2018 Est. Median Age		49.44
2018 Est. Average Age		45.99

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DESCRIPTION	DATA	%
2018 Est. Population by Sex	101,337	
Male	49,209	48.56%
Female	52,128	51.44%
2018 Est. Male Population by Age	49,209	
Age 0 - 4	2,586	5.26%
Age 5 - 9	2,645	5.38%
Age 10 - 14	2,819	5.73%
Age 15 - 17	1,817	3.69%
Age 18 - 20	1,813	3.68%
Age 21 - 24	2,305	4.68%
Age 25 - 34	4,767	9.69%
Age 35 - 44	4,576	9.30%
Age 45 - 54	5,333	10.84%
Age 55 - 64	7,121	14.47%
Age 65 - 74	7,628	15.50%
Age 75 - 84	4,258	8.65%
Age 85 and over	1,541	3.13%
2018 Est. Median Age, Male		47.59
2018 Est. Average Age, Male		44.94

DESCRIPTION	DATA	%
2018 Est. Female Population by Age	52,128	
Age 0 - 4	2,475	4.75%
Age 5 - 9	2,535	4.86%
Age 10 - 14	2,654	5.09%
Age 15 - 17	1,699	3.26%
Age 18 - 20	1,676	3.22%
Age 21 - 24	2,162	4.15%
Age 25 - 34	4,780	9.17%
Age 35 - 44	4,767	9.15%
Age 45 - 54	5,791	11.11%
Age 55 - 64	8,221	15.77%
Age 65 - 74	8,393	16.10%
Age 75 - 84	4,640	8.90%
Age 85 and over	2,336	4.48%
2018 Est. Median Age, Female		51.10
2018 Est. Average Age, Female		46.94
2018 Est. Pop Age 15+ by Marital Status		
Total, Never Married	18,814	21.97%
Males, Never Married	10,377	12.12%
Females, Never Married	8,437	9.85%
Married, Spouse present	43,330	50.61%
Married, Spouse absent	4,262	4.98%
Widowed	8,087	9.45%
Males Widowed	1,999	2.34%
Females Widowed	6,088	7.11%
Divorced	11,130	13.00%
Males Divorced	4,751	5.55%
Females Divorced	6,379	7.45%

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DESCRIPTION	DATA	%
2018 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	4,998	6.7%
Some High School, no diploma	5,644	7.6%
High School Graduate (or GED)	20,808	28.1%
Some College, no degree	18,033	24.3%
Associate Degree	4,261	5.7%
Bachelor's Degree	13,610	18.4%
Master's Degree	4,621	6.2%
Professional School Degree	1,318	1.8%
Doctorate Degree	857	1.2%
2018 Est. Pop Age 25+ by Edu. Attain., Hisp./Lat.		
No High School Diploma	5,566	37.77%
High School Graduate	4,623	31.37%
Some College or Associate's Degree	3,209	21.77%
Bachelor's Degree or Higher	1,340	9.09%
Households		
2023 Projection	45,221	
2018 Estimate	42,821	
2010 Census	39,781	
2000 Census	33,919	
Growth 2018 - 2023		5.61%
Growth 2010 - 2018		7.64%
Growth 2000 - 2010		17.28%

DESCRIPTION	DATA	%
2018 Est. Households by Household Type	42,821	
Family Households	28,806	67.27%
Nonfamily Households	14,015	32.73%
2018 Est. Group Quarters Population	2,881	
2018 Households by Ethnicity, Hispanic/Latino	7,981	
2018 Est. Households by Household Income	42,821	
Income < $15,000	4,679	10.93%
Income $15,000 - $24,999	5,209	12.17%
Income $25,000 - $34,999	4,975	11.62%
Income $35,000 - $49,999	6,340	14.81%
Income $50,000 - $74,999	7,430	17.35%
Income $75,000 - $99,999	5,219	12.19%
Income $100,000 - $124,999	3,250	7.59%
Income $125,000 - $149,999	1,964	4.59%
Income $150,000 - $199,999	1,786	4.17%
Income $200,000 - $249,999	871	2.03%
Income $250,000 - $499,999	781	1.82%
Income $500,000+	316	0.74%
2018 Est. Average Household Income		$71,668
2018 Est. Median Household Income		$50,570

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DESCRIPTION	DATA	%
2018 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$51,506
Black or African American Alone		$47,722
American Indian and Alaska Native Alone		$62,101
Asian Alone		$51,070
Native Hawaiian and Other Pacific Islander Alone		$13,500
Some Other Race Alone		$41,351
Two or More Races		$41,717
Hispanic or Latino		$43,078
Not Hispanic or Latino		$52,694
2018 Est. Family HH Type by Presence of Own Child.	28,806	
Married-Couple Family, own children	6,739	23.39%
Married-Couple Family, no own children	16,624	57.71%
Male Householder, own children	713	2.48%
Male Householder, no own children	738	2.56%
Female Householder, own children	2,060	7.15%
Female Householder, no own children	1,933	6.71%
2018 Est. Households by Household Size	42,821	
1-person	12,646	29.53%
2-person	17,398	40.63%
3-person	5,532	12.92%
4-person	3,952	9.23%
5-person	1,955	4.57%
6-person	860	2.01%
7-or-more-person	478	1.12%
2018 Est. Average Household Size		2.3

DESCRIPTION	DATA	%
2018 Est. Households by Presence of People Under 18	42,821	
Households with 1 or More People under Age 18:	10,909	25.48%
Married-Couple Family	7,432	68.13%
Other Family, Male Householder	843	7.73%
Other Family, Female Householder	2,536	23.25%
Nonfamily, Male Householder	73	0.67%
Nonfamily, Female Householder	25	0.23%
Households with No People under Age 18:	31,912	74.52%
Married-Couple Family	15,924	49.90%
Other Family, Male Householder	607	1.90%
Other Family, Female Householder	1,468	4.60%
Nonfamily, Male Householder	5,975	18.72%
Nonfamily, Female Householder	7,938	24.88%
2018 Est. Households by Number of Vehicles	42,821	
No Vehicles	1,676	3.91%
1 Vehicle	15,066	35.18%
2 Vehicles	17,146	40.04%
3 Vehicles	6,263	14.63%
4 Vehicles	2,082	4.86%
5 or more Vehicles	588	1.37%
2018 Est. Average Number of Vehicles		1.87

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DESCRIPTION	DATA	%
Family Households		
2023 Projection	30,456	
2018 Estimate	28,806	
2010 Census	26,692	
2000 Census	23,732	
Growth 2018 - 2023		5.73%
Growth 2010 - 2018		7.92%
Growth 2000 - 2010		12.47%
2018 Est. Families by Poverty Status	28,806	
2018 Families at or Above Poverty	25,787	89.52%
2018 Families at or Above Poverty with Children	8,155	28.31%
2018 Families Below Poverty	3,020	10.48%
2018 Families Below Poverty with Children	2,017	7.00%
2018 Est. Pop 16+ by Employment Status	84,478	
Civilian Labor Force, Employed	42,134	49.88%
Civilian Labor Force, Unemployed	3,462	4.10%
Armed Forces	19	0.02%
Not in Labor Force	38,863	46.00%
2018 Est. Civ. Employed Pop 16+ by Class of Worker	42,138	
For-Profit Private Workers	24,465	58.06%
Non-Profit Private Workers	3,861	9.16%
Local Government Workers	1,029	2.44%
State Government Workers	2,350	5.58%
Federal Government Workers	3,224	7.65%
Self-Employed Workers	7,124	16.91%
Unpaid Family Workers	85	0.20%

DESCRIPTION	DATA	%
2018 Est. Civ. Employed Pop 16+ by Occupation	42,138	
Architect/Engineer	595	1.41%
Arts/Entertainment/Sports	801	1.90%
Building Grounds Maintenance	2,722	6.46%
Business/Financial Operations	1,260	2.99%
Community/Social Services	627	1.49%
Computer/Mathematical	497	1.18%
Construction/Extraction	3,557	8.44%
Education/Training/Library	2,581	6.13%
Farming/Fishing/Forestry	644	1.53%
Food Prep/Serving	3,074	7.30%
Health Practitioner/Technician	2,199	5.22%
Healthcare Support	1,077	2.56%
Maintenance Repair	1,404	3.33%
Legal	454	1.08%
Life/Physical/Social Science	284	0.67%
Management	4,501	10.68%
Office/Admin. Support	5,446	12.92%
Production	1,586	3.76%
Protective Services	853	2.02%
Sales/Related	4,556	10.81%
Personal Care/Service	1,484	3.52%
Transportation/Moving	1,936	4.59%
2018 Est. Pop 16+ by Occupation Classification	42,138	
Blue Collar	23,802	56.49%
White Collar	8,483	20.13%
Service and Farm	9,854	23.39%

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DESCRIPTION	DATA	%
2018 Est. Workers Age 16+ by Transp. to Work	41,170	
Drove Alone	31,599	76.75%
Car Pooled	5,600	13.60%
Public Transportation	71	0.17%
Walked	917	2.23%
Bicycle	71	0.17%
Other Means	605	1.47%
Worked at Home	2,307	5.60%
2018 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	17,964	
15 - 29 Minutes	11,657	
30 - 44 Minutes	4,700	
45 - 59 Minutes	1,573	
60 or more Minutes	2,984	
2018 Est. Avg Travel Time to Work in Minutes		22.84
2018 Est. Occupied Housing Units by Tenure	42,821	
Owner Occupied	31,904	74.51%
Renter Occupied	10,917	25.50%
2018 Owner Occ. HUs: Avg. Length of Residence		15.31
2018 Renter Occ. HUs: Avg. Length of Residence		6.36

DESCRIPTION	DATA	%
2018 Est. Owner-Occupied Housing Units by Value	42,821	
Value Less than $20,000	1,322	4.14%
Value $20,000 - $39,999	1,626	5.10%
Value $40,000 - $59,999	1,632	5.12%
Value $60,000 - $79,999	1,979	6.20%
Value $80,000 - $99,999	2,059	6.45%
Value $100,000 - $149,999	4,263	13.36%
Value $150,000 - $199,999	3,469	10.87%
Value $200,000 - $299,999	5,874	18.41%
Value $300,000 - $399,999	3,766	11.80%
Value $400,000 - $499,999	2,129	6.67%
Value $500,000 - $749,999	1,856	5.82%
Value $750,000 - $999,999	754	2.36%
Value $1,000,000 or $1,499,999	583	1.83%
Value $1,500,000 or $1,999,999	273	0.86%
Value $2,000,000+	318	1.00%
2018 Est. Median All Owner-Occupied Housing Value		$193,891
2018 Est. Housing Units by Units in Structure		
1 Unit Attached	36,651	69.69%
1 Unit Detached	876	1.67%
2 Units	504	0.96%
3 or 4 Units	1,535	2.92%
5 to 19 Units	1,594	3.03%
20 to 49 Units	564	1.07%
50 or More Units	590	1.12%
Mobile Home or Trailer	10,072	19.15%
Boat, RV, Van, etc.	208	0.40%

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PRIMARY RETAIL TRADE AREA • DEMOGRAPHIC PROFILE

Kerrville, Texas

DESCRIPTION	DATA	%
2018 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,973	5.65%
Housing Units Built 2010 to 2014	1,026	1.95%
Housing Units Built 2000 to 2009	10,846	20.62%
Housing Units Built 1990 to 1999	9,296	17.68%
Housing Units Built 1980 to 1989	8,586	16.33%
Housing Units Built 1970 to 1979	7,198	13.69%
Housing Units Built 1960 to 1969	3,748	7.13%
Housing Units Built 1950 to 1959	2,708	5.15%
Housing Units Built 1940 to 1949	1,846	3.51%
Housing Unit Built 1939 or Earlier	4,367	8.30%
2018 Est. Median Year Structure Built		1988

TheRetailCoach®

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from "macro to micro" trade area assessment to actively recruiting retailers on behalf of our clients.

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.

C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

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" data gathered through extensive visits within 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 helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® 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 Retail Coach –
"It's not about data. It's about your success."

ACKNOWLEDGEMENTS

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 2018, ESRI 2017, U.S. Census Bureau, Economy.com, 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 MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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