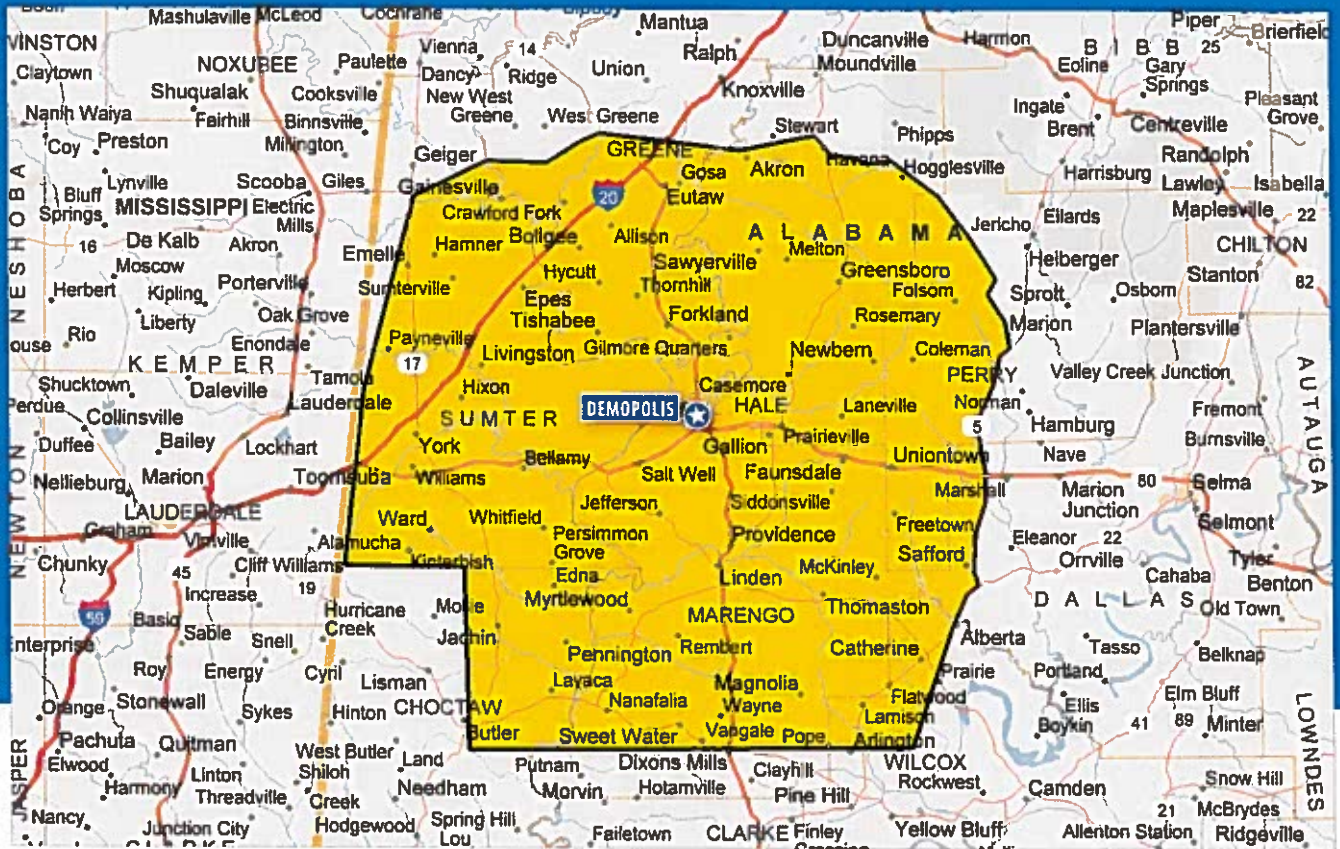


Secondary Retail Trade Area
Demopolis, Alabama



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Secondary Retail Trade Area | Gap/Opportunity Analysis Summary
Demopolis, Alabama

SECTOR	DESCRIPTION	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
445	Food and Beverage Stores	109,886,129	45,577,717	(64,308,412)	-59%
4451	Grocery Stores	71,336,253	24,956,358	(46,379,895)	-65%
44511	Supermarkets, Grocery (Ex Conv) Stores	66,585,432	21,633,023	(44,952,409)	-68%
44512	Convenience Stores	4,750,820	3,323,335	(1,427,485)	-30%
4452	Specialty Food Stores	8,555,107	215,469	(8,339,638)	-97%
4453	Beer, Wine and Liquor Stores	29,994,769	20,405,890	(9,588,879)	-32%
446	Health and Personal Care Stores	53,243,072	18,888,955	(34,354,117)	-65%
44611	Pharmacies and Drug Stores	42,994,692	14,962,109	(28,032,583)	-65%
44612	Cosmetics, Beauty Supplies, Perfume Stores	3,786,465	1,741,903	(2,044,562)	-54%
44613	Optical Goods Stores	1,694,303	2,184,943	490,640	29%
44619	Other Health and Personal Care Stores	4,767,612	0	(4,767,612)	-100%
447	Gasoline Stations	86,013,529	32,864,288	(53,149,241)	-62%
44711	Gasoline Stations With Conv Stores	62,972,111	20,751,714	(42,220,397)	-67%
44719	Other Gasoline Stations	23,041,418	12,112,574	(10,928,844)	-47%
448	Clothing and Clothing Accessories Stores	34,770,271	8,462,584	(26,307,687)	-76%
4481	Clothing Stores	19,565,690	6,050,166	(13,515,524)	-69%
44811	Men's Clothing Stores	916,106	324,721	(591,385)	-65%
44812	Women's Clothing Stores	4,324,400	1,054,207	(3,270,193)	-76%
44813	Children's, Infants Clothing Stores	1,246,212	0	(1,246,212)	-100%
44814	Family Clothing Stores	10,540,503	3,262,660	(7,277,843)	-69%
44815	Clothing Accessories Stores	841,782	484,064	(357,718)	-42%
44819	Other Clothing Stores	1,696,687	924,514	(772,173)	-46%
4482	Shoe Stores	3,213,556	1,206,955	(2,006,601)	-62%
4483	Jewelry, Luggage, Leather Goods Stores	11,991,026	1,205,463	(10,785,563)	-90%
44831	Jewelry Stores	10,564,862	1,205,463	(9,359,399)	-89%
44832	Luggage and Leather Goods Stores	1,426,164	0	(1,426,164)	-100%

Secondary Retail Trade Area | Demographics

Demopolis, Alabama

DESCRIPTION	DATA	%
Population		
2015 Estimate	58,316	
2015 Est. Population by Single-Classification Race		
White Alone	19,284	33.07
Black or African American Alone	37,886	64.97
Amer. Indian and Alaska Native Alone	94	0.16
Asian Alone	199	0.34
Native Hawaiian and Other Pac. Isl. Alone	24	0.04
Some Other Race Alone	364	0.62
Two or More Races	465	0.80
2015 Est. Population by Hispanic or Latino Origin		
Not Hispanic or Latino	57,279	98.22
Hispanic or Latino	1,037	1.78
Mexican	574	55.35
Puerto Rican	88	8.49
Cuban	80	7.71
All Other Hispanic or Latino	296	28.54

DESCRIPTION	DATA	%
2015 Est. Hisp. or Latino Pop by Single-Class. Race		
White Alone	364	35.10
Black or African American Alone	238	22.95
American Indian and Alaska Native Alone	7	0.68
Asian Alone	0	0.00
Native Hawaiian and Other Pacific Islander Alone	13	1.25
Some Other Race Alone	348	33.56
Two or More Races	66	6.36
2015 Est. Pop by Race, Asian Alone, by Category		
Chinese, except Taiwanese	14	7.04
Filipino	21	10.53
Japanese	0	0.00
Asian Indian	3	1.51
Korean	18	9.05
Vietnamese	89	44.72
Cambodian	0	0.00
Hmong	2	1.01
Laotian	0	0.00
Thai	52	26.13
All Other Asian Races Including 2+ Category	1	0.50
2015 Est. Population by Ancestry		
Arab	35	0.06
Czech	0	0.00
Danish	17	0.03
Dutch	150	0.26
English	1,900	3.26
French (except Basque)	263	0.45
French Canadian	49	0.08
German	1,463	2.51
Greek	15	0.03

Secondary Retail Trade Area | Demographics Demopolis, Alabama

DESCRIPTION	DATA	%
Hungarian	6	0.01
Irish	2,088	3.58
Italian	191	0.33
Lithuanian	14	0.02
United States or American	5,535	9.49
Norwegian	110	0.19
Polish	15	0.03
Portuguese	0	0.00
Russian	50	0.09
Scottish	314	0.54
Scotch-Irish	501	0.86
Slovak	0	0.00
Subsaharan African	371	0.64
Swedish	42	0.07
Swiss	2	0.00
Ukrainian	1	0.00
Welsh	27	0.05
West Indian (except Hisp. groups)	67	0.11
Other ancestries	36,792	63.09
Ancestry Unclassified	8,296	14.23
2015 Est. Pop Age 5+ by Language Spoken at Home	54,833	
Speak Only English at Home	54,107	98.68
Speak Asian/Pac. Isl. Lang. at Home	79	0.14
Speak Indo-European Language at Home	178	0.32
Speak Spanish at Home	423	0.77
Speak Other Language at Home	45	0.08
2015 Est. Population by Sex	58,316	
Male	27,311	46.83
Female	31,005	53.17

DESCRIPTION	DATA	%
2015 Est. Population by Age	58,316	
Age 0 - 4	3,483	5.97
Age 5 - 9	3,511	6.02
Age 10 - 14	3,804	6.52
Age 15 - 17	2,572	4.41
Age 18 - 20	2,958	5.07
Age 21 - 24	3,631	6.23
Age 25 - 34	6,464	11.08
Age 35 - 44	6,050	10.37
Age 45 - 54	7,337	12.58
Age 55 - 64	8,253	14.15
Age 65 - 74	5,667	9.72
Age 75 - 84	3,135	5.38
Age 85 and over	1,450	2.49
Age 16 and over	46,665	80.02
Age 18 and over	44,945	77.07
Age 21 and over	41,987	72.00
Age 65 and over	10,252	17.58
2015 Est. Median Age	39.5	
2015 Est. Average Age	40.1	

Secondary Retail Trade Area | Demographics

Demopolis, Alabama

DESCRIPTION	DATA	%
2015 Est. Male Population by Age	27,311	
Age 0 - 4	1,767	6.47
Age 5 - 9	1,762	6.45
Age 10 - 14	1,922	7.04
Age 15 - 17	1,300	4.76
Age 18 - 20	1,526	5.59
Age 21 - 24	1,812	6.63
Age 25 - 34	3,070	11.24
Age 35 - 44	2,732	10.00
Age 45 - 54	3,301	12.09
Age 55 - 64	3,821	13.99
Age 65 - 74	2,634	9.64
Age 75 - 84	1,250	4.58
Age 85 and over	412	1.51
2015 Est. Median Age, Male	36.8	
2015 Est. Average Age, Male	38.4	
2015 Est. Female Population by Age	31,005	
Age 0 - 4	1,716	5.53
Age 5 - 9	1,749	5.64
Age 10 - 14	1,882	6.07
Age 15 - 17	1,272	4.10
Age 18 - 20	1,432	4.62
Age 21 - 24	1,819	5.87
Age 25 - 34	3,394	10.95
Age 35 - 44	3,318	10.70
Age 45 - 54	4,036	13.02
Age 55 - 64	4,432	14.29
Age 65 - 74	3,033	9.78
Age 75 - 84	1,886	6.08
Age 85 and over	1,037	3.34

DESCRIPTION	DATA	%
2015 Est. Median Age, Female	41.7	
2015 Est. Average Age, Female	41.5	
2015 Est. Pop Age 15+ by Marital Status	47,517	
Total, Never Married	17,710	37.27
Males, Never Married	8,671	18.25
Females, Never Married	9,039	19.02
Married, Spouse present	16,614	34.96
Married, Spouse absent	3,028	6.37
Widowed	4,827	10.16
Males Widowed	871	1.83
Females Widowed	3,955	8.32
Divorced	5,339	11.24
Males Divorced	2,515	5.29
Females Divorced	2,824	5.94
2015 Est. Pop Age 25+ by Edu. Attainment	38,356	
Less than 9th grade	2,997	7.81
Some High School, no diploma	5,853	15.26
High School Graduate (or GED)	15,158	39.52
Some College, no degree	6,847	17.85
Associate Degree	2,065	5.38
Bachelor's Degree	3,431	8.95
Master's Degree	1,592	4.15
Professional School Degree	234	0.61
Doctorate Degree	180	0.47
2015 Est. Pop Age 25+ by Edu. Attain. - Hisp./Lat	534	
No High School Diploma	154	28.84
High School Graduate	166	31.09
Some College or Associate's Degree	123	23.03
Bachelor's Degree or Higher	91	17.04

Secondary Retail Trade Area | Demographics

Demopolis, Alabama

DESCRIPTION	DATA	%
Households		
2015 Estimate	23,879	
2015 Est. Households by Household Type	23,879	
Family Households	15,541	65.08
Nonfamily Households	8,338	34.92
2015 Est. Group Quarters Population	1,883	
2015 HHs by Ethnicity, Hispanic/Latino	313	1.31
2015 Est. Households by HH Income	23,879	
Income < \$15,000	6,773	28.36
Income \$15,000 - \$24,999	3,954	16.56
Income \$25,000 - \$34,999	2,757	11.55
Income \$35,000 - \$49,999	3,434	14.38
Income \$50,000 - \$74,999	3,179	13.31
Income \$75,000 - \$99,999	1,543	6.46
Income \$100,000 - \$124,999	993	4.16
Income \$125,000 - \$149,999	576	2.41
Income \$150,000 - \$199,999	365	1.53
Income \$200,000 - \$249,999	137	0.57
Income \$250,000 - \$499,999	124	0.52
Income \$500,000+	44	0.18

DESCRIPTION	DATA	%
2015 Est. Average Household Income	\$43,432	
2015 Est. Median Household Income	\$29,395	
2015 Median HH Inc. by Single-Class, Race or Eth.		
White Alone	49,210	
Black or African American Alone	21,741	
American Indian and Alaska Native Alone	47,810	
Asian Alone	44,775	
Native Hawaiian and Other Pacific Islander Alone	44,346	
Some Other Race Alone	61,459	
Two or More Races	16,657	
Hispanic or Latino	42,600	
Not Hispanic or Latino	29,297	
2015 Est. Family HH Type by Presence of Own Child.	15,541	
Married-Couple Family, own children	3,023	19.45
Married-Couple Family, no own children	5,802	37.33
Male Householder, own children	392	2.52
Male Householder, no own children	713	4.59
Female Householder, own children	2,935	18.89
Female Householder, no own children	2,677	17.23
2015 Est. Households by Household Size	23,879	
1-person	7,823	32.76
2-person	7,556	31.64
3-person	3,814	15.97
4-person	2,626	11.00
5-person	1,287	5.39
6-person	487	2.04
7-or-more-person	287	1.20
2015 Est. Average Household Size	2.36	

Secondary Retail Trade Area | Demographics

Demopolis, Alabama

DESCRIPTION	DATA	%
2015 Est. Households by Presence of People Under 18	23,879	
Households with 1 or More People under Age 18:	7,758	32.49
Married-Couple Family	3,446	44.42
Other Family, Male Householder	526	6.78
Other Family, Female Householder	3,747	48.30
Nonfamily, Male Householder	27	0.35
Nonfamily, Female Householder	12	0.15
Households with No People under Age 18:	16,121	67.51
Married-Couple Family	5,378	33.36
Other Family, Male Householder	575	3.57
Other Family, Female Householder	1,867	11.58
Nonfamily, Male Householder	3,874	24.03
Nonfamily, Female Householder	4,427	27.46
2015 Est. Households by Number of Vehicles	23,879	
No Vehicles	3,112	13.03
1 Vehicle	8,144	34.11
2 Vehicles	7,864	32.93
3 Vehicles	3,367	14.10
4 Vehicles	908	3.80
5 or more Vehicles	484	2.03
2015 Est. Average Number of Vehicles	1.7	
Family Households		

DESCRIPTION	DATA	%
2015 Estimate	15,541	
2015 Est. Families by Poverty Status	15,541	
2015 Families at or Above Poverty	11,614	74.73
2015 Families at or Above Poverty with Children	4,631	29.80
2015 Families Below Poverty	3,927	25.27
2015 Families Below Poverty with Children	2,892	18.61
2015 Est. Pop Age 16+ by Employment Status	46,665	
In Armed Forces	46	0.10
Civilian - Employed	19,475	41.73
Civilian - Unemployed	3,999	8.57
Not in Labor Force	23,145	49.60
2015 Est. Civ. Employed Pop 16+ by Class of Worker	19,816	
For-Profit Private Workers	12,679	63.98
Non-Profit Private Workers	1,044	5.27
Local Government Workers	1,713	8.64
State Government Workers	2,379	12.01
Federal Government Workers	453	2.29
Self-Employed Workers	1,528	7.71
Unpaid Family Workers	19	0.10
2015 Est. Civ. Employed Pop 16+ by Occupation	19,816	

Secondary Retail Trade Area | Demographics Demopolis, Alabama

DESCRIPTION	DATA	%
Architect/Engineer	126	0.64
Arts/Entertainment/Sports	111	0.56
Building Grounds Maintenance	1,001	5.05
Business/Financial Operations	372	1.88
Community/Social Services	397	2.00
Computer/Mathematical	137	0.69
Construction/Extraction	1,157	5.84
Education/Training/Library	1,390	7.01
Farming/Fishing/Forestry	529	2.67
Food Prep/Serving	1,094	5.52
Health Practitioner/Technician	855	4.31
Healthcare Support	794	4.01
Maintenance Repair	674	3.40
Legal	69	0.35
Life/Physical/Social Science	134	0.68
Management	1,508	7.61
Office/Admin. Support	2,452	12.37
Production	2,504	12.64
Protective Services	321	1.62
Sales/Related	1,735	8.76
Personal Care/Service	547	2.76
Transportation/Moving	1,907	9.62
2015 Est. Pop 16+ by Occupation Classification	19,816	
Blue Collar	6,242	31.50
White Collar	9,286	46.86
Service and Farm	4,288	21.64
2015 Est. Workers Age 16+ by Transp. to Work	19,206	

DESCRIPTION	DATA	%
Drove Alone	15,818	82.36
Car Pooled	2,322	12.09
Public Transportation	85	0.44
Walked	533	2.78
Bicycle	3	0.02
Other Means	156	0.81
Worked at Home	289	1.50
2015 Est. Workers Age 16+ by Travel Time to Work *		
Less than 15 Minutes	7,300	
15 - 29 Minutes	5,229	
30 - 44 Minutes	3,101	
45 - 59 Minutes	1,574	
60 or more Minutes	1,697	
2015 Est. Avg. Travel Time to Work in Minutes	26.13	
2015 Est. Occupied Housing Units by Tenure	23,879	
Owner Occupied	17,196	71.01
Renter Occupied	6,683	27.99
2015 Owner Occ. HUs: Avg. Length of Residence	21.3	
2015 Renter Occ. HUs: Avg. Length of Residence	10.3	
2015 Est. Owner-Occupied Housing Units by Value	17,196	
Value Less than \$20,000	1,881	10.94

Secondary Retail Trade Area | Demographics
Demopolis, Alabama

DESCRIPTION	DATA	%
Value \$20,000 - \$39,999	2,318	13.48
Value \$40,000 - \$59,999	1,968	11.44
Value \$60,000 - \$79,999	2,012	11.70
Value \$80,000 - \$99,999	1,936	11.26
Value \$100,000 - \$149,999	2,601	15.13
Value \$150,000 - \$199,999	1,921	11.17
Value \$200,000 - \$299,999	1,484	8.63
Value \$300,000 - \$399,999	462	2.69
Value \$400,000 - \$499,999	231	1.34
Value \$500,000 - \$749,999	180	1.05
Value \$750,000 - \$999,999	88	0.51
Value \$1,000,000 or more	111	0.65
2015 Est. Median All Owner-Occupied Housing Value	\$84,316	
2015 Est. Housing Units by Units in Structure	29,901	
1 Unit Attached	447	1.49
1 Unit Detached	17,658	59.05
2 Units	1,007	3.37
3 or 4 Units	625	2.09
5 to 19 Units	1,204	4.03
20 to 49 Units	427	1.43
50 or More Units	132	0.44
Mobile Home or Trailer	8,389	28.06
Boat, RV, Van, etc.	12	0.04
2015 Est. Housing Units by Year Structure Built	29,901	
Housing Units Built 2010 or later	175	0.59

DESCRIPTION	DATA	%
Housing Units Built 2000 to 2009	2,394	8.01
Housing Units Built 1990 to 1999	5,382	18.00
Housing Units Built 1980 to 1989	5,456	18.25
Housing Units Built 1970 to 1979	6,027	20.16
Housing Units Built 1960 to 1969	3,923	13.12
Housing Units Built 1950 to 1959	2,783	9.31
Housing Units Built 1940 to 1949	1,343	4.49
Housing Unit Built 1939 or Earlier	2,418	8.09
2015 Est. Median Year Structure Built**	1977	