retail strategies

TOWN OF SUMMERVILLE & DORCHESTER COUNTY
Market Guide

South Carolina

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Demographics (County Boundary)

Population	Average Age	Household Income (Median)	Number of Households	Growth Rate	Household Income (Average)
157,436	37.9	$57,188	57,894	8.30%	$71,272

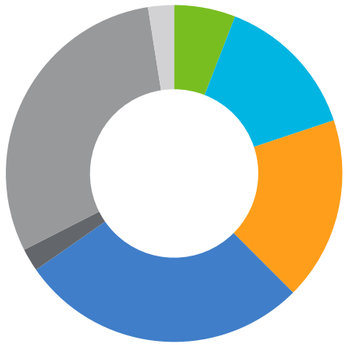
Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

Columbus, GA	*4909 Buena Vista Rd*
Antioch, TN	*3035 Hamilton Church Rd*
Simpsonville, SC	*115 Highway 14*
Mechanicsville, VA	*7430 Bell Creek Rd*
Wake Forest, NC	*2114 S Main St*
Gastonia, NC	*2324 S New Hope Rd*

Daytime Population 125,175 (County Boundary)



Children at Home	7,382
Retired/Disable persons	17,517
Homemakers	22,038
Student Populations	34,824
Work at Home	2,752
Employed	37,545
Unemployed	3,118

Focus Categories

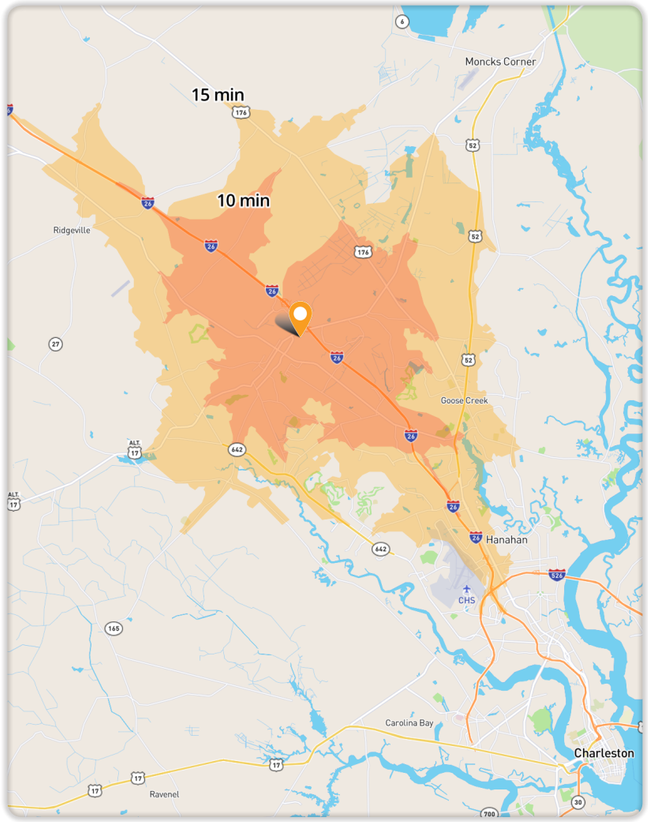
The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*

Home Furnishing & Funiture

Apparel

Grocery

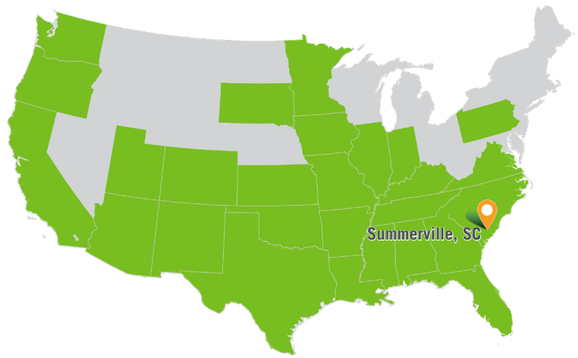
Full-Service & Fast Casual Restaurants



DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	45,900	126,753	304,906
Daytime Population	37,730	94,666	267,442
Median HH Income	$54,027	$55,838	$56,366
Number of Households	16,935	46,780	112,632

	10 Minute DT	15 Minute DT	County Boundary
2018 Estimated Population	105,750	252,532	157,436
Daytime Population	94,584	251,066	125,175
Median HH Income	$53,903	$53,908	$57,188
Number of Households	39,432	93,749	57,894

*Source: STI PopStats



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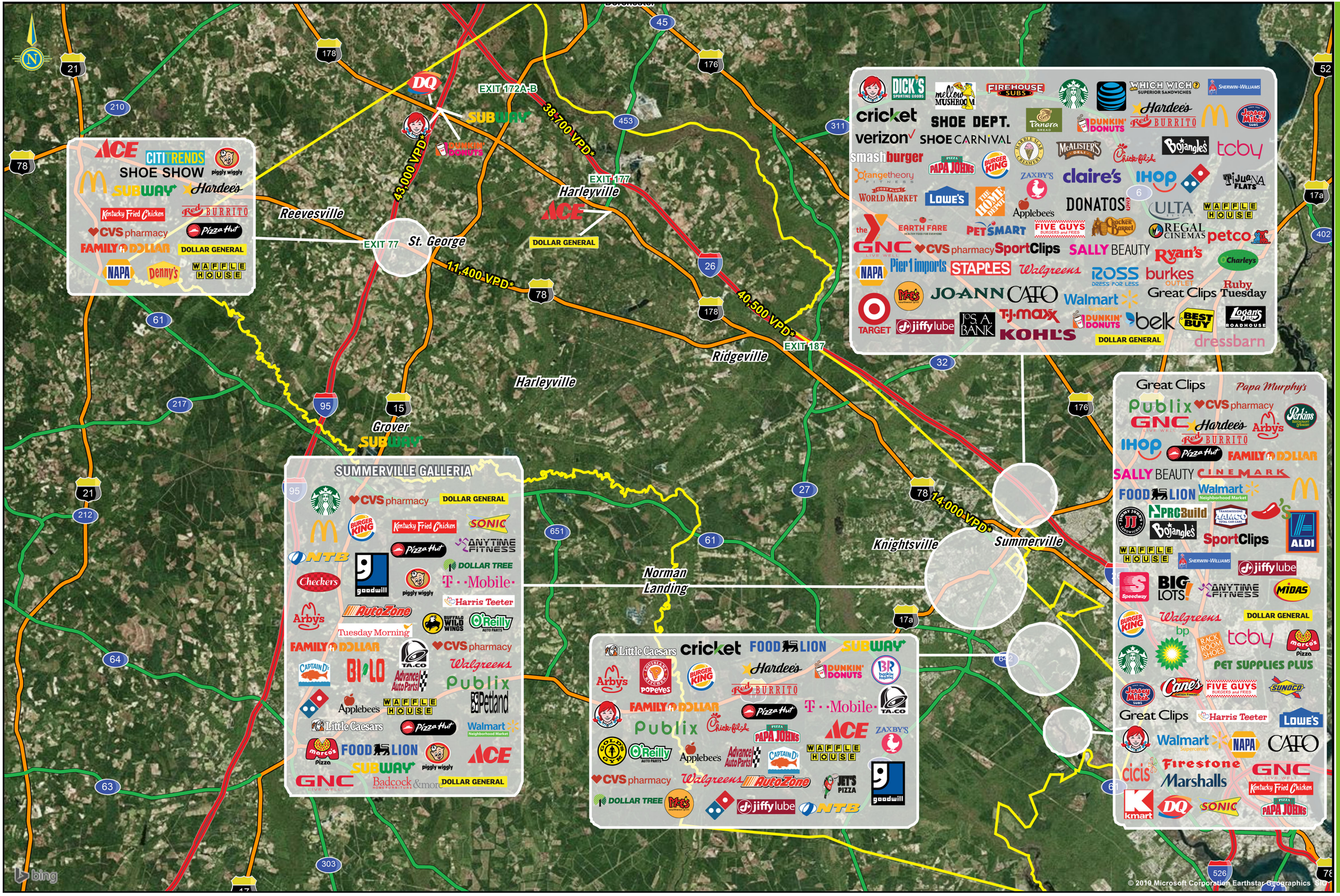
DORCHESTER COUNTY, SOUTH CAROLINA

There's a lot of potential here.

Major Retail & Restaurants