



September 13, 2016



Aberdeen: Market Place Snapshot



Market Analysis: What It Is

- An assessment of the current business environment
- A quantitative summary of attitudes & opinions
- A means of identifying current & future trends
- An art, rather than a science



Market Analysis: What it is

- A systematic process to collect & interpret information
- A means to better understanding the geography & “personality” of the downtown’s trade area(s)
- A collection of demographic & socioeconomic information
- A basis upon which to formulate market-driven business development & marketing strategies



Market Analysis: Why?



- ✓ Create a “real time” snapshot & enhance our understanding of the market
- ✓ Document the market (including what we know)
- ✓ Profile & gauge appeal among important market segments
- ✓ Identify competitive advantages & disadvantages

Market Analysis: Why?

- ✓ Target marketing strategies & messages
- ✓ Identify needs & opportunities related to business retention, expansion & recruitment
- ✓ Help to assess & prioritize projects & activities
- ✓ Create benchmarks; track changes & progress
- ✓ Identify strengths & assets upon which to build business development & marketing strategies

Market Analysis: What It is NOT

- A formula
- A guarantee
- An all encompassing study
- A “Silver Bullet”



Market Analysis: Applications

- Business Retention & Expansion
- Business Recruitment
- Planning & Development
- Marketing & Promotion



Discover Our History.

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For More Information, go to www.badinnc.com.

Tools We Use and How We Use them:

Tools:

- ESRI On-Line Business Analysis
- Surveys: Retail, Consumers & Students (when in college towns)
- Existing materials
- Other data/resources

What we are looking for:

- Understand how well the retail needs of local residents are being met
- Uncover unmet demand and possible opportunities
- Understand the strengths and weaknesses of the local retail sector
- Measure the difference between actual and potential retail sales

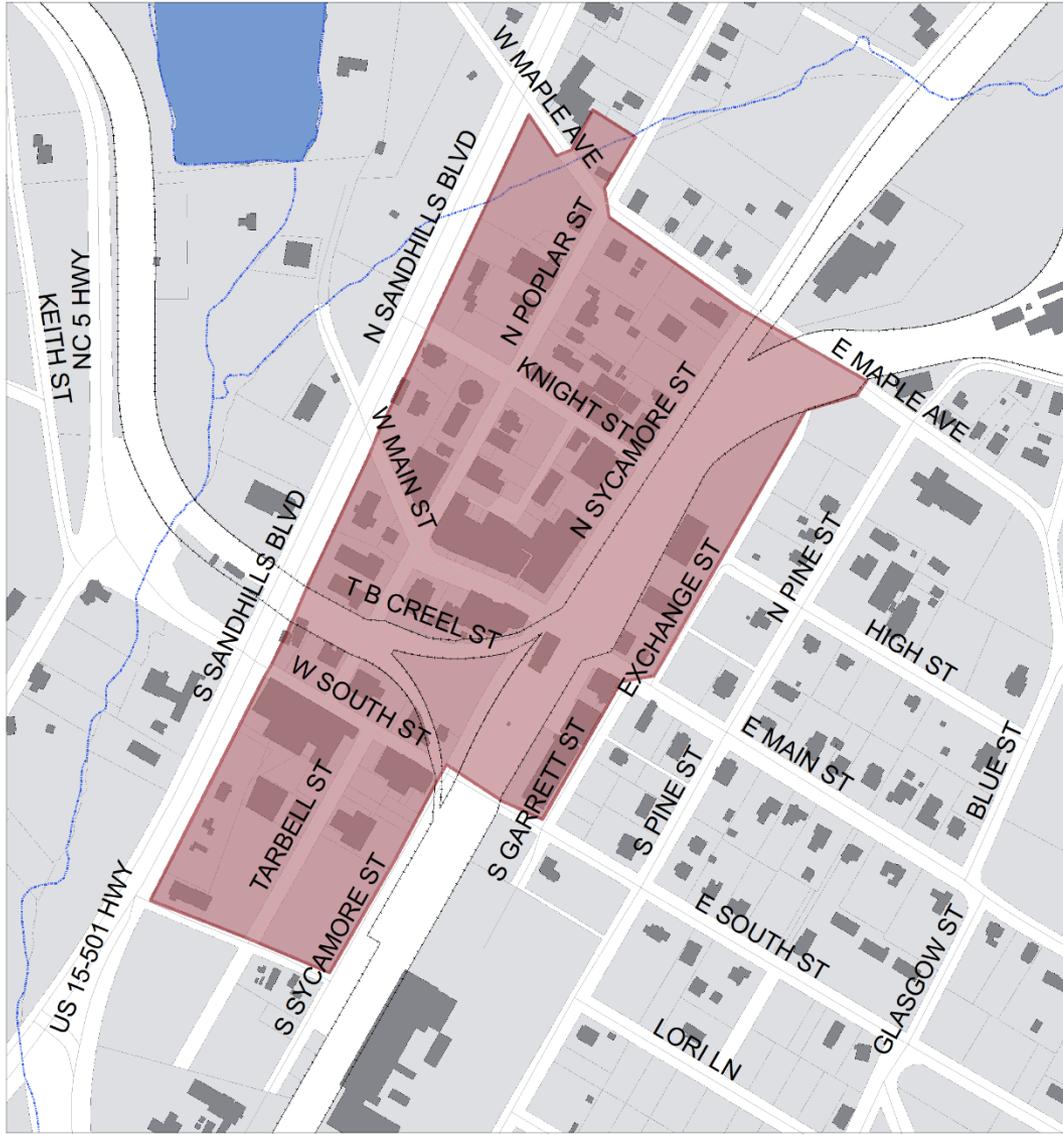
Green line – 5 minute
drive time

Red Line – 10
min. dr. time

Blue Line – 15
min. dr. time

Downtown

0 1 2
Miles



Aberdeen Downtown Business District

- Downtown Business District Boundary
- Streams
- Lakes & Rivers
- Building Footprints
- Parcels

1 inch = 100 feet





Retail MarketPlace Profile

124 W Main St, Aberdeen, North Carolina, 28315
 Drive Time: 5 minute radius

Prepared by Esr
 Latitude: 35.13195
 Longitude: -79.42741

Summary Demographics						
2015 Population						4,875
2015 Households						1,997
2015 Median Disposable Income						\$31,064
2015 Per Capita Income						\$24,513
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$64,041,974	\$271,225,253	-\$209,183,279	-62.0	134
Total Retail Trade	44-45	\$57,934,754	\$244,779,523	-\$186,844,769	-61.7	93
Total Food & Drink	722	\$6,107,220	\$26,445,730	-\$22,338,510	-64.7	42
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$13,217,708	\$50,855,303	-\$37,637,595	-58.7	12
Automobile Dealers	4411	\$10,950,412	\$45,073,883	-\$34,123,471	-60.9	6
Other Motor Vehicle Dealers	4412	\$1,258,549	\$927,122	\$331,427	15.2	1
Auto Parts, Accessories & Tire Stores	4413	\$1,008,748	\$4,854,297	-\$3,845,549	-65.6	5
Furniture & Home Furnishings Stores	442	\$1,799,301	\$10,329,432	-\$8,530,131	-70.3	10
Furniture Stores	4421	\$1,135,483	\$6,155,122	-\$5,019,639	-68.9	5
Home Furnishings Stores	4422	\$663,818	\$4,174,310	-\$3,510,492	-72.6	5
Electronics & Appliance Stores	443	\$2,641,574	\$22,439,995	-\$19,798,424	-78.9	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,709,390	\$7,079,124	-\$4,369,734	-44.6	5
Bldg Material & Supplies Dealers	4441	\$2,409,804	\$6,811,647	-\$4,401,843	-47.7	4
Lawn & Garden Equip & Supply Stores	4442	\$299,586	\$267,477	\$32,109	5.7	1
Food & Beverage Stores	445	\$11,944,396	\$34,404,870	-\$22,460,474	-48.5	9
Grocery Stores	4451	\$9,462,596	\$32,191,601	-\$22,729,005	-54.6	6
Specialty Food Stores	4452	\$2,111,956	\$1,044,060	\$1,087,896	34.3	2
Beer, Wine & Liquor Stores	4453	\$349,844	\$1,169,210	-\$819,366	-53.9	1
Health & Personal Care Stores	446,4461	\$3,482,739	\$9,152,030	-\$5,669,291	-44.9	5
Gasoline Stations	447,4471	\$4,064,055	\$14,708,214	-\$10,644,159	-56.7	5
Clothing & Clothing Accessories Stores	448	\$2,701,476	\$2,863,577	-\$162,101	-2.9	4
Clothing Stores	4481	\$1,813,894	\$725,135	\$1,088,759	42.9	2
Shoe Stores	4482	\$330,346	\$1,584,523	-\$1,254,177	-65.5	2
Jewelry, Luggage & Leather Goods Stores	4483	\$557,236	\$553,919	\$3,317	0.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,453,287	\$7,437,435	-\$5,984,148	-67.3	9
Sporting Goods/Hobby/Musical Instr. Stores	4511	\$1,096,949	\$7,065,265	-\$5,968,316	-73.1	9
Book, Periodical & Music Stores	4512	\$356,338	\$372,170	-\$15,832	-2.2	1
General Merchandise Stores	452	\$10,571,791	\$66,486,872	-\$55,915,081	-72.6	6
Department Stores Excluding Leased Depts.	4521	\$8,191,752	\$62,930,815	-\$54,739,066	-77.0	4
Other General Merchandise Stores	4529	\$2,380,039	\$3,556,057	-\$1,176,014	-19.8	2
Miscellaneous Store Retailers	453	\$2,200,506	\$13,966,532	-\$11,766,026	-72.6	21
Florists	4531	\$81,276	\$1,252,263	-\$1,170,987	-87.8	3
Office Supplies, Stationery & Gift Stores	4532	\$355,603	\$2,317,700	-\$1,962,097	-73.4	3
Used Merchandise Stores	4533	\$232,293	\$2,703,512	-\$2,471,219	-84.2	5
Other Miscellaneous Store Retailers	4539	\$1,531,335	\$7,693,057	-\$6,161,722	-66.8	10
Nonstore Retailers	454	\$1,148,532	\$5,056,136	-\$3,907,604	-63.0	1
Electronic Shopping & Mail-Order Houses	4541	\$813,326	\$0	\$813,326	100.0	0
Vending Machine Operators	4542	\$49,728	\$4,701,205	-\$4,651,477	-97.9	1
Direct Selling Establishments	4543	\$285,478	\$0	\$285,478	100.0	0
Food Services & Drinking Places	722	\$6,107,220	\$26,445,730	-\$22,338,510	-64.7	42
Full-Service Restaurants	7221	\$3,060,913	\$11,932,262	-\$8,871,349	-59.2	23
Limited-Service Eating Places	7222	\$2,667,416	\$16,019,383	-\$13,351,967	-71.5	16
Special Food Services	7223	\$70,089	\$78,142	-\$8,053	-5.4	1
Drinking Places - Alcoholic Beverages	7224	\$308,802	\$415,943	-\$107,141	-14.8	1

Red =
 Surplus
 All Three
 drive times:
 5, 10 & 15
 minutes have
 retail surplus



Retail MarketPlace Profile

124 W Main St, Aberdeen, North Carolina, 28315
 Drive Time: 15 minute radius

Prepared by Esri
 Latitude: 35.13195
 Longitude: -79.42741

Summary Demographics						
2015 Population						44,259
2015 Households						19,867
2015 Median Disposable Income						\$39,397
2015 Per Capita Income						\$32,355
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$775,990,163	\$1,005,236,842	-\$229,246,479	-12.9	612
Total Retail Trade	44-45	\$701,765,247	\$900,899,237	-\$199,133,990	-12.4	424
Total Food & Drink	722	\$74,225,115	\$104,337,605	-\$30,112,490	-16.9	188
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$158,798,651	\$216,825,149	-\$58,026,498	-15.4	16
Automobile Dealers	4411	\$130,414,429	\$197,129,813	-\$66,715,384	-20.4	20
Other Motor Vehicle Dealers	4412	\$16,101,228	\$10,943,593	\$5,157,635	19.1	6
Auto Parts, Accessories & Tire Stores	4413	\$12,282,994	\$8,751,743	\$3,531,251	16.8	11
Furniture & Home Furnishings Stores	442	\$21,870,995	\$41,832,548	-\$19,961,553	-31.3	40
Furniture Stores	4421	\$17,779,062	\$25,963,305	-\$12,184,243	-30.7	20
Home Furnishings Stores	4422	\$8,091,933	\$15,869,243	-\$7,777,310	-32.5	19
Electronics & Appliance Stores	443	\$31,974,901	\$59,214,274	-\$27,239,373	-29.8	19
Blg Materials, Garden Equip. & Supply Stores	444	\$35,755,209	\$23,386,742	\$12,368,467	20.9	25
Blkg Material & Supplies Dealers	4441	\$32,149,295	\$20,305,249	\$11,844,046	22.6	18
Lawn & Garden Equip & Supply Stores	4442	\$3,605,915	\$3,081,493	\$524,422	7.8	6
Food & Beverage Stores	445	\$143,493,563	\$159,671,375	-\$16,177,812	-5.3	43
Grocery Stores	4451	\$113,613,024	\$151,605,211	-\$37,992,187	-14.3	27
Specialty Food Stores	4452	\$25,451,596	\$1,860,698	\$21,590,900	73.7	10
Beer, Wine & Liquor Stores	4453	\$4,428,944	\$4,205,467	\$223,474	2.6	5
Health & Personal Care Stores	446,4461	\$43,458,264	\$43,847,186	-\$1,811,078	2.1	31
Gasoline Stations	447,4471	\$48,167,124	\$45,120,218	\$3,046,906	3.3	18
Clothing & Clothing Accessories Stores	448	\$32,887,020	\$27,883,262	\$5,003,758	8.2	55
Clothing Stores	4481	\$21,918,756	\$13,247,016	\$8,671,740	24.7	34
Shoe Stores	4482	\$3,953,152	\$5,496,771	-\$1,543,619	-16.3	6
Jewelry, Luggage & Leather Goods Stores	4483	\$7,015,112	\$9,139,475	-\$2,124,363	-13.2	15
Sporting Goods, Hobby, Book & Music Stores	451	\$17,564,060	\$36,370,150	-\$18,806,090	-34.9	38
Sporting Goods/Hobby/Musical Instr. Stores	4511	\$13,373,566	\$28,401,672	-\$15,028,106	-36.0	31
Book, Periodical & Music Stores	4512	\$4,190,494	\$7,968,478	-\$3,777,984	-31.1	7
General Merchandise Stores	452	\$127,328,438	\$199,002,846	-\$71,674,408	-22.0	24
Department Stores Excluding Leased Depts.	4521	\$98,823,061	\$184,885,315	-\$86,062,254	-30.3	12
Other General Merchandise Stores	4529	\$28,505,377	\$14,117,532	\$14,387,845	33.8	12
Miscellaneous Store Retailers	453	\$26,695,756	\$37,982,326	-\$11,286,570	-17.5	92
Florists	4531	\$996,678	\$2,895,648	-\$1,898,970	-48.8	10
Office Supplies, Stationery & Gift Stores	4532	\$4,373,892	\$6,662,639	-\$2,288,747	-20.7	22
Used Merchandise Stores	4533	\$2,782,424	\$10,980,394	-\$8,197,970	-59.6	29
Other Miscellaneous Store Retailers	4539	\$18,542,763	\$17,443,645	\$1,099,118	3.1	30
Nonstore Retailers	454	\$13,771,266	\$11,963,161	\$1,808,105	7.0	5
Electronic Shopping & Mail-Order Houses	4541	\$9,933,461	\$503,889	\$9,429,572	90.3	1
Vending Machine Operators	4542	\$595,052	\$5,307,802	-\$4,712,750	-79.8	1
Direct Selling Establishments	4543	\$3,242,753	\$6,151,470	-\$2,908,717	-31.0	3
Food Services & Drinking Places	722	\$74,225,115	\$104,337,605	-\$30,112,490	-16.9	188
Full-Service Restaurants	7221	\$37,142,877	\$62,023,338	-\$24,880,461	-25.1	123
Limited-Service Eating Places	7222	\$32,490,612	\$38,628,663	-\$6,138,051	-8.6	48
Special Food Services	7223	\$794,423	\$1,258,857	-\$464,434	-22.6	7
Drinking Places - Alcoholic Beverages	7224	\$3,797,203	\$2,426,747	\$1,370,456	22.0	9

Green =
 areas of
 opportunity
 for retail



Leakage & Surplus

Demand estimates the expected amount spent by consumers at retail establishments.

Supply estimates sales to consumers by establishments.

Retail Leakage indicates an unmet demand in the trade area. This indicates the possibility the community can support additional retail for that business type.

Retail Surplus means the community's trade area is capturing the local market plus attracting non-local shoppers.

Drive Time	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Surplus/Leakage (surplus is shown in red)	Total Number of Retail Businesses	Number of Retail employees
5 Minutes	\$64,041,974	\$273,225,253	(\$209,183,279)	134	2,016 (42%)
10 Minutes	\$340,241,151	\$752,303,802	(\$412,062,651)	443	5,492 (35%)
15 Minutes	\$775,990,363	\$1,005,236,842	(\$229,246,479)	612	7,346 (24%)

Retail Surplus means the community's trade area is capturing the local market plus attracting non-local shoppers.

Minutes	Population	Households	Median Disposable Income
5	4,875	1,997	\$33,064
10	22,178	9,947	\$33,823
15	44,259	19,867	\$39,397

Summary Demographics and Retail Leakage for 15 Minute Drive Time to Downtown Aberdeen

2015 Population					44,259
2015 Households					19,867
2015 Median Household Income					\$51,500
2015 Avg. HH Income					\$72,157
2015 Median Disposable income					\$39,397
Median Age					47
Industry	Leakage in \$	*Capture rate 15%	Sales/SF	**S/F Needed	
Bldg. Materials, Garden Equip. & Supply	\$12,368,467	\$1,855,270	\$400	4638	
Specialty Food Stores	\$21,590,900	\$3,238,635	\$400	8097	
Health & Personal Care Stores	\$1,811,078	\$271,662	\$400	679	
Clothing	\$8,671,740	\$1,300,761	\$400	3252	
General Merchandise	\$14,387,845	\$2,158,177	\$400	5395	
Other Miscellaneous Retailers	\$1,099,118	\$164,868	\$400	412	
Drinking Places-Alcohol Beverages	\$1,370,456	\$205,568	\$400	514	
TOTAL	\$61,299,604	\$9,194,941		22,987	

Industry		Leakage in \$	*Capture rate 15%	Sales/SF	**S/F Needed
Bldg. Materials, Garden Equip. & Supply		\$12,368,467	\$1,855,270	\$400	4638
Specialty Food Stores		\$21,590,900	\$3,238,635	\$400	8097
Health & Personal Care Stores		\$1,811,078	\$271,662	\$400	679
Clothing		\$8,671,740	\$1,300,761	\$400	3252
General Merchandise		\$14,387,845	\$2,158,177	\$400	5395
Other Miscellaneous Retailers		\$1,099,118	\$164,868	\$400	412
Drinking Places-Alcohol Beverages		\$1,370,456	\$205,568	\$400	514

Minutes	Population	Households	Median Disposable Income *2015	Avg. HH Income/2020= +10-12%	Median HH Income
5	4,875	1,997	\$33,064	\$58,936	\$41,162
10	22,178	9,947	\$33,823	\$63,433	\$42,275
15	44,259	19,867	\$39,397	\$72,157	\$51,500

Retail Survey Information



- Of the 18 reporting: 11 rent
- Average annual rent per square foot is \$5 for the sales area and nearly equal for the entire rental space
- Average Sales Per Sq. Ft.: \$110-\$167
- Annual Avg. Sales to rent p/s/f: 1% - 29%
- 17 reported F/T employees: 1-10; Avg. # F/T employees 3
- P/T employees: 2.5
- Avg. length of time in business 6.5 yrs
- Business Hours, 16 out of 18 reporting: Most common time frame 10 – 5
- Top 3 sales months w/16 reporting: December #1, April and tied for 3rd Oct., Nov. & March
- All reported local/regional people were primary customer

Retail Survey Information



- Top reasons customers do business with them: Selection/Variety & Reputation/Customer Service
- Where retailers advertise: 8 use social media, 4 radio, 3 email, 3 word of mouth, 2 yellow pages, 1 newspaper, 8 have websites, 12 on Facebook, and internet sales ranged from 5% to 50%
- When asked if willing to do collaborative advertising and participate in expanded hours most would consider this opportunity
- Likelihood of expanding or changing business model over next 3-5 years low to moderate; **BUT**
- 16 out of 18 did say the likelihood of increasing business hours, increasing product-line was likely

Non-Retail Survey Information



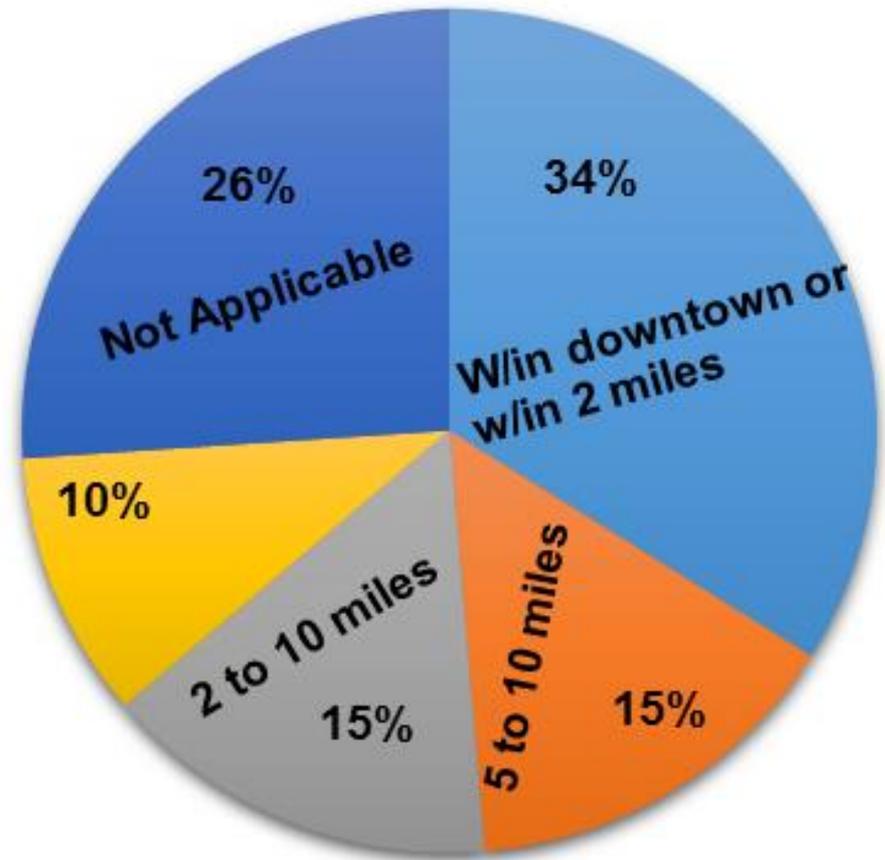
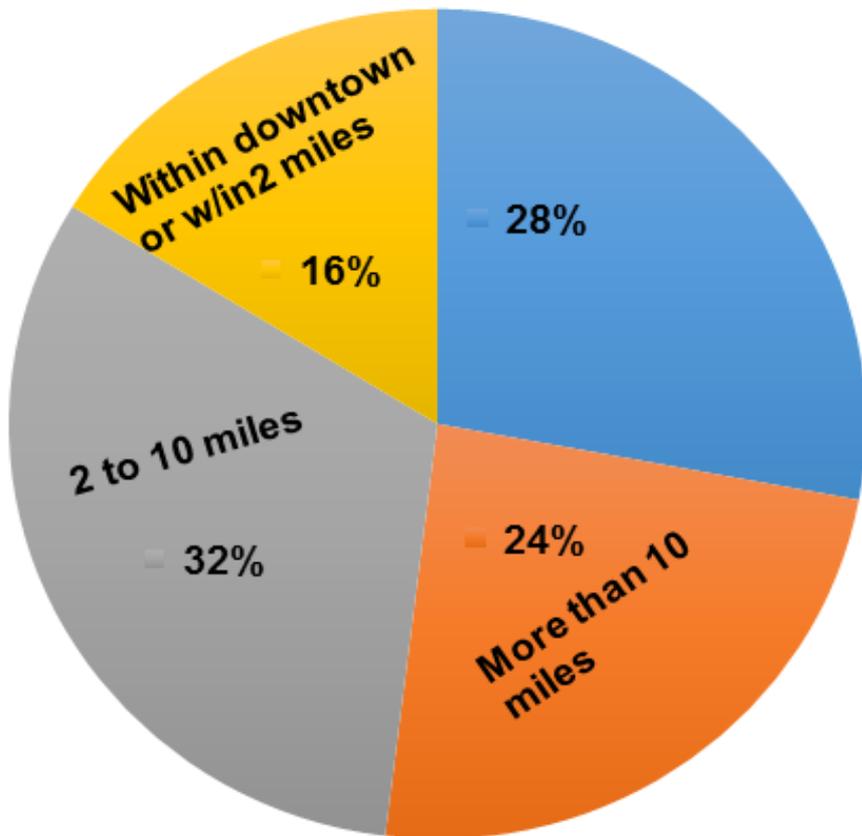
- 14 Responded
- 10 out 14 owned building
- Not enough data to give avg. annual rent per square foot
- Avg. # of F/T employees: 15
- P/T: 9
- Avg. Years in Business: 15
- 9 reported having been in business 21 yrs. Or longer and 3 for 10-20 yrs.
- Hours of operation: ranged from 8 a.m. to 8p.m. and 8 a.m. to 5:30 p.m. M-F
- Primary customer: local
- Best months for sales (7 reported): June, July and August

**Both Retailers and Non-Retailers top answer to businesses/attractions that they would like downtown: Restaurants followed by general retail. Other Responses included: pharmacy, soda shop, theatre, trails, law offices, wine bar, doctor's office.

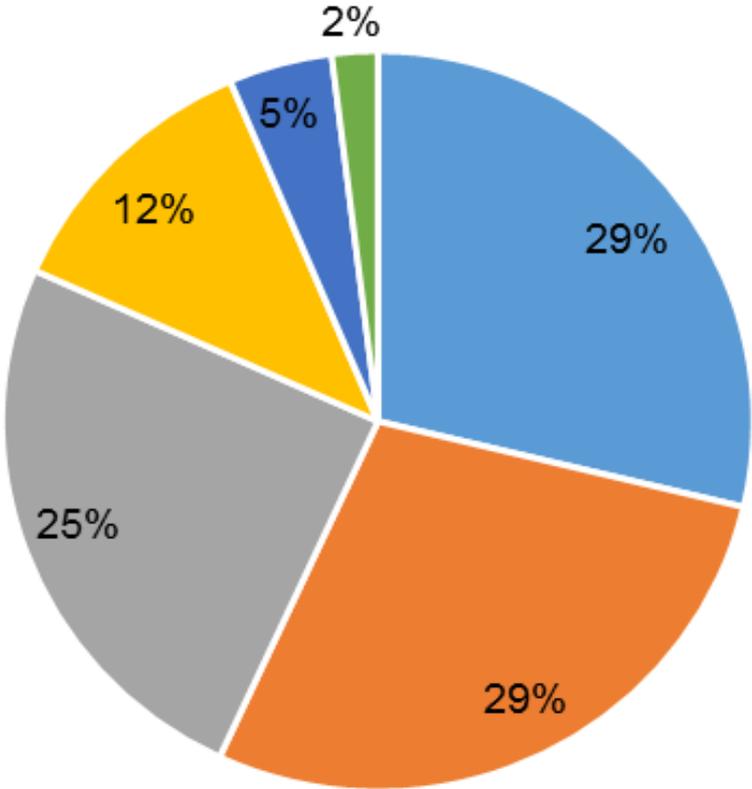
Consumer Survey Information

When asked: How far do you live from downtown? (177 responses)

How far is your workplace from downtown? (177 Responses)

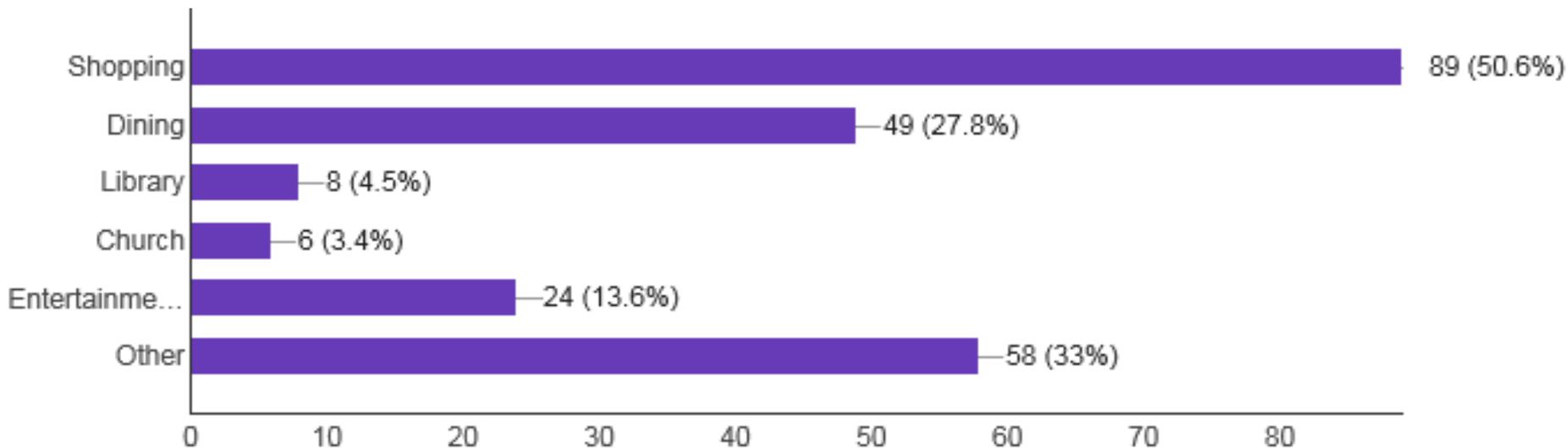


How often do you visit Aberdeen to do errands, shop, eat and drink? (179 responses)

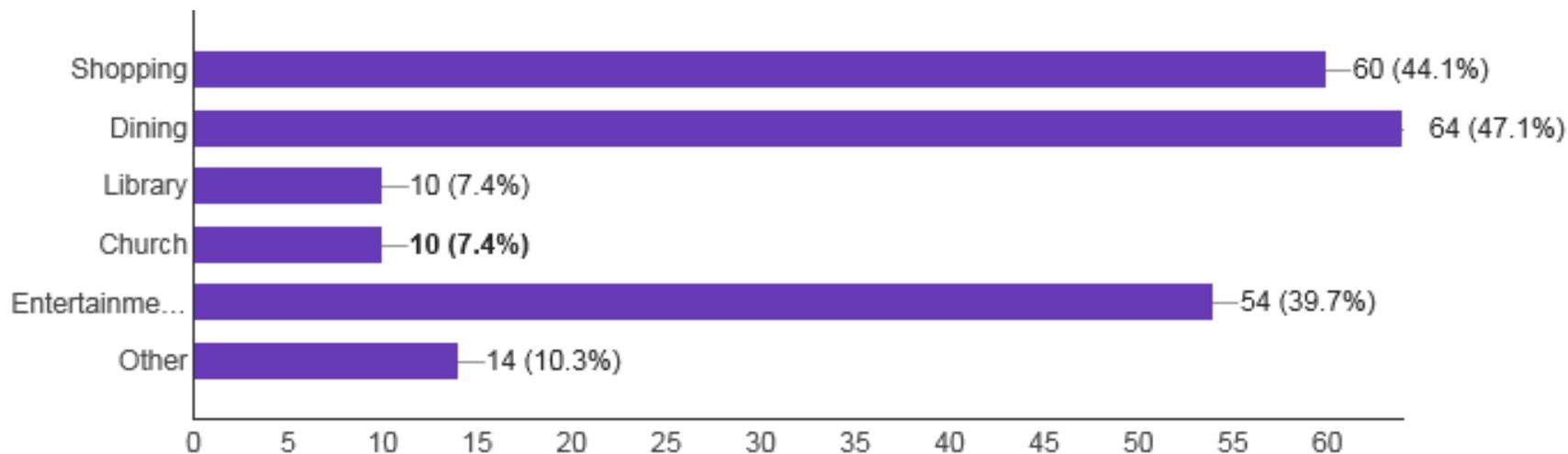


Daily	29%
1 to 2 times	29%
Once or twice a month	25%
A few times a year	12%
Seldom or never	5%
This is my first visit	2%

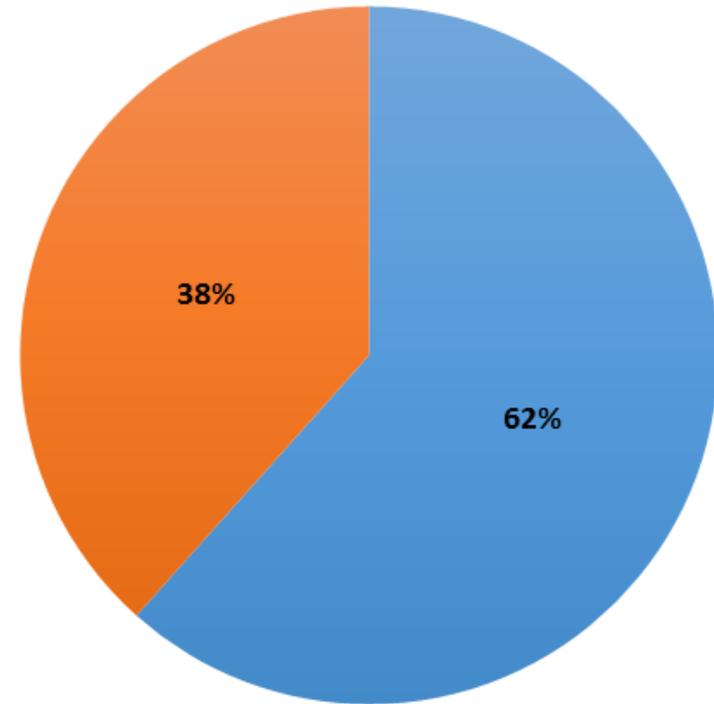
What is your the primary reason for visiting downtown? (176 Responses)



Check all other things you may do in addition to your primary reason for visiting DT: (136 responses)



When asked if there was a specific type of business they would like to see downtown 62% said Yes 38% said No. (154 responses)



What types of additional businesses would you like to see downtown: 91 responses to this opened ended question with multiple answers per person.

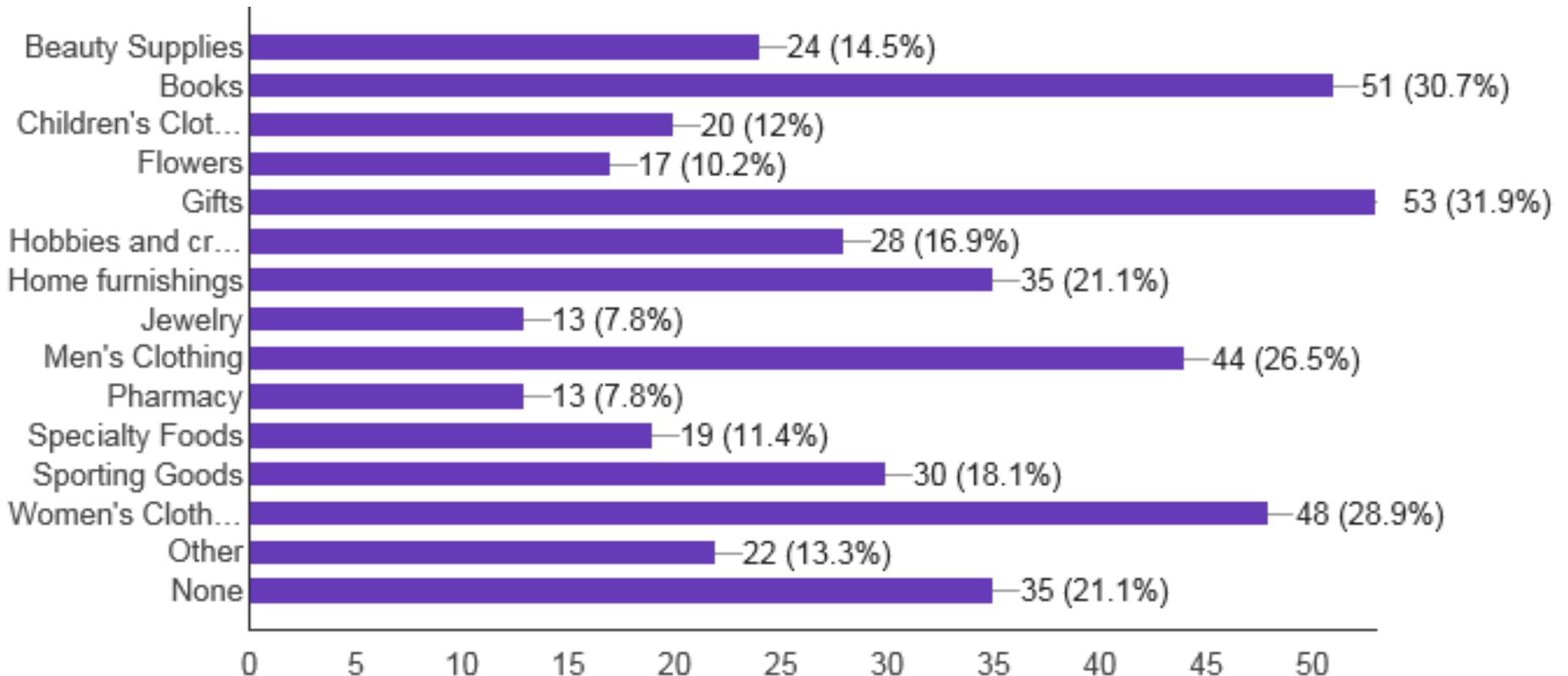
Overwhelmingly:

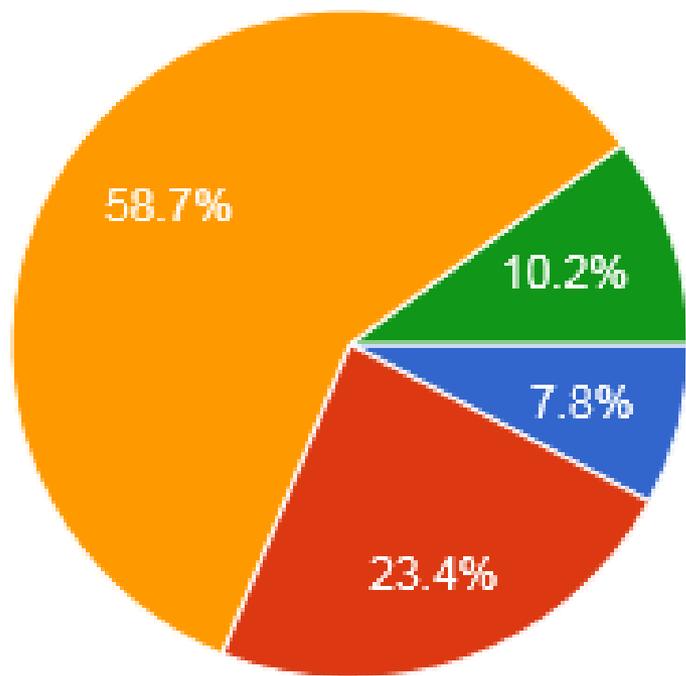
#1. restaurants/dining/restaurants/bars

Other responses included:

- nightlife/entertainment
- children's activities/teen club
- clothing/trendy clothing for the "under 40"
- soda shop, coffee shop, ice cream shop
- Pharmacy
- homeopathic shop, spa/yoga studio
- wine shop
- Hardware
- retail in general
- bookstore

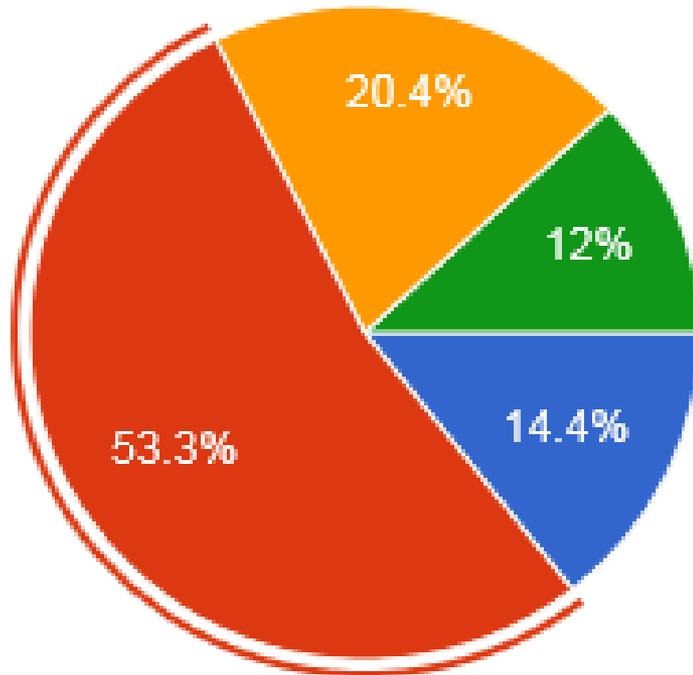
What type of products have you purchased on the internet within the last three months? (166 responses)





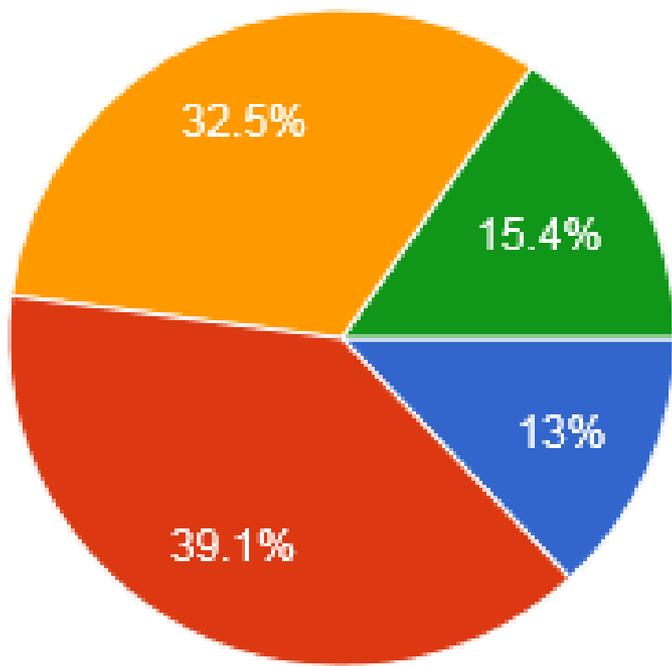
- Stronger
- Equal
- Weaker
- Don't Know

When asked to compare downtown Aberdeen to other places frequently shopped and doing business with in terms of Variety and Selection of shopping: (167 responses)



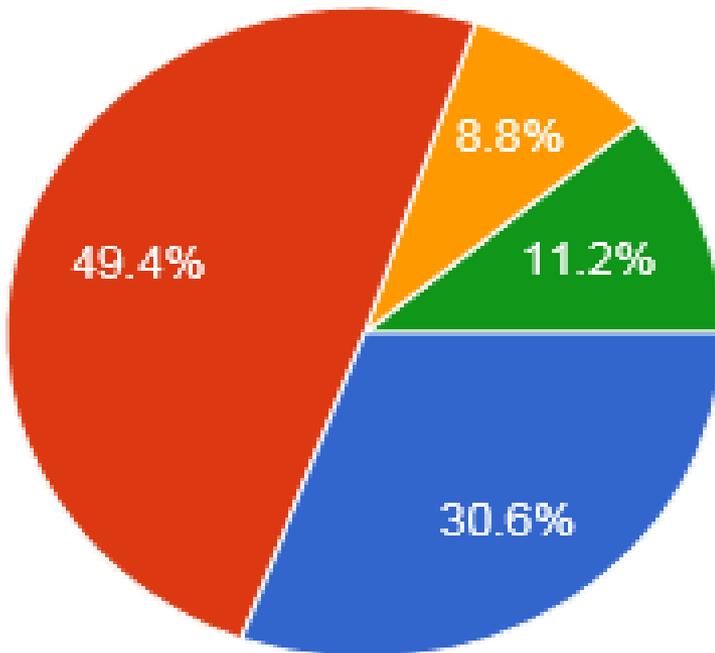
- Stronger
- Equal
- Weaker
- Don't Know

When asked about quality of services in downtown: (167 responses)



- Stronger
- Equal
- Weaker
- Don't Know

**Quality of Dining
compared to other
places:(169
responses)**

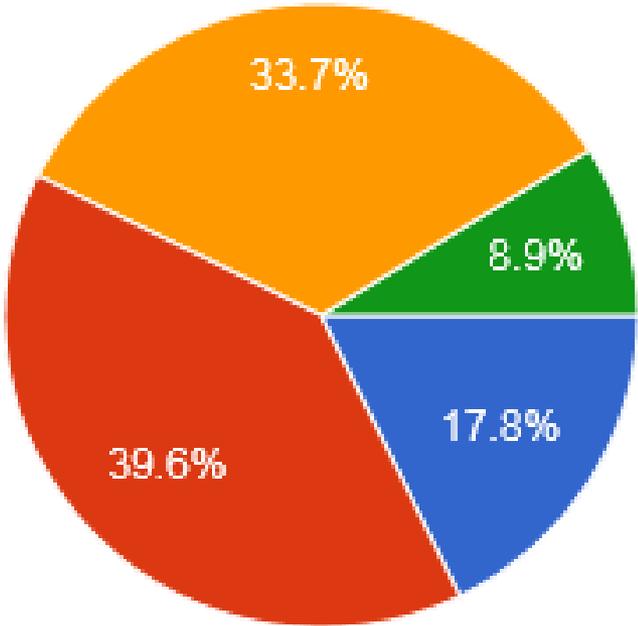


- Stronger
- Equal
- Weaker
- Don't Know

**Quality of Customer
Service: (170
responses)**

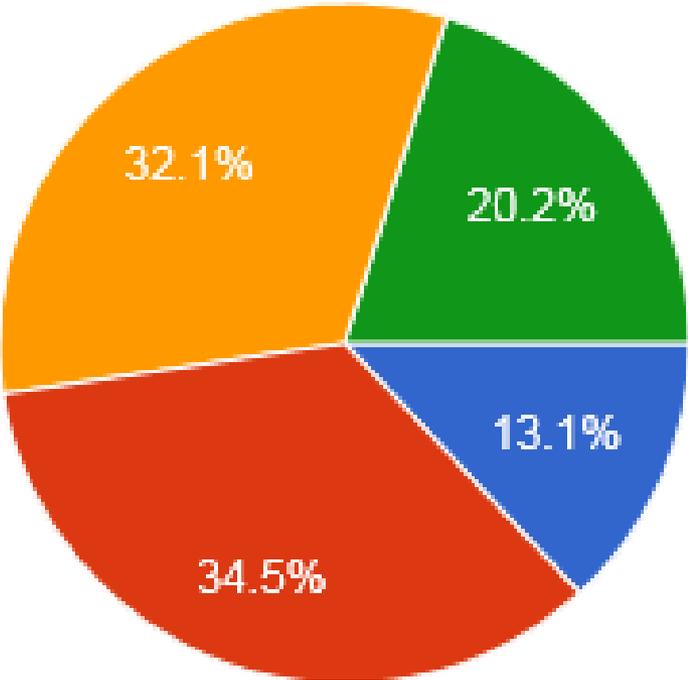
- Stronger
- Equal
- Weaker
- Don't Know

**Attractiveness:
(169 responses)**

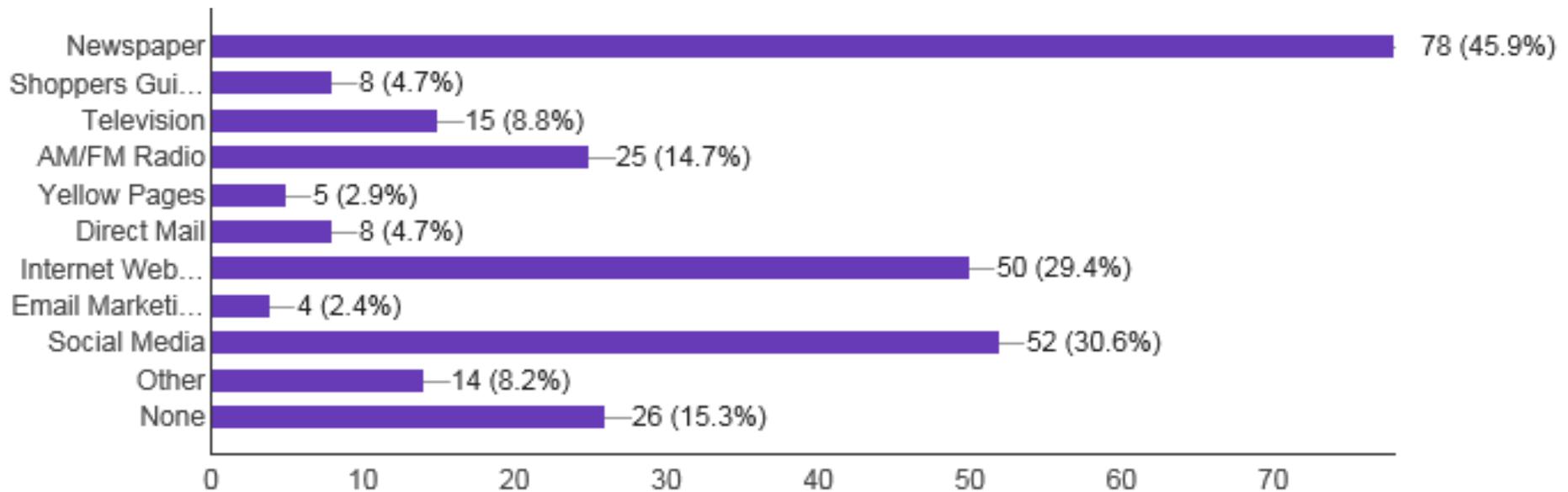


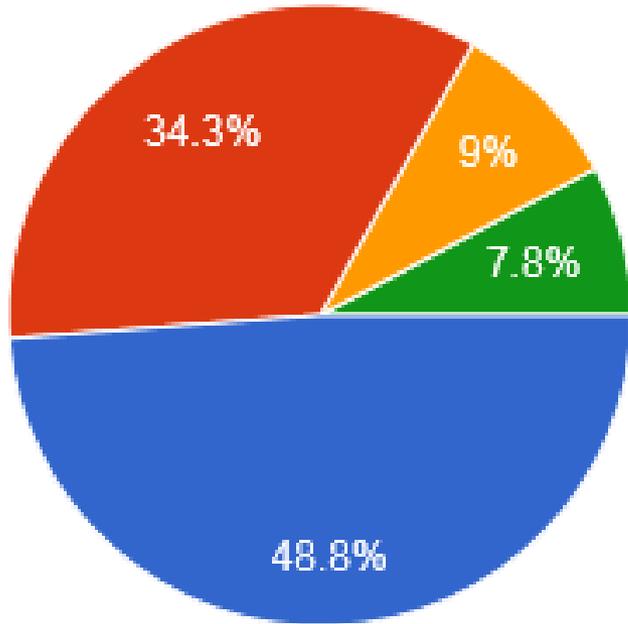
- Stronger
- Equal
- Weaker
- Don't know

**Quality of festivals
and events:
(168 responses)**



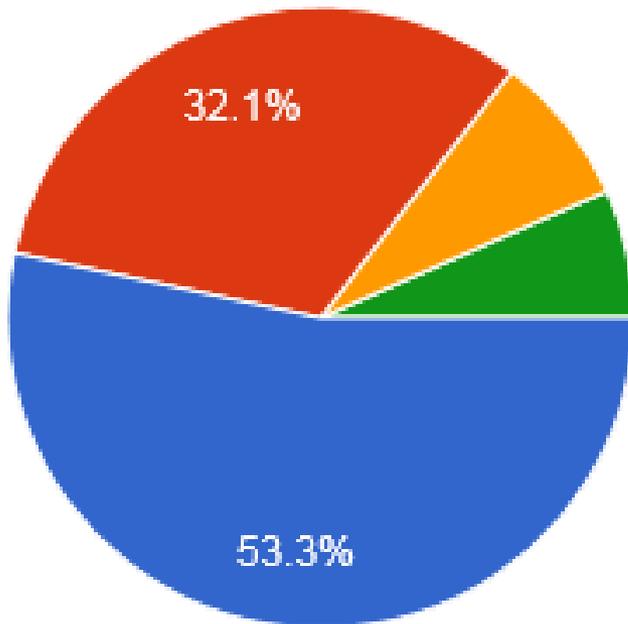
Of the following, which two media sources do you most rely on for Aberdeen area news and information? (170 responses)





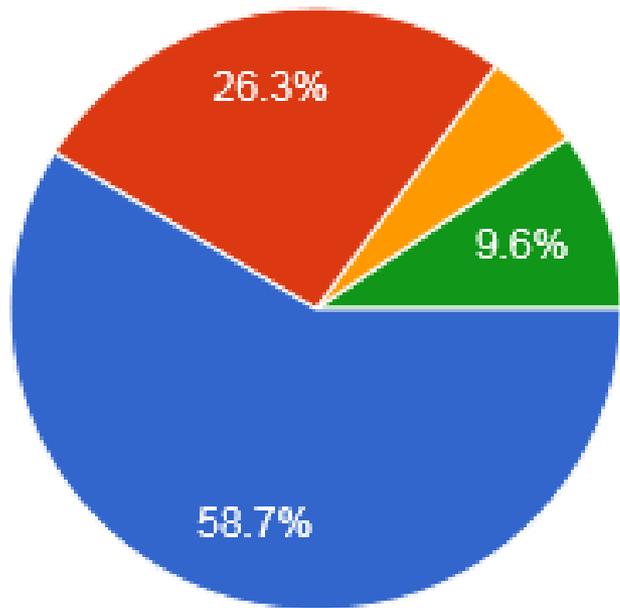
- High
- Moderate
- Low
- No Opinion

Would you place a high, moderate or low priority on possible downtown Aberdeen enhancement efforts to restore and preserve the DT's historic character? (166 responses)



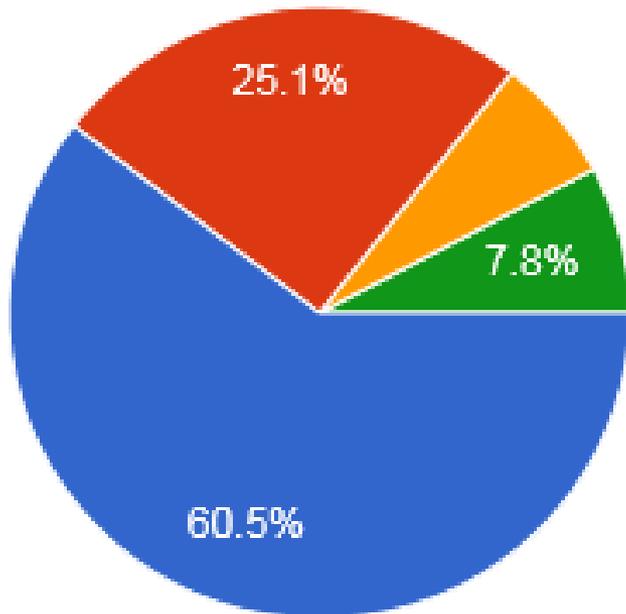
- High
- Moderate
- Low
- No Opinion

Would you place a high, moderate or low priority on possible downtown area's streets, sidewalks, lighting, furnishings, green spaces, trails, etc.: (165 responses)



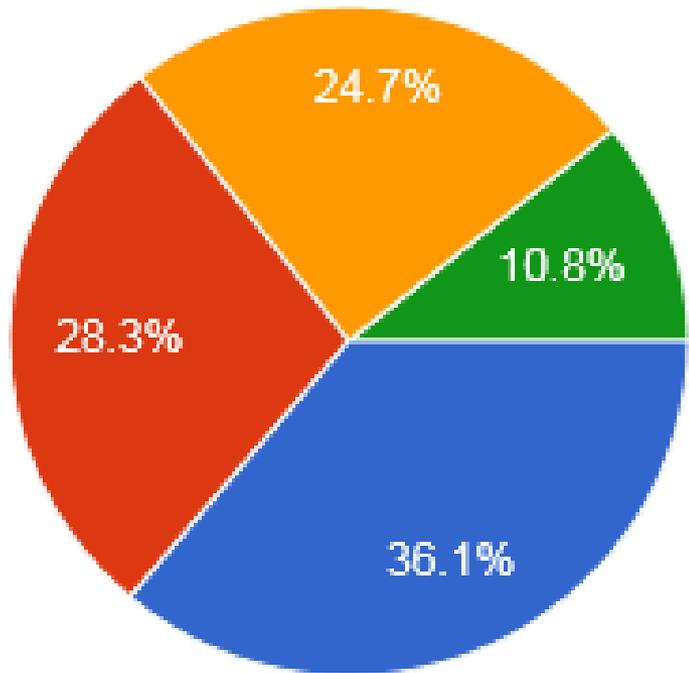
- High
- Moderate
- Low
- No Opinion

**Stage additional festivals and special events:
(167 responses)**



- High
- Moderate
- Low
- No Opinion

**Create incentives for new and expanding downtown businesses:
(167 responses)**



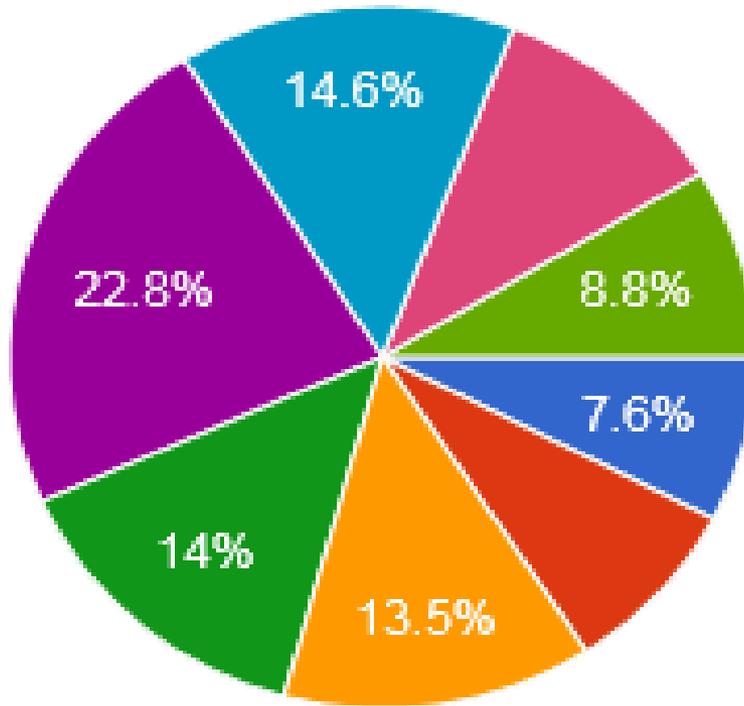
- High
- Moderate
- Low
- No Opinion

Improve and/or create more housing in the downtown area: (166 responses)

When asked: What is the one thing that you love most or that you would never change about Downtown Aberdeen?(128 responses) The top three responses were:

Small Town Feel, Historic character, Train Depot.

These were followed by a variety of answers including: People, History, Park, Aberdeen Lake, Character/Quaintness, the Bakehouse, Churches.

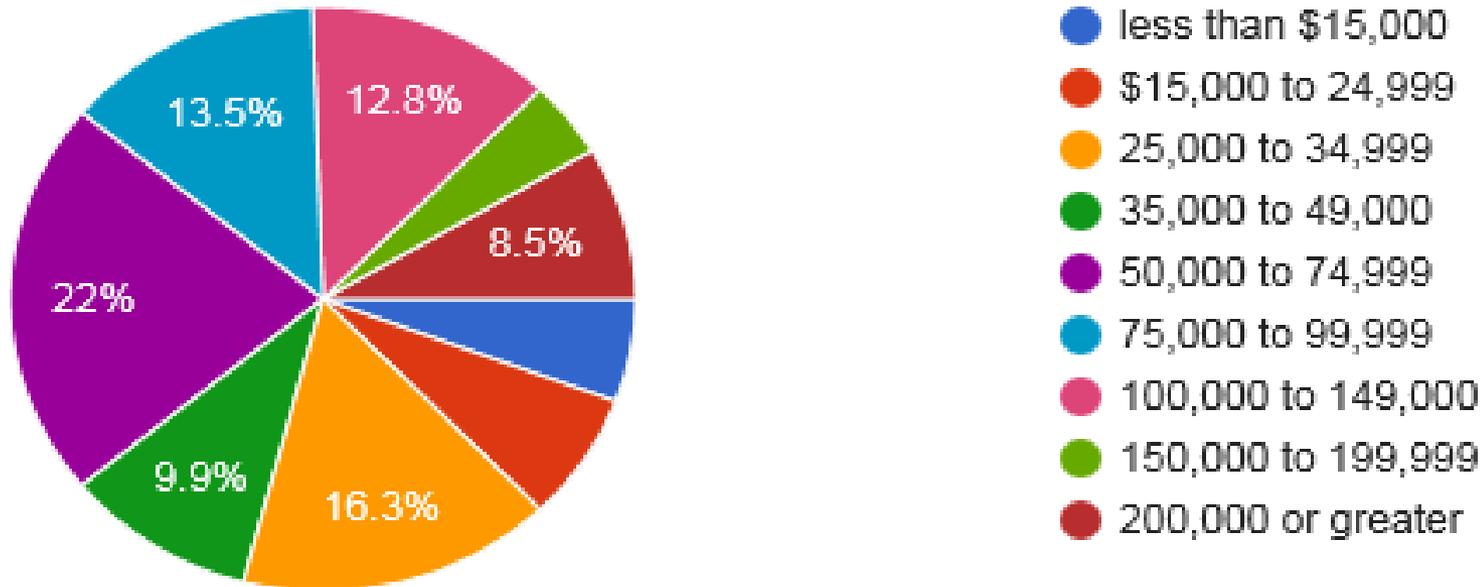


- 19 or younger
- 20 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or older

22.8% of respondents between ages 45 to 54 & 55% responses from female

**Responses to total number living in household:
 38% = 2; 21% = 4; 15% = 3; 14% = 1; 11% = 5, and
 1% have 6 or more living in their household.**

Estimated total gross annual household income: (144 responses)



* 22% between \$50,000 to \$74,999 this correlates with the ESRI Data within all three drive times for Average Household Income

And ESRI Also Gives Tapestry Segmentations:

- These are detailed descriptions of America's neighborhoods.
- U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition.
- The summaries for this report gives a minimalistic snapshot of the largest tapestry segmentation for each drive time.
- For Aberdeen there is one tapestry that is the same for both the 5 minute and 10 minute drive times



Race, Ethnicity, Demographics

Aberdeen 5 Minute Dr. Time from downtown	Population	%
White Alone	3,413	70%
Black Alone	1,052	22%
Hispanic Origin (Any Race)	289	6%
Two or more races	139	3%
Some other race alone	100	2%
Asian Origin	82	2%
American Indian	86	2%

Household Information within 5 Minute Drive Time

Households	1997	Median HH Income	\$41,162
Families	1286	Average HH Income	\$58,936
Average HH Size	2.41	Median Disposable Income	\$33,064
Owner Occupied	1220		
Renter Occupied	777		
Median Age	39		

This information is provided by ESRI On-Line Business Analysis

Old & Newcomers: #1 Tapestry Segmentation within the 5 minute drive time representing 33% of Aberdeen's population and also #1 in the 10 minute drive time representing 17% of the population. In the 15 minute drive time this segment is #2 with 9% of the population in Aberdeen in this segment. *Old & Newcomers* represents 2.3% overall in the U.S.

The information reflects the U.S. Characteristics: 2.7+ million households, Average Household Size: 2, Median Age: 38.5, Median Household Income: \$39,000

Who "we" are: Singles lifestyle mainly on a budget. Focus is convenience; neighborhoods in transition and age not always obvious.

Our Neighborhood: Metropolitan city dwellers. With 54% of Households rent versus 46% owner occupied; average rent \$800; 45% of housing multi-family, 44% multi-units in older buildings built before 1983 & Average vacancy rate 11%

Socioeconomic Traits: Unemployment is lower at nearly 8%, but 30% of this group are receiving Social Security; 28% College Educated, 33% some College and 10% still in college; Consumers are price conscious, and coupon clipping, but open to impulse buys; Attentive to environmental concerns and more comfortable with the latest technology; Strong supporters of Environmental Organizations; prefer cell phones to landlines.

Race and Ethnicity: 78% white.

Market Profile: Entertainment features the Internet (dating sites and games), country music and newspapers

- Vehicles a means of transportation
- Food features convenience
- Banking likely in person as online

Race, Ethnicity, Demographics

Aberdeen 10 Minute Dr. Time from downtown		Population	%
White Alone		15,110	68%
Black Alone		5,389	24%
Hispanic Origin (Any Race)		1,253	6%
Two or more races		569	3%
Some other race alone		475	2%
Asian Origin		313	1.4%
American Indian		298	1%
Household Information within 10 Minutes Drive Time			
Households	9,947	Median HH Income	\$42,278
Families	5,986	Average HH Income	\$63,433
Average HH Size	2	Median Disposable Income	\$33,823
Owner Occupied	5,743		
Renter Occupied	4,204		
Median Age	41		

This information is provided by ESRI On-Line Business Analysis

Race, Ethnicity, Demographics

Aberdeen 15 Minute Dr. Time from downtown	Population	%
White Alone	33,125	75%
Black Alone	8,015	18%
Hispanic Origin (Any Race)	2,191	6%
Two or more races	978	2%
Some other race alone	898	2%
Asian Origin	616	1.4%
American Indian	590	1.3%

Household Information within 15 Minutes Drive Time			
Households	19,867	Median HH Income	\$51,500
Families	12,867	Average HH Income	\$72,157
Average HH Size	2	Disposable Income	\$39,397
Owner Occupied	13,235		
Renter Occupied	6,632		
Median Age	47		

This information is provided by ESRI On-Line Business Analysis

Silver and Gold - 31% of Aberdeen's Residents within 15 Minute Drive Time of Downtown Represents 8% of households within the U.S.

The information reflects the U.S. Characteristics: 883,000 household, Average Household Size: 2.02, Median Age: 61.8, Median Household Income: \$63,000

Who "we" are: Almost the oldest senior market (second to *The Elders*); This is the most affluent senior market and is still growing. The affluence of *Silver and Gold* has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina and resources to enjoy the good life.

Our Neighborhood: *Silver and Gold* prefer a more bucolic setting, but close to metropolitan cities. Predominately single-family owner occupied homes with median value of \$289,000. Neighborhoods include seasonal/vacation homes reflected in a high vacancy rate of 35%. Mostly older married couples with no children. Average household size: 2.

Socioeconomic Traits: Well educated seniors, 44% college educated. Primarily retired, but still active in labor force with 41% participation rate. Low unemployment with highest self-employment group among all tapestries. More than half their income is from wages, retirement, social security, investments. Connected, but primarily to get news and track investments. More likely to own an e-reader or tablet than a Smart phone.

Race and Ethnicity: 92% white. **Market Profile:** Partial to luxury cars or SUVs; highest demand market for convertibles.

- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.
- Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets)
& Generous supporters of charitable organizations. Pursue the luxuries that well-funded retirement

Q & A???

