






Southside AL – Market Analysis Conclusions

Travel Patterns through Southside AL indicate significant consumer traffic through the primary intersection in the market providing the opportunity to capture consumer dollars south of the Coosa River.

 Placer.ai	Alabama State Route 77 (N)  1884 SR 77, So...	Vs	Alabama State Route 77 (S)  1998 SR 77, So...	Cedar Bend Rd (N)  2971 Cedar Be...	Pilgrims Rest Rd (E)  3031 Pilgrims R...
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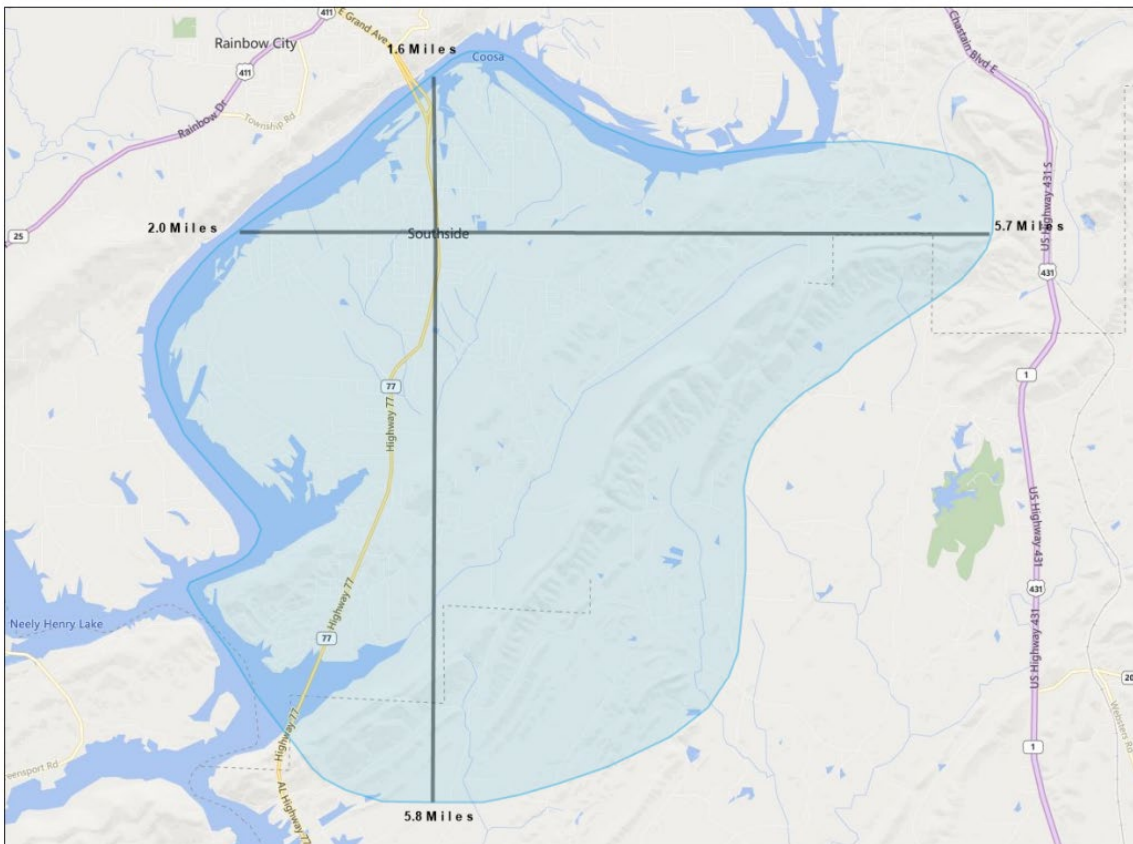
Metrics

	<i>Est. # of Customers</i>	<i>Est. # of Visits</i>	<i>Avg. Visits / Customer</i>	<i>Panel Visits</i>
Alabama State Ro... / 1884 SR 77, ...	550.9K	7.89M	14.32	382.4K
Alabama State Ro... / 1998 SR 77, ...	518.3K	6.52M	12.57	315.9K
Cedar Ben... / 2971 Cedar Bend Ro...	175.9K	2.04M	11.60	105.2K
Pilgrims Rest ... / 3031 Pilgrims Rest...	236.5K	3.09M	13.06	154K

The Coosa River acts as a natural boundary to create a custom trade area for Southside as a separate market to support certain retail establishments. New retail should be driven by aggressive recruitment and incentives to entice a regional grocery concept. Analytics also supports the opportunity to drive entrepreneurial retail growth and support existing Southside businesses.

Southside, AL - Regional Trade Area - Site Map

NextSite



Key takeaway is the demographics – population and income in the custom trade area, supported by Peer and VOID analysis – creates the opportunity for pro-active outreach to the identified targets outlined below and entrepreneurial growth.

Southside, AL - Regional Trade Area

NextSite Community Overview

1990 - 2000 - 2010 Census, Q1 2021 Estimates & Q1 2026 Projections

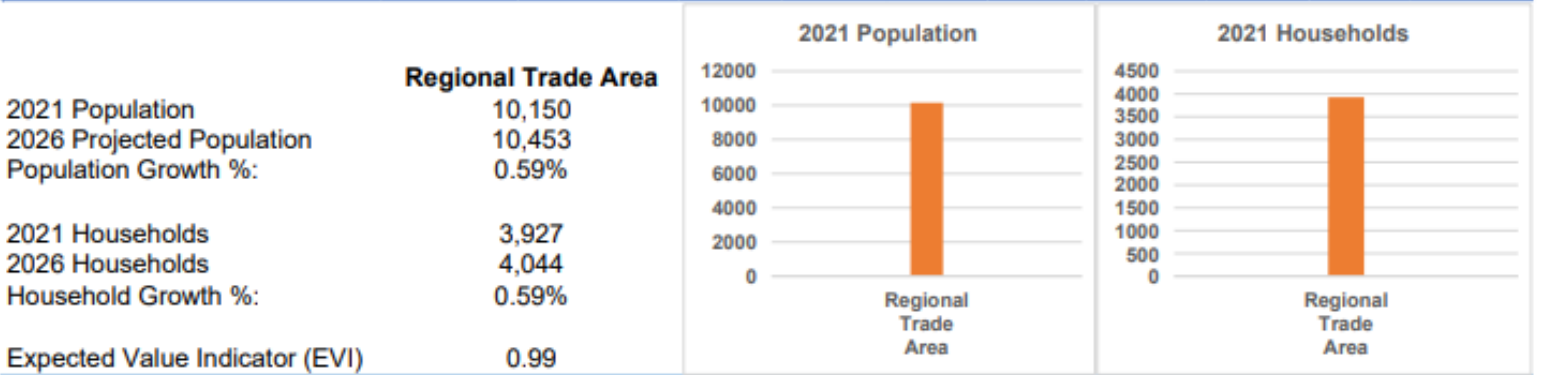
Calculated using TAS Retrieval

Latitude: 33.921036 Longitude: -86.022240

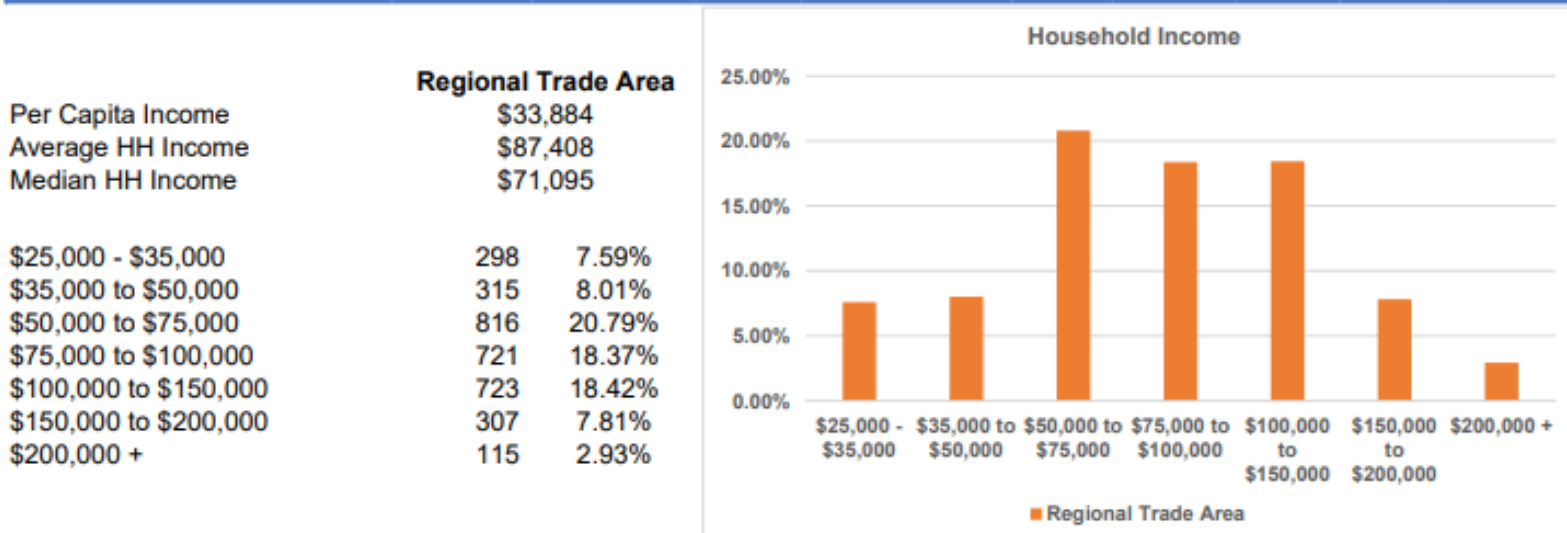
Jul 12, 2021



Population



Household Income



Grocery and Pharmacy leakage from the Southside custom trade area further illustrates consumers are currently traveling across the Coosa River and spending significant dollars on Food, Beverage, Health, Personal Care and Restaurant services. Restaurant recruitment to Southside should focus on regional concepts which may be primarily franchise driven. Scooter's Coffee is an example of a franchise driven concept – drive through coffee – that is currently looking to expand in Alabama.

Food and Beverage Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Food and beverage stores (NAICS 445)	8,039,113	23,618,450	15,579,337
Grocery stores (NAICS 4451)	7,934,250	21,179,103	13,244,852
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	7,934,250	20,343,553	12,409,302
Convenience stores (NAICS 44512)	0	835,550	835,550
Specialty food stores (NAICS 4452)	0	745,942	745,942
Meat markets (NAICS 44521)	0	246,115	246,115
Fish and seafood markets (NAICS 44522)	0	89,373	89,373
Fruit and vegetable markets (NAICS 44523)	0	152,527	152,527
Other specialty food stores (NAICS 44529)	0	257,927	257,927
Baked goods stores and confectionery and nut stores (NAICS 445291 + 445292)	0	140,614	140,614
All other specialty food stores (NAICS 445299)	0	117,313	117,313
Beer, wine, and liquor stores (NAICS 4453)	104,862	1,693,405	1,588,543

Health and Personal Care Stores

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Health and personal care stores (NAICS 446)	8,077,973	11,906,339	3,828,366
Pharmacies and drug stores (NAICS 44611)	7,592,796	9,845,030	2,252,233
Cosmetics, beauty supplies, and perfume stores (NAICS 44612)	22,625	756,799	734,174
Optical goods stores (NAICS 44613)	266,919	465,073	198,154
Other health and personal care stores (NAICS 44619)	195,632	839,437	643,805
Food (health) supplement stores (NAICS 446191)	209	296,130	295,920
All other health and personal care stores (NAICS 446199)	195,423	543,308	347,885

Food Services and Drinking Places

	2020 Supply (\$)	2020 Demand (\$)	GAP/Surplus (\$)
Food services and drinking places (NAICS 722)	10,888,947	22,559,657	11,670,711
Special food services (NAICS 7223)	2,232,037	1,862,549	-369,488
Food service contractors (NAICS 72231)	1,861,661	1,520,954	-340,706
Caterers (NAICS 72232)	370,376	314,050	-56,326
Mobile food services (NAICS 72233)	0	27,545	27,545
Drinking places (alcoholic beverages) (NAICS 7224)	943	778,974	778,030
Restaurants and other eating places (NAICS 7225)	8,655,966	19,918,135	11,262,169

City	State	3 mi Population	3 mi Avg HH Inc	5 mi Population	5 mi Avg HH Inc	Ace Hardware	Food City	Dairy Queen	Scooter's Scooter's	Marco's Pizza	Metro by T-Mobile	Boost Mobile	Napa Auto Parts
York	SC	12,986	\$62,987	21,309	\$68,355	12	104	14	39	10	11	1	8
Breaux Bridge	LA	13,854	\$68,879	23,561	\$69,791	8	488	11	218	112	7	7	0
Winchester	TN	12,653	\$71,650	18,121	\$69,555	15	40	2	55	37	30	26	0
Southside	AL	9,612	\$84,565	21,690	\$83,009	9	70	8	68	16	8	7	17
Lugoff	SC	9,800	\$67,544	18,409	\$68,228	1	165	2	54	12	1	3	5
Alexandria	KY	14,558	\$94,562	25,521	\$92,044	1	112	7	274	8	9	5	0
Butner	NC	13,356	\$64,752	20,411	\$71,505	15	120	15	128	10	11	9	2