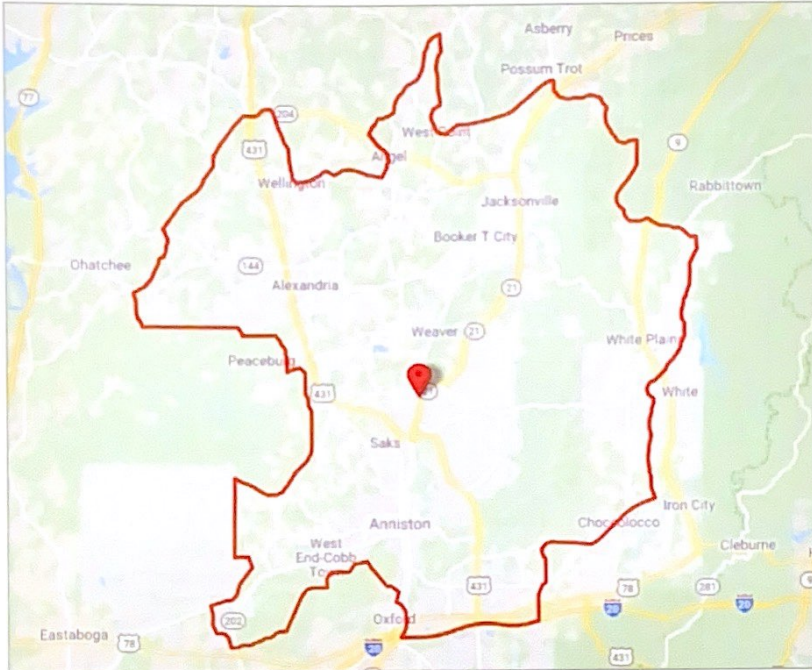# Our Research

CUSTOM TRADE AREA

*The following demographics reflect the Custom Trade Area (CTA) and not geographic community boundaries.

Anniston, AL Custom Trade Area (CTA)

Population – 75,063

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive time areas are a start.

A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month.

Your trade area has been created by combining a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.

Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Mobile Data Tracking

Mobile data tracking uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. This technology includes mobile phone data with latitude and longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours.

The data shown includes shoppers who visited the defined location during a 1-year time period. This tool allows us to identify where consumers are actually coming from to shop in your market (Custom Trade Area) using actual data. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and more accurately predict business success.

This data is intended to support the trade area but does not solely define the trade area.
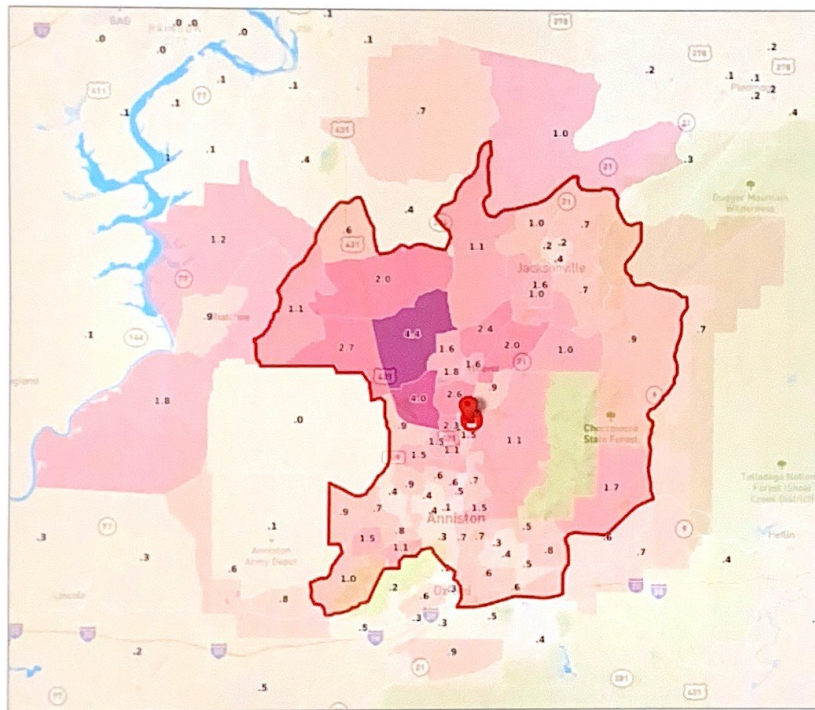
Walmart
5560 McClellan Blvd
Anniston, AL 36206
+12568203326

Details

Brand	Walmart
Top Category	General Merchandise Stores, including Warehouse Clubs and Supercenters
Sub Category	All Other General Merchandise Stores
Median Dwell Time	21.83 min
Median Distance from Home	6.5 miles
Annual Visits	**113,137 visits
Monthly Visits	9,428
Monthly Visitors	4,045
Tourist Visits	2.2%

**indicates a shared geofence. Visitation is assigned based on the location's centroid and results may not be as accurate

Visits by Distance
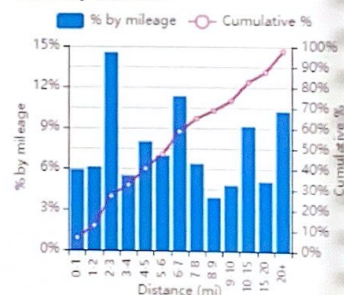
% Tourists by Month
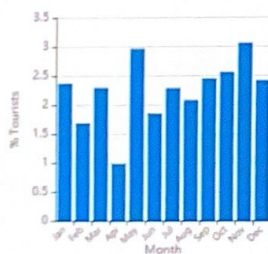
Visits By Month
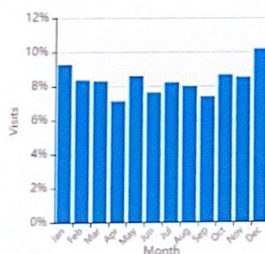
Visits by Day
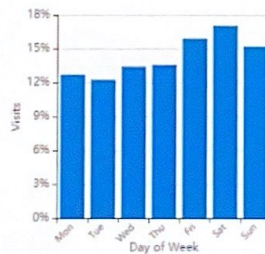
Our Research

POPULATION

75,063

2020 estimated population

75,961
projected 2025
population

1.2%
projected growth rate
2019-2024

38

male avg. age

41

female avg. age

Our Research

CURRENT YEAR ESTIMATED POPULATION BY RACE

Race

- Asian
- Black
- Latino
- White
- Other

Other 2%

Asian 1%

Black 25%

Latino 3%

White 69%
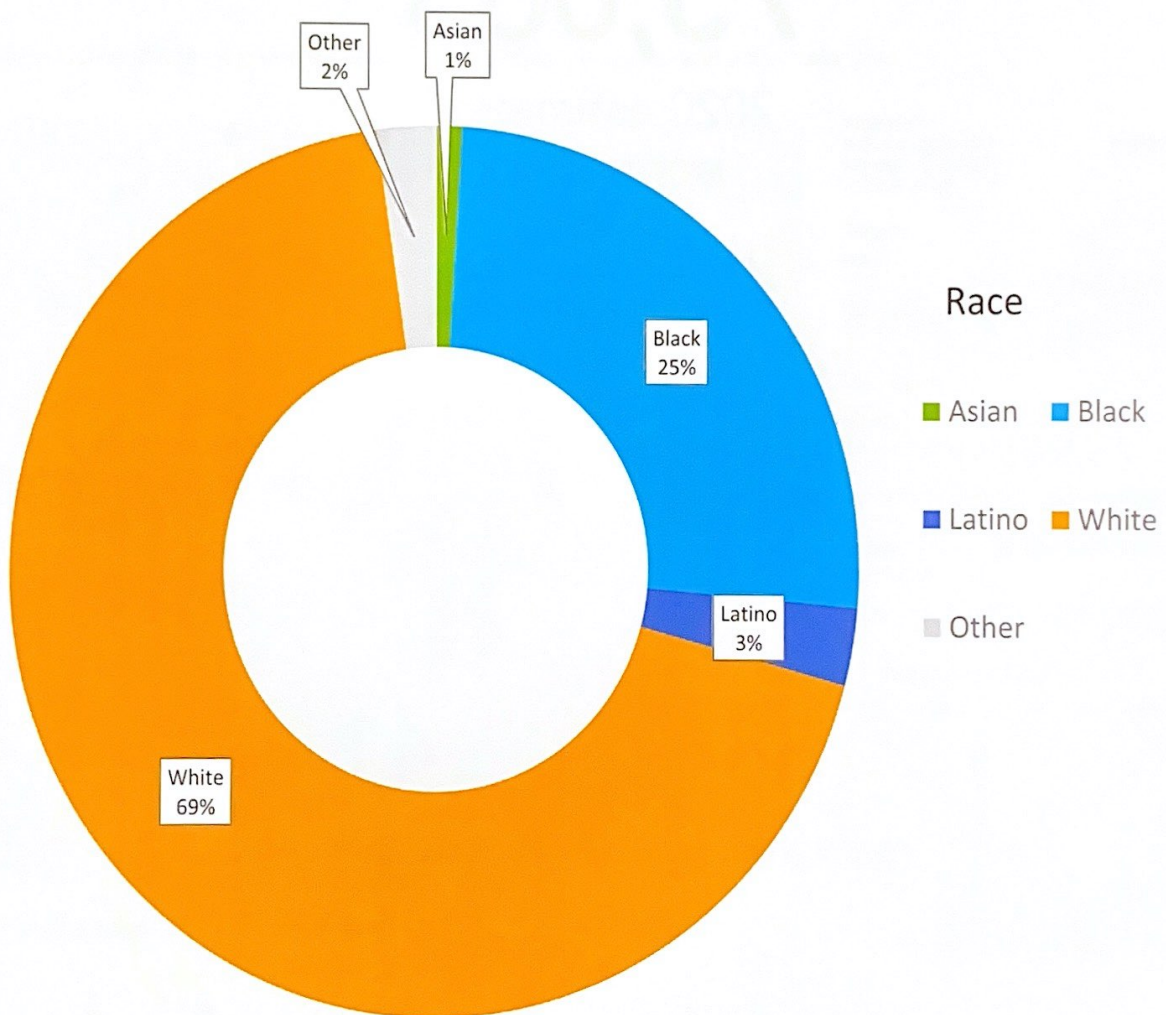
Our Research

CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

34,580
number of households

$43,864
median household income

10,409

8,909

5,021

3,561

1,494

549

330

29%	34%	17%	12%	5%	2%	1%
1-person household	2-person household	3-person household	4-person household	5-person household	6-person household	7 or more person household

Our Research

2020 ESTIMATED HOUSING UNITS BY TENURE
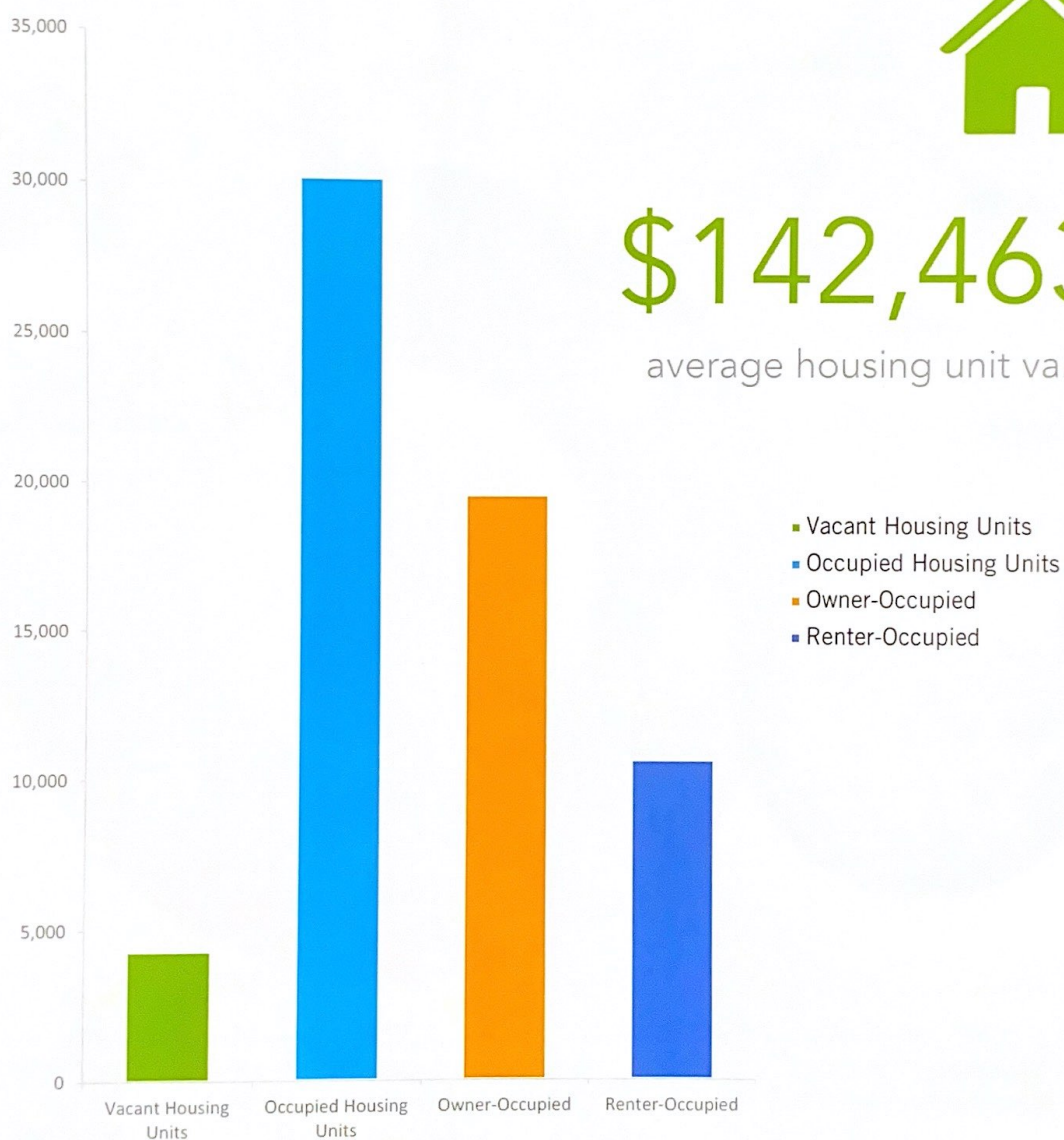
$142,463

average housing unit value

Legend:
- Vacant Housing Units
- Occupied Housing Units
- Owner-Occupied
- Renter-Occupied

Chart axis (left): 0, 5,000, 10,000, 15,000, 20,000, 25,000, 30,000, 35,000

Categories (bottom): Vacant Housing Units, Occupied Housing Units, Owner-Occupied, Renter-Occupied

Our Research

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE

Nonfamily Households — 6%

No own children under 18 years — 9%

With own children under 18 years — 9%

Female Householder: no husband present: — 18%

No own children under 18 years — 3%

With own children under 18 years — 2%

Male Householder: no wife present: — 5%

No own children under 18 years — 29%

With own children under 18 years — 14%

Married-couple family — 42%

Family Households — 65%

1 Person Households — 29%

0   5,000   10,000   15,000   20,000   25,000

2.39

people per household

Our Research

DAYTIME POPULATION

88,468 daytime population

Legend:
- Children at home
- Retired/Disable persons
- Homemakers
- Work at Home
- Employed
- Unemployed
- Student Populations

4% | 15% | 15% | 1% | 39% | 4% | 22%

Our Research

EMPLOYMENT TYPE

Military
3%

Unclassified
0%

White Collar
38%

$47,812
average
employee salary

Blue Collar
59%

■ White Collar ■ Blue Collar ■ Military ■ Unclassified

Our Research

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT

Educational Attainment	Population
DOCTORATE DEGREE	524
PROFESSIONAL SCHOOL DEGREE	695
MASTER'S DEGREE	3,111
BACHELOR'S DEGREE	5,468
ASSOCIATE DEGREE	3,832
SOME COLLEGE, NO DEGREE	13,493
HIGH SCHOOL GRADUATE (OR GED)	15,371
SOME HIGH SCHOOL, NO DIPLOMA	5,514
LESS THAN 9TH GRADE	2,100

Our Research

OPPORTUNITY GAP

Category	Value
Gasoline Stations	$55,167,735
Building Material & Supplies Dealers	$24,648,141
Health & Personal Care Stores	$12,364,299
Sporting Goods & Hobby	$7,553,377
Lawn & Garden Equipment & Supplies Stores	$6,800,416
Shoe Stores	$4,926,324
Office Supplies, Stationery & Gift Stores	$4,273,900
Automotive Parts, Accessories, & Tire Stores	$4,064,744
Full-Service Restaurants	$3,809,153
Clothing Stores	$2,905,118
Home Furnishings Stores	$2,846,353
Bars/Drinking Places (Alcoholic Beverages)	$1,874,414

$0 $10,000,000 $20,000,000 $30,000,000 $40,000,000 $50,000,000 $60,000,000

MARKET ANALYSIS
Our Research

COMMUTE PROFILE: 3 MILES

WORKERS

7,989
ACS Workers Age 16+

76.7%
Drove Alone to Work

156
2019 Workers 16+ Worked at Home (ACS 5-Yr)

TRANSPORTATION TO WORK

0.7%
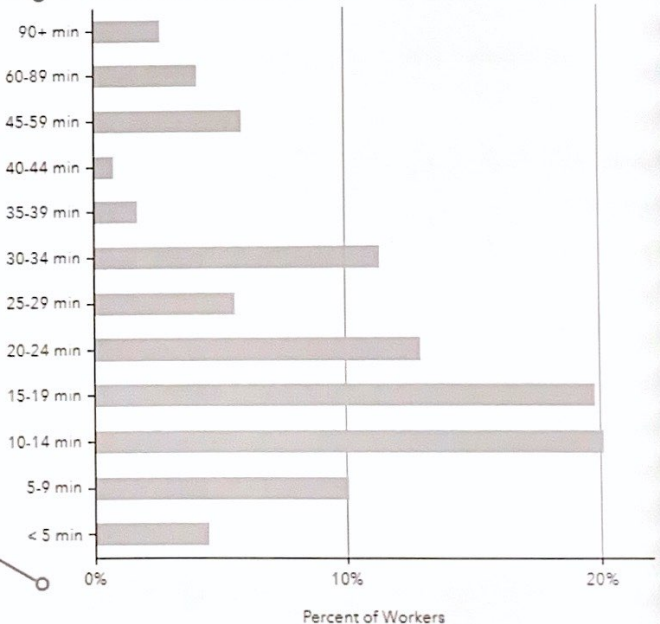Took Public Transportation

18.1%
Carpooled

1.1%
Walked to Work

0.0%
Bike to Work

TRAVEL TIME TO WORK

Percent of Workers

This infographic contains data provided by American Community Survey (ACS). The vintage of the data is 2015-2019.

© 2020 Esri

Tapestry Segmentation Profile

Tapestry Segmentation classifies neighborhoods into 67 unique segments based not only on demographics but also socioeconomic characteristics. It describes US neighborhoods in easy-to-visualize terms, ranging from Soccer Moms to Heartland Communities.

Tapestry gives you insights to help you identify your best customers, optimal sites, and underserved markets by understanding customers' lifestyle choices, what they buy, and how they spend their free time.
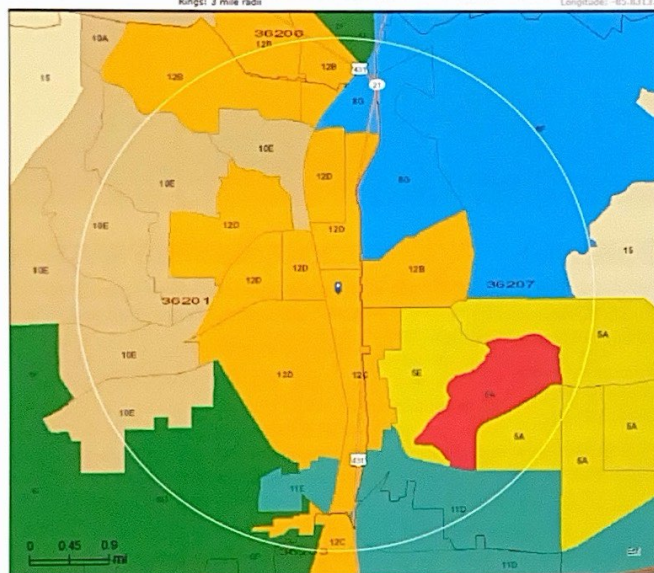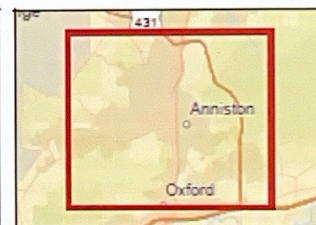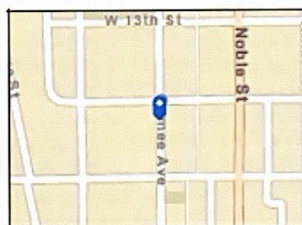

Dominant Tapestry Map

1100-1198 Gurnee Ave
1100-1198 Gurnee Ave, Anniston, Alabama, 36201
Rings: 3 mile radii

Prepared by Esri
Latitude: 33.65942
Longitude: -85.83137

Tapestry LifeMode

L1: Affluent Estates	L8: Middle Ground
L2: Upscale Avenues	L9: Senior Styles
L3: Uptown Individuals	L10: Rustic Outposts
L4: Family Landscapes	L11: Midtown Singles
L5: GenXurban	L12: Hometown
L6: Cozy Country	L13: Next Wave
L7: Ethnic Enclaves	L14: Scholars and Patriots

esri

Tapestry Segmentation Area Profile

1100-1198 Gurnee Ave
1100-1198 Gurnee Ave, Anniston, Alabama, 36201
Ring: 3 mile radius

Prepared by Esri
Latitude: 33.65942
Longitude: -85.83137

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households Percent	2021 Households Cumulative Percent	2021 U.S. Households Percent	2021 U.S. Households Cumulative Percent	Index
1	Modest Income Homes (12D)	26.6%	26.6%	1.3%	1.3%	2092
2	Rural Bypasses (10E)	15.1%	41.7%	1.3%	2.6%	1,137
3	Traditional Living (12B)	14.7%	56.4%	1.9%	4.5%	775
4	Set to Impress (11D)	8.3%	64.7%	1.4%	5.9%	600
5	Small Town Simplicity (12C)	7.9%	72.6%	1.8%	7.7%	431
	Subtotal	72.6%		7.7%		

Tapestry Segmentation Profile

LifeMode Group: Hometown
Modest Income Homes

12D

Households: 1,627,600

Average Household Size: 2.56

Median Age: 37.0

Median Household Income: $23,900

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have one car (or no vehicle); nearly a third rely on car pooling, walking, biking or public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at almost three times the US rate.
- Income is less than half of the US median income; more than one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$23,900
$56,100

| 0 | $100K | $200K | $300K | $400K | $500K | $600K+ |

Median Net Worth

$12,400
$93,300

| 0 | $100K | $200K | $300K | $400K | $500K | $600K+ |

US Median

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, *Modest Income Homes* residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

Tapestry Segmentation Profile
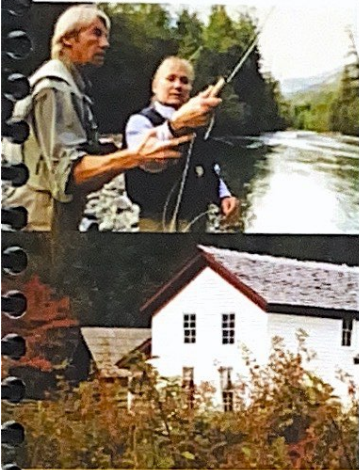
LifeMode Group: Rustic Outposts

Rural Bypasses

10E

Households: 1,646,400

Average Household Size: 2.55

Median Age: 40.4

Median Household Income: $33,000

WHO ARE WE?

Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.
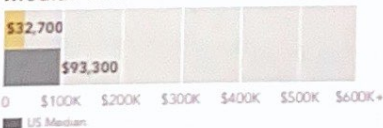
OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.
- Most residents own single-family homes, or mobile homes (Index 504).
- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.
- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS

- Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor's degree or higher.
- Unemployment is very high at 9% (Index 161); labor force participation is low at 47% (Index 76).
- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.
- Religion, faith, and traditional values are central in their lives.
- Many have a pessimistic outlook of their household's financial well-being.
- They rely on television to stay informed.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$33,000
$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$32,700
$93,300

0    $100K $200K $300K $400K $500K $600K+

US Median

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Typical of their country lifestyle, *Rural Bypasses* residents prefer trucks over sedans.
- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.
- Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.
- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

Tapestry Segmentation Profile
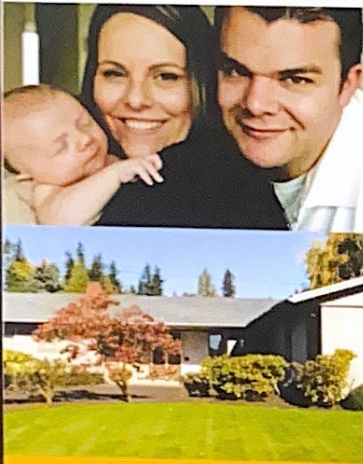
LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.
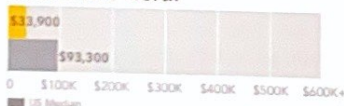
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$39,300

$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$33,900

$93,300

0    $100K $200K $300K $400K $500K $600K+

US Median

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).

- Average household size is slightly lower at 2.51.

- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).

- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.

- Average commuting time to work is very short (Index 22).

- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.

- Unemployment is higher at 7.3% (Index 134); labor force participation is also a bit higher at 63.4%.

- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.

- Connected and comfortable with the Internet, they are more likely to participate in online gaming or posting pics on social media.

- TV is seen as the most trusted media.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.

- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.

- They tend to carry credit card balances, have personal loans, and pay bills in person.

- Half of households have abandoned landlines for cell phones only.

- They watch their favorite channels including ABC Family, CMT, and Game Show Network.

- They're fast food devotees.

- They enjoy outdoor activities such as fishing and taking trips to the zoo.

Tapestry Segmentation Profile

LifeMode Group: Midtown Singles

Set to Impress

11D

Households: 1,714,100

Average Household Size: 2.12

Median Age: 33.9

Median Household Income: $32,800

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 141).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$32,800

$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$12,200

$93,300

0   $100K $200K $300K $400K $500K $600K+
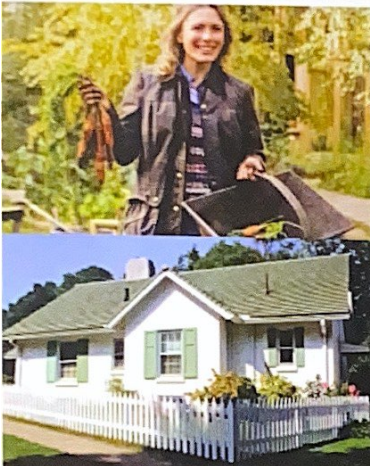
US Median

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media, downloading video games, and watching TV programs.
- They own used, imported vehicles.
- Residents prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

Tapestry Segmentation Profile

LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8
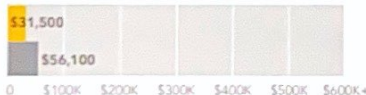
Median Household Income: $31,500

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.
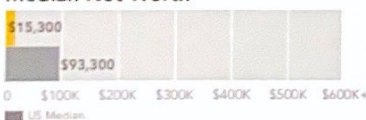
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$31,500
$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$15,300
$93,300

0    $100K $200K $300K $400K $500K $600K+

US Median

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of $92,300 is about half the US median.
- Average rent is $639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

Walkability Assessment

62

What's your Community's Walk Score?

A community's walk score is determined by analyzing 3 factors: **walkable distance** between boundaries, presence of a **comprehensive network of pathways** designed for pedestrians and cyclists, and variety of restaurants, retailers, and service providers **necessary for regular life.**

This assessment shows your Downtown with boundaries notating a **5, 10,** and **20-minute walk**. A walk time from one Downtown boundary to the next that exceeds 20 minutes is not considered walkable.

90–100	**Walker's Paradise**	Daily errands do not require a car
70–89	**Very Walkable**	Most errands can be accomplished on foot
50–69	**Somewhat Walkable**	Some errands can be accomplished on foot
25–49	**Car-Dependent**	Most errands require a car
0–24	**Car-Dependent**	Almost all errands require a car
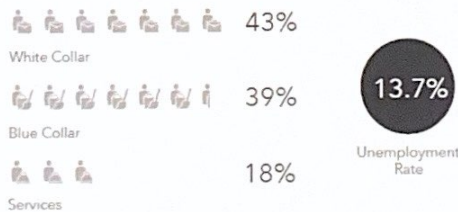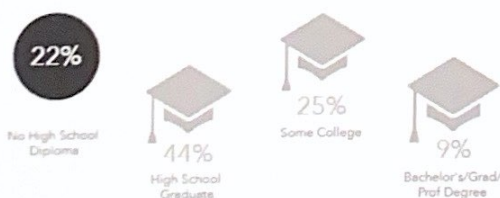
The following demographics represent the **population of residents** within a **20-minute walk time** of the Downtown Study Area.

Keep these figures in mind when imagining the possible economic impacts of developing your Downtown into a walkable destination.

KEY FACTS

3,768
Population

39.2
Median Age

2.2
Average Household Size

INCOME

$25,119
Median Household Income

$15,515
Per Capita Income

$13,216
Median Net Worth

BUSINESSES

707
Total Businesses

8,240
Total Employees

EMPLOYMENT

43%
White Collar

39%
Blue Collar

18%
Services

13.7%
Unemployment Rate

EDUCATION

22%
No High School Diploma

44%
High School Graduate

25%
Some College

9%
Bachelor's/Grad/Prof Degree

HOUSING STATS

$55,711
Median Home Value

$3,873
Average Spent on Mortgage & Basics

$417
Median Contract Rent

Walkability Assessment

A community's walk score is determined by analyzing 3 factors: walkable distance between boundaries, presence of a comprehensive network of pathways designed for pedestrians and cyclists, and variety of restaurants, retailers, and service providers necessary for regular life.

1   ## Walkable Distance Between Boundaries

Downtown Anniston's boundaries fall just outside a 0.25-mile radius and around a 10-minute walk time from end to end of the area, which is considered extremely walkable from a distance perspective.

2   ## Presence of a Comprehensive Network of Pathways

While there are sidewalks on the main thoroughfare, priority should be given to expanding this by focusing on curb cuts, on-street parking, and sidewalks and bike baths on some of the secondary streets within Downtown Anniston.

3   ## Variety of Restaurants, Retailers & Service Providers Present

The greatest amount of potential lies with identifying more qualified restaurant and retailer prospects and matching those with available real estate in the Downtown area to improve the business offerings. Downtown Anniston has the potential to be even more of a true destination for residents and visitors.
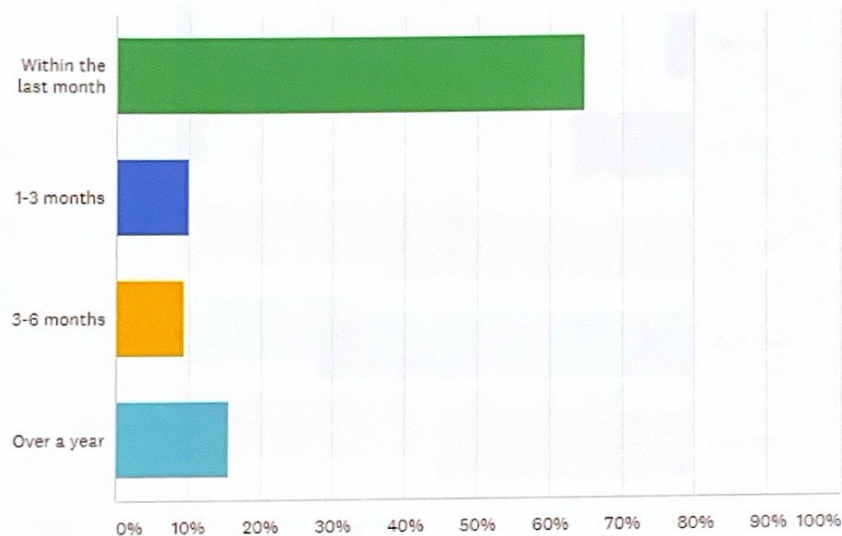
MARKET ANALYSIS

Downtown Community Input Survey Preview

When is the last time you visited a business (service, restaurant, or retail shop) in Downtown Anniston?

Answered: 422   Skipped: 0

What three (3) business types would you like to see within Downtown Anniston that are not currently present?

Answered: 402   Skipped: 20

|	
☐ social pulb night life movie theater 6/11/2021 2:04 PM	View respondent's answers Add tags▾
☐ Affordable loft living 6/11/2021 9:09 AM	View respondent's answers Add tags▾
☐ Clothing, home goods, family oriented·fun 6/6/2021 10:31 AM	View respondent's answers Add tags▾
☐ Movies 6/5/2021 4:29 PM	View respondent's answers Add tags▾

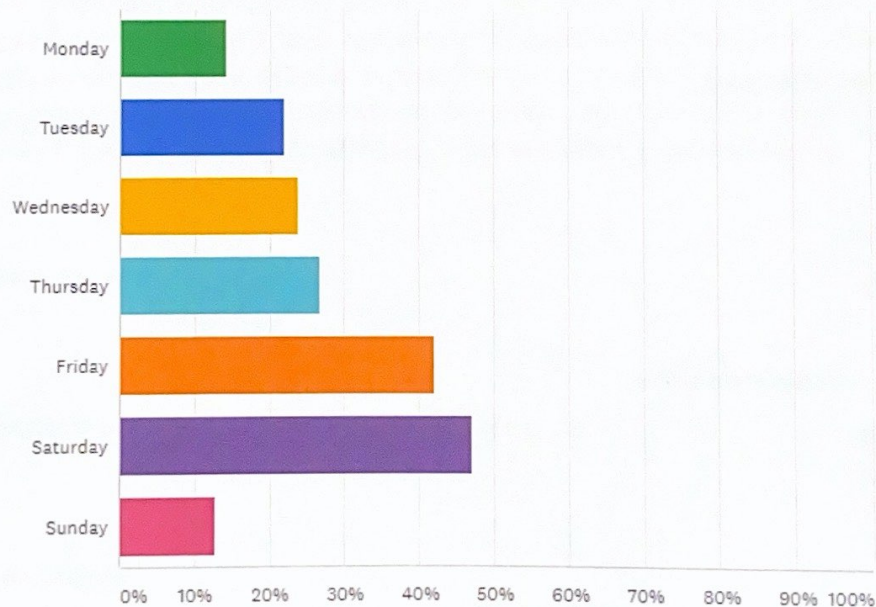# Downtown Community Input Survey Preview

What time of day do you typically shop in Downtown Anniston?

Answered: 401   Skipped: 21
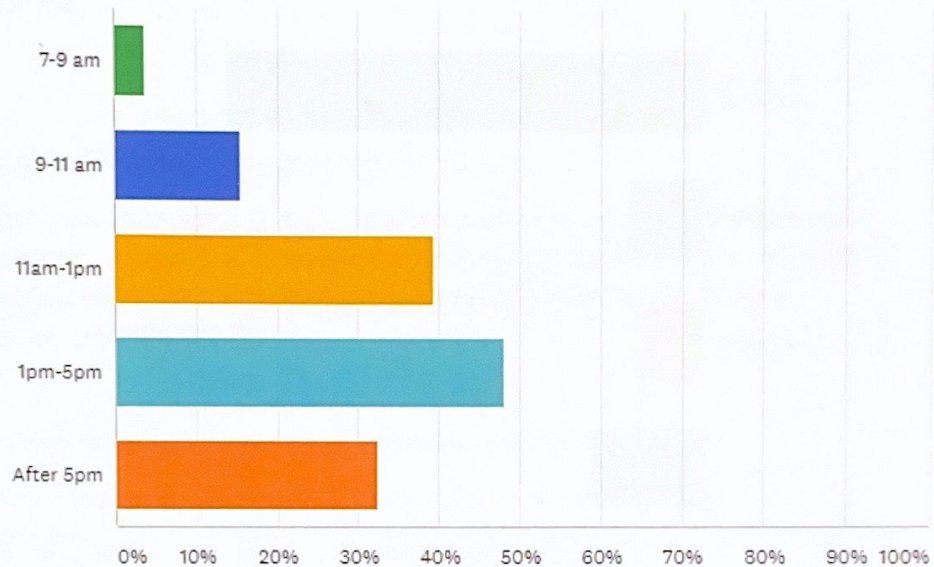
What day of the week do you most frequently shop in Downtown Anniston?
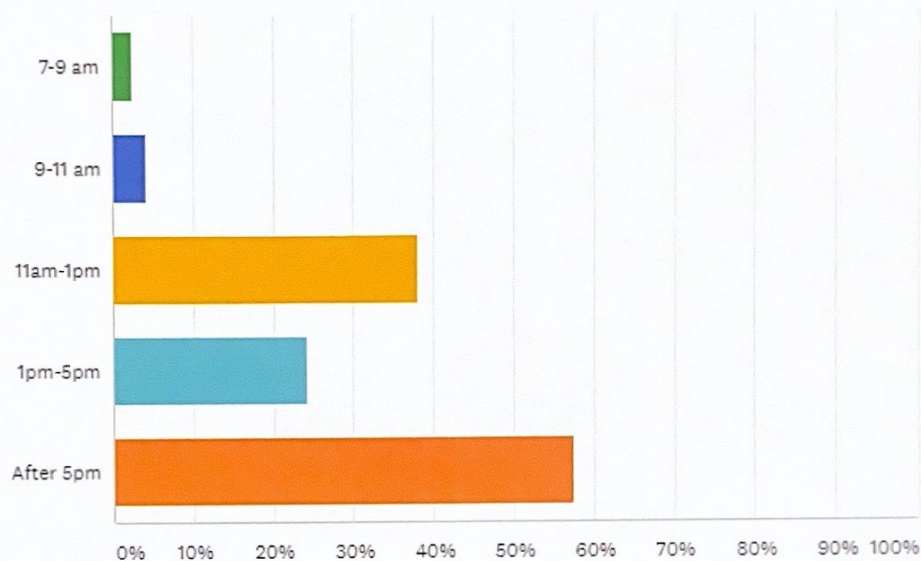
Answered: 393   Skipped: 29

View Full Survey Here: https://www.surveymonkey.com/results/SM-8R8QWSGV9/

MARKET ANALYSIS
Downtown Community Input Survey Preview

What time of day do you typically dine in Downtown Anniston?

Answered: 405   Skipped: 17

What day of the week do you most frequently dine in Downtown Anniston?

Answered: 402   Skipped: 20