Downtown Anniston

Anniston, Alabama

Market Snapshot

Main Street Anniston and community partners are taking a pro-active approach to planning for the future prosperity of Downtown Anniston. Ongoing efforts are serving to heighten the appeal of Downtown Anniston as a place to work, visit, live, do business, and invest. A holistic approach to revitalization is sparking a new wave of activity and positioning Downtown Anniston as a local and regional attraction, economic engine, and center for commerce.

This Market Snapshot, commissioned by Main Street Alabama, summarizes local and regional demographic, lifestyle, and retail data. The information provides a starting point for evaluating the market, identifying potential opportunities, and assessing Main Street Anniston enhancement strategies; and for benchmarking and tracking changes in the market and possible implications for Downtown Anniston.

MAIN STREET ANNISTON

Main Street Anniston	(256) 846-2044	mainstreetanniston.com

MAIN STREET ★ ALABAMA ★

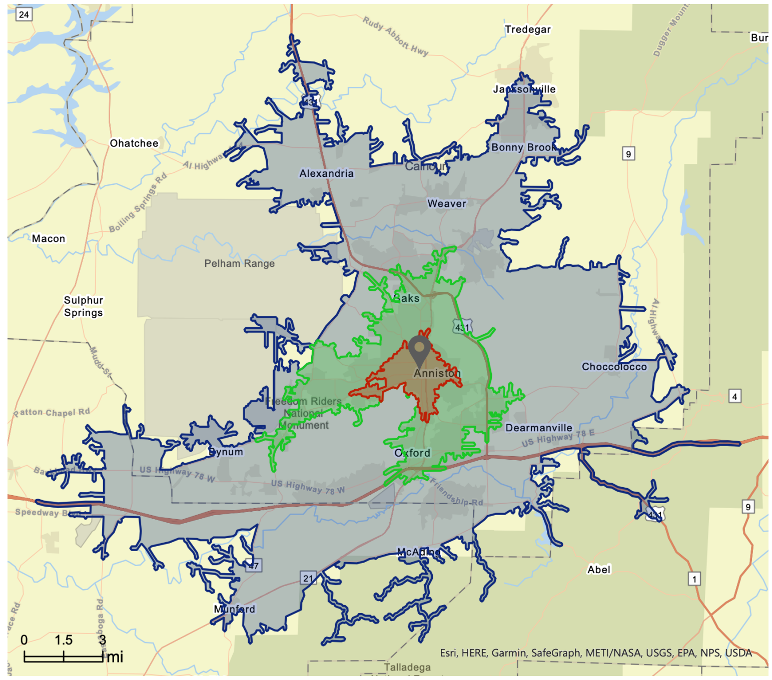
Creating Jobs. Keeping Character.

Anniston is a Main Street Alabama community.

Main Street Alabama is focused on bringing jobs, dollars and people back to Alabama's historic communities. Economic development is at the heart of this statewide organization's efforts to revitalize downtowns and neighborhoods across the state.

Downtown Anniston Drive Time Market

Demographic Fast Facts | Source: Esri 2022



Population	5 Minutes	10 Minutes	20 Minutes
2010 Total	8,605	31,464	90,512
2020 Total	7,509	28,910	87,930
2022 Estimate	7,405	28,509	87,120
2027 Projection	7,314	28,139	86,190
Growth (2022-27)	-1.2%	-1.3%	-1.1%
Projected State Population Growth (2022-27)			1.1%

2022 Daytime Pop	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	15,660	39,967	93,275
Workers	11,156	22,912	44,825
Residents	4,504	17,055	48,450
Daytime Change	111.5%	40.2%	7.1%

Households	5 Minutes	10 Minutes	20 Minutes
2010 Total	3,494	13,014	36,216
2020 Total	2,977	12,078	35,713
2022 Estimate	2,933	11,934	35,451
2027 Projection	2,900	11,803	35,196
Growth (2022-27)	-1.1%	-1.1%	-0.7%
Projected State Households Growth (2022-27)			1.4%

Median HH Income	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	$29,860	$36,933	$52,969
2027 Projection	$33,340	$45,312	$60,844
Growth (2022-27)	11.7%	22.7%	14.9%
2022 State Median HH: $56,240		2022-27 Growth: 16.9%	

Downtown Anniston | Drive Time Market

Market Traits

| Source: Esri 2022

Housing Units

Housing Units	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	4,013	14,666	40,573
- Owner Occupied	37.8%	48.0%	61.1%
- Renter Occupied	35.3%	33.4%	26.3%
- Vacant	26.9%	18.6%	12.6%
Estimated State Percent Vacant (2022)			12.3%

Population by Race/Ethnicity—Diversity

Diversity Index	5 Minutes	10 Minutes	20 Minutes
2010	52.1	56.7	48.5
2020	58.8	61.7	55.8
2022	58.7	61.9	56.3
2027	59.0	62.8	57.9
State Diversity Index		**2022**: 57.1	**2027**: 58.2

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

2022 Population 25+ by Educational Attainment

Education	5 Minutes	10 Minutes	20 Minutes
No HS Diploma	19.6%	18.0%	13.5%
HS Grad/GED	40.9%	36.4%	32.9%
Some College/Assoc	26.3%	29.8%	32.8%
Bachelor/Grad/Prof	13.2%	15.8%	20.8%

Per Capita Income

2022 Estimate

5 Minutes	$20,192
10 Minutes	$24,325
20 Minutes	$29,190
State	$32,965

Median Age

2022 Estimate

5 Minutes	39.7
10 Minutes	41.7
20 Minutes	40.6
State	39.9

2022 Employed

Civilian Population 16+

5 Minutes	92.4%
10 Minutes	93.7%
20 Minutes	95.1%
State	96.2%

2022 Employment by Occupation

2022 Employed 16+	5 Minutes	10 Minutes	20 Minutes
Total Estimate	2,300	10,831	38,161
- White Collar	41.2%	48.3%	53.2%
- Services	24.9%	18.2%	16.4%
- Blue Collar	33.8%	33.4%	30.4%

Source: Esri Market Profile | 08.22

Downtown Anniston | Drive Time Market

Lifestyle Profile

| Source: Esri 2022

Esri's Community Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify U.S. neighborhoods. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification with 67 distinct behavioral market segments (Tapestry Segments), each belonging to one of fourteen LifeMode Groups.

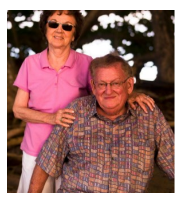
Prevalent Esri Tapestry LifeMode Groups

Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Hometown and Rustic Outposts LifeMode Groups are among those most prevalent in the drive time areas.

Hometown [LM12] | #1 in 5 and 10 Minute Drive Times

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
2,300	78.4%	4,753	39.8%	5,693	16.1%

- Growing up and staying close to home; single householders.
- Close-knit urban communities of young singles (many with children).
- Owners of old, single-family houses, or renters in small multiunit buildings.
- Religion is the cornerstone of many of these communities.
- Visit discount stores and clip coupons.
- Purchase used vehicles to get to and from nearby jobs.



Rustic Outposts [LM10] | #1 in 20 Minute Drive Time

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
163	5.6%	1,700	14.2%	9,796	27.6%

- Country life with older families in older homes.
- Depend on manufacturing, retail, and healthcare, with pockets of mining and agricultural jobs.
- Low labor force participation in skilled and service occupations.
- Own affordable, older single-family or mobile homes; vehicle ownership is a must.
- Residents live within their means, shop at discount stores, and maintain their own vehicles (purchased used) and homes.
- Outdoor enthusiasts, who grow their own vegetables, love their pets, and enjoy hunting and fishing.
- Pay bills in person; use the yellow pages; read newspapers, magazines, and mail-order books.

Information on Esri Tapestry methodology and applications, along with descriptions for Tapestry's 67 segments, are available from the Esri website at: *http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation.htm*

Source: Esri Community Tapestry Segmentation | 08.22

RETAIL VIEW | SOURCE: CLARITAS 2022

The Claritas Retail Market Power (RMP) 2022 Retail Stores Opportunity Gap report provides a direct comparison between retail sales and consumer spending by industry. To capture a snapshot of an area's retail market performance, estimates of sales by businesses (supply) are compared to estimates of consumer spending (potential sales or demand) from households in the same area. The difference between estimated actual sales (supply) and potential sales (demand) is expressed as sales surplus or leakage.

DOWNTOWN ANNISTON | DRIVE TIME MARKET

SALES SURPLUS AND LEAKAGE ESTIMATES | ($MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$343.2M	$826.8M	$1788.5M
- Potential Sales (Demand)	$91.7M	$368.6M	$1228.3M
- Est. Surplus/(Leakage)	$251.5M	$458.2M	$560.2M
Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$33.4M	$86.1M	$188.6M
- Potential Sales (Demand)	$9.3M	$38.1M	$130.6M
- Est. Surplus/(Leakage)	$24.1M	$47.9M	$58.0M
Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	$376.6M	$912.8M	$1977.1M
- Potential Sales (Demand)	$101.1M	$406.7M	$1358.8M
- Est. Surplus/(Leakage)	$275.5M	$506.1M	$618.2M

Estimates shown in millions and rounded to nearest one hundred thousand dollars.

Retailers and real estate analysts use Claritas RMP data to understand the difference between supply and demand in existing and potential new trade areas. In areas where demand exceeds supply, an opportunity gap—or leakage—exists that can attract new retail operations or inform what changes need to be made to a store's product mix to increase market share. In areas where supply exceeds demand, a surplus exists, which can signal that the area is attractive to retailers and might offer opportunities for complementary or niche establishments that could capitalize on existing retail clusters and consumer patterns.

Source: Claritas Market Power® 2022 | Retail Stores Opportunity Gap.

Data Note: The polarity of surplus/leakage estimates and sales gap factors shown in this document (as compared to those shown in source Claritas reports) have been reversed to show surplus as a positive value, and to show leakage as a negative value. The Retail Gap (Sales Surplus/Leakage) represents the difference between Retail Potential (Demand) and Retail Sales (Supply). A positive value represents a surplus in sales, often indicating a market where sales are being captured from customers residing outside the defined area.

RMP focuses on Retail Trade NAICS codes 44 and 45, as well as the Food Services industry NAICS code 722. Once national and county level CRT tables are retrieved from the U.S. Census Bureau, all establishments are coded using 2012 North American Industrial Classification System (NAICS) codes to match the data source. The 2012 NAICS codes are then matched with the latest release of NAICS codes from 2017 to reflect any changes in codes.

TOTAL SALES

[Retail Trade (NAICS 44—45) + Food & Drink (NAICS 722)] | Source: Claritas 2022

$377 MILLION	$913 MILLION	$1.98 BILLION
5 MINUTES	10 MINUTES	20 MINUTES

PERFORMANCE BY CATEGORY

Sales gap factors, sometimes referred to as "pull factors," offer a quick-look means of assessing the relative strength of retail and food and drink categories for a defined area. The factor is a measure of the relationship between supply and demand that ranges from +100 (total surplus) to -100 (total leakage).

A positive value represents a surplus of retail sales and can be indicative of a market where customers are pulled and sales are being captured from consumers residing outside the defined area. Categories with the highest surplus factors might signal opportunities for expansion or tactics to build on market strengths or niches, while categories with negative factors might offer an indication of gaps in the business mix and possibilities for re-positioning, expansion, or recruitment.

SALES GAP FACTORS | DOWNTOWN ANNISTON DRIVE TIMES

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	67.4	47.9	26.8
Furniture and Home Furnishings Stores	70.6	52.7	32.4
Electronics and Appliance Stores	62.2	28.0	(6.1)
Building Materials, Garden & Supply	66.5	47.9	27.6
Food and Beverage Stores	19.3	15.1	(6.1)
Health and Personal Care Stores	52.6	40.3	26.1
Gasoline Stations	57.0	42.7	23.5
Clothing and Clothing Accessories	59.3	43.5	12.5
Sporting Goods, Hobby, Book, Music	53.5	45.5	21.0
General Merchandise Stores	74.4	57.5	44.5
Miscellaneous Store Retailers	77.1	55.7	35.6
Nonstore Retailers	(43.9)	(54.7)	(54.3)
Food Services and Drinking Places	56.3	38.6	18.2

Source: Claritas Market Power® 2022 | Retail Stores Gap | Calculations by DPN

Limitations and Disclaimers

Retail market analyses, their components (such as retail sales gap analyses) and derivative business development plans provide important guidance on how a commercial area should, theoretically, be able to perform and on the sales levels businesses should be able to achieve. However, many factors affect the actual performance of businesses and commercial areas, including the skills of the business operator, level of business capitalization, the quality of the physical environment, changes in overall economic conditions, the effectiveness of business and district marketing programs, and other variables. The information in this document is intended to provide a foundation of information for making business development decisions, but it does not and cannot ensure business success.

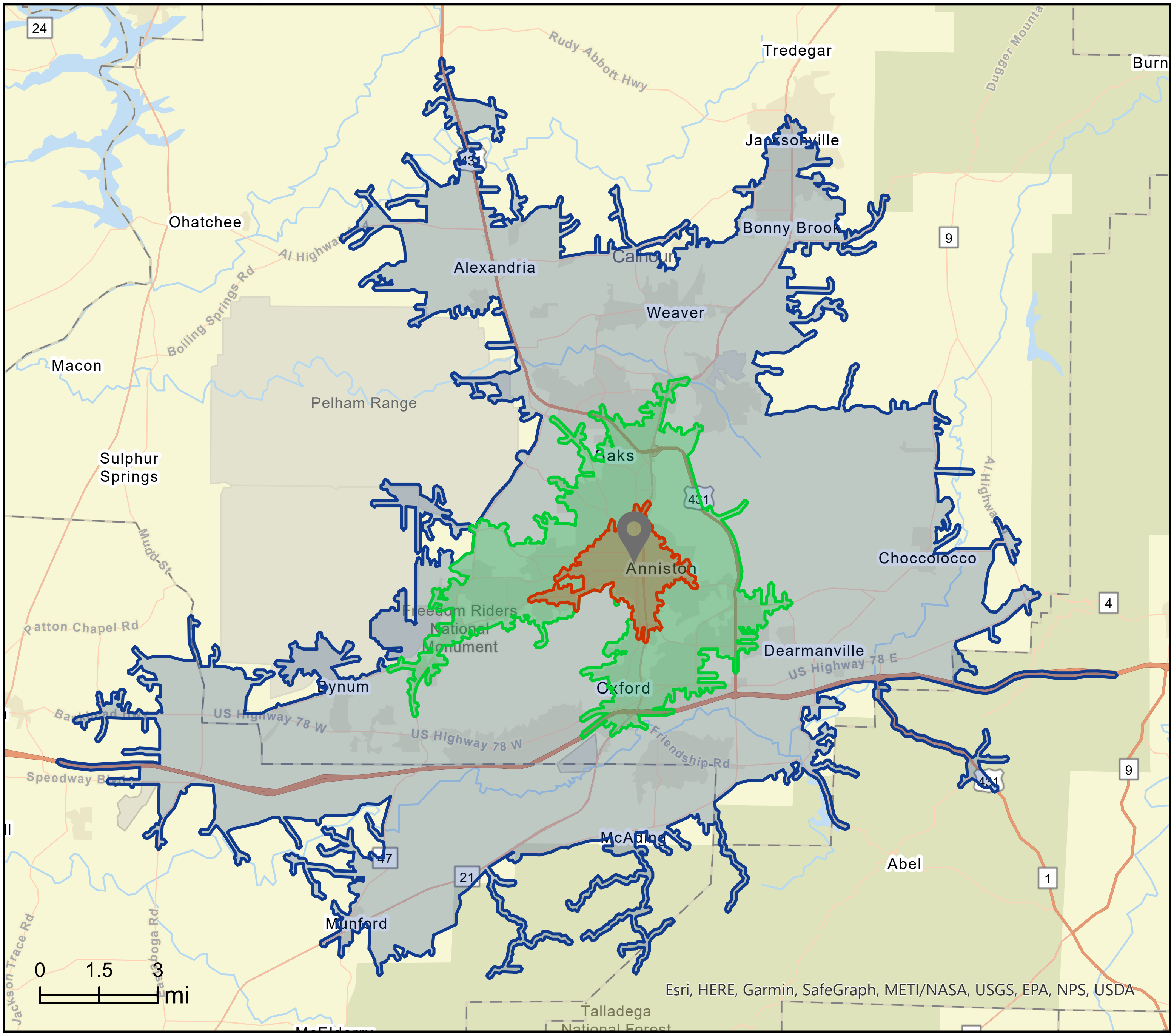
As is true of all demographic, economic and market studies, our analysis' reliability is limited to the reliability and quality of the data available. Our research assumes that all data made available by and procured from federal, state, city, primary and third party sources is accurate and reliable.

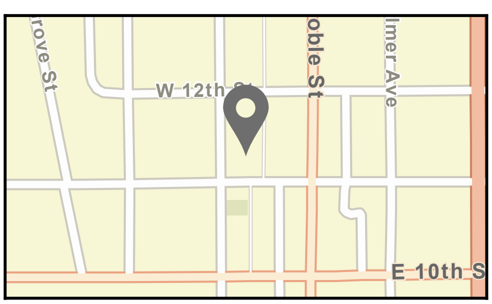
Because market conditions change rapidly and sometimes without warning, the information and opinions expressed here represent a snapshot in time and cannot predict or gauge future changes or results.

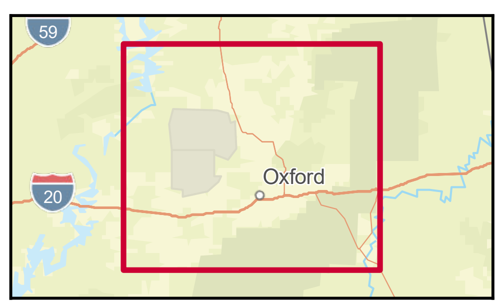
Site Map

Anniston, AL
25 W 11th St, Anniston, Alabama, 36201
Drive Time: 5, 10, 20 minute radii

Prepared by DPN
Latitude: 33.65880
Longitude: -85.83092







August 18, 2022