

DOWNTOWN JASPER

JASPER, ALABAMA



MARKET SNAPSHOT

Jasper Main Street and community partners are taking a pro-active approach to planning for the future prosperity of Downtown Jasper. Ongoing efforts are serving to heighten the appeal of Downtown Jasper 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 Jasper 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 Jasper Main Street enhancement strategies; and for benchmarking and tracking changes in the market and possible implications for Downtown Jasper.



Jasper Main Street ☎ (205) 275-7789 🌐 jaspermainstreet.com



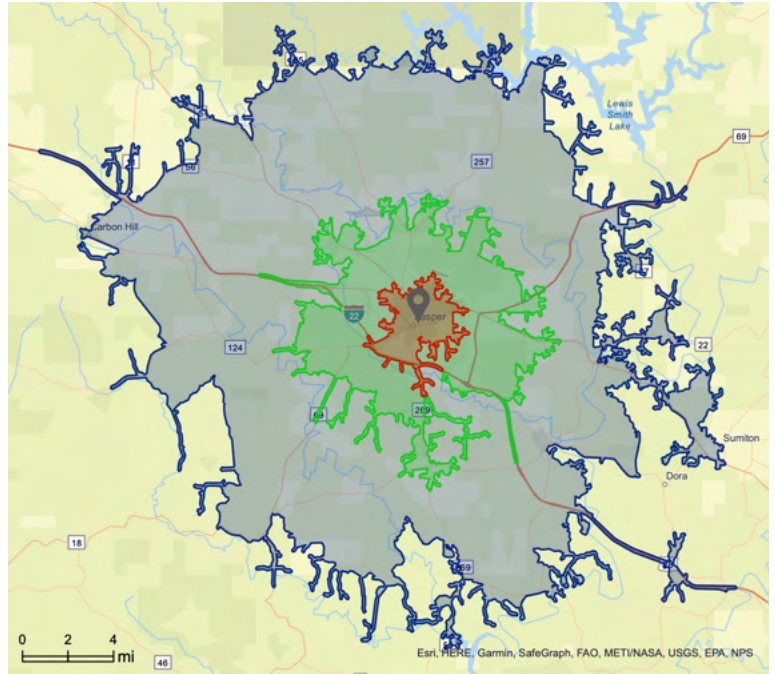
Creating Jobs. Keeping Character.

Jasper 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 JASPER DRIVE TIME MARKET

DEMOGRAPHIC FAST FACTS | SOURCE: ESRI 2022



POPULATION	5 Minutes	10 Minutes	20 Minutes
2010 Total	6,662	20,472	47,288
2020 Total	6,611	20,536	46,050
2022 Estimate	6,545	20,370	45,640
2027 Projection	6,399	20,155	45,088
Growth (2022-27)	-2.2%	-1.1%	-1.2%
<i>i</i> Projected State Population Growth (2022-27)			1.1%



2022 DAYTIME POP	5 Minutes	10 Minutes	20 Minutes
Total Daytime Population	11,071	26,713	46,808
Workers	7,326	15,233	20,660
Residents	3,745	11,480	26,148
Daytime Change	69.2%	31.1%	2.6%



HOUSEHOLDS	5 Minutes	10 Minutes	20 Minutes
2010 Total	2,653	8,122	18,747
2020 Total	2,664	8,028	18,484
2022 Estimate	2,612	7,967	18,371
2027 Projection	2,557	7,903	18,245
Growth (2022-27)	-2.1%	-0.8%	-0.7%
<i>i</i> Projected State Households Growth (2022-27)			1.4%



MEDIAN HH INCOME	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	\$46,221	\$53,518	\$52,794
2027 Projection	\$53,848	\$62,328	\$61,619
Growth (2022-27)	16.5%	16.5%	16.7%
<i>i</i> 2022 State Median HH: \$56,240			2022-27 Growth: 16.9%

MARKET TRAITS

SOURCE: ESRI 2022



HOUSING UNITS	5 Minutes	10 Minutes	20 Minutes
2022 Estimate	2,943	8,902	20,651
- Owner Occupied	50.9%	64.6%	68.9%
- Renter Occupied	37.9%	24.9%	20.0%
- Vacant	11.2%	10.5%	11.0%
Estimated State Percent Vacant (2022)			12.3%



POPULATION BY RACE/ETHNICITY—DIVERSITY

Diversity Index	5 Minutes	10 Minutes	20 Minutes
2010	49.1	31.9	22.2
2020	59.0	41.8	31.0
2022	60.0	42.7	31.7
2027	62.1	44.7	33.6
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	12.7%	12.6%	14.5%
HS Grad/GED	39.3%	36.4%	38.6%
Some College/Assoc	35.9%	33.4%	33.1%
Bachelor/Grad/Prof	12.0%	17.6%	13.8%



PER CAPITA INCOME

2022 ESTIMATE

5 Minutes	\$28,221
10 Minutes	\$29,928
20 Minutes	\$28,907
State	\$32,965



MEDIAN AGE

2022 ESTIMATE

5 Minutes	42.0
10 Minutes	43.8
20 Minutes	44.0
State	39.9



2022 EMPLOYED

CIVILIAN POPULATION 16+

5 Minutes	95.8%
10 Minutes	97.2%
20 Minutes	96.6%
State	96.2%



2022 EMPLOYMENT BY OCCUPATION

2022 Employed 16+	5 Minutes	10 Minutes	20 Minutes
Total Estimate	2,679	8,831	19,542
- White Collar	50.9%	52.0%	49.0%
- Services	20.5%	17.1%	16.7%
- Blue Collar	28.6%	30.9%	34.3%

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

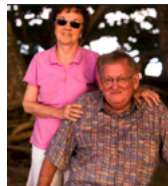
Tapestry LifeMode groups represent markets that share a common experience—born in the same generation or immigration from another country—or a significant demographic trait, like affluence. The Hometown and Rustic Outposts LifeMode Groups are among those most prevalent in the drive time areas.



HOMETOWN [LM12] | #1 in 5 Minutes

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
884	33.8%	1,204	15.1%	1,732	9.4%

- ▶ 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 10 and 20 Minutes

5 Minutes		10 Minutes		20 Minutes	
HHs	Percent	HHs	Percent	HHs	Percent
631	24.1%	3,045	38.2%	12,480	67.9%

- ▶ 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>

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.

SALES SURPLUS AND LEAKAGE ESTIMATES | (\$MM)

Total Retail Trade (NAICS 44 – 45)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$235.3M	\$599.6M	\$891.8M
- Potential Sales (Demand)	\$68.1M	\$166M	\$518.5M
- Est. Surplus/(Leakage)	\$167.3M	\$433.5M	\$373.4M
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Total Food and Drink (NAICS 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$18.2M	\$46.1M	\$66.9M
- Potential Sales (Demand)	\$7.3M	\$17.9M	\$54.8M
- Est. Surplus/(Leakage)	\$10.9M	\$28.2M	\$12.1M
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Total Retail, Food and Drink (NAICS 44 – 45, 722)	5 Minutes	10 Minutes	20 Minutes
- Est. Sales (Supply)	\$253.6M	\$645.6M	\$958.8M
- Potential Sales (Demand)	\$75.4M	\$183.9M	\$573.3M
- Est. Surplus/(Leakage)	\$178.1M	\$461.7M	\$385.5M

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

\$254	\$646	\$959
MILLION	MILLION	MILLION
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 JASPER DRIVE TIMES

Category—Factor	5 Minutes	10 Minutes	20 Minutes
Motor Vehicle and Parts Dealers	63.9	71.4	39.8
Furniture and Home Furnishings Stores	70.6	66.9	39.7
Electronics and Appliance Stores	(1.5)	(2.1)	(41.1)
Building Materials, Garden & Supply	73.6	64.8	37.7
Food and Beverage Stores	26.2	23.8	(1.9)
Health and Personal Care Stores	75.5	72.2	50.2
Gasoline Stations	44.7	44.1	36.2
Clothing and Clothing Accessories	48.9	51.8	11.5
Sporting Goods, Hobby, Book, Music	16.5	34.1	(1.3)
General Merchandise Stores	63.1	64.4	41.2
Miscellaneous Store Retailers	62.1	57.3	32.9
Nonstore Retailers	(49.2)	(50.8)	(68.9)
Food Services and Drinking Places	42.6	44.1	9.9

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.

Jasper, AL
219 19th St W, Jasper, Alabama, 35501
Drive Time: 5, 10, 20 minute radii

Prepared by DPN
Latitude: 33.83209
Longitude: -87.27726

