downtown strategies

DATA & ANALYTICS

Market Analysis

Assessing your consumers from multiple geographies allows you to uncover and define the economic potential in your downtown

Research Partners

**Memberships, Subscriptions &
Customized Reports**

**Research Partners &
Geographic Information Systems**

Research Sources

Market Research

You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community from a data and analytics perspective.

Demographic Overview

Mobile Data Collections – Customized Trade Area Analysis

Tapestry Lifestyle Segmentation
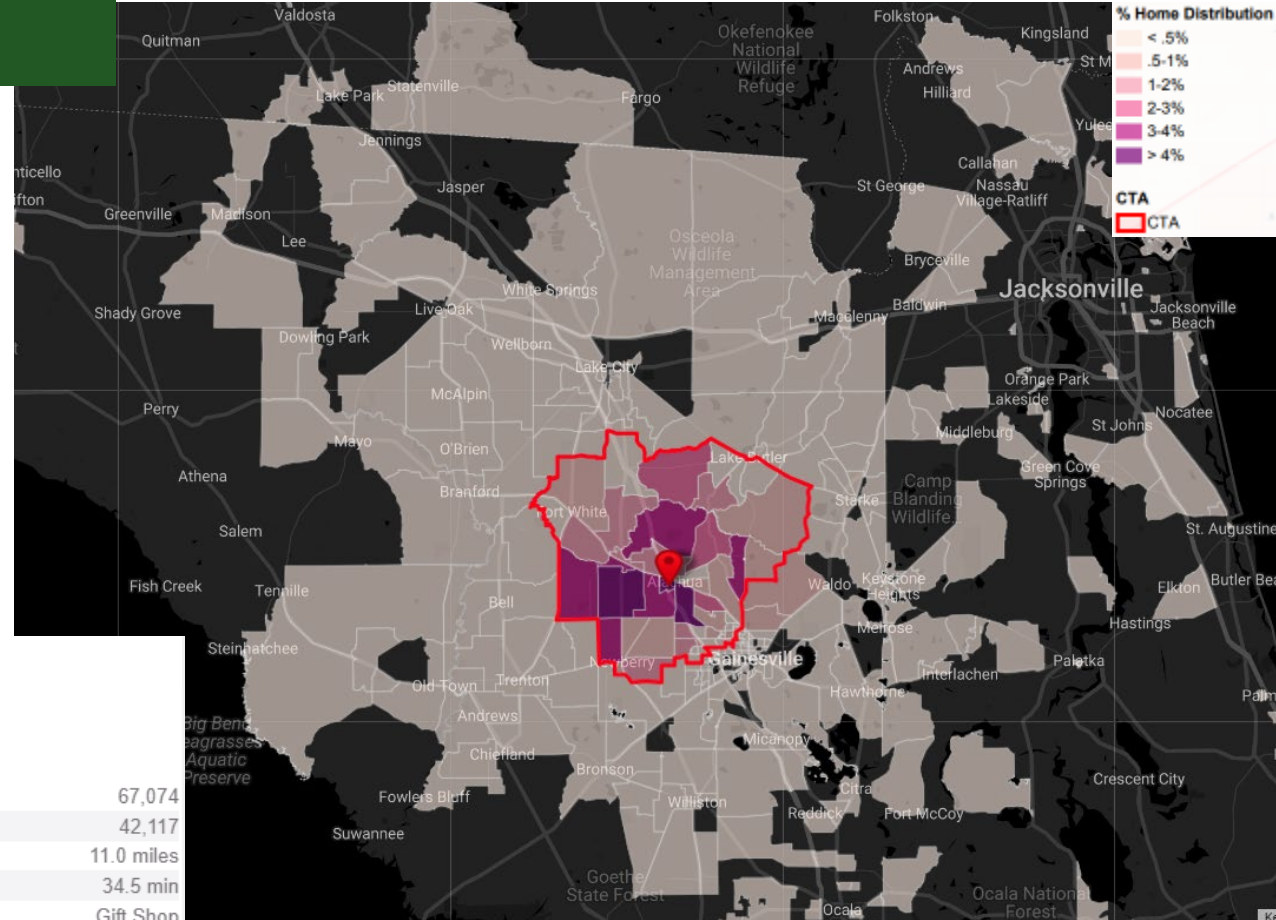
Retail Gap Analysis

Walk Assessment & Commute Profile

Best Practices for Recruiting Retail and Filling Vacancies

Mobile Data Collection

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.** It is intended to support the trade area but does not solely define the trade area.
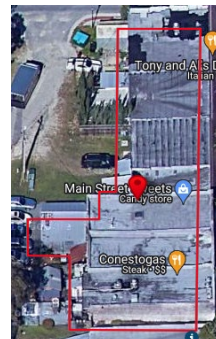
Tracked Location:
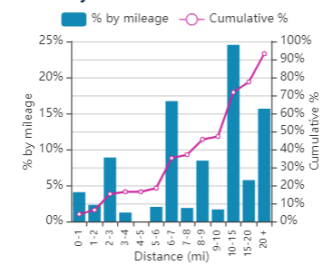**Conestoga's (BLOCK)-** Conestoga's Restaurant, Main Street Sweets, Lee's Hair Boutique

% Home Distribution
- < .5%
- .5-1%
- 1-2%
- 2-3%
- 3-4%
- > 4%

CTA
- CTA

CONESTOGAS (BLOCK)
14910,Main,St
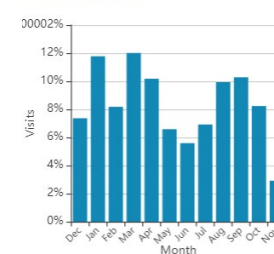Alachua, FL, Florida 32615

Details

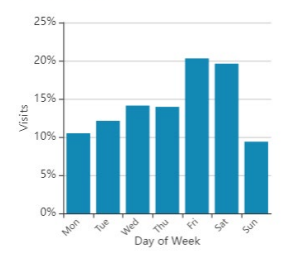|	
Estimated Annual Visits	67,074
Estimated Annual Visitors	42,117
Avg Distance from Home	11.0 miles
Average Dwell Time	34.5 min
Brand	Gift Shop

Visits by Distance
% by mileage — Cumulative %

Visits By Month

Visits by Day

Custom Trade Area (CTA)

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.

Alachua, FL (CTA)*
Population – 117,442

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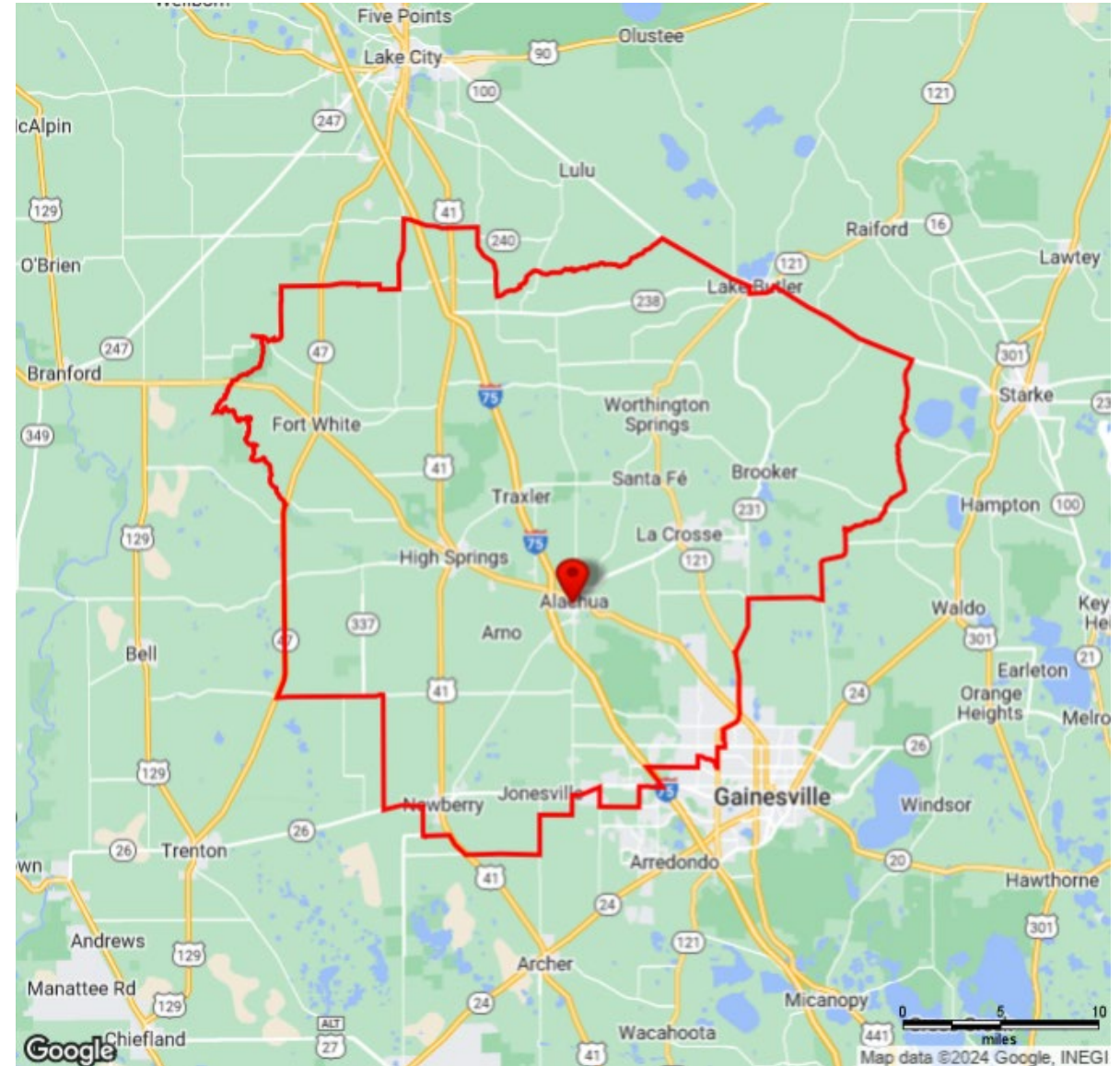
Trade Area Demographics

117,442
Estimated CTA population

125,708
Projected 2028 population

41
male average age

43
female average age

Trade Area Demographics

CURRENT YEAR ESTIMATED POPULATION BY RACE

Other
3%

Asian
3%

Black
13%

Latino
8%

White
73%

☐ Asian   ☐ Black   ☐ Latino   ☐ White   ☐ Other
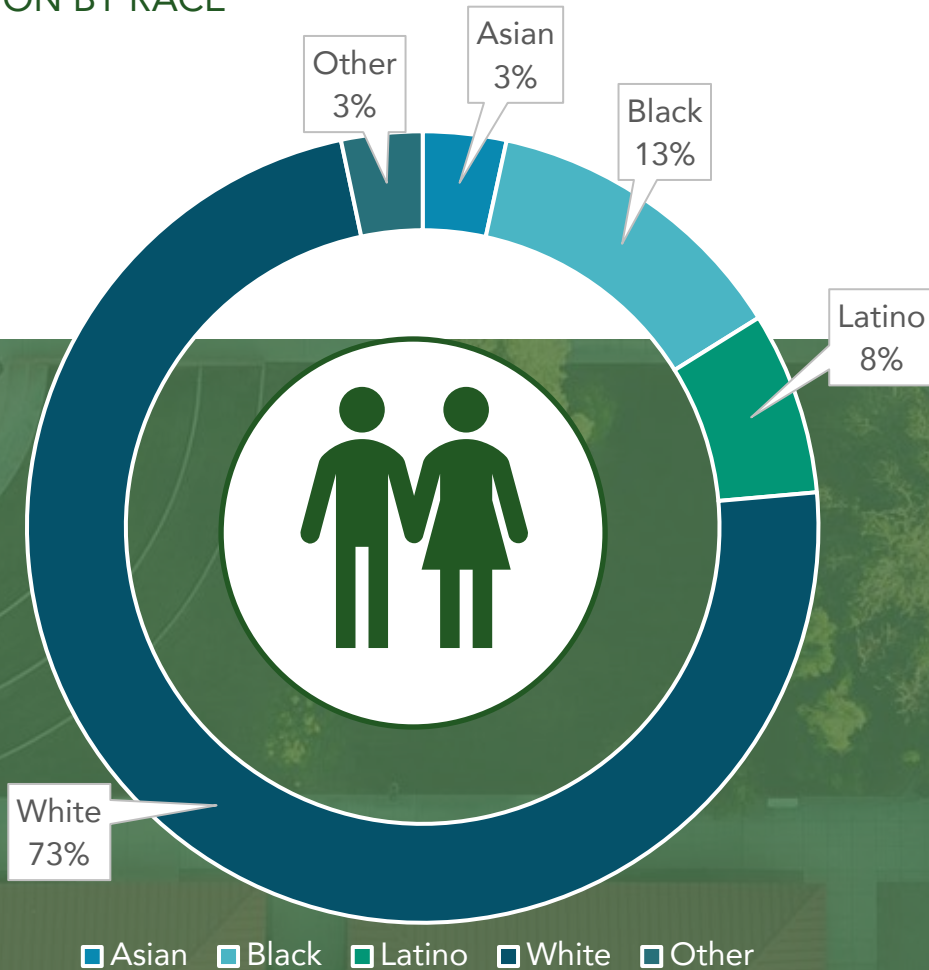
Trade Area Demographics

CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

50,665
number of households

$70,191
median household income

16,882

11,840

7,730

6,161

2,442

863

26%	36%	17%	13%	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

Trade Area Demographics

CURRENT YEAR ESTIMATED HOUSING UNITS BY TENURE

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

Category	Value
Vacant Housing Units	4,278
Occupied Housing Units	46,387
Owner-Occupied	33,438
Renter-Occupied	12,949
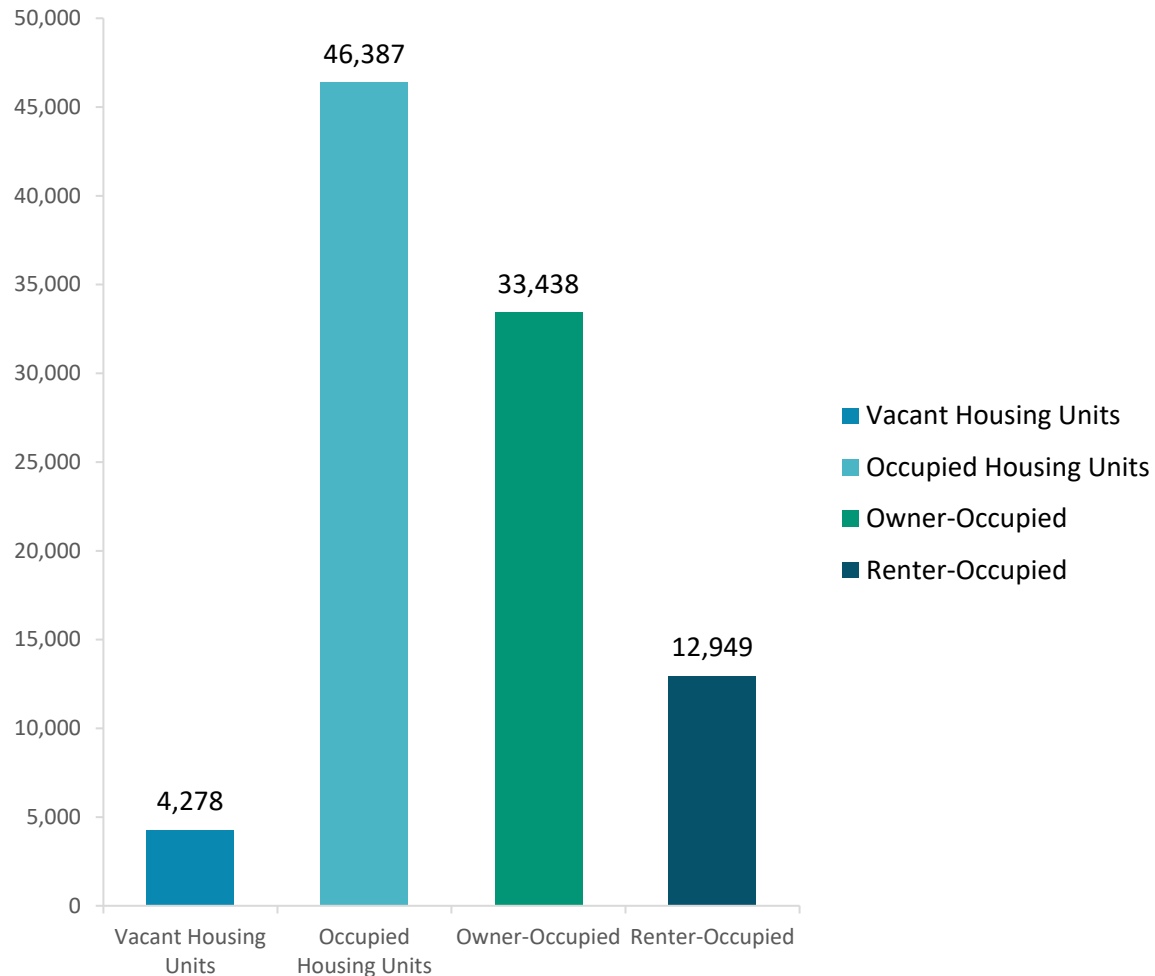
2.47
Average people per household

$441,682
average housing unit value

Trade Area Demographics

CURRENT YEAR ESTIMATED DAYTIME POPULATION

DAYTIME POPULATION

■ Children at home   ■ Retired/Disable persons   ■ Homemakers   ■ Work at Home   ■ Employed   ■ Unemployed   ■ Student Populations

| 4% | 19% | 12% | 4% | 26% | 1% | 34% |
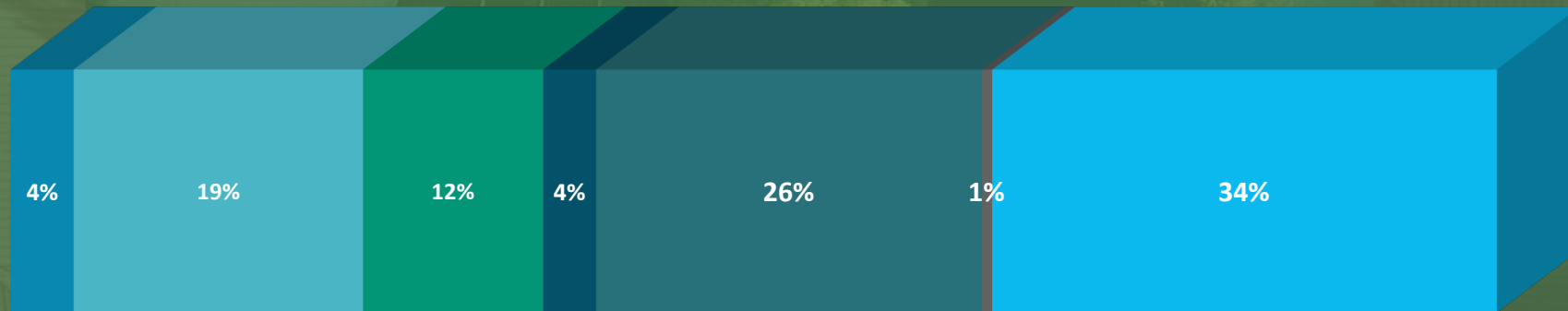
118,440 daytime population

Trade Area Demographics

CURRENT YEAR ESTIMATED EMPLOYMENT TYPE

Unclassified
1%

White Collar
38%

Blue Collar
61%

■ White Collar ■ Blue Collar ■ Unclassified
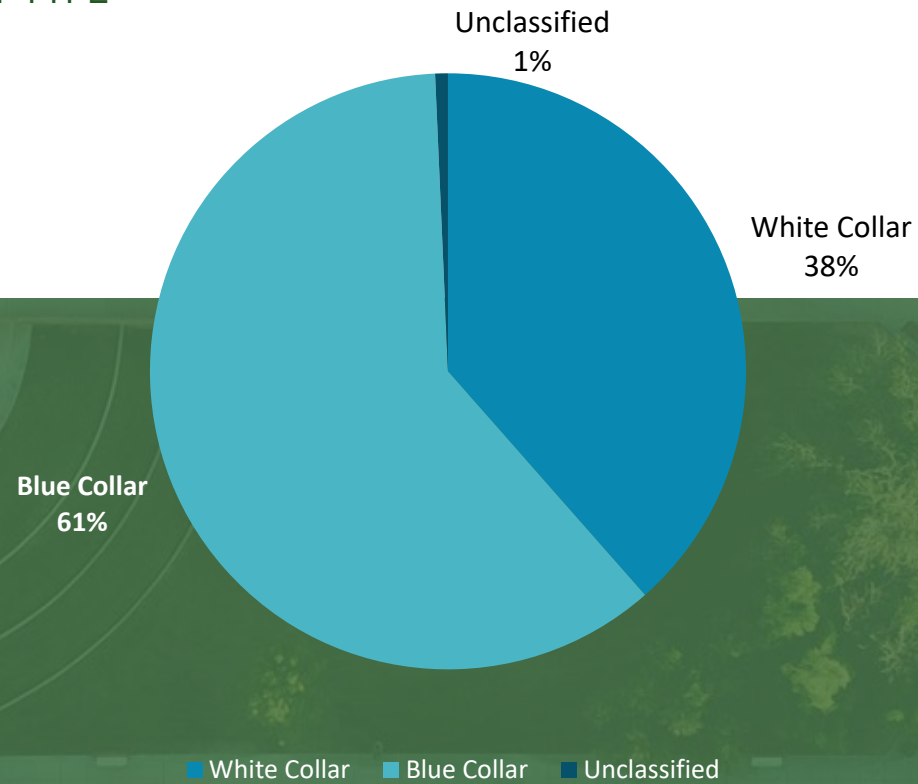
$52,377
average employee salary

Trade Area Demographics

Educational Attainment	Value
DOCTORATE DEGREE	2,613
PROFESSIONAL SCHOOL DEGREE	2,587
MASTER'S DEGREE	8,373
BACHELOR'S DEGREE	16,062
ASSOCIATE DEGREE	10,313
SOME COLLEGE, NO DEGREE	15,782
HIGH SCHOOL GRADUATE (OR GED)	21,140
SOME HIGH SCHOOL, NO DIPLOMA	4,268
LESS THAN 9TH GRADE	1,644
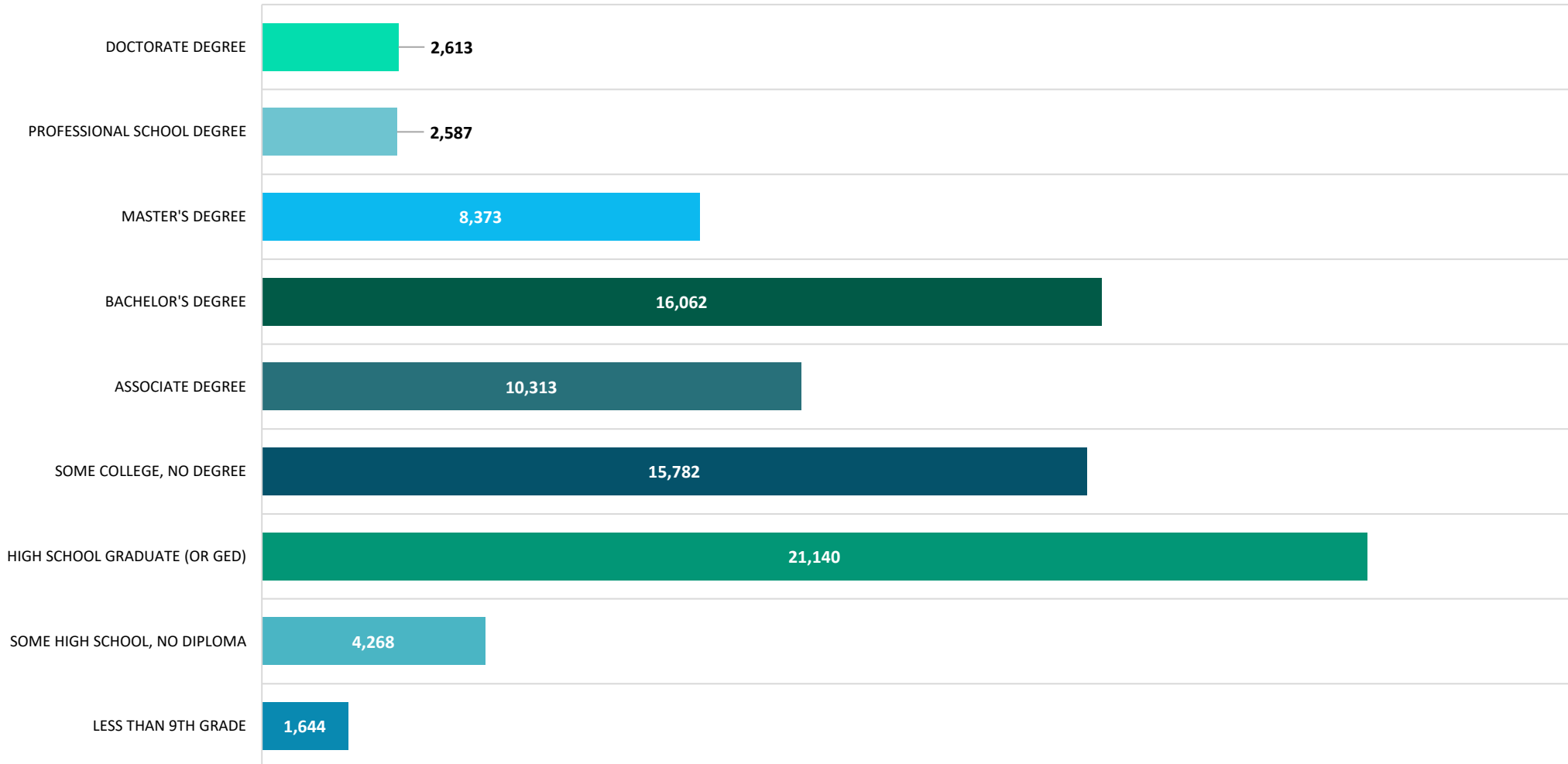
Trade Area Gap Analysis

Retail Strategies uses STI:PopStats as our provider of the Consumer Demand and Supply by Establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).
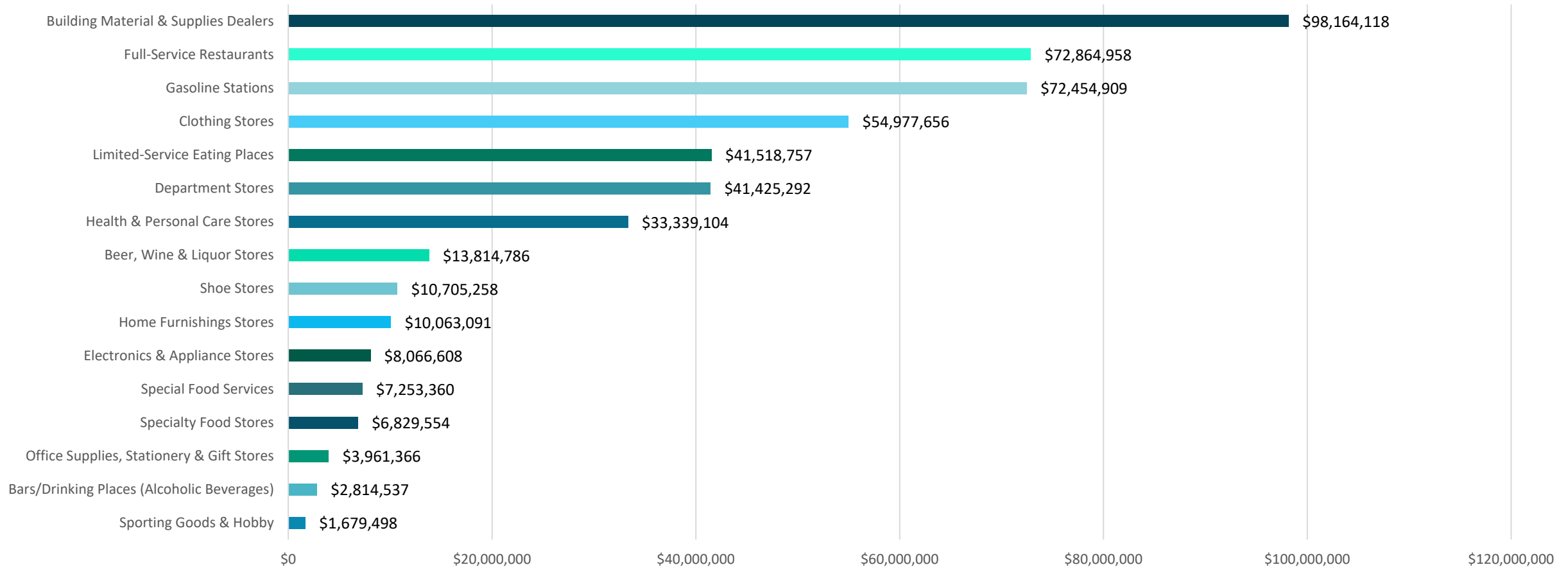
The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus)for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus or more on the category than the actual dollar amounts.

Trade Area Gap Analysis

Category	Value
Building Material & Supplies Dealers	$98,164,118
Full-Service Restaurants	$72,864,958
Gasoline Stations	$72,454,909
Clothing Stores	$54,977,656
Limited-Service Eating Places	$41,518,757
Department Stores	$41,425,292
Health & Personal Care Stores	$33,339,104
Beer, Wine & Liquor Stores	$13,814,786
Shoe Stores	$10,705,258
Home Furnishings Stores	$10,063,091
Electronics & Appliance Stores	$8,066,608
Special Food Services	$7,253,360
Specialty Food Stores	$6,829,554
Office Supplies, Stationery & Gift Stores	$3,961,366
Bars/Drinking Places (Alcoholic Beverages)	$2,814,537
Sporting Goods & Hobby	$1,679,498

Axis: $0 — $20,000,000 — $40,000,000 — $60,000,000 — $80,000,000 — $100,000,000 — $120,000,000

The following are categories of businesses that show a propensity for success based on Market Analysis & Consumer Spending Patterns.

Formulate a team to focus on recruiting retailers and restaurants. If vacancies are at a minimum, focus on creating a prospect list to dispatch as soon as vacancies arise.

Beer, Wine & Liquor Stores

Full-Service Restaurants

Health & Personal Care

Clothing Stores

Limited-Service Eating Places

Tapestry Segmentation

When asked to describe your community, often the leadership describes themselves rather than the dominate personality of the area. Understanding consumer shopping patterns based on personality allow Retail strategies to better align the retail prospects with the purchasing patterns.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.

Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

ESRI Tapestry Segmentation
is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.
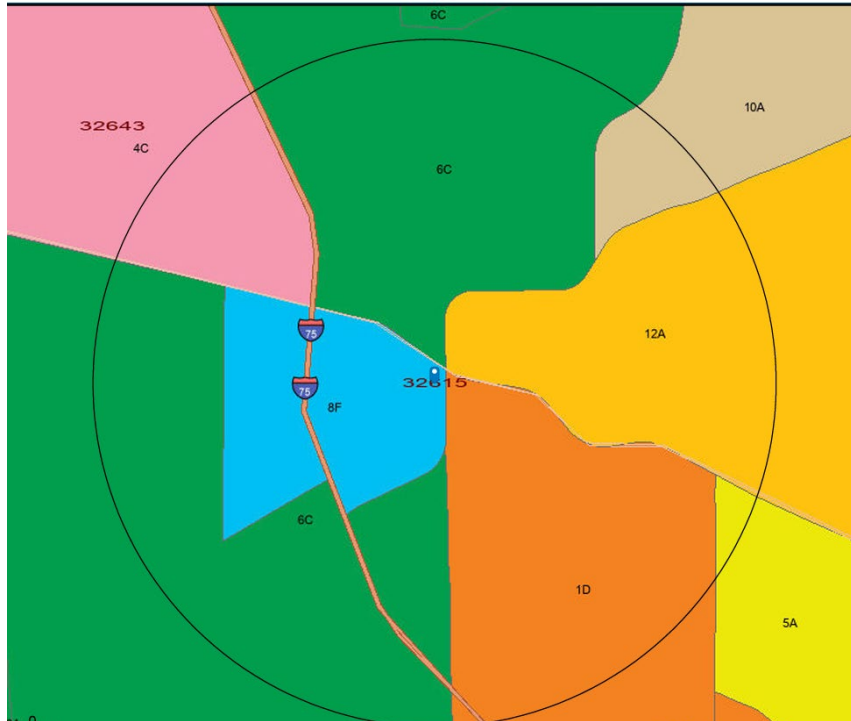

esri

Tapestry Segmentation
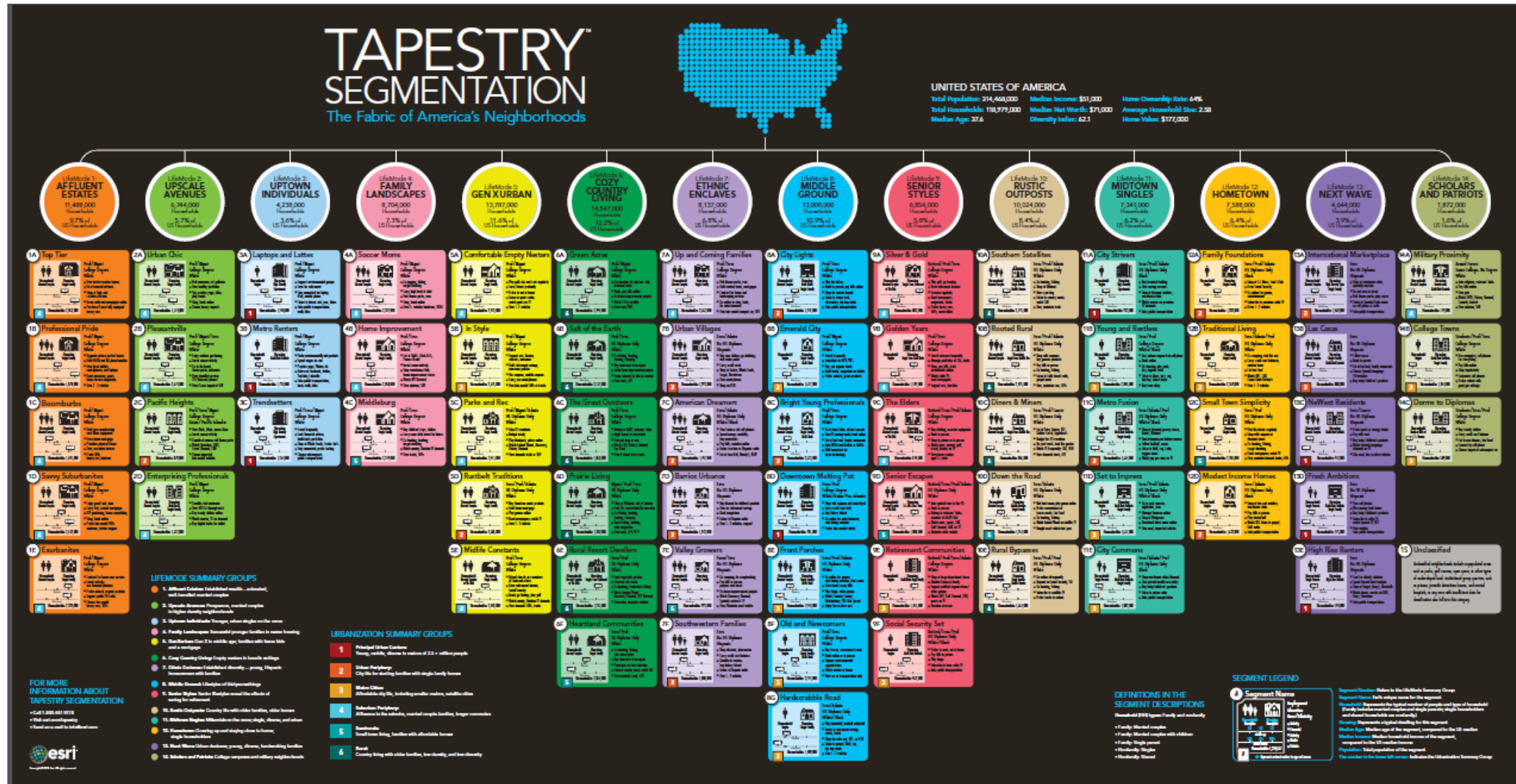
Tapestry Profile

Tapestry LifeMode

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

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	The Great Outdoors (6C)	33.9%	33.9%	1.6%	1.6%	2187
2	Old and Newcomers (8F)	23.8%	57.8%	2.3%	3.8%	1,043
3	Family Foundations (12A)	19.1%	76.9%	1.0%	4.9%	1,858
4	Savvy Suburbanites (1D)	13.7%	90.6%	3.0%	7.8%	463
5	Middleburg (4C)	9.4%	100.0%	3.1%	10.9%	303
	Subtotal	99.9%		11.0%		

Tapestry Profile

The Great Outdoors

6C

Households: 1,908,600

Average Household Size: 2.44

Median Age: 47.4

Median Household Income: $56,400

WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.
- Average household size is slightly smaller at 2.44.
- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).
- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.
- More than half of all homes were constructed between 1970 and 2000.
- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 149).

SOCIOECONOMIC TRAITS

- 60% have attended college or hold a degree.
- Labor force participation is low at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

TAPESTRY SEGMENTATION
esri.com/tapestry

Tapestry Profile

LifeMode Group: Middle Ground
Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: $44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent is lower than the US (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by MRI-Simmons.

Tapestry Profile

LifeMode Group: Hometown

Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: $43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health-care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children as well as on smartphones.

OUR NEIGHBORHOOD

- *Family Foundations* residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single-family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
- Style and appearance are important.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by MRI-Simmons.

Tapestry Profile

LifeMode Group: Affluent Estates
Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: $108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of $362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2% (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.

Tapestry Profile

LifeMode Group: Family Landscapes
Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here— faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology for convenience (online banking or saving money on landlines) and entertainment.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
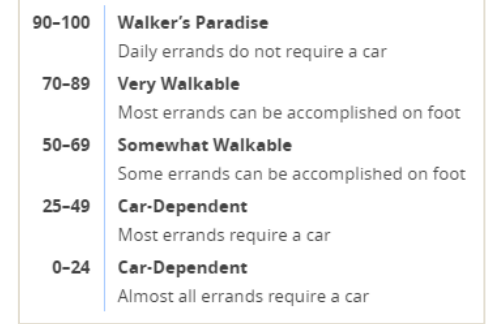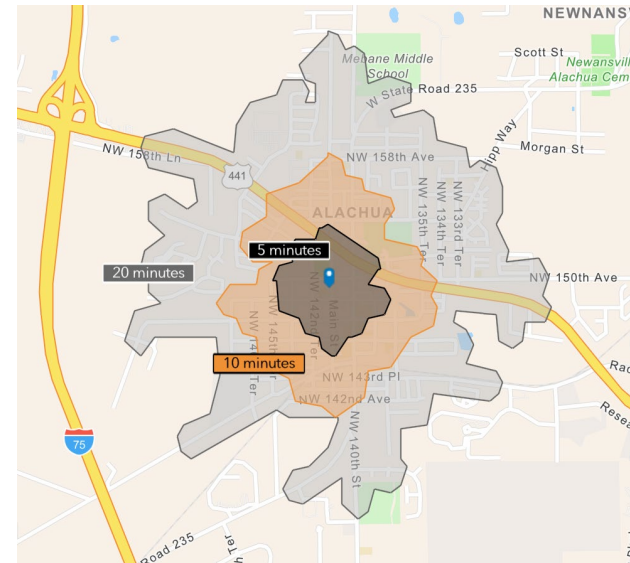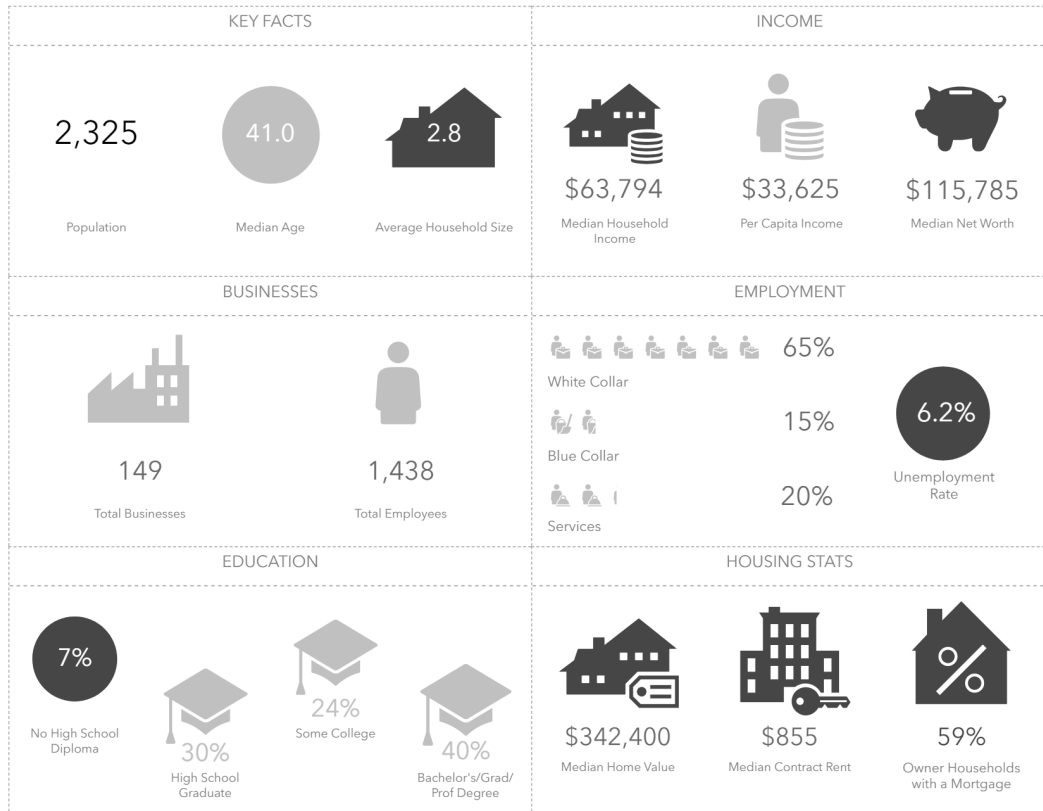Consumer preferences are estimated from data by MRI-Simmons.

Walkability Assessment

54

What's your Community's Walk Score?

A walkable downtown is highly desirable by consumers, local businesses, and municipal leaders. But what makes a walkable downtown and how do you improve your community's walkability?

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**.

KEY FACTS

2,325 — Population
41.0 — Median Age
2.8 — Average Household Size

INCOME

$63,794 — Median Household Income
$33,625 — Per Capita Income
$115,785 — Median Net Worth

BUSINESSES

149 — Total Businesses
1,438 — Total Employees

EMPLOYMENT

65% — White Collar
15% — Blue Collar
20% — Services
6.2% — Unemployment Rate

EDUCATION

7% — No High School Diploma
30% — High School Graduate
24% — Some College
40% — Bachelor's/Grad/Prof Degree

HOUSING STATS

$342,400 — Median Home Value
$855 — Median Contract Rent
59% — Owner Households with a Mortgage

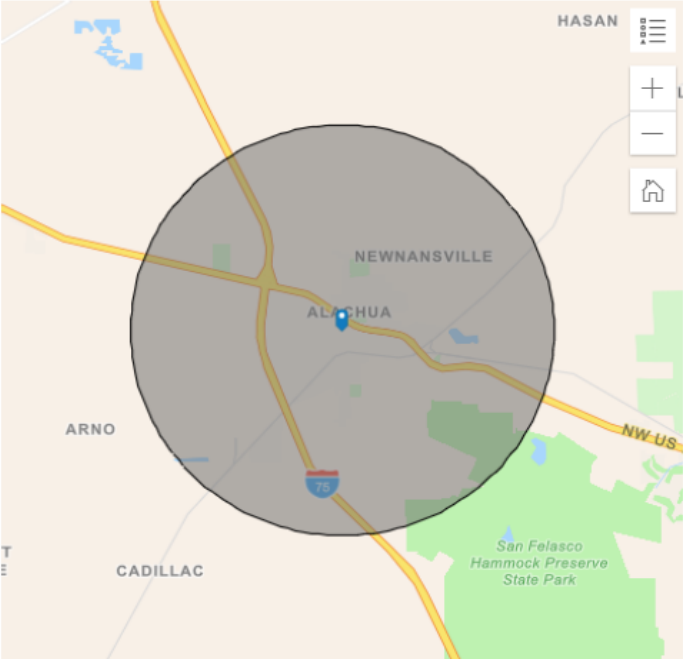| Score	Category	Description
90–100	Walker's Paradise	Daily errands do not require a car
70–89	Very Walkable	Most errands can be accomplished on foot
50–69	Somewhat Walkable	Some errands can be accomplished on foot
25–49	Car-Dependent	Most errands require a car
0–24	Car-Dependent	Almost all errands require 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.
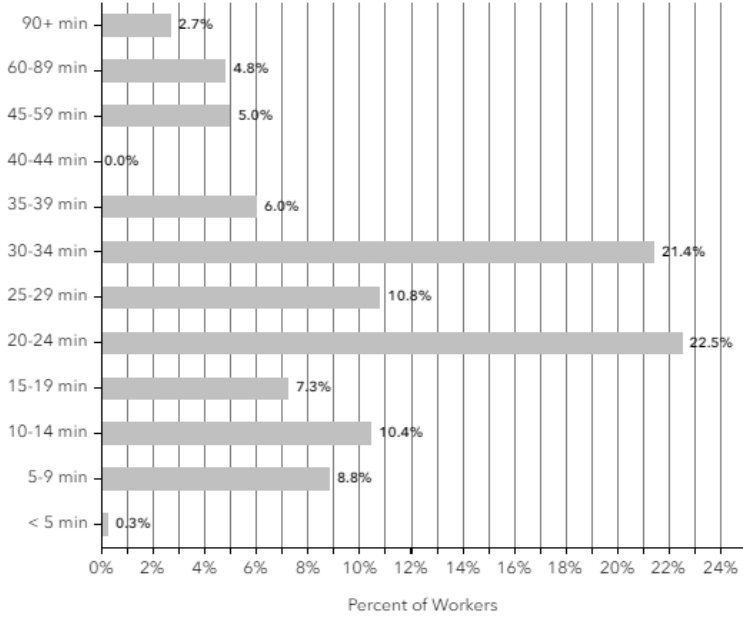
Commute Patterns

TRAVEL TIME TO WORK

Travel Time	Percent of Workers
90+ min	2.7%
60-89 min	4.8%
45-59 min	5.0%
40-44 min	0.0%
35-39 min	6.0%
30-34 min	21.4%
25-29 min	10.8%
20-24 min	22.5%
15-19 min	7.3%
10-14 min	10.4%
5-9 min	8.8%
< 5 min	0.3%

Percent of Workers

0.0% Took Public Transportation

12.9% Carpooled

0.7% Walked to Work

0.0% Bike to Work

2,871 Workers Age 16+

76% Workers 16+ Drove Alone to Work

9% Workers 16+ Worked at Home

Downtown Alachua Community Input Survey

Q2 What three (3) words come to mind when you think about the downtown area? (Please limit to one-word answers)

lacking festive Historical storefronts slow expensive limited Sleepy friendly
Tired dying Nothing Cute shopping Charming Conestoga small
businesses Old vacant historic Needs Quaint pretty
empty closed Beautiful Desolate potential Walkable
Boring community parking Inviting quiet Clean Dead deserted
outdated variety sad quiet peaceful town

Q3 What impacts how often you visit businesses and restaurants downtown?

Business hours retail day limited hours also types entertainment s Gainesville visit
need something stores diversity food available Quality finances price
look Time Hours open events selection parking something
restaurants places businesses close
variety Lack variety need choices Lack interesting shops
Cleanliness open eat downtown convenience options things nothing
want Hours operation much go specials offerings Whether good good food Cost
schedule

Q5 What time of day do you typically shop downtown?

Time	Percentage
7-9 am	(small, ~2%)
9-11 am	(~18%)
11am-1pm	(~32%)
1pm-5pm	(~44%)
After 5pm	(~40%)