

## The Retail Coach

In September 2009, The Seabrook Economic Development Corporation funded a Retail Recruitment & Development Strategy, which is currently in progress by The Retail Coach, LLC. The intent of this study was to provide a better understanding of the community's retail sector in order to improve opportunities for existing retailers and to provide a foundation for attracting new retailers and restaurants to Seabrook. The study consisted of six phases:

- Retail Trade Area Determination & Analysis
- Psychographic & Demographic Profiling
- Retail Gap (or "Leakage") Analysis
- Retailer Analysis & Selection
- Community Marketing & Packaging
- Community Presentation to Targeted Retailers

### Retail Trade Areas Determinations

The Retail Coach provided the Seabrook EDC with Primary and Secondary Retail Trade Areas.

Seabrook retail businesses can expect seventy percent of their customers to come from the Primary Retail Trade Area:



**Population**

	1990	2000	2009 Estimate	2014 Projection
Seabrook	6,685	9,443	11,133	12,103
Retail Trade Area	31,210	42,516	50,516	55,073

**Income**

	2009 Estimate
Average Household	\$91,687
Median Household	\$73,320
Per Capita	\$35,885

**Race Distribution**

	2009 Estimate
White	83.68%
Black or African American	3.27%
American Indian/Alaskan	0.61%
Asian	3.89%
Native Hawaiian/Islander	0.07%
Other Race	5.98%
Two or More Races	2.51%
Hispanic or Latino (of any race)	16.78%

**Age**

Groups	2009 Estimate
Under 5 Years	7.23%
5 - 14 Years	14.10%
15 - 20 Years	8.00%
21 - 24 Years	4.75%
25 - 34 Years	11.74%
35 - 44 Years	14.93%
45 - 54 Years	17.29%
55 Years and over	21.98%
Distribution	2009 Estimate
Median Age	37.81
Average Age	36.73

**Educational Attainment**

	2009 Estimate
Graduate or Professional	14.62%
Bachelor's Degree	25.49%
Associate Degree	6.60%
Some College, no degree	24.86%
High School Graduate	18.35%
Some High School, no degree	7.48%
Less than 9th grade	2.61%

October 2009. All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions. Prepared by The Retail Coach, LLC, a national retail consulting and market research firm. 662.844.2155.

Seabrook retail businesses can expect thirty percent of their customers to come from the Secondary Retail Trade Area:



<b>DESCRIPTION</b>	<b>DATA</b>
<b>Population</b>	
2014 Projection	377,883
2009 Estimate	344,437
2000 Census	286,171
1990 Census	224,833
Growth 2009-2014	9.71%
Growth 2000-2009	20.36%
Growth 1990-2000	27.28%

<b>2009 Est. Average Household Income</b>	<b>\$84,474</b>
<b>2009 Est. Median Household Income</b>	<b>\$69,481</b>
<b>2009 Est. Per Capita Income</b>	<b>\$31,262</b>

#### Seabrook Retail Leakage

The Retail Coach ran a Retail Leakage (Gap) Analysis to determine how much money is being spent outside of the community by citizens.

Understanding the pattern of retail spending within a community as it relates to the spending patterns of the State is critical. The Retail Coach's model analyzes these patterns for all retail sales in an area, including taxable and nontaxable sales, to further determine which retail sectors are exhibiting "leakage" and which sectors are exhibiting "surplus."

Or, put more simply, retail sectors in which spending is not fully captured are called "leakage" categories, while retail categories in which more sales are captured than are generated by residents are called "attraction" or "surplus" categories.

A retail sales surplus indicates that a community pulls consumers and retail dollars in from outside the trade area, thereby serving as a regional market. Conversely, when local demand for a specific product is not being met within a trade area, consumers are going elsewhere to shop creating retail leakage. Retail strategies can be developed for specific retail sectors by analyzing the estimation of retail surpluses and leakages, giving retailers a snapshot of the relative strengths and weaknesses of a community's retail market. Generally, attraction or surplus categories signal particular strengths of a retail market, while leakage categories signal particular weaknesses.

SIC	RETAIL SECTOR	LEAKAGE AMOUNT
521	Lumber and Other Building Materials . . . . .	-\$26,321,800
523	Paint, Glass and Wallpaper . . . . .	-\$4,496,769
525	Hardware Stores . . . . .	-\$13,785,210
527	Mobile Home Dealers . . . . .	-\$3,522,589
53	General Merchandise Stores . . . . .	-\$99,112,530
541	Grocery Stores . . . . .	-\$63,520,470
542	Meat and Fish Markets. . . . .	-\$1,605,281
543	Fruit and Vegetable Markets . . . . .	-\$1,960,704
544	Candy, Nut and Confection Stores . . . . .	-\$415,358
545	Dairy Products Stores . . . . .	-\$145,422
546	Retail Bakeries . . . . .	-\$1,354,674
549	Miscellaneous Food Stores. . . . .	-\$8,762,471
551	New and Used Car Dealers. . . . .	-\$157,074,100
552	Used Car Dealers . . . . .	-\$28,475,990
553	Auto and Home Supply Stores . . . . .	-\$32,599,420
554	Gasoline Service Stations . . . . .	-\$27,177,300
556	Recreational Vehicle Dealers . . . . .	-\$4,481,252
557	Motorcycle Dealers . . . . .	-\$3,628,201
559	Automotive Dealers, NEC . . . . .	-\$7,598,157
561	Men's and Boys' Clothing Stores . . . . .	-\$2,452,518
562	Women's Clothing Stores . . . . .	-\$4,134,097
563	Women's Accessory and Specialty Stores . . . . .	-\$571,252
564	Children's and Infants' Wear . . . . .	-\$1,078,496
565	Family Clothing Stores. . . . .	-\$4,569,255
566	Shoe Stores. . . . .	-\$5,762,764
569	Miscellaneous Apparel and Accessory Stores . . . . .	-\$3,122,382
571	Home Furniture and Furnishing . . . . .	-\$27,214,540
572	Household Appliance Stores . . . . .	-\$5,279,164
573	Radio, TV, and Computer Stores . . . . .	-\$63,864,950
5812	Eating Places . . . . .	-\$92,839,380
5813	Drinking Places . . . . .	-\$3,968,909
591	Drug Stores and Proprietary . . . . .	-\$19,583,320
592	Liquor Stores . . . . .	-\$1,774,536
593	Used Merchandise Stores . . . . .	-\$4,877,157
5941	Sporting Goods, Bicycle and Gun Stores . . . . .	-\$3,591,829
5942	Book Stores. . . . .	-\$2,254,669
5943	Stationery Stores . . . . .	-\$7,143,478
5944	Jewelry Stores . . . . .	-\$3,364,684
5945	Hobby, Toy and Game Shops. . . . .	-\$3,086,183
5946	Camera and Photography Supply Stores . . . . .	-\$300,519
5947	Gift, Novelty and Souvenir Shops. . . . .	-\$3,137,875
5948	Luggage and Leather Goods Stores . . . . .	-\$180,686
5949	Sewing, Needlework and Craft Stores. . . . .	-\$532,383
596	Non-store Retailers . . . . .	-\$7,597,005
598	Fuel and Ice Dealers . . . . .	-\$863,484
5992	Florists . . . . .	-\$1,989,275
5993	Tobacco Stores and Stands . . . . .	-\$159,811
5994	News Dealers and Newsstands. . . . .	-\$556,100
5995	Optical Goods Stores . . . . .	-\$1,899,539
5999	Miscellaneous Retail Stores, NEC . . . . .	-\$38,229,540

Primary Retail Trade Area Potential Sales \$938,184,400.

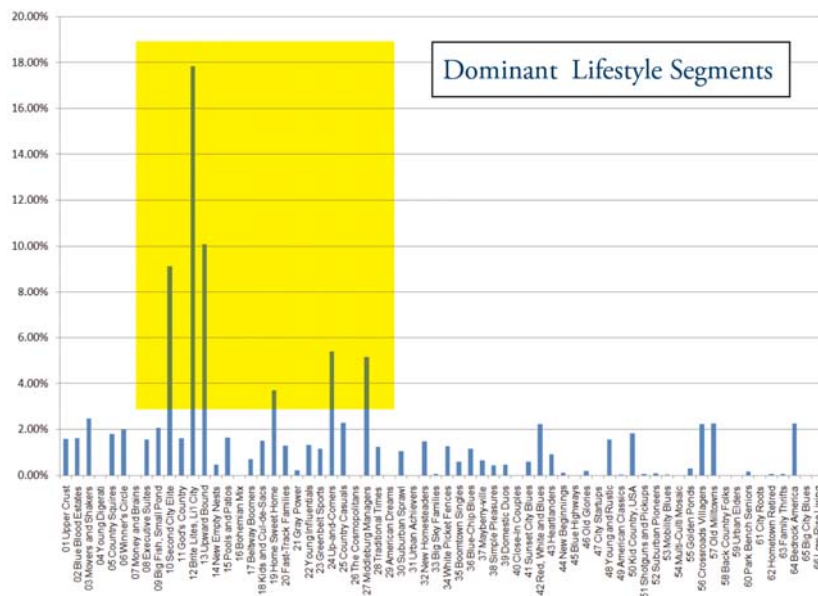
Primary Retail Trade Area Actual Sales: \$162,100,100.

# Primary Retail Trade Area Retail Leakage: \$776,084,400

## Psychographics

TRC completed a completed a Psychographic Profile of Seabrook.

Your retail trade area's psychographic profile is a breakdown into one or more of 66 lifestyle segments that identify consumer lifestyles, purchasing behaviors, and media habits. The full psychographics profile and related segments can be found on the Seabrook EDC website.



## Retailer Match List

The following retailer match list is the retailers selected as fits for Seabrook:

Applebee's	Ruby Tuesday
Baskin	Schlotzsky's
Robbins/Dunkin	Smoothie King
Donuts	Sprouts
Belk	Stein Mart
Boston Market	TJ Maxx
Bullritos	Zaxby's
California Pizza	
Kitchen	
Chipotle	
Einstein Bros. Bagels	
Hibbett Sporting	
Goods	
Huddle House	
McAlister's Deli	
Newk's Deli	
Pei Wei	
Kroger Signature	