



# MAIN STREET ATMORE REAL ESTATE REDEVELOPMENT PLAN



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# About The Project

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Main Street Alabama in partnership with Opportunity Alabama and the Business Council of Alabama applied for and received an EDA grant in 2020. Main Street Alabama will use our portion of the grant to provide services to our designated communities in the form of a real estate redevelopment plan, small scale production workshop, and incremental development training.

# [ About The Process ]

This plan was created utilizing the expertise of outside consultants, state and local-level partners, and community input. More specifically, the process included:

**Third-Party Data Analysis-** Market data provided by Claritas and extrapolated and interpreted by Place + Main Advisors, this data gives a snapshot of the potential opportunities for the district.

**Individual Property Tours-** Representatives from several properties provided our team access to the vacant buildings highlighted in this plan.

Our thanks to Main Street Atmore and the numerous residents, businesses, and property owners who participated in the creation of this plan.

# [ Market Data ]

The primary and secondary trade areas for this report were established by using mobility data, or cell phone data, to determine where people are coming from into the Main Street district. Using this GPS-enabled technology called geofencing, Main Street Atmore can understand at the zip code level where current customers in the district are originating. This allows for a better understanding of customer spending, needs, and the types of businesses that would be a best fit for the district.

This data is widely available to national-level retailers and was provided to Main Street Atmore through a partnership with Alabama Power using their resources to pull this data from a third party geofence data provider.

This mobility data allows for the identification of geographic areas that make up the district's primary and secondary areas. Once these areas are identified, Place + Main Advisors, LLC used this map to pull additional market data, including the following demographic and market retail data from data sources including Claritas, the U.S. Census, ESRI, and augmented with their own analysis and extrapolation of data.





**PRIMARY TRADE AREA**

**POPULATION**

**HOUSEHOLDS**

**2010 CENSUS**

12,979

5,171

**2020 CENSUS**

12,866

5,355

**2023 ESTIMATE**

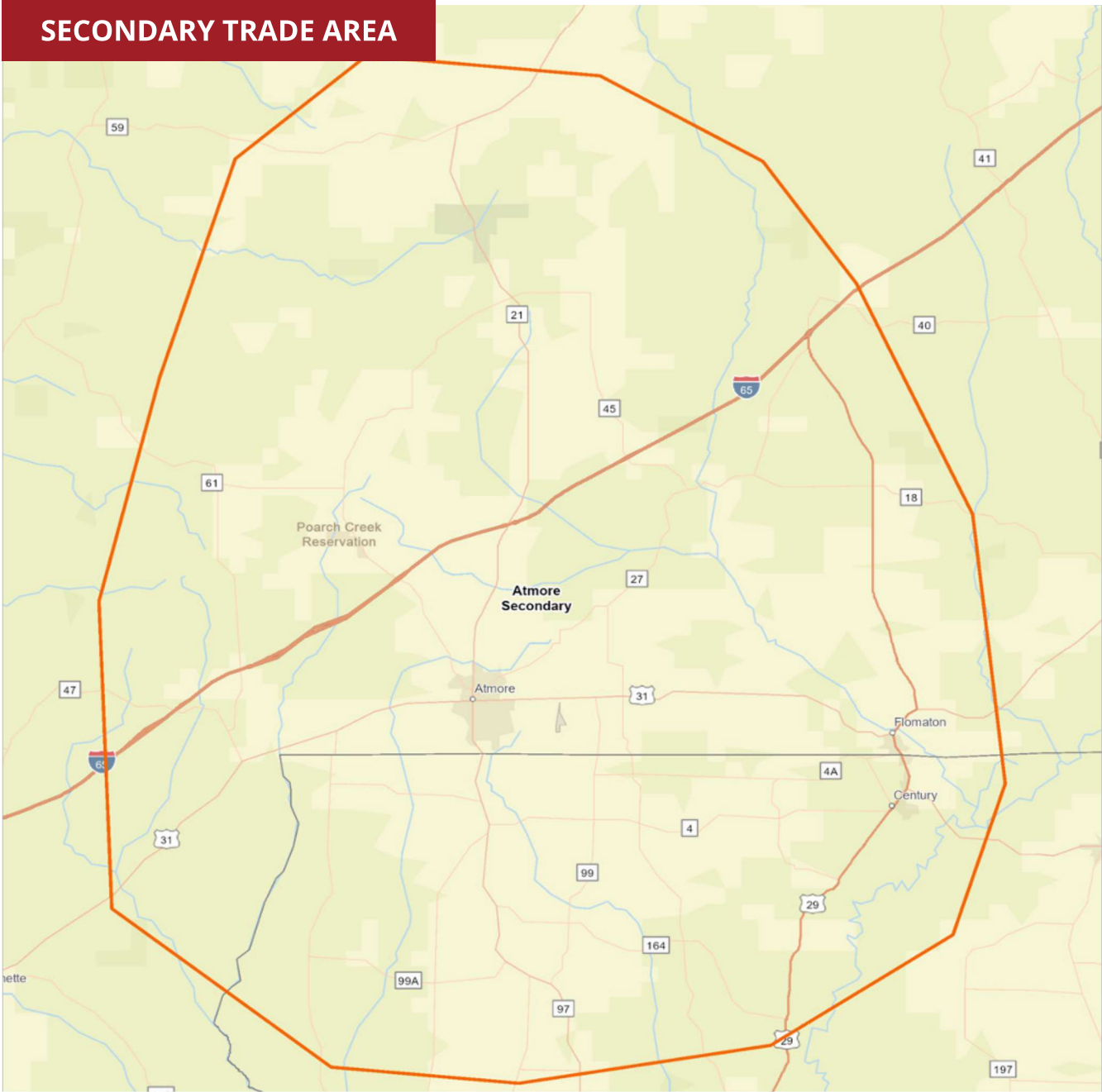
12,972

5,363

**2028 PROJECTION**

12,758

5,392



**SECONDARY TRADE AREA**

**POPULATION**

**HOUSEHOLDS**

**2010 CENSUS**

34,081

11,632

**2020 CENSUS**

32,787

12,106

**2023 ESTIMATE**

32,642

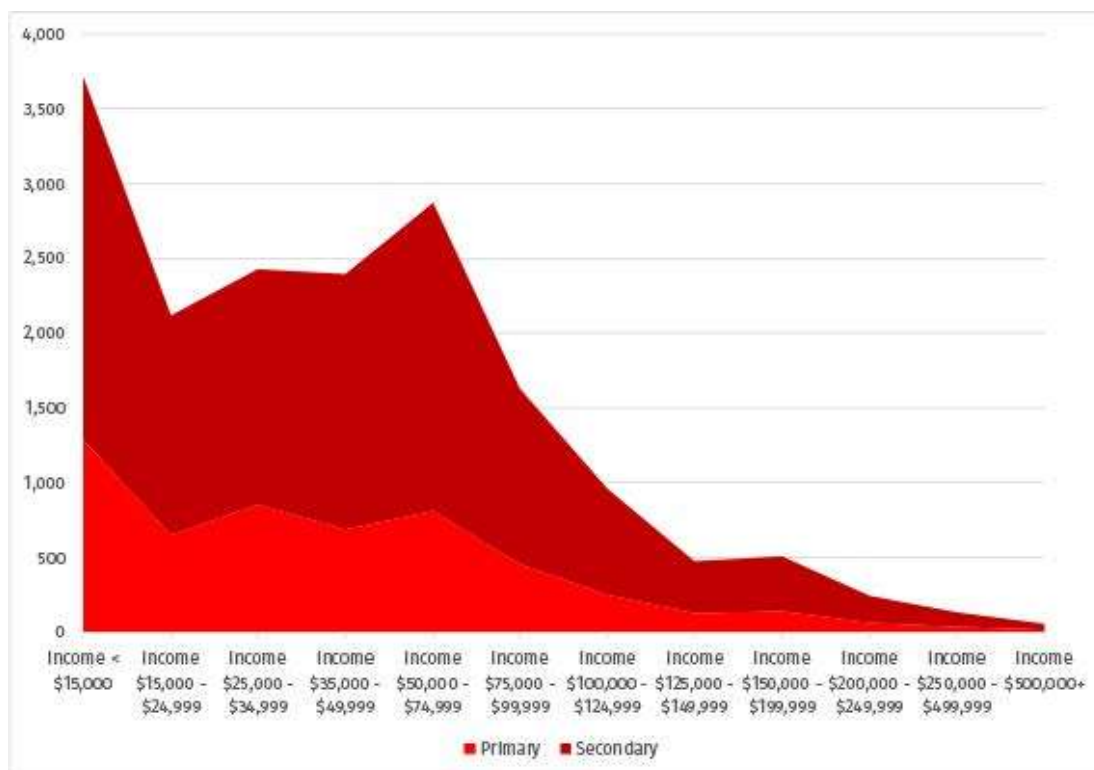
12,140

**2028 PROJECTION**

32,660

12,232

HOUSEHOLD INCOME	PRIMARY TRADE AREA	SECONDARY TRADE AREA
INCOME < \$15,000	1,283	2,433
INCOME \$15,000 - \$24,999	645	1,470
INCOME \$25,000 - \$34,999	856	1,569
INCOME \$35,000 - \$49,999	685	1,707
INCOME \$50,000 - \$74,999	811	2,058
INCOME \$75,000 - \$99,999	453	1,173
INCOME \$100,000 - \$124,999	251	704
INCOME \$125,000 - \$149,999	124	347
INCOME \$150,000 - \$199,999	138	366
INCOME \$200,000 - \$249,999	64	178
INCOME \$250,000 - \$499,999	37	96
INCOME \$500,000+	17	37
AVERAGE HOUSEHOLD INCOME	\$50,740.00	\$56,125.00
MEDIAN HOUSEHOLD INCOME	\$33,688.01	\$39,676.63

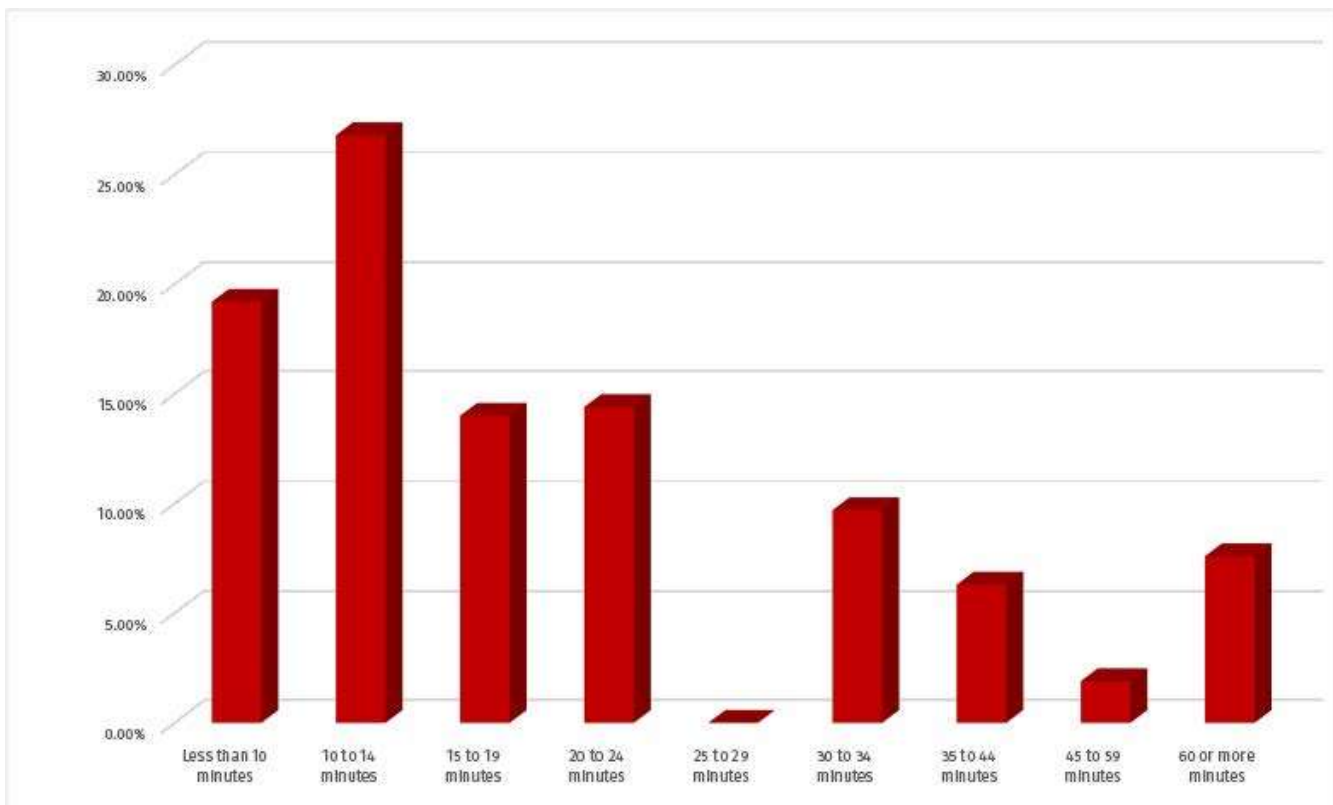




## CITY RESIDENT COMMUTE DATA

LEAVING HOME	% OF POPULATION	ARRIVING HOME
12:00 A.M. TO 4:59 A.M.	8.5%	9:00 A.M. TO 1:59 P.M.
5:00 A.M. TO 5:29 A.M.	1.9%	2:00 P.M. TO 2:29 P.M.
5:30 A.M. TO 5:59 A.M.	4.9%	2:30 P.M. TO 2:59 P.M.
6:00 A.M. TO 6:29 A.M.	7.2%	3:00 P.M. TO 3:29 P.M.
6:30 A.M. TO 6:59 A.M.	7.4%	3:30 P.M. TO 3:59 P.M.
7:00 A.M. TO 7:29 A.M.	22.0%	4:00 P.M. TO 4:29 P.M.
7:30 A.M. TO 7:59 A.M.	19.4%	4:30 P.M. TO 4:59 P.M.
8:00 A.M. TO 8:29 A.M.	16.1%	5:00 P.M. TO 5:29 P.M.
8:30 A.M. TO 8:59 A.M.	1.0%	5:30 P.M. TO 5:59 P.M.
9:00 A.M. TO 11:59 P.M.	11.6%	6:00 P.M. TO 8:59 P.M.

## CITY RESIDENT AVERAGE COMMUTE TIME



# Retail Gap Data

## About Retail Gap Data

When an area's demand for retail goods and services does not match the supply, it creates what is called a Retail Gap. If there is more supply than demand in a geographic area, then one of two things (or a combination of the two) are occurring:

- 1) There may be a strong enough draw from a specific retailer/service provider or group of them that brings in additional from customers from outside the defined area and/or;
- 2) There is an over-supply of a business type. Conversely, if there is more demand for a good or service than what exists in the area's supply, a gap (or leakage) is created.

This leakage is money that leaves the area to spend in another area because the particular good or service is not available within the defined area. This leakage is the best potential source for the types of additional businesses the area may need.

## Local Advantages + Challenges

The retail gap data for the Atmore area suggests there are significant opportunities to serve both the primary and secondary trade areas in numerous categories.

The following charts show the market demand and highest leakage areas for primary and secondary trade areas.

The presence of a gap is not a guarantee of success for prospective businesses.

## PRIMARY TRADE AREA

	2023 Demand	2023 Supply	2023 Retail Gap	2028 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$199,650,123	\$242,703,907	(\$43,053,783)	\$215,597,975	(\$27,105,932)
Total Retail Trade	\$178,130,479	\$234,738,341	(\$56,607,861)	\$192,056,363	(\$42,681,978)
Total Food + Drink	\$21,519,644	\$7,965,566	\$13,554,078	\$23,541,612	\$15,576,046

## SECONDARY TRADE AREA

	2023 Demand	2023 Supply	2023 Retail Gap	2028 Projected Demand	Projected Opportunity
Total Retail Trade and Food + Drink	\$474,338,772	\$449,388,344	\$24,950,428	\$514,967,809	\$65,579,465
Total Retail Trade	\$423,406,902	\$431,837,997	(\$8,431,095)	\$459,108,777	\$27,270,780
Total Food + Drink	\$50,931,870	\$17,550,347	\$33,381,523	\$55,859,032	\$38,308,685

# Retail Opportunities

There are significant opportunities in both the primary and secondary trade area in specific sectors. This section shows the largest areas of opportunity.

## PRIMARY TRADE AREA



**SUPERMARKETS AND OTHER GROCERY STORES (NAICS 44511)**

2022 Demand (\$)	\$20,841,100
2022 Supply (\$)	\$11,737,498
Opportunity Gap/ Surplus (\$)	\$9,103,603
2027 Demand	\$22,651,612
Projected Opportunity	\$10,914,114
Max. Supportable Sq Ft	21,828



**SPECIALTY FOOD STORES (NAICS 4452)**

2022 Demand (\$)	\$627,242
2022 Supply (\$)	\$0
Opportunity Gap/ Surplus (\$)	\$627,242
2027 Demand	\$682,368
Projected Opportunity	\$682,368
Max. Supportable Sq Ft	1,365



**BEER, WINE, AND LIQUOR STORES (NAICS 4453)**

2022 Demand (\$)	\$1,860,227
2022 Supply (\$)	\$743,036
Opportunity Gap/ Surplus (\$)	\$1,117,191
2027 Demand	\$2,043,873
Projected Opportunity	\$1,300,837
Max. Supportable Sq Ft	1,183

## PRIMARY TRADE AREA



**FAMILY CLOTHING STORES**  
(NAICS 44814)

2022 Demand (\$)	\$2,931,025
2022 Supply (\$)	\$2,112,629
Opportunity Gap/ Surplus (\$)	\$818,396
2027 Demand	\$2,735,309
Projected Opportunity	\$622,680
Max. Supportable Sq Ft	2,707



**SHOE STORES**  
(NAICS 4482)

2022 Demand (\$)	\$843,004
2022 Supply (\$)	\$186,395
Opportunity Gap/ Surplus (\$)	\$656,610
2027 Demand	\$766,178
Projected Opportunity	\$579,783
Max. Supportable Sq Ft	1,933



**PET AND PET SUPPLIES STORES**  
(NAICS 45391)

2022 Demand (\$)	\$617,343
2022 Supply (\$)	\$31,292
Opportunity Gap/ Surplus (\$)	\$586,051
2027 Demand	\$712,499
Projected Opportunity	\$681,207
Max. Supportable Sq Ft	2,197



**FULL-SERVICE RESTAURANTS**  
(NAICS 722511)

2022 Demand (\$)	\$9,555,733
2022 Supply (\$)	\$6,487,469
Opportunity Gap/ Surplus (\$)	\$3,068,264
2027 Demand	\$10,472,701
Projected Opportunity	\$3,985,232
Max. Supportable Sq Ft	6,533



**LIMITED-SERVICE RESTAURANTS**  
(NAICS 722513)

2022 Demand (\$)	\$8,137,400
2022 Supply (\$)	\$436,588
Opportunity Gap/ Surplus (\$)	\$7,700,811
2027 Demand	\$8,884,295
Projected Opportunity	\$8,447,707
Max. Supportable Sq Ft	42,239



**SNACK AND NON-ALCOHOLIC  
BEVERAGE BARS (NAICS 722515)**

2022 Demand (\$)	\$1,243,790
2022 Supply (\$)	\$24,456
Opportunity Gap/ Surplus (\$)	\$1,219,334
2027 Demand	\$1,357,146
Projected Opportunity	\$1,332,690
Max. Supportable Sq Ft	3,332



## SECONDARY TRADE AREA



**FURNITURE STORES  
(NAICS 4421)**

2022 Demand (\$)	\$5,104,253
2022 Supply (\$)	\$4,662,011
Opportunity Gap/ Surplus (\$)	\$442,242
2027 Demand	\$5,669,420
Projected Opportunity	\$1,007,409
Max. Supportable Sq Ft	3,100



**HOME FURNISHINGS STORES  
(NAICS 4422)**

2022 Demand (\$)	\$3,748,774
2022 Supply (\$)	\$3,201,326
Opportunity Gap/ Surplus (\$)	\$547,447
2027 Demand	\$4,129,479
Projected Opportunity	\$928,153
Max. Supportable Sq Ft	2,856



**SUPERMARKETS AND OTHER  
GROCERY STORES (NAICS 44511)**

2022 Demand (\$)	\$49,473,155
2022 Supply (\$)	\$38,127,761
Opportunity Gap/ Surplus (\$)	\$11,345,394
2027 Demand	\$54,281,684
Projected Opportunity	\$16,153,923
Max. Supportable Sq Ft	32,308



**SPECIALTY FOOD STORES  
(NAICS 4452)**

2022 Demand (\$)	\$1,489,665
2022 Supply (\$)	\$456,672
Opportunity Gap/ Surplus (\$)	\$1,032,993
2027 Demand	\$1,634,259
Projected Opportunity	\$1,177,587
Max. Supportable Sq Ft	2,355



**BEER, WINE, AND LIQUOR STORES  
(NAICS 4453)**

2022 Demand (\$)	\$4,386,101
2022 Supply (\$)	\$1,418,548
Opportunity Gap/ Surplus (\$)	\$2,967,552
2027 Demand	\$4,863,630
Projected Opportunity	\$3,445,082
Max. Supportable Sq Ft	3,132



**SHOE STORES  
(NAICS 4482)**

2022 Demand (\$)	\$1,988,735
2022 Supply (\$)	\$959,105
Opportunity Gap/ Surplus (\$)	\$1,029,630
2027 Demand	\$1,817,745
Projected Opportunity	\$858,640
Max. Supportable Sq Ft	2,862



## SECONDARY TRADE AREA



**PET AND PET SUPPLIES STORES  
(NAICS 45391)**

2022 Demand (\$)	\$1,467,726
2022 Supply (\$)	\$440,556
Opportunity Gap/ Surplus (\$)	\$1,027,170
2027 Demand	\$1,689,932
Projected Opportunity	\$1,249,376
Max. Supportable Sq Ft	4,030



**DRINKING PLACES (ALCOHOLIC  
BEVERAGES) (NAICS 7224)**

2022 Demand (\$)	\$1,716,350
2022 Supply (\$)	\$480,860
Opportunity Gap/ Surplus (\$)	\$1,235,490
2027 Demand	\$1,913,857
Projected Opportunity	\$1,432,997
Max. Supportable Sq Ft	4,094



**FULL-SERVICE RESTAURANTS  
(NAICS 722511)**

2022 Demand (\$)	\$22,603,791
2022 Supply (\$)	\$11,444,610
Opportunity Gap/ Surplus (\$)	\$11,159,182
2027 Demand	\$24,831,662
Projected Opportunity	\$13,387,052
Max. Supportable Sq Ft	21,946



**LIMITED-SERVICE RESTAURANTS  
(NAICS 722513)**

2022 Demand (\$)	\$19,285,265
2022 Supply (\$)	\$4,229,603
Opportunity Gap/ Surplus (\$)	\$15,055,662
2027 Demand	\$21,114,842
Projected Opportunity	\$16,885,239
Max. Supportable Sq Ft	84,426



**SNACK AND NON-ALCOHOLIC  
BEVERAGE BARS (NAICS 722515)**

2022 Demand (\$)	\$2,948,172
2022 Supply (\$)	\$73,635
Opportunity Gap/ Surplus (\$)	\$2,874,537
2027 Demand	\$3,226,659
Projected Opportunity	\$3,153,024
Max. Supportable Sq Ft	7,883

# Market Segmentation

As important as knowing what an area's retail gap is, understanding its market segmentation is equally valuable. What is market segmentation? Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

To define the various market segments for Downtown Atmore, the Primary Trade Area is divided into segments using the Tapestry Market Segmentation tool. Tapestry is a tool created by data firm ESRI to provide an accurate, detailed description of America's neighborhoods—U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition—then further classifies the segments into LifeMode and Urbanization Groups.

The charts on the following pages outline the predominant Tapestry segmentations in the three market areas. Their full profiles are included in Appendix B.

PRIMARY TRADE AREA	Tapestry Segment	% of Households
	<a href="#">ROOTED RURAL (10B)</a>	26.1%
	<a href="#">RURAL BYPASSES (10E)</a>	25.9%
	<a href="#">SOUTHERN SATELLITES (10A)</a>	9.0%
	<a href="#">SALT OF THE EARTH (6B)</a>	8.2%
	<a href="#">SMALL TOWN SINCERITY (12C)</a>	7.5%
	<a href="#">MIDLIFE CONSTANTS (5E)</a>	4.8%
	<a href="#">HEARTLAND COMMUNITIES (6F)</a>	4.1%
	<a href="#">COMFORTABLE EMPTY NESTERS (5A)</a>	3.9%
	<a href="#">MODEST INCOME HOMES (12D)</a>	3.4%
	<a href="#">ECONOMIC BEDROCK (10C)</a>	2.4%

Segmentation	Socioeconomic Traits	Market Profile
<p>Rooted Rural (10B)</p> <p>Average Household Size: 2.48</p> <p>Median Age: 45.2</p> <p>Median Household Income: \$42,300</p>	<ul style="list-style-type: none"> <li>• Shoppers use coupons frequently and buy generic goods.</li> <li>• Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.</li> <li>• Pay bills in person and avoid using the internet for financial transactions.</li> <li>• Often find computers and cell phones too complicated and confusing.</li> <li>• Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.</li> </ul>	<ul style="list-style-type: none"> <li>• They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.</li> <li>• More than half of the households have a high-speed internet connection.</li> <li>• They use a satellite dish to watch CMT, the History Channel, and GSN.</li> <li>• Pets are popular—dogs, cats, and birds.</li> <li>• Leisure activities include hunting and fishing.</li> <li>• They listen to faith-based radio, country, and gospel music.</li> <li>• Many are on Medicare and frequent the Walgreens pharmacy.</li> </ul>
<p>Rural Bypasses (10E)</p> <p>Average Household Size: 2.55</p> <p>Median Age: 40.4</p> <p>Median Household Income: \$33,000</p>	<ul style="list-style-type: none"> <li>• Almost 25% have not finished high school; 11% have a bachelor's degree or higher.</li> <li>• Labor force participation is low at 47%.</li> <li>• Income is primarily derived from wages and supplemented with Social Security and Supplemental Security Incomes.</li> <li>• Religion and faith are central in their lives.</li> <li>• They rely on television to stay informed.</li> </ul>	<ul style="list-style-type: none"> <li>• Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans.</li> <li>• To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.</li> <li>• Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.</li> <li>• As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, Freeform, USA Network, and TV Land.</li> </ul>
<p>Southern Satellites (10A)</p> <p>Average Household Size: 2.67</p> <p>Median Age: 40.3</p> <p>Median Household Income: \$47,800</p>	<ul style="list-style-type: none"> <li>• Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).</li> <li>• Labor force participation rate is 59.1%, slightly lower than the US.</li> <li>• These consumers are more concerned about cost rather than quality or brand loyalty.</li> <li>• They tend to be somewhat late in adapting to technology.</li> <li>• They obtain a disproportionate amount of their information from TV, compared to other media.</li> </ul>	<ul style="list-style-type: none"> <li>• Usually own a truck; likely to service it themselves.</li> <li>• Frequent the convenience store, usually to fill up a vehicle with gas.</li> <li>• Typical household has a satellite dish.</li> <li>• Work on home improvement and remodeling projects.</li> <li>• Own a pet, commonly a dog.</li> <li>• Participate in fishing and hunting.</li> <li>• Read fishing and hunting and home service magazines.</li> <li>• Partial to eating at low-cost family restaurants and drive-ins.</li> <li>• Use Walmart for all their shopping needs.</li> </ul>
<p>Salt of the Earth (6B)</p> <p>Average Household Size: 2.59</p> <p>Median Age: 44.1</p> <p>Median Household Income: \$56,300</p>	<ul style="list-style-type: none"> <li>• Steady employment in construction, manufacturing, and related service industries.</li> <li>• Completed education: 40% with a high school diploma only.</li> <li>• Household income just over the national median, while net worth is nearly double the national median.</li> <li>• Spending time with family is their top priority.</li> <li>• Cost-conscious consumers, loyal to brands they like, with a focus on buying American.</li> <li>• Last to buy the latest and greatest products.</li> <li>• Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.</li> </ul>	<ul style="list-style-type: none"> <li>• Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips, are popular.</li> <li>• To support their pastimes, truck ownership is high; many also own an ATV.</li> <li>• They own the equipment to maintain their lawns and tend to their vegetable gardens.</li> <li>• Residents often tackle home remodeling and improvement jobs themselves.</li> <li>• Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL.</li> <li>• These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.</li> </ul>

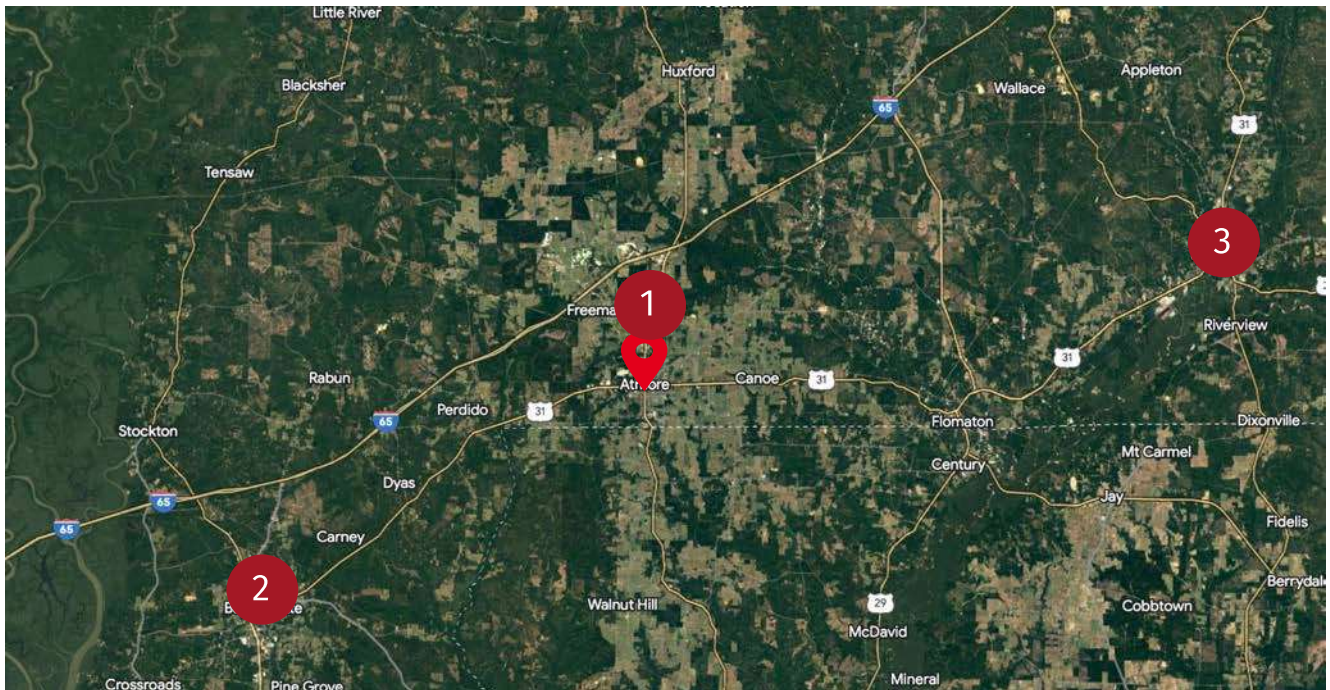
Segmentation	Socioeconomic Traits	Market Profile
<p>Small Town Sincerity (12C)</p> <p>Average Household Size: 2.26</p> <p>Median Age: 40.8</p> <p>Median Household Income: \$31,500</p>	<ul style="list-style-type: none"> <li>• Education: 67% with high school diploma or some college.</li> <li>• Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.</li> <li>• Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.</li> <li>• Price-conscious consumers that shop accordingly, with coupons at discount centers.</li> <li>• Connected, but not to the latest or greatest gadgets; keep their landlines.</li> <li>• Community-oriented residents; more conservative than middle of the road.</li> <li>• Rely on television or newspapers to stay informed.</li> </ul>	<ul style="list-style-type: none"> <li>• Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.</li> <li>• Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.</li> <li>• A large senior population visit doctors and health practitioners regularly.</li> <li>• A largely single population favors convenience over cooking—frozen meals and fast food.</li> <li>• Home improvement is not a priority, but vehicle maintenance is.</li> </ul>
<p>Midlife Constants (5E)</p> <p>Average Household Size: 2.31</p> <p>Median Age: 47.0</p> <p>Median Household Income: \$53,200</p>	<ul style="list-style-type: none"> <li>• Education: 67% with high school diploma or some college.</li> <li>• Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.</li> <li>• Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.</li> <li>• Price-conscious consumers that shop accordingly, with coupons at discount centers.</li> <li>• Connected, but not to the latest or greatest gadgets; keep their landlines.</li> <li>• Community-oriented residents; more conservative than middle of the road.</li> <li>• Rely on television or newspapers to stay informed.</li> </ul>	<ul style="list-style-type: none"> <li>• Small Town Sincerity features a semirural lifestyle, complete with domestic trucks and SUVs, ATVs, and vegetable gardens.</li> <li>• Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.</li> <li>• A large senior population visit doctors and health practitioners regularly.</li> <li>• A largely single population favors convenience over cooking—frozen meals and fast food.</li> <li>• Home improvement is not a priority, but vehicle maintenance is.</li> </ul>
<p>Heartland Communities (6F)</p> <p>Average Household Size: 2.39</p> <p>Median Age: 42.3</p> <p>Median Household Income: \$42,400</p>	<ul style="list-style-type: none"> <li>• Retirees in this market depress the average labor force participation rate to less than 60%. More workers are white collar than blue collar; more skilled than unskilled.</li> <li>• The rural economy of this market provides employment in the manufacturing, construction, utilities, health-care, and agriculture industries.</li> <li>• These are budget-savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.</li> <li>• Daily life is busy but routine. Working on the weekends is not uncommon.</li> <li>• Residents trust TV and newspapers more than any other media.</li> <li>• Skeptical about their financial future, they stick to community banks and low-risk investments.</li> </ul>	<ul style="list-style-type: none"> <li>• Traditional in their ways, residents of Heartland Communities choose to bank and pay their bills in person and purchase insurance from an agent.</li> <li>• Most have high-speed internet access at home or on their cell phone but aren't ready to go paperless.</li> <li>• Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.</li> <li>• To support their local community, residents participate in public activities.</li> <li>• Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.</li> <li>• They enjoy country music and watch CMT.</li> <li>• Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.</li> <li>• To get around these semirural communities, residents prefer domestic trucks or SUVs.</li> </ul>



Segmentation	Socioeconomic Traits	Market Profile
<p>Comfortable Empty Nesters (5A)</p> <p>Average Household Size: 2.52</p> <p>Median Age: 48.0</p> <p>Median Household Income: \$75,000</p>	<ul style="list-style-type: none"> <li>• Education: 36% college graduates; nearly 68% with some college education.</li> <li>• Average labor force participation at 61%.</li> <li>• Most households' income from wages or salaries, but a third also draw income from investments and retirement.</li> <li>• Comfortable Empty Nesters residents physically and financially active.</li> <li>• Prefer eating at home instead of dining out.</li> <li>• Home maintenance a priority among these homeowners.</li> </ul>	<ul style="list-style-type: none"> <li>• Residents enjoy listening to sports radio or watching sports on television.</li> <li>• Physically active, they play golf, ski, ride bicycles, and work out regularly.</li> <li>• Spending a lot of time online isn't a priority, so most own older home computers.</li> <li>• Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.</li> </ul>
<p>Modest Income Homes (12D)</p> <p>Average Household Size: 2.56</p> <p>Median Age: 37.0</p> <p>Median Household Income: \$23,900</p>	<ul style="list-style-type: none"> <li>• Almost a quarter of adults aged 25 or more have no high school diploma.</li> <li>• Labor force participation is 50%.</li> <li>• Income is less than half of the US median income.</li> <li>• Consumers in this market consider traditional gender roles and religious faith very important.</li> <li>• This market lives for today, choosing to save only for a specific purpose.</li> <li>• Consumers favor TV as their media of choice and will purchase a product with a celebrity endorsement.</li> </ul>	<ul style="list-style-type: none"> <li>• Consumers shop at warehouse clubs and low-cost retailers.</li> <li>• Unlikely to own a credit card, pay bills in person.</li> <li>• This market supports multigenerational families, often primary caregivers for elderly family members.</li> <li>• Listen to gospel and R&amp;B music and prefer to watch BET.</li> </ul>
<p>Economic BedRock (10C)</p> <p>Average Household Size: 2.54</p> <p>Median Age: 41.3</p> <p>Median Household Income: \$42,100</p>	<ul style="list-style-type: none"> <li>• They hold strong religious beliefs.</li> <li>• Most residents did not go to college.</li> <li>• They are slow to adopt technology; "if it's not broken, don't fix it," mentality.</li> <li>• TV is the main source of information, news, and entertainment.</li> <li>• They make purchases for today because tomorrow is uncertain.</li> <li>• They are happy to go to work whenever the opportunity presents itself.</li> <li>• Budgeted vacations are taken within the US, not abroad.</li> </ul>	<ul style="list-style-type: none"> <li>• Own a domestic truck, dog, and ATV.</li> <li>• Watch a lot of TV, including programs on CMT and the Discovery Channel.</li> <li>• A few still hanging onto their landlines (no cell phones).</li> <li>• Dine at Dairy Queen, Pizza Hut, Sonic Drive-in, and Golden Corral.</li> <li>• Hunting, yard work, and gardening popular activities.</li> <li>• Shop at department and discount stores—mostly dollar stores.</li> <li>• Many are well-insured, from auto, vision, life, and prescription plans to Medicare. For convenience, they pick up prescriptions at the closest Walgreens pharmacy.</li> </ul>

# Competing Areas

Main Street Atmore shares a primary trade area with a growing retail presence at the interchange as well several smaller areas. However, Atmore's largest competition is in the secondary trade area with Bay Minette to the west down US-32 and Brewton to the east, also along US-32.



1) Atmore Interchange   2) Bay Minette   3) Brewton