

Retail Gap Expanded Report

2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups
 Drew Arnold & Greg Clearman



Lat/Lon: 30.8254/-89.1413

Wiggins Multifamily Residential or Commercial Development Investment Listing 2775430	1 mi radius		3 mi radius		5 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$191.59 K / \$127.46 K	33	\$2.43 M / \$783.71 K	68	\$4.13 M / \$793.56 K	81
Men's Clothing Stores	\$6.71 K / -	100	\$85.62 K / -	100	\$145.43 K / -	100
Women's Clothing Stores	\$29.47 K / \$127.46 K	-77	\$371.78 K / \$527.21 K	-29	\$634.76 K / \$531.62 K	16
Children's, Infants' Clothing Stores	\$12.82 K / -	100	\$161.05 K / -	100	\$274.26 K / -	100
Family Clothing Stores	\$78.62 K / -	100	\$992.21 K / -	100	\$1.69 M / -	100
Clothing Accessory Stores	\$6.25 K / -	100	\$79.43 K / -	100	\$135.56 K / -	100
Other Apparel Stores	\$9.63 K / -	100	\$121.3 K / \$256.5 K	-53	\$206.84 K / \$261.94 K	-21
Shoe Stores	\$32.17 K / -	100	\$409.19 K / -	100	\$696.37 K / -	100
Jewelry Stores	\$14.74 K / -	100	\$189.04 K / -	100	\$321.6 K / -	100
Luggage Stores	\$1.19 K / -	100	\$15.56 K / -	100	\$26.33 K / -	100
Furniture, Home Furnishings Stores	\$93 K / \$85.91 K	8	\$1.18 M / \$1.59 M	-26	\$2.01 M / \$2.09 M	-4
Furniture Stores	\$56.92 K / \$85.91 K	-34	\$722.15 K / \$1.59 M	-55	\$1.23 M / \$2.09 M	-41
Floor Covering Stores	\$9.83 K / -	100	\$124.16 K / -	100	\$213.07 K / -	100
Other Home Furnishing Stores	\$26.25 K / -	100	\$331.28 K / -	100	\$565.63 K / -	100
Electronics, Appliance Stores	\$71.54 K / -	100	\$904.06 K / -	100	\$1.55 M / -	100
Building Material, Garden Equipment, Supplies Dealers	\$231.08 K / \$2.47 M	-91	\$2.92 M / \$59.05 M	-95	\$5.02 M / \$60.7 M	-92
Home Centers	\$108.72 K / -	100	\$1.37 M / \$29.5 K	98	\$2.36 M / \$90.14 K	96
Paint, Wallpaper Stores	\$8.01 K / -	100	\$101.05 K / -	100	\$173.9 K / -	100
Hardware Stores	\$9.97 K / \$141.5 K	-93	\$125.95 K / \$1.67 M	-92	\$216.28 K / \$1.7 M	-87
Other Building Materials Stores	\$77.02 K / \$2.33 M	-97	\$974.17 K / \$9.76 M	-90	\$1.68 M / \$10.38 M	-84
Outdoor Power Equipment Stores	\$3.64 K / -	100	\$45.36 K / -	100	\$78.01 K / -	100
Nursery, Garden Stores	\$23.72 K / -	100	\$298.68 K / \$47.59 M	-99	\$513.2 K / \$48.53 M	-99
Food, Beverage Stores	\$634.41 K / \$4.8 M	-87	\$8.06 M / \$15.29 M	-47	\$13.79 M / \$16.3 M	-15
Grocery Stores	\$567.17 K / \$4.27 M	-87	\$7.21 M / \$13.21 M	-45	\$12.33 M / \$13.81 M	-11
Convenience Stores	\$22.03 K / \$403.77 K	-95	\$280.31 K / \$1.17 M	-76	\$479.04 K / \$1.43 M	-67
Meat Markets	\$6.54 K / -	100	\$82.67 K / -	100	\$141.36 K / -	100
Fish, Seafood Markets	\$2.3 K / -	100	\$29.71 K / -	100	\$51.03 K / -	100
Fruit, Vegetable Markets	\$3.95 K / -	100	\$50.84 K / -	100	\$86.6 K / \$64.93 K	25
Other Specialty Food Markets	\$6.82 K / -	100	\$86.89 K / \$79.34 K	9	\$148.71 K / \$151.56 K	-2
Liquor Stores	\$25.6 K / \$134.97 K	-81	\$323.33 K / \$834.72 K	-61	\$551.31 K / \$844.48 K	-35

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Health, Personal Care Stores	\$155.55 K / \$2.55 M	-94	\$1.98 M / \$7.93 M	-75	\$3.38 M / \$7.97 M	-58
Pharmacy, Drug Stores	\$130.29 K / \$2.55 M	-95	\$1.65 M / \$7.93 M	-79	\$2.83 M / \$7.97 M	-64
Cosmetics, Beauty Stores	\$7.65 K / -	100	\$96.78 K / -	100	\$165.72 K / -	100
Optical Goods Stores	\$8.75 K / -	100	\$111.15 K / -	100	\$190.32 K / -	100
Other Health, Personal Care Stores	\$8.87 K / -	100	\$113.33 K / -	100	\$194.14 K / -	100
Sporting Goods, Hobby, Book, Music Stores	\$71.21 K / \$586.9 K	-88	\$898.65 K / \$1.94 M	-54	\$1.53 M / \$2.14 M	-28
Sporting Goods Stores	\$38.85 K / \$532.76 K	-93	\$488.85 K / \$1.81 M	-73	\$834.63 K / \$2 M	-58
Hobby, Toy, Game Stores	\$11.51 K / -	100	\$143.96 K / -	100	\$246.14 K / -	100
Sewing, Needlecraft Stores	\$3.52 K / -	100	\$44.87 K / -	100	\$76.59 K / -	100
Musical Instrument Stores	\$3.3 K / -	100	\$42.01 K / -	100	\$71.63 K / -	100
Book Stores	\$14.03 K / \$54.13 K	-74	\$178.96 K / \$135.47 K	24	\$305.06 K / \$135.47 K	56
General Merchandise Stores	\$617.63 K / \$14.96 M	-96	\$7.82 M / \$39.94 M	-80	\$13.37 M / \$40.09 M	-67
Department Stores	\$158.52 K / \$13.6 M	-99	\$2 M / \$34.02 M	-94	\$3.42 M / \$34.02 M	-90
Warehouse Superstores	\$398.78 K / -	100	\$5.06 M / -	100	\$8.65 M / -	100
Other General Merchandise Stores	\$60.33 K / \$1.36 M	-96	\$763.84 K / \$5.91 M	-87	\$1.31 M / \$6.07 M	-78
Miscellaneous Store Retailers	\$83.6 K / \$109.54 K	-24	\$1.06 M / \$622.43 K	41	\$1.81 M / \$920.52 K	49
Florists	\$2.93 K / \$68.56 K	-96	\$36.99 K / \$275.83 K	-87	\$63.36 K / \$344.07 K	-82
Office, Stationary Stores	\$8.18 K / -	100	\$103.89 K / -	100	\$177.83 K / -	100
Gift, Souvenir Stores	\$10 K / \$15.48 K	-35	\$126.65 K / \$76.76 K	39	\$216.52 K / \$77.51 K	64
Used Merchandise Stores	\$5.74 K / -	100	\$72.98 K / \$135.43 K	-46	\$124.7 K / \$138.26 K	-10
Pet, Pet Supply Stores	\$33.87 K / -	100	\$426.12 K / -	100	\$730.71 K / -	100
Art Dealers	\$2.67 K / -	100	\$34.46 K / -	100	\$58.97 K / -	100
Mobile Home Dealers	\$5.03 K / -	100	\$62.85 K / -	100	\$108.38 K / -	100
Other Miscellaneous Retail Stores	\$15.18 K / \$25.49 K	-40	\$193.85 K / \$134.41 K	31	\$331.5 K / \$360.68 K	-8
Non-Store Retailers	\$282.1 K / \$625 K	-55	\$3.57 M / \$1.7 M	52	\$6.1 M / \$1.7 M	72
Mail Order, Catalog Stores	\$234.01 K / -	100	\$2.96 M / -	100	\$5.06 M / -	100
Vending Machines	\$6.54 K / -	100	\$83.31 K / -	100	\$142.01 K / -	100
Fuel Dealers	\$23.53 K / \$625 K	-96	\$298.42 K / \$1.56 M	-81	\$514.68 K / \$1.56 M	-67
Other Direct Selling Establishments	\$18.02 K / -	100	\$228.39 K / \$137.66 K	40	\$390.54 K / \$140.57 K	64

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Accommodation, Food Services	\$539.96 K / \$2.74 M	-80	\$6.82 M / \$14.49 M	-53	\$11.61 M / \$16.99 M	-32
Hotels, Other Travel Accommodations	\$29.66 K / \$146.19 K	-80	\$374.79 K / \$756.76 K	-50	\$638.64 K / \$797.44 K	-20
RV Parks	\$284 / \$324	-12	\$4.16 K / \$4.22 K	-1	\$6.86 K / \$12.16 K	-44
Rooming, Boarding Houses	\$200 / -	100	\$2.44 K / -	100	\$4.28 K / -	100
Full Service Restaurants	\$316.03 K / \$1.12 M	-72	\$3.99 M / \$7.9 M	-49	\$6.8 M / \$8.59 M	-21
Limited Service Restaurants	\$146.82 K / \$1.49 M	-90	\$1.85 M / \$5.91 M	-69	\$3.16 M / \$7.79 M	-59
Special Food Services, Catering	\$46.96 K / -	100	\$592.48 K / -	100	\$1.01 M / \$7.57 K	99
Drinking Places	\$13.44 K / -	100	\$168.96 K / \$82.23 K	51	\$287.57 K / \$83.84 K	71
Gasoline Stations	\$466.45 K / \$4.07 M	-89	\$5.89 M / \$13.97 M	-58	\$10.09 M / \$22.67 M	-56
Motor Vehicle, Parts Dealers	\$837.44 K / \$7.27 M	-88	\$10.55 M / \$22.25 M	-53	\$18.04 M / \$29.45 M	-39
New Car Dealers	\$642.5 K / \$5.82 M	-89	\$8.09 M / \$17.37 M	-53	\$13.83 M / \$24.46 M	-43
Used Car Dealers	\$66.26 K / \$80.24 K	-17	\$833.23 K / \$223.42 K	73	\$1.43 M / \$312.9 K	78
Recreational Vehicle Dealers	\$13.2 K / -	100	\$165.71 K / -	100	\$282.9 K / -	100
Motorcycle, Boat Dealers	\$28.82 K / -	100	\$362.19 K / -	100	\$619.39 K / -	100
Auto Parts, Accessories	\$51.97 K / \$1.06 M	-95	\$659.89 K / \$3.88 M	-83	\$1.13 M / \$3.9 M	-71
Tire Dealers	\$34.69 K / \$311.03 K	-89	\$440.61 K / \$778.38 K	-43	\$752.09 K / \$778.38 K	-3
2023 Population		606		5,674		9,540
2028 Population		600		5,620		9,637
% Population Change 2023-2028		-1.0%		-0.9%		1.0%
2023 Adult Population Age 18+		511		4,451		7,481
2023 Population Male		365		2,889		4,796
2023 Population Female		241		2,785		4,744
2023 Households		171		2,048		3,420
2023 Median Household Income		61,422		53,461		51,089
2023 Average Household Income		67,362		72,581		75,023