

# Marketing Presentation



POPLARVILLE, MISSISSIPPI-102 HWY 11  
COLLEGE SQUARE SHOPPING CENTER  
BUILD TO SUIT RETAIL SPACES FOR LEASE  
1,500 TO 7,500 SF RETAIL

Prepared by:

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SOCIETY OF INDUSTRIAL  
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## Description

Build to suite retail spaces for lease from 1,500SF to 7,500SF are now available in the College Square Shopping Center anchored by Ramey's Market and located opposite Pearl River Community College.



Join tenants that attract customers:

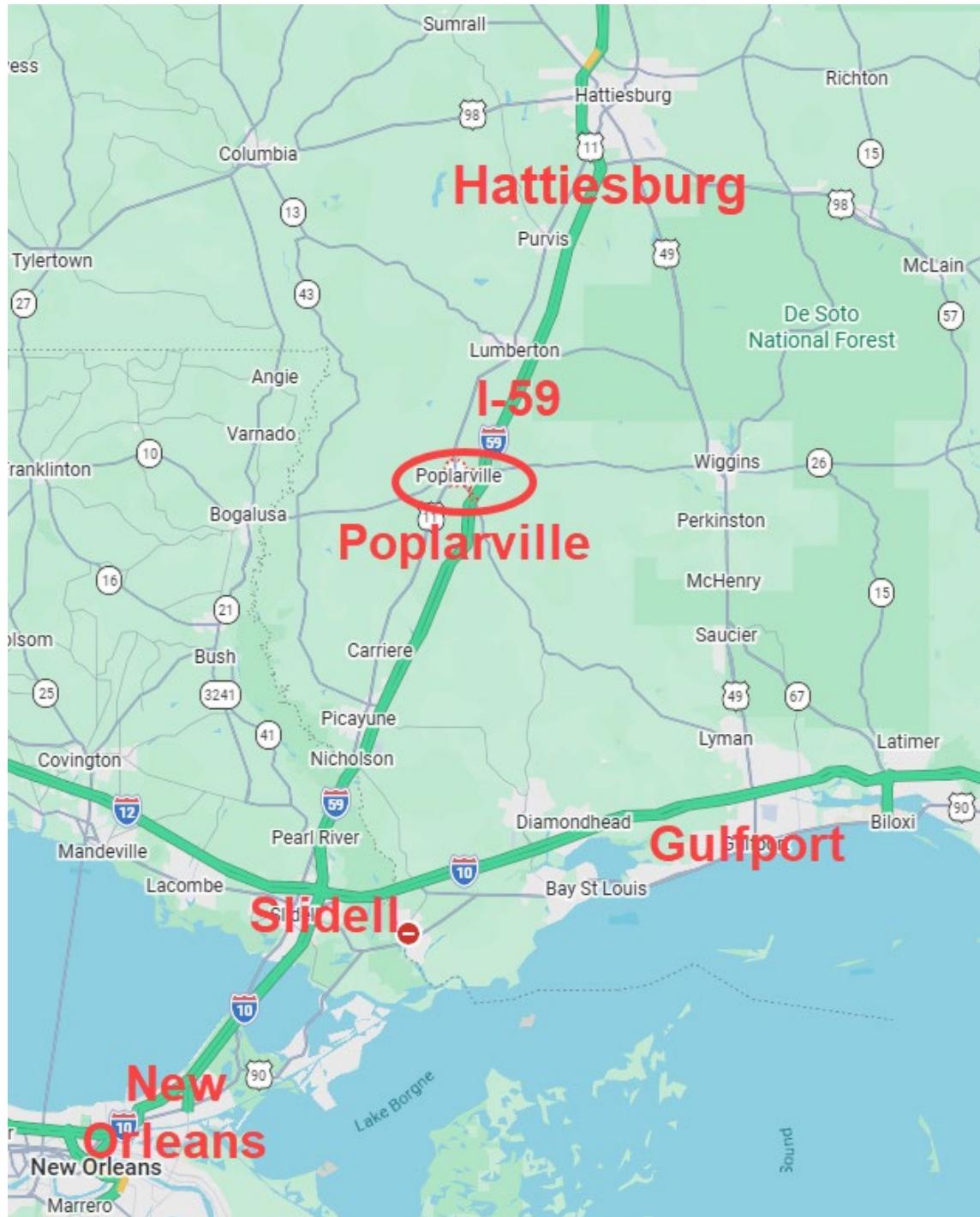
- Subway
- Ramey's Market
- Java Moes Coffee
- Garibaldi Restaurant
- Little Caesar's Pizza





## Location/ESRI Demographics

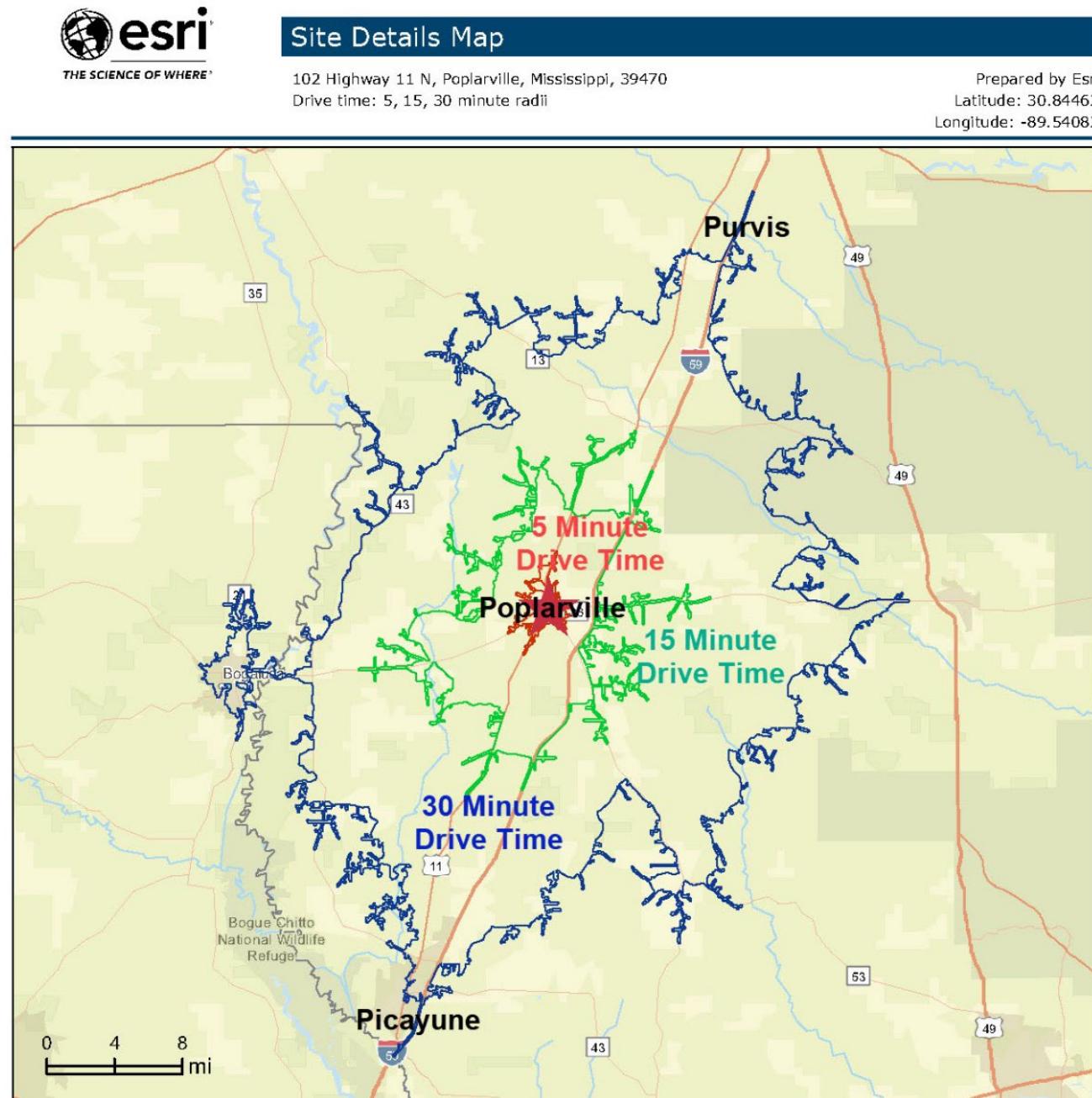
The shopping center is inside the city limits of Poplarville, Mississippi, in Pearl River County and is located halfway between Hattiesburg, Mississippi, and New Orleans, Louisiana, which are connected by Interstate 59 which runs from New Orleans through Birmingham into Georgia.





## Poplarville Consumer Spending Patterns

Poplarville is the county seat and draws retail consumers from the surrounding area since it has easy access from Interstate 59 and is the only thriving city within 30 miles. Even though the Poplarville population is under 1,500 people, the average household income is \$70,354 annually; however, the market for retailers in Poplarville extends to a 30 minute drive time and totals 52,000 residents. The drive time bands are shown in the map below: 5 minute drive time in red, 15 minute drive time in green and the 30 minute drive time is in blue.





## Where Do Residents Spend Their Money

Retailers can thrive in this location due to spending by residents, as shown in the table below. The top spending categories are shown in green.



### Retail Demand Outlook-Consumer Spending By Drive Times

102 Highway 11 N, Poplarville, Mississippi, 39470

Drive Times	5 minutes	15 Minutes	30 Minutes
<b>Apparel and Services</b>	\$791,068	\$4,328,940	\$33,573,384
Men's	\$158,520	\$844,592	\$6,565,833
<b>Women's</b>	\$276,523	\$1,540,958	\$11,898,665
Children's	\$106,171	\$584,120	\$4,549,873
Footwear	\$176,926	\$1,011,171	\$7,633,967
Watches & Jewelry	\$58,125	\$275,891	\$2,339,028
Computers and Hardware for Home Use	\$69,795	\$370,550	\$2,921,914
<b>TV/Video/Audio</b>	\$464,736	\$2,647,269	\$19,433,585
Cable and Satellite Television Services	\$275,631	\$1,641,397	\$11,612,478
Televisions	\$39,208	\$212,559	\$1,654,538
Rental/Streaming/Downloaded Video	\$62,434	\$322,487	\$2,620,961
<b>Pets</b>	\$412,379	\$2,330,704	\$17,107,058
Toys/Games/Crafts/Hobbies (4)	\$66,482	\$357,873	\$2,687,312
Recreational Vehicles and Fees (5)	\$63,577	\$344,158	\$2,751,818
Sports/Recreation/Exercise Equipment (6)	\$94,419	\$527,274	\$3,910,632
<b>Food</b>	\$4,069,364	\$23,139,097	\$171,769,796
Food at Home	\$2,749,364	\$15,705,868	\$115,057,407
Bakery and Cereal Products	\$366,884	\$2,110,292	\$15,393,866
Meats, Poultry, Fish, and Eggs	\$561,749	\$3,177,573	\$23,474,906
Dairy Products	\$281,826	\$1,618,419	\$11,798,216
Fruits and Vegetables	\$445,777	\$2,503,079	\$18,550,927
Snacks and Other Food at Home	\$1,093,127	\$6,296,504	\$45,839,492
Food Away from Home	\$1,320,001	\$7,433,229	\$56,712,390
Alcoholic Beverages	\$203,295	\$1,068,944	\$8,486,754
Nonprescription Drugs	\$79,822	\$488,443	\$3,452,906
Prescription Drugs	\$194,373	\$1,082,574	\$8,011,195
Eyeglasses and Contact Lenses	\$48,523	\$265,451	\$2,000,824
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	\$40,123	\$214,788	\$1,654,353
Furniture	\$297,728	\$1,657,739	\$12,756,816
<b>Major Appliances (14)</b>	\$180,628	\$1,033,597	\$7,712,725
Housewares (15)	\$35,661	\$207,227	\$1,492,498
Small Appliances	\$25,927	\$140,631	\$1,065,828
Telephones and Accessories	\$30,379	\$153,930	\$1,253,147
<b>Household Operations</b>			
Child Care	\$160,319	\$815,064	\$6,712,476
<b>Lawn and Garden (16)</b>	\$266,696	\$1,588,684	\$11,512,187
Housekeeping Supplies (17)	\$334,924	\$2,010,111	\$14,256,647
Personal Care Products (18)	\$201,600	\$1,131,282	\$8,575,276
Smoking Products	\$238,378	\$1,477,048	\$9,968,312



## Retail Demand

Within a 30 minute drive time, these businesses should be feasible in this location due to residents' spending:

Women's Apparel

Pet Store

Furniture Store

Appliances

Lawn/Garden Equipment

## Population & Household Income

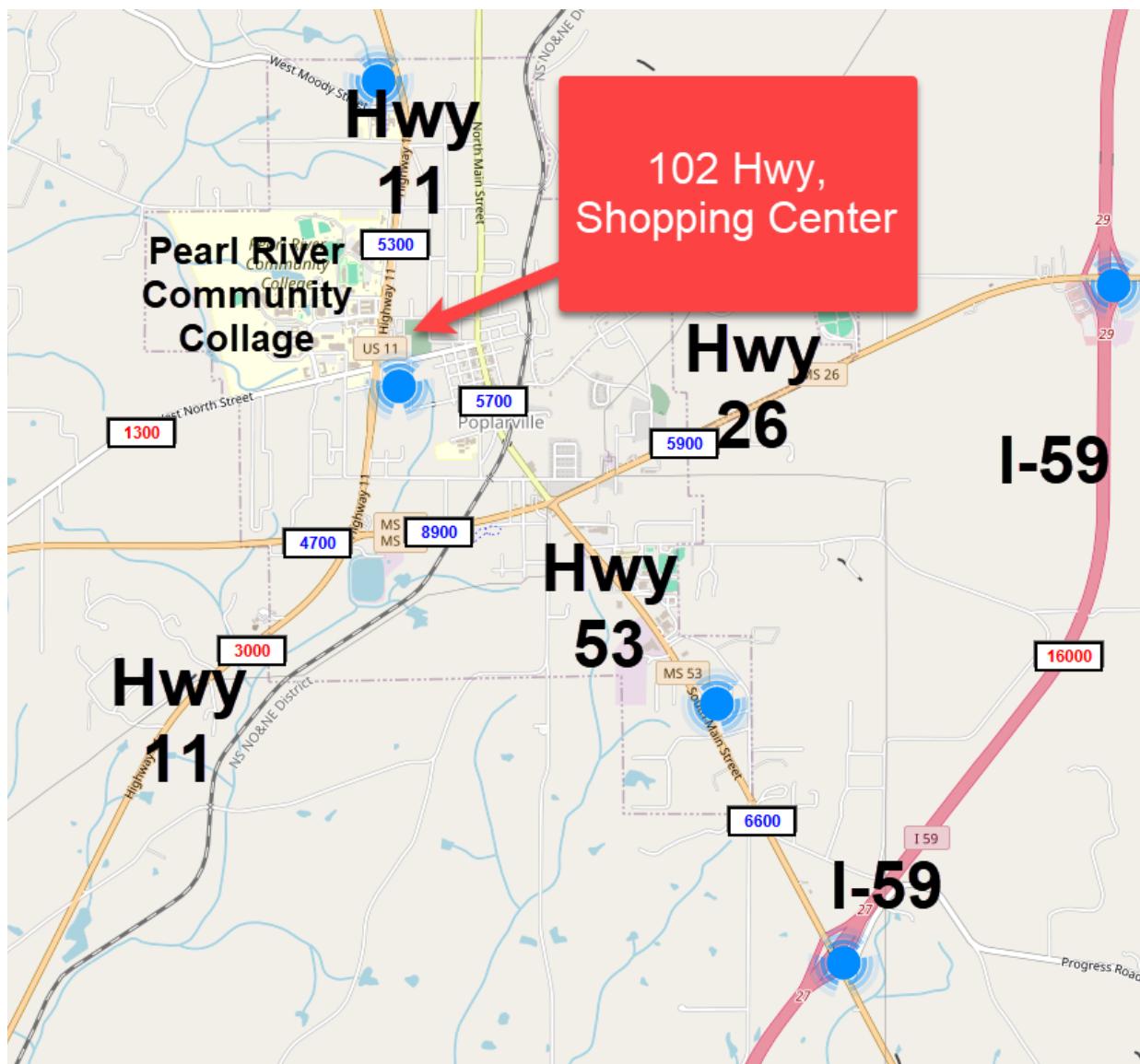
The table below shows how a small town retailer can pull customers from outside the city and enjoy a larger market. The population inside the Poplarville city limits is 1,485 but the surrounding market for retailers extends to a 30 minute drive and a population over 52,000 with an average household income exceeding \$77,000.

Demographic and Income Comparison Profile			
102 Highway 11 N, Poplarville, Mississippi, 39470			
Drive time: 5, 15, 30 minute radii			
		5 minutes	15 minutes
2025 Summary			30 minutes
Population		1,485	7,271
Households		542	2,617
Families		345	1,744
Average Household Size		2.11	2.45
Owner Occupied Housing Units		377	2,057
Renter Occupied Housing Units		165	560
Median Age		32.0	39.4
Median Household Income		\$54,446	\$53,740
Average Household Income		\$70,354	\$77,260



## Traffic Count

The retail space fronts Highway 11 which has a traffic count of 5,300 cars per day. Traffic from Hattiesburg to the north exits I-59 onto Highway 26 measuring 5,900 cars per day and traffic from Slidell/New Orleans to the south exits Highway 53 measuring 6,600 cars per day. The combined traffic count on Highway 26 is 8,900 cars per day and the flow is toward Highway 11 and measures 5,300 cars per day in front of the Pearl River Community College and the Shopping Center.





## Retail Demand Table Description/Footnotes

<b>(1) Apparel Products and Services</b> include shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
<b>(2) Membership Fees for Clubs</b> includes membership fees for social, recreational, and health clubs.
<b>(3) Audio</b> includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
<b>(4) Toys and Games</b> include toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
<b>(5) Recreational Vehicles &amp; Fees</b> includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
<b>(6) Sports/Recreation/Exercise Equipment</b> includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
<b>(7) Photo Equipment and Supplies</b> include film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
<b>(8) Reading</b> includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
<b>(9) Catered Affairs</b> includes expenses associated with live entertainment and rental of party supplies.
<b>(10) Snacks and Other Food at Home</b> includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
<b>(11) Mortgage Payment and Basics</b> include mortgage interest, mortgage principal, property taxes, homeowners' insurance, and ground rent on owned dwellings.
<b>(12) Maintenance and Remodeling Materials</b> includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
<b>(13) Household Textiles</b> includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
<b>(14) Major Appliances</b> includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
<b>(15) Housewares</b> include flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
<b>(16) Lawn and Garden</b> include lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
<b>(17) Housekeeping Supplies</b> includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
<b>(18) Personal Care Products</b> includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.



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