

Retail Gap Expanded Report

2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups
Franklin Wheeler

Lat/Lon: 31.3109/-89.474



US HWY 98 Commercial Development Site						
Listing 1384444						
	1 mi radius		3 mi radius		5 mi radius	
	Potential / Sales	Index	Potential / Sales	Index	Potential / Sales	Index
Clothing, Clothing Accessories Stores	\$1.23 M / -	100	\$8.25 M / \$1.92 M	77	\$16.51 M / \$9.01 M	45
Men's Clothing Stores	\$43.71 K / -	100	\$293.08 K / -	100	\$585.93 K / \$132.94 K	77
Women's Clothing Stores	\$188.72 K / -	100	\$1.26 M / \$172.39 K	86	\$2.53 M / \$1.09 M	57
Children's, Infants' Clothing Stores	\$79.17 K / -	100	\$533.7 K / \$497.21 K	7	\$1.07 M / \$752.75 K	30
Family Clothing Stores	\$500.26 K / -	100	\$3.36 M / \$1.17 M	65	\$6.72 M / \$5.9 M	12
Clothing Accessory Stores	\$41.44 K / -	100	\$276.49 K / -	100	\$551.46 K / \$35.04 K	94
Other Apparel Stores	\$61.48 K / -	100	\$411.29 K / \$79.48 K	81	\$822.72 K / \$389.1 K	53
Shoe Stores	\$198.96 K / -	100	\$1.35 M / -	100	\$2.71 M / \$342.62 K	87
Jewelry Stores	\$109.07 K / -	100	\$716.35 K / -	100	\$1.41 M / \$364.18 K	74
Luggage Stores	\$7.64 K / -	100	\$51.98 K / -	100	\$103.68 K / -	100
Furniture, Home Furnishings Stores	\$617.25 K / \$60.42 K	90	\$4.13 M / \$316.42 K	92	\$8.22 M / \$1.42 M	83
Furniture Stores	\$385.79 K / -	100	\$2.58 M / -	100	\$5.12 M / \$296.2 K	94
Floor Covering Stores	\$65.6 K / \$60.42 K	8	\$439.04 K / \$316.42 K	28	\$868.57 K / \$712.31 K	18
Other Home Furnishing Stores	\$165.85 K / -	100	\$1.12 M / -	100	\$2.23 M / \$408.75 K	82
Electronics, Appliance Stores	\$446.11 K / \$230.62 K	48	\$3.01 M / \$1.62 M	46	\$6.03 M / \$2.01 M	67
Building Material, Garden Equipment, Supplies Dealers	\$1.46 M / \$1.54 M	-5	\$9.87 M / \$14.53 M	-32	\$19.69 M / \$31.07 M	-37
Home Centers	\$688.08 K / \$1.01 M	-32	\$4.64 M / \$4.86 M	-5	\$9.27 M / \$7.34 M	21
Paint, Wallpaper Stores	\$50.98 K / -	100	\$343.26 K / -	100	\$682.62 K / \$194.95 K	71
Hardware Stores	\$63.58 K / -	100	\$427.47 K / \$279.86 K	35	\$853.61 K / \$708.26 K	17
Other Building Materials Stores	\$484.51 K / \$337.57 K	30	\$3.27 M / \$8.9 M	-63	\$6.53 M / \$22.05 M	-70
Outdoor Power Equipment Stores	\$23.81 K / -	100	\$160.14 K / -	100	\$318.75 K / -	100
Nursery, Garden Stores	\$152.22 K / \$194.59 K	-22	\$1.03 M / \$485.43 K	53	\$2.05 M / \$778.33 K	62
Food, Beverage Stores	\$3.59 M / \$629.58 K	82	\$24.45 M / \$11.26 M	54	\$49.86 M / \$29.94 M	40
Grocery Stores	\$3.19 M / \$472.89 K	85	\$21.76 M / \$8.44 M	61	\$44.41 M / \$24.9 M	44
Convenience Stores	\$122.34 K / \$109.84 K	10	\$834.79 K / \$388.78 K	53	\$1.71 M / \$672.11 K	61
Meat Markets	\$35.82 K / -	100	\$245.28 K / -	100	\$502.32 K / -	100
Fish, Seafood Markets	\$13.1 K / -	100	\$89.35 K / -	100	\$182.88 K / \$73.22 K	60
Fruit, Vegetable Markets	\$22 K / \$46.84 K	-53	\$150.05 K / \$116.84 K	22	\$307.04 K / \$187.34 K	39
Other Specialty Food Markets	\$37.76 K / -	100	\$258.13 K / \$46.49 K	82	\$528 K / \$72.21 K	86
Liquor Stores	\$166.11 K / -	100	\$1.11 M / \$2.27 M	-51	\$2.22 M / \$4.04 M	-45

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Health, Personal Care Stores	\$908.95 K / \$967.4 K	-6	\$6.16 M / \$5.43 M	12	\$12.48 M / \$6.22 M	50
Pharmacy, Drug Stores	\$760.19 K / \$967.4 K	-21	\$5.15 M / \$5.43 M	-5	\$10.44 M / \$6.05 M	42
Cosmetics, Beauty Stores	\$44.91 K / -	100	\$303.72 K / -	100	\$614.63 K / \$11.51 K	98
Optical Goods Stores	\$51.48 K / -	100	\$348.08 K / -	100	\$702.35 K / \$62.05 K	91
Other Health, Personal Care Stores	\$52.37 K / -	100	\$354.7 K / -	100	\$717.8 K / \$96.89 K	87
Sporting Goods, Hobby, Book, Music Stores	\$485 K / \$169.48 K	65	\$3.23 M / \$628.05 K	81	\$6.41 M / \$1.76 M	72
Sporting Goods Stores	\$270.74 K / -	100	\$1.8 M / \$50.57 K	97	\$3.56 M / \$924.92 K	74
Hobby, Toy, Game Stores	\$71.9 K / \$100.77 K	-29	\$485 K / \$387.25 K	20	\$972.4 K / \$413.5 K	57
Sewing, Needlecraft Stores	\$24.92 K / -	100	\$164.74 K / \$18.83 K	89	\$326.22 K / \$105.63 K	68
Musical Instrument Stores	\$19.18 K / \$68.71 K	-72	\$129.29 K / \$171.4 K	-25	\$262.27 K / \$274.82 K	-5
Book Stores	\$98.26 K / -	100	\$650.51 K / -	100	\$1.29 M / \$45.91 K	96
General Merchandise Stores	\$3.67 M / \$360.69 K	90	\$24.85 M / \$3.42 M	86	\$50.26 M / \$9.43 M	81
Department Stores	\$985.74 K / -	100	\$6.64 M / -	100	\$13.33 M / \$3.3 M	75
Warehouse Superstores	\$2.32 M / -	100	\$15.76 M / -	100	\$31.98 M / \$900.28 K	97
Other General Merchandise Stores	\$362.06 K / \$360.69 K	0	\$2.45 M / \$3.42 M	-28	\$4.95 M / \$5.23 M	-5
Miscellaneous Store Retailers	\$514.85 K / \$59.1 K	89	\$3.47 M / \$564.46 K	84	\$6.98 M / \$1.91 M	73
Florists	\$19.2 K / -	100	\$128.54 K / \$91.28 K	29	\$256.32 K / \$445.7 K	-42
Office, Stationary Stores	\$53.33 K / -	100	\$357 K / -	100	\$712.13 K / \$335.86 K	53
Gift, Souvenir Stores	\$62.89 K / -	100	\$422.79 K / \$200.43 K	53	\$848.34 K / \$276.98 K	67
Used Merchandise Stores	\$36.98 K / -	100	\$247.06 K / \$15.73 K	94	\$493.34 K / \$79.47 K	84
Pet, Pet Supply Stores	\$209.5 K / -	100	\$1.42 M / -	100	\$2.84 M / \$73.46 K	97
Art Dealers	\$17.43 K / -	100	\$116.44 K / -	100	\$233.18 K / -	100
Mobile Home Dealers	\$31.43 K / -	100	\$211.49 K / -	100	\$421.63 K / -	100
Other Miscellaneous Retail Stores	\$84.08 K / \$59.1 K	30	\$571.53 K / \$257.02 K	55	\$1.17 M / \$697.93 K	40
Non-Store Retailers	\$1.75 M / -	100	\$11.81 M / \$143.95 K	99	\$23.7 M / \$772.48 K	97
Mail Order, Catalog Stores	\$1.47 M / -	100	\$9.88 M / -	100	\$19.81 M / \$120.46 K	99
Vending Machines	\$37.07 K / -	100	\$252.25 K / -	100	\$514.36 K / -	100
Fuel Dealers	\$137.2 K / -	100	\$932.79 K / -	100	\$1.89 M / -	100
Other Direct Selling Establishments	\$109 K / -	100	\$736.04 K / \$143.95 K	80	\$1.49 M / \$652.02 K	56

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Accommodation, Food Services	\$3.39 M / \$922.74 K	73	\$22.86 M / \$4.89 M	79	\$45.87 M / \$10.91 M	76
Hotels, Other Travel Accommodations	\$187.14 K / \$54.4 K	71	\$1.26 M / \$435.04 K	65	\$2.53 M / \$1.2 M	52
RV Parks	\$1.95 K / -	100	\$12.21 K / -	100	\$23.98 K / -	100
Rooming, Boarding Houses	\$1.23 K / -	100	\$9.04 K / -	100	\$18.63 K / -	100
Full Service Restaurants	\$1.98 M / \$417.26 K	79	\$13.38 M / \$3.01 M	78	\$26.85 M / \$6.62 M	75
Limited Service Restaurants	\$921.87 K / \$227.81 K	75	\$6.22 M / \$854.03 K	86	\$12.47 M / \$2.68 M	79
Special Food Services, Catering	\$293.77 K / \$311.23 K	-6	\$1.98 M / \$1.18 M	41	\$3.98 M / \$1.53 M	61
Drinking Places	\$87.96 K / -	100	\$589.29 K / -	100	\$1.17 M / \$46.37 K	96
Gasoline Stations	\$2.51 M / \$6.72 M	-63	\$17.31 M / \$25.37 M	-32	\$35.58 M / \$25.8 M	28
Motor Vehicle, Parts Dealers	\$5.15 M / \$1.28 M	75	\$34.92 M / \$32.57 M	7	\$70.25 M / \$51.63 M	27
New Car Dealers	\$3.93 M / \$839.64 K	79	\$26.7 M / \$26.37 M	1	\$53.74 M / \$38.73 M	28
Used Car Dealers	\$405.77 K / \$137.5 K	66	\$2.76 M / \$2.23 M	19	\$5.55 M / \$3.67 M	34
Recreational Vehicle Dealers	\$96.03 K / -	100	\$636.41 K / -	100	\$1.25 M / -	100
Motorcycle, Boat Dealers	\$194.53 K / \$301.91 K	-36	\$1.3 M / \$3.23 M	-60	\$2.58 M / \$5.96 M	-57
Auto Parts, Accessories	\$310.54 K / -	100	\$2.11 M / \$403.55 K	81	\$4.27 M / \$2.34 M	45
Tire Dealers	\$208.42 K / -	100	\$1.42 M / \$339.24 K	76	\$2.86 M / \$934.06 K	67
2023 Population	1,427		10,557		21,629	
2028 Population	1,475		10,871		22,189	
% Population Change 2023-2028	3.4%		3.0%		2.6%	
2023 Adult Population Age 18+	1,069		7,865		16,058	
2023 Population Male	700		5,128		10,463	
2023 Population Female	727		5,429		11,165	
2023 Households	522		3,847		8,007	
2023 Median Household Income	134,139		124,042		105,895	
2023 Average Household Income	169,427		151,428		145,466	