



# GAUTIER, MISSISSIPPI

## Market Guide

### City Contact Information

**GAUTIER MISSISSIPPI**  
*Nature's Playground*

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### Focus Properties

Retail Strategies has a catalogue of retail commercial real estate properties in this market.



For more information, please contact the Portfolio Director and/or Retail Development Director listed on the front of this guide.

### Demographics (10 Minute Drive Time)



Population  
**20,132**



Average Age  
**38.3**



Household Income (Median)  
**\$47,970**



Growth Rate  
**3.04%**



Number of Households  
**7,446**



Household Income (Average)  
**\$59,152**

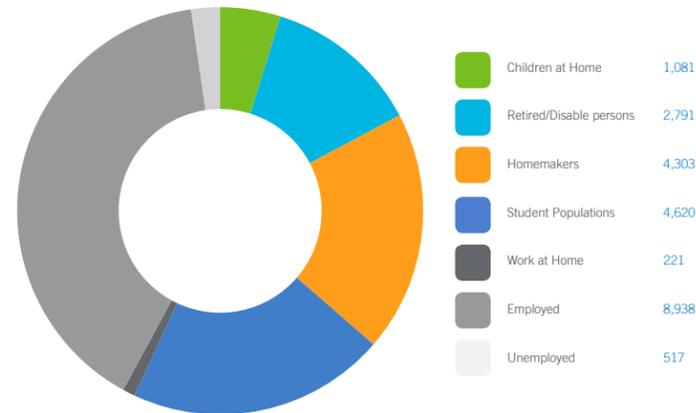
### Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

#### Peer Trade Areas

- Abbeville, LA 1912 S State St
- Houma, LA 2800 Bayou Blue Rd.
- Mccomb, MS 3173 Hwy 570 W
- Hernando, MS 1550 Highway 51 S
- Theodore, AL 10148 Old Pascagoula Rd
- Hartselle, AL 241 Highway 31 Sw Ste D
- Locust Grove, GA 620 Peeksville Rd

### Daytime Population **22,471** (10 Minute Drive Time)



### Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, Retail Strategies' efforts are inclusive beyond the defined list. *Let us know how we can help you find a site!*



Grocery



General Merchandise



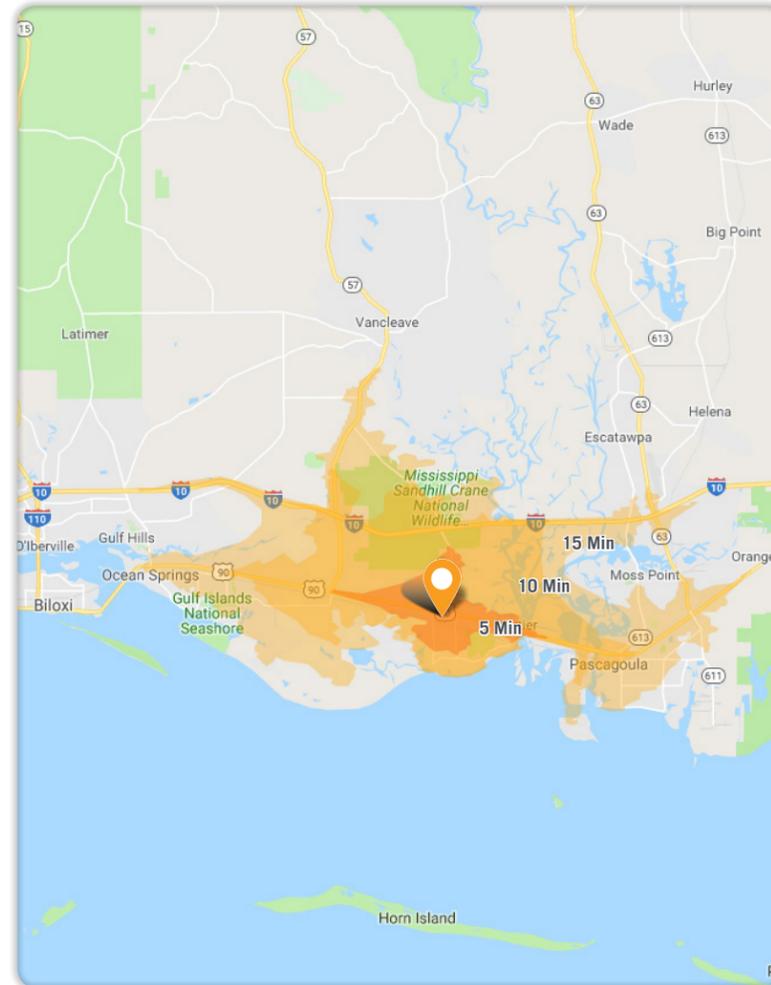
Quick & Full Service Restaurants



Apparel



*There's a lot of potential here.*

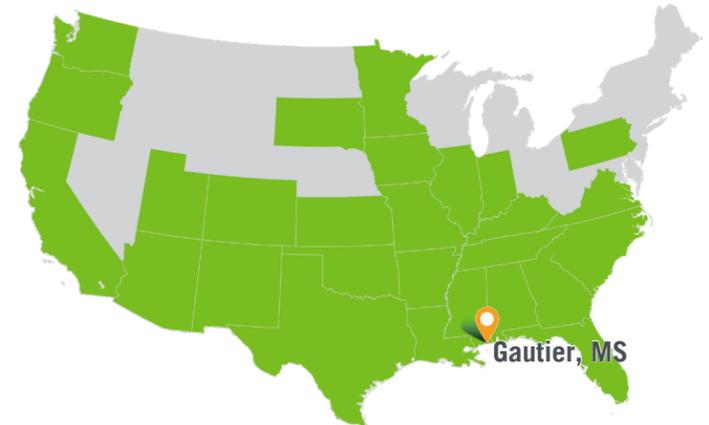


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	13,952	22,011	90,660
Daytime Population	11,436	17,173	89,515
Median HH Income	\$48,055	\$49,633	\$47,509
Number of Households	5,273	8,089	34,055

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	7,371	20,132	62,843
Daytime Population	7,552	22,471	70,634
Median HH Income	\$44,137	\$47,970	\$47,098
Number of Households	2,762	7,446	23,591

\*Source: STI PopStats

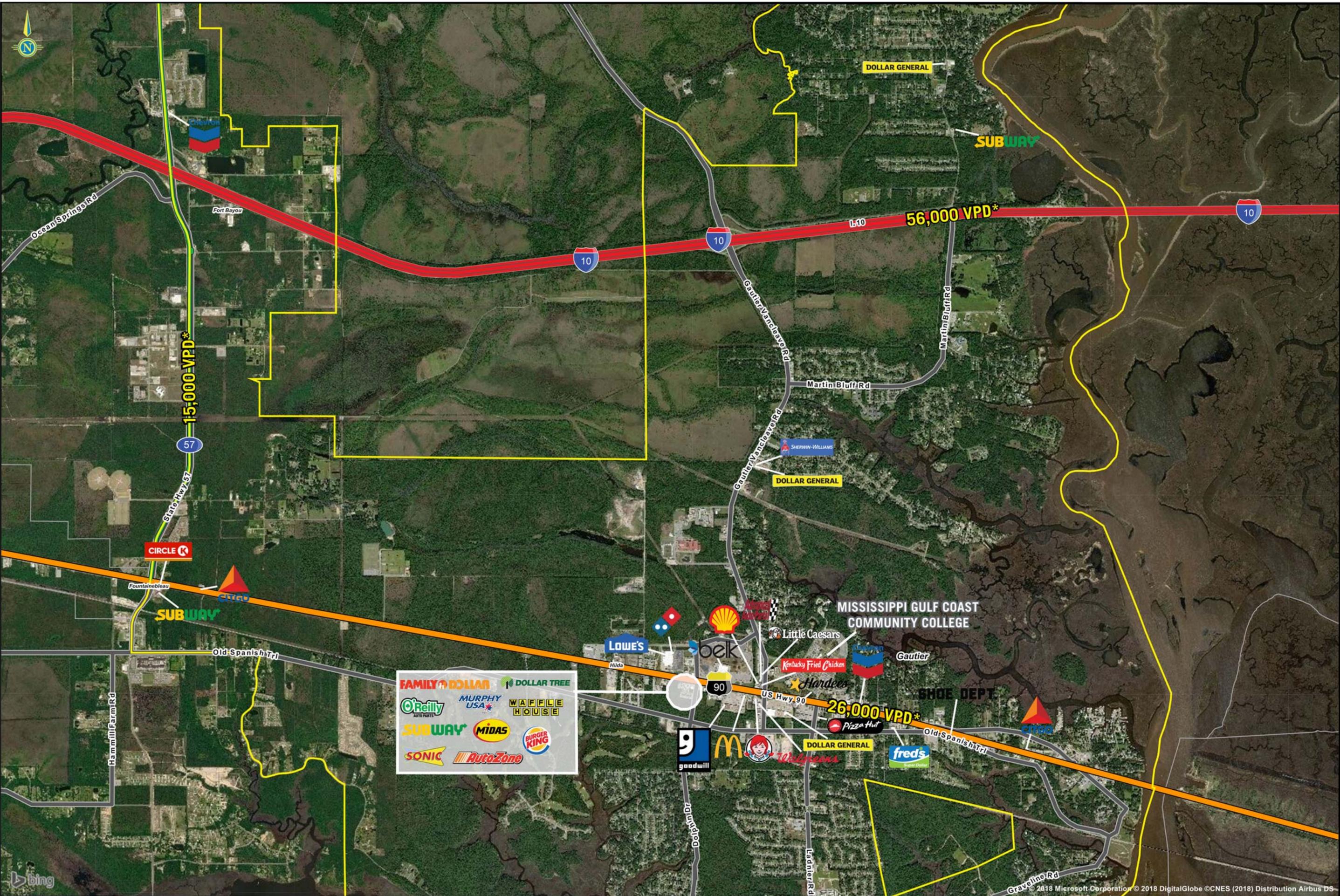


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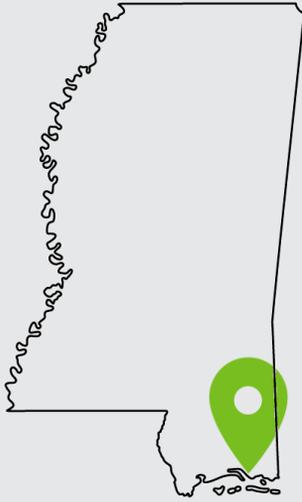




**GAUTIER, MISSISSIPPI**  
 Major Retail & Restaurants



# discover



State of Mississippi

Population 2.98 million

Gautier, MS

Population 18,792



# discover

**Residential Population Density**

• 1 dot = 100

**Daytime Employee Population Density**

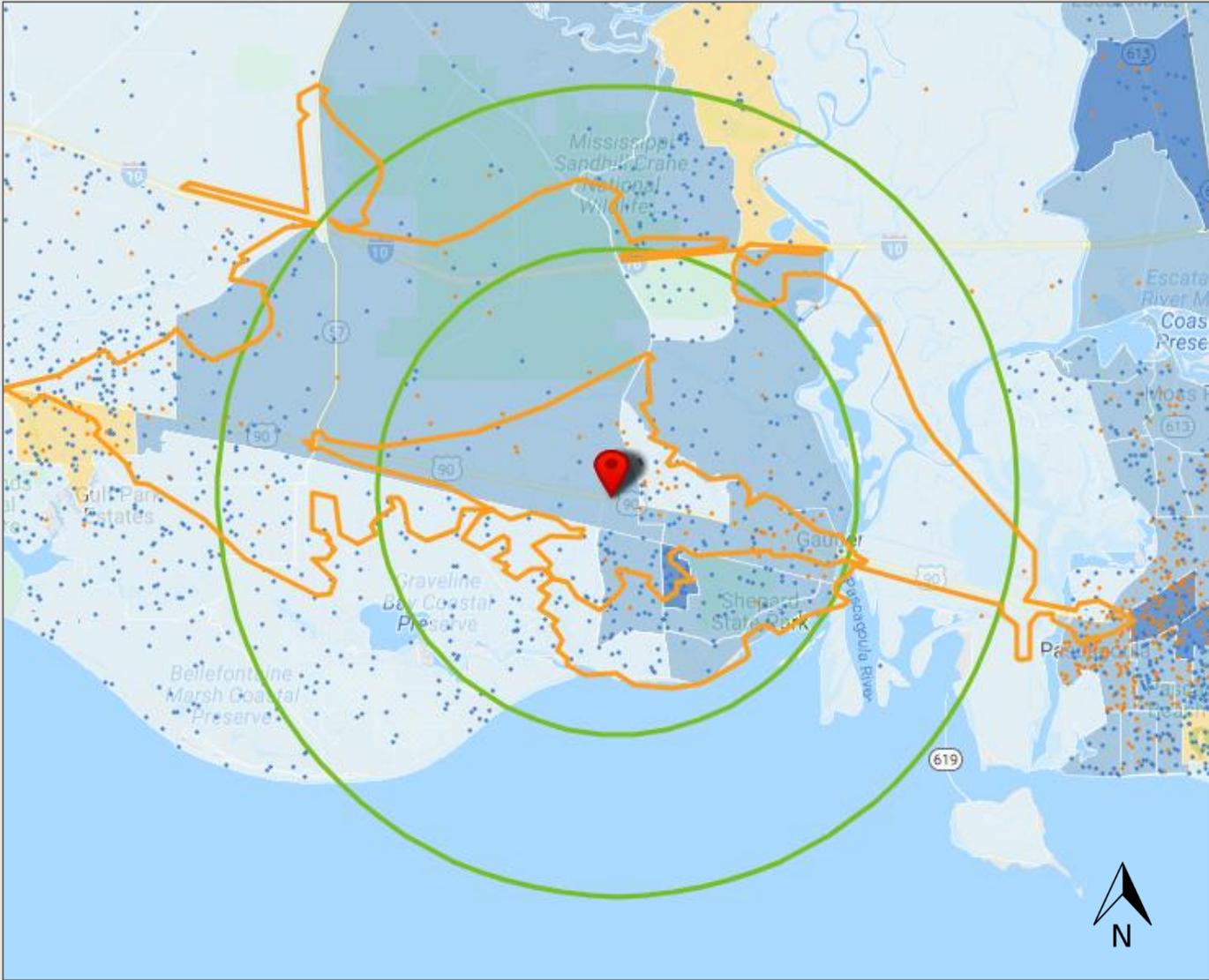
• 1 dot = 100

**Median Household Income**

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

**Study Area**

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



# discover

Category	5-Mile Radius	10-Mile Radius	15-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	20-Minute Drive Time
Current Year Estimated Population	23,080	91,919	141,719	4,290	18,535	98,600
Number of Households	8,439	34,518	53,926	1,720	6,969	37,632
Projected Annual Growth (5 YR)	3.33%	2.93%	3.50%	1.44%	3.19%	3.32%
Median HH Income 2016	\$49,713	\$47,845	\$47,399	\$48,667	\$48,474	\$48,381
Current Year Average Age	37.3	38.9	38.8	39.9	38.2	39
Average Home Value	\$151,607	\$166,115	\$168,378	\$141,064	\$151,557	\$173,767
Current Year % Bachelor's Degree	22%	22%	20%	19%	22%	22%
Daytime Population	17,658	90,022	143,544	5,828	18,078	106,708
Labor Force	17,914	72,924	112,314	3,432	14,532	78,240

# Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a polygon around a specific business or location we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and assist retailers in site selection. This is intended to support the trade area, but does not solely define the trade area.

The location tracked was

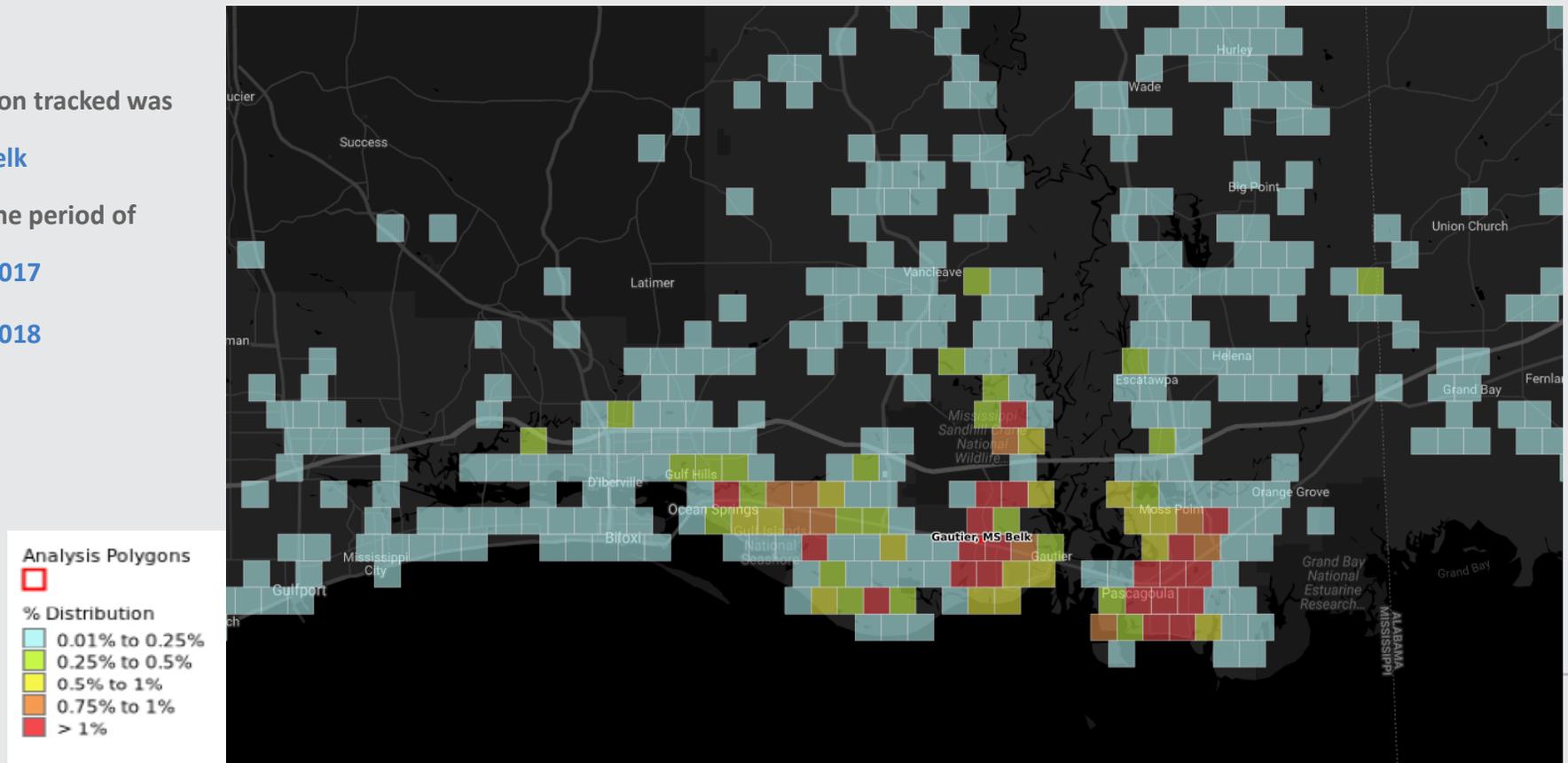
**Gautier Belk**

for the time period of

**October 2017**

**To**

**October 2018**

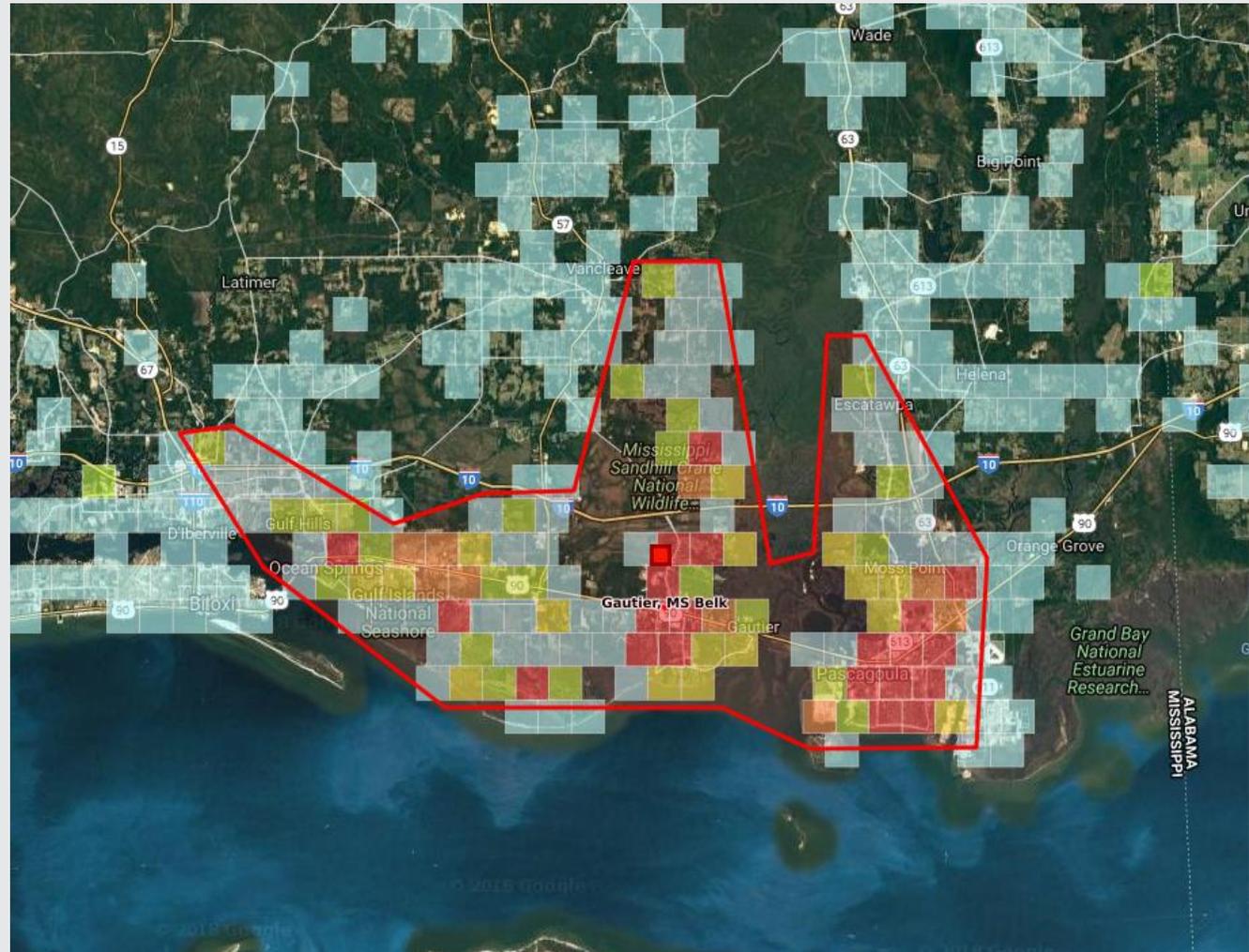


# Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store. Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market.

A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



# Customized Trade Area

104,503

2018 estimated population



108,087

projected 2023 population

3.4%

projected growth rate  
2018-2023

38

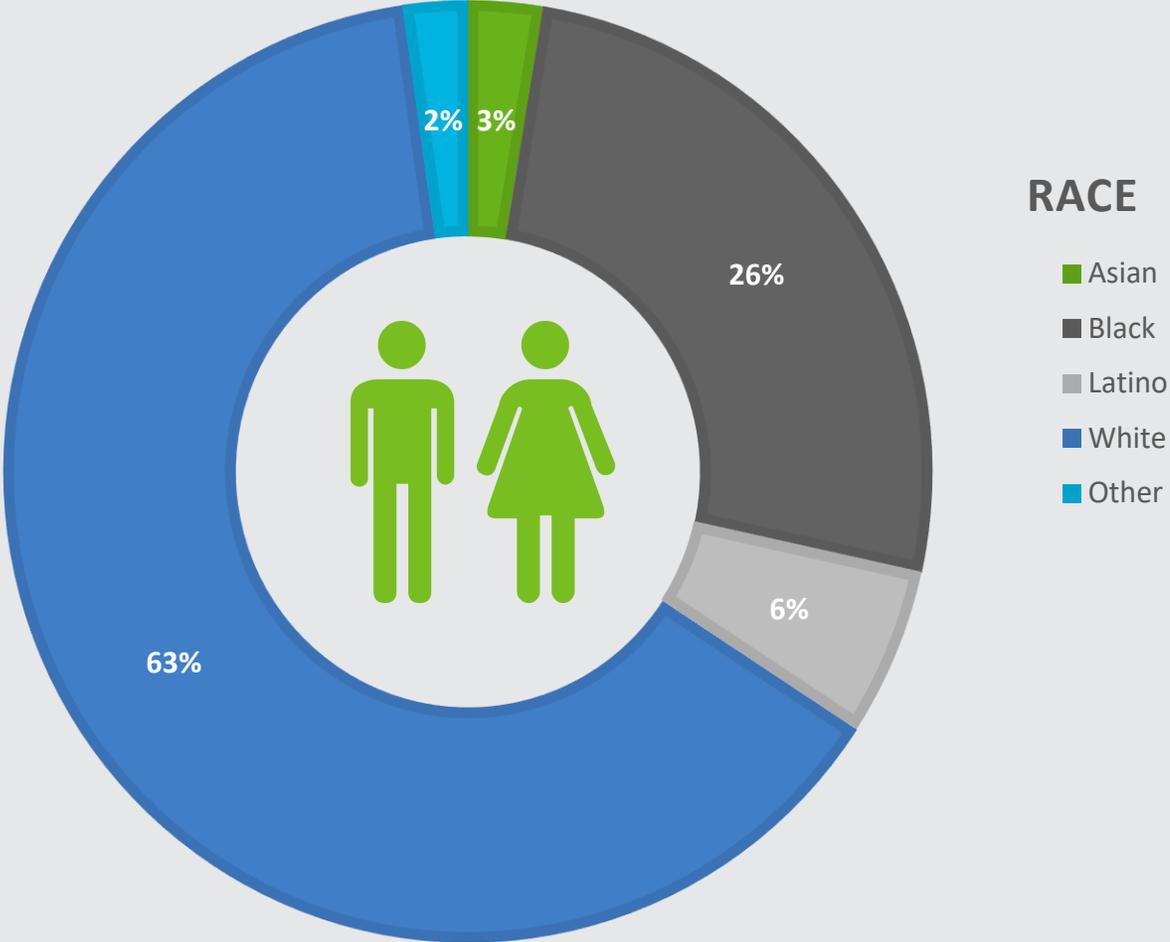
male average age

40

female average age

# Customized Trade Area

## CURRENT YEAR ESTIMATED POPULATION BY RACE



# Customized Trade Area

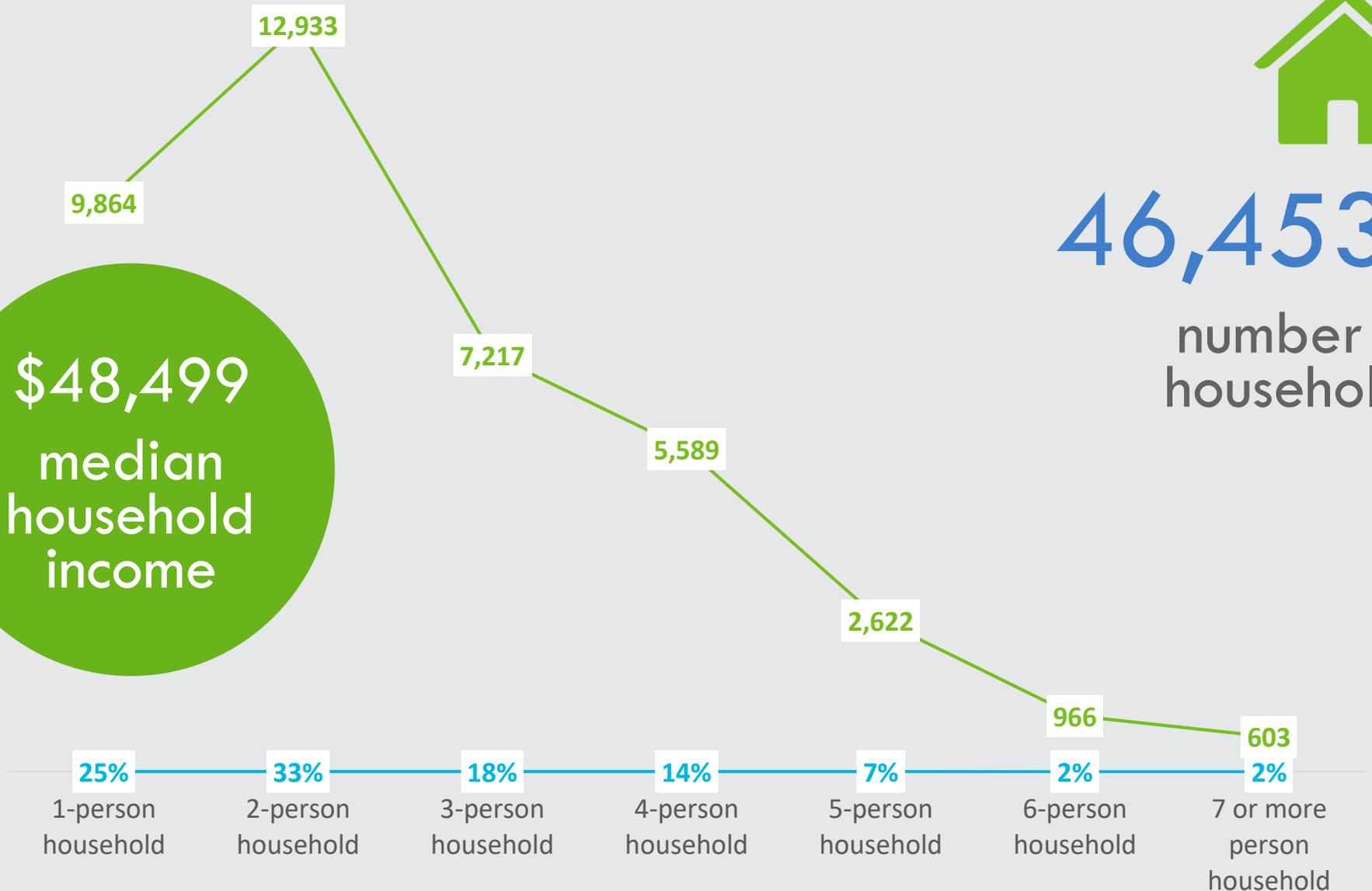
## CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



46,453

number of households

\$48,499  
median household income



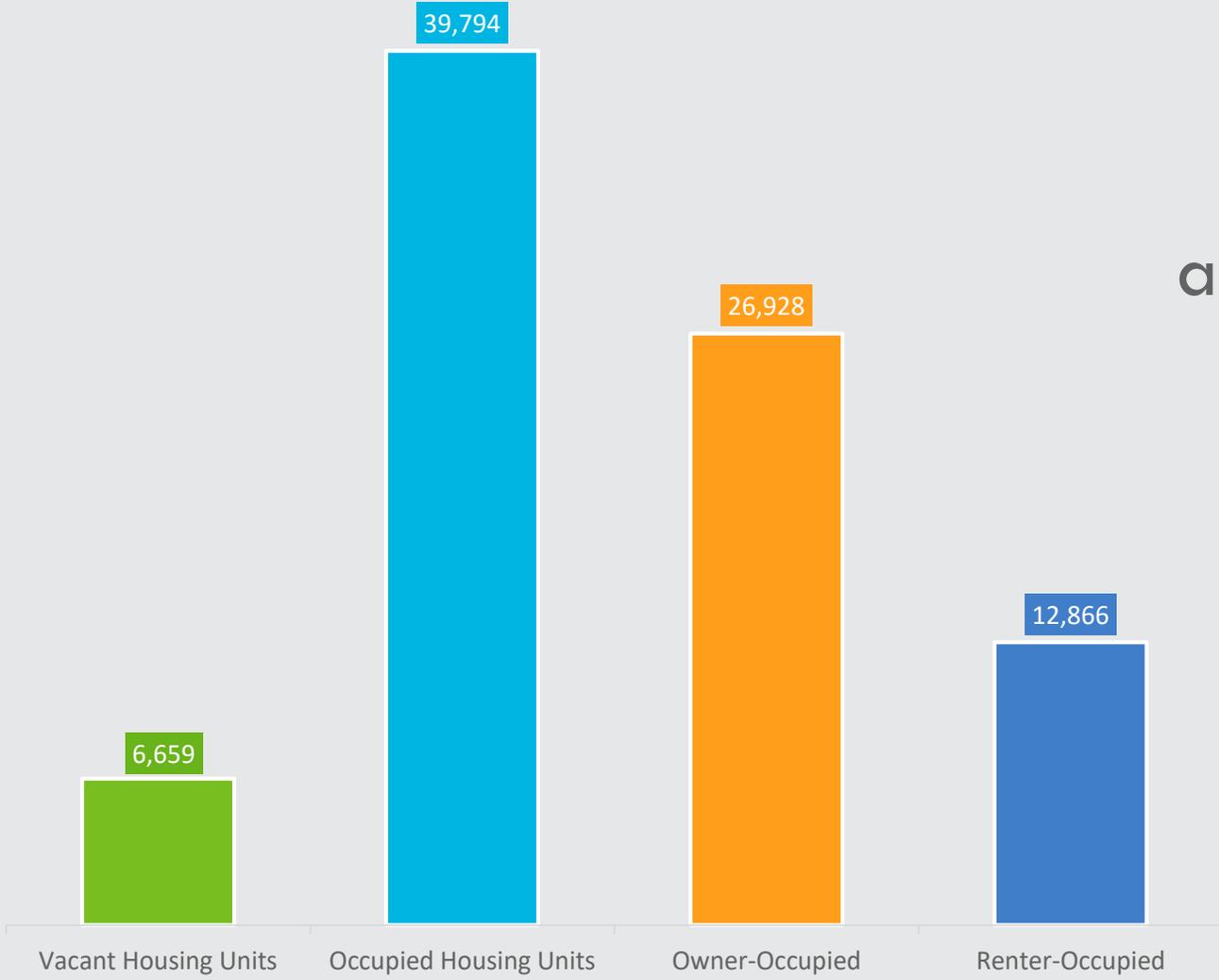
# Customized Trade Area

## 2018 ESTIMATED HOUSING UNITS BY TENURE



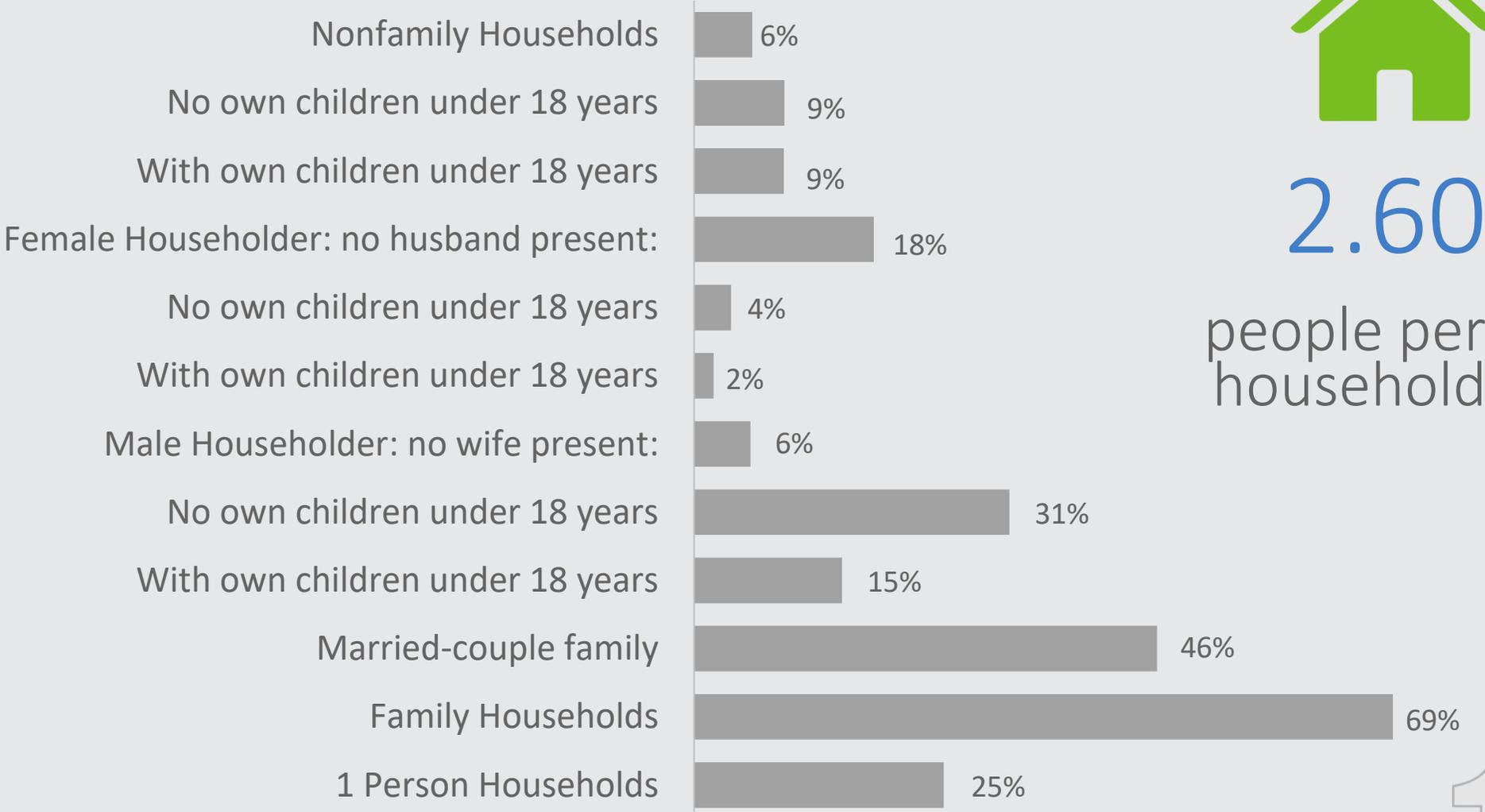
\$172,088

average housing unit  
value



# Customized Trade Area

## CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



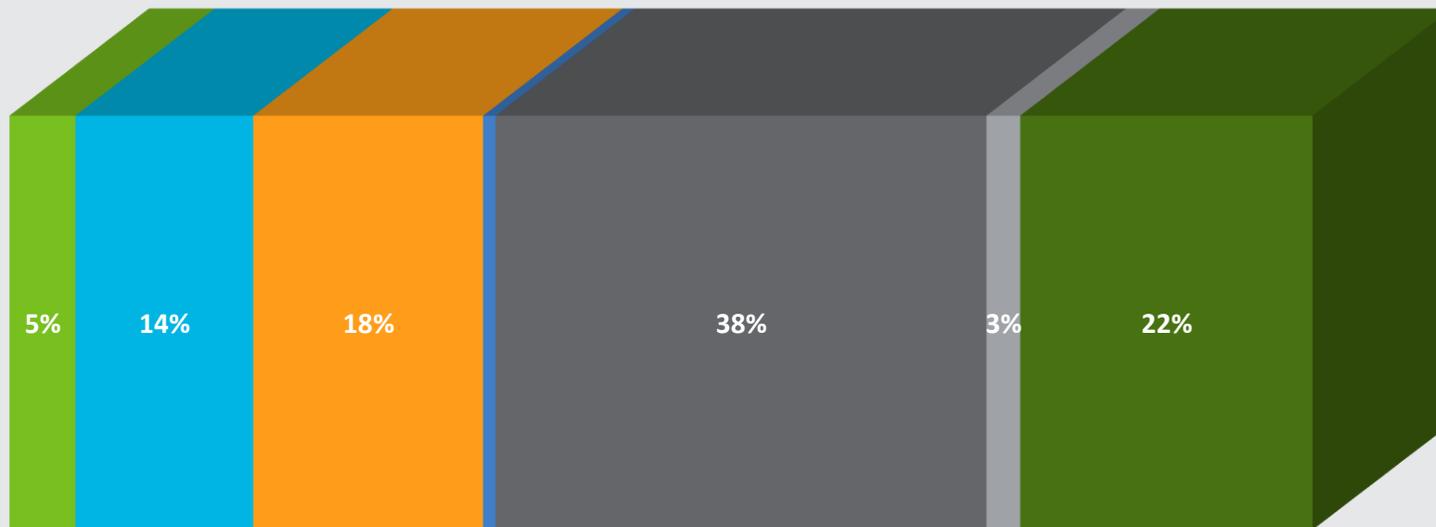
# Discover

## Customized Trade Area

### DAYTIME POPULATION

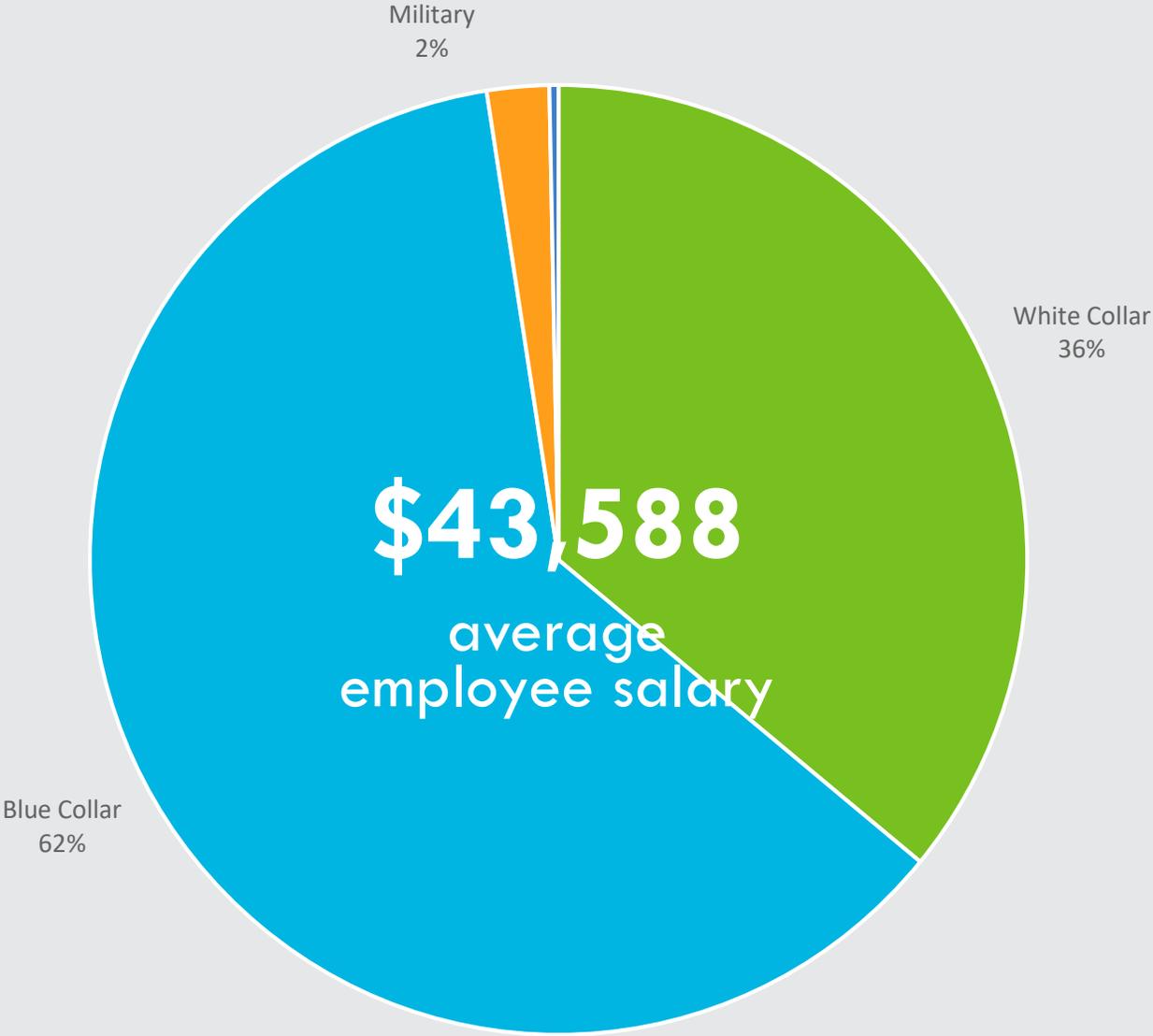
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

99,060 daytime population



# Discover

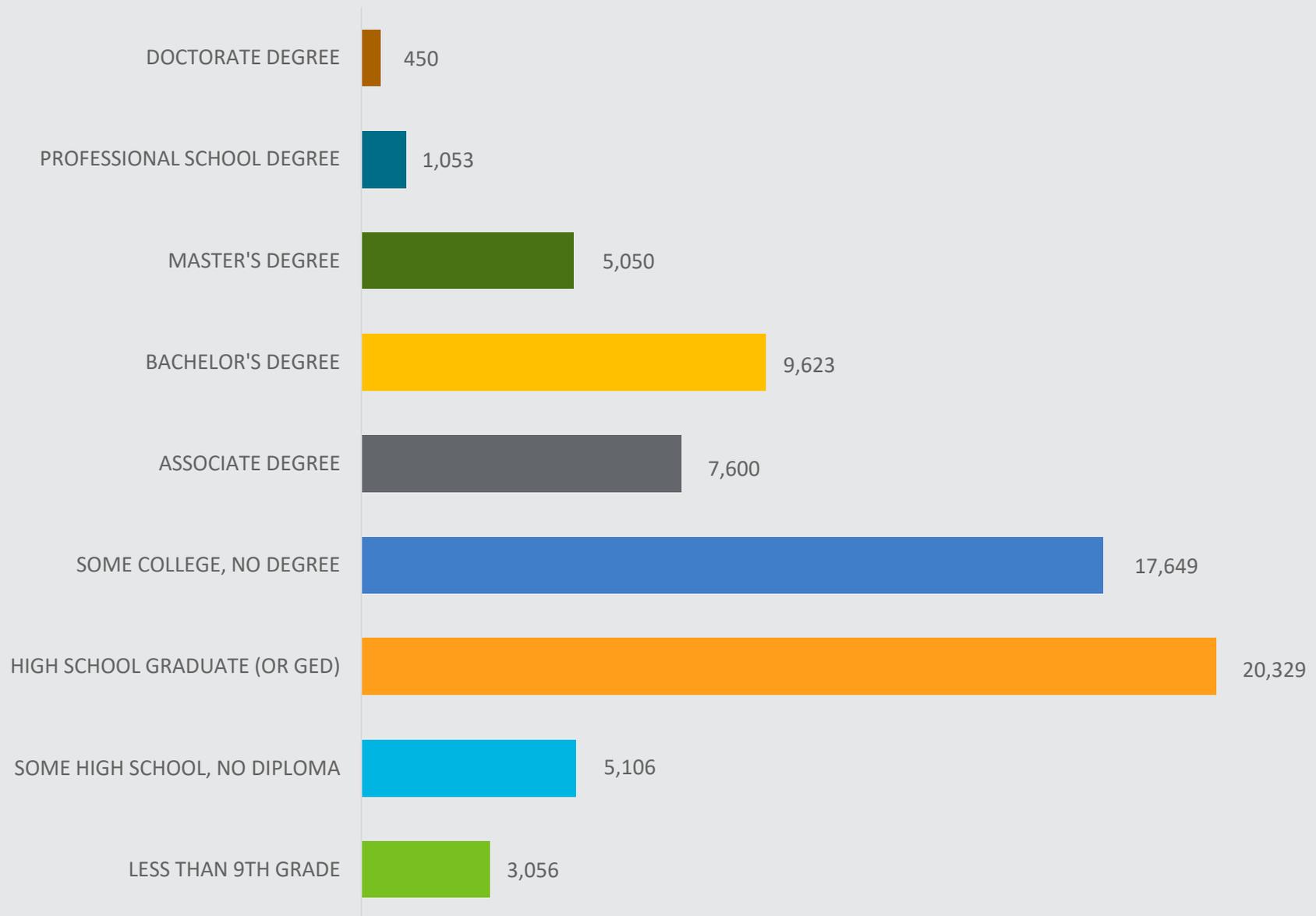
## Customized Trade Area



# Discover

## Customized Trade Area

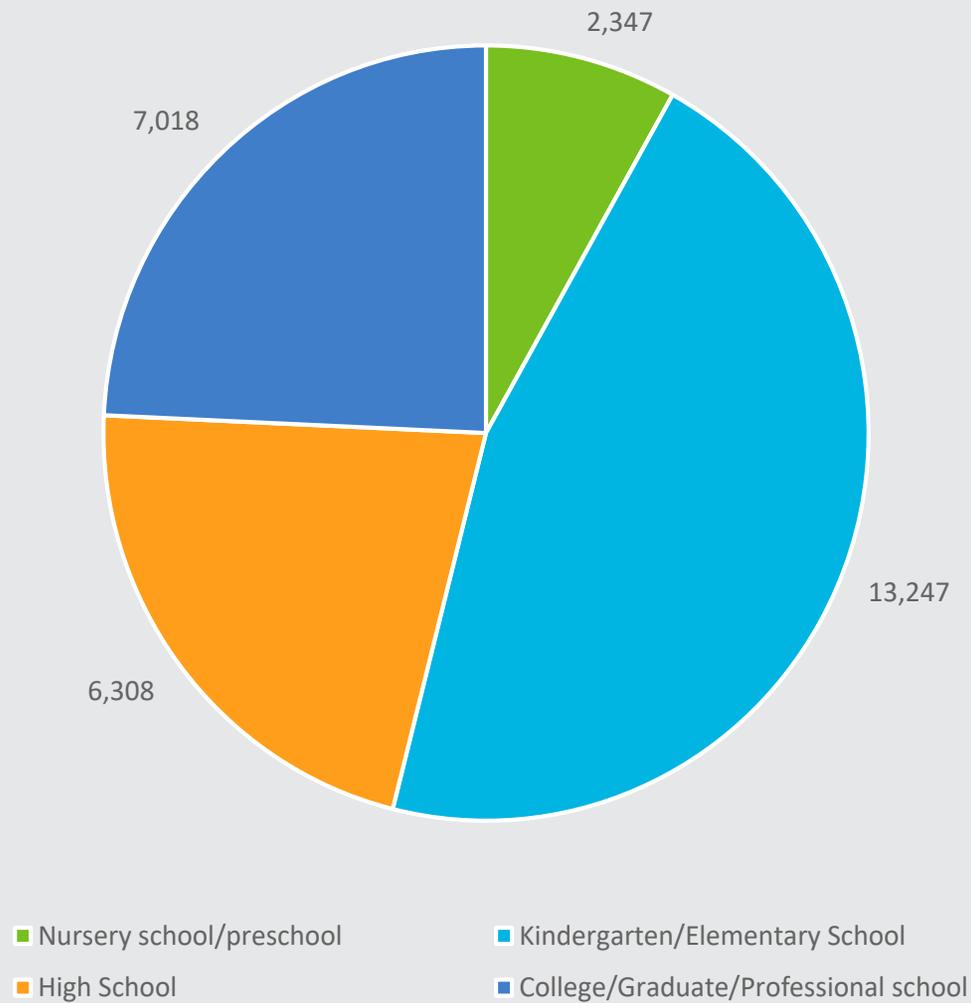
### CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



# Discover

## Customized Trade Area

**Current Year Estimated  
Population by Enrollment**



# Discover

Lifestyle reports allow **BIG DATA** to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe “Who is Gautier?”, often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer spending behavior based on personality allows Retail Strategies to better align the retail prospects with the purchasing patterns of the consumers in your market.

ESRI Tapestry Segmentation is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

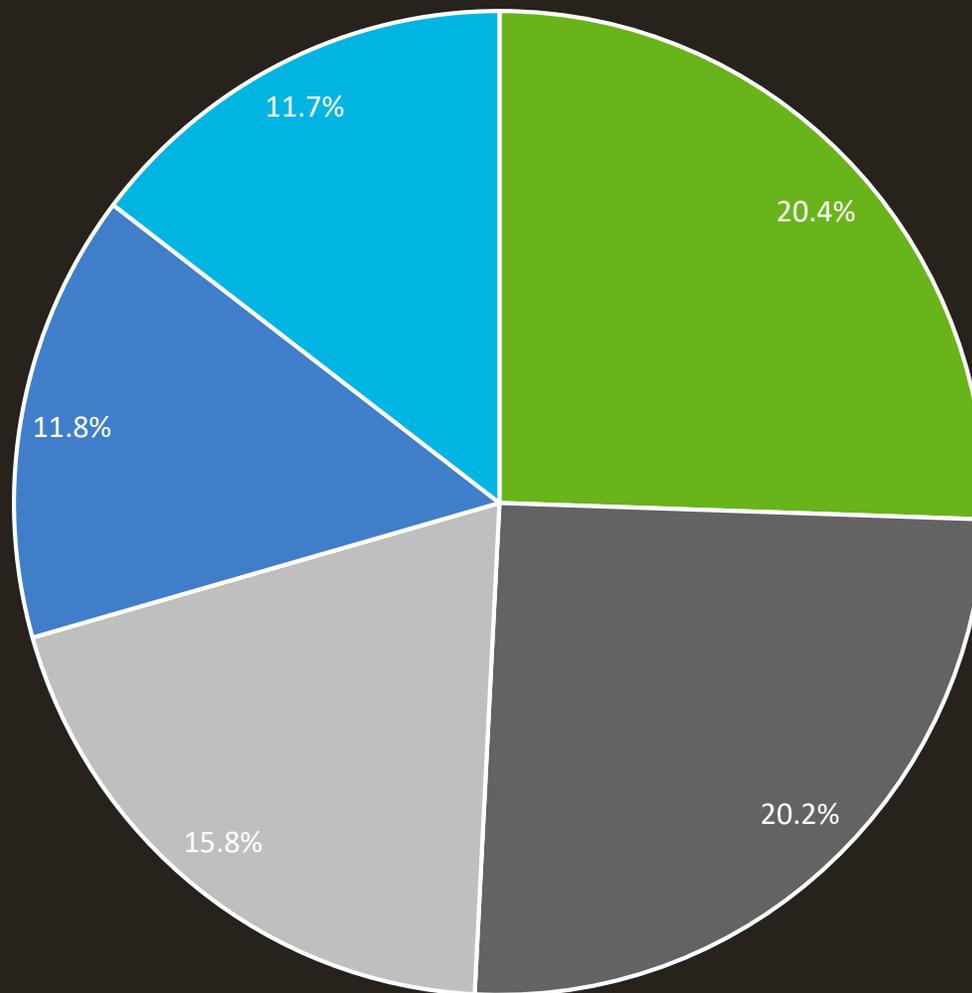
Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.



## Discover: Psychographic Profile

# ESRI Tapestry Segmentation

5 MILE RADIUS



- Comfortable Empty Nesters (5A)
- Up and Coming Families (7A)
- Southern Satellites (10A)
- Rustbelt Traditions (5D)
- Down the Road (10D)

Discover: Psychographic Profile

# ESRI Tapestry Segmentation



LifeMode Group: GenXurban

## Comfortable Empty Nesters

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000



LifeMode Group: Ethnic Enclaves

## Up and Coming Families

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000



Discover: Psychographic Profile

# ESRI Tapestry Segmentation



LifeMode Group: Rustic Outposts

## Southern Satellites

Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: \$47,800



LifeMode Group: GenXurban

## Rustbelt Traditions

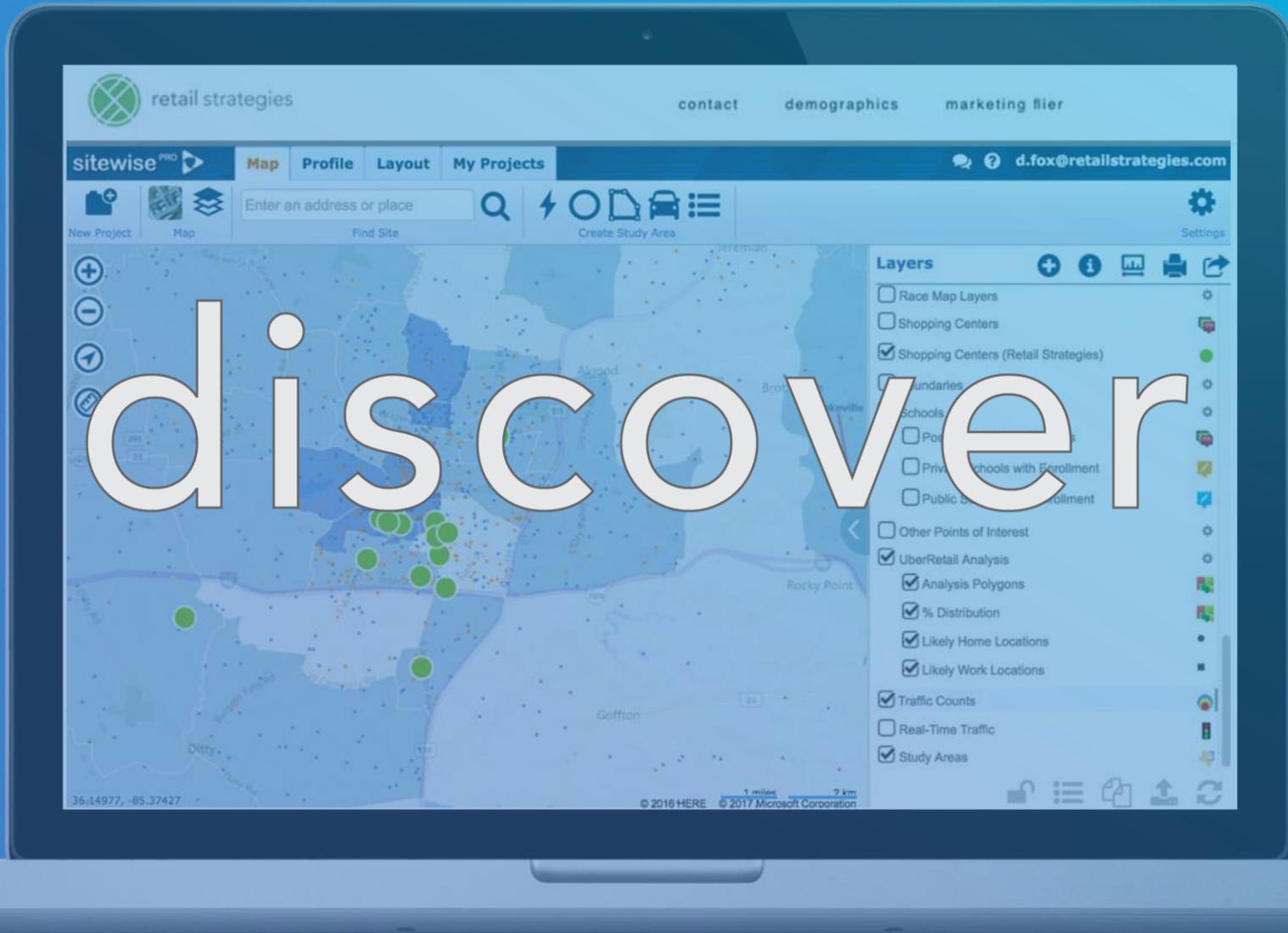
Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: \$51,800





focus categories

# Discover

## Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (leakage) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI:PopStats as our provider of the consumer demand and supply by establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

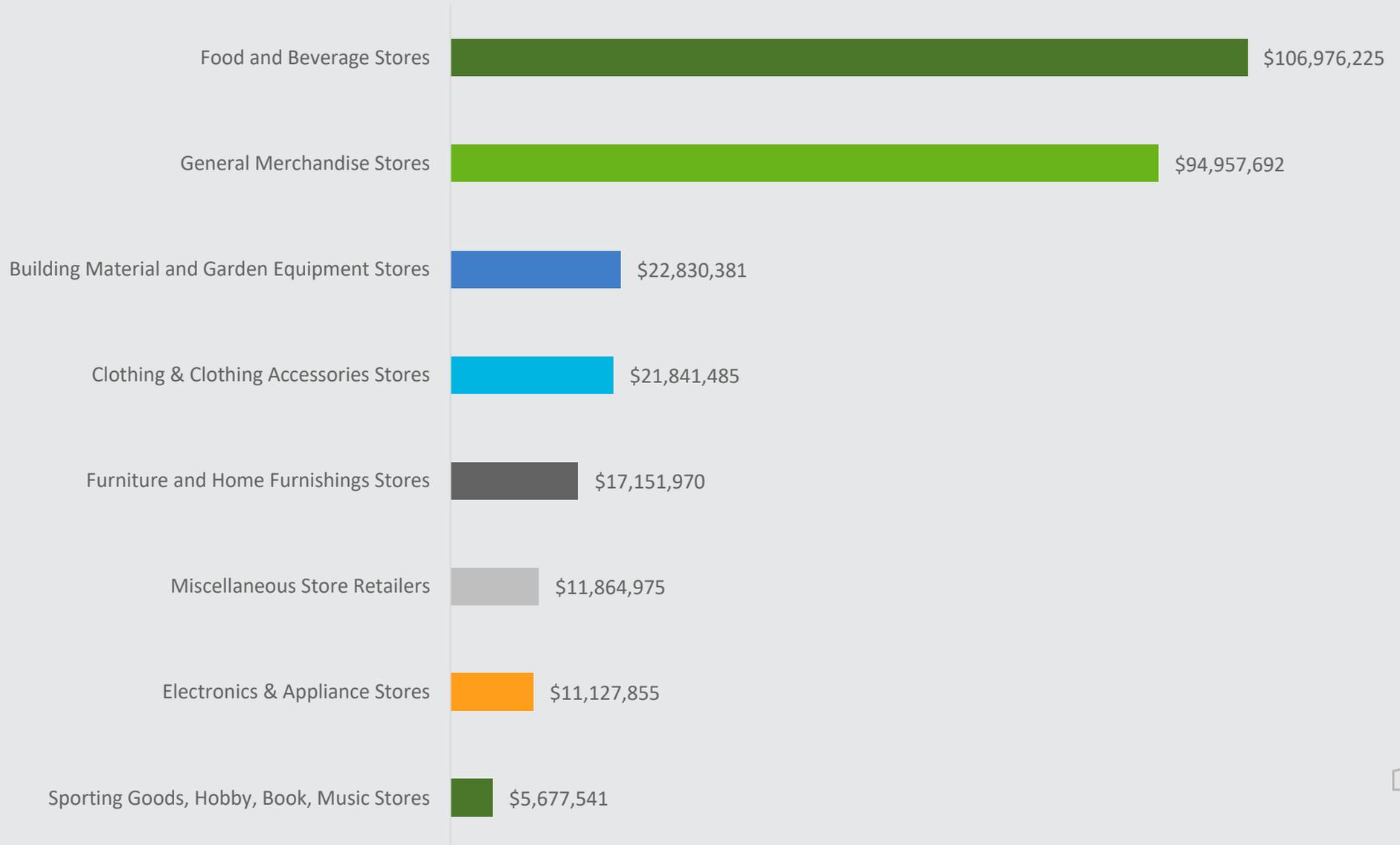
The market supply data is derived from annual retail sales and expenditures from the source data. The source for [market supply](#) is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the [establishment](#) is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis it can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus in this area is more on the category than the actual dollar amounts.

# Discover: Consumer Demand & Supply

## Customized Retail Category GAP Analysis



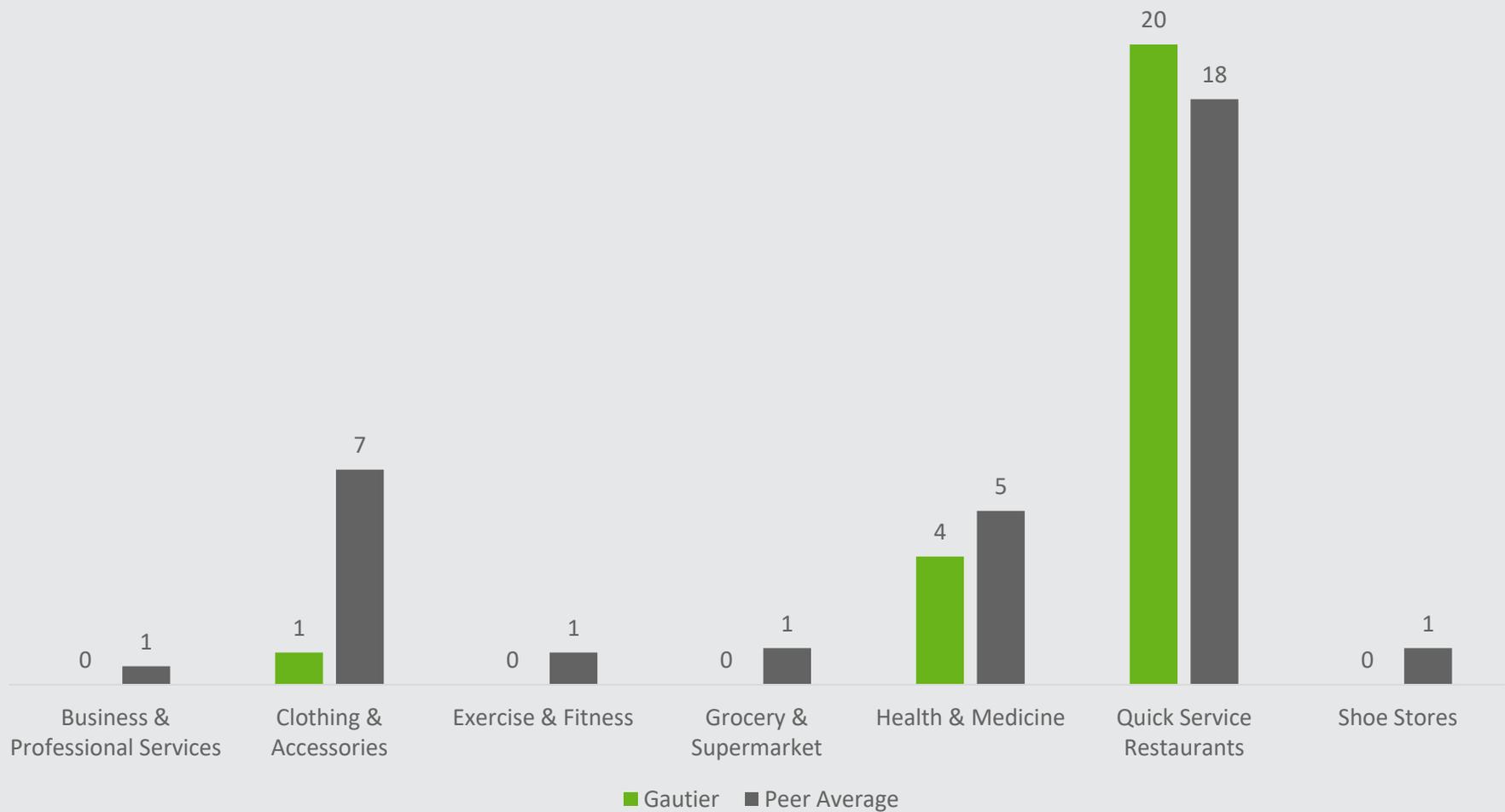
# Discover: Peer Analysis

## Retail Node Comparison Report – 10 Minute Drive Time

Address	City	State	Residential Population	Daytime Population	Median HH Income	Market Supply
Dollar General	Gautier	MS	20,132	22,471	\$47,970	\$ 301,862,519
2800 Bayou Blue Rd.	Houma	LA	23,916	22,573	\$51,116	\$328,497,158
3173 Hwy 570 W	McComb	MS	18,450	24,384	\$31,156	\$357,826,124
1550 Highway 51 S	Hernando	MS	23,551	20,935	\$69,492	\$278,019,686
10148 Old Pascagula Rd	Theodore	AL	23,374	20,872	\$47,611	\$286,558,427
241 Highway 31 Sw Ste D	Hartselle	AL	21,281	20,341	\$51,502	\$403,181,347
620 Peeksville Rd	Locust Grove	GA	21,234	22,204	\$53,936	\$241,042,135

# Discover: Peer Analysis

## PEER RETAILERS



# 2019 Store Expansion Plans

Retailers Opened 14,239 Stores in 2017.

Tenant mixes are becoming increasingly food-based.

Specialty food — fast casual & organic grocery are becoming mainstream.

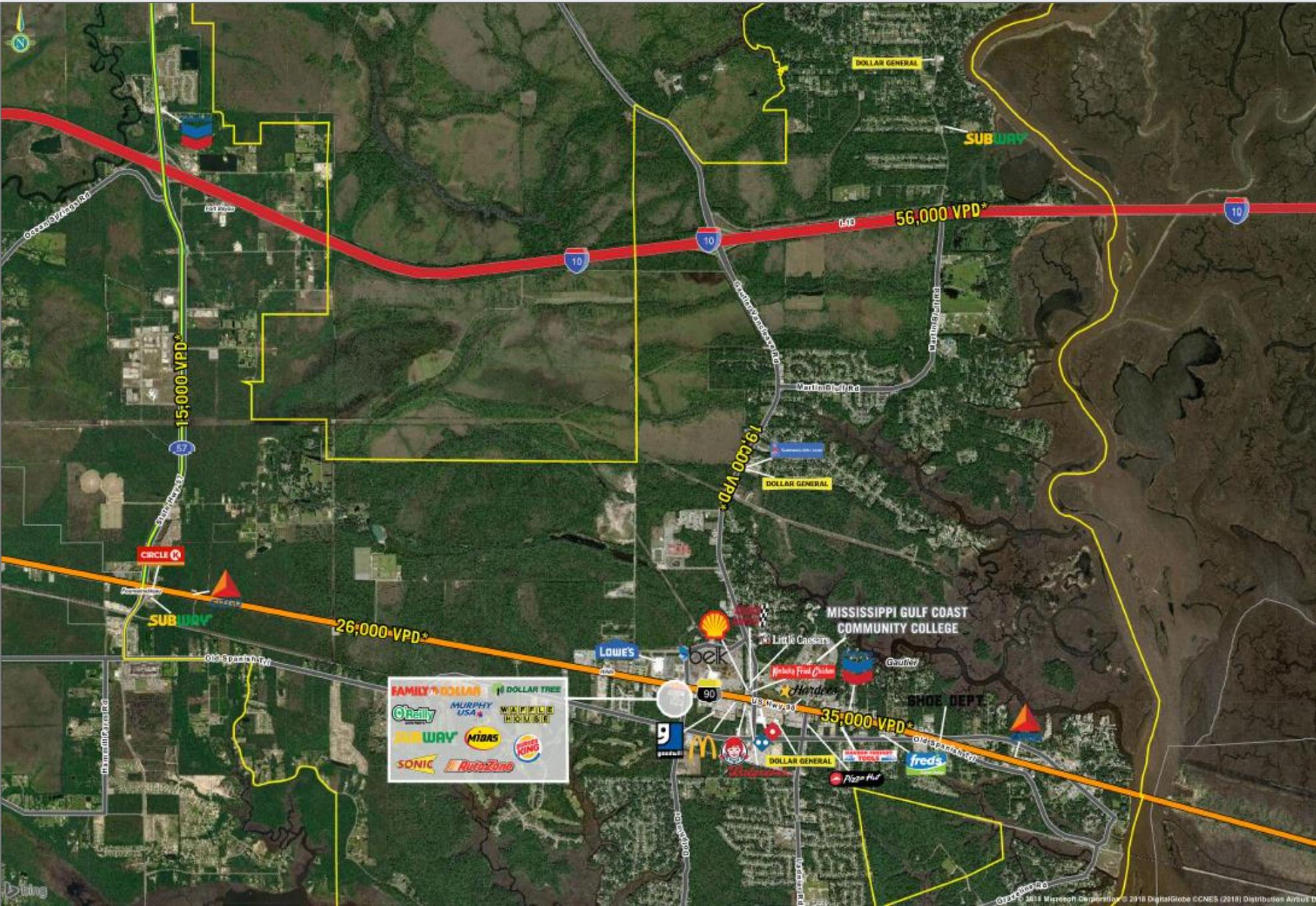
## Retail Growth

Automotive	Fitness/Health/Spa Concepts
Discounters	Drug Stores
Dollar Stores	Thrift Stores
Children's Apparel	Grocery (Smaller Format)
Off-Price Apparel	Discount
Beauty/Cosmetics/Fragrances	Ethnic
Pet Supplies	Organic
Sporting Goods	Upscale
Wireless Stores	Fast Food
Banks	Fast Casual

## Retail Contraction

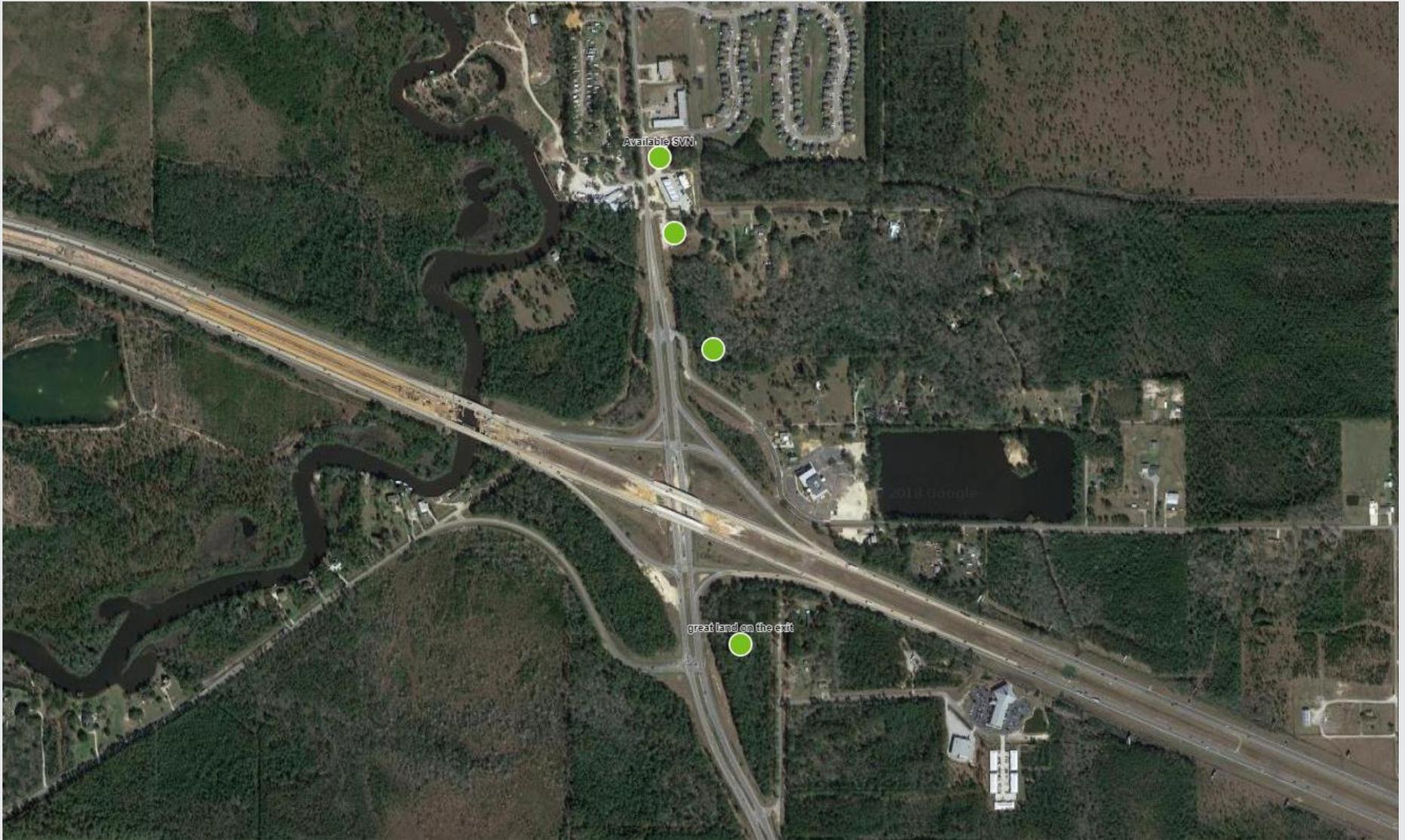
Bookstores
Video Stores
Do-It-Yourself Home Stores
Mid-priced Apparel
Mid-priced Grocery
Office Supplies
Consumer Electronics
Stationery/Gift Shops
Shipping/Postal Stores
Casual Dining – Older Concepts

# Current Real Estate Overview

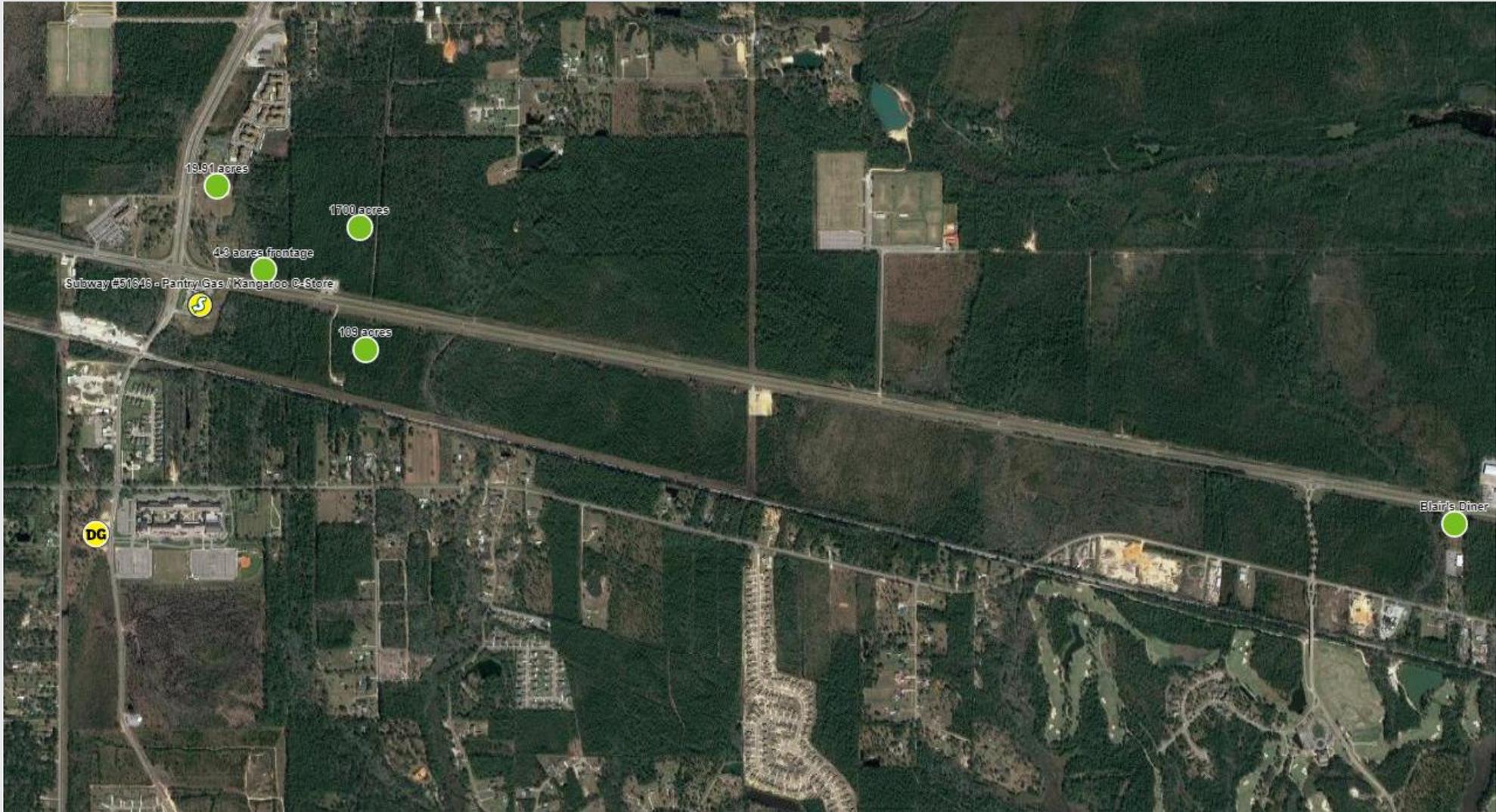




# Focus Zones for Recruitment



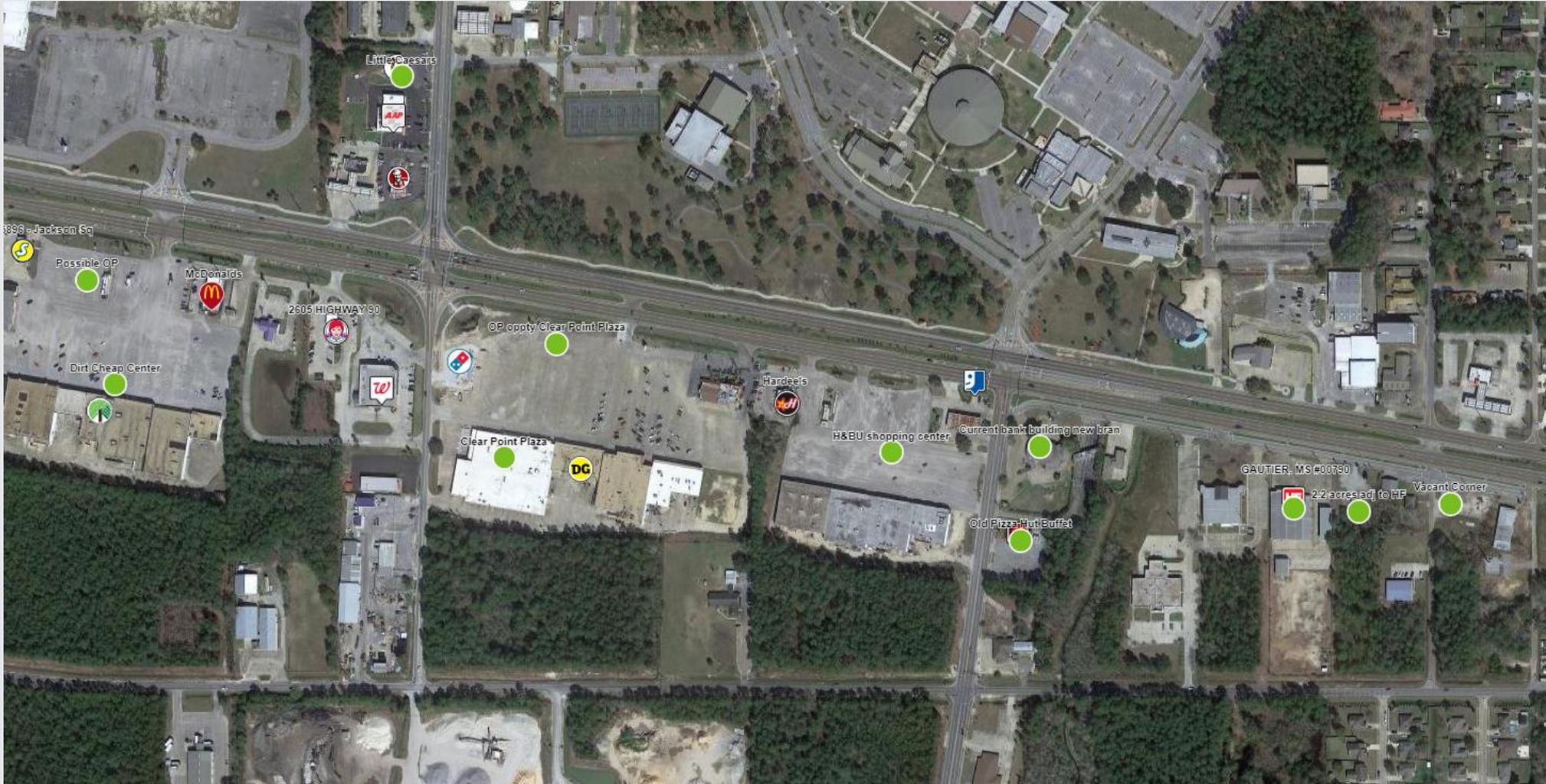
# Focus Zones for Recruitment



# Focus Zones for Recruitment



# Focus Zones for Recruitment



# Focus Zones for Recruitment



# connect

## Your Top Categories for Recruitment



Quick Service  
Restaurants



Clothing &  
Accessories



Grocery & General  
Merchandise



Miscellaneous  
Store Retailers