



Retail Site Assessment

May 2009

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Buxton CommunityID Staff

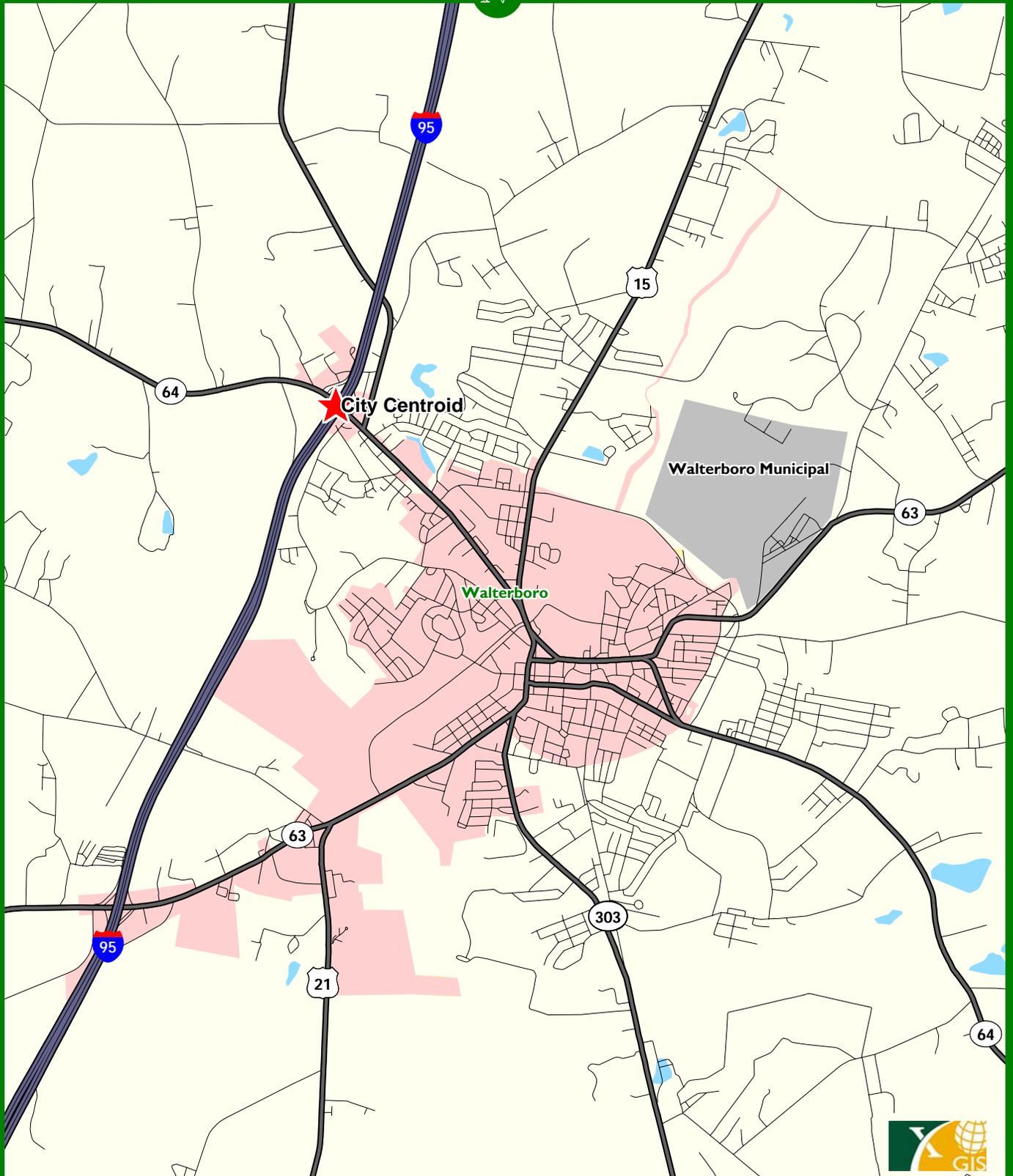
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Walterboro, South Carolina: Overview

Shopping Centers

GLA in thousands



1000+



500 to 1000

City Limits

Site



Selecting Walterboro's Retail Site

To begin the CommunityID process, the City of Walterboro selected one site to be analyzed for possible retail development or revitalization. The location of the site is shown on the opposite page.

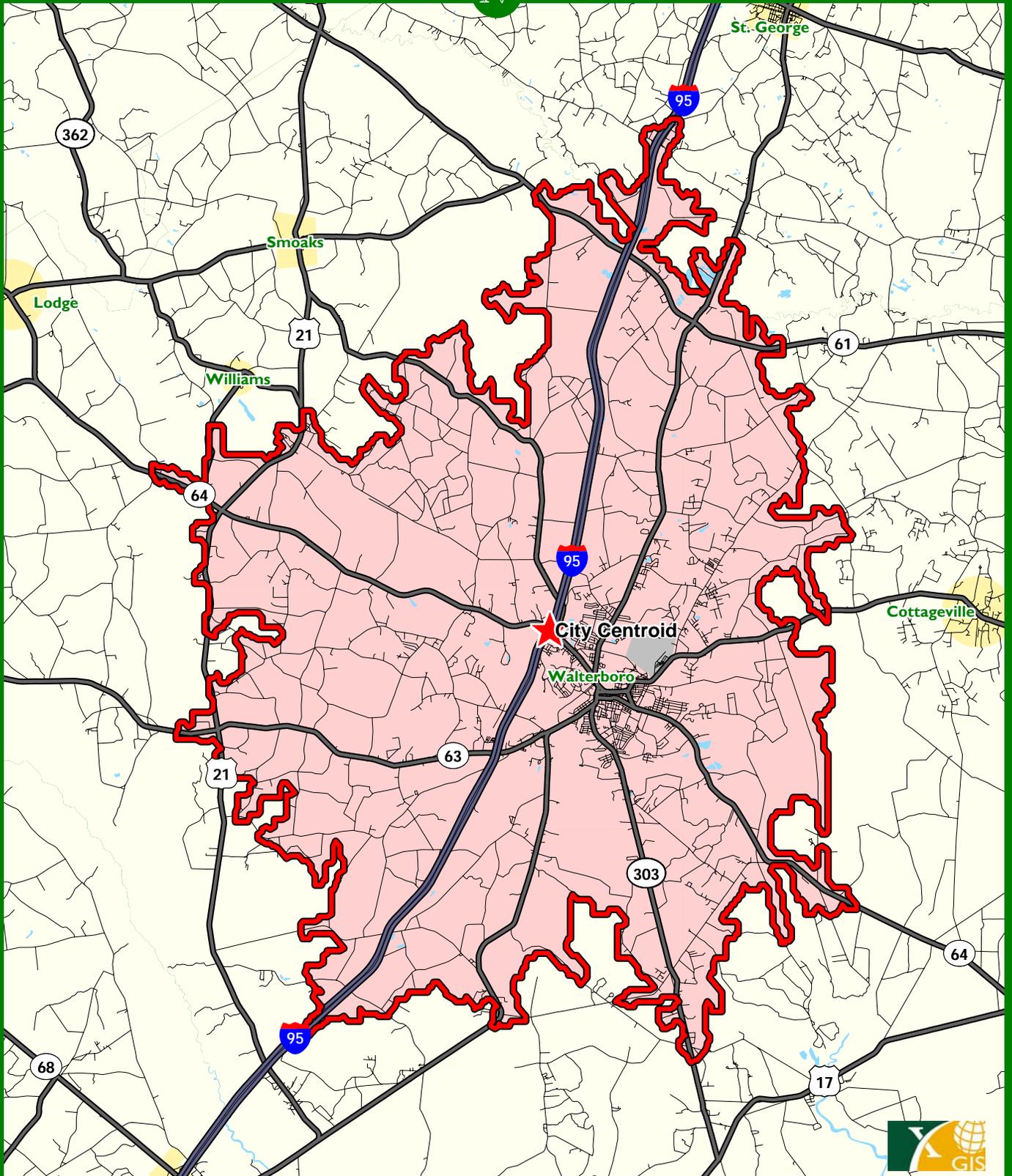
Buxton has examined the retail potential of the site based on the following analyses:

- A primary drive-time trade area was delineated for the site
- A secondary trade area was created with assistance from the City of Walterboro
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of Walterboro's customers within each of the trade areas was developed
- The surplus and leakage for more than 36 product types and 74 store types was determined for each potential trade area

The purpose of these analyses is to develop Walterboro's Customer Profile. The Customer Profile is a snapshot of the customers that reside in Walterboro's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for a retailer's goods and services are being met within the trade area.

By overlaying Walterboro's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Walterboro. This matching provides the basis for determining Walterboro's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Walterboro can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.



Walterboro, South Carolina: Trade Area

Shopping Centers

GLA in thousands

● 1000+

● 500 to 1000

□ 15 Minute Drive Time

★ Site

Miles



Site 1 Analysis: City Centroid

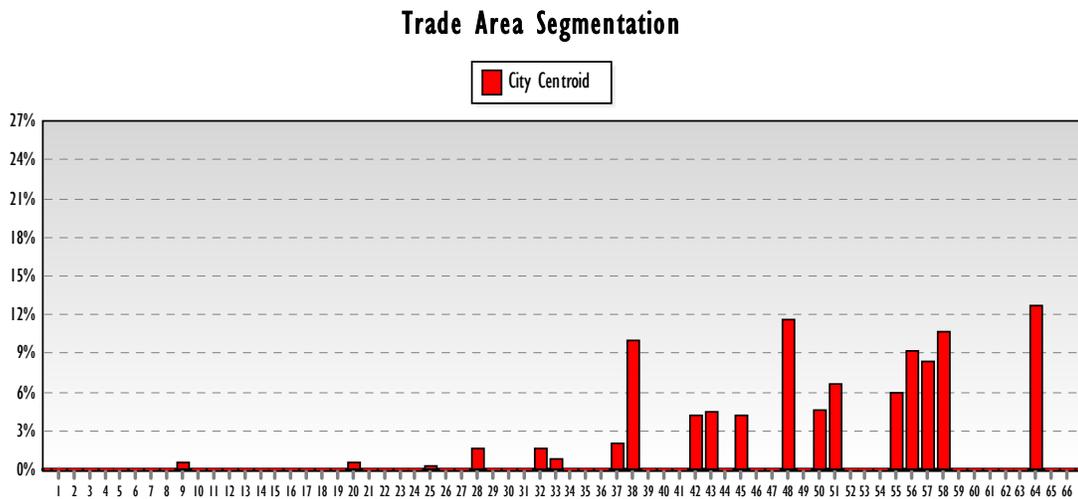
Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for the site. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of the site is presented below.

Data



Source: Nielsen Claritas, © 2009

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for the site.

Dominant Segments	Description	Households	% of All Households
38	SIMPLE PLEASURES	936	10.06%
42	RED, WHITE & BLUES	391	4.20%
43	HEARTLANDERS	411	4.42%
45	BLUE HIGHWAYS	386	4.15%
48	YOUNG & RUSTIC	1,085	11.66%
50	KID COUNTRY, USA	428	4.60%
51	SHOTGUNS & PICKUPS	612	6.58%
55	GOLDEN PONDS	557	5.99%
56	CROSSROADS VILLAGERS	855	9.19%
57	OLD MILLTOWNS	775	8.33%
58	BACK COUNTRY FOLKS	999	10.74%
64	BEDROCK AMERICA	1,184	12.73%

Data Source: Nielsen Claritas, © 2009

Site 1 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



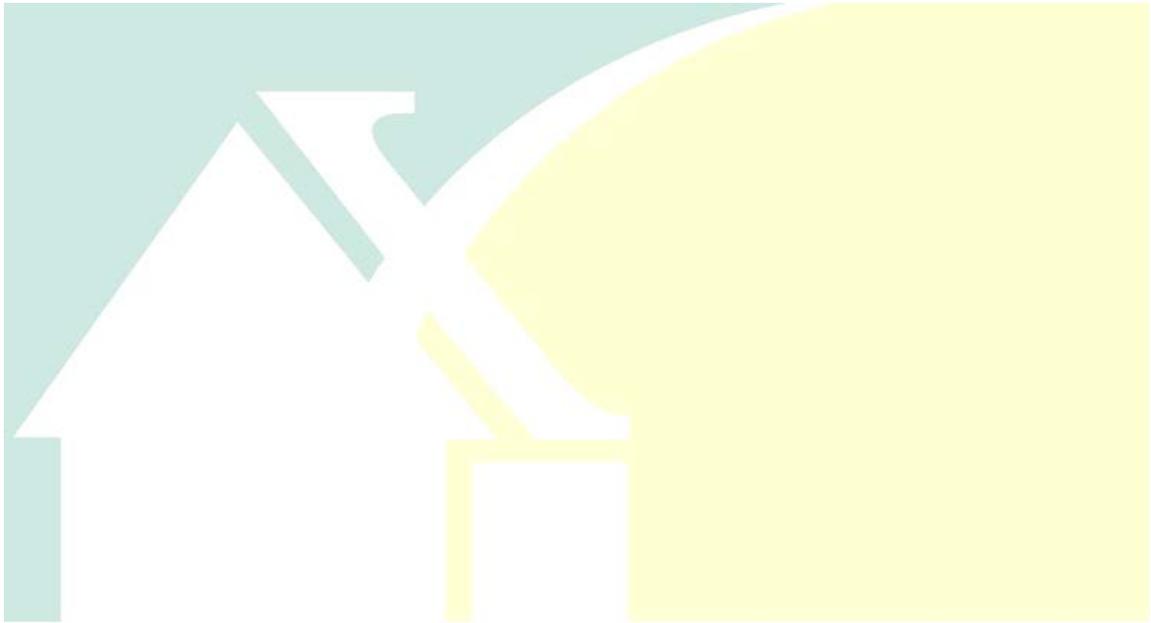
*GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies

Source: Nielsen Claritas, Global Insight, © 2009

The following table presents the trade potential variables for the site:

Trade Potential Variables	Site
Estimated Household Count	9,304
Number of Households in Dominant Segments	8,619
Traffic Count	39,700
Total Demand	\$276,854,808
Total Supply	\$326,435,812
Leakage/Surplus	\$49,581,004

Source: Nielsen Claritas, Global Insight, © 2009





Walterboro, South Carolina: Secondary Trade Area

Shopping Centers

GLA in thousands



Secondary Trade Area



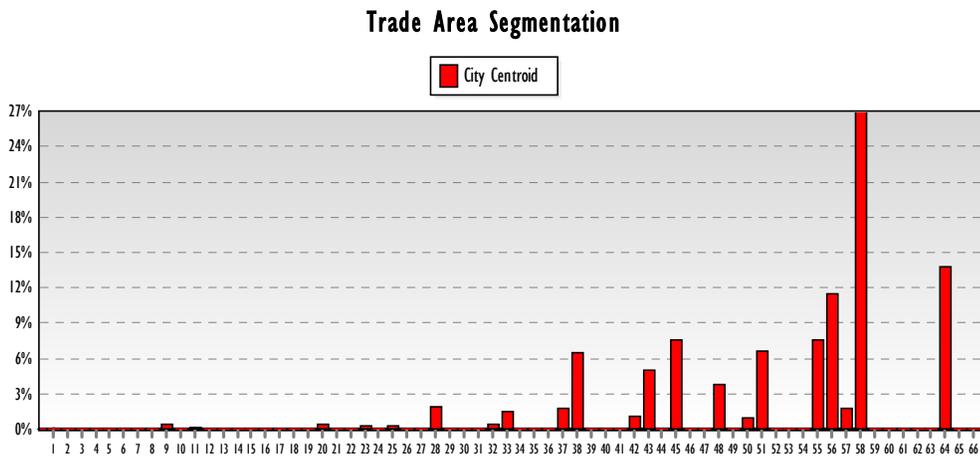
Site 1 Analysis: Secondary Trade Area

Drive-Time Trade Area

The map on the opposite page depicts the trade area for the site with the secondary trade area. The secondary trade area consists of a custom trade area, determined by Buxton and the City of Walterboro.

Psychographics

The psychographic profile of the households within the secondary trade area of the site is presented below.



Data Source: Nielsen Claritas, © 2009

Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments within the secondary trade area.

Dominant Segments	Description	Households	% of All Households
38	SIMPLE PLEASURES	3,544	6.48%
43	HEARTLANDERS	2,764	5.05%
45	BLUE HIGHWAYS	4,132	7.55%
48	YOUNG & RUSTIC	2,035	3.72%
51	SHOTGUNS & PICKUPS	3,634	6.64%
55	GOLDEN PONDS	4,110	7.51%
56	CROSSROADS VILLAGERS	6,307	11.53%
58	BACK COUNTRY FOLKS	14,760	26.98%
64	BEDROCK AMERICA	7,567	13.83%

Data Source: Nielsen Claritas, © 2009

Site 1 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



*GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies

Source: Nielsen Claritas, Global Insight, © 2009

The following table presents the trade potential variables for Site 2:

Trade Potential Variables	Site
Estimated Household Count	54,703
Number of Households in Dominant Segments	48,853
Traffic Count	39,700
Total Demand	\$2,100,127,330
Total Supply	\$1,126,754,501
Leakage/Surplus	(\$973,372,829)

Source: Nielsen Claritas, Global Insight, © 2009

Brief Segment Descriptions

- 1 UPPER CRUST™ – The nation’s most exclusive address, Upper Crust™ is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree, and none has a more opulent standard of living.
- 2 BLUE BLOOD ESTATES™ – Blue Blood Estates™ is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation’s second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.
- 3 MOVERS & SHAKERS™ – Movers & Shakers™ is home to America’s up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there is a decided business bent to this segment: Movers & Shakers™ rank number one for owning a small business and having a home office.
- 4 YOUNG DIGERATI™ – Young Digerati™ are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati™ communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.
- 5 COUNTRY SQUIRES™ – The wealthiest residents in exurban America live in Country Squires™, an oasis for affluent Baby Boomers who have fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires™ enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.

Brief Segment Descriptions

- 6 WINNER'S CIRCLE™ – Among the wealthy suburban lifestyles, Winner's Circle™ is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner's Circle™ residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.
- 7 MONEY & BRAINS™ – The residents of Money & Brains™ seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.
- 8 EXECUTIVE SUITES™ – Executive Suites™ consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.
- 9 BIG FISH, SMALL POND™ – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond™ are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.
- 10 SECOND CITY ELITE™ – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite™. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.

Brief Segment Descriptions

- 11 GOD'S COUNTRY™ – When city dwellers and suburbanites began moving to the country in the 1970's, God's Country™ emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country™ remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.
- 12 BRITE LITES, LI'L CITY™ – Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City™ is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.
- 13 UPWARD BOUND™ – More than any other segment, Upward Bound™ appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound™ tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.
- 14 NEW EMPTY NESTS™ – With their grown-up children recently out of the house, New Empty Nests™ is composed of upscale older Americans who pursue active—and activist— lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.
- 15 POOLS & PATIOS™ – Formed during the postwar Baby Boom, Pools & Patios™ has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960's—residents work as white-collar managers and professionals, and are now at the top of their careers.

Brief Segment Descriptions

- 16 **BOHEMIAN MIX™** – A collection of young, mobile urbanites, Bohemian Mix™ represents the nation’s most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.
- 17 **BELTWAY BOOMERS™** – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers™. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they’re pursuing kid-centered lifestyles.
- 18 **KIDS & CUL-DE-SACS™** – Upscale, suburban, married couples with children is the description of Kids & Cul-de-Sacs™, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.
- 19 **HOME SWEET HOME™** – Widely scattered across the nation’s suburbs, the residents of Home Sweet Home™ tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.
- 20 **FAST-TRACK FAMILIES™** – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families™ are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.

Brief Segment Descriptions

- 21 GRAY POWER™ – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. A segment of older, mid-scale singles and couples who live in quiet comfort, Gray Power™ reflects this trend.
- 22 YOUNG INFLUENTIALS™ – Once known as the home of the nation’s yuppies, Young Influentials™ reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.
- 23 GREENBELT SPORTS™ – A segment of middle-class exurban couples, Greenbelt Sports™ is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.
- 24 UP-AND-COMERS™ – Up-and-Comers™ is a stopover for young, mid-scale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.
- 25 COUNTRY CASUALS™ – There’s a laid-back atmosphere in Country Casuals™, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white-collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.

Brief Segment Descriptions

- 26 THE COSMOPOLITANS™ – Educated, mid-scale and multi-ethnic, The Cosmopolitans™ are urbane couples in America’s fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
- 27 MIDDLEBURG MANAGERS™ – Middleburg Managers™ arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today segment residents tend to be middle-class and over 55 years old with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.
- 28 TRADITIONAL TIMES™ – Traditional Times™ is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they’re big travelers, especially in recreational vehicles and campers.
- 29 AMERICAN DREAMS™ – American Dreams™ is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods— one in ten residents speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.
- 30 SUBURBAN SPRAWL™ – Suburban Sprawl™ is an unusual American lifestyle: a collection of mid-scale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.

Brief Segment Descriptions

- 31 URBAN ACHIEVERS™ – Concentrated in the nation’s port cities, Urban Achievers™ is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.
- 32 NEW HOMESTEADERS™ – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders™, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.
- 33 BIG SKY FAMILIES™ – Scattered in placid towns across the American heartland, Big Sky Families™ is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball in addition to going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.
- 34 WHITE PICKET FENCES™ – Midpoint on the socioeconomic ladder, residents in White Picket Fences™ look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity— including a disproportionate number of Hispanics and African-Americans.
- 35 BOOMTOWN SINGLES™ – Affordable housing, abundant entry-level jobs and a thriving singles scene— all have given rise to the Boomtown Singles™ segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.
- 36 BLUE-CHIP BLUES™ – Blue-Chip Blues™ is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment’s aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.

Brief Segment Descriptions

- 37 MAYBERRY-VILLE™ – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville™ harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.
- 38 SIMPLE PLEASURES™ – With more than two-thirds of its residents over 65 years old, Simple Pleasures™ is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement, and a disproportionate number served in the military; no segment has more members of veterans clubs.
- 39 DOMESTIC DUOS™ – Domestic Duos™ represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.
- 40 CLOSE-IN COUPLES™ – Close-In Couples™ is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.
- 41 SUNSET CITY BLUES™ – Scattered throughout the older neighborhoods of small cities, Sunset City Blues™ is a segment of lower-middle-class singles and couples who have retired or are getting close to retirement. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

Brief Segment Descriptions

- 42 RED, WHITE & BLUES™ – The residents of Red, White & Blues™ typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.
- 43 HEARTLANDERS™ – America was once a land of small middle-class towns, which can still be found today among Heartlanders™. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders™ pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.
- 44 NEW BEGINNINGS™ – Filled with young, single adults, New Beginnings™ is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings™ households tend to have the modest living standards typical of transient apartment dwellers.
- 45 BLUE HIGHWAYS™ – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways™ is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.
- 46 OLD GLORIES™ – Old Glories™ are the nation’s downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They’re among the nation’s most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.

Brief Segment Descriptions

- 47 CITY STARTUPS™ – In City Startups™, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to twenty-somethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.
- 48 YOUNG & RUSTIC™ – Like the soap opera that inspired its nickname, Young & Rustic™ is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation’s exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.
- 49 AMERICAN CLASSICS™ – They may be older, lower-middle class and retired, but the residents of American Classics™ are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.
- 50 KID COUNTRY, USA™ – Widely scattered throughout the nation’s heartland, Kid Country, USA™ is a segment dominated by large families living in small towns. Predominantly white with an above-average concentration of Hispanics, these young working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.
- 51 SHOTGUNS & PICKUPS™ – The segment known as Shotguns & Pickups™ came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than any other segment.

Brief Segment Descriptions

- 52 SUBURBAN PIONEERS™ – Suburban Pioneers™ represents one of the nation’s eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings where the jobs are blue-collar and the money is tight. What unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.
- 53 MOBILITY BLUES™ – Young singles and single parents make their way to Mobility Blues™, a segment of working-class neighborhoods in America’s satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.
- 54 MULTI-CULTI MOSAIC™ – An immigrant gateway community, Multi-Culti Mosaic™ is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.
- 55 GOLDEN PONDS™ – Golden Ponds™ is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.
- 56 CROSSROADS VILLAGERS™ – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers™ is a classic rural lifestyle. Residents are high school-educated with lower-middle incomes and modest housing; one-quarter live in mobile homes. There’s an air of self-reliance in these households as Crossroads Villagers™ help put food on the table through fishing, gardening and hunting.

Brief Segment Descriptions

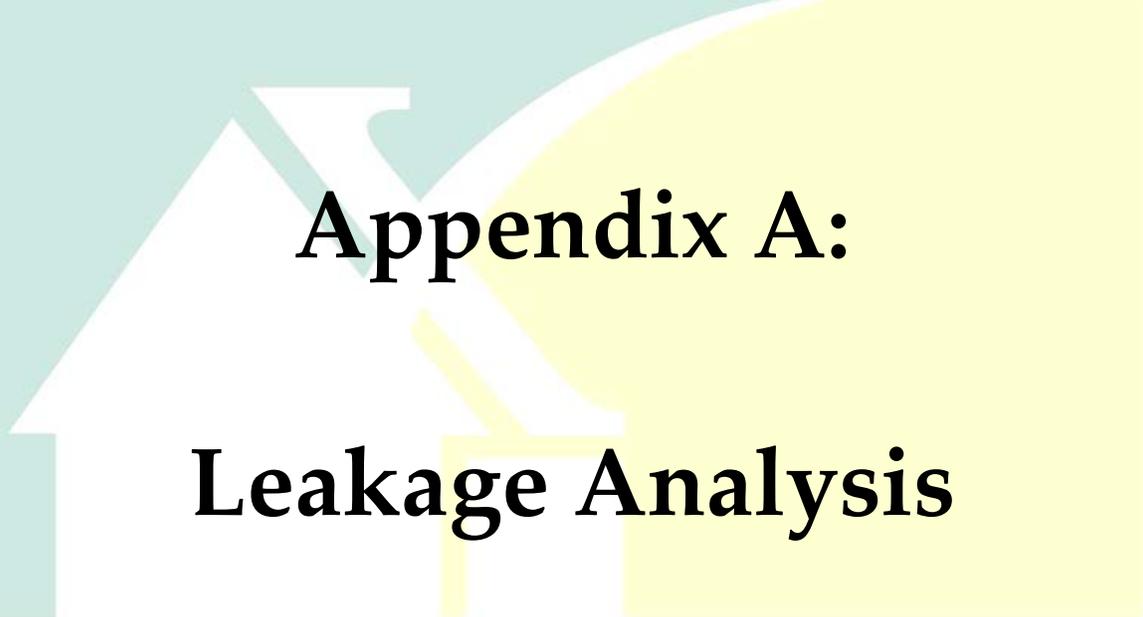
- 57 OLD MILLTOWNS™ – America’s once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns™ communities. Today, the majority of residents are retired singles and couples living on downscale incomes in pre-1960 homes and apartments. For leisure they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.
- 58 BACK COUNTRY FOLKS™ – Strewn among remote farm communities across the nation, Back Country Folks™ are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.
- 59 URBAN ELDERS™ – For Urban Elders™—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.
- 60 PARK BENCH SENIORS™ – Park Bench Seniors™ are typically retired singles living in the racially mixed neighborhoods of the nation’s satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.
- 61 CITY ROOTS™ – Found in urban neighborhoods, City Roots™ is a segment of lower-income retirees, typically living in older homes and duplexes they’ve owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

Brief Segment Descriptions

- 62 HOMETOWN RETIRED™ – With three-quarters of all residents over 65 years old, Hometown Retired™ is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.
- 63 FAMILY THRIFTS™ – The small-city cousins of inner-city districts, Family Thrifts™ contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.
- 64 BEDROCK AMERICA™ – Bedrock America™ consists of young, economically challenged families in small, isolated towns located throughout the nation’s heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.
- 65 BIG CITY BLUES™ – With a population that’s half Latino, Big City Blues™ has the highest concentration of Hispanic Americans in the nation, but it’s also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40% haven’t finished high school.
- 66 LOW-RISE LIVING™ – The most economically challenged urban segment, Low-Rise Living™ is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then, less than a quarter of residents can afford to own real estate.

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Appendix A:
Leakage Analysis

Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- * Indicating how well the retail needs of local residents are being met
- * Uncovering unmet demand and possible opportunities
- * Understanding the strengths and weaknesses of the local retail sector
- * Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

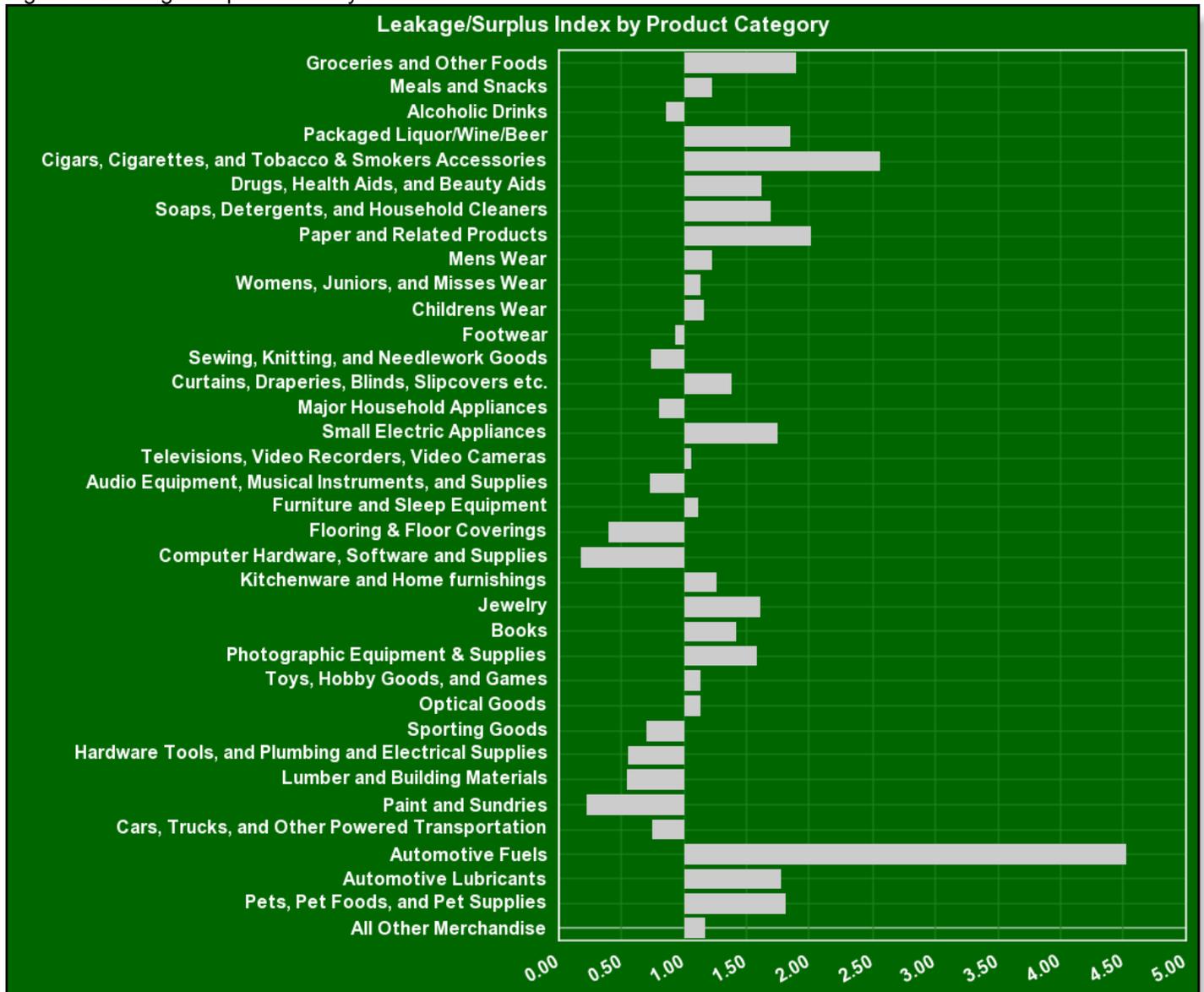
Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area

Leakage/Surplus Index by Product

The Leakage/Surplus Index provides a relative comparison of the supply and demand across retail product categories. It is calculated by dividing actual sales by potential sales. An index greater than 1.0 means that the community is attracting retail sales (surplus) from outside the trade area. If the index is less than 1.0 it means that out-shopping is taking place and the community is not successfully drawing its own residents.

Leakage/Surplus Index (Figure 1) shows the strengths and weaknesses of a community's retail market by product.

Figure 1. Leakage/Surplus Index by Product



Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area

The sales potential and the actual sales potential by product category and the resulting index are shown in Figure 2.

Figure 2. Sales Potential and Actual Sales by Product

Product Type	Potential	Actual Sales	Leakage/Surplus Index
Groceries and Other Foods	37,945,519	71,779,406	1.9
Meals and Snacks	21,364,036	26,202,886	1.2
Alcoholic Drinks	2,373,837	2,033,290	0.9
Packaged Liquor/Wine/Beer	4,501,113	8,290,017	1.8
Cigars, Cigarettes, and Tobacco & Smokers Accessories	5,874,103	15,025,093	2.6
Drugs, Health Aids, and Beauty Aids	22,008,411	35,482,392	1.6
Soaps, Detergents, and Household Cleaners	1,963,483	3,322,142	1.7
Paper and Related Products	1,572,967	3,173,922	2.0
Mens Wear	4,554,909	5,565,034	1.2
Womens, Juniors, and Misses Wear	7,946,373	8,910,738	1.1
Childrens Wear	2,750,038	3,185,803	1.2
Footwear	3,608,951	3,336,750	0.9
Sewing, Knitting, and Needlework Goods	370,806	272,333	0.7
Curtains, Draperies, Blinds, Slipcovers etc.	1,543,291	2,126,503	1.4
Major Household Appliances	2,071,485	1,658,364	0.8
Small Electric Appliances	645,283	1,125,079	1.7
Televisions, Video Recorders, Video Cameras	1,677,431	1,759,988	1.1
Audio Equipment, Musical Instruments, and Supplies	2,247,368	1,638,182	0.7
Furniture and Sleep Equipment	4,150,502	4,598,909	1.1
Flooring & Floor Coverings	1,914,765	765,736	0.4
Computer Hardware, Software and Supplies	5,247,375	893,554	0.2
Kitchenware and Home furnishings	2,556,332	3,231,188	1.3
Jewelry	2,133,328	3,418,957	1.6
Books	982,317	1,387,888	1.4
Photographic Equipment & Supplies	534,515	842,191	1.6
Toys, Hobby Goods, and Games	2,186,098	2,455,710	1.1
Optical Goods	474,796	532,473	1.1
Sporting Goods	3,403,740	2,363,611	0.7
Hardware Tools, and Plumbing and Electrical Supplies	17,200,235	9,543,600	0.6
Lumber and Building Materials	13,472,383	7,345,732	0.5
Paint and Sundries	1,968,419	425,323	0.2
Cars, Trucks, and Other Powered Transportation	41,372,635	30,698,547	0.7
Automotive Fuels	22,700,199	102,778,961	4.5
Automotive Lubricants	9,028,539	15,975,377	1.8
Pets, Pet Foods, and Pet Supplies	1,572,431	2,846,580	1.8
All Other Merchandise	7,236,547	8,486,734	1.2

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 3 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 3. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



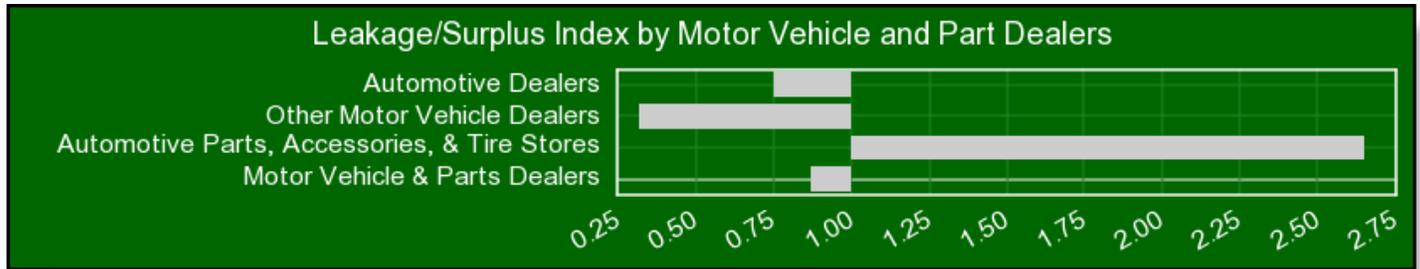
Store Type	Potential	Actual Sales	Leakage/Surplus Index
Motor Vehicle & Parts Dealers	51,282,292	44,535,020	0.87
Furniture & Home Furnishings Stores	6,064,500	4,927,060	0.81
Electronics & Appliances Stores	5,523,665	3,179,405	0.58
Building Material & Garden Equipment & Supply Dealers	30,241,630	13,421,915	0.44
Food & Beverage Stores	33,679,869	50,126,624	1.49
Health & Personal Care Stores	15,490,579	31,094,498	2.01
Clothing & Clothing Accessories Stores	10,731,624	6,693,782	0.62
Sporting Goods, Hobby, Book, & Music Stores	4,153,977	1,870,662	0.45
General Merchandise Stores	31,243,418	59,712,201	1.91
Miscellaneous Store Retailers	6,284,705	10,623,424	1.69
Foodservice & Drinking Places	22,122,619	23,458,348	1.06
GAFO	60,035,930	76,792,873	1.28
Total Retail Sales (Including Food Service & Drinking Places)	276,854,808	326,435,812	1.18

* GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies.

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area

Leakage/Surplus Analysis by Sub-Categories of Major Retail Types

Additional leakage/surplus details are provided on subcategories of stores in each of the twelve major store types. These details can help further identify possible business expansion opportunities.



Motor Vehicle and Parts Dealers	Potential	Actual Sales	Leakage/Surplus Index
Automotive Dealers	44,416,091	33,389,031	0.75
Other Motor Vehicle Dealers	3,017,659	962,278	0.32
Automotive Parts, Accessories, & Tire Stores	3,848,541	10,183,710	2.65
Motor Vehicle & Parts Dealers	51,282,292	44,535,020	0.87

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Electronics and Appliance Stores	Potential	Actual Sales	Leakage/Surplus Index
Household Appliances Stores	1,004,316	676,536	0.67
Radio Television and Other Electronics Stores	3,222,534	2,253,000	0.70
Appliance, Television, and Other Electronics Stores	4,226,851	2,929,536	0.69
Computer and Software Stores	1,091,665	249,869	0.23
Camera & Photographic Equipment Stores	205,148	0	0.00
Electronics & Appliances Stores	5,523,665	3,179,405	0.58

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Furniture and Home Furnishings Stores	Potential	Actual Sales	Leakage/Surplus Index
Furniture Stores	3,334,441	4,029,059	1.21
Home Furnishing Stores	2,730,058	898,001	0.33
Furniture & Home Furnishings Stores	6,064,500	4,927,060	0.81

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Building Material, Garden Equipment and Supply Dealers	Potential	Actual Sales	Leakage/Surplus Index
Home Centers	10,860,154	1,900,148	0.18
Paint and Wallpaper Stores	592,009	0	0.00
Hardware Stores	2,153,286	267,999	0.12
Building Materials, Lumberyards	4,697,525	3,410,400	0.73
Other Building Materials Dealers	14,313,218	10,000,854	0.70
Building Material & Supply Dealers	27,918,668	12,169,002	0.44
Outdoor Power Equipment Stores	380,338	182,945	0.48
Nursery and Garden Centers	1,942,623	1,069,967	0.55
Lawn and Garden Equipment and Supplies Stores	2,322,961	1,252,913	0.54
Building Material & Garden Equipment & Supply Dealers	30,241,630	13,421,915	0.44

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Food and Beverage Stores	Potential	Actual Sales	Leakage/Surplus Index
Supermarkets and Other Grocery (except Convenience) Stores	29,188,593	47,144,600	1.62
Convenience Stores	1,519,488	1,915,470	1.26
Grocery Stores	30,708,081	49,060,070	1.60
Specialty Food Stores	955,596	17,757	0.02
Beer, Wine, & Liquor Stores	2,016,191	1,048,797	0.52
Food & Beverage Stores	33,679,869	50,126,624	1.49

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Health and Personal Care Stores	Potential	Actual Sales	Leakage/Surplus Index
Pharmacies and Drug Stores	13,565,959	28,369,000	2.09
Cosmetics, Beauty Supplies and Perfume Stores	547,112	0	0.00
Optical Goods Stores	403,631	435,723	1.08
Other Health and Personal Care Stores	973,876	2,289,774	2.35
Health & Personal Care Stores	15,490,579	31,094,498	2.01

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Clothing and Clothing Accessories Stores	Potential	Actual Sales	Leakage/Surplus Index
Mens Clothing Stores	514,439	18,442	0.04
Womens Clothing Stores	1,904,145	677,362	0.36
Childrens and Infants Clothing Stores	535,422	0	0.00
Family Clothing Stores	4,272,951	3,365,067	0.79
Clothing Accessories Stores	161,135	880	0.01
Other Clothing Stores	494,941	23,823	0.05
Clothing Stores	7,883,035	4,085,576	0.52
Shoe Stores	1,548,588	644,206	0.42
Jewelry Stores	1,191,265	1,964,000	1.65
Luggage, & Leather Goods Stores	108,736	0	0.00
Jewelry, Luggage, & Leather Goods Stores	1,300,001	1,964,000	1.51
Clothing & Clothing Accessories Stores	10,731,624	6,693,782	0.62

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Sporting Goods, Hobby, Book and Music Stores	Potential	Actual Sales	Leakage/Surplus Index
Sporting Goods Stores	1,603,041	463,551	0.29
Hobby, Toys and Games Stores	1,012,058	463,621	0.46
Sew/Needlework/Piece Goods Stores	226,100	0	0.00
Musical Instrument and Supplies Stores	257,911	95,002	0.37
Sporting Goods, Hobby, & Musical Instrument Stores	3,099,111	1,022,175	0.33
Book Stores	646,753	752,799	1.16
News Dealers and Newsstands	45,295	0	0.00
Book Stores and News Dealers	692,048	752,799	1.09
Prerecorded Tape, Compact Disc, and Record Stores	362,816	95,687	0.26
Book, Periodical, & Music Stores	1,054,865	848,486	0.80
Sporting Goods, Hobby, Book, & Music Stores	4,153,977	1,870,662	0.45

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



General Merchandise Stores	Potential	Actual Sales	Leakage/Surplus Index
Department Stores excluding leased depts.	14,504,641	30,882,523	2.13
Warehouse Clubs and Super Stores	14,498,811	25,519,686	1.76
All Other General Merchandise Stores	2,239,965	3,309,991	1.48
Other General Merchandise Stores	16,738,776	28,829,678	1.72
General Merchandise Stores	31,243,418	59,712,201	1.91

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Miscellaneous Store Retailers	Potential	Actual Sales	Leakage/Surplus Index
Florists	464,336	319,473	0.69
Office Supplies and Stationery Stores	1,324,441	0	0.00
Gift, Novelty, and Souvenir Stores	994,302	409,760	0.41
Office Supplies, Stationery, & Gift Stores	2,318,744	409,760	0.18
Used Merchandise Stores	491,562	610,266	1.24
Other Miscellaneous Store Retailers	3,010,061	9,283,923	3.08
Miscellaneous Store Retailers	6,284,705	10,623,424	1.69

Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area



Foodservice and Drinking Places	Potential	Actual Sales	Leakage/Surplus Index
Full-service Restaurants	10,147,602	12,357,202	1.22
Limited-service Eating Places	9,068,647	6,784,208	0.75
Special Foodservices	1,871,954	4,263,000	2.28
Drinking Places -Alcoholic Beverages	1,034,415	53,938	0.05
Foodservice & Drinking Places	22,122,619	23,458,348	1.06

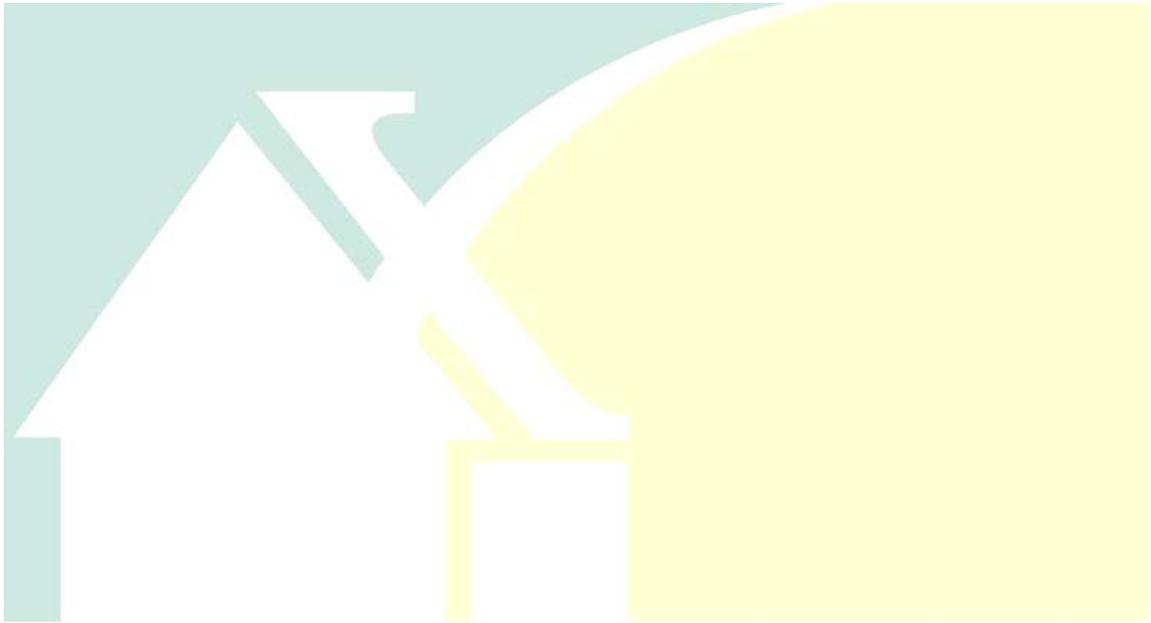
Site	Address	Analysis Geography
1	City Centroid, Walterboro, SC 29488	15 Minute Trade Area

Sources and Methodology

Household demand estimates are derived by combining data from the Consumer Expenditures Survey by the Bureau of Labor Statistics with current household demographic estimates from Claritas. The demand estimates only account for household expenditures. Demand is defined as the estimated dollar amount spent by a household that resides in the area of analysis for a specified retail store type or merchandise line item.

Supply estimates are generated from the Census of Retail Trade, a component of the Economic Census. County-level sales tax data is allocated to low levels of geography using business sales estimates, business locations, and employee counts provided by Claritas' Business Facts® database. Supply includes all products sold at retail outlets in a specified area for a one-year period. Supply is defined as the estimated total retail sales for a retail store type or merchandise line item.

Source: Retail Market Power™ (Claritas).



Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- * Indicating how well the retail needs of local residents are being met
- * Uncovering unmet demand and possible opportunities
- * Understanding the strengths and weaknesses of the local retail sector
- * Measuring the difference between actual and potential retail sales

Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

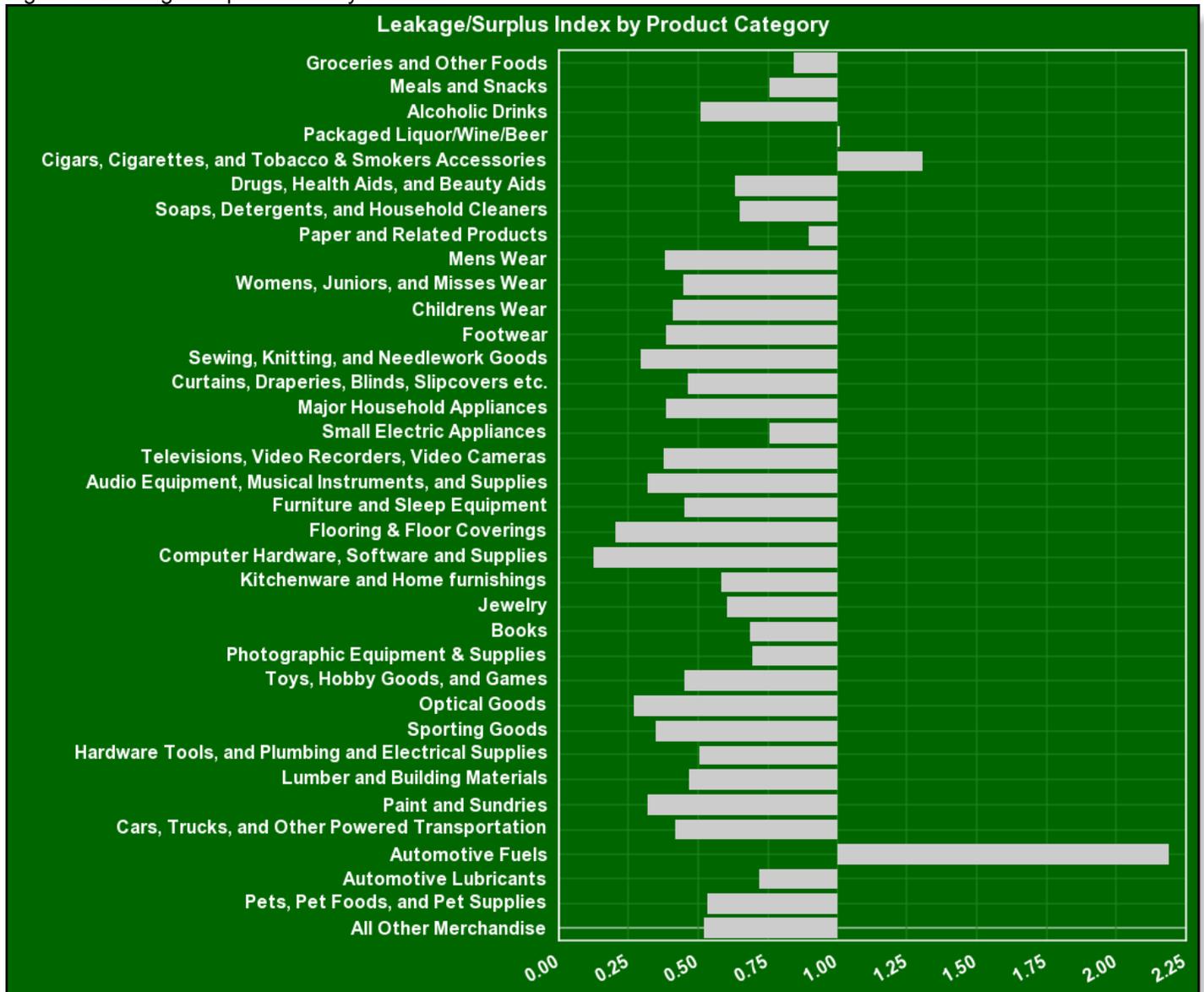
Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area

Leakage/Surplus Index by Product

The Leakage/Surplus Index provides a relative comparison of the supply and demand across retail product categories. It is calculated by dividing actual sales by potential sales. An index greater than 1.0 means that the community is attracting retail sales (surplus) from outside the trade area. If the index is less than 1.0 it means that out-shopping is taking place and the community is not successfully drawing its own residents.

Leakage/Surplus Index (Figure 1) shows the strengths and weaknesses of a community's retail market by product.

Figure 1. Leakage/Surplus Index by Product



Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area

The sales potential and the actual sales potential by product category and the resulting index are shown in Figure 2.

Figure 2. Sales Potential and Actual Sales by Product

Product Type	Potential	Actual Sales	Leakage/Surplus Index
Groceries and Other Foods	286,868,015	240,969,057	0.8
Meals and Snacks	154,719,876	116,714,165	0.8
Alcoholic Drinks	16,860,353	8,525,022	0.5
Packaged Liquor/Wine/Beer	33,197,308	33,528,037	1.0
Cigars, Cigarettes, and Tobacco & Smokers Accessories	42,170,748	55,026,396	1.3
Drugs, Health Aids, and Beauty Aids	170,013,493	107,671,950	0.6
Soaps, Detergents, and Household Cleaners	15,220,787	9,890,926	0.7
Paper and Related Products	11,608,046	10,431,810	0.9
Mens Wear	35,155,629	13,336,099	0.4
Womens, Juniors, and Misses Wear	59,501,577	26,395,833	0.4
Childrens Wear	19,965,772	8,183,551	0.4
Footwear	27,197,543	10,391,973	0.4
Sewing, Knitting, and Needlework Goods	2,795,304	819,230	0.3
Curtains, Draperies, Blinds, Slipcovers etc.	11,535,321	5,329,300	0.5
Major Household Appliances	15,887,143	6,077,023	0.4
Small Electric Appliances	4,771,161	3,609,723	0.8
Televisions, Video Recorders, Video Cameras	12,494,360	4,718,773	0.4
Audio Equipment, Musical Instruments, and Supplies	16,540,666	5,267,558	0.3
Furniture and Sleep Equipment	31,369,995	14,035,362	0.4
Flooring & Floor Coverings	14,832,976	3,010,184	0.2
Computer Hardware, Software and Supplies	38,629,959	4,657,260	0.1
Kitchenware and Home furnishings	19,061,521	11,119,294	0.6
Jewelry	15,420,528	9,332,982	0.6
Books	7,232,779	4,963,842	0.7
Photographic Equipment & Supplies	3,869,968	2,682,940	0.7
Toys, Hobby Goods, and Games	15,655,768	7,042,836	0.5
Optical Goods	3,561,080	956,882	0.3
Sporting Goods	24,973,750	8,625,084	0.3
Hardware Tools, and Plumbing and Electrical Supplies	133,462,399	66,910,402	0.5
Lumber and Building Materials	104,134,640	48,597,150	0.5
Paint and Sundries	15,222,449	4,822,132	0.3
Cars, Trucks, and Other Powered Transportation	325,401,741	135,116,128	0.4
Automotive Fuels	181,544,181	397,581,033	2.2
Automotive Lubricants	71,168,417	51,039,361	0.7
Pets, Pet Foods, and Pet Supplies	13,497,579	7,193,481	0.5
All Other Merchandise	51,795,600	27,060,069	0.5

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 3 provides the leakage/surplus indices and following is the sales potential and actual sales for major store types.

Figure 3. Leakage/Surplus Index and Actual and Potential Sales by Major Store Types



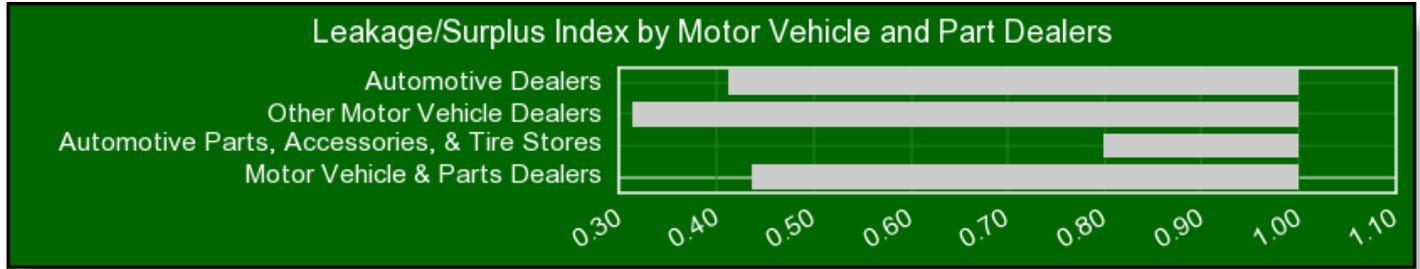
Store Type	Potential	Actual Sales	Leakage/Surplus Index
Motor Vehicle & Parts Dealers	400,947,969	175,107,705	0.44
Furniture & Home Furnishings Stores	46,001,937	15,240,247	0.33
Electronics & Appliances Stores	41,294,815	9,255,271	0.22
Building Material & Garden Equipment & Supply Dealers	234,073,793	112,522,442	0.48
Food & Beverage Stores	254,489,532	161,873,264	0.64
Health & Personal Care Stores	118,868,730	95,206,652	0.80
Clothing & Clothing Accessories Stores	80,364,696	23,569,009	0.29
Sporting Goods, Hobby, Book, & Music Stores	30,477,711	5,665,606	0.19
General Merchandise Stores	235,811,017	169,535,728	0.72
Miscellaneous Store Retailers	46,889,262	24,504,161	0.52
Foodservice & Drinking Places	160,151,202	107,192,298	0.67
GAFO	450,756,666	227,082,118	0.50
Total Retail Sales (Including Food Service & Drinking Places)	2,100,127,330	1,126,754,501	0.54

* GAFO refers to discount retailers that typically include the following departments: general merchandise; clothing and clothing accessories; furniture and home furnishings; electronics and appliances; sporting goods, hobby, books and music; and office supplies.

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area

Leakage/Surplus Analysis by Sub-Categories of Major Retail Types

Additional leakage/surplus details are provided on subcategories of stores in each of the twelve major store types. These details can help further identify possible business expansion opportunities.



Motor Vehicle and Parts Dealers	Potential	Actual Sales	Leakage/Surplus Index
Automotive Dealers	348,144,798	143,960,223	0.41
Other Motor Vehicle Dealers	22,794,618	7,168,953	0.31
Automotive Parts, Accessories, & Tire Stores	30,008,552	23,978,528	0.80
Motor Vehicle & Parts Dealers	400,947,969	175,107,705	0.44

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Electronics and Appliance Stores	Potential	Actual Sales	Leakage/Surplus Index
Household Appliances Stores	7,660,227	3,714,601	0.49
Radio Television and Other Electronics Stores	24,080,271	4,767,805	0.20
Appliance, Television, and Other Electronics Stores	31,740,498	8,482,407	0.27
Computer and Software Stores	8,051,079	683,481	0.08
Camera & Photographic Equipment Stores	1,503,237	89,382	0.06
Electronics & Appliances Stores	41,294,815	9,255,271	0.22

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Furniture and Home Furnishings Stores	Potential	Actual Sales	Leakage/Surplus Index
Furniture Stores	25,214,821	12,017,514	0.48
Home Furnishing Stores	20,787,116	3,222,733	0.16
Furniture & Home Furnishings Stores	46,001,937	15,240,247	0.33

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Building Material, Garden Equipment and Supply Dealers	Potential	Actual Sales	Leakage/Surplus Index
Home Centers	83,714,508	16,172,884	0.19
Paint and Wallpaper Stores	4,566,240	90,999	0.02
Hardware Stores	16,542,417	18,665,225	1.13
Building Materials, Lumberyards	36,256,632	21,533,849	0.59
Other Building Materials Dealers	111,738,262	63,147,076	0.57
Building Material & Supply Dealers	216,561,429	98,076,185	0.45
Outdoor Power Equipment Stores	2,921,923	2,681,968	0.92
Nursery and Garden Centers	14,590,440	11,764,288	0.81
Lawn and Garden Equipment and Supplies Stores	17,512,364	14,446,257	0.83
Building Material & Garden Equipment & Supply Dealers	234,073,793	112,522,442	0.48

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Food and Beverage Stores	Potential	Actual Sales	Leakage/Surplus Index
Supermarkets and Other Grocery (except Convenience) Stores	221,074,798	142,034,021	0.64
Convenience Stores	11,280,294	9,991,427	0.89
Grocery Stores	232,355,092	152,025,448	0.65
Specialty Food Stores	7,267,894	2,427,208	0.33
Beer, Wine, & Liquor Stores	14,866,545	7,420,606	0.50
Food & Beverage Stores	254,489,532	161,873,264	0.64

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Health and Personal Care Stores	Potential	Actual Sales	Leakage/Surplus Index
Pharmacies and Drug Stores	104,113,476	91,217,340	0.88
Cosmetics, Beauty Supplies and Perfume Stores	4,219,474	726,292	0.17
Optical Goods Stores	3,030,694	663,018	0.22
Other Health and Personal Care Stores	7,505,084	2,600,001	0.35
Health & Personal Care Stores	118,868,730	95,206,652	0.80

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Clothing and Clothing Accessories Stores	Potential	Actual Sales	Leakage/Surplus Index
Mens Clothing Stores	3,956,363	381,954	0.10
Womens Clothing Stores	14,264,455	7,486,895	0.52
Childrens and Infants Clothing Stores	3,912,337	952,601	0.24
Family Clothing Stores	32,192,105	5,670,804	0.18
Clothing Accessories Stores	1,193,762	629,688	0.53
Other Clothing Stores	3,728,010	1,390,537	0.37
Clothing Stores	59,247,033	16,512,481	0.28
Shoe Stores	11,679,190	2,773,279	0.24
Jewelry Stores	8,644,003	4,283,248	0.50
Luggage, & Leather Goods Stores	794,469	0	0.00
Jewelry, Luggage, & Leather Goods Stores	9,438,472	4,283,248	0.45
Clothing & Clothing Accessories Stores	80,364,696	23,569,009	0.29

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Sporting Goods, Hobby, Book and Music Stores	Potential	Actual Sales	Leakage/Surplus Index
Sporting Goods Stores	11,884,648	964,468	0.08
Hobby, Toys and Games Stores	7,303,607	885,951	0.12
Sew/Needlework/Piece Goods Stores	1,694,491	16,529	0.01
Musical Instrument and Supplies Stores	1,908,076	165,524	0.09
Sporting Goods, Hobby, & Musical Instrument Stores	22,790,823	2,032,472	0.09
Book Stores	4,749,499	2,606,884	0.55
News Dealers and Newsstands	326,411	0	0.00
Book Stores and News Dealers	5,075,911	2,606,884	0.51
Prerecorded Tape, Compact Disc, and Record Stores	2,610,976	1,026,249	0.39
Book, Periodical, & Music Stores	7,686,887	3,633,134	0.47
Sporting Goods, Hobby, Book, & Music Stores	30,477,711	5,665,606	0.19

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



General Merchandise Stores	Potential	Actual Sales	Leakage/Surplus Index
Department Stores excluding leased depts.	109,355,949	57,556,152	0.53
Warehouse Clubs and Super Stores	109,607,242	87,084,827	0.79
All Other General Merchandise Stores	16,847,825	24,894,747	1.48
Other General Merchandise Stores	126,455,067	111,979,575	0.89
General Merchandise Stores	235,811,017	169,535,728	0.72

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Miscellaneous Store Retailers	Potential	Actual Sales	Leakage/Surplus Index
Florists	3,513,770	856,989	0.24
Office Supplies and Stationery Stores	9,604,092	797,999	0.08
Gift, Novelty, and Souvenir Stores	7,202,394	3,018,256	0.42
Office Supplies, Stationery, & Gift Stores	16,806,487	3,816,255	0.23
Used Merchandise Stores	3,622,676	2,598,890	0.72
Other Miscellaneous Store Retailers	22,946,327	17,232,025	0.75
Miscellaneous Store Retailers	46,889,262	24,504,161	0.52

Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area



Foodservice and Drinking Places	Potential	Actual Sales	Leakage/Surplus Index
Full-service Restaurants	73,384,592	46,715,479	0.64
Limited-service Eating Places	65,744,890	50,220,966	0.76
Special Foodservices	13,607,911	8,950,869	0.66
Drinking Places -Alcoholic Beverages	7,413,808	1,304,983	0.18
Foodservice & Drinking Places	160,151,202	107,192,298	0.67

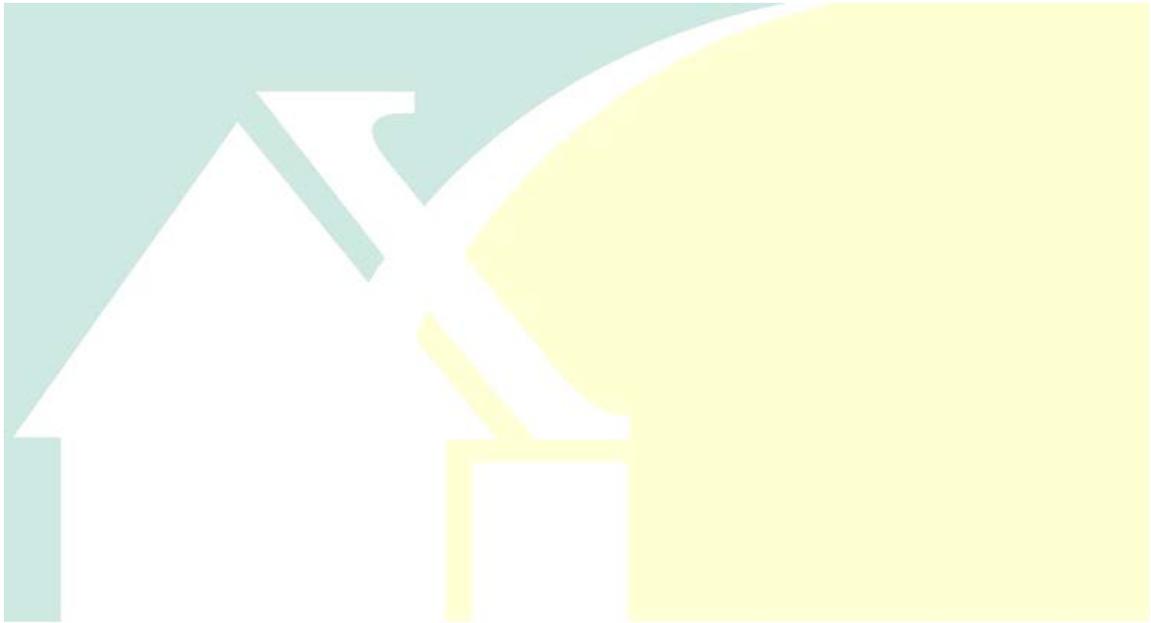
Site	Address	Analysis Geography
1	Secondary Trade Area, Walterboro, SC 29488	Secondary Trade Area

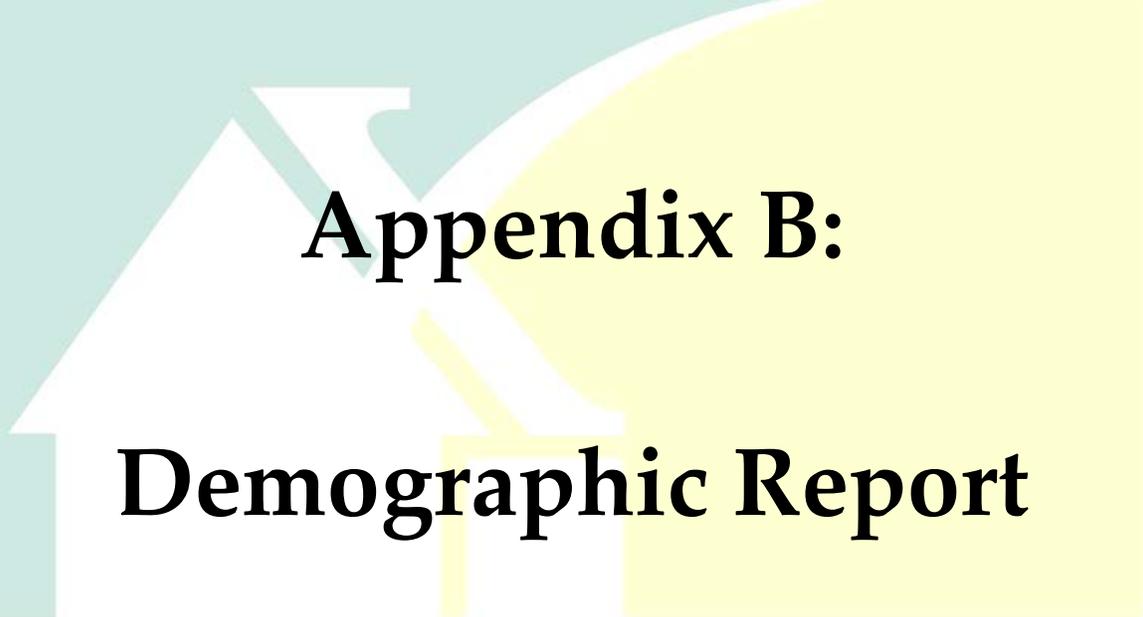
Sources and Methodology

Household demand estimates are derived by combining data from the Consumer Expenditures Survey by the Bureau of Labor Statistics with current household demographic estimates from Claritas. The demand estimates only account for household expenditures. Demand is defined as the estimated dollar amount spent by a household that resides in the area of analysis for a specified retail store type or merchandise line item.

Supply estimates are generated from the Census of Retail Trade, a component of the Economic Census. County-level sales tax data is allocated to low levels of geography using business sales estimates, business locations, and employee counts provided by Claritas' Business Facts® database. Supply includes all products sold at retail outlets in a specified area for a one-year period. Supply is defined as the estimated total retail sales for a retail store type or merchandise line item.

Source: Retail Market Power™ (Claritas).





Appendix B:
Demographic Report

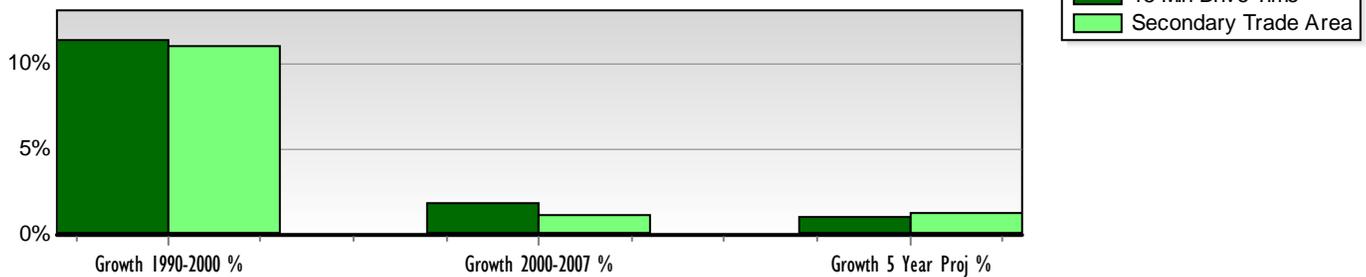
Analysis Geography: City Centroid
Walterboro, SC

Date: 4/28/2009

Population Profile

	15 Min Drive Time	Secondary Trade Area
2012 Projection	23,831	146,590
2007 Estimate	23,588	144,793
2000 Census	23,147	143,150
1990 Census	20,768	128,878

Population Change



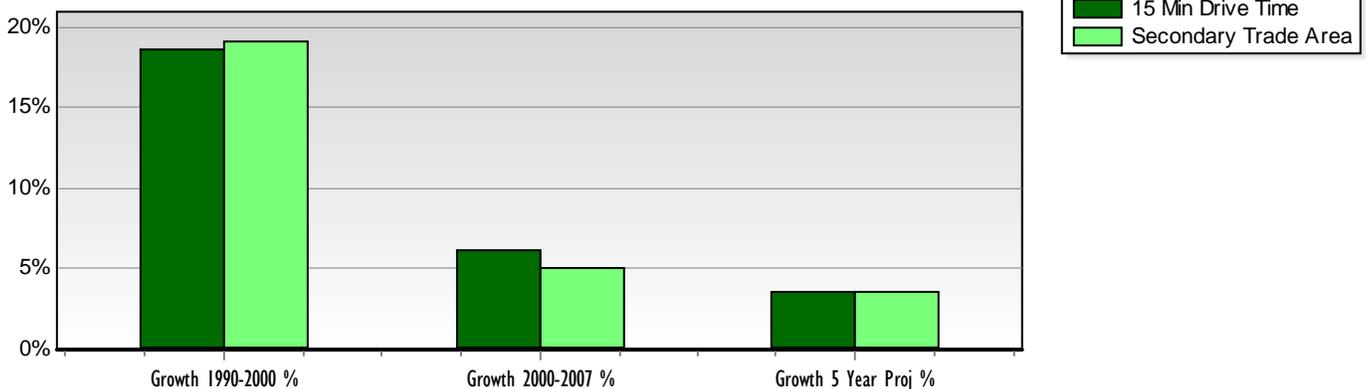
Work Place Population

	15 Min Drive Time	Secondary Trade Area
Total	14,223	56,724

Household Profile

	15 Min Drive Time	Secondary Trade Area
2012 Projection	9,638	56,640
2007 Estimate	9,304	54,703
2000 Census	8,762	52,070
1990 Census	7,386	43,712

Household Change

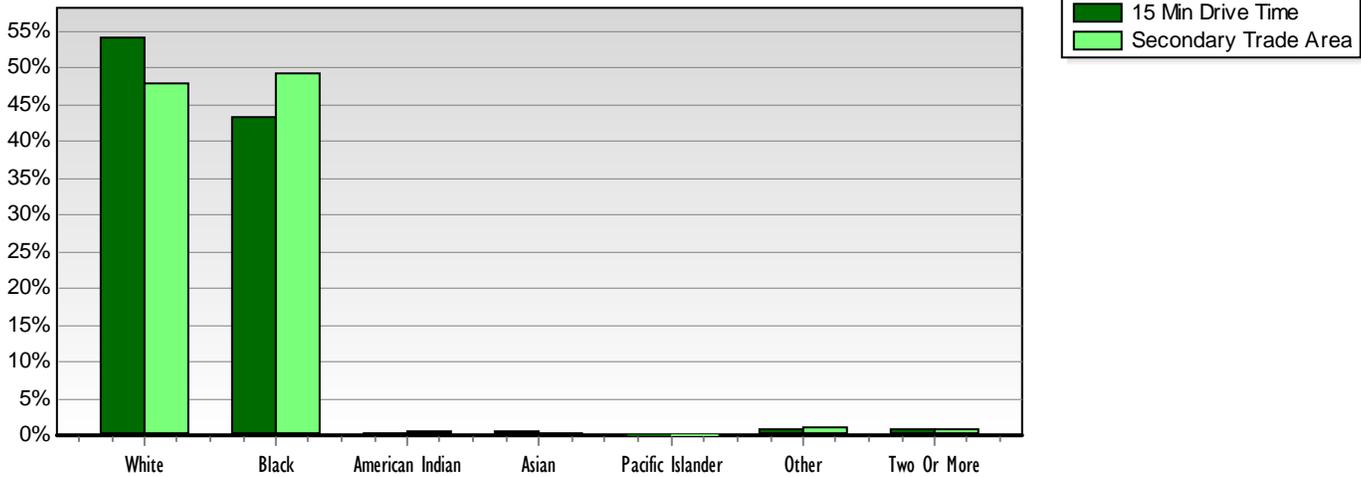


Analysis Geography: City Centroid
Walterboro, SC

Date: 4/28/2009

Population By Race (Current)	15 Min Drive Time	Secondary Trade Area
White	12,779	69,597
Black	10,223	71,333
American Indian	85	677
Asian	104	517
Pacific Islander	4	51
Other	193	1,501
Two Or More	200	1,117
Total Population By Race	23,588	144,793

Population By Race (Current)



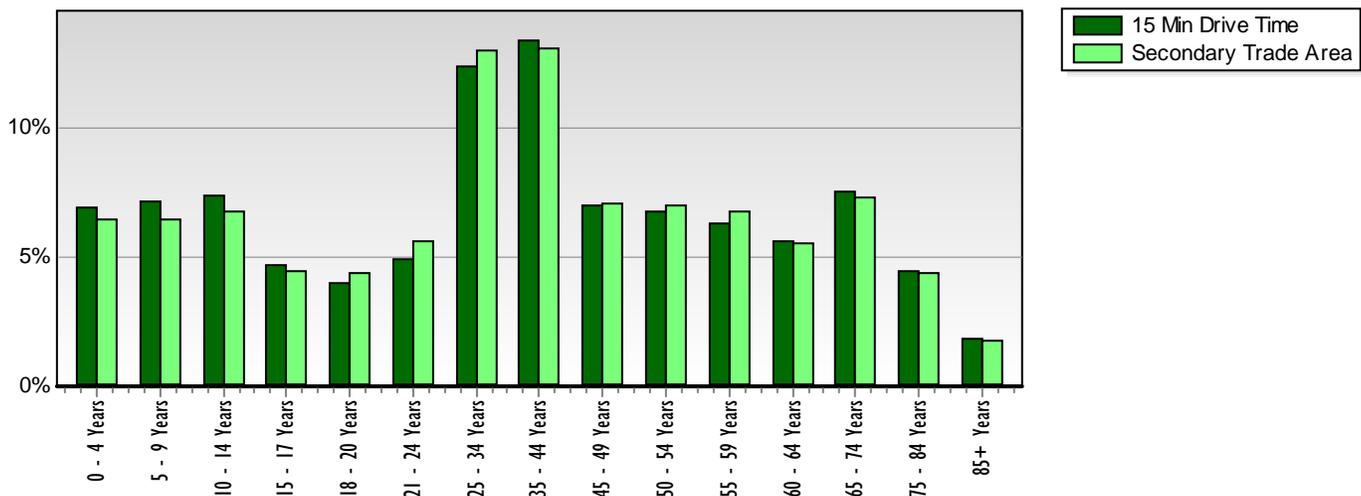
Population By Hispanic Origin (Current)	15 Min Drive Time	Secondary Trade Area
Hispanic Origin	486	3,514
Non Hispanic Origin	23,102	141,279

Analysis Geography: City Centroid
Walterboro, SC

Date: 4/28/2009

Population By Age (Current)	15 Min Drive Time	Secondary Trade Area
0 to 4 years	1,625	9,354
5 to 9 years	1,674	9,335
10 to 14 years	1,745	9,788
15 to 17 years	1,095	6,483
18 to 20 years	936	6,366
21 to 24 years	1,159	8,126
25 to 34 years	2,918	18,804
35 to 44 years	3,147	18,920
45 to 49 years	1,641	10,212
50 to 54 years	1,599	10,091
55 to 59 years	1,480	9,737
60 to 64 years	1,315	8,024
65 to 74 years	1,769	10,569
75 to 84 years	1,053	6,379
85+ Years	432	2,605
Total Population By Age	23,588	144,793
Average Age	37.7	38.0
Median Age	37.2	37.5

Population By Age (Current)

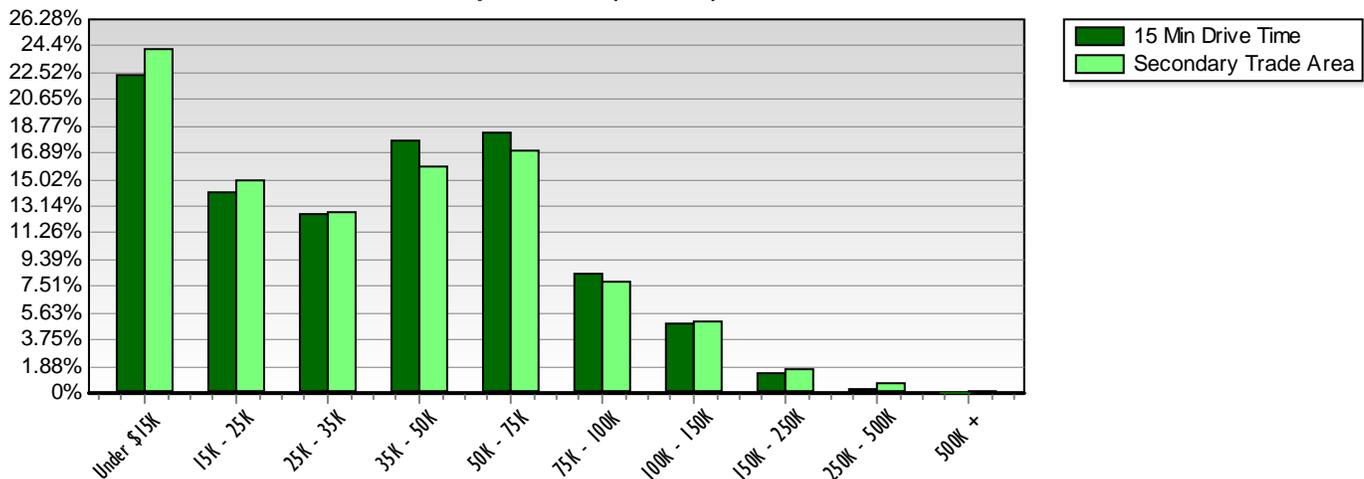


Analysis Geography: City Centroid
Walterboro, SC

Date: 4/28/2009

Households By Income (Current)	15 Min Drive Time	Secondary Trade Area
Under \$15,000	2,078	13,228
\$15,000 to \$24,999	1,316	8,148
\$25,000 to \$34,999	1,165	6,941
\$35,000 to \$49,999	1,646	8,723
\$50,000 to \$74,999	1,705	9,316
\$75,000 to \$99,999	779	4,247
\$100,000 to \$149,999	457	2,775
\$150,000 to \$249,999	126	882
\$250,000 to \$499,999	28	351
\$500,000 +	4	92
Total Households By Income	9,304	54,703
Average Household Income	\$44,059	\$44,981
Per Capita Income	\$18,669	\$18,952
Median Household Income	\$36,353	\$34,294

Households By Income (Current)



Analysis Geography: City Centroid
Walterboro, SC

Date: 4/28/2009

Housing Units By Occupancy (Current)	15 Min Drive Time	Secondary Trade Area
Owner - Occupied	69.1%	68.3%
Renter - Occupied	20.3%	17.2%
Vacant	10.6%	14.6%

Owner - Occupied Property Values (Current)	15 Min Drive Time	Secondary Trade Area
Under \$20,000	419	4,018
\$20,000 to \$39,999	819	6,032
\$40,000 to \$59,999	1,045	6,645
\$60,000 to \$79,999	1,137	6,099
\$80,000 to \$99,999	1,018	5,567
\$100,000 to \$149,999	1,490	8,126
\$150,000 to \$199,999	608	3,159
\$200,000 to \$299,999	374	2,212
\$300,000 to \$399,999	195	793
\$400,000 to \$499,999	26	286
\$500,000 to \$749,999	3	325
\$750,000 to \$999,999	0	167
\$1,000,000 +	55	277
Total Owner - Occupied Property Values	7,189	43,706
Median Property Value	82,428	81,594

Owner - Occupied Property Values (Current)

