



TheRetailCoach®

RETAIL TRADE AREA GROCERY ANALYSIS

Seminole, Texas

Prepared for
City of Seminole
September 2019



ECONOMIC
DEVELOPMENT
CORPORATION

COMMUNITY • GROCERY ANALYSIS

Seminole, Texas

Seminole, Texas - Community

Population	Per Capita Sales	Income Index	Grocery Demand
8,496	\$1,961	0.801	\$10,710,368

Seminole, Texas - Retail Trade Area

Population	Per Capita Sales	Income Index	Grocery Demand
27,084	\$1,961	0.775	\$41,185,119

Total Grocery Sales in the State of Texas

\$56,789,002,670

TRADE AREA POPULATION

A trade area is the largest distance consumers are willing to travel to purchase retail goods and services. Its size depends on the variety of retail goods and services offered in the community and proximity to competing retail in nearby communities. In this case, we are using radial dimensions as the trade area.

PER CAPITA SALES

The total retail grocery sales in Texas divided by the number of people who live in Texas .

[\$56,789,002,670 / 28,595,501]

INCOME INDEX

An index used to determine the increase or decrease in trade area purchasing power.

The per capita income of the trade area divided by the per capita income for the State of Texas.

Texas: [\$31,708]

Community: [\$25,408]

Retail Trade Area: [\$24,588]

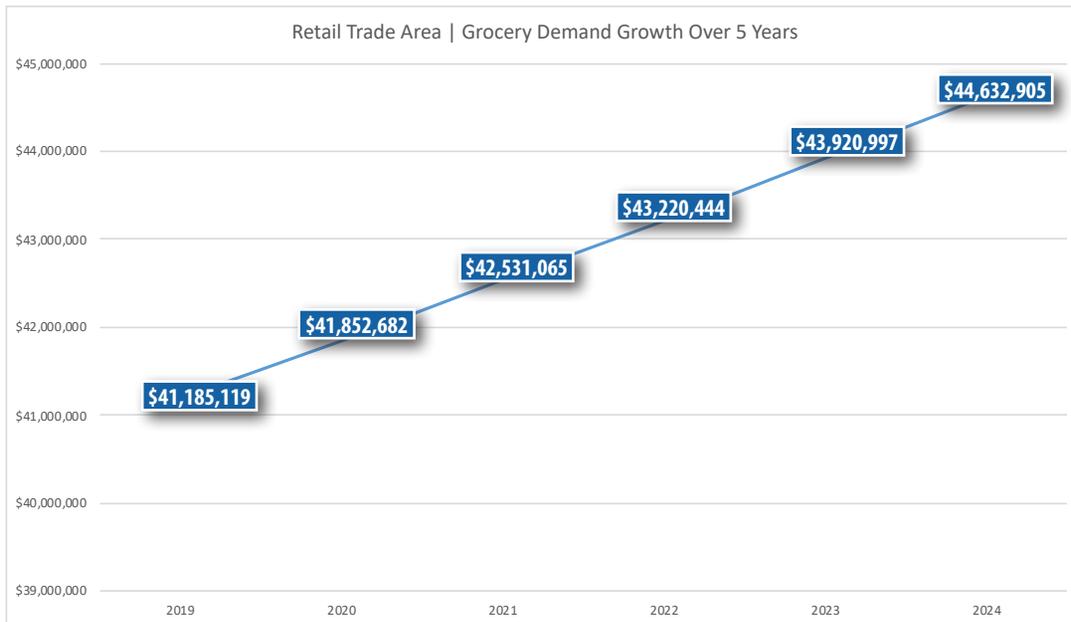
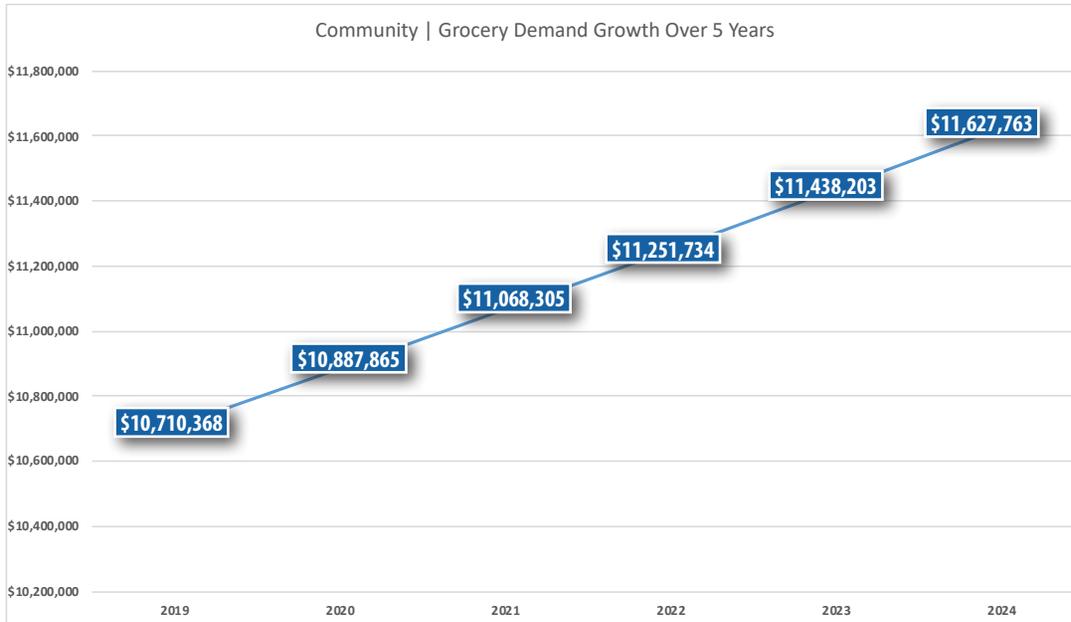
GROCERY DEMAND

An estimate of the trade area's spending potential for grocery store sales.

Ex. Community: [8,496x \$1,961 x 0.801]

COMMUNITY • GROCERY DEMAND GROWTH OVER 5 YEARS

Seminole, Texas



Demand projections are based on a 8.29% increase for the Community and 8.10% for the Retail Trade Area. This percentage of increase is over a five-year span.

ABOUT THE RETAIL COACH

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail360® process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

 TheRetailCoach®



C. Kelly Cofer
President & CEO
The Retail Coach, LLC

Retail360®

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts—all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

The Retail Coach –

“It’s not about data. It’s about your success.”



ACKNOWLEDGEMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

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