



Downtown Aberdeen Retail Marketplace Snapshot- February of 2024

The purpose of this report is to give Downtown Aberdeen the baseline information for a better understanding of its current market. The NC Main Street & Rural Planning Center Staff studied the retail marketplace data within the 3-mile radius and 5 and 10-minute drive times to the downtown area. The retail leakage analysis examines the quantitative aspects of the retail opportunities.

By reviewing the retail gap, we can:

- Understand how well the retail needs of residents are being met.
- Uncover unmet demand and possible opportunities.
- Understand the strengths and weaknesses of the local retail sector.

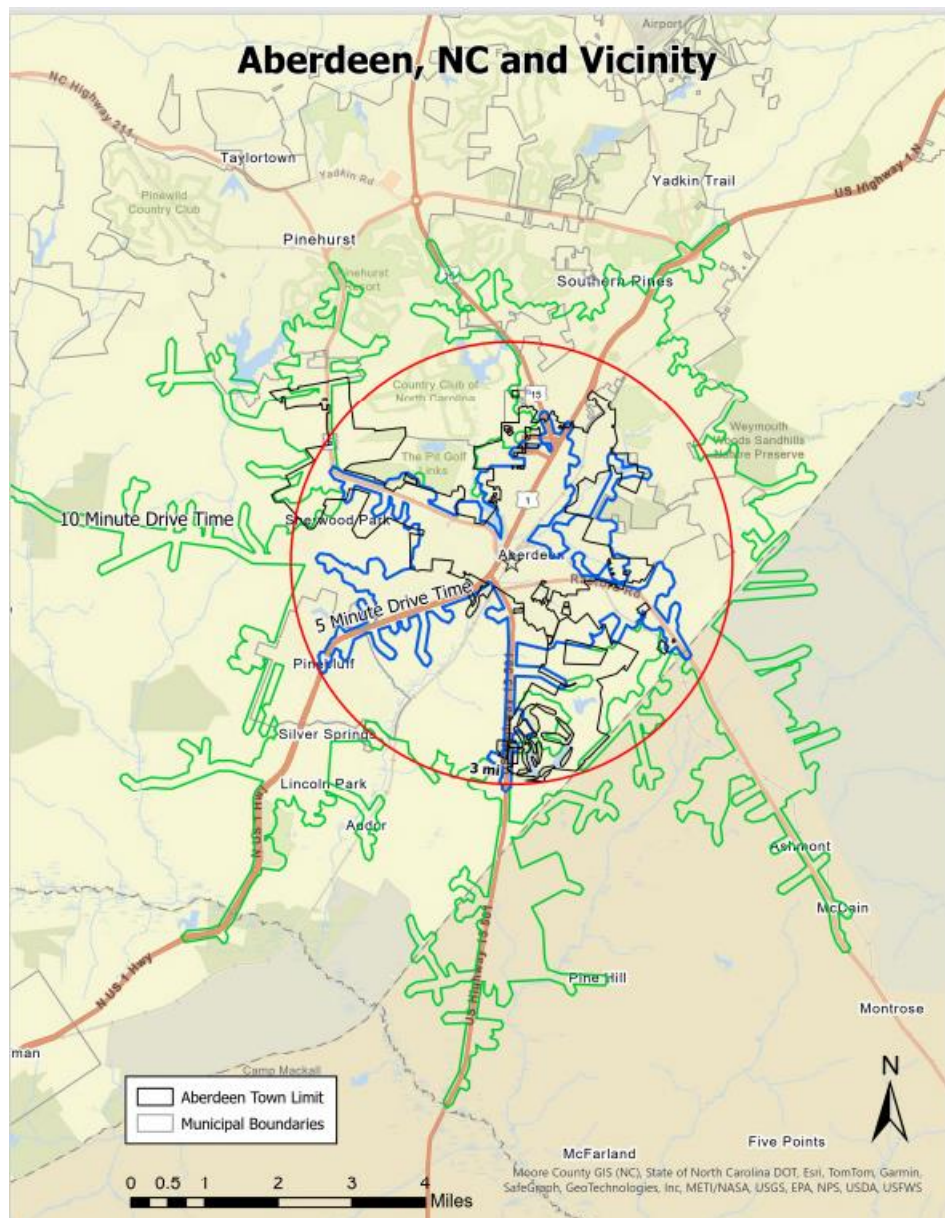
When consumers spend their dollars outside the specific drive time from Downtown Aberdeen this is known as “Retail Gap” throughout this report. Retail Gap or leakage indicates an **unmet demand in the trade area**. This suggests the possibility the community can support additional retail for those business categories. Residents within the specified primary trade areas are purchasing products outside that area indicating opportunity to capture those dollars within the downtown district.

There are also categories for which Downtown Aberdeen is exceeding the local market demand. Those are measured as red numbers on the below report. For the 3-mile radius and 5 and 10-minute drive time information, this means that Downtown Aberdeen is exceeding its market potential in these categories. This retail surplus means the community’s trade area is

capturing local market plus attracting non-local shoppers. Surplus means the community has possibly developed strong clusters of retail that have broad geographical appeal.

You can also seek additional retail market data that the Moore County Economic Development Partnership or the Triangle J Regional Council of Governments can provide. This report is based on the data collected and should serve as a starting point for your economic vitality efforts.

We highly encourage you to couple this report with consumer surveys to get a complete understanding of the Downtown Aberdeen potential. The NC Main Street and Rural Planning Center can share examples of consumer surveys and assist with this process as needed.



The above Moore County map outlines the two trade areas within a 3-mile radius of and 5 and 10-minute drive times to downtown. Defining the downtown trade area is critical in determining retail opportunities for the downtown market. The NC Main Street & Rural Center staff only reviewed the data within these two segments. Downtown Aberdeen should be targeting residents within these two areas. The goal is to capture the retail sales volume leaking to neighboring communities, such as Southern Pines. The chart below shows total industry summaries for the 3-mile radius of and 5 and 10-minute drive times to downtown. It details the total retail sales gap, potential 10% capture and retail square footage needed to attract this sales volume.

The sales per square foot column in the charts is the average number based on recent research across the state. Typically, restaurant annual retail sales are higher than \$300 per square foot. There are variables that impact this number such as building owned versus rented, rental rates either higher or lower as well as overall expenses, such as employee wages, insurance, utilities, etc. **Surplus is shown as a red number and retail gap is shown as a black number.**

Distance	Total Retail Gap	10% Capture	Sales/SF	S.F. Needed
3-Mile Radius	\$2,228,832	\$222,883	\$300	743
5-Minute Drive Time	\$2,508,919	\$250,892	\$300	836
10-Minute Drive Time	\$2,503,958	\$250,396	\$300	835

The above chart shows the aggregate number of potential sales within the 3 mile radius of and 5 and 10-minute drive-times to Downtown Aberdeen. Below you will see these numbers broken down by retail category.

3-Mile Radius from Downtown

Aberdeen				
Primary Trade Area 3-Mile Radius from Downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Speciality Food Stores	\$ 918,251	\$ 91,825	\$ 300	306
Beer, Wine and Liquor Stores	\$ 660,572	\$ 66,057	\$ 300	220
Shoe Stores	\$ 650,009	\$ 65,001	\$ 300	217
Total Gap	\$ 2,228,832	\$ 222,883	\$ 300	743

5-Minute Drive Time from Downtown

Aberdeen				
Primary Trade Area 5-Minute Drive Time from Downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Home Centers	\$ 1,368,355	\$ 136,836	\$ 300	456
Beer, Wine and Liquor Stores	\$ 1,140,564	\$ 114,056	\$ 300	380
Total Gap	\$ 2,508,919	\$ 250,892	\$ 300	836

10-Minute Drive Time from Downtown

Aberdeen				
Primary Trade Area 10-Minute Drive Time from Downtown		DOWNTOWN POTENTIAL		
Business Type	Retail Gap	10% of Retail Gap	Sales/SF	SF
		10%	\$300	Needed
Furniture Stores	\$ 724,089	\$ 72,409	\$ 300	241
Specialty Food Stores	\$ 1,184,354	\$ 118,435	\$ 300	395
Luggage and Leather Goods Stores	\$ 595,515	\$ 59,552	\$ 300	199
Total Gap	\$ 2,503,958	\$ 250,396	\$ 300	835

3-Mile Radius Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 486,804
Home Furnishing Stores	\$ 7,215,041
Electronics Stores	\$ 3,644,194
Home Centers	\$ 19,349,575
Paint and Wallpaper Stores	\$ 1,014,461
Hardware Stores	\$ 503,460
Nursery, and Garden Supply Stores	\$ 1,011,579
Grocery Stores	\$ 44,095,319
Pharmacies and Drug Stores	\$ 20,878,498
Sporting Goods Stores	\$ 4,203,574
Department Stores	\$ 5,245,250
Office Supply and Stationary Stores	\$ 862,252
Used Merchandise Stores	\$ 706,678
Drinking Places	\$ 587,584
Full-Service Restaurants	\$ 18,055,403
Limited-Service Restaurants	\$ 35,381,730
Total	\$ 163,241,402

5-Minute Drive Time Retail Surplus

Category	Retail Surplus
Furniture Stores	\$ 1,045,838
Electronics Stores	\$ 2,982,147
Paint and Wallpaper Stores	\$ 350,408
Nursery, and Garden Supply Stores	\$ 513,156

Grocery Stores	\$ 21,563,593
Pharmacies and Drug Stores	\$ 1,922,771
Sporting Goods Stores	\$ 2,604,177
Department Stores	\$ 3,292,891
Office Supply and Stationary Stores	\$ 625,120
Pet and Pet Supplies Stores	\$ 1,120,734
Full-Service Restaurants	\$ 3,939,936
Limited-Service Restaurants	\$ 29,337,239
Total	\$ 69,298,010

10-Minute Drive Time Retail Surplus

Category	Retail Surplus
Home Furnishing Stores	\$ 6,887,932
Appliance Stores	\$ 1,143,611
Electronics Stores	\$ 3,542,445
Home Centers	\$ 18,874,502
Paint and Wallpaper Stores	\$ 1,338,665
Nursery, Garden Center, and Farm Supplies	\$ 1,650,518
Grocery Stores	\$ 48,525,122
Beer, Wine and Liquor Stores	\$ 4,814,964
Pharmacies and Drug Stores	\$ 51,810,536
Cosmetics and Beauty Supply Stores	\$ 1,907,754
Men's Clothing Stores	\$ 853,481
Women's Clothing Stores	\$ 3,095,330
Family Clothing Stores	\$ 11,367,874
Jewelry Stores	\$ 3,041,819
Sporting Goods Stores	\$ 5,389,735
Hobby, Toy, and Game Stores	\$ 376,598
Book Stores	\$ 1,217,236
Department Stores	\$ 7,193,275
Office Supplies and Stationary Stores	\$ 1,480,668
Used Merchandise Stores	\$ 1,669,318
Pet and Pet Supplies Stores	\$ 2,388,046
Full-Service Restaurants	\$ 26,446,011
Limited-Service Restaurants	\$ 30,046,119
Total	\$ 235,061,559

The retail surpluses confirm that Downtown Aberdeen is attracting a disproportionate amount of retail sales in these categories and potential exists to attract additional retail and restaurant establishments to take advantage of the additional business potential.

Below are two tables showing the projected sales growth in different commercial categories. This information can help your recruitment process.

3-Mile Radius from Downtown Measurement

Aberdeen Demand Growth by Retail Store Types				
Primary Trade Area: 3-Mile Radius from Downtown				Compound
Business Type	2023	2028	Growth	Growth
	Demand	Demand	\$	Rate (%)
Furniture Stores	\$ 3,564,450	\$ 4,049,374	\$ 464,925	3
Home Furnishings Stores	\$ 2,529,993	\$ 2,942,097	\$ 412,104	3
Appliance Stores	\$ 990,422	\$ 1,133,260	\$ 142,838	3
Electronics Stores	\$ 3,530,685	\$ 4,015,937	\$ 485,251	3
Home Centers	\$ 10,589,890	\$ 12,602,444	\$ 2,012,553	4
Paint and Wallpaper Stores	\$ 750,879	\$ 1,002,165	\$ 251,287	6
Hardware Stores	\$ 1,558,977	\$ 1,856,532	\$ 297,555	4
Nursery, Garden and Farm Supply Stores	\$ 1,973,019	\$ 2,294,546	\$ 321,527	3
Grocery Stores	\$ 34,727,156	\$ 40,107,424	\$ 5,380,268	3
Specialty Food Stores	\$ 1,044,948	\$ 1,209,009	\$ 164,061	3
Beer, Wine and Liquor Stores	\$ 3,020,759	\$ 3,521,252	\$ 500,493	3
Pharmacies and Drug Stos	\$ 14,935,880	\$ 16,697,865	\$ 1,761,985	2
Cosmetics and Beauty Supply Stores	\$ 1,043,407	\$ 1,169,924	\$ 126,517	2
Sporting Goods Stores	\$ 2,112,196	\$ 2,232,535	\$ 120,337	1
Hobby, Toy and Game Stores	\$ 963,917	\$ 1,085,421	\$ 121,503	2
Pet and Pet Supply Stores	\$ 1,043,523	\$ 1,256,284	\$ 212,761	4
Drinking Places	\$ 1,156,107	\$ 1,318,111	\$ 163,044	3
Full Service Restaurants	\$ 15,645,061	\$ 18,075,621	\$ 2,430,559	3
Limited Service Restaurants	\$ 13,445,394	\$ 15,590,514	\$ 2,145,120	3
Total Sales	\$ 114,626,663	\$ 132,160,315	\$ 17,514,688	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

5-Minute Drive Time Measurement

Aberdeen Demand Growth by Retail Store Types				
Primary Trade Area: 5-Minute Drive Time from Downtown				
Business Type	2023	2028	Growth	Compound
	Demand	Demand	\$	Growth Rate (%)
Furniture Stores	\$ 1,324,363	\$ 1,567,579	\$ 233,216	3
Home Furnishings Stores	\$ 941,992	\$ 1,129,604	\$ 187,612	4
Electronics Stores	\$ 1,344,474	\$ 1,554,334	\$ 209,860	3
Home Centers	\$ 3,998,802	\$ 4,850,740	\$ 851,939	4
Paint and Wallpaper Stores	\$ 281,909	\$ 387,300	\$ 105,391	7
Hardware Stores	\$ 589,040	\$ 714,584	\$ 125,544	4
Nursery, Garden Center and Farm Supply Stores	\$ 740,322	\$ 885,787	\$ 145,465	4
Grocery Stores	\$ 13,260,324	\$ 15,538,474	\$ 2,278,150	3
Beer, Wine and Liquor Stores	\$ 1,140,564	\$ 1,363,120	\$ 222,557	4
Pharmacies and Drug Stores	\$ 5,704,553	\$ 6,432,920	\$ 728,367	2
Full Service Restaurants	\$ 5,849,013	\$ 6,955,672	\$ 1,106,659	4
Limited Service Restaurants	\$ 5,049,527	\$ 6,021,692	\$ 972,165	4
Total Sales	\$ 40,224,883	\$ 47,401,806	\$ 7,166,925	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

10-Minute Drive Time Measurement

Aberdeen Demand Growth by Retail Store Types				
Primary Trade Area 10-Minute Drive from Downtown				
Business Type	2023	2028	Growth	Compound
	Demand	Demand	\$	Growth Rate (%)
Furniture Stores	\$ 6,822,444	\$ 7,561,620	\$ 739,176	2
Home Furnishings Stores	\$ 4,840,085	\$ 5,494,259	\$ 654,174	3
Appliance Stores	\$ 1,839,611	\$ 2,072,645	\$ 233,034	2
Electronics Stores	\$ 6,504,558	\$ 7,312,856	\$ 808,298	2
Home Centers	\$ 19,936,548	\$ 23,145,394	\$ 3,208,846	3
Paint and Wallpaper Stores	\$ 1,427,433	\$ 1,881,709	\$ 454,276	6
Hardware Stores	\$ 2,935,395	\$ 3,408,964	\$ 473,569	3
Nursery, Garden and Farm Supply Stores	\$ 3,733,824	\$ 4,218,798	\$ 484,973	2
Grocery Stores	\$ 63,369,638	\$ 73,093,513	\$ 9,723,875	3
Specialty Food Stores	\$ 1,905,446	\$ 2,204,005	\$ 298,559	3
Beer, Wine and Liquor Stores	\$ 5,636,297	\$ 6,502,123	\$ 865,826	3
Pharmacies and Drug Stores	\$ 27,501,326	\$ 30,413,609	\$ 2,912,283	2
Cosmetics and Beauty Supplies	\$ 1,920,098	\$ 2,131,727	\$ 211,628	2
Sporting Goods Stores	\$ 3,945,574	\$ 4,148,304	\$ 202,729	1
Hobby, Toy and Game Stores	\$ 1,740,279	\$ 1,954,592	\$ 214,312	2
Office Supplies and Stationary Stores	\$ 932,366	\$ 1,080,302	\$ 147,936	3
Drinking Places	\$ 2,260,774	\$ 2,531,782	\$ 271,008	2
Full Service Restaurants	\$ 29,402,473	\$ 33,627,747	\$ 4,225,274	3
Limited Service Restaurants	\$ 25,005,616	\$ 28,775,138	\$ 3,769,522	3
Total Sales	\$ 211,659,785	\$ 241,559,087	\$ 29,899,298	

Note: The compound annual growth rate (CAGR) is the annualized average rate of revenue growth

between two given years, assuming growth takes place at an exponentially compounded rate. The most important factor in both charts is the amount of projected growth per category.

Retail Sales per Capita (Source: U.S. Census QuickFacts)

Total retail sales per capita for Downtown Aberdeen in 2017 (the last measured year on this site) are \$56,338.

- Almost 4 times (3.8%) the Moore County average of \$14,784.
- Four times the NC average of \$13,735.
- 3.7 times the U.S. per capita average of \$15,224.
- Aberdeen accounts for 29% of Moore County retail sales
 - Only comprises 8% of the county population.

Prospective retailers and restauranteurs should be encouraged at these statistics that confirm as a coveted business location, not just in Moore County, but the region.

U.S. Census	<u>Aberdeen</u>	<u>Pinehurst</u>	<u>Southern Pines</u>
Population	9,305	18,416	16,596
Median Household Income	\$69,958	\$102,917	\$81,867
2021:	\$62,264	\$ 92,342	\$69,792
Difference	+12.3%	+11.1%	+17.3%
Retail Sales (\$1,000)	\$423,378	\$148,249	\$466,391
% of County Retail Sales	29%	10.2%	32.3%
% of County population	8%	17.47%	15.7%

- Aberdeen’s population is 97% and 78% lower than Pinehurst and Southern Pines respectively.
- All three communities have seen significant median household income increases from 2021-2022.
- Aberdeen produces almost three times the retail sales as Pinehurst and 90% of the retail sales generated by Southern Pines while the latter community has almost 80% more residents.
- Aberdeen’s commercial economic performance is significantly better relative to its size.
 - Downtown Aberdeen should seek to draw Pinehurst and Southern Pines residents due to their high median household incomes. Moore County is in the top ten highest NC tourism counties, so these tourists should also be targeted.

5-Minute Drive Time measurement-Claritas 2023 (similar to other measurements)

HOUSEHOLD INCOME



Median Household Income

\$62,920

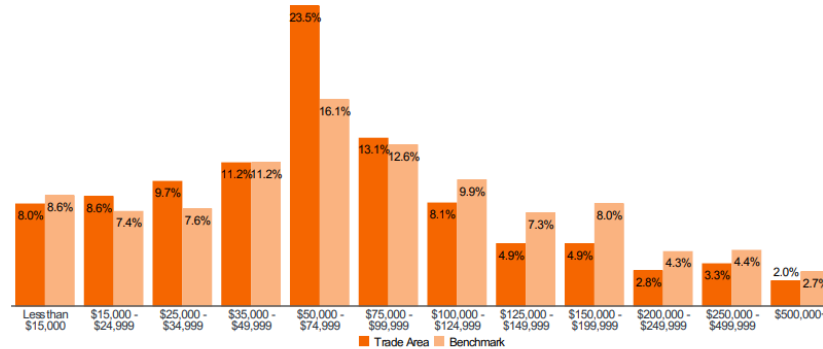
Index:86

Average Household Income

\$89,267

Index:85

HOUSEHOLD INCOME DISTRIBUTION



Benchmark:USA

© 2023 Claritas, LLC. All rights reserved. Source: ©Claritas, LLC 2023.
<https://claritas.easptlight.com/Spotlight/About/3/2023>

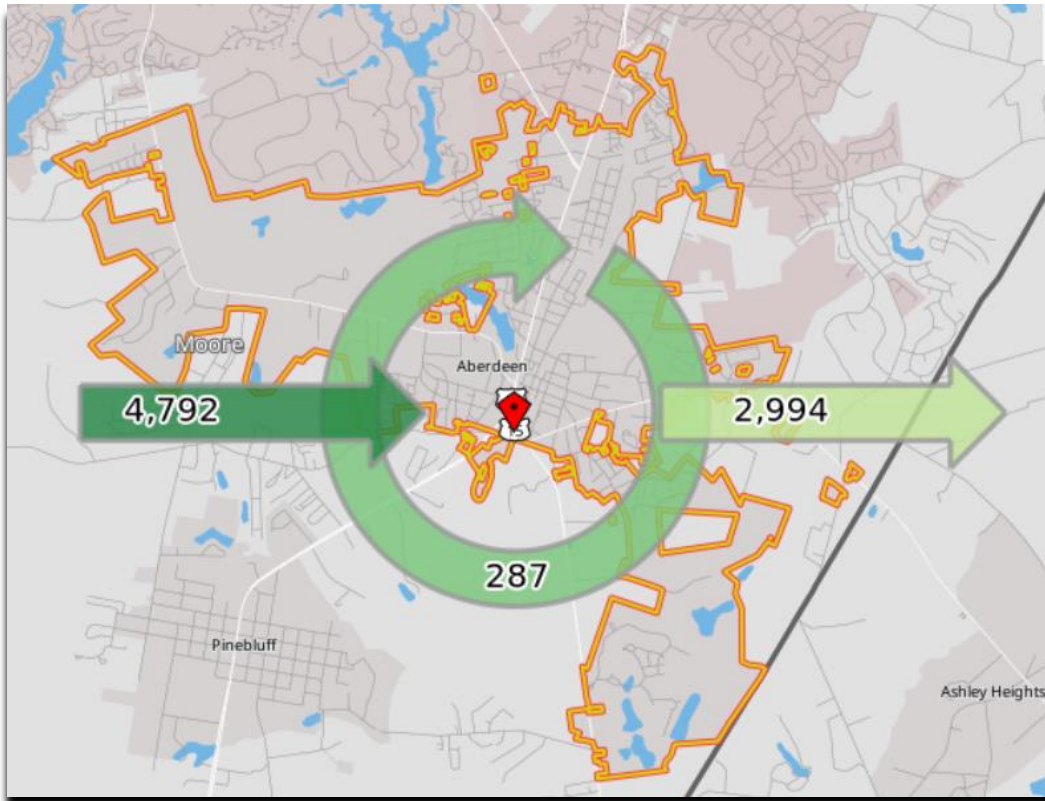
*Ranked by percent composition

Index Colors: <80 80 - 110 110+

- Median Household Income: \$62,920
- Average Household Income: \$89,267
- Highest Income Distribution: \$50,000-\$74,999
- % earning below \$50,000: 37.5%
- % earning above \$50,000: 62.6%
- Poverty rate: 7.4% (2021)
 - 4.3% (2022—41% drop year to year)
 - 9.2% for Moore County
 - 12.8% for North Carolina
 - 11.5% for the U.S.

The above data shows the median household income at this measurement is \$62,920, the highest income distribution is \$50,000-\$75,000, more Aberdeen residents earn above \$50,000 than below it. Further, Aberdeen’s poverty rate is significantly lower than that of Moore County, North Carolina, and the U. S.

Note that the U.S. Census and Claritas data often differ because different geographic areas are normally being measured by the two data sources.



(U.S. Census on the map)

- 4,792 workers enter Aberdeen daily.
 - 60% more than leave the community daily for employment.
- 287 workers live and work in Aberdeen.
- 2,992 workers leave Aberdeen for employment daily.
- 5,079 workers either enter Aberdeen or live and work in the city daily.
 - This is the equivalent of 54.5% of the total Aberdeen population.
 - These are potential downtown consumers.

The above data can be used to help recruit businesses to Downtown Aberdeen to meet the unmet potential and reduce the retail gap or leakage. The priorities are to first retain, then expand and finally to recruit new businesses. The categories that show the most potential should be focused on first, especially within the 5-minute drive time from downtown. This data can help existing businesses realize there may be potential to expand to capture additional retail sales.

Tapestry Segmentation identified by ESRI On-Line Business Analyst

We find that studying the Tapestry Segments helps to identify a retail mix based on demographics that could enhance the shopping experience. Tapestry Segmentations provide detailed descriptions of America's neighborhoods. U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition, then further

classifies the segments into LifeMode and Urbanization Groups. Each radius has numerous LifeMode groups for a total of 100%. The detailed information can give Downtown Aberdeen a sense of who its customer is and insight into how to market to and what types of products to possibly add to existing inventory. By diving deeper into each Tapestry Segment’s LifeMode and Urbanization Group there may be an entirely new business that could emerge and possibly be a good fit for downtown.

The information provided reflects the U.S. characteristics. The table below shows the top three segments for each category with brief descriptions. Detailed descriptions are obtained by going to the raw ESRI data’s Tapestry information and clicking on each segment for the specific drive times. Visit <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>

Top 3 Tapestries for each location

Total Community		5-Minute Drive Time		10-Minute Drive Time	
Old and Newcomers	45.6%	Old and Newcomers	40.9%	Old & Newcomers	19.8%
Mid-Life Constants	18.1%	Comfortable Empty Nestors	21.7%	Comfortable Empty Nestors	12.4%
Rustbelt Traditions	16.9%	Midlife Constants	17.5%	Rustbelt Traditions	10.5%

Old and Newcomers is the largest segment for those living within the entire Aberdeen community, those living within a 5 and 10-minute drive time to downtown. Mid-Life Constants is the second largest segment of those living within the entire Aberdeen community and the third largest segment of those living within a 5-minute drive time of downtown. Comfortable Empty Nestors is the second largest segment of those living within the 5-and 10-minute drive time measurements to downtown. All three segments will be addressed below.

Old and Newcomers		
	Total Households (U.S.)	2,859,200
	Average Household Size	2.12
	Median Age	39.4
	Average HH Income	\$44,900

WHO ARE WE?

This market features singles’ lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

SOCIOECONOMIC TRAITS

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.

- 31% have a college degree, 33% have some college education, 9% are still enrolled in college.
- Consumers are price aware and coupon clippers but open to impulse buys.
- They are attentive to environmental concerns.
- They are comfortable with the latest technology.

Mid-Life Constants	Total Households (U.S.)	3,068,400
	Average Household Size	2.31
	Median Age	47.0
	Average HH Income	\$53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below-average labor force participation and below-average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous but not spendthrifts.

SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.
- At 31%, the labor force participation rate is low in this market.
- Almost 42% of households receive Social Security; 27% also receive retirement income.
- Traditional, not trendy; opt for convenience and comfort not cutting edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television.)

Comfortable Empty Nestors	Total Households (U.S.)	3,024,200
	Average Household Size	2.52
	Median Age	48.0
	Average HH Income	\$75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement.

- Comfortable Empty Nesters residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

AARP Livability Index

The AARP Livability Index for Downtown Aberdeen is 53 on a scale ranging from 0 to 100. The higher the score the more livable the community. Downtown Aberdeen ranks above average on this scale. It is important to consider the different index categories, such as health, environment, neighborhood, and opportunity to help you determine what needs to be done to improve this score. Some areas of particular interest include:

The positive.....

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
Housing (46 out of 100)		
Availability of subsidized housing (Units per 10,000)	20.3	0
Zero-Step Entrances	53.8%	53.8%
Neighborhoods (44 out of 100)		
Access to Grocery Stores & Farmer’s Mkts	1.0	0.0
Access to parks	2.0	1
Access to libraries	0*	0
Access to jobs by transit	0	0
Crime Rate (Crimes per 10,000 people)	141.6	268.9
Vacancy Rate (% of vacant units)	5.2%	7.7%
Paige Memorial Library is not acknowledged by AARP.		
Transportation (49 out of 100)		
Frequency of local transit (Buses and trains per hour)	0.0	0

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
Transportation (49 out of 100)		
ADA-Accessible stations and vehicles (% of stations and vehicles accessible)	82.2%	82.2%
Congestion (Hours per person per year)	0.0	26.0
Environment (50 out of 100)		
Regional air quality (Unhealthy air quality days/year)	3.90	3.90
Local Industrial Pollution (RSEI score from 0 to 9,070)	0.00	0.00
Health (59 out of 100)		
Smoking Prevalence (% of adults who smoke regularly)	16.2%	16.8%
Obesity Prevalence (% of adults obese)	30.7%	33.0%
Healthcare professional shortage areas (Index 0 to 25)	0.0	8.0
Patient Satisfaction (% satisfied)	80.5%	69.0%
Preventable Hospitalization Rate (% of preventable hospitalizations per 1,000 patients)	35.0%	38.3%
Engagement (74 out of 100)		
Broadband cost and speed (% of residents who have high speed and competitively priced internet)	100%	98.9%
Opportunity for Civic Involvement (Number of organizations per 10,000 ppl.)	15.7%	9.5
Voting Rate (% of people voting)	74.6%	61.9%

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
Engagement (74 out of 100)		
Social Involvement Index (Index 0 to 2.5)	1.04	0.97
Opportunity for civic engagement (Organizations per 10,000 people)	15.7	9.5
Cultural, arts and entertainment institutions (Institutions per 10,000 people)	3.4	2.4
Opportunity (47 out of 100)		
Income inequality (Index from 0 to 1)	0.46	0.46
High School Graduation Rate (% of students who graduate)	94.0%	90.0%
The negative.....		
Housing (46 out of 100)		
Availability of multi-family housing (% of units multi-family)	11.1%	16.7%
Housing Costs/month	\$1,478	\$1,101
Housing Cost Burden (Percentage of income spent on housing)	20.3%	14.7%
Neighborhood (44 out of 100)		
Access to jobs by auto	9,140	44,198
Diversity of Destinations (Index from 0 to 1)	0.05	0.70
Activity Density (Jobs and people per square mile)	624.2	2,910.2
Transportation (49 out of 100)		
Walk trips (Trips per household per day)	8.83	9.00

<u>Category</u>	<u>2023</u>	<u>2023 Median U.S. Neighborhood</u>
Transportation (49 out of 100)		
Household transportation costs (Amount per year)	\$15,690	\$15,468
Speed limits (Miles per hour)	29.6	28.3
Crash Rate (Fatal crashes per 10,000 people per year)	14.3	7.6
Environment (50 out of 100)		
Drinking water quality (% of people exposed)	0.07%	0%
Near-roadway pollution (% of people exposed)	1.88%	0.00%
Health (59 out of 100)		
Access to exercise opportunities (% of people who have access)	65.0%	85.8%
Opportunity (47 out of 100)		
Jobs per worker	0.68	0.76
Age diversity (Index from 0 to 1)	0.78	0.84

Walkscore

Walk Score Get Scores My Favorites Add to Your Site

Type an address, neighborhood or city **Go**

105 West South Street

Aberdeen, North Carolina, 28315 [Add scores to your site](#)

Commute to **Downtown Aberdeen**

1 min 2 min 1 min 3 min [View Routes](#)

Favorite Map [Nearby Aberdeen Apartments on Redfin](#)

[Looking for a home for sale in Aberdeen?](#)

Walk Score
58
Somewhat Walkable
Some errands can be accomplished on foot.

Bike Score
47
Somewhat Bikeable
Minimal bike infrastructure.

[About your score](#)

Visit <https://www.walkscore.com> for more information.

Summary and Recommendations

1. Retail Gap

Retail gaps are seen in beer, wine, and liquor at both the 3-mile radius and 5-minute drive time measurements. Specialty foods retail gaps were seen at the 3-mile radius and 10-minute drive time measurements. A shoe retail gap was seen in shoes at the 3-mile radius measurement. A retail gap was seen in home centers at the 5-minute drive time measurement. Retail gaps were seen in furniture and luggage and leather goods at the 10-mile drive time measurement.

2. Retail Surplus

Retail surpluses are seen in electronics, paint and wallpaper, nursery, garden and farm supplies, groceries, pharmacies, sporting goods, department stores, office supplies and stationary stores,

full and limited-service restaurants at all three measurements. At only the 3-mile radius measurements, retail surpluses are seen in hardware, used merchandise, and drinking places. Retail surpluses are seen in both the 3-mile radius and 5-minute drive time measurements in furniture. Surpluses are seen in home furnishings and home centers at the 3-mile radius and 10-minute drive time measurements. Surpluses are seen in pet and pet supplies stores at the 5 and 10-minute drive time measurements. Finally, retail surpluses are seen in only the 10-minute drive time measurements in appliances, beer, wine and liquor, cosmetics and beauty supply stores, men's, women's and family clothing, jewelry, hobbies, toys and games and books.

Aberdeen has a disproportionate number of chain retailers for a community of its size. This includes six grocery stores and pharmacies, clothing stores such as TJ Maxx, Rolane, Ross Dress for Less, Wal-Mart Supercenter and numerous downtown independent retailers, thirteen in total. Shoe Carnival and Rack Room contribute to the shoe surpluses, fourteen furniture-related stores create a surplus in furniture and home furnishings, three major home centers/hardware stores (Lowe's Home Improvement, Harbor Freight, Burney Hardware) contribute to the paint and wallpaper, nursery and garden and farm supply surpluses. Fifteen full-service and twelve limited-service restaurants contribute to the restaurant surpluses.

At the 10-minute drive time measurement, the data is picking up retailers and restaurants in Southern Pines and Pinehurst, so that also influences these category measurements.

The main takeaway of so many chains and independent retailers performing beyond their expected capacity, high retail sales per capita, healthy median household income and low poverty rate means that Aberdeen can support additional businesses in several categories. If Aberdeen can support chain retailers, it can also support independent stores. The key is to make Downtown Aberdeen the most attractive destination it can be.

Moore County visitors produce a \$750 million annual impact from their patronage of golf, dining, shopping, history, arts, outdoor recreation and agritourism amenities. The tourists are already in Moore County; the goal is to draw as many to Aberdeen as possible to take advantage of its retailers, restaurants, brewery, and other amenities.

3. Walkability and Bikeability

According to a study by real estate advising company Robert Charles Lesser & Co., homebuyers are increasingly looking for green space and trail systems for walking, running, and biking. In fact, green space and trail systems were the No. 1 and No. 2 desirable community features in this referenced article---Source: New Home Source:

<https://www.newhomesource.com/learn/top-community-amenities/>

The list is below:

Parks and green spaces

Paved trail systems for walking, jogging, biking, etc.

Note that in addition to the walking and biking trail amenities, the #3 amenity that new homeowners want is:

Main street village centers with retail services and cafes for gathering and socializing.

Downtown Aberdeen fits the #3 desired community amenity and will want to see ways to increase walkability and biking options to meet consumer demands.

4. Main Street Manager as the Downtown Economic Development Director

Vibrant downtowns are vital to drawing new residents to a community as has been seen in the above data. Quality of life, including healthy downtowns, is a significant factor in industrial site location. The Aberdeen Main Street Director is better known as the Downtown Economic Development Director since the development of downtown is critical to a community's residential and industrial growth. It is recommended to establish a working relationship with the Moore County Economic Development Partnership and to consider having one of its members on the Aberdeen Downtown Board of Directors. Your downtown efforts directly impact the ability of the Partnership to attract both residents and industry to the area.

5. Main Street Resources

Former Main Street Director Diane Young created the Downtown Directors' Guide to Working with Development Projects--<https://www.ncmainstreetandplanning.com/economic-vitality>-- an invaluable resource for downtown revitalization. Hilary Greenberg of Greenberg Development Services has produced brochures on retail retention and recruitment. All of these publications are available on the Main Street and Rural Planning Center website and recommended for Main Street Directors.

There is additional Claritas retail data and the U.S. Census Quickfacts report to support your retail recruitment efforts.

If you have any questions concerning the above information, do not hesitate to contact Downtown Development Specialist Mike Dougherty at mike.dougherty@commerce.nc.gov or 919-817-7086.

Sources: Claritas Retail Data

<http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>

Livabilityindex.aarp.org

Moore County map—Glen Locascio, NC Department of Commerce