

CRYSTAL SPRINGS, MISSISSIPPI

Market Guide

cityofcrystalsprings.com

City Contact Information



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Mayor

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Demographics

(10-Minute Drive Time)



Average Age
36.3



Median Household Income
\$30,839



Growth Rate
2.42%

Peer Analysis

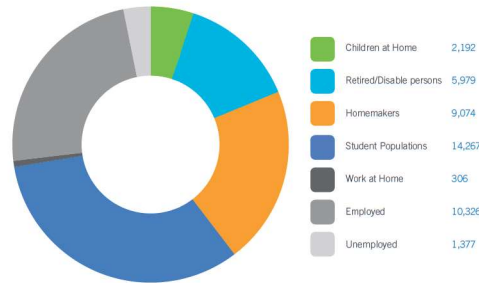
The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables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

Peer Trade Areas

Louisville, MS 17825 E Main St
Rienzi, MS 474 Rd 514
Shannon, MS 213 Broad St
Carthage, MS 109 Highway 35 N
Amory, MS 113 6 Hwy
Moss Point, MS 9689 Saracernia Road

Daytime Population 43,521

(Custom Trade Area)



GAP Analysis \$190,255,816

(10-Minute Drive Time)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Category	Amount
General Merchandise Stores	\$55,067,685
Grocery Stores	\$27,935,652
Building Material and Garden Equipment Stores	\$22,218,890
Clothing & Clothing Accessories Stores	\$19,944,719
Health & Personal Care Stores	\$18,415,361
Full-Service Restaurants	\$15,902,546
Limited-Service Eating Places	\$13,850,950
Furniture and Home Furnishings Stores	\$11,327,871
Electronics & Appliance Stores	\$5,592,142

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!



Clothing & Accessories



Grocery Stores



Building Equipment



General Merchandise

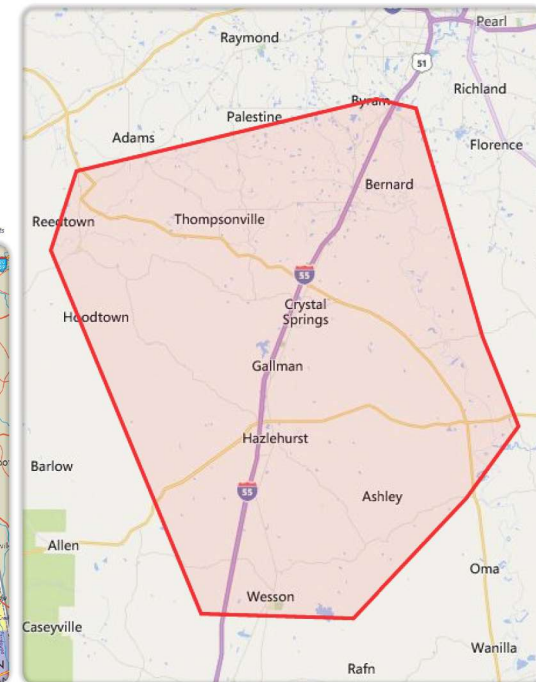
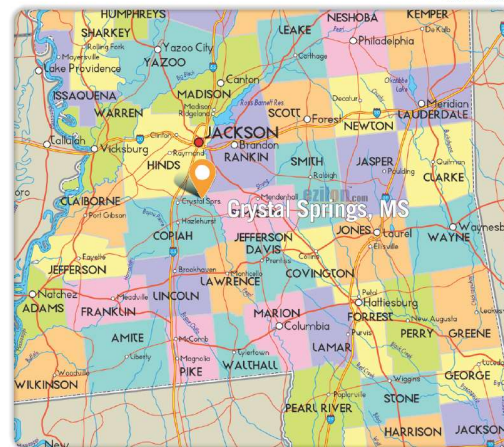


DEMOGRAPHIC PROFILE

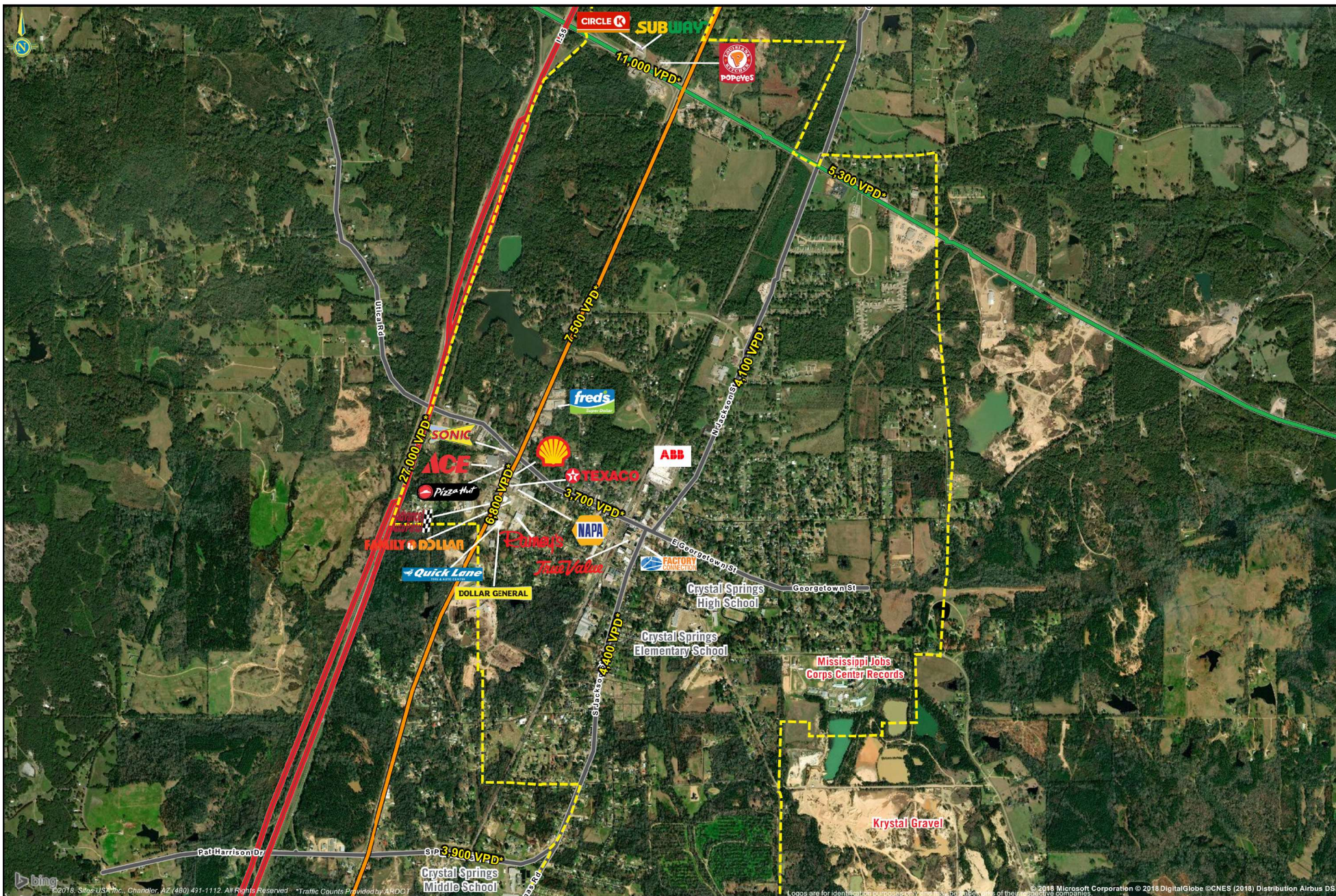
	3 Mile Radius	5 Mile Radius	10 Mile Radius
2018 Estimated Population	7,221	9,837	24,488
Daytime Population	7,181	9,034	21,352
Median HH Income	\$28,469	\$31,243	\$36,295
Number of Households	2,559	3,601	8,973

	5 Minute DT	10 Minute DT	15 Minute DT
2018 Estimated Population	5,164	9,586	19,682
Daytime Population	5,499	8,466	19,095
Median HH Income	\$24,472	\$30,839	\$34,443
Number of Households	1,852	3,472	7,202

*Source: STI Projections



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Major Retail & Restaurants

CRYSTAL SPRINGS, MISSISSIPPI



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