

RIDGELAND, SOUTH CAROLINA

Market Guide

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City Contact Information



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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

Manning SC	500 W Boyce St
Gaffney SC	1204 Bonner Rd
Batesburg SC	290 Willis St
Chesnee SC	5098 Chesnee Hwy
Aiken SC	7011 Harver Ct
Pageland SC	209 S Vaningle Mungo Blv
Woodruff SC	341 N Main St
Orangeburg SC	1661 Neeses Hwy

Demographics

(Custom Trade Area)



Population
21,218

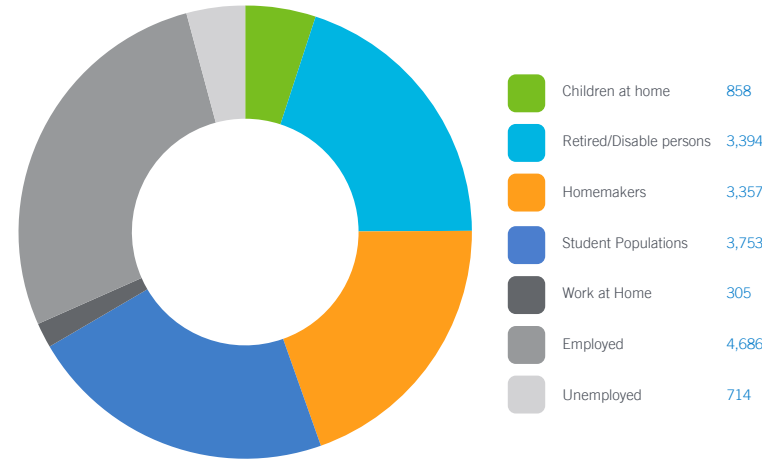


Households
7,396



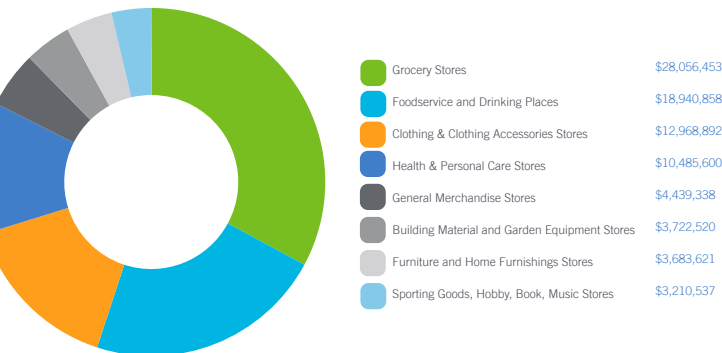
Median Household Income
\$40,288

Daytime Population 17,066 (Custom Trade Area)



GAP Analysis \$85,507,819 (Custom Trade Area)

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.



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!



Grocery



Restaurants



General Merchandise



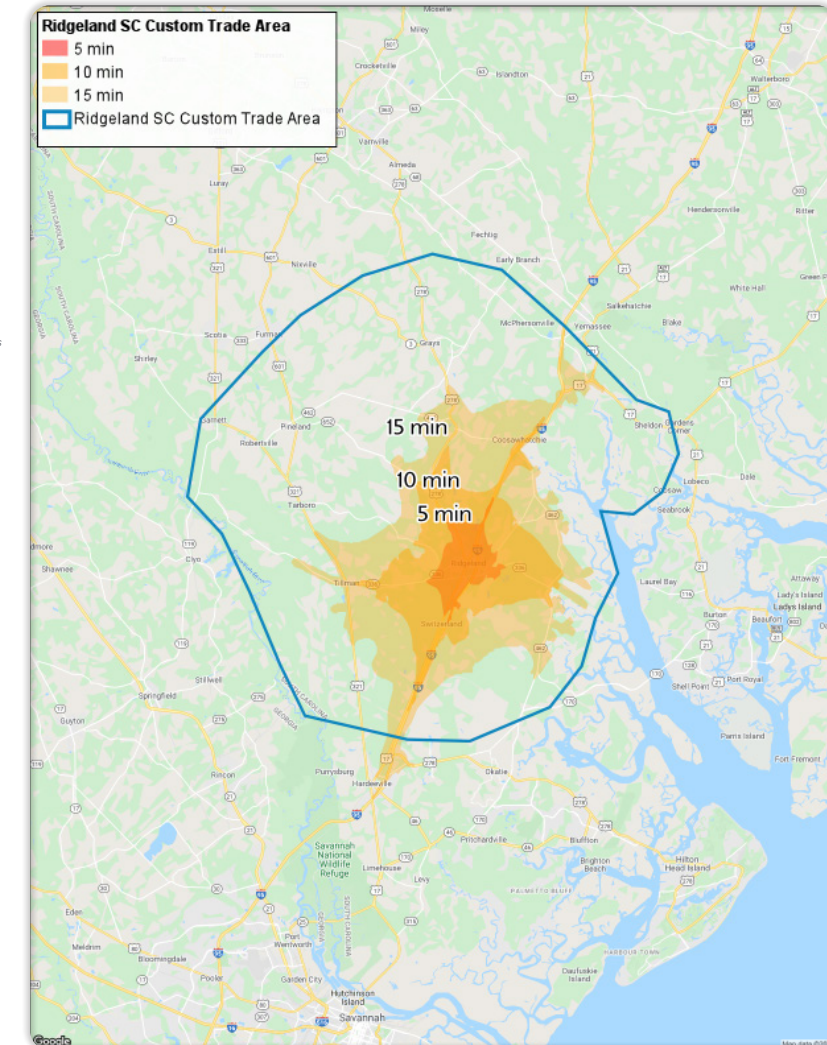
Home and Garden

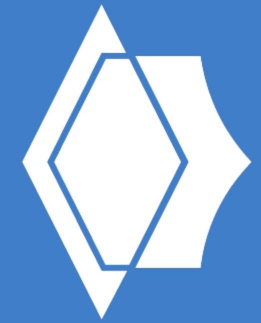
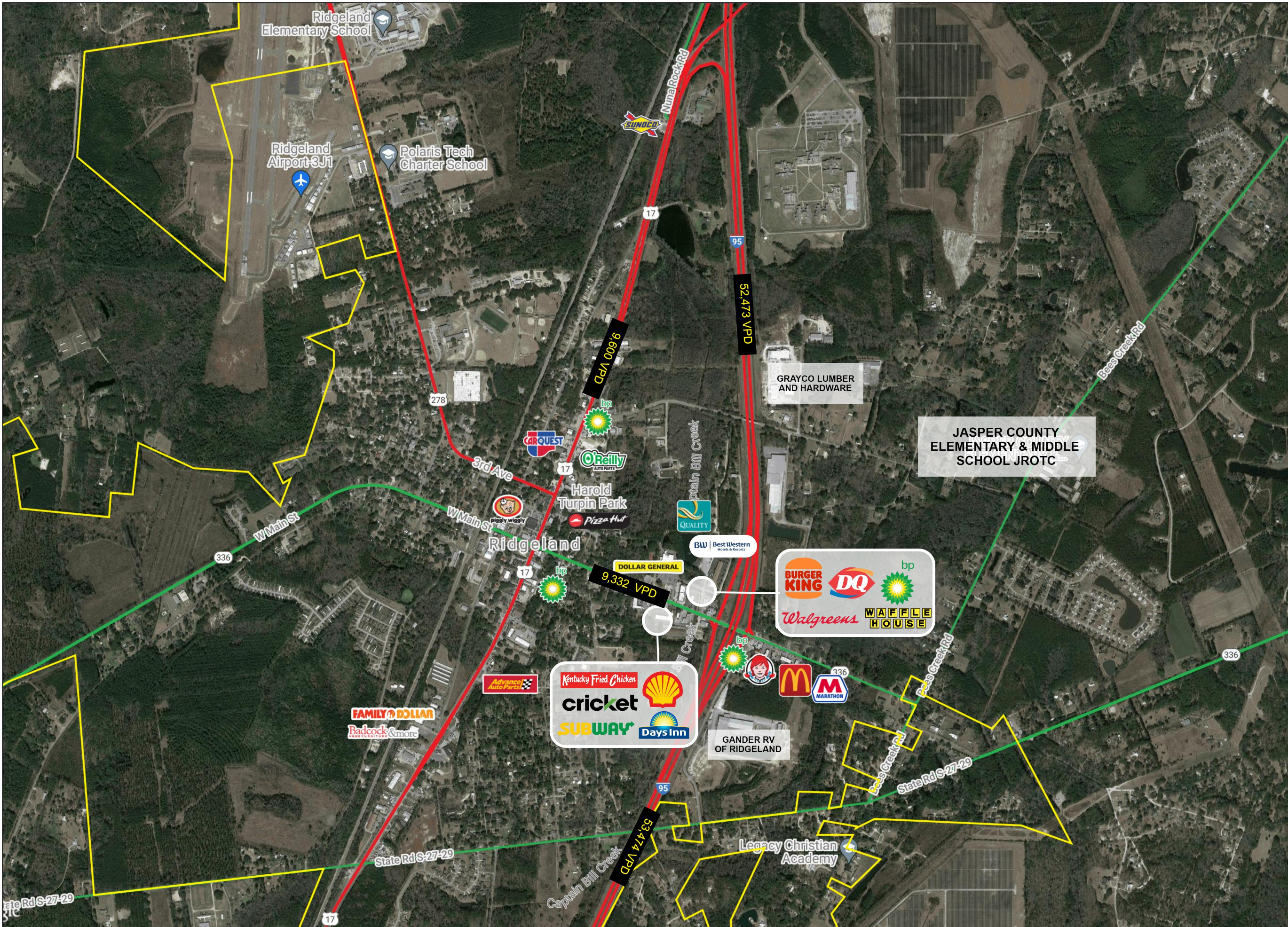


DEMOGRAPHIC PROFILE	3 Mile Radius	5 Mile Radius	10 Mile Radius
2020 Estimated Population	8,455	10,693	15,224
Daytime Population	7,757	8,616	13,501
Median HH Income	\$35,792	\$36,986	\$41,135
Number of Households	1,506	2,251	3,911

	5 Minute DT	10 Minute DT	15 Minute DT
2020 Estimated Population	6,603	10,289	13,844
Daytime Population	6,287	8,750	11,669
Median HH Income	\$34,646	\$36,846	\$39,221
Number of Households	1,441	2,755	3,594

*Source: STI PopStats





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Major Retail & Restaurants

This map was produced using data from private and government sources deemed to be reliable. The information herein is provided without representation or warranty