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**2022**

MARKET ASSESSMENT  
**CITY OF LEEDS**

# MARKET ASSESSMENT

## CITY OF LEEDS

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IN COORDINATION WITH

The Regional Planning Commission of  
Greater Birmingham

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## Introduction and Purpose

Understanding the historic development and current economic conditions of a town is crucial for developing a strategy for future economic growth. The goal of any market assessment is to develop a comprehensive understanding of the local markets by describing the financial and economic conditions of a community. This can help town officials determine how to plan and prioritize projects for short- and long-term economic growth.

The purpose of the Market Assessment for the City of Leeds is to assess the current market conditions and consumer spending trends of the local population to help town leadership identify areas with strong economic development potential. This analysis will provide an overview of the city's demographic profile, its current and emerging employment sectors, and a local market assessment. Additionally, using market data, a segmentation profile of the consumer behaviors and lifestyles of the town will provide insight on consumer demand for certain industries. This information can be foundational for the town's future market growth.

The report is divided into the following sections:

- **Consumer Profile** — This section focuses on local market conditions and characteristics, defines the local market geography, and analyzes the market area's demographic and socioeconomic trends.
- **Employment Profile** — This section analyzes the existing employment base of the market area by primary industry and by industry sector. This section will also provide an assessment of the existing businesses and the residential labor characteristics of the area.
- **Market Profile** — This section examines the local retail and business characteristics, including a gap analysis (surplus vs. leakage) and a market potential analysis.
- **Segmentation Profile** — This section outlines market research data to identify consumer behavior, residential lifestyles, and prevalent target market demographic profiles to help guide private investment, developing, and zoning decisions.
- **Executive Summary** — This section summarizes the key findings and takeaways of this report.

The data used for this report was collected from the following sources:

- U.S. Census, American Community Survey
- ESRI
- Bureau of Labor Statistics
- Bureau of Economic Analysis
- Alabama Department of Labor
- Birmingham Business Alliance
- Regional Planning Commission of Greater Birmingham



CONSUMER PROFILE  
**SECTION ONE**

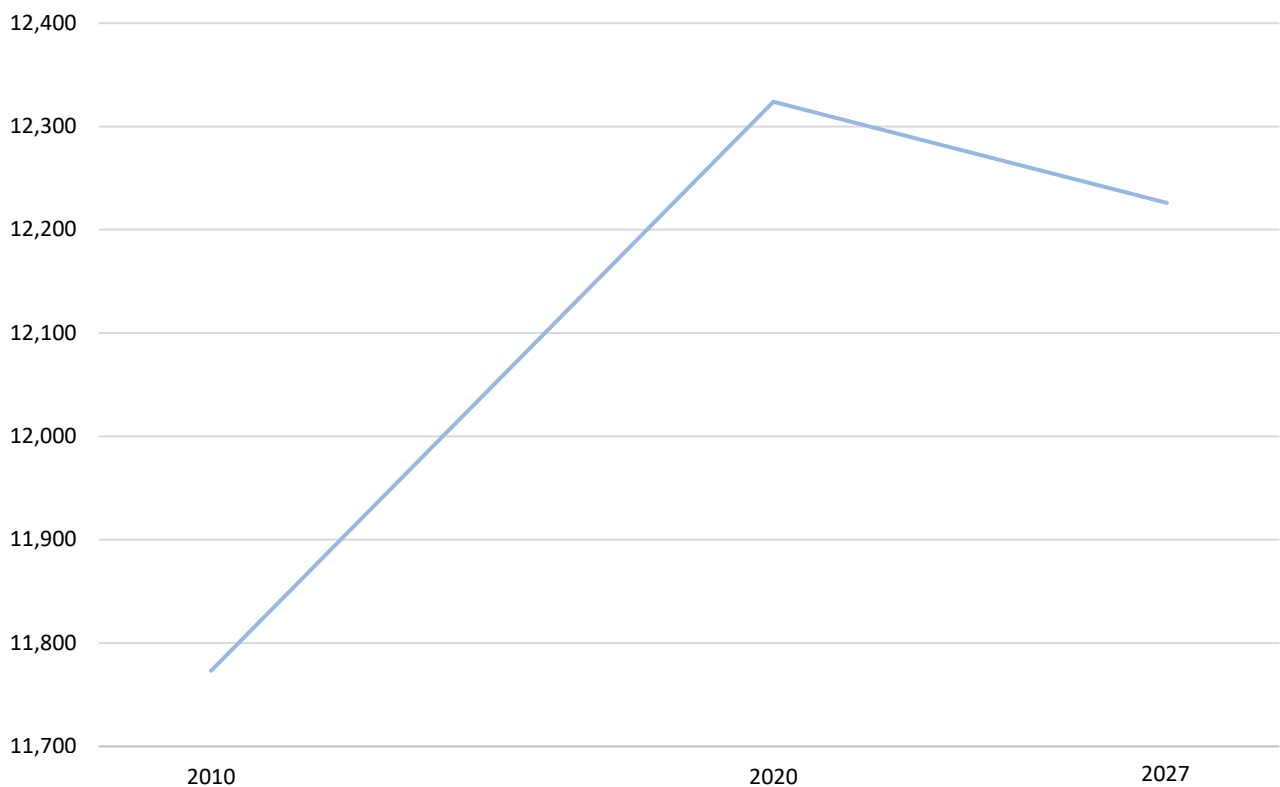
# 1

Analyzing the population demographics and economic conditions of the City of Leeds can illustrate the current assets and future potential of the market area. The Consumer Profile dissects the city’s demographics using socioeconomic data to identify the current consumer base and spending capabilities and to explore potential investments that meet their demands.

## POPULATION

The City of Leeds has a total area of 22.7 square miles and a total population of 12,324 people. Since 2000, the total population has increased by 1,121 people between 2000 and 2010 and another 434 people between 2010 and 2020. The population is projected to start declining, estimated to decrease to 12,266 residents by 2027.

**Figure 1:** Population projections of Leeds, AL, 2010 to 2027



Source: U.S. Census

Moreover, calculating the total daytime population measures the number of people present during regular business hours, accounting for commuters who live outside of the city limits. In 2022, the total daytime population of Leeds City was 12,162 people – 5,761 workers and

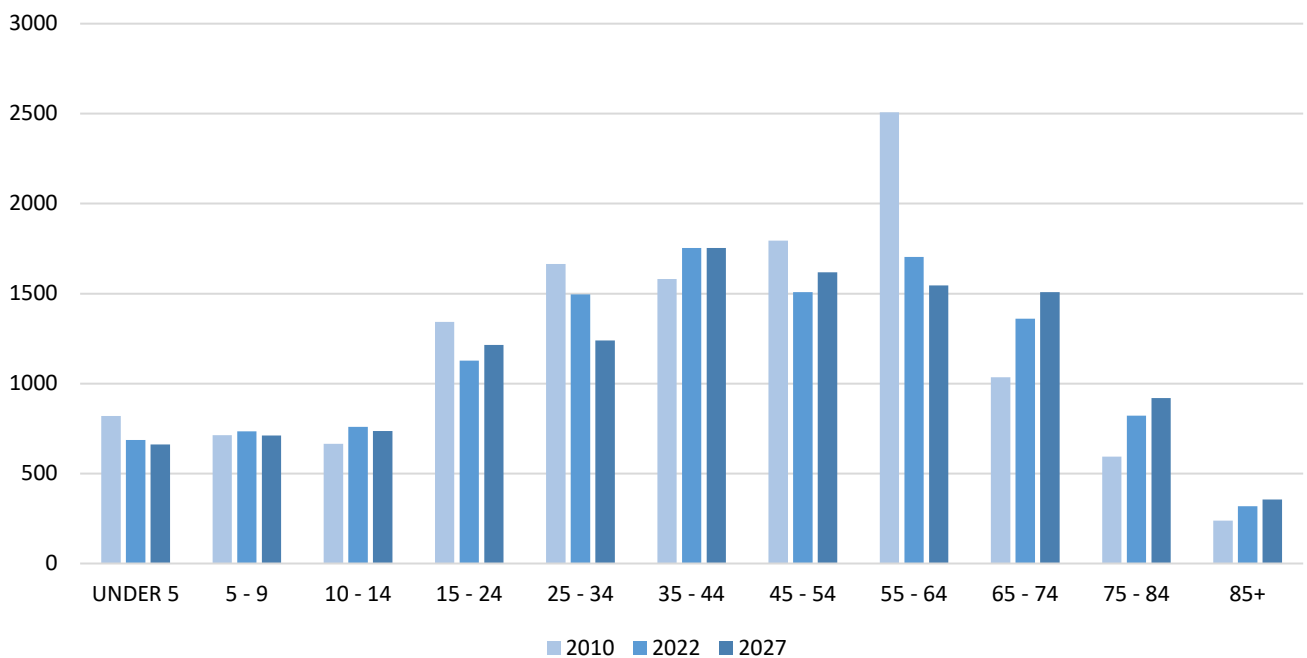
6,401 residents – and is 162 people lower than the total resident population. This indicates that only 1.3 percent of the total population is working outside of the city limits, showing that Leeds has generally optimized but can still improve their revenue through income and sales taxes.

Furthermore, the average household size increased from 2.39 people per household in 2010 to 2.43 people per household in 2022; however, it is projected to marginally decrease to 2.42 by 2027. The number of households has also increased between 2010 and 2022, from 4,962 to 4,996 households, and is projected to increase to 5,021 by 2027. Thus, the projections indicate a negative correlation between the increasing number of households and decreasing number of residents. This can potentially be explained by the projected decrease in average household size, showing that there are more families with fewer people.

## AGE

The average age of the residents of the City of Leeds is growing increasingly older. The median age in 2010 was 39.6 years, increased to 42.5 years in 2022, and is projected to continue to increase to 44 years in 2027. Figure 2 shows the timeline of an increasing average age from 2010 to 2027. This trend allows city officials and future investors to predict future market demands and best allocate the city’s funds to accomodate older generations.

**Figure 2:** Population by Age of Leeds, AL, 2010 to 2027

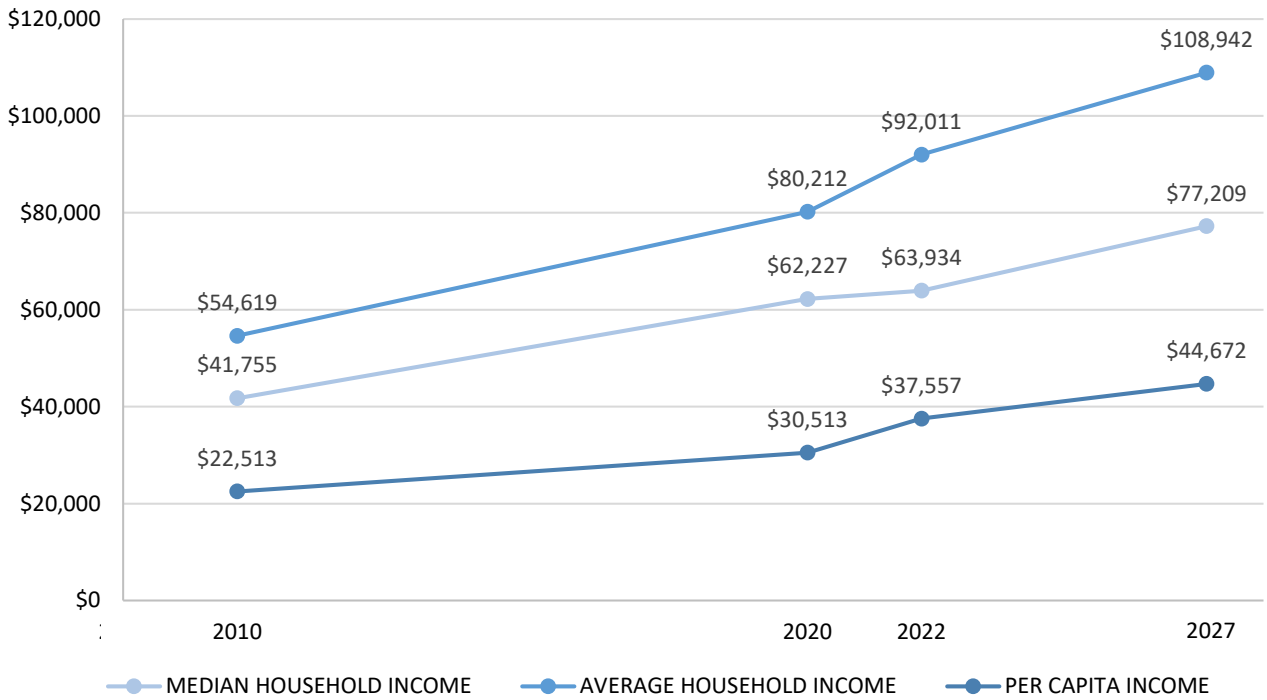


Source: American Community Survey, 2020

# INCOME

The median household income of the City of Leeds was \$63,934 in 2022 and is expected to rise to \$77,209 by 2027. The per capita income was \$37,557 in 2022 and is expected to rise to \$44,672 by 2027. Both measures are higher than those in the State of Alabama. Additionally, the poverty guideline for a two-person household – the average household size for Leeds being 2.43 – in the United States in 2022 is an annual household income of \$18,310, putting Leeds’ average household income of \$92,011 at 503 percent higher than the average household income.

**Figure 3:** Income projections for Leeds, AL, 2010 to 2020

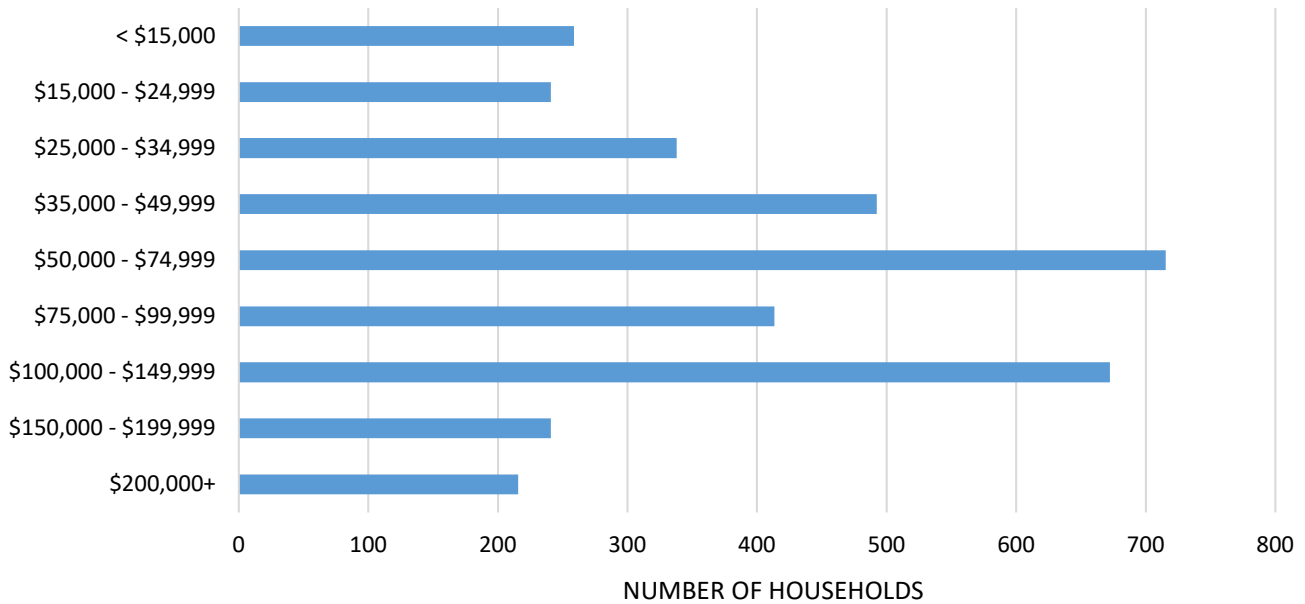


Source: American Community Survey, 2020

However, the average household income being higher than the median household income indicates that the majority of households make an income lower than the median, with outliers at the higher end. 37 percent of households make less than \$50,000 annually, with most households making between \$50,000 to \$80,000 at 19.9 percent and with 18.7 percent of households making between \$100,000 and \$150,000.



**Figure 4:** Household income of Leeds, AL, 2022



Source: American Community Survey, 2020

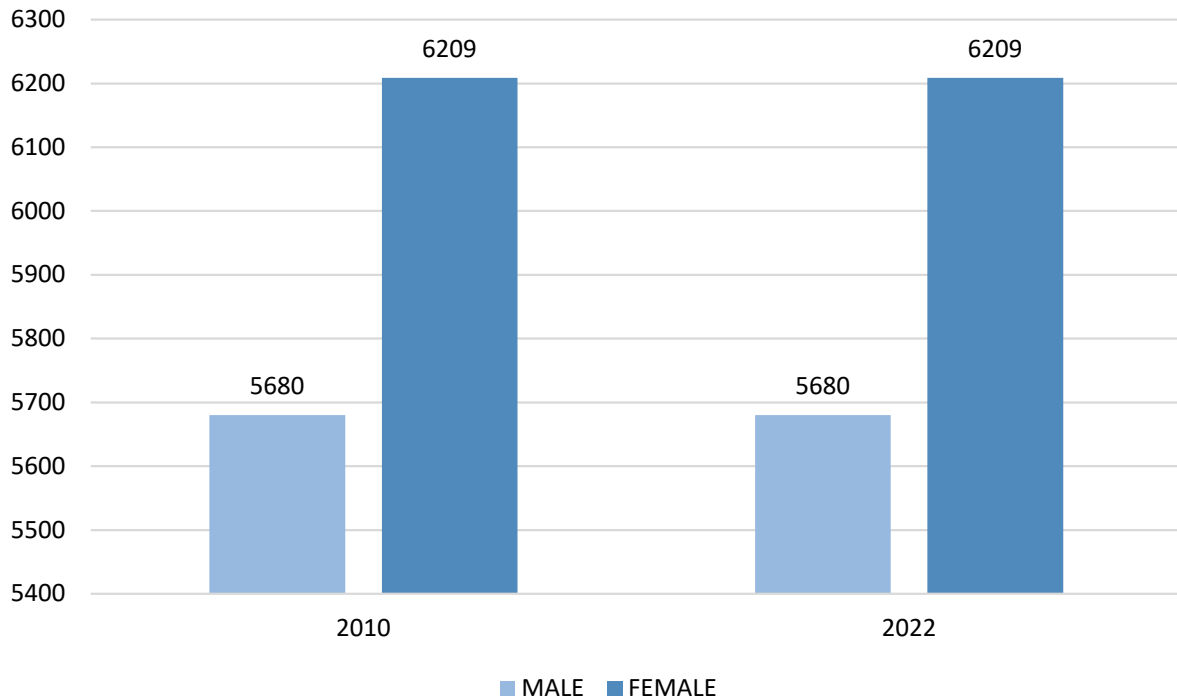
## OTHER DEMOGRAPHIC CHARACTERISTICS

Moreover, the population’s sex, race, and educational attainment can affect consumer preferences and behavior. Although these factors are projected to have a lesser impact on market trends than the city’s population, age, and income, a thorough analysis of the population’s demographics allows for more equitable and representative allocation of resources when planning city development projects.

### SEX

Since 2010, the population has had a majority female population. In 2010, females comprised 52.2 percent of the population, slightly decreasing by 0.2 percent to 52 percent in 2022. The division is projected to continue marginally decreasing by 0.1 percent to 51.9 percent in 2027.

**Figure 5:** Population by sex for Leeds, AL, 2022

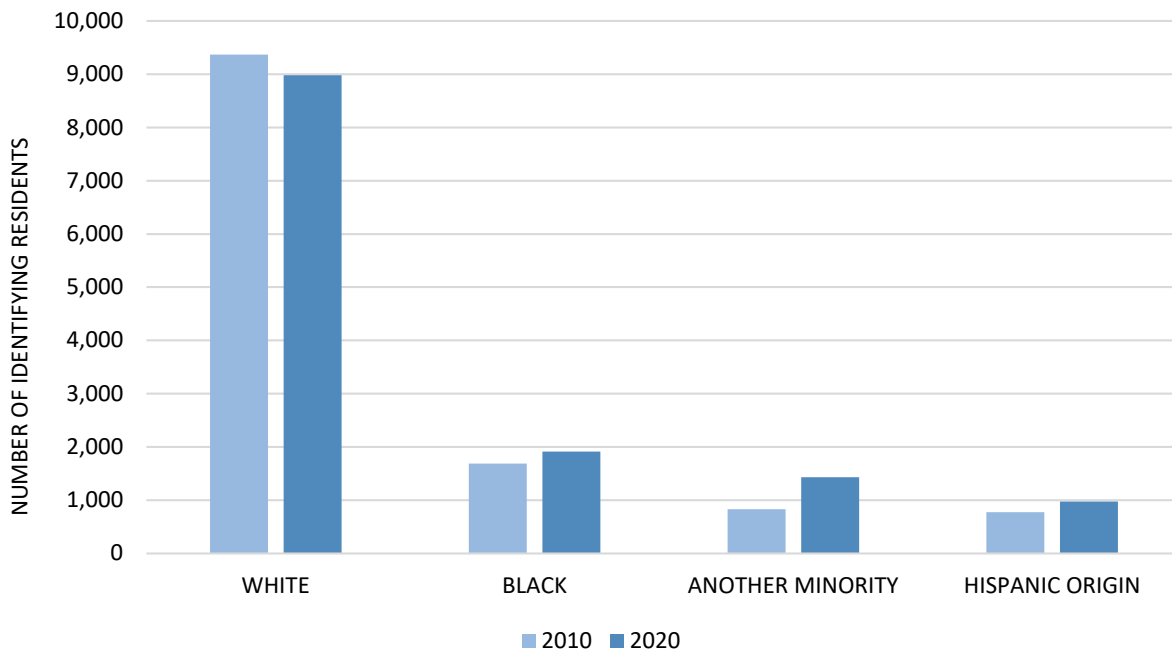


Source: American Community Survey, 2020

### *RACE*

Although the City of Leeds has had a majority white, non-Hispanic nor Latino population, the area has continued to become more diverse. In 2010, 78.8 percent of the population identified as white, decreasing to 72.9 percent in 2020, and is projected to further decrease to 71.4 percent in 2027.

**Figure 6:** Ethnoracial diversity of Leeds, AL, 2010 to 2020



Source: U.S. Census, 2020

### EDUCATIONAL ATTAINMENT

The majority of residents have attained a high school diploma or GED, with 27.6 percent having a diploma, 20.6 percent having some college education without a degree, and 19.1 percent having a bachelor’s degree.

**Table 1:** Residential Education Attainment for Leeds, AL

Educational Attainment	Population, 2010	Percentage of Population, 2010	Population, 2020	Percentage of Population, 2020
Less than 9th grade	422	5.4%	233	2.6%
9th to 12th grade, no diploma	1134	14.5%	528	5.9%
High school graduate	2496	31.9%	2,471	27.6%
Some college, no degree	1400	17.9%	1,844	20.6%
Associate’s degree	532	6.8%	1,119	12.5%
Bachelor’s degree	1205	15.4%	1,710	19.1%
Graduate or professional degree	634	8.1%	1,039	11.6%

Source: American Community Survey, 2020

## CONSUMER SPENDING

The table below illustrates consumer spending by amounts spent annually per household on various spending categories. Due to the breadth of the categories, they are not mutually exclusive in order to accurately parse the total number of goods and services under each individual category. Thus, a specific good or service purchased may be cross listed under multiple categories.

The Spending Potential Index represents the dollar amount spent in an area relative to the national average of 100. If a category scores over or under 100, the difference in value represents the percentage that Leeds spends more or less than the national average, respectively. For example, an SPI of 110 means that an area spends 10 percent more than the national average; an SPI of 90 means that an area spends 10 percent less than the national average. Analyzing the regional demand of goods and services allows for more efficient investment prioritization and allocation to bolster market development.

Given that residents may also spend on goods and services in other areas, this table only represents the amount spent by consumers that reside within the city, without additionally factoring in local business revenue nor non-residential consumer spending exclusive to the city.

**Table 2:** Consumer spending characteristics

Consumer Spending Category	Total Spending	Average Spending	Spending Potential Index
Apparel and Services	\$10,473,884	\$2,096.45	87
Education	\$7,751,582	\$1,551.56	79
Entertainment/Recreation	\$16,855,920	\$3,373.88	92
Food at Home	\$28,297,084	\$5,663.95	91
Food Away from Home	\$18,882,827	\$3,779.59	88
Health Care	\$33,794,321	\$6,764.28	95
Household Furnishings and Equipment	\$11,794,348	\$2,293.10	90
Personal Care Products and Services	\$4,468,013	\$894.32	88
Shelter	\$95,492,499	\$19,113.79	83
Support Payments/Cash Contributions/ Gifts in Kind	\$12,393,305	\$2,480.65	91
Travel	\$12,216,155	\$2,445.19	85
Vehicle Maintenance and Repairs	\$5,916,437	\$1,184.23	94

Source: RPCGB Community Profiles, 2022

All spending categories have an SPI score lower than the national average; thus, consumers residing in Leeds spend less than the national average spent in every category. The largest amount of consumer spending was in the Shelter spending category, totaling at around \$95.5 million, with \$19,114 spent on average per household. This category includes expenses such as mortgage payment, property taxes, and maintenance and repairs. The lowest amount of consumer spending was on Personal Care Products and Services, totaling at around \$4.5 million and averaging \$894 per household. This category includes expenses such as hygiene products, over-the-counter pain and cold remedies, and nutritional supplements.

In order to increase consumer spending, diversifying the goods and services available to residents will ensure a more even distribution of consumer spending across all categories. Moreover, increasing market reach allows businesses to capture a greater share of consumers, allowing for increased spending due to higher availability.

In the categories with the highest spending – Shelter, Health Care, and Food at Home – ensuring that there are enough businesses available to meet consumer demand may establish a competitive market. This leads to lower prices, higher quality and a greater variety of good and services, and more production and innovation, all of which allow for sustainable economic growth and greater market resilience.





EMPLOYMENT PROFILE  
**SECTION TWO**

# 2

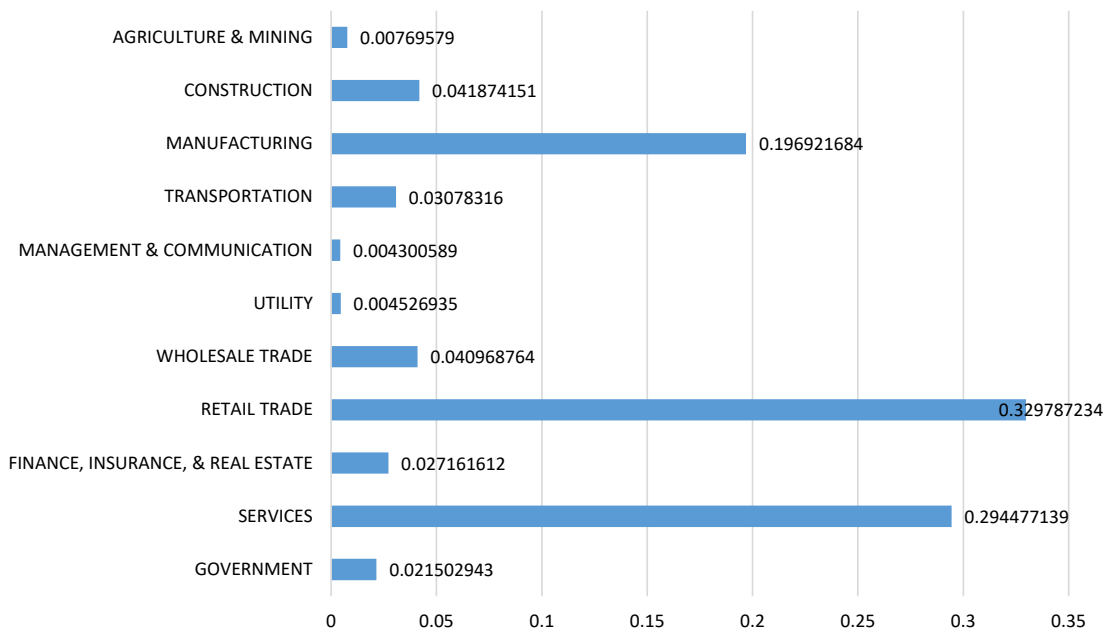
The Employment Profile analyzes the city’s existing businesses and labor force characteristics. These data identify current trends regarding the city’s workforce, labor market, and business activity to best inform market-oriented decisions from policymakers, stakeholders, and investors.

## RESIDENTIAL LABOR FORCE

The labor force is defined as residents that are considered civilians aged 16 years or older. The City of Leeds has a labor force of 6,080 people, with 97.4 percent being actively employed and 2.6 percent being unemployed. This unemployment rate is lower than the national unemployment rate of 3.6 and is equal to the state unemployment rate, both as of June 2022.

Residential employment is mainly concentrated in the Retail Trade industry, with 33 percent of the total employed population working in that sector. The Manufacturing and Accommodation industry and the Food Services industry are the next largest sectors, at 19.7 percent and 11.9 percent, respectively. The Information and Management of Companies and Enterprises sectors have the smallest share of employed residents, at 0.3 percent and 0.4 percent, respectively. The Mining, Quarrying, and Oil and Gas Extraction industry did not report any employees.

**Figure 7:** Employment by place of residence



Source: RPCGB Community Profiles, 2022

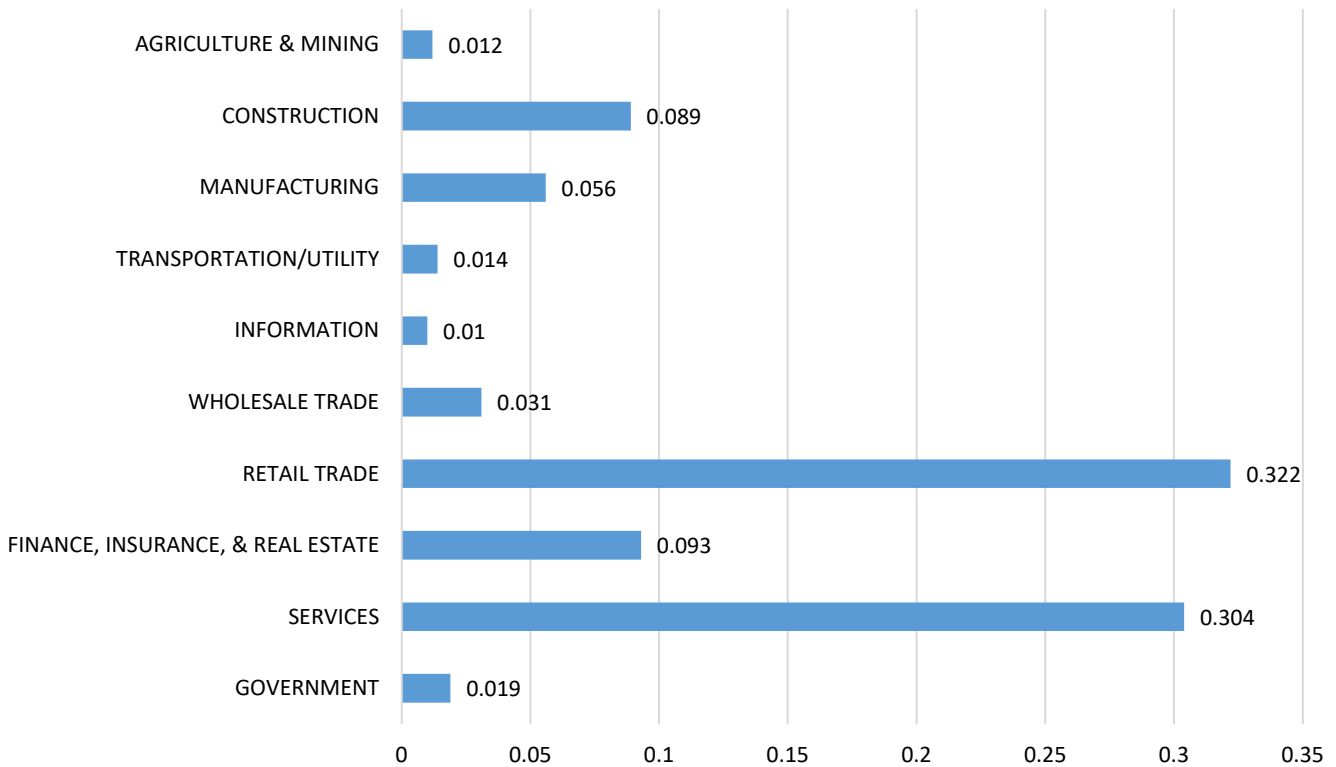


## LOCAL EMPLOYERS

The City of Leeds is estimated to have 484 businesses, with all sectors – private and public – employing a total of 5,776 employees. Retail Trade composes the largest number of employees, employing 3.2 percent of all employed workers in Leeds. The Services industry is the second largest sector, employing 30.4 percent of all employed workers in Leeds.

The numbers on the graph below are different from those analyzed in the previous section, Residential Labor Force, due to the previous category being employees who reside in Leeds, while this category illustrates employees in Leeds – residents or otherwise.

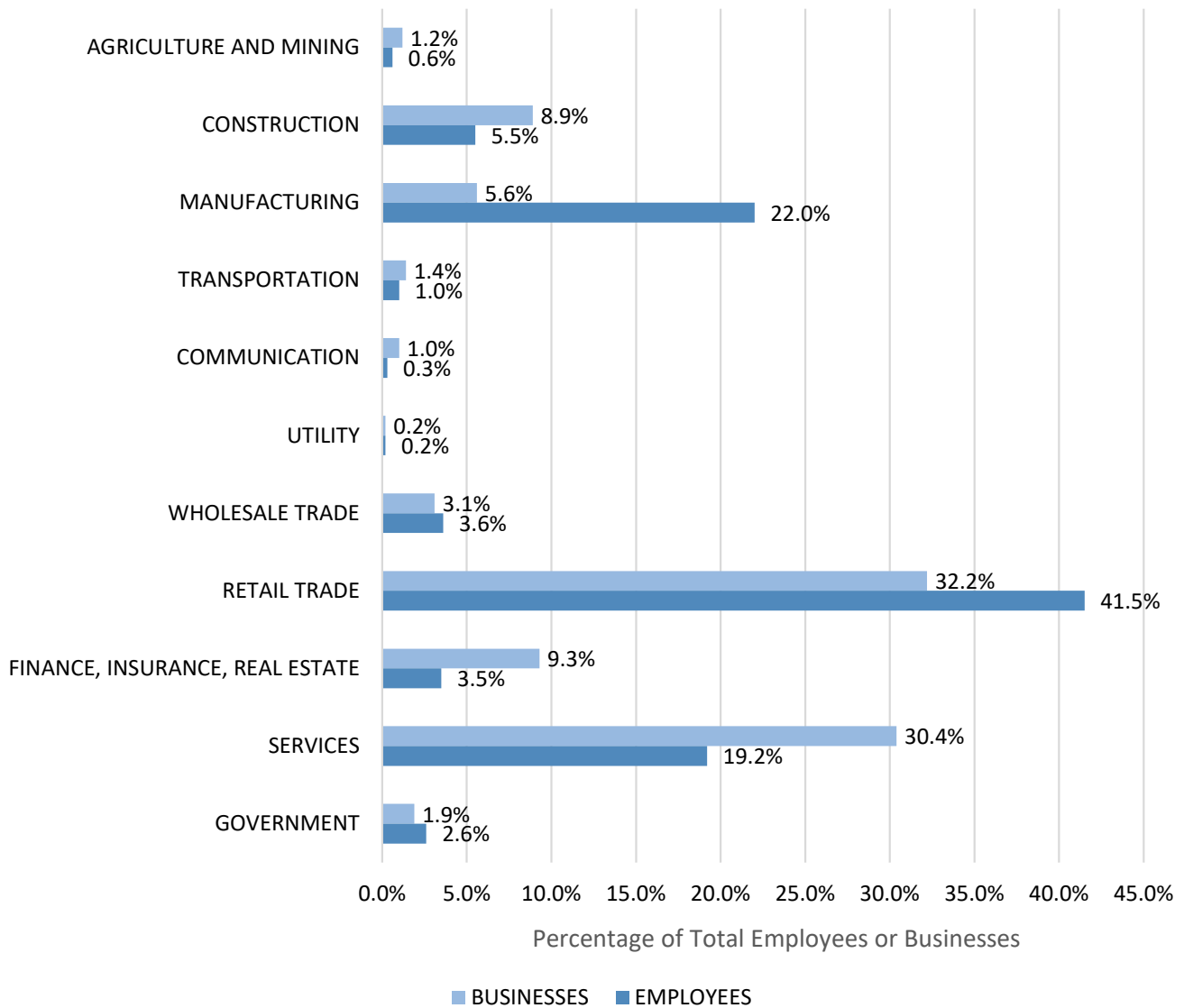
**Figure 8:** Employment by place of work



Source: RPCGB Community Profiles, 2022

The industries with the highest number of businesses are the Retail Trade and Other Services industries, which composes 32.2 and 30.4 percent of total businesses, respectively.

**Figure 9:** Employment by industry



Source: RPCGB Community Profiles, 2022

Keeping a pulse on the local economy and businesses will allow local policymakers, stakeholders, and investors to understand the current market potential, recognize a market need, and inform decisions regarding industry makeup. In the long run, this will increase an area’s business diversification, revenue streams, and economic resilience. Thus, capitalizing on the city’s current strengths in the Retail Trade and Services industries can potentially allow Leeds to create and solidify a comparative advantage in those sectors, providing a stable revenue inflow and bolstering the local economy.

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MARKET PROFILE  
**SECTION THREE**

# 3

The Market Profile evaluates the current and potential market opportunities within the town. This assessment is intended to provide insight into Leeds' ability to support various development efforts within the local market. The "Current Market Summary" will present the current consumer spending behavior regarding different products and services. The "Business and Retail Expansion Opportunities" portion of this section will give an overview of the area's retail gap, including detailed leakage/surplus data for individual industries. This information will give local officials and stakeholders a better understanding of the local market's capabilities for expansion.

## CURRENT MARKET SUMMARY

An important component of market development is analyzing consumer behaviors and identifying specific products and industries supported by local customers. One way to analyze consumer behavior is by measuring the percentage of the population that consumes specific goods and services. The higher the percentage of the population that bought a certain product or consumed a specific resource, the more popular, or in-demand, those items are in the area.

However, it is important to note that this measure alone does not necessarily indicate that the true value of demand for the specified good or service. Even if a large portion of the population consumes a product, it does not mean that the purchased product is desired over another, potentially unavailable, option. This phenomenon is the reason the Market Potential Index (MPI) is an important indicator for actual demand in an area. The MPI measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the national average—represented by an MPI of 100. It provides details about the products and services consumers want and the civic attitudes they have, which allows for a more comprehensive understanding of the different investments that are prospering and could eventually prosper in an area.

The "Current Market Summary" analyzes consumer behavior as a proportion of the population—which is broken down by individual behavior and household behavior—and by its MPI score. Tables 5 through 8 detail the five most and least demanded goods and services for the adult population and for households in Leeds, Alabama. The products and behaviors with the five highest and lowest MPI scores are also shown below in Tables 9 and 10. Using both the population and the MPI in conjunction will allow for a more accurate and comprehensive understanding of the town's consumer preferences and behaviors.

Note: The purpose of including consumer behavior for both adults, or individuals, and households in Leeds is because individual consumers will consume different goods and services than a household. Additionally, separating individual consumer behavior from household consumer behavior allows for more accurate data and helps to limit problems with data collection such as double counting.

## INDIVIDUALS

Individuals in Leeds have a strong demand for fast food establishments, with 91.8 percent of the population having gone to a fast-food or drive-in restaurant in the last six months. Also, 91.7 percent of the population bought gasoline in the last 6 months, potentially indicating that this population uses their vehicles often for work or travel. All five of the top consumer preferences for the town had an MPI score close to the U.S. average, which means that Leeds' population is not any more or any less inclined to demand those goods and services.

**Table 3:** Top five consumer preferences and spending trends for adults in Leeds, AL

Product/Consumer Behavior	Expected Number of Adults*	Percent of Adults (%)	Market Potential Index (MPI)
Went to fast food/drive-in restaurant in last 6 months	8,918	91.8	101
Bought gasoline in last 6 months	8,905	91.7	103
Have a smartphone	8,794	90.5	98
Read any magazine (paper/electronic version) in last 6 months	8,528	87.8	99
Owned/used any credit/debit cards in last 12 months	8,478	87.3	98

Source: U.S. Census, American Community Survey, 2019

\*Total adult population (18+) is 9,716.

Consumers in Leeds had the least demand for vacations out of all examined goods and services. Both domestic and foreign vacations were in low demand by individuals in Leeds. Additionally, these same categories also had extremely low MPI scores, indicating that this population is less likely to purchase goods and services related to travel compared to the greater United States.

**Table 4:** Bottom five consumer preferences and spending trends for adults in Leeds, AL

Product/Consumer Behavior	Expected Number of Adults*	Percent of Adults (%)	Market Potential Index (MPI)
Spent on foreign vacations in last 12 months: \$1,000 - \$2,999	286	2.9	76
Spent on domestic vacation in last 12 months: \$1,500 - \$1,999	329	3.4	90
Spent on domestic vacations in last 12 months: \$2,000 - \$2,999	374	3.8	102
Domestic travel in last 12 months: used general travel website	430	4.4	74
Foreign travel in last 3 years: used general travel website	446	4.6	70

Source: U.S. Census, American Community Survey, 2019

\*Total adult population (18+) is 9,716.

## HOUSEHOLDS

The goods and services with the highest household demand in Leeds were mainly grocery items. Bread, milk, fruits, and vegetables were all featured within the top five most used products. These are all considered staple grocery items and are used in households across the United States about as much as they are in Leeds, according to the town's MPI for each item. Additionally, owning or leasing a vehicle and owning a computer were two top consumer behaviors for households in Leeds.

**Table 5:** Top five consumer preferences and spending trends for households in Leeds, AL

Product/Consumer Behavior	Expected Number of HHs*	Percent of HHs (%)	Market Potential Index (MPI)
HH used bread in last 6 months	4,741	94.9	100
HH owns/leases any vehicle	4,577	91.6	102
HH used fresh fruit/vegetables in last 6 months	4,293	85.9	98
HH used fresh milk in last 6 months	4,233	84.7	102
HH owns a computer	3,903	78.1	96

Source: U.S. Census, American Community Survey, 2019

\*Total number of households is 4,996.

Nearly all the least preferred products and exhibited behaviors were technology-related, with very few households subscribing to fiber optics, spending over \$1,500 on a home computer, or purchasing video games in the last year. These trends may indicate that the households in Leeds prefer electronics and digital services, such as the internet, less than other products. It also may illustrate a lack of access or financial resources for these products within Leeds. Additionally, buying or leasing a new vehicle in the last 12 months is in the bottom five consumer behaviors.

**Table 6:** Bottom five consumer preferences and spending trends for households in Leeds, AL

Product/Consumer Behavior	Expected Number of HHs*	Percent of HHs (%)	Market Potential Index (MPI)
HH subscribes to fiber optic	182	3.6	67
HH spent \$2,000+ on most recent home computer	185	3.7	78
HH spent \$1,500 - \$1,999 on most recent home computer	220	4.4	84
HH purchased video game system in last 12 months	296	5.9	76
HH bought/leased new vehicle last 12 months	455	9.1	95

Source: U.S. Census, American Community Survey, 2019

\*Total number of households is 4,996.

## MARKET POTENTIAL INDEX (MPI)

As shown in Tables 7 and 8, the MPI does not dictate the portion of individuals or households who demand certain goods or services and vice-versa. The percentage of adults or households that buy a product or engage a service does not indicate whether that population is more likely to demand it when given other options. However, the likelihood of the population to demand it—which is what the MPI measures—also does not translate to how many individuals or households will pursue the good or service due to the fact that the MPI is relative to the United States as a whole and not related to the actual demand in the study area. Therefore, some of the top and bottom five consumer preferences may differ from those featured in Tables 7 and 8.

**Table 7:** Top five consumer preferences and spending trends for adults and households by MPI in Leeds, AL

Product/Consumer Behavior	Expected Number of adults/HHs*	Percent of adults/HHs	Market Potential Index (MPI)
Bought cigarettes at convenience store in last 30 days	932	9.6	134
HH owns any cat	1,402	28.1	122
Spent at convenience store in last 30 days: \$100+	2,324	23.9	117
Buying American is important	3,986	41.0	116
HH owns any dog	2,274	45.5	115

Source: U.S. Census, American Community Survey, 2019

\*Total adult population (18+) is 9,716 and total number of households is 4,996.

**Table 8:** Bottom five consumer preferences and spending trends for adults and households by MPI in Leeds, AL

Product/Consumer Behavior	Expected Number of adults/HHs*	Percent of adults/HHs	Market Potential Index (MPI)
HH subscribes to fiber optic	182	3.6	67
<b>AND</b>			
Took 3+ foreign trips in last 3 years	517	5.3	67
Domestic travel in last 12 months: used general travel website	430	4.4	74
Spent on foreign vacations in last 12 months: \$1 - \$999	529	5.4	75
Spent on foreign vacations in last 12 months: \$1,000 - \$2,999	286	2.9	76

Source: U.S. Census, American Community Survey, 2019

\*Total adult population (18+) is 9,716 and total number of households is 4,996.

## BUSINESS AND RETAIL EXPANSION OPPORTUNITIES

Opportunities for retail expansion can be identified using a commodity gap analysis. A commodity gap represents the difference between Total Gross Commodity Demand and Total Commodity Supply. The commodity gap, therefore, statistically measures whether a given industry is experiencing a leakage or surplus. If demand is greater than supply, the commodity gap will be positive, indicating that a leakage is occurring, and residents



of the community are spending on commodities at establishments located outside the community. If supply is greater than demand, the commodity gap will be negative, indicating that a surplus is occurring, and establishments in the community are selling more commodities than what is demanded within the area. This could also mean that consumers from outside the community are coming into the community to buy certain goods and services.

In either scenario, expansion may help or hurt the already existing industry. However, when there is a leakage occurring, it usually indicates that expansion may be helpful to encourage consumers in the area to remain in the community to shop, which may also draw in consumers from other areas. If a surplus is occurring, expanding may be beneficial if there is a potential that the industry may begin experiencing a leakage soon due to a lack of businesses or options in the area. But generally, expanding an industry during a retail surplus may ultimately harm the existing businesses, as customers and profits will be spread too thinly to accommodate all the businesses in the area.

**Table 9:** Commodity Gap Scenario Simulator

If...	Then...	Meaning...	Expand?
Total Gross Commodity Demand — Total Commodity Supply = Positive Commodity Gap  or  Demand > Supply	Leakage occurs	Residents of the community are spending on commodities at establishments located OUTSIDE the community.	Expansion may be beneficial to the area to help prevent local consumers from spending money outside the community.
Total Gross Commodity Demand — Total Commodity Supply = Negative Commodity Gap  or  Demand < Supply	Surplus occurs	Establishments in the community are selling more than what is demanded in the community, indicating that residents of other communities are spending on commodities INSIDE the community.	Expansion may hurt current businesses operating in this industry in the area as customers and profits will spread thinner.

Source: IMPLAN, 2020

The Leeds market area possesses an estimated \$4.6 billion in total commodity supply and \$4.8 billion in total gross commodity demand. This results in a positive commodity gap of \$280 million, indicating a large leakage in the area. Current demand is outweighing the community’s supply of goods and services, driving local consumers outside the market area to meet their needs. This leakage could be partly due to a shortage of businesses relative to the number of households in the area or the close proximity to larger cities or towns, which may draw consumers away from local businesses. Increasing the number of businesses in the community, as well as the number of industries these businesses represent would be greatly beneficial to Leeds’ market area.

Table 10 shows the top five areas of surplus in Leeds. The largest surplus industry is Construction machinery, which has a commodity gap of -\$265 million. These five surplus industries are Leeds’ biggest market revenue assets because they are not only meeting the demand of consumers in the community, but they are also providing resources for consumers outside the community.

**Table 10:** Top five commodities in surplus in Leeds, AL

Description	Total Commodity Supply	Total Gross Commodity Demand	Commodity Gap
Construction machinery	\$274,661,237.59	\$9,665,668.93	(\$264,995,568.66)
Wiring devices	\$115,977,852.95	\$8,036,750.26	(\$107,941,102.69)
Other commercial service industry machinery	\$90,293,719.21	\$4,473,399.67	(\$85,820,319.54)
Automobiles	\$117,824,825.16	\$34,173,723.74	(\$83,651,101.42)
Light trucks and utility vehicles	\$107,383,707.74	\$27,649,273.56	(\$79,734,434.18)

Source: IMPLAN

The largest leakage industry for Leeds is Other Insurance—not direct life insurance—which has a total commodity gap of \$64 million. The highest potential opportunities for expansion in Leeds, are within these five areas of heavy leakage, as there is a great demand that is not being met by local supply. Other expansion opportunities are those with the highest commodity gap that are also easily attainable investments.

**Table 11:** Top five commodities with leakage in Leeds, AL

Description	Total Commodity Supply	Total Gross Commodity Demand	Commodity Gap
Other insurance	\$1,475,464.86	\$65,425,308.23	\$63,949,843.37
Iron and steel and ferroalloy products	\$16,740,734.11	\$77,672,832.37	\$60,932,098.26
Other real estate services	\$110,302,972.62	\$156,495,177.98	\$46,192,205.36
Monetary authorities and depository credit intermediation	\$20,712,225.23	\$65,686,505.56	\$44,974,280.33
Offices of physicians	\$15,105,805.34	\$58,494,479.24	\$43,388,673.90

Source: IMPLAN





# SEGMENTATION PROFILE

## **SECTION FOUR**

# 4

This section outlines market research data to identify consumer behavior, residential lifestyles, and prevalent target market demographic profiles to help guide private investment, developing, and zoning decisions. This is a summary of the different “Tapestries” and “LifeMode Groups” that help define your community using data from the Census, the American Community Survey, Esri demographic updates, and consumer surveys. It integrates consumer traits with residential characteristics to help depict consumer trends, residential lifestyles, and local market behavior.

The Segmentation Profile illustrates characteristics of residents that cannot be derived from quantifiable factors alone. This section outlines the tapestry segment that represents the citizens living within Leeds, giving insight into lifestyle choices, consumer purchasing preferences, and residential leisure activities. Furthermore, this profile classifies social groups based on socioeconomic and demographic composition. The characteristics associated with each segmentation are used by market analysts to assess the various needs and requirements within the market area to more effectively market goods and services.

This profile is broken down into a LifeMode Group and a Tapestry Segment. The LifeMode Group represents markets that share a common experience—born in the same generation or immigrated from another county—or a significant demographic trait. Tapestry segments are grouped into a LifeMode Group and provide greater detail and specificity into a particular community’s distinctive characteristics that may be different from other tapestries within the same LifeMode Group.

Note: Narrative on the LifeMode Groups and Tapestry Segments comes directly from the ESRI, Regional Data, Tapestry Segments webpage located here: <https://doc.arcgis.com/en/esri-demographics/latest/regional-data/tapestry-segmentation.htm>. The RPC staff does not claim any intellectual credit for any information that appears beyond this point in this section ( Section IV: Segmentation Profile) in this report.

## LIFEMODE GROUPS

Leeds falls into three major LifeMode Groups: Hometown, Affluent Estates, Cozy Country Living.

### *HOMETOWN*

Attributes of a Hometown community are as follows:

- Growing up and staying close to home; single householders.
- Close-knit urban communities of young singles (many with children).
- Owners of old, single-family houses, or renters in small multiunit buildings.
- Religion being the cornerstone of many of these communities.
- Visit discount stores and clip coupons.
- Purchase used vehicles to get to and from nearby jobs.

### *AFFLUENT ESTATES*

Attributes of an Affluent Estates community are as follows:

- Established wealth—educated, well-traveled married couples.
- Less than 10% of all households, with 20% of household income.
- Homeowners (almost 90%), with mortgages (65.2%).
- Married-couple families with children ranging from grade school to college.
- Expect quality; invest in time-saving services.
- Participate actively in their communities.
- Active in sports and enthusiastic travelers.

### *COZY COUNTRY LIVING*

Attributes of a Cozy Country Living community are as follows:

- Empty nesters in bucolic settings.
- Largest Tapestry group, almost half of households located in the Midwest.
- Homeowners with pets, residing in single-family dwellings in rural areas; almost 30% have 3 or more vehicles and, therefore, auto loans.
- Politically conservative and believe in the importance of buying American.
- Own domestic trucks, motorcycles, and ATVs/UTVs.
- Prefer to eat at home, shop at discount retail stores (especially Walmart), bank in person, and spend little time online.
- Own every tool and piece of equipment available to maintain their homes, vehicles, vegetable gardens, and lawns.
- Listen to country music; watch auto racing on TV; and enjoy outdoor activities, such as fishing, hunting, camping, boating, and bird watching.

## TAPESTRY SEGMENTS

Leeds falls into three major Tapestry Segments: Small Town Sincerity, Exurbanites, Salt of the Earth.

### *SMALL TOWN SINCERITY*

Small Town Sincerity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Residents keep their finances simple— paying bills in person and avoiding debt.

Neighborhood:

- Reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner occupied (Index 79).
- Median home value of \$92,300 is about half the US median.
- Average rent is \$639.
- Older market, with half of the householders aged 55 years or older and predominantly single-person households.

Socioeconomic Traits:

- Education: 67% with high school diploma or some college.
- Labor force participation lower at 52%, which could result from lack of jobs or retirement.
- Income from wages and salaries, Social Security or retirement, increased by Supplemental Security Income.
- Price-conscious consumers who shop accordingly, with coupons at discount centers.
- Connected to technology, but not to the latest or greatest gadgets; keep their landlines.
- Community-oriented residents; more conservative than middle of the road.
- Rely on television or newspapers to stay informed.

### *EXURBANITES*

Exurbanites residents are now approaching retirement but show few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts but



prefer a more spacious home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

Neighborhood:

- Established neighborhoods (most built between 1970 and 1990) found in the sub urban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average house hold size is 2.50.
- Primarily single-family homes with a high median value of \$423,400, most still carrying mortgages.
- Higher vacancy rate at 9%.

Socioeconomic Traits:

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- More of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

### *SALT OF THE EARTH*

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when necessary but seek face-to-face contact in their routine activities.

Neighborhood:

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.
- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.
- Homeownership rates are very high. Single-family homes are affordable, valued at

25% less than the national market.

- Nearly two in three households are composed of married couples; less than half have children at home.

#### Socioeconomic Traits:

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. One in three households currently receive Social Security or retirement income. Labor force participation has declined to less than 60%.
- More of the residents prefer self-employment or working from home.
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- Exurbanites residents are well connected, using the internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.

Source: ESRI



EXECUTIVE SUMMARY  
**SECTION FIVE**

## SECTION ONE: CONSUMER PROFILE

- The City of Leeds has a total area of 22.7 square miles and a total population of 12,324 people, and the population is projected to decrease to 12,266 residents in 2027.
- There are 4,996 households, with an average household size of 2.43 people. The median household income is \$63,934, with a per capita income being \$37,557.
- Most of consumer spending was in the Shelter category, totaling \$95.5 million and averaging \$19,114 per household. The lowest amount of consumer spending was on Personal Care Products and Services, totaling \$4.5 million and averaging \$894 per household.
- Resident consumers spend less than the national average amount in every spending category.

## SECTION TWO: BUSINESS PROFILE

- Leeds has a labor force of 6,080 people, 97.4 percent employed and 2.6 percent unemployed, lower than the national unemployment and is equal to the state unemployment rates.
- Residential employment is concentrated in the Retail Trade industry and Manufacturing and Accommodation sectors. The Information as well as Management of Companies and Enterprises are the smallest existing sectors, with the Mining, Quarrying, and Oil and Gas Extraction not reporting employees.
- Leeds is estimated to have 484 businesses employing a total of 5,776 employees, with Retail Trade as the largest employing sector and Services as the smallest employing sector. Retail Trade has the highest number of businesses, and Utilities has the lowest number of businesses.

## SECTION THREE: MARKET PROFILE

- Individuals in Leeds have a strong demand for fast food establishments, with 91.8 percent of the population having gone to a fast-food or drive-in restaurant in the last six months but had little demand for vacations and travel.
- The goods and services with the highest demand for households in Leeds were mainly grocery items such as bread, milk, fruits, and vegetables. The least preferred products and exhibited behaviors for households were technology related, with very few households subscribing to fiber optics, spending over \$1,500 on a home computer, or purchasing video games in the last year. These trends may indicate that the households in Leeds either prefer electronics and digital services, such as the internet, less than other products or lack accessibility and the financial resources to consume these products.
- The Leeds market area possesses an estimated \$4.6 billion in total commodity supply and \$4.8 billion in total gross commodity demand. This results in a positive commodity gap of \$280 million indicating a large leakage in the area.

- Construction machinery, wiring devices, other commercial service industry machinery, automobiles, and light trucks and utility vehicles are the top five surplus commodities in Leeds.
- Other insurance (not direct life insurance), iron/steel/ferroalloy products, other real estate services, monetary authorities and depository credit intermediation, and offices of physicians are the top five leakage commodities in Leeds.

## SECTION FOUR: SEGMENTATION PROFILE

- The City of Leeds fall into three main LifeMode Groups: Hometown, Affluent Estates, Cozy Country Living.
- Leeds encompasses three Tapestry Segments: Small Town Sincerity, Exurbanites, Salt of the Earth.