
Municipal Market Analysis

Town of Thorsby
Chilton County, Alabama



Prepared by

Sarah Thomas

In coordination with

Regional Planning Commission of Greater
Birmingham

Submitted

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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 Municipal Market Analysis for the Town of Thorsby 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 town's demographic profile, current and emerging employment sectors, and a local market SWOT 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 and Innovation Index** — 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 Conclusion** — 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
- U.S. Department of Housing and Urban Development
- Esri
- Bureau of Labor Statistics
- Bureau of Economic Analysis
- Alabama Department of Education
- Alabama Department of Labor
- Chilton County Industrial Development Board
- Birmingham Business Alliance
- Regional Planning Commission of Greater Birmingham

Section I: Consumer Profile

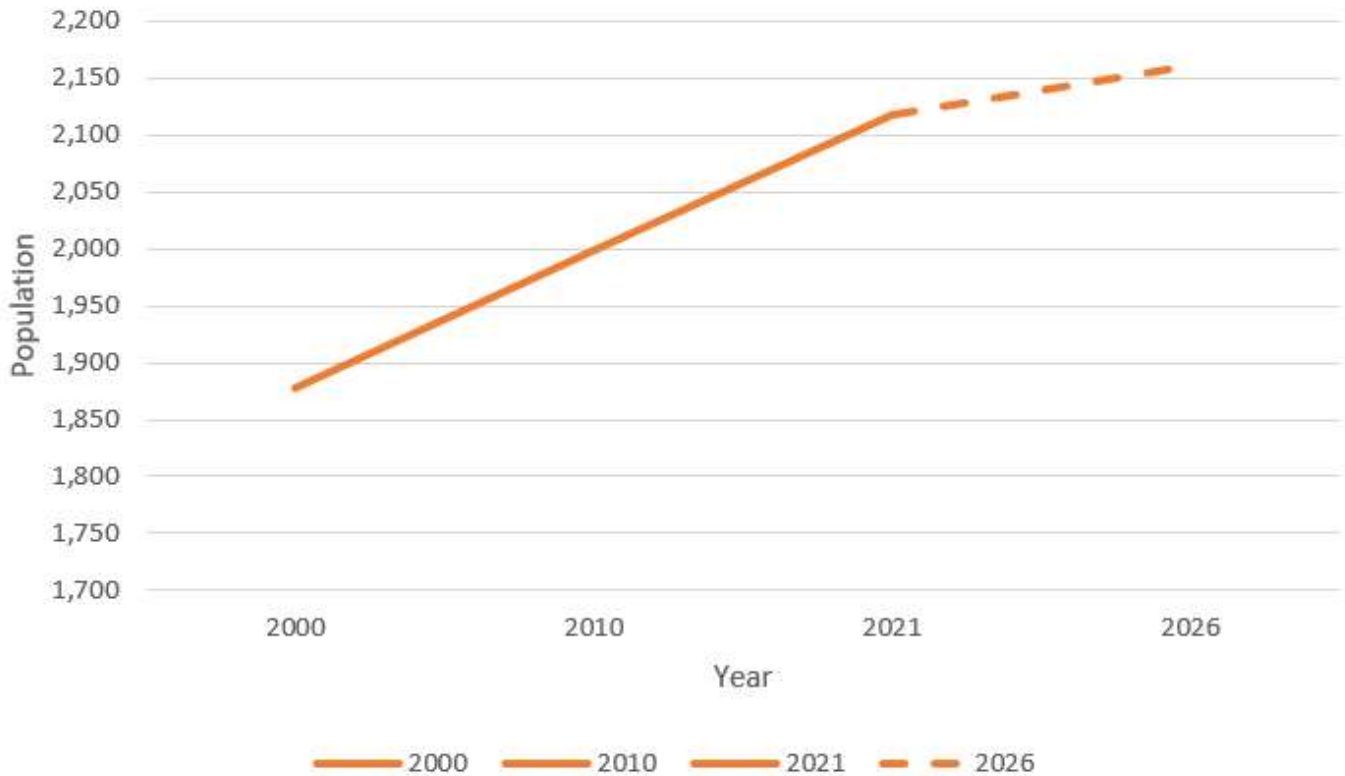
Section I: Consumer Profile

The demographics and economic conditions, characteristics, and trends within the Town of Thorsby are integral in assessing the assets and potential of the market area. The Market Profile provides demographic and socio-economic data to identify the consumer base and their spending capability. This information will help identify investments that will match the demands of the existing consumer base.

Population

The Town of Thorsby has a total area of 5.84 square miles and a total population of 2,117 people. Since 2000, the total population has steadily increased by an average of 120 people every ten years. Projections indicate that the growth trends will continue with the total population reaching 2,160 residents by 2026.

Figure 1: Population of Thorsby, AL from 2000 to 2026



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

In 2021, the total daytime population for Thorsby was 1,675 people, with 408 being workers employed in the town limits and 1,267 being residents in the town limits. The daytime population is also known as the commuter-adjusted population and is used to measure the number of people who are present in an area during regular business hours. The daytime population for Thorsby is 442 people less than the total population which indicates that nearly 21 percent of the town's population is working outside of the town limits. Decreasing this percentage would greatly benefit the town by increasing the town's revenue through income and sales tax.

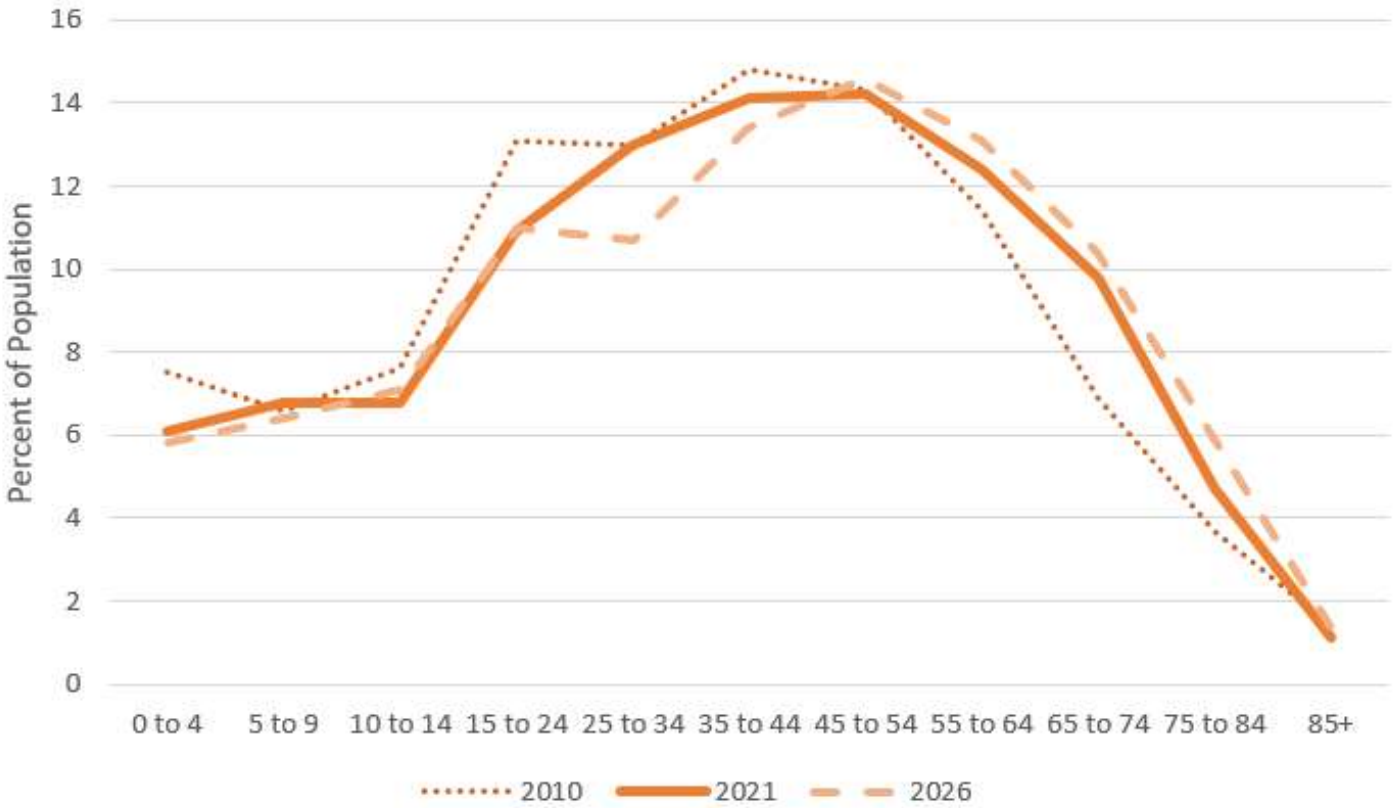
Thorsby Market Analysis

Additionally, the average family size house remained the same, at a 3.06 people per family, since 2000 and is predicted to remain at this level for the next five years. However, the number of families has grown and is projected to continue to grow until at least 2026. Therefore, even though the individual families in Thorsby are not growing, the number of families are. This partially explains the gradually increasing population and may also indicate positive migration inflows into the town.

Age

The Town of Thorsby has an aging population. The median age for 2010 was 36.7 years but increased by 3.1 years in 2021 to 39.8 years. Projections indicate that the median age for the town is expected to increase even further by 2026 to 41.6 years. Figure 2 illustrates the increasing age of the population from 2010 to the estimated age of the population in 2026. These changes in the population's age are important to be aware of as town leaders and potential investors map future market and city services.

Figure 2: Median Age of Thorsby, AL Residents from 2000 to 2026



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

Income

In 2021, the Town of Thorsby had a median household income of \$51,537 which is expected to increase to \$55,768 by 2026, and a per capita income of \$26,416, which is expected to increase to \$30,418 by 2026. Both measures are higher than those in Chilton County and the median household income for Thorsby is greater than in the State of Alabama. However, the town's per capita income

Section I: Consumer Profile

is slightly lower than that of the state. Additionally, the poverty guideline for a three-person household—the average household size for Thorsby—in the United States in 2021 was a household income of \$21,960 annually. Based on this measure, the Town of Thorsby’s median household income far exceeds the poverty guidelines for 2021.

Table 1: Median household income and per capita income for the Town of Thorsby, Chilton County, and the State of Alabama

County	Median household income (\$)	Per capita income (\$)
Thorsby, AL	\$51,537	\$26,416
Chilton County, AL	\$47,468	\$24,658
State of Alabama	\$50,536	\$27,928

Source: U.S. Census Bureau, Regional Planning Commission of Greater Birmingham

Despite this high median household income, the largest percentage of households make much lower than the poverty guideline. Over 16 percent of households on Thorsby make less than \$15,000 annually. Nearly half of the households make below \$50,000 annually. As shown in Figure 3, there is a noticeable wage gap between households that earn less than \$25,000 annually and those that earn more than \$35,000 annually. This gap can potentially explain the low per capita income of the town relative to its median household income and to the State’s per capita income.

Figure 3: Households by income in 2021 and 2026 for Thorsby, AL



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

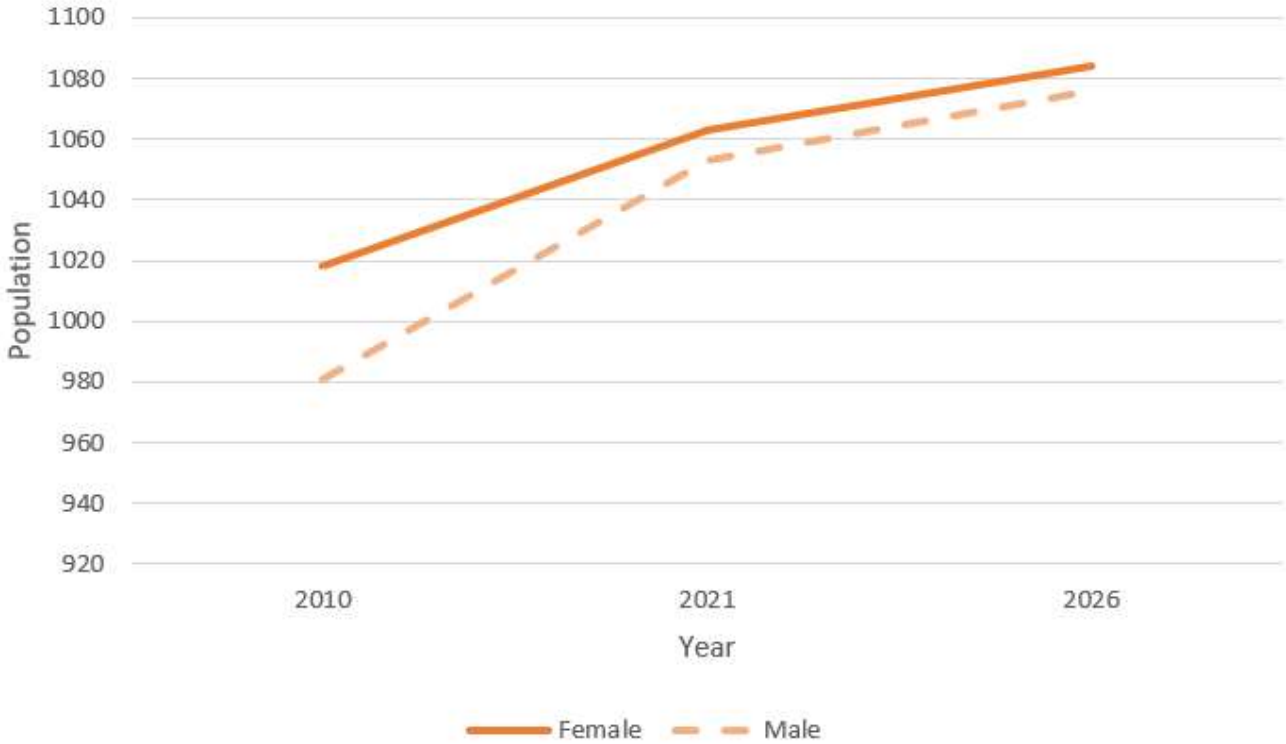
Other Demographic Characteristics

Along with population, age, and income, there are other demographic characteristics of a market’s population that may indirectly effect spending behavior and preferences. Three of these characteristics, that will be analyzed in this section are sex, race, and educational attainment. Though these factors may not influence market performance very much, it is still important to be aware of the demographic traits of an area to ensure equitable distribution of resources and representation when planning projects and pursuing development opportunities.

Sex

Since 2010, the population has remained majority female. In 2010, females made up 50.9 percent of the population. However, this division quickly closed, and projections estimate the distribution of the sexes will remain relatively small. In 2021 females comprised of only 50.2 percent of the population—a 1.38 percent decrease. Figure 4 illustrates the population by sex from 2010 to 2026.

Figure 4: Population by sex for Thorsby, AL



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

Race

The Town of Thorsby has a majority white, non-Hispanic population. Though the population has become slightly more diverse since 2010, current estimates predict that the population will remain around 85 percent to 86 percent white until 2026. Table 2 shows the population of Thorsby by race and ethnicity.

Section I: Consumer Profile

Table 2: Population by race/ethnicity for Thorsby, AL

Race/Ethnicity	Proportion of the Population (%)		
	2010	2021	2026
White	89.8	86.1	85.5
Black	5.6	6.2	6.2
American Indian	0.1	0.3	0.3
Asian	0.6	0.6	0.8
Pacific Islander	0.1	0.1	0.1
Some Other Race	3.3	5.1	5.2
Two or More Races	0.6	1.5	1.9
Hispanic Origin (ethnicity)	5.7	8.5	8.6

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

Educational Attainment

The population of Thorsby has a low- to medium-level of educational attainment. The largest percentage of the population, 35.5 percent, are High School Graduates. The second largest portion of the population, 17 percent, have taken some college courses but does not have a college degree. The distribution of the population by educational attainment is shown in Table 3.

Table 3: Population 25+ years by educational attainment for Thorsby, AL

Educational Attainment	Proportion of Population (%)
Less than 9 th Grade	5.4
9 th -12 th Grade, No diploma	7.2
High School Graduate	35.5
GED/Alternative Credential	6.5
Some College, No degree	17.0
Associate Degree	9.7
Bachelor's Degree	12.2
Graduate/Professional Degree	6.5

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

Consumer Spending

Table 4 shows consumer spending for the Town of Thorsby across various spending categories. These categories are not mutually exclusive, but instead are broad budget categories so that the most accurate depiction of expenses for each category are captured. Both the total and average amount spent per household represent annual figures.

The Spending Potential Index represents the dollar amount spent in the area relative to national average of 100. Therefore, if any category has an index score of over 100 or under 100, it will indicate

Thorsby Market Analysis

that the spending in Thorsby is either that percentage more or less than in the United States overall—an SPI of 110 on a good or service would indicate that the consumers in Thorsby spend 10 percent more than the national average on that category. Knowing the goods and services that are in high demand in the area is a critical component of successful investment prioritization and market development. Furthermore, this table represents the spending of households within Thorsby, but not business revenue nor the consumer spending that is exclusive to the town. For example, households that reside in Thorsby spent a total of \$871,179 on Education goods and services, yet this money could have been spent on Education goods and services within the town limits or in a neighboring area. Therefore, this chart does not detail consumer spending that is leaving or entering the town, only what is being spent by the consumers that reside within the town.

Consumers who reside in the Town of Thorsby spent the largest amount, over \$11 million, of their income on Shelter. This category includes expenses such as mortgages and rent payments. The lowest amount of consumer spending, approximately \$550 thousand, went towards Personal Care Products and Services. Notably, all spending categories have an SPI score 12 points or more lower than the national average indicating that consumers who reside in Thorsby spent at least 12 percent less in every category than the average amount spent nationally.

Note: For a detailed summary of the leakages and surpluses for the town see Section III: Business and Retail Expansion Opportunities.

Table 4: Annual consumer spending for Thorsby, AL

Spending category	Total amount spent per household (\$)	Average amount spent per household (\$)	Spending Potential Index (SPI)
Apparel & Services	\$1,295,072	\$1,647.67	78
Education	\$871,179	\$1,108.37	64
Entertainment/Recreation	\$2,080,329	\$2,646.73	82
Food at Home	\$3,513,376	\$4,469.94	82
Food Away from Home	\$2,374,233	\$3,020.65	80
Health Care	\$4,335,052	\$5,515.33	88
Household Furnishings & Equipment	\$1,444,319	\$1,837.56	81
Personal Care Products & Services	\$550,144	\$699.93	78
Shelter	\$11,086,023	\$14,104.36	70
Support Payments/Cash Contributions/Gifts in Kind	\$1,579,348	\$2,009.35	84
Travel	\$1,469,127	\$1,869.12	74
Vehicle Maintenance & Repairs	\$737,282	\$938.02	85

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

Section I: Consumer Profile

One way to increase spending on these services is to increase the options available to consumers in the area. Diversity of businesses offering these services, as well as assuring their location is easily accessible would greatly help ensure a more even distribution of consumer spending across all industries. Furthermore, in the categories with the greatest spending, such as Education, Health Care, and grocery stores, it is important to not only assure that there are enough businesses to meet consumer demand, but also ensure that those businesses that are available are quality and sustainable to ensure and build longevity and resilience in the market.



Population

2,117

1,675

Daytime
Population



\$51,537

Median Household Income

39.8

Median Age



50.2

percent
Female



35.5

High School
Graduates



86.1

percent
White

\$14,104

per year spent on shelter by
the average household

Section II: Employment Profile

Section II: Employment Profile

The Employment Profile is intended to provide and assessment of the town's existing business and employment conditions. This analysis of industry data is necessary to determine the nature of the area's workforce, labor market, and business activity. The data provided will identify current trends that will help guide market-centered decision-making for the future.

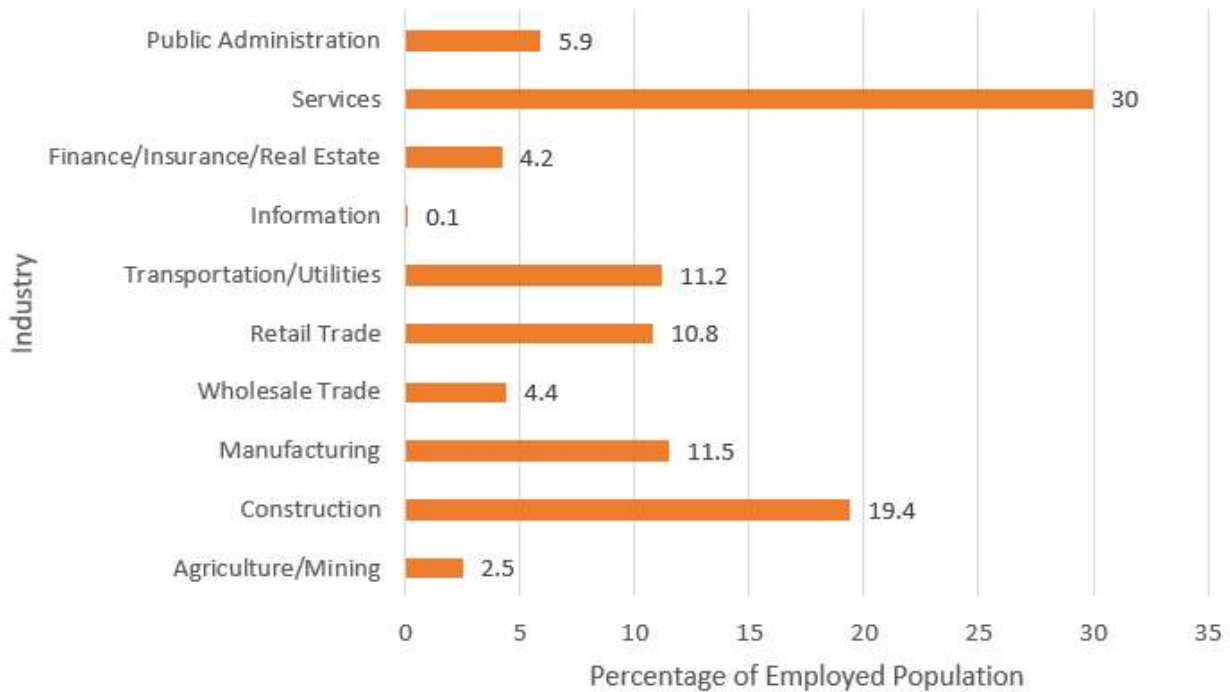
Residential Labor Force

According to U.S. Census data, Thorsby has a labor force of 908 people. 93.9 percent of the labor force is actively employed, leaving an unemployment rate of 6.1 percent. This rate is 1.5 percentage points higher than the national unemployment rate as of October 2021, 3 percentage points higher than the state unemployment rate as of September 2021, and 3.7 percentage points higher than Chilton County's unemployment rate as of September 2021.

Note: Labor force is the portion of residents that are part of the civilian population who are 16 years and older.

For the Town of Thorsby, residential employment is highly concentrated in the Services industry, holding 30 percent of the employed population in Thorsby. The Construction and Transportation/Utilities industries are also large employers for the area's residents.

Figure 5: Employed Population by Industry, 2021

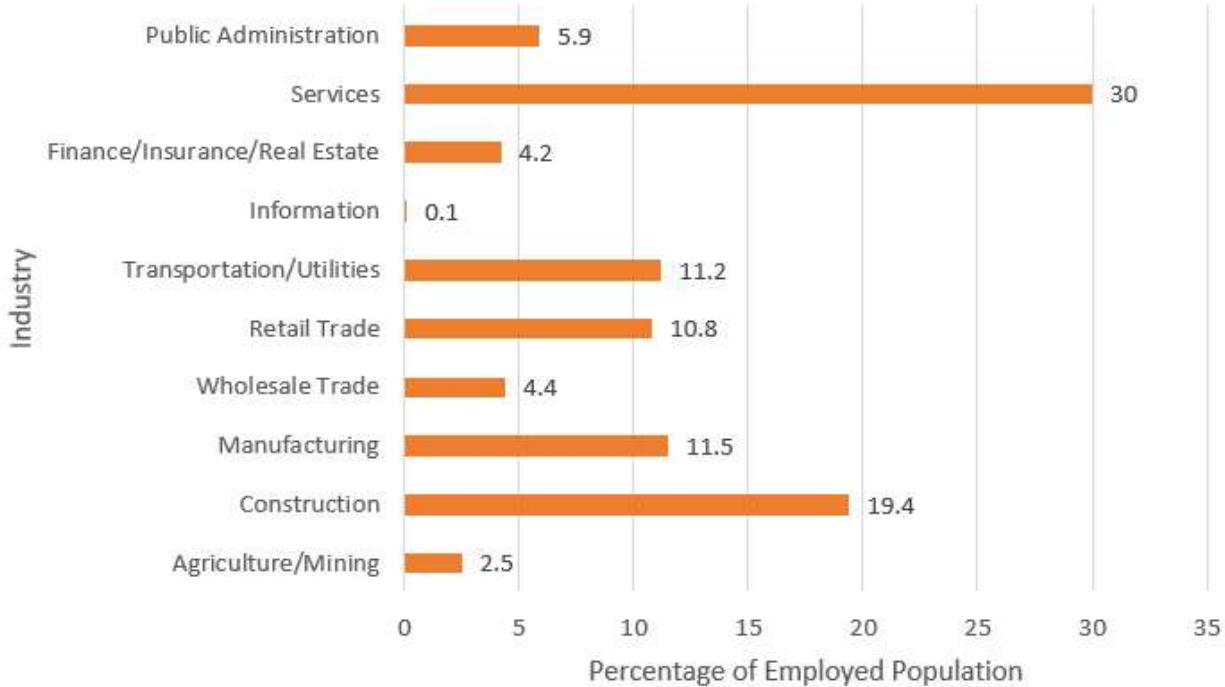


Source: U.S. Census, American Community Survey, 2019

Additionally, data for residential employment by occupation indicates that a large percentage, 20.7 percent, of Thorsby's residents hold positions in Professional occupations. Transportation/Material

Moving and Management/Business/Financial occupations are also popular amongst residents in the area.

Figure 6: Employed Population by Occupation, 2021



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

Local Employers

Current estimates indicate that there are 43 operating businesses in the Town of Thorsby. The private and public sectors within the town employ 256 individuals. Educational Services currently provide the largest number of jobs, with 31.2 percent of employees (80 individuals) holding positions within this industry in Thorsby. The second largest employer industry in Thorsby is Public Administration, which makes up 18.8 percent (28 individuals) of the town’s workforce.

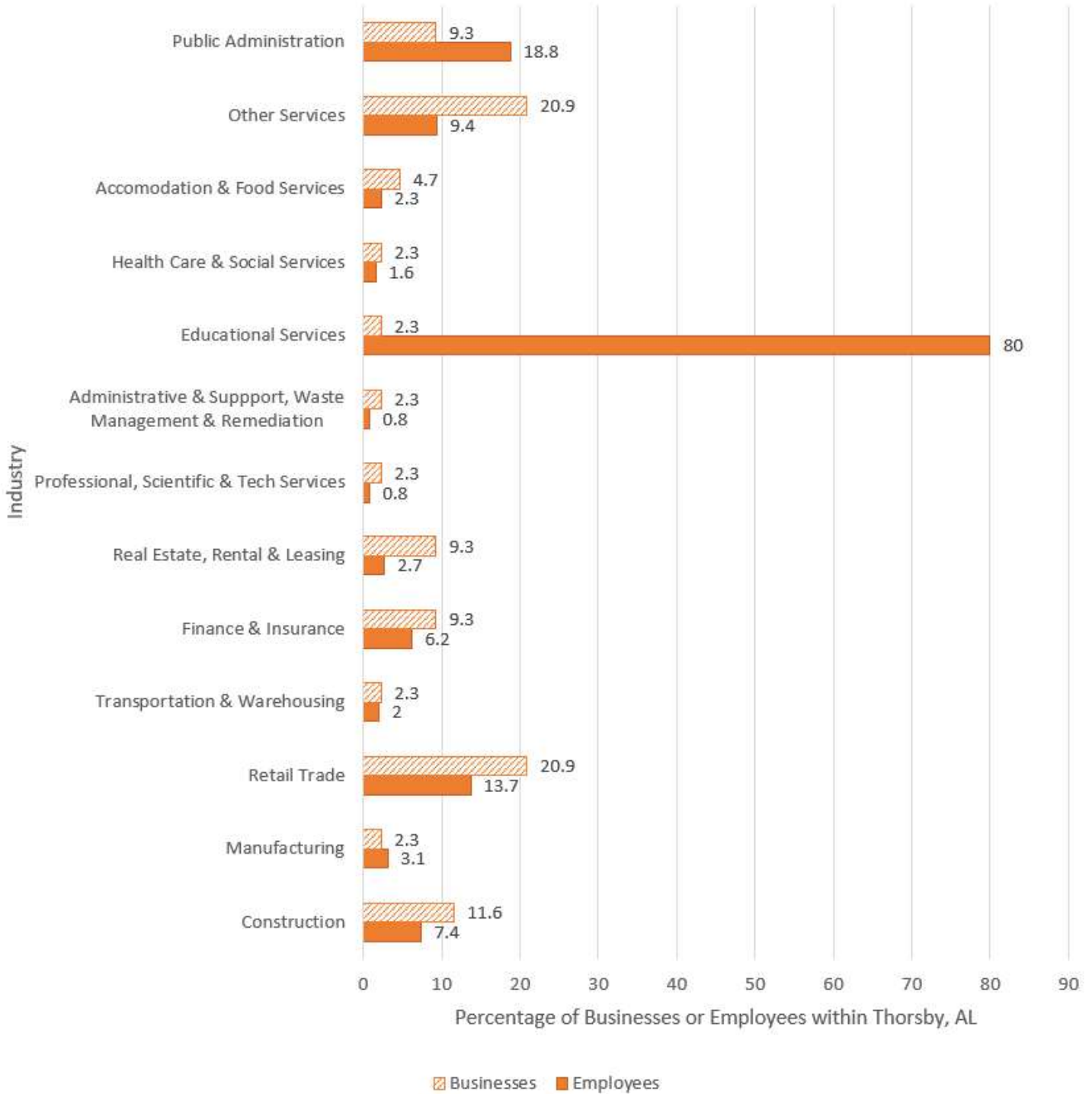
Note: These numbers differ from those analyzed in Section II: Residential Labor Force because the jobs in this section are located within Thorsby town limits.

The industries with largest concentration of businesses in Thorsby are Retail Trade and Other Services, which both comprise of 20.9 percent of businesses (9 businesses each) in the area. Both industries are broken down into sub-sectors.

Note: The full breakdown of all industry sectors for this section can be found in Appendix A on page A-2.

Section II: Employment Profile

Figure 7: Local Employer and Business Industries for Thorsby, AL



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

Thorsby Market Analysis

*The following industries are not shown in Figure 7 because there are currently no operating businesses or active employees:

- Agriculture, Forestry, Fishing & Hunting
- Mining
- Utilities
- Wholesale Trade
- Information
- Management of Companies & Enterprises
- Arts, Entertainment & Food Services

It is important for local officials and stakeholders to be aware of the current business and industry of the local makeup. One way to improve the investment potential, revenue streams, and community resilience is to take steps to increase those industries with little to no representation in the area. Diversifying the local economy is a critical component in ensuring a robust and stable market long-term. Additionally, capitalizing on existing, strong industries in the area such as Education Services or Retail Trade will help Thorsby secure a place in a niche market that may help create revenue inflows from neighboring communities.

Section III: Market Profile

Section III: Market Profile

The Market Profile evaluates the current and potential market opportunities within the town. This assessment is intended to provide insight into Thorsby's 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 true value of demand of the specified good or service. Even if a large portion of the population consumes a product, it does not mean 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 United States' average—an MPI of 100 represents the U.S. average. 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" analyzing 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 goods and services for the adult population and for households in Thorsby, AL. 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 a more accurate and comprehensive understanding of the town's consumer preferences and behaviors.

Note: The purpose for including consumer behavior for both adults, or individuals, and households in Thorsby is because individual consumers will consumer 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 Thorsby have a strong demand for fast food establishments, as 91.6 percent of the population have gone to a fast or drive-in restaurant in the last six months. Also, 89.8 percent of the population bought gasoline in the last 6 months, potentially indicating that this population uses their

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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 Thorsby's population is not any more or any less inclined to demand those goods and services.

Consumers in Thorsby had the least demand for vacations and video games out of all examined goods and services. Notably, four out of the five consumer preferences that has the lowest rate of engagement by the population was travel related. Both domestic and foreign vacations were in low demand by individuals in Thorsby. Additionally, these same categories also had extremely low MPI scores, indicating that this population has a low likelihood of purchasing goods and services related to travel compared to the greater United States.

Table 5: Top five consumer preferences and spending trends for adults in Thorsby, 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	1,489	91.6	102
Bought gasoline in last 6 months	1,459	89.8	105
Read any magazine (paper/electronic version) in last 6 months	1,411	86.8	96
Have a smartphone	1,410	86.8	97
Owned/used any credit/debit card in last 12 months	1,316	81.0	98

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

*Total adult population (18+) is 1,625.

Table 6: Bottom five consumer preferences and spending trends for adults in Thorsby, AL

Product/Consumer Behavior	Expected Number of Adults*	Percent of Adults (%)	Market Potential Index (MPI)
Took 3+ foreign trips by plane in last 3 years	36	2.2	33
Spent on foreign vacations in last 12 months: \$1,000 - \$2,999	39	2.4	53
Played a video/electronic game (portable) in last 12 months	44	2.7	56
Spent on domestic vacations in last 12 months: \$2,000 - \$2,999	51	3.1	72
Spent on foreign vacations in last 12 months: \$3,000+	52	3.2	45

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

*Total adult population (18+) is 1,625.

Section III: Market Profile

Households

The goods and services with the highest demand for households in Thorsby were mainly grocery items. Bread, milk, fruits and vegetables, and beef were all featured as 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 Thorsby, according to the town's MPI for each item.

All the least preferred products and exhibited behaviors were technology related, with very few households subscribing to fiber optics, spending over \$1,000 on a home computer, or purchasing video games in the last year. These trends may indicate that the households in Thorsby either 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 Thorsby.

Table 7: Top five consumer preferences and spending trends for households in Thorsby, AL

Product/Consumer Behavior	Expected Number of HHs*	Percent of HHs (%)	Market Potential Index (MPI)
HH used bread in last 6 months	745	94.8	101
HH owns/leases any vehicle	719	91.5	106
HH used fresh milk in last 6 months	659	83.8	101
HH used fresh fruit/vegetables in last 6 months	641	81.6	97
HH used beef (fresh/frozen) in last 6 months	567	72.1	106

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

*Total number of households is 786.

Table 8: Bottom five consumer preferences and spending trends for households in Thorsby, AL

Product/Consumer Behavior	Expected Number of HHs*	Percent of HHs (%)	Market Potential Index (MPI)
HH subscribes to fiber optic	20	2.5	44
HH spent \$2,000+ on most recent home computer	25	3.2	72
HH spent \$1,500 - \$1,999 on most recent home computer	26	3.3	67
HH spent \$1,000 - \$1,499 on most recent home computer	54	6.9	67
HH purchased video game system in last 12 months	56	7.1	87

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

*Total number of households is 786.

Market Potential Index

As shown in Tables 9 and 10 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 some population is more likely to demand it when given other options. However, the likelihood of the population to demand it—this is what the MPI measures—also does not translate to how many individuals or households will pursue the good or service because 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 9 and 10.

Table 9: Top five consumer preferences and spending trends for adults and households by MPI in Thorsby, 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	231	14.2	155
HH owns any cat	257	32.7	142
HH owns any dog	444	56.5	140
Spent at convenience store in last 30 days: \$51 - \$99	119	7.3	132
HH owns any pet	534	67.9	128

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

*Total adult population (18+) is 1,625 and total number of households is 786.

Table 10: Bottom five consumer preferences and spending trends for adults and households by MPI in Thorsby, AL

Product/Consumer Behavior	Expected Number of adults/HHs*	Percent of adults/HHs (%)	Market Potential Index (MPI)
Took 3+ foreign trips by plan in last 3 years	36	2.2	33
HH subscribes to fiber optic	20	2.5	44
HH subscribes to cable TV	153	19.5	49
Viewed TV show (video-in-demand) in last 30 days	85	5.2	51
Member of any frequent flyer program	178	11.0	53
And			
Spent on foreign vacations in last 12 months: \$1,000 - \$2,999	39	2.4	53
And			
Own any e-reader	88	5.4	53

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

*Total adult population (18+) is 1,625 and total number of households is 786.

Section III: Market Profile

Note: For readability and layout purposes, only the notable products and consumer trends are discussed in this section. The complete market list for Thorsby, AL can be found in Appendix B.

Business and Retail Expansion Opportunities

Opportunities for retail expansion based on the data provided in this analysis can be identified in two ways: the retail gap and the leakage/surplus factor. The retail gap represents the difference between Retail Potential, or demand, and the Retail Sales, or supply. The retail gap, therefore, statistically measures whether a given industry is experiencing a leakage or surplus. If demand is greater than supply, the retail gap will be positive, indicating that a leakage is occurring, and residents of the community are spending on retail goods and services at establishments located outside the community. If supply is greater than demand, the retail gap will be negative, indicating that a surplus is occurring, and establishments in the community are selling more goods and services than what is demanded within the area. This likely means that consumers from outside the community are coming into the community to buy certain goods and services. Table 11 provides a visual representation of a Retail Gap Scenario Simulator to help explain how to analyze the retail gap data.

Table 11: Retail Gap Scenario Simulator

If...	Then...	Meaning...	Expand?
Retail Potential – Retail Sales = Positive Retail Gap or Demand > Supply	Retail leakage occurs	Residents of the community are spending on retail goods and services at establishments located OUTSIDE the community.	Expansion may be beneficial to the area to help prevent local consumers from spending money outside the community.
Retail Potential – Retail Sales = Negative Retail Gap or Demand < Supply	Retail 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 retail goods and services INSIDE the community.	Expanding may hurt current businesses operating in this industry in the area as customers and profits will spread thinner.

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

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In either scenario, expansion may help or hurt the already existing industry. However, when there is a retail leakage occurring, it usually indicates that expansion may be helpful to encourage consumers in the area to remain in the community to shop and may also draw in consumers from other areas. If a retail 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 thin to accommodate all of the businesses in the area.

Another measure that can be used in conjunction with a retail gap analysis to identify expansion opportunities is the leakage/surplus factor. The leakage/surplus factor presents a snapshot of the retail opportunity available for a specific industry or subsector, based on the relationship illustrated by the retail gap. This indicator measures the balance between the volume of supply (retail sales) generated by the retail industry and the demand (retail potential) within the same industry. The factors range from -100 (a total surplus) to 100 (a total leakage). In a retail gap analysis, a positive value represents a leakage of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

The Thorsby market area possesses an estimated \$49.9 million in retail potential and \$19.2 million in retail sales. This results in a positive retail gap of \$30.7 million indicating a large retail 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 is partly due to the small number of businesses relative to the number of households in the area. Increasing the number of businesses in the community, as well as the number of industries these businesses represent would be greatly beneficial to Thorsby's market area.

Thorsby has four areas that provide a retail surplus: Lawn & Garden Equipment & Supply Stores, Gas Stations, Other Motor Vehicle Dealers, and Miscellaneous Store Retailers. The largest surplus industry is Gas Stations, which has a retail gap of -\$849,761 and a leakage/surplus factor of -12.8. These four surplus industries are Thorsby's biggest market revenue assets because that are not only meeting the demand of consumers in the community, but they are also providing resources for consumers outside the community.

The largest leakage industry for Thorsby is Automobile Dealers, which has a total retail gap of \$4,120,769 and a leakage/surplus factor of 100.0. This industry, along with many others, have leakage/surplus factors of 100.0 because there are no businesses that accommodate these industries. The second largest leakage industry for the town is General Merchandise Stores with a total gap of \$3,670,862 and a leakage/surplus factor of 77.2. There is one business in this industry that accommodates the demand for Other General Merchandise Stores (these are typically family owned or smaller chain stores). The highest opportunity for expansion in Thorsby, based on its retail gap and leakage/surplus factors, are Automobile Dealers, General Merchandise Stores, and Food and Beverage Stores/Grocery Stores. Other expansion opportunities are those with the highest retail leakage and leakage/surplus factor, that are also easily attainable investments. Table 13 lists the retail gap analysis for the Town of Thorsby.

Section III: Market Profile

Table 12: Retail Gap Analysis for Thorsby, AL

2017 Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$24,950,575	\$9,605,168	\$15,345,407	44.4	12
Total Retail Trade	44-45	\$22,720,573	\$8,358,272	\$14,362,301	46.2	10
Total Food & Drink	722	\$2,230,002	\$1,246,896	\$983,106	28.3	2
2017 Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$5,249,240	\$1,227,952	\$4,021,288	62.1	3
Automobile Dealers	4411	\$4,120,769	\$0	\$4,120,769	100.0	0
Other Motor Vehicle Dealers	4412	\$654,188	\$1,160,539	-\$506,351	-27.9	2
Auto Parts, Accessories & Tire Stores	4413	\$474,283	\$67,413	\$406,870	75.1	1
Furniture & Home Furnishings Stores	442	\$763,383	\$0	\$763,383	100.0	0
Furniture Stores	4421	\$442,897	\$0	\$442,897	100.0	0
Home Furnishings Stores	4422	\$320,486	\$0	\$320,486	100.0	0
Electronics & Appliance Stores	443	\$616,496	\$0	\$616,496	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,583,171	\$683,426	\$899,745	39.7	1
Bldg Material & Supplies Dealers	4441	\$1,485,099	\$0	\$1,485,099	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$98,072	\$683,426	-\$585,354	-74.9	1
Food & Beverage Stores	445	\$3,441,483	\$0	\$3,441,483	100.0	0
Grocery Stores	4451	\$3,176,608	\$0	\$3,176,608	100.0	0
Specialty Food Stores	4452	\$124,445	\$0	\$124,445	100.0	0
Beer, Wine & Liquor Stores	4453	\$140,430	\$0	\$140,430	100.0	0
Health & Personal Care Stores	446,4461	\$1,418,399	\$536,572	\$881,827	45.1	1
Gasoline Stations	447,4471	\$2,889,784	\$3,739,545	-\$849,761	-12.8	2
Clothing & Clothing Accessories Stores	448	\$736,813	\$0	\$736,813	100.0	0
Clothing Stores	4481	\$487,035	\$0	\$487,035	100.0	0
Shoe Stores	4482	\$112,269	\$0	\$112,269	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$137,509	\$0	\$137,509	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$688,959	\$0	\$688,959	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$599,585	\$0	\$599,585	100.0	0
Book, Periodical & Music Stores	4512	\$89,374	\$0	\$89,374	100.0	0
General Merchandise Stores	452	\$4,212,376	\$541,514	\$3,670,862	77.2	1
Department Stores Excluding Leased Depts.	4521	\$2,921,185	\$0	\$2,921,185	100.0	0
Other General Merchandise Stores	4529	\$1,291,191	\$541,514	\$749,677	40.9	1
Miscellaneous Store Retailers	453	\$965,548	\$1,629,263	-\$663,715	-25.6	2
Florists	4531	\$37,276	\$0	\$37,276	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$169,059	\$0	\$169,059	100.0	0
Used Merchandise Stores	4533	\$148,734	\$0	\$148,734	100.0	0
Other Miscellaneous Store Retailers	4539	\$610,479	\$1,629,263	-\$1,018,784	-45.5	2
Nonstore Retailers	454	\$154,921	\$0	\$154,921	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$50,096	\$0	\$50,096	100.0	0
Vending Machine Operators	4542	\$27,280	\$0	\$27,280	100.0	0
Direct Selling Establishments	4543	\$77,545	\$0	\$77,545	100.0	0
Food Services & Drinking Places	722	\$2,230,002	\$1,246,896	\$983,106	28.3	2
Special Food Services	7223	\$12,668	\$0	\$12,668	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$44,162	\$0	\$44,162	100.0	0
Restaurants/Other Eating Places	7225	\$2,173,172	\$1,246,896	\$926,276	27.1	2

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

Section IV: Segmentation Profile and Innovation Potential

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. The first part of this section is the “Segmentation Profile.” This is a summary of the different “Tapestries” and “LifeMode Groups” that help define your community using 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 second part of this section is “Innovation Potential” which outlines a region’s innovative capacity. Innovative capacity is an all-encompassing measure of a region’s strengths, weaknesses, and potential for growth. Each region has a “headline index” score which is aggregated from five sub-index scores that focus on everything from socioeconomic traits to business dynamics. This information, along with the Tapestry and LifeMode Groups in the Segmentation Profile, will help stakeholders and policy makers quantify aspects of their community that are typically unquantifiable, allowing for greater insight into the local dynamics of the market and the community in which it operates.

Segmentation Profile

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 Thorsby, 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 immigration 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.

LifeMode Groups: Rustic Outposts

Tapestry Segments: Southern Satellites

Section IV: Segmentation Profile & Innovation Potential

Table 13: LifeMode Groups for Thorsby, AL

LifeMode Group	Description
Rustic Outposts	<ul style="list-style-type: none">• Country life with older families in older homes.• Depend on manufacturing, retail, and healthcare, with pockets of mining and agricultural jobs.• Low labor force participation in skilled and service occupations.• Own affordable, older single-family or mobile homes; vehicle ownership is a must.• Residents live within their means, shop at discount stores, and maintain their own vehicles (purchased used) and homes.• Outdoor enthusiasts, who grow their own vegetables, love their pets, and enjoy hunting and fishing.• Pay bills in person; use the yellow pages; read newspapers, magazines, and mail-order books.

Source: ESRI

Table 14: Tapestry Segments for Thorsby, AL

Tapestry Segment	Description
Southern Satellite	<p>Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.</p>
Neighborhood	<ul style="list-style-type: none"> • About 78% of households are owned. • Married couples with no children are the dominant household type, with a number of multigenerational households. • Most are single-family homes (67%), with a number of mobile homes. • Most housing units were built in 1970 or later. • Most households own 1 or 2 vehicles but owning 3+ vehicles is common.
Socioeconomic Traits	<ul style="list-style-type: none"> • Education: almost 40% have a high school diploma only; 45% have college education. • Labor force participation rate is 59.1%, slightly lower than the US. • These consumers are more concerned about cost rather than quality or brand loyalty. • They tend to be somewhat late in adapting to technology. • They obtain a disproportionate amount of their information from TV, compared to other media.

Source: ESRI

Section IV: Segmentation Profile & Innovation Potential

StatsAmerica Innovation Index 2.0 Analysis

The Innovation Index allows states, counties, and municipalities to understand their region's innovative capacity. Innovative capacity is an all-encompassing measure of a region's strengths, weaknesses, and potential for growth. From this information, stakeholders and policy makers can guide their decision-making to a common vision by analyzing their area's assets and liabilities in detail.

The "headline" Innovation Index, or summary index, is calculated from five subindex categories. Three of these subindexes are innovation inputs—Human Capital and Knowledge Creation, Business Dynamics, and Business Profile—and the remaining two subindexes are based on innovation outputs—Employment and Productivity and Economic Well-Being. The sub-indexes are then equally weighted at 20 percent and aggregated to form the headline index. One method for interpreting the index scores is by comparing their regions against other benchmark or peer regions that share characteristics like population density, access to transportation infrastructure, or presence of federal research laboratories. Table 15 lists the five index inputs and outputs and the measures that are included in their calculation.

Table 15: StatsAmerica Innovation Index 2.0 Innovation Inputs, Outputs and Measures

Innovation Inputs			
Input	Definition of Input	Core Index	Measure
Human Capital and Knowledge Creation	This category suggests the extent to which a region's population and labor force are able to engage in innovative activities.	n/a	"Salad Days" Population Growth (Ages 25-44)
		Educational Attainment	High School Attainment (Ages 18-24)
			Some College, No Degree (Age 25+)
			Associate Degree (Age 25+)
			Bachelor's Degree (Age 25+)
			Graduate Degree (Age 25+)
		Knowledge Creation and Technology Diffusion	Patent Technology Diffusion
			University-Based Knowledge Spillovers
			Business Incubator Spillovers
STEM Education and Occupations	STEM Degrees (per 1,000 population)		
	Technology-Based Knowledge Occupation Clusters		
	High-Tech Industry Employment Share		
Business Dynamics	This category gauges the competitiveness of a region by	Establishment Formation	Establishment Births to All Establishments Ratio
			Traded Sector Establishment Births to All Establishments Ratio

Thorsby Market Analysis

	investigating the entry and exit of individual firms—the creative destruction measures.		Jobs Attributes to Establishment Births to Total Employment Ratio
		Establishment Dynamics	Change in Establishment Births to All Establishments Ratio
			Establishment Expansions Divided by Establishment Contractions
			Establishment Births Divided by Establishment Deaths
			Traded Sector Establishment Dynamics
		Venture Capital Dollar Measures	Venture Capital (Average Annual \$)
			Expansion Stage Venture Capital \$
			High-Tech Venture Capital \$
			Change in Venture Capital \$
		Venture Capital Count Measures	Initial Public Offerings
			Venture Capital Deals (Average Annual)
			Change in Venture Capital Deals
Business Profile	This category measures local business conditions and resources available to entrepreneurs and businesses.	Foreign Direct Investment Attractiveness	FDI Employment Index, Foreign Source
			FDI Employment Index, National Source
			FDI \$ Investment Index, Foreign Source
			FDI \$ Investment Index, National Source
		Connectivity	Residential High-Speed Connection Density
			Change in Residential High-Speed Connections
			Farm Operators with Internet Access
		Dynamic Industry Profile	Small Establishments (Average)
			Large Establishments (Average)
			High-Tech, Early-in-Life-Cycle Establishment Ratio
		Proprietorship	Proprietorship Rate
			Change in Proprietorship Rate
			Proprietor Income to Total Wages and Salaries
			Availability of Capital from All Banks

Section IV: Segmentation Profile & Innovation Potential

Innovation Outputs			
Input	Definition of Input	Core Index	Measure
Employment and Productivity	This category describes economic growth, regional desirability, or direct outcomes of innovative activity.	n/a	Job Growth to Population Growth Ratio
		n/a	Change in Share of High-Tech Industry Employment
		Industry Performance	Cluster Diversity
			Cluster Strength
			Cluster Growth Factor
		Gross Domestic Product (GDP)	GDP per Worker
			Change in GDP per Workers
		Patents	Change in Average Patenting Rate
			Patent Diversity
		Economic Well-Being	This category explores standard of living and other economic outcomes.
Compensation	Growth in Wage/Salary Earnings per Worker (Average Annual)		
	Change in Proprietors' Income per Proprietor (Average Annual)		
n/a	Income Inequality (Mean to Median Ratio)		
n/a	Poverty Rate (Average)		
n/a	Unemployment Rate (Average)		
n/a	Dependency Based on Income Sources (Ratio)		
n/a	Net Migration (Average)		

Source: StatsAmerica

In Table 16, the headline index, the innovation inputs and innovation outputs are shown for Chilton County and the Greater Birmingham region. Because these scores are a sum of different measures and not intended to represent a “good” or “bad” level of innovation, they will be interpreted against one another. NOTE: The Innovation Index 2.0 does not provide scores for individual municipalities, so Thorsby’s resident county, Chilton County, is analyzed. Though there are certainly differences between municipalities and the counties in which they reside, the trends and conditions extracted from this analysis are still useful in understanding countywide and regional experiences that affect the market potential of Thorsby.

Thorsby Market Analysis

Table 16: Headline index, innovation input and innovation output scores for Chilton County and the Greater Birmingham region.

County	Headline Index	Innovation Inputs			Innovation Outputs	
		Human Capital and Knowledge Creation	Business Dynamics Index	Business Profile Index	Employment and Productivity Index	Economic Well-Being Index
Chilton	81.1	88.2	49.4	83.6	94.0	86.7
Region	107.0	118.7	97.7	116.1	101.6	100.3

Source: StatsAmerica, Innovation Index 2.0

The headline index score for each county illustrates the overall innovative and economic health of the county. Chilton County has a headline index score that is 25.9 points lower than the region’s headline index score. This gap between scores is because Chilton County had lower scores within every input and output index that was examined. Most notably, the county scored the lowest in the Business Dynamics Index. This category gauges the competitiveness of a region by investigating the entry and exit of individual firms—the creative destruction measures—such as establishment formation, establishment dynamics, venture capital dollar measures, and venture capital count measures (See Table 15 for a more detailed description of this index). Therefore, the biggest liability to Chilton County’s market is its dynamism and investment performance.

The highest sub-index score for the county is 94.0 which is in the Employment and Productivity Index. This indicates that Chilton County’s greatest assets are industry performance and diversity, job growth to population growth, Gross Domestic Product, patents, and High-Tech industry performance.

Section V: Executive Summary

Section V: Executive Summary

The Town of Thorsby has many unique market assets that can be leveraged for future development. This market analysis outlines the current market conditions and retail demands for the city, as well as describes the traditional employment trends of residents and workers in Thorsby. Listed below are key findings from the assessment which summarizes the report and provides convenient reference points.

Section I: Consumer Profile

- The population within the Town of Thorsby has grown steadily in recent decades, with projections for 2026 indicating a total population of 2,160 residents.
- The median household income for Thorsby is higher than the county's and the state's median household income. However, the largest percentage of households in Thorsby earn a household income much lower than the federal poverty guideline, with over 16 percent of households having less than a \$15,000 annual salary.
- The demographic of Thorsby remains predominantly white with 86.1 percent of the population identifying as this race. Additionally, 35.5 percent of the population indicate that their highest level of educational attainment is a high school degree. Diversifying and increasing educational attainment levels may increase market potential and resilience.
- Residential consumer spending trends reflect national and traditional trends, as most of the annual consumer spending is spent on shelter, food, and healthcare. These expenses total over \$27,000 of the average amount spent per household in a year.

Section II: Employment Profile

- Thorsby's residential labor force is comprised of 908 workers, with 93.8 percent of the labor force being actively employed. The unemployment rate for the town is 1.5 percentage points higher than the national unemployment rate as of October 2021.
- Currently, there are 43 operating businesses in the Town of Thorsby, employing 256 individuals.
- Residential employment is highly concentrated in the Services industry, with 30 percent of the population holding positions in this sector. The Construction and Transportation/Utilities industries are also large employers for the area's residents.
- Educational Services currently provide the largest number of jobs, with 31.2 percent of employees (80 individuals) within Thorsby holding positions within this sector. However, the industries with the largest concentration of businesses in Thorsby are Retail Trade and Other Services, which both comprise of 20.9 percent of Thorsby businesses.

Section III: Market Profile

- Thorsby's Individuals in Thorsby have a strong demand for fast food establishments, with 91.6 percent of the population have gone to a fast or drive-in restaurant in the last six months but had least demand for vacations and video games out of all examined goods and services.
- The goods and services with the highest demand for households in Thorsby were mainly grocery items such as bread, milk, fruits and vegetables, and beef. The least preferred products and exhibited behaviors were technology related, with very few households subscribing to fiber optics, spending over \$1,000 on a home computer, or purchasing video

games in the last year. These trends may indicate that the households in Thorsby either 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 Thorsby.

- The Thorsby market area possesses an estimated \$49.9 million in retail potential and \$19.2 million in retail sales. This results in a positive retail gap of \$30.7 million indicating a large retail 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 is partly due to the small number of businesses relative to the number of households in the area. Increasing the number of businesses in the community, as well as the number of industries these businesses represent would be greatly beneficial to Thorsby's market area.
- Thorsby has four areas that provide a retail surplus and are the biggest market assets: Lawn & Garden Equipment & Supply Stores, Gas Stations, Other Motor Vehicle Dealers, and Miscellaneous Store Retailers.
- The largest leakage industry for Thorsby is Automobile Dealers, which has a total retail gap of \$4,120,769 and a leakage/surplus factor of 100.0. This is likely because there are no current businesses in Thorsby that meet this demand, therefore, expanding this industry may be greatly beneficial for the local market.

Section IV: Segmentation Profile and Innovation Index

- The Town of Thorsby falls into one main LifeMode Group: Rustic Outposts. This Group is classified by the country life of its older families living within older homes. They live within their means and often shop at discount stores and maintain their own vehicles. They are outdoor enthusiasts and depend on manufacturing, retail and healthcare for employment.
- The Town of Thorsby falls into one main Tapestry Segment: Southern Satellites. This Segment is the second largest market found in rural settlements that are within metropolitan areas and are primarily located in the South. Incomes and home values are typically below average, but houses are owned and occupied by slightly older married-couple families.
- Chilton County has a headline index score that is 25.9 points lower than the region's headline index score. This gap between scores is because Chilton County had lower scores within every input and output index that was examined. Most notably, the county scored the lowest in the Business Dynamics Index.
- The highest sub-index score for the county is 94.0 which is in the Employment and Productivity Index. This indicates that Chilton County's greatest assets are industry performance and diversity, job growth to population growth, Gross Domestic Product, patents, and High-Tech industry performance.

Appendices

Appendix A: Local Employers

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	5	11.6%	19	7.4%
Manufacturing	1	2.3%	8	3.1%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	9	20.9%	35	13.7%
Motor Vehicle & Parts Dealers	3	7.0%	5	2.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	1	2.3%	8	3.1%
Food & Beverage Stores	2	4.7%	9	3.5%
Health & Personal Care Stores	1	2.3%	3	1.2%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	1	2.3%	7	2.7%
Miscellaneous Store Retailers	1	2.3%	3	1.2%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	2.3%	5	2.0%
Information	0	0.0%	0	0.0%
Finance & Insurance	4	9.3%	16	6.2%
Central Bank/Credit Intermediation & Related Activities	4	9.3%	16	6.2%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	4	9.3%	7	2.7%
Professional, Scientific & Tech Services	1	2.3%	2	0.8%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	2.3%	2	0.8%
Educational Services	1	2.3%	80	31.2%
Health Care & Social Assistance	1	2.3%	4	1.6%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	2	4.7%	6	2.3%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	2	4.7%	6	2.3%
Other Services (except Public Administration)	9	20.9%	24	9.4%
Automotive Repair & Maintenance	3	7.0%	5	2.0%
Public Administration	4	9.3%	48	18.8%
Unclassified Establishments	0	0.0%	0	0.0%
Total	43	100.0%	256	100.0%

Appendix B

Appendix B: Current Market Summary

Demographic Summary		2021	2026
Population		2,117	2,160
Population 18+		1,625	1,656
Households		786	804
Median Household Income		\$51,537	\$55,768

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	852	52.4%	107
Bought any women's clothing in last 12 months	701	43.1%	95
Bought any shoes in last 12 months	822	50.6%	95
Bought costume jewelry in last 12 months	245	15.1%	94
Bought any fine jewelry in last 12 months	235	14.5%	79
Bought a watch in last 12 months	223	13.7%	94
Automobiles (Households)			
HH owns/leases any vehicle	719	91.5%	106
HH bought/leased new vehicle last 12 months	67	8.5%	94
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	1,459	89.8%	105
Bought/changed motor oil in last 12 months	917	56.4%	124
Had tune-up in last 12 months	412	25.4%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,141	70.2%	99
Drank non-diet (regular) in last 6 months	723	44.5%	106
Drank beer/ale in last 6 months	542	33.4%	81
Cameras (Adults)			
Own digital point & shoot camera/camcorder	84	5.2%	64
Own digital SLR camera/camcorder	95	5.8%	73
Printed digital photos in last 12 months	297	18.3%	83
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	511	31.4%	97
Have a smartphone	1,410	86.8%	97
Have a smartphone: Android phone (any brand)	747	46.0%	113
Have a smartphone: Apple iPhone	662	40.7%	85
Number of cell phones in household: 1	238	30.3%	100
Number of cell phones in household: 2	299	38.0%	100
Number of cell phones in household: 3+	224	28.5%	96
HH has cell phone only (no landline telephone)	506	64.4%	100
Computers (Households)			
HH owns a computer	512	65.1%	87
HH owns desktop computer	243	30.9%	89
HH owns laptop/notebook	406	51.7%	88
HH owns any Apple/Mac brand computer	92	11.7%	58
HH owns any PC/non-Apple brand computer	453	57.6%	95
HH purchased most recent computer in a store	267	34.0%	97
HH purchased most recent computer online	109	13.9%	88
HH spent \$1-\$499 on most recent home computer	115	14.6%	103
HH spent \$500-\$999 on most recent home computer	120	15.3%	92
HH spent \$1,000-\$1,499 on most recent home computer	54	6.9%	67
HH spent \$1,500-\$1,999 on most recent home computer	26	3.3%	67
HH spent \$2,000+ on most recent home computer	25	3.2%	72

Thorsby Market Analysis

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,015	62.5%	102
Bought brewed coffee at convenience store in last 30 days	186	11.4%	91
Bought cigarettes at convenience store in last 30 days	231	14.2%	155
Bought gas at convenience store in last 30 days	716	44.1%	120
Spent at convenience store in last 30 days: \$1-19	119	7.3%	105
Spent at convenience store in last 30 days: \$20-\$39	142	8.7%	94
Spent at convenience store in last 30 days: \$40-\$50	133	8.2%	101
Spent at convenience store in last 30 days: \$51-\$99	119	7.3%	132
Spent at convenience store in last 30 days: \$100+	411	25.3%	115
Entertainment (Adults)			
Attended a movie in last 6 months	857	52.7%	89
Went to live theater in last 12 months	150	9.2%	75
Went to a bar/night club in last 12 months	178	11.0%	62
Dined out in last 12 months	732	45.0%	89
Gambled at a casino in last 12 months	170	10.5%	79
Visited a theme park in last 12 months	237	14.6%	79
Viewed movie (video-on-demand) in last 30 days	143	8.8%	59
Viewed TV show (video-on-demand) in last 30 days	85	5.2%	51
Watched any pay-per-view TV in last 12 months	119	7.3%	99
Downloaded a movie over the Internet in last 30 days	118	7.3%	77
Downloaded any individual song in last 6 months	264	16.2%	88
Used internet to watch a movie online in the last 30 days	394	24.2%	75
Used internet to watch a TV program online in last 30 days	287	17.7%	83
Played a video/electronic game (console) in last 12 months	132	8.1%	86
Played a video/electronic game (portable) in last 12 months	44	2.7%	56
Financial (Adults)			
Have home mortgage (1st)	494	30.4%	93
Used ATM/cash machine in last 12 months	831	51.1%	95
Own any stock	113	7.0%	84
Own U.S. savings bond	58	3.6%	73
Own shares in mutual fund (stock)	94	5.8%	72
Own shares in mutual fund (bonds)	61	3.8%	72
Have interest checking account	413	25.4%	85
Have non-interest checking account	519	31.9%	104
Have savings account	936	57.6%	97
Have 401K retirement savings plan	239	14.7%	84
Own/used any credit/debit card in last 12 months	1,316	81.0%	98
Avg monthly credit card expenditures: \$1-110	188	11.6%	102
Avg monthly credit card expenditures: \$111-\$225	87	5.4%	73
Avg monthly credit card expenditures: \$226-\$450	86	5.3%	72
Avg monthly credit card expenditures: \$451-\$700	125	7.7%	113
Avg monthly credit card expenditures: \$701-\$1,000	81	5.0%	79
Avg monthly credit card expenditures: \$1001-2000	83	5.1%	64
Avg monthly credit card expenditures: \$2001+	62	3.8%	56
Did banking online in last 12 months	639	39.3%	91
Did banking on mobile device in last 12 months	468	28.8%	90
Paid bills online in last 12 months	795	48.9%	89

Appendix B

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
HH used beef (fresh/frozen) in last 6 months	567	72.1%	106
HH used bread in last 6 months	745	94.8%	101
HH used chicken (fresh or frozen) in last 6 months	522	66.4%	100
HH used turkey (fresh or frozen) in last 6 months	97	12.3%	88
HH used fish/seafood (fresh or frozen) in last 6 months	395	50.3%	91
HH used fresh fruit/vegetables in last 6 months	641	81.6%	97
HH used fresh milk in last 6 months	659	83.8%	101
HH used organic food in last 6 months	135	17.2%	71
Health (Adults)			
Exercise at home 2+ times per week	379	23.3%	78
Exercise at club 2+ times per week	146	9.0%	62
Visited a doctor in last 12 months	1,245	76.6%	99
Used vitamin/dietary supplement in last 6 months	823	50.6%	93
Home (Households)			
HH did any home improvement in last 12 months	248	31.6%	110
HH used any maid/professional cleaning service in last 12 months	86	10.9%	71
HH purchased low ticket HH furnishings in last 12 months	143	18.2%	101
HH purchased big ticket HH furnishings in last 12 months	170	21.6%	94
HH bought any small kitchen appliance in last 12 months	178	22.6%	97
HH bought any large kitchen appliance in last 12 months	97	12.3%	92
Insurance (Adults/Households)			
Currently carry life insurance	736	45.3%	102
Carry medical/hospital/accident insurance	1,155	71.1%	95
Carry homeowner/personal property insurance	849	52.2%	107
Carry renter's insurance	107	6.6%	71
HH has auto insurance: 1 vehicle in household covered	233	29.6%	102
HH has auto insurance: 2 vehicles in household covered	220	28.0%	101
HH has auto insurance: 3+ vehicles in household covered	215	27.4%	119
Pets (Households)			
Household owns any pet	534	67.9%	128
Household owns any cat	257	32.7%	142
Household owns any dog	444	56.5%	140
Psychographics (Adults)			
Buying American is important to me	739	45.5%	126
Usually buy items on credit rather than wait	199	12.2%	90
Usually buy based on quality - not price	295	18.2%	97
Price is usually more important than brand name	493	30.3%	104
Usually use coupons for brands I buy often	246	15.1%	97
Am interested in how to help the environment	263	16.2%	77
Usually pay more for environ safe product	195	12.0%	80
Usually value green products over convenience	162	10.0%	86
Likely to buy a brand that supports a charity	524	32.2%	91
Reading (Adults)			
Bought digital book in last 12 months	221	13.6%	95
Bought hardcover book in last 12 months	298	18.3%	88
Bought paperback book in last 12 month	372	22.9%	81
Read any daily newspaper (paper version)	204	12.6%	86
Read any digital newspaper in last 30 days	553	34.0%	76
Read any magazine (paper/electronic version) in last 6 months	1,411	86.8%	96

Thorsby Market Analysis

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	1,125	69.2%	96
Went to family restaurant/steak house: 4+ times a month	395	24.3%	98
Went to fast food/drive-in restaurant in last 6 months	1,489	91.6%	102
Went to fast food/drive-in restaurant 9+ times/month	677	41.7%	109
Fast food restaurant last 6 months: eat in	503	31.0%	95
Fast food restaurant last 6 months: home delivery	105	6.5%	73
Fast food restaurant last 6 months: take-out/drive-thru	882	54.3%	113
Fast food restaurant last 6 months: take-out/walk-in	221	13.6%	66
Television & Electronics (Adults/Households)			
Own any tablet	817	50.3%	98
Own any e-reader	88	5.4%	53
Own e-reader/tablet: iPad	407	25.0%	82
HH has Internet connectable TV	287	36.5%	100
Own any portable MP3 player	160	9.8%	68
HH owns 1 TV	156	19.8%	94
HH owns 2 TVs	213	27.1%	102
HH owns 3 TVs	185	23.5%	111
HH owns 4+ TVs	140	17.8%	101
HH subscribes to cable TV	153	19.5%	49
HH subscribes to fiber optic	20	2.5%	44
HH owns portable GPS navigation device	163	20.7%	108
HH purchased video game system in last 12 months	56	7.1%	87
HH owns any Internet video device for TV	203	25.8%	77
Travel (Adults)			
Took domestic trip in continental US last 12 months	751	46.2%	86
Took 3+ domestic non-business trips in last 12 months	189	11.6%	91
Spent on domestic vacations in last 12 months: \$1-999	180	11.1%	105
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	68	4.2%	65
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	63	3.9%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	51	3.1%	72
Spent on domestic vacations in last 12 months: \$3,000+	75	4.6%	65
Domestic travel in last 12 months: used general travel website	74	4.6%	68
Took foreign trip (including Alaska and Hawaii) in last 3 years	304	18.7%	61
Took 3+ foreign trips by plane in last 3 years	36	2.2%	33
Spent on foreign vacations in last 12 months: \$1-999	55	3.4%	62
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	39	2.4%	53
Spent on foreign vacations in last 12 months: \$3,000+	52	3.2%	45
Foreign travel in last 3 years: used general travel website	60	3.7%	59
Nights spent in hotel/motel in last 12 months: any	654	40.2%	86
Took cruise of more than one day in last 3 years	122	7.5%	77
Member of any frequent flyer program	178	11.0%	53
Member of any hotel rewards program	276	17.0%	80