



# KOSCIUSKO MAIN STREET

RETAIL MARKET ANALYSIS

2024

This project is made possible by the Mississippi Main Street Association with funding from the United States Department of Agriculture's Rural Community Development Initiative.

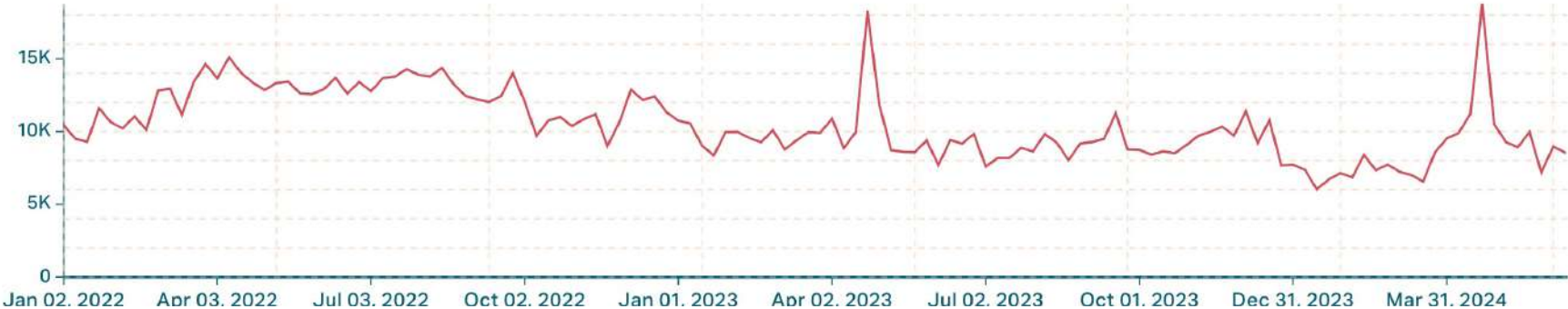


# Visitor **Data**

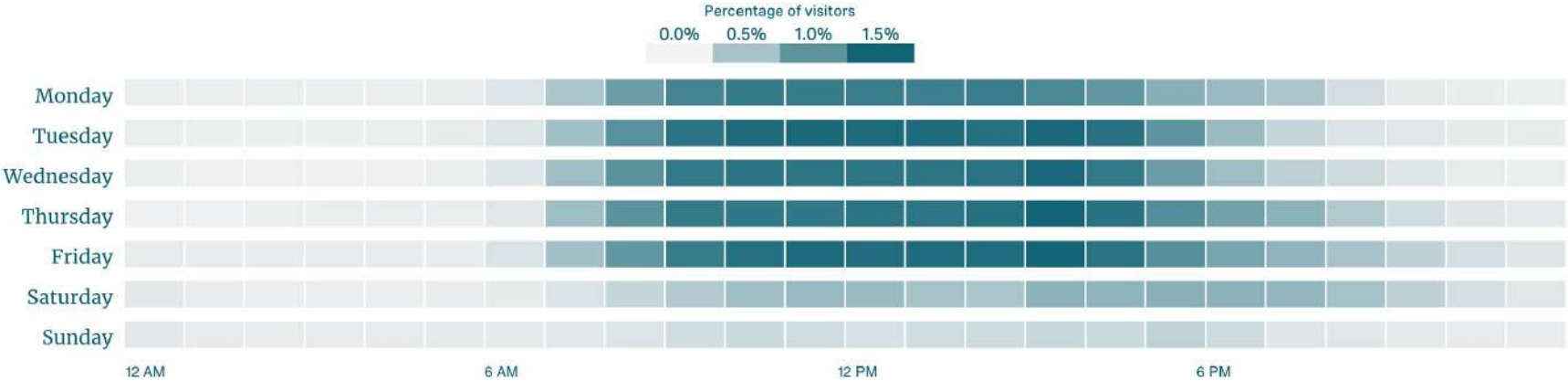
Geofencing technology was used to examine the visitor types, frequency, and times people explore the Kosciusko Main Street District.

# Visitor Data

## Weekly Visits

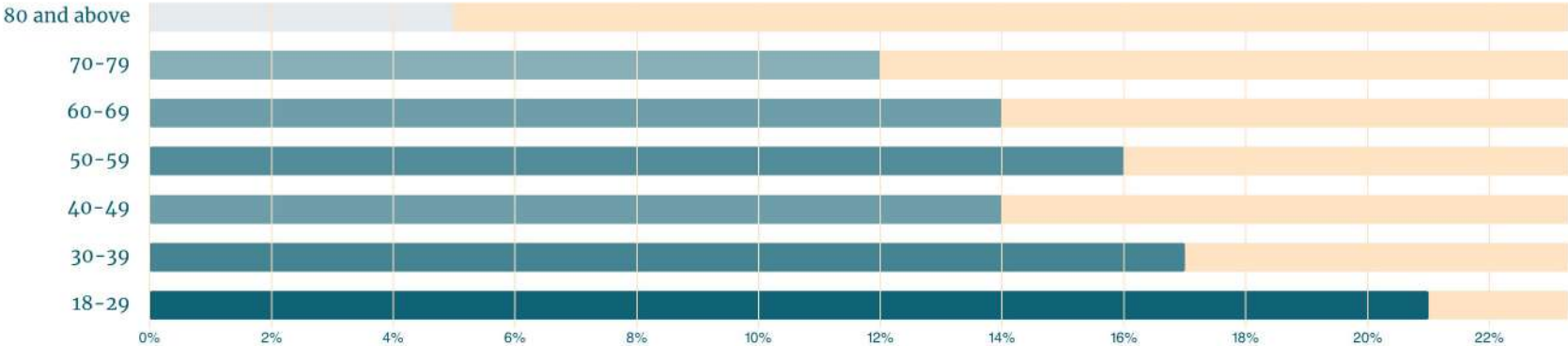


## Visits by Time of Day

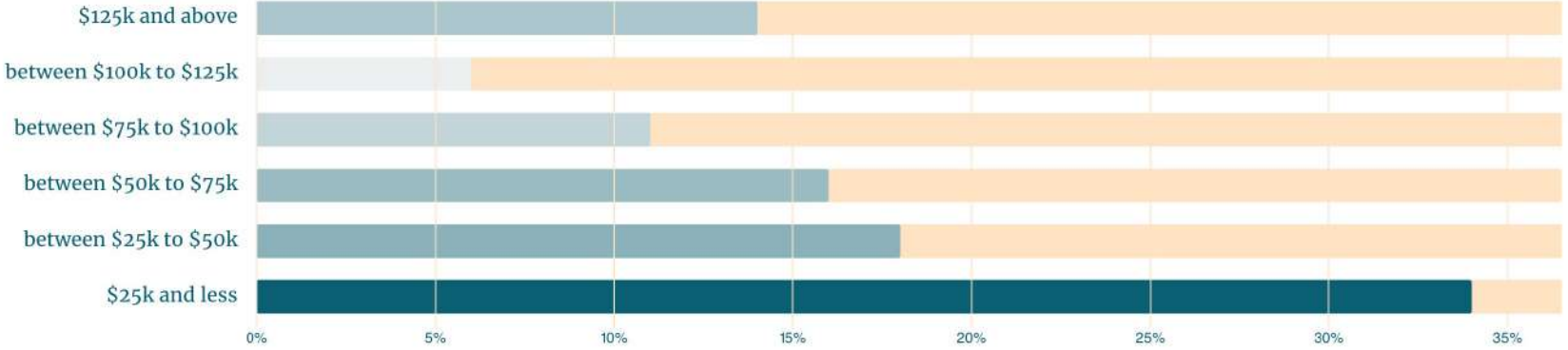


# Visitor Data

## Visitor Age

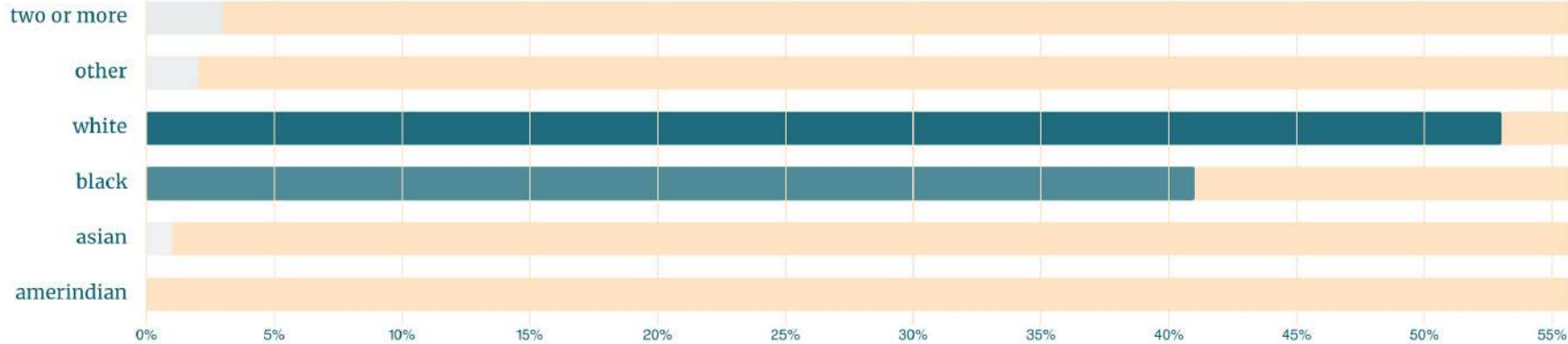


## Visitor Income



# Visitor Data

## Visitor Race



## Visitor Education



# Primary **Trade Area**

Using geofencing to understand the area most customers come from.



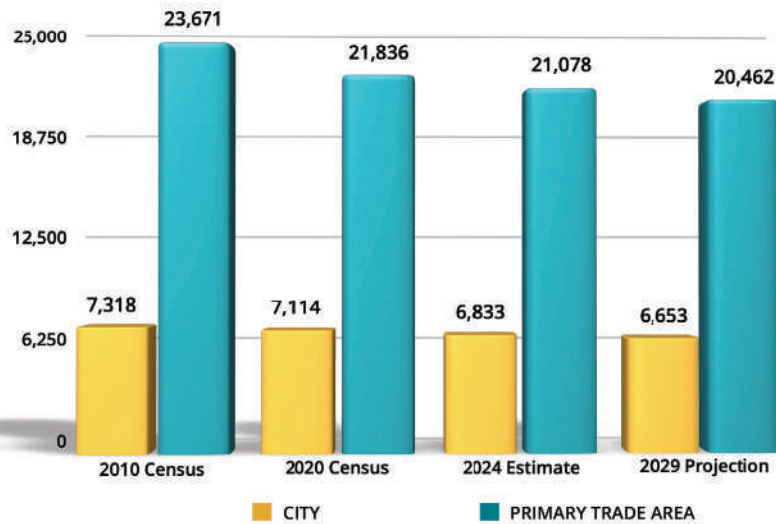


# Demographic **Trends**

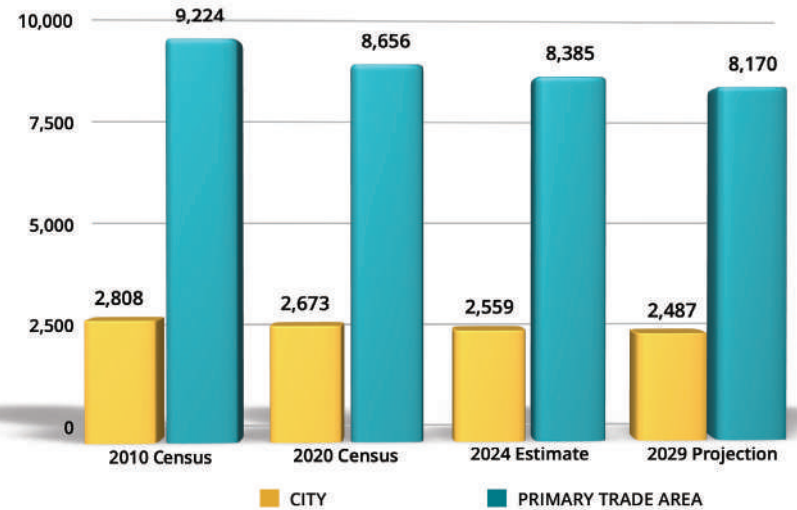
Comparing the City of Kosciusko and the Primary Trade Area.

# Population & Households

## Population Trends



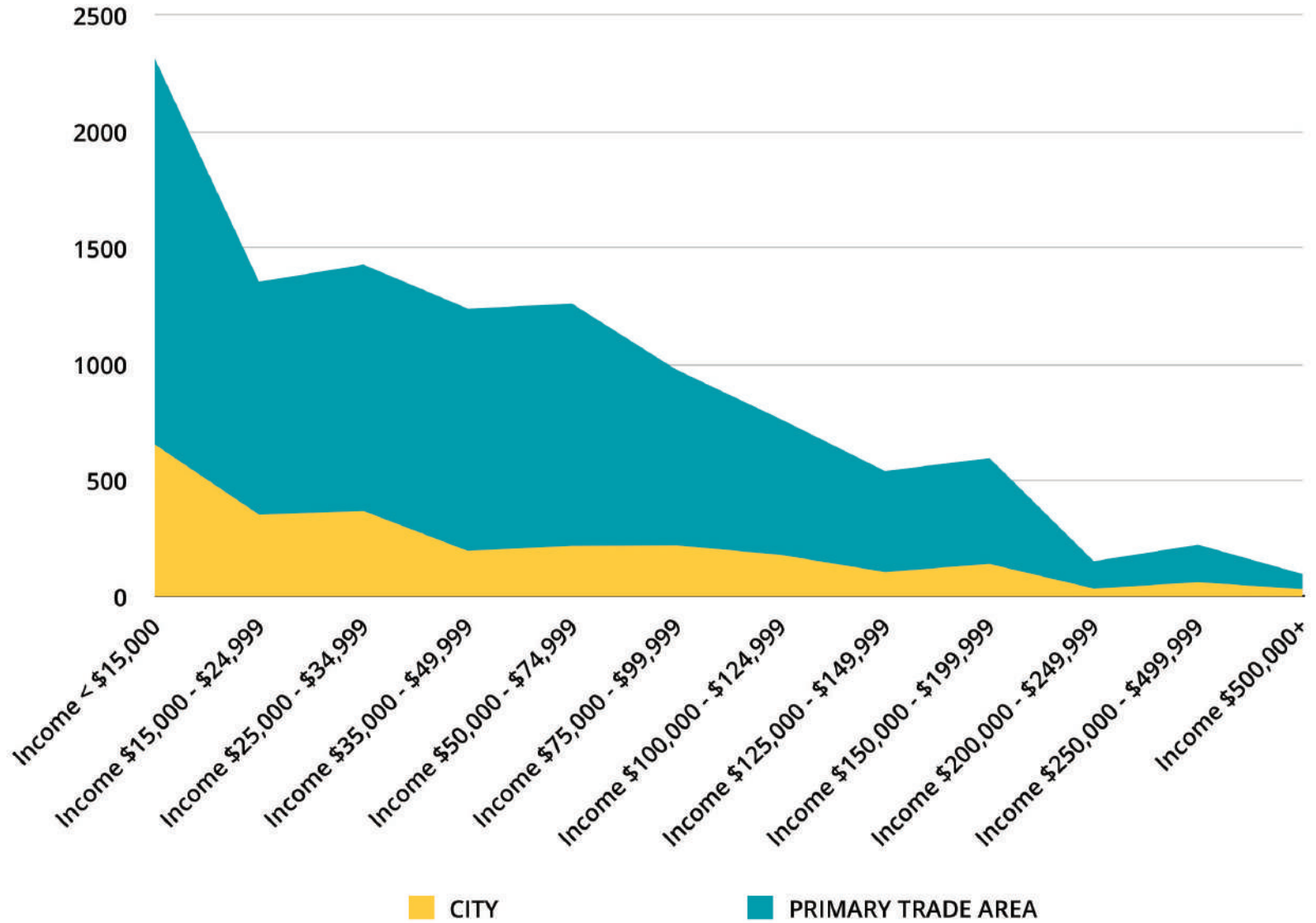
## Household Trends



Time Series	City	Primary Trade Area
2010 Census	7,318	23,671
2020 Census	7,114	21,836
2024 Estimate	6,833	21,078
2029 Projection	6,653	20,462

Time Series	City	Primary Trade Area
2010 Census	2,808	9,224
2020 Census	2,673	8,656
2024 Estimate	2,559	8,385
2029 Projection	2,487	8,170

# Household Income



	City	Primary Trade Area
Avg. Household Income	\$66,167	\$67,153

Source: Claritas, Place + Main Advisors, 2024

# Commute Patterns

LEAVING HOME	% OF TOWN POPULATION	ARRIVING HOME
12:00 A.M. TO 4:59 A.M.	9.8%	9:00 A.M. TO 1:59 P.M.
5:00 A.M. TO 5:29 A.M.	3.8%	2:00 P.M. TO 2:29 P.M.
5:30 A.M. TO 5:59 A.M.	0.8%	2:30 P.M. TO 2:59 P.M.
6:00 A.M. TO 6:29 A.M.	10.5%	3:00 P.M. TO 3:29 P.M.
6:30 A.M. TO 6:59 A.M.	11.5%	3:30 P.M. TO 3:59 P.M.
7:00 A.M. TO 7:29 A.M.	22.0%	4:00 P.M. TO 4:29 P.M.
7:30 A.M. TO 7:59 A.M.	8.2%	4:30 P.M. TO 4:59 P.M.
8:00 A.M. TO 8:29 A.M.	7.6%	5:00 P.M. TO 5:29 P.M.
8:30 A.M. TO 8:59 A.M.	4.0%	5:30 P.M. TO 5:59 P.M.
9:00 A.M. TO 11:59 P.M.	21.7%	6:00 P.M. TO 8:59 P.M.

# Retail **Leakage**

Examining Supply, Demand, and Business Opportunities for the Primary Trade Area.

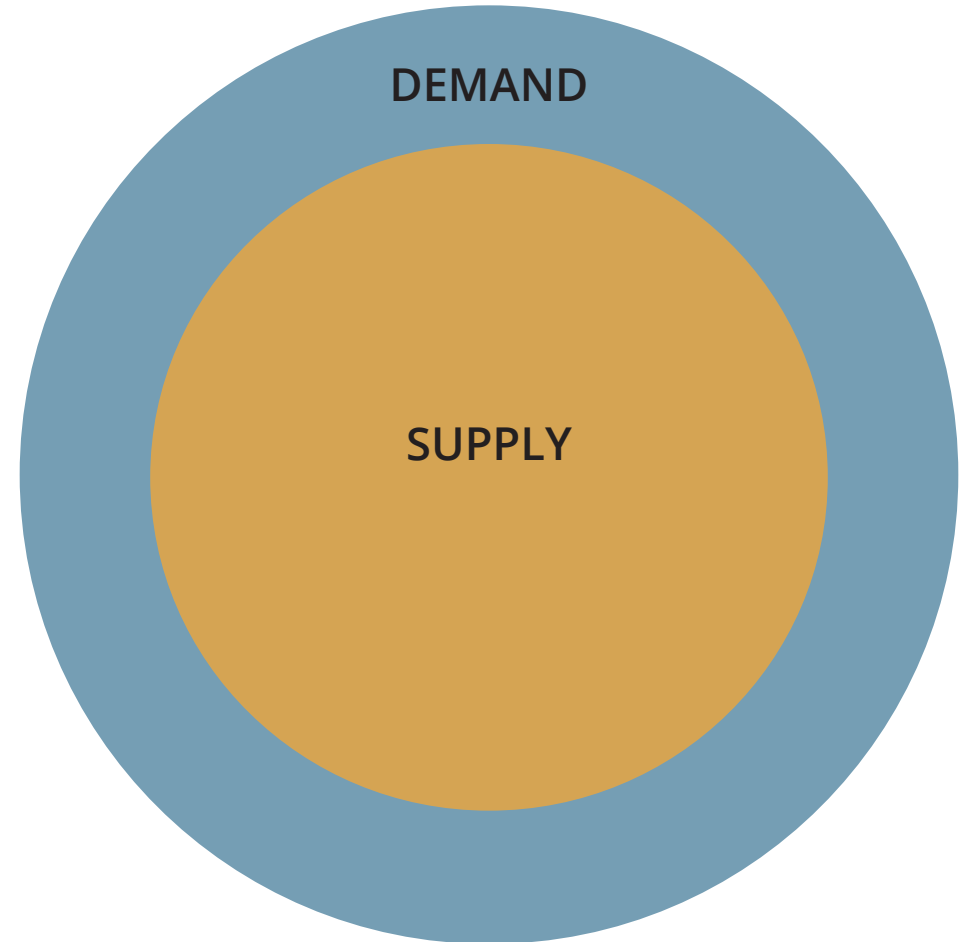
# Retail Leakage

When an area's demand for retail goods and services does not match the supply, it creates what is called Retail Leakage.

This leakage is money that leaves the area to spend in another area because the particular good or service is not available within the defined area. This leakage is the best potential source for the types of additional businesses the area may need.

The following are charts showing the market demand and highest leakage areas for the Primary Trade Area.

**The presence of a gap is not a guarantee of success for prospective businesses.**



# Retail Leakage

## Primary Trade Area

	2024 Demand (\$)	2024 Supply (\$)	Opportunity Gap/Surplus	2029 Demand (\$)	Projected Gap/Surplus
Total retail trade including food and drink (NAICS 44, 45 and 722)	\$367,468,956	\$280,226,954	\$87,242,002	\$380,224,040	\$99,997,086
Total retail trade (NAICS 44 and 45)	\$324,400,904	\$257,344,555	\$67,056,349	\$336,405,265	\$79,060,710
Food services and drinking places (NAICS 722)	\$43,068,052	\$22,882,399	\$20,185,653	\$43,818,776	\$20,936,377

Source: Claritas, Place + Main Advisors, 2024

# Business Opportunities

Based on Projected Retail Leakage

	2024 Demand (\$)	2024 Supply (\$)	Opportunity Gap/ Surplus (\$)	2029 Demand (\$)	Projected Gap/ Surplus	Max. Supportable Sq Ft
Furniture stores (NAICS 4421)	\$3,631,279	\$644,016	\$2,987,263	\$3,690,527	\$3,046,511	9,374
Home furnishings stores (NAICS 4422)	\$2,694,220	\$1,394,614	\$1,299,605	\$2,838,417	\$1,443,803	6,843
Supermarkets and other grocery (except convenience) stores (NAICS 44511)	\$37,818,905	\$15,780,894	\$22,038,011	\$38,804,227	\$23,023,333	46,047
Other health and personal care stores (NAICS 44619)	\$1,084,905	\$1,911	\$1,082,994	\$1,067,376	\$1,065,465	3,044
Family clothing stores (NAICS 44814)	\$6,475,474	\$3,555,624	\$2,919,850	\$5,876,119	\$2,320,495	10,089
Sporting goods stores (NAICS 45111)	\$2,696,741	\$1,297,176	\$1,399,565	\$2,706,671	\$1,409,495	7,380
Pet and pet supplies stores (NAICS 45391)	\$1,227,839	\$-	\$1,227,839	\$1,253,007	\$1,253,007	4,042
Full-service restaurants (NAICS 722511)	\$19,289,524	\$2,779,176	\$16,510,348	\$19,649,065	\$16,869,889	27,656
Limited-service restaurants (NAICS 722513)	\$16,169,179	\$15,384,250	\$784,929	\$16,444,349	\$1,060,099	5,300
Snack and non-alcoholic beverage bars (NAICS 722515)	\$2,470,439	\$731,998	\$1,738,441	\$2,512,555	\$1,780,557	4,190



# Business Opportunities

Based on Projected Retail Leakage



**FURNITURE STORES  
(NAICS 4421)**

2024 Demand (\$)	\$3,631,279
2024 Supply (\$)	\$644,016
Opportunity Gap/ Surplus (\$)	\$2,987,263
2029 Demand (\$)	\$3,690,527
Projected Gap/ Surplus	\$3,046,511
Max. Supportable Sq Ft	9,374



**HOME FURNISHINGS STORES  
(NAICS 4422)**

2024 Demand (\$)	\$2,694,220
2024 Supply (\$)	\$1,394,614
Opportunity Gap/ Surplus (\$)	\$1,299,605
2029 Demand (\$)	\$2,838,417
Projected Gap/ Surplus	\$1,443,803
Max. Supportable Sq Ft	6,843



**SUPERMARKETS AND OTHER  
GROCERY STORES (NAICS 44511)**

2024 Demand (\$)	\$37,818,905
2024 Supply (\$)	\$15,780,894
Opportunity Gap/ Surplus (\$)	\$22,038,011
2029 Demand (\$)	\$38,804,227
Projected Gap/ Surplus	\$23,023,333
Max. Supportable Sq Ft	46,047



**OTHER HEALTH AND PERSONAL  
CARE STORES (NAICS 44619)**

2024 Demand (\$)	\$1,084,905
2024 Supply (\$)	\$1,911
Opportunity Gap/ Surplus (\$)	\$1,082,994
2029 Demand (\$)	\$1,067,376
Projected Gap/ Surplus	\$1,065,465
Max. Supportable Sq Ft	3,044

# Business Opportunities

Based on Projected Retail Leakage



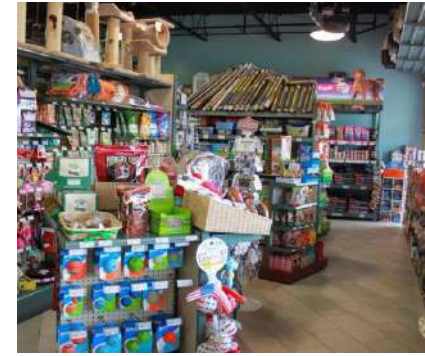
**FAMILY CLOTHING STORES  
(NAICS 44814)**

2024 Demand (\$)	\$6,475,474
2024 Supply (\$)	\$3,555,624
Opportunity Gap/ Surplus (\$)	\$2,919,850
2029 Demand (\$)	\$5,876,119
Projected Gap/ Surplus	\$2,320,495
Max. Supportable Sq Ft	10,089



**SPORTING GOODS STORES  
(NAICS 45111)**

2024 Demand (\$)	\$2,696,741
2024 Supply (\$)	\$1,297,176
Opportunity Gap/ Surplus (\$)	\$1,399,565
2029 Demand (\$)	\$2,706,671
Projected Gap/ Surplus	\$1,409,495
Max. Supportable Sq Ft	7,380



**PET AND PET SUPPLIES STORES  
(NAICS 45391)**

2024 Demand (\$)	\$1,227,839
2024 Supply (\$)	\$-
Opportunity Gap/ Surplus (\$)	\$1,227,839
2029 Demand (\$)	\$1,253,007
Projected Gap/ Surplus	\$1,253,007
Max. Supportable Sq Ft	4,042

# Business Opportunities

Based on Projected Retail Leakage



**FULL-SERVICE RESTAURANTS  
(NAICS 722511)**

2024 Demand (\$)	\$19,289,524
2024 Supply (\$)	\$2,779,176
Opportunity Gap/ Surplus (\$)	\$16,510,348
2029 Demand (\$)	\$19,649,065
Projected Gap/ Surplus	\$16,869,889
Max. Supportable Sq Ft	27,656



**LIMITED-SERVICE RESTAURANTS  
(NAICS 722513)44612)**

2024 Demand (\$)	\$16,169,179
2024 Supply (\$)	\$15,384,250
Opportunity Gap/ Surplus (\$)	\$784,929
2029 Demand (\$)	\$16,444,349
Projected Gap/ Surplus	\$1,060,099
Max. Supportable Sq Ft	5,300



**SNACK AND NON-ALCOHOLIC  
BEVERAGE BARS (NAICS 722515)**

2024 Demand (\$)	\$2,470,439
2024 Supply (\$)	\$731,998
Opportunity Gap/ Surplus (\$)	\$1,738,441
2029 Demand (\$)	\$2,512,555
Projected Gap/ Surplus	\$1,780,557
Max. Supportable Sq Ft	4,190

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