



SAGINAW, TEXAS

Retail Market Analysis

FEBRUARY 2020



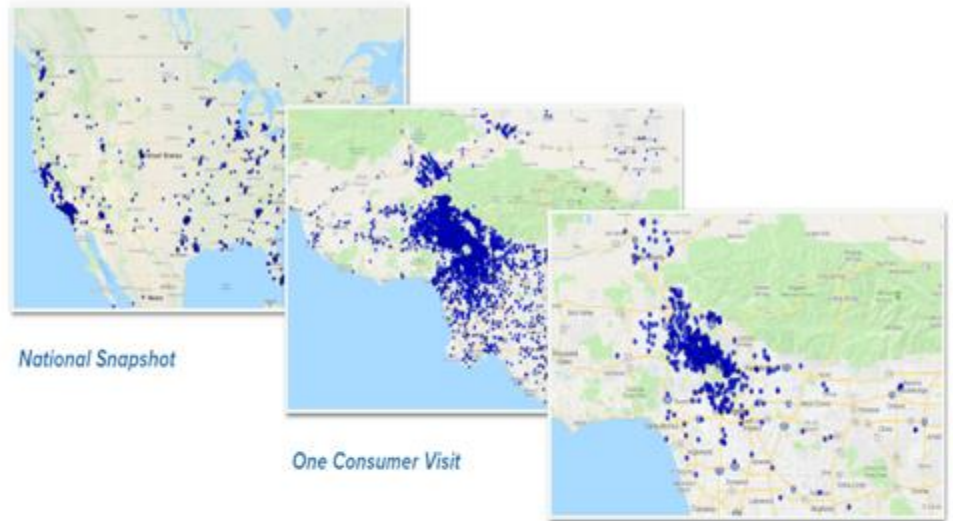
SAGINAW
TEXAS

Mobile Location Data

(Cell Phone Analysis)

What It Is

The **most accurate** way to determine your community's Retail Trade Area



National Snapshot

One Consumer Visit

Three Consumer Visits

How It Works

1. Shoppers in your community use **specific apps** where they have opted-in for location tracking
2. The app(s) report on their location while in your community
3. Using geofencing, we can target **specific stores and retail developments** to tell where those shoppers are coming from and when/how frequently they visited

Why We Use It

1. More **accurate** than radials, drive times, and outdated methods used to determine retail trade areas
2. Provides **factual data for retailers and developers** that computer models can't - making us more likely to successfully recruit retailers to your community





Metrics

Est. # of Customers

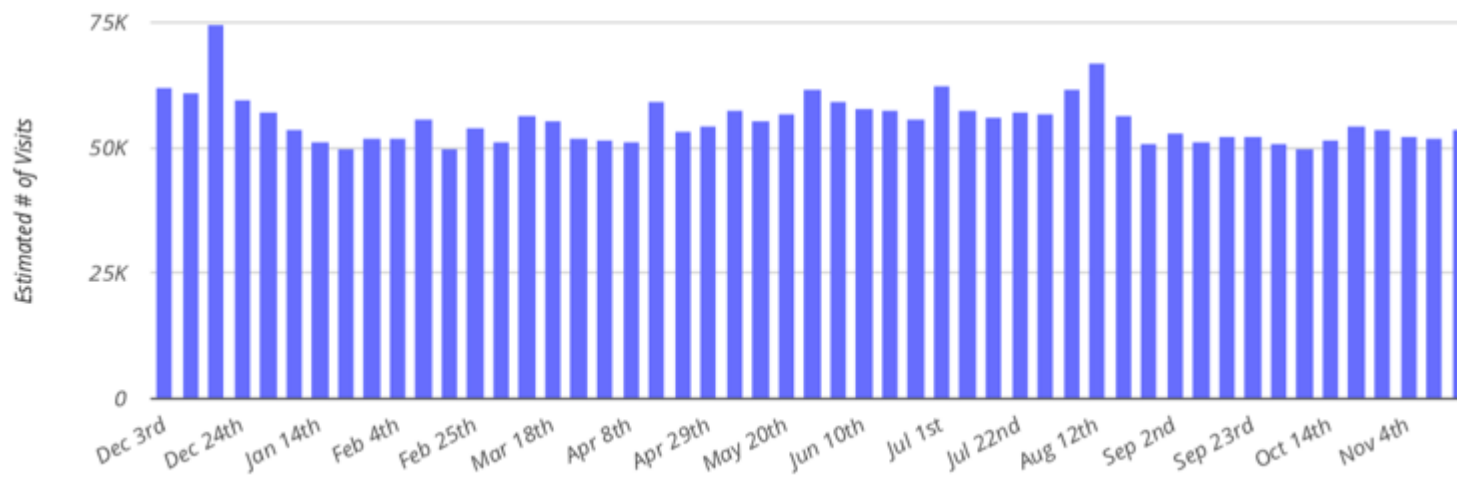
Est. # of Visits

Walmart Shopping Ce... / N Saginaw B...

318.6K

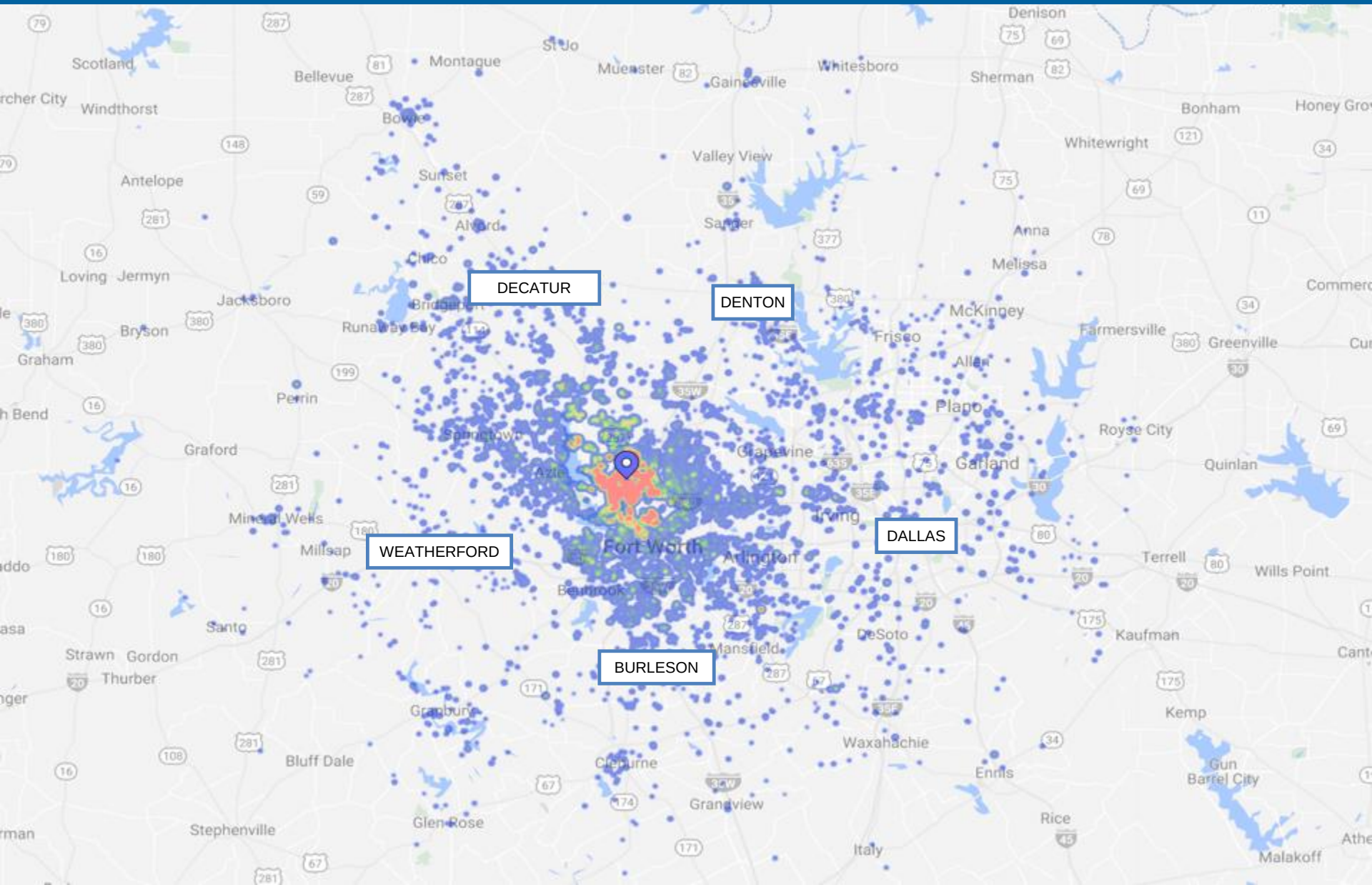
2.9M

Visits Trend



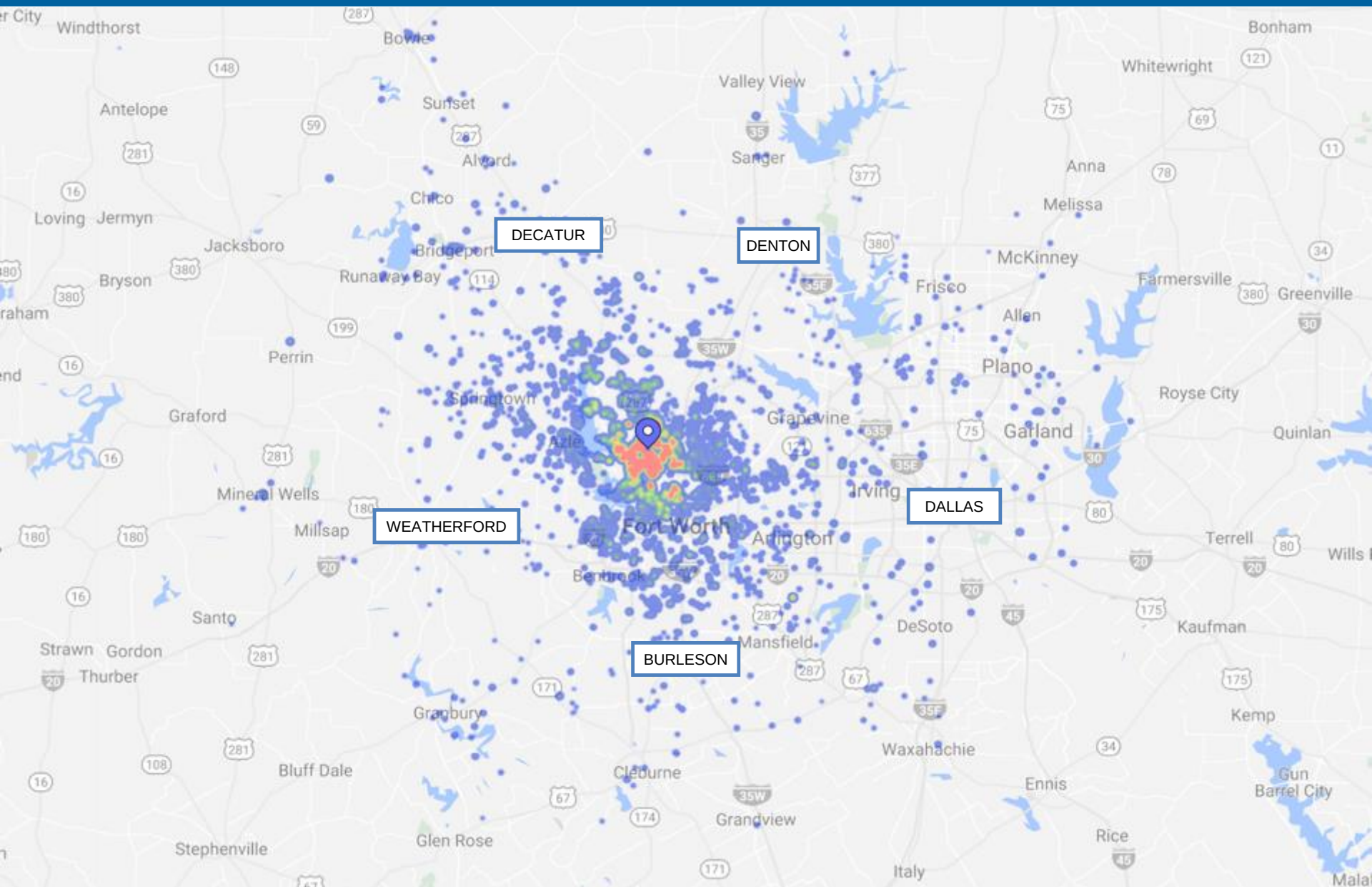
Saginaw

Walmart Shopping Center Cell Phone Analysis (1+ Visits)



Saginaw

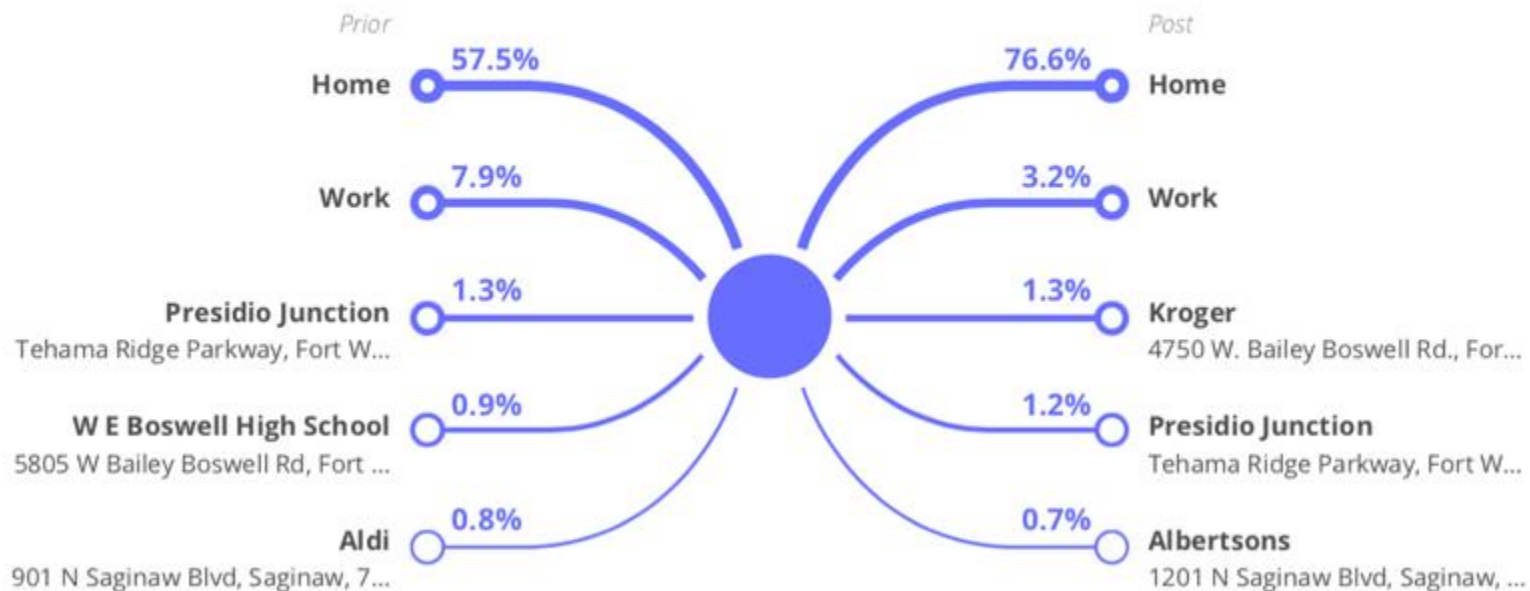
Walmart Shopping Center Cell Phone Analysis (2+ Visits)





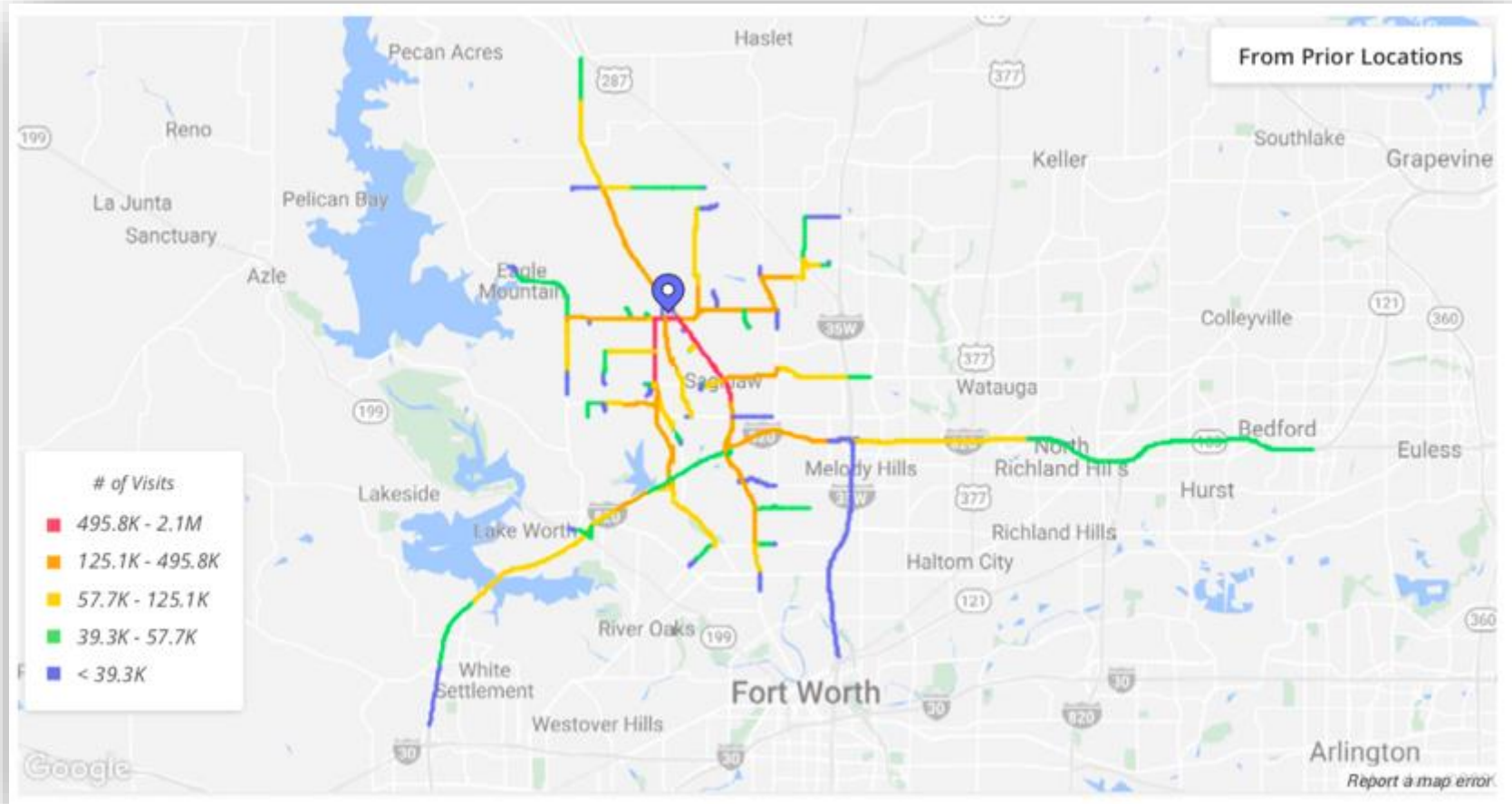
Customer Journey

Walmart Shopping Center / N Saginaw Blvd



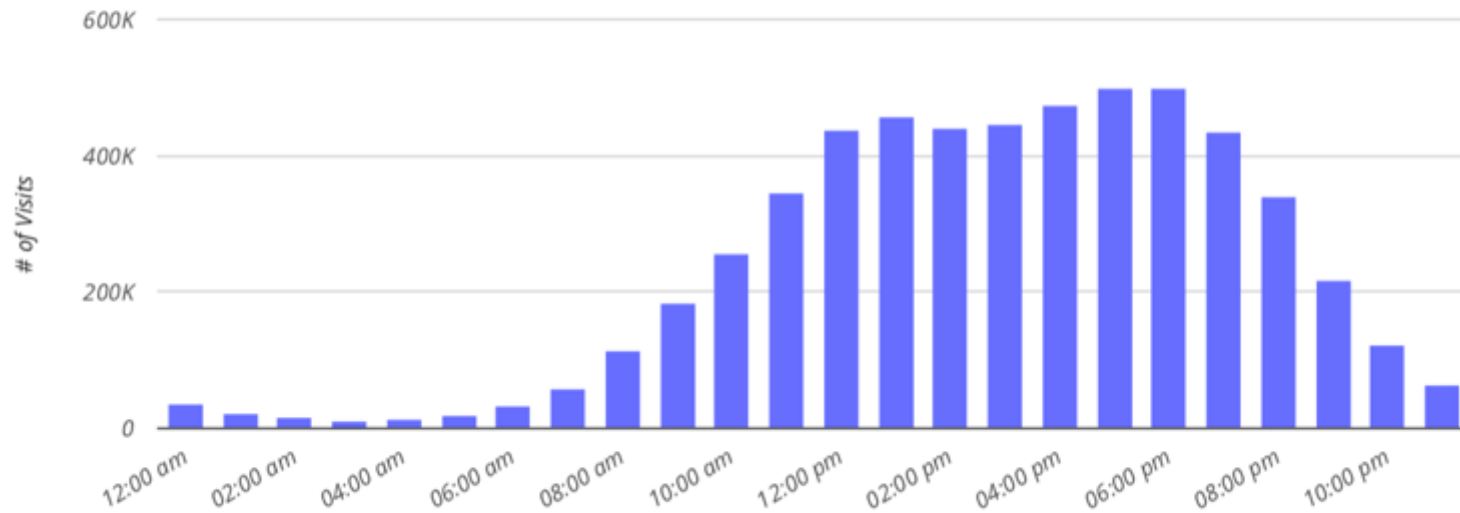
Saginaw

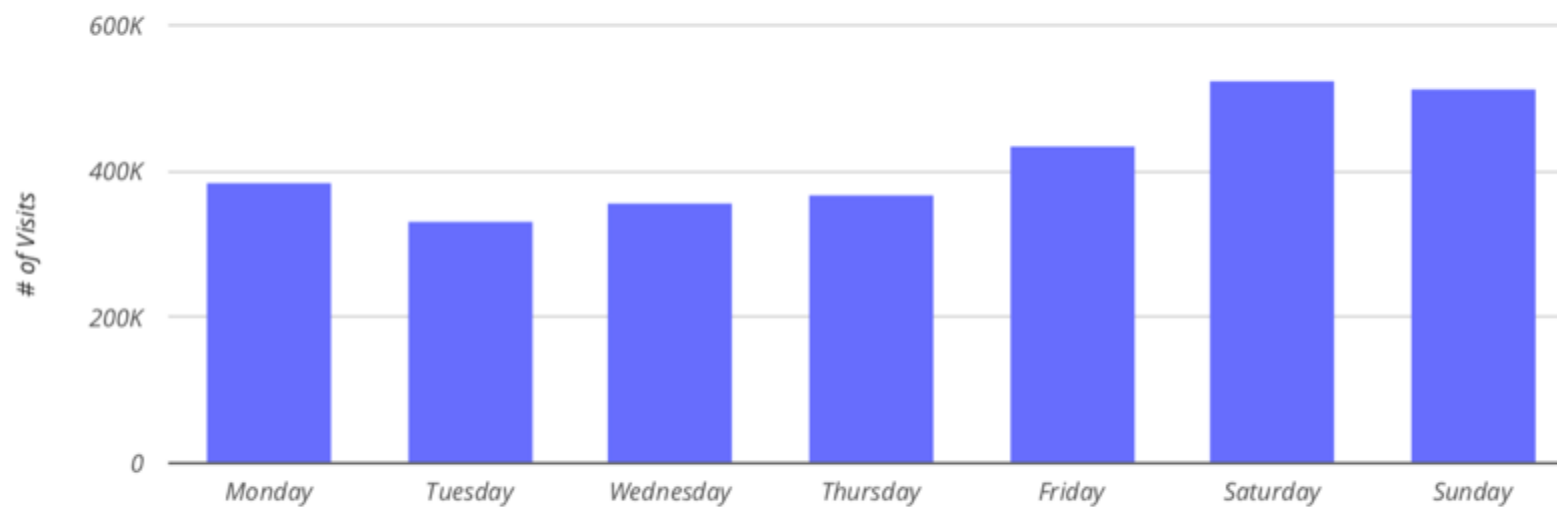
Walmart Shopping Center Cell Phone Analysis

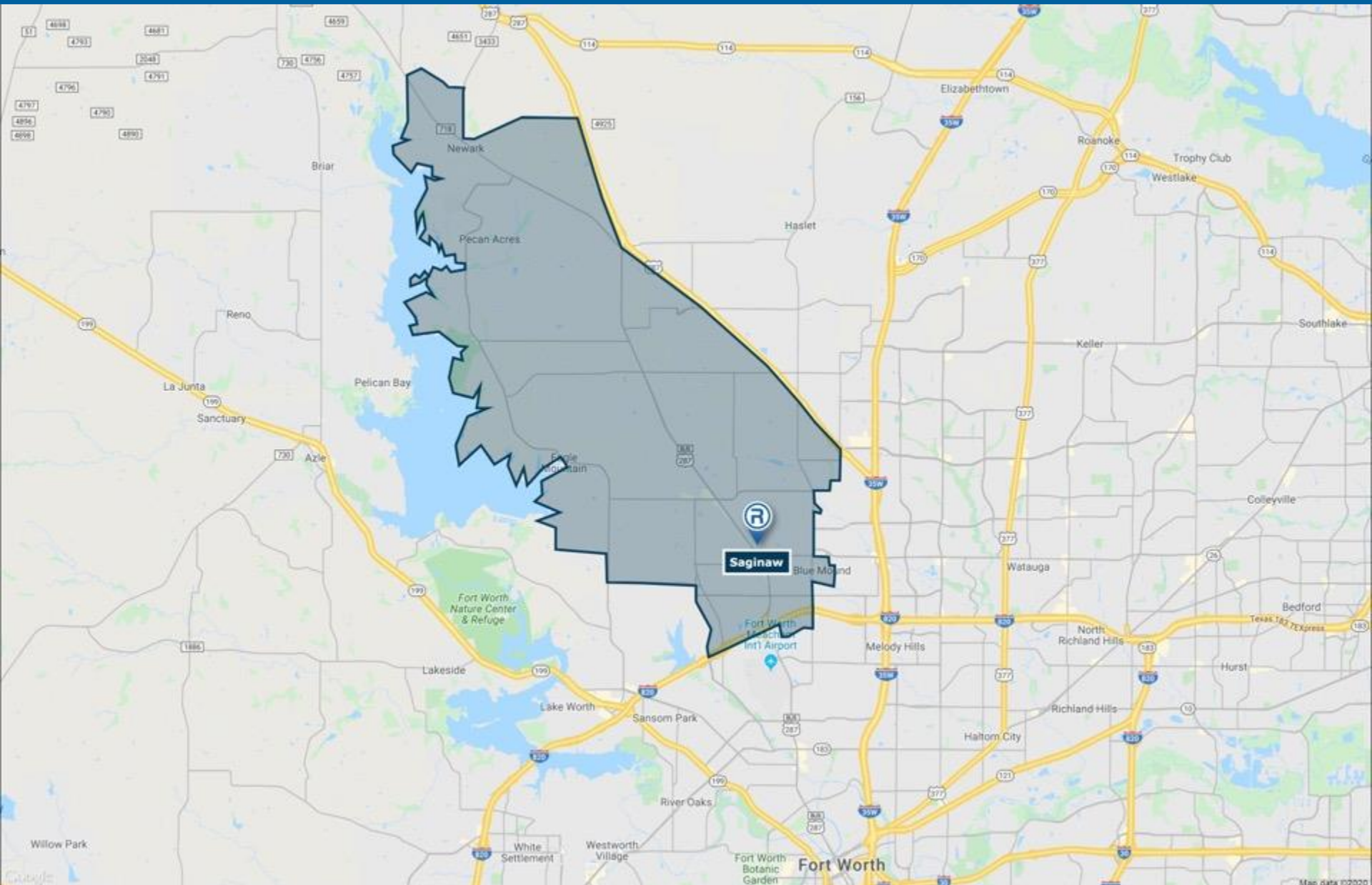




Hourly Visits







Saginaw Retail Trade Area Demographics



Population		Age	
2010	67,318	0 - 9 Years	15.70%
2020	95,471	10 - 17 Years	12.78%
2025	104,327	18 - 24 Years	9.54%
Educational Attainment (%)		25 - 34 Years	13.40%
Graduate or Professional Degree	7.8%	35 - 44 Years	14.94%
Bachelors Degree	21.4%	45 - 54 Years	13.78%
Associate Degree	8.9%	55 - 64 Years	10.59%
Some College	25.5%	65 and Older	9.27%
High School Graduate (GED)	26.5%	Median Age	33.98
Some High School, No Degree	5.6%	Average Age	34.61
Less than 9th Grade	4.3%	Race Distribution (%)	
Income		White	72.43%
Average HH	\$111,438	Black/African American	9.64%
Median HH	\$92,861	American Indian/Alaskan	0.64%
Per Capita	\$35,895	Asian	4.64%
		Native Hawaiian/Islander	0.13%
		Other Race	8.86%
		Two or More Races	3.67%
		Hispanic	28.22%

Retail Trade Area • Gap/Opportunity Analysis

Saginaw, Texas

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	Total retail trade including food and drinking places	\$1,991,337,923	\$410,507,249	\$1,580,830,674	0.21
441	Motor vehicle and parts dealers	\$484,712,226	\$99,282,020	\$385,430,206	0.20
4411	Automobile dealers	\$422,447,039	\$5,528,824	\$416,918,215	0.01
4412	Other motor vehicle dealers	\$28,269,894	\$2,553,050	\$25,716,844	0.09
4413	Automotive parts, accessories, and tire stores	\$33,995,293	\$91,200,146	-\$57,204,853	2.68
442	Furniture and home furnishings stores	\$41,471,791	\$3,205,657	\$38,266,134	0.08
4421	Furniture stores	\$22,970,739	\$2,389,241	\$20,581,498	0.10
4422	Home furnishings stores	\$18,501,052	\$816,416	\$17,684,636	0.04
443	Electronics and appliance stores	\$31,567,055	\$1,195,692	\$30,371,363	0.04
443141	Household appliance stores	\$4,324,489	\$0	\$4,324,489	0.00
443142	Electronics stores	\$27,242,567	\$1,195,692	\$26,046,875	0.04
444	Building material and garden equipment and supplies dealers	\$120,499,111	\$6,020,634	\$114,478,477	0.05
4441	Building material and supplies dealers	\$107,409,008	\$5,694,159	\$101,714,849	0.05
44411	Home centers	\$55,848,522	\$0	\$55,848,522	0.00
44412	Paint and wallpaper stores	\$4,797,185	\$0	\$4,797,185	0.00
44413	Hardware stores	\$8,912,515	\$2,498,573	\$6,413,942	0.28
44419	Other building material dealers	\$37,850,786	\$3,195,586	\$34,655,200	0.08
4442	Lawn and garden equipment and supplies stores	\$13,090,104	\$326,475	\$12,763,629	0.02
44421	Outdoor power equipment stores	\$1,438,191	\$0	\$1,438,191	0.00
44422	Nursery, garden center, and farm supply stores	\$11,651,912	\$326,475	\$11,325,437	0.03
445	Food and beverage stores	\$236,025,930	\$37,481,083	\$198,544,847	0.16
4451	Grocery stores	\$214,935,459	\$33,148,343	\$181,787,116	0.15
44511	Supermarkets and other grocery (except convenience) stores	\$206,043,007	\$30,992,100	\$175,050,907	0.15
44512	Convenience stores	\$8,892,452	\$2,156,243	\$6,736,209	0.24
4452	Specialty food stores	\$6,428,028	\$0	\$6,428,028	0.00
4453	Beer, wine, and liquor stores	\$14,662,444	\$4,332,740	\$10,329,704	0.30



446	Health and personal care stores	\$100,881,711	\$26,502,262	\$74,379,449	0.26
44611	Pharmacies and drug stores	\$81,086,633	\$23,062,059	\$58,024,574	0.28
44612	Cosmetics, beauty supplies, and perfume stores	\$7,652,805	\$875,465	\$6,777,340	0.11
44613	Optical goods stores	\$4,123,426	\$2,564,738	\$1,558,688	0.62
44619	Other health and personal care stores	\$8,018,847	\$0	\$8,018,847	0.00
447	Gasoline stations	\$186,777,155	\$44,050,931	\$142,726,224	0.24
448	Clothing and clothing accessories stores	\$90,366,574	\$3,644,397	\$86,722,177	0.04
4481	Clothing stores	\$63,922,802	\$2,397,095	\$61,525,707	0.04
44811	Men's clothing stores	\$2,887,398	\$0	\$2,887,398	0.00
44812	Women's clothing stores	\$12,918,992	\$1,981,732	\$10,937,260	0.15
44813	Children's and infants' clothing stores	\$2,758,767	\$0	\$2,758,767	0.00
44814	Family clothing stores	\$38,696,437	\$0	\$38,696,437	0.00
44815	Clothing accessories stores	\$2,626,126	\$0	\$2,626,126	0.00
44819	Other clothing stores	\$4,035,082	\$415,363	\$3,619,719	0.10
4482	Shoe stores	\$14,734,232	\$0	\$14,734,232	0.00
4483	Jewelry, luggage, and leather goods stores	\$11,709,540	\$1,247,302	\$10,462,238	0.11
44831	Jewelry stores	\$10,346,090	\$1,247,302	\$9,098,788	0.12
44832	Luggage and leather goods stores	\$1,363,450	\$0	\$1,363,450	0.00

Retail Trade Area • Gap/Opportunity Analysis

Saginaw, Texas

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	\$26,769,125	\$1,189,002	\$25,580,123	0.04
4511	Sporting goods, hobby, and musical instrument stores	\$23,808,817	\$1,189,002	\$22,619,815	0.05
45111	Sporting goods stores	\$15,957,664	\$499,510	\$15,458,154	0.03
45112	Hobby, toy, and game stores	\$5,223,909	\$689,492	\$4,534,417	0.13
45113	Sewing, needlework, and piece goods stores	\$1,027,371	\$0	\$1,027,371	0.00
45114	Musical instrument and supplies stores	\$1,599,875	\$0	\$1,599,875	0.00
4512	Book stores and news dealers	\$2,960,307	\$0	\$2,960,307	0.00
452	General merchandise stores	\$239,150,892	\$129,850,890	\$109,300,002	0.54
4522	Department stores	\$34,617,468	\$0	\$34,617,468	0.00
4523	Other general merchandise stores	\$204,533,425	\$129,850,890	\$74,682,535	0.63
453	Miscellaneous store retailers	\$30,409,637	\$2,212,372	\$28,197,265	0.07
4531	Florists	\$2,001,009	\$176,456	\$1,824,553	0.09
4532	Office supplies, stationery, and gift stores	\$7,517,482	\$454,273	\$7,063,209	0.06
45321	Office supplies and stationery stores	\$3,095,887	\$261,493	\$2,834,394	0.08
45322	Gift, novelty, and souvenir stores	\$4,421,595	\$192,780	\$4,228,815	0.04
4533	Used merchandise stores	\$5,779,678	\$1,581,643	\$4,198,035	0.27
4539	Other miscellaneous store retailers	\$15,111,468	\$0	\$15,111,468	0.00
45391	Pet and pet supplies stores	\$7,004,838	\$0	\$7,004,838	0.00
45399	All other miscellaneous store retailers	\$8,106,630	\$0	\$8,106,630	0.00
454	Non-store retailers	\$162,766,461	\$12,725,596	\$150,040,865	0.08
722	Food services and drinking places	\$239,940,253	\$43,146,713	\$196,793,540	0.18
7223	Special food services	\$15,151,365	\$1,209,363	\$13,942,002	0.08
7224	Drinking places (alcoholic beverages)	\$10,544,419	\$463,970	\$10,080,449	0.04
7225	Restaurants and other eating places	\$214,244,469	\$41,473,380	\$172,771,089	0.19
722511	Full-service restaurants	\$92,237,227	\$18,999,061	\$73,238,166	0.21
722513	Limited-service restaurants	\$107,007,927	\$22,474,319	\$84,533,608	0.21
722514	Cafeterias, grill buffets, and buffets	\$4,991,317	\$0	\$4,991,317	0.00
722515	Snack and nonalcoholic beverage bars	\$10,007,999	\$0	\$10,007,999	0.00

Observations/Recommendations

- **Saginaw is close to being built out from a retail standpoint. Continue to work closely with landowners and developers to maximize the retail potential at each site.**
- **Continue to focus on redevelopment opportunities along Saginaw Blvd**
- **The next few years from a retail recruitment standpoint in Saginaw are critical. As development continues to occur in areas around Saginaw, the opportunity for retail development decreases due to retailers and restaurants store spacing requirements.**
- **Focus on identifying retailers and restaurants not in directly competing communities for recruitment**
- **Some of the highest leakage sectors in Saginaw include full service restaurants and clothing stores.**



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