

# SNOW HILL MARKET SNAPSHOT

Prepared by the NC Main Street & Rural Planning Center Staff



The purpose of the snapshot is to give Snow Hill baseline information for a better understanding of its current market. The NC Main Street and Rural Planning Center Staff studied the top 10 employers in Snow Hill, the commuting patterns for workers, and the retail marketplace data within 1, 3, and 5 miles from the center of Snow Hill, as well as demographics and tapestry segmentations which are segments based on socioeconomic and demographic compositions within the U.S.

The retail leakage and surplus analysis (or Gap Analysis) examines the quantitative aspects of the community's retail opportunities and a guide to understanding retail opportunities. This is only the first step in understanding market potential. By looking at the supply (retail sales) and the demand (retail potential) we can:

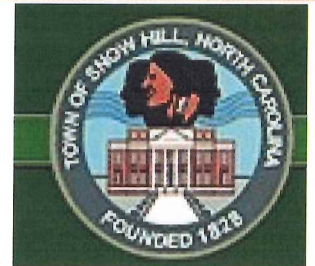
- ◆ Understand how well the retail needs of local residents are being met
- ◆ Uncover unmet demand and possible opportunities
- ◆ Understand the strengths and weaknesses of the local retail sector
- ◆ Measure the difference between actual and potential retail sales

For Snow Hill, we focused on where there is the most opportunity for capturing additional sales. The data indicates that in almost all retail categories, there is a higher demand than supply (leakage) for most retail goods within 5 miles of Downtown Snow Hill. Consumers within 5 miles of Snow Hill are spending the majority of their disposable income outside the area.

**Retail Leakage** indicates an unmet demand in the trade area. This suggests the possibility the community can support additional retail for that business type. Residents within these primary trade areas are purchasing products outside of these trade areas and indicating opportunity to capture these dollars within the study area from either a specific trade area with the most leakage or multiple areas within a reasonable distance of downtown. (**Leakage is shown as a value in red when reviewing this data.**) In a 5-mile radius from Downtown Snow Hill, there was retail leakage (\$19,206,185) in most of the categories, most retail leakage is found in Auto Dealers/Stores (\$27,776,337), Department/Clothing Stores (\$21,738,827) and Building/Garden Stores (\$10,095,127).

**Retail Surplus** means the community's trade area is capturing the local market plus attracting non-local shoppers. Surplus doesn't necessarily imply that the community can't support additional businesses, but rather the community has possibly developed strong clusters of retail, such as eating and drinking establishments that have broad geographical appeal. (**Surplus is shown as a negative value in red when reviewing the ESRI data.**)

Before drawing conclusions about potential business expansion or recruitment opportunities, qualitative considerations, such as additional sources should be more closely studied. This could be additional information from ESRI data or sources that the county or regional economic development office may have. This report is based on the data collected and should serve only as a starting point.



## Target Area Profile For This Snapshot:

1, 3, and 5 miles from Downtown Snow Hill (2 SE 2<sup>nd</sup> Street)

### Sources For Information:

- ESRI Business Online Analyst, Demographics, Tapestries  
[www.esri.com](http://www.esri.com)
- Quick Facts, NC:  
[www.census.gov/quickfacts](http://www.census.gov/quickfacts)
- Access NC:  
[accessnc.commerce.state.nc.us](http://accessnc.commerce.state.nc.us)
- US Census On The Map:  
[onthemap.ces.census.gov](http://onthemap.ces.census.gov)

**Disclaimer:** This report was prepared by the NC Main Street and Rural Planning Center. Information contained in the report is primarily from ESRI On-Line Business Analysis and checked against sources above. Every effort is made to ensure that the information contained within is accurate, however, no warranty is made about the accuracy of this report by the NC Main Street and Rural Planning Center or its sources.



**Table 1: Top 10 Employers in Snow Hill**

Company Name	Employees
Snow Hill Primary School	142
Greene County Central High	125
Ambleside Amble Care	120
Greendale Forest	112
Lenoir Community College	19
Greene County Health Care Inc	18
Walgreens	18
United Cerebral Palsy	16
Farmer & the Dail LLC	15
Galaxy Foods of Snow Hill	15

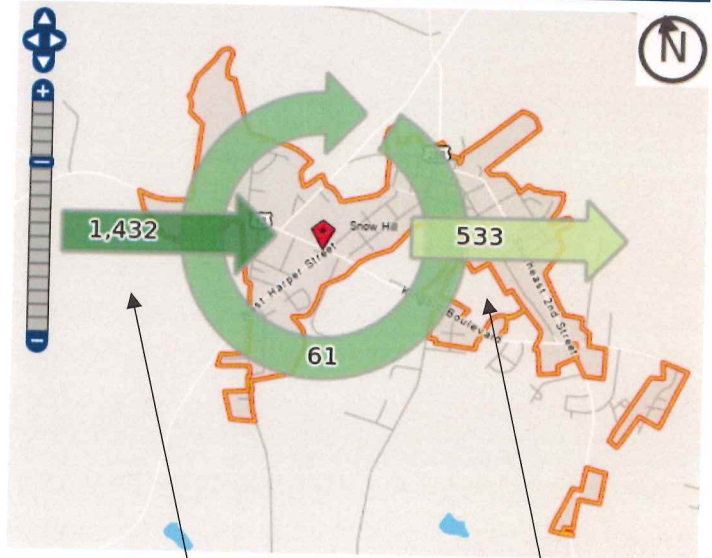
**Table 2: Where Snow Hill Residents Work**

	Count	Share
Greenville, NC	96	6.4%
Kinston, NC	69	4.6%
Snow Hill, NC	61	4.1%
Farmville, NC	29	1.9%
Winterville, NC	26	1.7%
Goldsboro, NC	25	1.7%
Wilson, NC	25	1.7%
Maury, NC	23	1.5%
Rocky Mount, NC	16	1.1%
Walstonburg, NC	12	0.8%
All Other Locations	1,111	74.4%
<b>Total All Jobs</b>	<b>1,493</b>	<b>100.0%</b>

**Table 3: Where Snow Hill Residents Commute To**

	Count	Share
Total All Jobs	1,493	100.0%
Less than 10 miles	526	35.2%
10 to 24 miles	556	37.2%
25 to 50 miles	169	11.3%
Greater than 50 miles	242	16.2%

**Map 1: Inflow / Outflow Analysis**

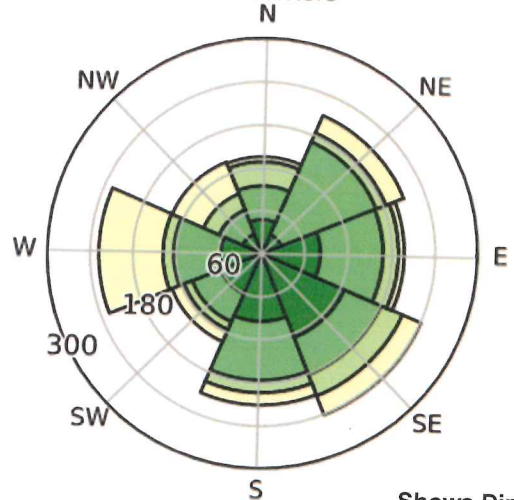


1,432 people come to Snow Hill to work

533 residents leave Snow Hill for work



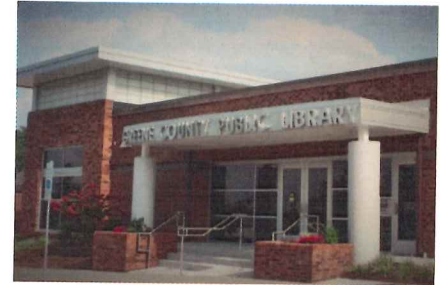
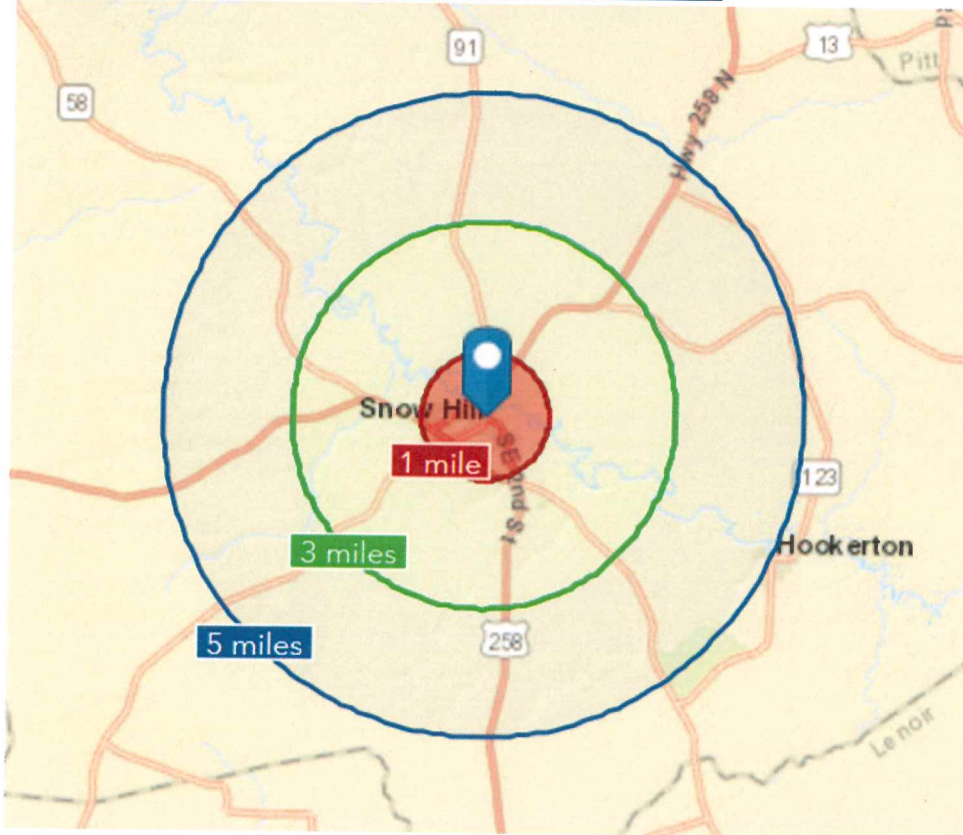
**Job Counts by Distance/Direction in 2017**  
All Workers



Shows Direction People go to Work



**Map 2: 1, 3, and 5 Mile Radii to Snow Hill**



**Table 4: Shown in Radii for 1, 3, and 5 Miles from Downtown Snow Hill**

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap Leakage / Surplus
1 Mile	\$13,724,439	\$18,462,170	\$4,737,731
3 Mile	\$42,340,530	\$50,466,606	\$8,126,076
5 Mile	\$83,608,322	\$64,402,137	\$19,206,185

**Table 5: Summary Demographics and Retail Leakage for 1 Mile Radius from Downtown Snow Hill**

2019 Population			1,070
2019 Households			515
2019 Median Disposable Income			\$26,030
2019 Per Capita Income			\$21,254
Industry Group	Demand	Supply	Leakage/Surplus
Motor Vehicle & Parts Dealers	\$2,846,345	\$1,261,073	\$1,585,272
Food & Beverage Stores	\$2,189,132	\$2,393,880	\$204,748
General Merchandise Stores	\$1,974,890	\$1,070,384	\$904,506
Food Services & Drinking Places	\$1,186,692	\$1,734,934	\$548,242
Gasoline Stations	\$1,429,409	\$4,941,736	\$3,512,327
Bldg Materials, Garden Equip. & Supply Stores	\$889,063	\$0	\$889,063
Automobile Dealers	\$2,348,088	\$0	\$2,348,088
Clothing & Clothing Accessories Stores	\$511,092	\$0	\$511,092
Furniture & Home Furnishings Stores	\$427,246	\$669,699	\$242,453
Electronics & Appliance Stores	\$337,144	\$0	\$337,144
Sporting Goods, Hobby, Book & Music Stores	\$304,945	\$0	\$304,945
Health & Personal Care Stores	\$818,633	\$5,958,588	\$5,139,955
Total Food & Drink	\$1,186,692	\$1,734,934	\$548,242
<b>Total Retail Trade and Food &amp; Drink</b>	<b>\$13,724,439</b>	<b>\$18,462,170</b>	<b>\$4,737,731</b>



**Table 6: Summary Demographics and Retail Leakage for 3 Mile Radius from Downtown Snow Hill**

2019 Population			3,929
2019 Households			1,586
2019 Median Disposable Income			\$31,880
2019 Per Capita Income			\$21,794
Industry Group	Demand	Supply	Leakage/Surplus
Motor Vehicle & Parts Dealers	\$8,722,686	\$2,484,755	\$6,237,931
Food & Beverage Stores	\$6,693,209	\$16,221,798	\$9,528,589
General Merchandise Stores	\$6,120,896	\$1,931,115	\$4,189,781
Food Services & Drinking Places	\$3,709,896	\$6,502,614	\$2,792,718
Gasoline Stations	\$4,362,659	\$13,846,637	\$9,483,978
Bldg Materials, Garden Equip. & Supply Stores	\$2,824,268	\$531,226	\$2,293,042
Automobile Dealers	\$7,189,556	\$549,033	\$6,640,523
Clothing & Clothing Accessories Stores	\$1,608,232	\$0	\$1,608,232
Furniture & Home Furnishings Stores	\$1,338,204	\$814,032	\$524,172
Electronics & Appliance Stores	\$1,041,653	\$88,806	\$952,847
Sporting Goods, Hobby, Book & Music Stores	\$951,990	\$0	\$951,990
Health & Personal Care Stores	\$2,503,782	\$7,242,776	\$4,738,994
Total Food & Drink	\$3,709,896	\$6,502,614	\$2,792,718
<b>Total Retail Trade and Food &amp; Drink</b>	<b>\$42,340,530</b>	<b>\$50,466,606</b>	<b>\$8,126,076</b>


**Table 7: Summary Demographics and Retail Leakage for 5 Mile Radius from Downtown Snow Hill**

2019 Population			10,472
2019 Households			3,142
2019 Median Disposable Income			\$33,799
2019 Per Capita Income			\$17,677
Industry Group	Demand	Supply	Leakage/Surplus
Motor Vehicle & Parts Dealers	\$17,331,782	\$3,443,614	\$13,888,168
Food & Beverage Stores	\$13,139,089	\$21,830,680	\$8,691,591
General Merchandise Stores	\$12,049,658	\$2,468,792	\$9,580,866
Food Services & Drinking Places	\$7,292,235	\$7,431,320	\$139,085
Gasoline Stations	\$8,648,495	\$17,290,078	\$8,641,583
Bldg Materials, Garden Equip. & Supply Stores	\$5,657,167	\$609,603	\$5,047,564
Automobile Dealers	\$14,304,804	\$660,972	\$13,643,832
Clothing & Clothing Accessories Stores	\$3,164,717	\$0	\$3,164,717
Furniture & Home Furnishings Stores	\$2,633,826	\$2,497,497	\$136,329
Electronics & Appliance Stores	\$2,029,987	\$101,909	\$1,928,078
Sporting Goods, Hobby, Book & Music Stores	\$1,866,123	\$248,120	\$1,618,003
Health & Personal Care Stores	\$4,947,172	\$7,393,875	\$2,446,703
Total Food & Drink	\$7,292,235	\$7,431,320	\$139,085
<b>Total Retail Trade and Food &amp; Drink</b>	<b>\$83,608,322</b>	<b>\$64,402,137</b>	<b>\$19,206,185</b>

**Table 8: Income Comparisons**

	1 Mile	3 Mile	5 Mile	North Carolina	United States
Population	1,070	3,929	10,472	10,609,155	332,417,793
Households	515	1,586	3,142	4,158,348	125,168,557
Median Household Income	\$30,652	\$37,925	\$39,650	\$54,138	\$60,548
Average Household Income	\$47,373	\$54,543	\$54,372	\$76,665	\$87,398
Per Capita Income	\$21,254	\$21,794	\$17,677	\$30,207	\$33,028






**Small Town Simplicity**  
Dominant Tapestry Segment




44.7  
Median Age


**KEY FACTS**




1,585  
Total Population



\$114,175  
Median Home Value



162  
Businesses



3,110  
Daytime Population



-0.1%  
2010-19 Pop Growth Rate



\$21,730  
Per Capita Income

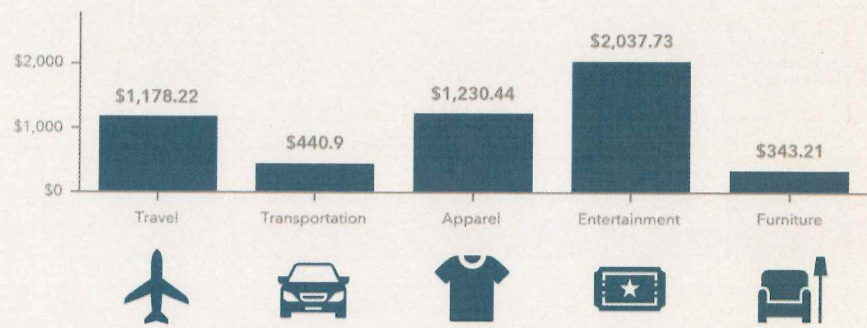


2.2  
Avg Household Size



\$32,772  
Median Household Income

**KEY SPENDING FACTS**



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Spending facts are average annual dollars per household



## Tapestry Segmentations, Race & Ethnicity for Snow Hill

Tapestry Segmentations Identified by ESRI: These provide a detailed description of America's neighborhoods. U.S. residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition, then further classifies the segments into LifeMode and Urbanization Groups. Each radius has numerous LifeMode groups for a total of 100%. The summaries on this page are considered the largest percentage within each radii for each Tapestry Segmentation giving a minimalistic snapshot of the largest segmentation by percentage in study area. By looking into the more detailed information, Snow Hill can get a sense of who their customers are and insight into how to market to and what types of products to possibly add to existing inventory, or even diving deeper into each Tapestry Segment's LifeMode and Urbanization Group, there may be an entirely new business that could be added based on the tapestries within these radii. In Snow Hill, the top Segment is the same for the 1 Mile, 3 Mile, and 5 Mile Radii of downtown, which is "Rural Bypasses." Source: <http://doc.arcgis.com/en/esri-demographics/data/tapestry-segmentation>.)

**Rural Bypasses** : #1 Tapestry Segmentation within the study area, comprising 48% of the 10 minute drive area. Rural Bypasses represent 1.5% overall in the U.S. They are heavily concentrated in the South. Most are in unincorporated and more rural areas.

The information reflects the characteristics of Rural Bypasses:

- 1,664,000 households nationwide
- Average Household Size: 2.54
- Median Age: 39.7 (US Median is 37.6)
- Median Household Income: \$29,000 (US Median is \$51,000)



**Who "we" are:** Open space, undeveloped land, and farmland characterize Rural Bypasses. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

**Our Neighborhood:** An older market, with more married couples without children and single households. Most residents own single-family homes or mobile homes. Most housing units were built from 1970 to 1989. Residents live in rural areas, almost entirely in the South.

**Socioeconomic Traits:** Income is derived primarily from wages; however, there is some dependence on Social Security and Supplemental Security Income. Religion, faith, and traditional values are central in their lives. They rely on television to stay informed.

**Race and Ethnicity:** Nationally, 57% white, 35% black, 5% Hispanic.

**Market Profile:** Typical of their country lifestyle, Rural Bypasses residents prefer trucks over sedans. Households shop at discount department stores. Magazines are a popular source of news and entertainment. As satellite TV subscribers, they regularly watch sports, movies, and religious programming.

### **Tapestry Segmentations In the 1 Mile Radius of Downtown Snow Hill:**

Rural Bypasses — 63%  
Salt of the Earth — 36%  
Southern Satellites — 1%