TOWN OF SUMMERVILLE & DORCHESTER COUNTY
Market Guide

There's a lot of potential here.

Demographics

Population: 157,436
Average Age: 37.9
Household Income (Median): $57,188
Number of Households: 57,894
Growth Rate: 8.30%
Household Income (Average): $71,272

Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

- Columbus, GA
- Antioch, TN
- Simpsonville, SC
- Mechanicsville, VA
- Wake Forest, NC
- Gastonia, NC

Daytime Population: 125,175

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition.

- Apparel
- Home Furnishing & Furniture
- Grocery
- Full-Service & Fast Casual Restaurants

Follow us!