

# Retail Leakage Report

**Springfield**

# Retail Leakage by Industry

Category	Average Share of Springfield Resident Wallet Spent Inside Effingham County	Average Share Spent Outside Effingham County
Grocery and Dept Stores	82.8%	17.2%
General Services	80.7%	19.3%
Service Stations	74.9%	25.1%
Fast Food Restaurants	67.0%	33.0%
Personal Care and Services	63.4%	36.6%
Others	58.0%	42.0%
Dining and Nightlife	50.7%	49.3%
Dealerships	49.5%	50.5%
Specialty Retail	36.5%	63.5%
Transportation	35.5%	64.5%
Leisure, Recreation, and Entertainment	21.9%	78.1%
Clothing and Accessories	18.8%	81.2%

# Retail Leakage by County: All Industries

## Share of Wallet (Spend)

County	Share
Effingham	54.7%
Chatham	31.4%
Bulloch	8.2%
Beaufort, SC	2.0%
Screven	1.5%

## Share of Cardholders

County	Share
Effingham	68.7%
Chatham	39.9%
Bulloch	10.6%
Screven	2.7%
Beaufort, SC	2.6%

# Retail Leakage by County: Dining and Nightlife

## Share of Wallet (Spend)

County	Share
Effingham	50.7%
Chatham	34.8%
Bulloch	7.6%
Beaufort, SC	3.2%
Bryan	1.2%

## Share of Cardholders

County	Share
Effingham	73.2%
Chatham	55.3%
Bulloch	15.0%
Beaufort, SC	4.1%
Bryan	2.7%

# Additional Spending Insights



# Advanced Spending in Springfield

TOTAL SPEND ▼

**\$42,023,276**

\$31,515,705 - \$52,530,848

AVG. TRANSACTION SIZE ▼

**\$27.52**

AVG. SPEND PER TRIP ▼

**\$54.72**

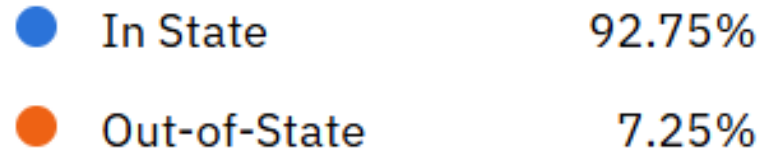
TOTAL TRIPS ▼

**1,236,091**

927,015 - 1,545,168

## In/Out of State Spending

What is the spending split for in-state vs out-of-state?



## Local vs Visitor Spending

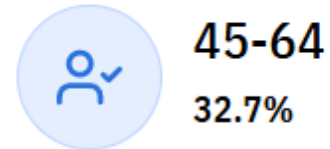
What is my local vs visitor spending split?



Locals: 0 - 15 Miles | Visitors: 15 - 4777 Miles  
Min distance filter is not applied to this chart.



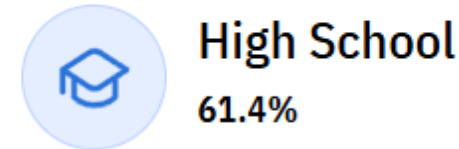
TOP AGE GROUP



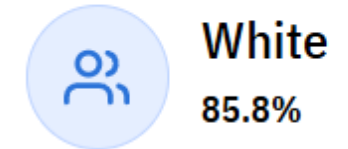
TOP INCOME LEVEL



TOP EDUCATION LEVEL



TOP ETHNICITY



# Advanced Spending in Springfield

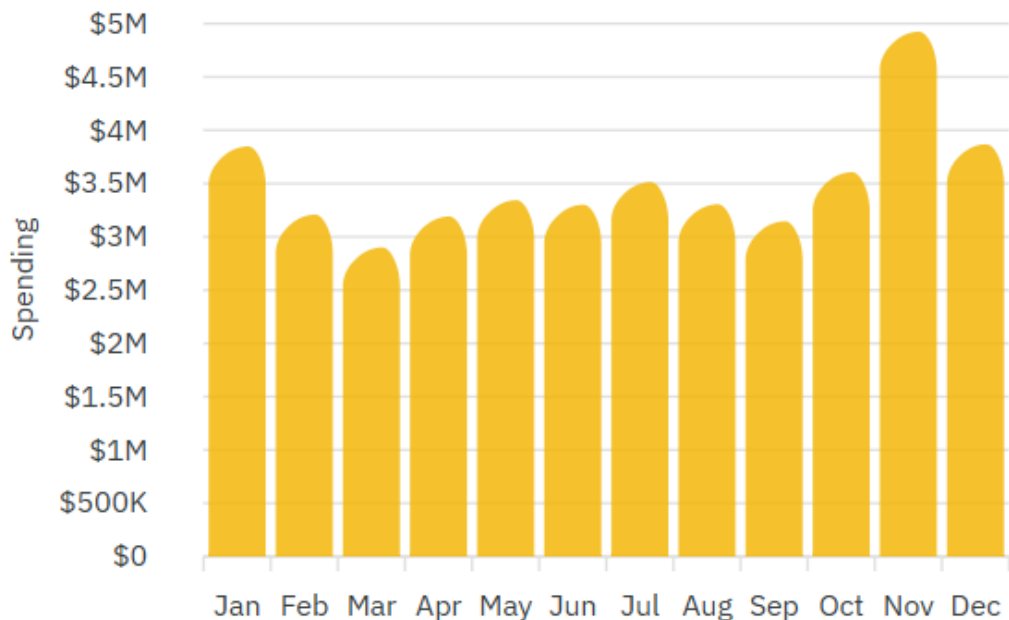
## Peak Insights

Visitors spent the most on **Nov 8, 2025**.

On average they spend the most on **Wednesday** while they spend the least on **Sunday**.

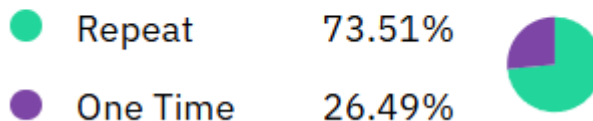
## Spending by Year

How much are visitors spending in my destination over time?



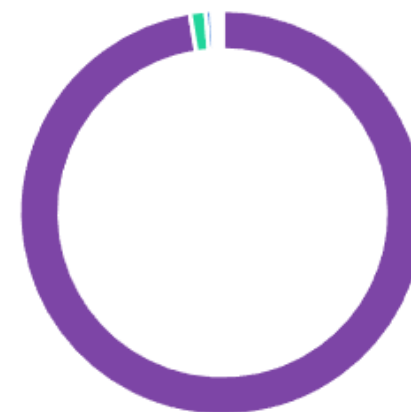
## Repeat Spenders

What share of my visitors are repeat spenders?

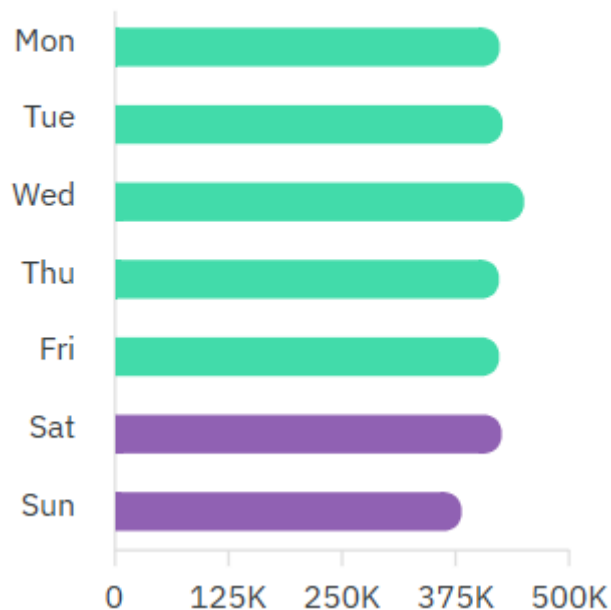


## Length of Stay ?

How long are visitors seen spending in my destination?



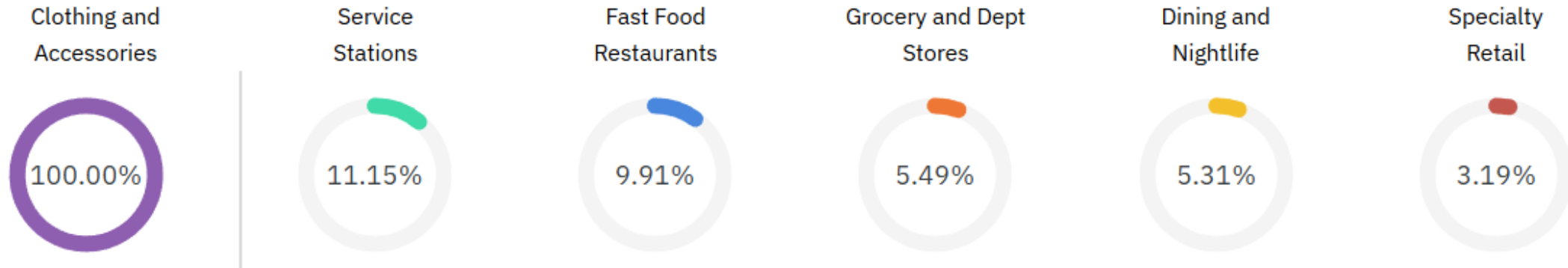
## Visitors by Day



# Advanced Spending in Springfield

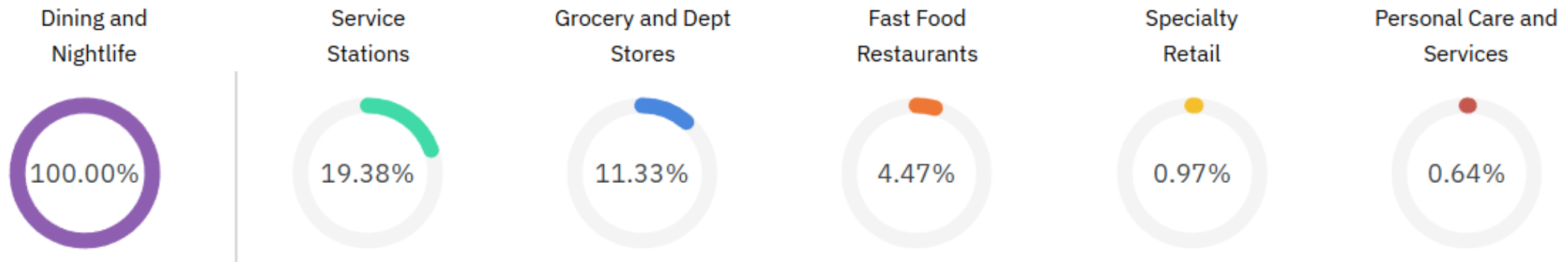
Of those that spend at **Clothing and Accessories**, which other categories did they spend at in the same trip?

## Average Correlation



Of those that spend at **Dining and Nightlife**, which other categories did they spend at in the same trip?

## Average Correlation





Georgia  
Power