

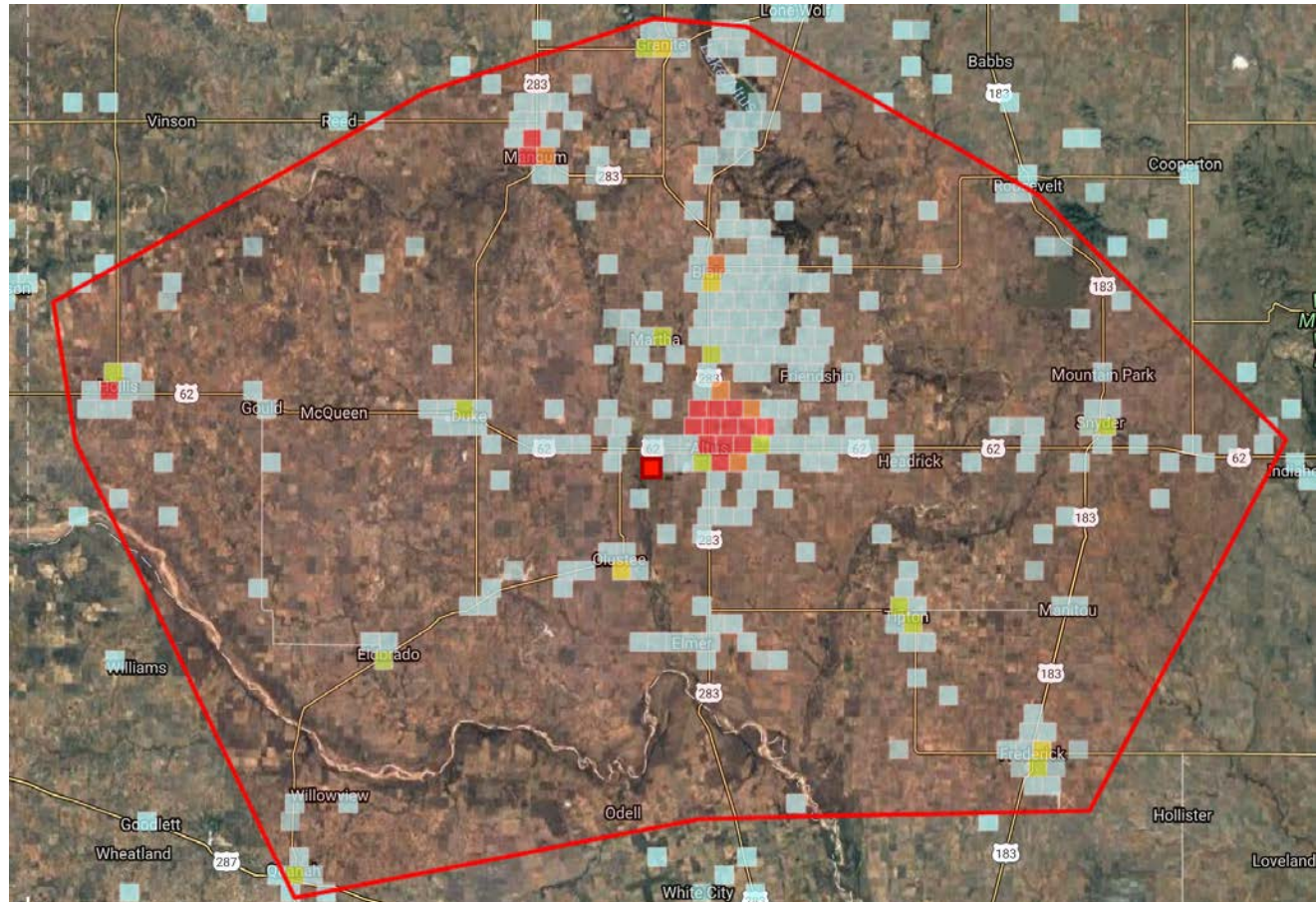


Customized Trade Area

Each retailer has a specific formula of market criteria they use to determine if they will have a profitable store. Understanding your trade area is extremely important because it sets the parameters for measuring demographic criteria and spending potential sought by retailers and developers. Municipal boundaries, radius rings and drive times are a start to evaluating this information. However, these predefined boundaries are unable to take into account the unique aspects affecting the actual consumer pulling power and local geography of your community. For these reasons a customized trade area is the next step to analyzing a market.

A trade area is the geographic area from which a community generates the majority of its customers. A community can have more than one trade area. We define your primary trade area the core base of consumers highly likely to shop and eat in the market at least once a month. Your primary trade area has been created by combining the results from the mobile tracking data with other factors such as: current retail mix in your community, traffic patterns, destination attractions and proximity to competing markets.

The time and distance consumers are will to travel to shop is not “one size fits all”. Therefore retailers will analyze their own trade areas differently taking in to account things like existing store locations, competition within their retail category, and convenience.





44,050

2017 Estimated Population
Custom Trade Area



42,905
projected 2022 population

-2.6%
projected growth rate
2017-2022

38

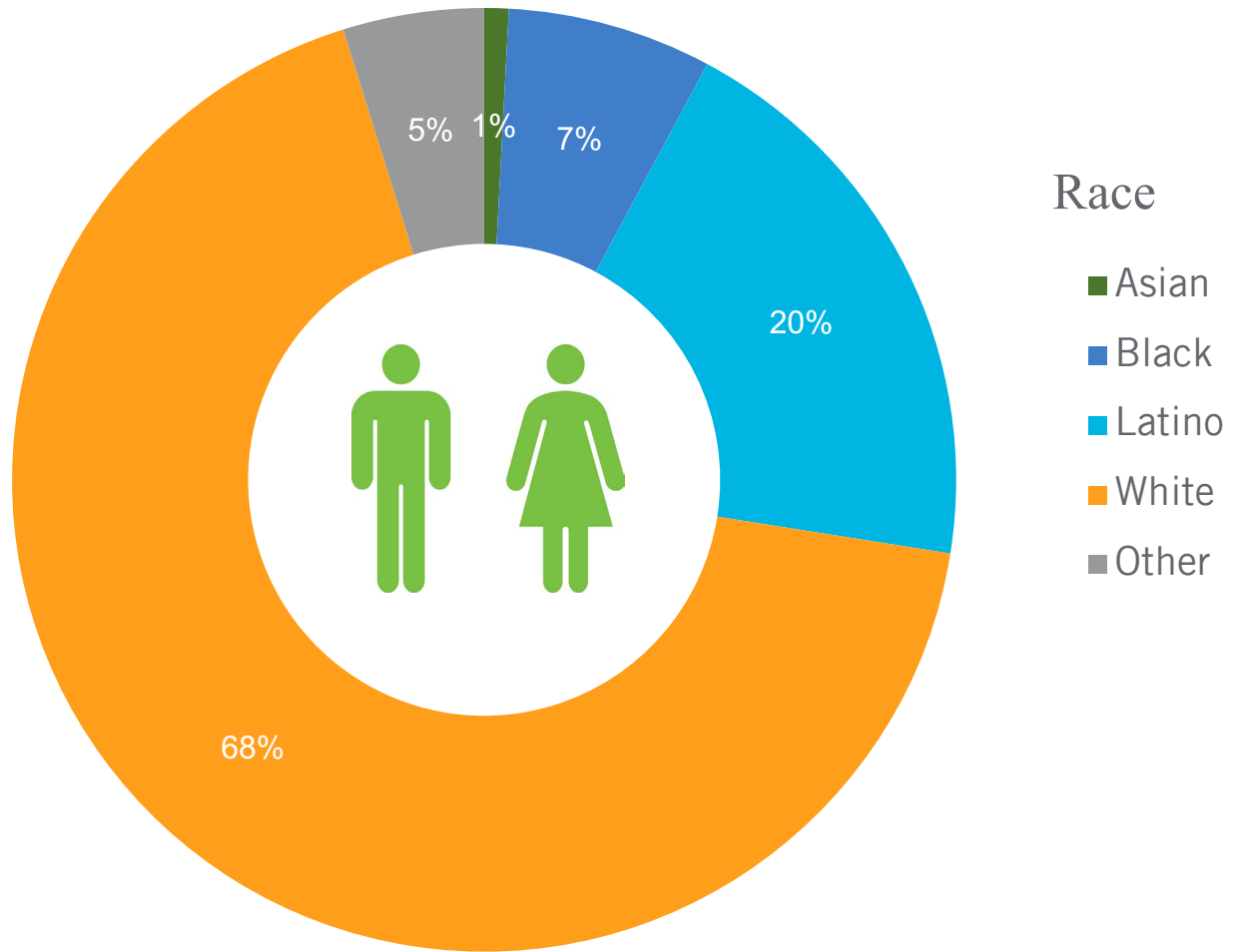
male average age

40

female average age



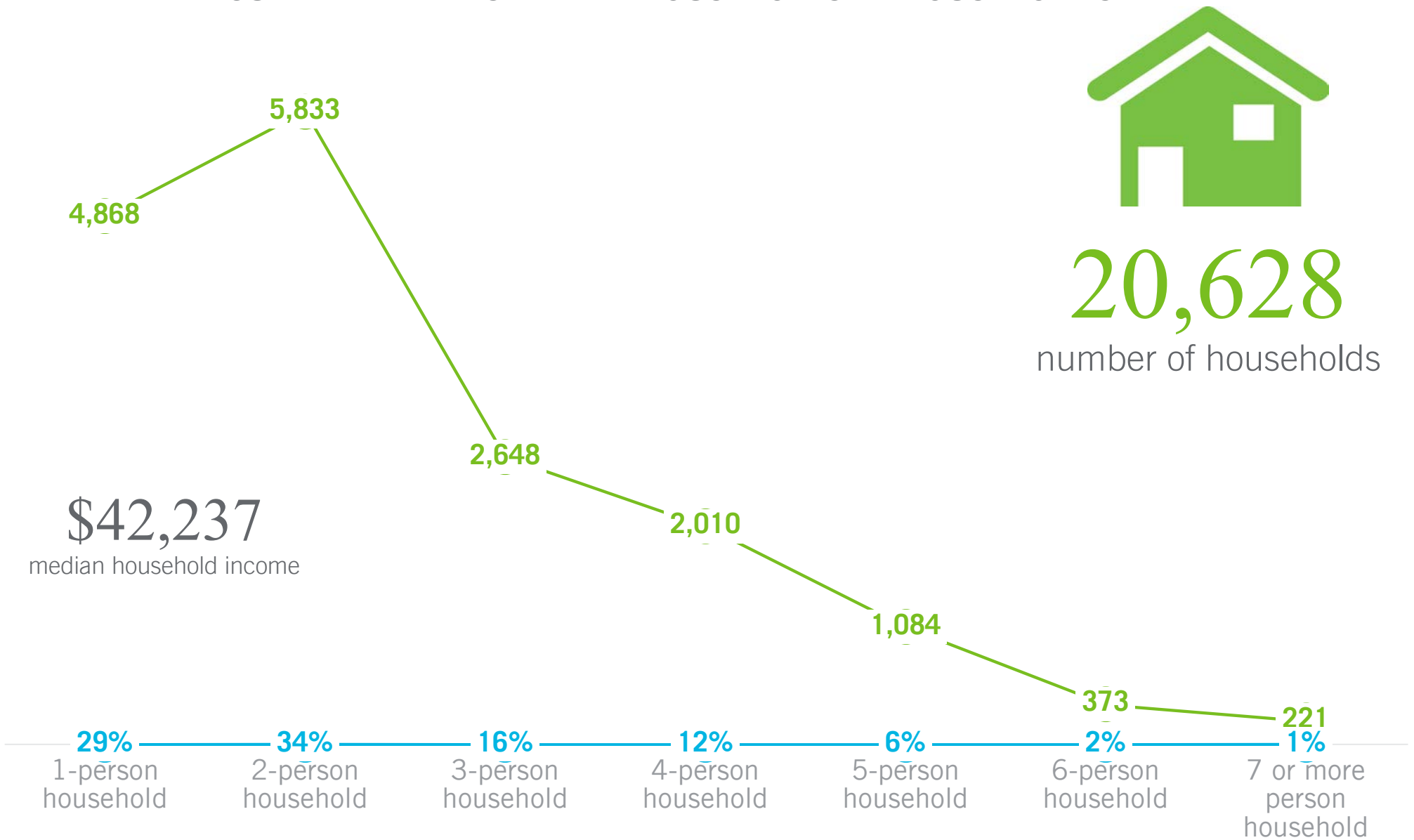
CURRENT YEAR ESTIMATED POPULATION BY RACE



Discover: Custom Trade Area



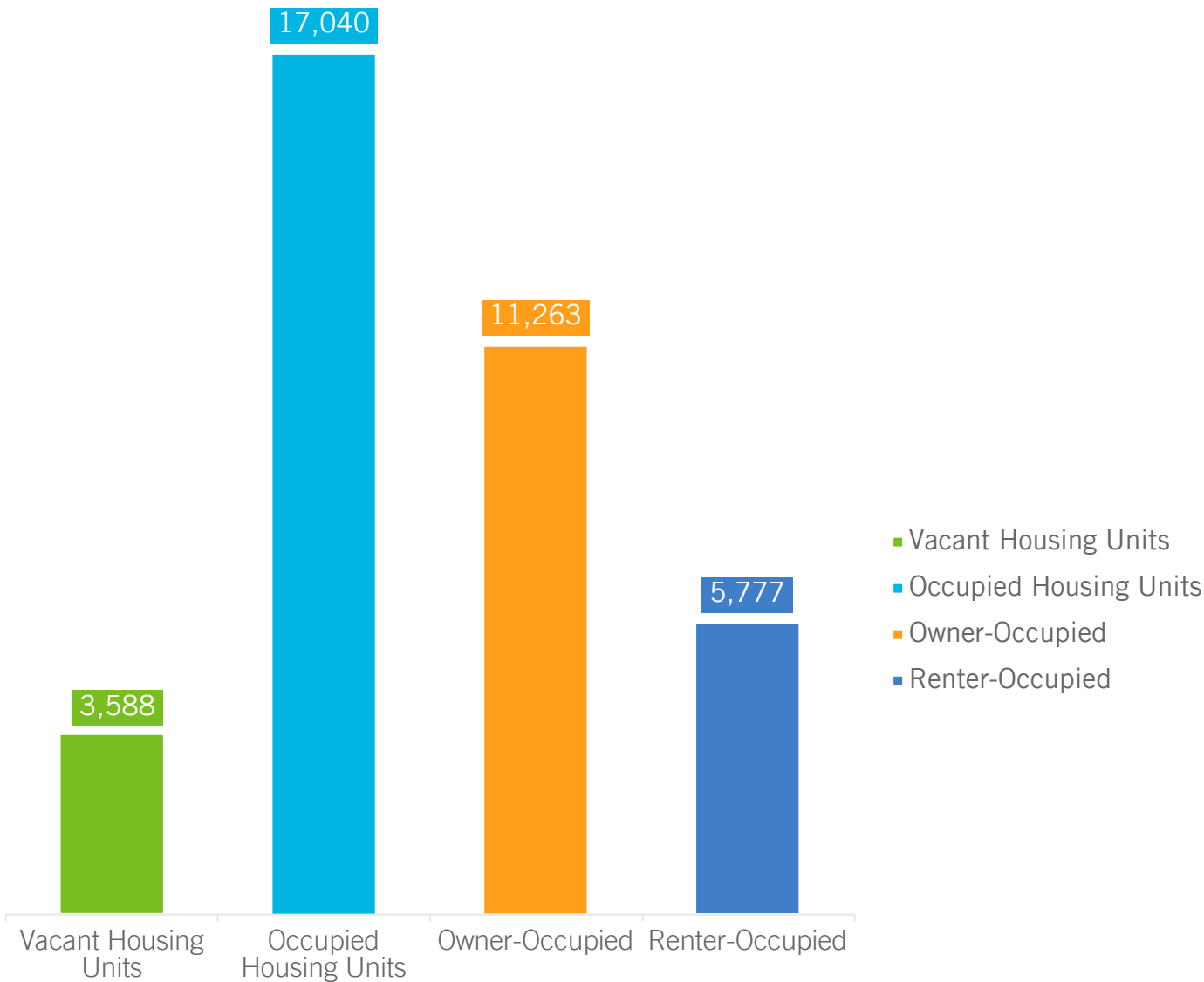
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



Discover: Custom Trade Area



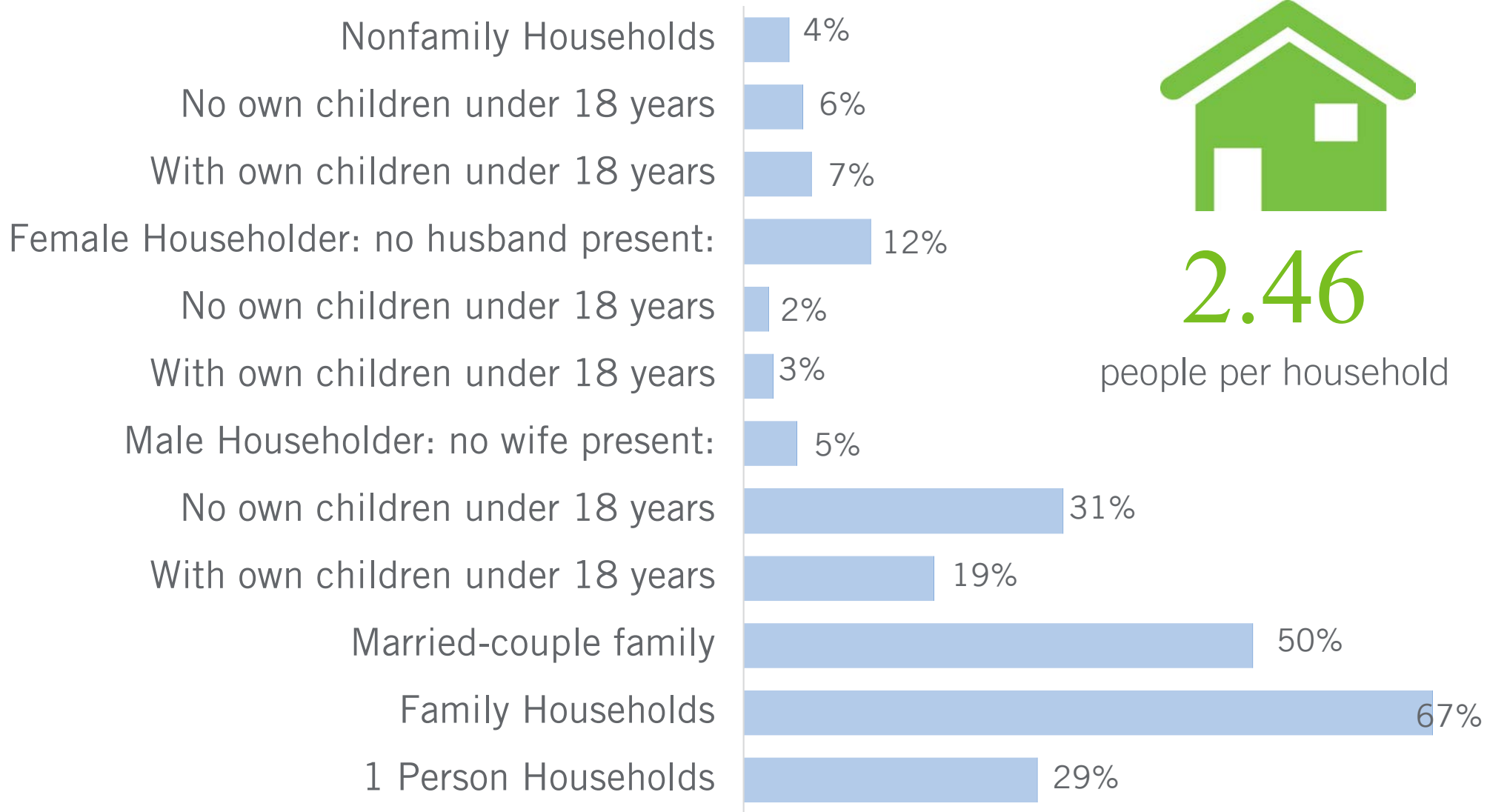
CURRENT YEAR ESTIMATED HOUSING UNITS BY TENTURE



\$102,650

average housing unit value

Discover: Custom Trade Area

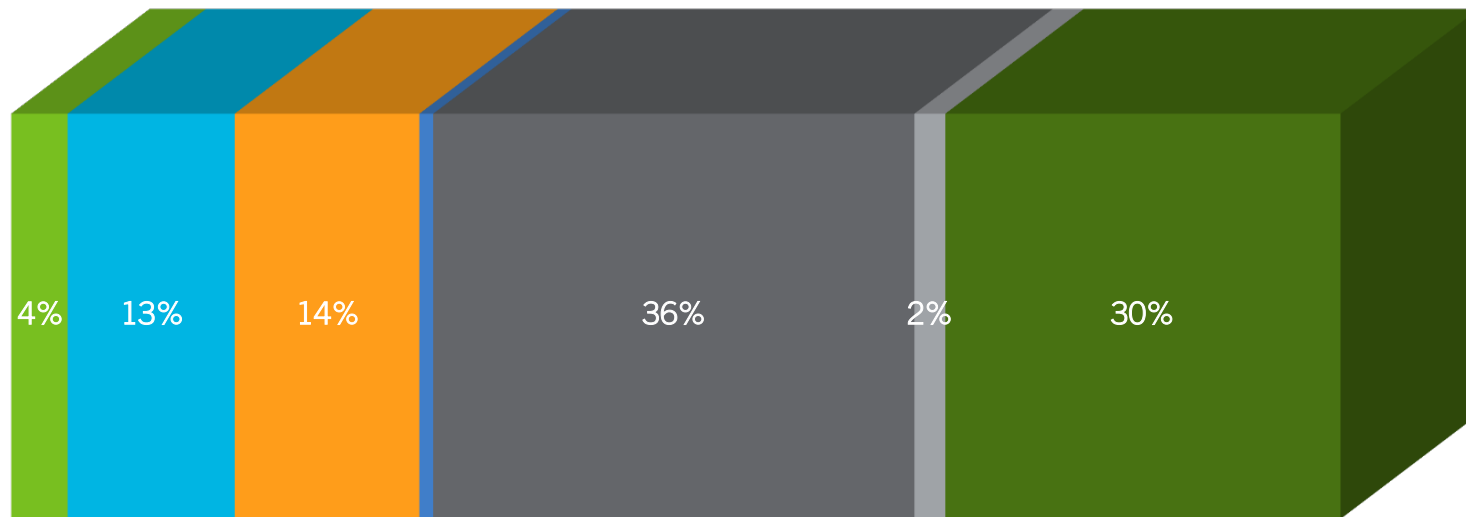




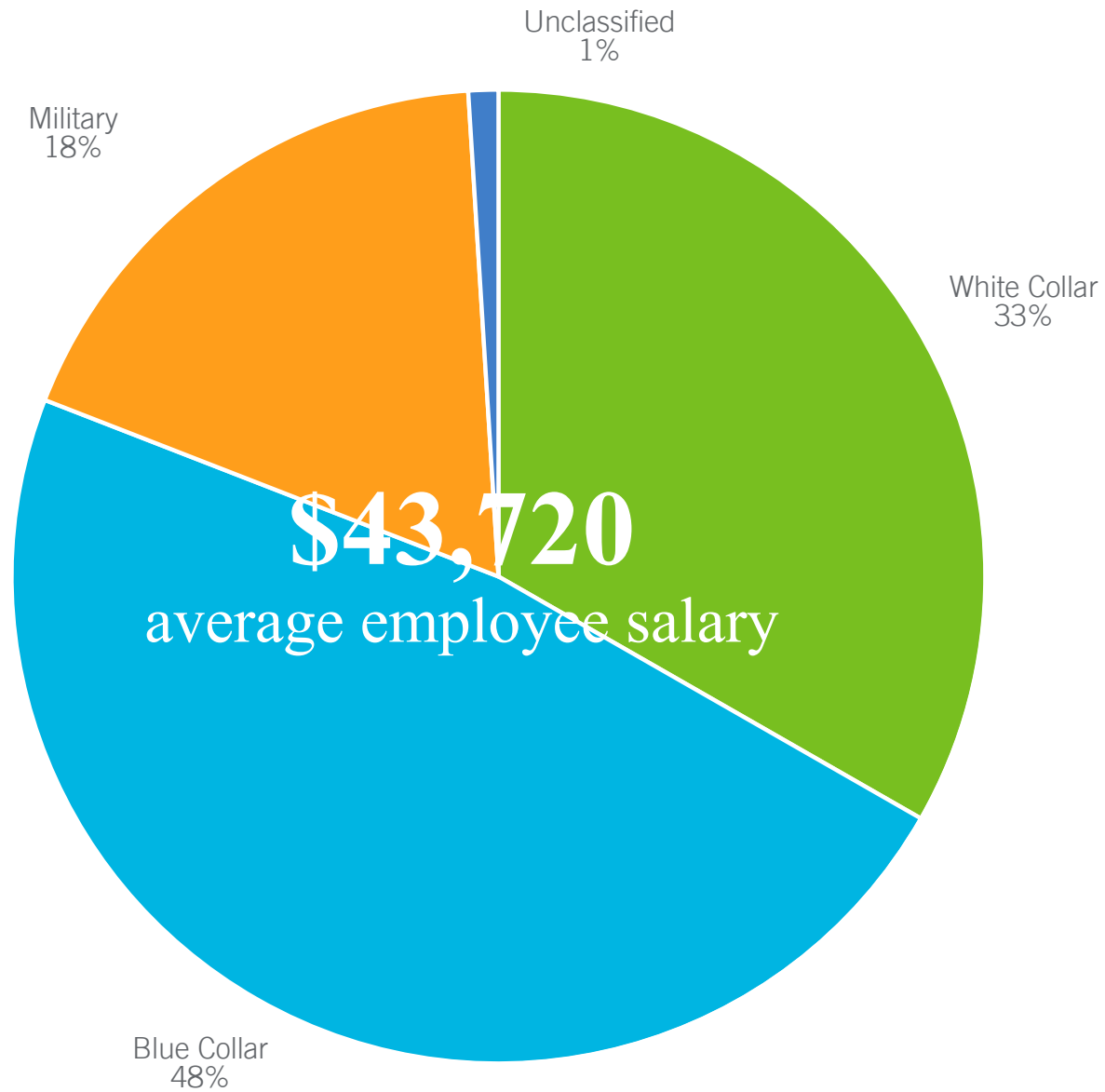
DAYTIME POPULATION

■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

47,041 daytime population



Discover: Custom Trade Area





CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT

