

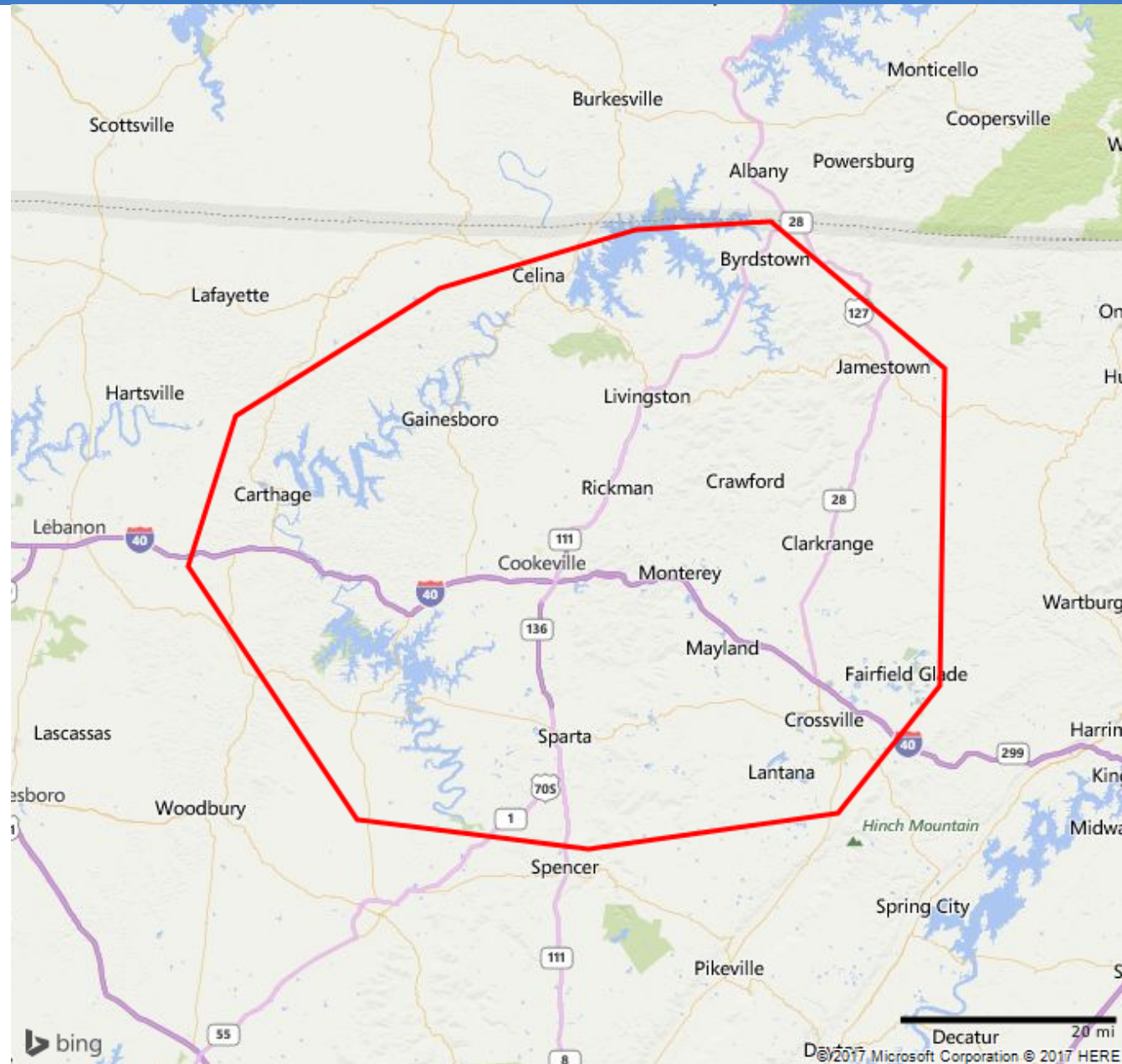


Customized Trade Area

Each retailer has a specific set of site selection criteria they use to determine if they will have a profitable store.

Municipal boundaries, radius rings and drive times are a start to evaluating the information sought by these decision makers. A customized trade area is the next step to analyzing a market. A trade area defines a core customer base of consumers highly likely to shop and eat in the market at least once a month. Your trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations. Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.

Retail Strategies has created the customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop and dine.





248,694

2016 estimated population



261,096
projected 2021 population

5.0%
projected growth rate
2016-2021

40

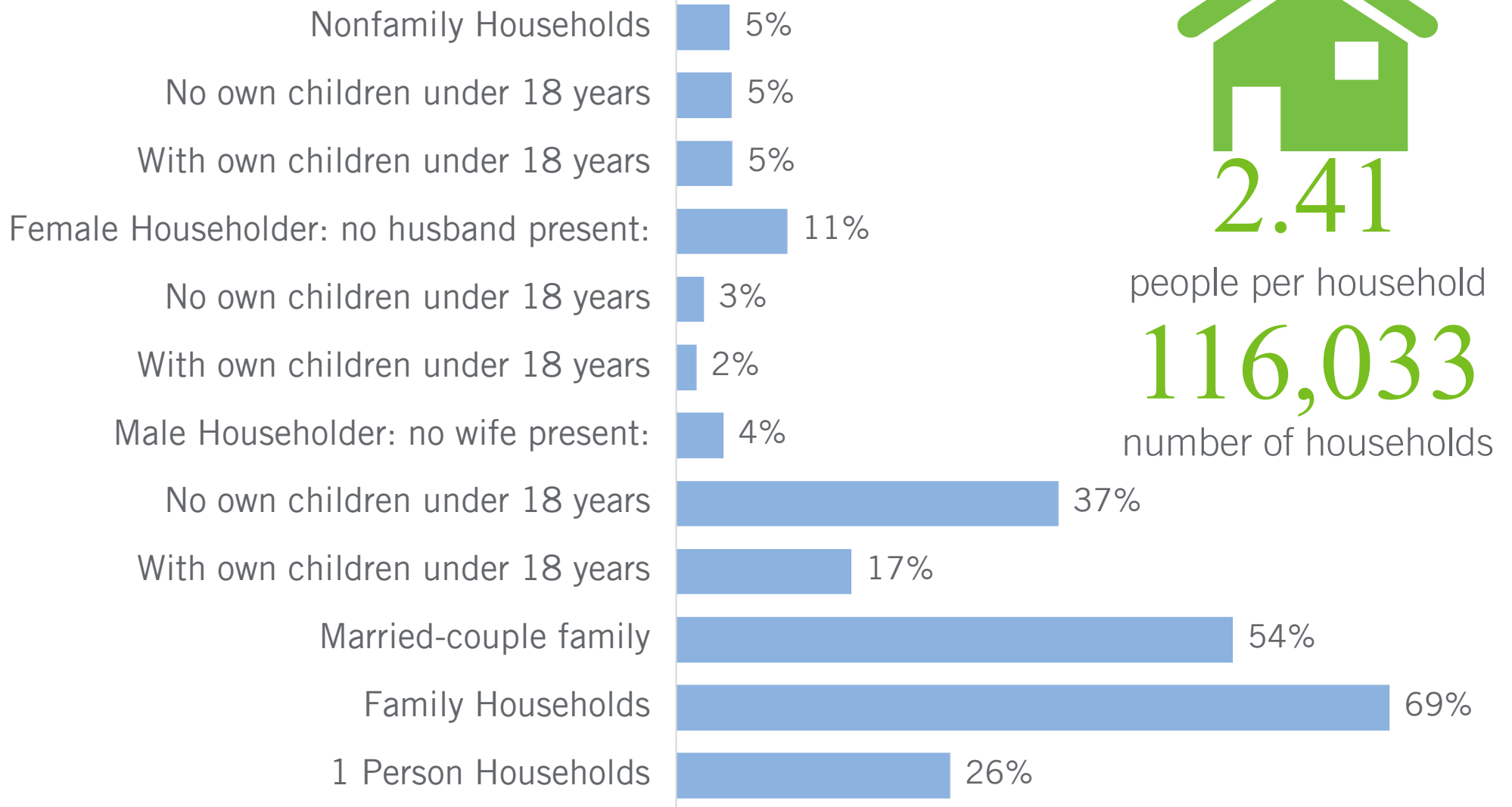
male average age

43

female average age

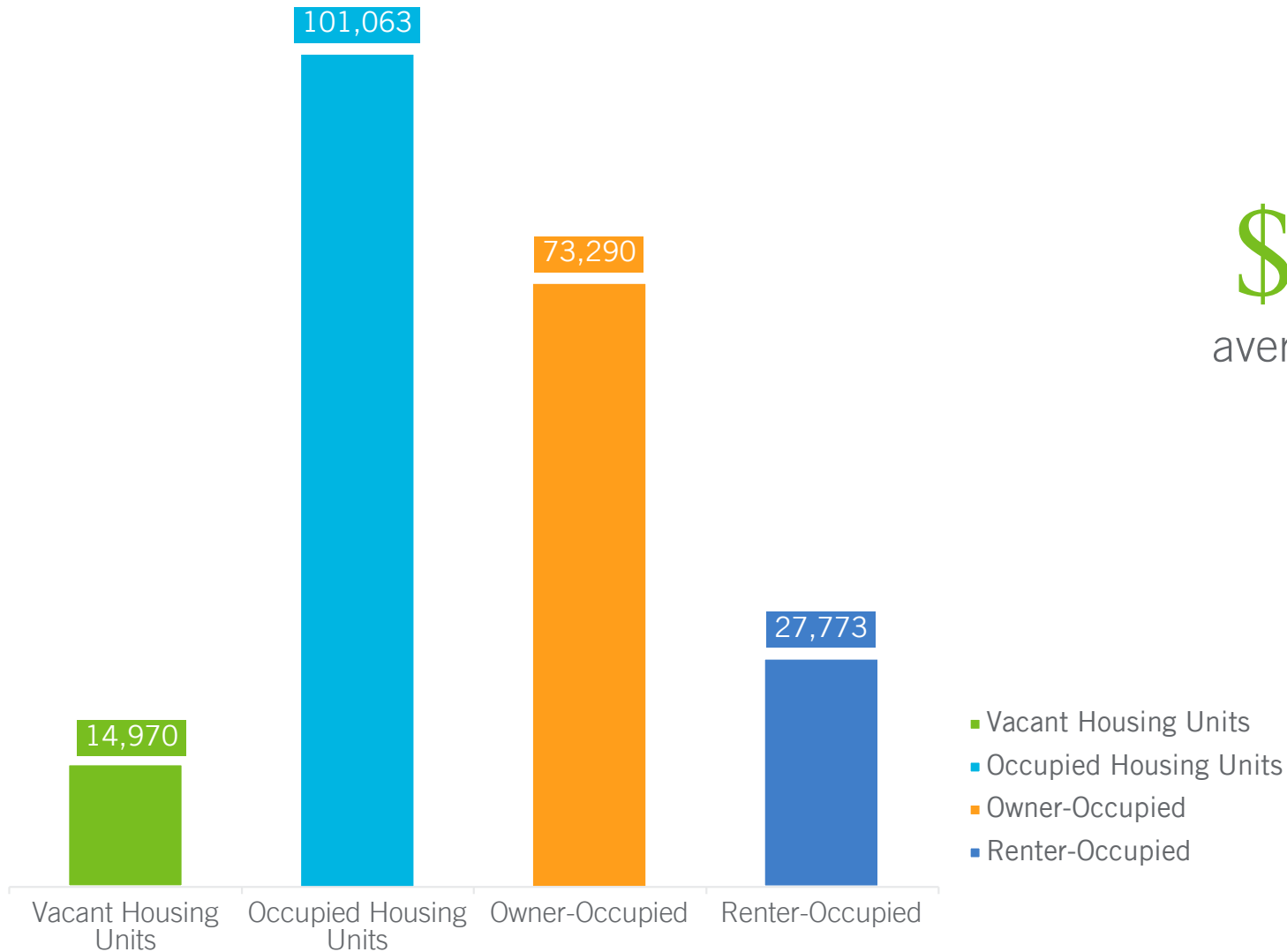


CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE





CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD TYPE



\$168,906

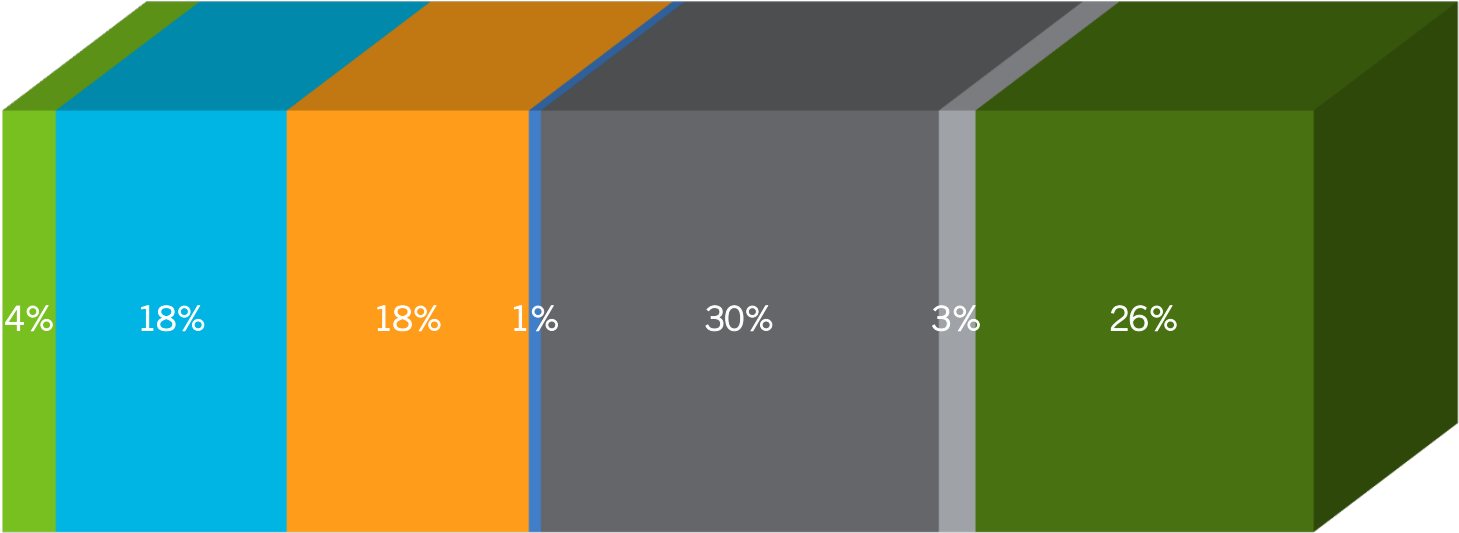
average housing unit value

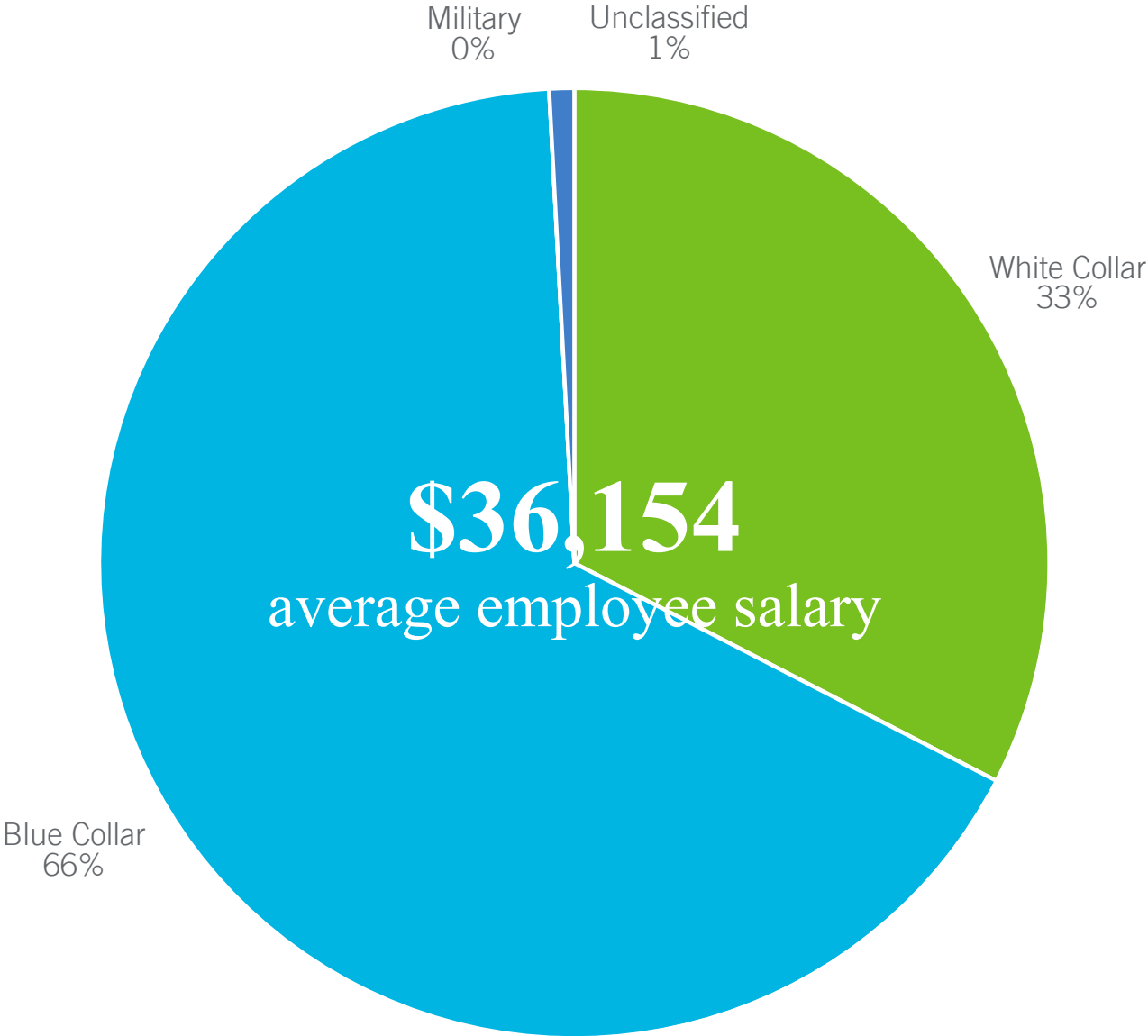


DAYTIME POPULATION

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

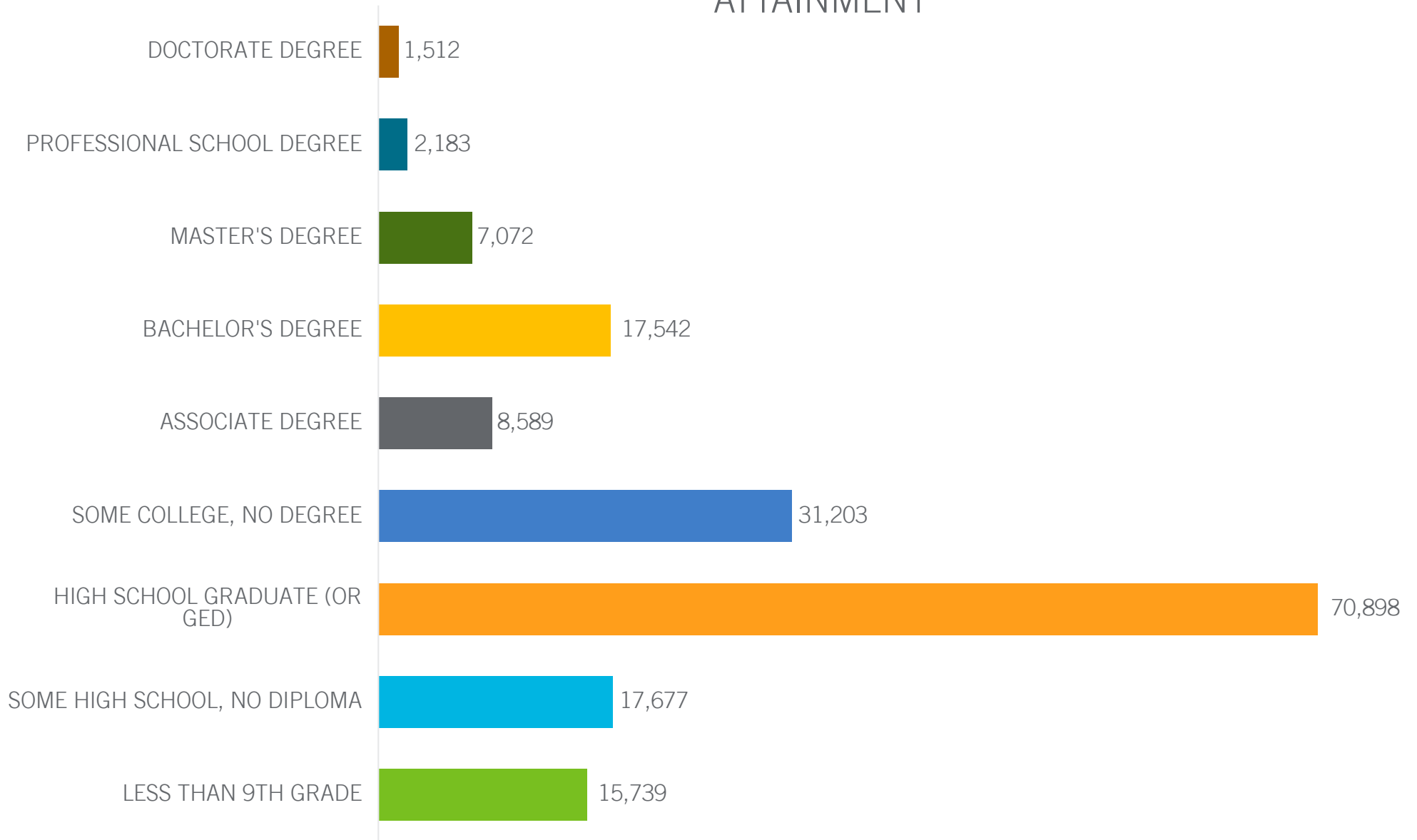
246,285 daytime population





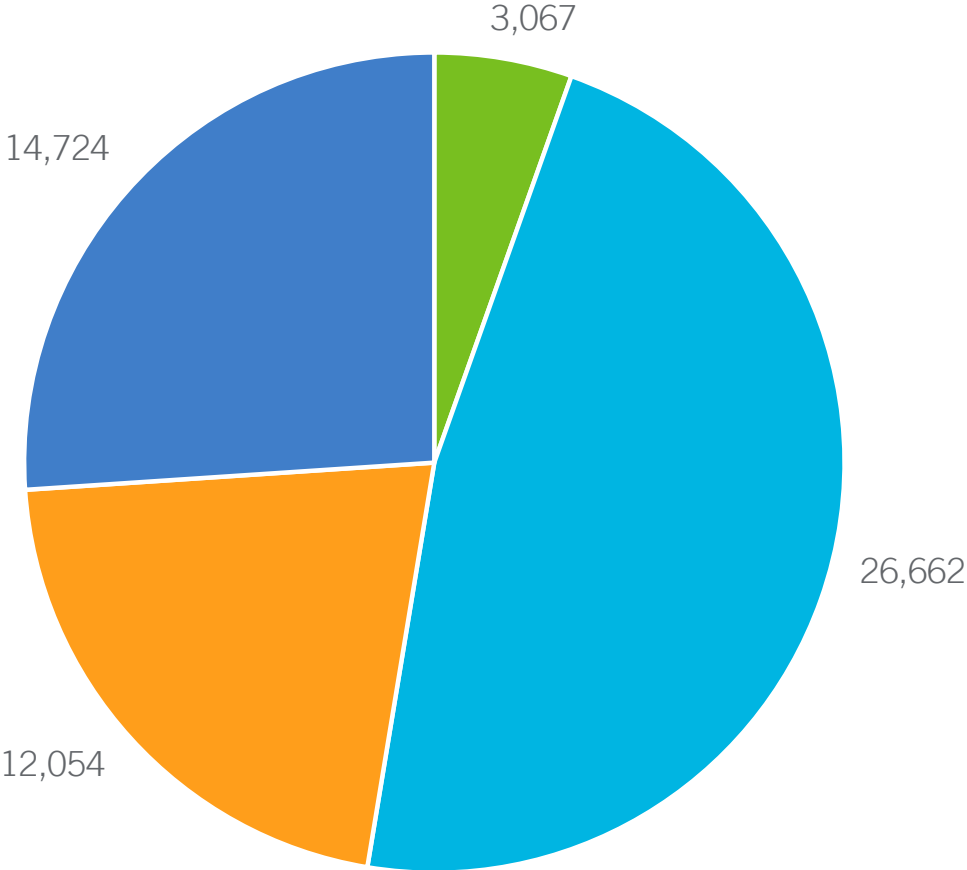


CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT



- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school

