

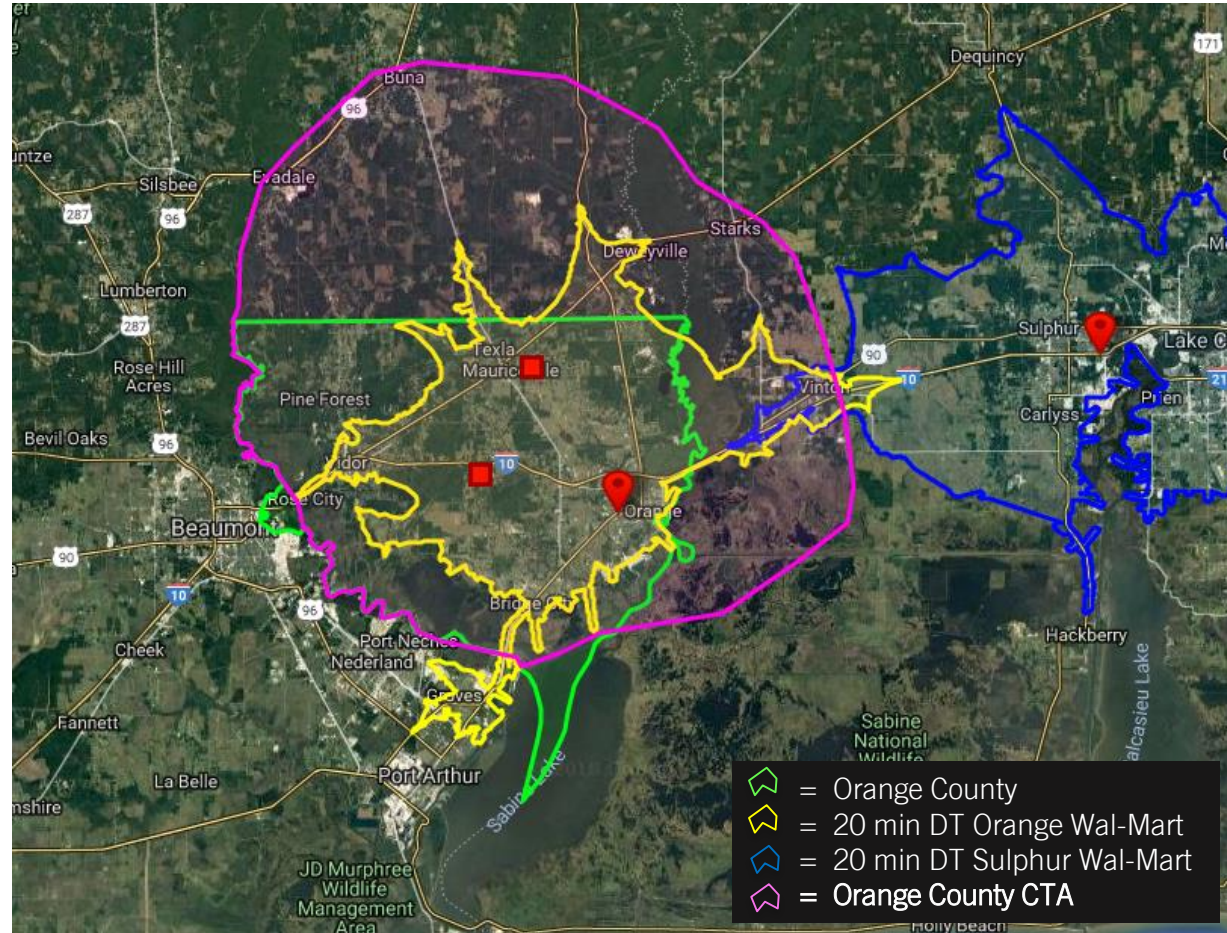


## Primary Trade Area

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.



Retail Strategies has created the customized trade area shown in the map above and outlined in **PINK** which is focused on a consumer who might travel for their primary shopping destination within Orange County.



# 99,569

2017 Estimated Population  
Custom Trade Area



101,932  
projected 2022 population

2.4%  
projected growth rate  
2017-2022

# 38

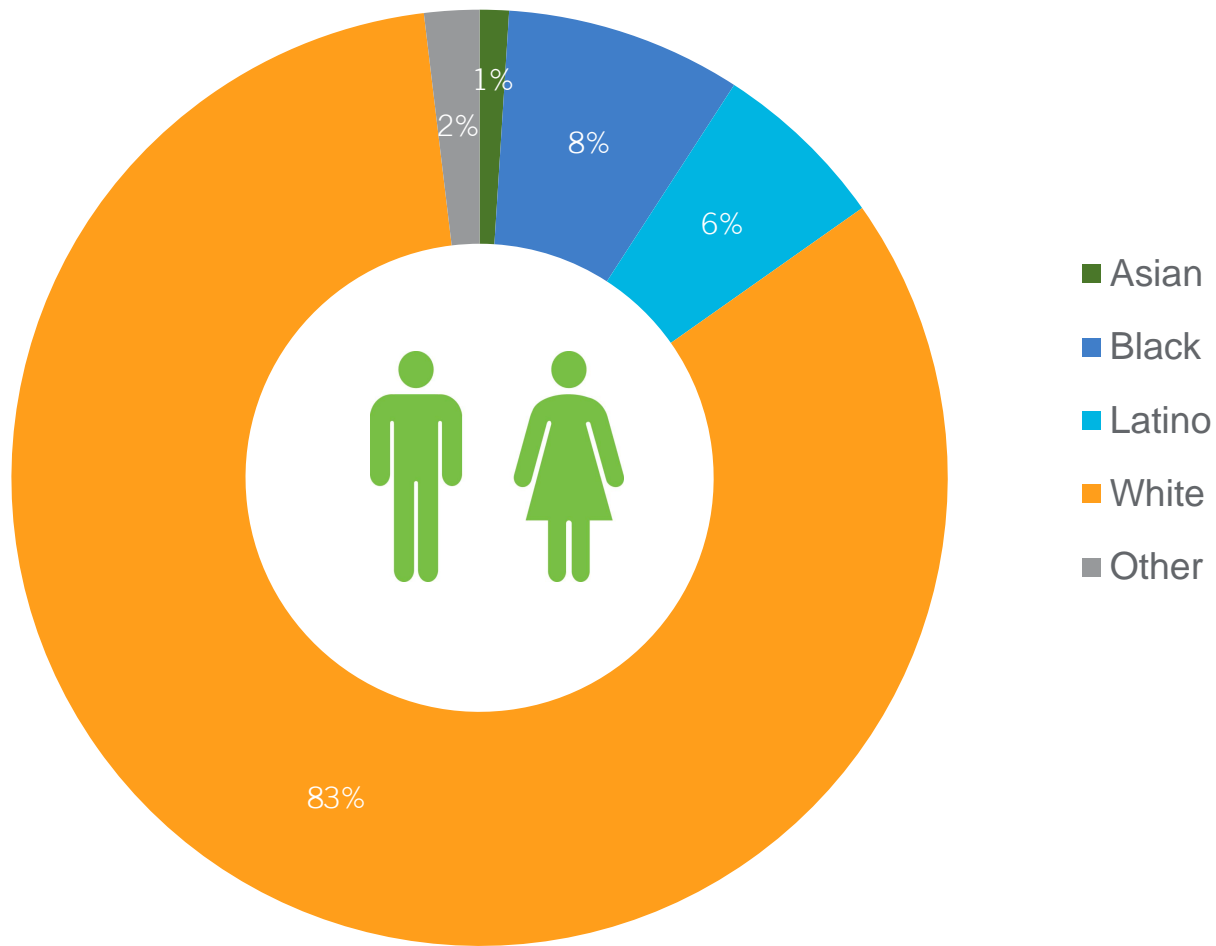
male average age

# 40

female average age



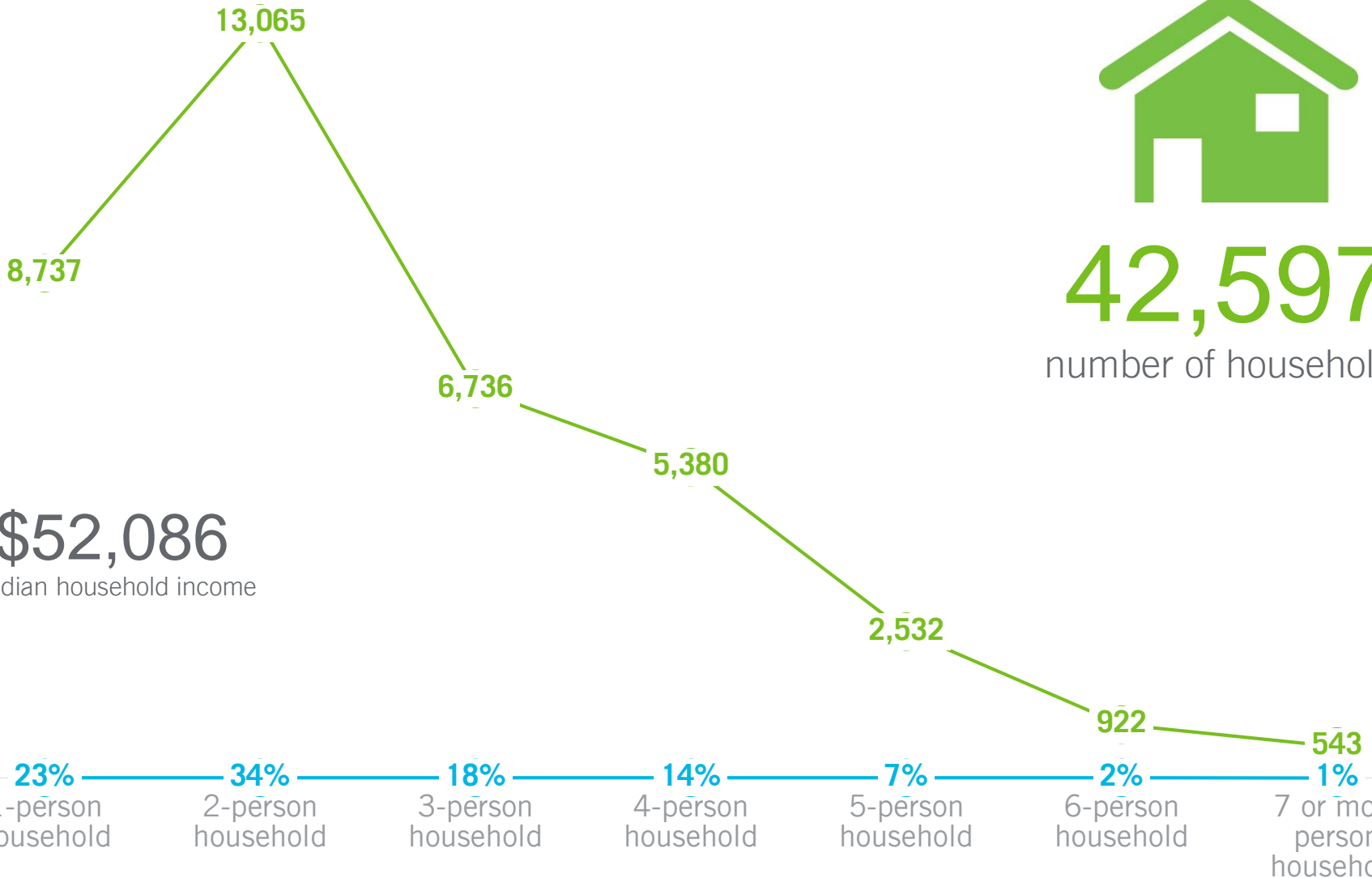
CURRENT YEAR ESTIMATED POPULATION BY RACE



# Discover: Custom Trade Area

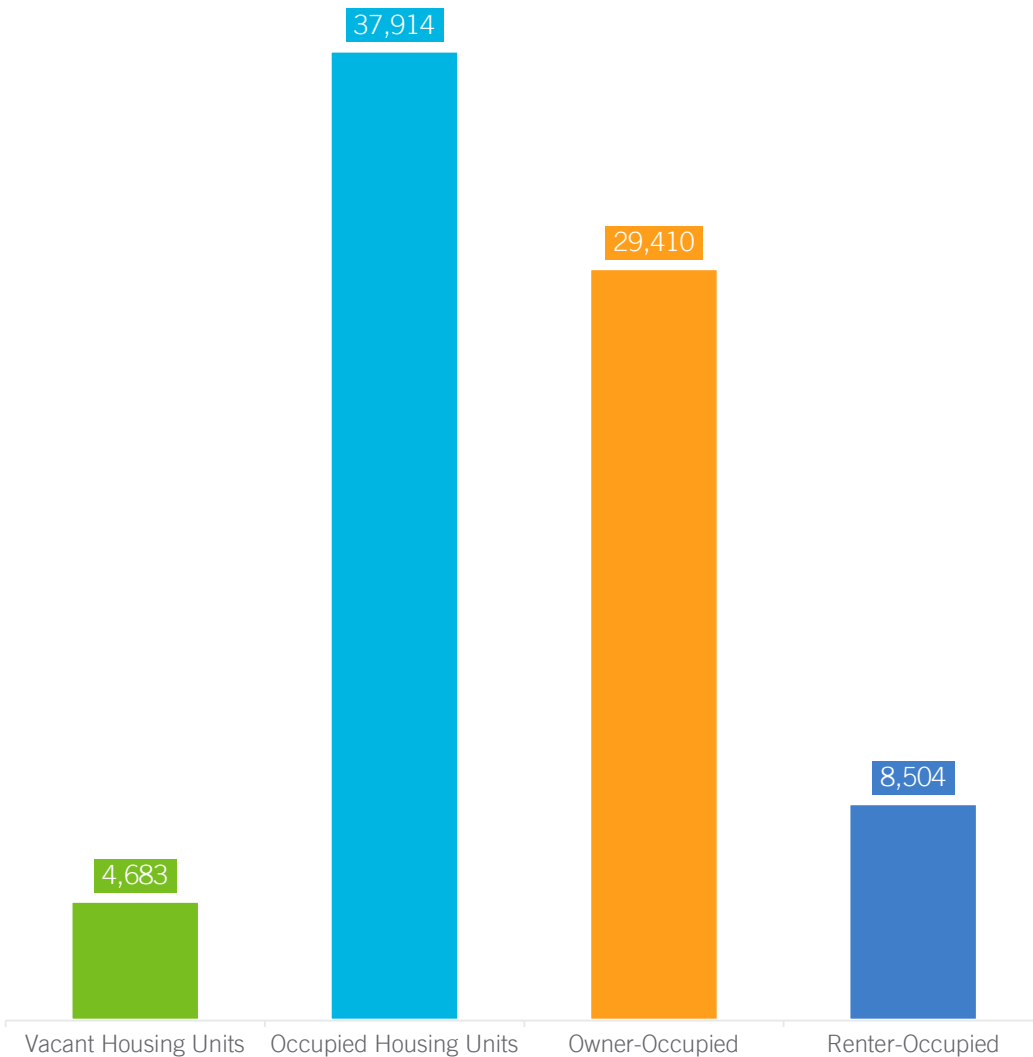


CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE





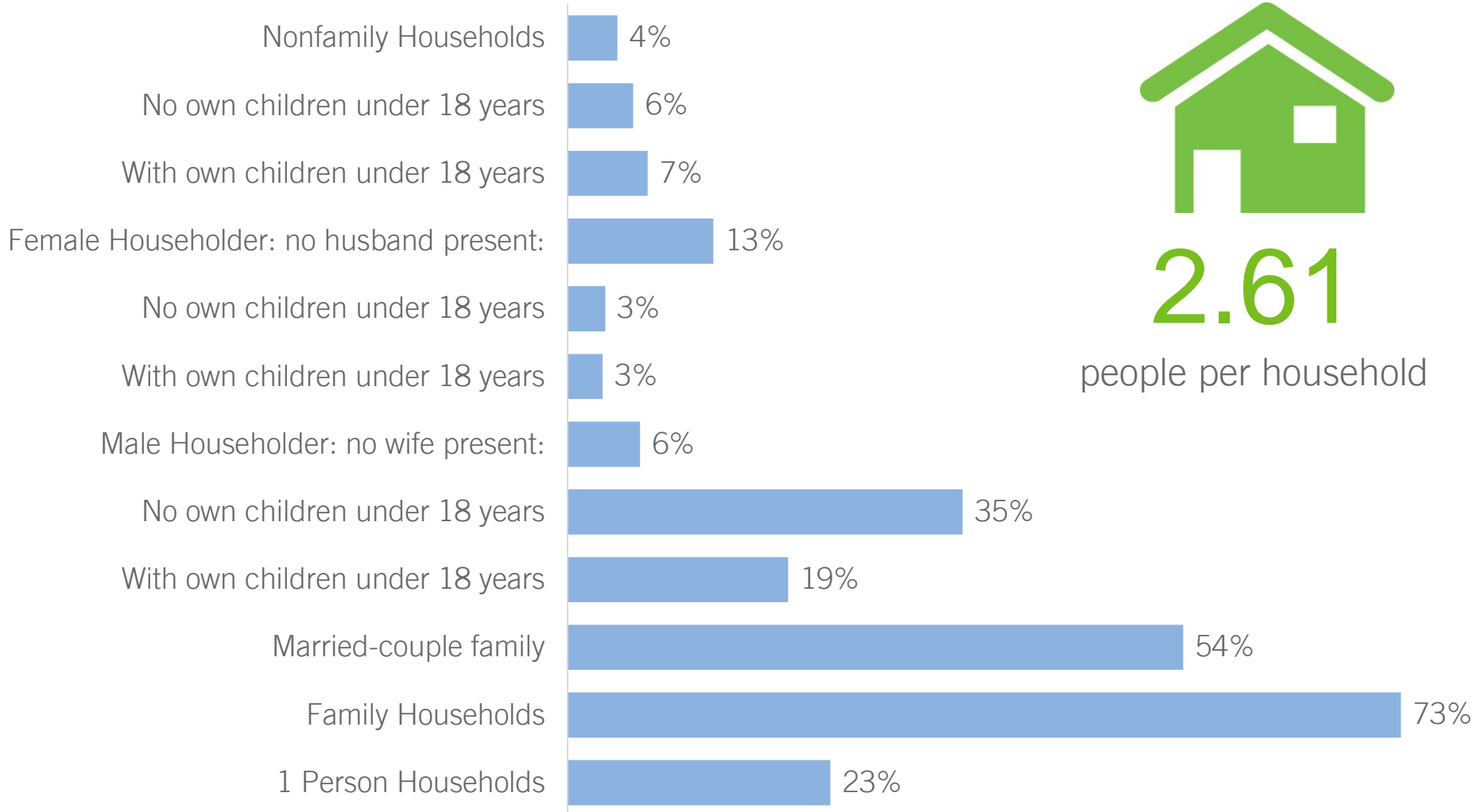
## CURRENT YEAR ESTIMATED HOUSING UNITS BY TENTURE



**\$123,049**  
average housing unit value

- Vacant Housing Units
- Occupied Housing Units
- Owner-Occupied
- Renter-Occupied

# Discover: Custom Trade Area

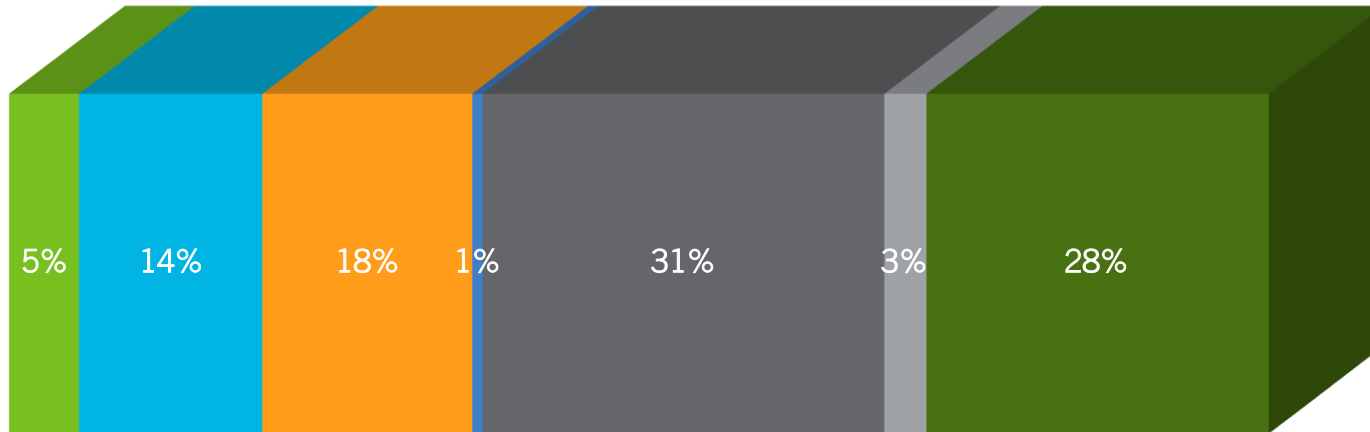




## DAYTIME POPULATION

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

94,898 daytime population



Daytime population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

Daytime population data provides a more accurate understanding of the distribution of people during the day within the trade area. As well as a better understanding of the type of persons within the trade area. Some people can be classified as falling within more than one subcategory of daytime population. For example, people working at home who are disabled. As a result, some people may be counted twice. This double-counting results in the daytime population being approximately 6% higher.



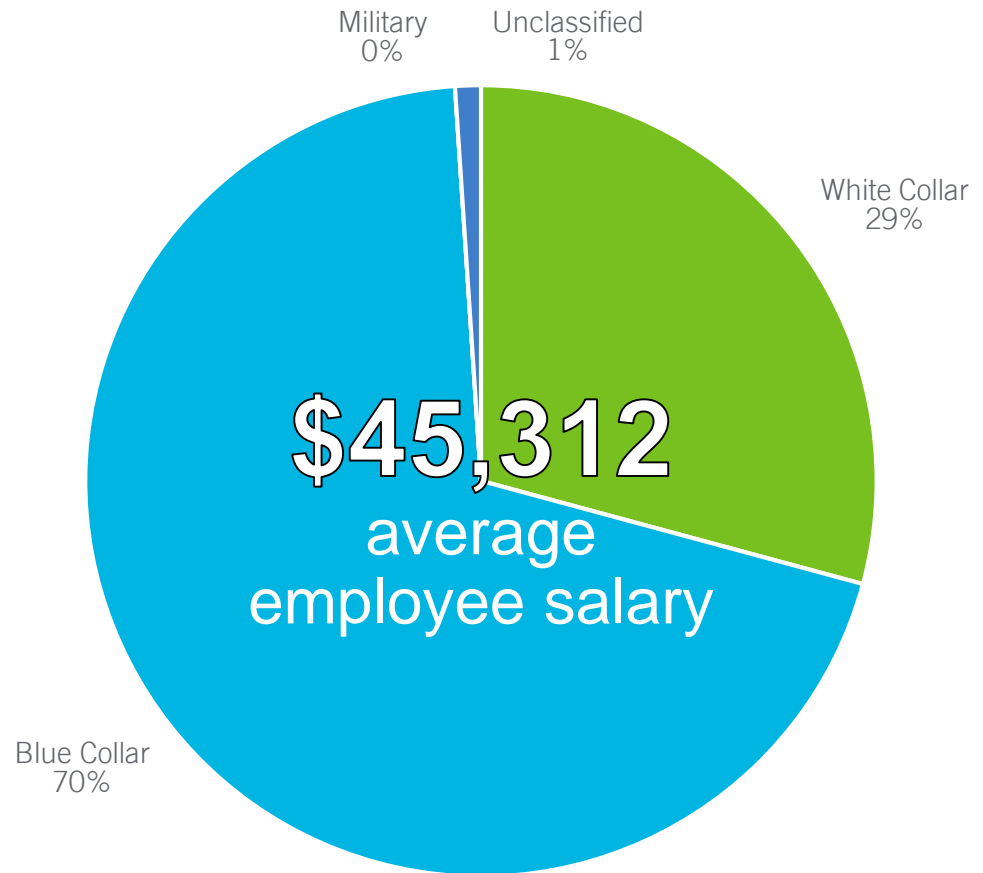
## WORKPLACE POPULATION BY OCCUPATION

### Occupations included in Blue Collar:

- Protective Services
- Food Preparation and Serving Related
- Building and Grounds Cleaning and Maintenance
- Personal Care and Services
- Sales and Related
- Office and Administrative Support
- Farming, Fishing, and Forestry
- Construction and Extraction
- Installation, Maintenance, and Repair
- Production
- Transportation and Material Moving
- Military
- Unclassified

### Occupations included in White Collar:

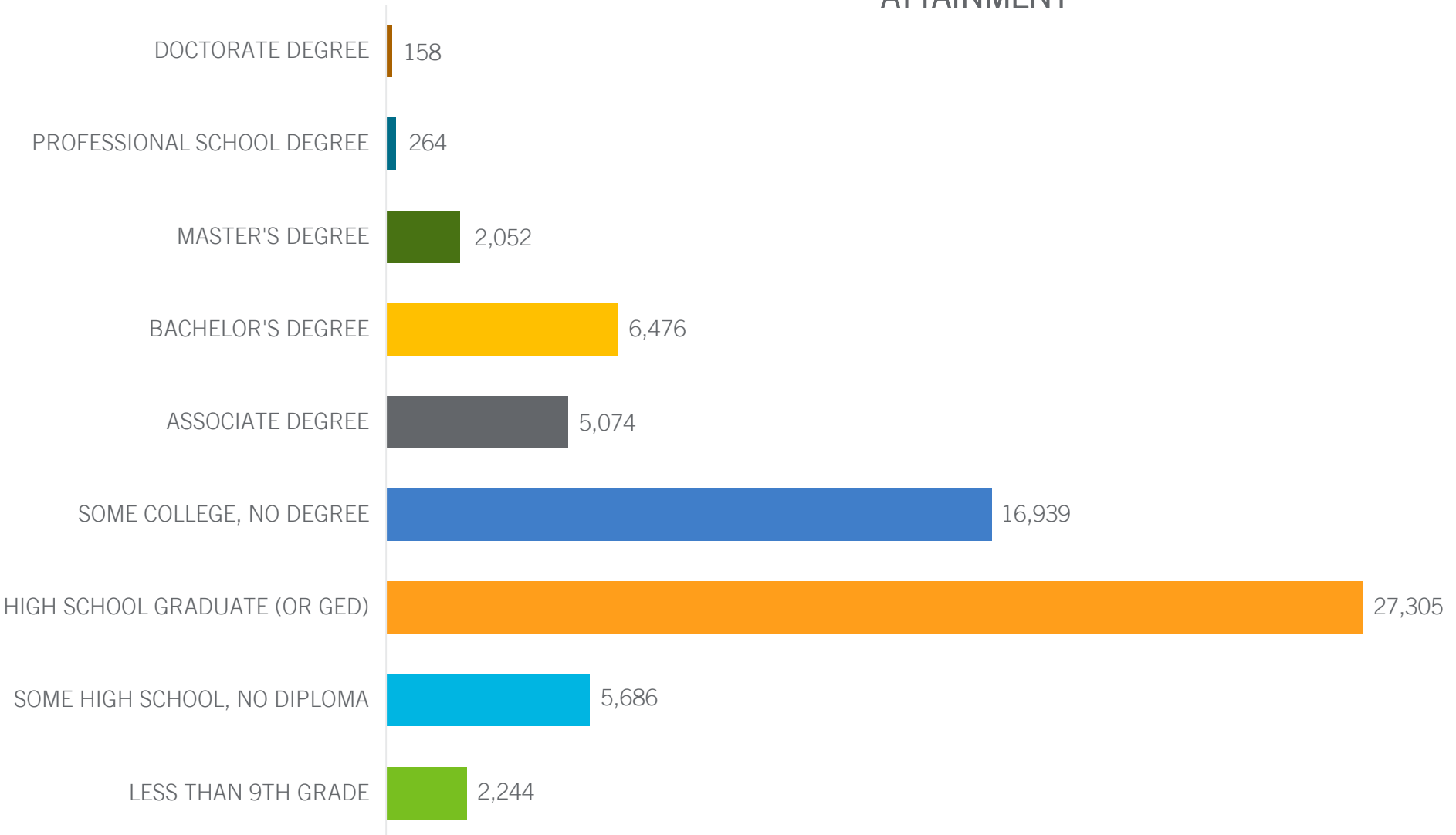
- Management
- Business and Finance Operations
- Computer and Mathematical Science
- Architecture and Engineering
- Life, Physical, and Social Science
- Community and Social Services
- Legal
- Education, Training, and Library
- Art, Design, Entertainment, Sports, and Media
- Healthcare Practitioners and Technical
- Healthcare Support





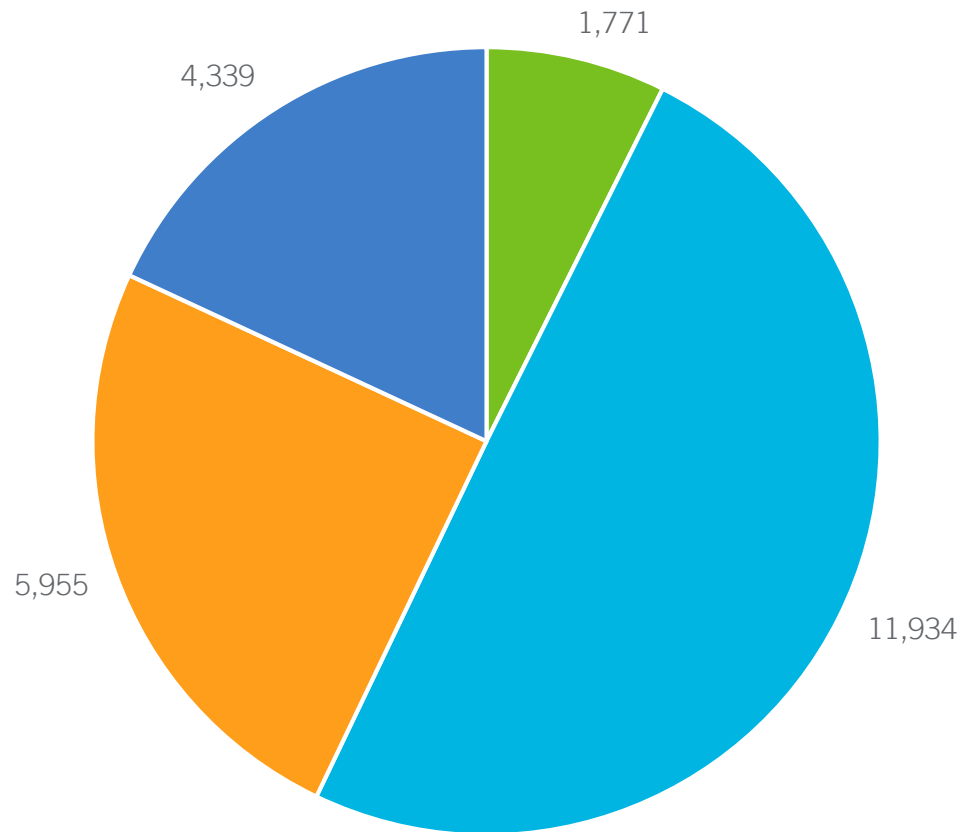


## CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





## Current Year Estimated Population by Enrollment



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