

# Discover: Market Research – Research Investment \$176,000

## Trade Area Identification

- Drive Times
- Radius Rings
- Customized Trade Area

## Psychographic Profile

- Data Based Decision Making
- Tapestry Segmentation

## Market Opportunity Analysis

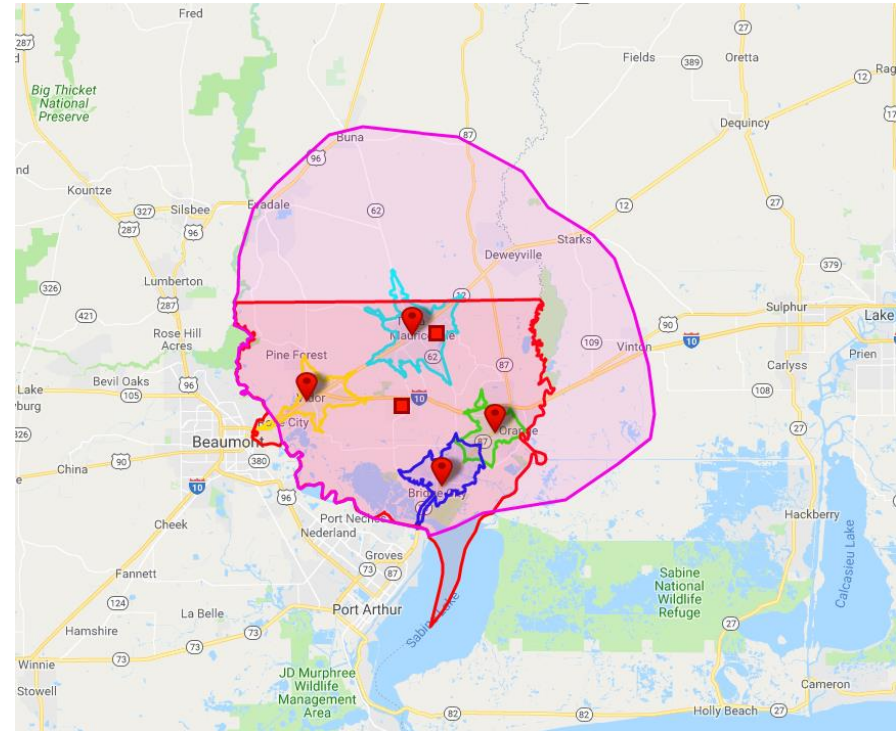
- Peer Community Analysis
- Void & Distance Tolerance
- Gap Analysis

87 specific reports

23,555 unique variables

7 geographies per variable

3,367 variables to analyze



**Mobile Data Collection**  
**\$60,000**

**GIS Mapping & Data Resources**  
**\$111,000**

**Paid Subscriptions and Reports**  
**\$5,000**

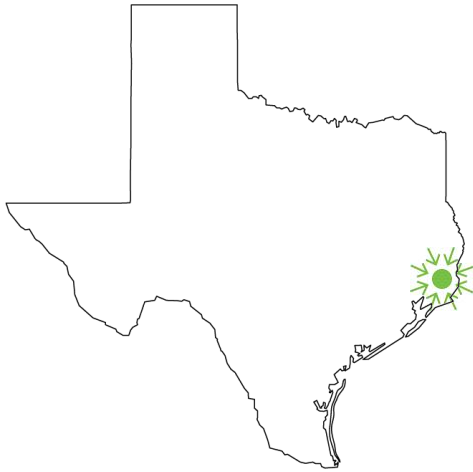
An industry leading report which utilizes cell phone data to identify the home location of consumers that visit a defined shopping area within the trade area.

Sitewise, Site to Do Business, REGIS STI PopStats, ESRI, Applied Geographic Solutions, Land Vision

Retail Lease Trac, Plain Vanilla Shell, Supermarket News, Sales Genie, Nation's Restaurant News, Crittenden Research, Loopnet



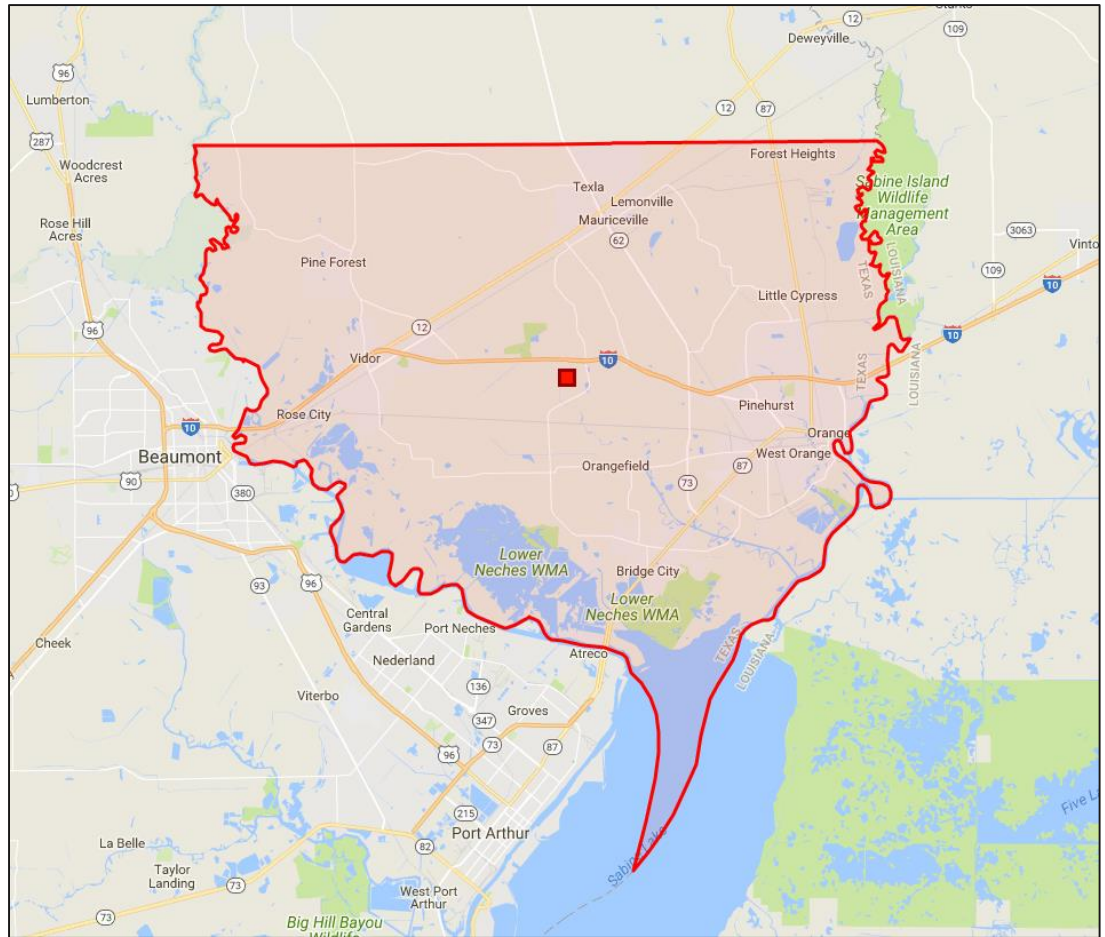
# Discover: High Level



State of Texas  
Population 27.86 Million

Beaumont-Port Arthur, TX CBSA  
Population 410,630

Orange County, TX  
Population 84,149



# Discover: Drive Time & Radius

