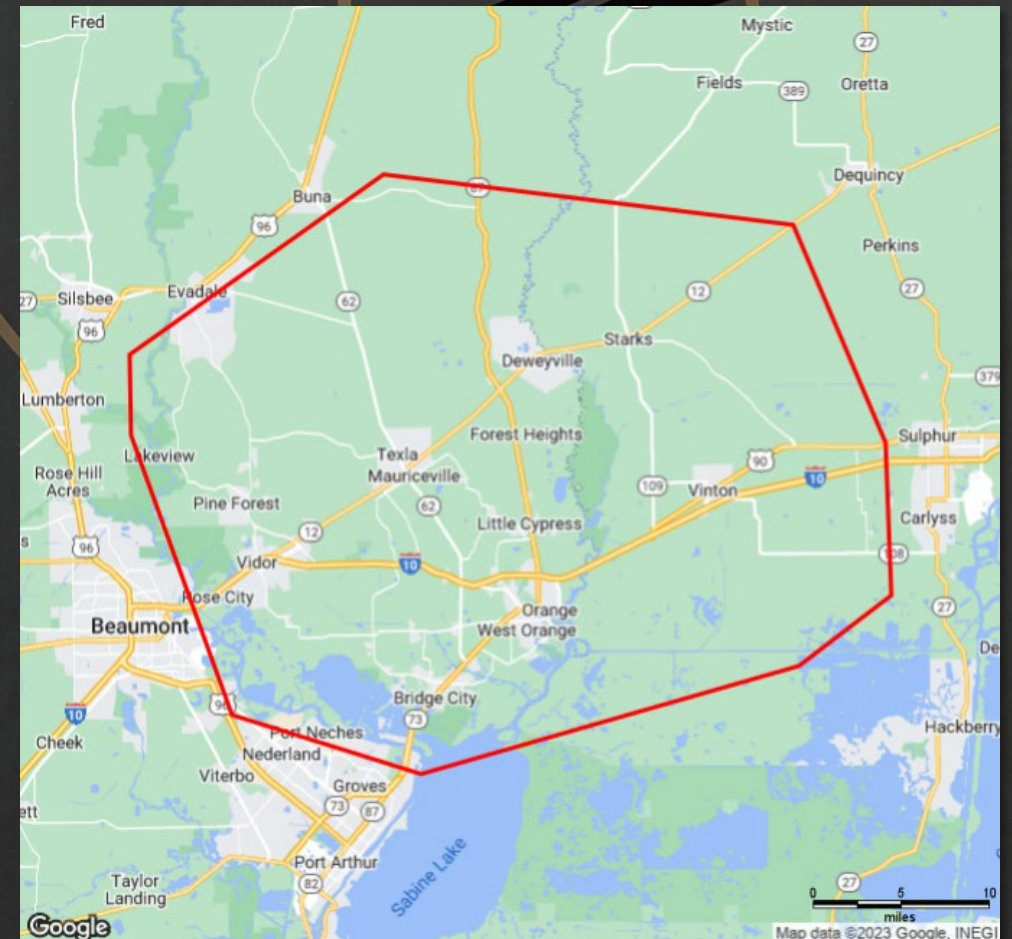


DISCOVER

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 or dine.



DISCOVER

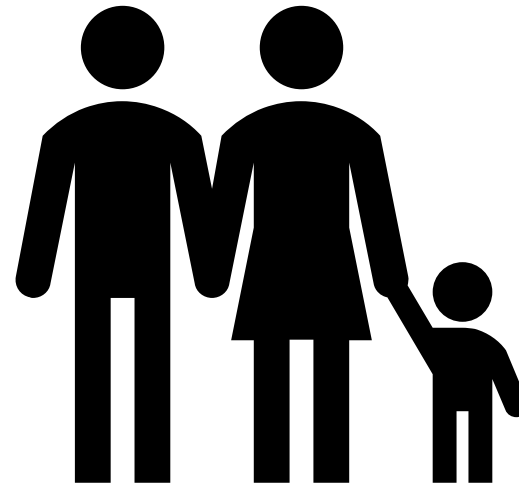
Customized Trade Area

107,547

2022 estimated population

109,162

projected 2027 population



\$66,145

Median household income

39

male average age

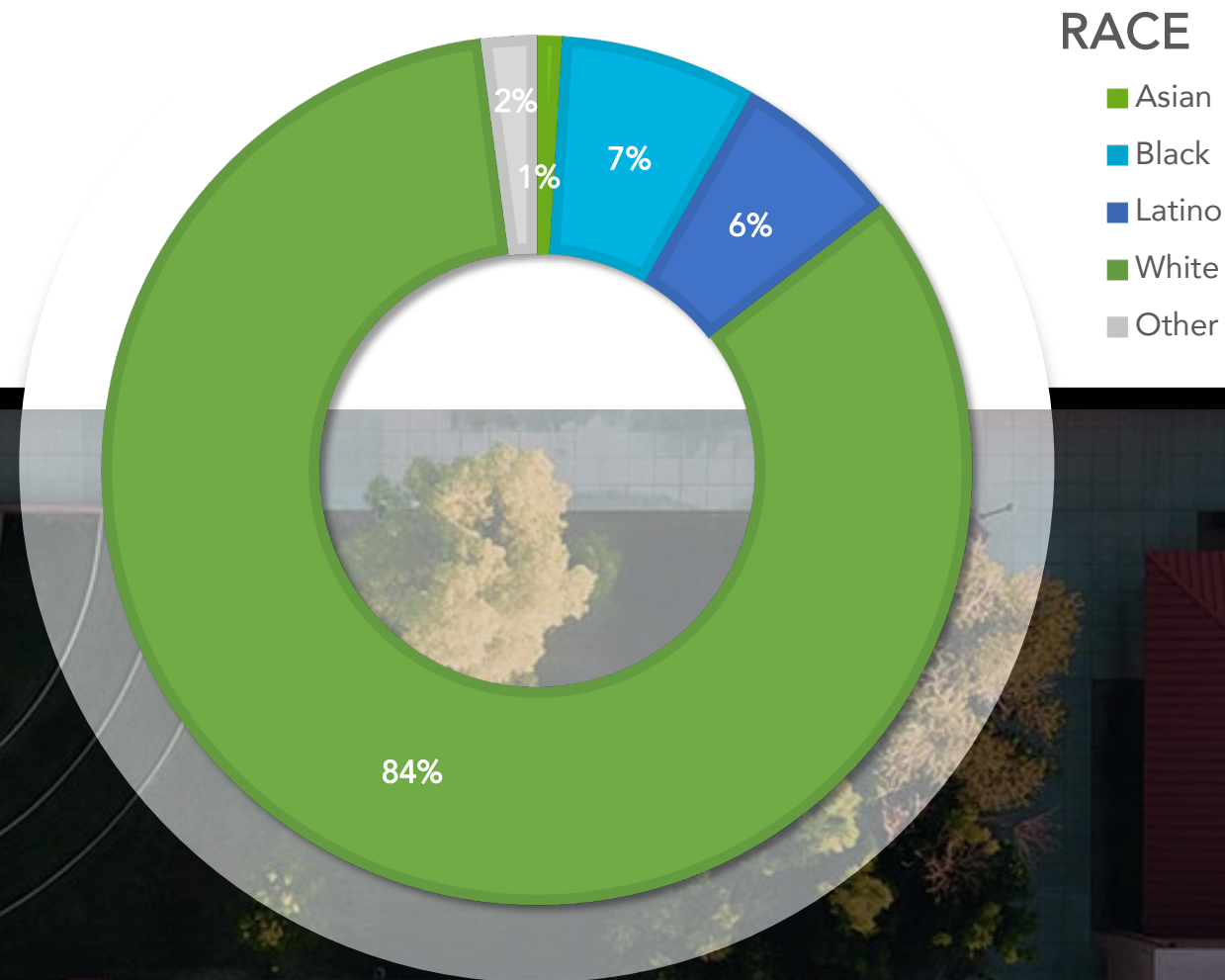
41

female average age

DISCOVER

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



DISCOVER

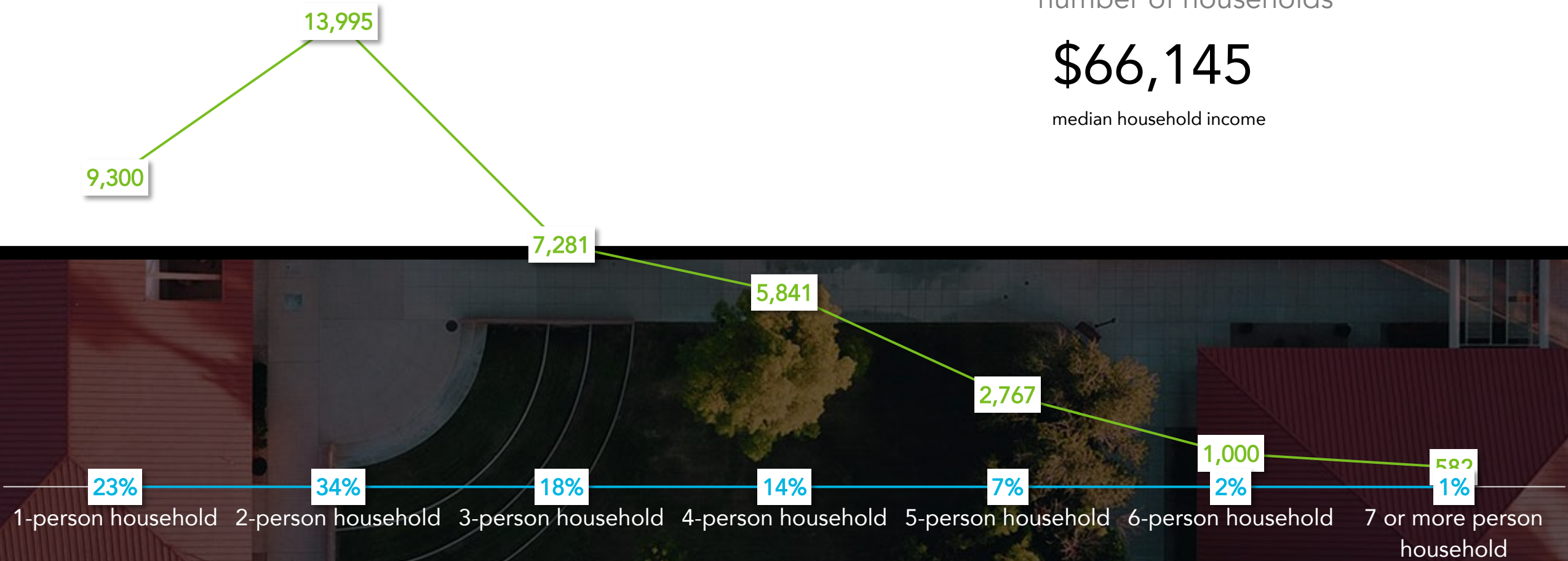
Customized Trade Area

46,180

number of households

\$66,145

median household income



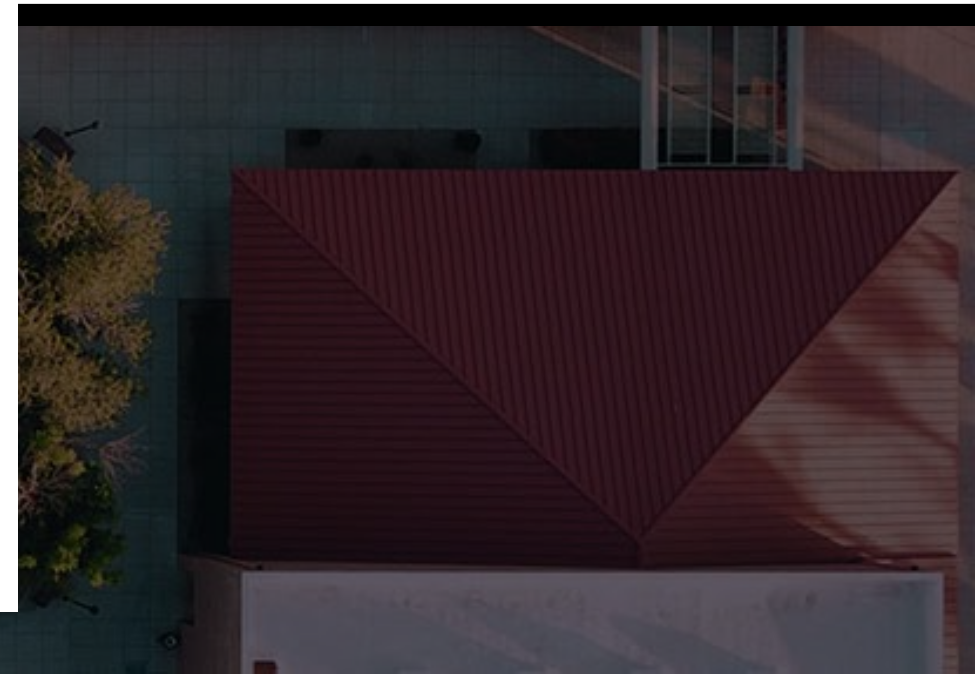
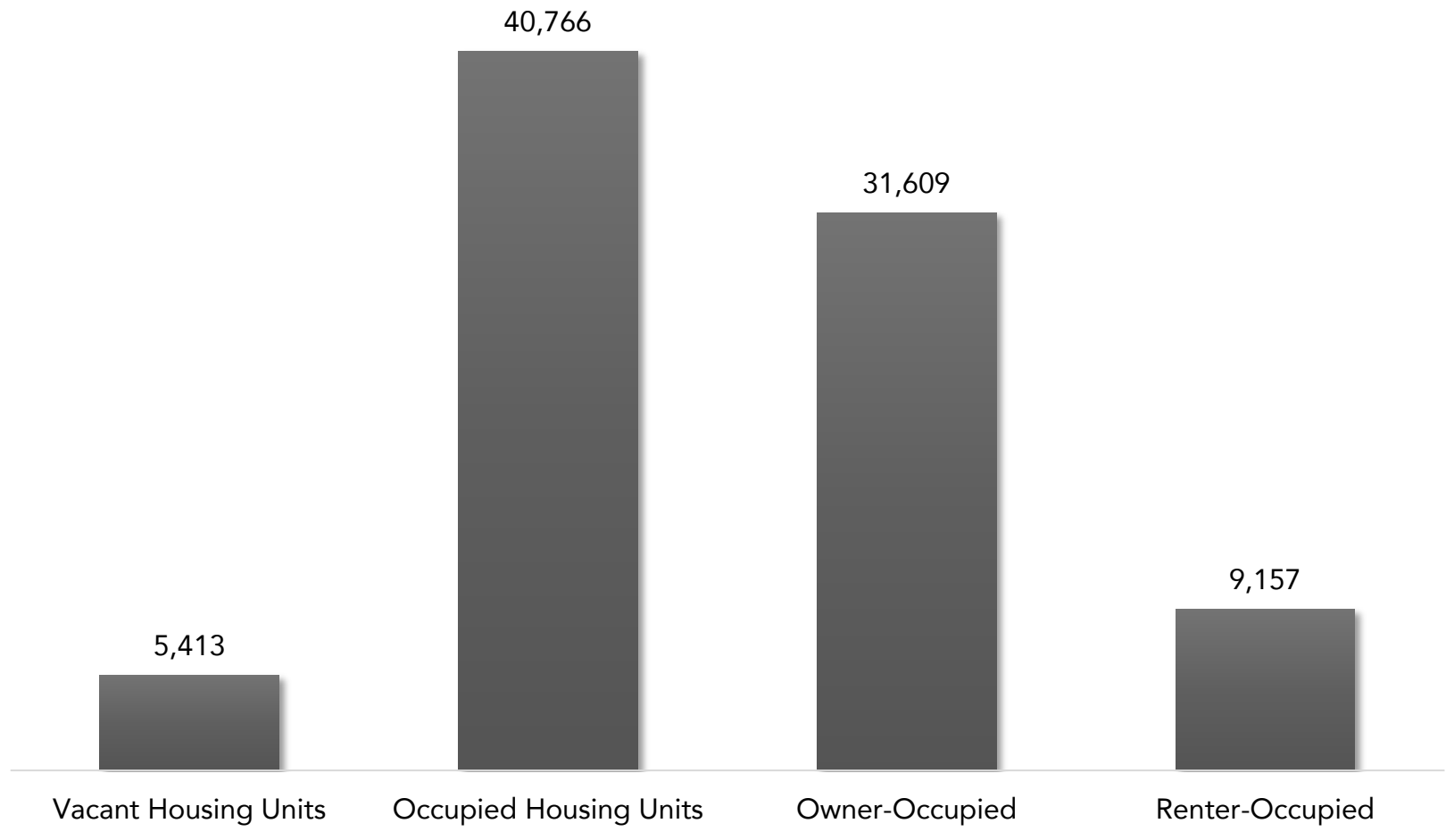
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

DISCOVER

Customized Trade Area

2022 ESTIMATED HOUSING
UNITS BY TENURE

\$170,191
average housing unit value



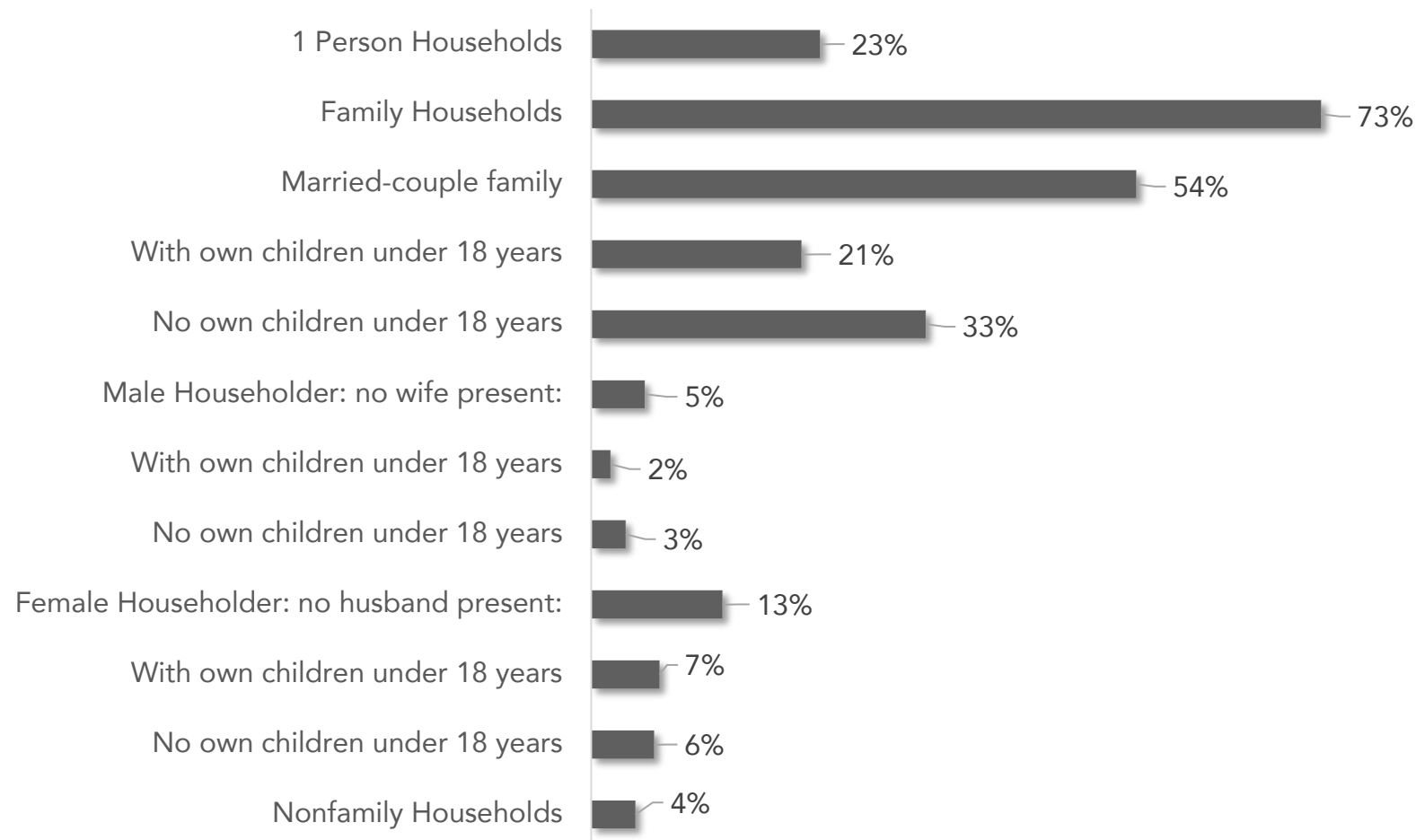
DISCOVER

Custom Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE

2.62

people per household



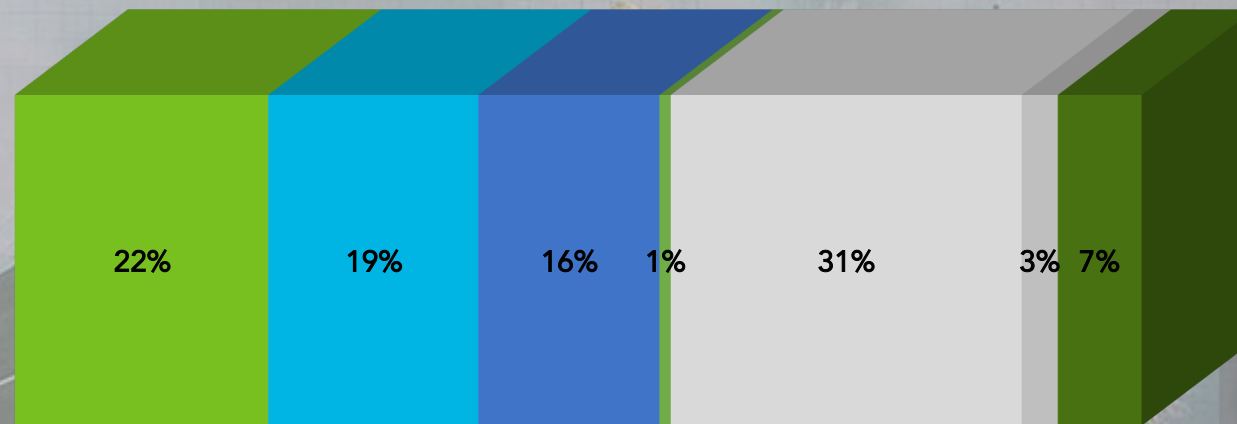
DISCOVER

Customized Trade Area

89,996
daytime population

daytime population

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

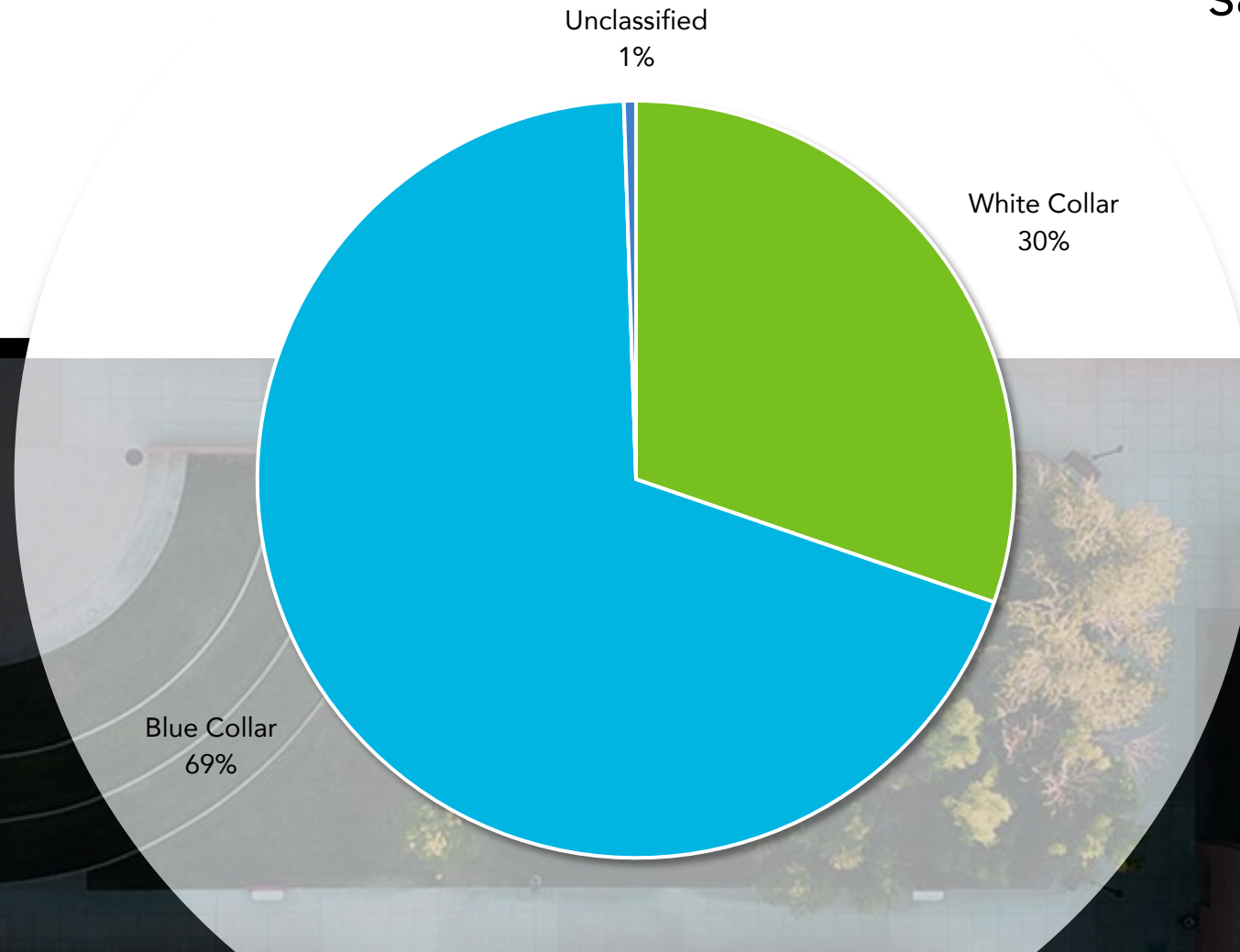


DISCOVER

Customized Trade Area

\$47,943

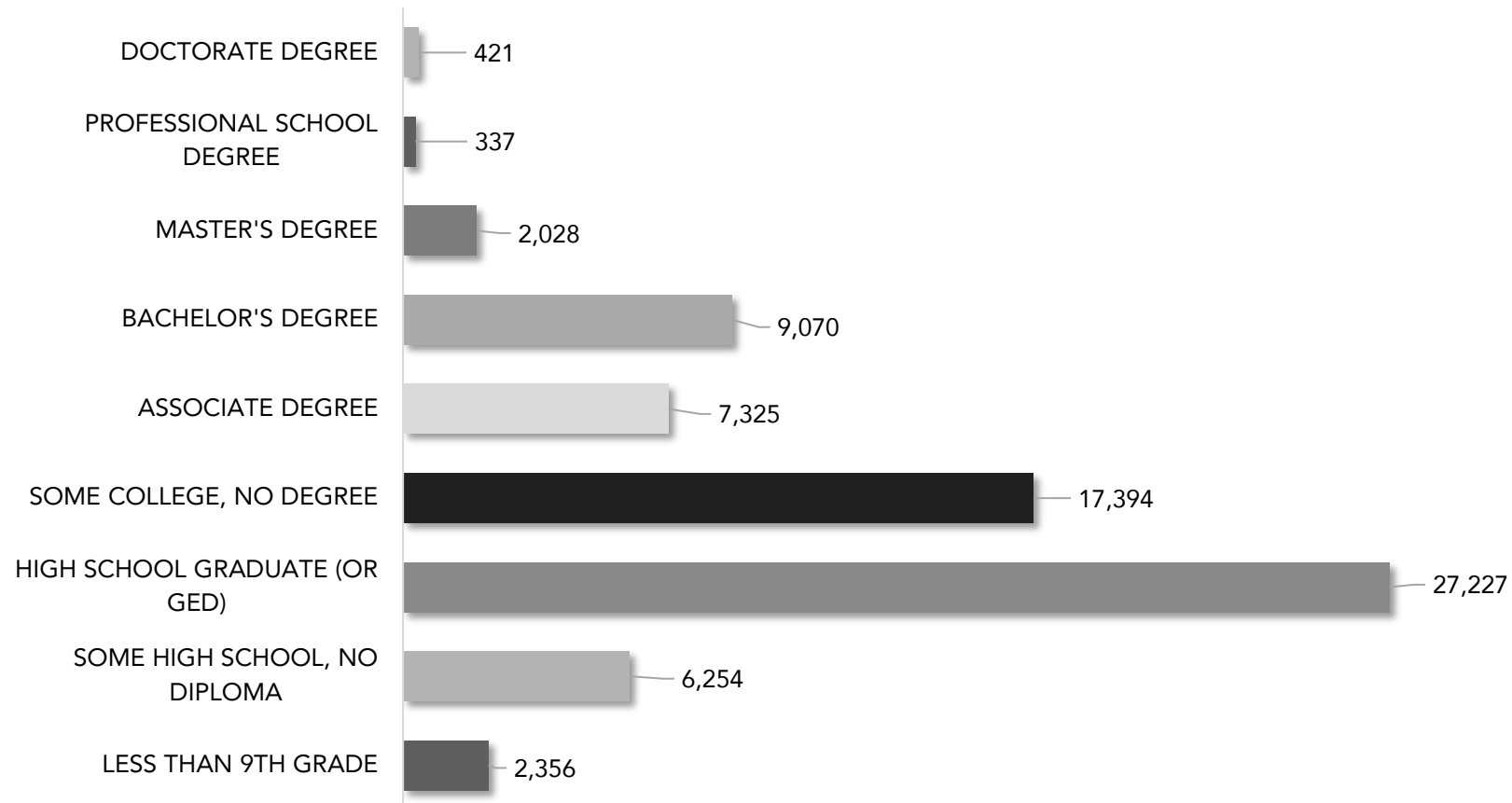
average employee salary



DISCOVER

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL
ATTAINMENT



DISCOVER

Customized Trade Area

Current Year Estimated Population by Enrollment

