

Discover: Custom Trade Area



Mobile Data Collection

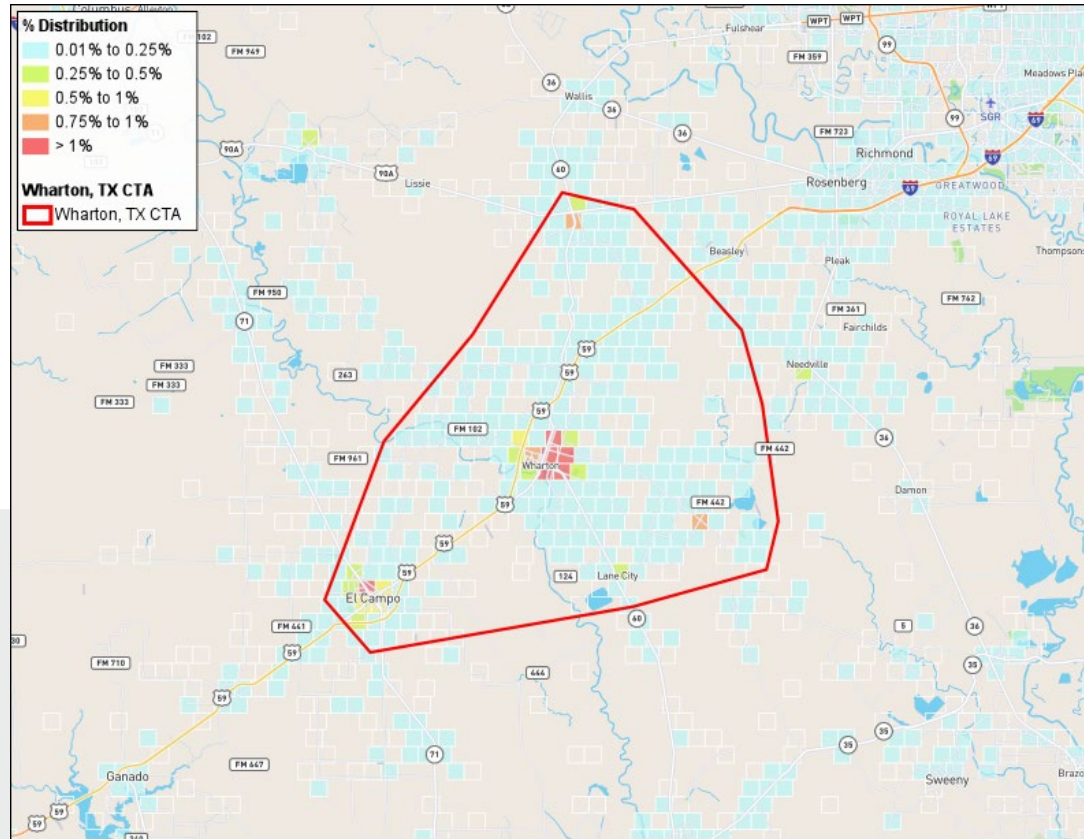
The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.



The location tracked was
Walmart

for the time period of
April 15, 2018 – April 15, 2019

This tool is intended to support the trade area but does not solely define the trade area.



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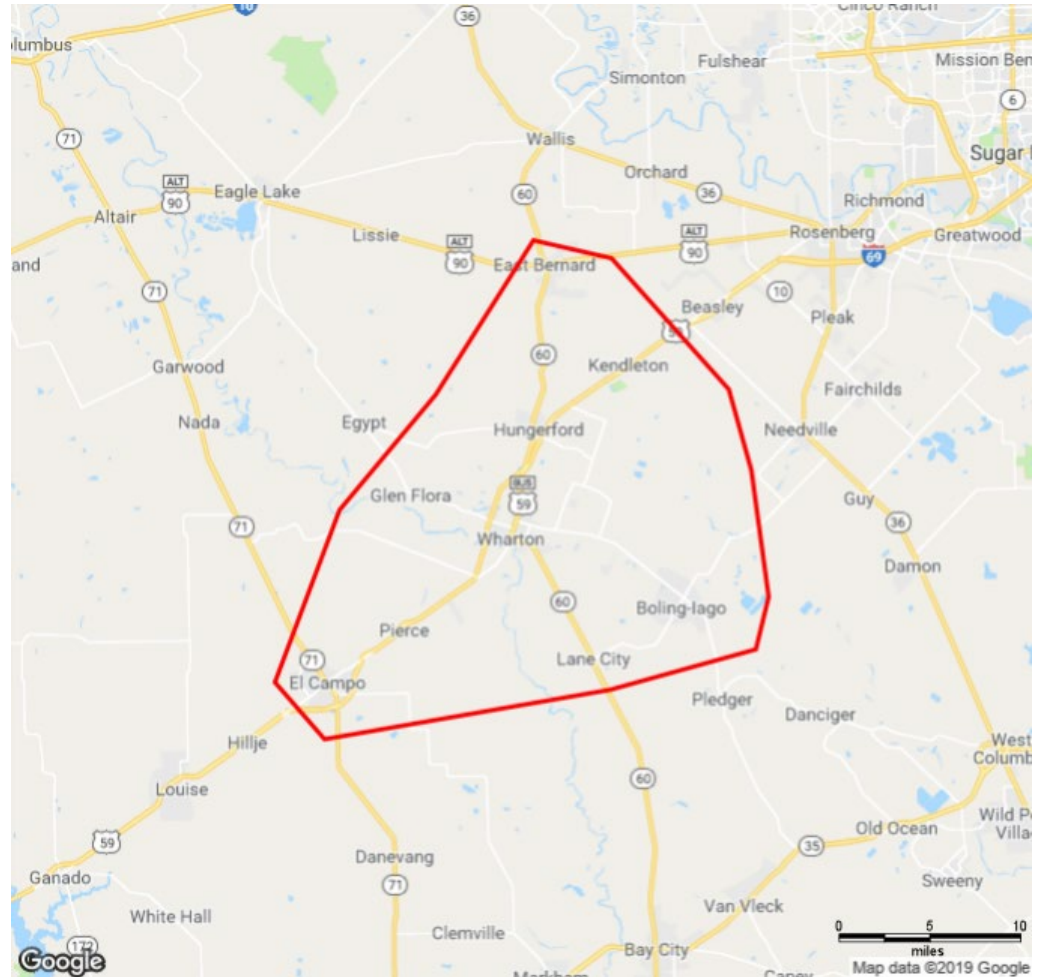
Customized Trade Area

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 area is a start.

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 a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.

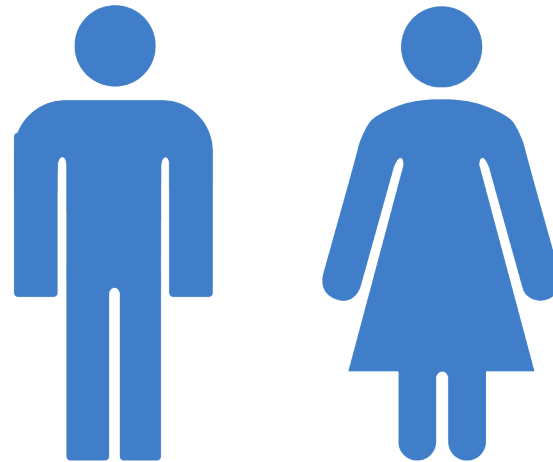
Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.





37,124

2018 estimated population



38,180
projected 2023 population

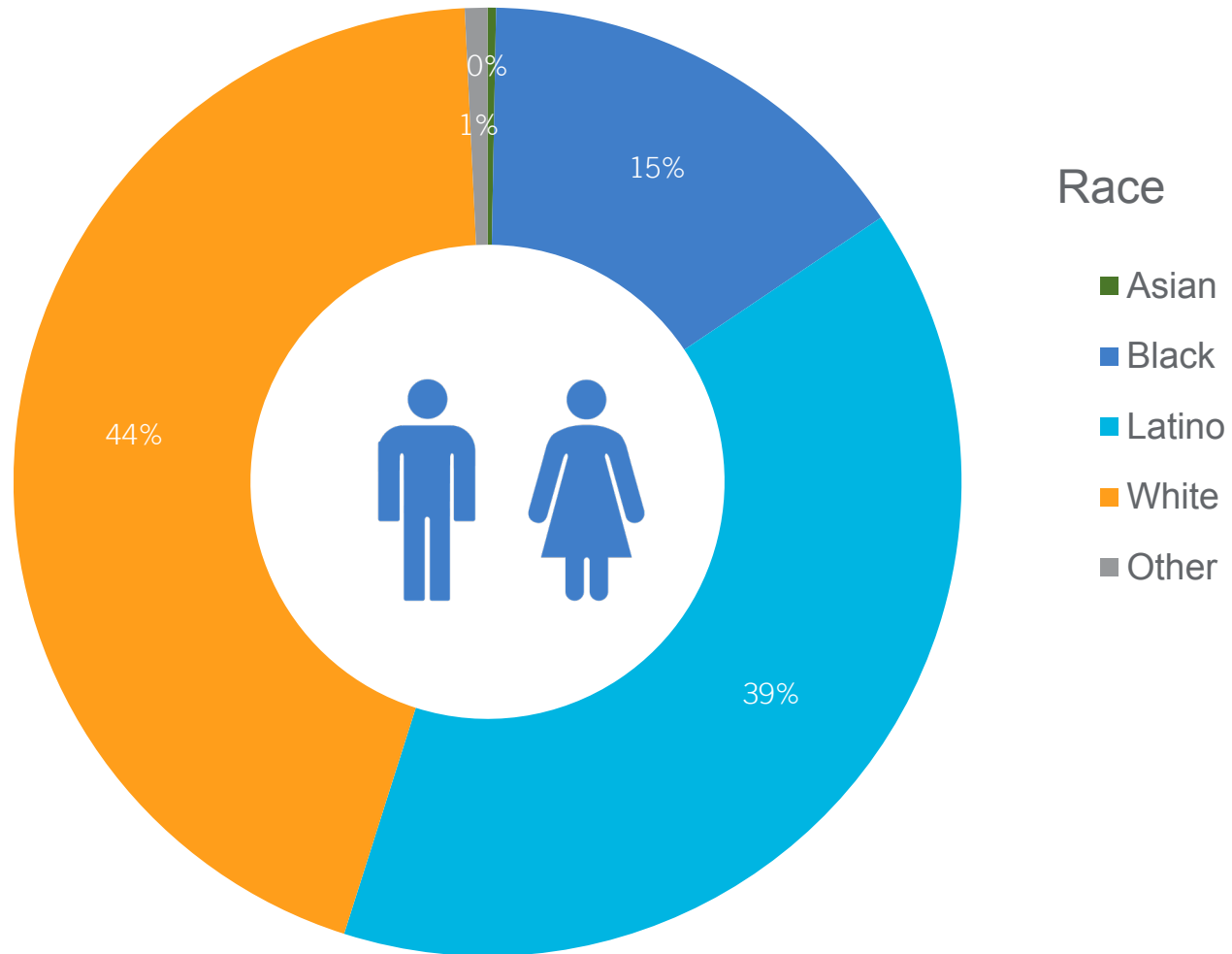
2.8%
projected growth rate
2018-2023

37

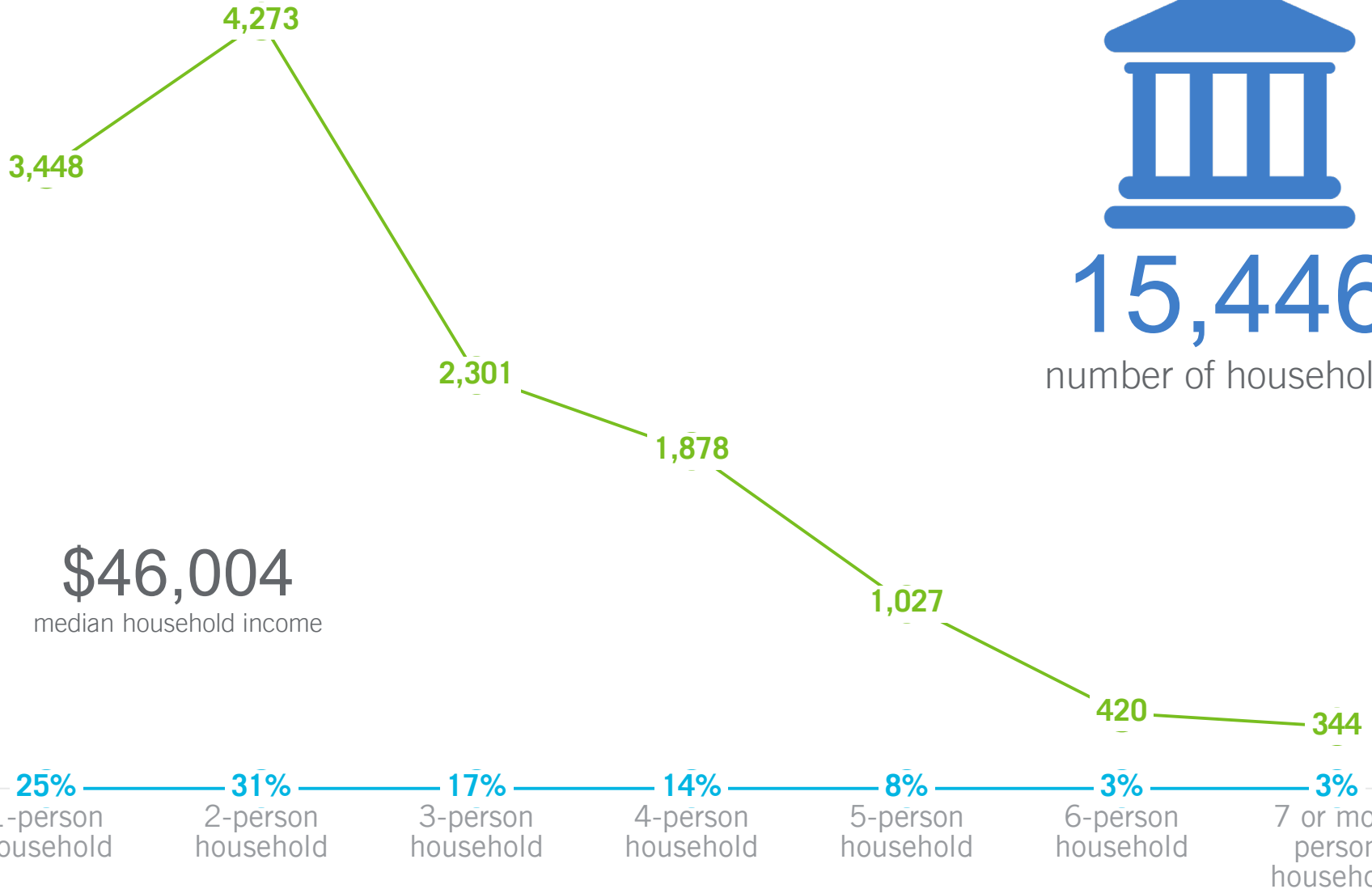
male average age

40

female average age



Discover: Custom Trade Area



15,446

number of households

\$46,004

median household income

25%

1-person household

31%

2-person household

17%

3-person household

14%

4-person household

8%

5-person household

3%

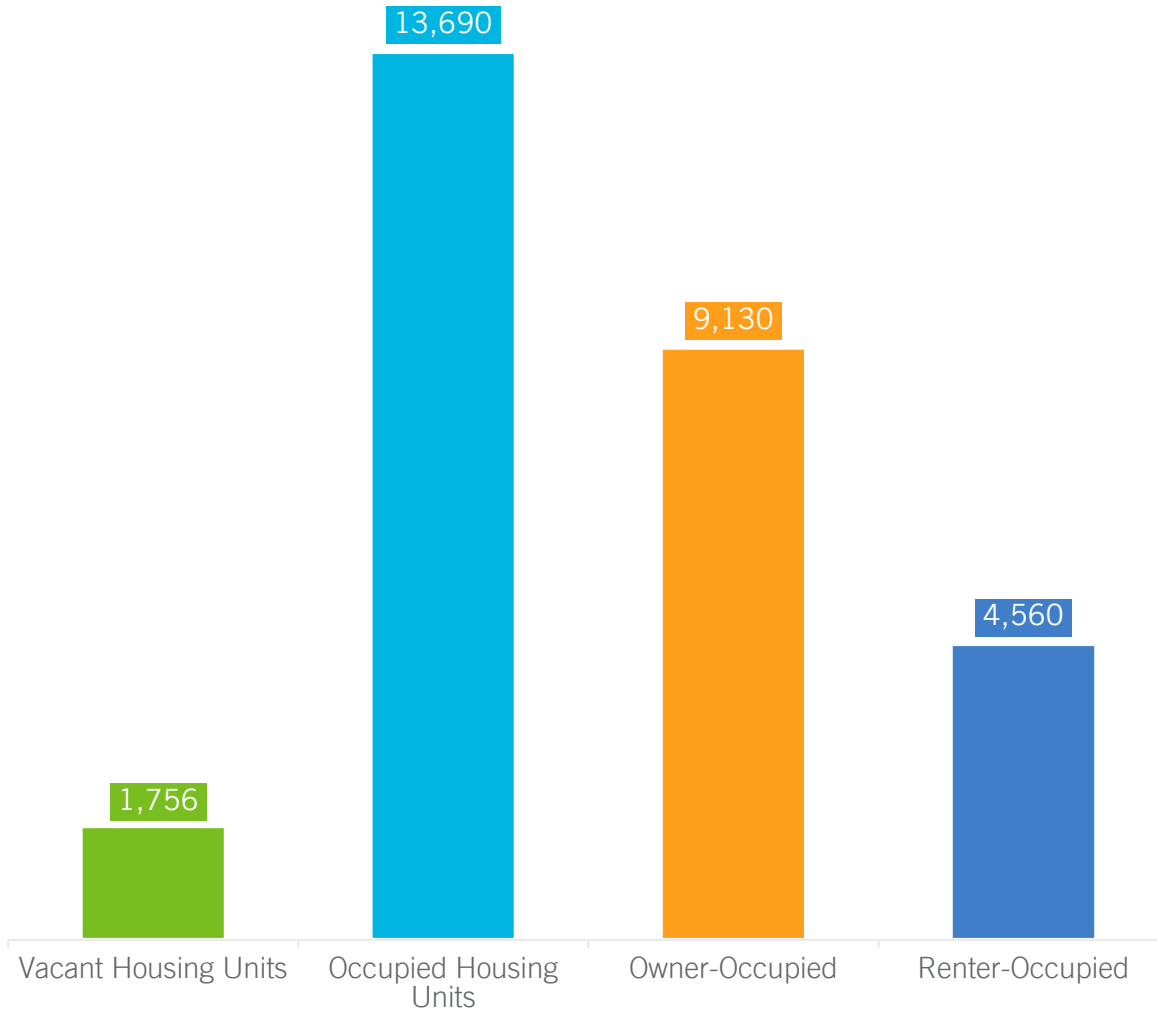
6-person household

3%

7 or more person household



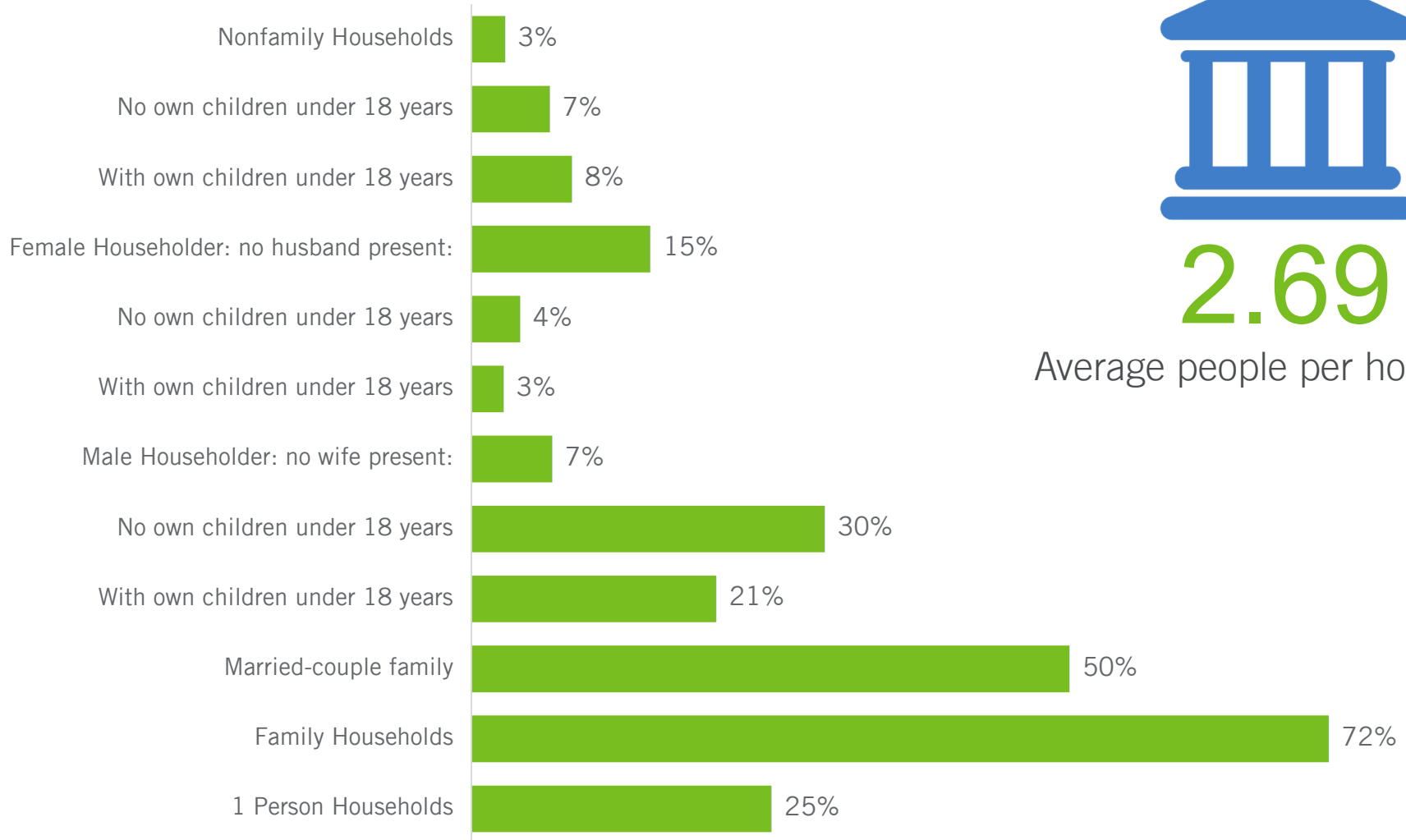
2018 ESTIMATED HOUSING UNITS BY TENURE



\$165,058

average housing unit value

Discover: Custom Trade Area



2.69

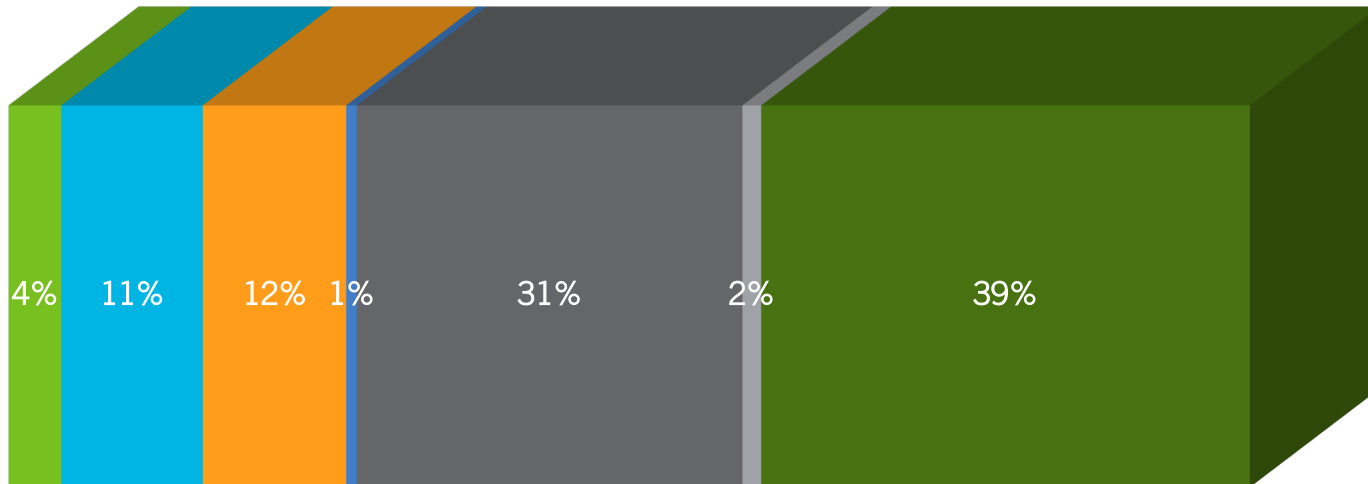
Average people per household



DAYTIME POPULATION

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

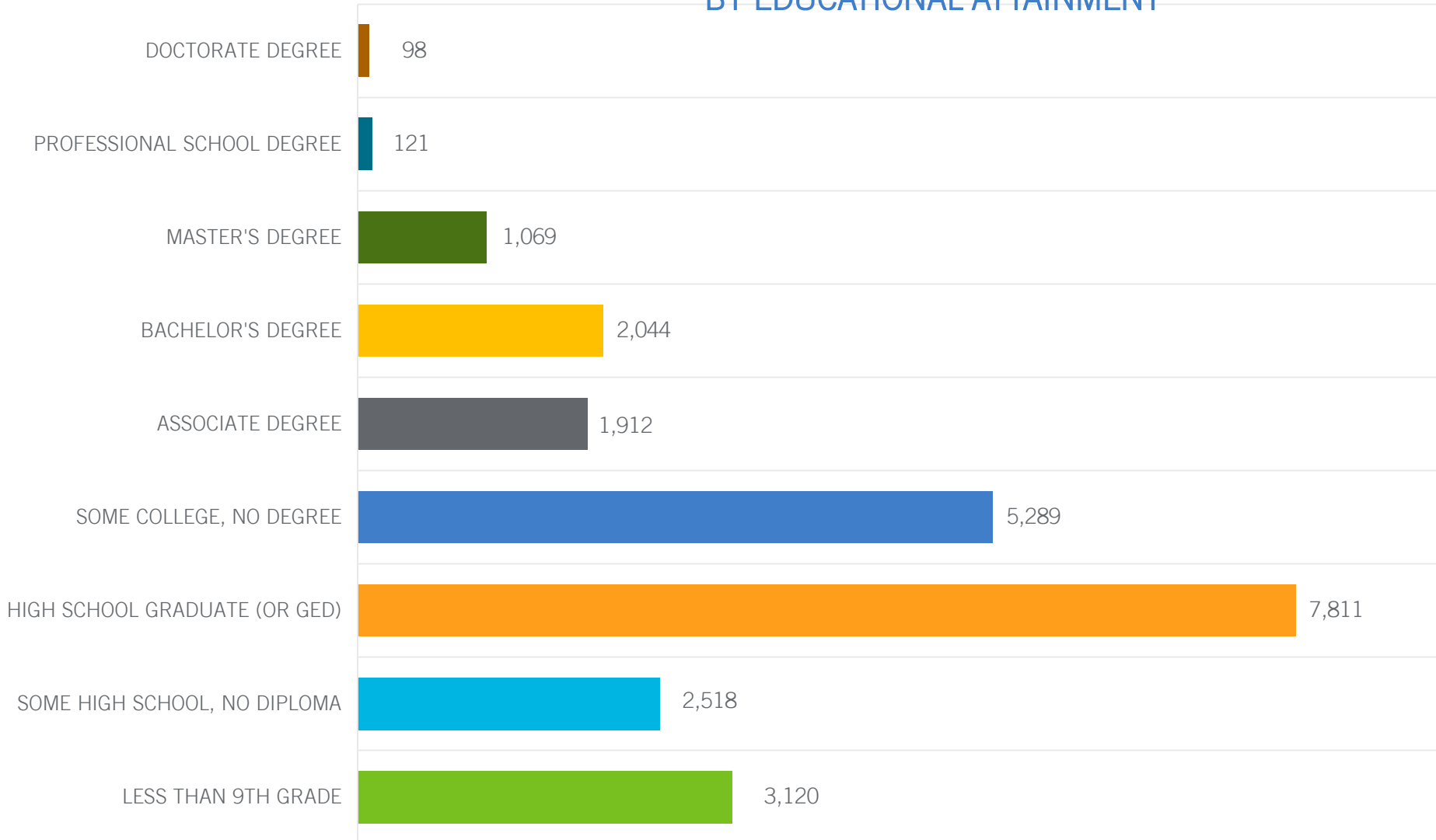
46,485 daytime population





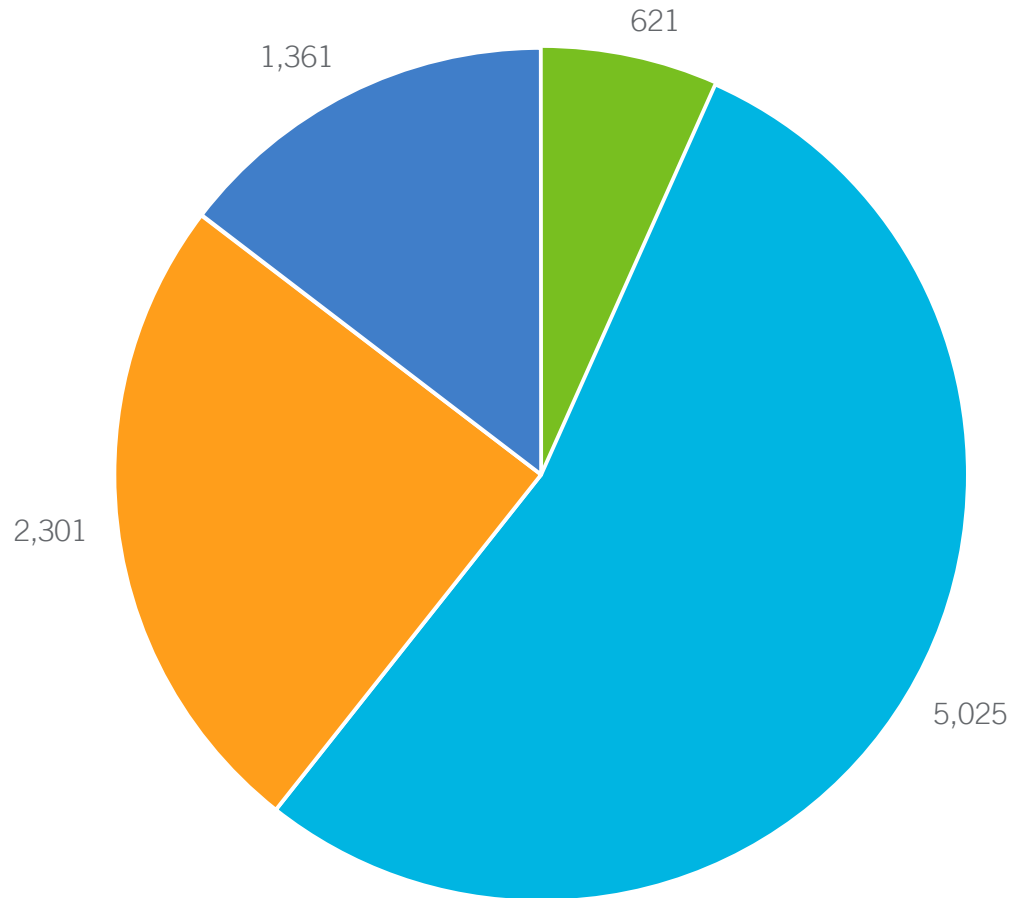


CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT



■ Nursery school/preschool
■ High School

■ Kindergarten/Elementary School
■ College/Graduate/Professional school