

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.



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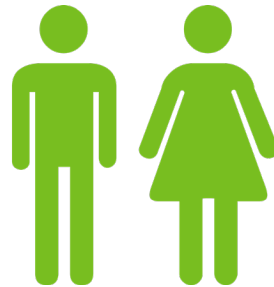
Customized Trade Area

27,846

2021 estimated population

28,515

projected 2026 population



2.4%

projected growth rate
2021-2026

39

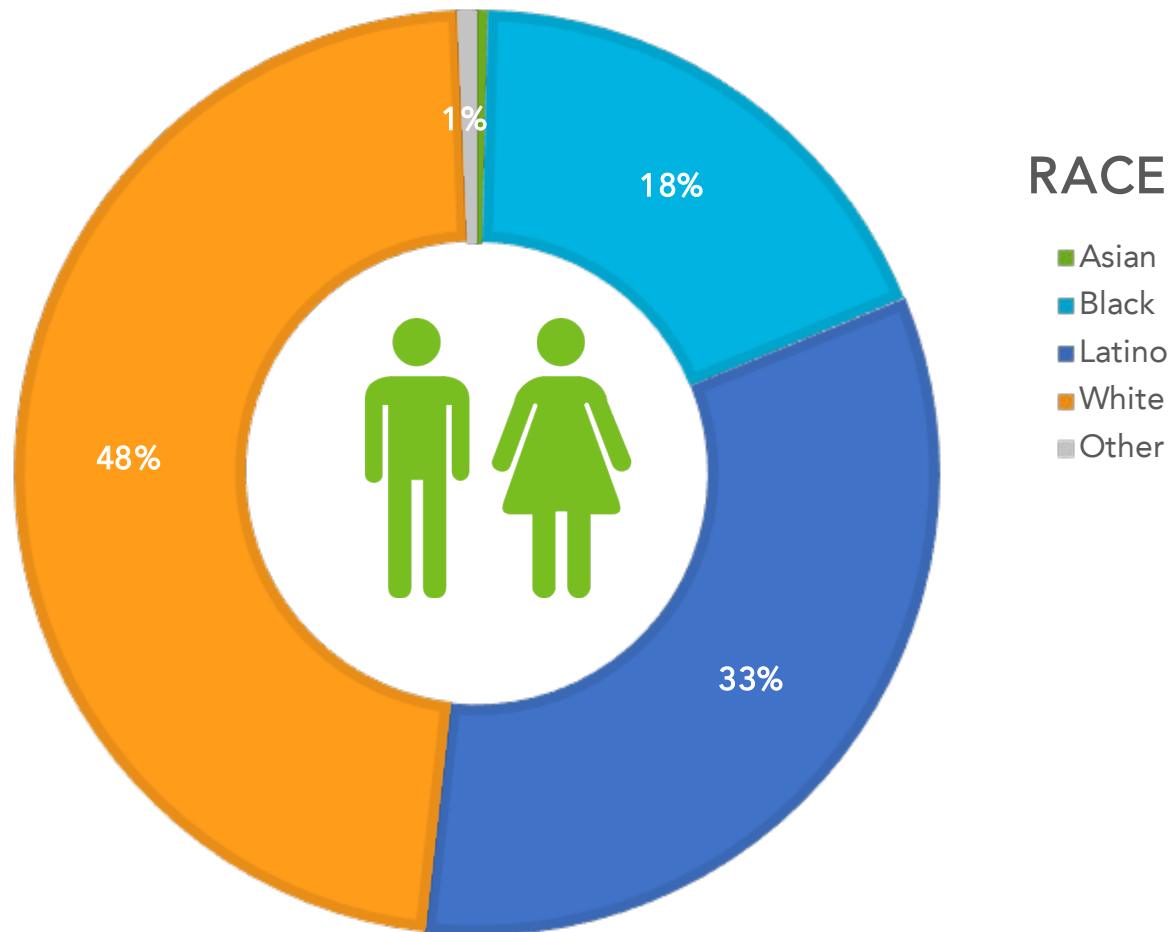
male average age

41

female average age

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



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Customized Trade Area

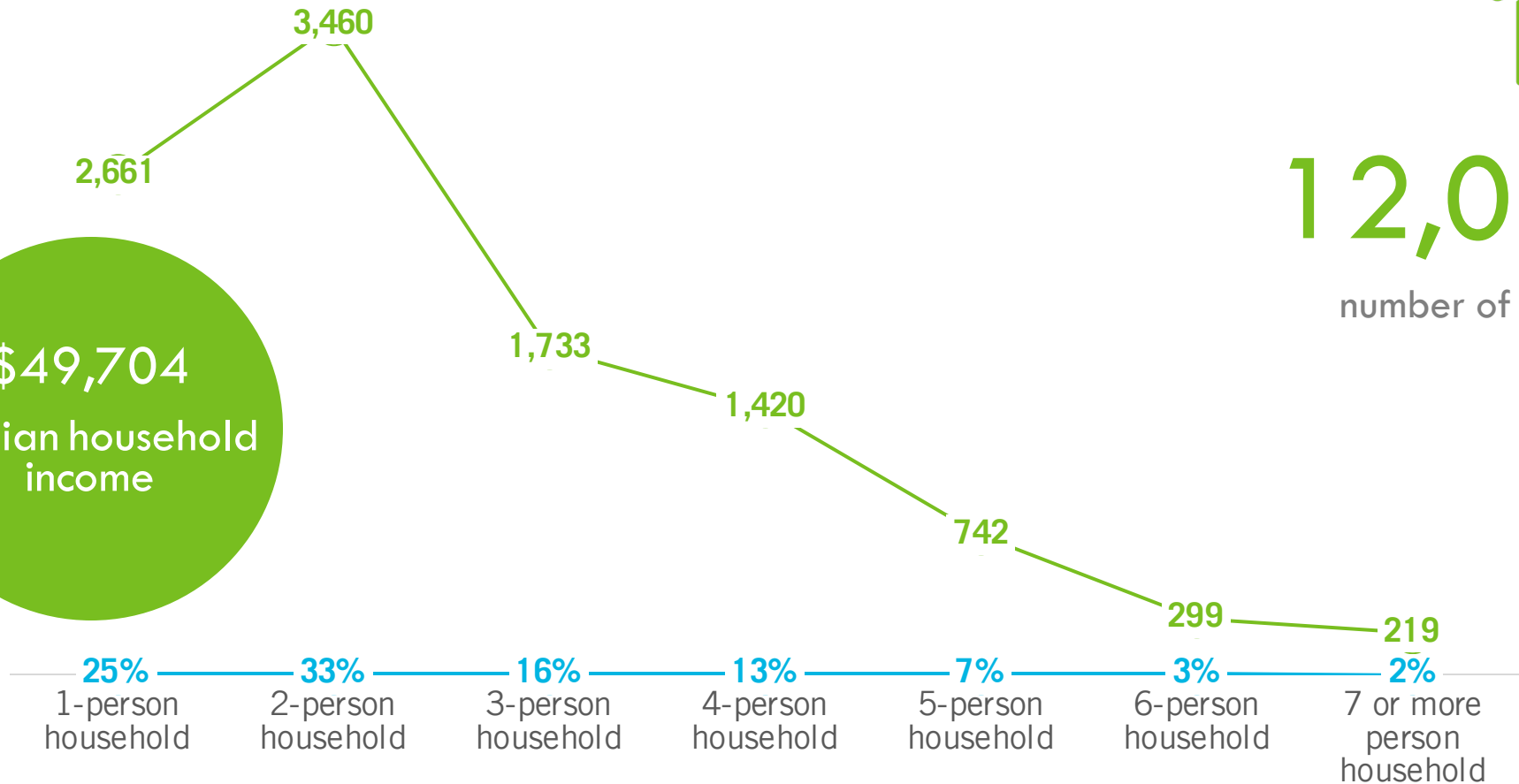
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



12,062

number of households

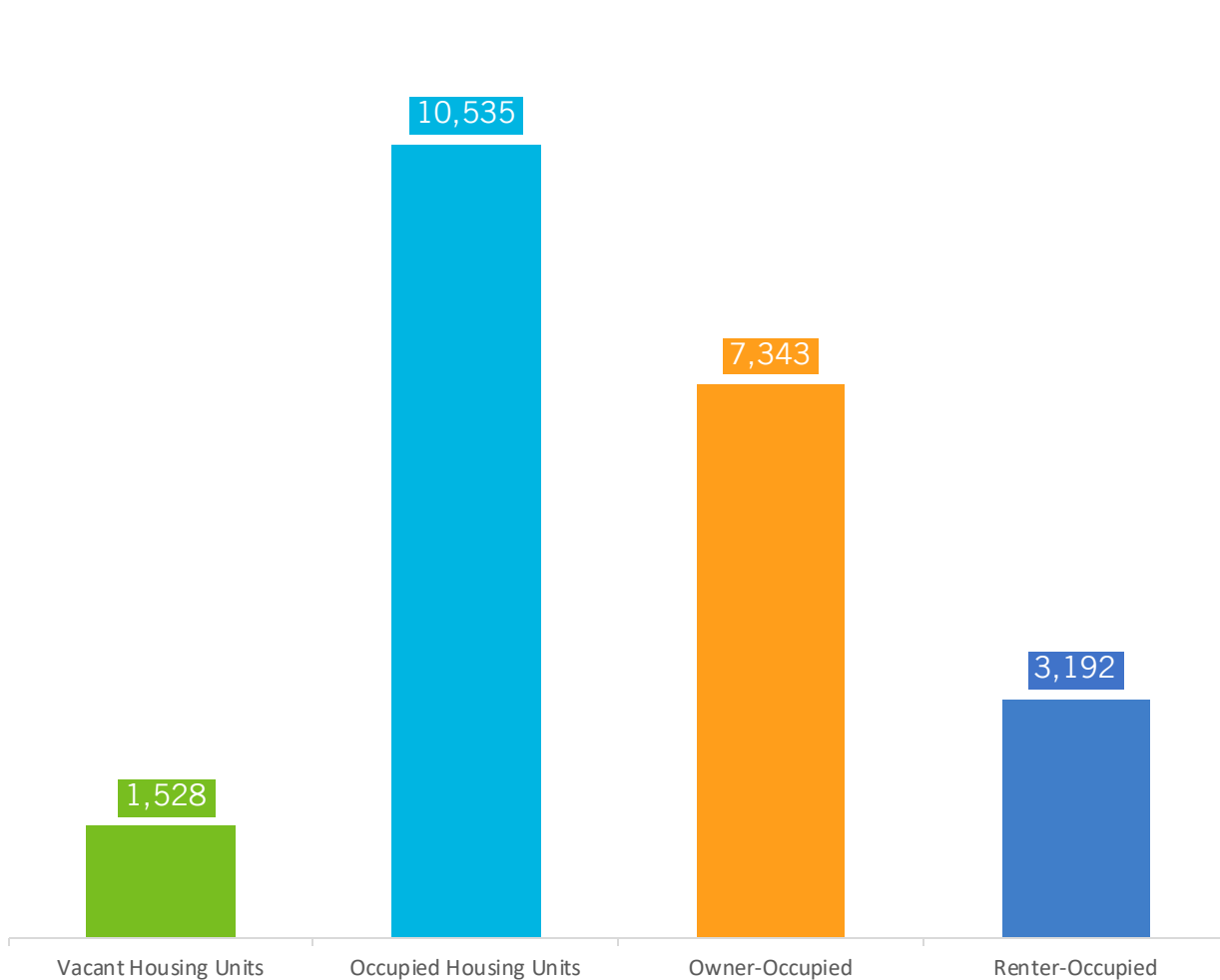
\$49,704
median household
income



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Customized Trade Area

2021 ESTIMATED HOUSING UNITS BY TENURE

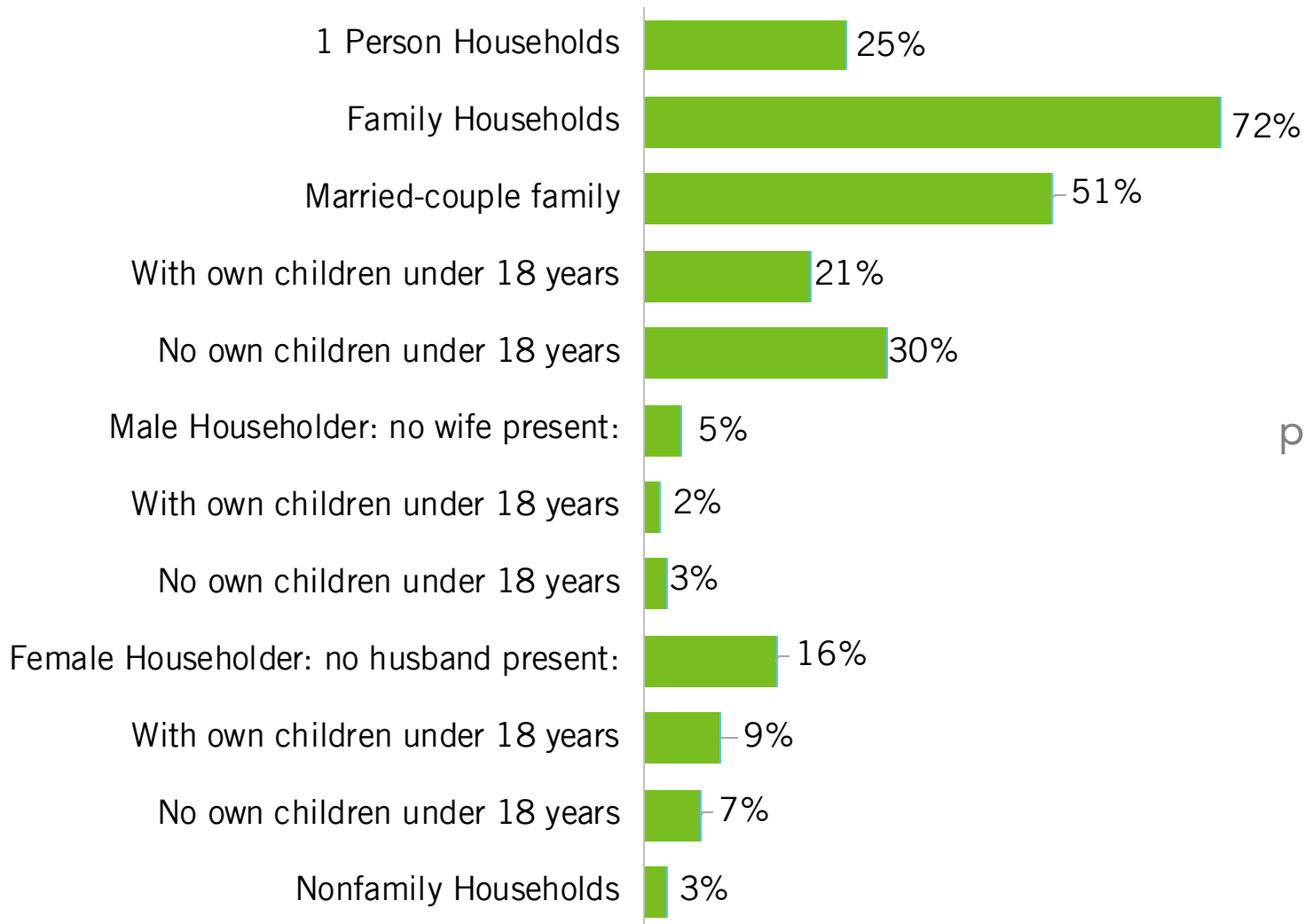


\$200,847

average housing unit value

Custom Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.62

people per household

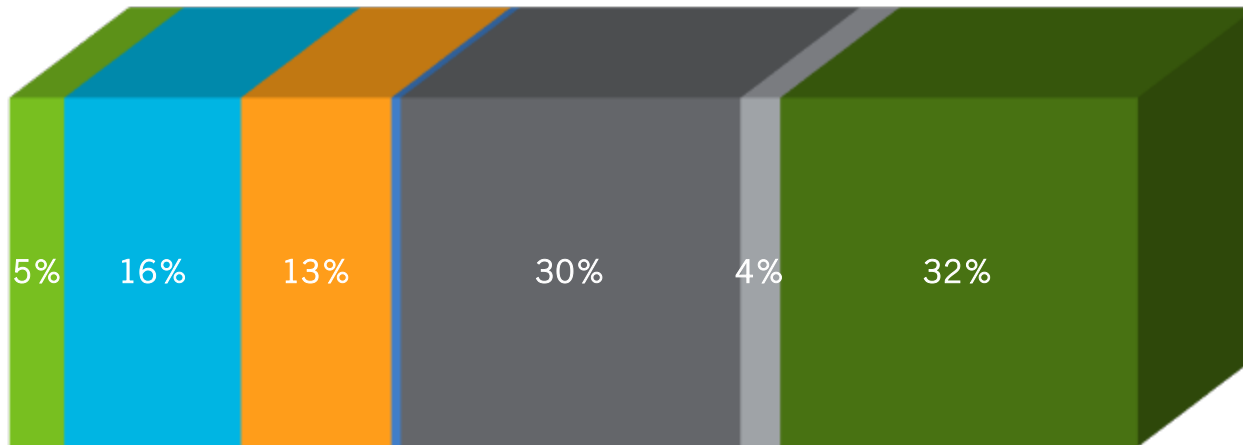
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Customized Trade Area

28,898
daytime population

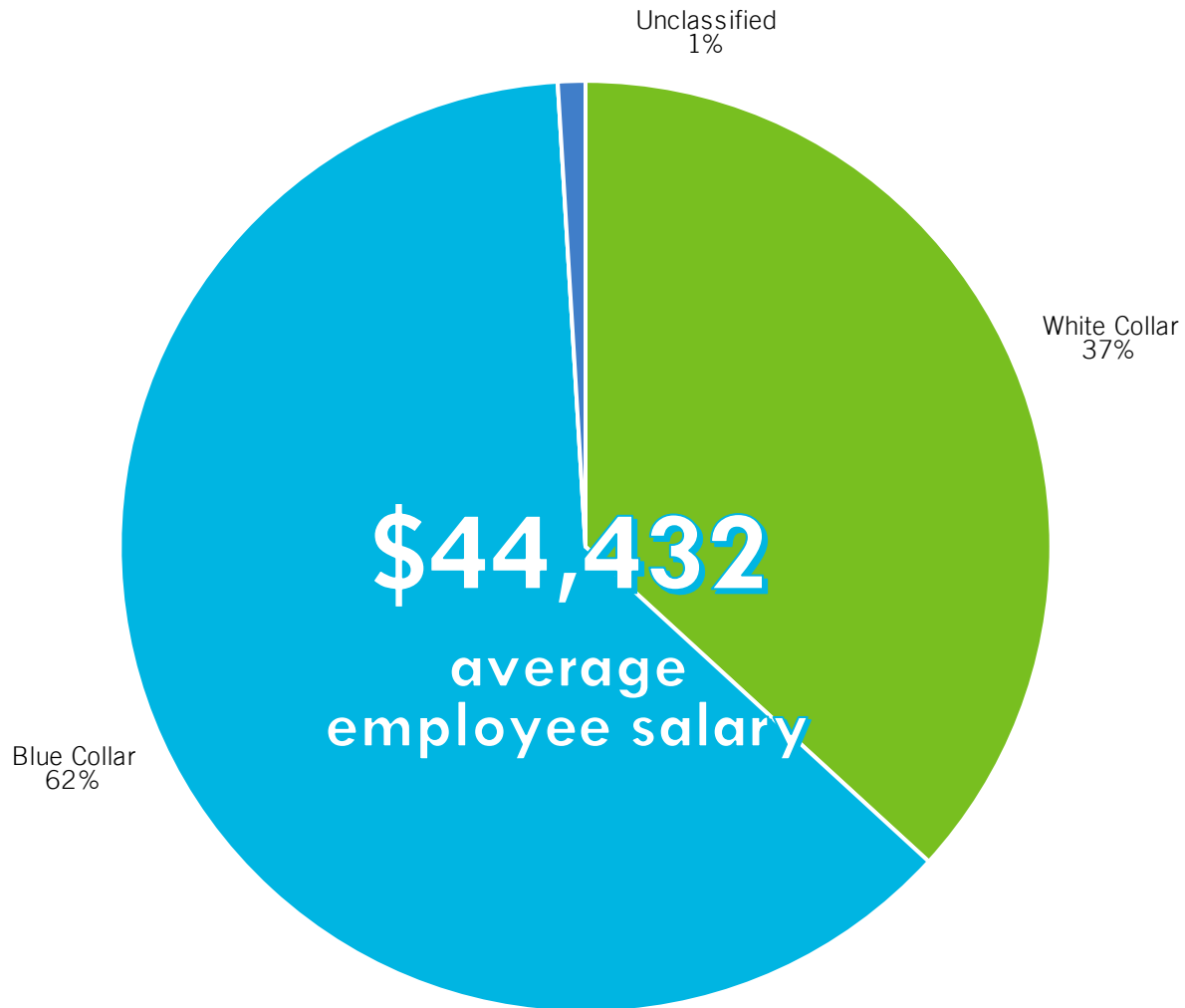
DAYTIME POPULATION

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



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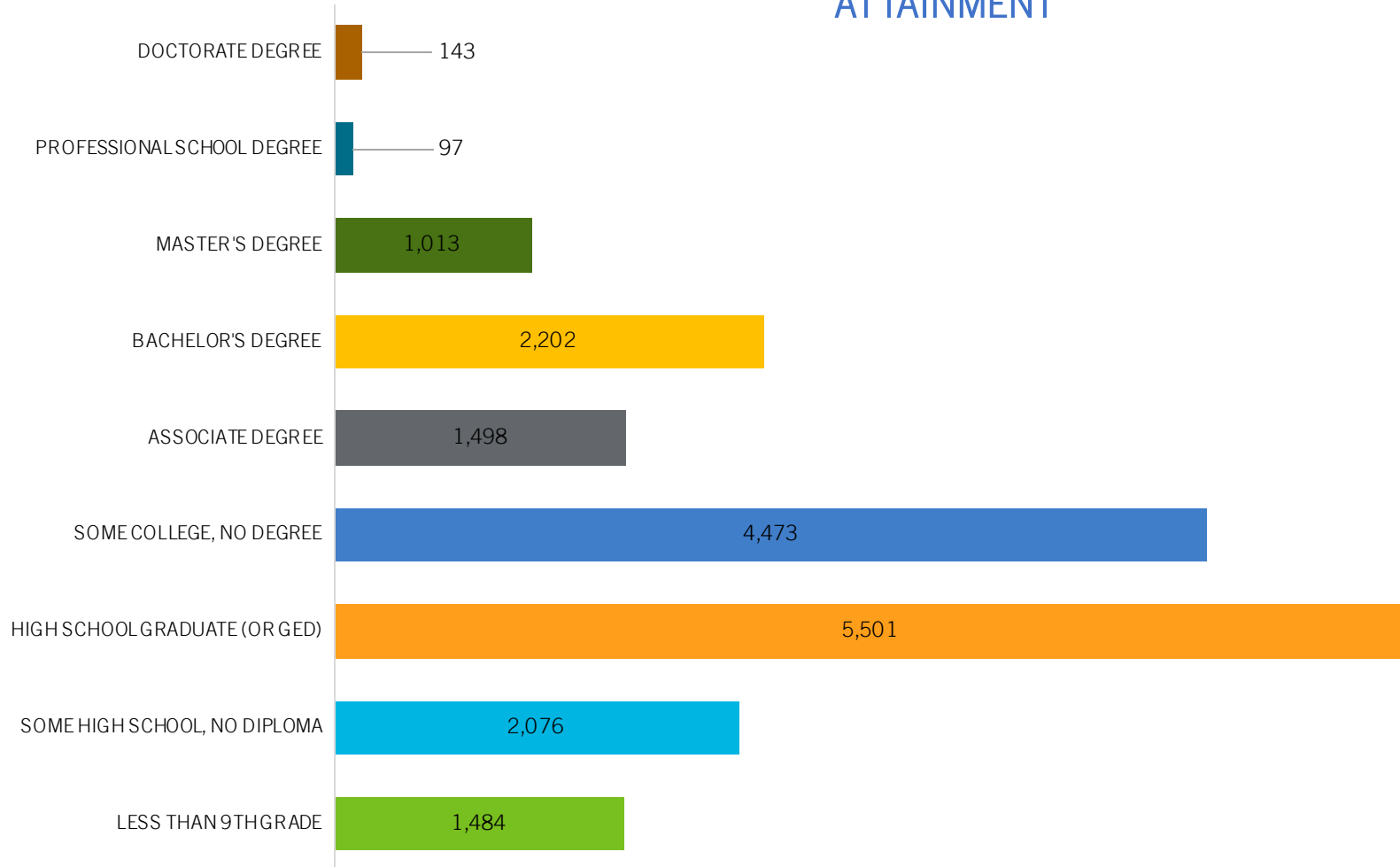
Customized Trade Area



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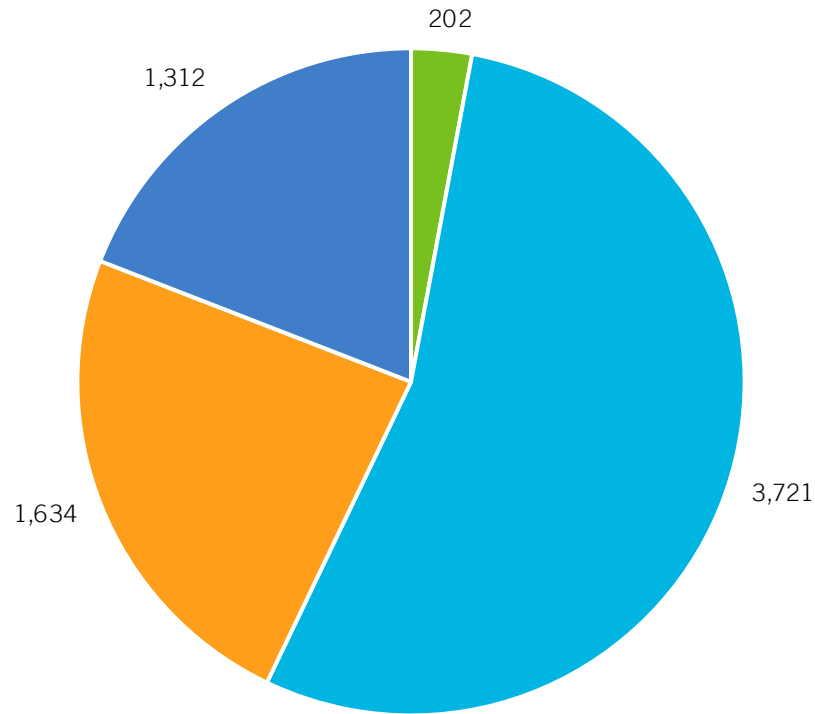
Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



Customized Trade Area

Current Year Estimated Population by Enrollment



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