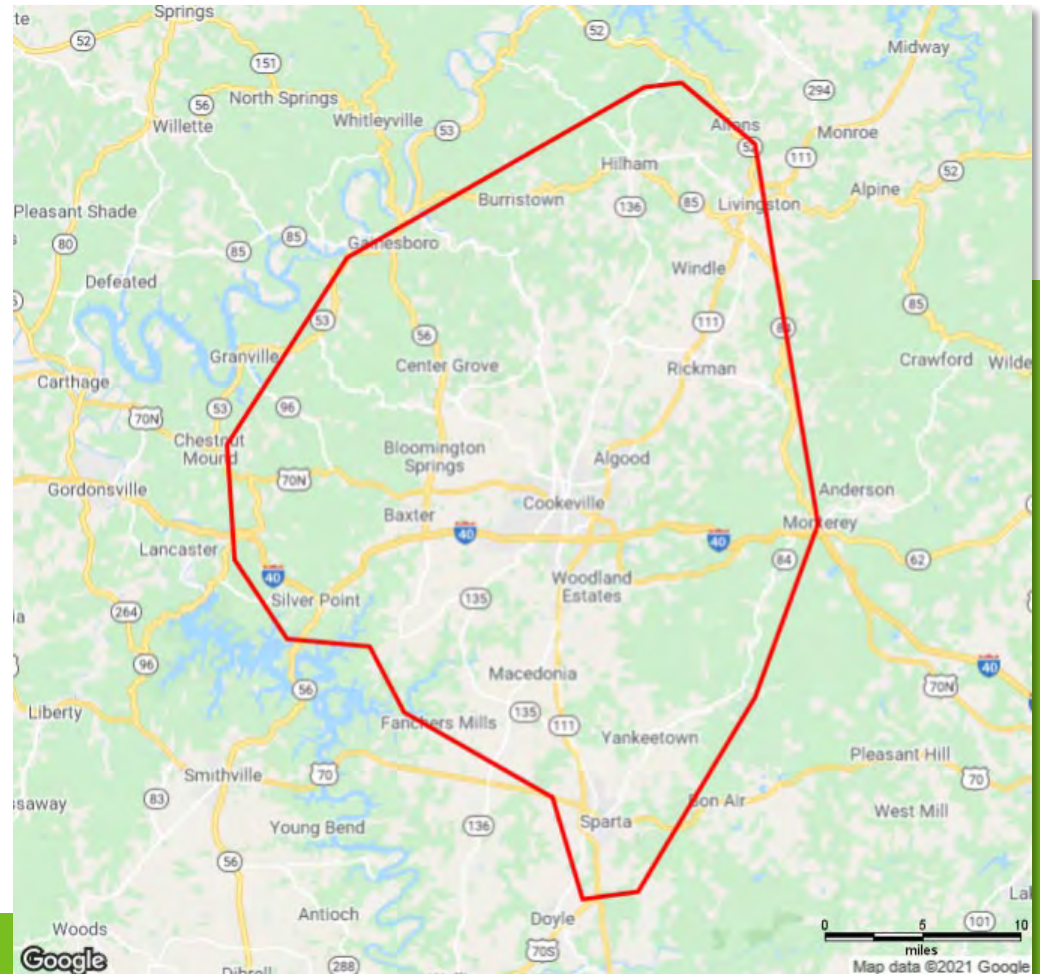


## DISCOVER

# 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

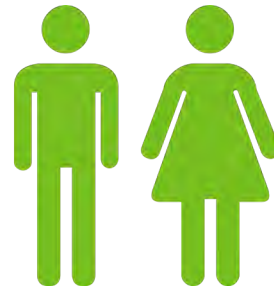
## Customized Trade Area

115,401

2020 estimated population

122,866

projected 2025 population



6.5%

projected growth rate  
2020-2025

39

male average age

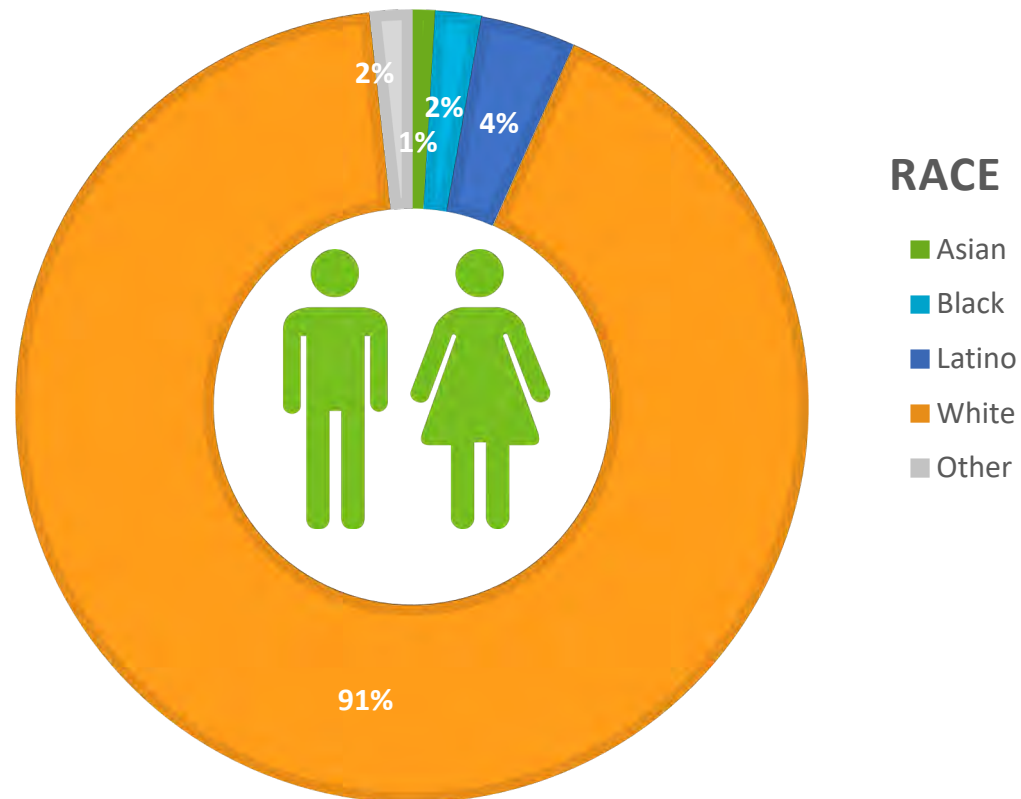
42

female average age

DISCOVER

## Customized Trade Area

### CURRENT YEAR ESTIMATED POPULATION BY RACE



DISCOVER

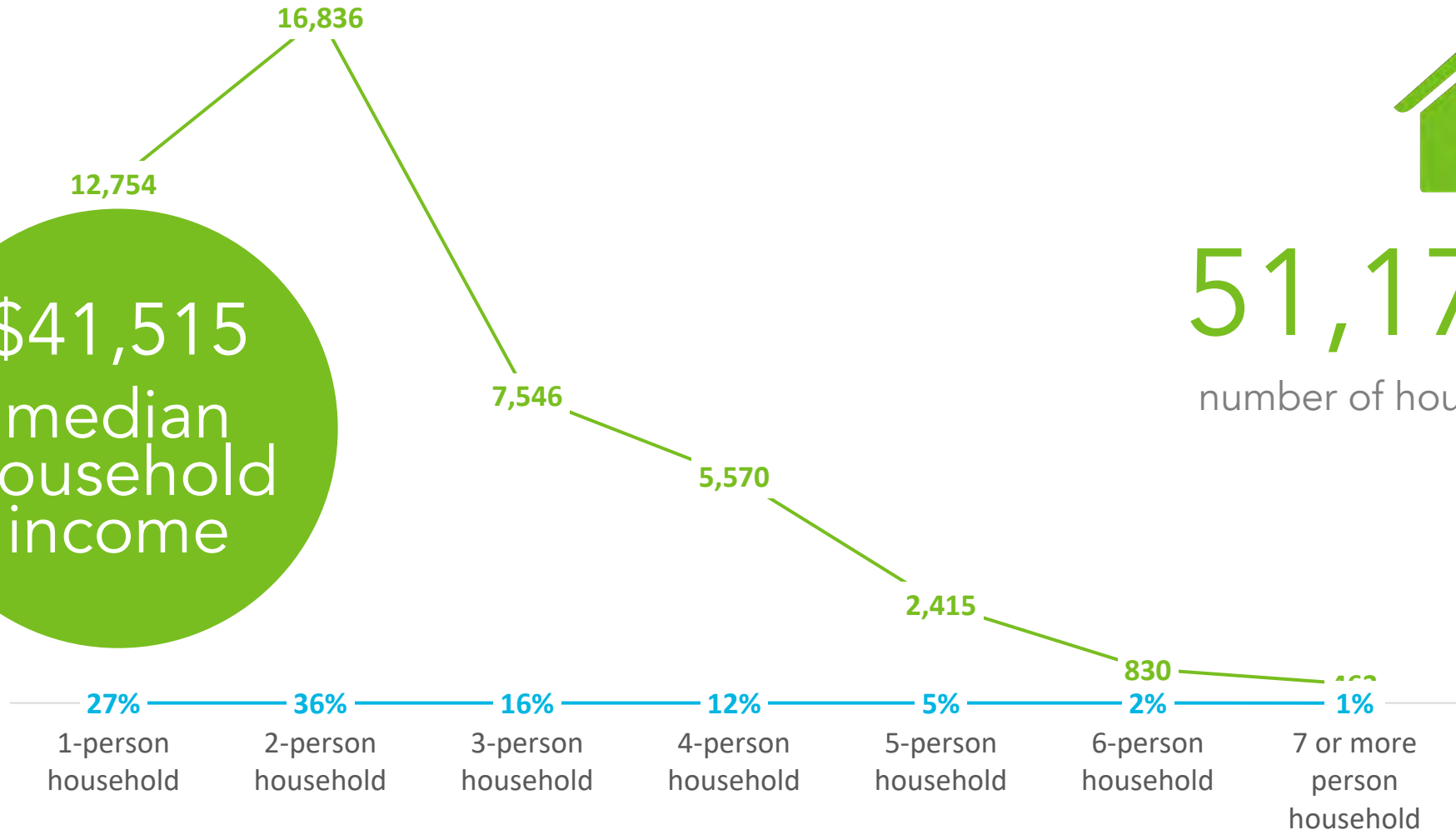
# Customized Trade Area

## CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



51,171  
number of households

\$41,515  
median  
household  
income



DISCOVER

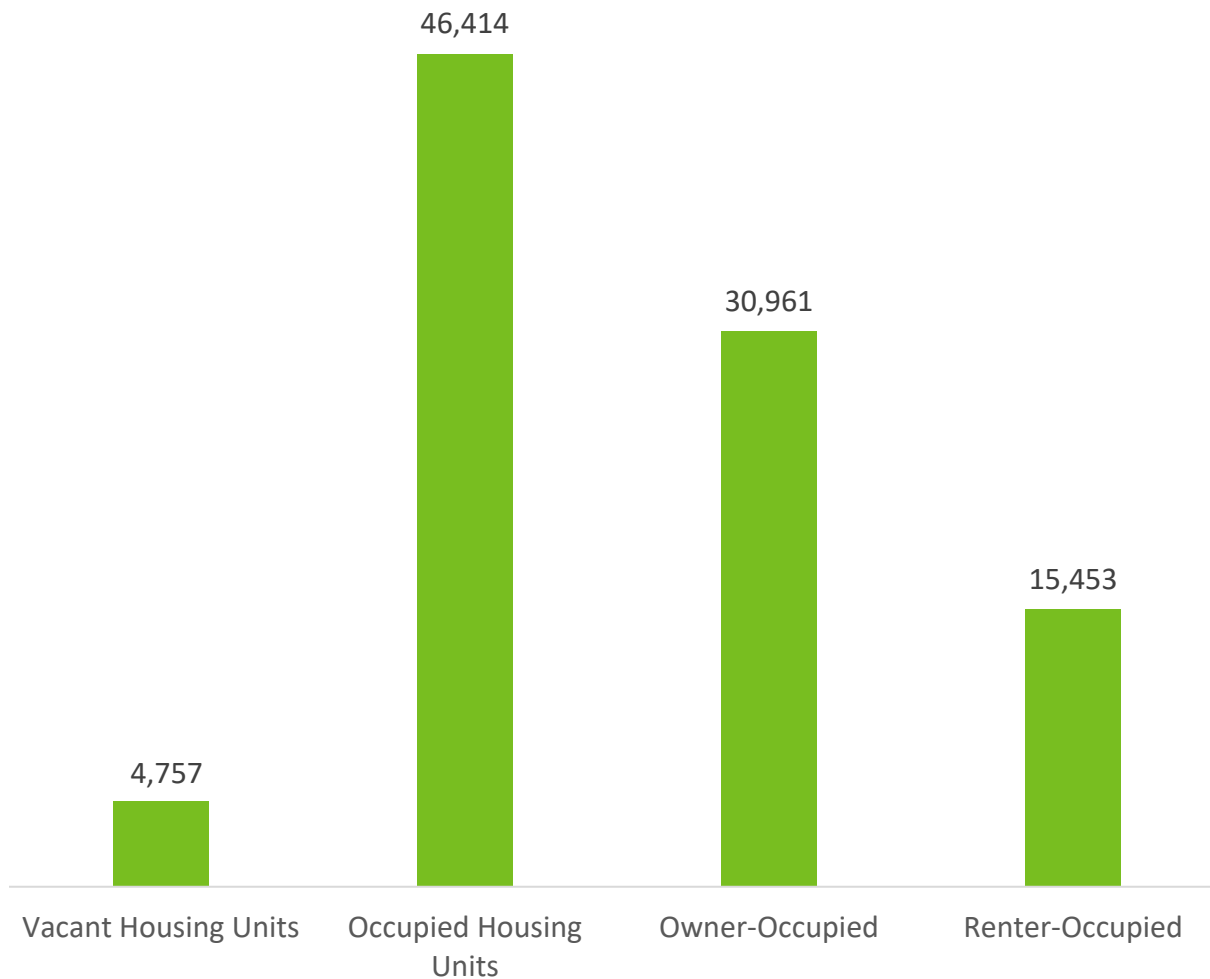
# Customized Trade Area

## 2020 ESTIMATED HOUSING UNITS BY TENURE



# \$222,652

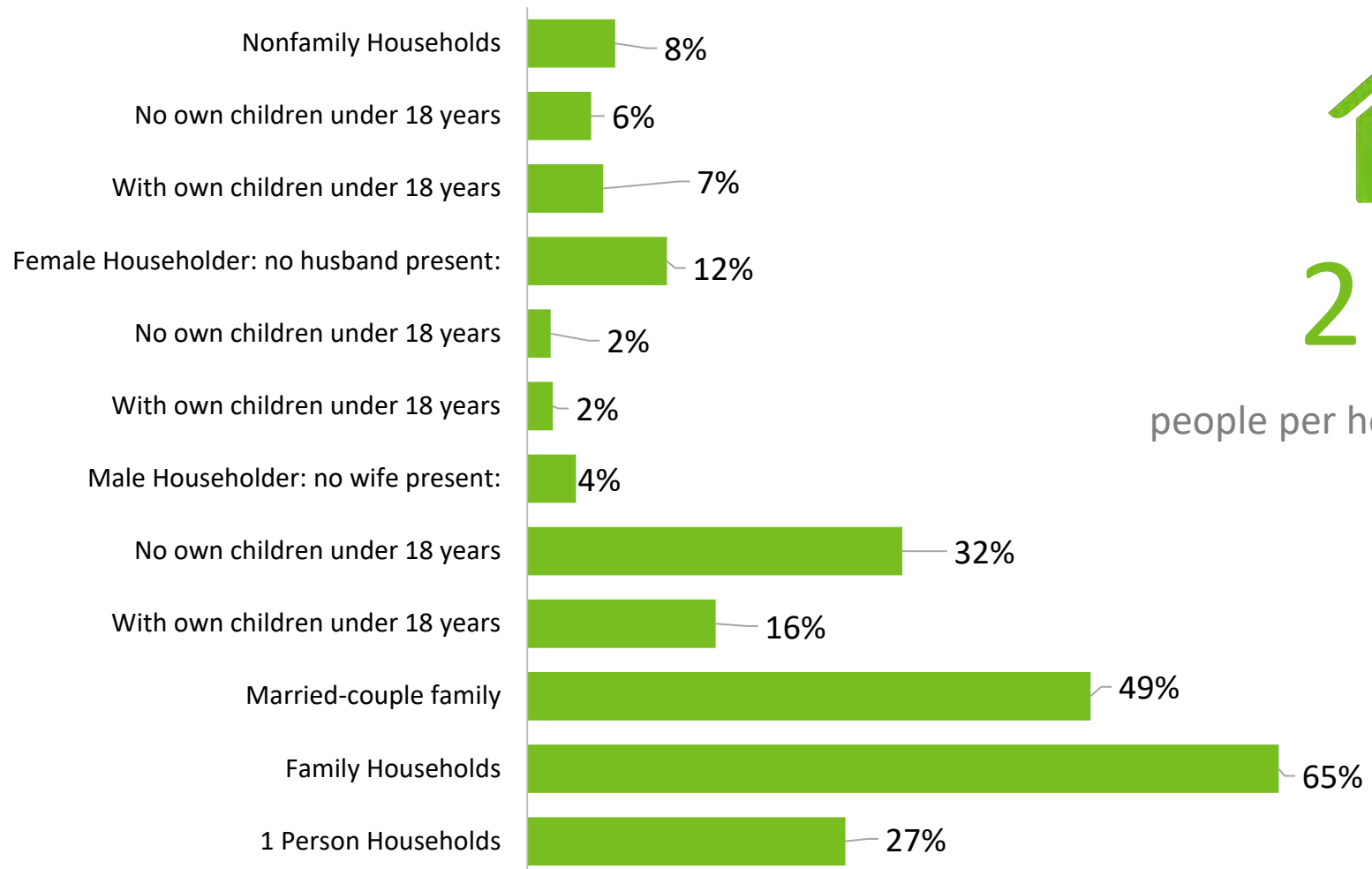
average housing unit value



DISCOVER

# Custom Trade Area

## CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.41

people per household

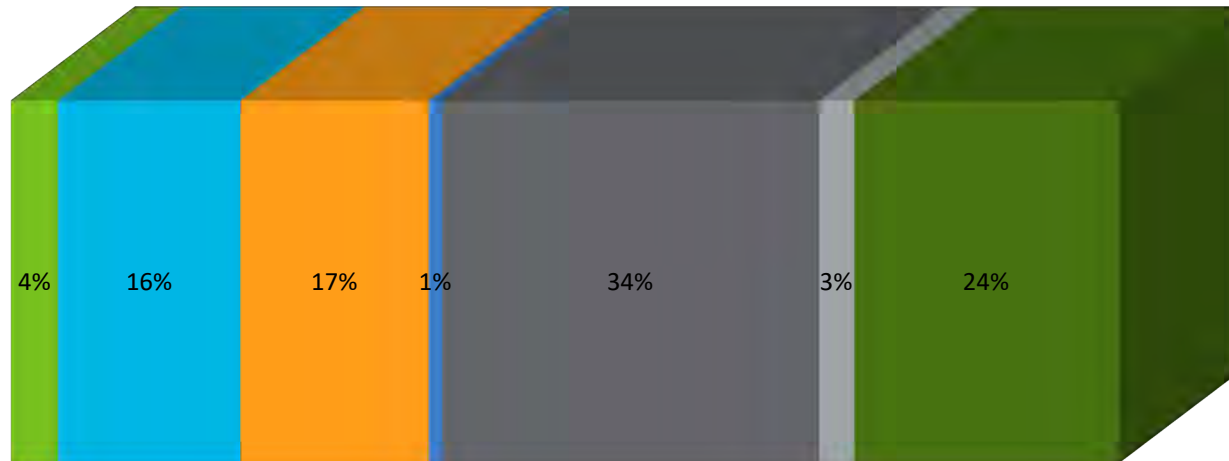
DISCOVER

# Customized Trade Area

119,889  
daytime population

## daytime population

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



DISCOVER

# Customized Trade Area

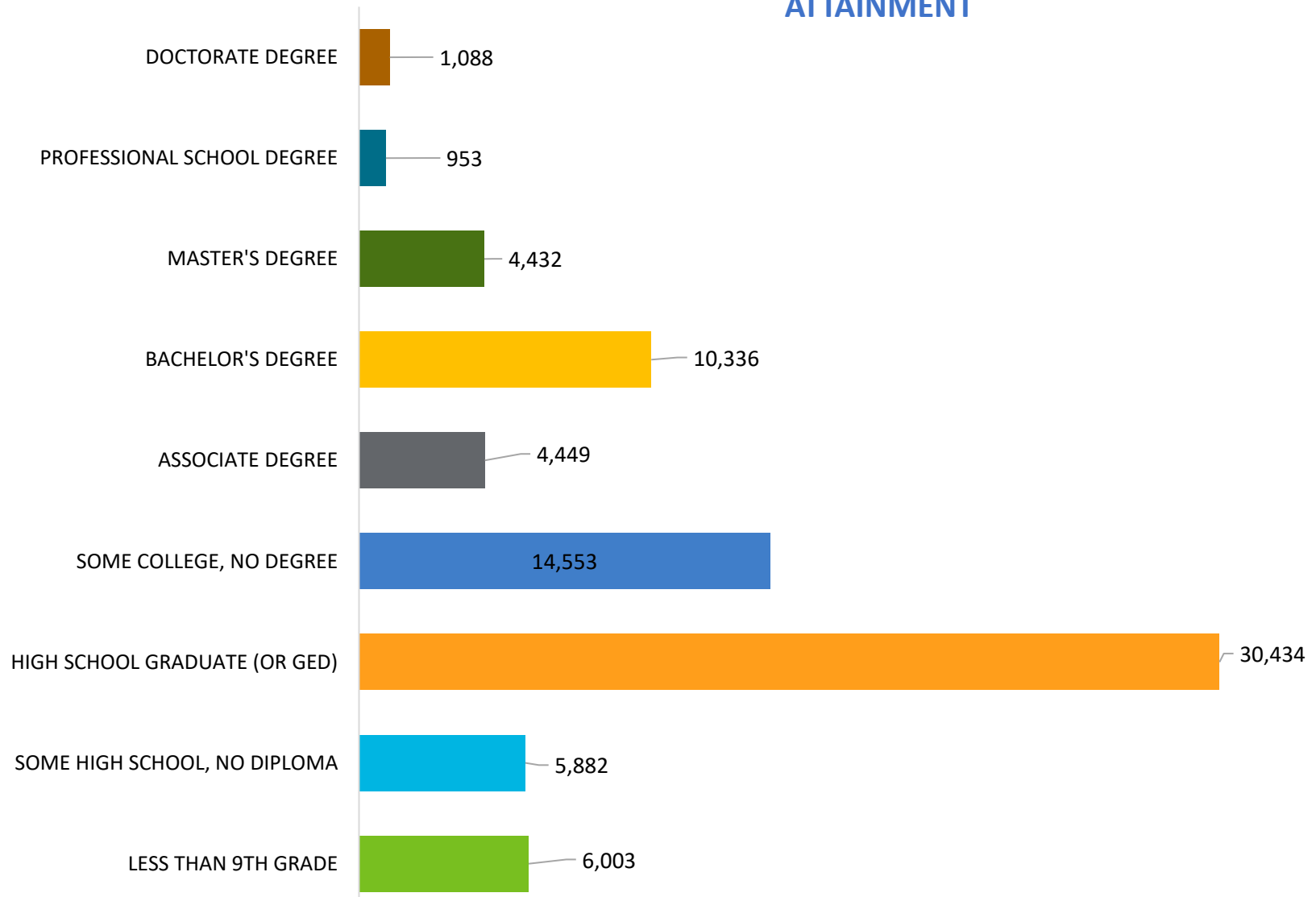




DISCOVER

# Customized Trade Area

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



DISCOVER

# Customized Trade Area

## Current Year Estimated Population by Enrollment

