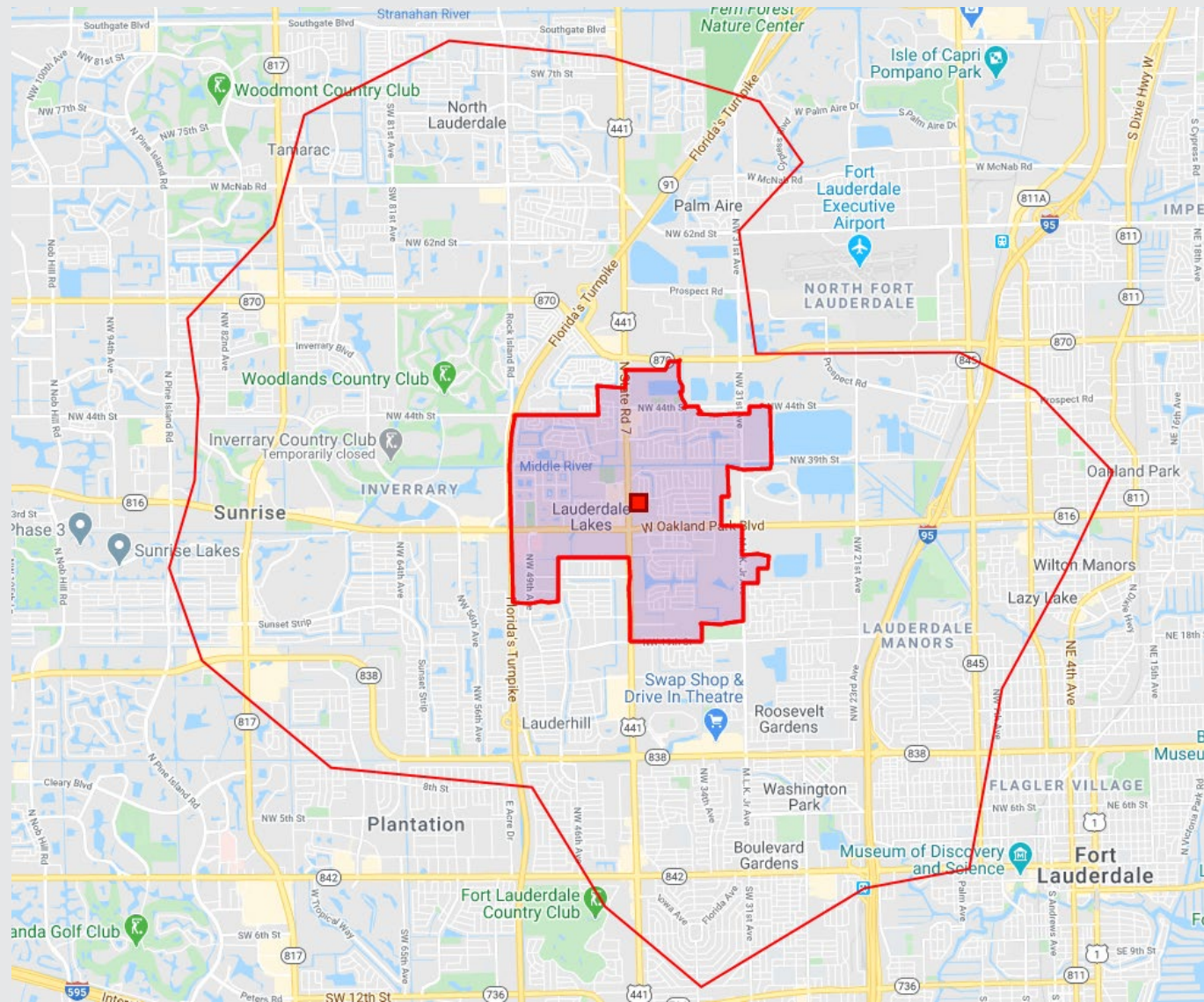


Customized Trade Area

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.



Customized Trade Area

303,495

2019 estimated population



309,272

projected 2024 population

1.9%

projected growth rate
2019-2024

38

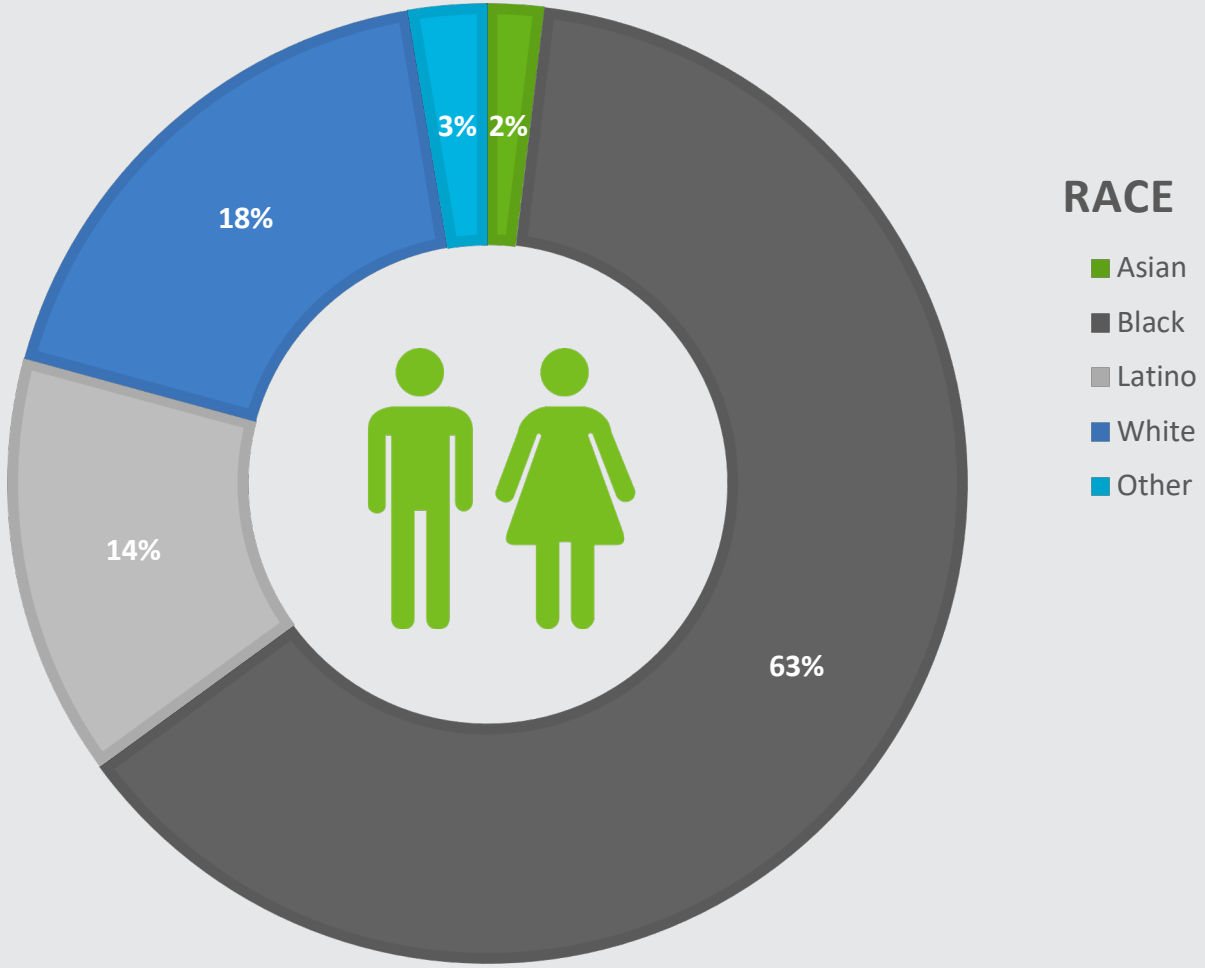
male average age

40

female average age

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



Customized Trade Area

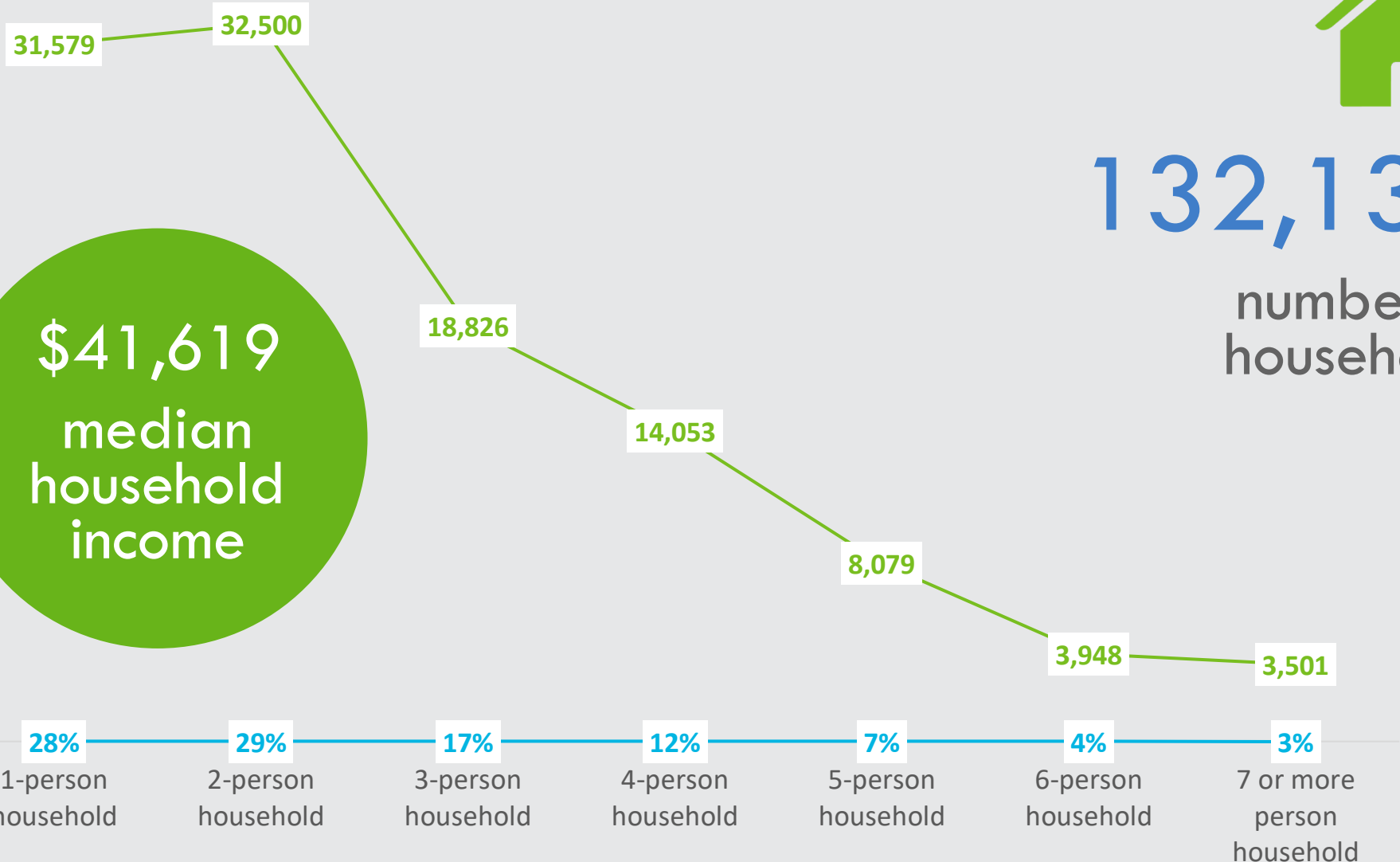
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



132,135

number of households

\$41,619
median household income



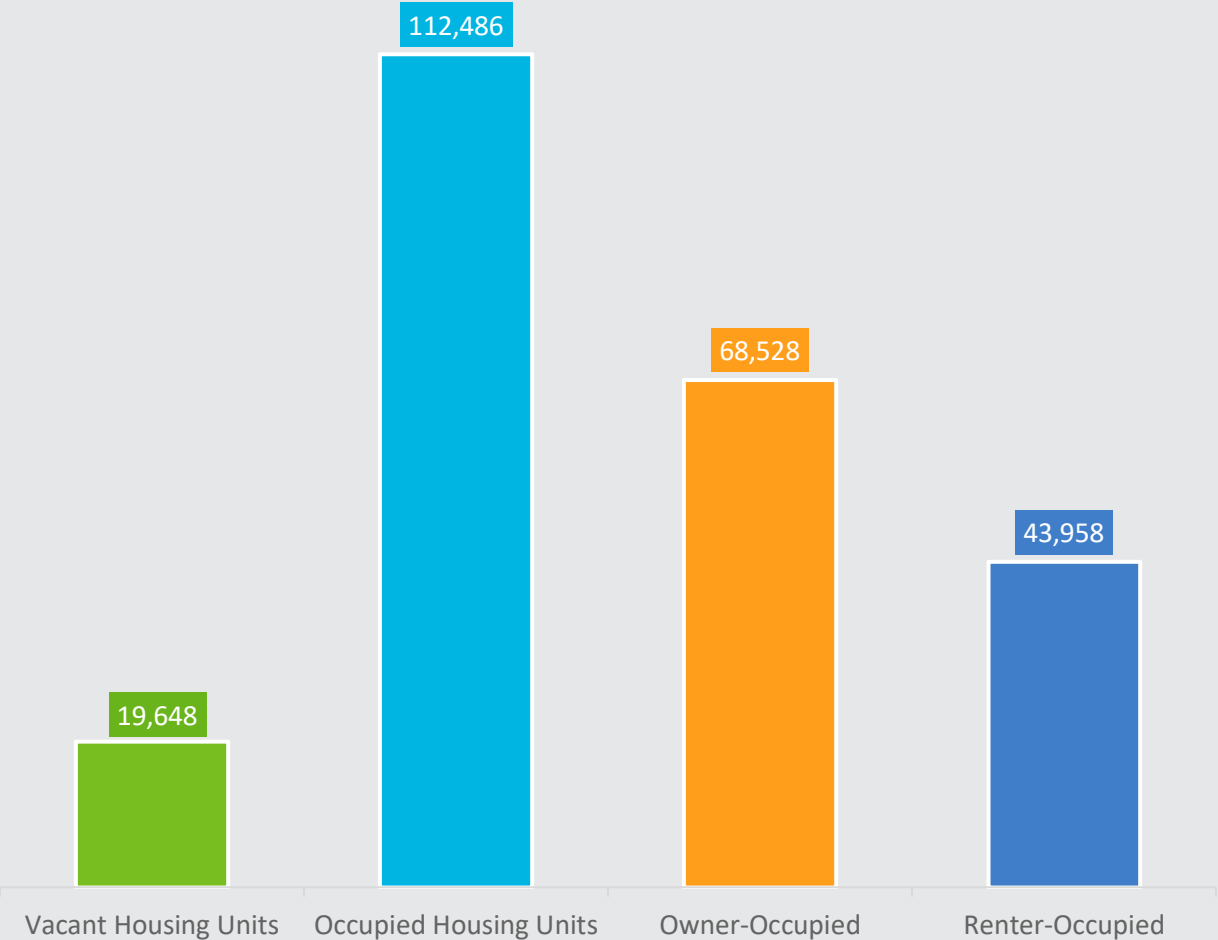
Customized Trade Area

2019 ESTIMATED HOUSING UNITS BY TENURE



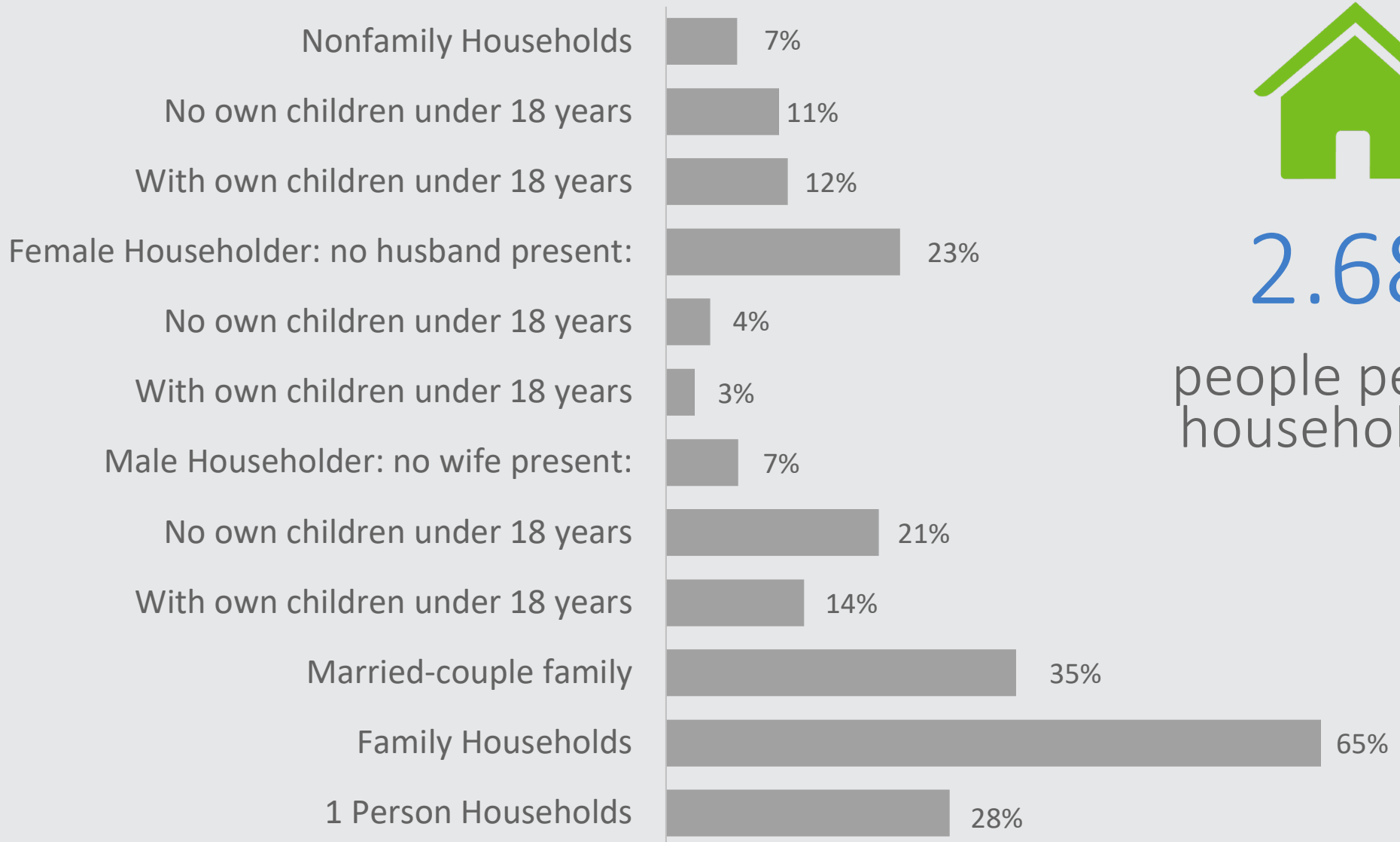
\$305,114

average housing unit
value



Customized Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.68

people per household

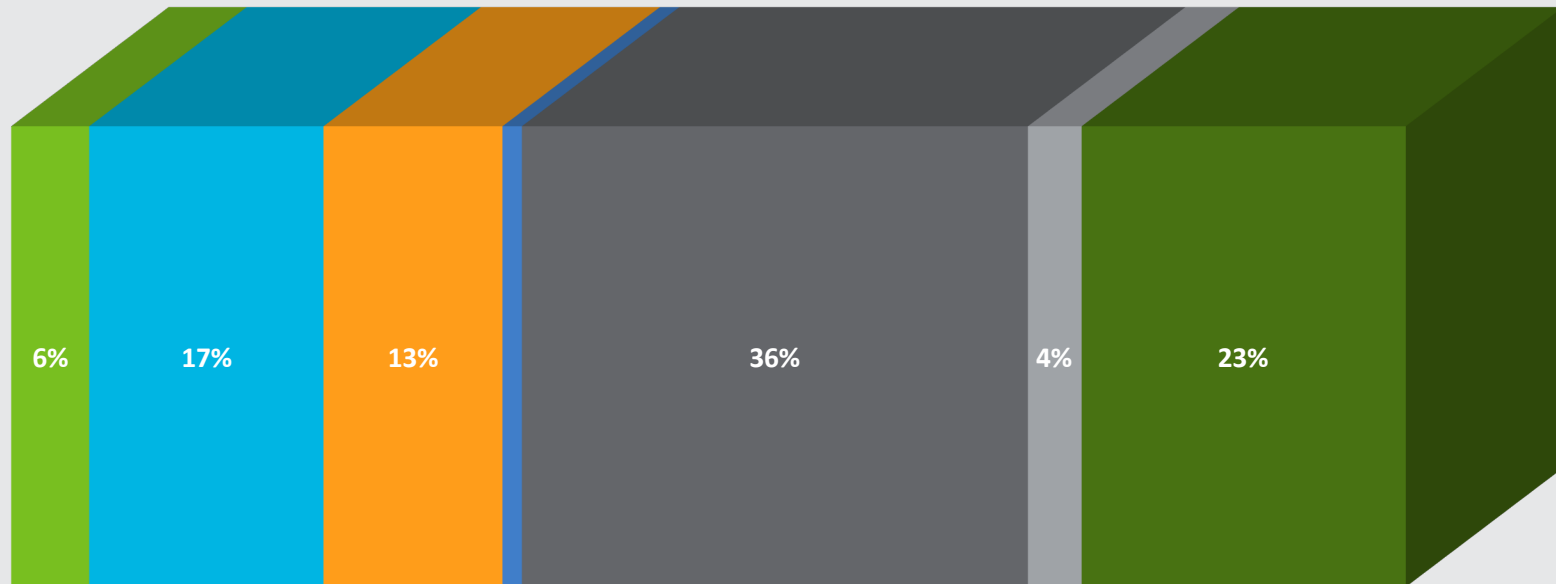
Discover

Customized Trade Area

DAYTIME POPULATION

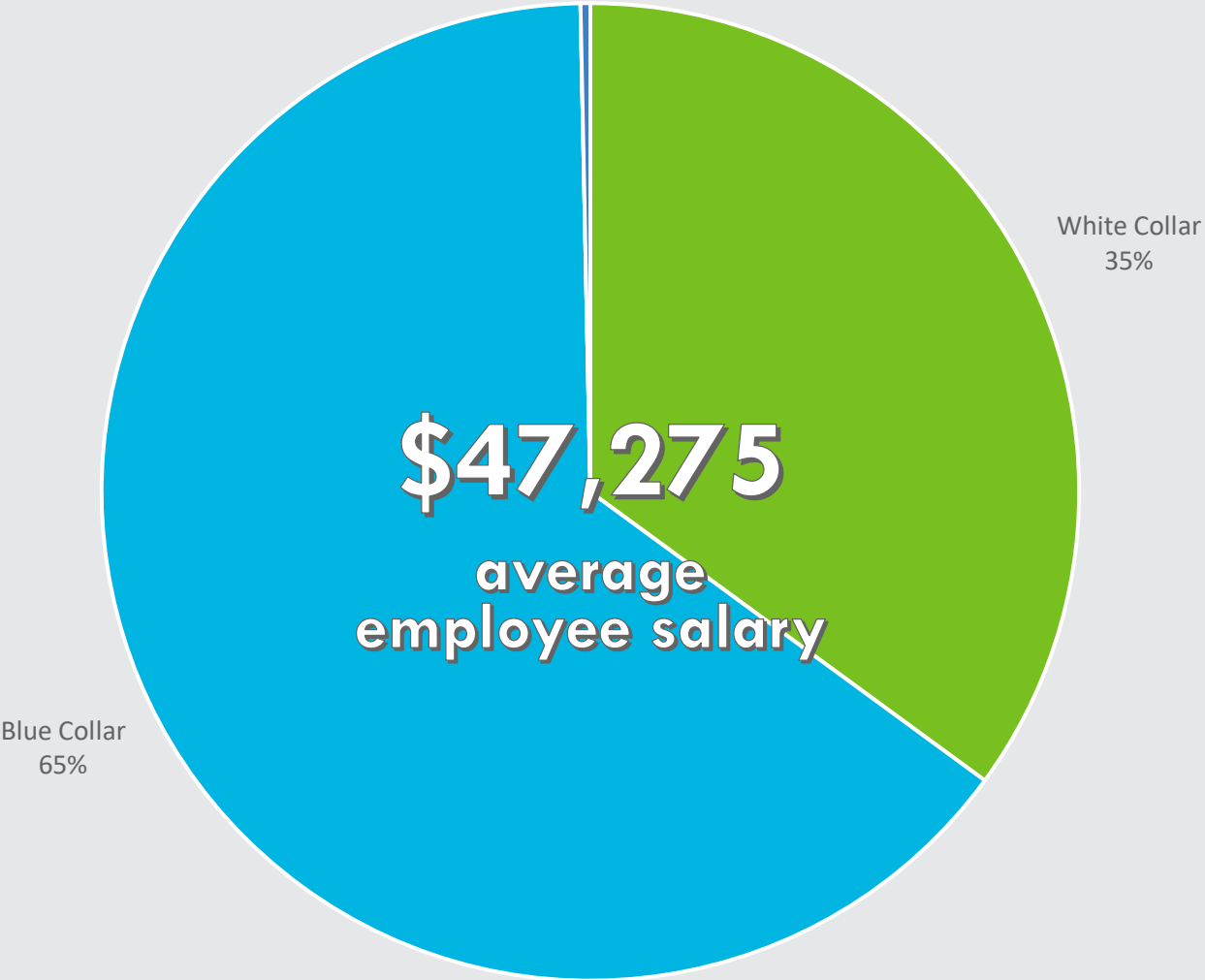
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

274,247 daytime
population



Discover

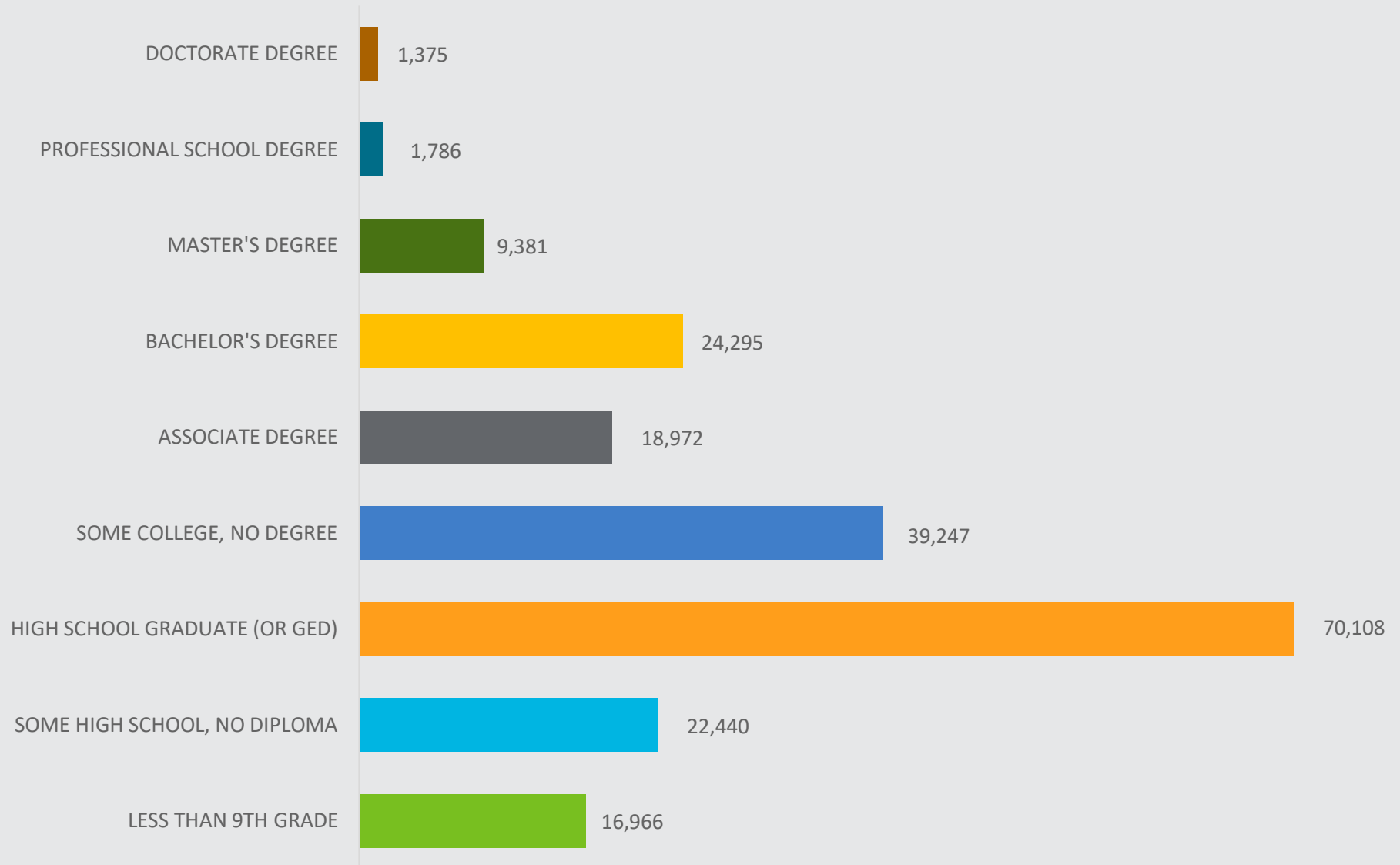
Customized Trade Area



Discover

Customized Trade Area

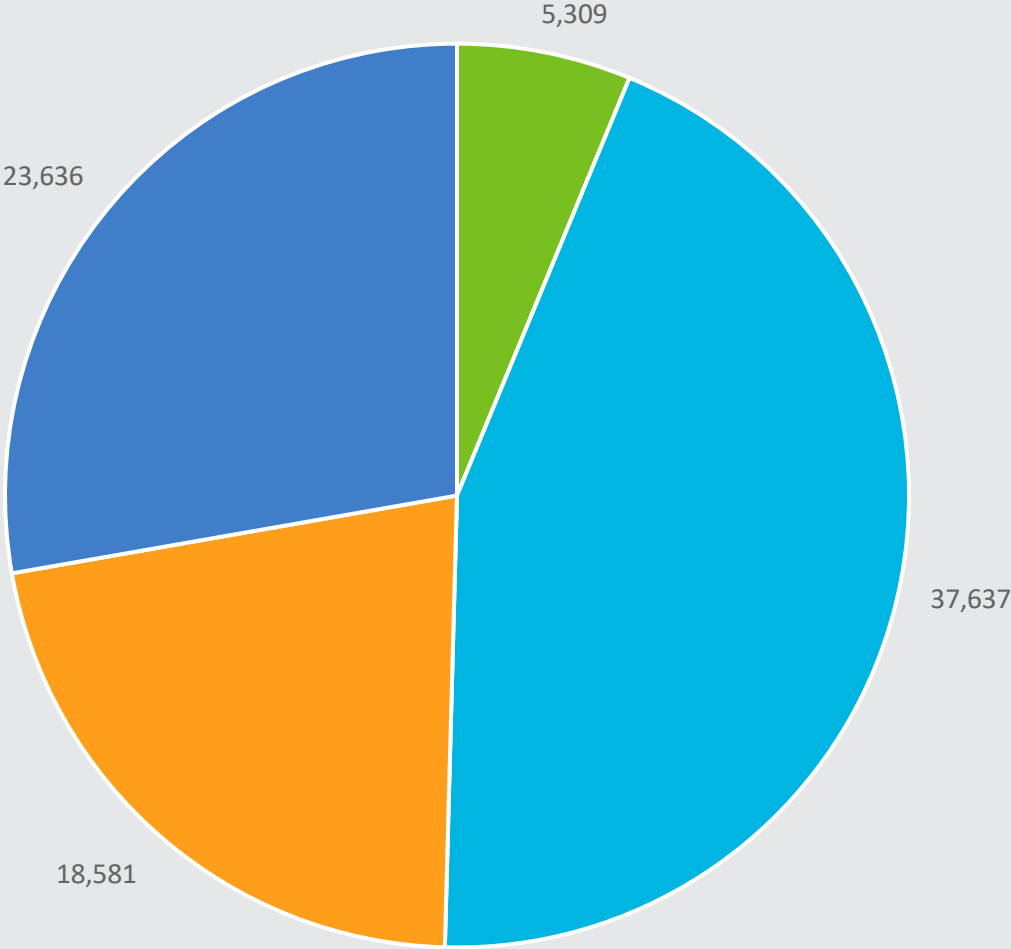
CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



Discover

Customized Trade Area

Current Year Estimated
Population by Enrollment



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