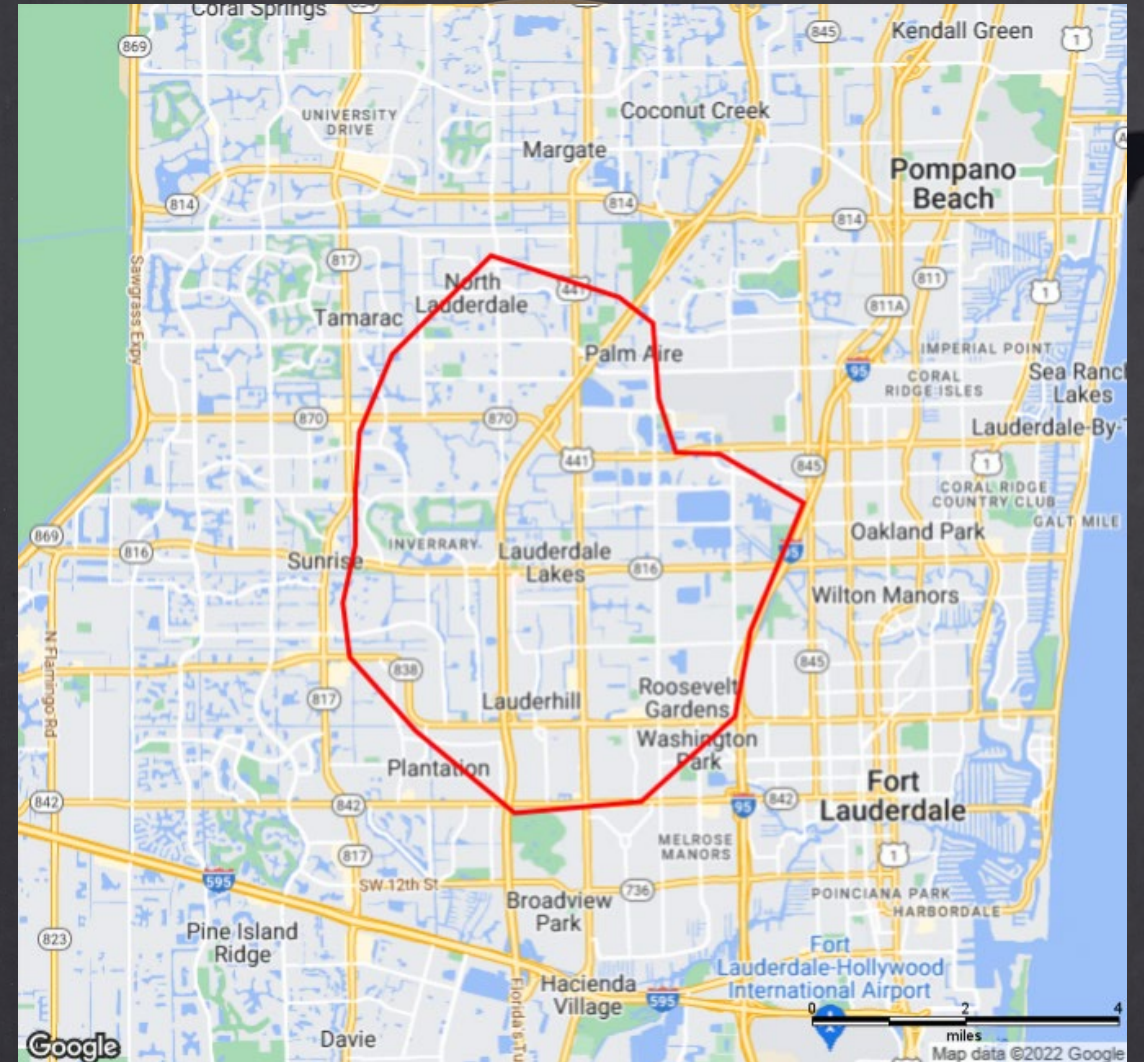


DISCOVER

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

216,277

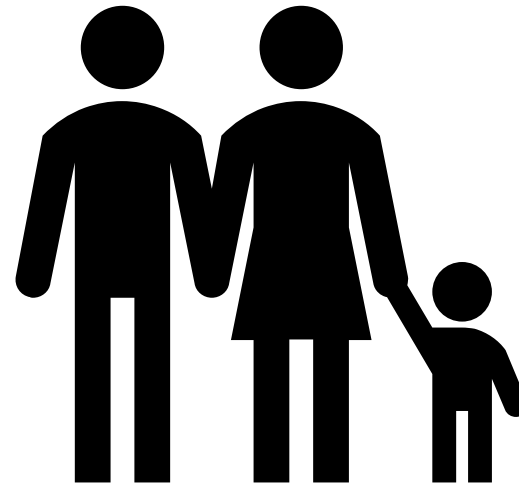
2021 estimated population

219,546

projected 2026 population

\$45,113

Median household income



37

male average age

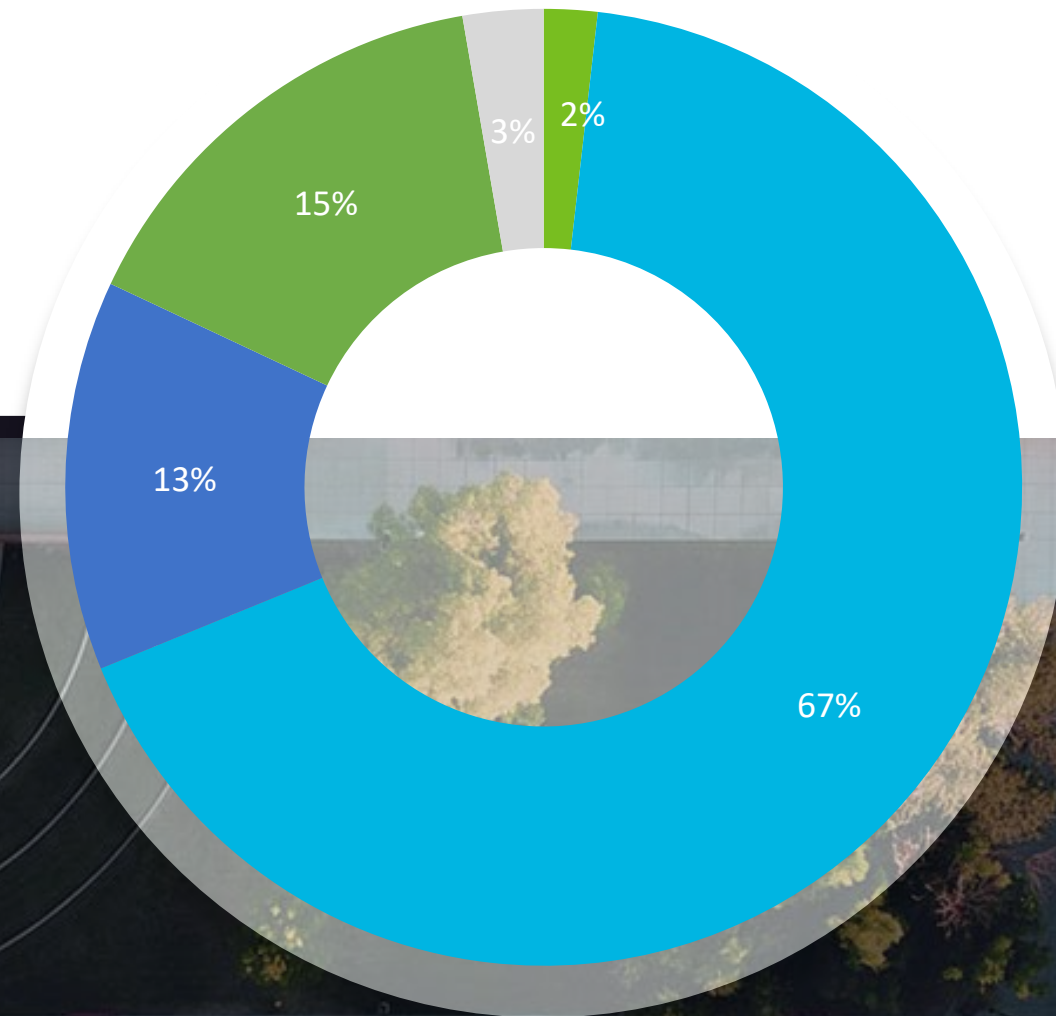
41

female average age

DISCOVER

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



- Asian
- Black
- Latino
- White
- Other

DISCOVER

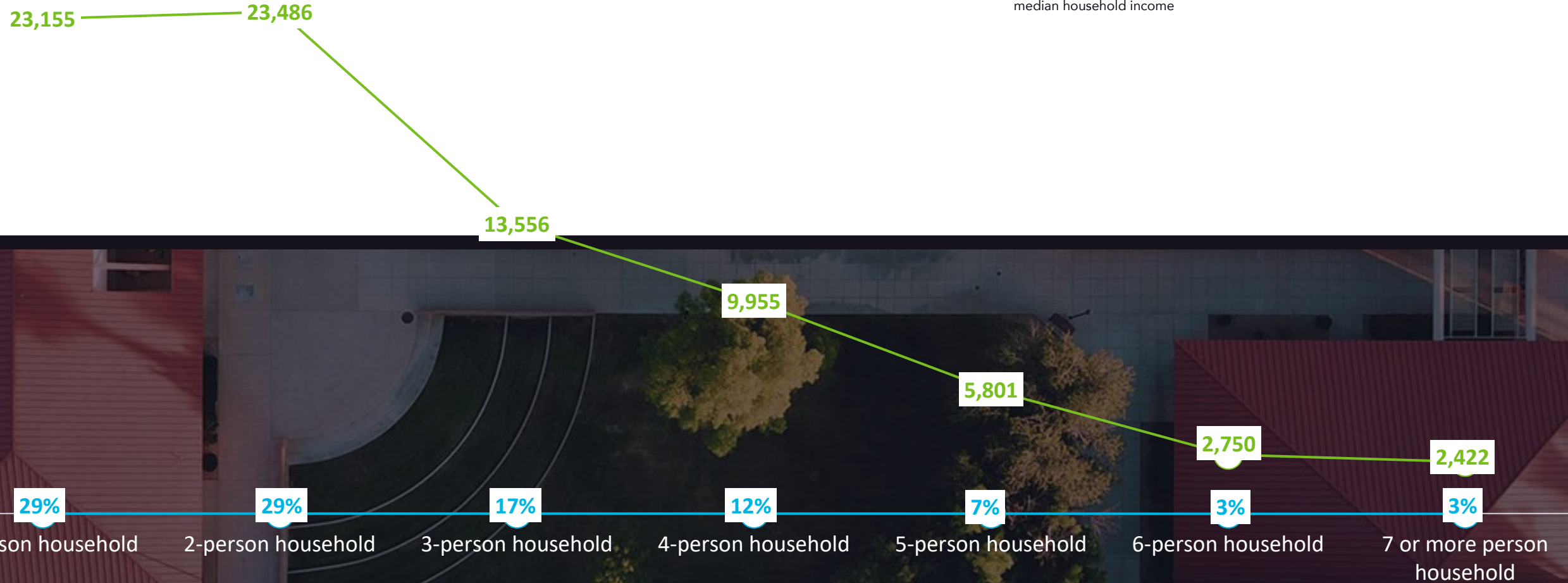
Customized Trade Area

94,967

number of households

\$45,113

median household income

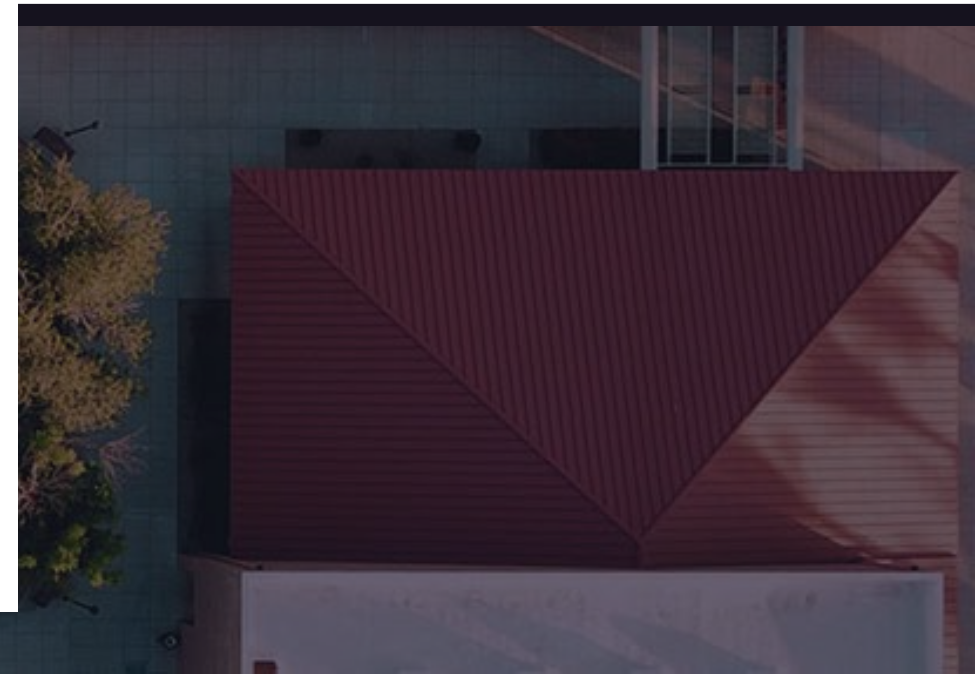
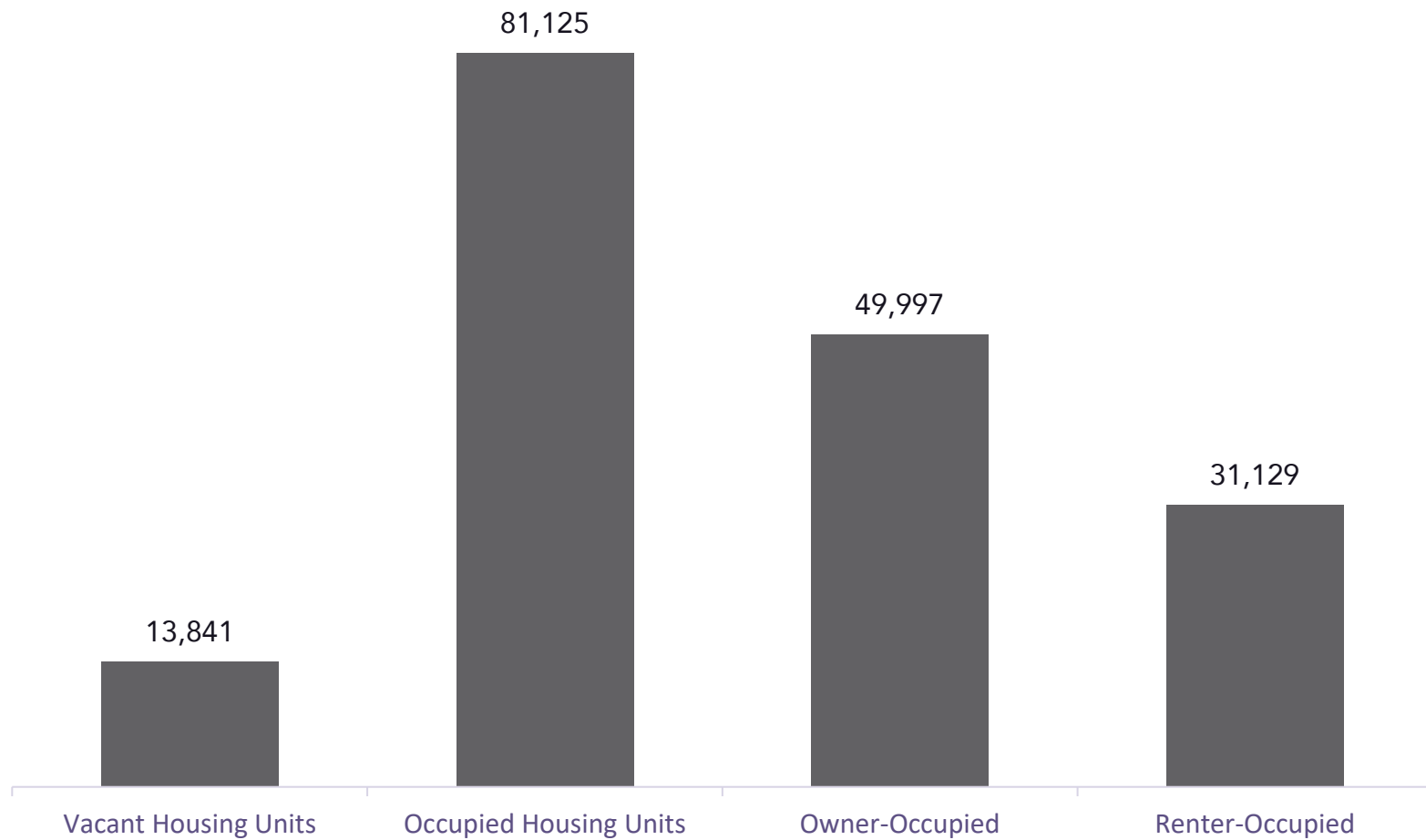


DISCOVER

Customized Trade Area

2021 ESTIMATED HOUSING
UNITS BY TENURE

\$340,230
average housing unit value



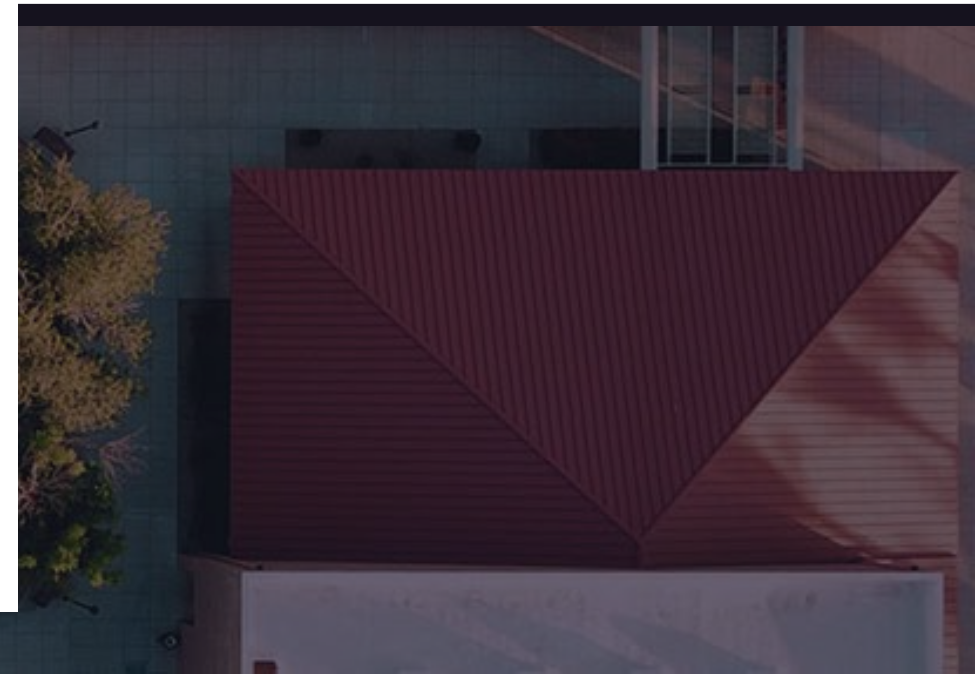
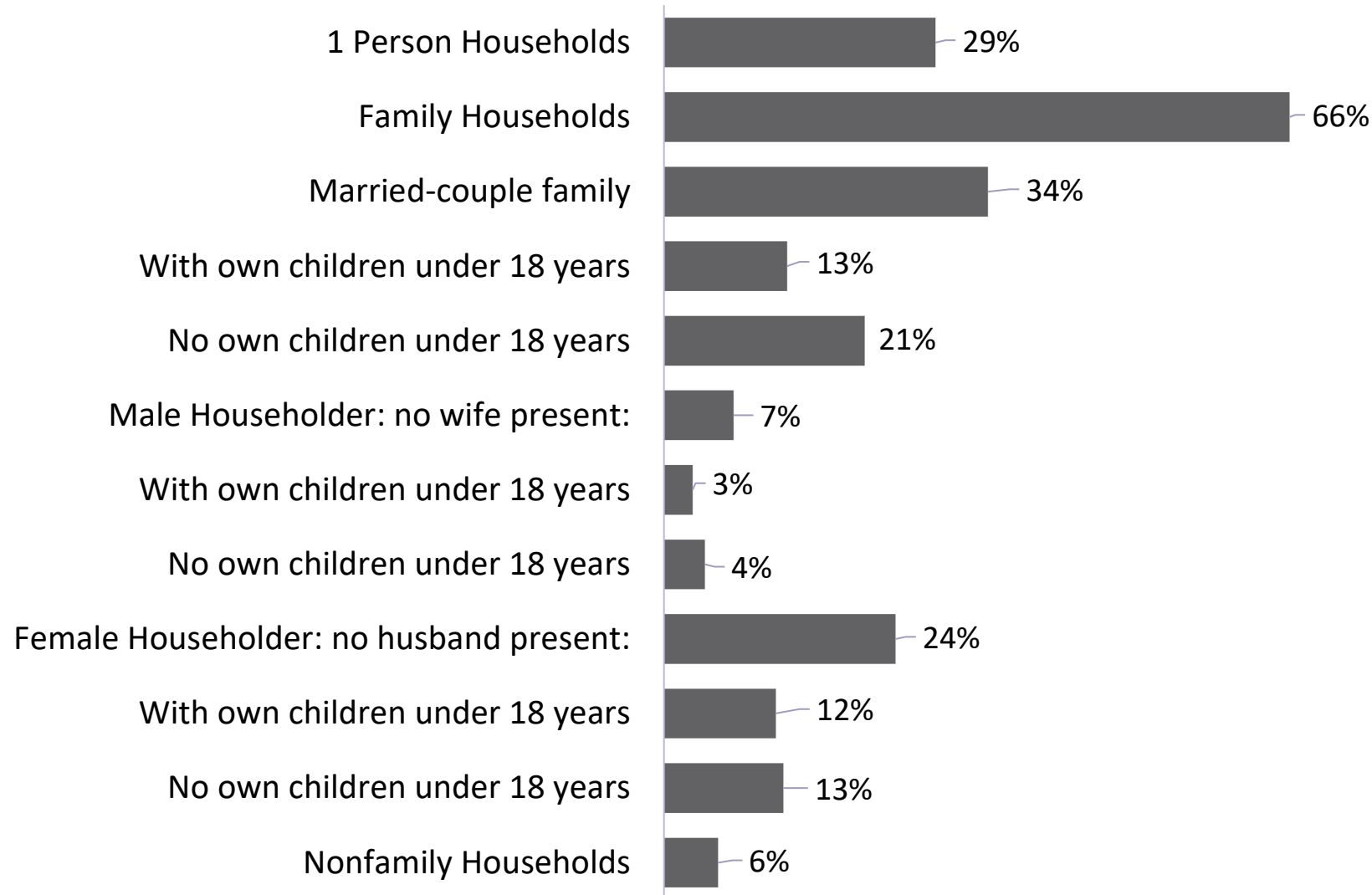
DISCOVER

Custom Trade

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE

2.65

people per household



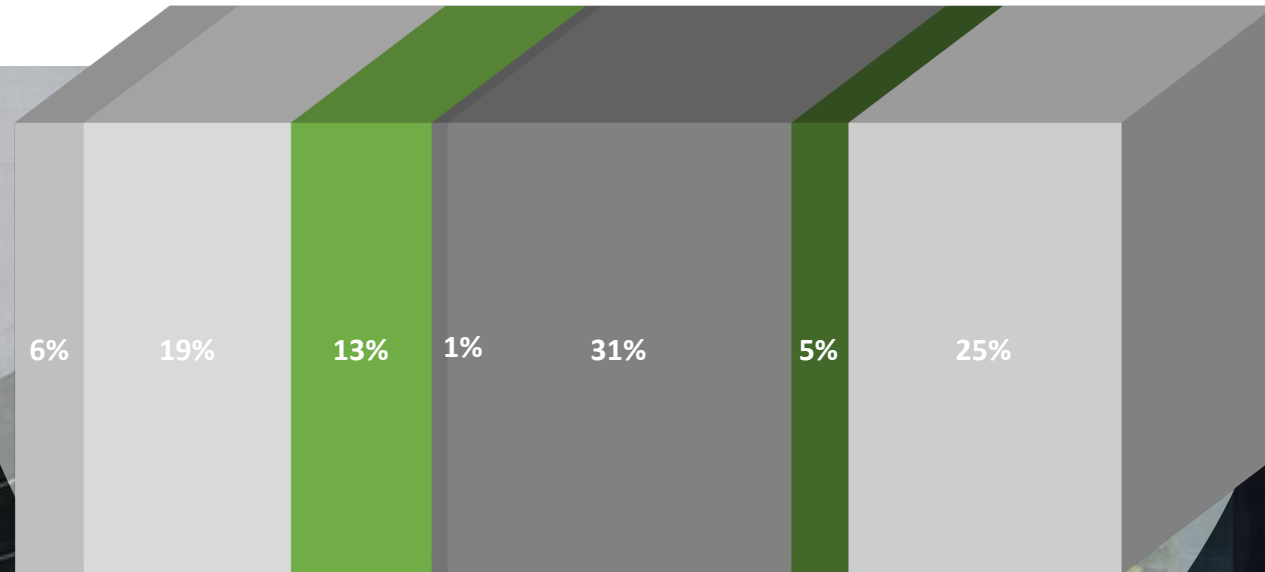
DISCOVER

Customized Trade Area

176,823
daytime population

Daytime Population

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

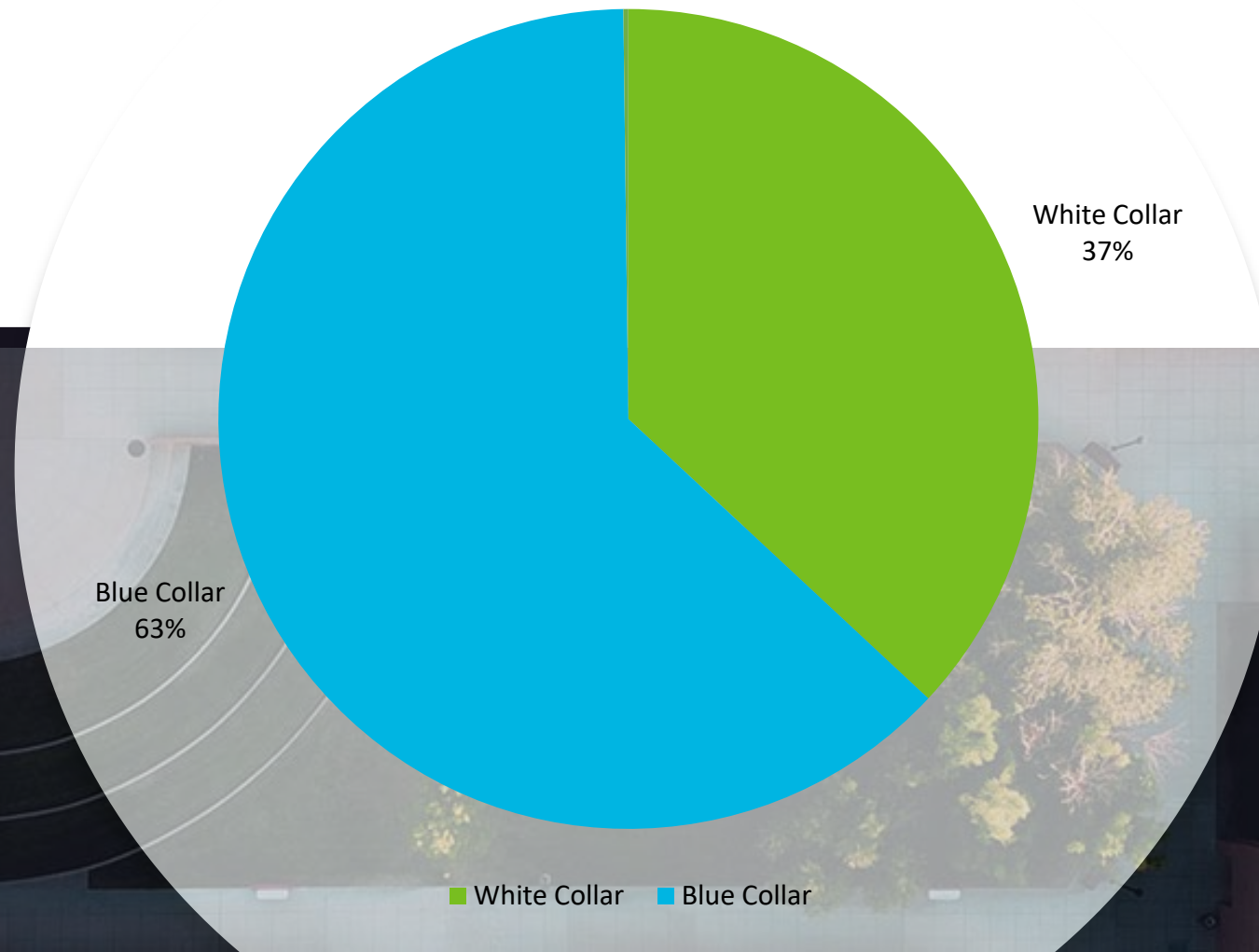


DISCOVER

Customized Trade Area

\$54,517

average employee salary

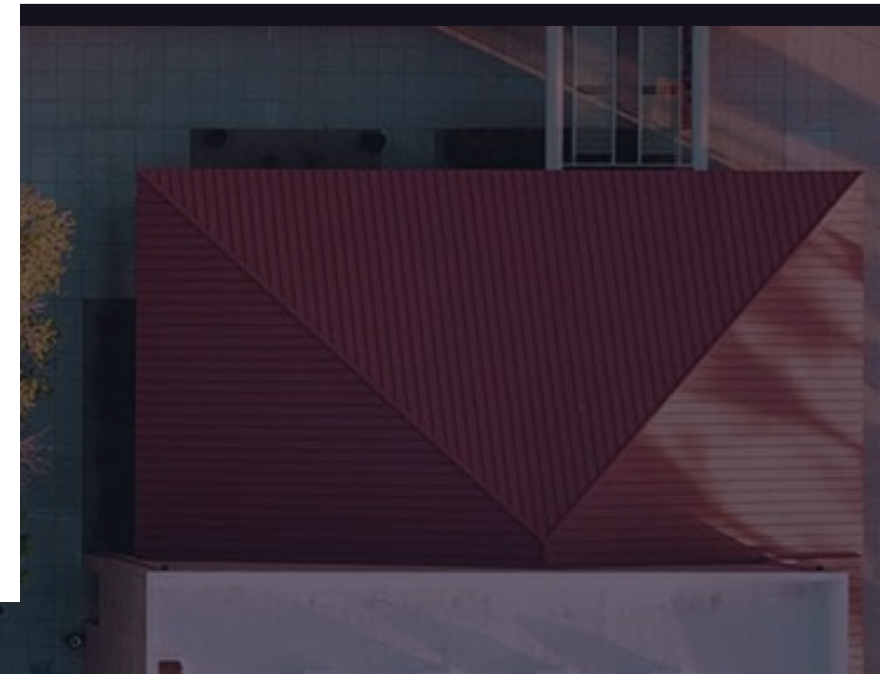
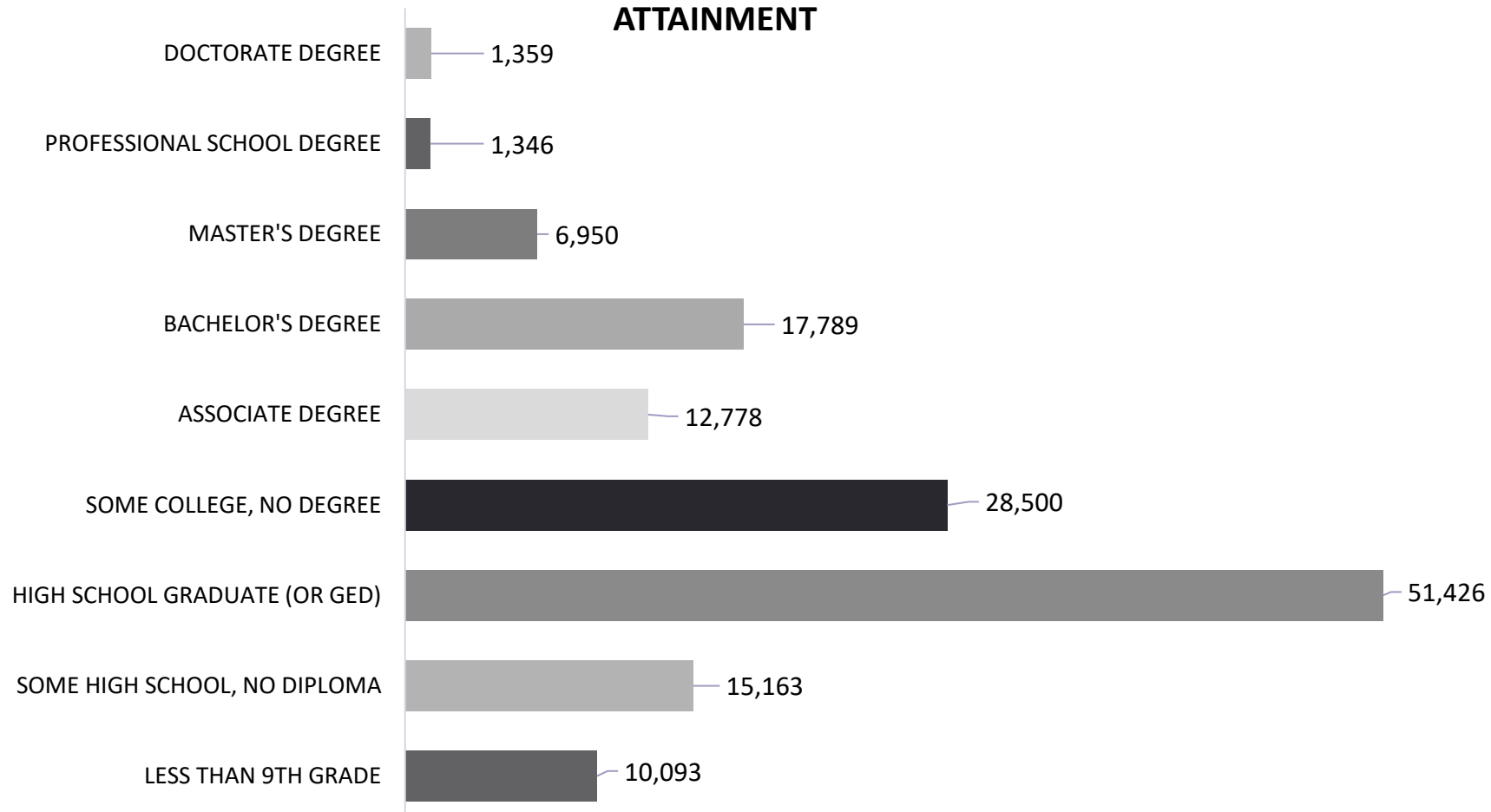


White Collar Blue Collar

DISCOVER

Customized Trade Area

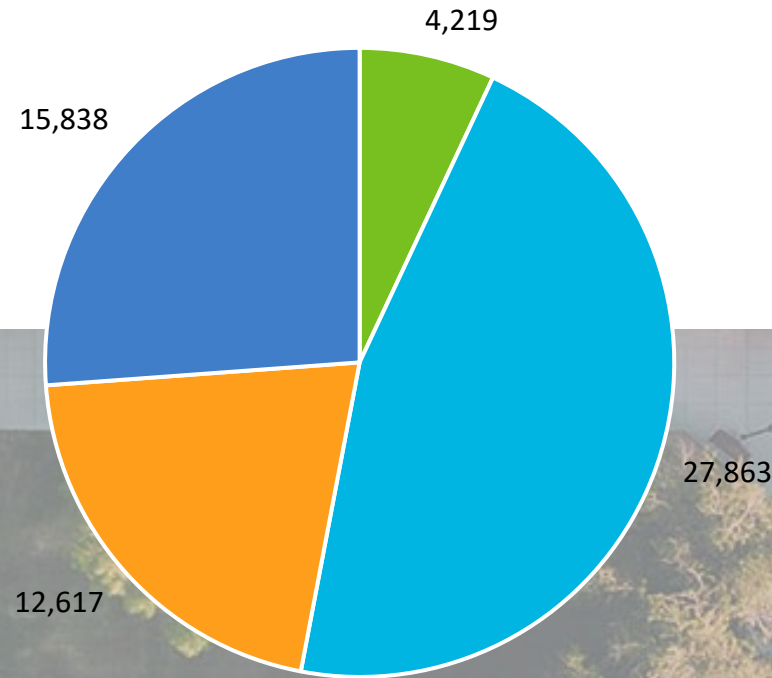
CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



DISCOVER

Customized Trade Area

Current Year Estimated Population by Enrollment



■ Nursery school/preschool

■ High School

■ Kindergarten/Elementary School

■ College/Graduate/Professional school