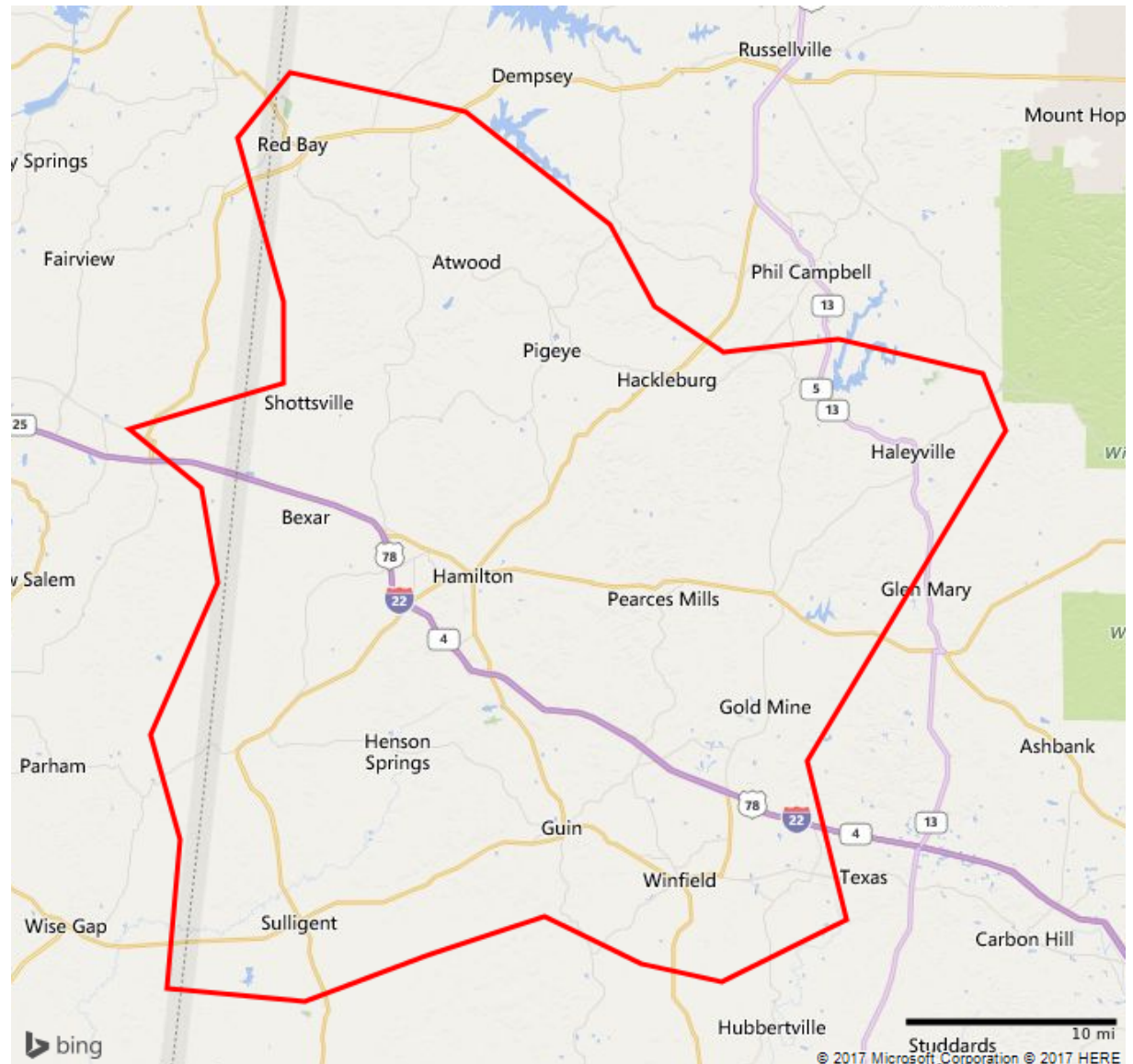




## Customized Trade Area

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.





49,928

2017 Estimated Population  
Custom Trade Area



49,232  
projected 2022 population

-1.4%  
projected growth rate  
2017-2022

41

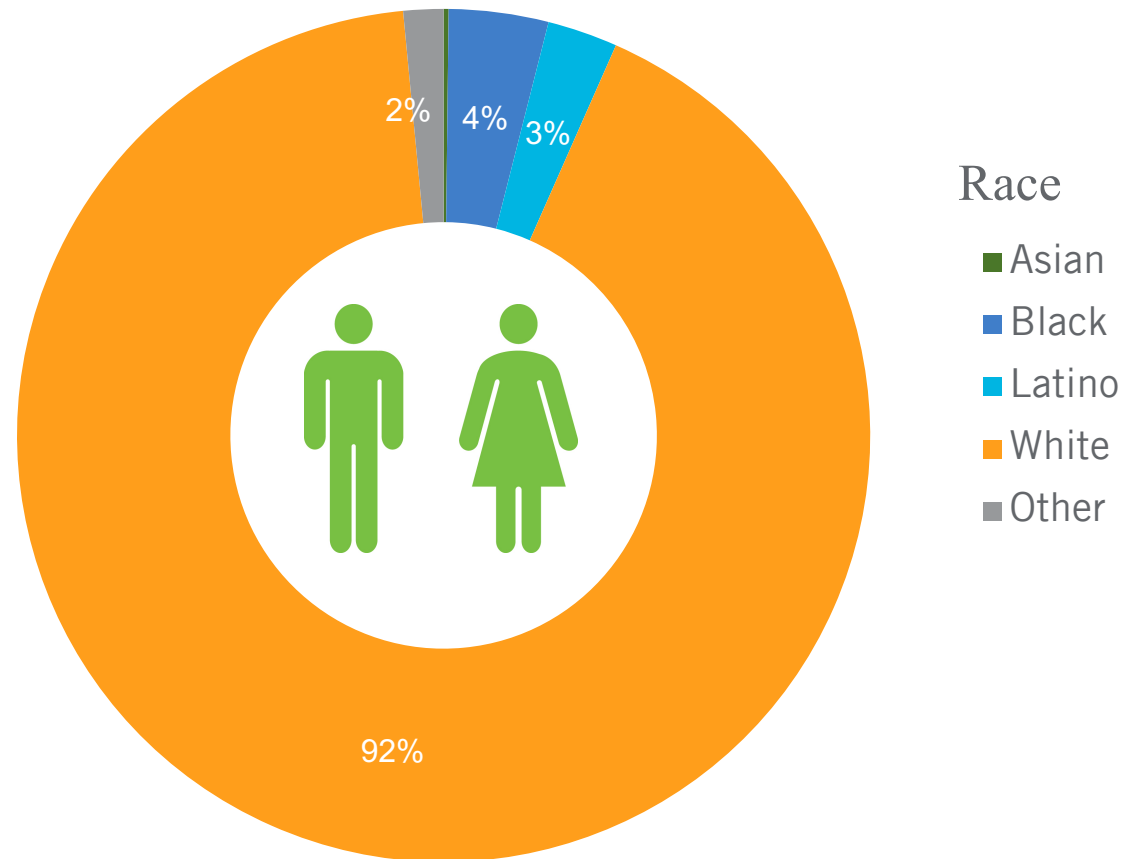
male average age

43

female average age



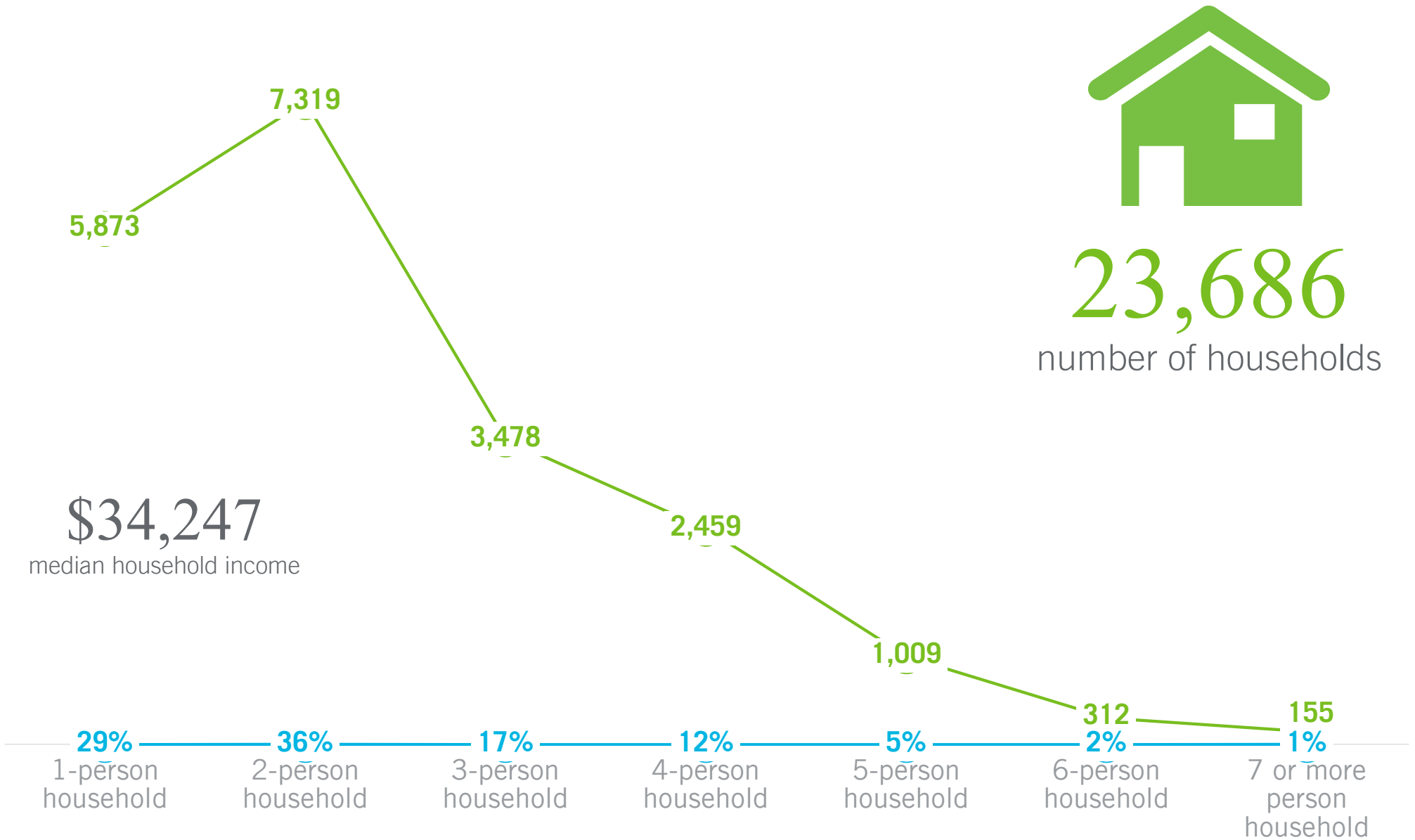
## CURRENT YEAR ESTIMATED POPULATION BY RACE



# Discover: Custom Trade Area



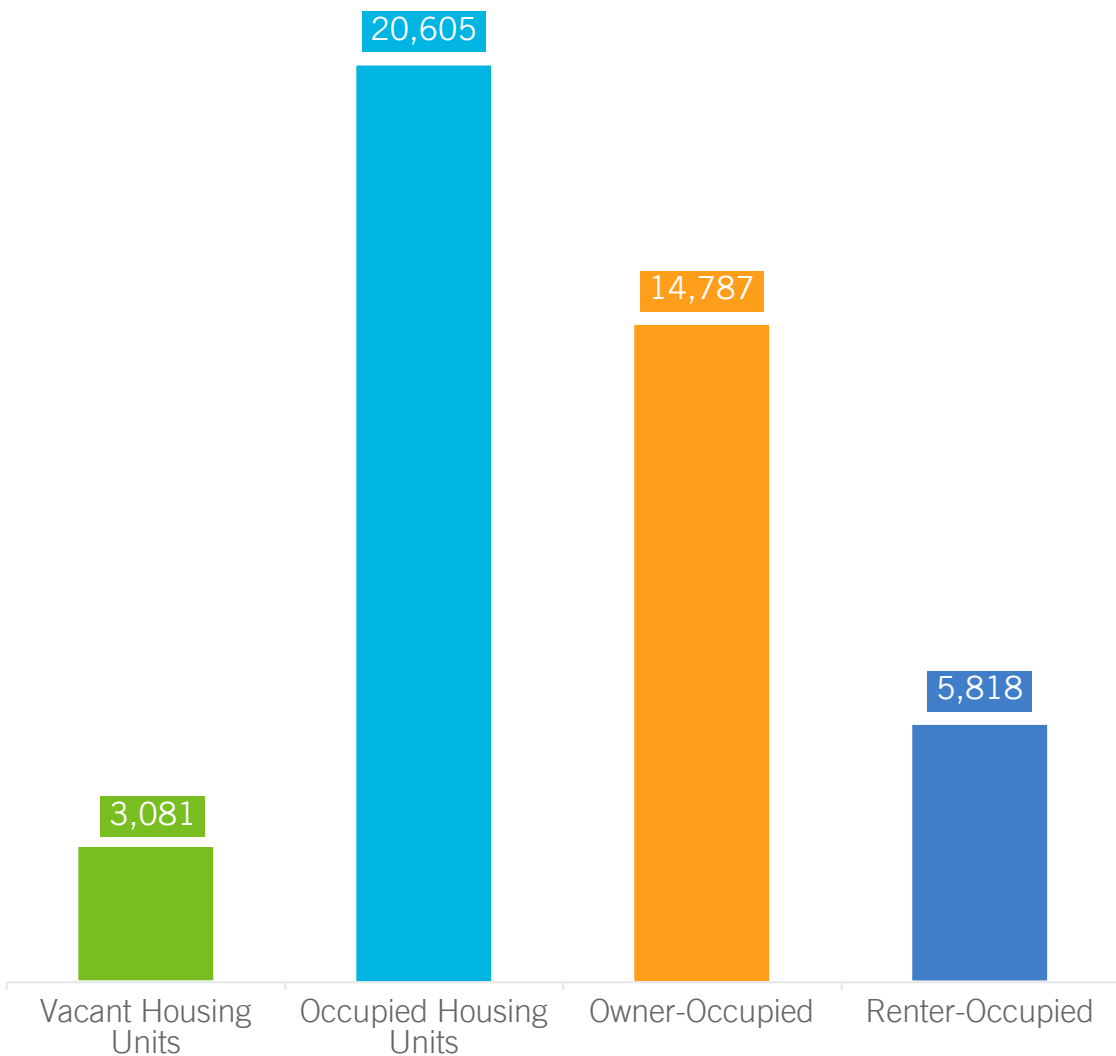
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



# Discover: Custom Trade Area



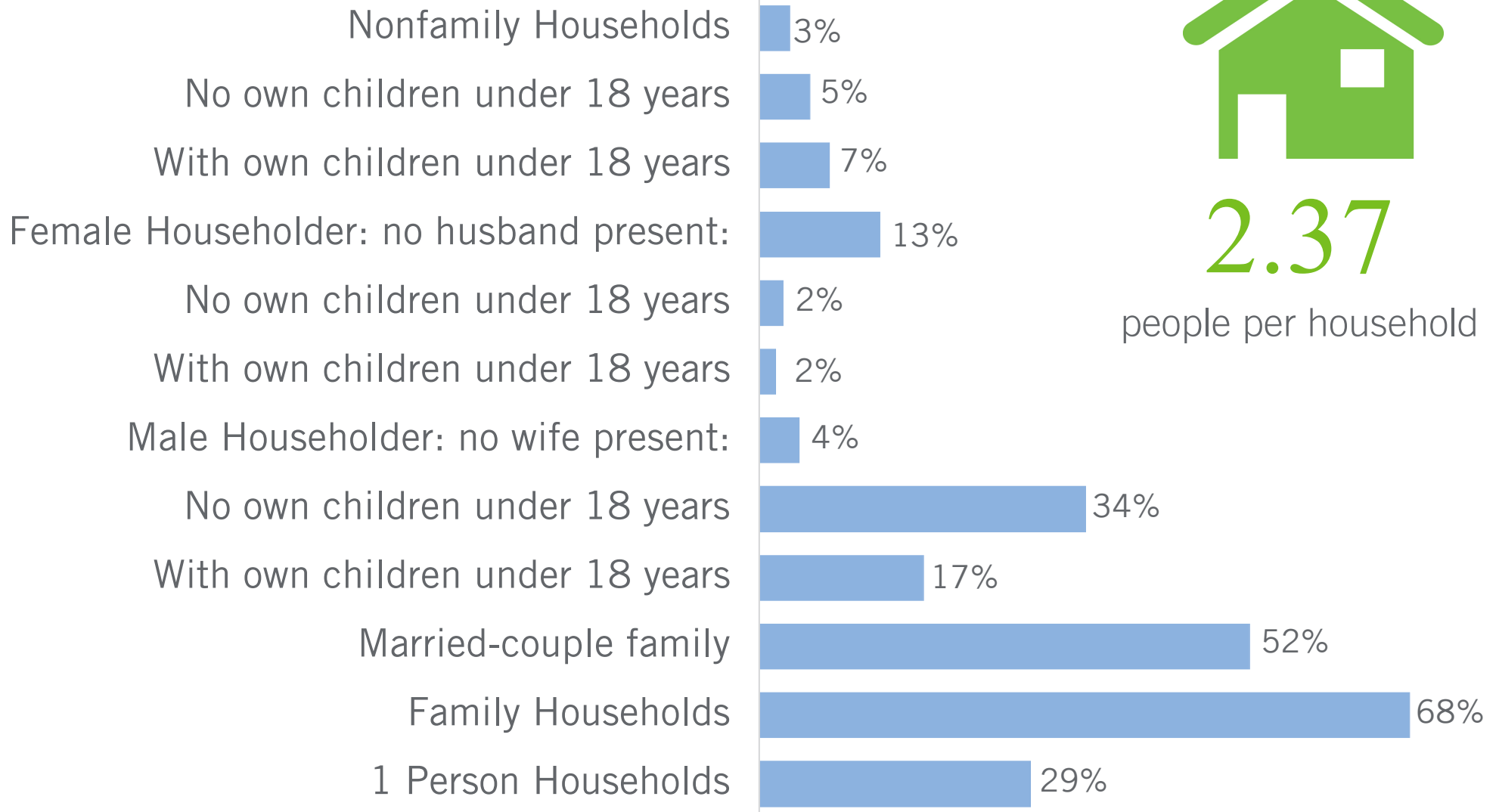
CURRENT YEAR ESTIMATED HOUSING UNITS BY TENTURE



**\$101,239**  
average housing unit value

- Vacant Housing Units
- Occupied Housing Units
- Owner-Occupied
- Renter-Occupied

# Discover: Custom Trade Area

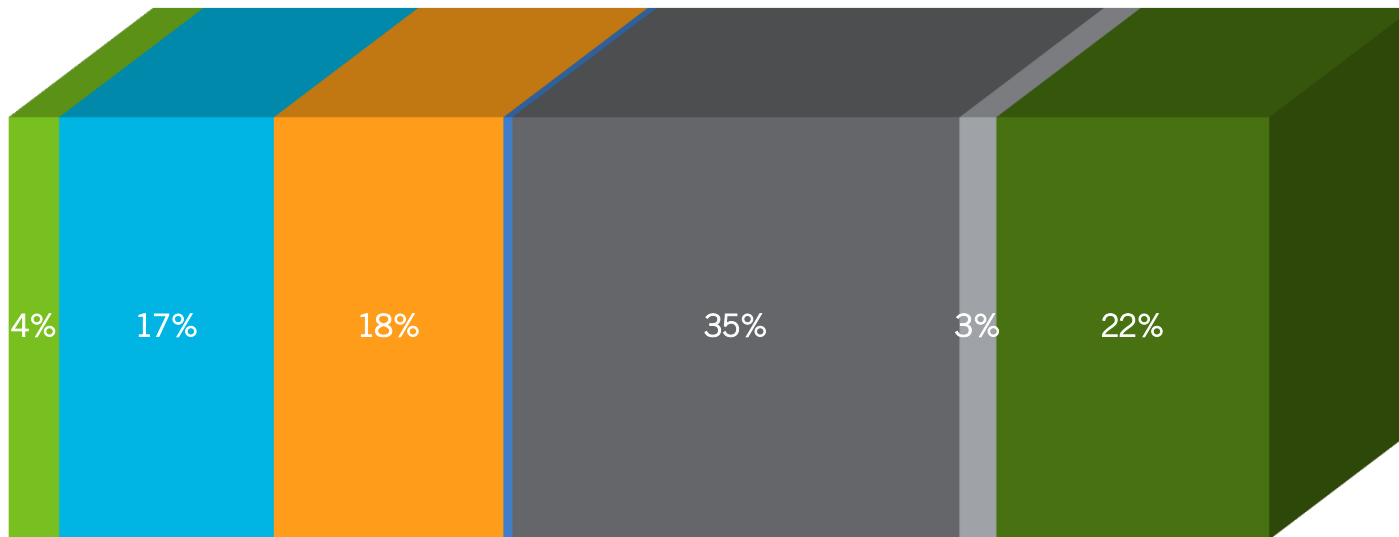




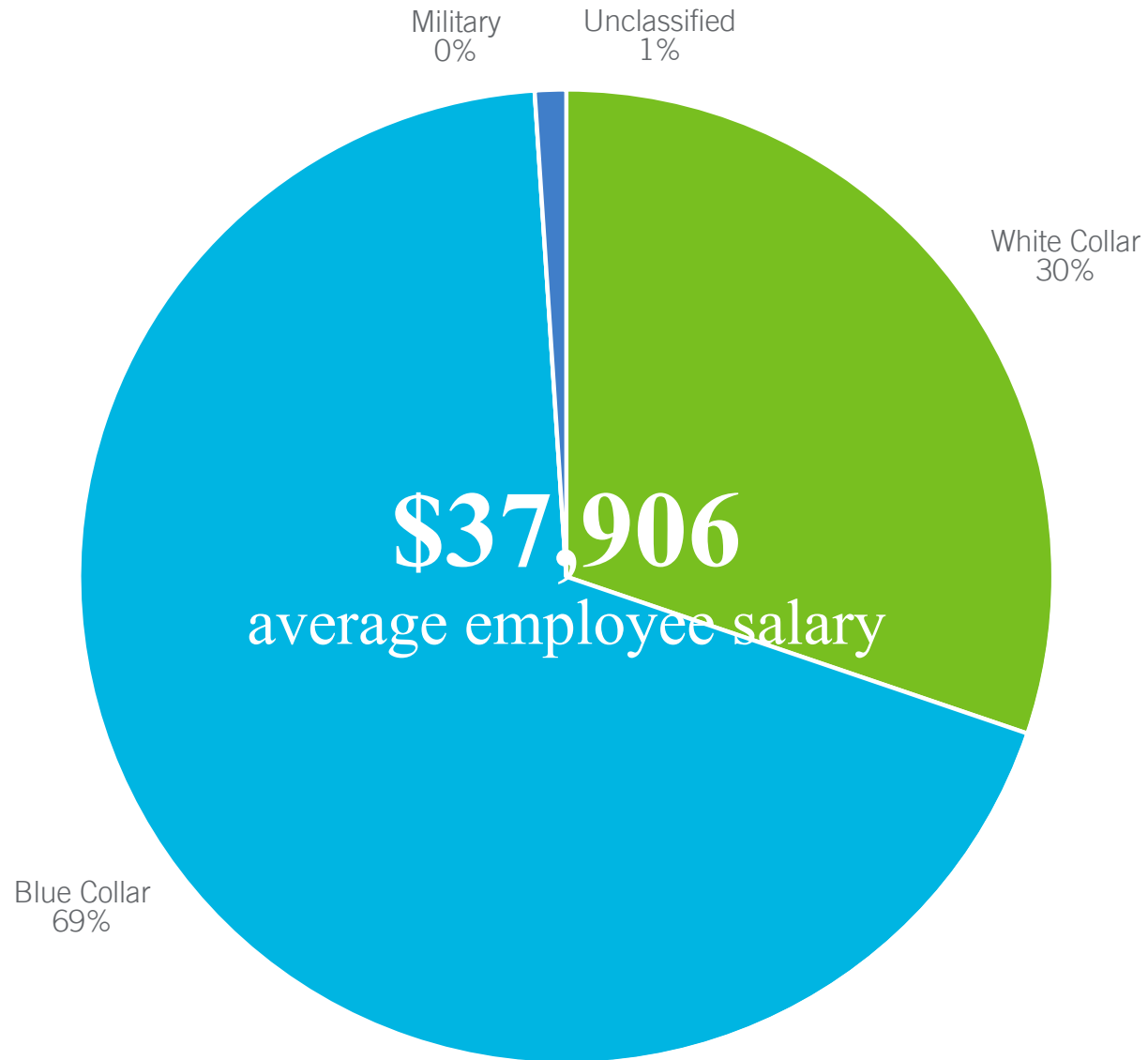
## DAYTIME POPULATION

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

49,965 daytime population



# Discover: Custom Trade Area

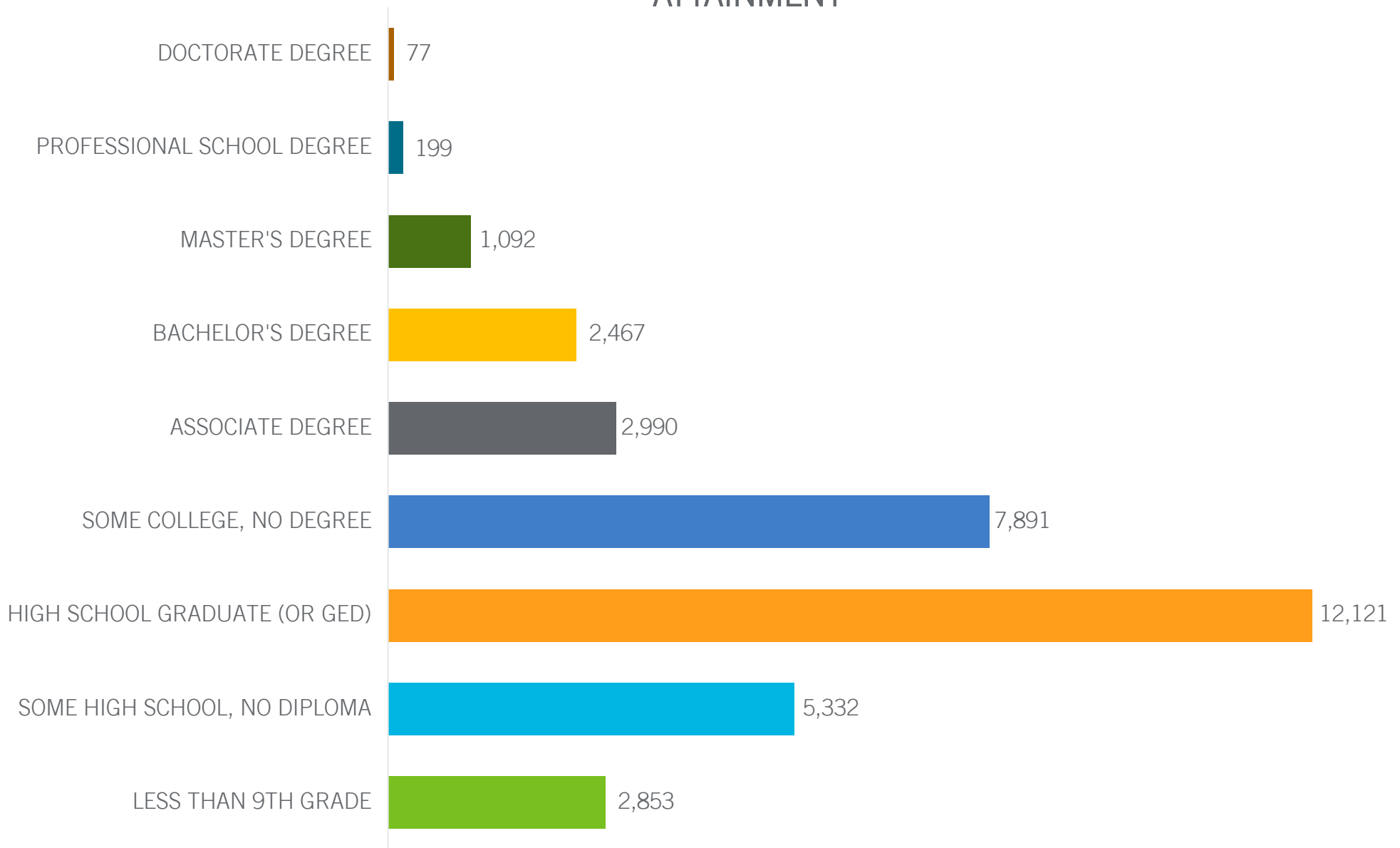




# Discover: Custom Trade Area



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





## Current Year Estimated Population by Enrollment

