

Discover: Custom Trade Area



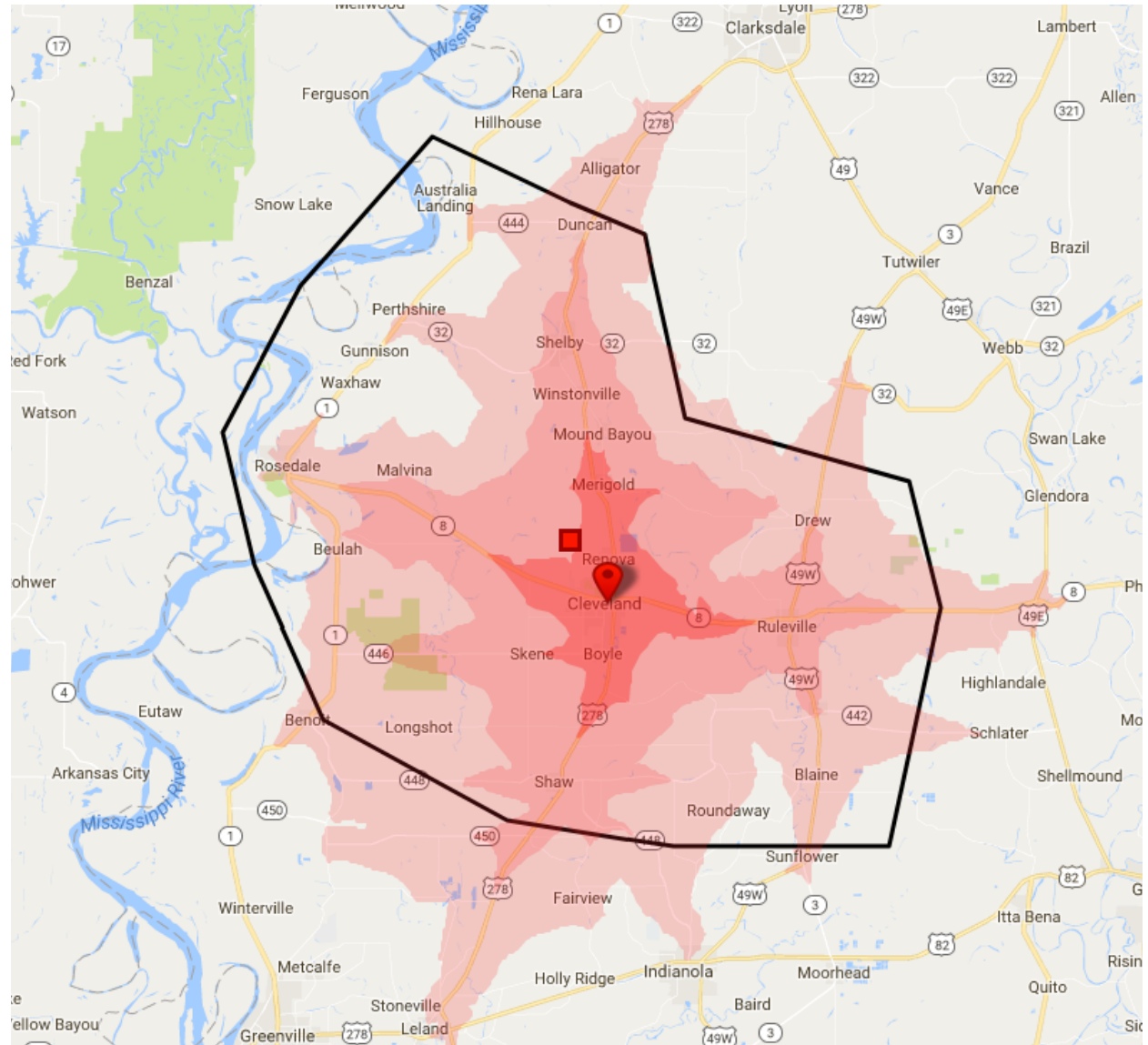
Customized Trade Area

Each retailer has a specific formula of market criteria they use to determine if they will have a profitable store. Understanding your trade area is extremely important because it sets the parameters for measuring demographic criteria and spending potential sought by retailers.

Municipal boundaries, radius rings, and drive times are a start to evaluating this information. However, these predefined boundaries are unable to take into account the unique aspects affecting the pulling power and local geography of your community. For these reasons, a customized trade area is the next step to analyzing a market.

A trade area is the geographic area from which a community attracts the majority of its customers. We define your primary trade area by the base of consumers likely to shop and eat in the market at least once a month. Your primary trade area has been created by combining mobile tracking data with other factors such as: current retail mix in your community, traffic patterns, destination attractions, and proximity to competing markets.

The time and distance consumers are willing to travel to shop is not “one size fits all.” Retailers will analyze trade areas differently by accounting for existing store locations, competition within their retail category, and convenience.





39,535

2017 Estimated Population
Custom Trade Area



37,909
projected 2022 population

-4.1%%
projected growth rate
2017-2022

36

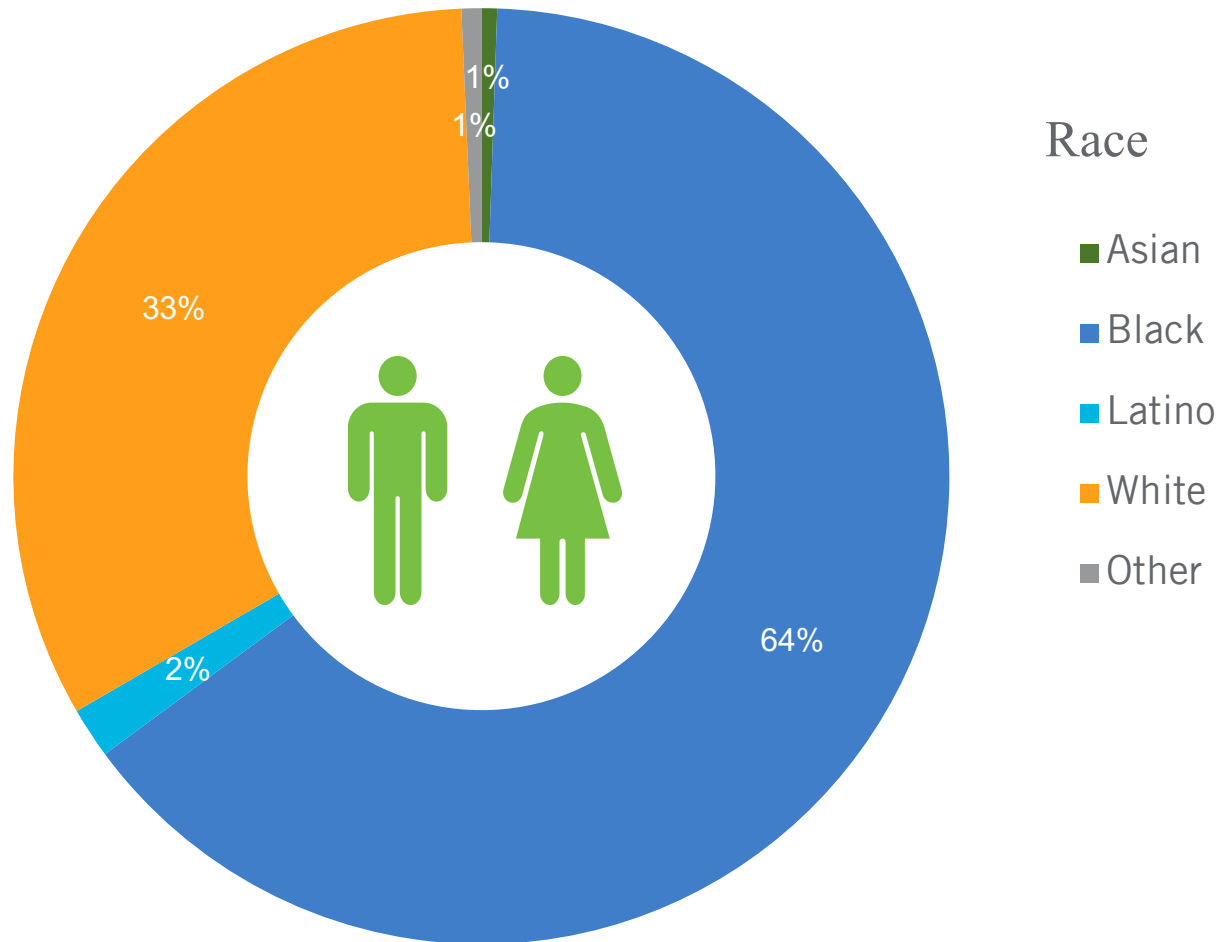
average male age

39

average female age



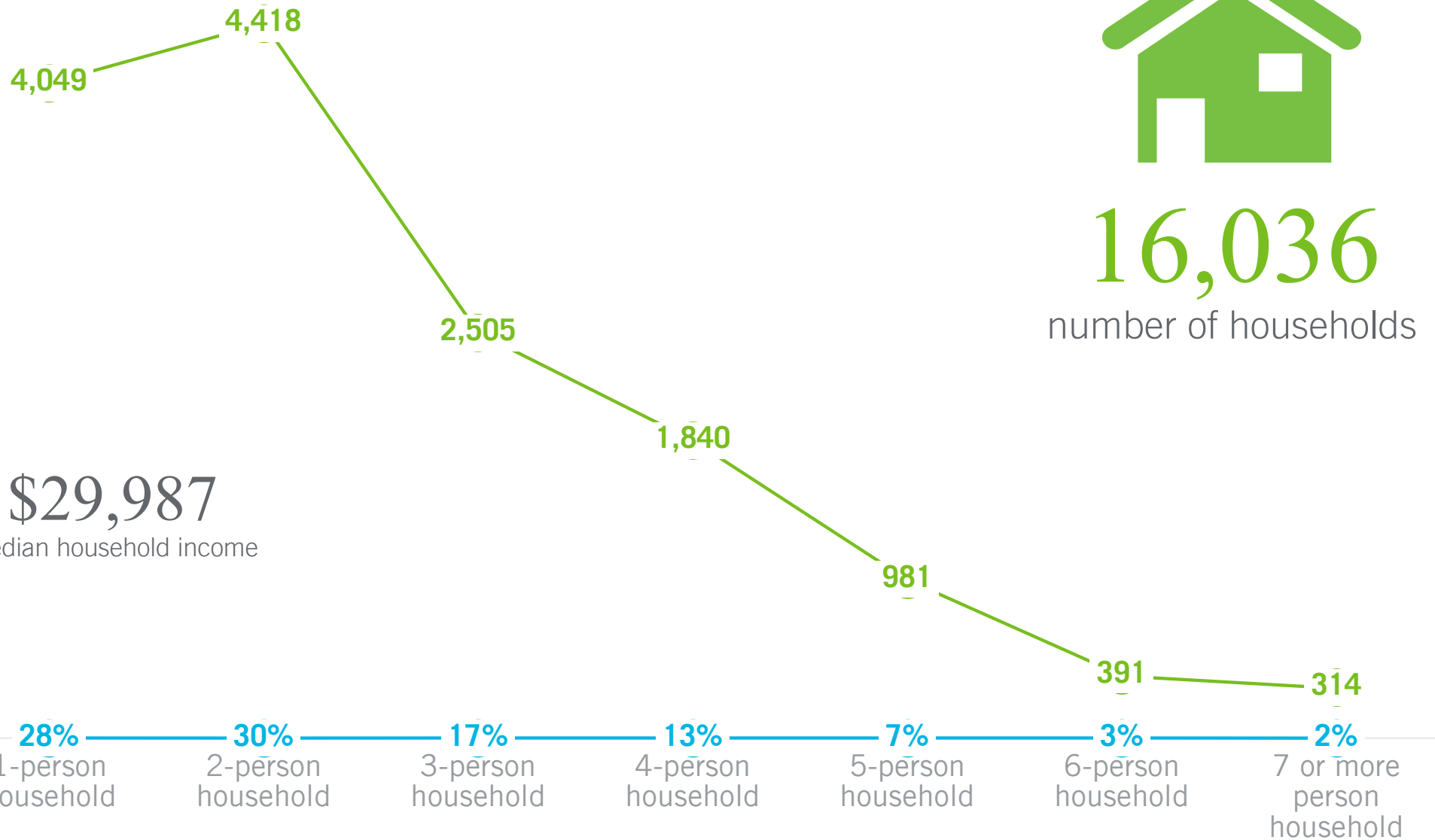
CURRENT YEAR ESTIMATED POPULATION BY RACE



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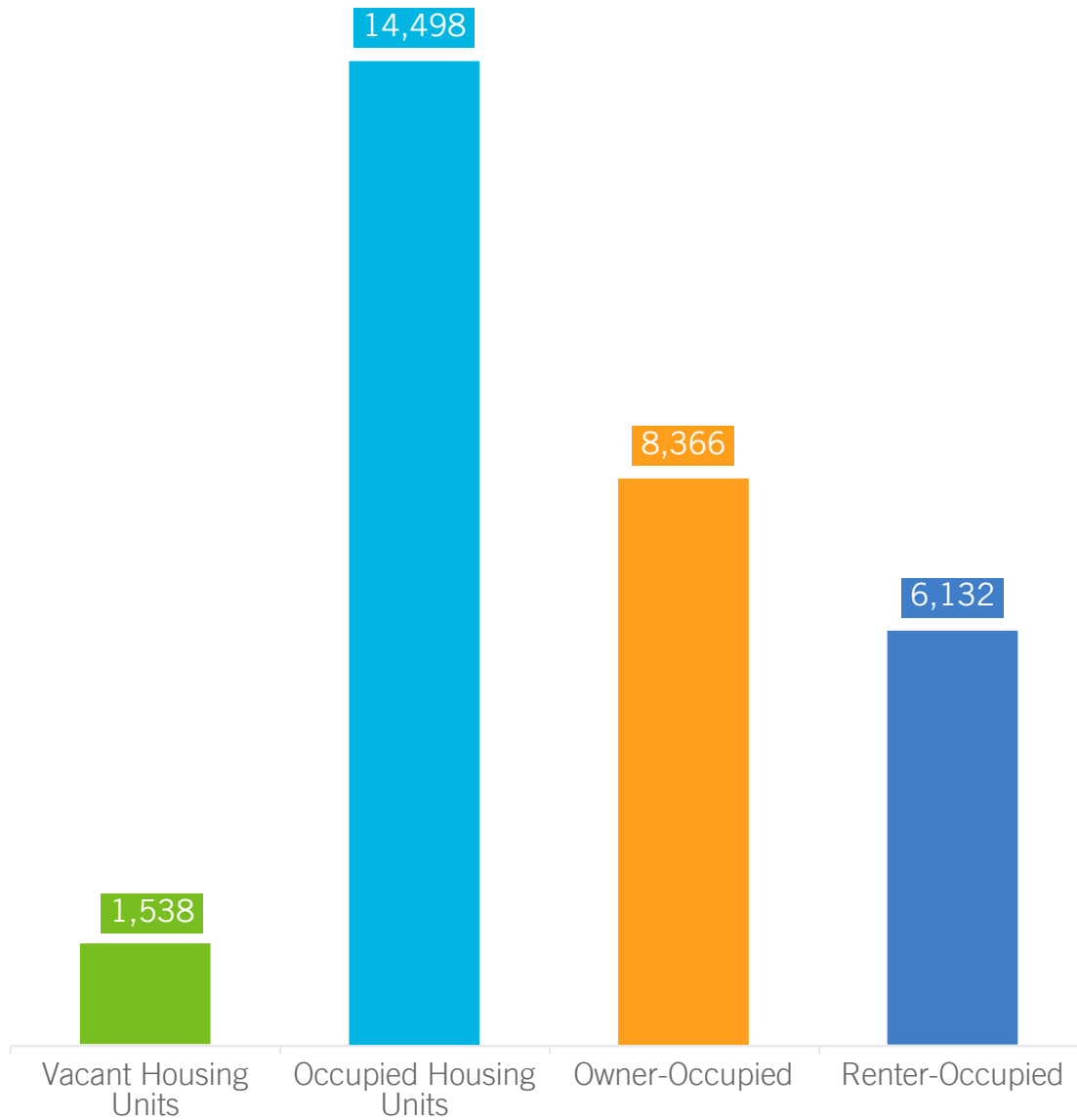
CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



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CURRENT YEAR ESTIMATED HOUSING UNITS BY TENTURE

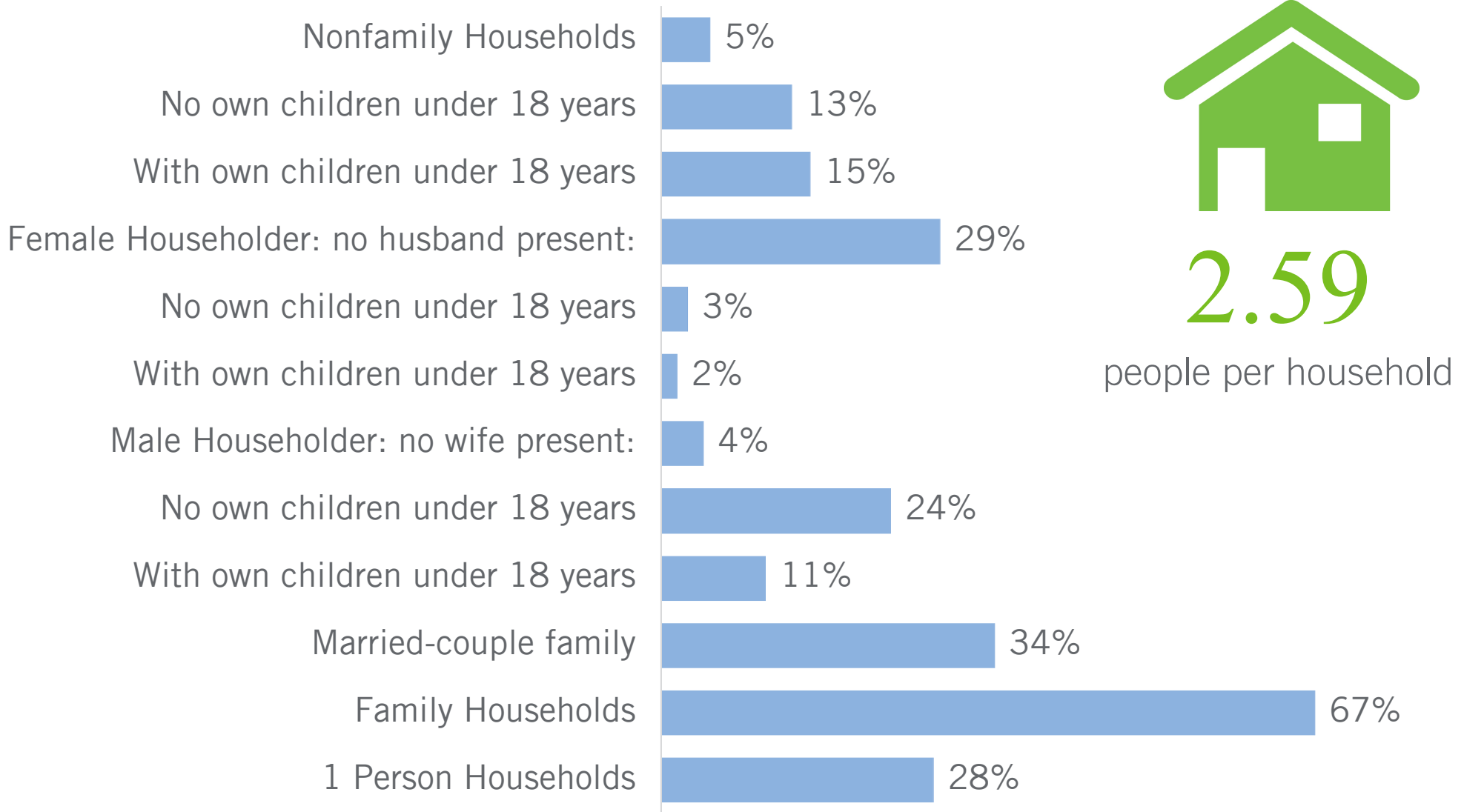


\$106,423

average housing unit value

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

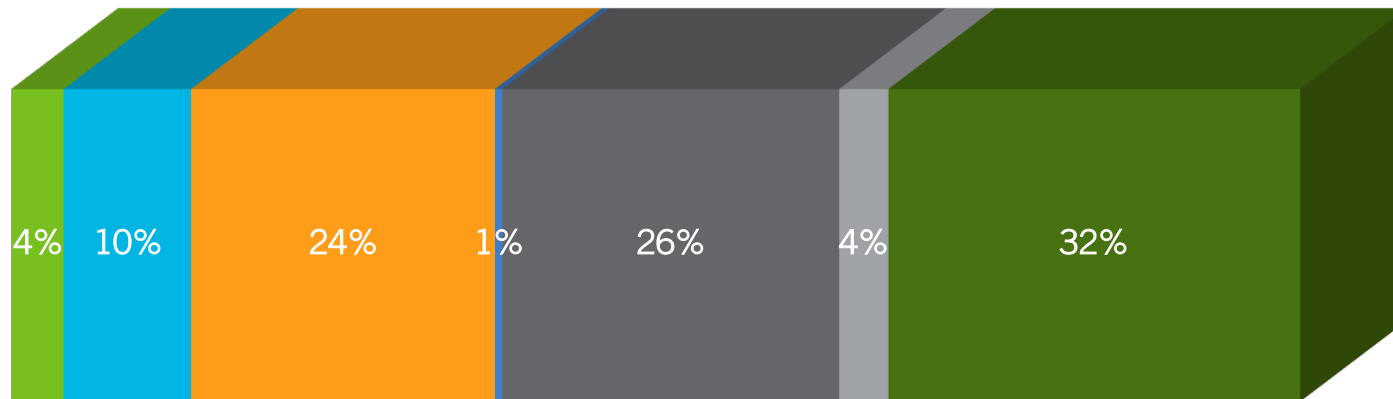
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DAYTIME POPULATION

47,629 daytime population



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

Daytime population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

Daytime population data provides a more accurate understanding of the distribution of people during the day within the trade area. As well as a better understanding of the type of persons within the trade area. Some people can be classified as falling within more than one subcategory of daytime population. For example, people working at home who are disabled. As a result, some people may be counted twice. This double-counting results in the daytime population being approximately 6% higher.



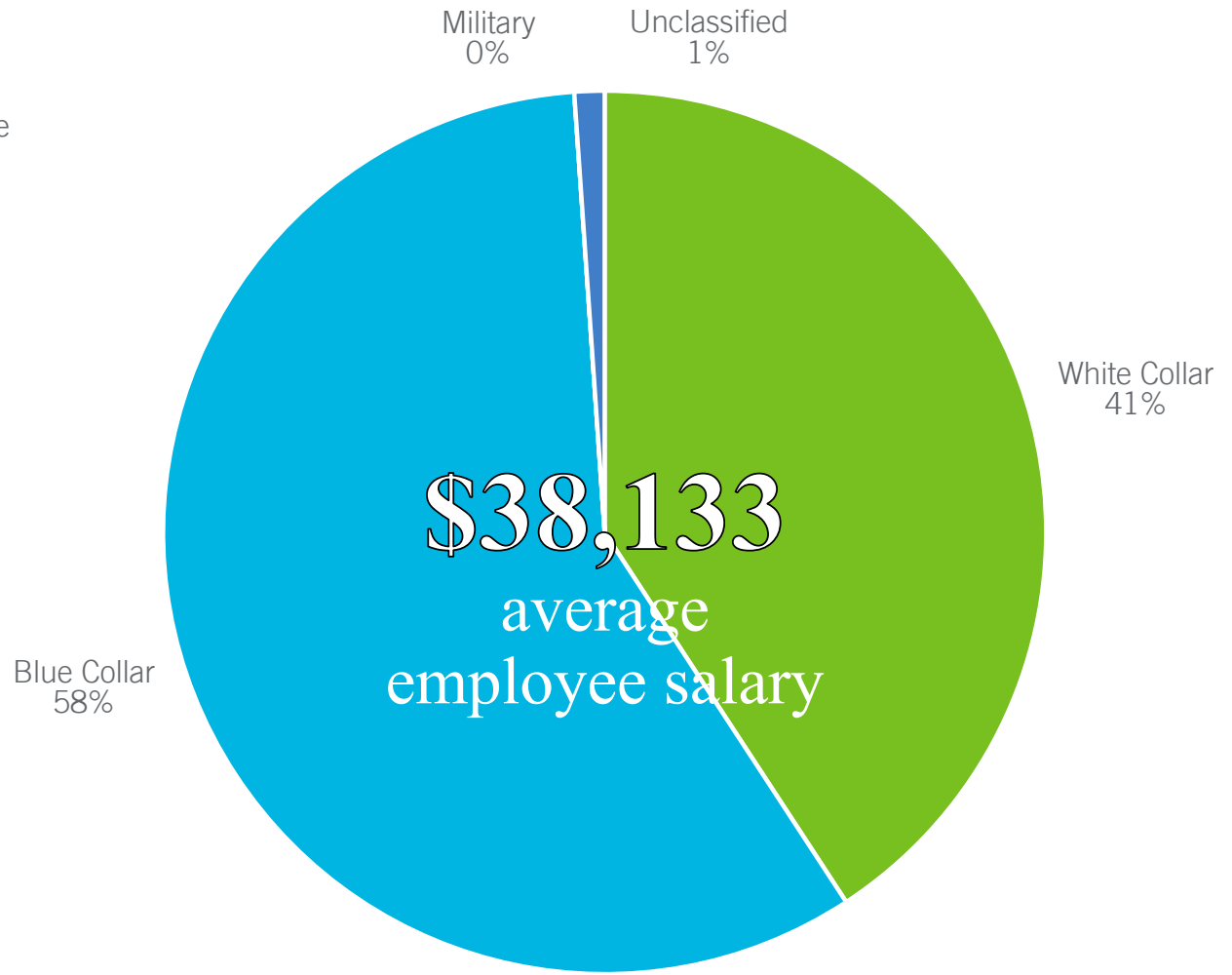
WORKPLACE POPULATION BY OCCUPATION

Occupations included in Blue Collar:

- Protective Services
- Food Preparation and Serving Related
- Building and Grounds Cleaning and Maintenance
- Personal Care and Services
- Sales and Related
- Office and Administrative Support
- Farming, Fishing, and Forestry
- Construction and Extraction
- Installation, Maintenance, and Repair
- Production
- Transportation and Material Moving
- Military
- Unclassified

Occupations included in White Collar:

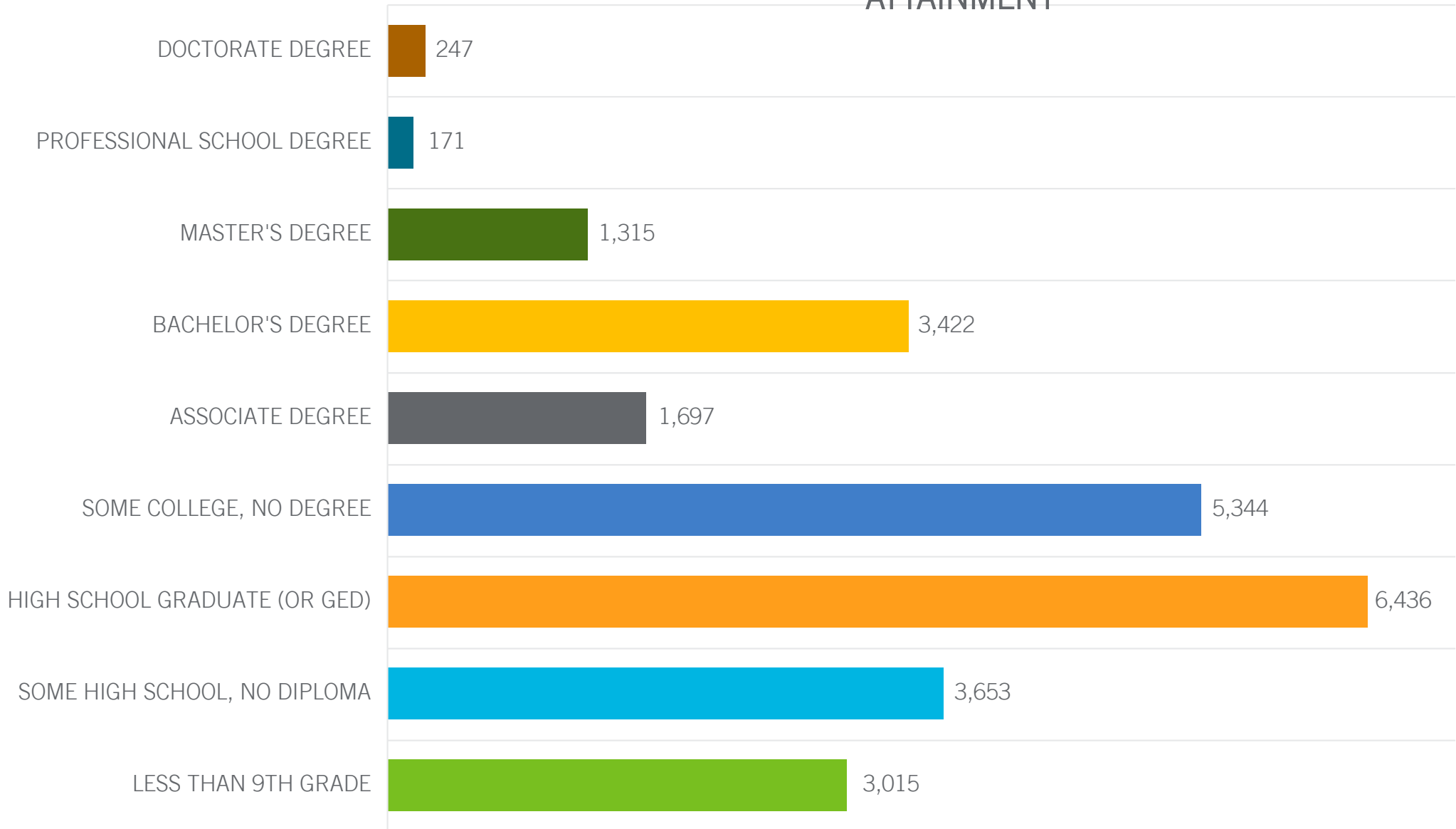
- Management
- Business and Finance Operations
- Computer and Mathematical Science
- Architecture and Engineering
- Life, Physical, and Social Science
- Community and Social Services
- Legal
- Education, Training, and Library
- Art, Design, Entertainment, Sports, and Media
- Healthcare Practitioners and Technical
- Healthcare Support



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CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT

