

Discover: Custom Trade Area



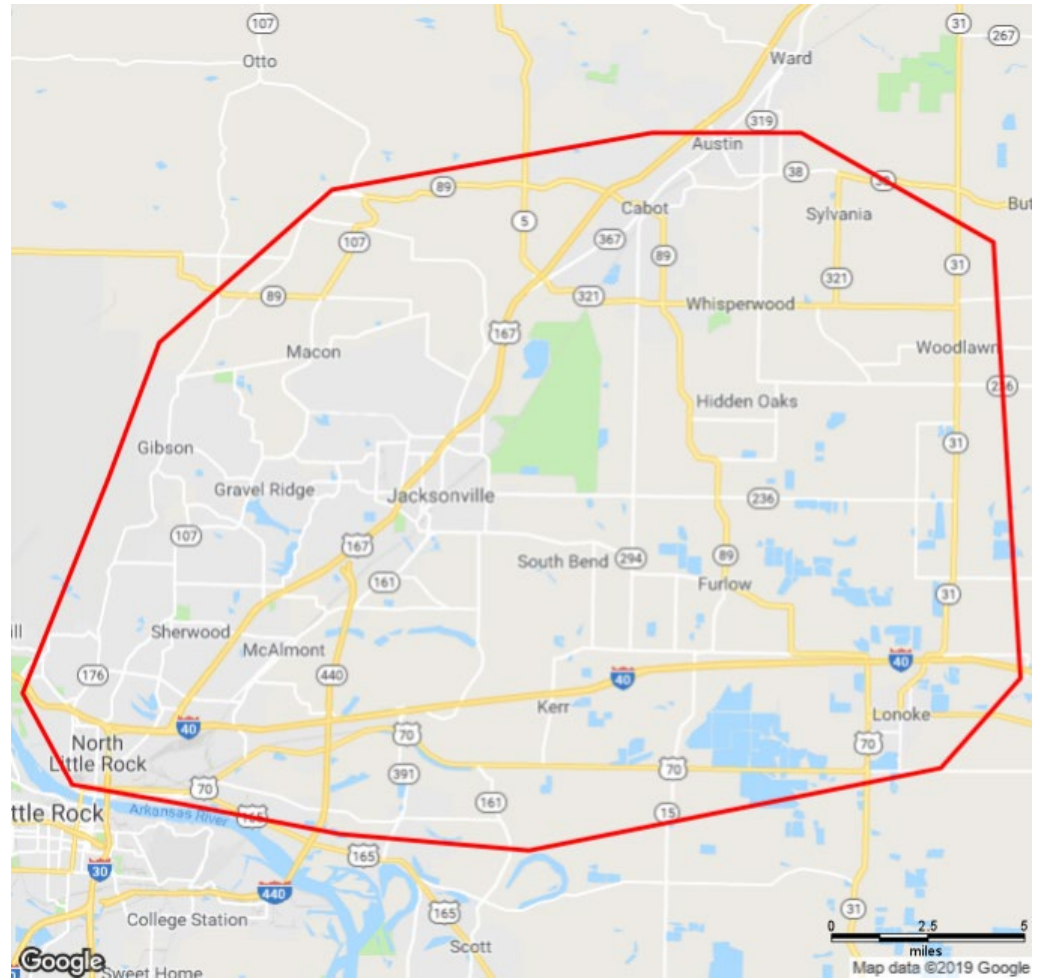
Customized Trade Area

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 area is a start.

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 a series of drive times, mobile data analysis, geographic boundaries and proximity to neighboring shopping destinations.

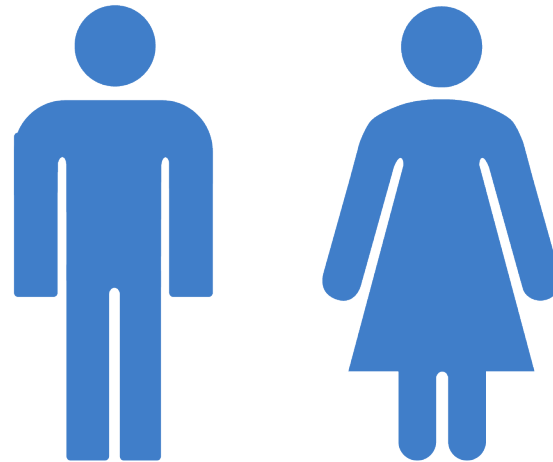
Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.





176,921

2018 estimated population



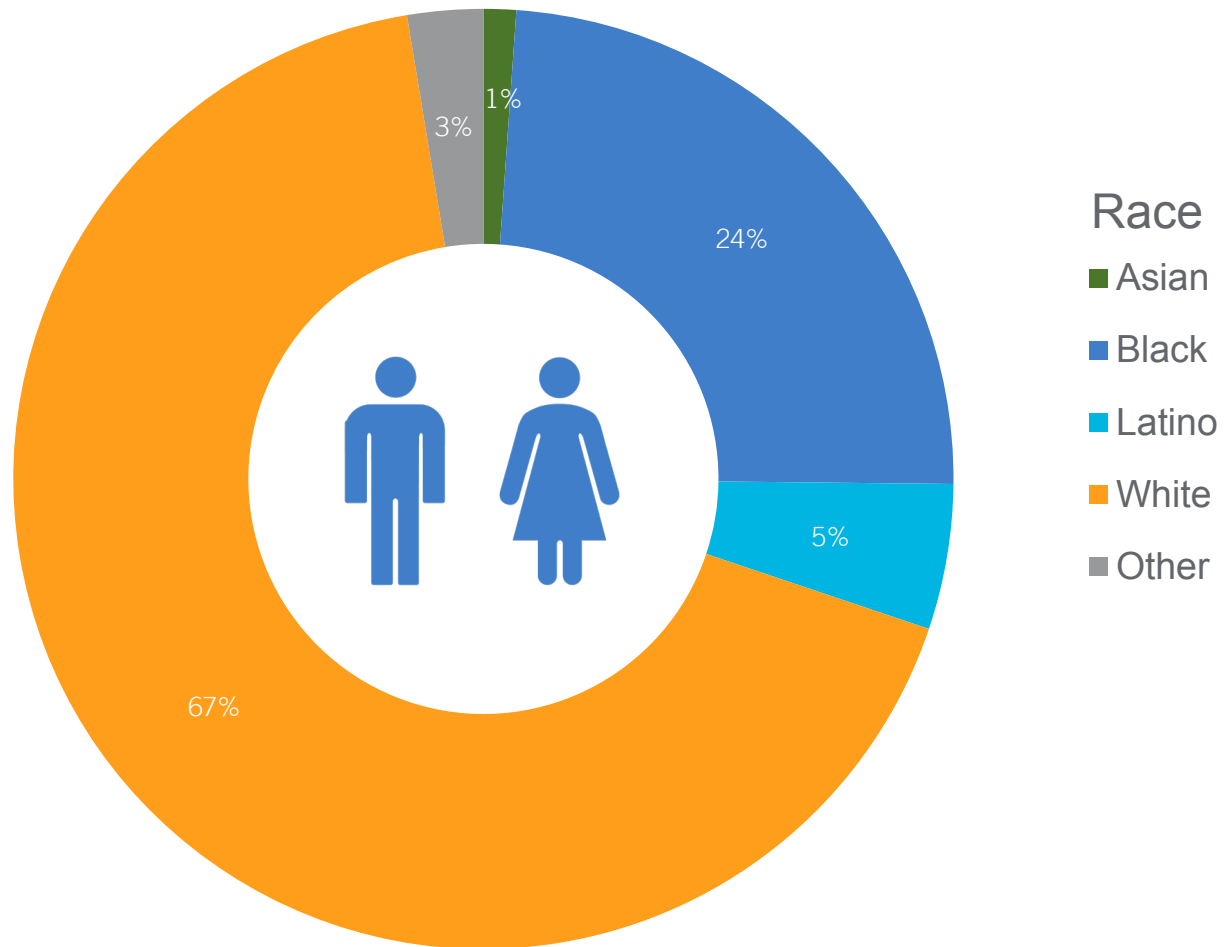
184,195
projected 2023 population

4.1%
projected growth rate
2018-2023

37

39

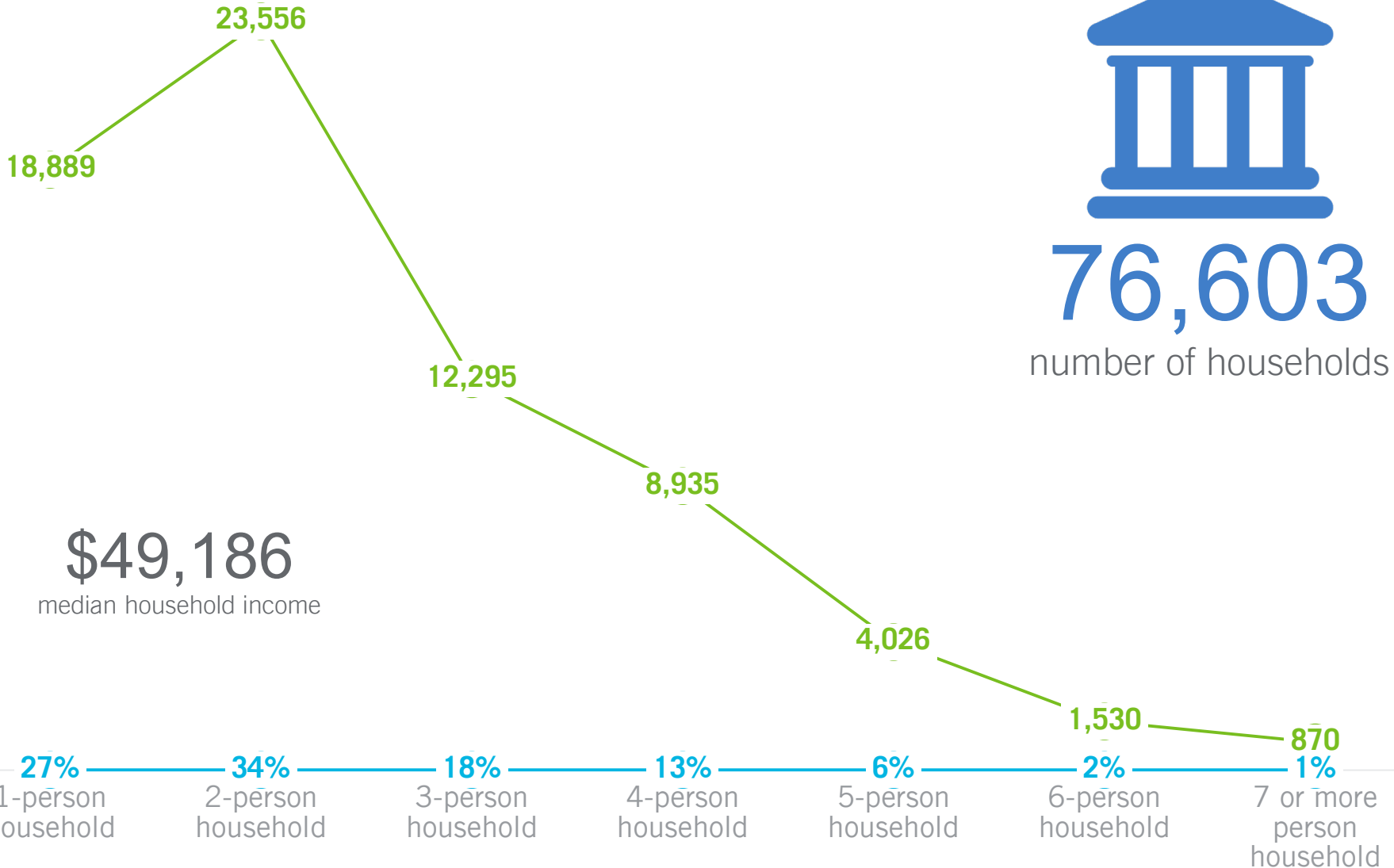
male average age female average age



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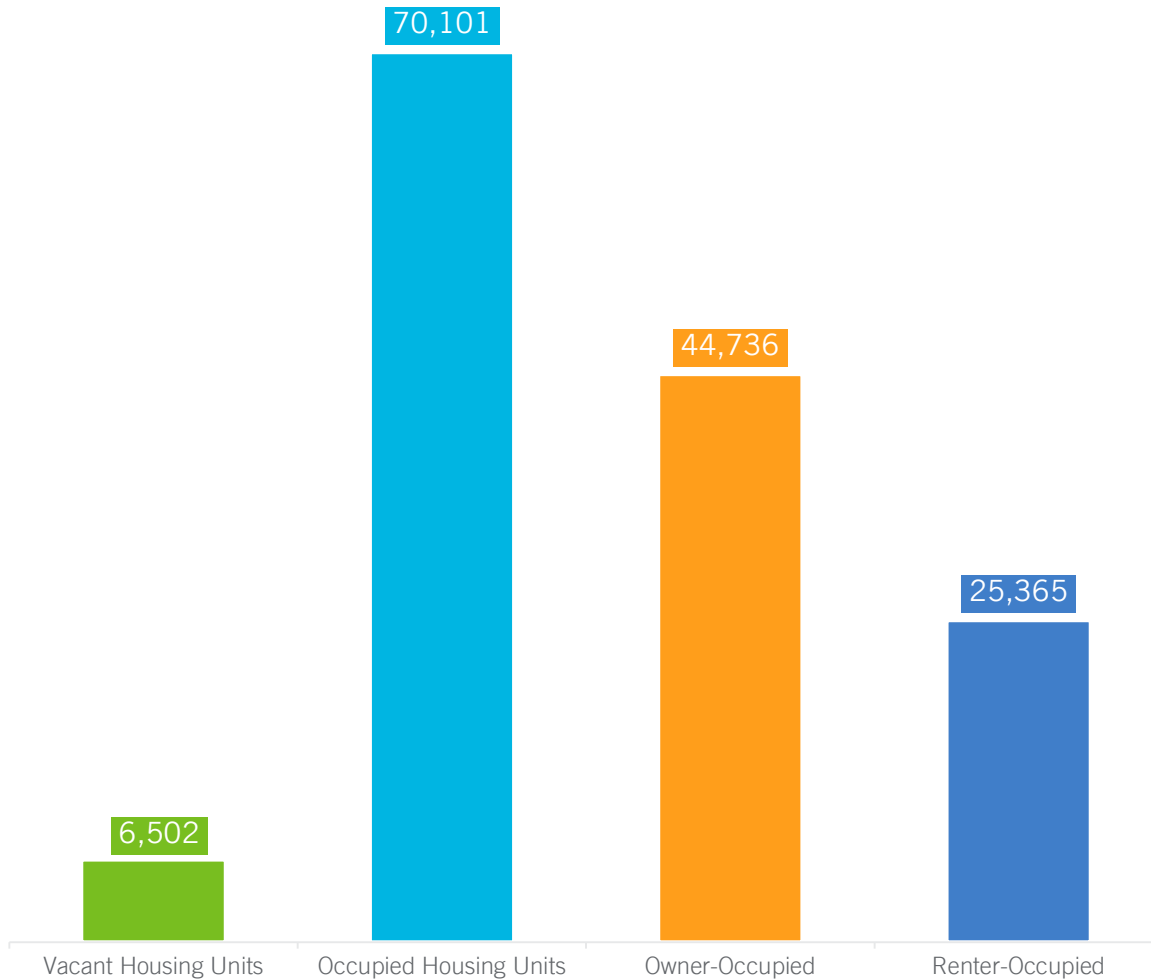


76,603
number of households





2018 ESTIMATED HOUSING UNITS BY TENURE



\$153,420

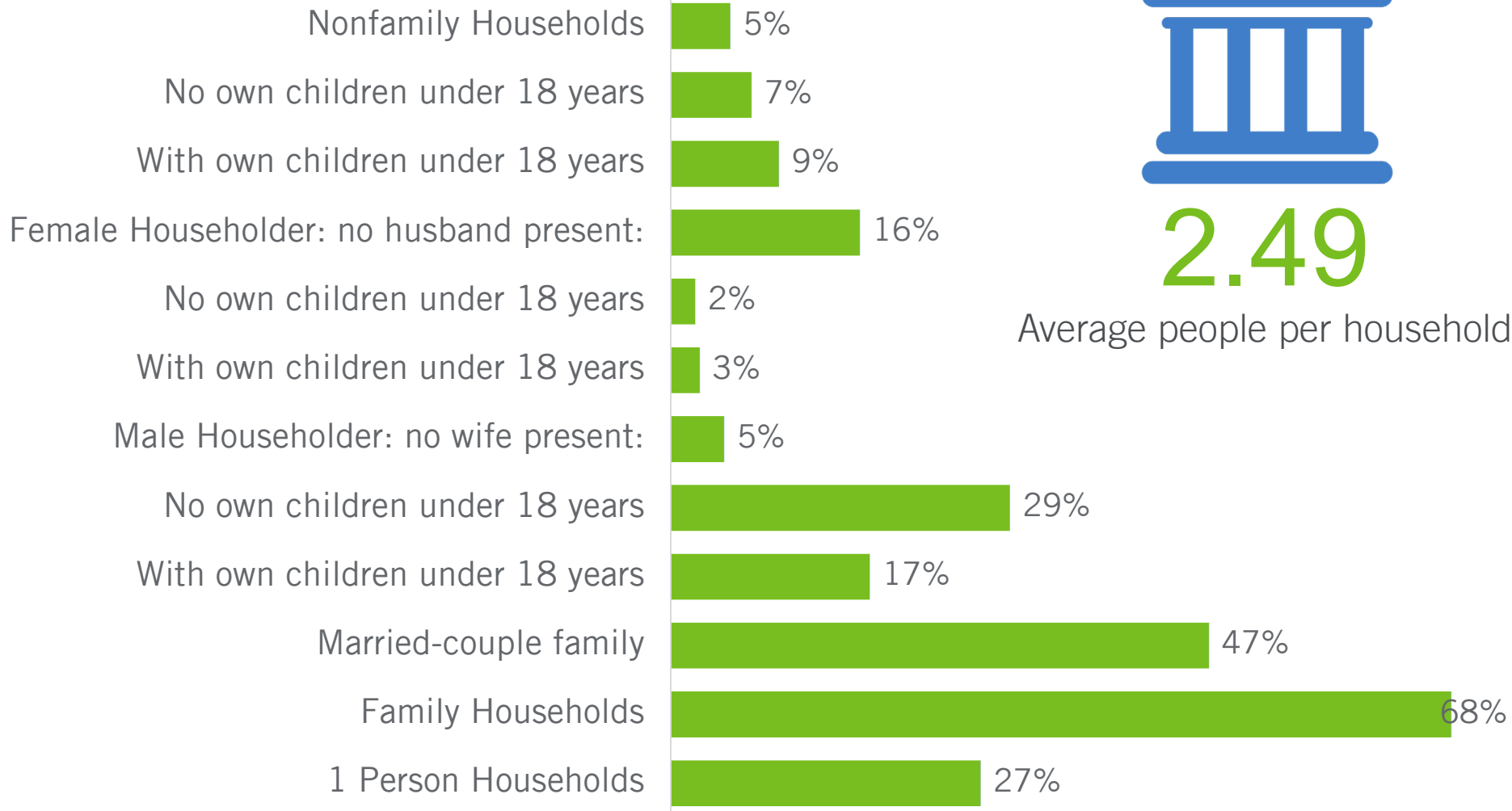
average housing unit value

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2.49

Average people per household

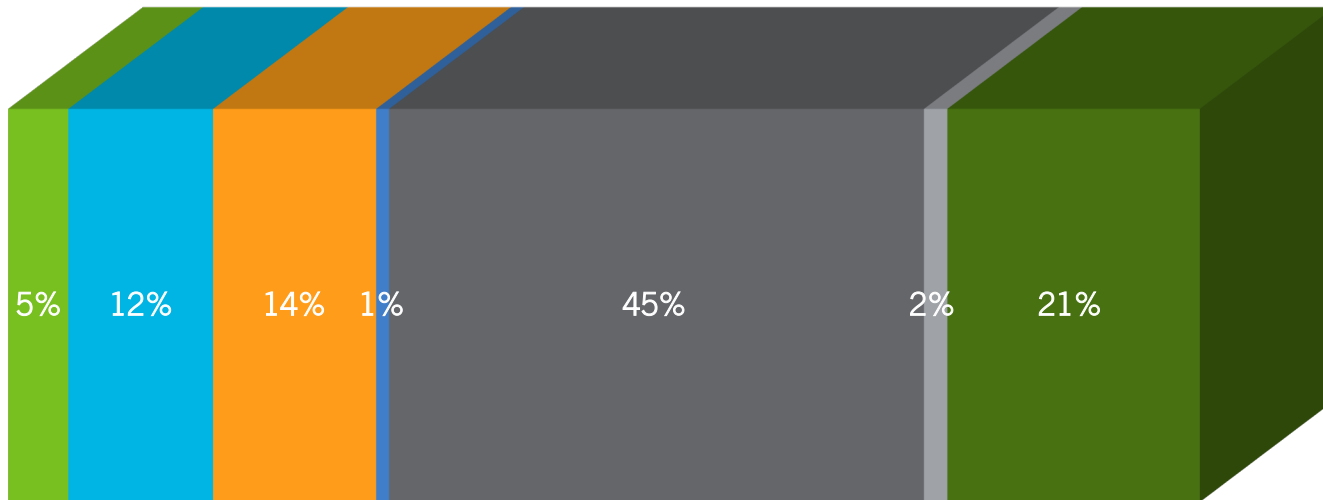




DAYTIME POPULATION

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

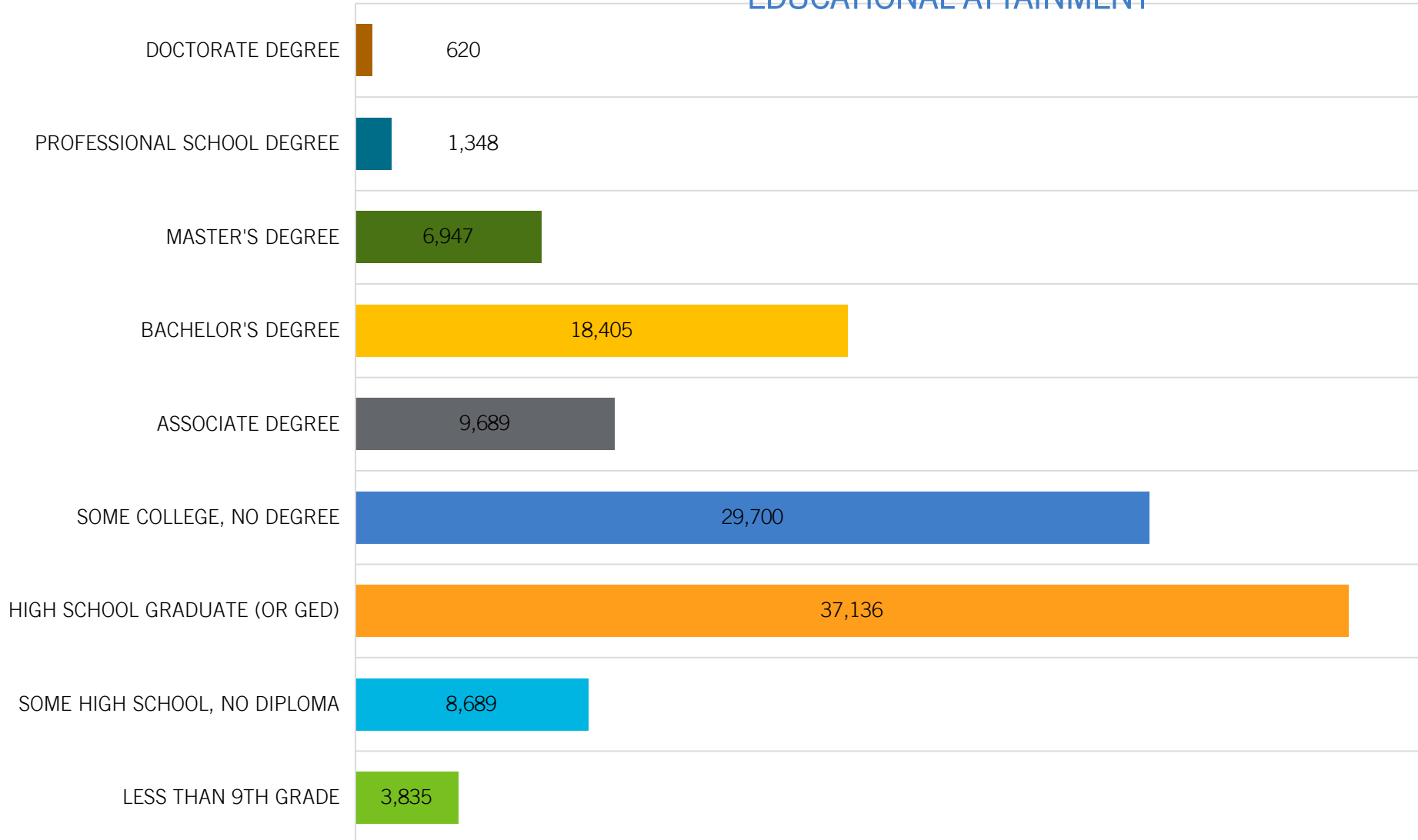
181,049 daytime population







CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT

