

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

136,596

2018 estimated population



164,438

projected 2023 population

20.4%

projected growth rate
2018-2023

35

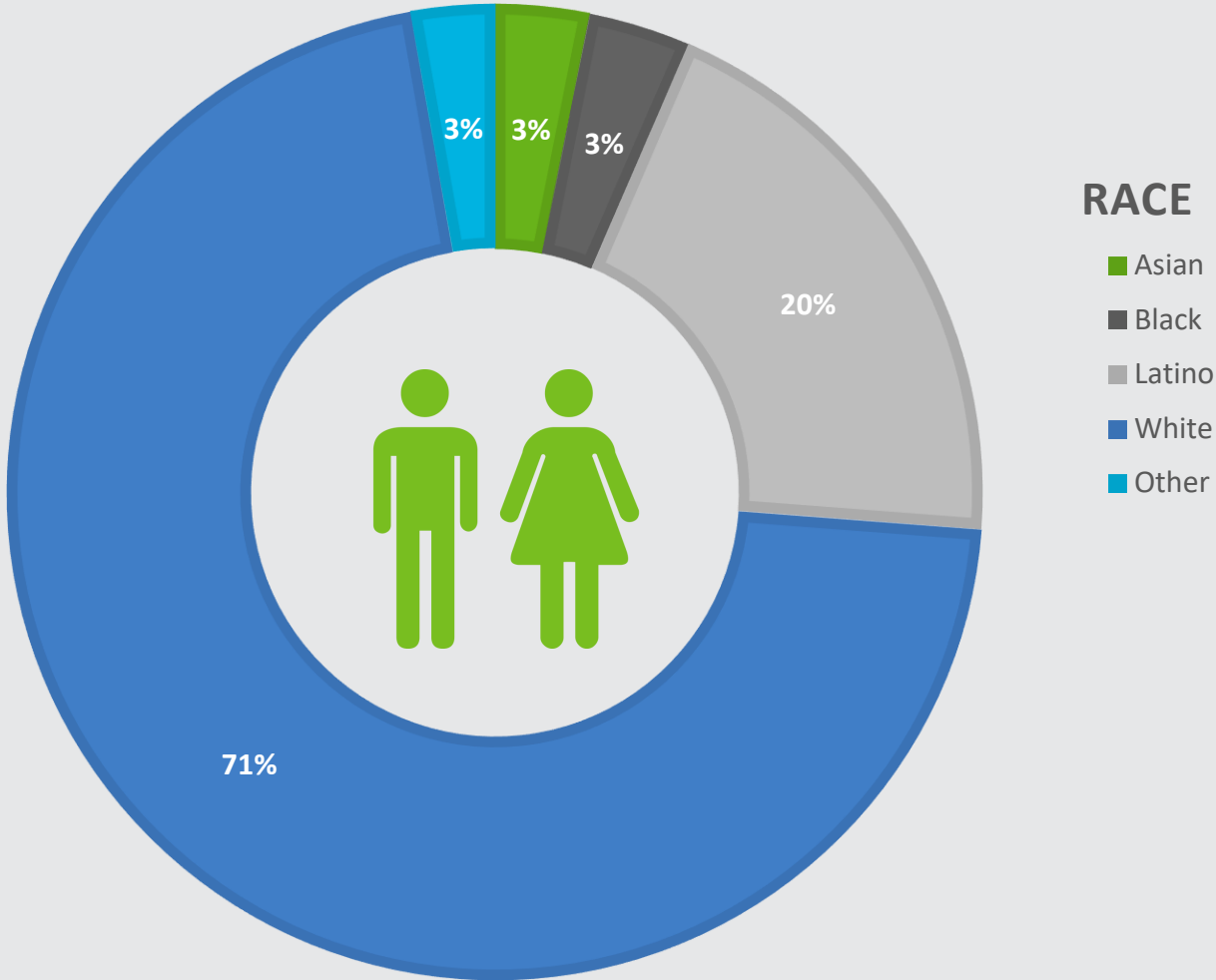
male average age

36

female average age

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



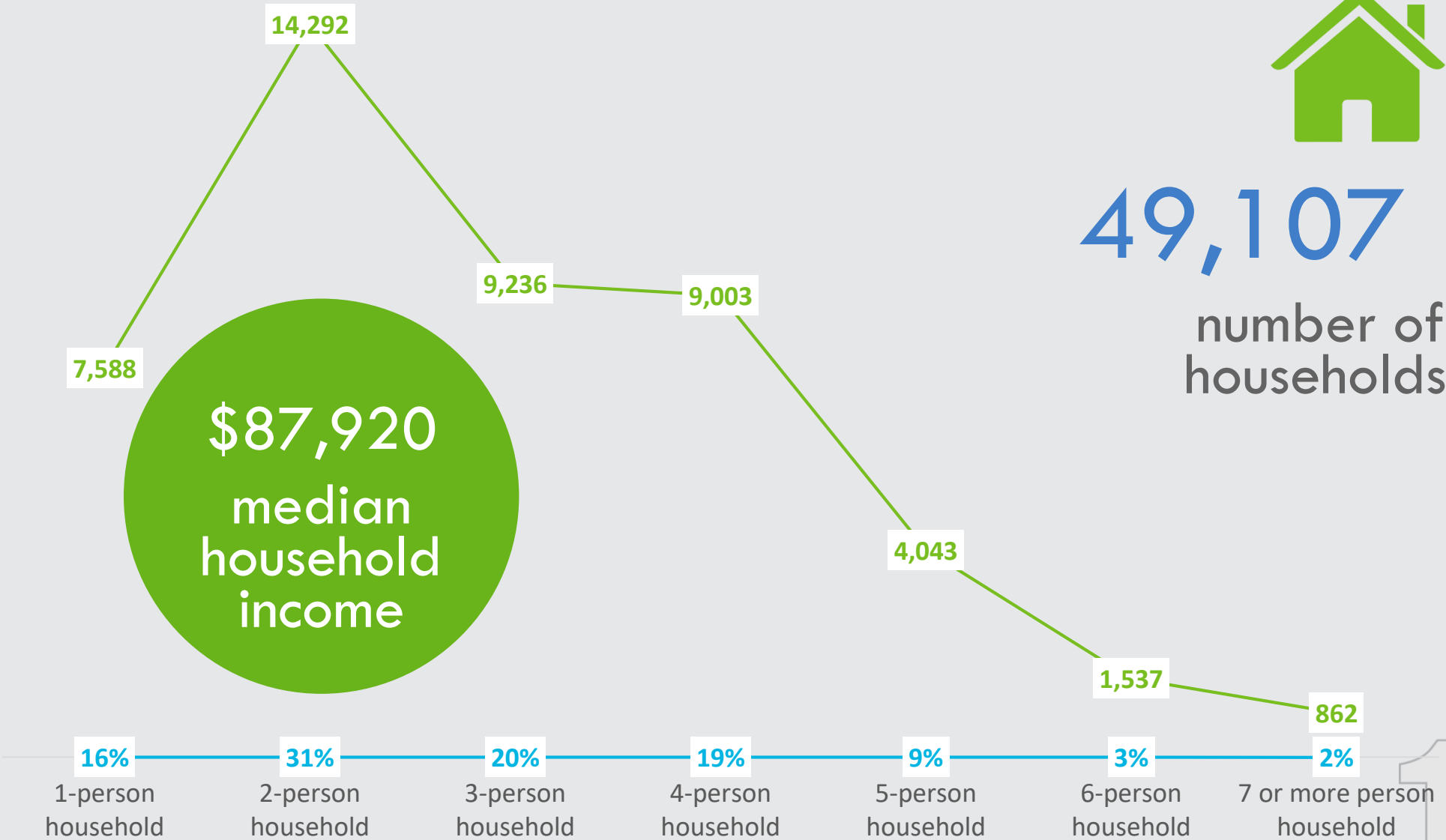
Customized Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



49,107
number of households

\$87,920
median household income



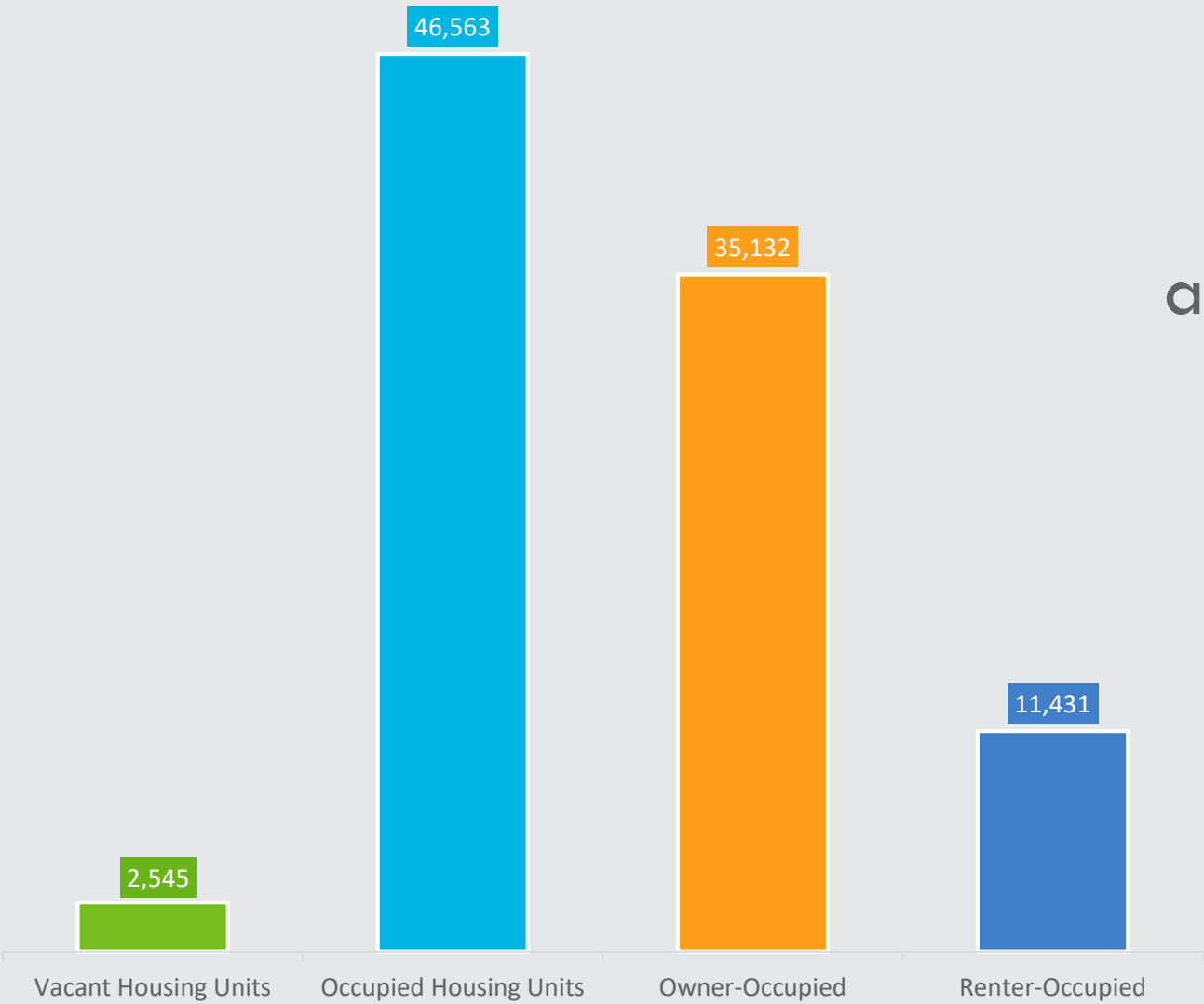
Customized Trade Area

2018 ESTIMATED HOUSING UNITS BY TENURE



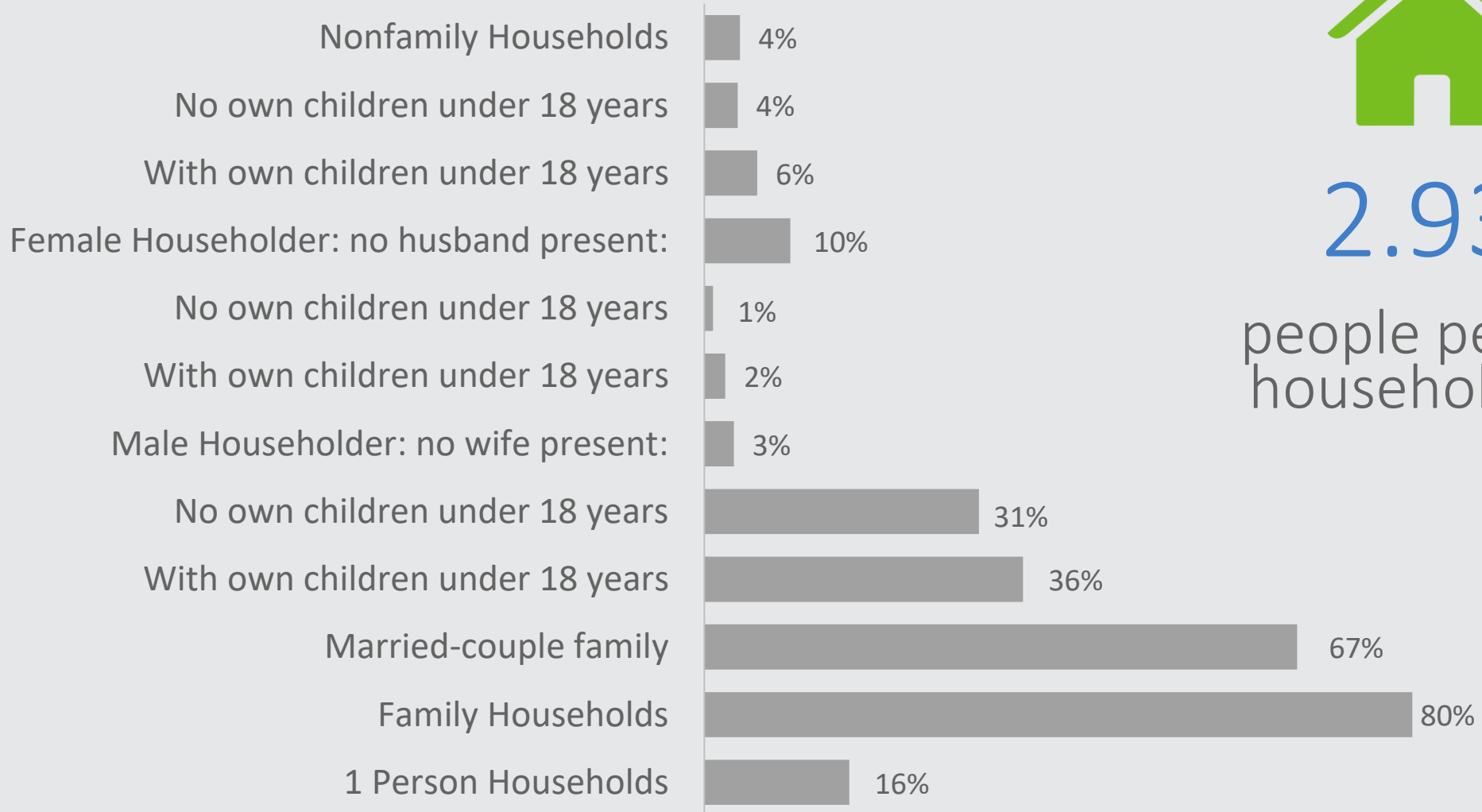
\$337,976

average housing unit
value



Customized Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.93

people per household

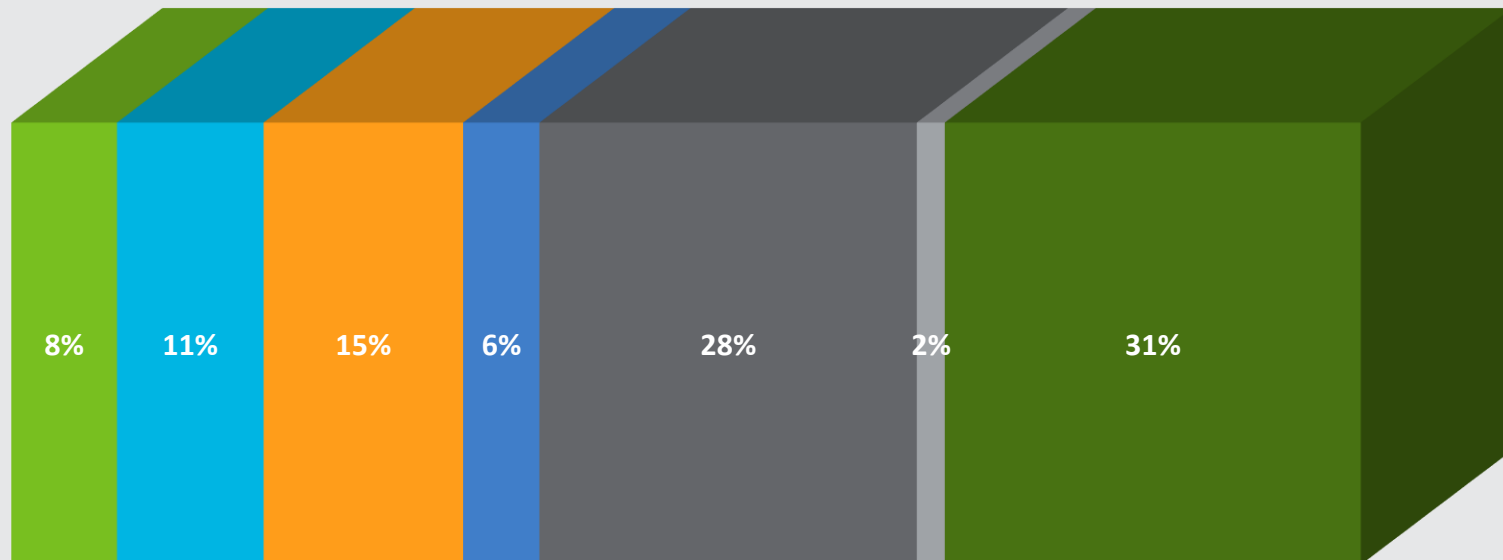
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Customized Trade Area

DAYTIME POPULATION

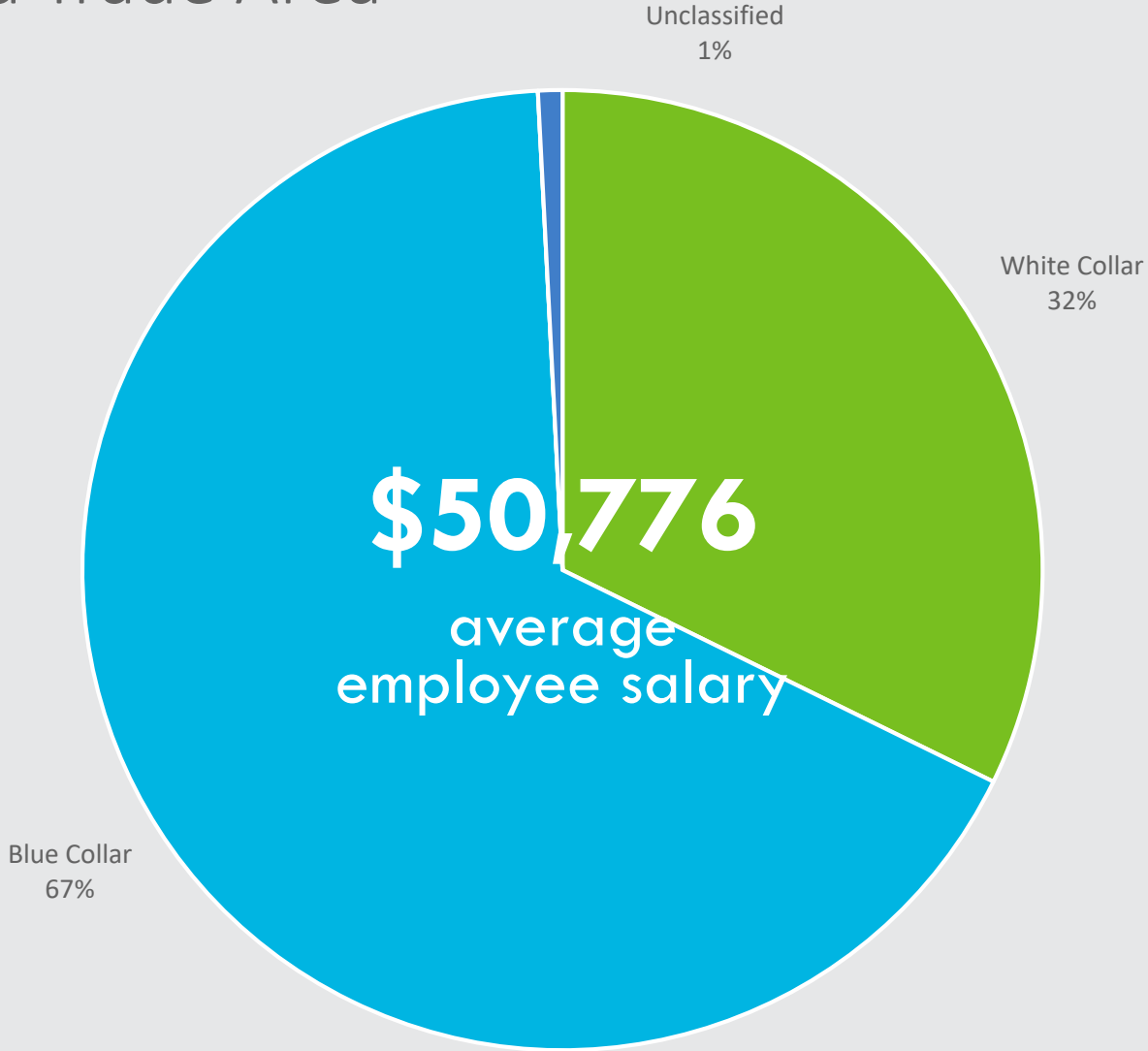
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

98,165 daytime population



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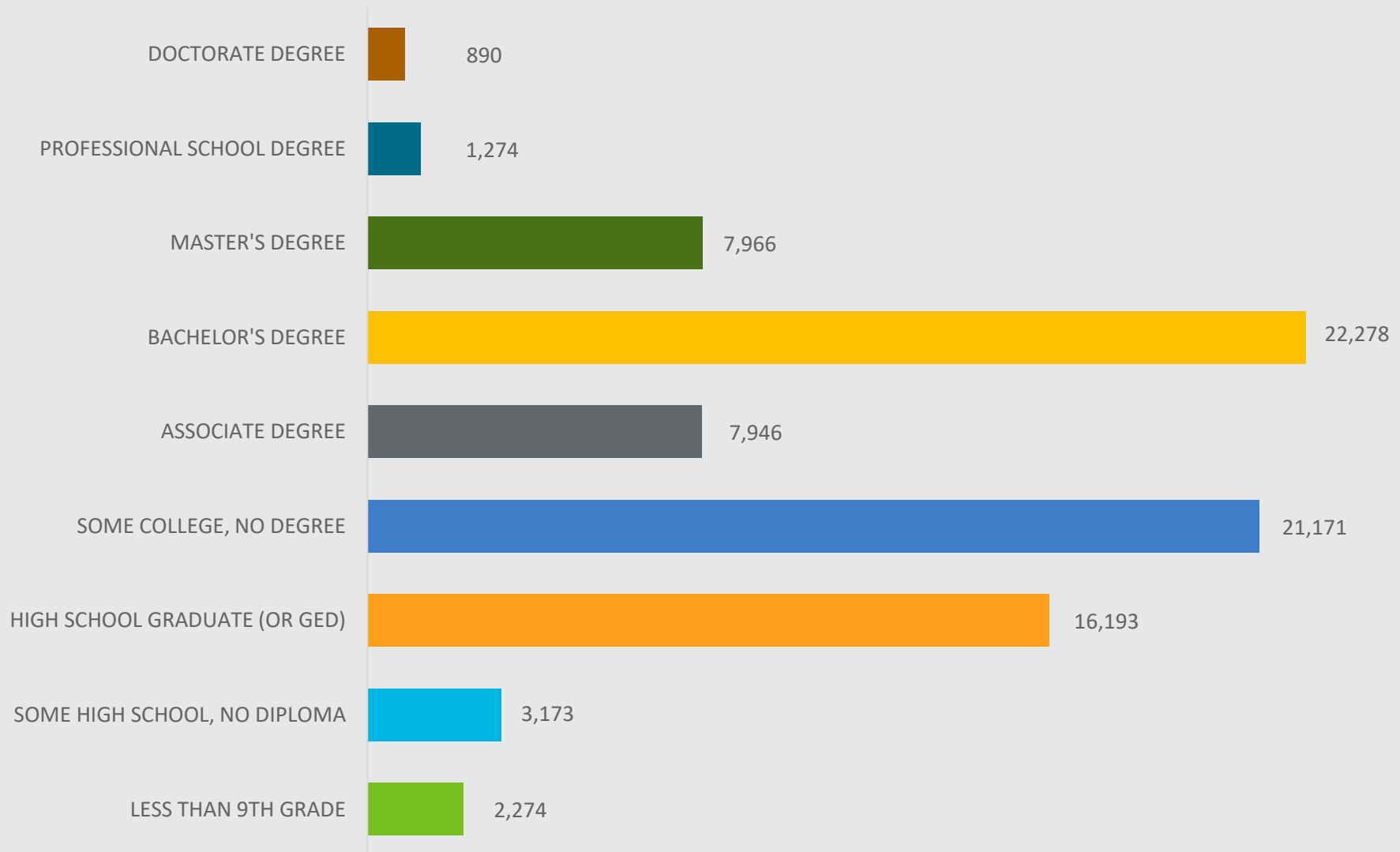
Customized Trade Area



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CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



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**Current Year Estimated
Population by Enrollment**

