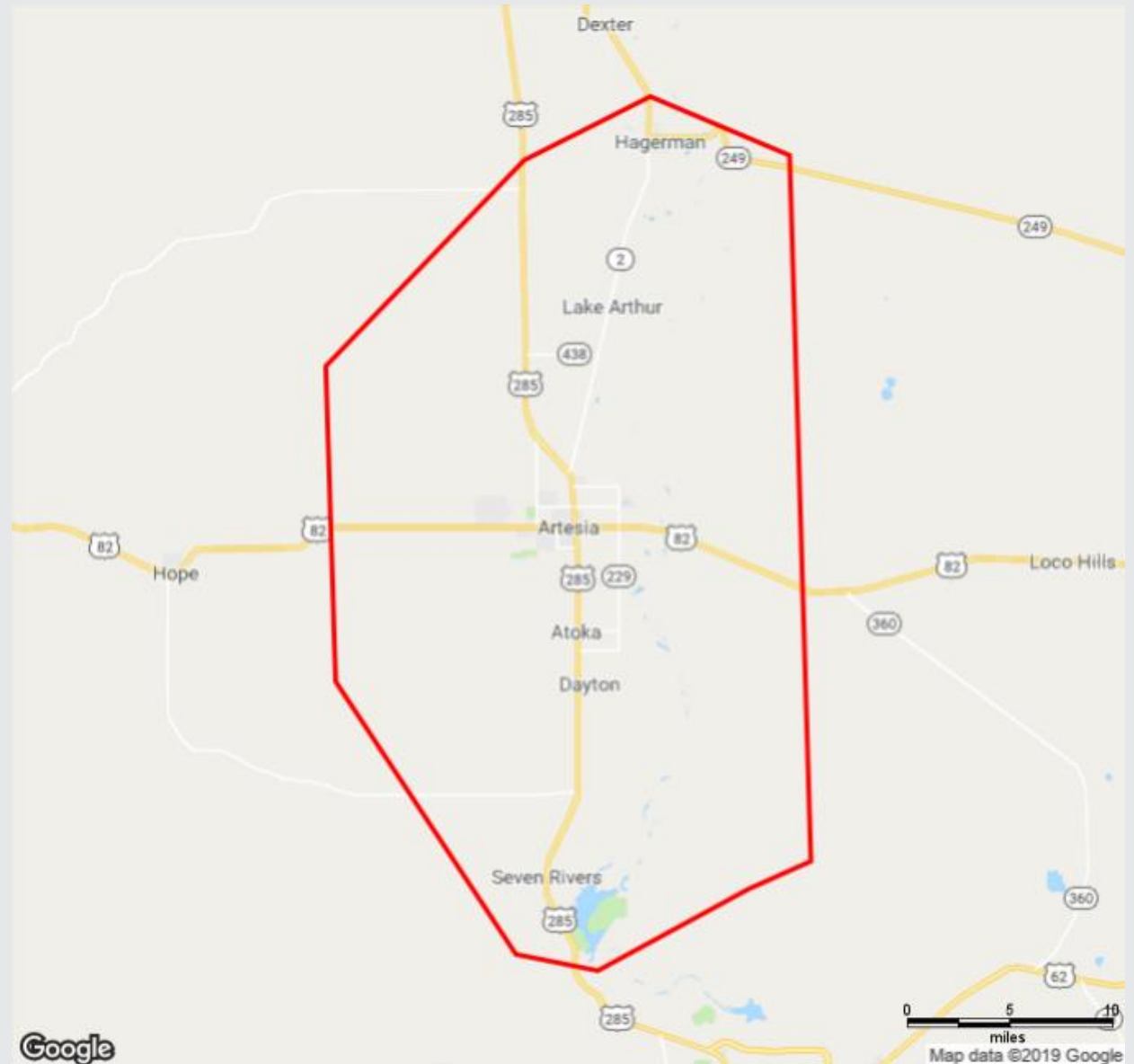


# Customized Trade Area

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

21,396

2018 estimated population



22,045

projected 2023 population

3.0%

projected growth rate  
2018-2023

37

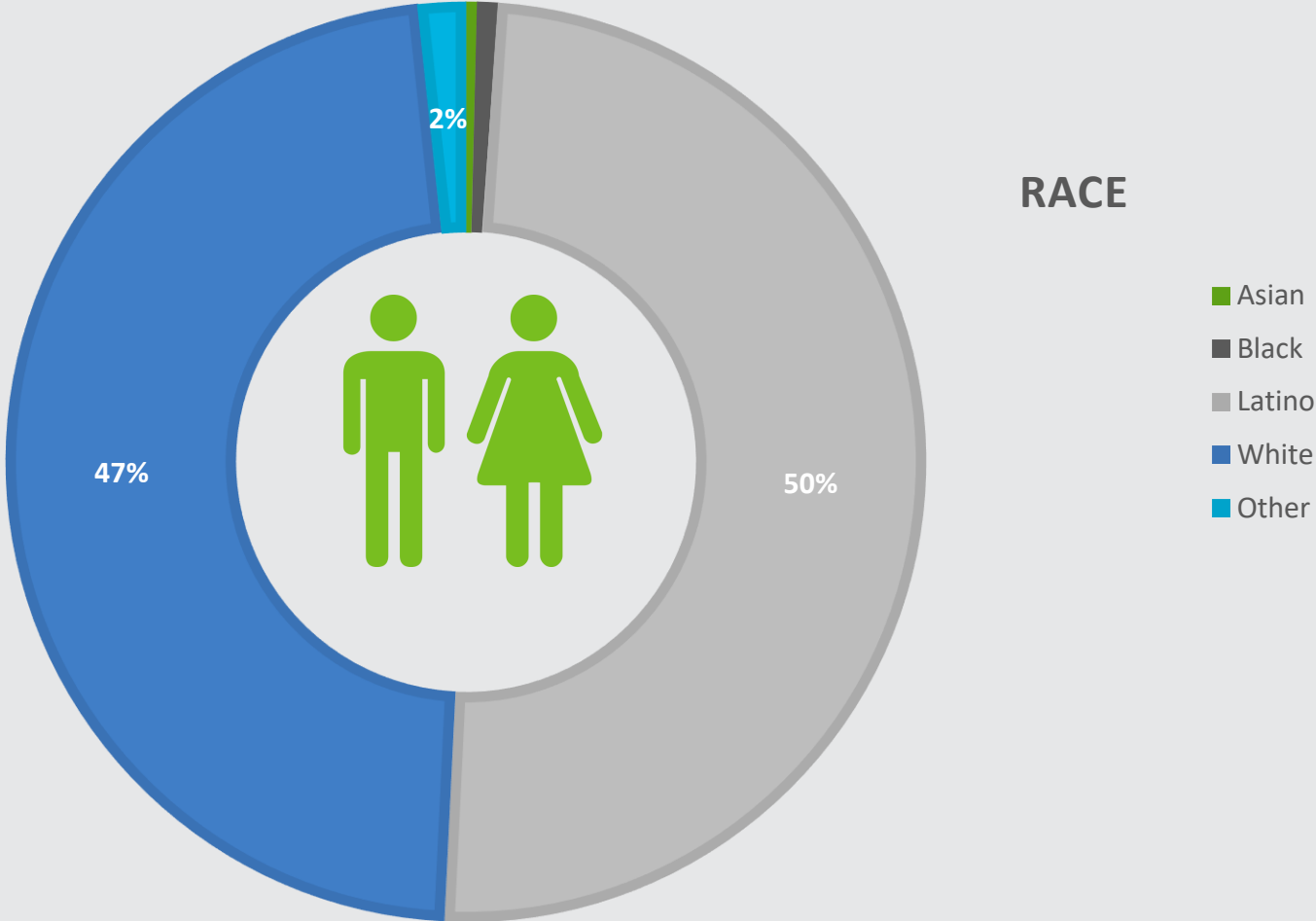
male average age

39

female average age

# Customized Trade Area

## CURRENT YEAR ESTIMATED POPULATION BY RACE



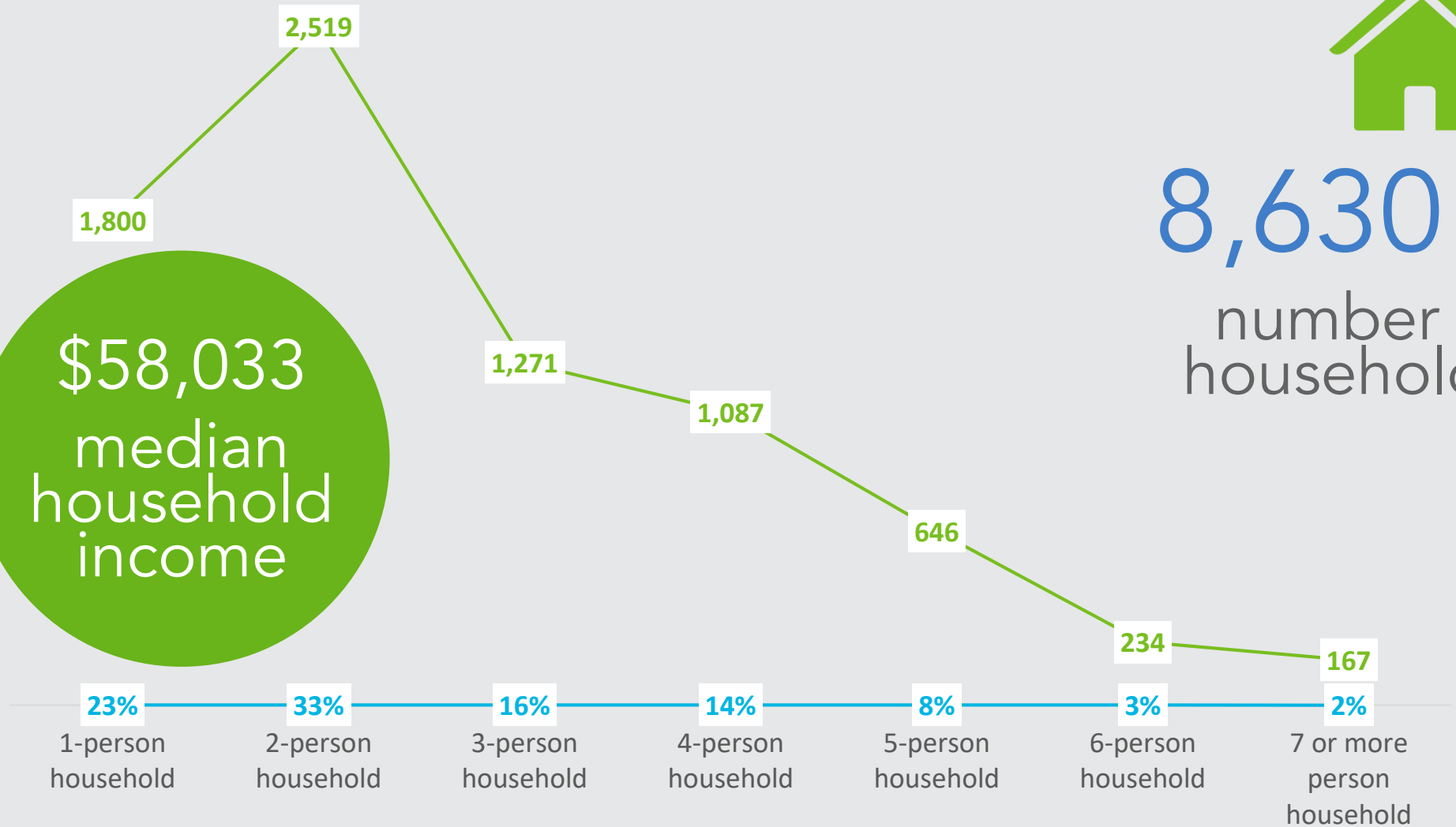
# Customized Trade Area

## CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



8,630  
number of households

\$58,033  
median household income

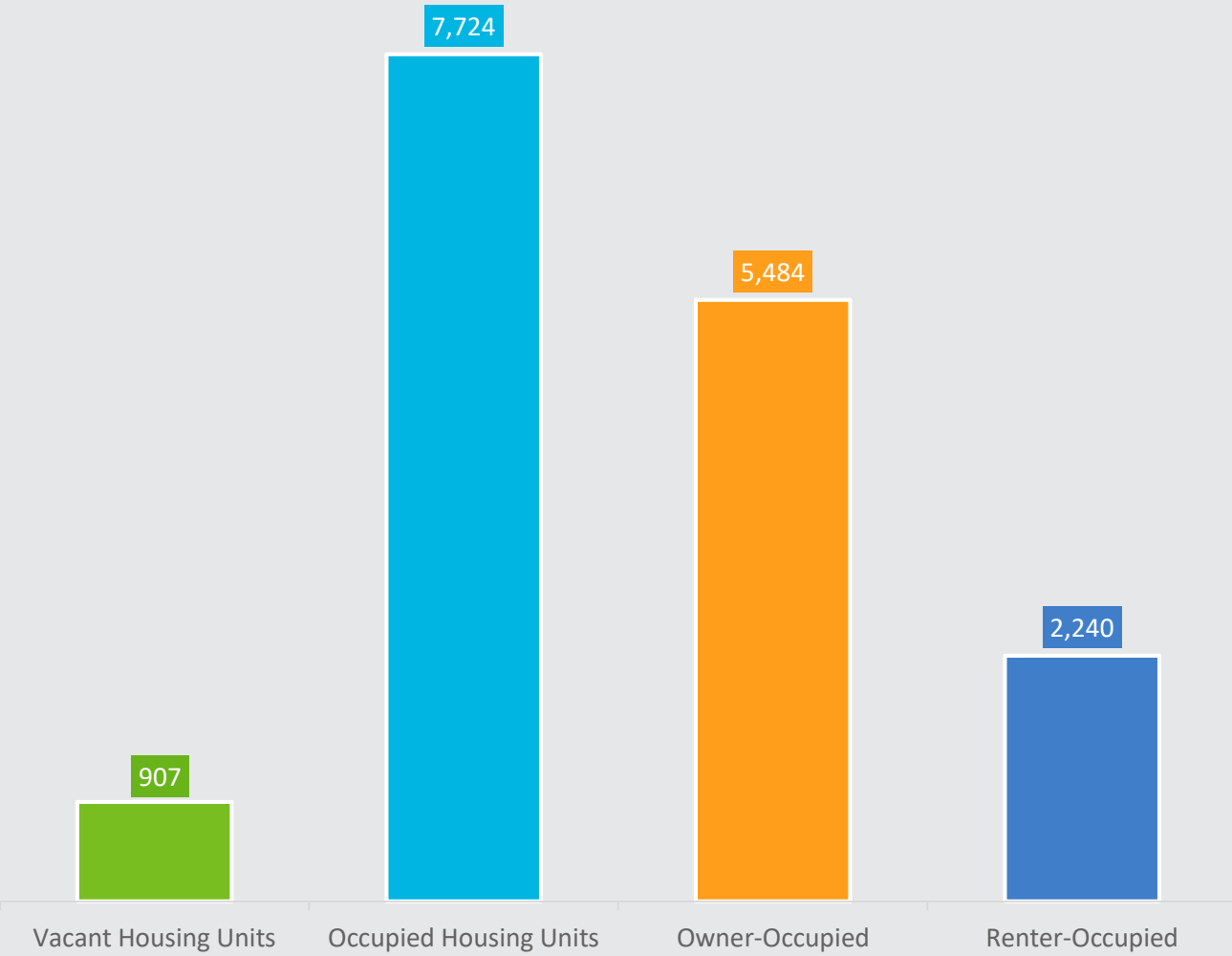


# Customized Trade Area

## 2018 ESTIMATED HOUSING UNITS BY TENURE



**\$142,005**  
average housing  
unit value



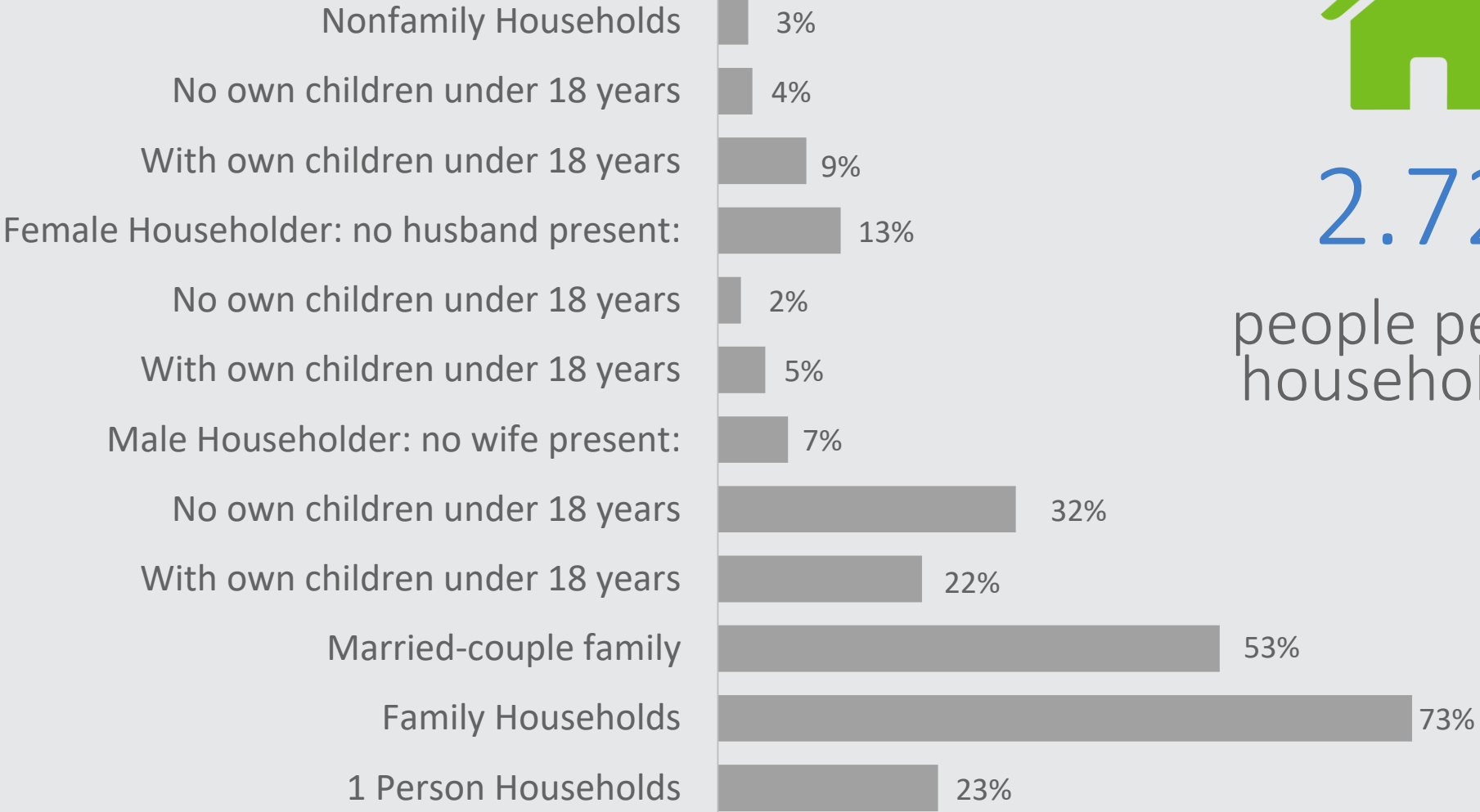
# Customized Trade Area

## CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.72

people per household



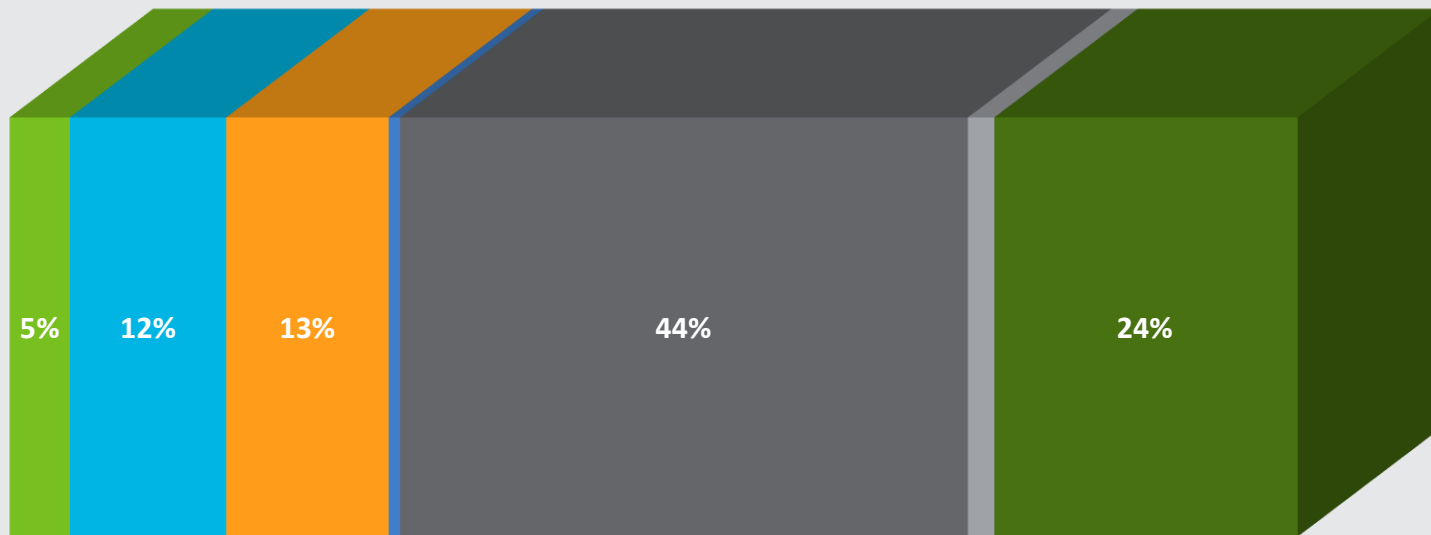
# Discover

## Customized Trade Area

### DAYTIME POPULATION

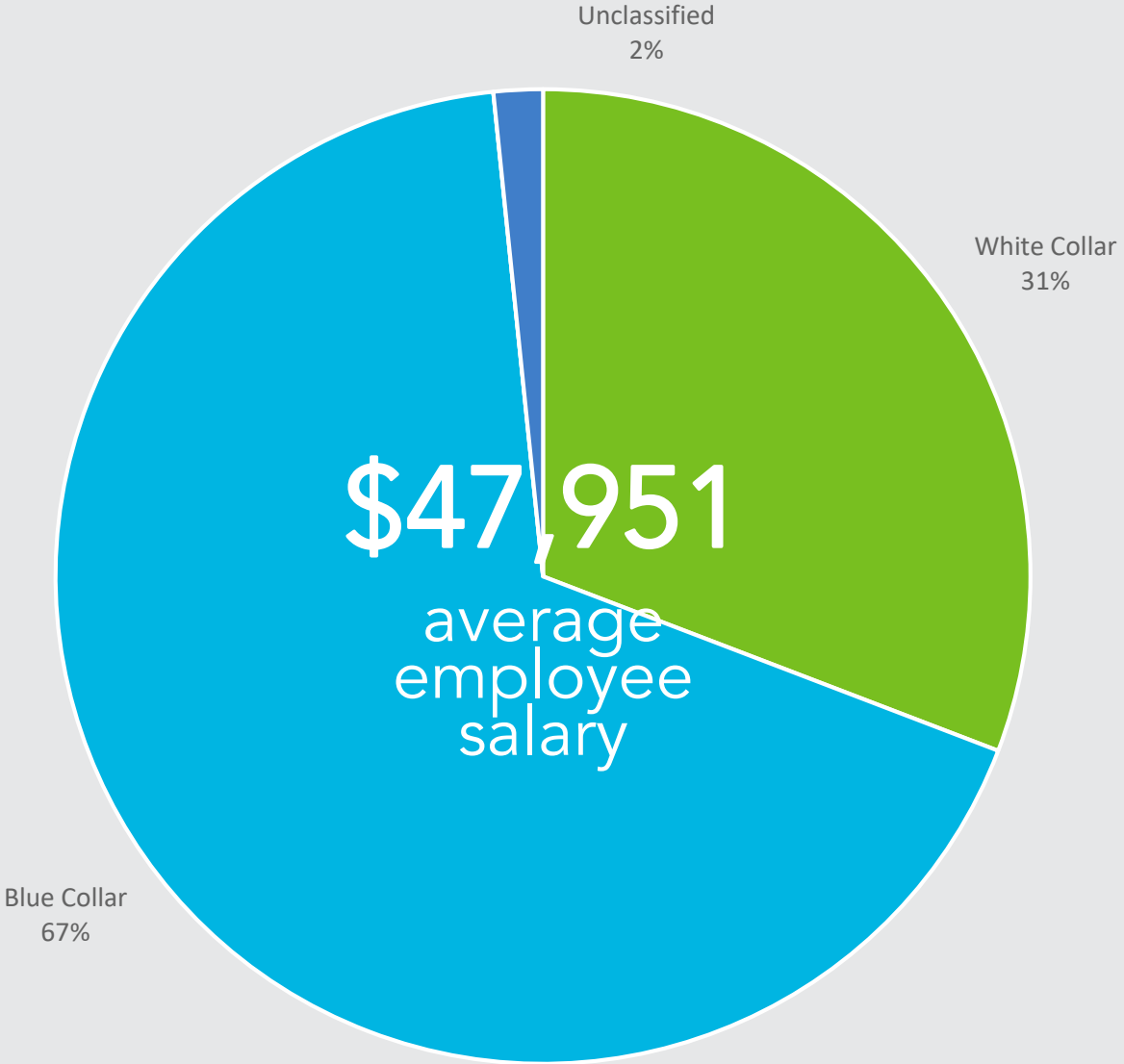
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

22,148 daytime population



# Discover

## Customized Trade Area

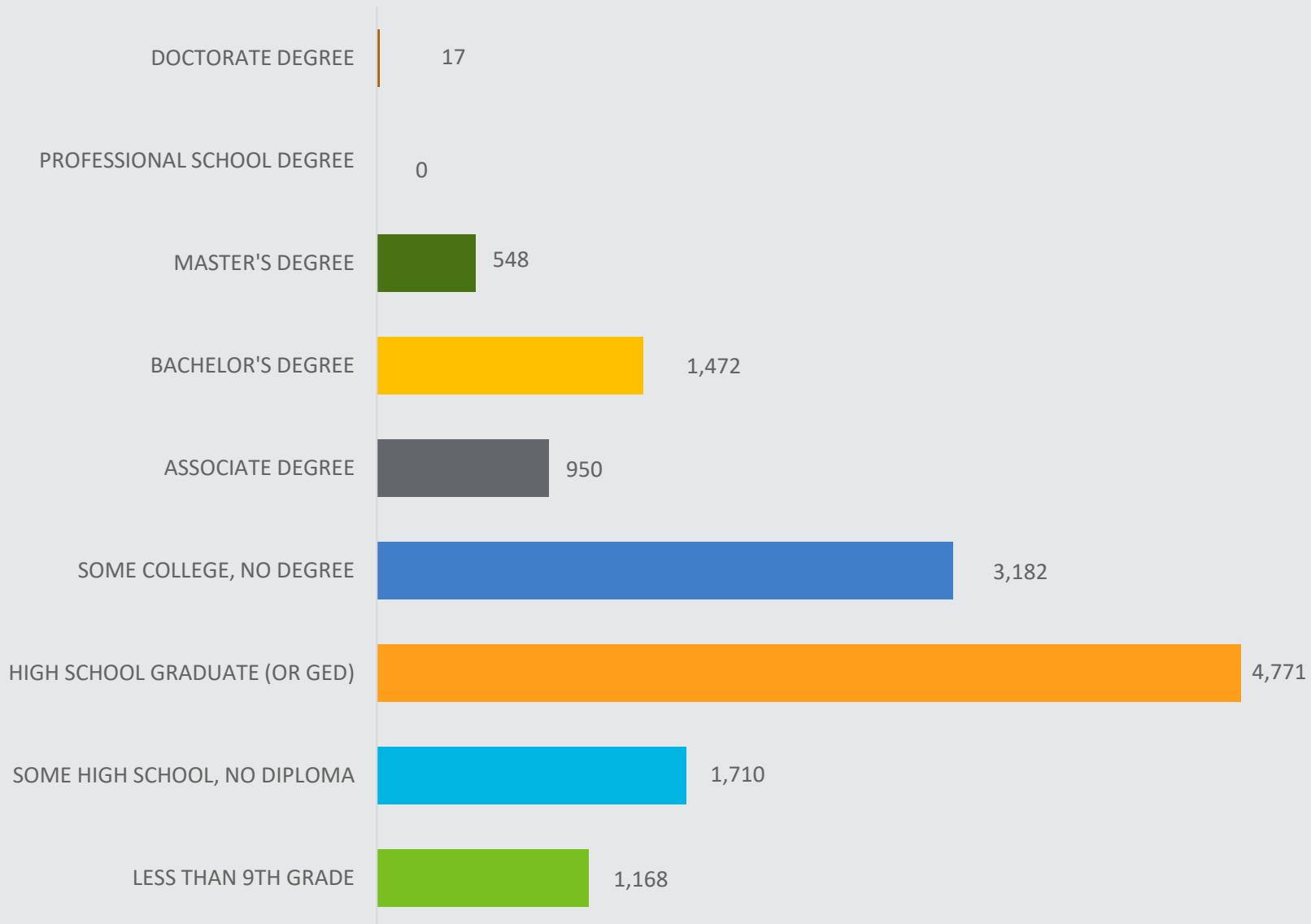




# Discover

## Customized Trade Area

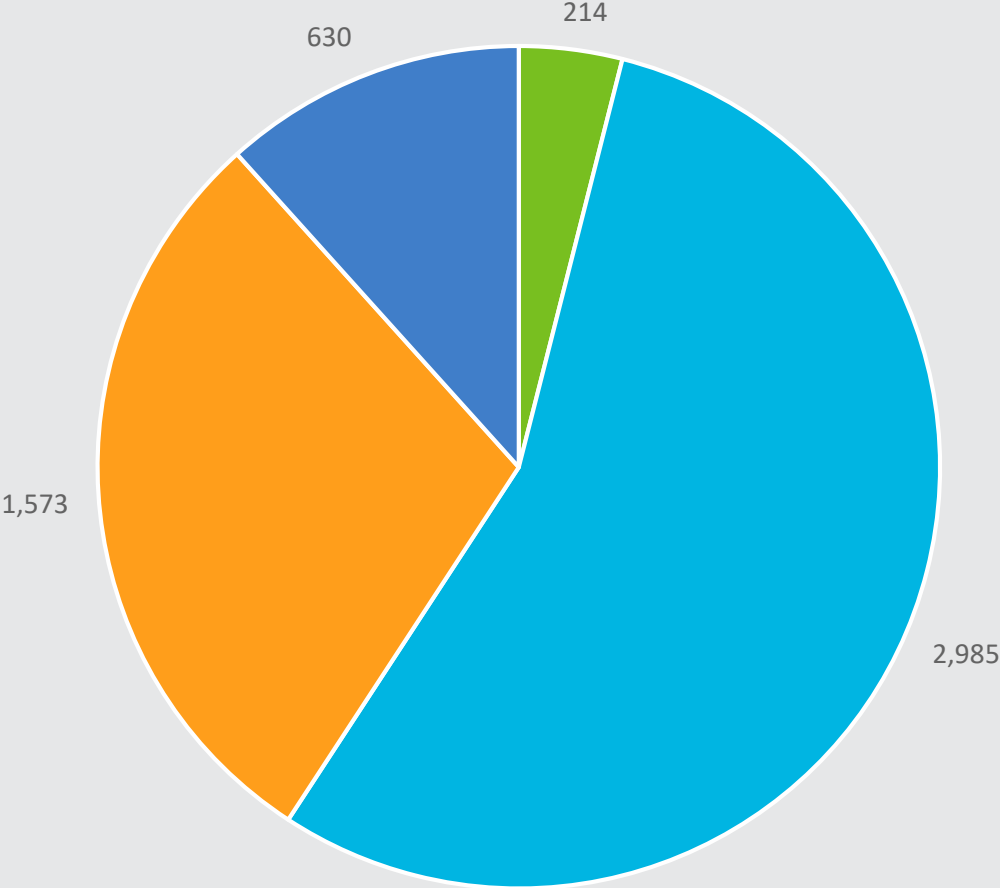
### CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



# Discover

## Customized Trade Area

**Current Year Estimated  
Population by Enrollment**



- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school