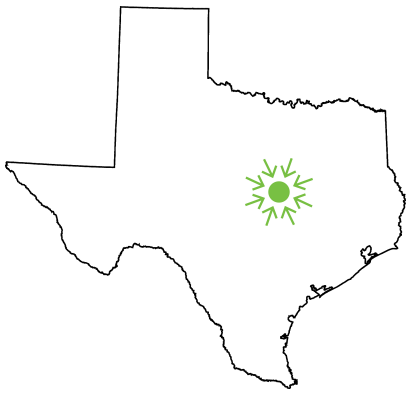
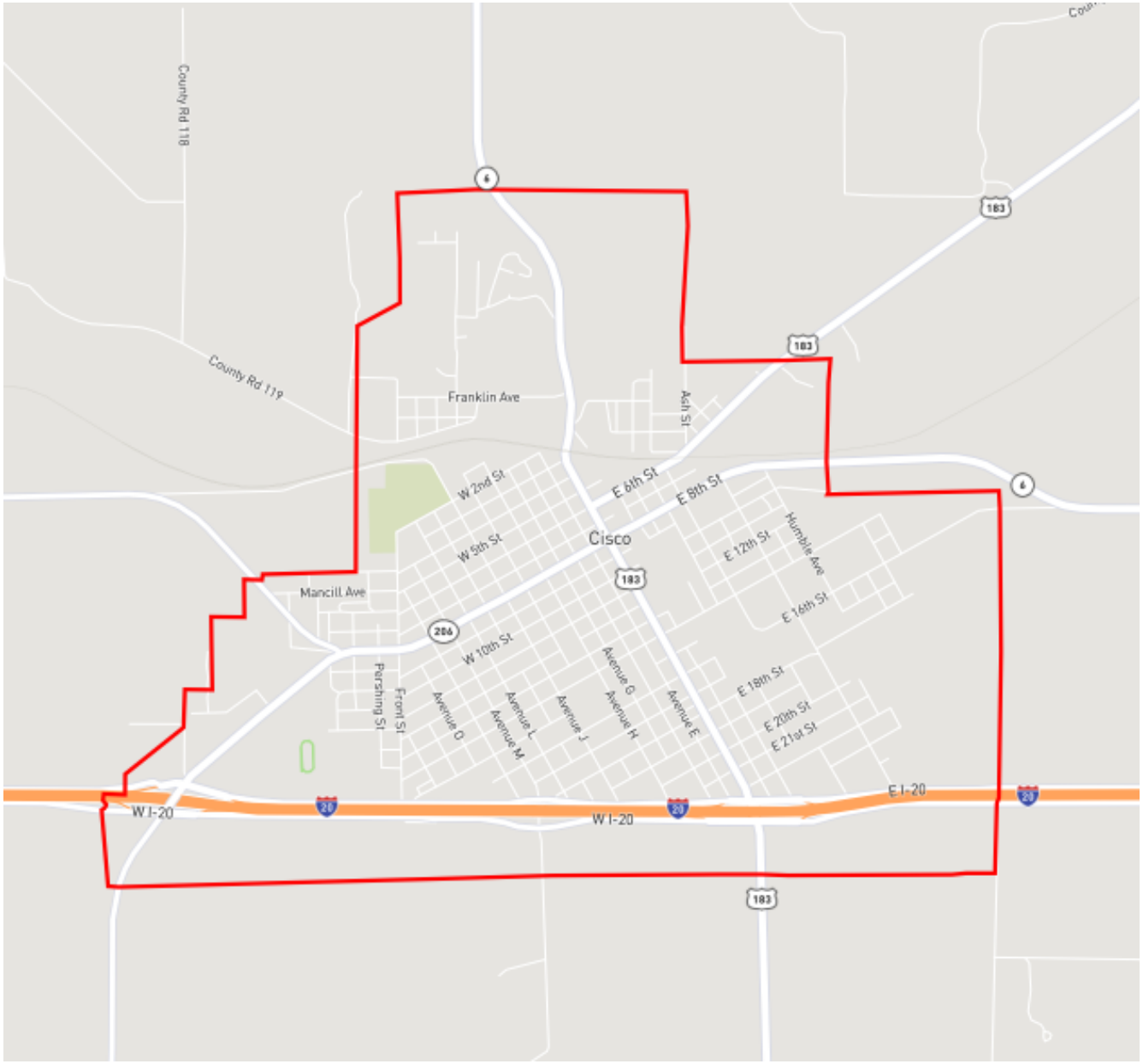
Discover: High Level



State of Texas
Population 27.86 Million

Cisco, TX
Population 4,107



Discover: Drive Time & Radius

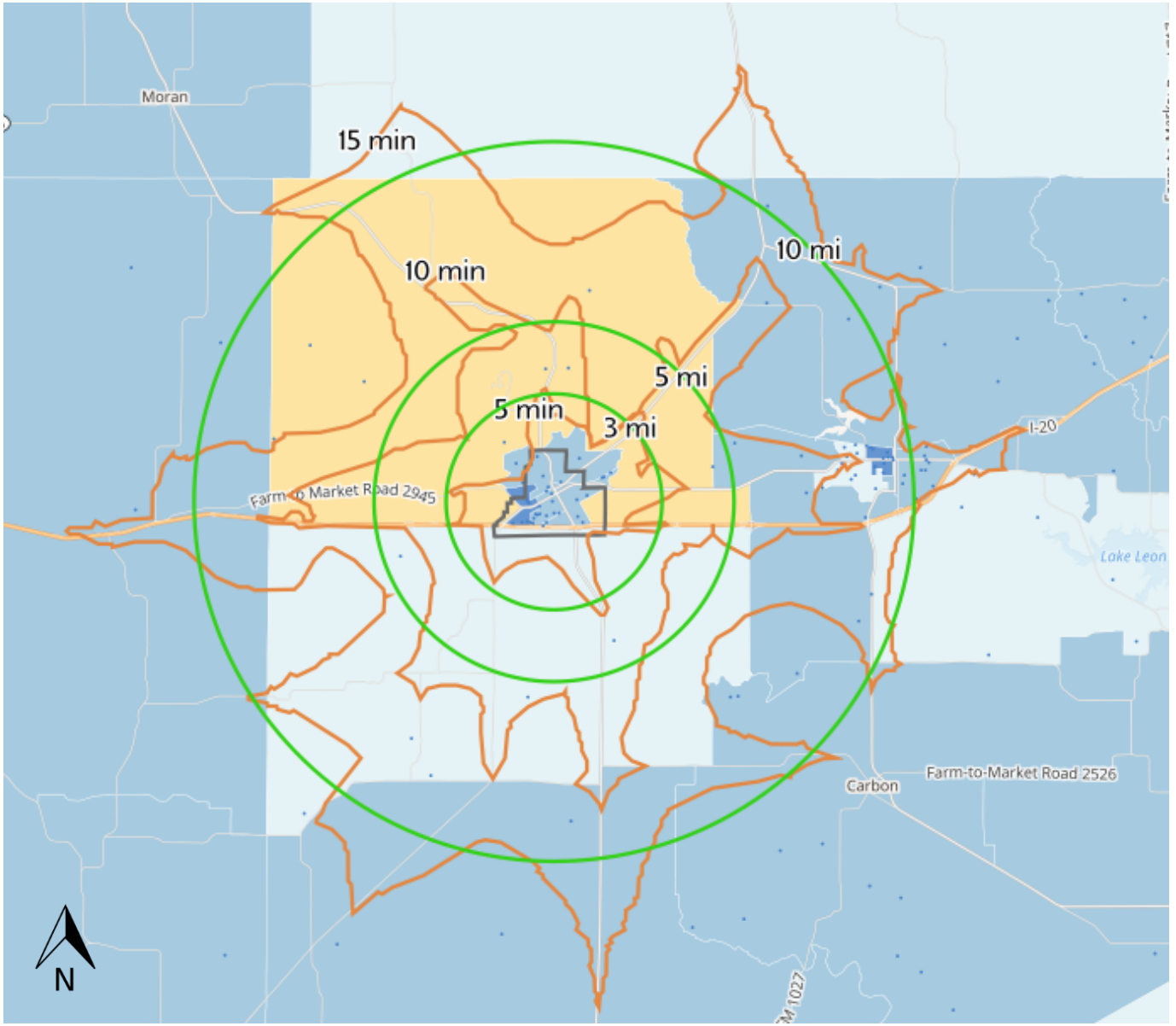
Residential Population Density
- 1 dot = 100

Median Household Income
- $0.00-$25,000.00
- $25,000.00-$50,000.00
- $50,000.00-$75,000.00
- $75,000.00-$100,000.00
- $100,000.00-$150,000.00
- > $150,000.00

Cisco City
- Cisco City

Cisco, TX
- 5 min
- 10 min
- 15 min

Cisco, TX
- 3 mi
- 5 mi
- 10 mi



Discover: Drive Time & Radius

Drive-Time & Radius

Traditionally when retailers and developers first look at a market for the purpose of evaluating demographic information relevant to market potential they begin with radius rings. This approach can work for a quick simple analysis but fails to take into account the unique aspects necessary for an accurate and complete assessment.

By assessing demographic make-up based on drive-time geographies we are able to overcome some of the short falls related to the radius ring method. Using distances along actual streets and highways provides a more narrowly focused way to look at a trade area. This perspective takes in to account natural boundaries (mountains, rivers, lakes, etc.) as well as man-made factors (bridges, railroad tracks, interstate networks etc.) that traditionally affect consumers shopping patterns.

Neither the drive-time nor the radius ring methods are able to take into account certain factors necessary to fully assess a retail trade area. In the next section you will see how we have taken this process a step further by using real consumer data to identify where consumers are actually coming from to shop in your market. By combining mobile tracking data with an assessment of other factors unique to your community we are able to define a custom trade area that goes beyond these predefined boundary methods.

Category	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	4,328	4,756	9,730	4,257	5,228	9,408
Number of Households	1,619	1,902	3,811	1,592	2,032	3,843
Projected Annual Growth (5 YR)	4.48%	4.55%	2.67%	4.47%	4.29%	2.62%
Median HH Income 2017	$39,4485	$41,615	$43,719	$39,168	$43,335	$43,925
Current Year Average Age	39.0	39.7	40.0	38.8	39.0	40.0
Current Year % Bachelor's Degree or Higher Education	10%	11%	12%	10%	10%	11%
Daytime Population	11,743	12,311	17,842	11,403	12,890	18,983
Labor Force	3,513	3,868	7,781	3,454	4,243	7,821

The variables on the chart above are all important variables considered by retail site selectors