

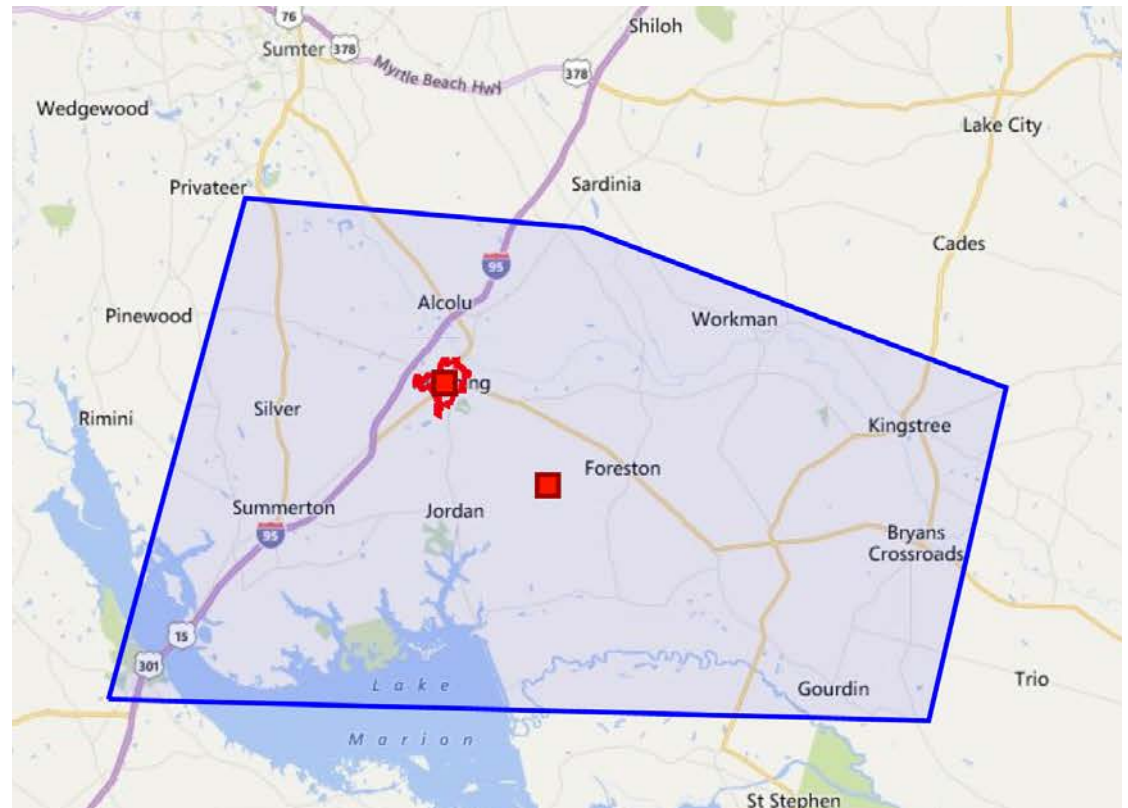


## Customized Trade Area

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.

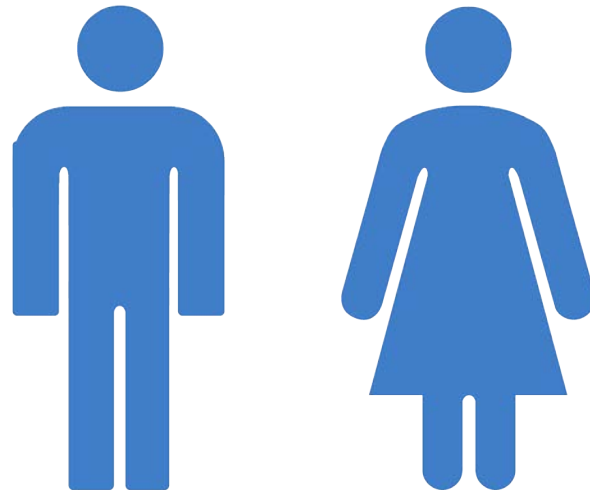
Retail Strategies has created the core trade area focused on a consumer who might trade to the market to shop at Walmart.





45,346

2016 estimated population



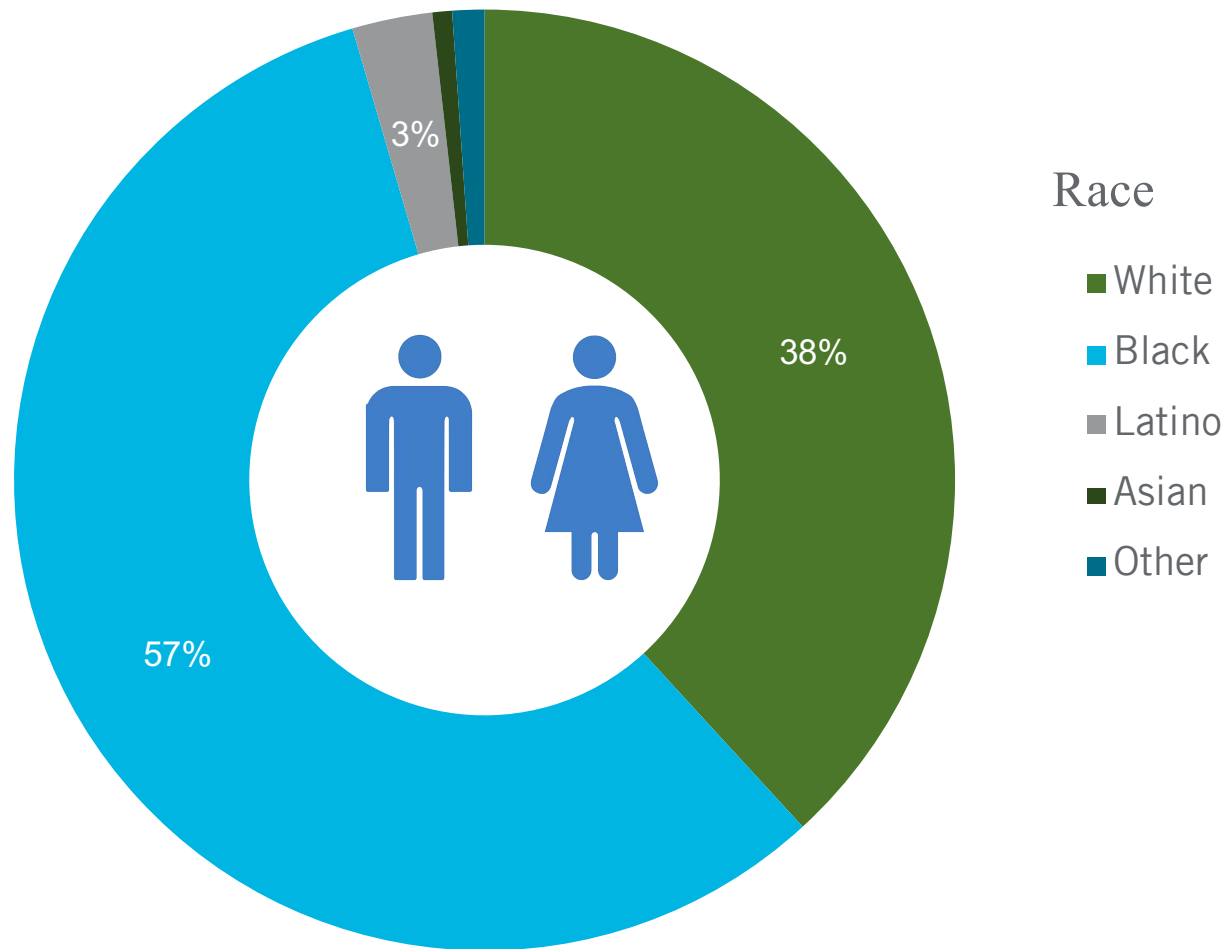
45,769  
projected 2021 population

0.9%  
projected growth rate  
2015-2020

40

43

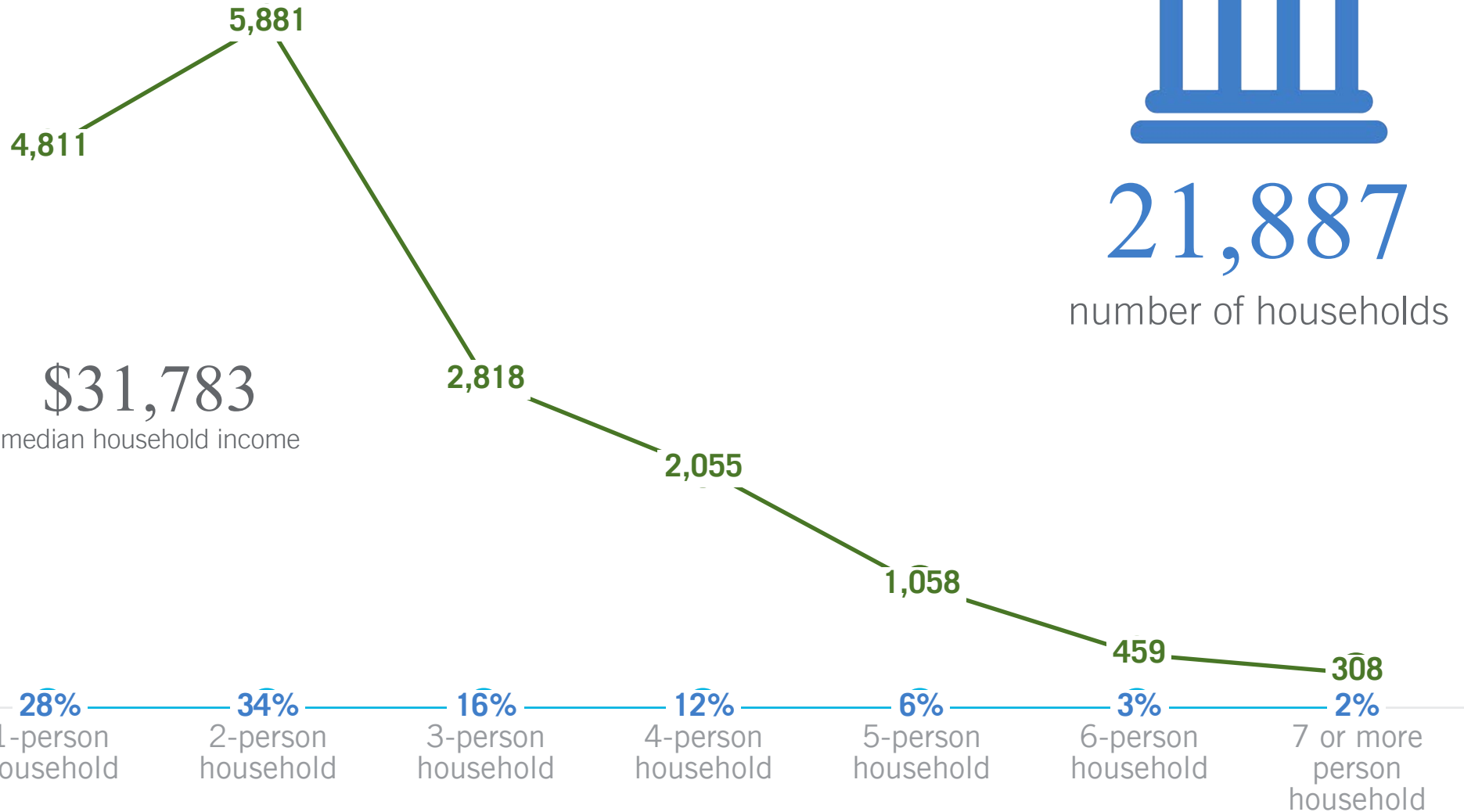
male average age    female average age





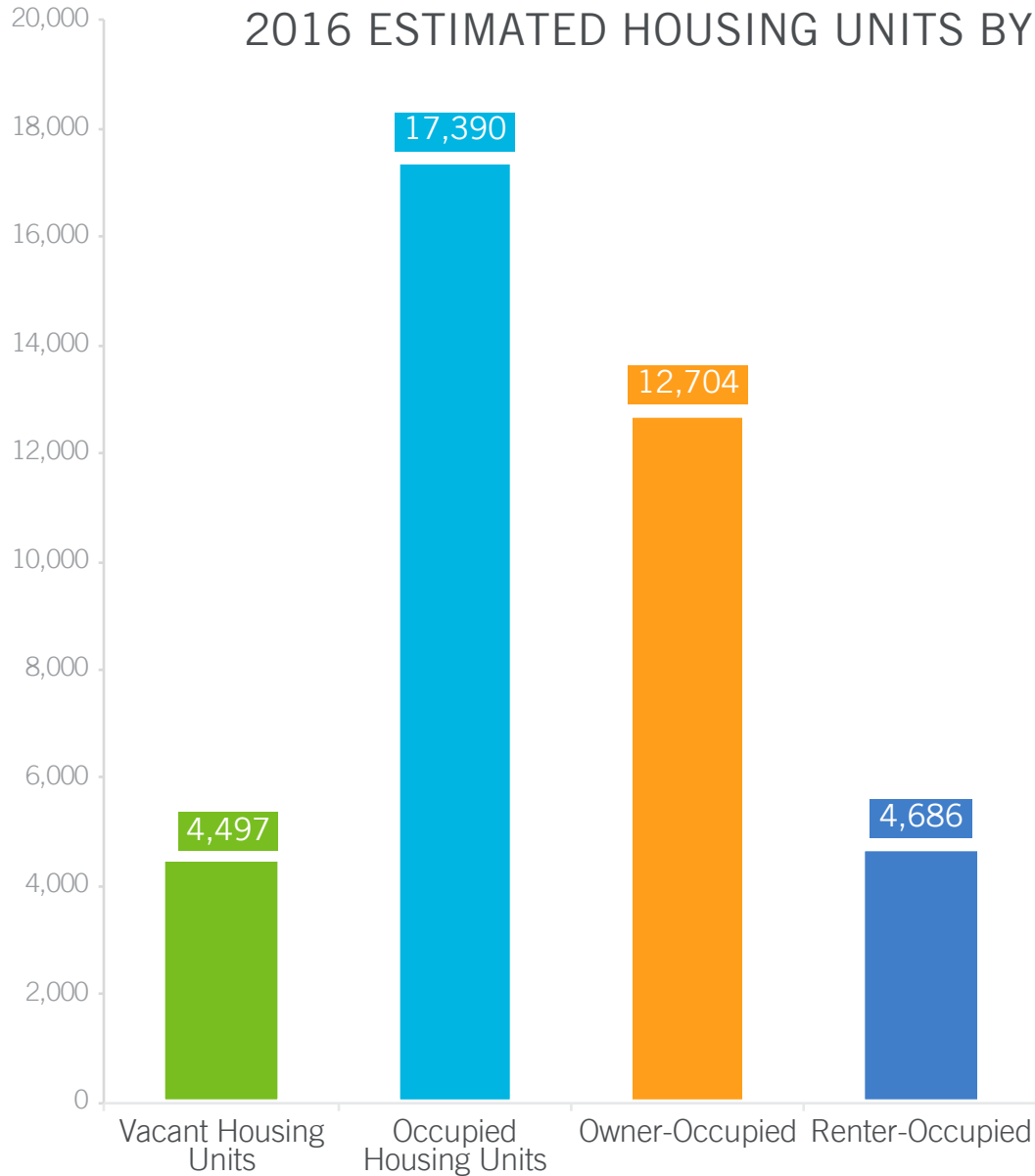
# 21,887

number of households



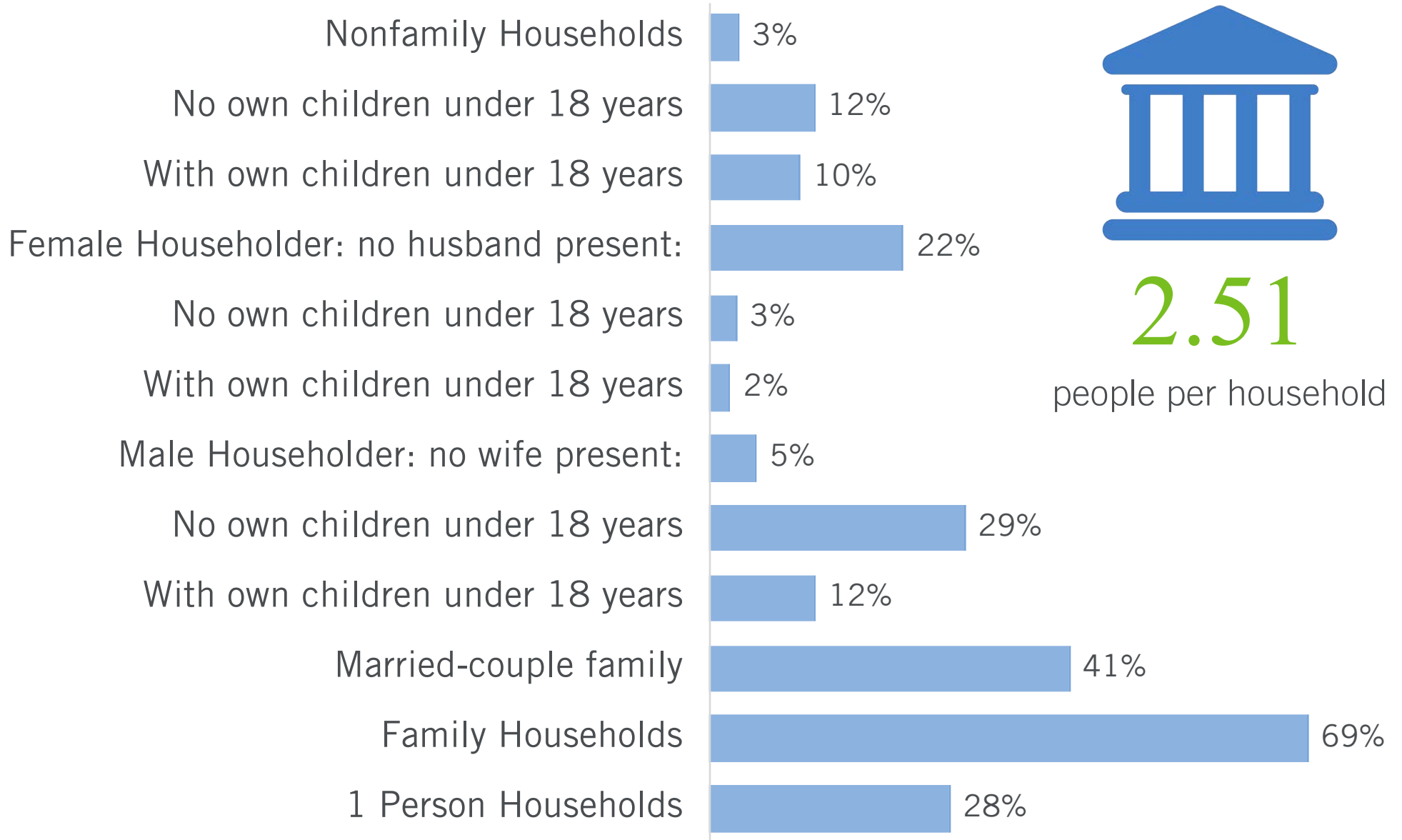


## 2016 ESTIMATED HOUSING UNITS BY TENURE



**\$135,117**  
average housing unit value

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

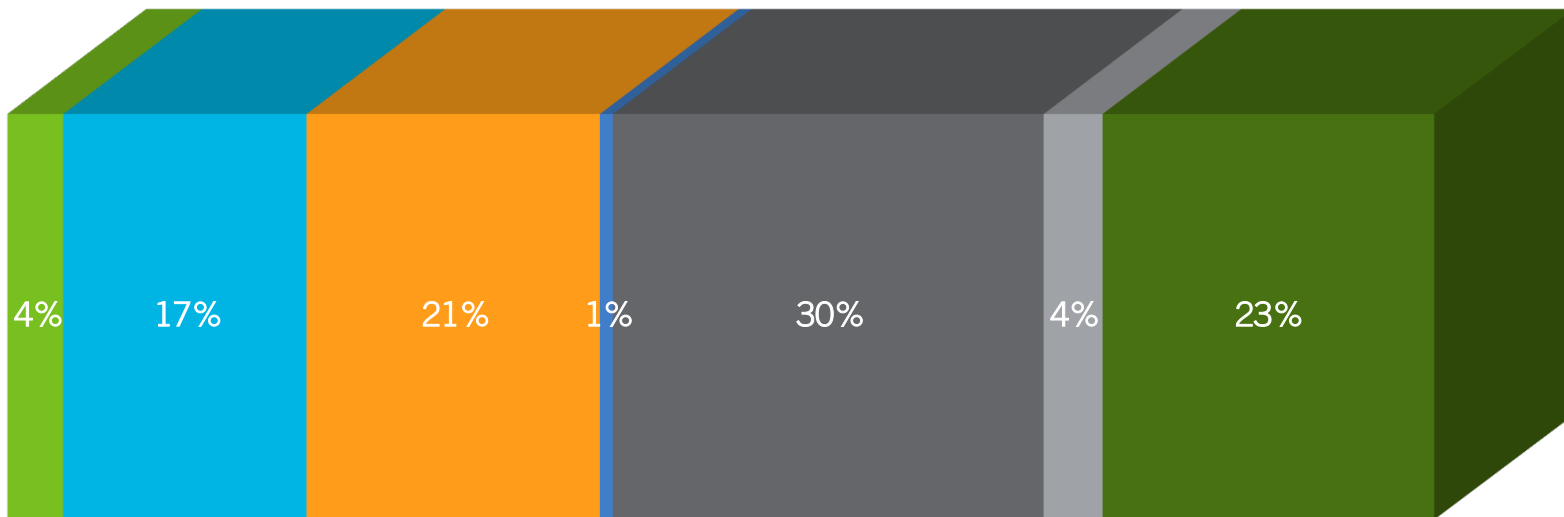


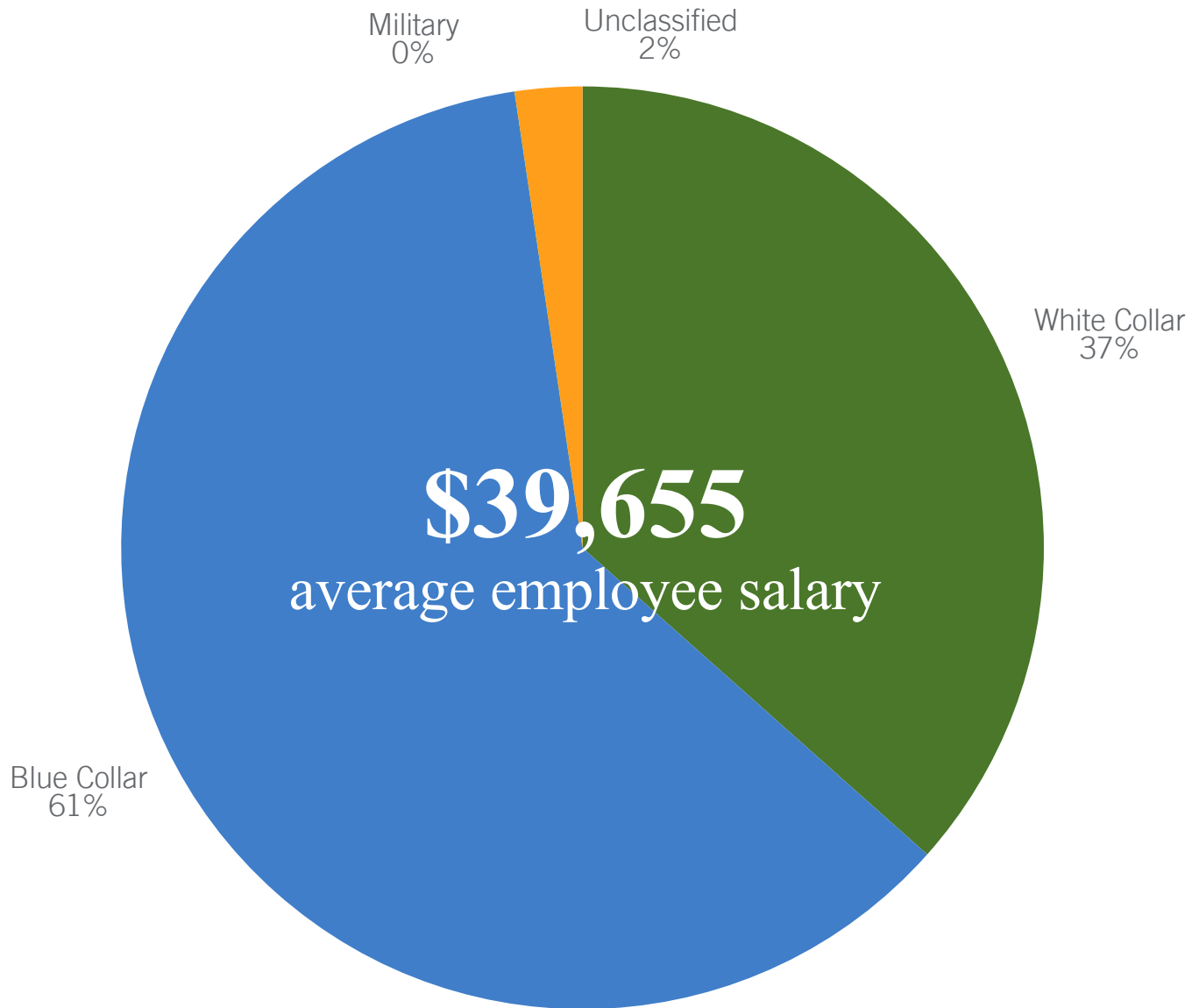


## DAYTIME POPULATION

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

45,618 daytime population

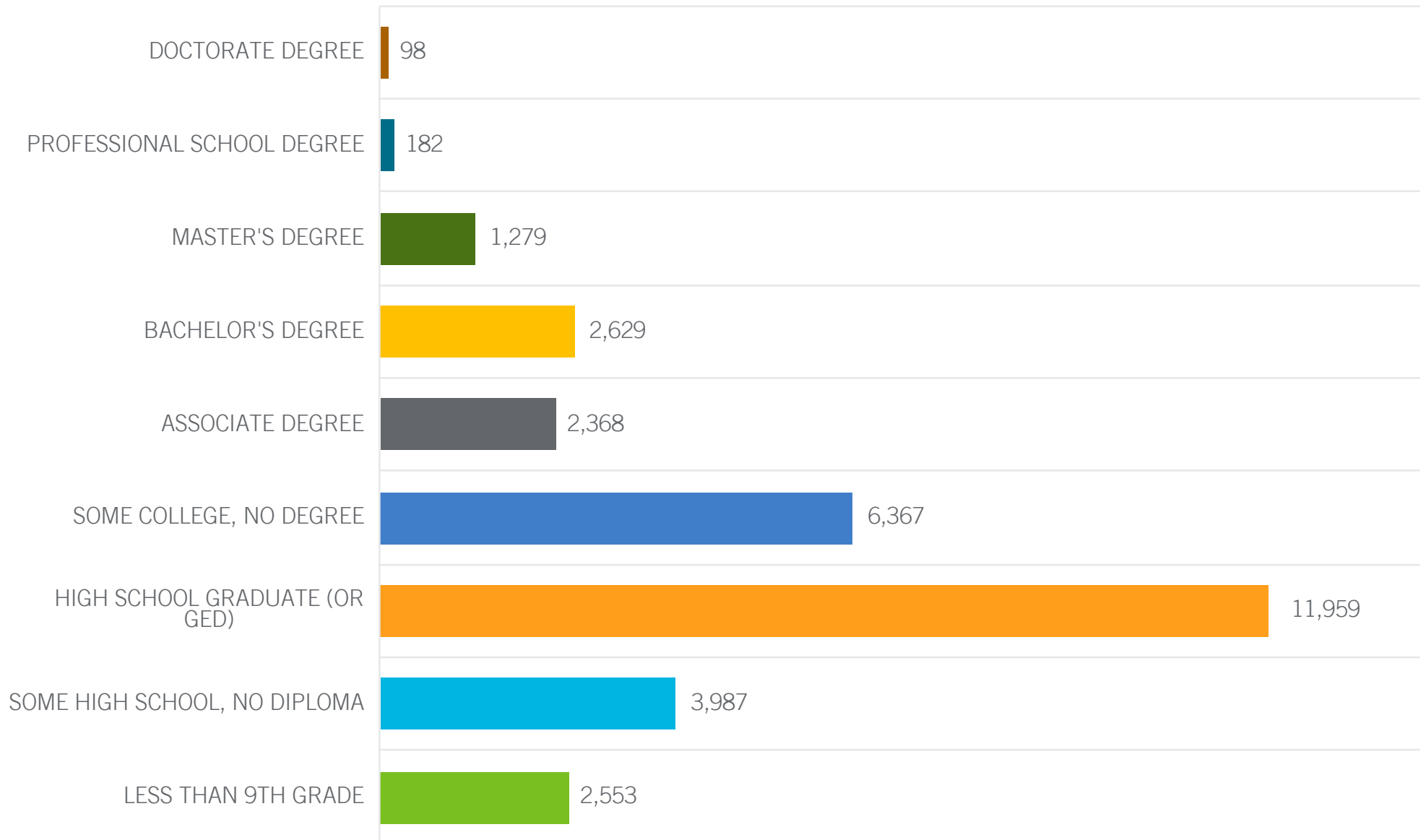








## CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





## Current Year Estimated Population by Enrollment

