

# Discover: Custom Trade Area



## Mobile Data Collection

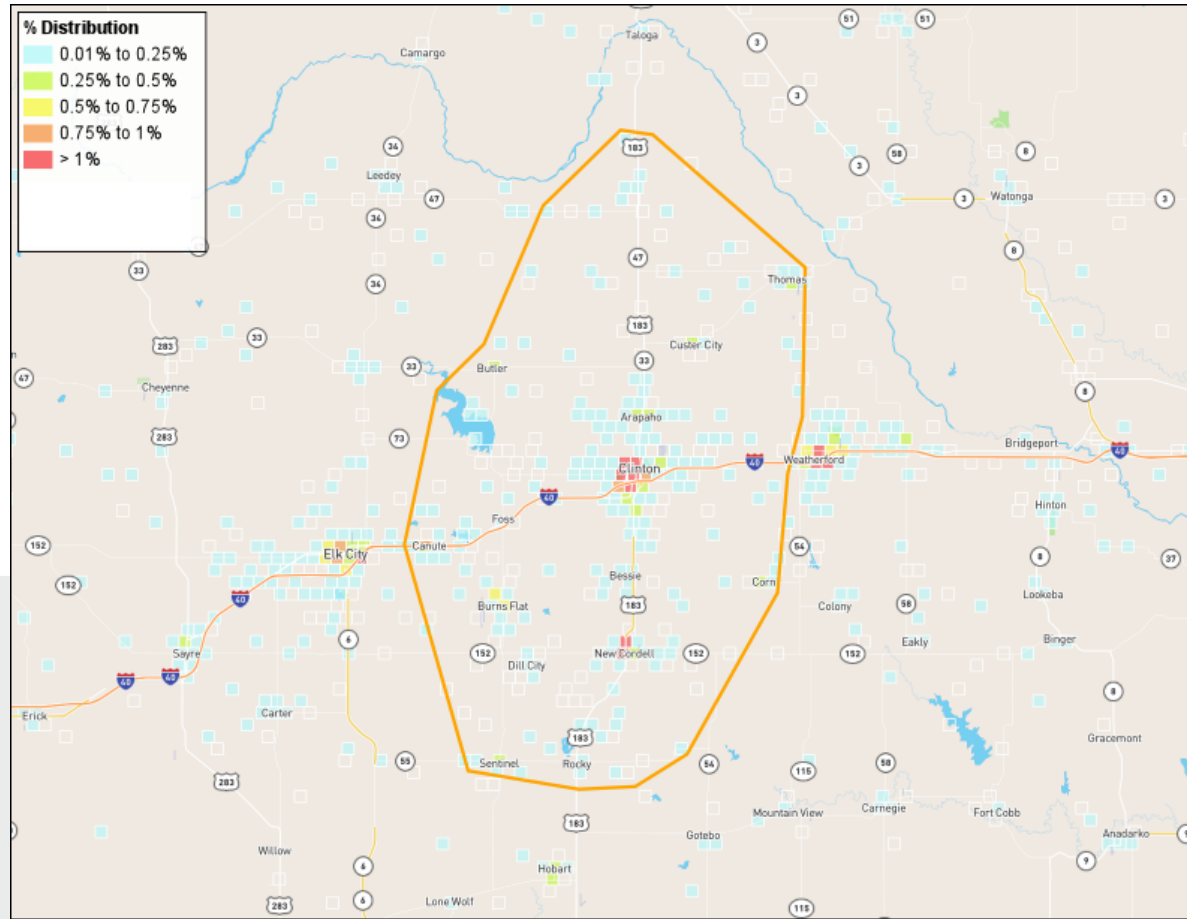
The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.



*The location tracked was  
**Kmart***

*for the time period of  
**October 1, 2018 – October 1, 2019***

This tool is intended to support the trade area but does not solely define the trade area.



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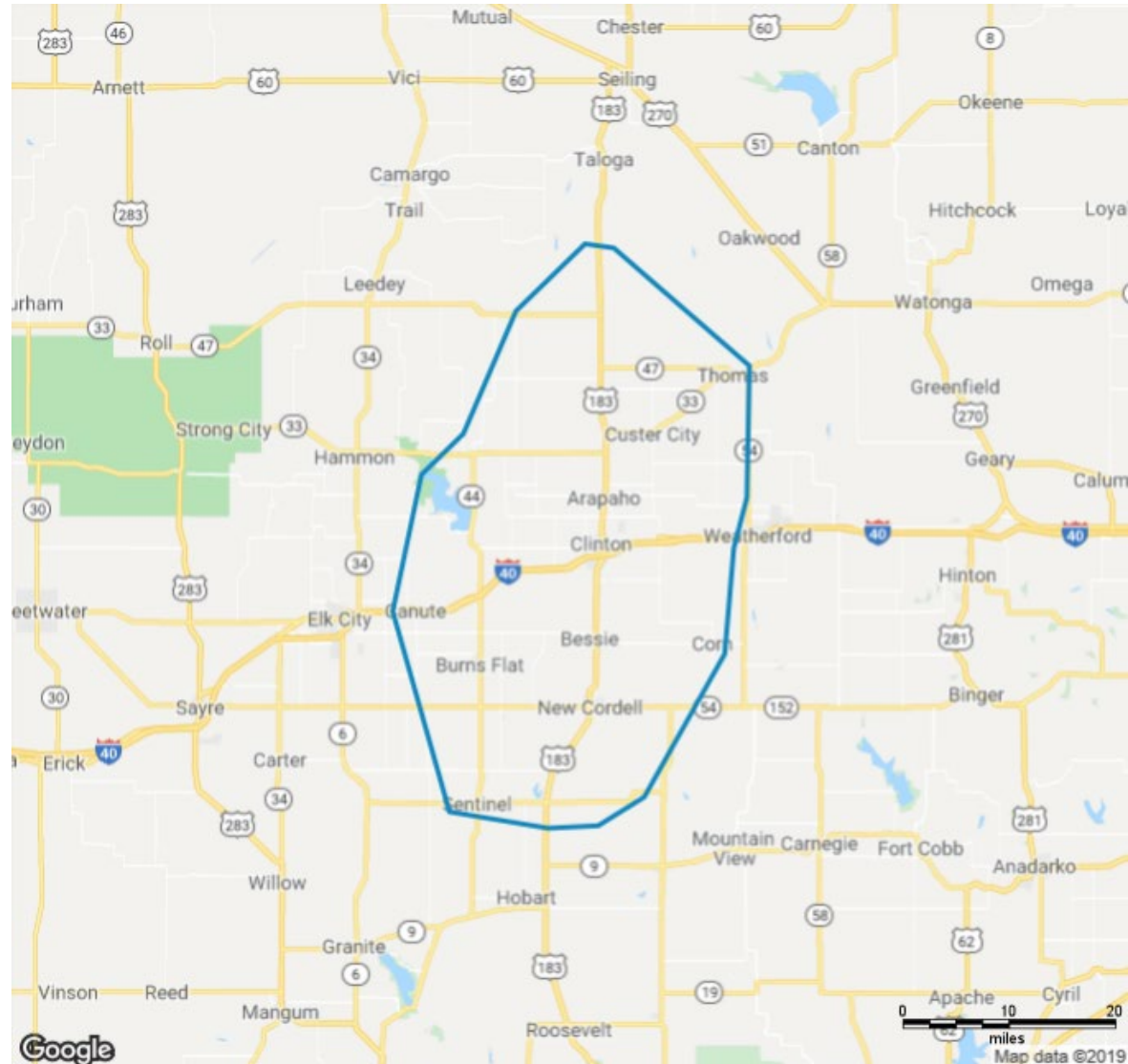
## Customized Trade Area

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.

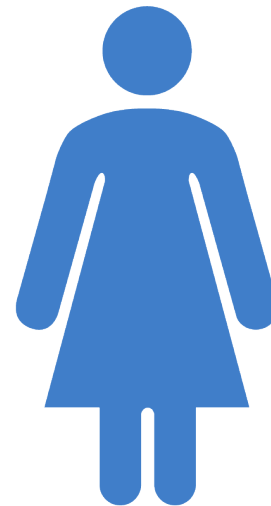
Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.





23,733

2019 estimated population



26,843  
projected 2024 population

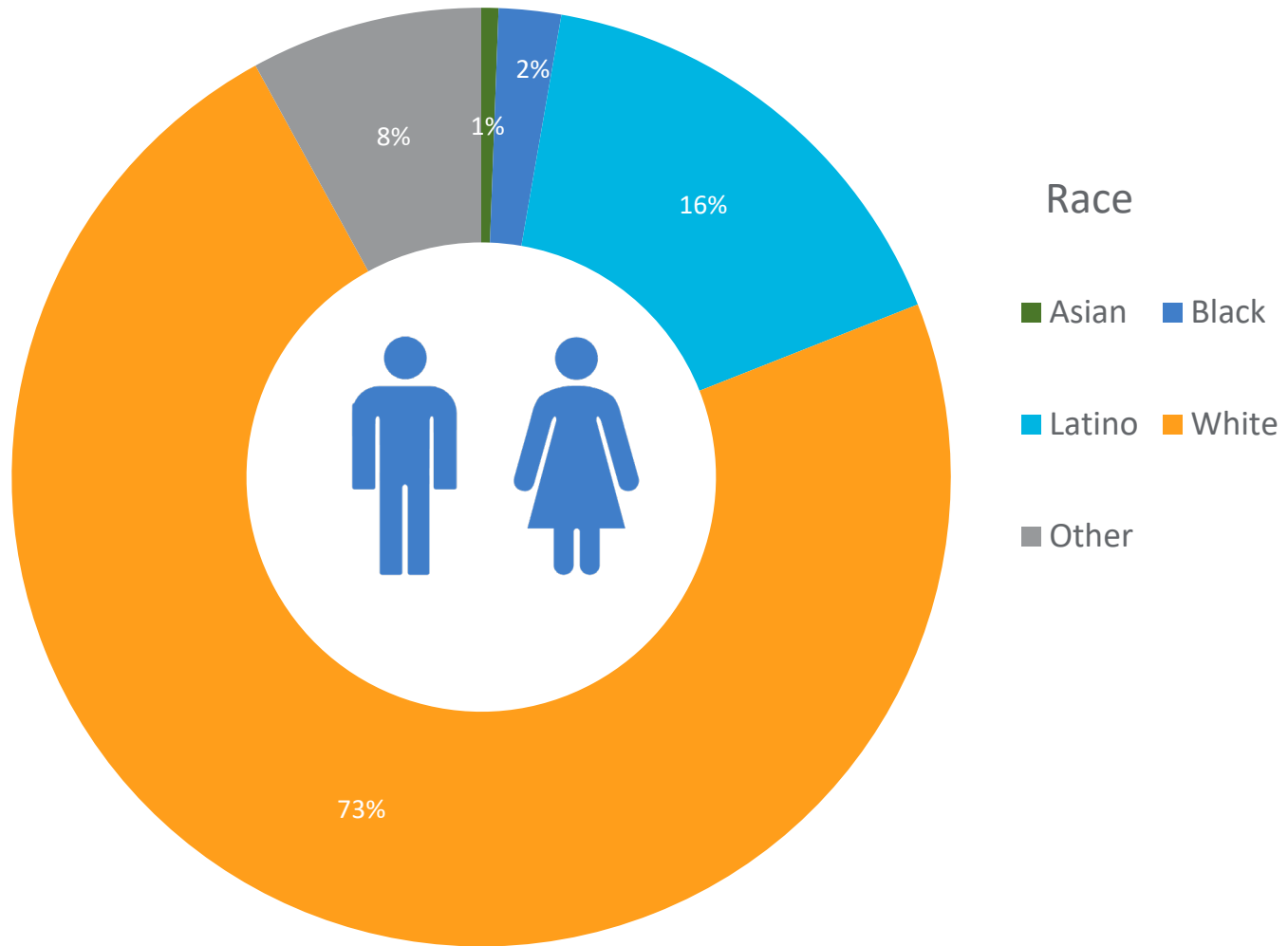
13.1%  
projected growth rate  
2019-2024

38

male average age

40

female average age

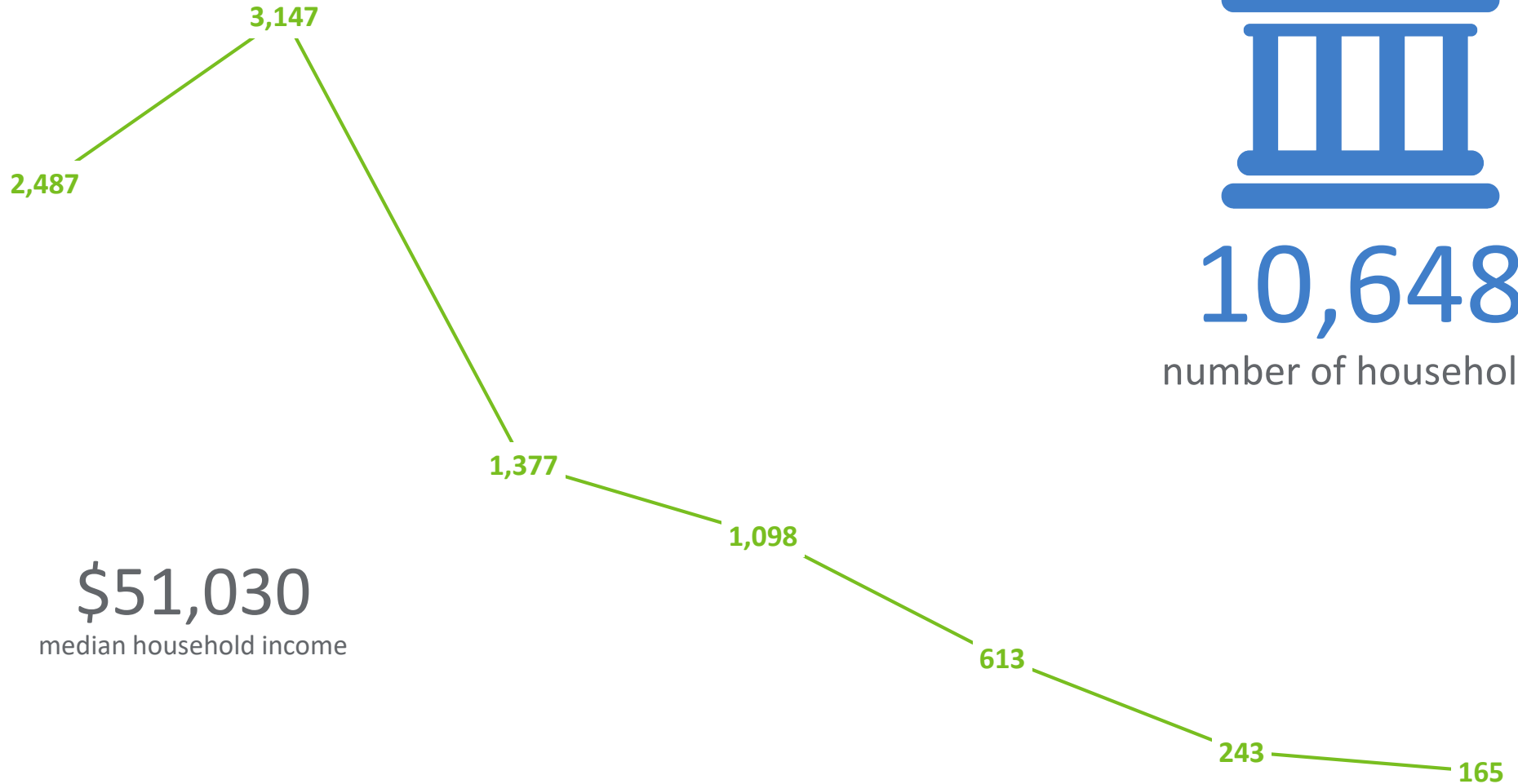


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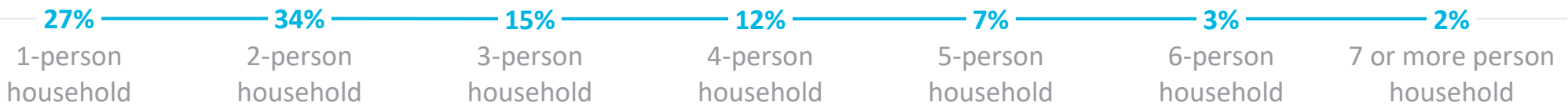


10,648

number of households

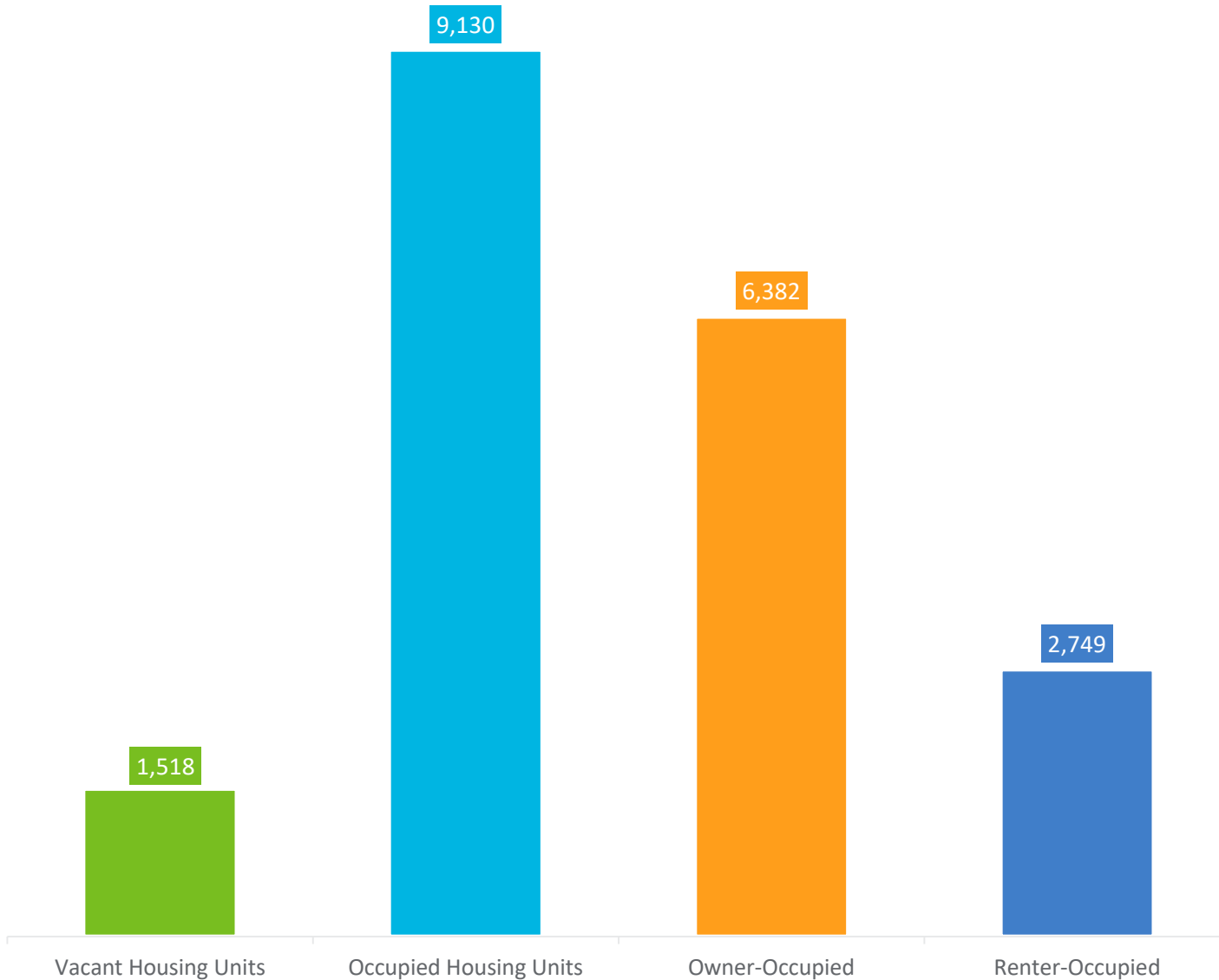


\$51,030  
median household income





## 2019 ESTIMATED HOUSING UNITS BY TENURE

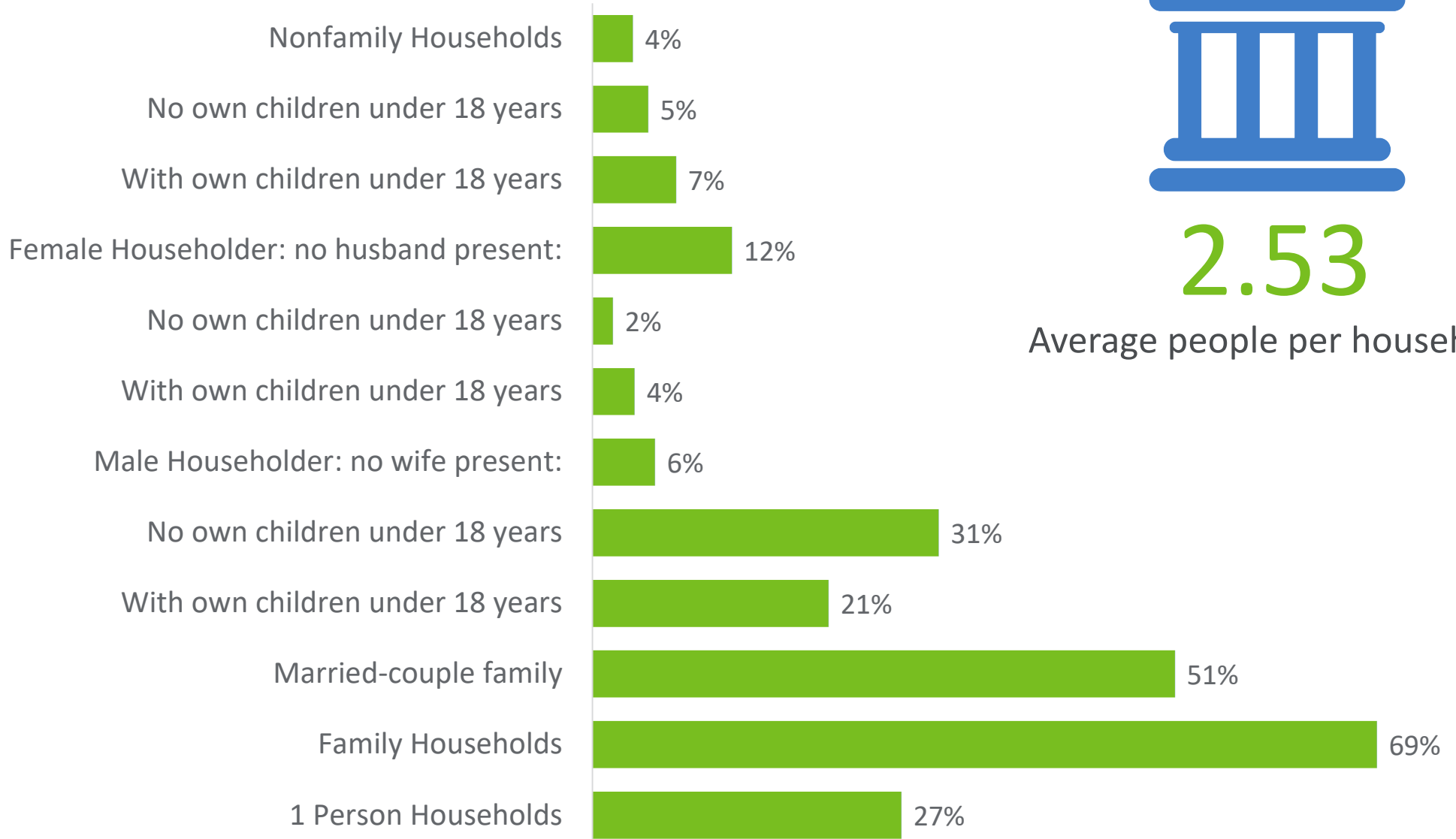


**\$117,636**  
average housing unit value



2.53

Average people per household

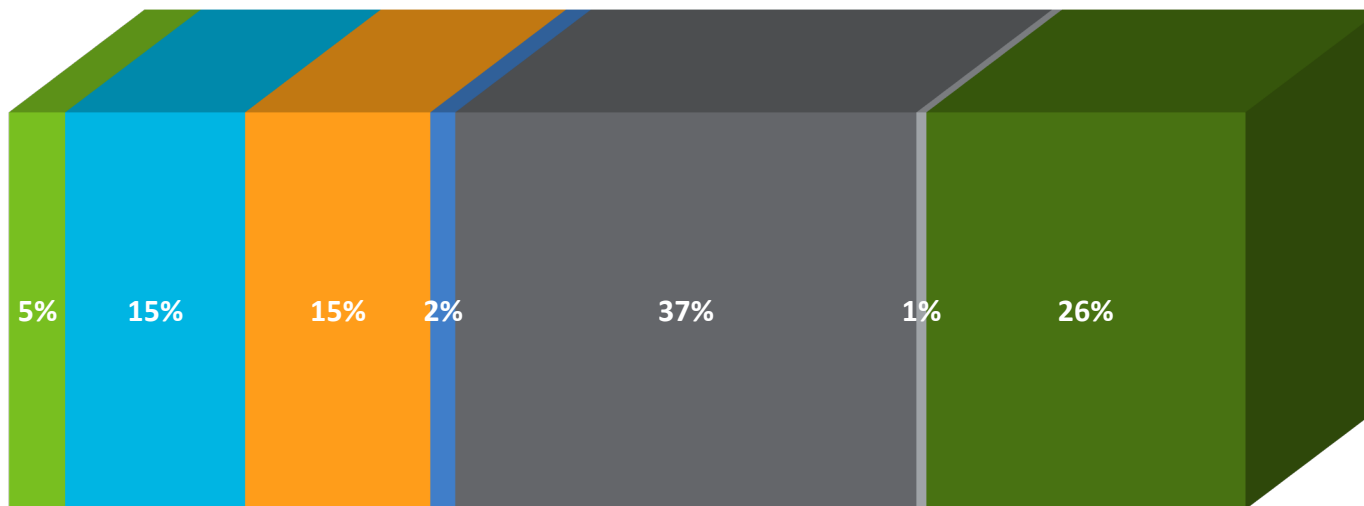




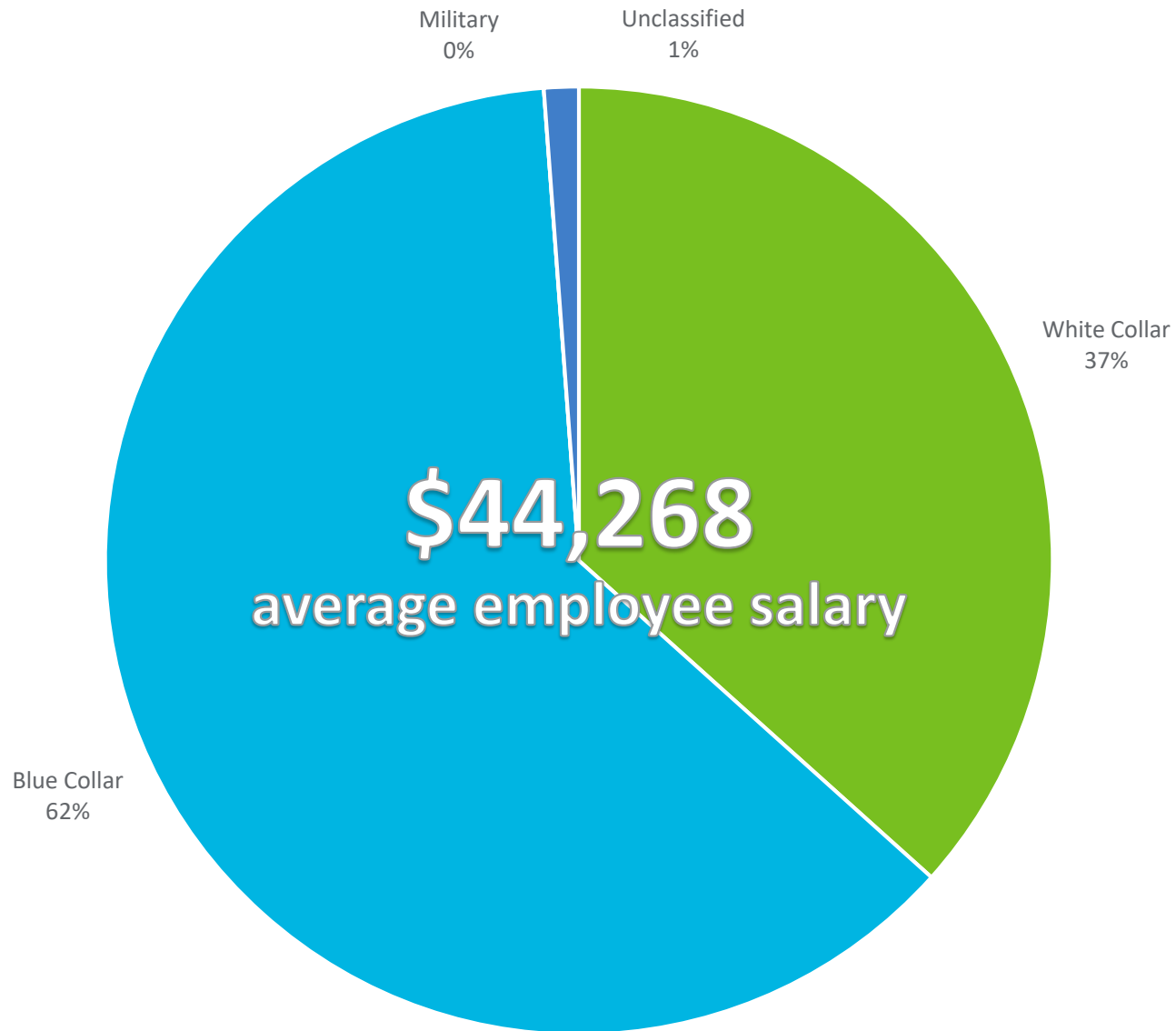
## DAYTIME POPULATION

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

25,133 daytime population

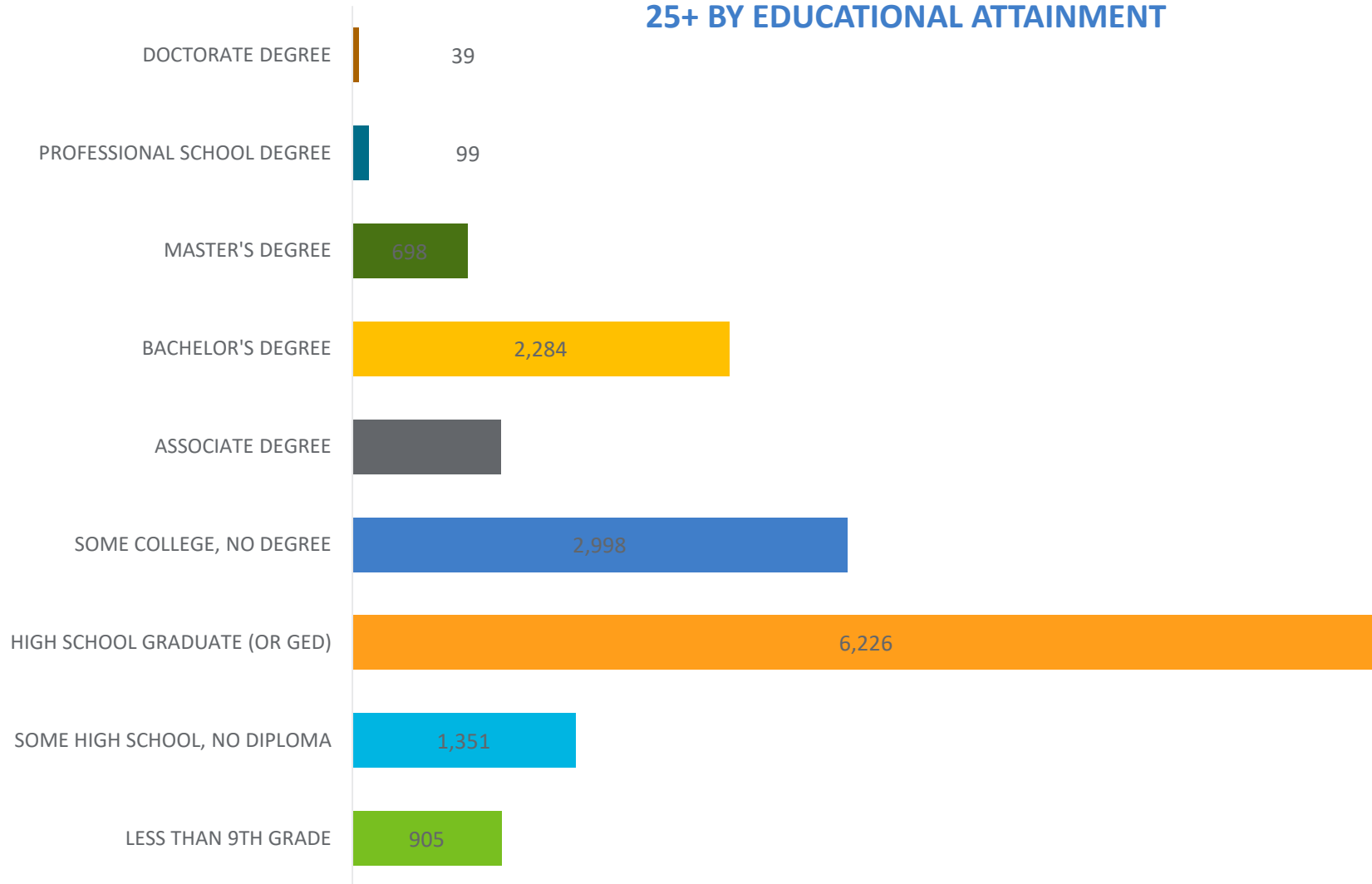








## CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





## CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT

