

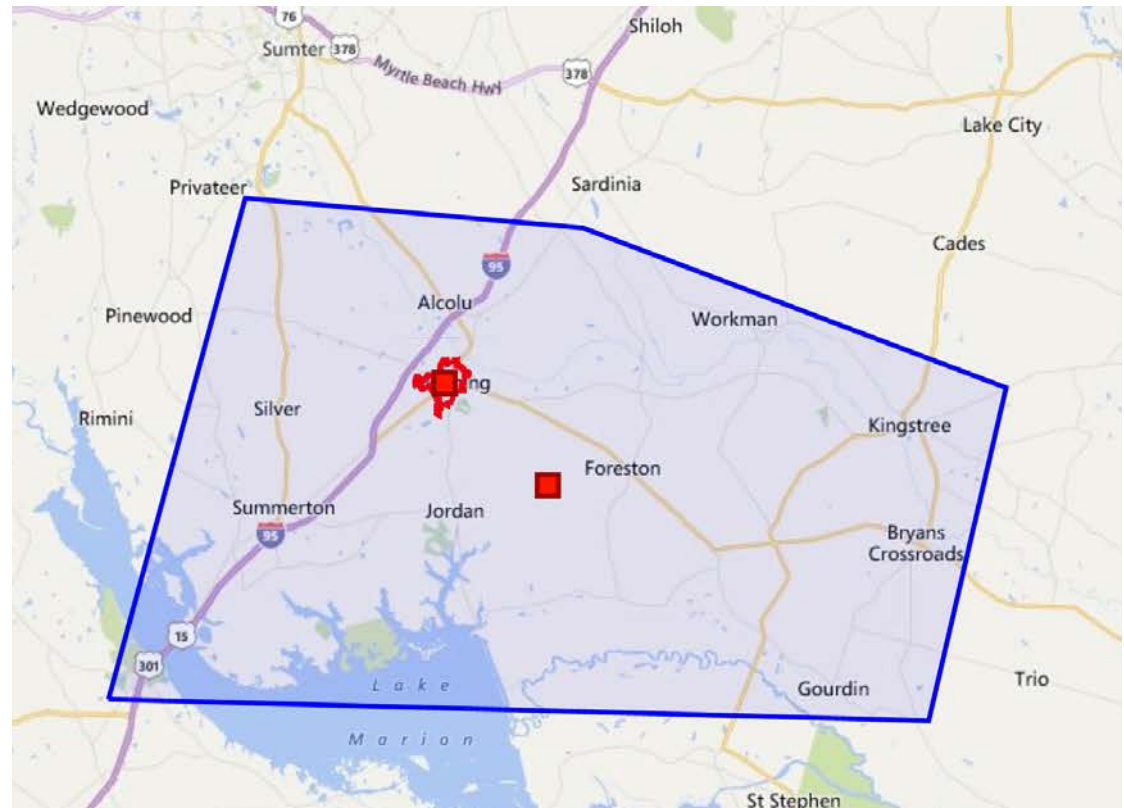


Customized Trade Area

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.

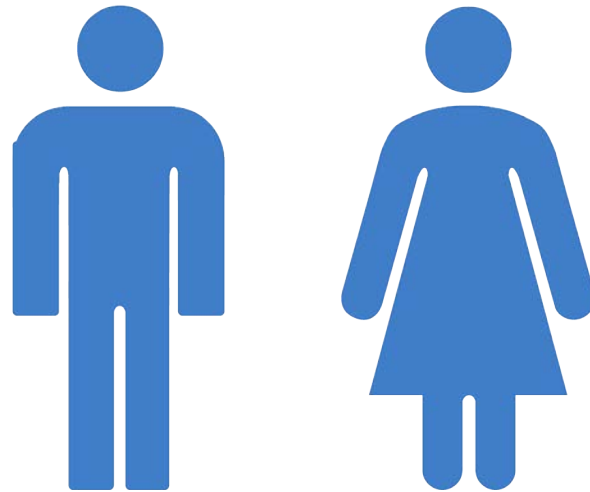
Retail Strategies has created the core trade area focused on a consumer who might trade to the market to shop at Walmart.





45,346

2016 estimated population



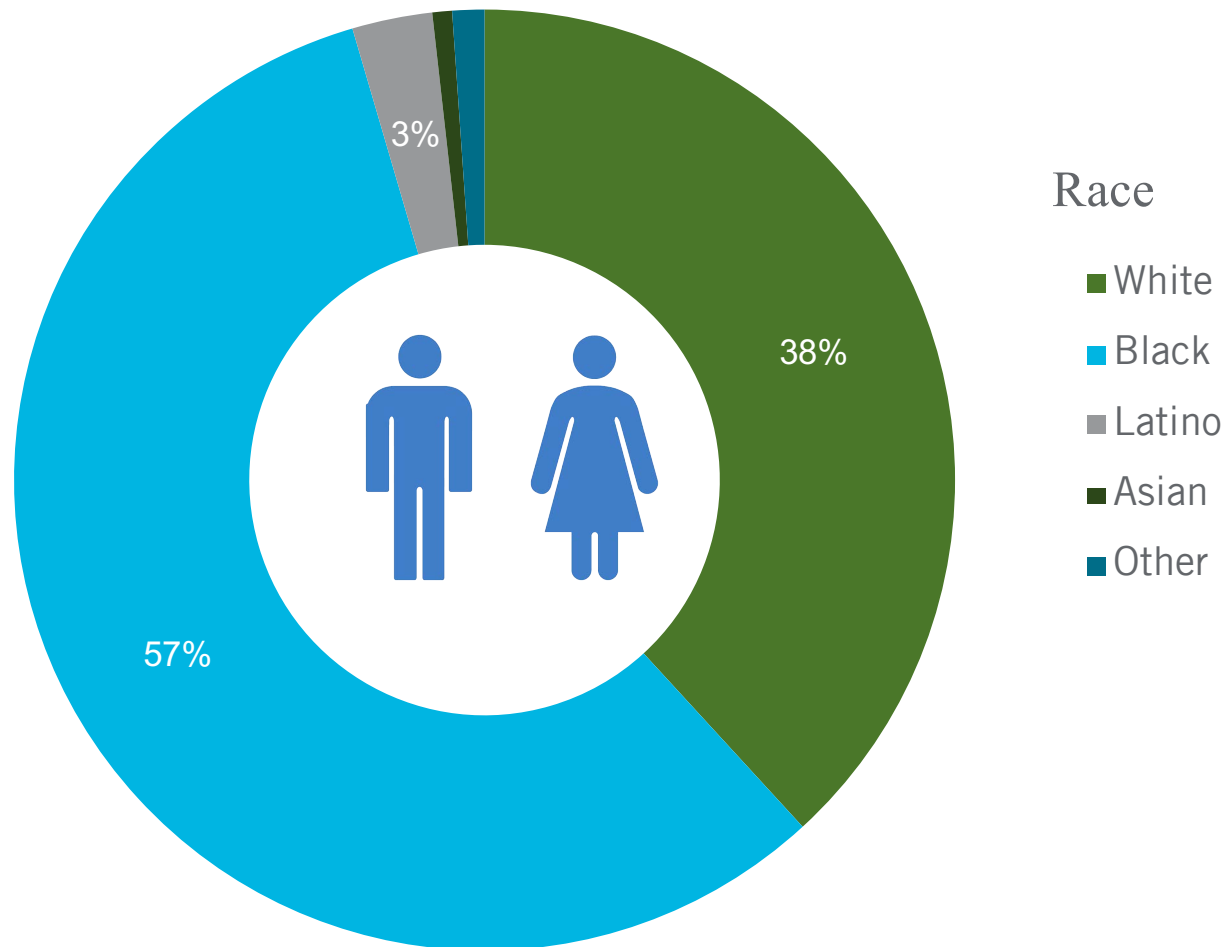
45,769
projected 2021 population

0.9%
projected growth rate
2015-2020

40

43

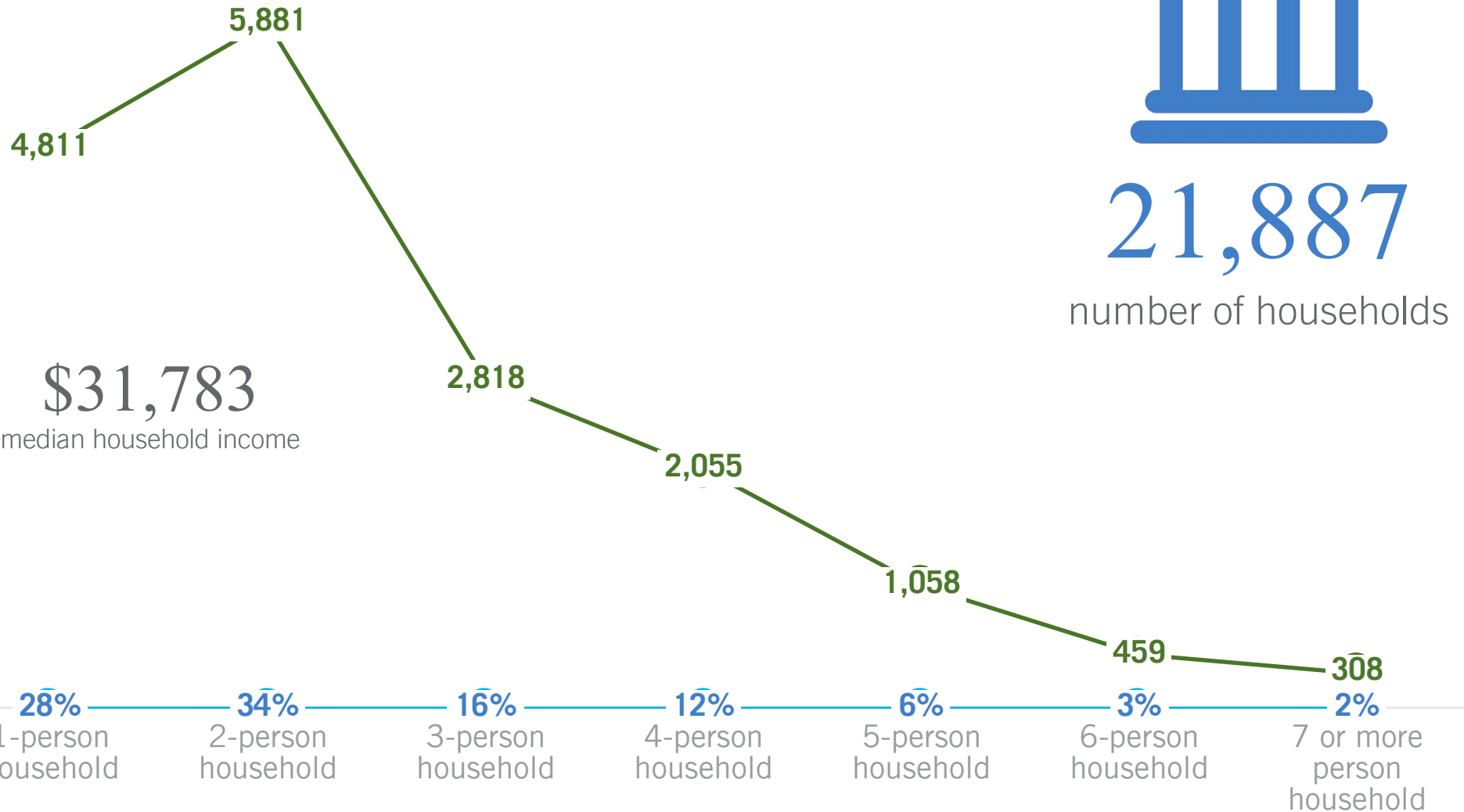
male average age female average age





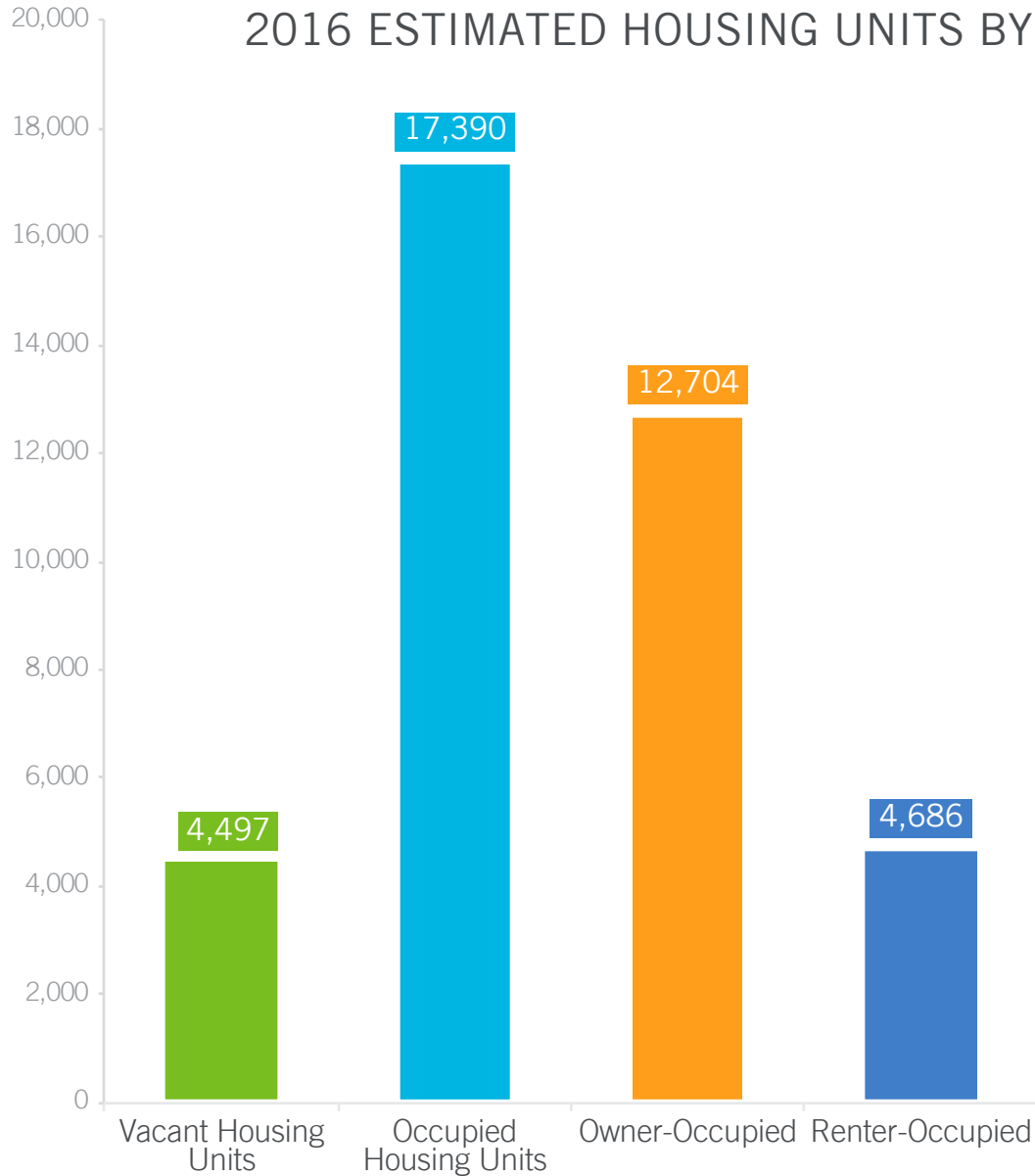
21,887

number of households



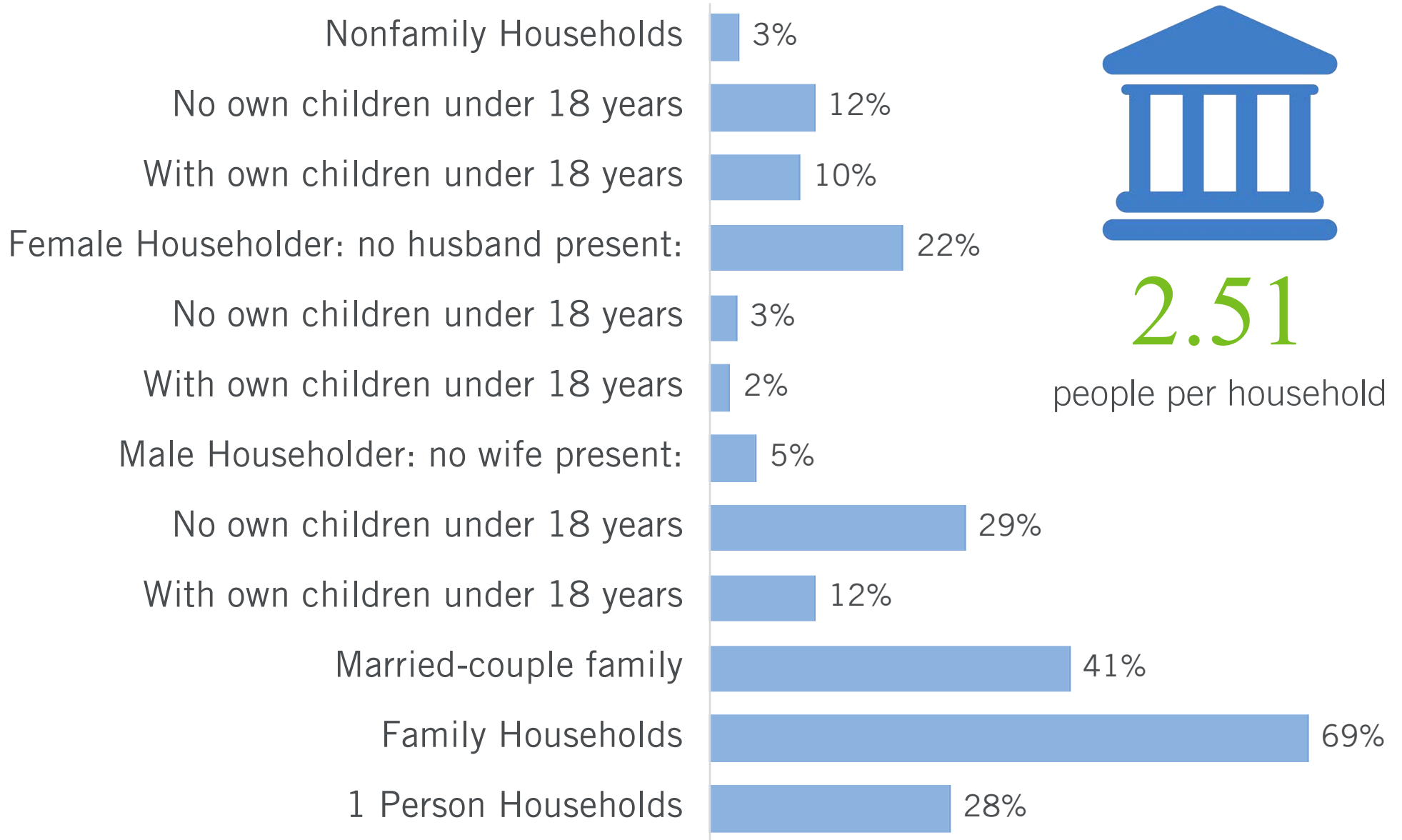


2016 ESTIMATED HOUSING UNITS BY TENURE



\$135,117
average housing unit value

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

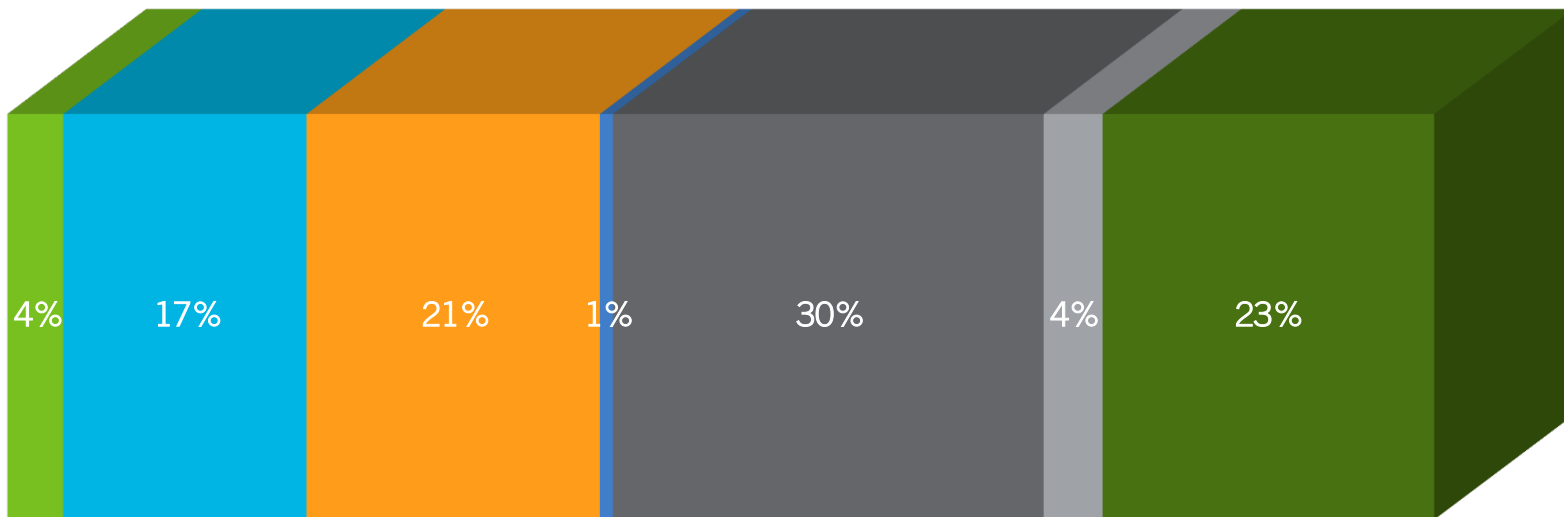


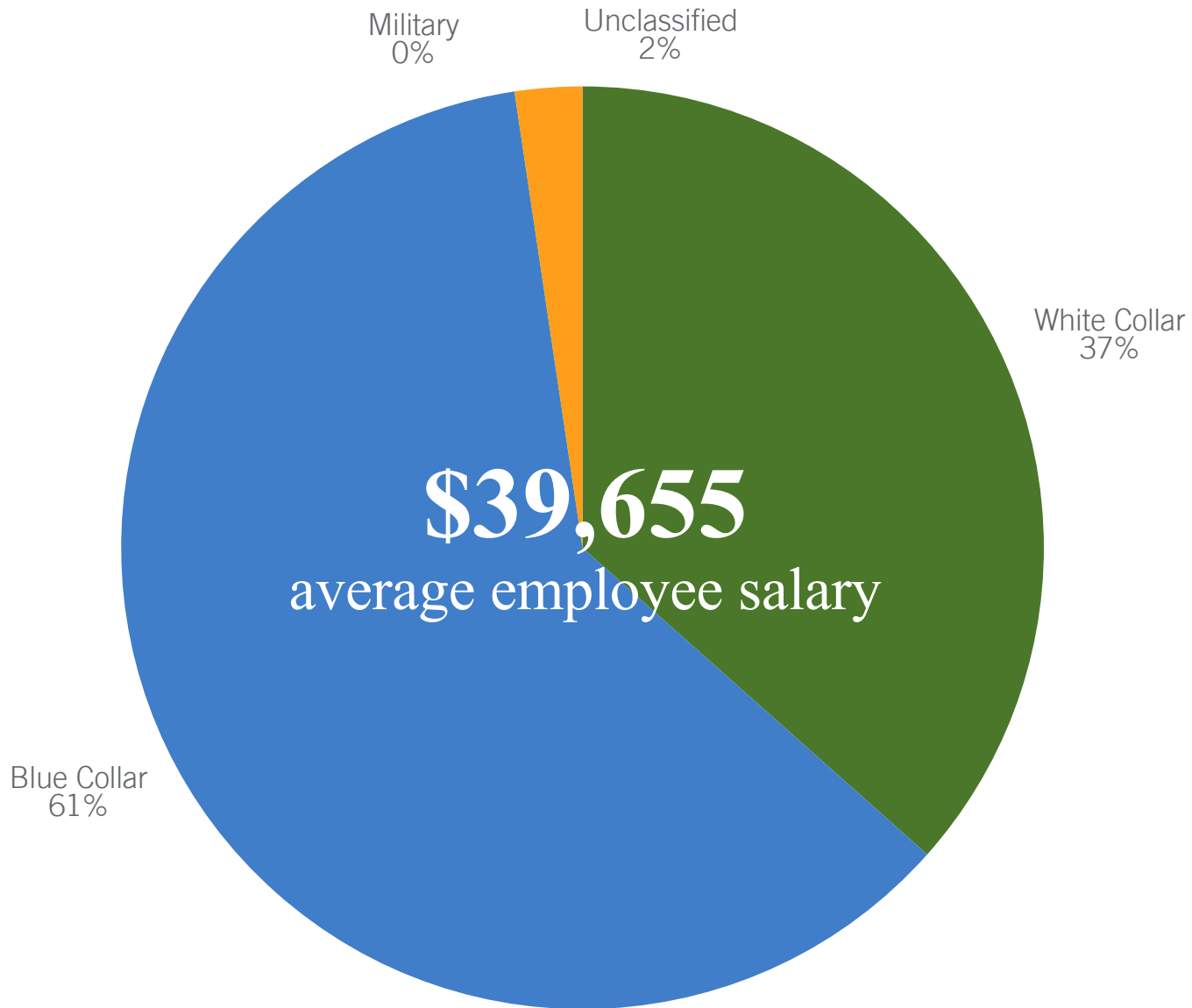


DAYTIME POPULATION

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

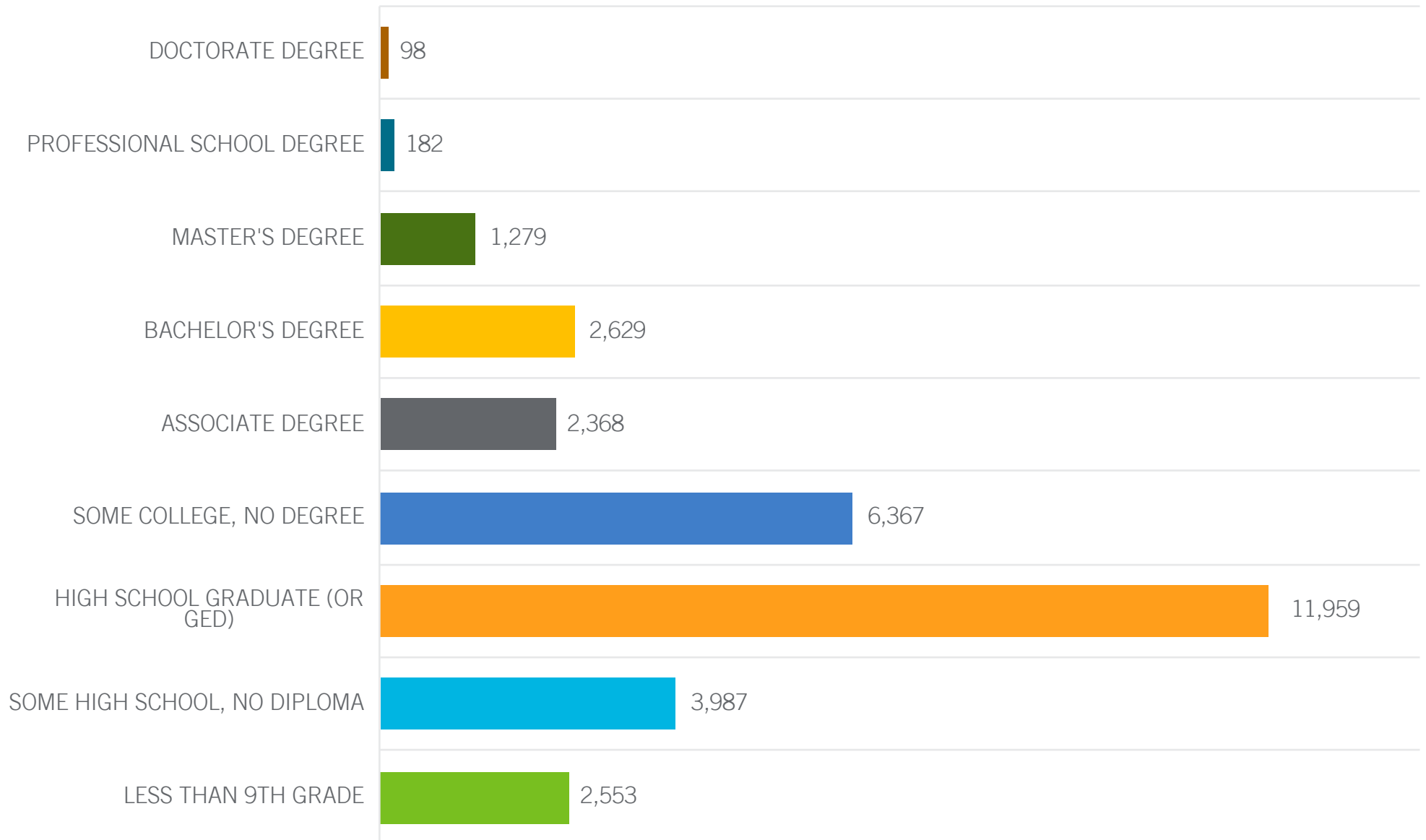
45,618 daytime population







CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





Current Year Estimated Population by Enrollment

