

Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a polygon around a specific business or location we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. This tool allows us to see where customers are coming from to shop in your market using actual data. This information is used to optimize your trade area, analyze business locations, compare frequency of visitors, and assist retailers in site selection. This is intended to support the trade area, but does not solely define the trade area.

The location tracked was

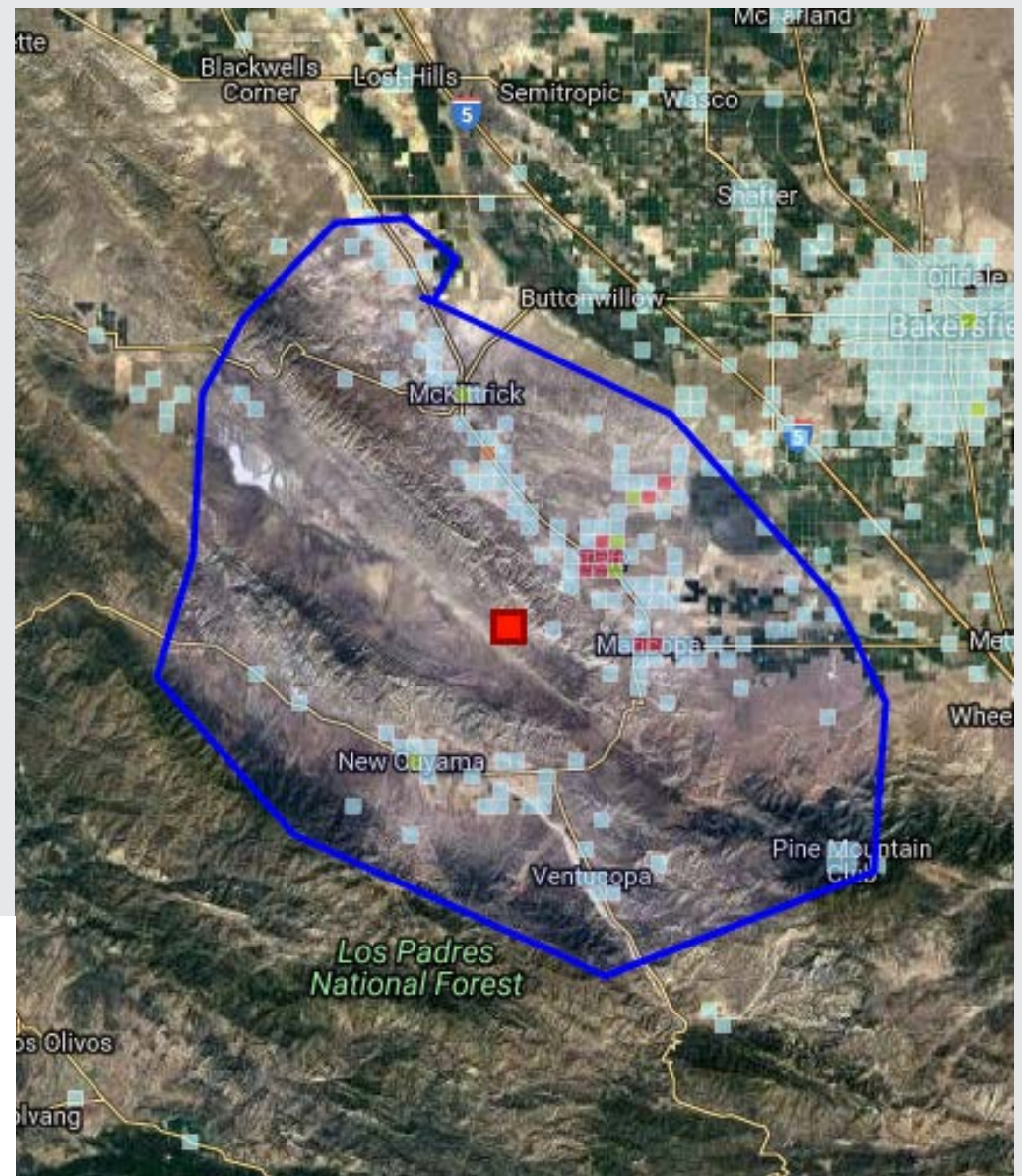
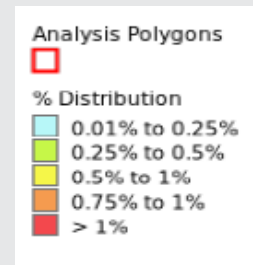
Taft Albertsons

for the time period of

June 2017

To

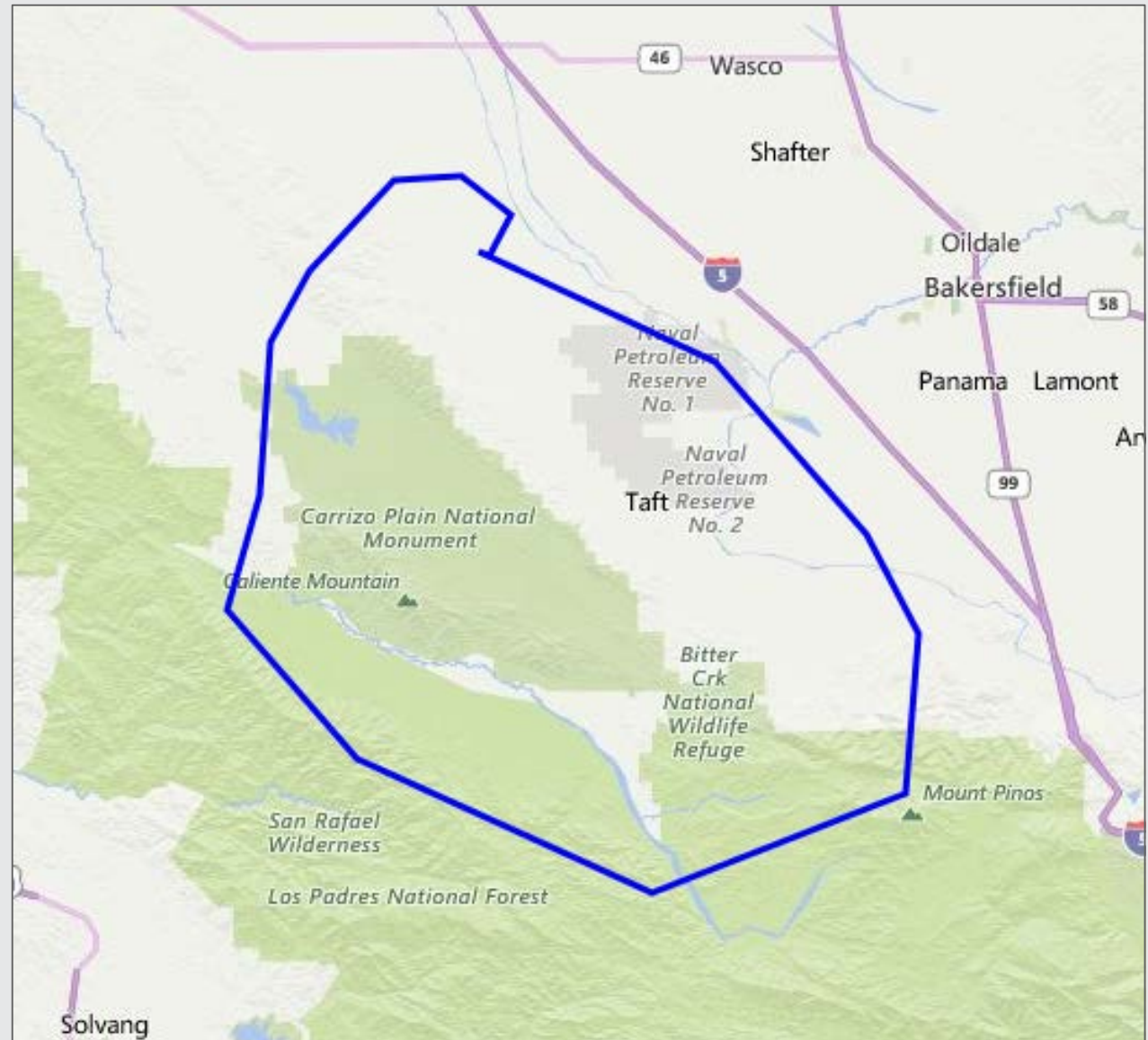
June 2018



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

23,269

2018 estimated population



25,004

projected 2023 population

7.5%

projected growth rate
2018-2023

37

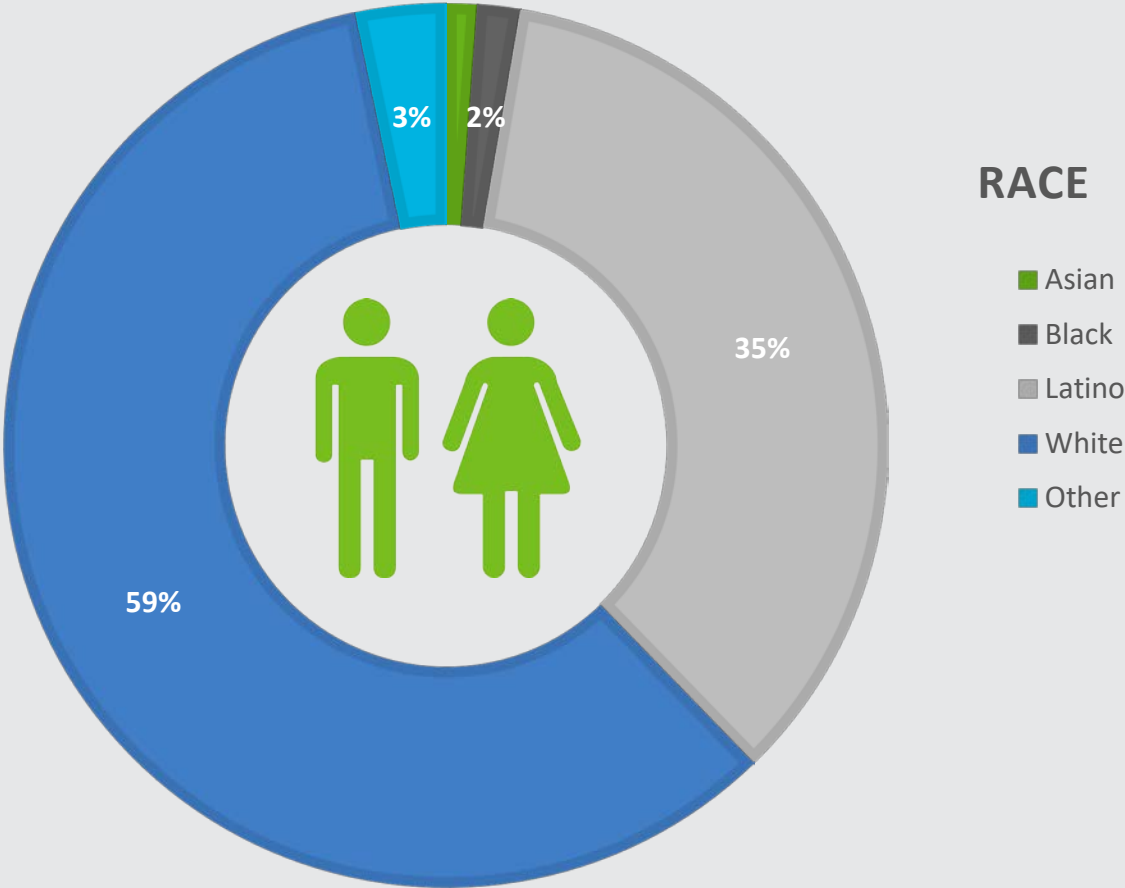
male average age

38

female average age

Customized Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



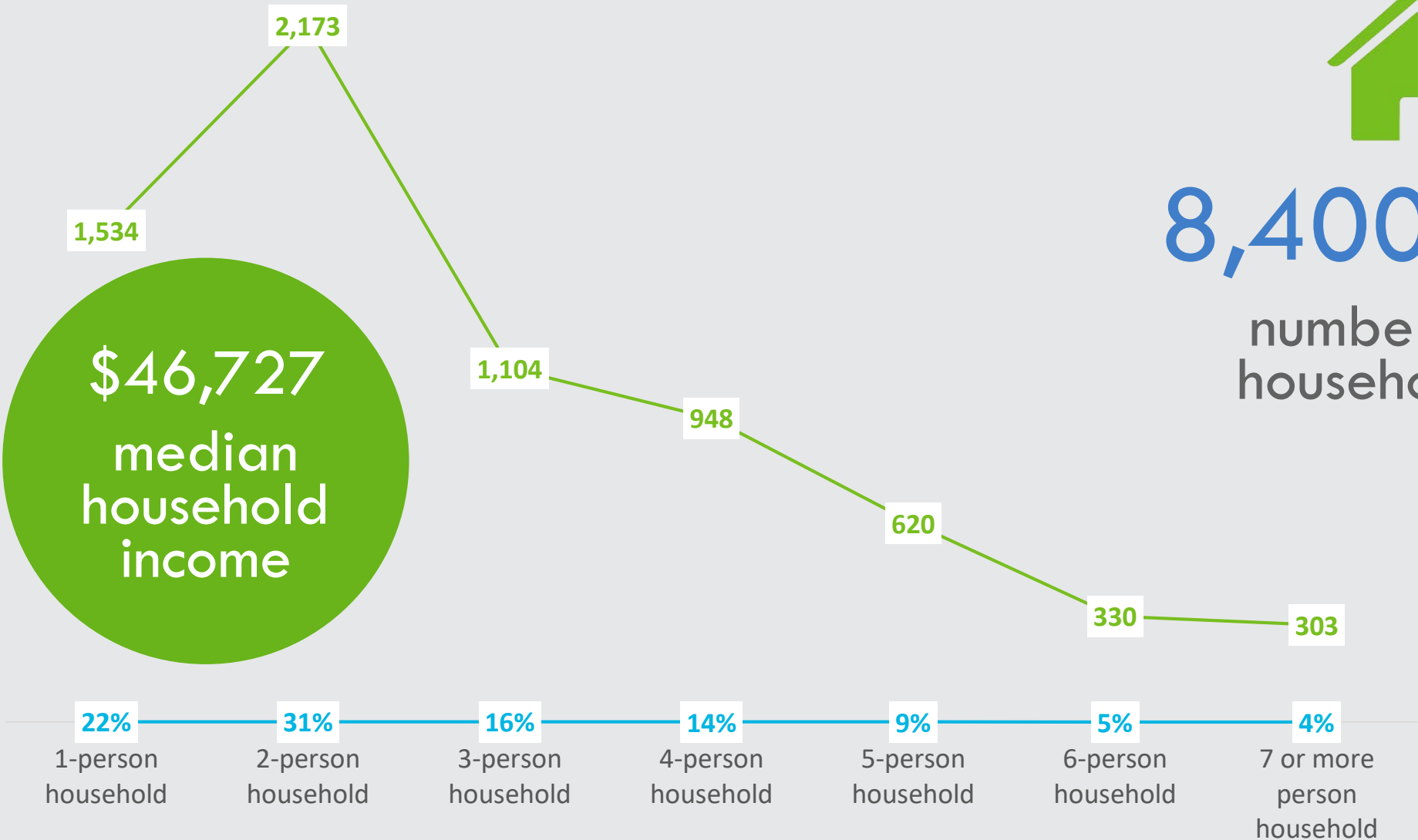
Customized Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE



8,400
number of households

\$46,727
median household income

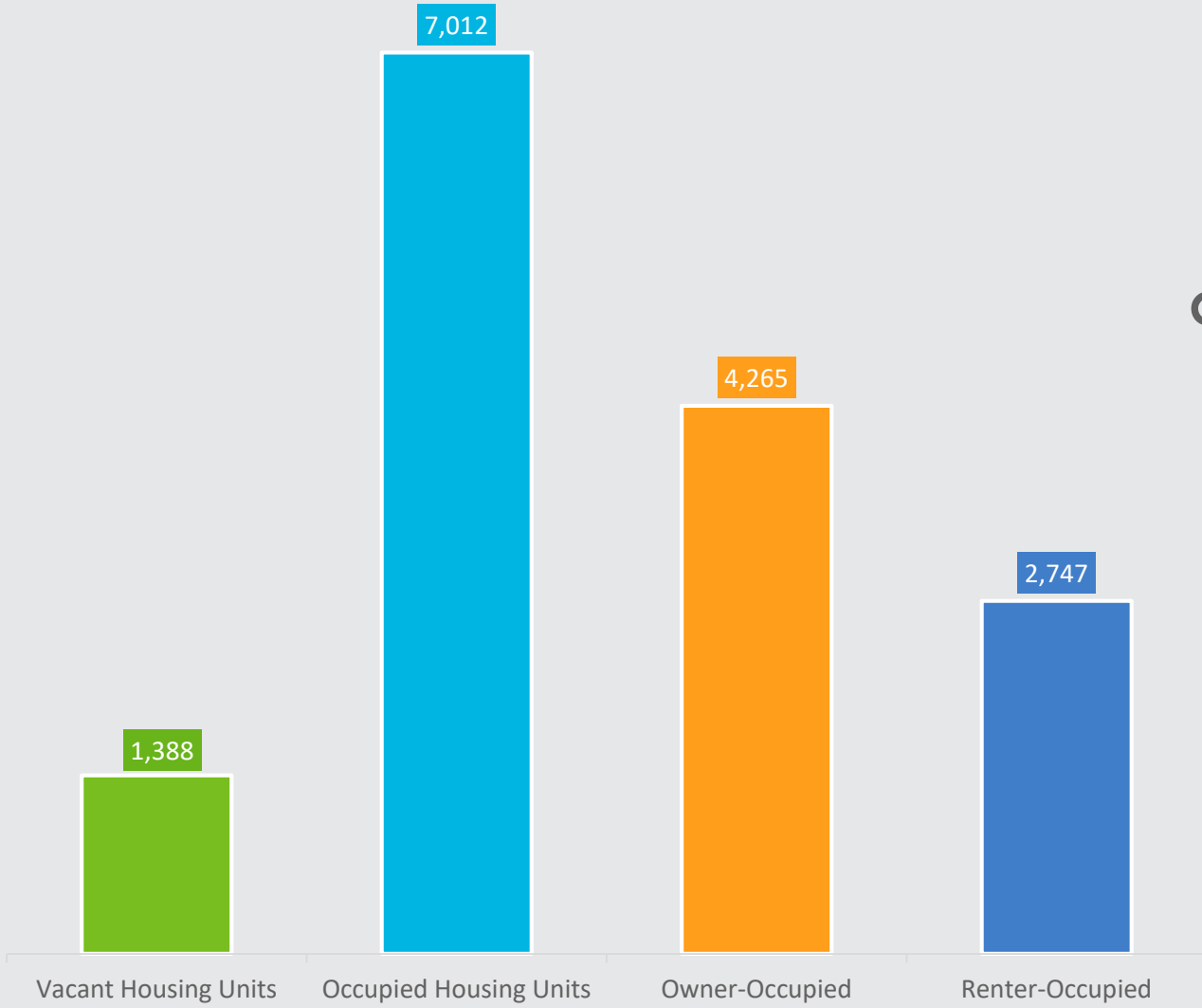


Customized Trade Area

2018 ESTIMATED HOUSING UNITS BY TENURE

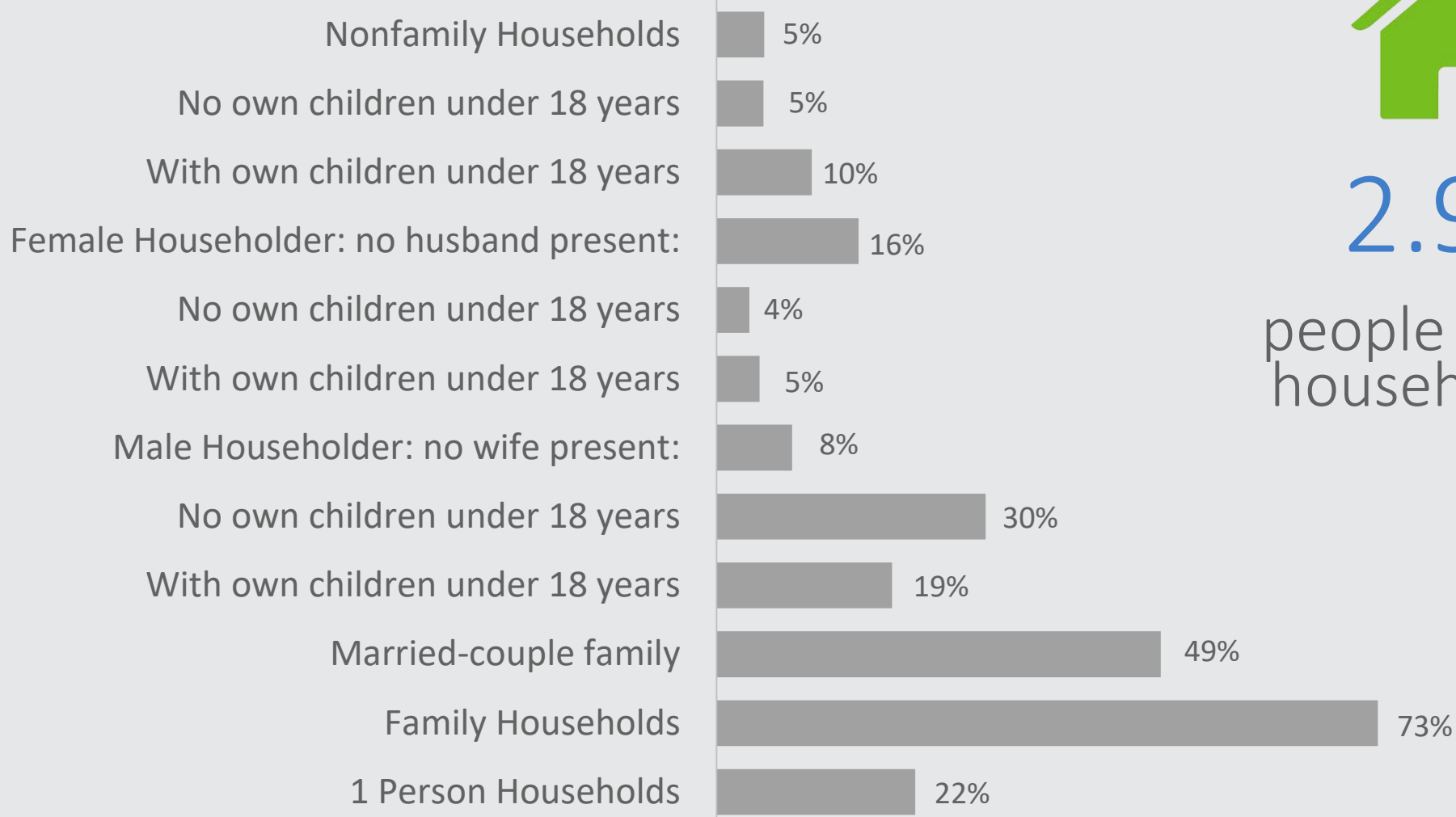


\$272,429
average housing unit
value



Customized Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLD BY TYPE



2.91

people per household



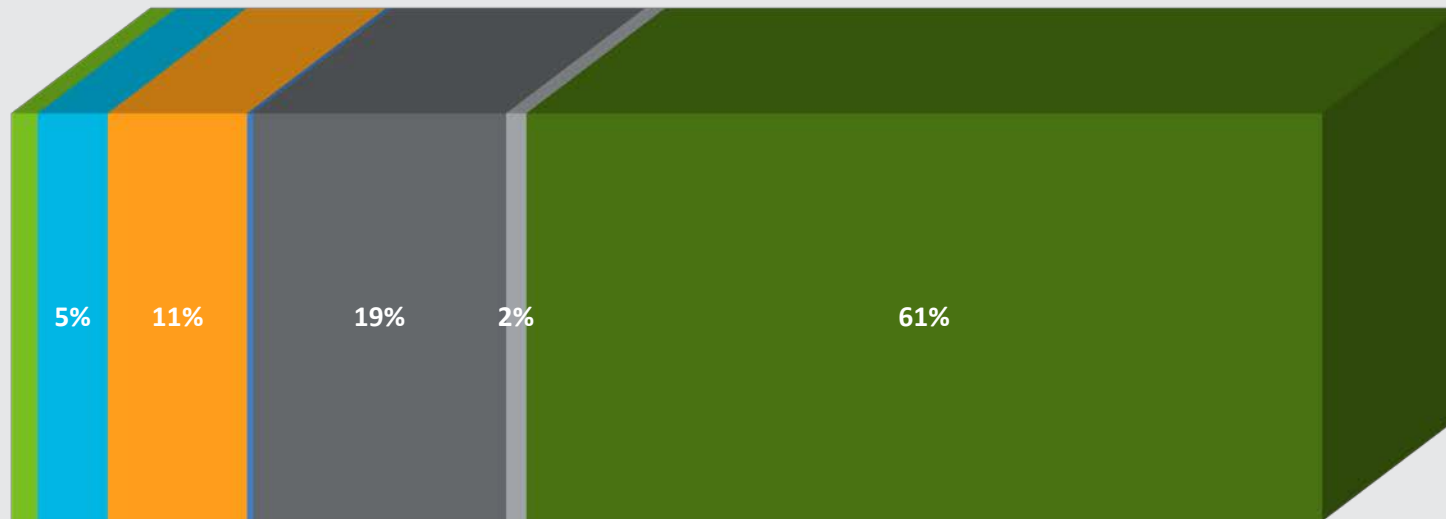
Discover

Customized Trade Area

DAYTIME POPULATION

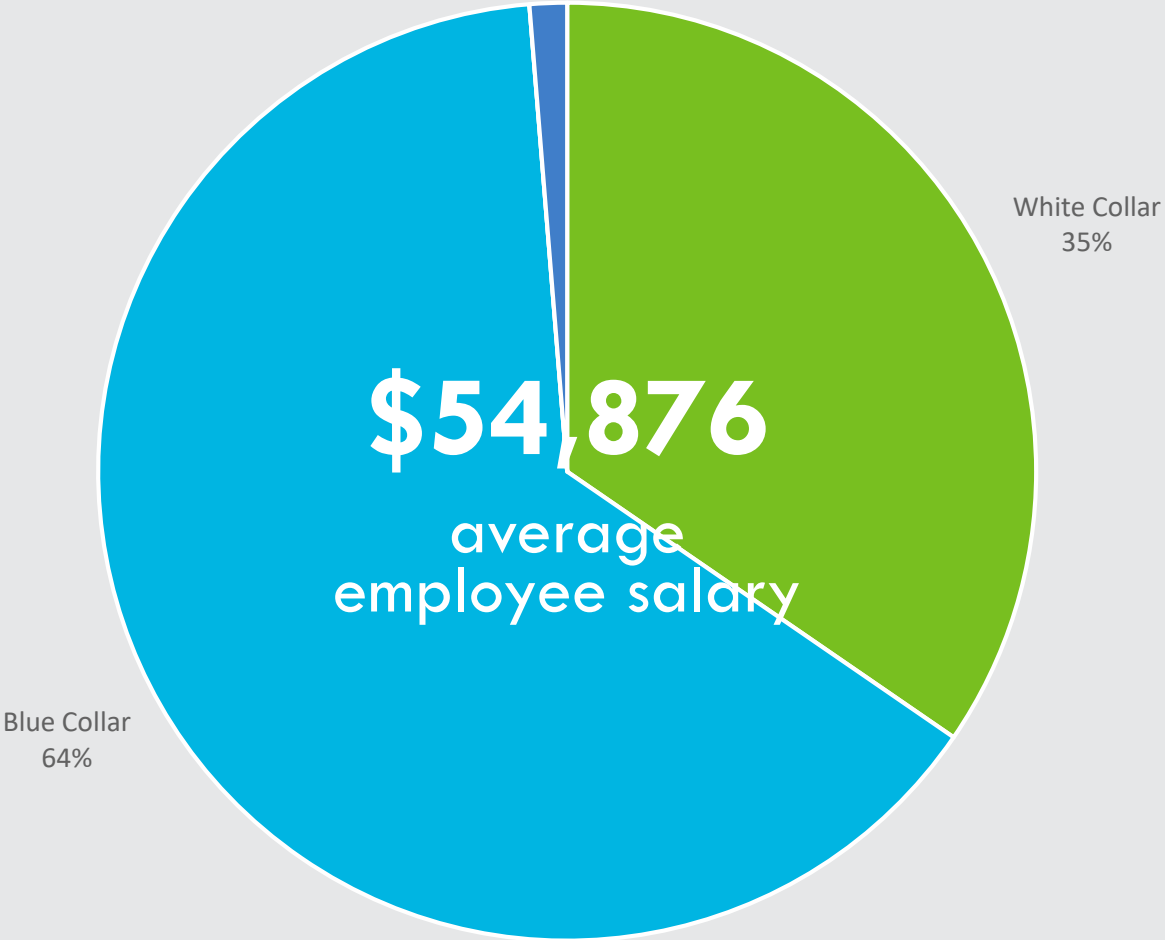
■ Children at home ■ Retired/Disable persons ■ Homemakers ■ Work at Home ■ Employed ■ Unemployed ■ Student Populations

47,066 daytime population



Discover

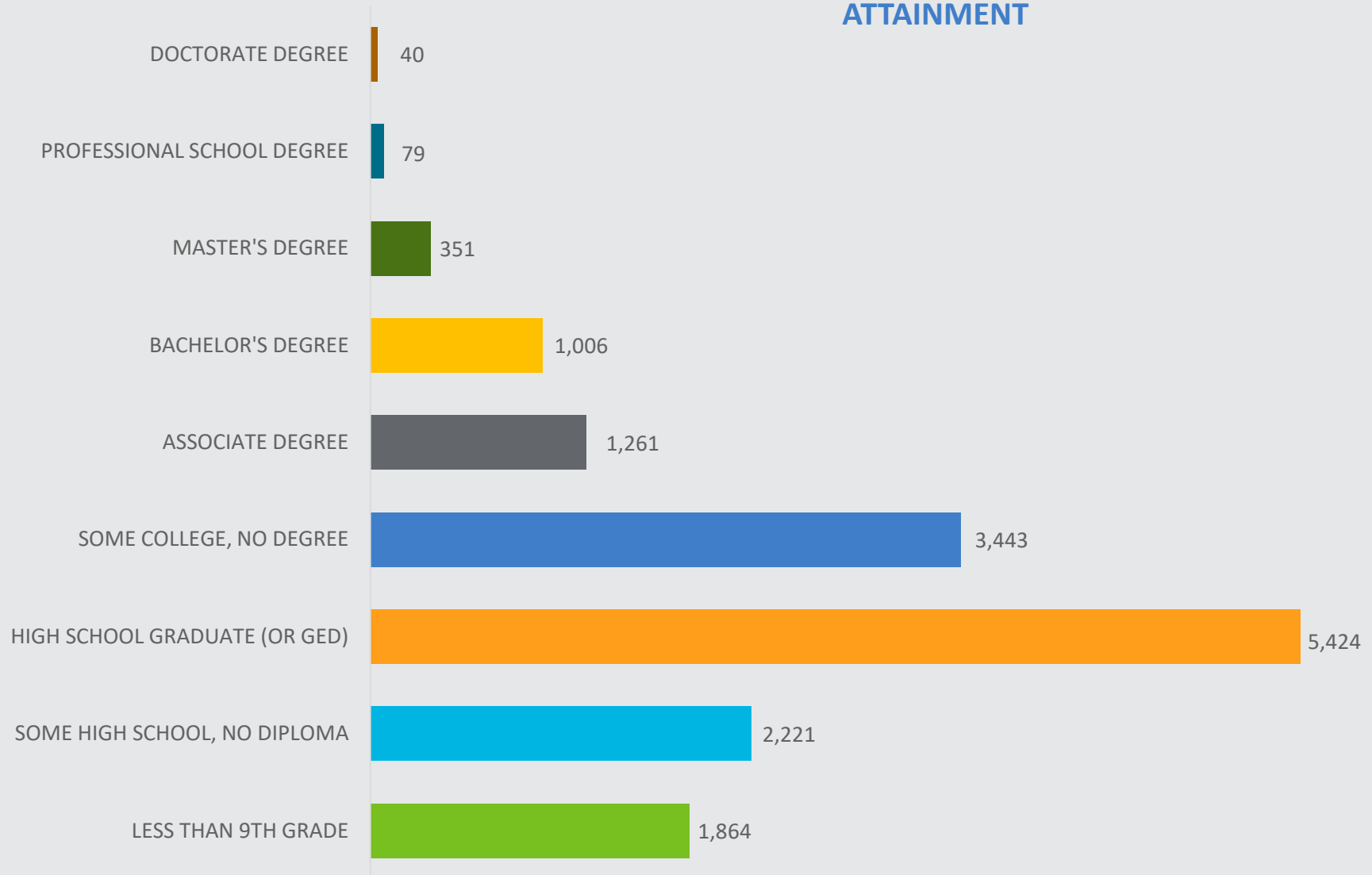
Customized Trade Area



Discover

Customized Trade Area

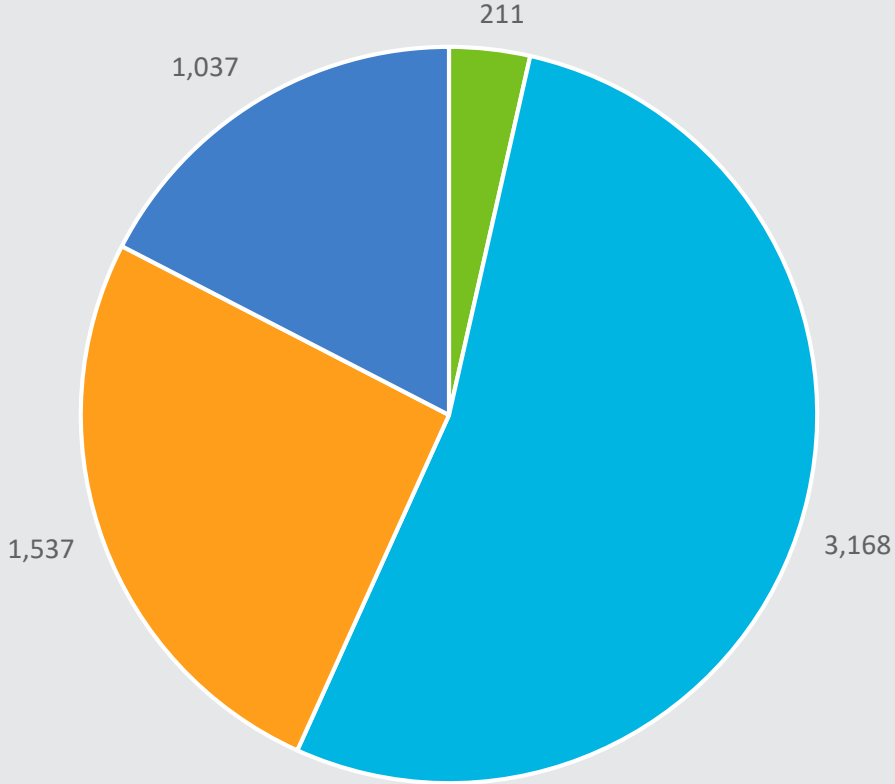
CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT



Discover

Customized Trade Area

**Current Year Estimated
Population by Enrollment**



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