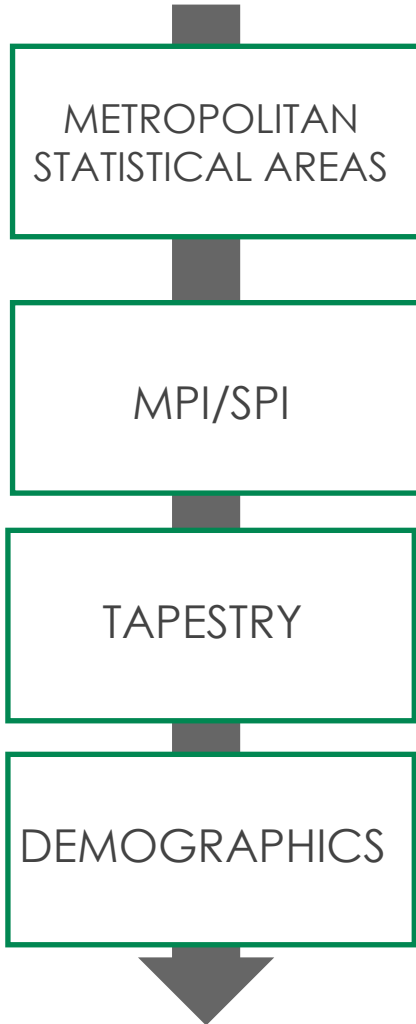
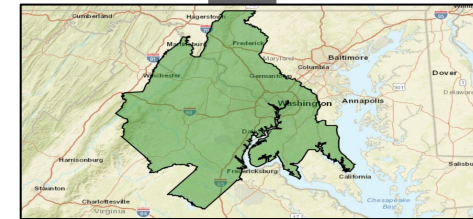


MEANING OF MAPS & CHARTS



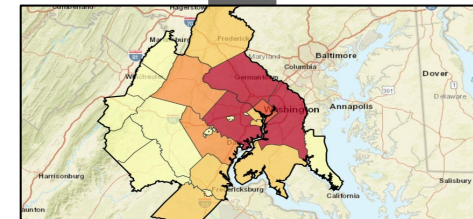
What is an MSA?

- MSA stands for Metropolitan Statistical Area.
- Provides a Macro perspective of a whole market, before we then focus on individual areas.



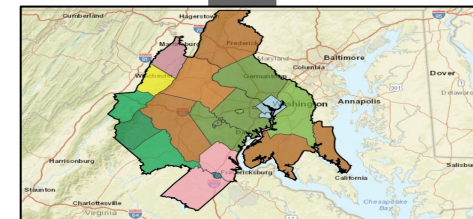
What is MPI/SPI?

- MPI is Market Potential Index (number of consumers), and SPI is Spend Potential Index (consumer spending habits).
- Index against the national average.



What is Tapestry Segmentation?

- Tapestry Segmentation provides an accurate summary of the types of people within an area, by examining their socioeconomic and demographic composition.



Standard Market Measures

- These normally include basic demographic facts that are recorded for the individual area.
- These include population, income, age, etc.

	PROPOSED LOCATION 802 BAY AREA 810	ALBANY	HOUSTON	SAN ANTONIO
2018 POPULATION	100,042	121,254	180,240	85,374
2018 POPULATION GROWTH RATE	115,939	136,760	145,562	94,130
2018 POPULATION GROWTH RATE - CITY	117,882	140,956	163,628	100,010
2018-20 POPULATION GROWTH RATE - CITY	1.22%	1.70%	2.43	1.84%
2018-20 POPULATION GROWTH RATE - MET	1.45%	2.44%	3.20%	1.86%
2018-20 POPULATION GROWTH RATE - NATION	0.85%	0.85%	0.85%	0.85%
2018 AVERAGE HOUSEHOLD INCOME	\$88,083	\$84,700	\$91,204	\$124,074

MEANING OF MAPS & CHARTS

Competition & Business Demand Generators

- We find and plot the competition businesses within the requested trade area.
- Business Demand Generators are businesses that compliment your own/ you would like to be near.

Trade Area Options

- When determining potential markets, the 2 main options are radius rings around a site, or drive times.
- Both options have positives and negatives.

Trade Area - Radius Rings

- Based on a pre-defined distance from a store or pre-defined radius ring around a store.
- Assumes that the trade area is circular, with the store at its center.
- Doesn't account for barriers such as rivers that cross a trade area and restrict access to the site.

Trade Area - Drive Times

- Based on the amount of time it takes to drive to a location.
- Drive time trade areas will be irregularly shaped, because of the layout of road systems, speed limits & geographic barriers.

COMPETITION &
BUSINESS DEMAND
GENERATORS

TRADE AREA
OPTIONS

MILE RINGS

DRIVE TIMES

