

**Anywhere, USA**

*As A Location For*

**XYZ Retailer**

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Data. Source: Experian Marketing Services*



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## Executive Summary

On behalf of the XYZ City, Buxton has conducted a study to determine the viability of a site as a potential location for XYZ Retailer. Buxton, based in Fort Worth, Texas, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC and Anthropologie, as well as many other national retailers and restaurants.

This report is intended to demonstrate the viability of Anywhere as a location for consideration by XYZ Retailer. Further, it is meant to serve as a foundation for discussion between representatives of the XYZ City and XYZ Retailer.

### Determination of Anywhere's Potential as a Location for XYZ Retailer

Buxton assessed five key groups of variables pertinent for retail site selection in markets where XYZ Retailer currently has locations and compared the results with characteristics present in the study site's retail trade area. This allows Buxton to qualify XYZ Retailer as a match.

The five groups of variables mentioned are as follows:

- **Customer Presence** - this metric identifies if there is a high presence of XYZ Retailer preferred customers living and working within the trade area.
- **Demographic** - highly specific demographic information pertaining to XYZ Retailer's concept is evaluated to ensure the best type of customer is present in the trade area.
- **Competitive Presence** - businesses of similar concept to XYZ Retailer are considered competitors and evaluated in terms of proximity and market share.
- **Area Draw** - proximity to factors within a marketplace known to cause increased traffic volumes are measured. These include but are not limited to Large Retail Centers, Healthcare Facilities, Universities, Schools, etc.
- **Accessibility** - the trade area and proposed retail site are evaluated for known road size, traffic volumes, and proximity to major thoroughfares.

Based on the results comparing the trade area of the potential site with XYZ Retailer's existing store network, this site is well situated to provide an opportunity for XYZ Retailer's expansion plans.

This report encapsulates the results of Buxton's analysis and details the potential for XYZ Retailer to establish a successful location in Anywhere.

For additional questions pertaining to the contents of this report, or for more information about the site analyzed, please contact:

**John Doe**  
City Manager- XYZ City  
817.123.4567  
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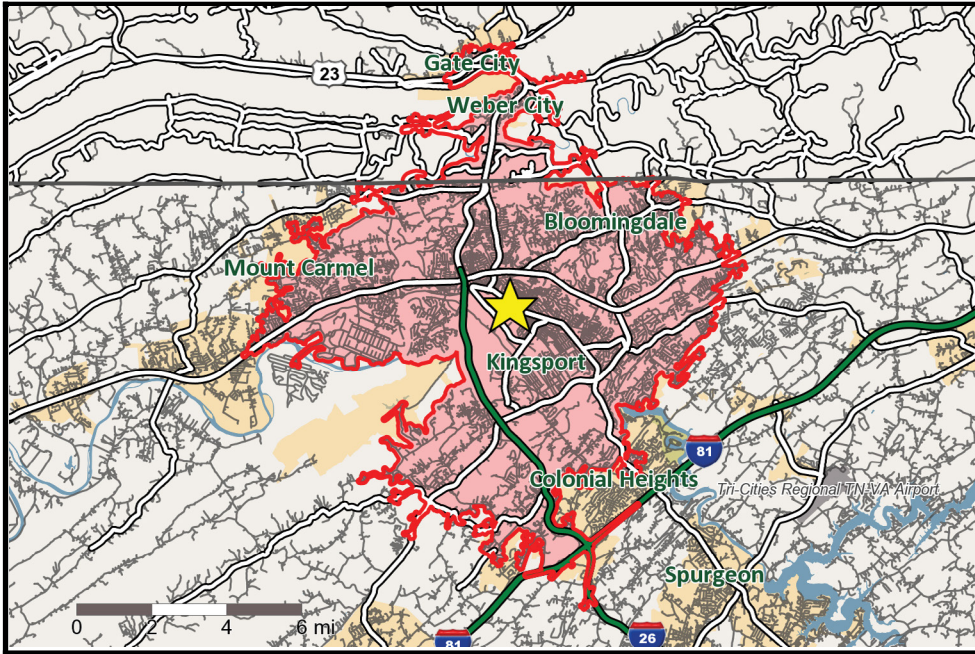


# XYZ Retailer

**Site Address:** 123 Main Street,  
Anywhere, USA

**Latitude:** 36.546748  
**Longitude:** -82.560034

**BUDS:** Suburban (3)  
**Trade Area:** 15 Minutes



## Trade Area Snapshot

**Population (Pop):** 70,939  
**Workplace Pop:** 47,325

**Households (HH):** 31,109  
**Median HH Income:** \$36,514

**Pop Growth ('00 - '10):** 1.8%  
**Proj Growth ('13 - '18):** 0.1%

**HH Growth ('00 - '10):** 2.9%  
**Proj Growth ('13 - '18):** 1.1%

**Median Age:** 43.8  
**Per Capita Income:** \$23,101

- Proposed Retail Site
- 15 Minute Trade Area
- Existing Location

## Proposed Site Scores

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
XYZ City	XYZ City	USA	102	87	118	108	119

## Scores Of Most Comparable XYZ Retailer Locations

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
1300 CENTRAL PARK BLVD	FREDERICKSBURG	VA	96	99	153	96	119
407 W COLISEUM BLVD	FORT WAYNE	IN	100	103	190	123	121
5300 RIVERSIDE DR	CLEVELAND	OH	97	94	161	97	88
5935 CANAL RD	VALLEY VIEW	OH	97	93	177	119	82
3220 MID AMERICA DR	COUNCIL BLUFFS	IA	99	93	105	88	72
5150 LIBERTY AVE	VERMILION	OH	97	96	90	107	125

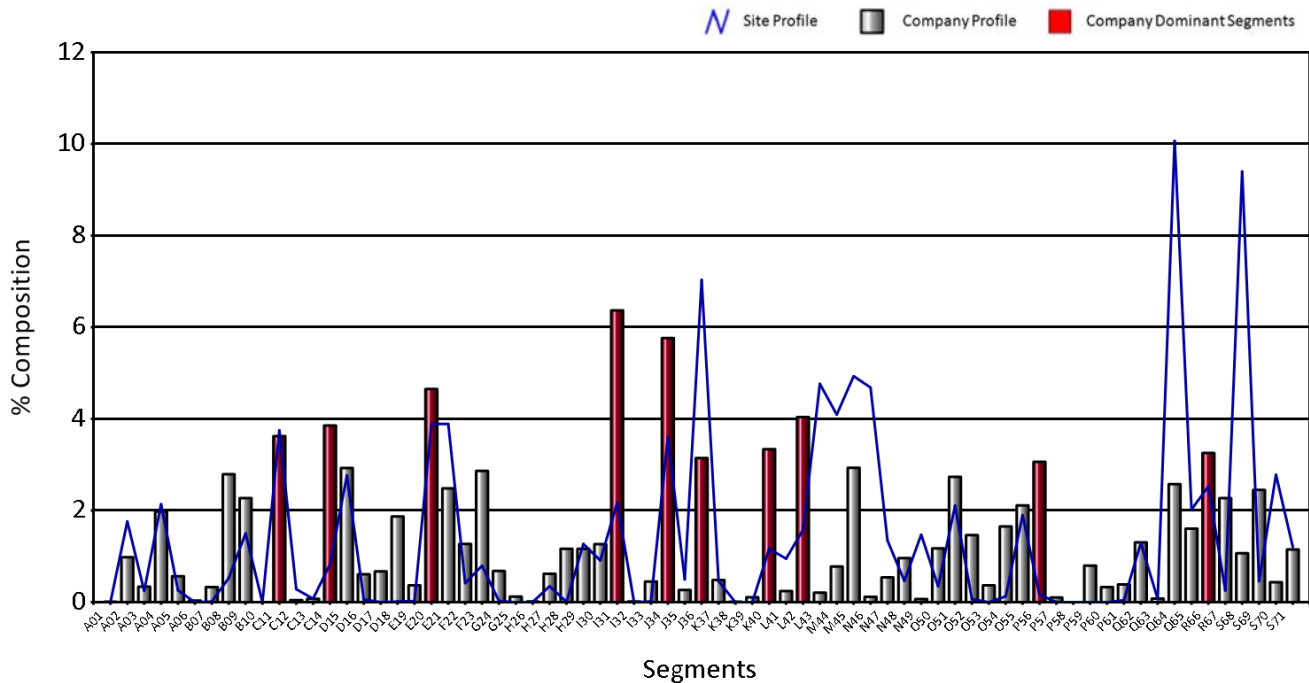
## Customer Psychographic Representation

Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are compared to the segments found within the trade areas of XYZ Retailer locations of similar markets to the study site.

Any segment that represents at least 3 percent of a retailer's average profile is considered a dominant segment. These are the most represented households within the average XYZ Retailer trade area.

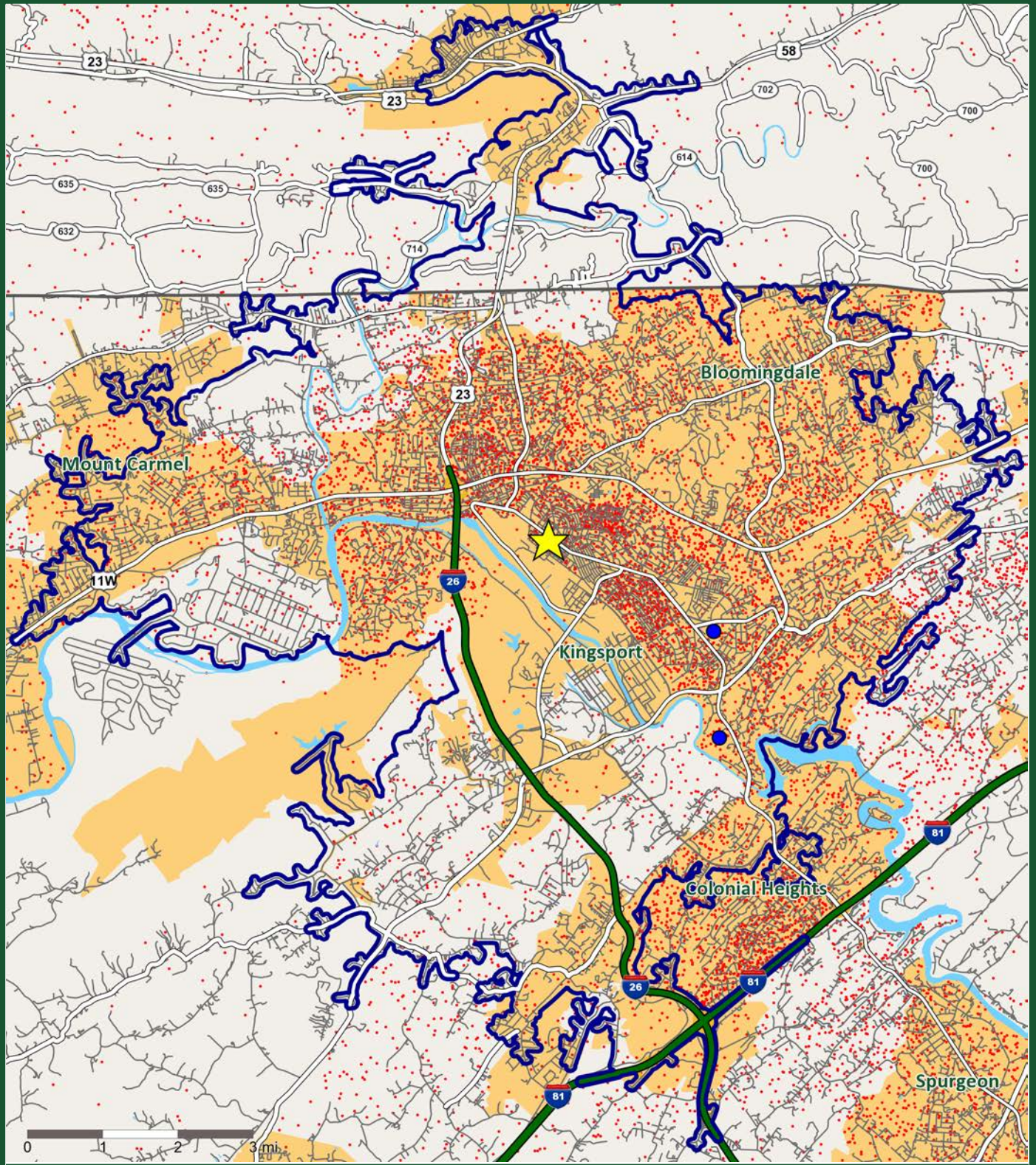
For more information regarding Mosaic Segmentation, please visit:  
[www.experian.com/marketing-services/consumer-segmentation.html](http://www.experian.com/marketing-services/consumer-segmentation.html)

## Segmentation Profile (15 Minute Drive Time)



## Trade Area Comparison (15 Minute Drive Time)

	XYZ Retailer Average Trade Area	Anywhere, USA Site Trade Area
<b>Total Households</b>	86,838	31,109
<b>Total Population</b>	215,319	70,939
<b>Core Dominant Segments</b>	38,751	8,317



**Anywhere, USA: XYZ Retailer Dominant Segment Density**

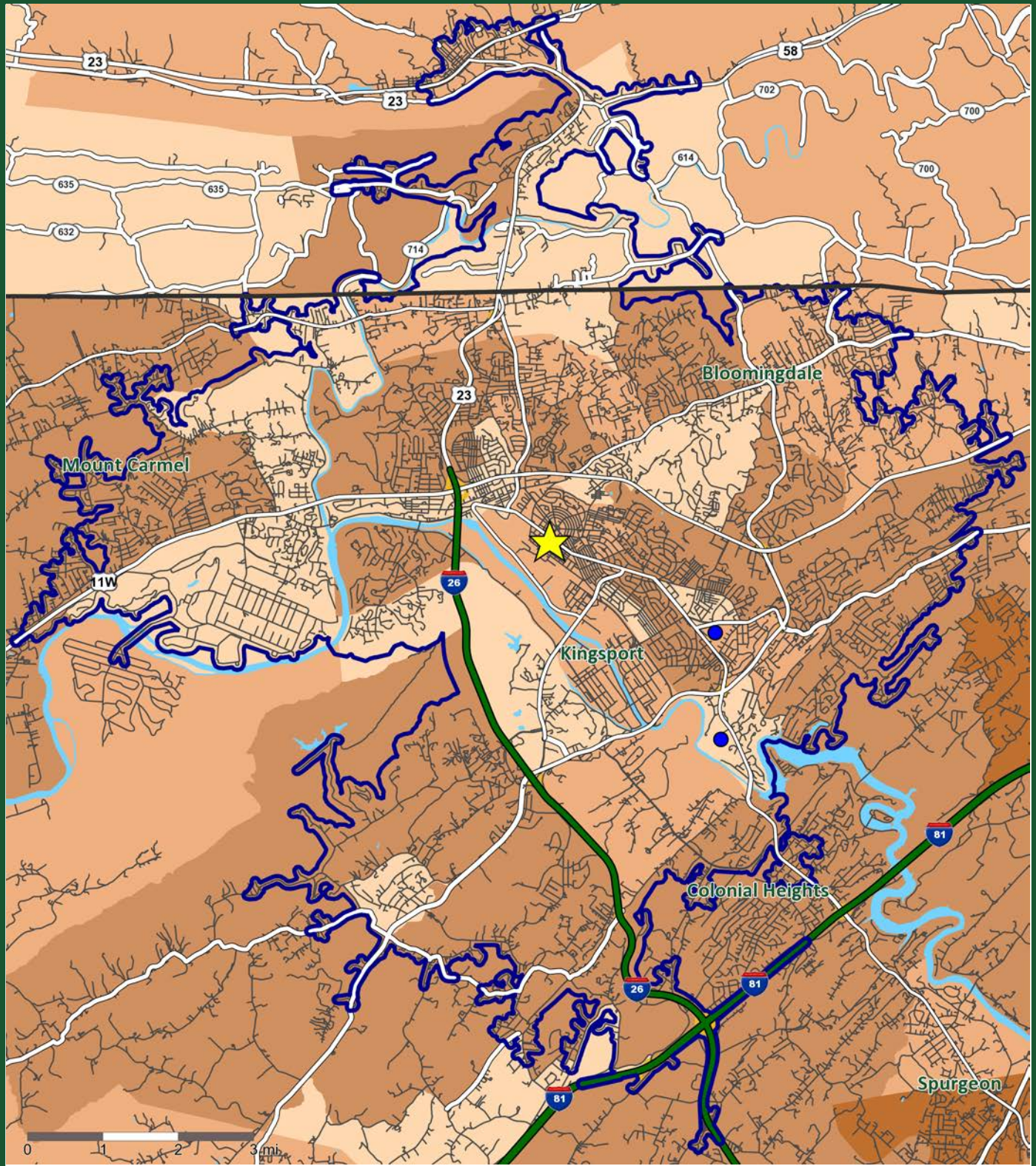


**Retail Centers**  
 GLA in thousands  
 ● 800+  
 ● 400 to 800

★ Proposed Retail Location  
 □ 15 Minute Trade Area

**Dominant Segment Households**  
 ● 1 Dot = 1 Household





### Anywhere, USA: Population



**Retail Centers**

GLA in thousands

- 800+
- 400 to 800

- ★ Proposed Retail Location

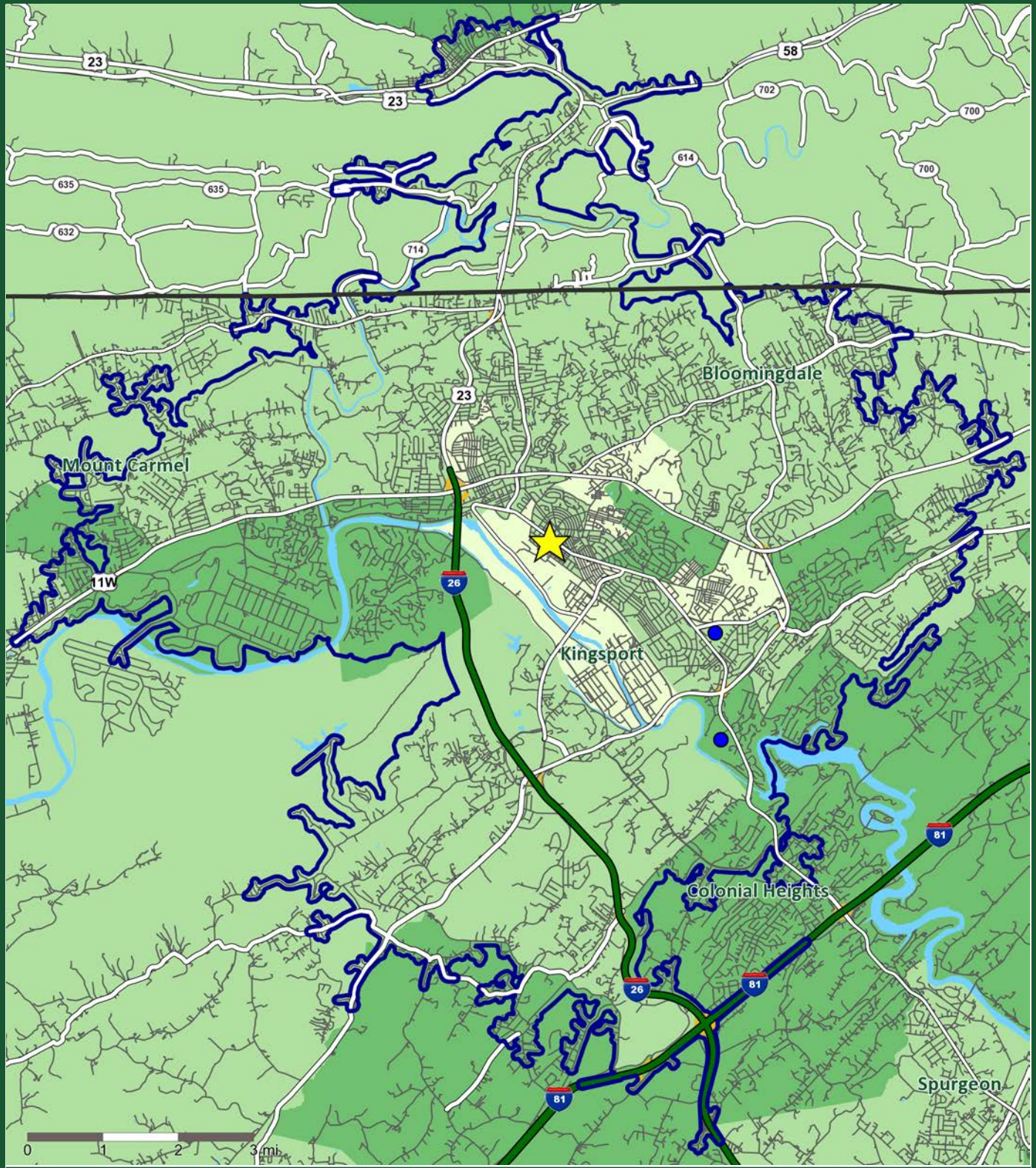
- 15 Minute Trade Area

**Estimated Population (2013)**

By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below





### Anywhere, USA: Household Income



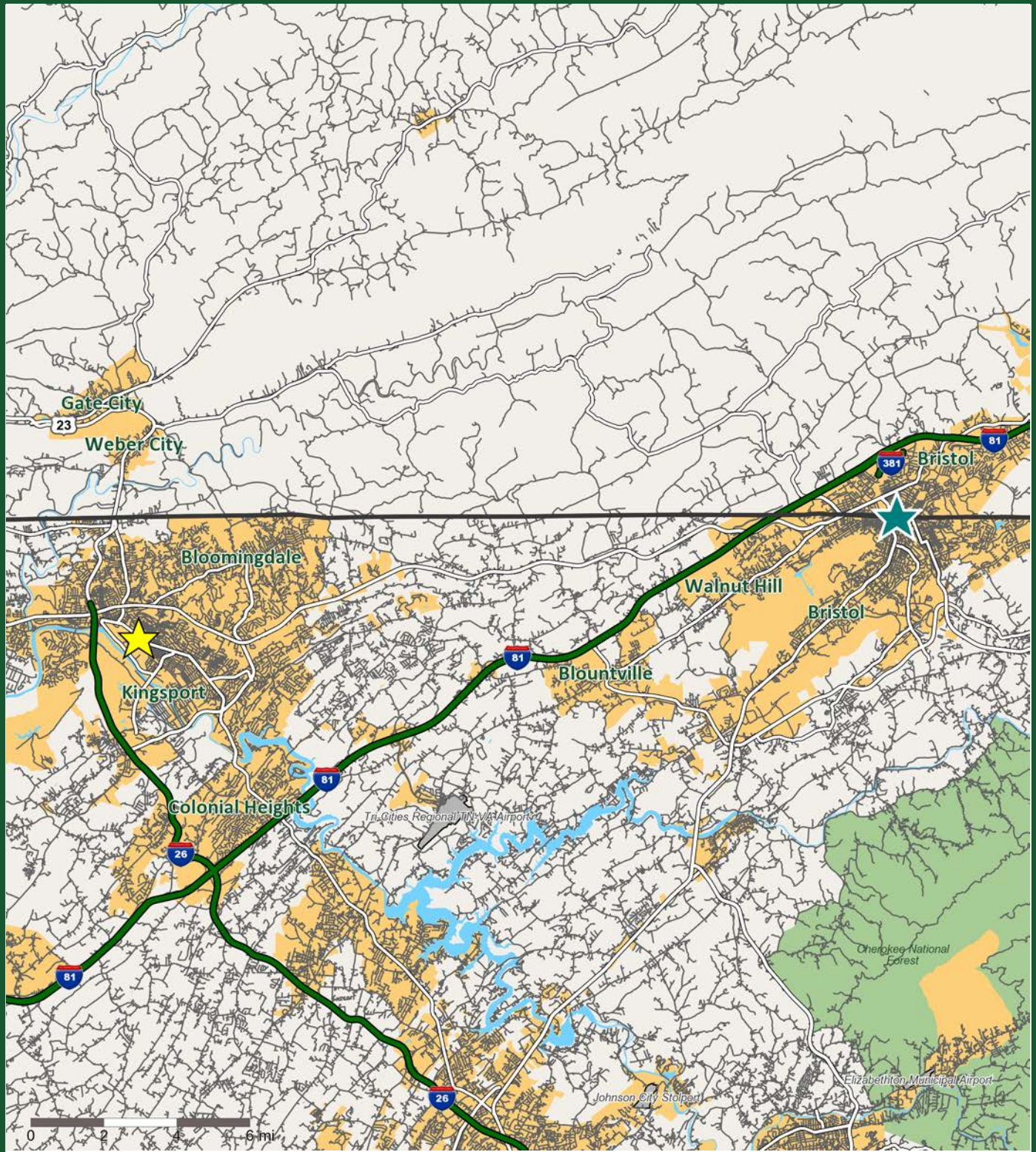
**Retail Centers**  
 GLA in thousands  
 ● 800+  
 ● 400 to 800

★ Proposed Retail Location  
 □ 15 Minute Trade Area

**Median Household Income**  
 By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below





**Anywhere, USA: Nearest Existing XYZ Retailer**

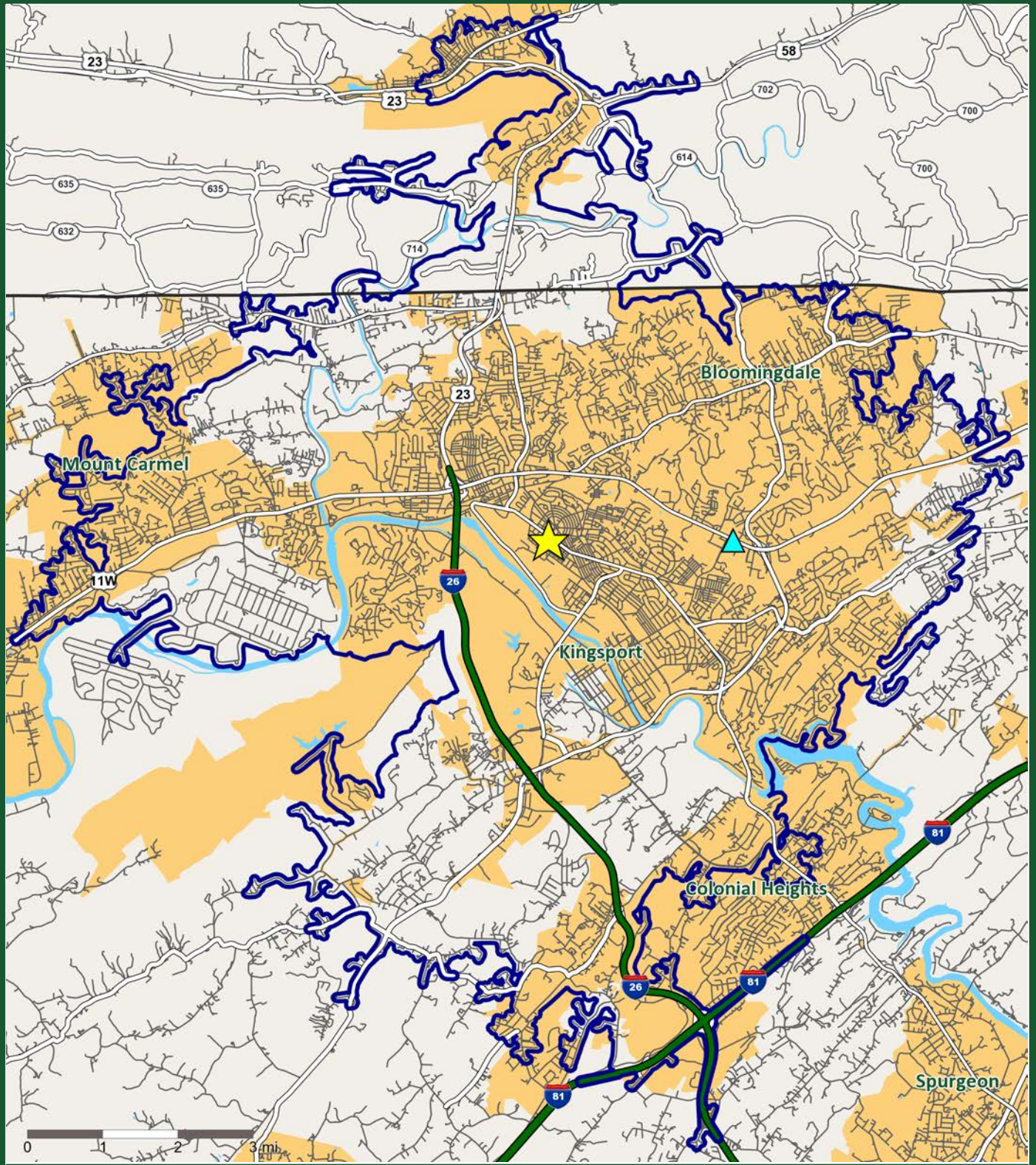


- ★ Proposed Retail Location
- ★ Nearest Existing Location
- ★ Other Existing Location

**Nearest Existing:**

629 STATE ST,  
 BRISTOL, VA 42401  
 27.4 miles (drive distance)



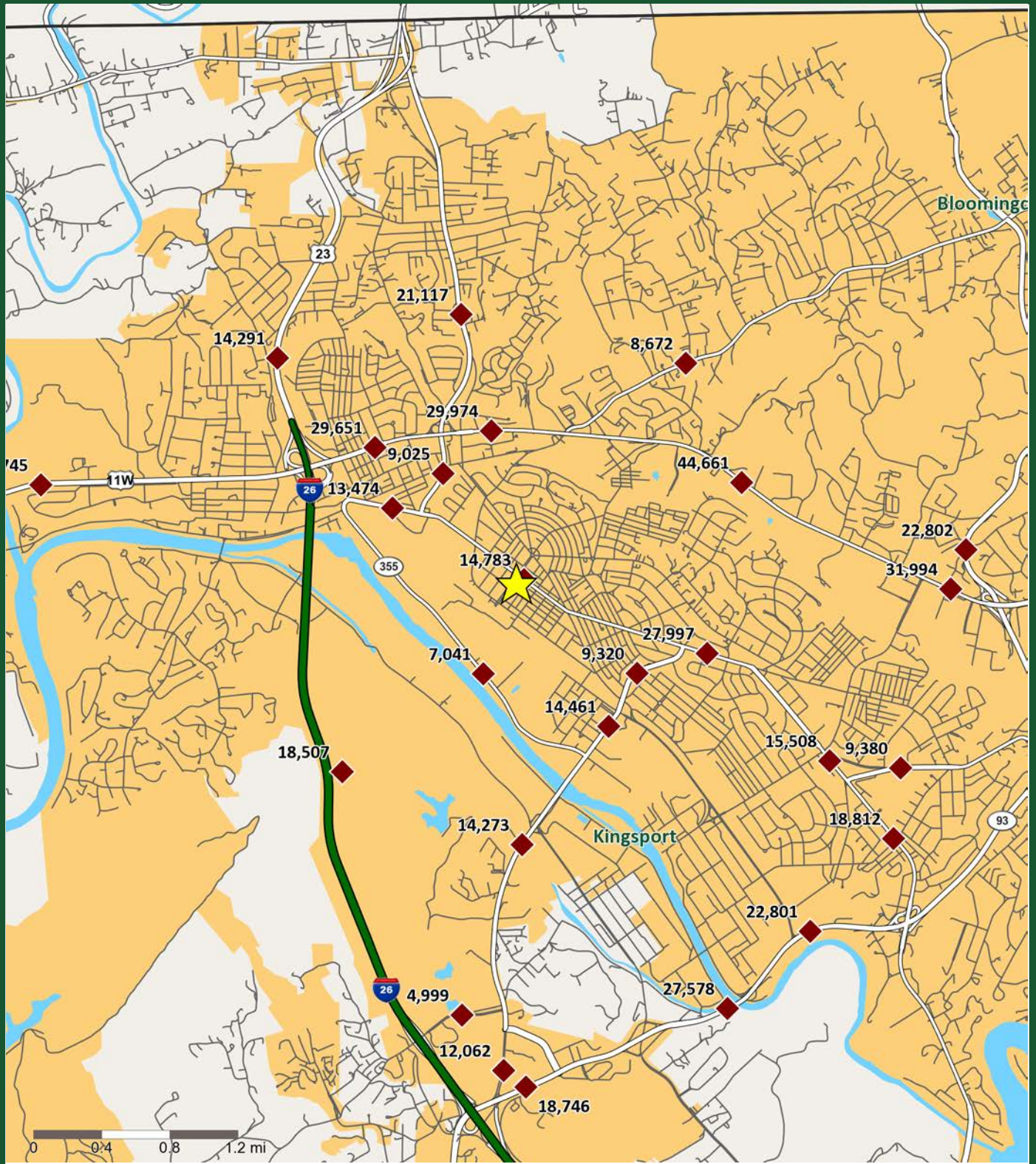


### Anywhere, USA: XYZ Retailer Competition



- ★ Proposed Retail Location
- ▲ Competitor 1
- 15 Minute Trade Area
- ★ Existing Location
- ▲ Competitor 2
- ★ Existing Location
- ▲ Competitor 3





### Anywhere, USA: Traffic Counts



★ Proposed Retail Location

◆ Average Daily Traffic Volume



## Contact Information

For further inquiry on the real estate opportunity for XYZ Retailer at this site location, please contact:

**John Doe**  
City Manager- XYZ City  
817.123.4567  
jdoe@xyzcity.gov

## About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

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