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Thank you for attending Retail Academy! The information provided to you was developed by retail real estate professionals who studied your market taking in to account thousands of data points. Within this package, you have:

## Hard Copy

- **The Retail Academy Deliverable:** a document that shows the Custom Trade Area, Data Highlights, Primary Real Estate Recruitment Zone, and Example Retail Prospects
- **Marketing Guide:** a document that highlights the key data and real estate attributes of the community to assist you in your retail recruitment efforts

## Jump Drive

- **Data** within the Jump Drive you have access to over three-thousand (3,000) data points taken from three (3) drive time geographies, three (3) radial geographies, and one (1) custom trade area. In addition to the data, all of the information we have provided to you is stored on this jump drive for your review
- **Real Estate & Recruitment Vocabulary:** a list of common terms and their definition
- **Retail & Restaurant Prospects:** Top prospects that should be targeting and considering markets in Tennessee
- **Tapestry Segmentations –** a psychographic analysis showing the type of consumer in your market from three different geographies
- **Retail & Restaurant Site Selection Criteria:** Site selection criteria for the retailers and restaurants
- **Certificate of Completion:** a certificate showing that your community completed the Retail Academy program.

In addition to the hard deliverables, today you will be taken through a course that will provide the critical knowledge as to how to use the information provided. Retail Recruitment is a marathon, not a sprint. Each community must use this information on a regular basis to generate real results. Hearing “no” is not a negative outcome. It is either an opportunity for you understand what value you need to show, or it is a critical piece of information for you to learn to understand what hurdles your community needs to overcome before a business would look to expand in to the market.

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**Custom Trade Area**

Featured within the deliverable is your Custom Trade Area which identifies the area where the majority of consumers are likely coming from to shop within your community. This does not mean everyone who could or does shop in your community. It means, the majority area where consumers are coming from to use your community for retail and restaurant needs. The Custom Trade Area was identified by utilizing Mobile Tracking Analysis which is an analysis that tracks consumers who have enabled their Location Services (GPS) on their phone. The analysis shows the likely home and likely work locations down to a one (1) square mile. In addition to the Mobile Tracking Analysis our professionals took in to account all physical retail locations within your geography.

**Retail Prospects**

The retail prospects were generated by looking at similar communities with similar Population, Daytime Population, and Median Household Income Levels in Tennessee and the surrounding states. We then combed each community to identify what retail and restaurant concepts were located in those communities but had not located within yours. These retailers and restaurants are featured in your "Retail Prospects" portion of your deliverable. However, these are not the only retailers and restaurants that you should be targeting. In addition to the prospects within your deliverable, we have added a list of the 130+ retailers and restaurants retail site selection criteria to your jump drive.

**Continued Support**

Following Retail Academy you will be contacted by our team quarterly with an invitation to attend a webinar specifically built for communities who have participated in Retail Academy. These webinars will answer common questions that we are hearing from your recruitment efforts and provide additional insight into retail real estate.

**Ongoing Implementation & Education**

It is imperative that each community utilize the information and education provided through Retail Academy on a regular basis. Each year we will be holding Retail Academy to update your information and provide additional education and support to assist in your economic development efforts.

# Elevator Pitch Guide

## Customization is Key

First impressions are critical, especially when it could be your first and final shot at pitching your market to a retailer. It is important to consider the retailers' site criteria by customizing your pitch to deliver the exact information they are seeking. Being prepared will prove that you have done your homework, and save everyone time in the long run.

## Sample Elevator Pitch:

(Your Town) has a residential population of (6,000), a daytime population of (3,200), and a median household income of ($40,000) in a 10 minute drive time. Our major retailers in town are (McDonalds), (Dollar Tree), and (Save-a-lot), drawing traffic counts on (major retail corridor Hwy) of (18,000) vehicles per day.

Our major employers are (Company 1 with 500 employees), (Company 2 with 450 employees), and (Company 3 with 100 employees). We have (3) schools in the (Your Town School System) with (900) students enrolled. (Your Town) Hospital employs (500) individuals and has (120) beds. Currently, we are showing (Your Town) has an overall leakage of ($5,000,000).

**Replace each parenthesis with your market information*

**When a Retailer is interested in your market they will ask for Site Specific Information.**
**You will want to be prepared with the following:**

- Available Land
    - Acreage
    - Location—Be Prepared to Show it on Aerial Map
    - Contact Information—Land Owner and/or Listing Agent
    - Traffic Count
    - Road Visibility

- Storefront Vacancies
    - Listing Agent's Contact Info
    - Available Square Footage
    - Co-Tenancy

## Sample Site Criteria

| Retailer | Radius | Pop | Income | Min SF | Max SF | Traffic Count |
|---|---|---|---|---|---|---|
| Dairy Queen | 5 (Drive Time) | 12500 | 40000 | 2000 | 3000 | 20000 |
| Popeye's | 2 | 45000 | 35000 | 2400 | 2800 | 28,000 |
| Burger King | 1 | 30000 | N/A | 1400 | 3500 | 25000 |
| Dollar Tree | 5 | 20000 | 25000 | 8000 | 12000 | Strong |
| Fred's | N/A | N/A | N/A | 12000 | 16000 | N/A |
| Save-A-Lot | 10 | 20000 | 40000 | 7500 | 10000 | N/A |

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# Deal Making Vocabulary

## Deal Making Terms

**BIDs or BIAs**: Business Improvement District or Business Improvement Area are non-profits funded through additional taxes to the local businesses within the defined area and provide additional services such as street cleaning, events, beautification and even capital improvement projects.

**Demographic Analysis:** Retailers and developers evaluate the vital statistics and socioeconomic facts of any given market area.

**ECDD**: Economic and Community Development Department is the municipal organization promoting and managing growth and development for a community.

**Economic development**: Creation of wealth through which community benefits are created.

**EDC**: Economic Development Corporations are non-profits that promote development within certain geographic areas.

**EIA**: Economic Incentive Agreement is an agreement between a municipal government and private partner to share the profits or municipal taxes generated by the development.

**GLA**: Gross Leasable Area is the amount of floor space that can be rented.

**LOI**: Letter of Intent is an outline of an agreement between two or more parties and is similar to a MOU (memorandum of understanding).

**NOI**: Net Operation Income is all the income minus all the expenses of a property.

**P3**: Public-Private Partnership, which may be within any industry when the public and private sectors collaborate on a project.



Sources: ICSC, NAREIT, "Barron's Dictionary of Real Estate Terms."

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# Deal Making Vocabulary

## Deal Making Terms

**RDA**: Re-Development Agreement between the public and private sector that outlines the terms of the partnership and the responsibilities of both parties.

**Retail Inventory**: Stock of all the types of retail available to any given market.

**Retail Leakage**: Results when community members spend money outside of their community or when money spent within the community is transferred out. This commonly happens when the retail needs of a community are not met.

**RFI**: Request for Information refers to basic facts about a project and is generally a first step.

**RFP/RFQ**: Request for Proposal or Request for Qualifications for any given project.

**Site Criteria**: The specific requirements (square footage, parking, building type, signage and demographics) a tenant desires to consider a location or site.

**Tenant Representative**: The brokerage firm that has been hired to exclusively find sites for a specific retailer within a certain geographic area.

**Triple Net Lease**: The tenant is responsible for all property tax, maintenance and insurance.

**VPD**: Vehicles per day

**Workforce**: Describes the labor pool of any given area.

**QSR**: Quick service restaurants or casual dining.



Sources: ICSC, NAREIT, "Barron's Dictionary of Real Estate Terms."

# Deal Making Vocabulary

## Deal Making Terms

**CAM:** Common Area Maintenance is charges paid by the tenant for the upkeep of areas designated for use and benefit of all tenants. CAM charges are common in shopping centers. Tenants are charged for parking lot maintenance, snow removal, and utilities.

**Cap Rate:** A percentage that relates the value of an income-producing property to its future income, expressed as net operating income divided by purchase price. Also referred to as *capitalization rate*.

**Ground Lease:** A lease of the land only. Usually the land is leased for a relatively long period of time to a tenant that constructs a building on the property. A land lease separates ownership of the land from ownership of buildings and improvements constructed on the land.

**REIT:** A Real Estate Investment Trust is an investment vehicle in which investors purchase certificates of ownership in the trust,
which in turn invests the money in real property and then distributes any profits to the investors. The trust is not subject to corporate income tax as long as it complies with the tax requirements for a REIT. Shareholders must include their share of the REIT's income in their personal tax returns.

**TI:** Preparation of leased premises prior to or during a tenant's occupancy, which may be paid for by either the landlord, the tenant, or both.

**LPTI:** Landlord Paid Tenant Improvements are the total cost (outlay) of necessary tenant improvements paid by the landlord netted against any contribution made by the tenant.

**TPTI:** Tenant Paid Tenant Improvements are the total cost (outlay) of necessary tenant improvements paid by the tenant netted against any allowance provided by the landlord.



Sources: ICSC, NAREIT, "Barron's Dictionary of Real Estate Terms."

# Deal Making Vocabulary

## Deal Making Terms

**TIF:** Tax Increment Financing is a public financing method that is used as a subsidy for redevelopment, infrastructure, and other community-improvement projects in many countries, including the United States.

**PILOT:** A PILOT is a payment in lieu of taxes (also sometimes abbreviated "PILT"), made to compensate a local government for some or all of the tax revenue that it loses because of the nature of the ownership or use of a particular piece of real property. Usually it relates to the foregone property tax revenue.

**Fast Casual Restaurant:** is a type of restaurant that does not offer full table service, but promises a higher quality of food with fewer frozen or processed ingredients than other fast food restaurants.

**Casual Dining:** is a restaurant that serves moderately-priced food in a casual atmosphere. Except for buffet-style restaurants, casual dining restaurants typically provide table service.

**End Cap:** End caps are the units at each end of a strip center. They are more desirable and usually get higher rents. They offer signage on two or even three sides and often have easier access from parking lots or outdoor patios and walkways.

**In-Line:** Refers to space between the End Caps in a strip center, or side-by-side in a center fronting the parking lot or street (as opposed to an interior mall space or stand-alone building).

**Hard Corner:** At an intersection, the hard corner is the lot that is right at the corner, with one edge on each road.

**Anchor:** A major tenant in a retail center. Usually a department store or major retail outfit like Walmart, which the landlord has strategically rented space to in order to draw in large crowds and funnel them into other stores within the center.



Sources: ICSC, NAREIT, "Barron's Dictionary of Real Estate Terms."

# Deal Making Vocabulary

## Deal Making Terms

**Strip Center:** A shopping center where stores are all in a line, with parking in front. Typical of a grocery store center.

**Regional Center:** This center type provides general merchandise (a large percentage of which is apparel) and services in full-depth and variety. Its main attractions are its anchors: traditional, mass merchant, discount department stores, or fashion specialty stores. A typical regional center is usually enclosed with an inward orientation of the stores connected by a common walkway and parking surrounds the outside perimeter.

**Lifestyle Center:** is a shopping center or mixed-used commercial development that combines the traditional retail functions of a shopping mall with leisure amenities oriented towards upscale consumers.

**Real Estate Manager:** is directly employed by the retailer. Their job consist of: identifying sites for new locations through market analysis, mapping, and touring markets. They also negotiating deal terms with the landowner/listing agent and facilitate store planning and construction to ensure the process runs smoothly.

**Real Estate Development:** is a multifaceted business process, encompassing activities that range from the renovation and re-lease of existing buildings to the purchase of raw land and the sale of developed land or parcels to others.

**Highest and Best Use:** A determination of the highest and best use of one or more sites (either vacant or as though vacant) or properties as improved by examining the profitability of all possible use scenarios (including renovation, rehabilitation, demolition, and replacement).

**Potential Rental Income:** The total amount of rental income for a property if it were 100 percent occupied and rented at competitive market rates.



Sources: ICSC, NAREIT, "Barron's Dictionary of Real Estate Terms."

# Deal Making Vocabulary

## Deal Making Terms

**Traffic Generators:** A business, retailer, or site that draws business to a given location. (For example, a large retail store/anchor in a regional shopping mall that generates traffic for smaller retail shops located within the mall or nearby.)

**Retail Trade Area Center Point:** The largest chain retailer in your community. (i.e.: Walmart, Dollar Store, Grocery Store)

**Big Box:** is a physically large retail establishment, usually part of a chain. They are located in large-scale buildings of more than 50,000 square feet. Walmart and Ikea are examples of big box retailers.

**Junior Box:** retailers that are smaller than the "Big Box" retailers in a shopping center. Ranging anywhere from 15,000 +/- square feet to 50,000 +/- square feet.

**Shop Space:** retailers that are not the main traffic drivers, and occupy fewer square feet than big box and junior box retailers.



Sources: ICSC, NAREIT, "Barron's Dictionary of Real Estate Terms."

# Real Estate Finance Terms

**accrued depreciation:** The actual depreciation of a property at a given date; the difference between the cost of replacement as of the date of appraisal and the present appraised market value.

**actual cash value:** The price property will bring in a fair market, after fair and reasonable efforts have been made to find the purchaser who will give the highest price. Also called fair cash value.

**amortization:** The process of recovering, over a stated period of time, a capital investment; the provision for the gradual liquidation of an obligation, usually by equal payments at regular intervals over a specific period of time.
arbitrage: Buying in one market while selling simultaneously in another to make a profit (minus transaction costs).

**capitalization:** The process of converting into a present value (obtaining present worth of) a series of anticipated future annual installments of income.

**capitalization rate:** The rate used to convert income into value.
compound interest: The interest on interest; interest earned during a given period is added to the principal and included in the next period's interest calculation.

**consumer price index:** Various statistical indexes gathered and published by the U.S. federal government as economic indicators.
cost approach: A method in which the value of a property is derived by estimating the replacement cost of the improvements, deducting the estimated depreciation, and adding the value of the land, as estimated by use of the market data approach.

# Real Estate Finance Terms

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**creative financing:** Any financing arrangement other than a traditional mortgage from a third-party lending institution.
debt service: The payments consisting of amortization and interest on a loan.

**depreciation:** A loss from the upper limit of value caused by deterioration and/or obsolescence.

**discount rate:** An interest rate commensurate with perceived risk; used to convert future payments or receipts to present value.

**DOWNREIT:** Similar to an UPREIT, with the difference lying in asset holdings. Most of a DOWNREIT's holdings are in property, whereas with UPREITs assets lie in Operating Partnership Units.

**equity:** The net value of a property, obtained by subtracting from its total value all liens and other charges against it. The term is frequently applied to the value of the owner's (as opposed to the lender's) interest in property in excess of all claims and liens.

**funds from operations:** Net income, excluding gains (or losses) from debt restructuring and sales of property, plus depreciation and amortization, and after adjustments for unconsolidated partnerships and joint ventures. Adjustments for unconsolidated partnerships and joint ventures are calculated to reflect funds from operations on the same basis.

# Real Estate Finance Terms

**income approach:** An appraisal technique in which the anticipated net income is processed to indicate the capital amount of the investment that produces it.
leverage: The use of borrowed funds to complete an investment transaction. The higher the proportion of borrowed funds used to make the investment, the higher the leverage and the lower the proportion of equity funds.
market sales approach: An appraisal technique in which the market value estimate is predicated upon prices paid in actual market transactions and current listings.

**market value:** The price to expect if a reasonable time is allowed to find a purchaser and if both seller and prospective buyer are fully informed. Market value connotes what a property is actually worth and for what market price it might sell.

**mortgage constant:** The total annual payment of principal and interest (annual debt service) on a level-payment amortized mortgage, expressed as a percentage of the initial principal amount of the loan.
multiple percentage rates: A lease agreement in which the percentage rent rate changes at various increments of sales.

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**net operating income:** The income after deducting from gross income the operating expenses, including property taxes; insurance; utilities; management fees; heating and cooling expenses; repairs and maintenance; and replacement of equipment.

**operating expenses:** Generally speaking, all expenses, occurring periodically, that are necessary to produce net income before depreciation. Under some conditions these expenses are placed in two categories: operating expenses and fixed charges.



Sources: ICSC, NAREIT, "Barron's Dictionary of Real Estate Terms."

**recapture rate:** The annual rate at which capital investment is returned to an investor over a specified period of time; the annual amount, apart from interest or return on interest (compound interest), that can be recaptured from an investment. Also called capital recovery rate.

real estate investment trust (REIT): A company dedicated to owning and, in most cases, operating income-producing real estate, such as apartments, shopping centers, offices and warehouses. Some REITs are also engaged in financing real estate. To be a REIT, a company is legally required to pay virtually all of its taxable income (95%) to its shareholders every year.

**time value of money:** The concept underlying compound interest: that a dollar received today is worth more than a dollar in the future, due to opportunity, cost, inflation and certainty of payment.

**UPREIT:** In the typical umbrella partnership real estate investment trust (UPREIT), the partners of an existing partnership and a newly formed REIT become partners in a new partnership termed the operating partnership. For their respective interests in the operating partnership (units), the partners contribute the properties from the existing partnership and the REIT contributes the cash proceeds from its public offering. The REIT typically is the general partner and majority owner of the operating partnership units.

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# Research Summary

The Retail Academy research binder contains many detailed reports about your community.
In this summary we will examine several key report types and provide a brief description of what they mean, why they are important, and how you can use them to aid the retail recruitment process.

## Radius Rings, Drive Times, and the Custom Trade Area

You may notice that your binder has similar reports grouped by “Drive Time”, “Radius Rings,” and “Custom Trade Area.” These are three ways of measuring something called a **Trade Area.** A Trade Area is the geographic area from which a community generates the majority of its customers.  They can be the areas around malls, shopping centers, roads with clusters of retailers, or a combination of these. Drive Times, Radius Rings, and the Custom Trade Area help us to take a “snapshot” of the demographics within your Trade Area to reveal facts about the people who live there and the commerce that takes place within it. Typically, a **Radius Ring** measures a 3, 5, or 10 mile circle around the center of a trade area. This is useful for forming quick estimates about the characteristics of a given Trade Area. However, it is rare that true Trade Areas are set up in perfect circles, which is why we also measure demographics using Drive Times. **Drive Time** demographics show any area you can drive to in 5, 10, or 15 minutes from a defined starting point at the center of the Trade Area. This can help you to estimate traffic patterns and potential customers within a Trade Area. If you could drive to a desirable Trade Area within 10 or 15 minutes, for example, it is likely that this could be a shopping destination for you. A **Custom Trade Area** is a specialized approximation of the size and shape of your Trade Area. Your Custom Trade Area is created using local knowledge of consumer traffic patterns, the Radius Ring and Drive Time reports, and the UberRetail Map. Custom Trade Area reports are an accurate way of assessing the demographics and consumer data of the people who live, work, and shop in your Trade Area.

## UberRetail Map

The **UberRetail** report uses data collected from cell phone users who have agreed within their apps and phone settings to enable location information. The colored squares indicate the home locations of people who visit a particular business in your Trade Area. This allows you to see how far people are currently willing to drive from their homes in order to visit your Trade Area. The color of the square shows the density of the population travelling from a given area. This data can be particularly useful in determining your exact Trade Area based on visitors travel patterns that is not confined by radius rings or drive times.

## Pop Stats Population Summary

The first report you will find in your binder is a **Population Summary**. This summary displays basic facts about the people living in your Trade Area, including population, ethnicity, age distribution, and education level. These facts are important because they help define the Target Market of your Trade Area. A **Target Market** is the “type” of customer that a retailer wants to attract to their store. Some retailers prefer an aging demographic with high disposable income, while others prefer markets with a high Hispanic population or a market with a lot of young professionals. You can use these population reports as a way to describe to retailers what kind of people live in your Trade Area in order to attract retailers that your market demographics.

**Current Year Estimates Quarterly Historical Trend**

This report measures the changes in population within your Trade Area over time. Using this report, you can see how many people move into and out of the Trade Area during each quarter of the year. Besides permanent residents who enter or leave the area, the report also tracks Transient and Seasonal population. **Transient** visitors come to the Trade Area for a short trip, perhaps on holiday, for work, or to visit family. A transient visit lasts between one night and six weeks. **Seasonal** visitors make an extended stay in the trade area (generally 2-6 months) but do not change their permanent residence to the Trade Area. Seasonal visitors can include students who study at college or people visiting a second home for a season of the year.

You can use this report to better understand the population characteristics of your Trade Area. A tourist attraction, for instance, will show large numbers of transient visitors, which might have gone unnoticed on the Population Summary Report. College towns or residential areas high in retirees might see significant Seasonal population changes. This information is very important to retailers, who tailor their business to the specific needs of the Trade Area population and who often benefit from high numbers of Transient or Seasonal visitors.

**Current Year, Five Year, and Ten Year Population Estimates**

Each report in this group summarizes the population within your Trade Area according to a specific factor: Age and Sex, Education, Ethnicity, Industry, Occupation, Household Income, and more. Some reports give information on the current year, and several of them project up to five or ten years in advance. You can use these reports to understand and predict the retail needs that your trade area has. The data can be used to explain certain retail trends that currently exist in your Trade Area, as well as to identify gaps in your retail coverage. Of particular importance is **Five Year Estimated Households by Household Income.** This report shows the median and average household income of the population within the trade area, which are very important factors in retail recruitment. Using this report, you can make a case to retailers that the people in your Trade Area will 1) express a demand for their product, and 2) be able to afford their product or service. The good news is that no matter what income levels your Trade Area supports, there will be a retailer whose product is a good fit for your demographic.

**STI: WorkPlace Establishments**

The Establishments report catalogues each of the business establishments within your trade area according to the North American Industry Classification System, or **NAICS**. There is a unique NAICS code for each type of business in the U.S., and this report tabulates each one that is in your Trade Area, along with the number of employees in each establishment type. The report further divides workers by work type according to the familiar "blue collar" and "white collar" categories. This report is important because retailers need to recruit employees from existing labor pools, but also because certain retailers market goods and services to white collar workers, while others prefer a blue collar customer. This report can help you build a strong case for retail in your Trade Area based on its unique mix of employment types.

**STI: WorkPlace Daytime Population**

The Daytime Population report describes how many people are in your Trade Area during daytime hours. **Daytime Population** includes employed workers, children, retirees, homemakers, students, self-employed, and unemployed persons. Daytime Population can often be more informative than strict population estimates because it represents the number of people who come to your Trade Area daily to learn, work, and play.

**STI: Spending Patterns**

The next group of reports are Weekly Per Capita and Annual Spending Patterns reports. **Spending Patterns** show all of the different types of goods and services the Trade Area population purchases. **Weekly Per Capita Spending Patterns** calculate the weekly average expenditure of a household in each category, as well as the percent of total expenditure that each category represents.

**Annual Spending Patterns** show Household Aggregate and Percent Aggregate expenditures as well, but they also include Trade Area Aggregate spending and a Market Index to USA variable. The **Aggregate Expenditure Estimate** represents the sum total of spending on a particular category during one year in the Trade Area. The **Market Index to USA** variable describes how the spending in your Trade Area compares to the national average of spending in a particular category. For instance, if the Market Index of Women and Girls Apparel is 90, that means that spending on Women and Girls Apparel in your Trade Area is 90% of the national average of spending in that category. Likewise, if the Market Index for Education in your Trade area is 120, then spending on education in your area exceeds the national average by 20%. This report can help you identify growing markets in your Trade Area.

**STI: Spending Patterns Historical**

At the end of both Weekly Per Capita and Annual Spending Patterns reports is a section called **STI: Spending Patterns Historical**. This report shows how spending in each of the categories from the previous reports has changed throughout the last 4-5 years. It is normal for some categories in your Trade Area to show a decrease in spending and for others to show an increase. You can use this information to identify growth markets for retail in your Trade Area and prove those markets to potential retailers, for whom market growth is key to success.

### STI: Market Outlook Opportunity Gap Report

The **Opportunity Gap Report** indicates which industries are attracting traffic to your Trade Area. This report has three important variables: Consumer Demand, Market Supply, and Opportunity Gap. **Consumer Demand** measures how much consumers in your Trade Area spent on a particular category during a given year. **Market Supply** shows the revenues earned by businesses of that category in the Trade Area – in other words, how much of that particular product your Trade Area sold. The **Opportunity Gap** variable can either show a Surplus or a Shortage. A **Surplus** occurs when Market Supply *exceeds* Consumer Demand in a particular product category. If a Trade Area shows a surplus, it means that customers from outside of the given Trade Area have traveled to the Trade Area to purchase goods in that product category. A **Shortage** occurs when Market Supply *is less than* consumer demand in a product category. This means that customers who live in the Trade Area are leaving the trade area to purchase goods of that type. Shortages are usually opportunities for growth. As the quantity and quality of goods in a category increases, Market Supply will gradually meet and exceed consumer demand as the Trade Area becomes an attraction to outsiders for that kind of product. The Opportunity Gap Report is a good indicator of the strengths and weaknesses of a particular Trade Area. This information can help you recruit retailers whose strengths match the opportunities that currently exist in your market.

### City Comparison Report

The City Comparison Report is a tool used to identify communities in the U.S. whose demographics closely match your community. This report takes into account such factors as State, Residential Population, Population Growth, Daytime Population, Median Household Income, Market Supply, and Retail Shopping Center Gross Leasable Area (GLA).

*Note: A Retail GLA of "0" does not mean that there is no leasable shopping center space in the given municipality. Our data source gathers this information from select municipalities in the US, but the list is not exhaustive – "0" indicates that no GLA data has currently been gathered on that community.*

From this list of "Peer Communities" you can assess how your Trade Area compares to similar areas across the country. The orange headings to the right of these variables indicate the quantity of every establishment type that can be found in each of the Peer Communities. This is not a comprehensive list, but instead represents a sampling of 500 national and regional brands that are often found in communities like yours throughout the U.S. This data can help you identify which market segments of your Trade Area show opportunities for growth.

### Tapestry Segmentation

Tapestry Segmentation involves dividing your Trade Area in up to 20 segments based upon 67 different personality traits, values, attitudes, interests, and lifestyles of consumers. This report functions like a "personality profile" for the market segments of your Trade Area, giving you an insight into the kind of goods and services that the consumer would most likely purchase and the kinds of industry that the Trade Area can support. Your specific report lists several consumer segments under the Tapestry Segment heading, and describes the total composition of your Trade Area in terms of percentages. The first column of percentages describes the unique make-up of your Trade Area, while the second column displays the corresponding percent of each segment in the U.S. as a whole. The **index** shows how similar your Tapestry Segmentation is to the general U.S. population. An index of 100 indicates that a particular Tapestry Segment exists in your Trade Area with the same proportions that it exists within the U.S. as a whole. Numbers below 100 indicate smaller proportions than the general U.S. population, and larger numbers denote larger proportions.