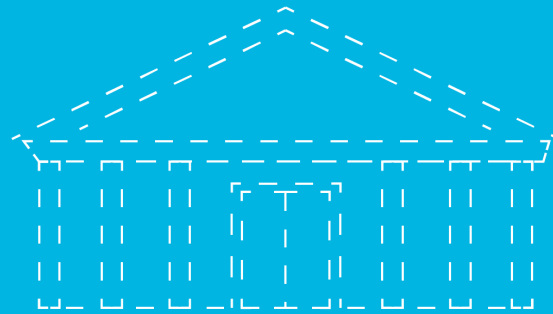




retail academy



Platteville, Wisconsin

Your Research



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RETAIL LEASE TRAC



NATION'S
Restaurant News

PlainVanillaShell

SN
SUPERMARKET NEWS



UberRetail

Research Partners &
Geographic
Information Systems

TETRAD The logo for TETRAD, consisting of the word "TETRAD" in a bold, dark blue font followed by a blue play button icon.

Sitewise

STDB

SitesUSA

REGIS
online

Discover: Research



where does all this information come from?

here are a few of the demographic data sources used



Discover: Research



You have at your disposal thousands of variables from population and household incomes to spending patterns by retail category.

The information covered in this document represents the key highlights for your community.

The following are the highlights from a data and analytic perspective.

Demographic Overview

Cell Phone Tracking Data

Customized Trade Area Analysis

Lifestyle Segmentation

Retail Gap Analysis

Peer Analysis



Residential Population Density

• 1 dot = 100

Daytime Employee Population Density

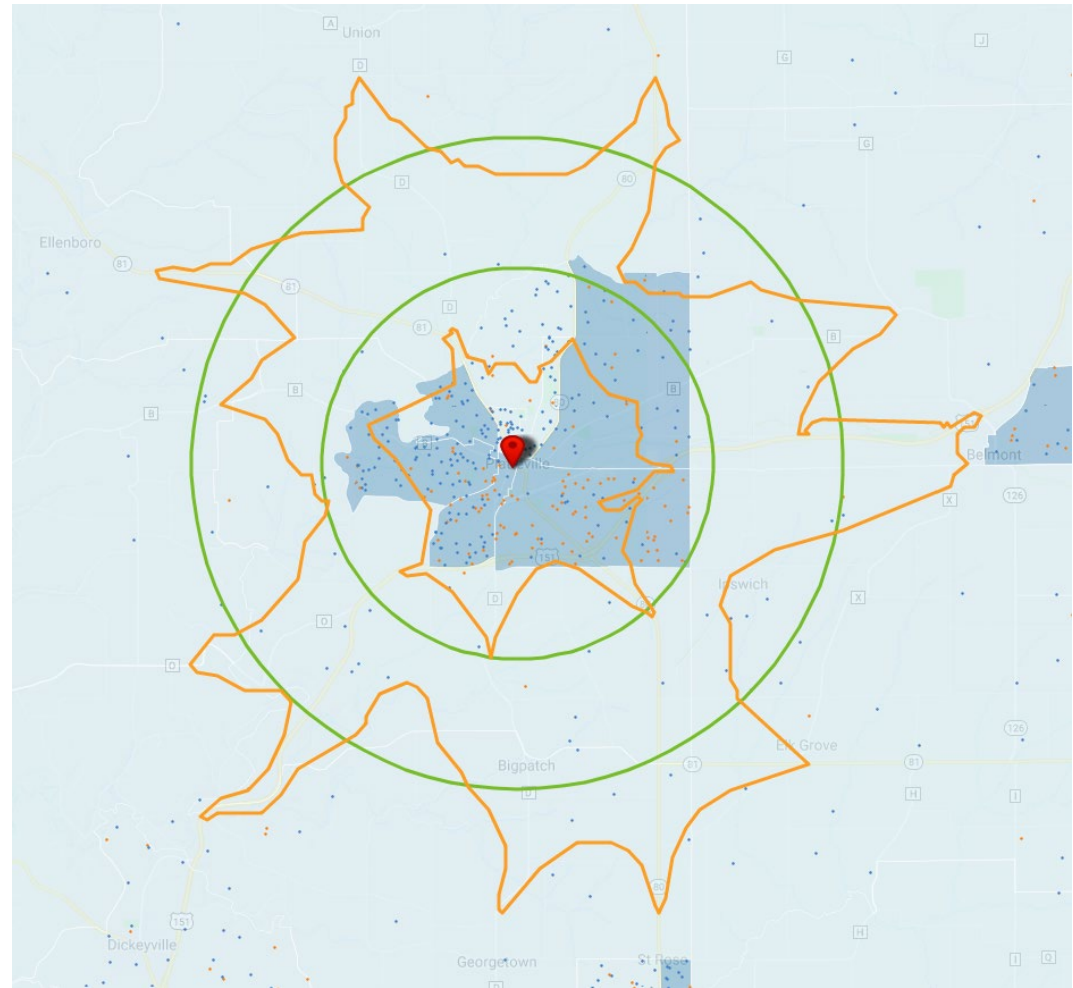
• 1 dot = 100

Median Household Income

- \$0-\$25,000
- \$25,000-\$50,000
- \$50,000-\$75,000
- \$75,000-\$100,000
- \$100,000-\$150,000
- > \$150,000

Study Area

- 3.00 mi
- 5.00 mi
- 0-5 min
- 0-10 min



Discover: Mile Radius and Drive Time Demographics



Category	Mile Radius			Drive Time		
	3-Mile Radius	5-Mile Radius	10-Mile Radius	5-Minute Drive Time	10-Minute Drive Time	15-Minute Drive Time
Current Year Estimated Population	10,439	14,052	21,731	1,892	14,537	19,902
Number of Households	4,015	4,687	7,620	862	4,954	7,058
Projected Annual Growth (5 YR)	1.80%	1.86%	1.90%	1.54%	1.87%	1.75%
Median HH Income 2018	\$46,877	\$48,134	\$51,191	\$41,294	\$48,241	\$50,346
Current Year Average Age	34.4	33.4	36.1	35.6	33.7	35.6
Average Home Value	\$183,871	\$187,691	\$189,791	\$170,906	\$184,838	\$184,284
Current Year % Bachelor's Degree	34%	33%	27%	30%	32%	29%
Daytime Population	23,332	24,867	30,424	3,645	25,299	29,956
Labor Force	9,138	12,409	18,600	1,585	12,786	17,103

Discover: Custom Trade Area



Mobile Data Collection

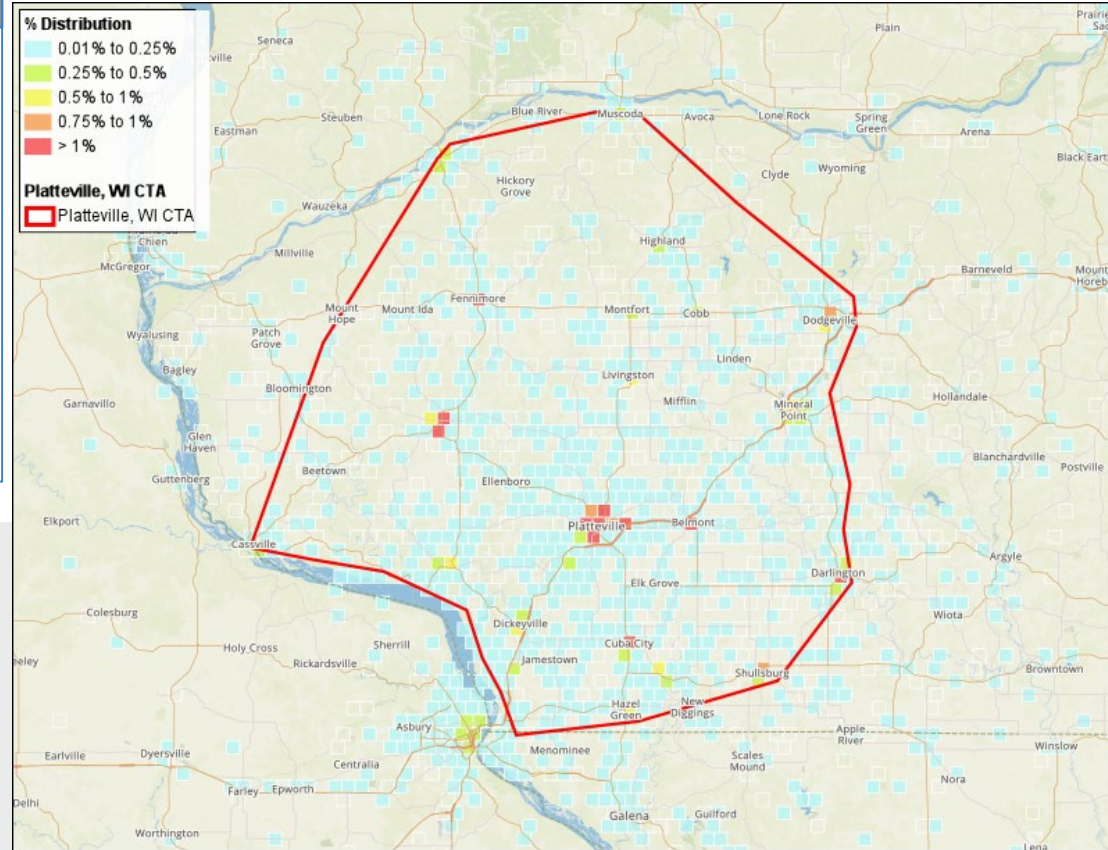
The Service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. The Service includes mobile phone data with latitude/longitude points that are accurate to approximately 20 feet. Data inputs are updated as quickly as every 24-hours. The data shown includes shopper who visited the defined location during the designated time period.



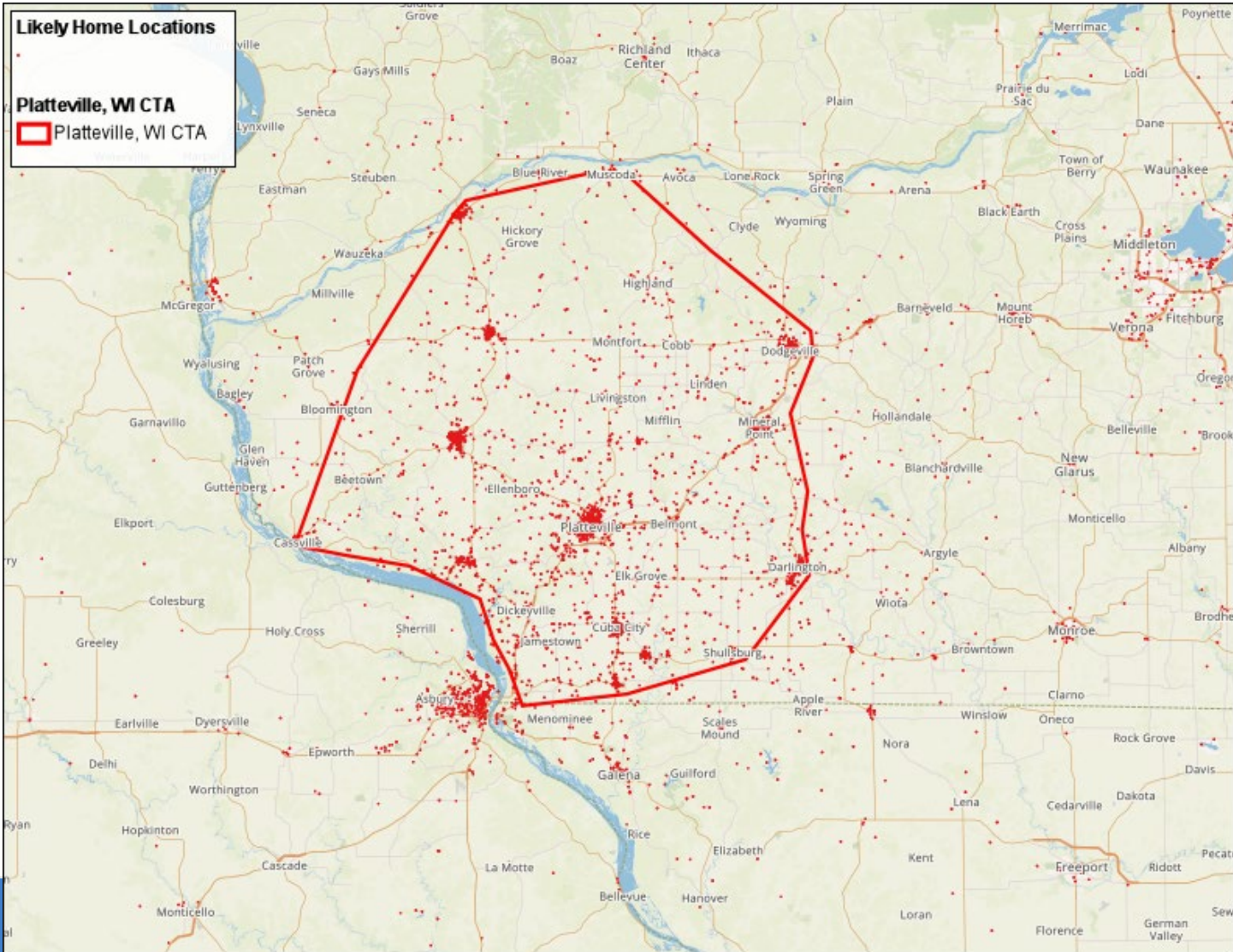
The location tracked was
Walmart

for the time period of
January 1, 2018 – January 1, 2019

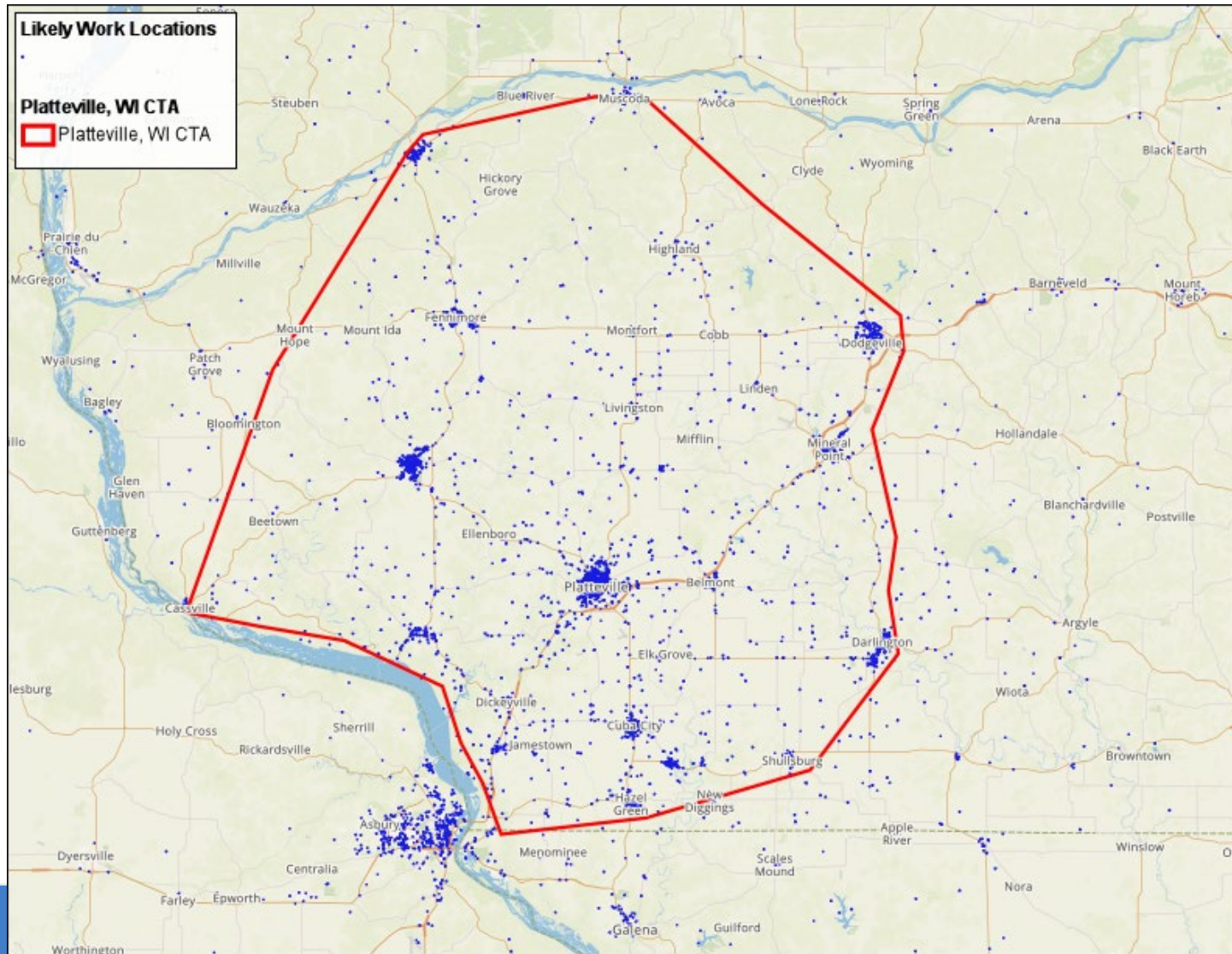
This tool is intended to support the trade area but does not solely define the trade area.



Discover: Custom Trade Area and Likely Home Locations



Discover: Custom Trade Area and Likely Work Locations



Discover: Custom Trade Area



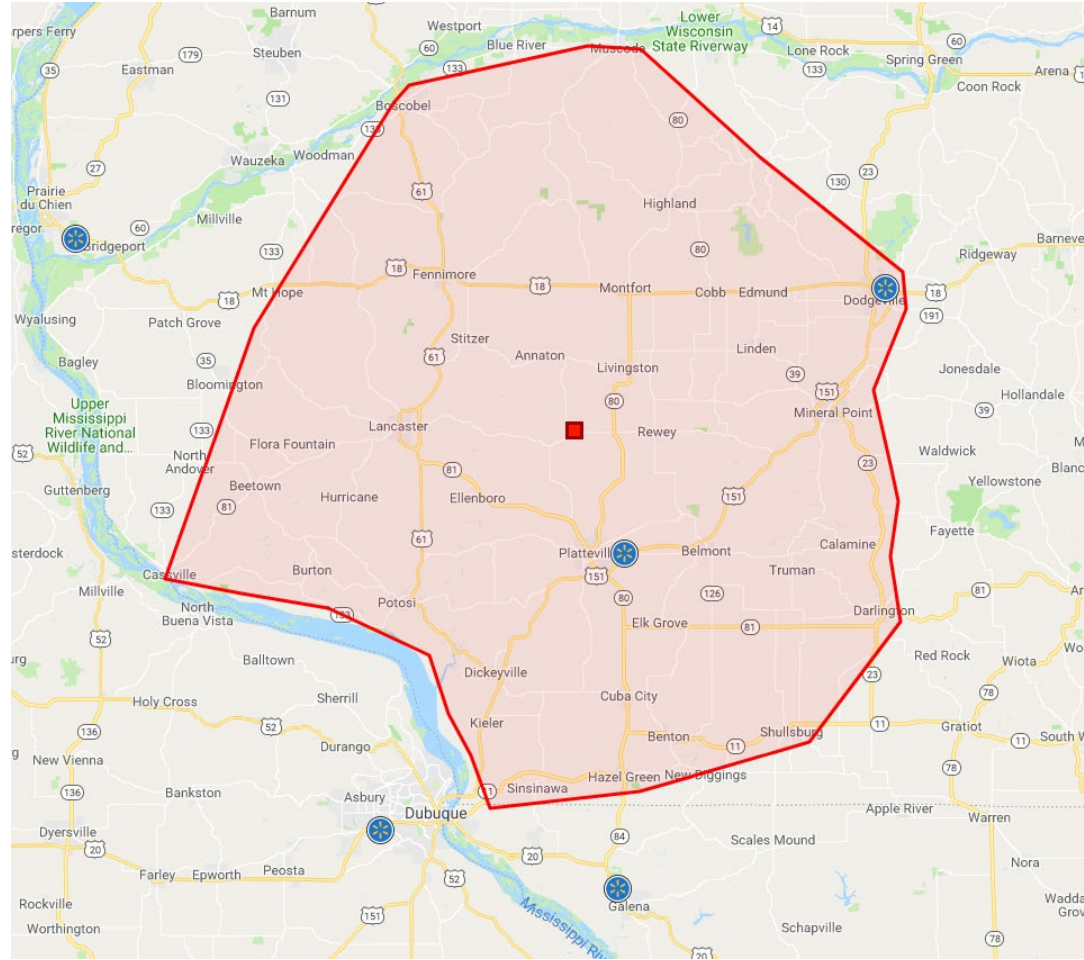
Customized Trade Area

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.

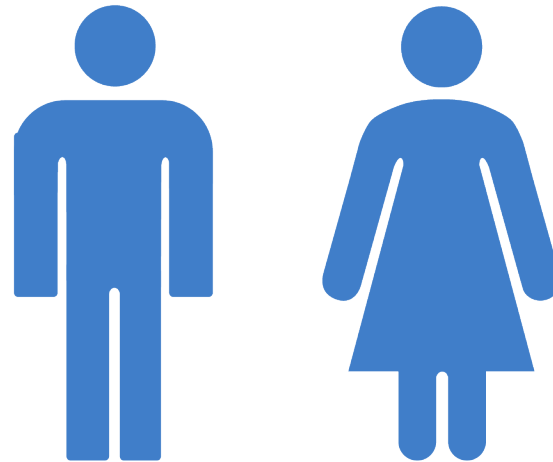
Each retailer will analyze their own trade area based on their existing stores, their competition and site selection criteria.





70,039

2018 estimated population



71,007
projected 2023 population

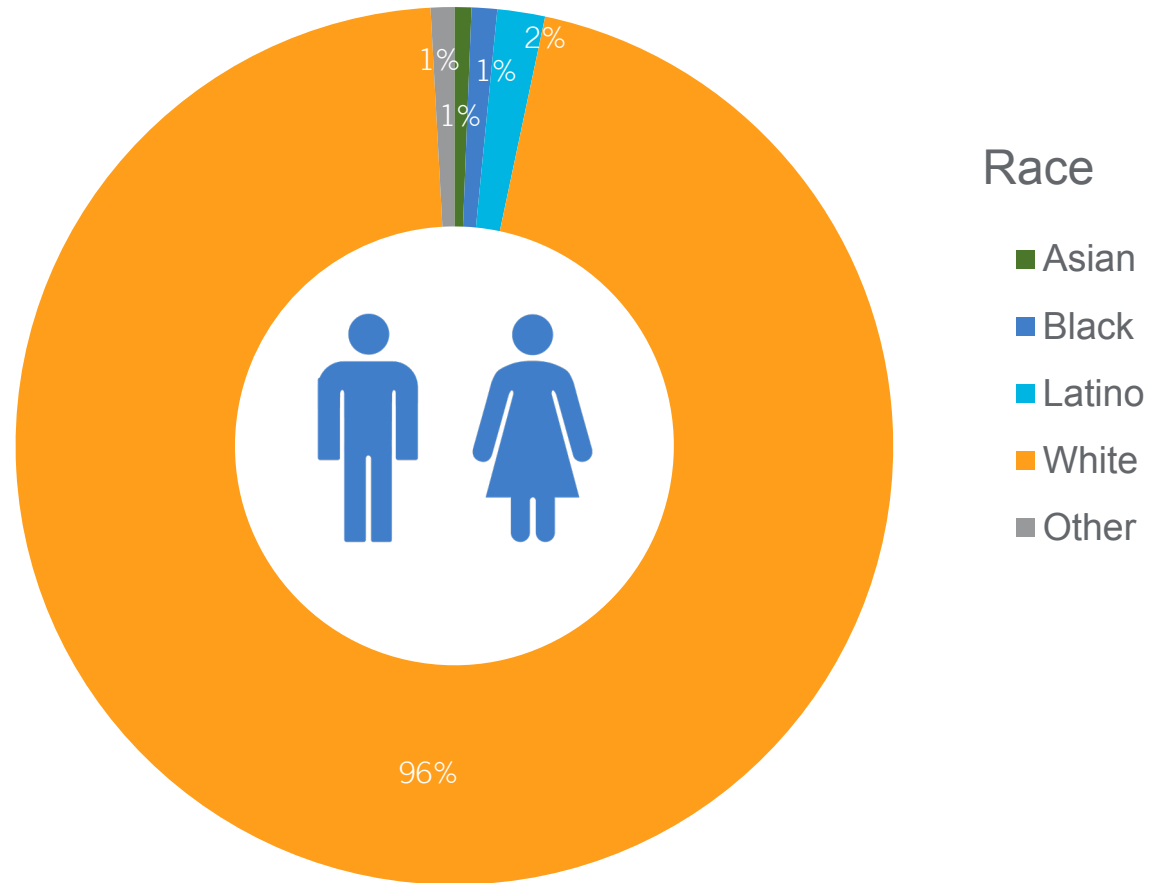
1.4%
projected growth rate
2018-2023

38

male average age

41

female average age

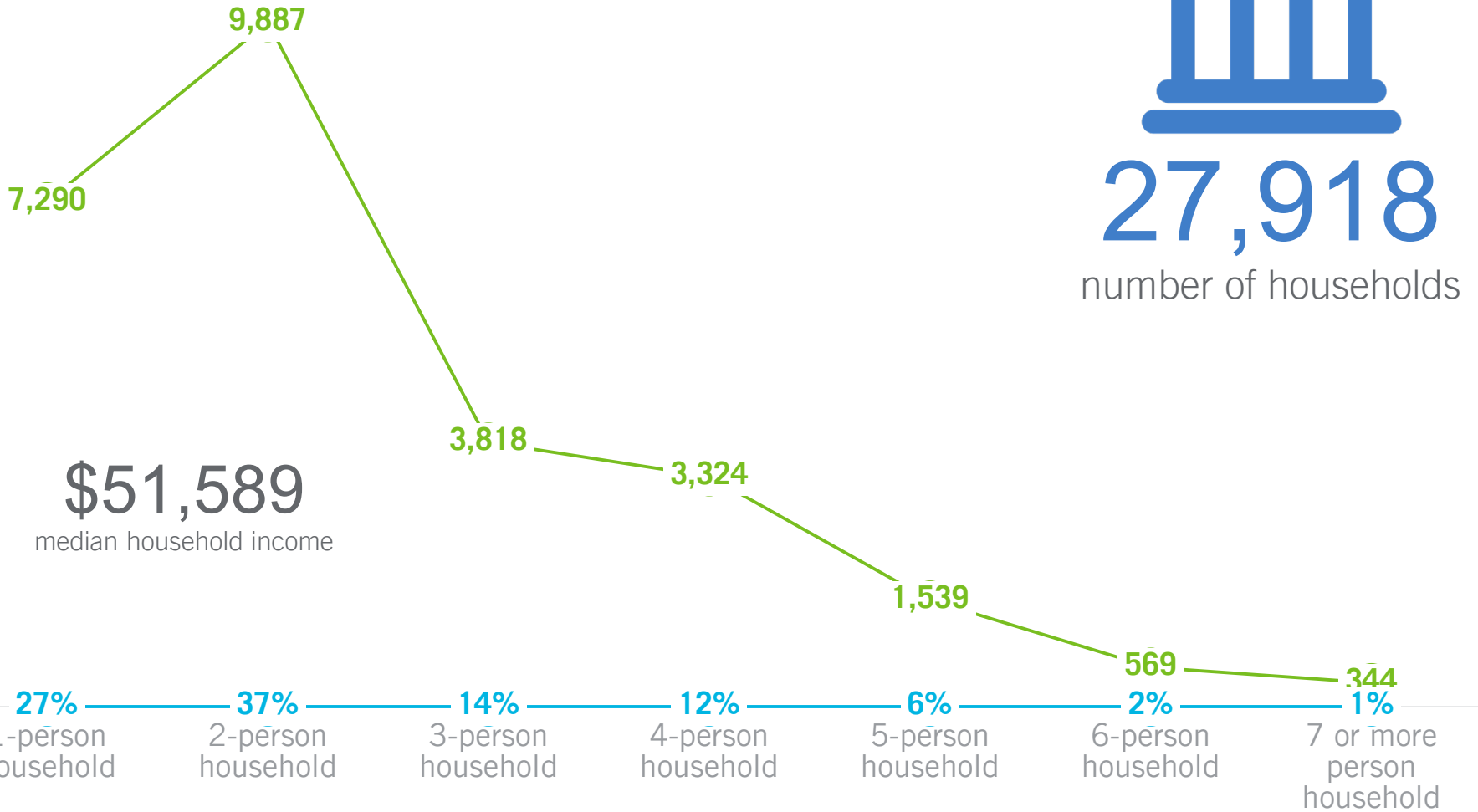


Discover: Custom Trade Area



27,918

number of households



\$51,589
median household income

27%
1-person household

37%
2-person household

14%
3-person household

12%
4-person household

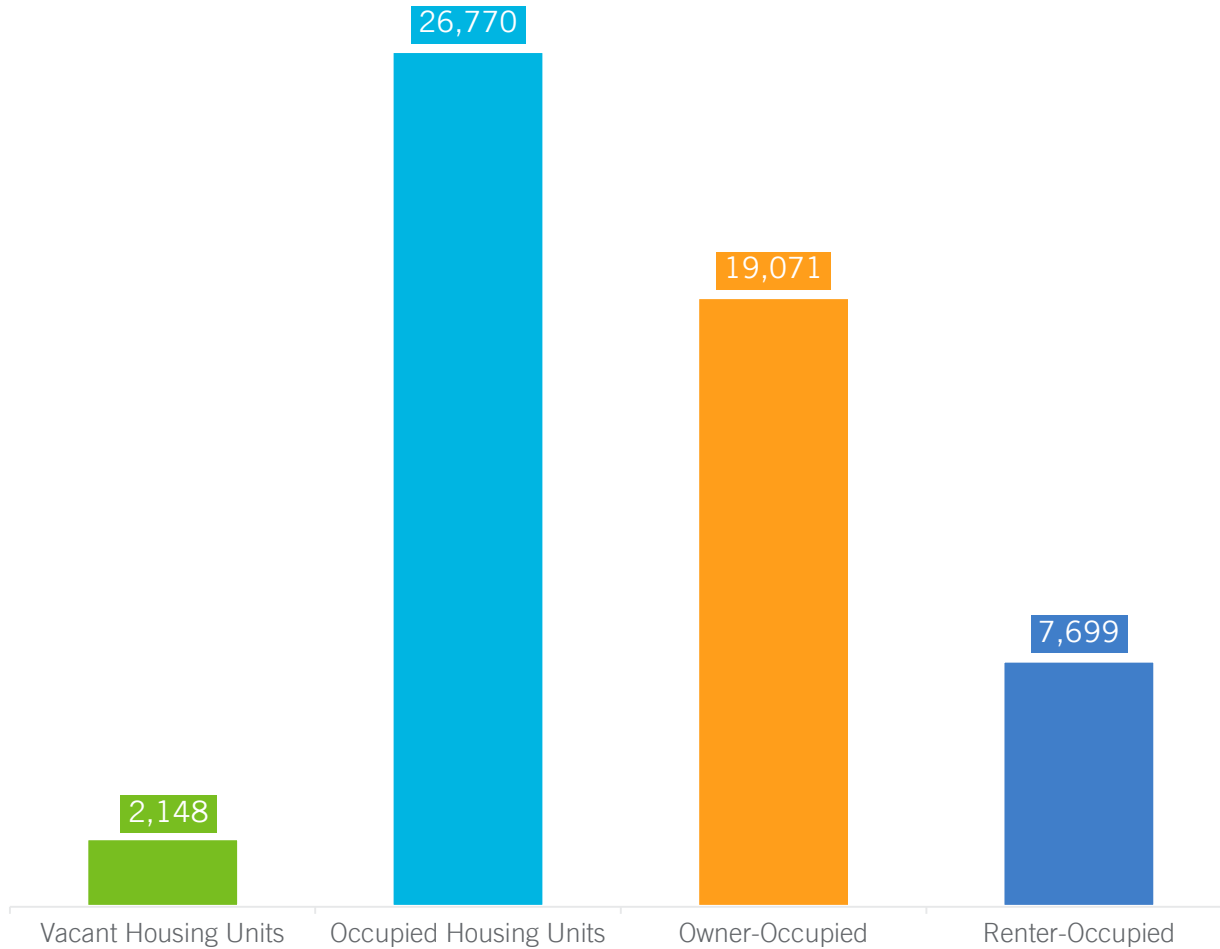
6%
5-person household

2%
6-person household

1%
7 or more person household



2018 ESTIMATED HOUSING UNITS BY TENURE



\$184,967

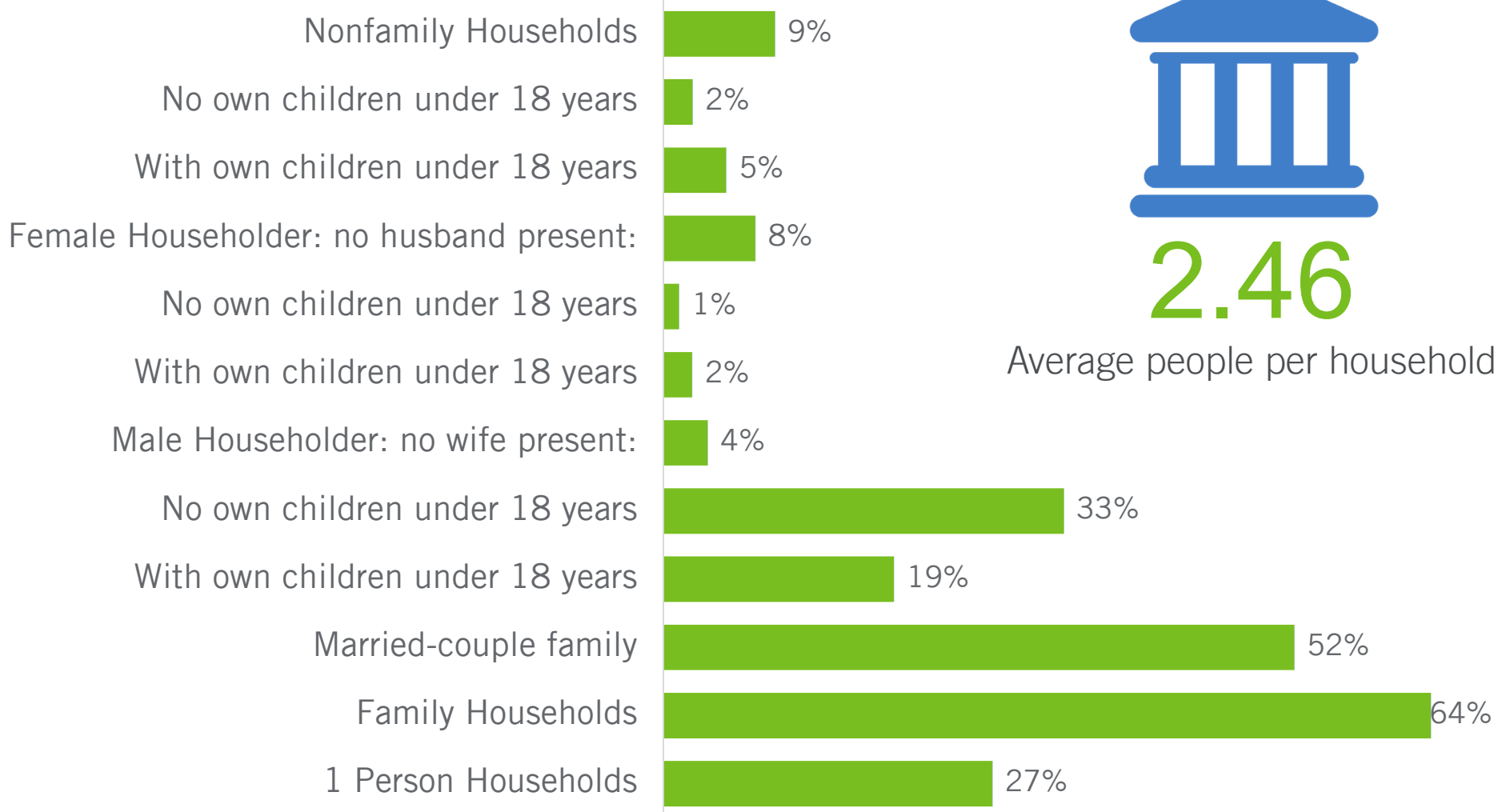
average housing unit value

Discover: Custom Trade Area



2.46

Average people per household

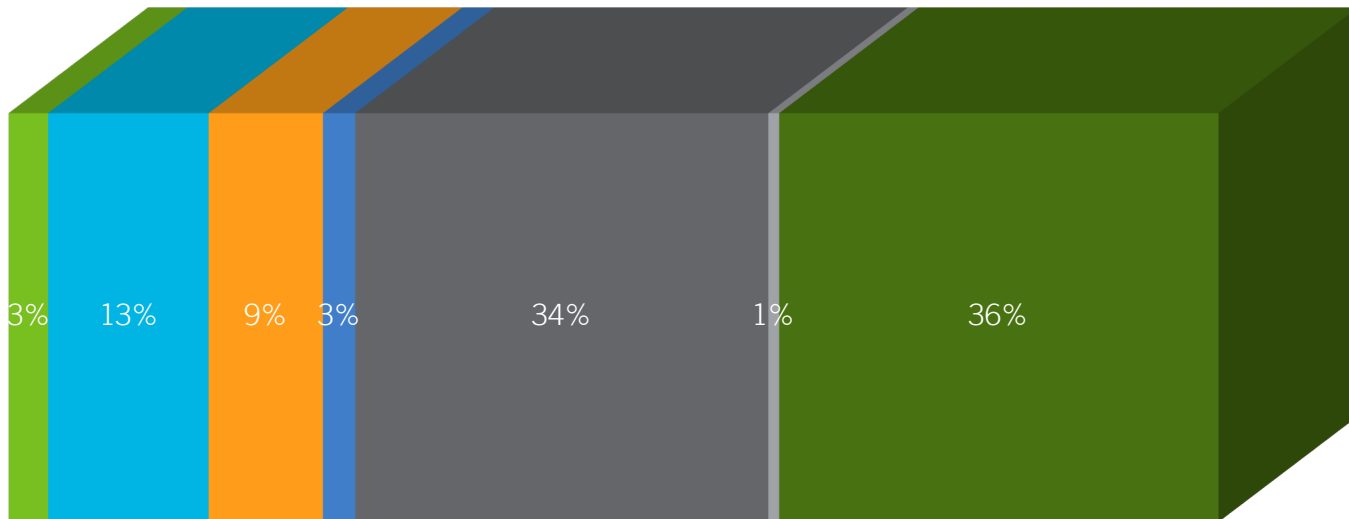


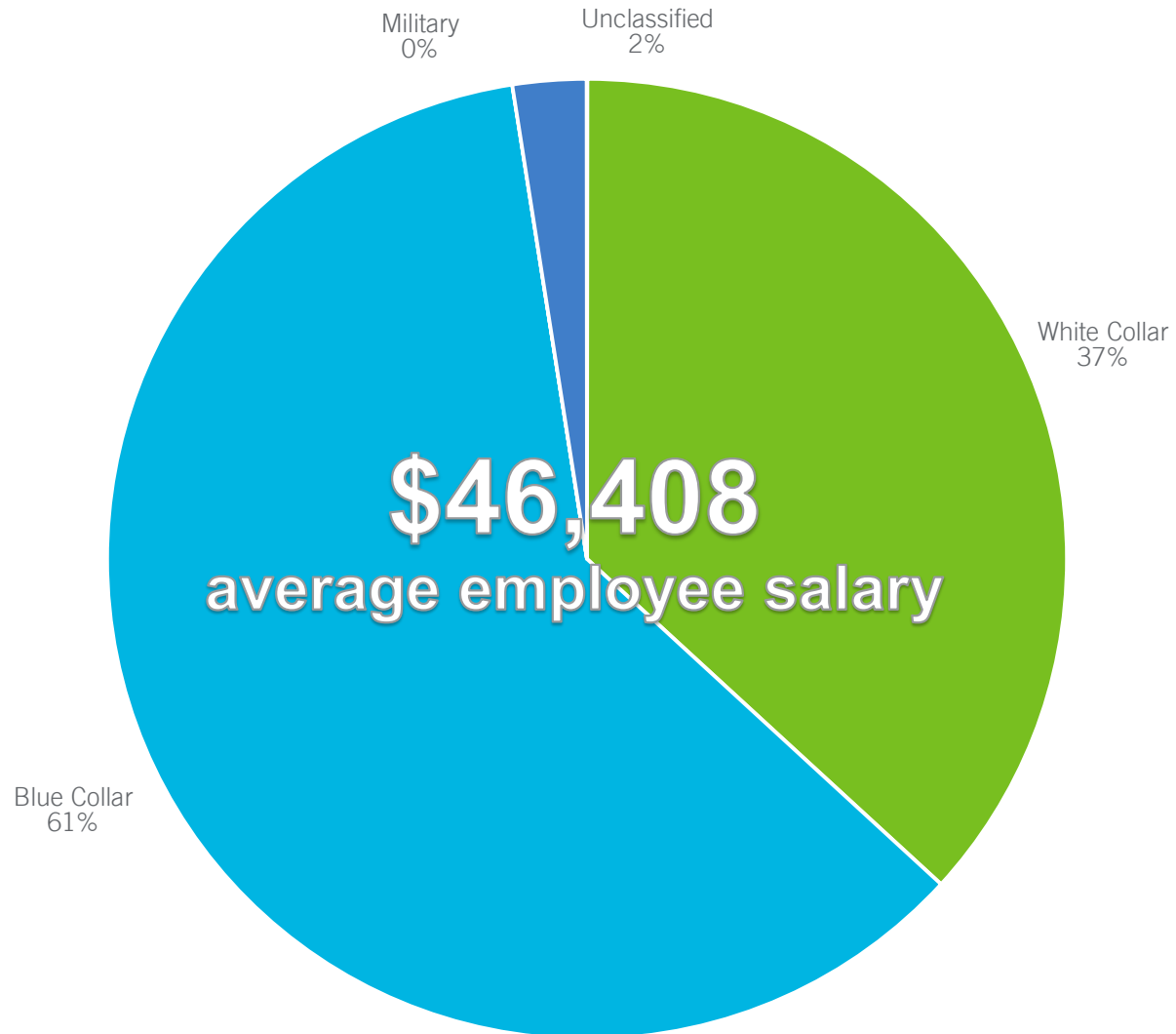


DAYTIME POPULATION

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

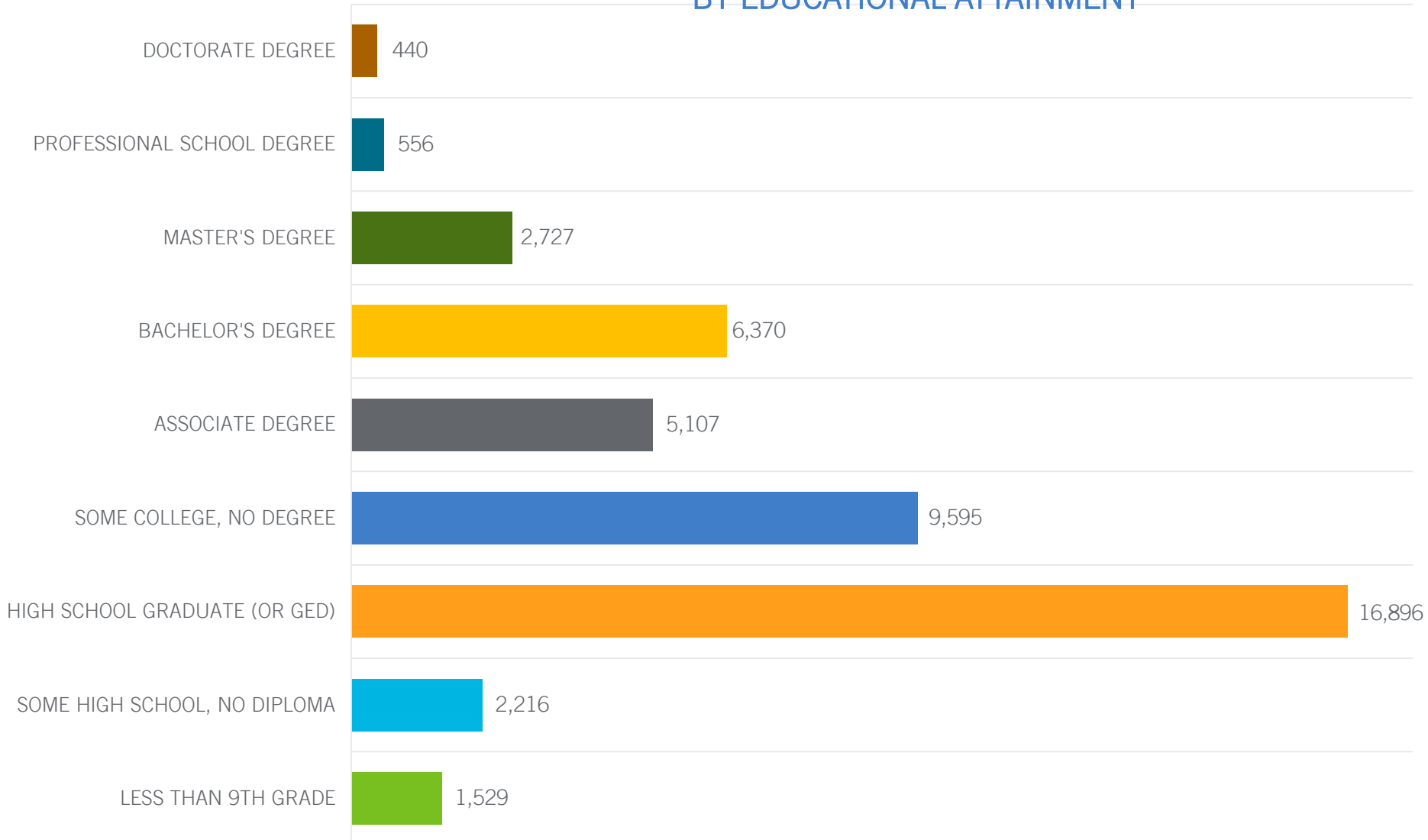
77,474 daytime population





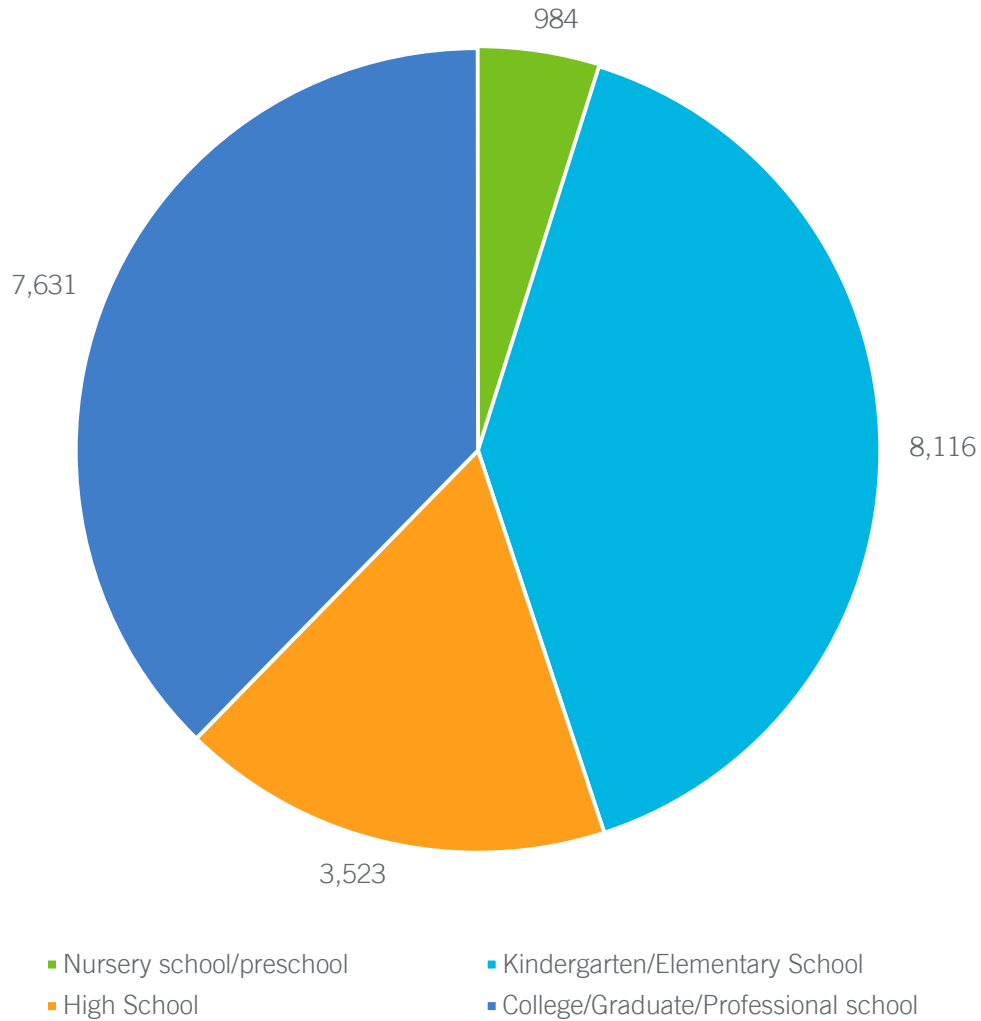


CURRENT YEAR ESTIMATED POPULATION AGE 25+ BY EDUCATIONAL ATTAINMENT





CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT





Lifestyle Reports allow BIG DATA to be summed up into a simple narrative on the personality of the majority of your households.

When asked to describe “Who is Platteville, WI?”, often times the community leadership describes themselves rather than the dominate personality of the area. Understanding consumer shopping patterns based on personality allow Retail strategies to better align the retail prospects with the purchasing patterns.

Selection of the variables used to identify consumer markets begins with data that includes household characteristics such as single person or family, income, relationships (married or multigenerational), and tenure; personal traits such as age, sex, education, employment, and marital status; and housing characteristics like home value or rent, type of housing (single family, apartment, town house, or mobile home), seasonal status, and owner costs relative to income. In essence, any characteristic that is likely to differentiate consumer spending and preferences is assessed for use in identifying consumer markets.



ESRI Tapestry Segmentation

is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous, externally heterogeneous market segments depict consumers' lifestyles and life stages. Tapestry Segmentation combines the "who" of lifestyle demography with the "where" of local geography to create a classification model with 67 distinct, behavioral market segments.

***Tapestry Segmentations available on Flash drive**

Discover: Research & Analytics

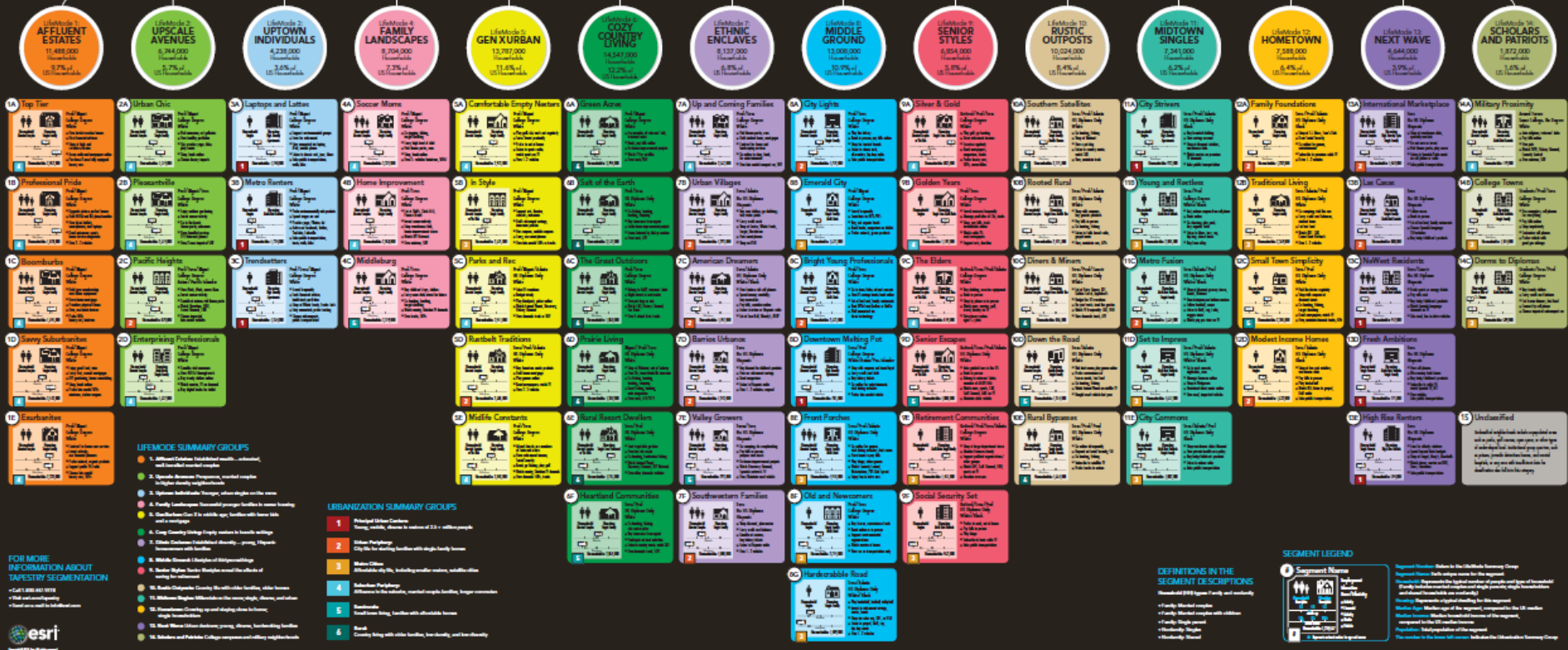


TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods



UNITED STATES OF AMERICA
 Total Population: 314,460,000 Median Income: \$31,000 Home Ownership Rate: 67%
 Total Households: 118,779,000 Median Net Worth: \$71,000 Average Household Size: 2.58
 Median Age: 37.6 Diversity Index: 62.1 Home Value: \$172,000

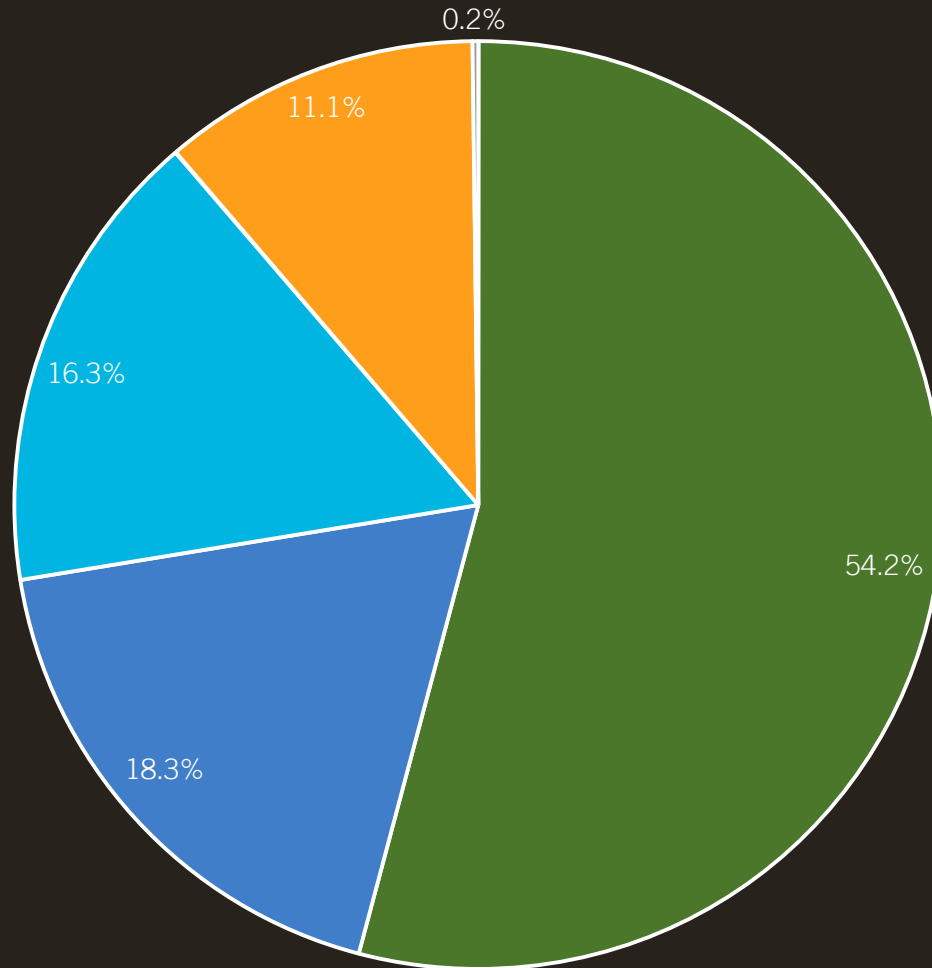


FOR MORE INFORMATION ABOUT TAPESTRY SEGMENTATION
 Call 800-855-8575
 Visit us online at esri.com
 *Based on data from the U.S. Census Bureau





5- Mile Radius Walmart



- College Towns (14B)
- In Style (5B)
- Small Town Simplicity (12C)
- Prairie Living (6D)
- Self of the Earth (6B)

TAPESTRY
SEGMENTATION
The Fabric of America's Neighborhoods



LifeMode Group: Scholars and Patriots

College Towns

14B

Households: 1,176,200

Average Household Size: 2.14

Median Age: 24.5

Median Household Income: \$32,200

WHO ARE WE?

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.

OUR NEIGHBORHOOD

- These are nonfamily households with many students living alone or with roommates for the first time.
- This segment is a mix of densely developed student housing and dorms with local residences.
- Off-campus, low rent apartments comprise half of the housing stock.
- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.
- One-third of homes are single family; mostly occupied by local residents who own their homes.
- This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS

- Their limited incomes result in thrifty purchases.
- They do not eat the healthiest foods, nor do they see a doctor regularly.
- They dress to impress with the latest fashions of the season.
- They prefer environmentally friendly products and vehicles that get good gas mileage.
- They're heavily influenced by celebrity endorsements and trends in magazines.
- They feel anything that can be done online is easier than in person.
- They have liberal political views.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Own laptops/notebooks, portable MP3 players, and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, downloading music, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

HOUSING

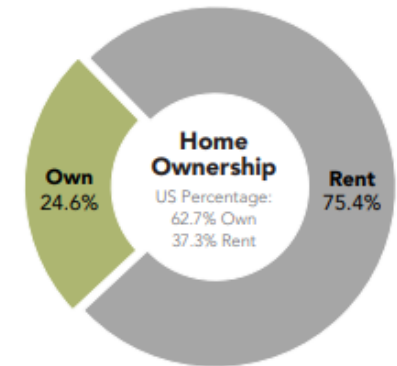
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
 Multi-Unit Rentals;
 Single Family

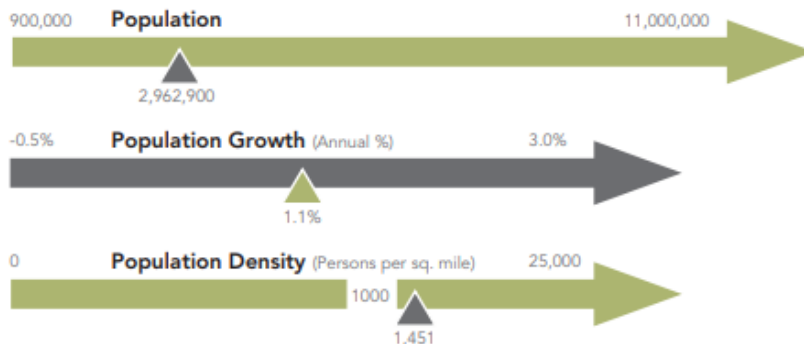
Average Rent:
 \$927

US Average: \$1,038



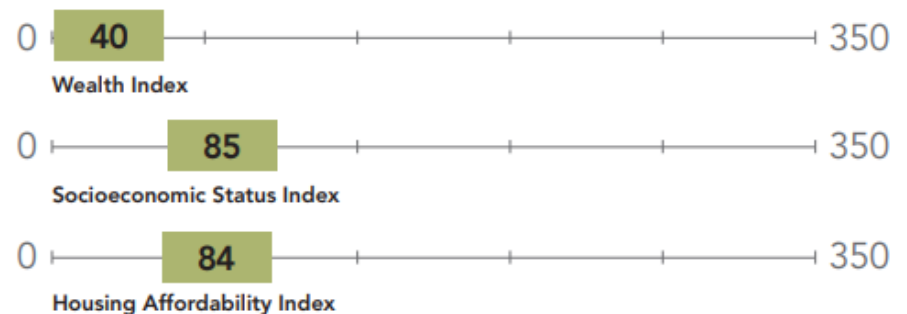
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

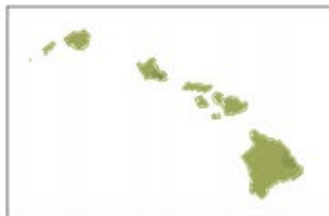
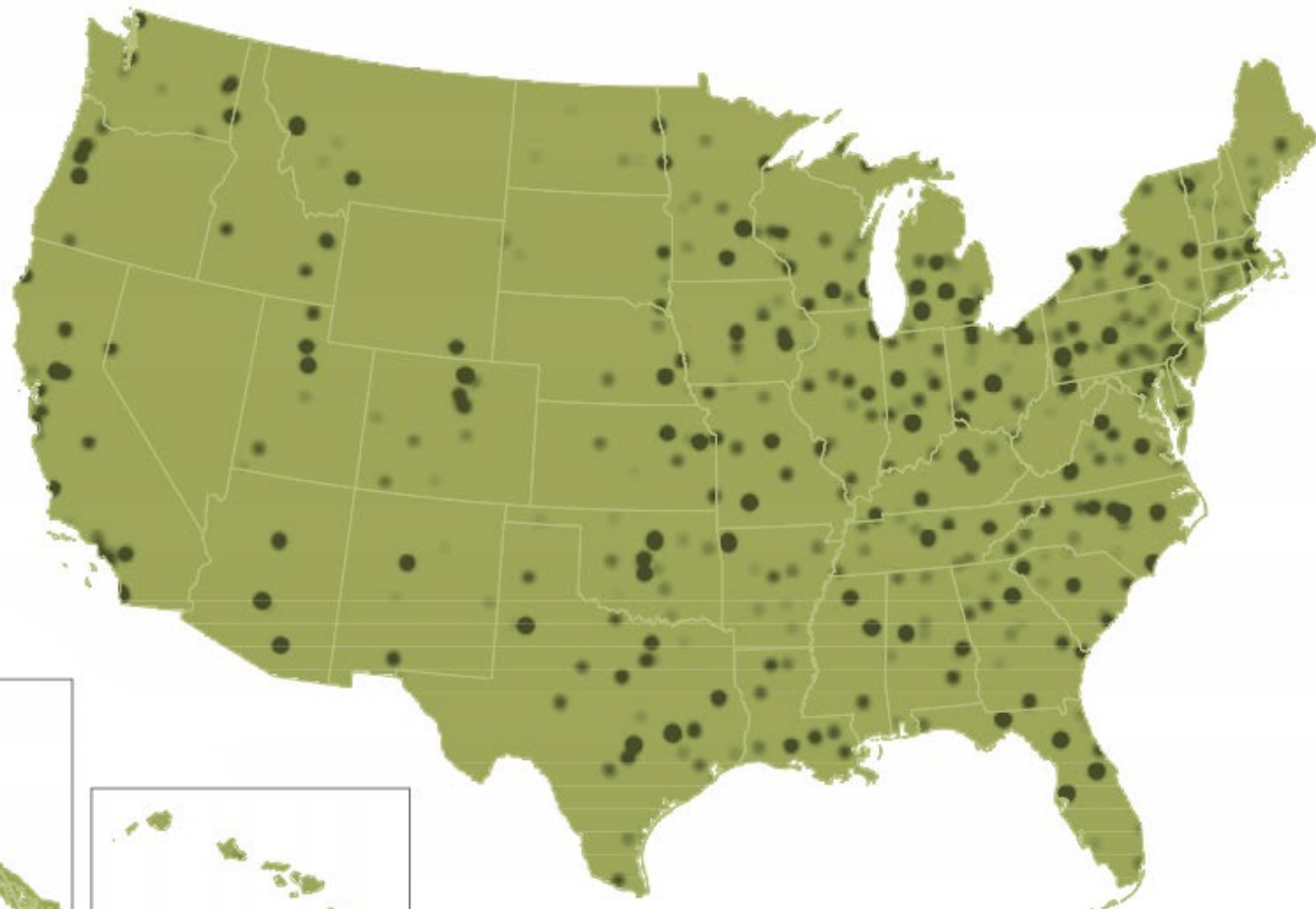
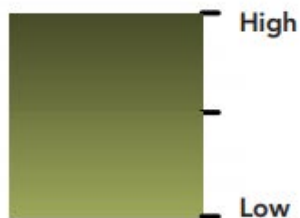
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *College Towns* Tapestry Segment by households.



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esri

THE
 SCIENCE
 OF
 WHERE™



LifeMode Group: GenXurban

In Style

5B

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: \$73,000

WHO ARE WE?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Home ownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at \$243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS

- College educated: 48% are graduates (Index 155); 77% with some college education.
- Low unemployment is at 3.6% (Index 66); higher labor force participation rate is at 67% (Index 108) with proportionately more 2-worker households (Index 110).
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.



MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

HOUSING

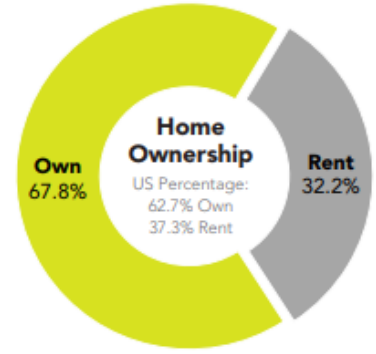
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

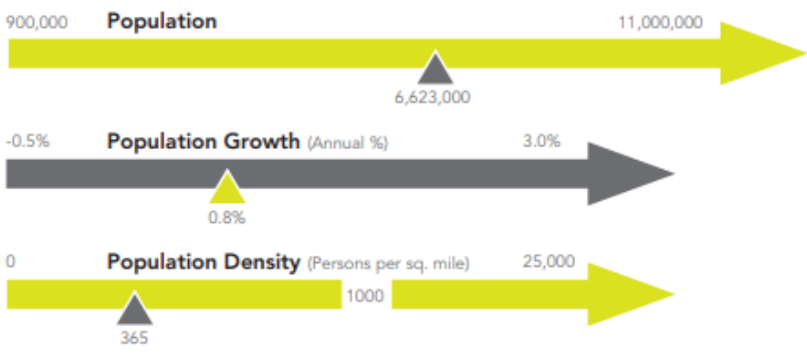
Median Value:
\$243,900

US Median: \$207,300



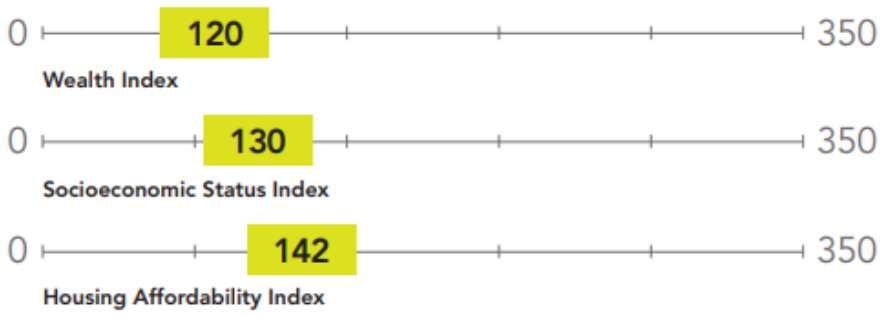
POPULATION CHARACTERISTICS

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ESRI INDEXES

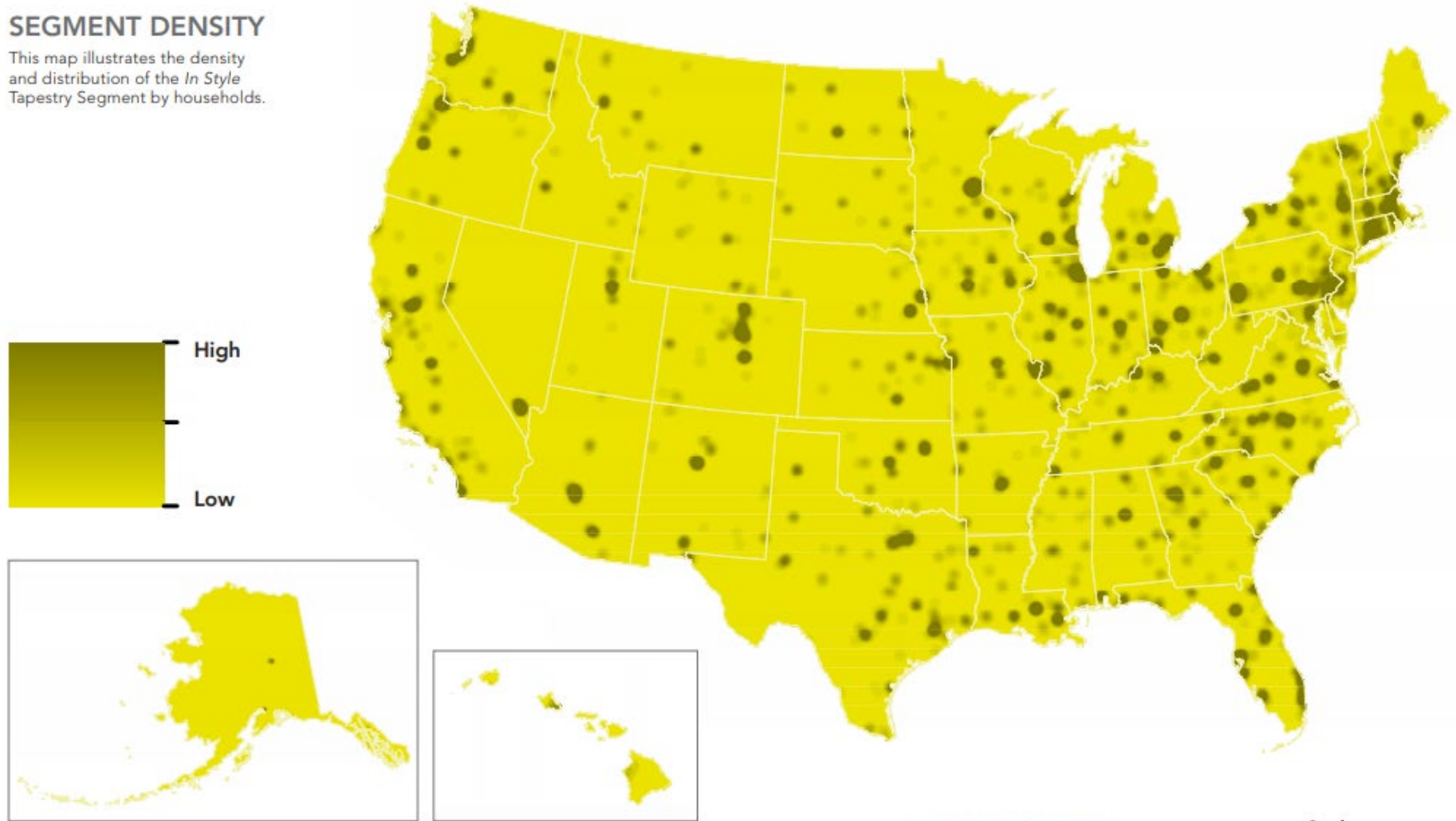
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

This map illustrates the density and distribution of the *In Style* Tapestry Segment by households.



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Understanding the GAP Analysis:

The GAP Analysis helps us uncover the number of dollars being spent outside of the community on an annual basis from a categorical perspective.

The difference between demand and supply represents the opportunity gap or surplus available for each merchandise line in the specified reporting geography. When the demand is greater than (less than) the supply, there is an opportunity gap (surplus) for that merchandise line. For example, a positive value signifies an opportunity gap, while a negative value signifies a surplus.

Retail Strategies uses STI:PopStats as our provider of the Consumer Demand and Supply by Establishment (or GAP) information. Several demographers provide the data in a variety of ways. Following are the sources and methodologies used by STI:PopStats and Retail Strategies to draw conclusions for you.

The market supply data is derived from annual retail sales and expenditures from the source data. The source for market supply is U.S. Census Bureau's monthly and annual Census of Retail Trade (CRT) Reports; U.S. Census Bureau's Economic Census. The source for the establishment is Bureau of Labor Statistics (BLS). The consumer demand data by establishment is derived from the BLS Consumer Expenditure Survey (CE).

Industries for the consumer expenditures survey are categorized and defined by the North American Industry Classification System (NAICS). Retail Strategies has narrowed down the categories to only those with real estate growth potential based on national trends.

Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it. This is one of several tools used to identify focus categories for recruitment. Our focus is more on the category than the actual dollar amounts.

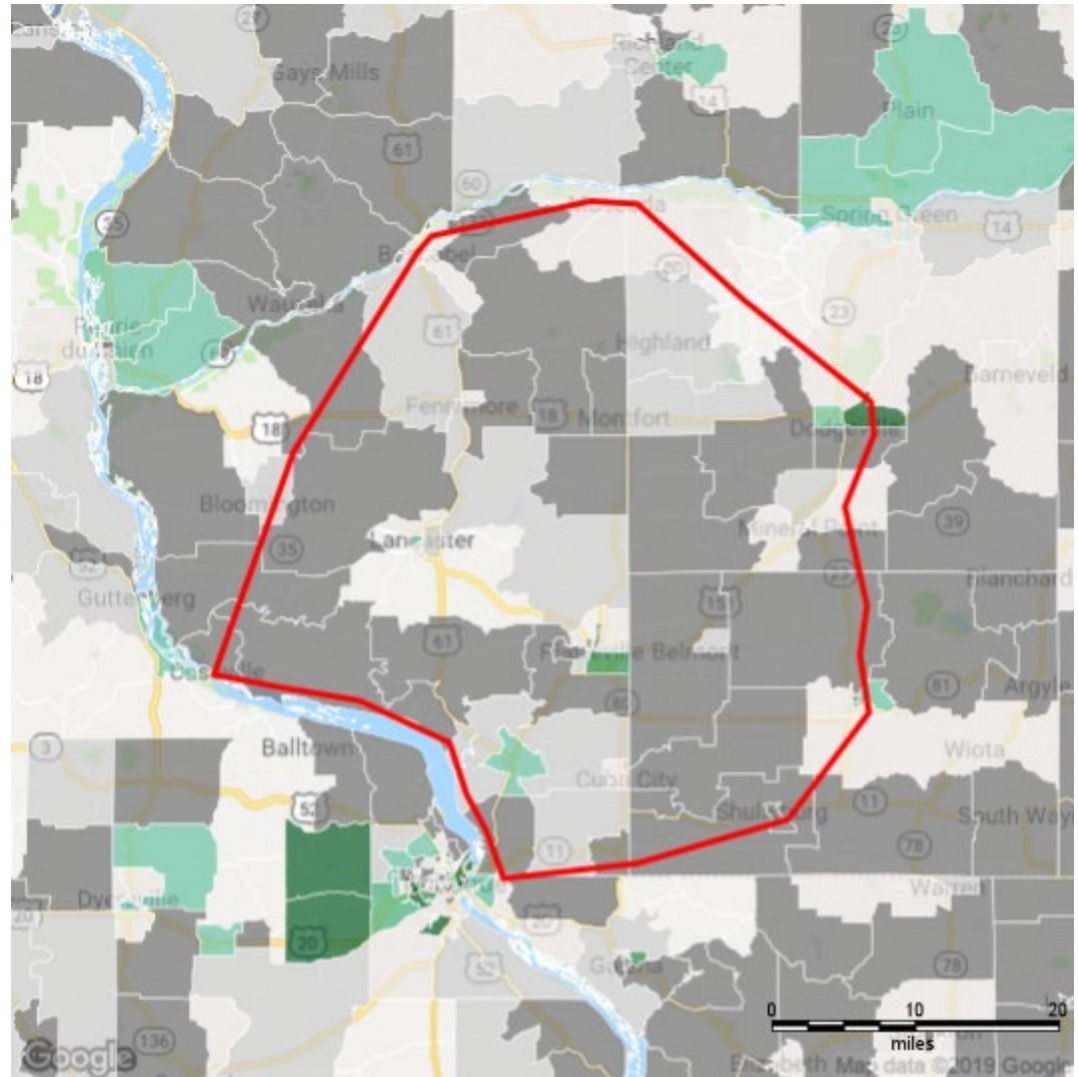
Discover: Total Market Supply (Custom Trade Area)



- Total Market Supply
- \$1 to \$5MM
- \$5MM to \$10MM
- \$10MM to \$25MM
- \$25MM to \$50MM
- \$50MM to \$75MM
- \$75MM to \$100MM
- > \$100MM

Total Market Supply
\$731,222,705

This represents the amount captured by businesses located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.



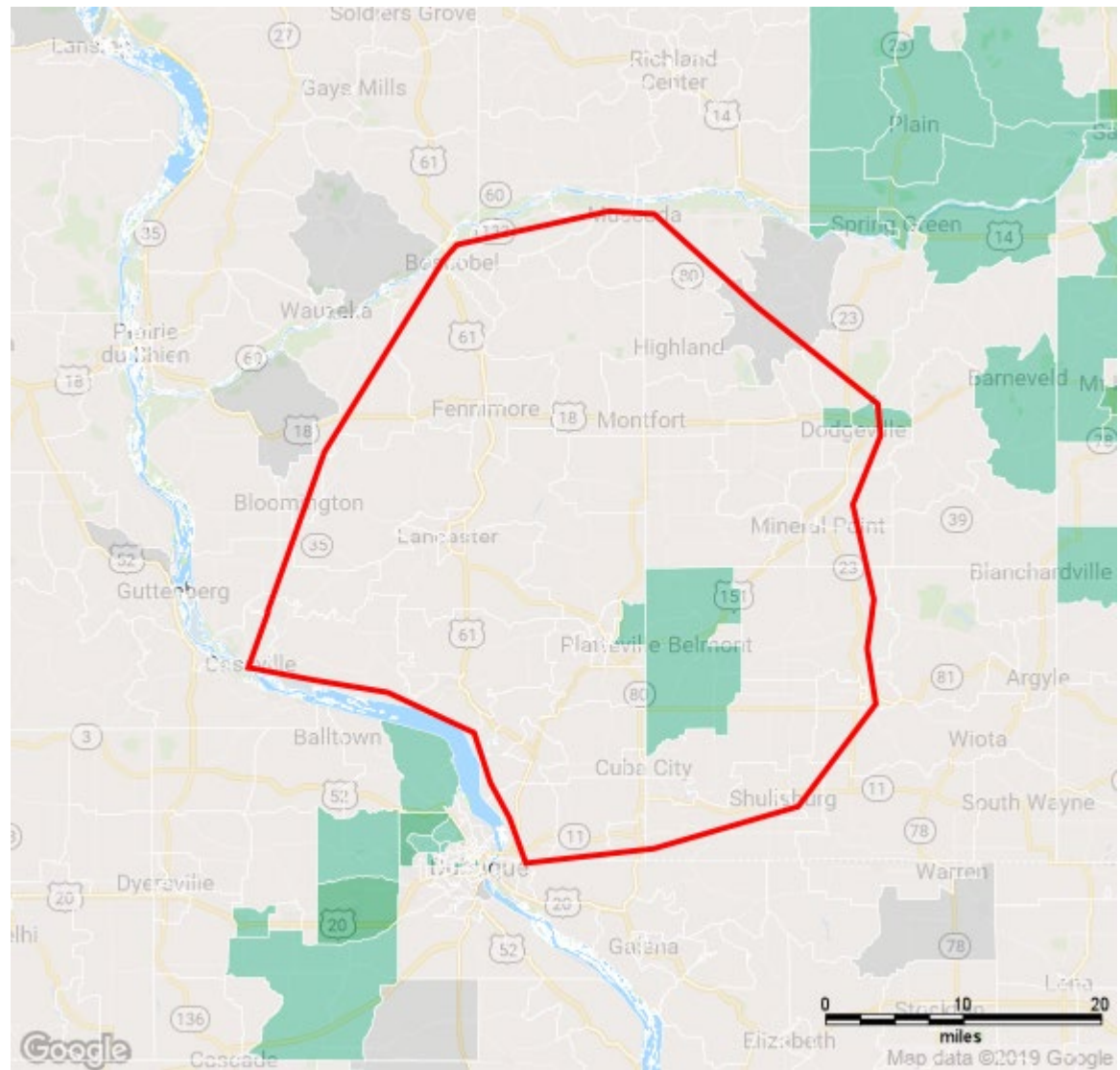
Discover: Total Market Demand (Custom Trade Area)



- Total Consumer Demand
 - \$1 to \$5MM
 - \$5MM to \$10MM
 - \$10MM to \$25MM
 - \$25MM to \$50MM
 - \$50MM to \$75MM
 - \$75MM to \$100MM
 - > \$100MM

Total Market Demand
\$1,074,397,913

This represents the amount spent by consumers located in the defined trade area. By block group the areas with darker green captured more dollars than the gray areas.

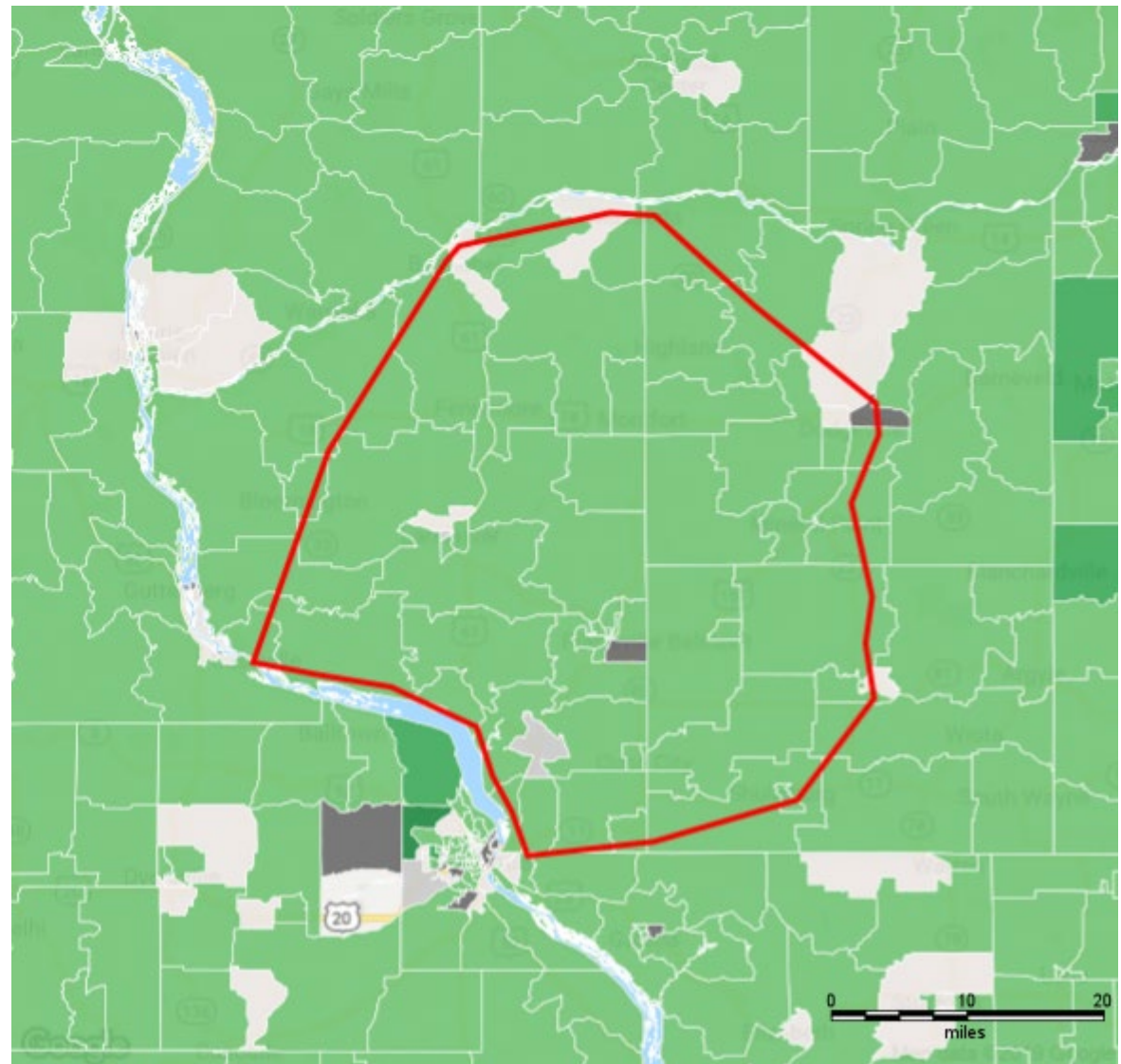


Discover: Opportunity Gap (Custom Trade Area)

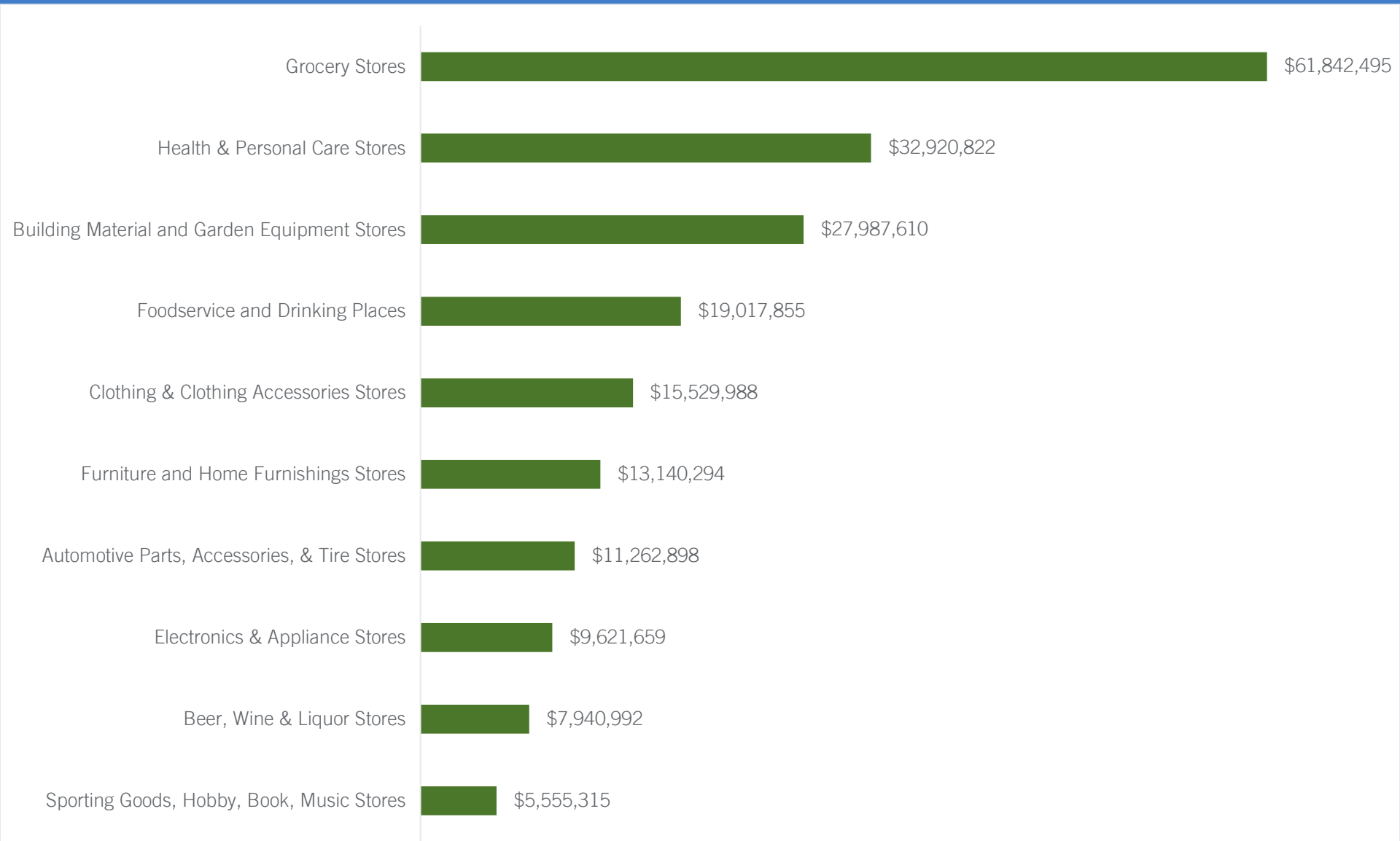


Total Market Leakage of
\$343,175,208

This means more people purchase items outside of the defined trade area than in the defined trade area for their consumer goods and services. Finding the specific categories where they are leaving the market is the key. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.



Discover: Leakage (Custom Trade Area)

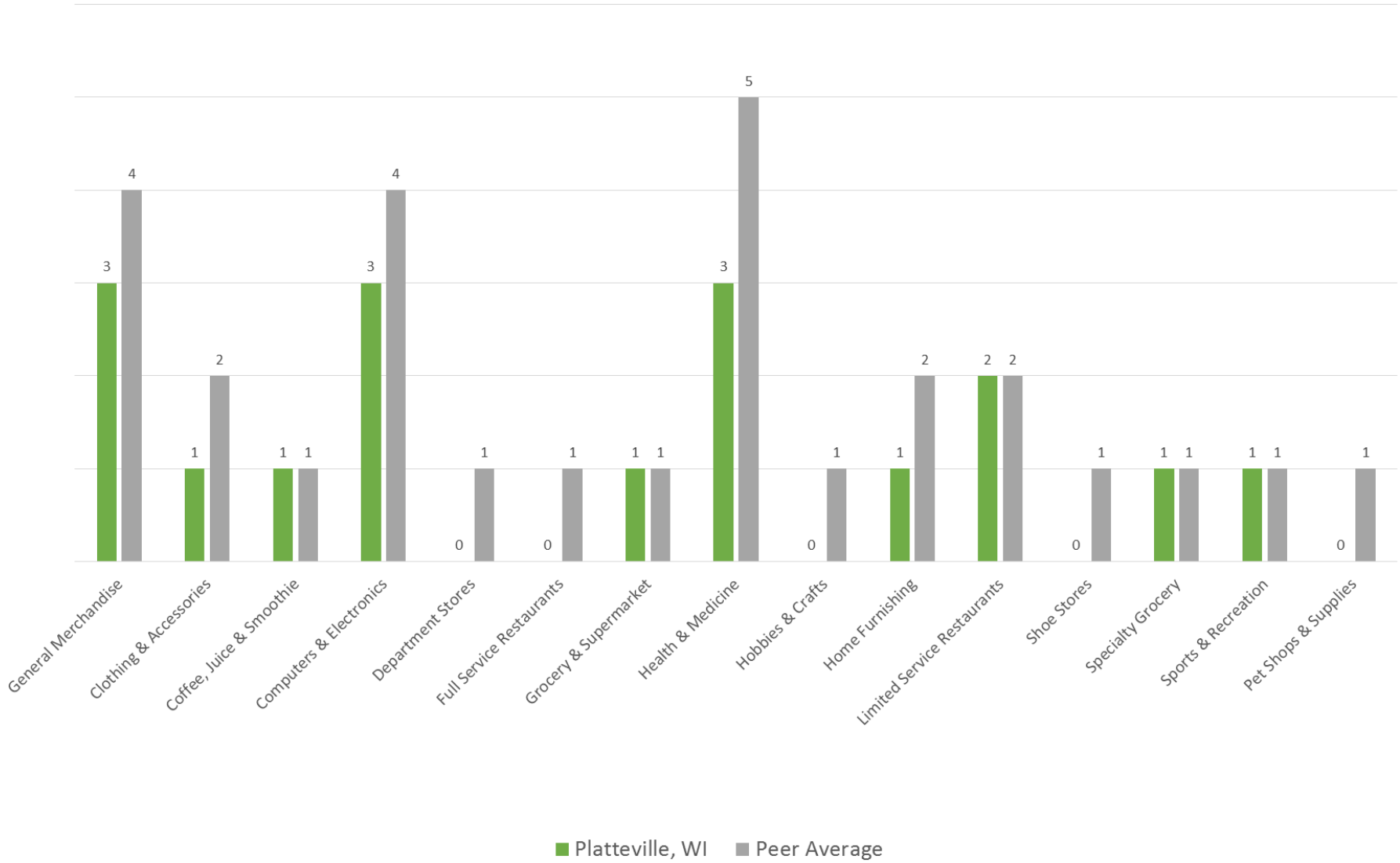




Walmart 10 - Minute Drive Time

City	State	Residential Pop	Employed Daytime Pop	Median HH Income	Market Supply
Platteville	WI	14,537	25,299	\$48,241	\$142,947,091
Rice Lake	WI	13,041	19,020	\$43,174	\$234,024,500
Tomah	WI	14,346	18,282	\$49,811	\$256,747,466
Baraboo	WI	16,710	20,858	\$46,987	\$321,083,872
Lake Geneva	WI	17,394	19,619	\$52,096	\$296,639,877
Monroe	WI	13,820	18,372	\$48,023	\$705,641,212
Marinette	WI	15,449	23,170	\$41,606	\$390,872,158

Discover: Peer Analysis





Thank you!



120 18th Street South, Suite 120, Birmingham, AL 35233 205.314.0386 retailstrategies.com