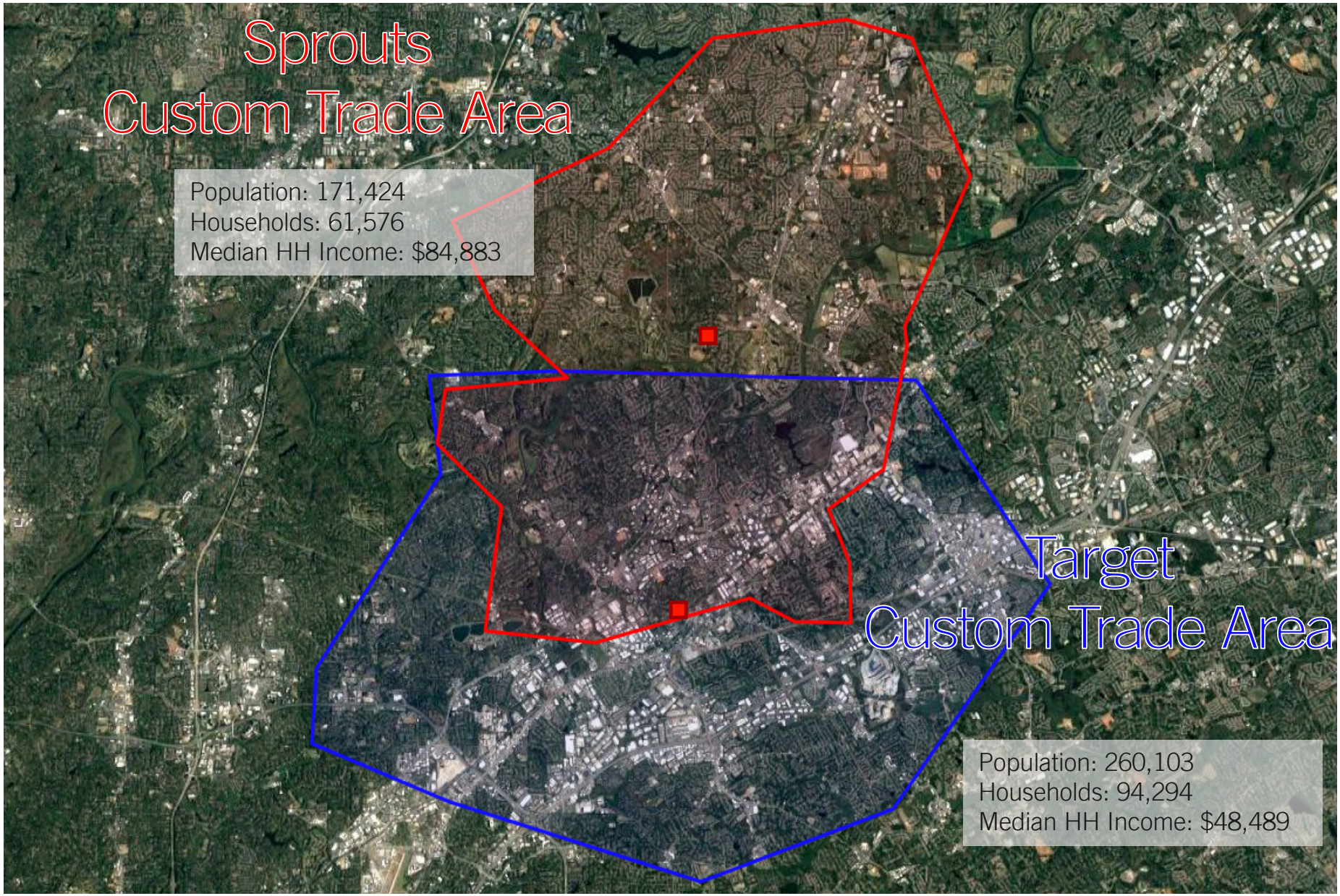
Discover


Sprouts
Custom Trade Area
Population: 171,424
Households: 61,576
Median HH Income: $84,883
Target
Custom Trade Area
Population: 260,103
Households: 94,294
Median HH Income: $48,489

Discover: Custom Trade Area

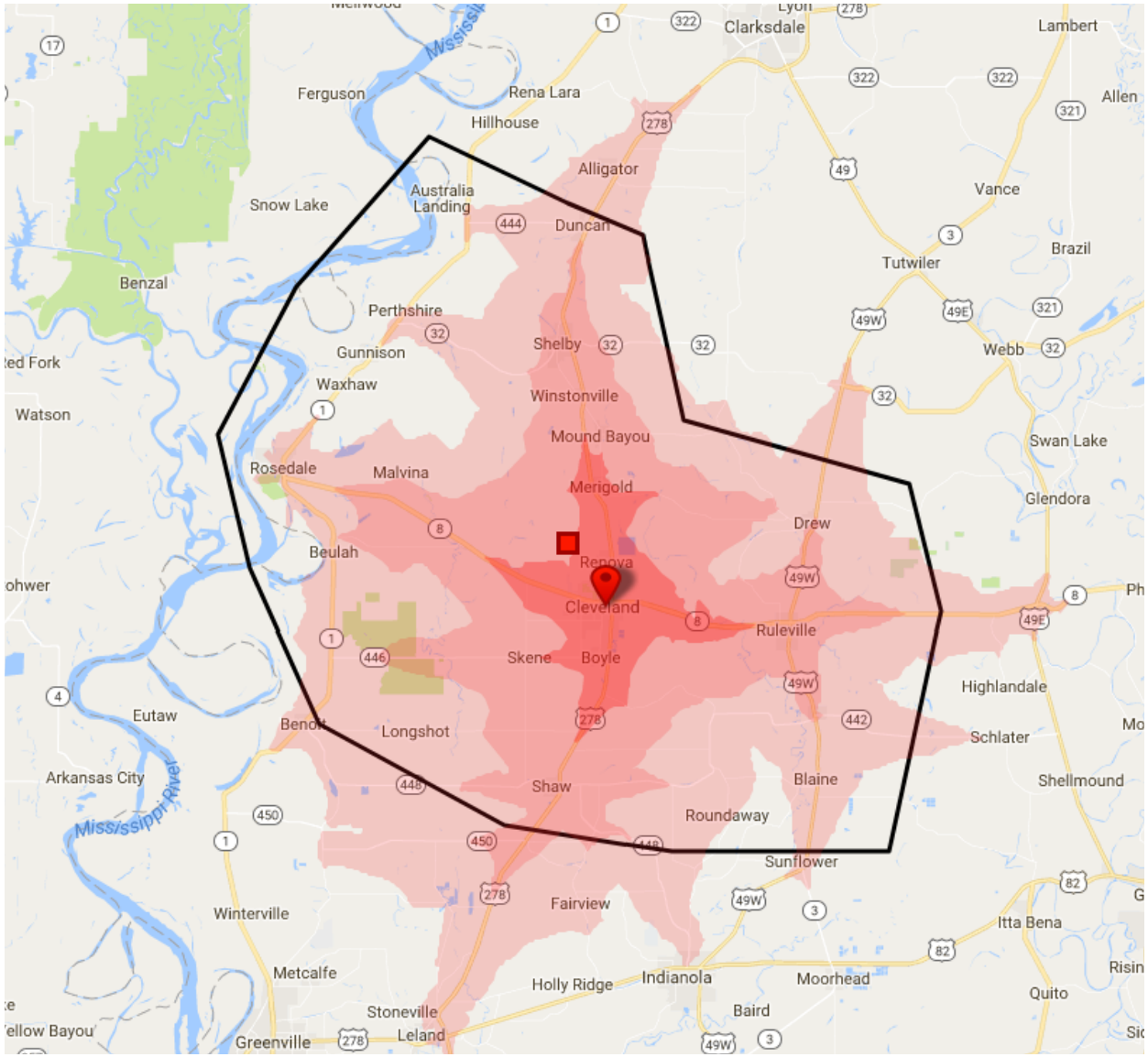
Customized Trade Area

Each retailer has a specific formula of market criteria they use to determine if they will have a profitable store. Understanding your trade area is extremely important because it sets the parameters for measuring demographic criteria and spending potential sought by retailers.

Municipal boundaries, radius rings, and drive times are a start to evaluating this information. However, these predefined boundaries are unable to take into account the unique aspects affecting the pulling power and local geography of your community. For these reasons, a customized trade area is the next step to analyzing a market.

A trade area is the geographic area from which a community attracts the majority of its customers. We define your primary trade area by the base of consumers likely to shop and eat in the market at least once a month. Your primary trade area has been created by combining mobile tracking data with other factors such as: current retail mix in your community, traffic patterns, destination attractions, and proximity to competing markets.

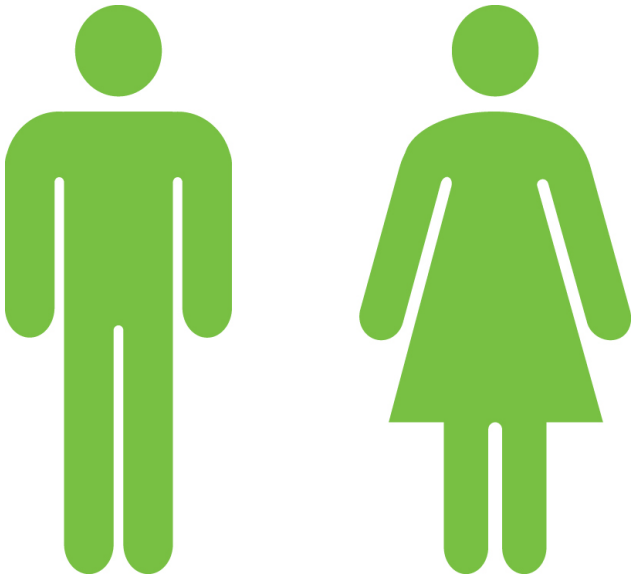
The time and distance consumers are willing to travel to shop is not “one size fits all.” Retailers will analyze trade areas differently by accounting for existing store locations, competition within their retail category, and convenience.



Discover: Custom Trade Area

39,535

2017 Estimated Population
Custom Trade Area



37,909
projected 2022 population

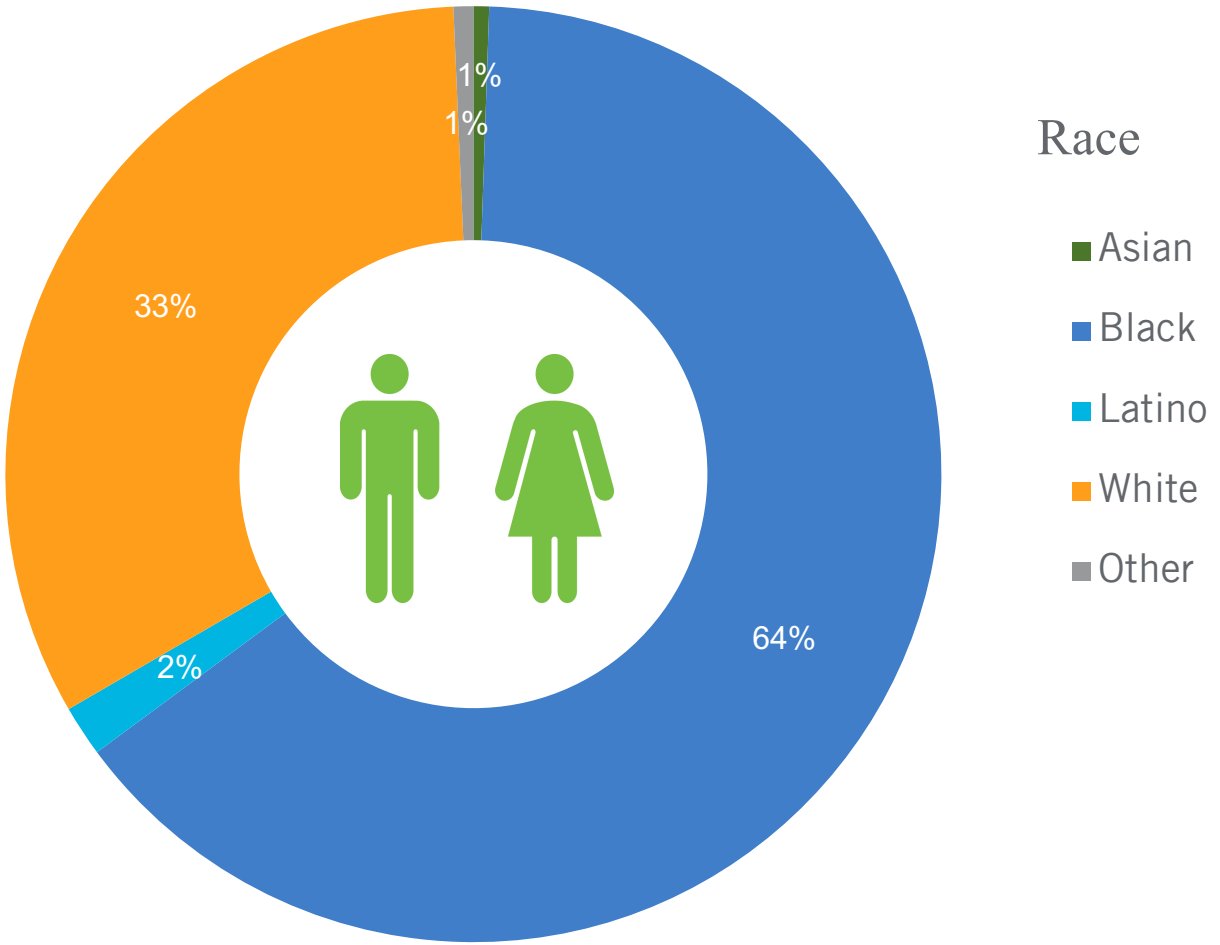
-4.1%%
projected growth rate
2017-2022

36
average male age

39
average female age

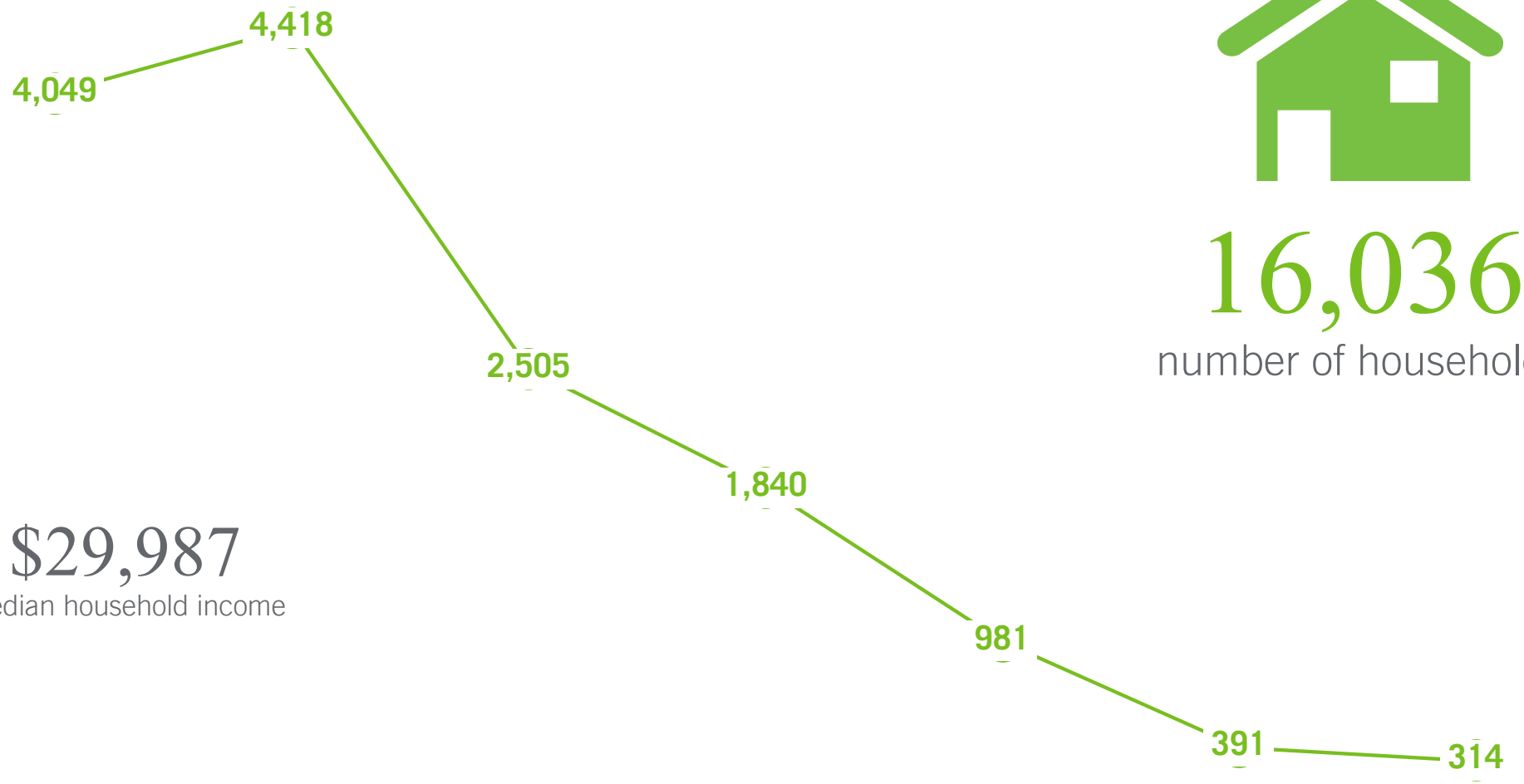
Discover: Custom Trade Area

CURRENT YEAR ESTIMATED POPULATION BY RACE



Discover: Custom Trade Area

CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

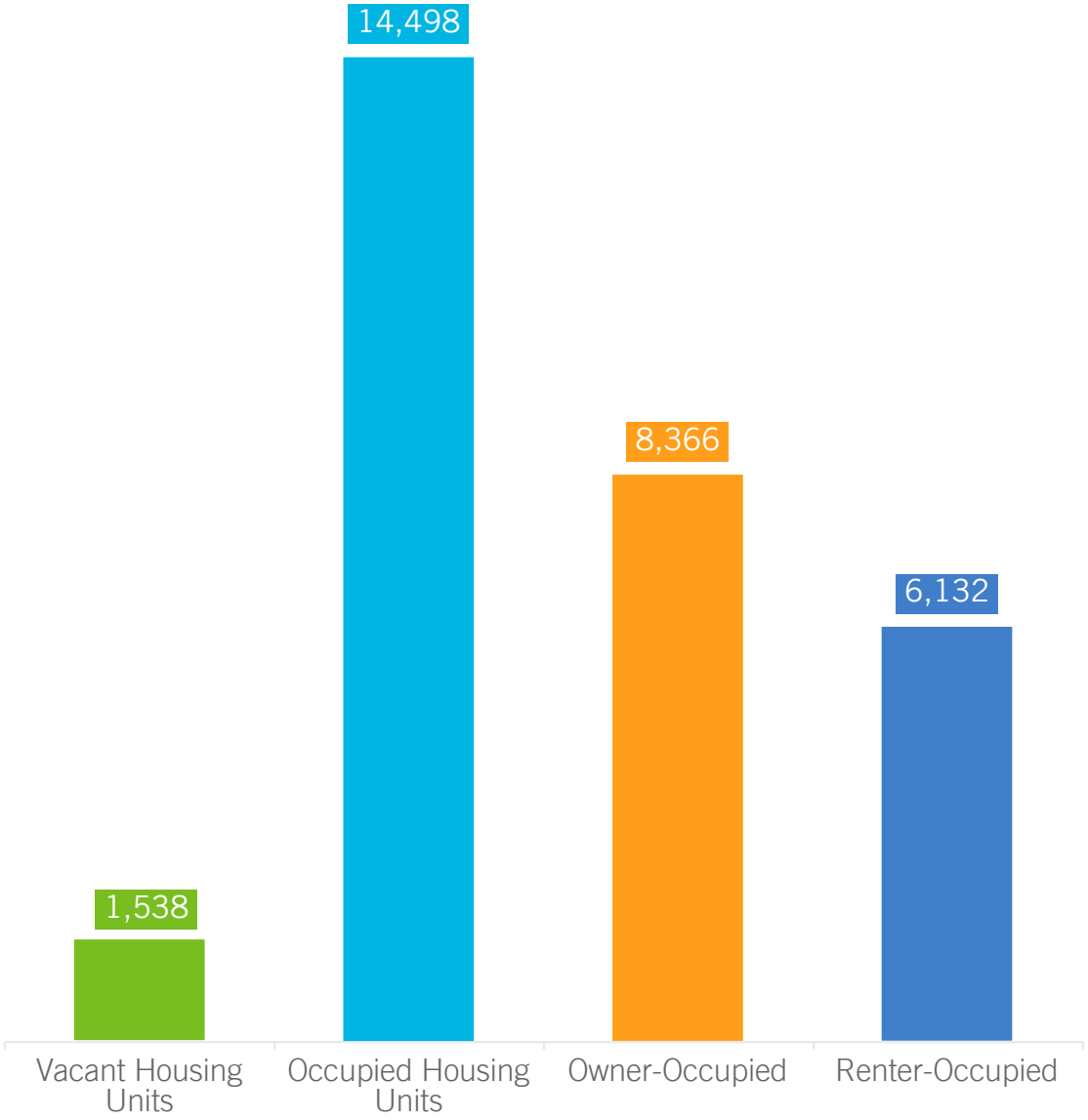


16,036
number of households

$29,987
median household income

Discover: Custom Trade Area

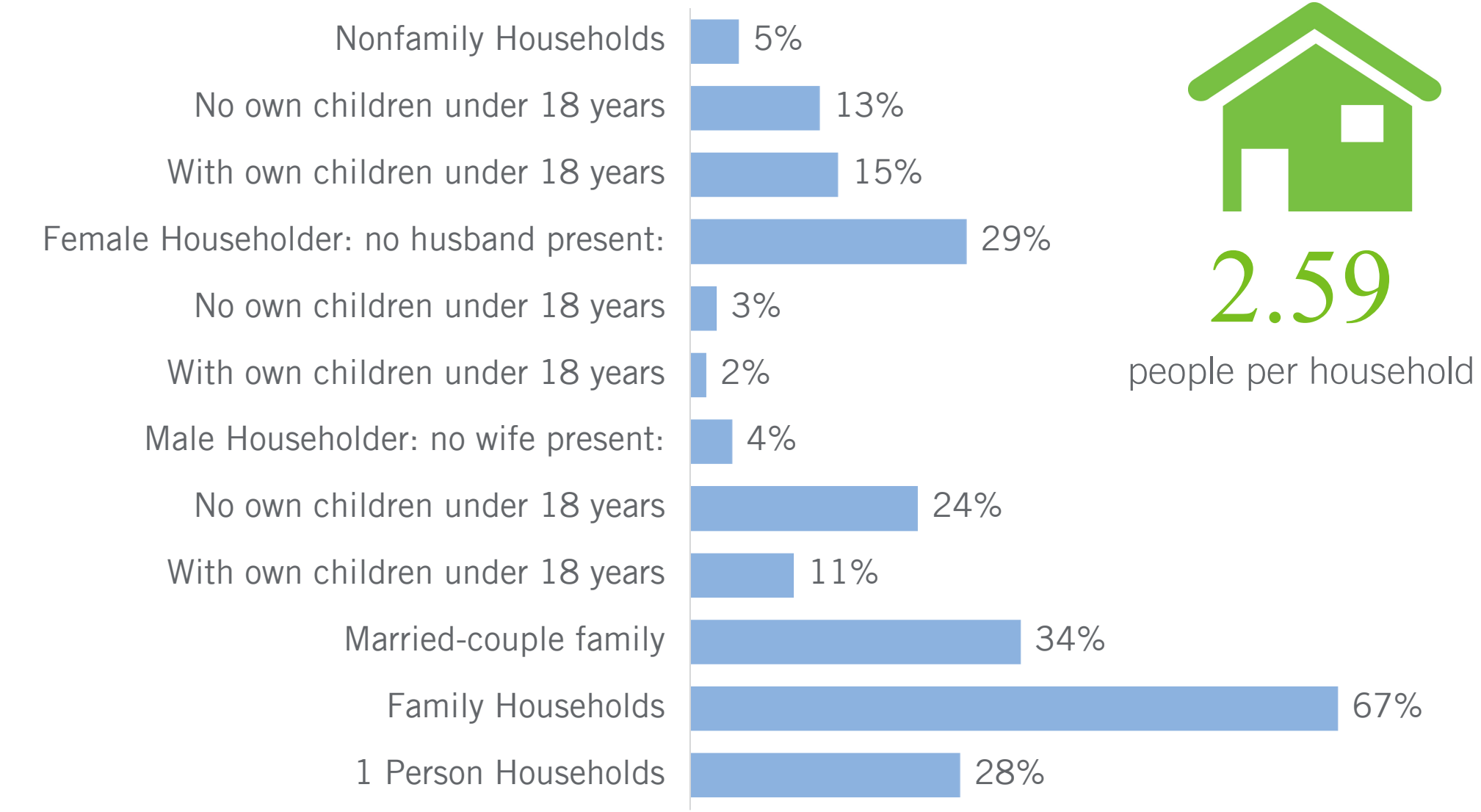
CURRENT YEAR ESTIMATED HOUSING UNITS BY TENURE



$106,423

average housing unit value

Discover: Custom Trade Area



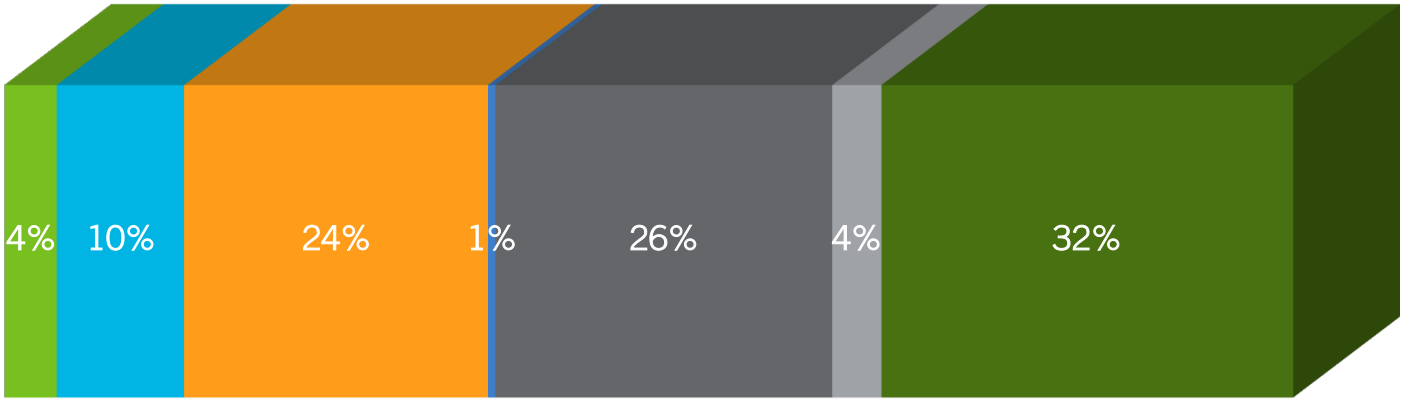
2.59

people per household

Discover: Custom Trade Area

DAYTIME POPULATION

47,629 daytime population



Daytime population is the sum of the following subcategories: retired and disabled people, homemakers and working age people not in the labor force, unemployed people, employed people, persons working at home (both self-employed and employed by a company), children at home (typically preschool), and students (Pre-K to 12th and post-secondary, including college and vocational).

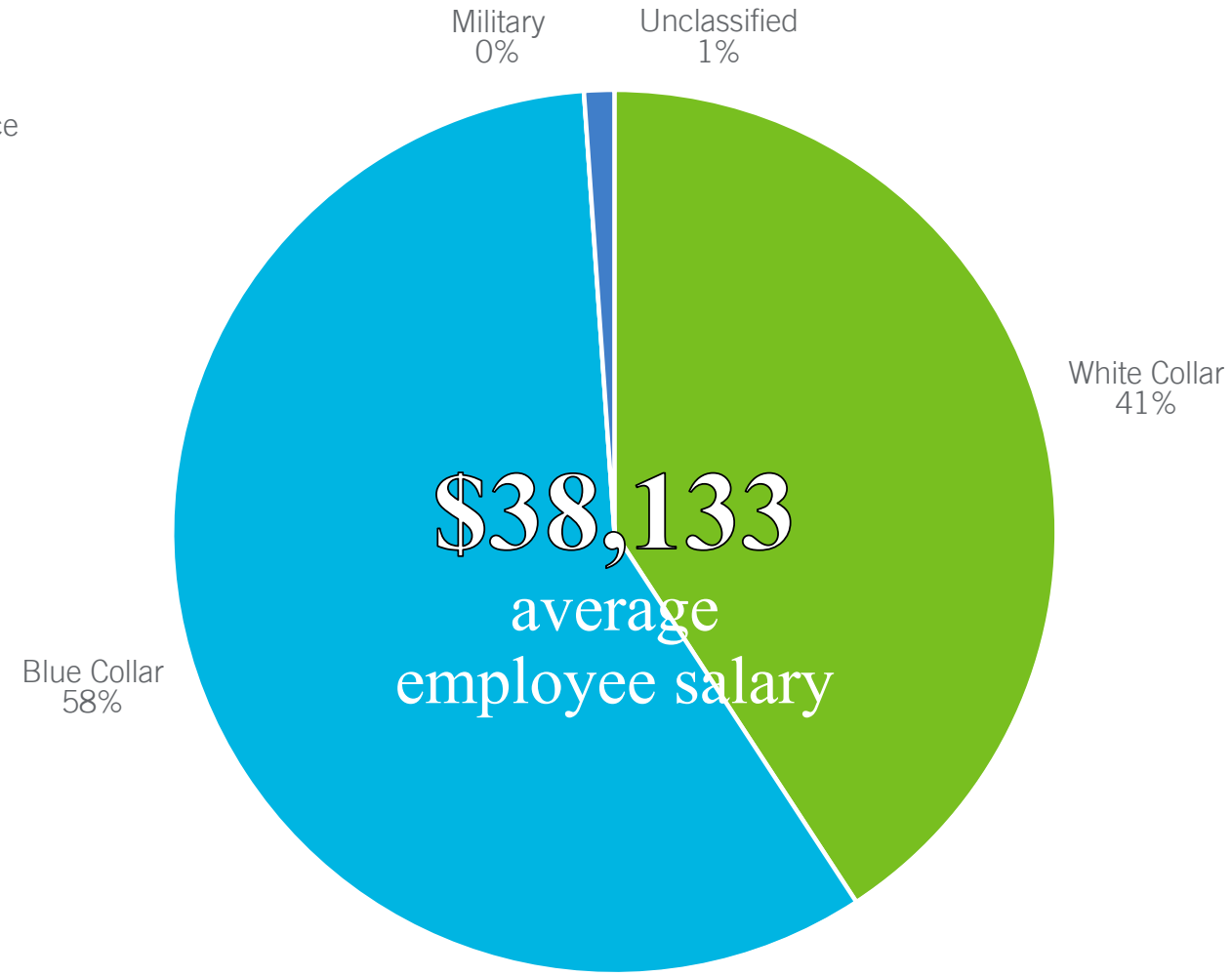
Daytime population data provides a more accurate understanding of the distribution of people during the day within the trade area. As well as a better understanding of the type of persons within the trade area. Some people can be classified as falling within more than one subcategory of daytime population. For example, people working at home who are disabled. As a result, some people may be counted twice. This double-counting results in the daytime population being approximately 6% higher.

Discover: Custom Trade Area

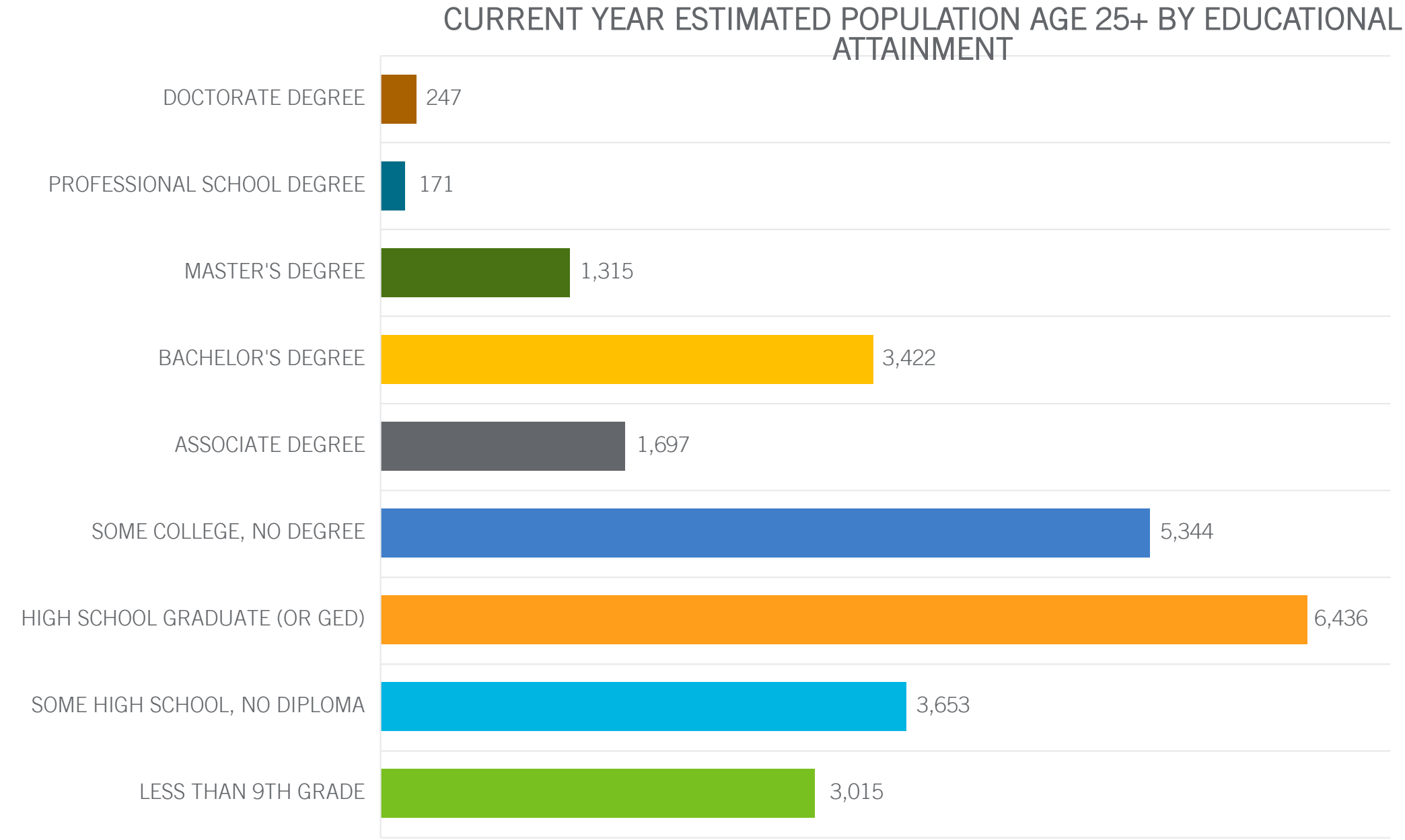
WORKPLACE POPULATION BY OCCUPATION

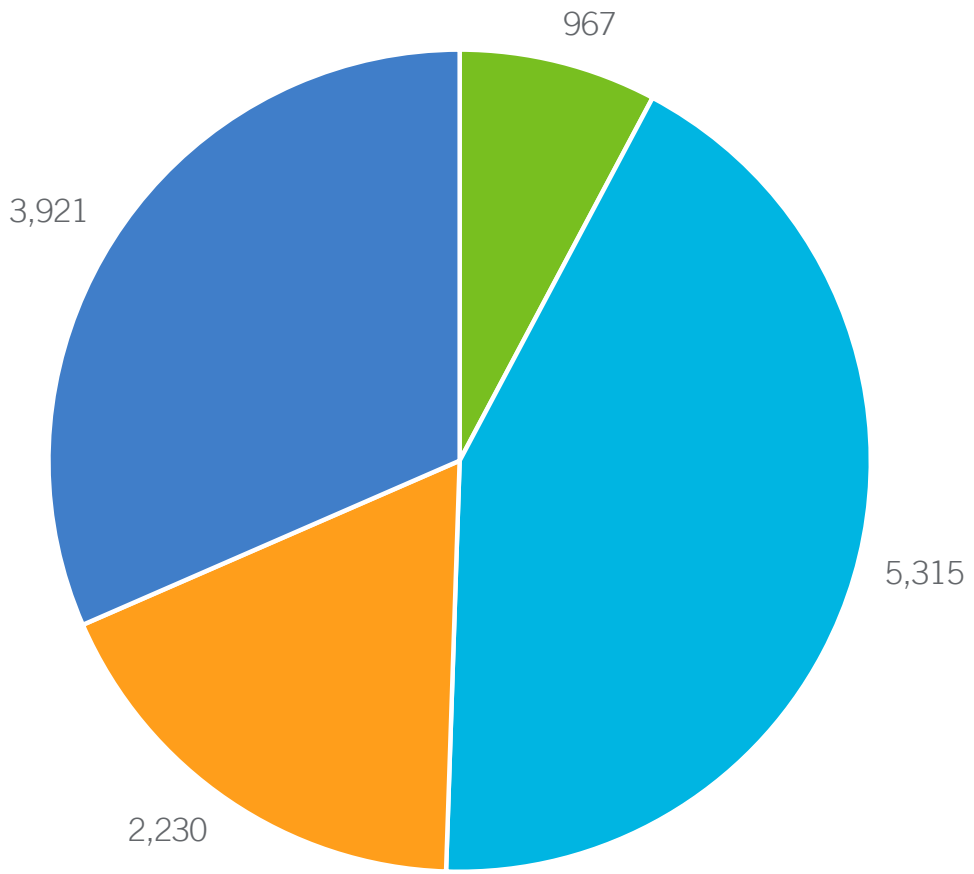
Occupations included in Blue Collar:
Protective Services
Food Preparation and Serving Related
Building and Grounds Cleaning and Maintenance
Personal Care and Services
Sales and Related
Office and Administrative Support
Farming, Fishing, and Forestry
Construction and Extraction
Installation, Maintenance, and Repair
Production
Transportation and Material Moving
Military
Unclassified

Occupations included in White Collar:
Management
Business and Finance Operations
Computer and Mathematical Science
Architecture and Engineering
Life, Physical, and Social Science
Community and Social Services
Legal
Education, Training, and Library
Art, Design, Entertainment, Sports, and Media
Healthcare Practitioners and Technical
Healthcare Support



Discover: Custom Trade Area



Discover: Custom Trade Area

CURRENT YEAR ESTIMATED POPULATION BY ENROLLMENT