

Asheboro, North Carolina: Trade Area



Shopping Centers

GLA in thousands



15 Minute Drive Time

Site 3

Miles



Site 3 Analysis: 414 E Dixie Dr

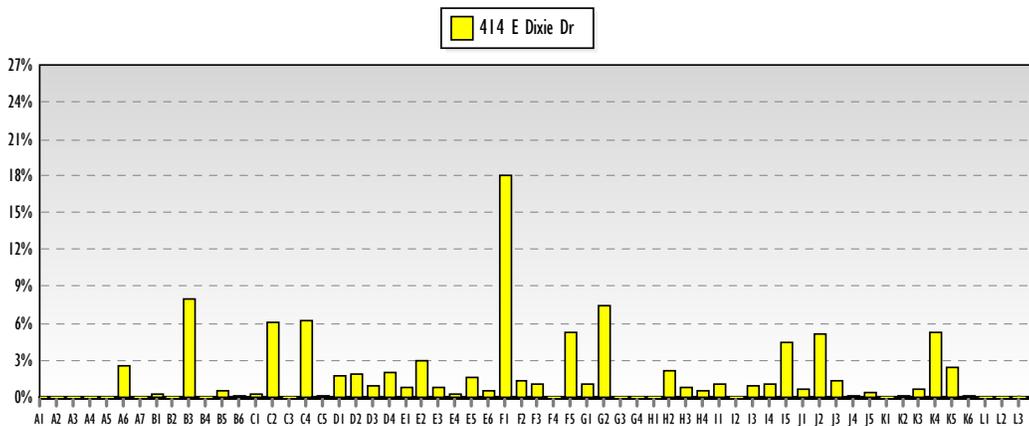
Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site 3. The primary trade area consists of a fifteen-minute polygon, determined by Buxton’s proprietary drive-time technology.

Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of Site 3 is presented below.

Trade Area Segmentation



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Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. By determining dominant segments and reviewing their segment descriptions, lifestyle habits and preferences can be identified. Please refer to Appendix C for additional segment description information.

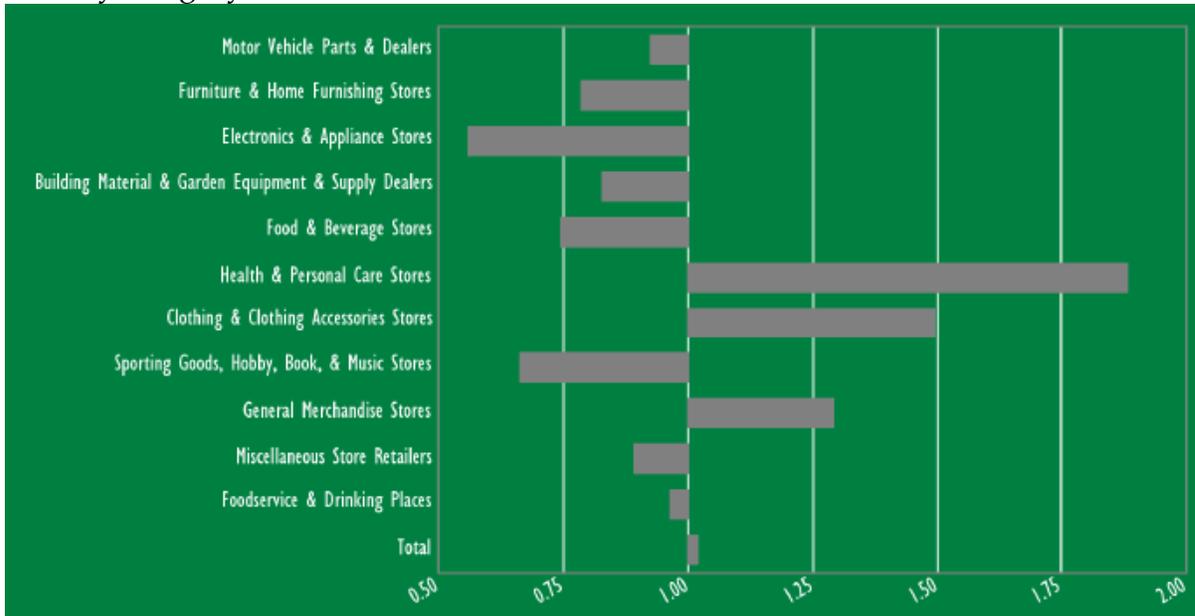
Dominant Segments	Description	Households	% of All Households
B03	URBAN COMMUTER FAMILIES	1,537	8.01%
C02	PRIME MIDDLE AMERICA	1,159	6.04%
C04	FAMILY CONVENIENCE	1,193	6.22%
E02	URBAN BLUES YOUNG	578	3.01%
F01	STEADFAST CONSERVATIVES	3,457	18.01%
F05	GRASS-ROOTS LIVING	1,015	5.29%
G02	RURAL SOUTHERN LIVING	1,427	7.44%
I05	HINTERLAND FAMILIES	844	4.40%
J02	LATINO NUEVO	991	5.16%
K04	URBAN DIVERSITY	1,012	5.27%

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Site 3 Analysis (continued)

Leakage Analysis

The following table represents an overview by store type of the leakage or surplus within the studied trade area. This is represented by an index with 1.0 being the baseline. A leakage is reflected by an index less than 1.0 and a surplus is reflected by an index greater than 1.0. Please see Appendix A for detailed demand and actual sales by category.



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The following table presents the trade potential variables for Site 3:

Trade Potential Variables	Site 3
Estimated Household Count	19,192
Number of Households in Dominant Segments	13,213
Traffic Count	38,000
Total Demand	\$661,576,697
Total Supply	\$671,656,162
Leakage/Surplus	\$10,079,465

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