2017 RETAIL RECRUITMENT & RETENTION SOLUTION

CARSON, CA

Buxton

OBJECTIVE

Carson, CA Objectives Are:

- Understand its retail economic condition and seek an actionable program to recruit new retailers.

Buxton Solution:

- Buxton's retail recruitment solution identifies specific retailers who seek a market with household purchasing habits just like yours and provides custom pursuit packages for up to 20 of these retailers.

- This solution is a marketing strategy that enables community leaders to immediately implement a retail development program targeting new retail growth as well as retaining existing business.

PROJECT STATUS

Process Outline	Status
Your Unique Thumbprint • Drive-Time Trade Area • Consumer Market Assessment	Complete: Results Provided
Visitor Insights • Visitor Origins • Visitor Profile	Complete: Results Provided
Target Retailer Identification • Consumer Profile Match Process • Retail Market Conditions	Complete: Results Provided
Implementation • Pursuit Packages • Contact Information • Engagement letters	In Process

CARSON, CA RETAIL THUMBPRINT

CONSUMERS

+

DRIVE-TIME TRADE AREA

=

YOUR RETAIL TRADE AREA'S UNIQUE THUMBPRINT

CARSON, CA RETAIL THUMBPRINT

YOUR RETAIL TRADE AREA'S UNIQUE THUMBPRINT

+

RETAIL MARKET CONDITIONS

=

TARGET RETAILER IDENTIFICATION

RETAIL MARKET CONDITIONS

COMPETITION

- Competition by Retail Category
  - Proximity
  - Trade Area Overlap
- Competition VS demand ratio
- Retail Leakage and Supply Analysis

AREA DRAW

- Grocery Stores
- Big Boxes
- Malls
- Restaurants
- Fast Food
- Gross Leasable Area
- Schools and Colleges
- Physicians
- Large Businesses
- Healthcare
- Hotels
- Sporting Arenas
- Casinos

ACCESSIBILITY

- Road Score
- Traffic
- Distance to Nearest Highway
- Distance to Nearest Interstate

MATCHED RETAILER REPORT

The City of XYZ

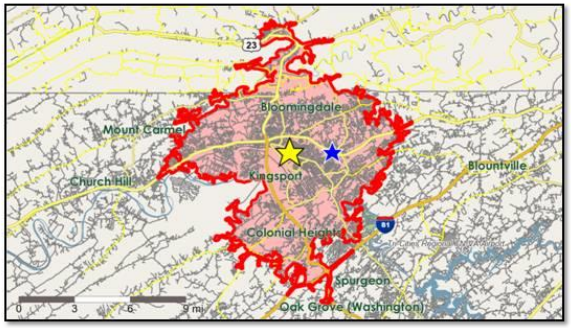
Retailer

Site Similarity Score: 89

Site Address: BroadSt & Center St
Kingsport, TN 37660

Latitude: 36.547494
Longitude: -82.559871

BUDS: Suburban (3)
Trade Area: 15 Minutes



Proposed Retail Site | 15 Minute Trade Area | Existing Location

Trade Area Snapshot

Population (Pop): 72,110
Workplace Pop: 30,827

Households (HH): 31,811
Avg HH Income: $54,657

Pop Growth ('00 – '10): 1.5%
Proj. Growth ('12 – '17): 0.0%

HH Growth ('00 – '10): 3.0%
Proj. Growth ('12 – '17): 0.9%

Proposed Site Scores

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
BROADST & CENTER ST	XYZ	ST	104	109	105	99	93

Most Comparable Retailer's Location Scores

Address	City	State	Customer	Demographic	Competition	Area Draw	Accessibility
335 HARDING PLACE	NASHVILLE	TN	104	120	99	88	100
5316 CENTRAL AVENUE	KNOXVILLE	TN	104	98	75	87	76
1761 SHARKEY WAY	LEXINGTON	KY	103	103	103	103	80
401 MARKET ST	CHATANOOGA	TN	101	87	121	100	102
12913 SHELBYVILLE RD	LOUISVILLE	TN	100	90	110	100	95
8100 HWY 100S	NASHVILLE	TN	97	90	90	103	96
612 GRASSFIELD PKWY	CHESAPEAKE	VA	96	95	102	95	103
113 N PLAZA DR	NICHOLASVILLE	KY	96	120	90	90	110
4132 PORTSMOUTH BLVD	CHESAPEAKE	VA	94	110	85	112	76
4535 OUTER LOOP	LOUISVILLE	KY	93	112	92	76	95

Buxton

2651 South Polaris Drive • Fort Worth, TX 76137 • Phone: (817)332-3681 • Fax: (817)332-3686 • buxtonco.com

Summary Characteristics

Mapping and Demographics

Variable Scores and Comparable Retailer Locations

Buxton

TARGET RETAILER IDENTIFICATION

TARGET RETAILERS

Operational Status

TARGET RETAILERS

Operational Status

Buxton

VISITOR INSIGHTS

CARSON, CA

Buxton

THE BUXTON SOLUTION

WHO

WE DEFINE **WHO** YOUR BEST POTENTIAL VISITORS ARE

WHERE

WE IDENTIFY **WHERE** YOUR BEST POTENTIAL VISITORS ARE FOUND

VALUE

WE TELL YOU THE **VALUE** OF YOUR BEST POTENTIAL VISITORS

VISITOR INSIGHTS

1. ***KNOW*** % of spend occurring in every zip code by originating market & zip+4, over a recent 12 month period

2. ***IDENTIFY*** your market's visitors and understand their impact to the local economy; know who has been shopping in your market across multiple spending categories

3. ***UNDERSTAND*** their lifestyles and purchasing behaviors

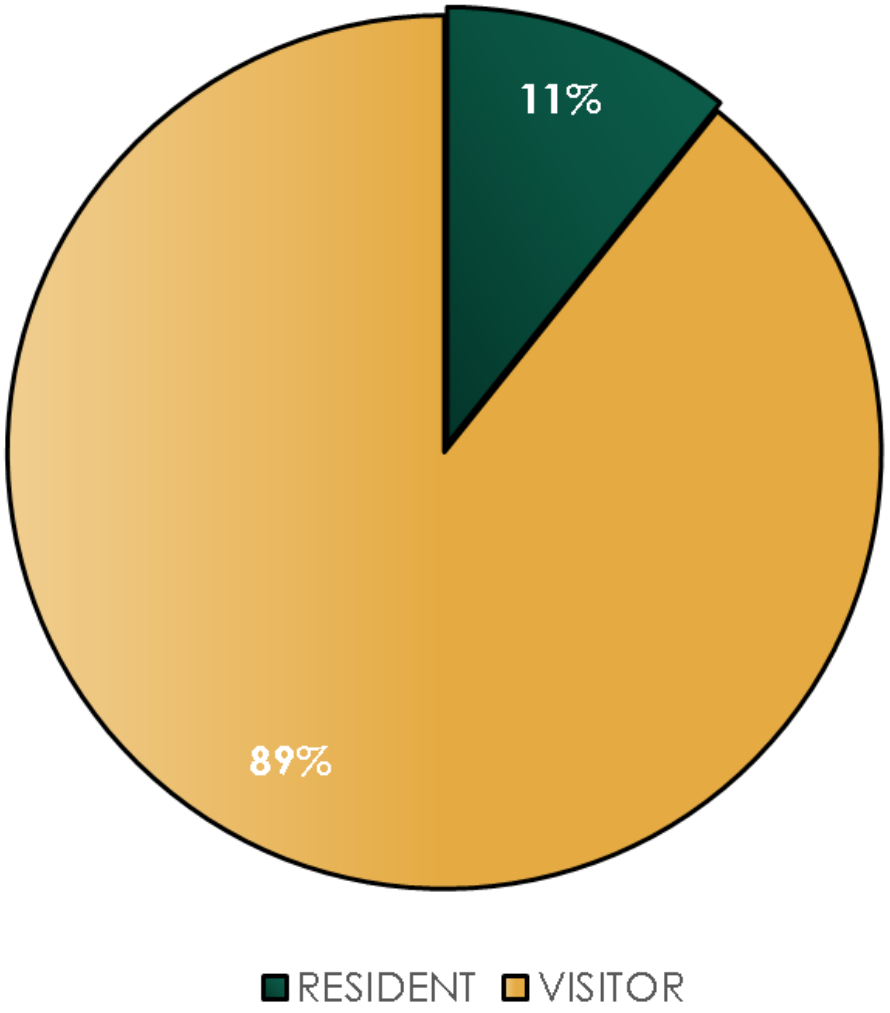
4. ***ALIGN*** local businesses with visitors' consumer preferences

5. ***QUANTIFY*** by U.S. market where visitors are coming from

6. ***TARGET*** prospective visitors by marketing in your best potential markets

Buxton

SPEND BY CONSUMER TYPE



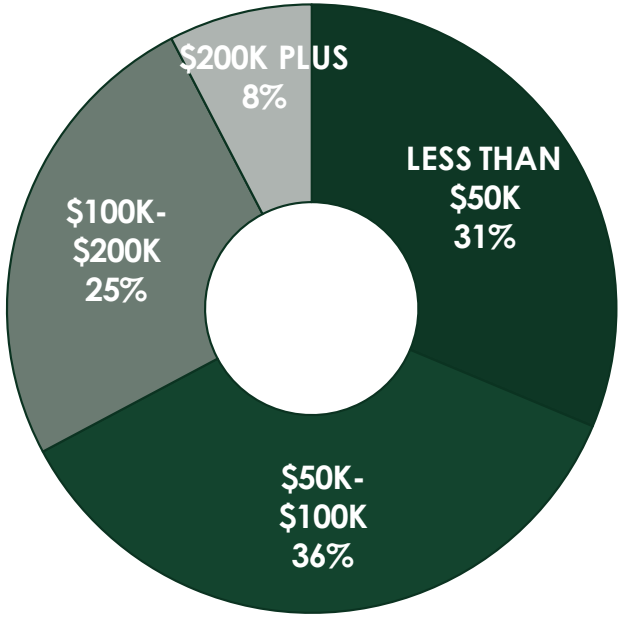
Buxton

CARSON, CA PROFILE SUMMARY

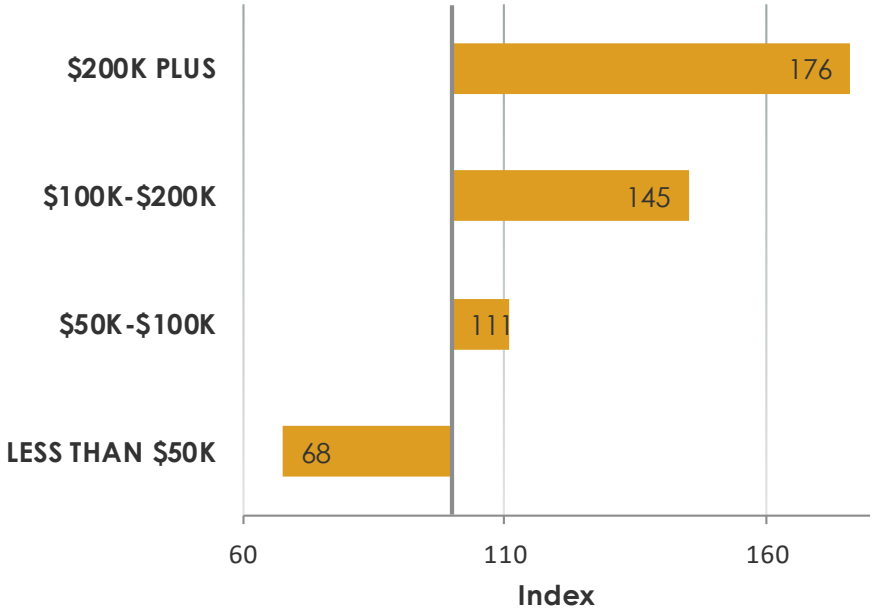
At the overall level, Buxton found the following traits to be prevalent among Carson, CA visitor and resident consumers:

CARSON, CA			
RESIDENT SPEND		**VISITOR SPEND**	
Married	73%	Married	74%
Children In The Household	51%	Children In The Household	48%
Homeowner	70%	Homeowner	72%
Age 45+	63%	Age 35 - 65	59%
Household Income of $50K+	73%	Household Income $50K+	69%
$50K - $100K+	42%	*$100K+*	33%
At Least Some College Education	61%	At Least Some College Education	66%

VISITOR HOUSEHOLD INCOME



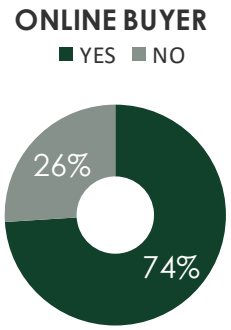
Carson, CA Visitor Spend Distribution

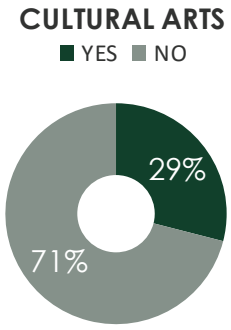


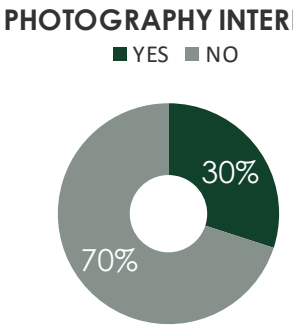
Index of Carson, CA Visitor Spend Distribution Compared to Average Households

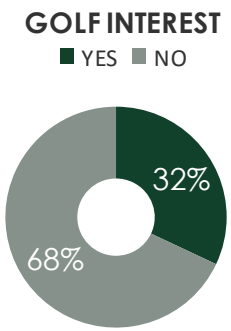
Buxton

VISITOR LIFESTYLE CHARACTERISTICS

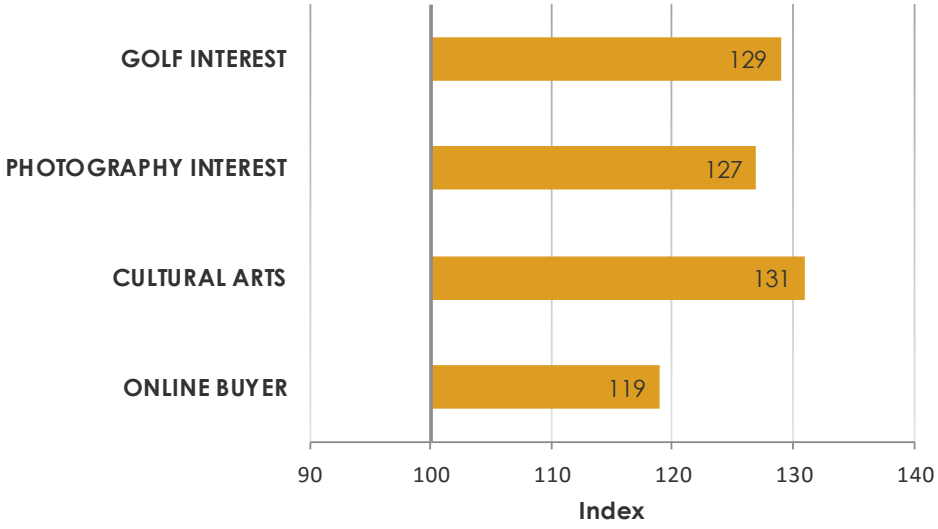








Carson, CA Visitor Spend Distribution

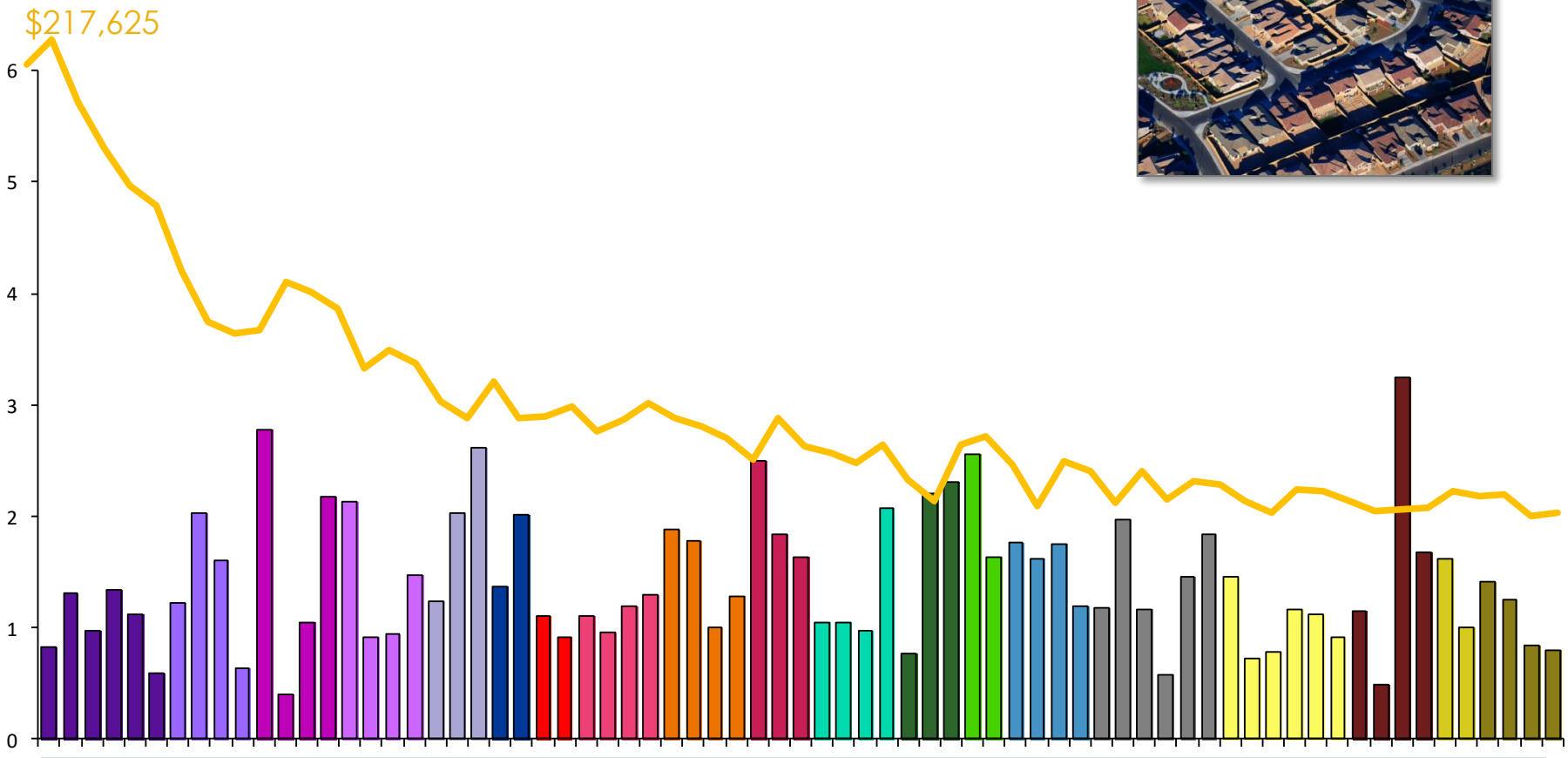


Index of Carson, CA Visitor Spend Distribution Compared to Average Households

Buxton

SEGMENTATION

All U.S. households are grouped into types based on demographics *and* *psychographics*



Buxton

SEGMENTATION GUIDE

http://scout.buxtonco.com/MosaicSegmentationGuide.pdf

Buxton

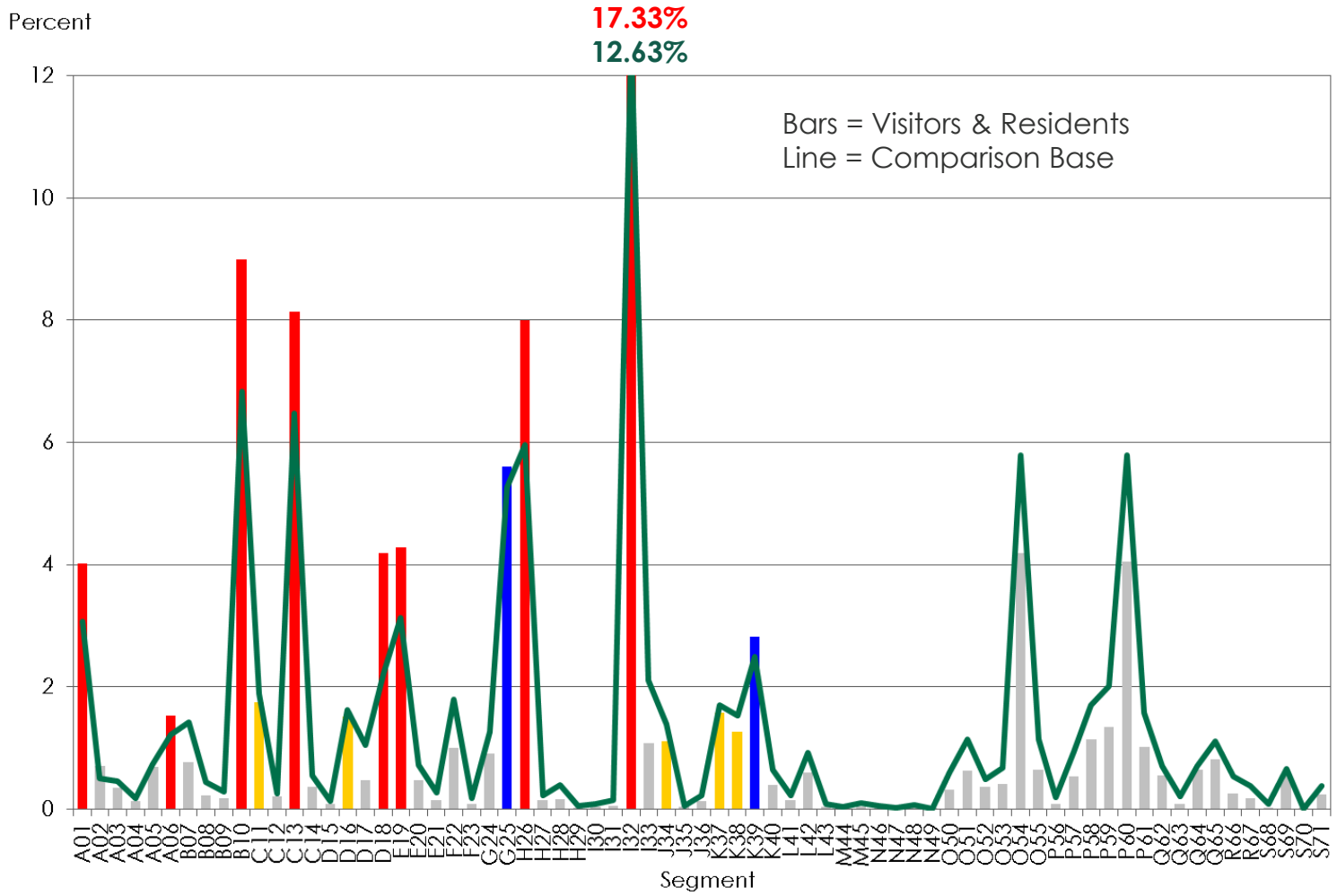
IDENTIFYING "CORE" CONSUMERS

To be a core consumer, a segment must comprise at least 1% of the visitor base. Core consumers are then differentiated as follows:

- **Primary Core Consumers (Index > 120)** have a high likelihood of being Carson Consumers.
- **Secondary Core Consumers (Index > 100)** are more likely than average to be Carson Consumers.
- **Tertiary Core Consumers (Index > 80)** are less likely to be Carson Consumers, but should be considered opportunity segments that could be targeted to expand the Consumer base.

CARSON OVERALL CONSUMER PROFILE

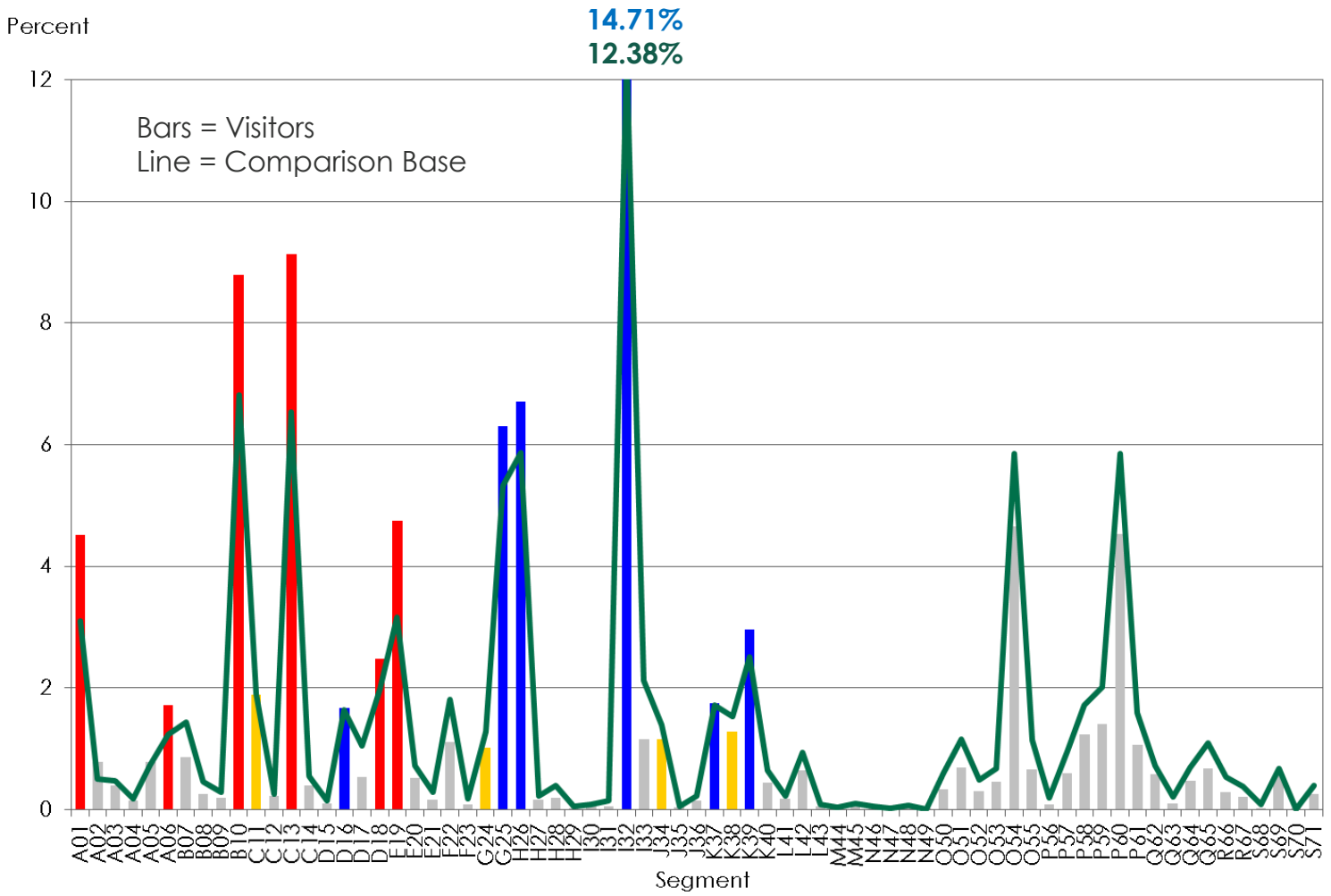
The psychographic profile of all households spending within Carson



Buxton

CARSON VISITOR CONSUMER PROFILE

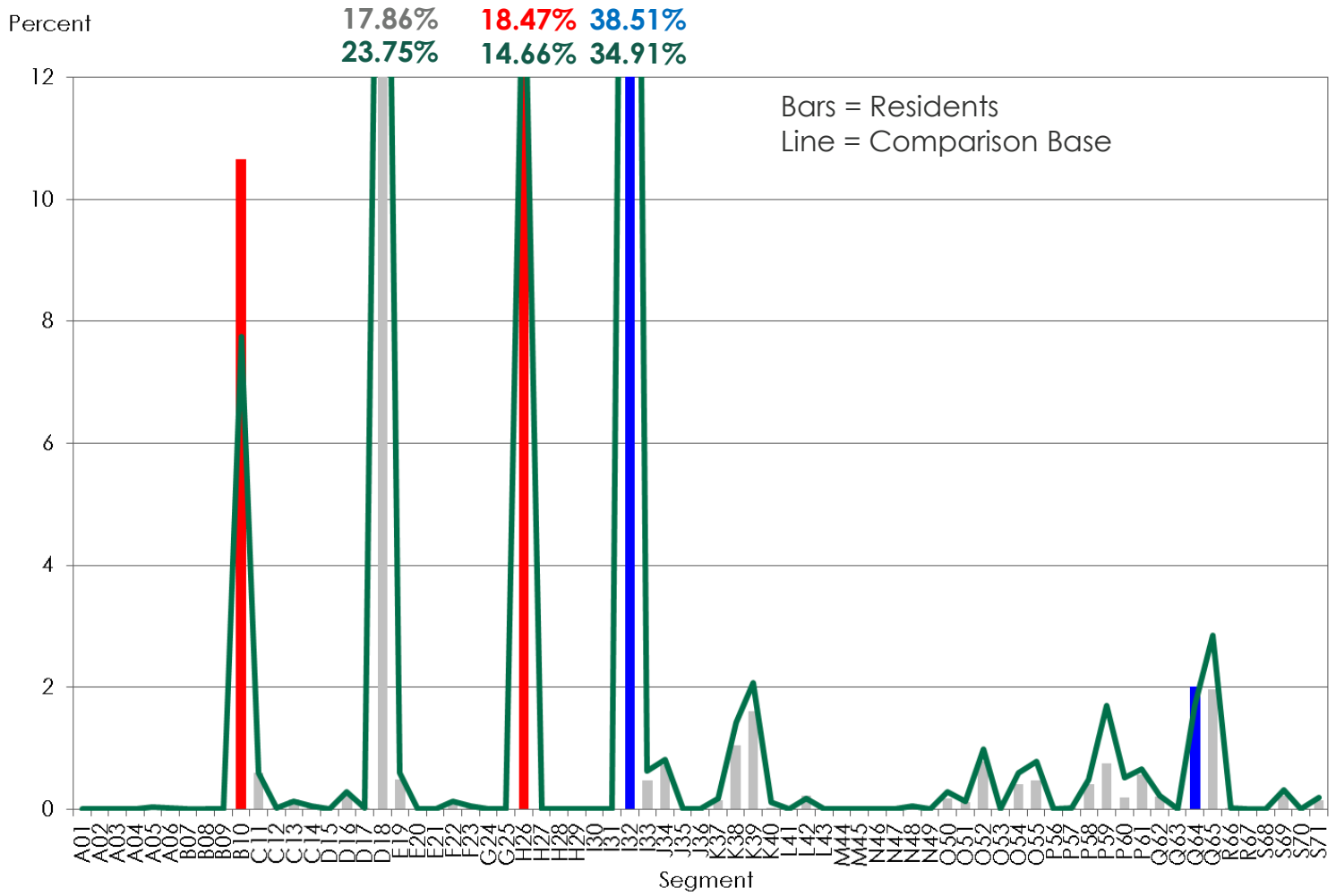
The psychographic profile of visitor households spending within Carson



Buxton

CARSON RESIDENT CONSUMER PROFILE

The psychographic profile of resident households spending within Carson

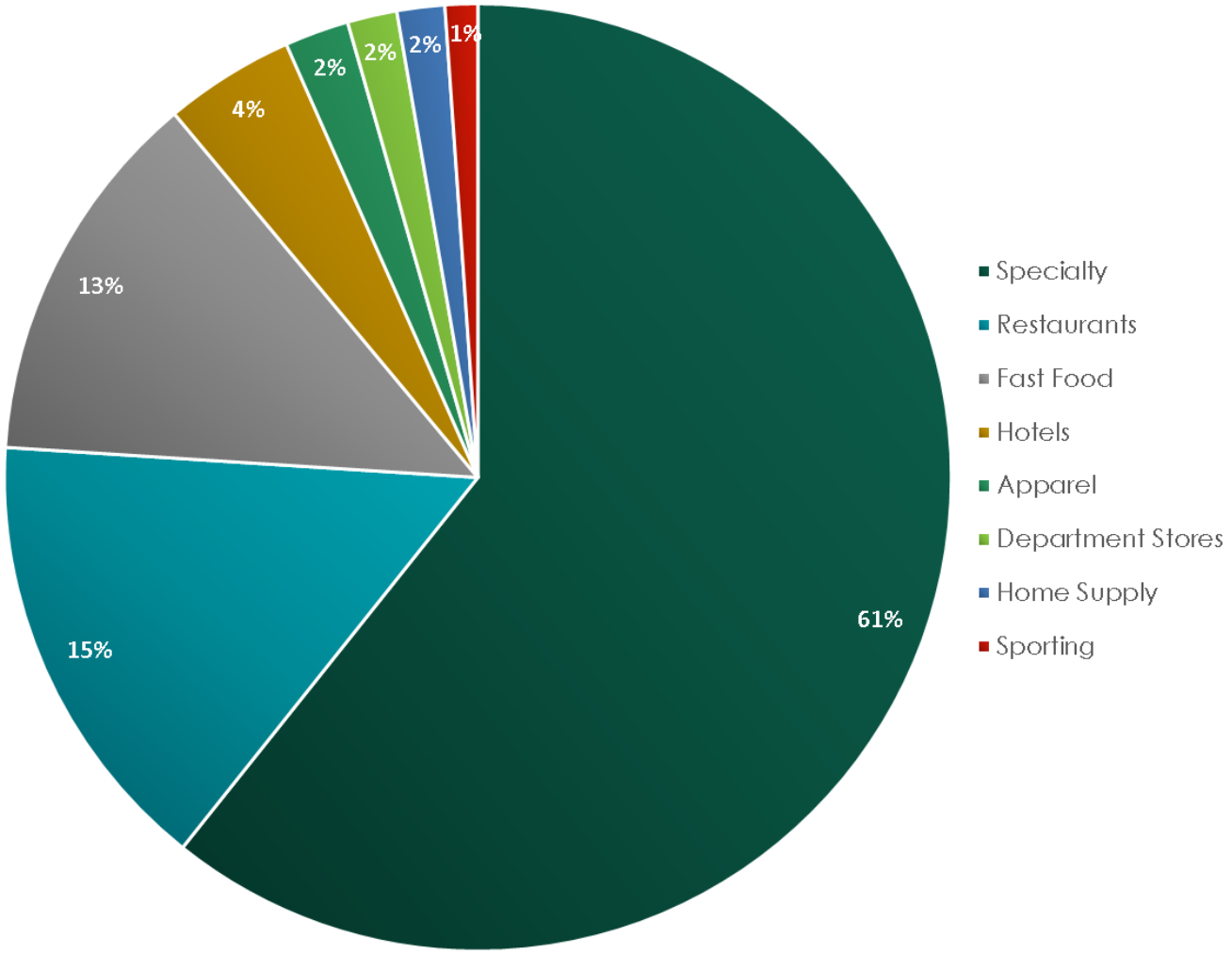


Buxton

CARSON, CA PROFILE COMPARISON

Segment	Carson, CA Overall	Carson, CA Visitor	Carson, CA Resident	Carson, CA Daytripper
A01: American Royalty	●	●		●
A06: Jet Set Urbanites	●	●		●
B10: Cosmopolitan Achievers	●	●	●	●
C11: Aging of Aquarius	●	●		●
C13: Silver Sophisticates	●	●		●
D16: Settled in Suburbia	●	●		●
D18: Suburban Attainment	●	●		●
E19: Full Pockets, Empty Nests	●	●		●
G24: Status Seeking Singles		●		
G25: Urban Edge	●	●		●
H26: Progressive Potpourri	●	●	●	●
I32: Steadfast Conventionalists	●	●	●	●
J34: Aging in Place	●	●		
K37: Wired for Success	●	●		●
K38: Gotham Blend	●	●		
K39: Metro Fusion	●	●		●
O54: Striving Single Scene				●
P59: Expanding Horizons				●
Q64: Town Elders			●	

OVERALL SPEND BY CATEGORY

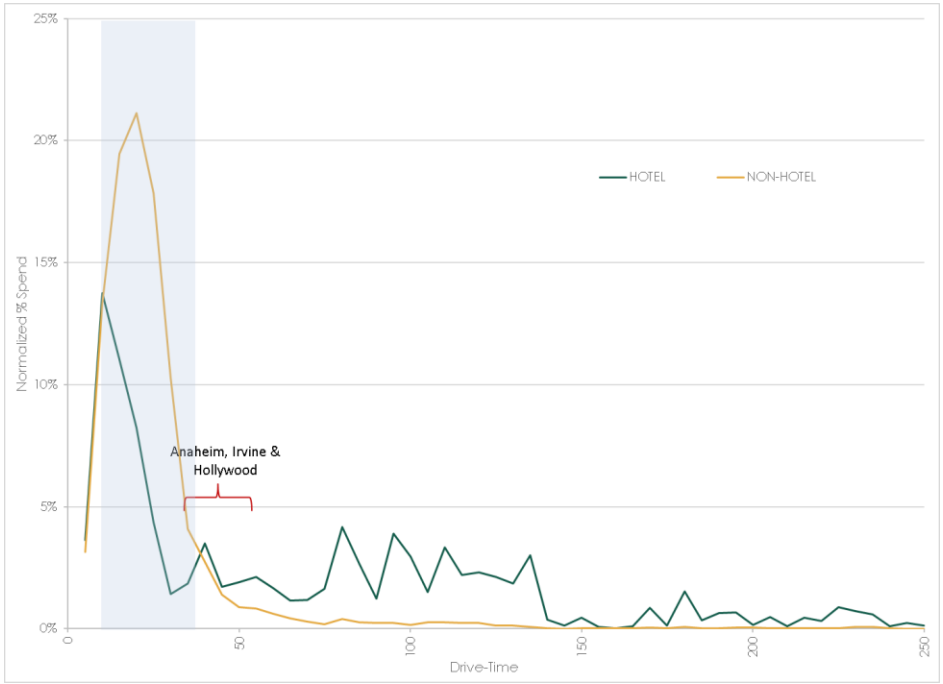


Buxton

DAY-TRIPPER PROFILE DETERMINATION

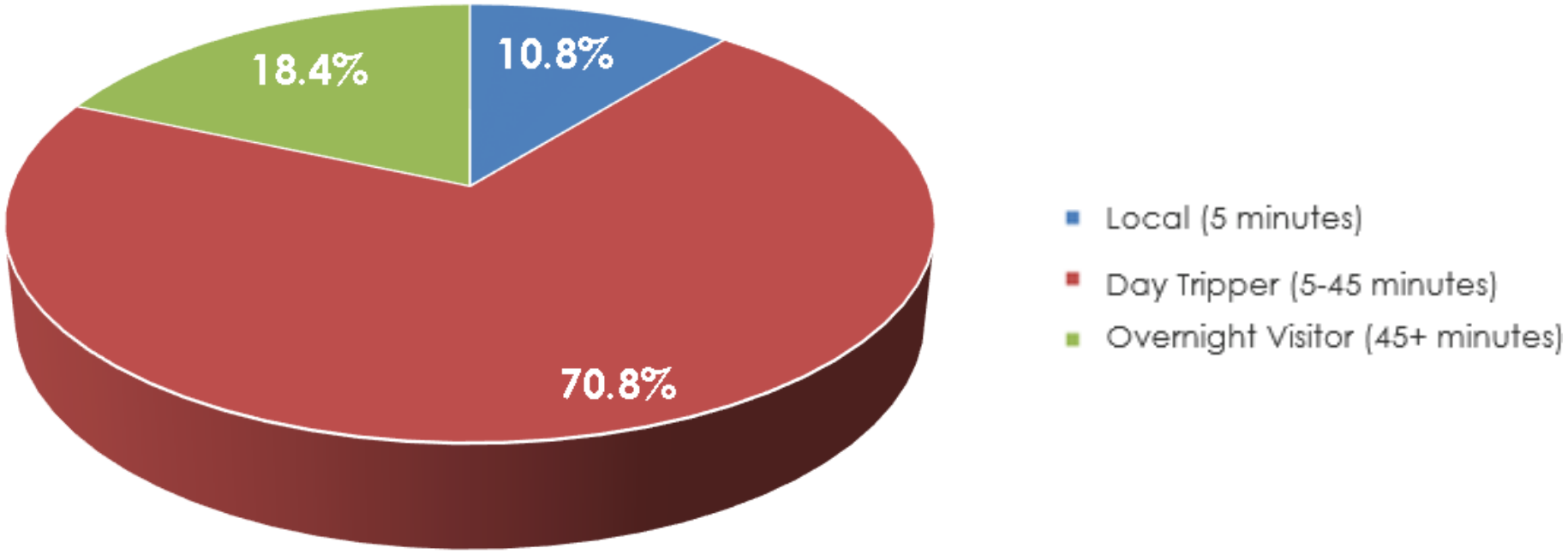
All Visitor transactions were mapped around the surrounding area of Carson, CA to identify a study geography for identification of the Day-Tripper.

5 to 45 minute drive-time from Carson, CA



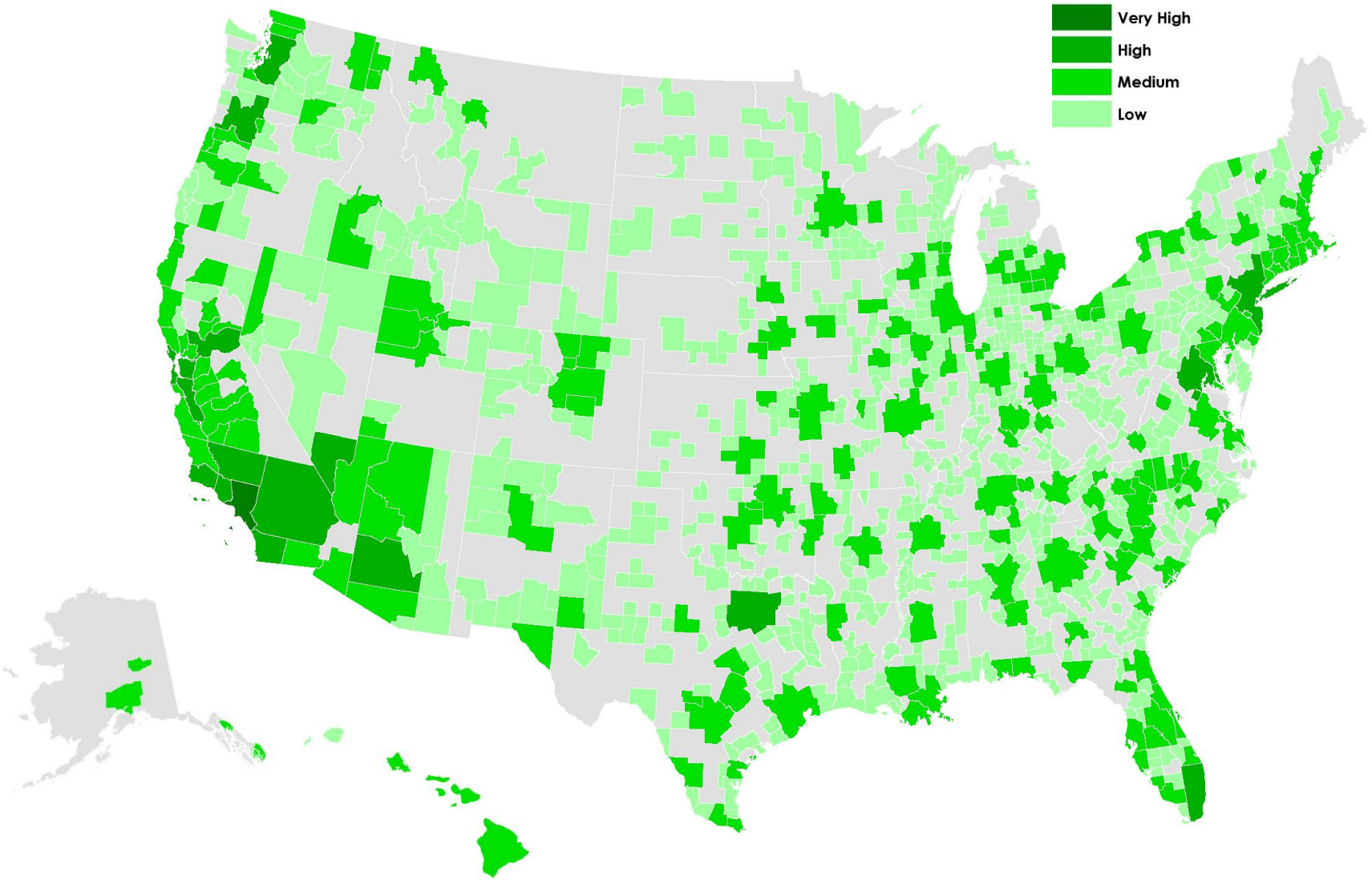
Buxton

SPEND BY CONSUMER TYPE



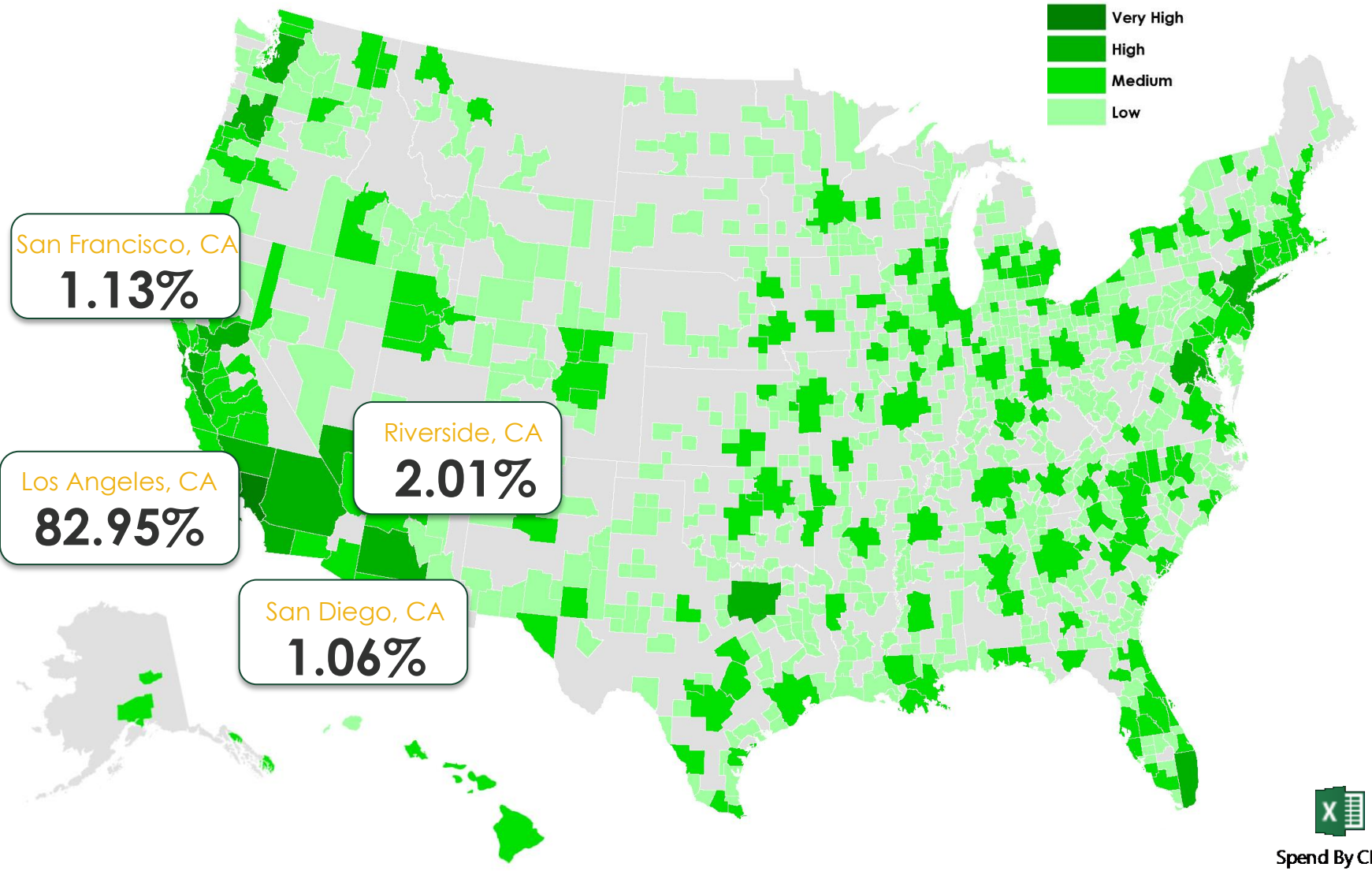
Buxton

SPEND DISTRIBUTION BY CBSA



Buxton

TOP CBSA'S



Spend By CBSA

Buxton

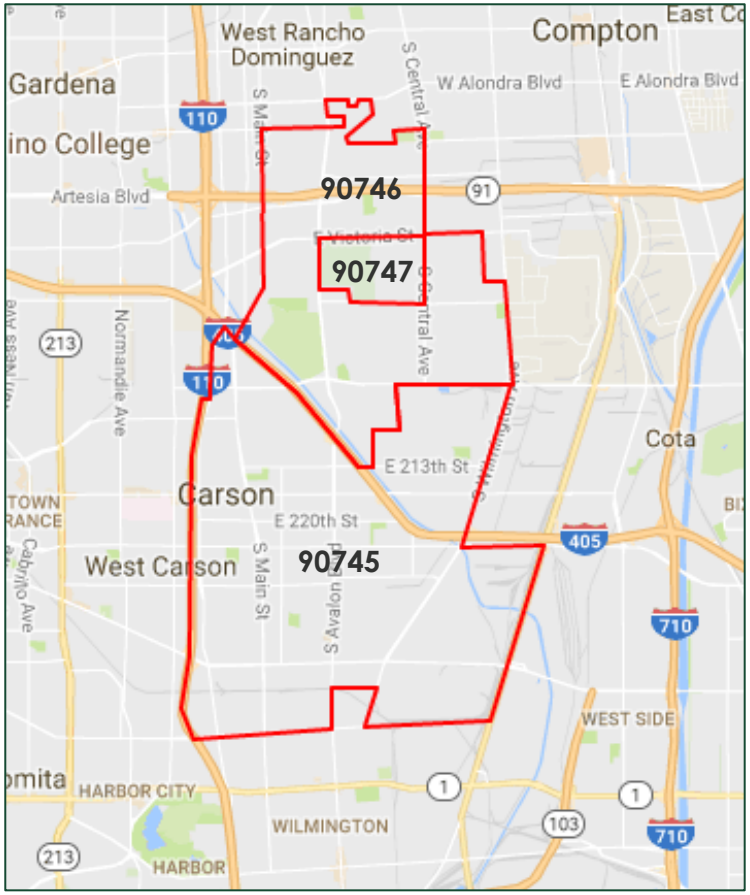
NEXT STEPS

TASK	DESCRIPTION	DATE
Receipt of Study Site	Receipt of the three study sites signifies the beginning of the retail recruitment model process.	COMPLETE
Drive-Time Trade Area and Profiles	Meeting – • Review the recommended drive-time trade area • Review consumer profiles • Review retail leakage/surplus	COMPLETE 6/20/17
Visitor Insights	Meeting – • Review visitor insight results: visitor and combined profile • Visitor Origins	COMPLETE 7/25/17
Retail Matching	Meeting – • Review retail market conditions • Review retailer match results	COMPLETE 7/25/17
Pursuit Packages/Contact Info/Engagement Letters	**Meeting –** • **SCOUT Touch training** • **Delivery of pursuit packages, contact information and engagement letters sent out.**	**20 days post approval of retail matches** ***Suggested – 8/10***
Retail Recruitment Status	Meeting- • Recurring monthly conference call • Discuss outreach for each target retailer • Identify next steps in recruitment efforts	ONGOING
Mid-Year Review	Meeting – • Executive summary report to advise on status and assess need for any shift in the strategy. **In-person delivery suggested*	6 Months post review of initial findings

Buxton®

VISITOR DATA

- Through our relationship with credit card providers, Buxton received data for zip codes 90745, 90746, and 90747. Credit card transactions captured in this study took place between June 2016 – May 2017.



Resident

Buxton

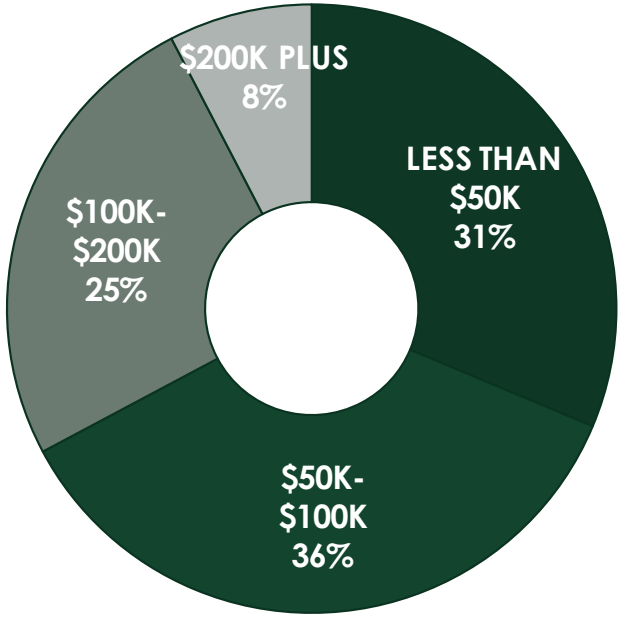
CARSON, CA
HOUSEHOLD LEVEL PROFILE

CARSON, CA PROFILE SUMMARY

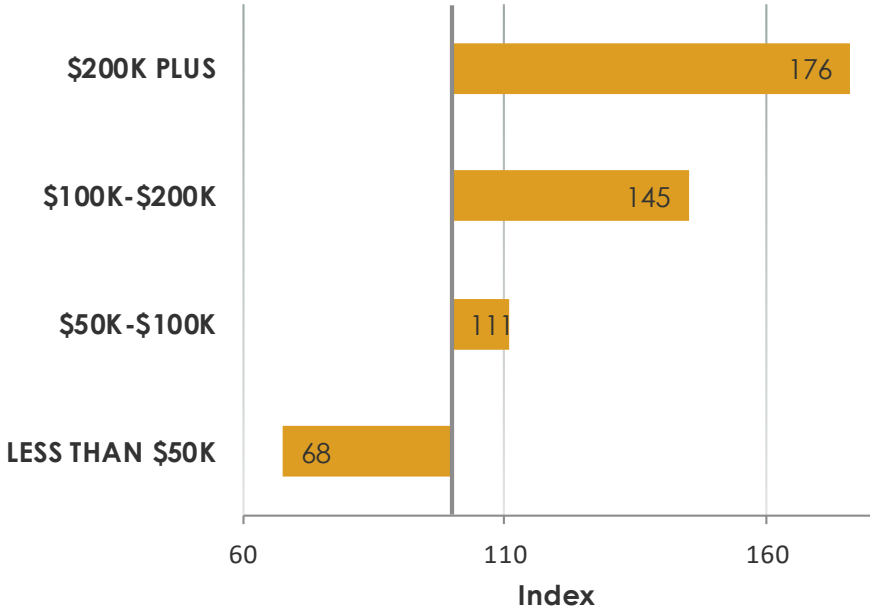
At the overall level, Buxton found the following traits to be prevalent among Carson, CA visitor and resident consumers:

CARSON, CA			
RESIDENT SPEND		**VISITOR SPEND**	
Married	73%	Married	74%
Children In The Household	51%	Children In The Household	48%
Homeowner	70%	Homeowner	72%
Age 45+	63%	Age 35 - 65	59%
Household Income of $50K+	73%	Household Income $50K+	69%
$50K - $100K+	42%	*$100K+*	33%
At Least Some College Education	61%	At Least Some College Education	66%

HOUSEHOLD INCOME



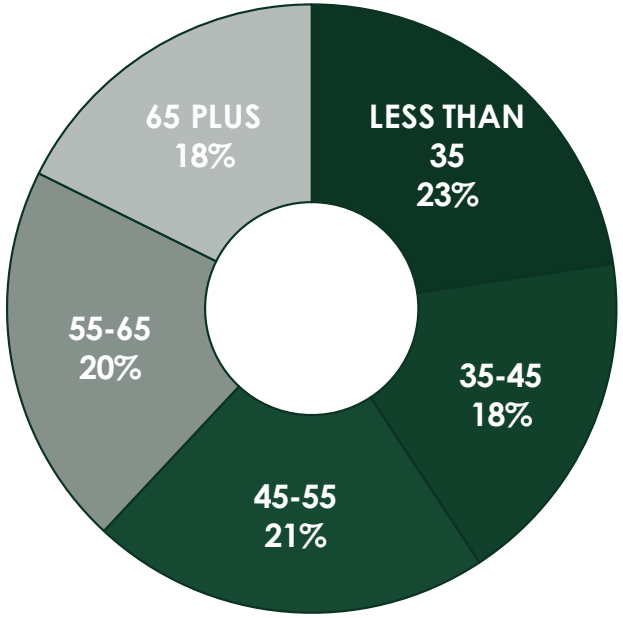
Carson, CA Visitor Spend Distribution



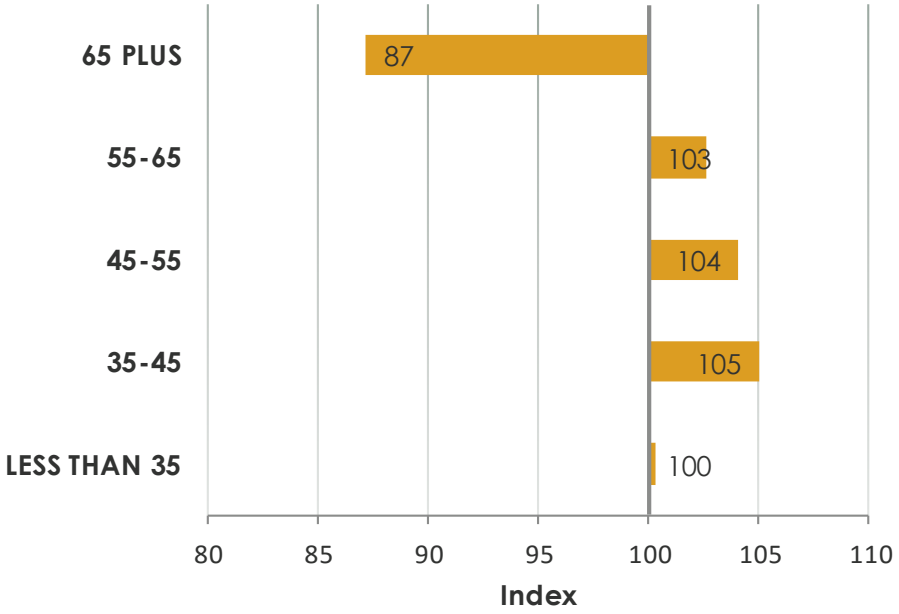
Index of Carson, CA Visitor Spend Distribution Compared to Average Households

Buxton

AGE OF HEAD OF HOUSEHOLD



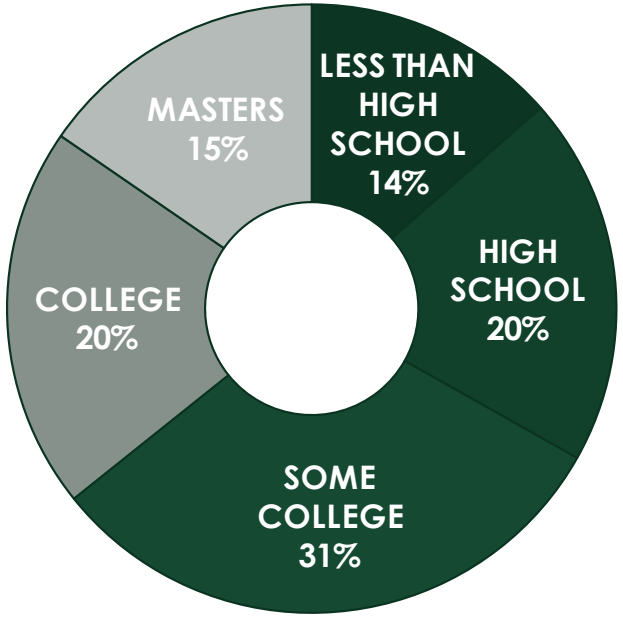
Carson, CA Visitor Spend Distribution



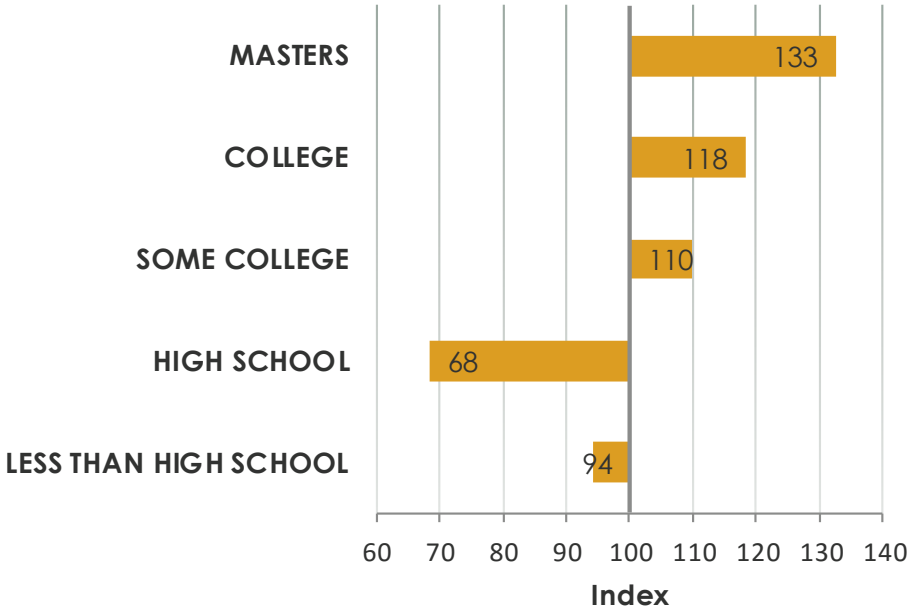
Index of Carson, CA Visitor Spend Distribution Compared to Average Households

Buxton

EDUCATION



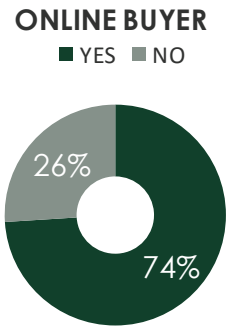
Carson, CA Visitor Spend Distribution

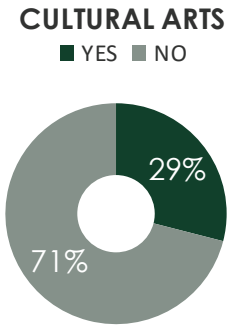


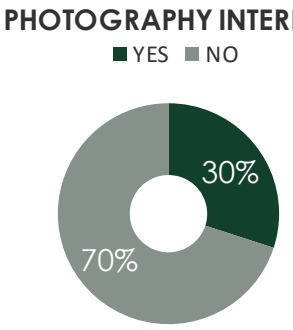
Index of Carson, CA Visitor Spend Distribution Compared to Average Households

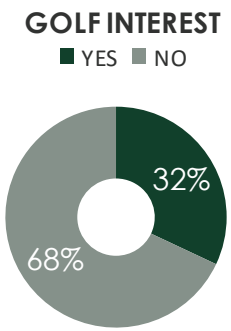
Buxton

LIFESTYLE CHARACTERISTICS

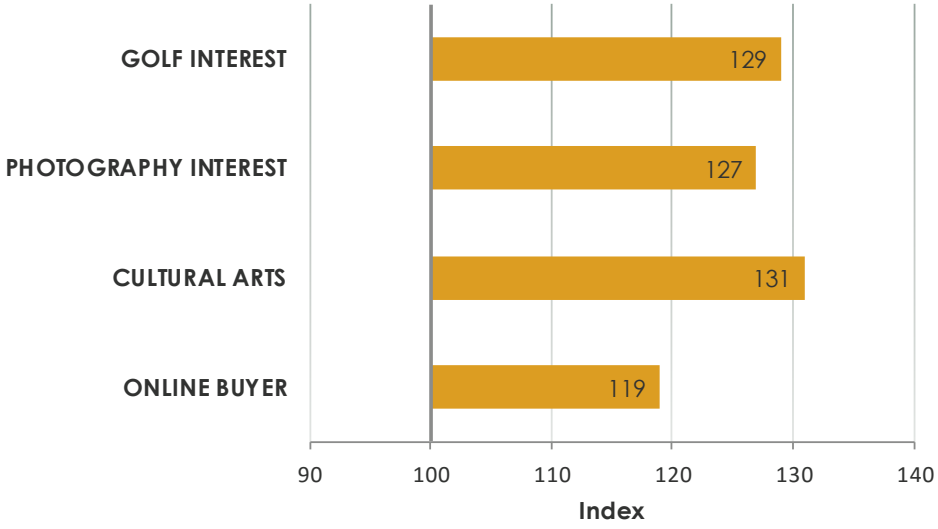








Carson, CA Visitor Spend Distribution



Index of Carson, CA Visitor Spend Distribution Compared to Average Households

Buxton

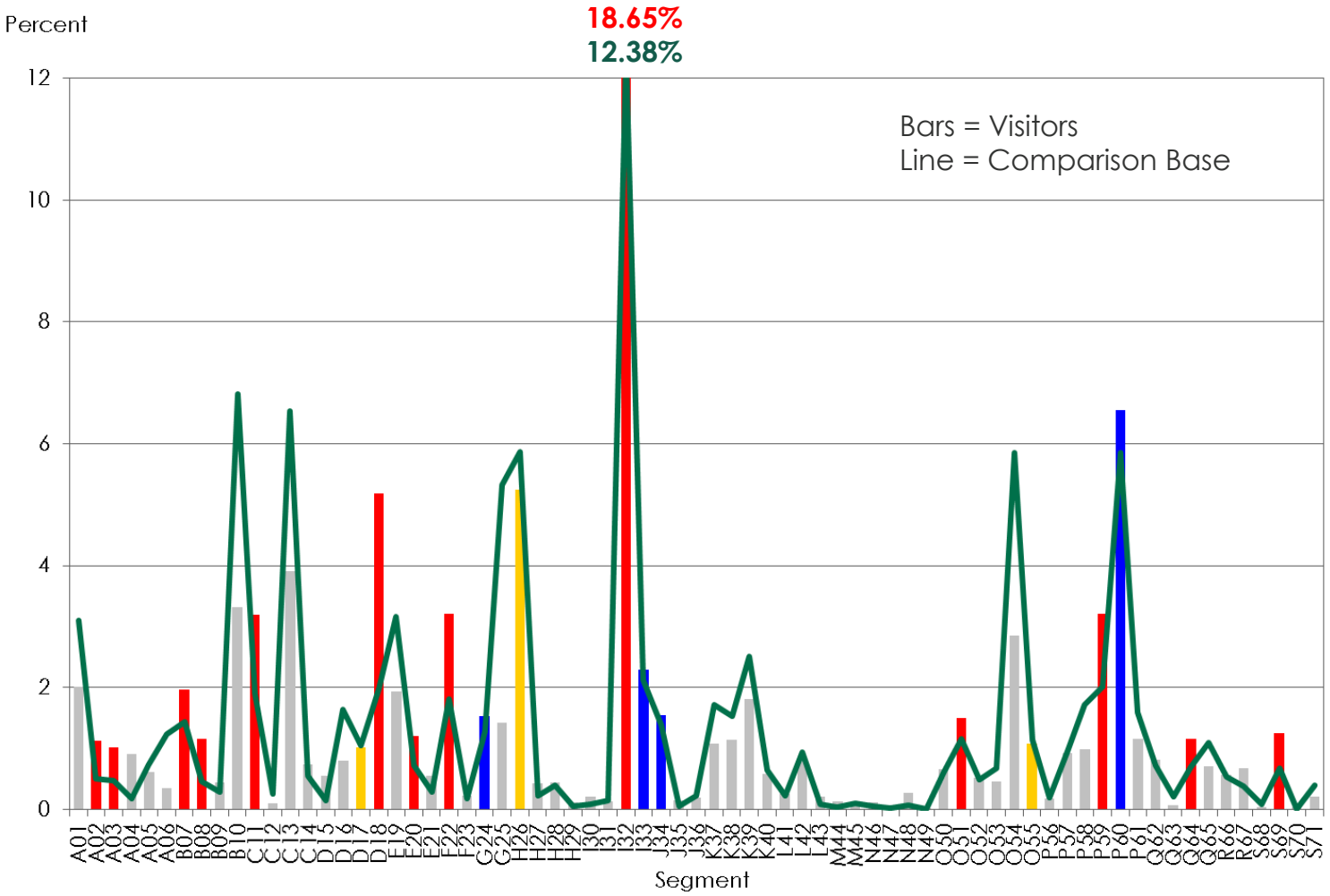
RETAIL CATEGORY PROFILES

CARSON CATEGORICAL PROFILE COMPARISON

Segment	Carson, CA Visitor	Apparel	Computers	Department Stores	Fast Food	Home Supply	Hotels	Restaurants	Specialty	Sporting Goods
A01: American Royalty	●				●	●	●	●	●	
A02: Platinum Prosperity		●				●	●			
A03: Kids and Cabernet		●				●				
A06: Jet Set Urbanites	●						●		●	
B07: Generational Soup		●			●		●			●
B08: Babies and Bliss		●					●			
B10: Cosmopolitan Achievers	●		●		●	●		●	●	●
C11: Aging of Aquarius	●	●	●		●	●	●		●	
C13: Silver Sophisticates	●				●	●			●	●
C14: Boomers and Boomerangs						●	●			
D16: Settled in Suburbia	●		●		●	●	●	●	●	●
D17: Cul de Sac Diversity		●	●				●			
D18: Suburban Attainment	●	●	●	●	●	●	●	●	●	●
E19: Full Pockets, Empty Nests	●				●				●	●
E20: No Place Like Home		●	●				●			
E21: Unspoiled Splendor							●			
F22: Fast Track Couples		●					●			●
G24: Status Seeking Singles	●	●							●	
G25: Urban Edge	●								●	
H26: Progressive Potpourri	●	●	●	●	●	●		●	●	●
H28: Everyday Moderates							●			
I32: Steadfast Conventionalists	●	●	●	●	●	●		●	●	●
I33: Balance and Harmony		●			●		●	●		●
J34: Aging in Place	●	●			●	●	●			●
K37: Wired for Success	●				●	●			●	●
K38: Gotham Blend	●		●		●			●	●	
K39: Metro Fusion	●		●		●			●	●	
L42: Rooted Flower Power							●			
O50: Full Steam Ahead			●							
O51: Digital Dependents		●					●			
O54: Striving Single Scene									●	
O55: Family Troopers		●				●	●			
P57: Modest Metro Means				●						
P58: Heritage Heights			●		●					
P59: Expanding Horizons		●	●	●	●		●	●		●
P60: Striving Forward		●		●	●			●		●
P61: Humble Beginnings				●	●			●		
Q62: Reaping Rewards						●	●			
Q64: Town Elders		●				●	●			
Q65: Senior Discounts			●							
R67: Hope for Tomorrow				●						
S69: Urban Survivors		●		●				●		●

VISITOR CONSUMER PROFILE - APPAREL

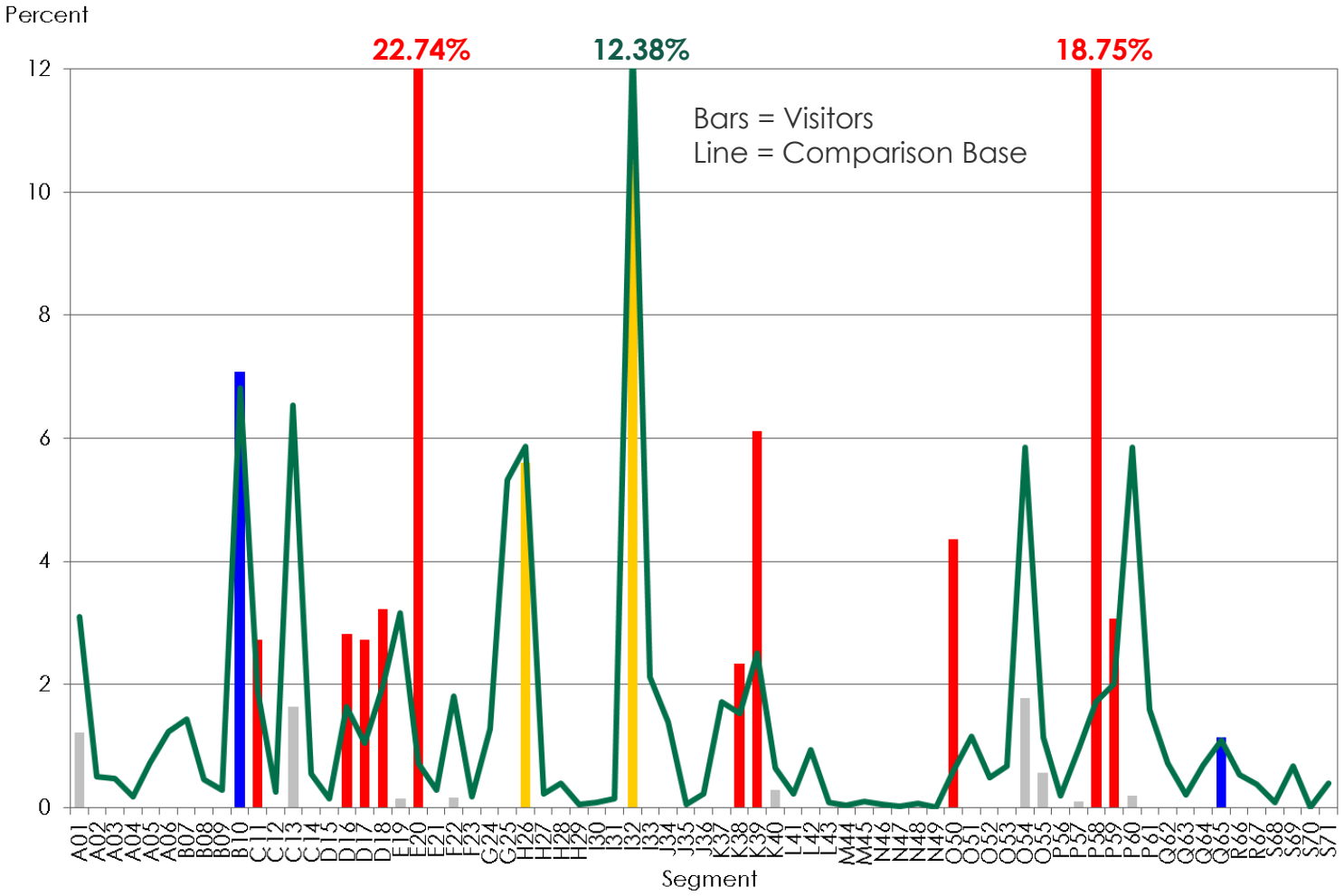
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE - COMPUTERS

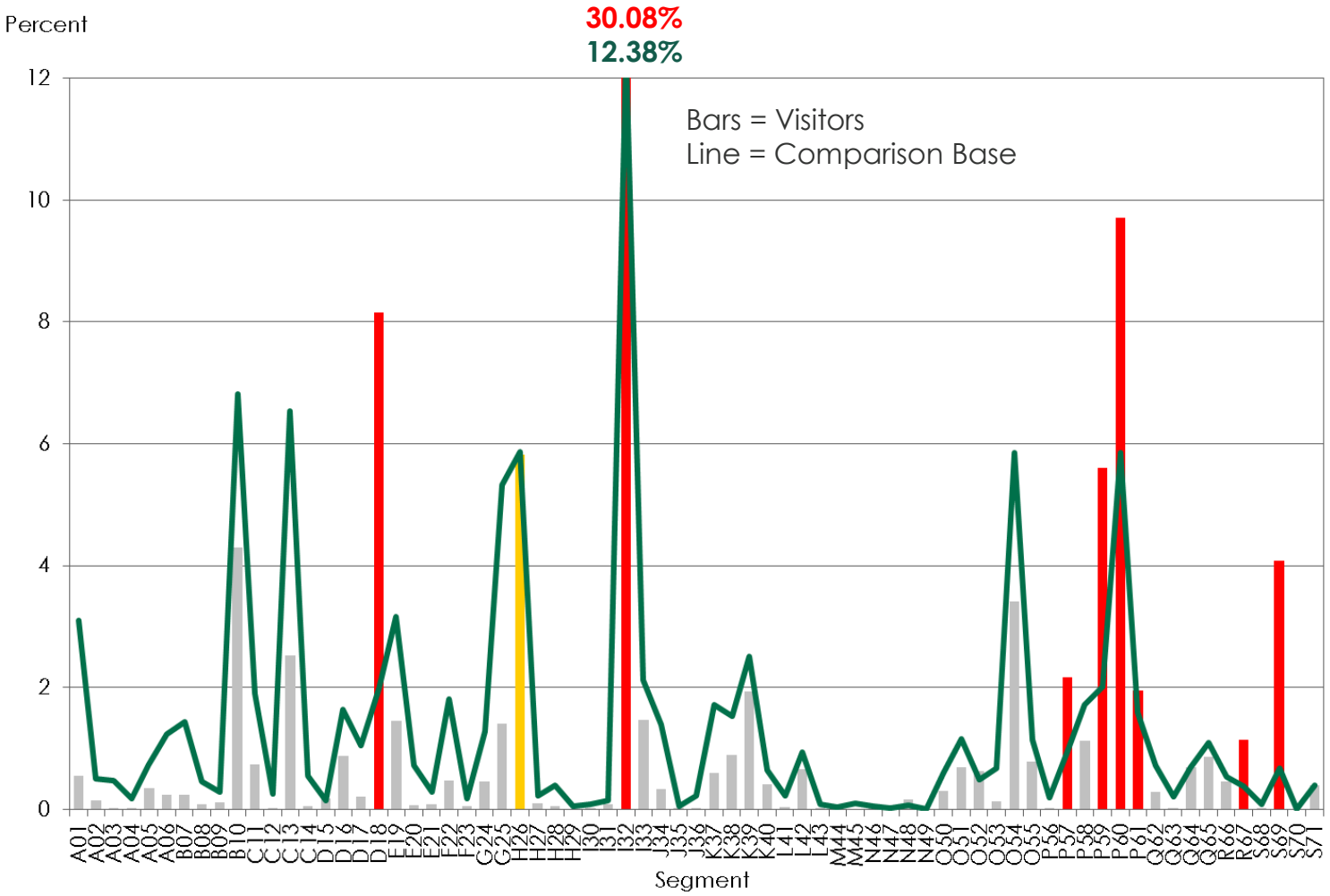
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE – DEPT. STORES

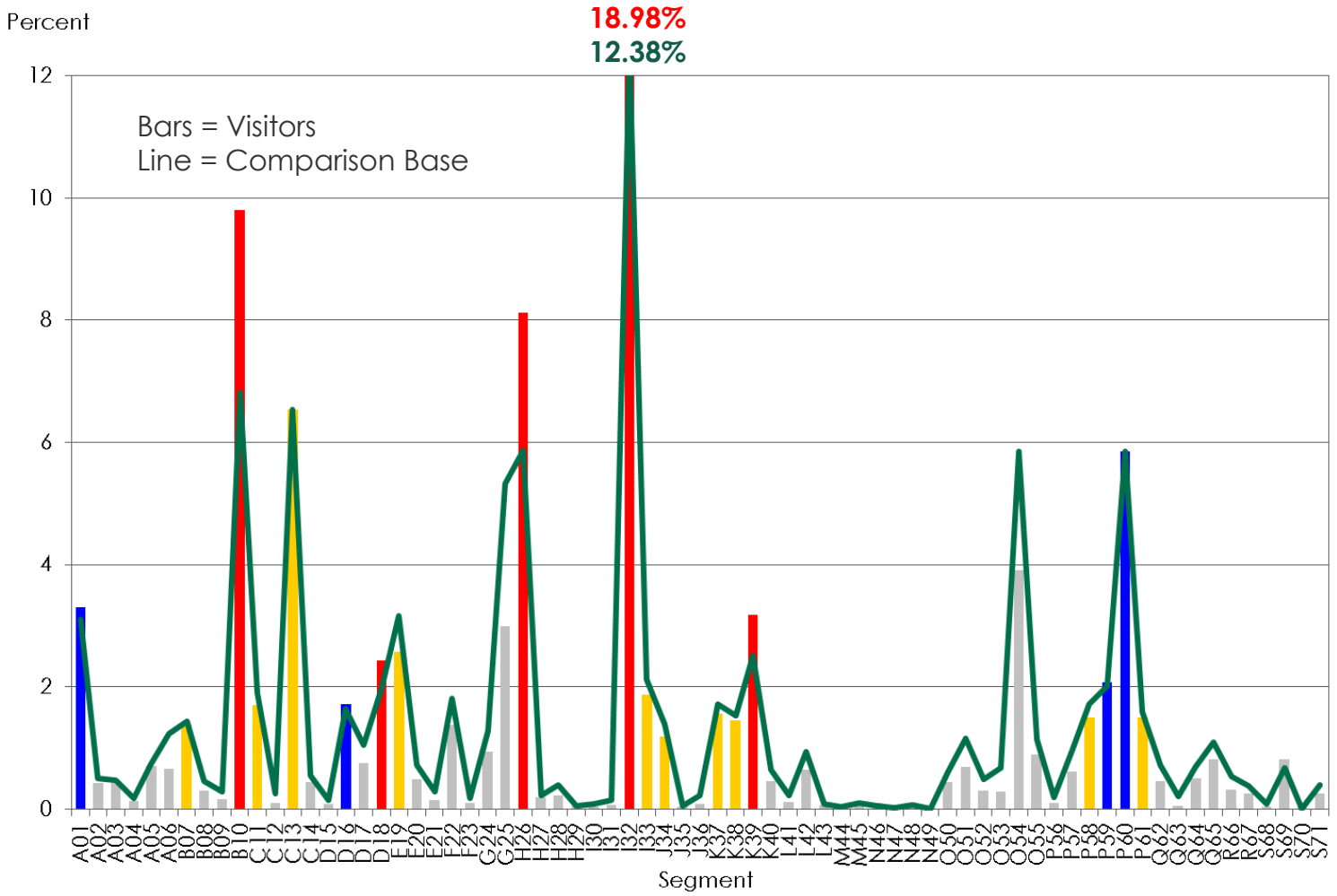
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE - FAST FOOD

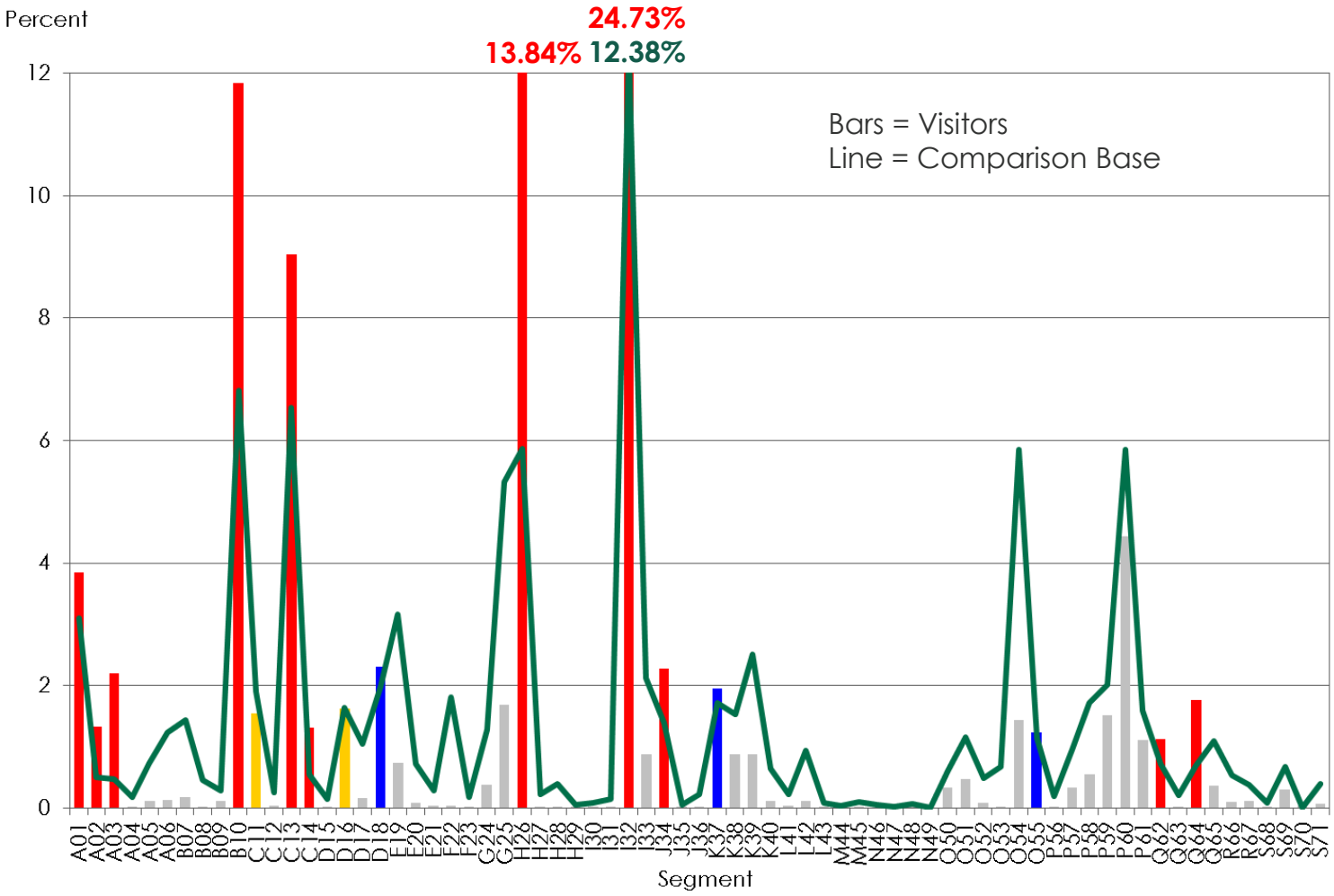
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE – HOME SUPPLY

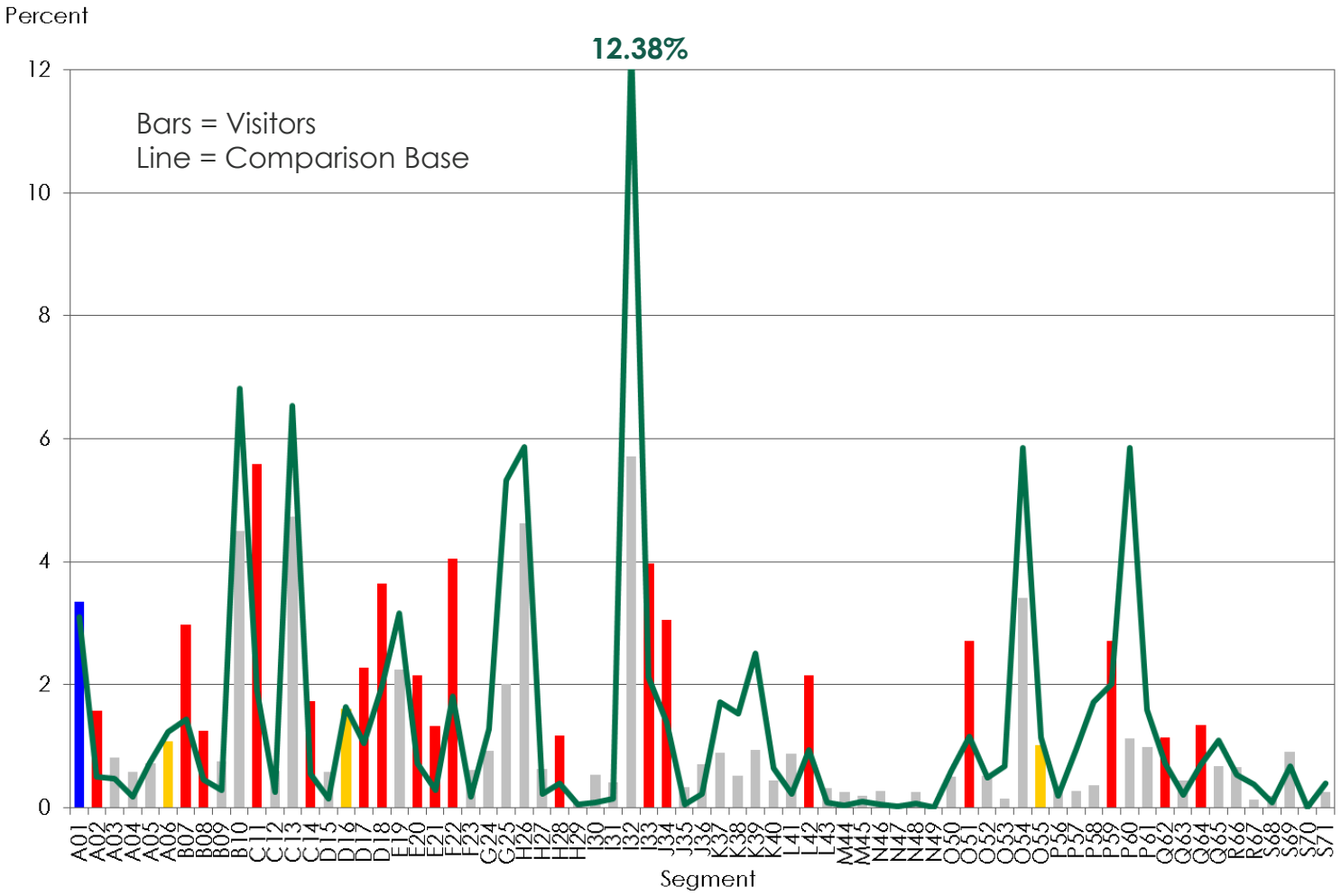
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE - HOTEL

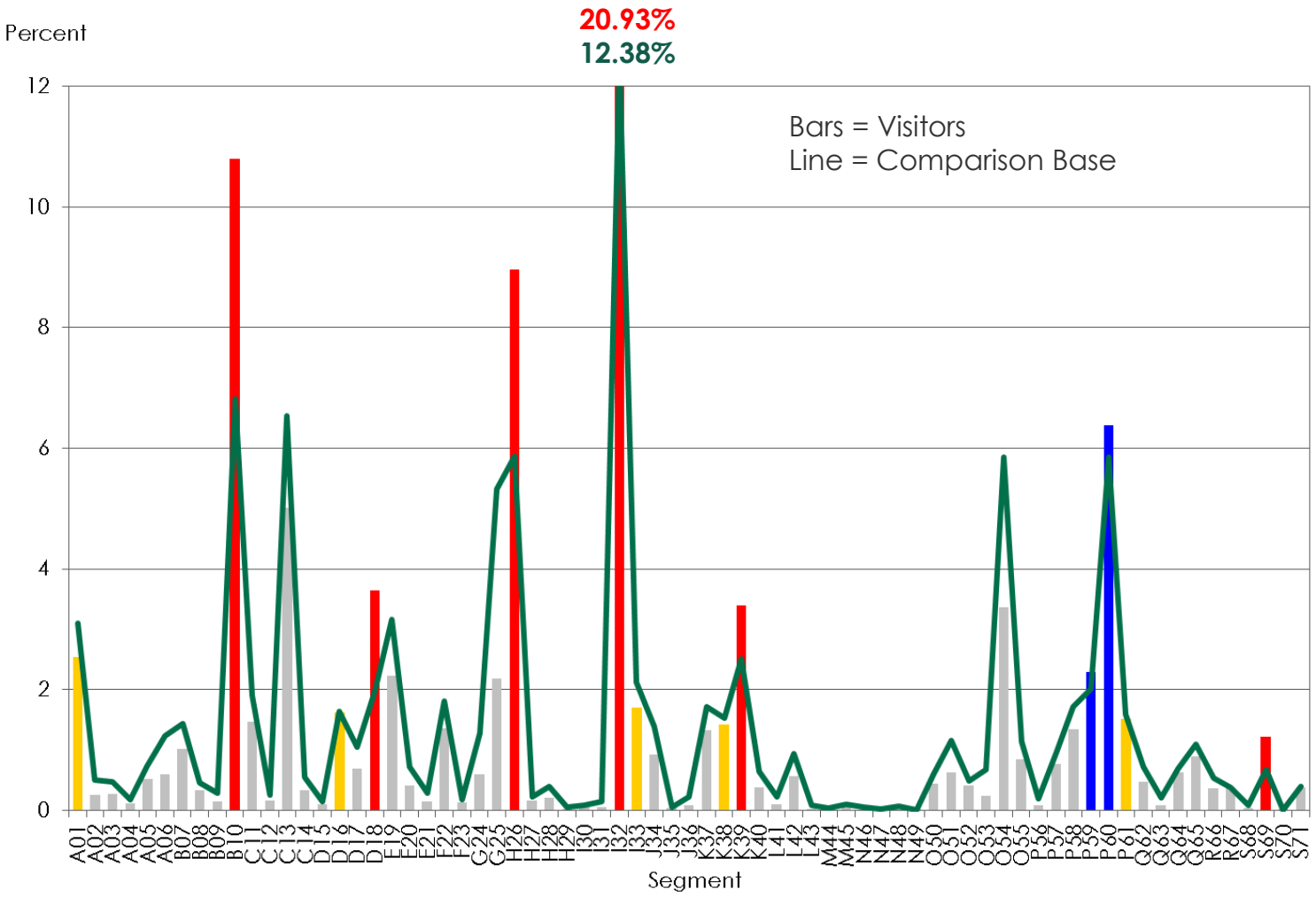
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE - RESTAURANT

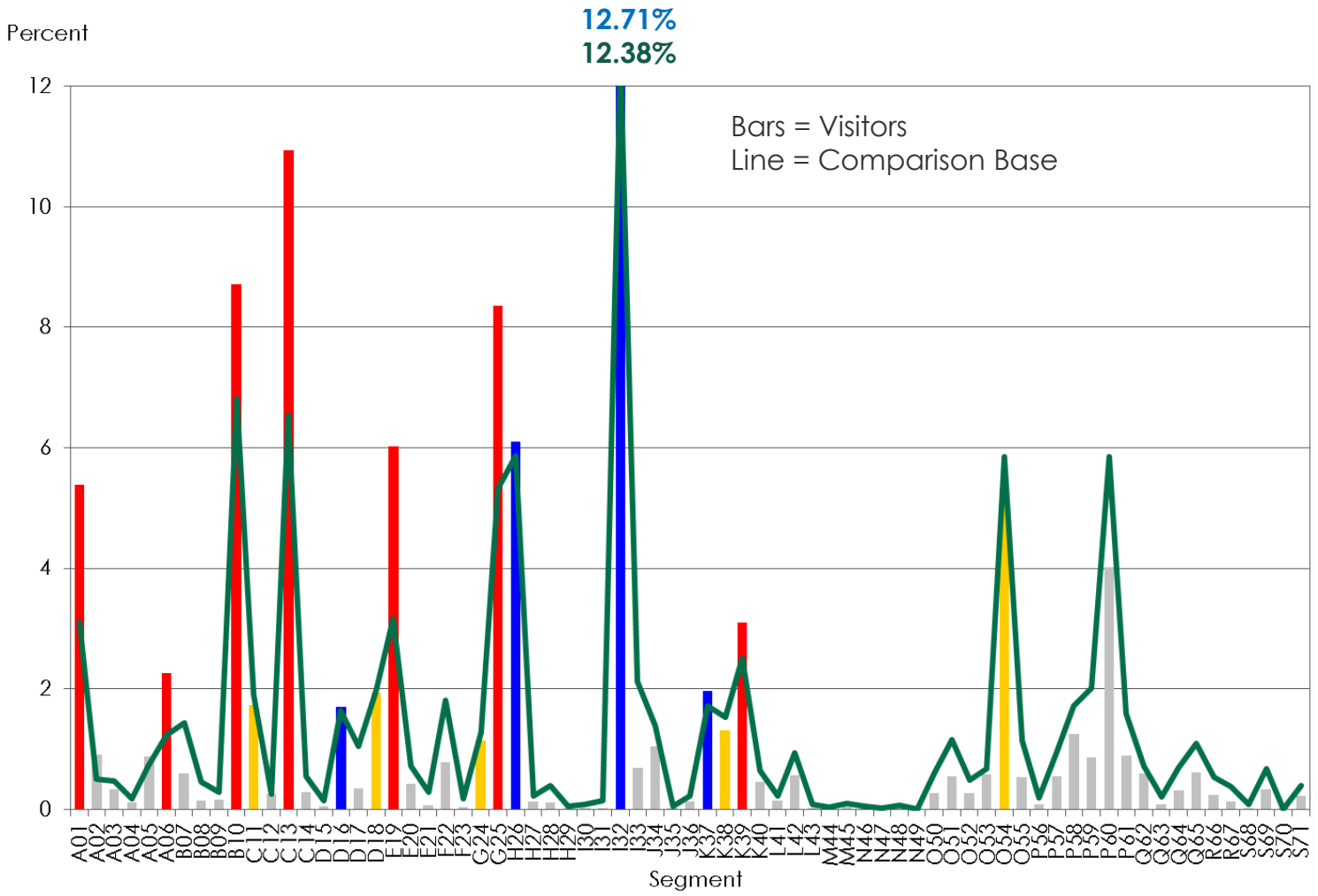
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE - SPECIALTY

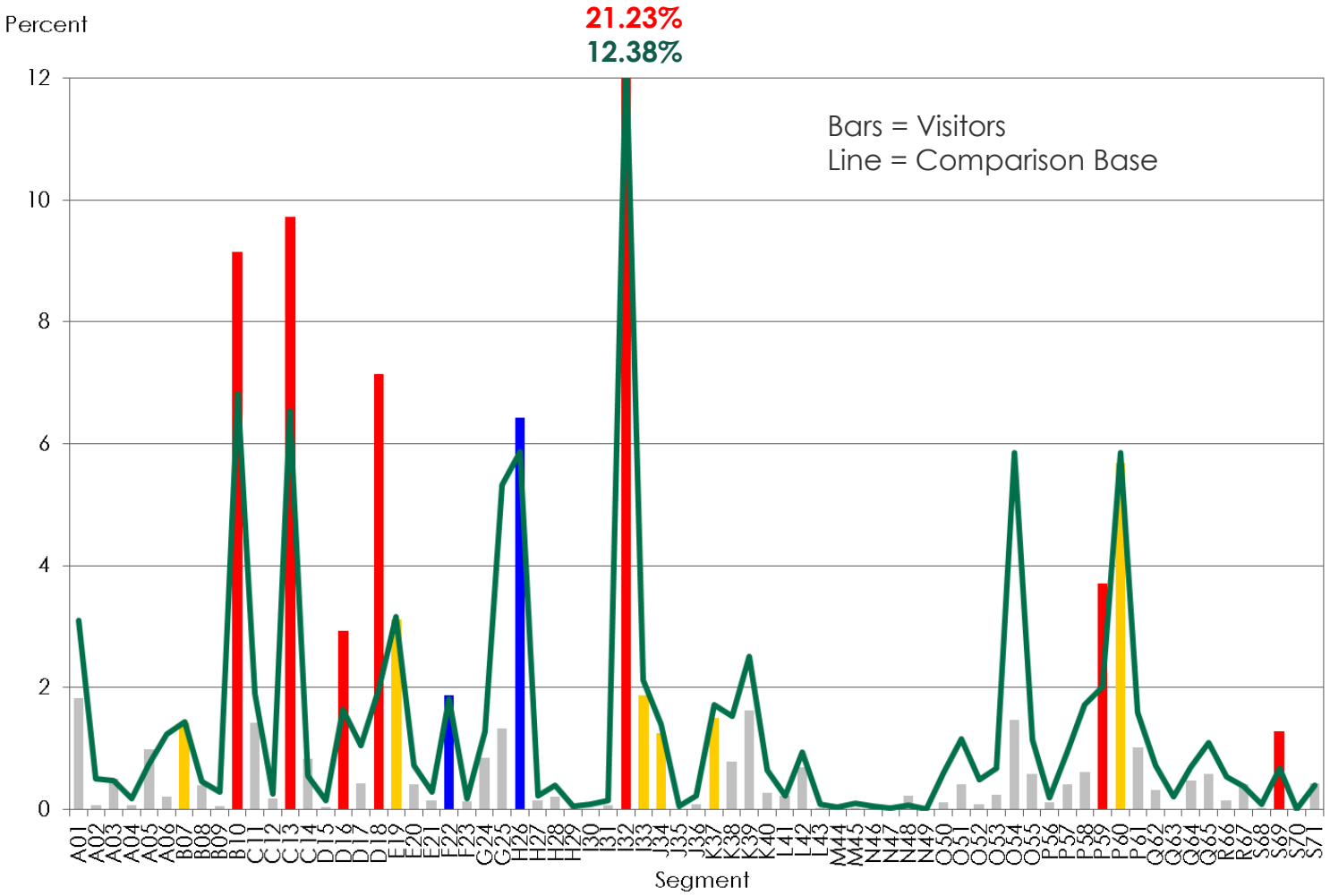
The psychographic profile of non-resident households spending within Carson



Buxton

VISITOR CONSUMER PROFILE - SPORTING GOODS

The psychographic profile of non-resident households spending within Carson



Buxton