



# 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. Retail Strategies has provided the Florence's primary point of contact an electronic copy of each of these reports from multiple geographic parameters online on our project management site, Basecamp.

In addition to these reports, our partnership with Florence features on-demand reporting where we will run data on behalf of the city at any point during our engagement to help identify and execute against opportunities within the market.

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

Demographic Overview

Mobile Data Collections

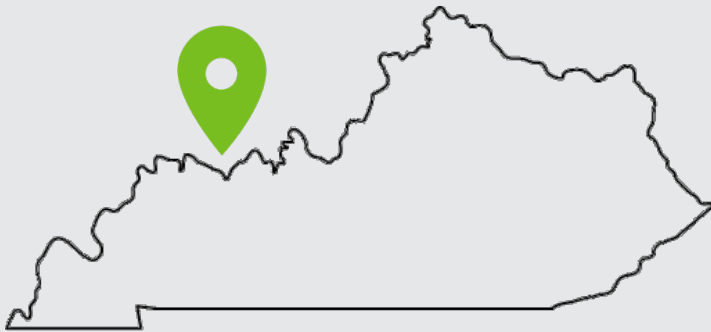
Customized Trade Area Analysis

Lifestyle Segmentation

Retail Gap Analysis

Peer Analysis

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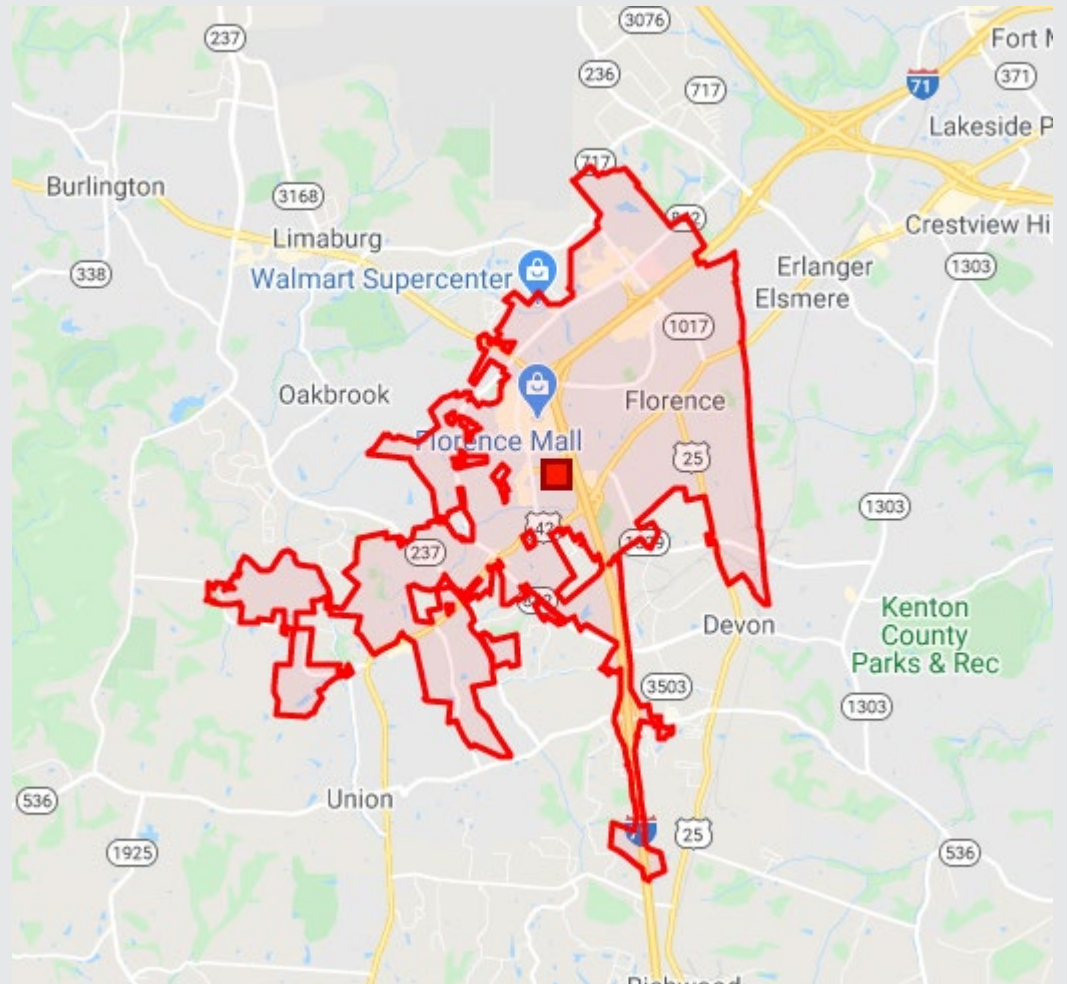


State of Kentucky

Population 4.468 million

Florence, KY

Population 29,886



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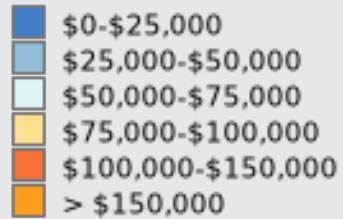
## Residential Population Density

• 1 dot = 100

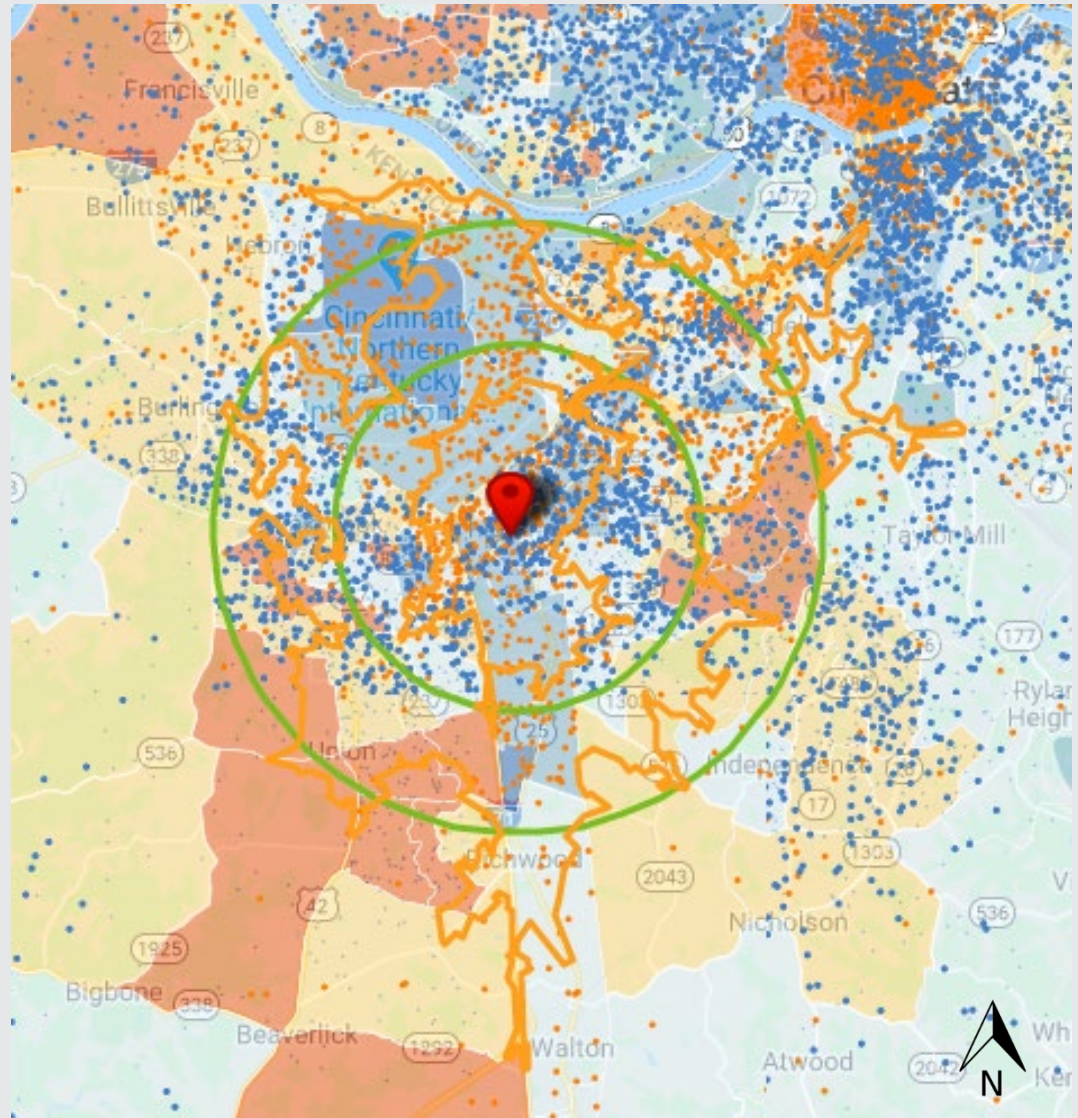
## Daytime Employee Population Density

• 1 dot = 100

## Median Household Income



## Study Area



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Category	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	66,352	136,772	359,398	12,319	90,376	212,555
Number of Households	26,050	51,295	136,104	5,061	35,538	80,865
Projected Annual Growth (5 YR)	11.85%	11.31%	6.25%	11.42%	11.36%	9.28%
Median HH Income 2019	\$60,480	\$65,833	\$62,068	\$65,128	\$59,896	\$66,585
Current Year Average Age	37.9	38.1	38.3	38.2	38	38.3
Average Home Value	\$204,506	\$228,390	\$230,336	\$207,764	\$209,107	\$245,596
Current Year % Bachelor's Degree	17%	17%	19%	16%	16%	18%
Daytime Population	91,499	174,806	391,757	26,569	137,700	273,859
Labor Force	51,664	107,499	283,691	9,651	70,683	167,944

