retail academy

New Haven, IN

Retail recruitment plan

Research

Memberships, Subscriptions & Customized Reports

Research Partners & Geographic Information Systems

Crittenden Research

RLT
RETAIL LEASE TRAC

salesgenie

NATION'S
Restaurant News

PlainVanillaShell

SN
SUPERMARKET NEWS

TETRAD

Sitewise

CCIM STDB

REGIS online

Research

where does all this information come from?

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 Walker County 's primary point of contact an electronic copy of each of these reports from multiple geographic parameters.

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

1. Demographic Overview

2. Mobile Data Collections
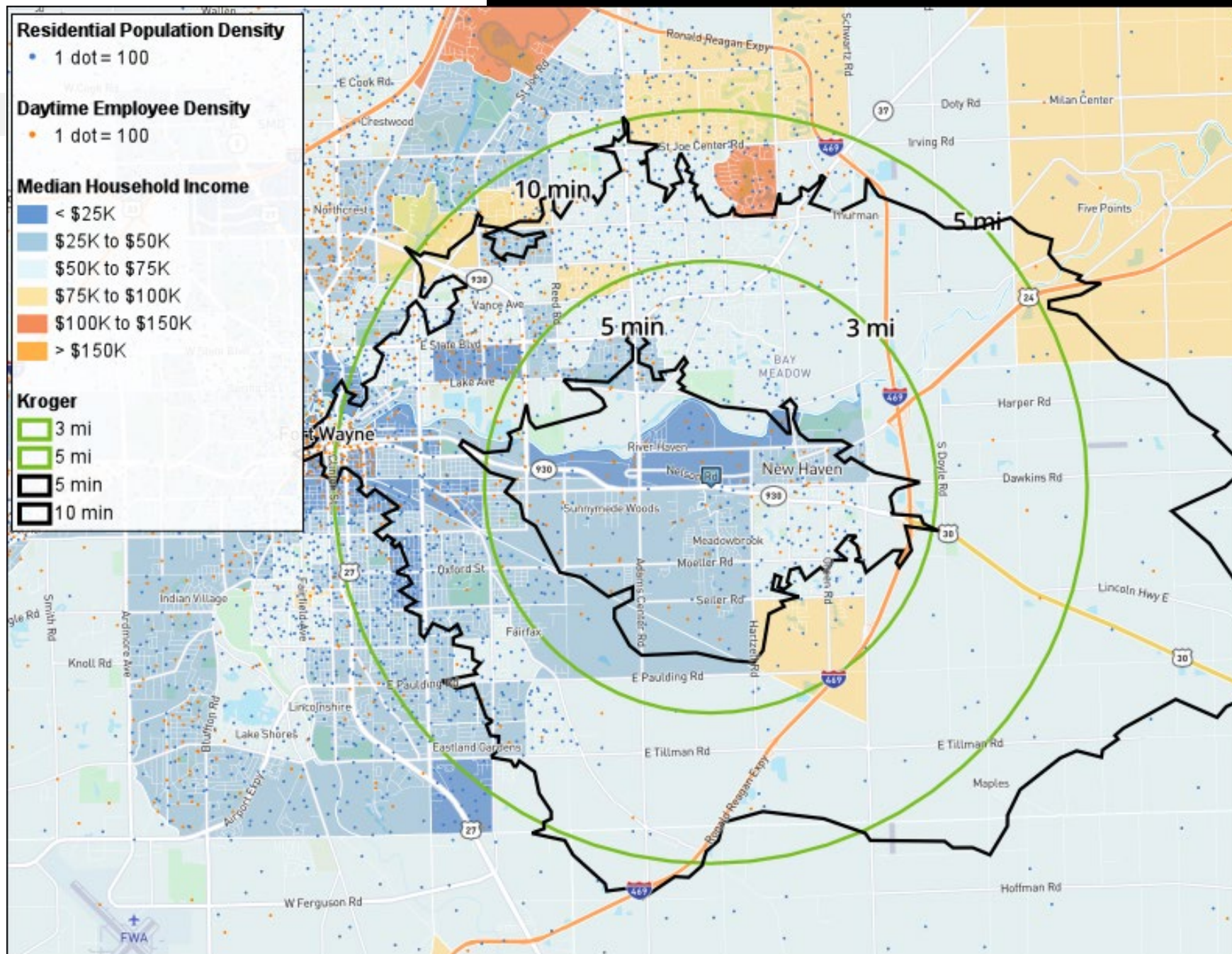
3. Customized Trade Area Analysis

4. Lifestyle Segmentation

5. Retail Gap Analysis

6. Peer Analysis

Residential Population Density
- 1 dot = 100

Daytime Employee Density
- 1 dot = 100

Median Household Income
- < $25K
- $25K to $50K
- $50K to $75K
- $75K to $100K
- $100K to $150K
- > $150K

Kroger
- 3 mi
- 5 mi
- 5 min
- 10 min

Mile Radius & Drive Time Demographics

| 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	35,753	120,475	295,174	13,405	88,604	207,509
Number of Households	14,359	46,158	117,187	5,458	34,654	81,644
Projected Annual Growth (5 YR)	-0.47%	-0.42%	1.09%	-0.40%	-0.56%	0.02%
Median HH Income 2021	$52,158	$47,305	$50,483	$46,964	$48,121	$47,504
Current Year Average Age	39.6	38.1	38.3	40.4	38.5	37.8
Average Home Value	$185,067	$169,850	$187,795	$186,129	$168,928	$171,400
Current Year % Bachelor's Degree	17%	15%	17%	12%	16%	16%
Daytime Population	34,746	120,397	351,829	18,370	103,686	234,687
Labor Force	28,553	94,955	232,554	10,808	70,098	162,726

New Haven, Indiana

State of Indiana
Population 6.9 million
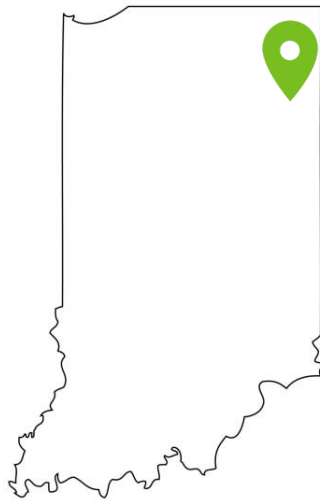
New Haven
Population 15,505
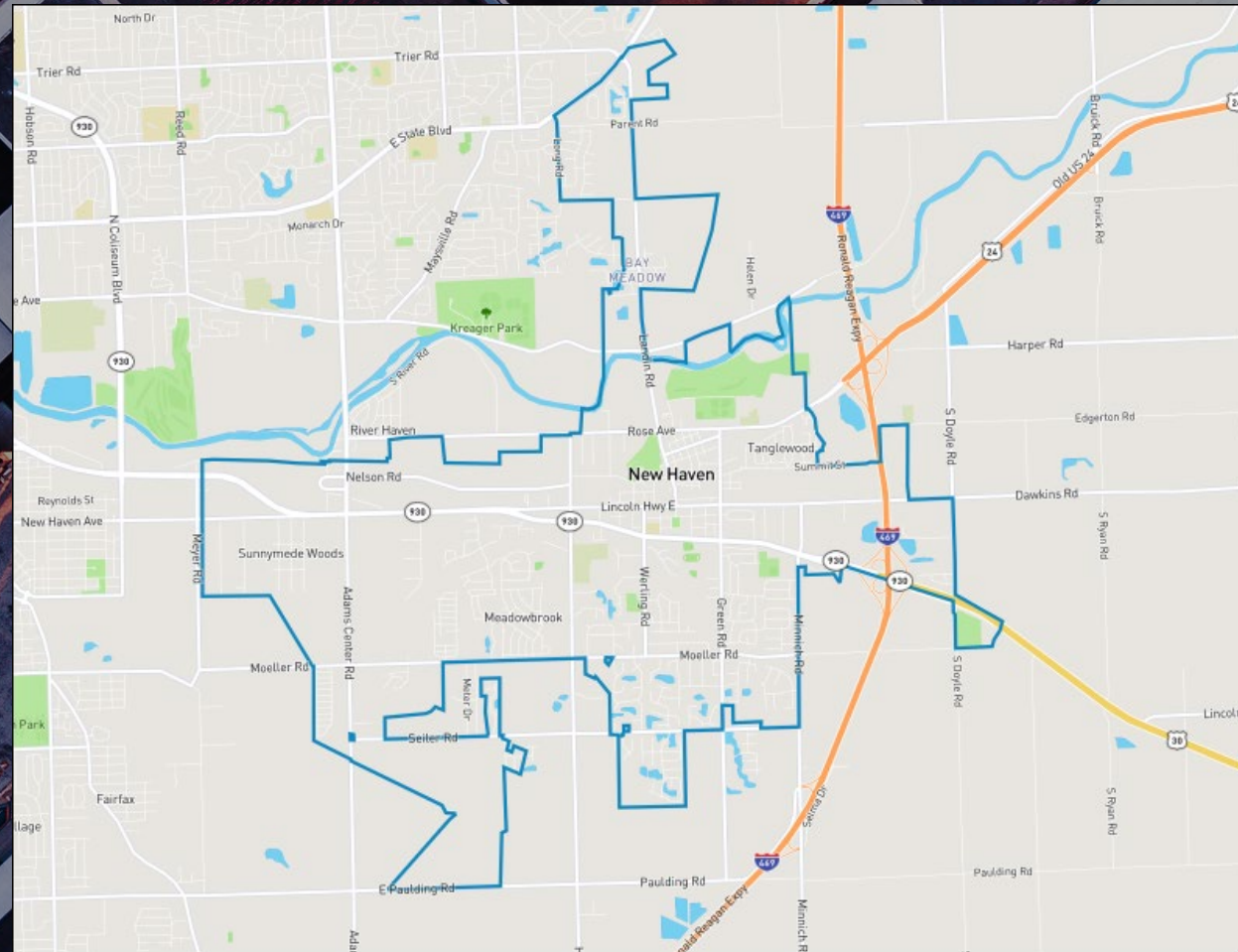
Population Summary

15,843
2021 estimated population

19,843
Projected 2030 population

25.3%
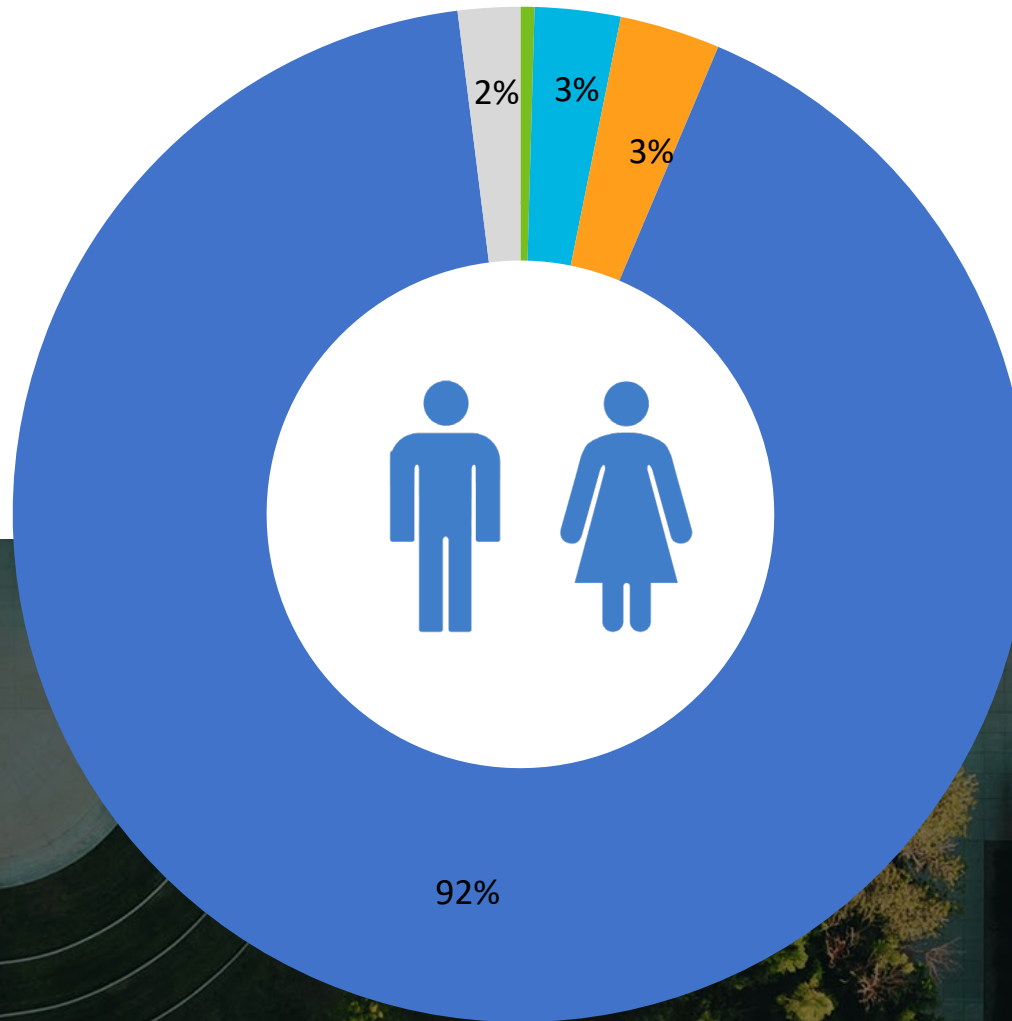Projected growth rate
2021-2030

39
male average age

41
female average age

*comprehensive plan community data

Race

Race

- Asian
- Black
- Latino
- White
- Other

2% 3% 3% 92%

Households

Current Year Estimated Households by Household Size

2,104

1,614

946

790

435

145

74

6,540

number of households

$52,679

median household income

26%	34%	15%	13%	7%	2%	1%
1-person household	2-person household	3-person household	4-person household	5-person household	6-person household	7 or more person household

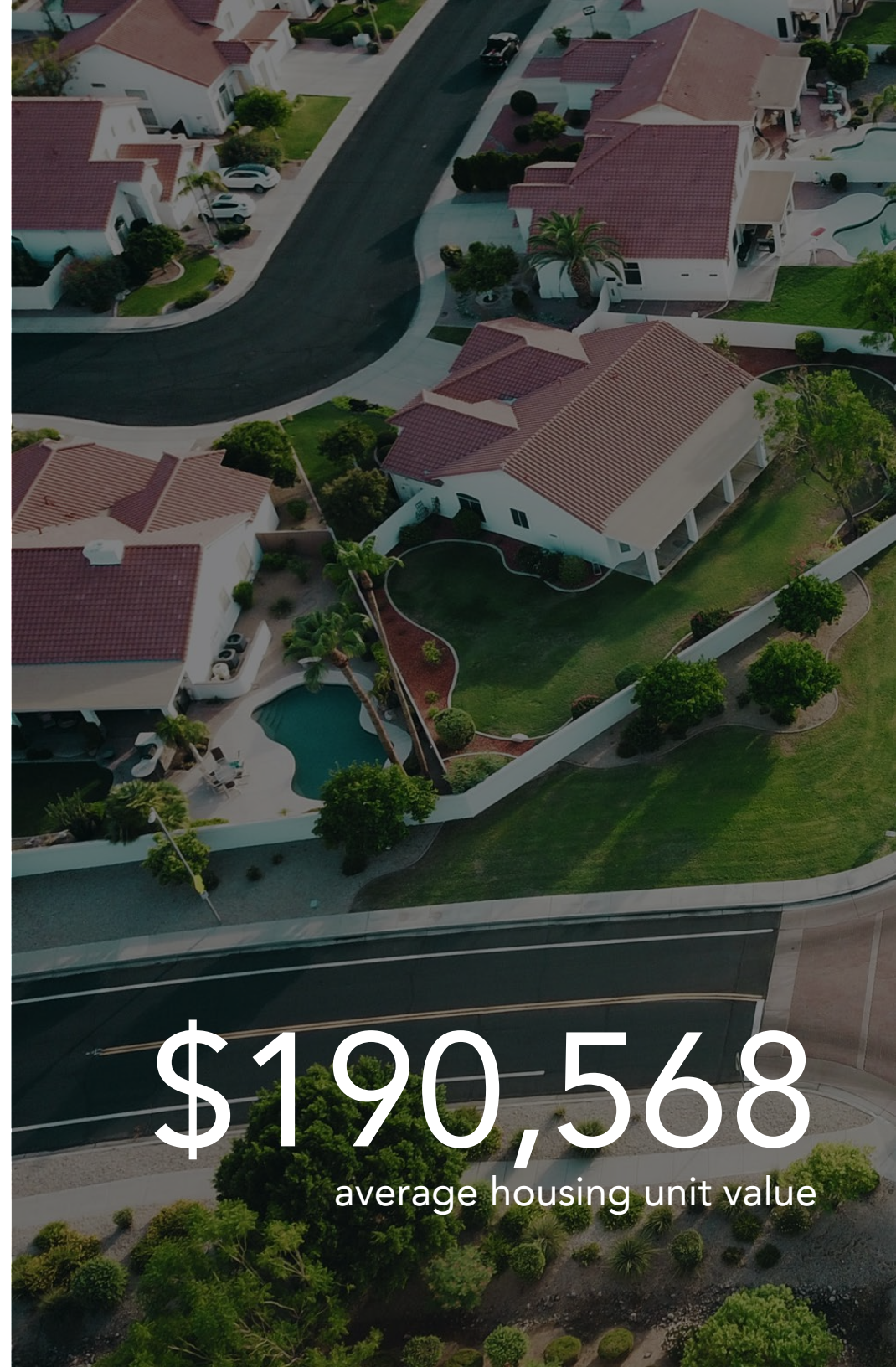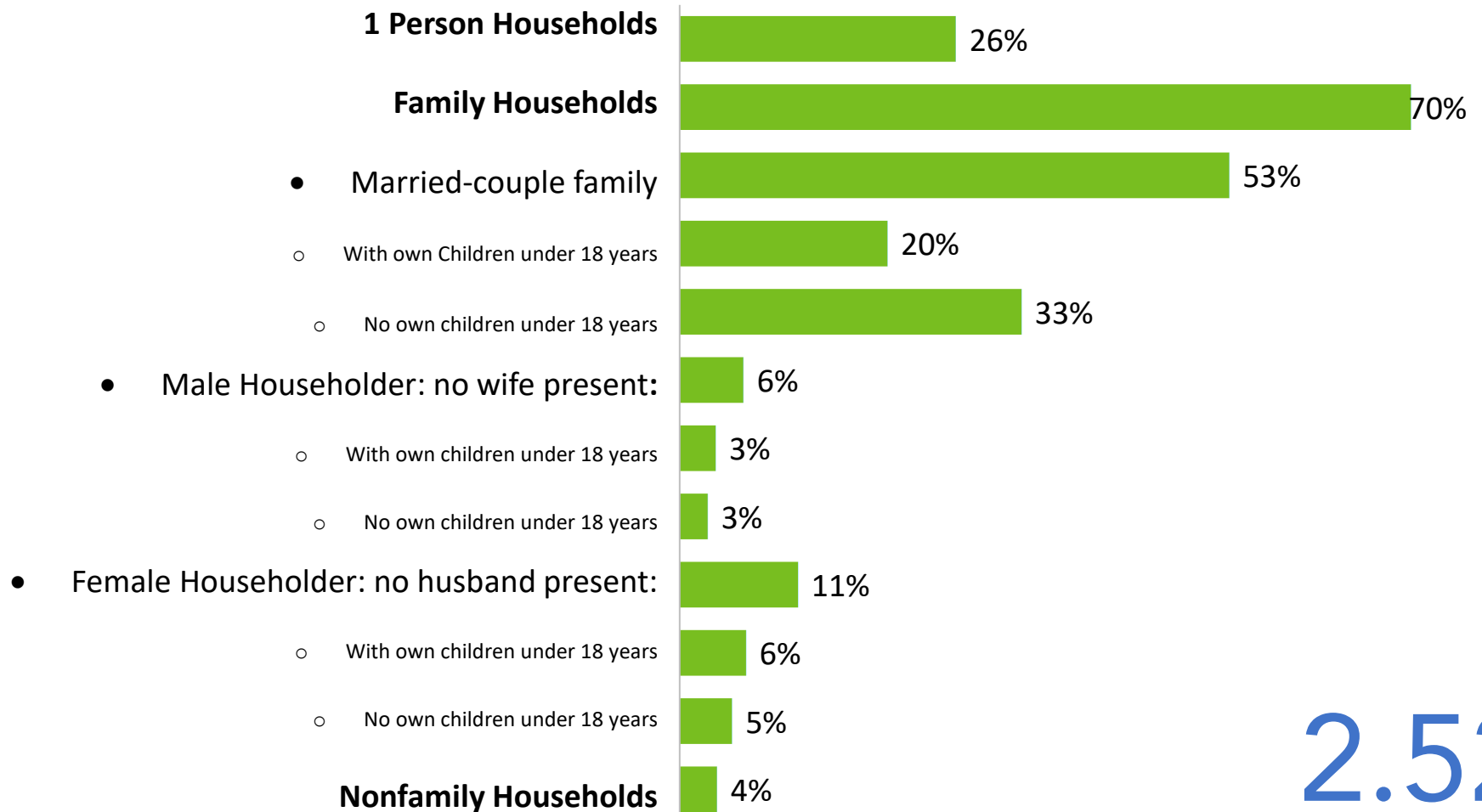# Households

Estimated Housing Units by Tenure

Vacant Housing Units: 432
Owner-Occupied: 4,672
Renter-Occupied: 1,436

$190,568
average housing unit value

Households by Type

1 Person Households	26%
Family Households	70%
• Married-couple family	53%
○ With own Children under 18 years	20%
○ No own children under 18 years	33%
• Male Householder: no wife present:	6%
○ With own children under 18 years	3%
○ No own children under 18 years	3%
• Female Householder: no husband present:	11%
○ With own children under 18 years	6%
○ No own children under 18 years	5%
Nonfamily Households	4%

2.52

Average people per household

Education

Category	Value
DOCTORATE DEGREE	30
PROFESSIONAL SCHOOL DEGREE	37
MASTER'S DEGREE	348
BACHELOR'S DEGREE	1,409
ASSOCIATE DEGREE	1,176
SOME COLLEGE, NO DEGREE	2,504
HIGH SCHOOL GRADUATE (OR GED)	3,777
SOME HIGH SCHOOL, NO DIPLOMA	925
LESS THAN 9TH GRADE	249

Education

CURRENT YEAR

ESTIMATED POPULATION

BY ENROLLMENT

301

574

849

1,772

- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school

GAP Analysis

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).

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.

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

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.
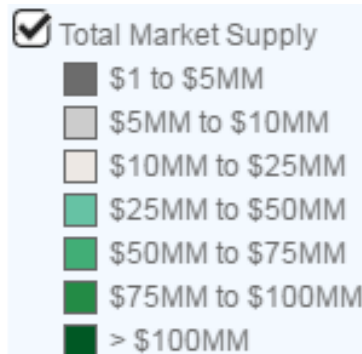
Data is rarely perfect, but with proper analysis can get us a lot closer to the answer than we would be without it.

This is one of several tools used to identify focus categories for recruitment. Our focus or more on the category than the actual dollar amounts.
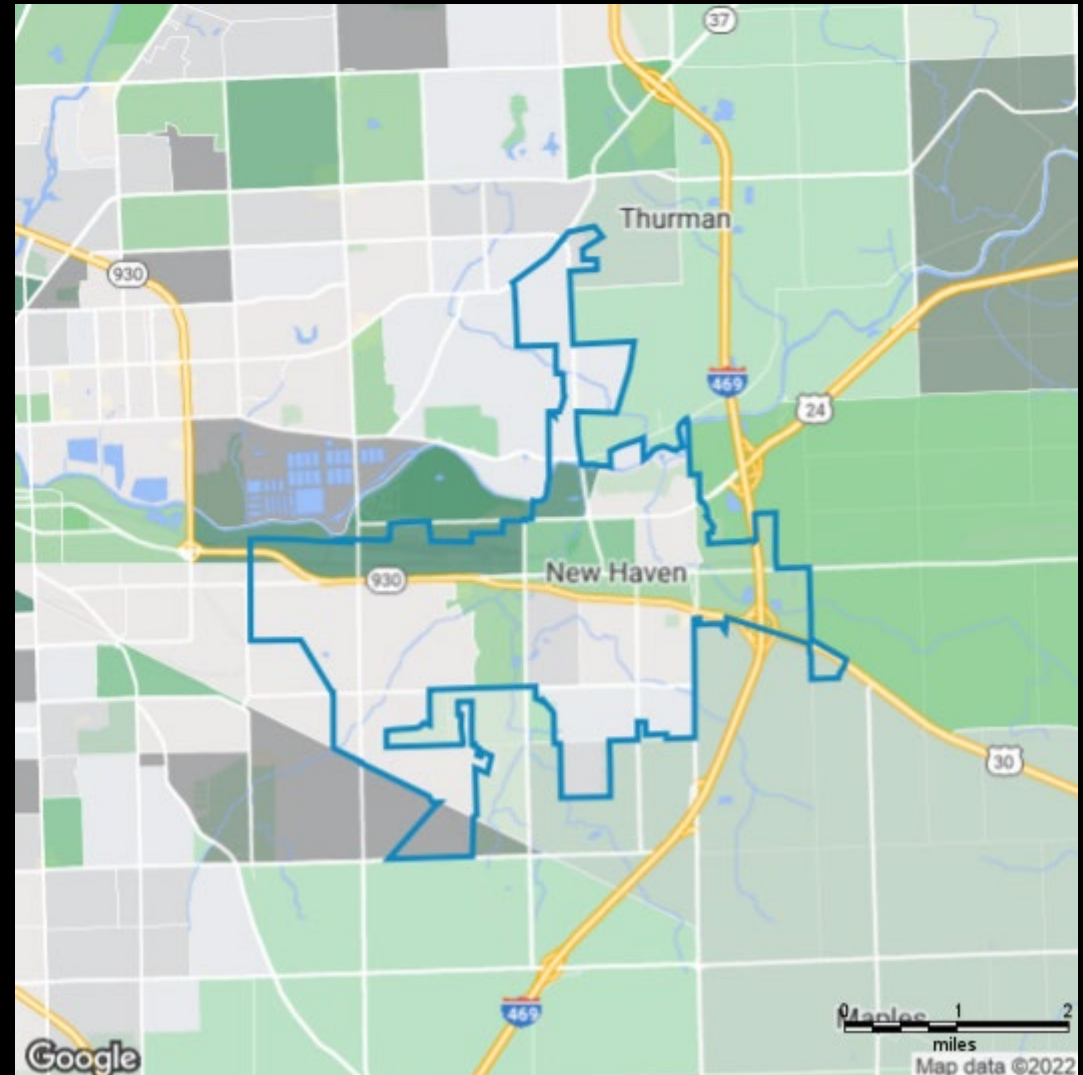
Total Market Supply

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.

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
$340,022,858
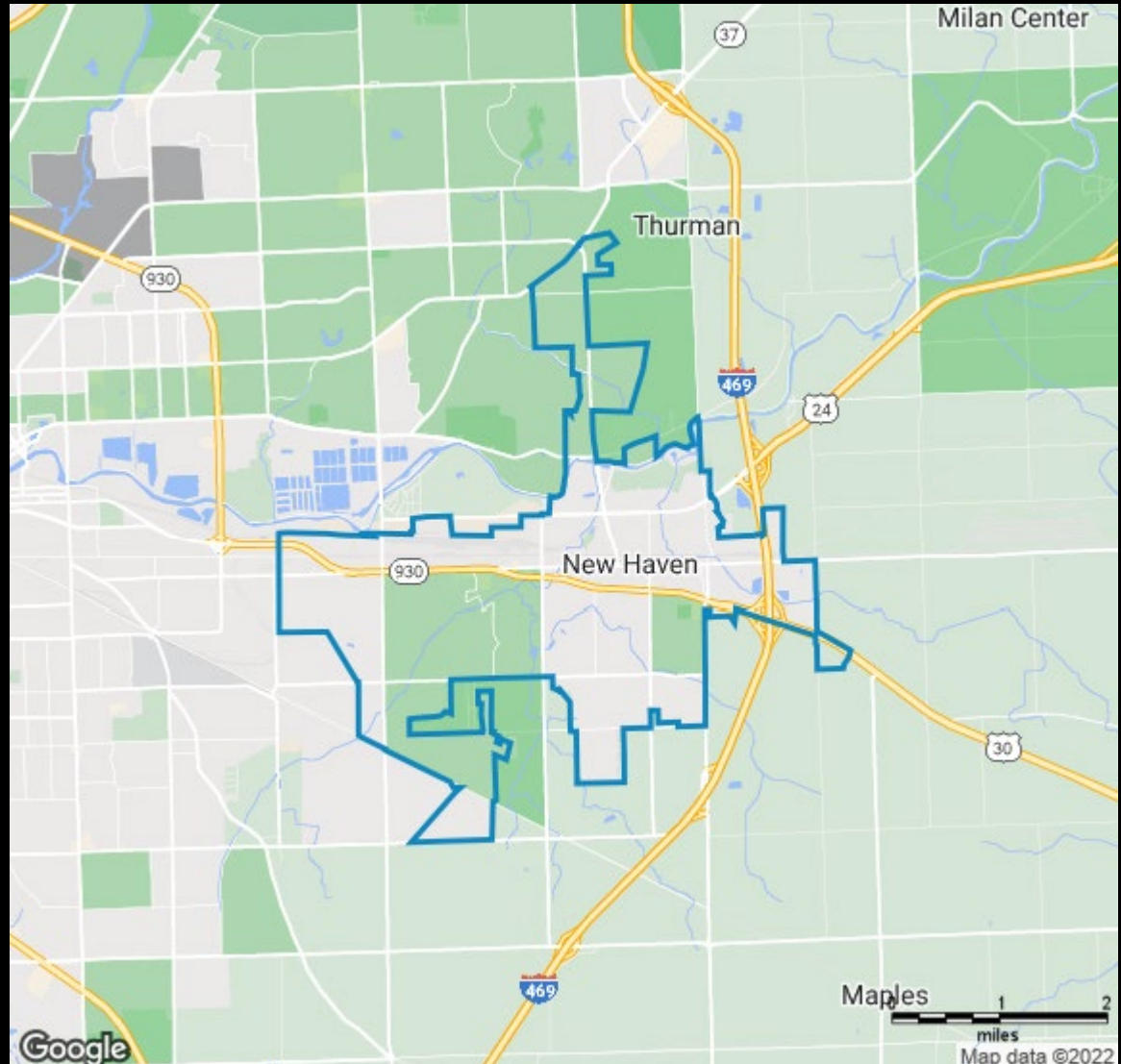
Total Market Demand

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.

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
$267,078,008

Opportunity Gap

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.

☑ Opportunity Gap
- ■ < -$50MM
- ■ -$50MM to -$25MM
- □ -$25MM to -$0
- ■ $0.00-$25,000,000.00
- ■ $25MM to $50MM
- ■ $50MM to $100MM
- ■ > $100MM

Total Market Surplus of
$72,944,851

Leakage

Category	Amount
General Merchandise Stores	$13,255,717
Gasoline Stations	$10,417,244
Sporting Goods, Hobby, Book, Music Stores	$2,493,312
Electronics & Appliance Stores	$2,012,305
Limited-Service Eating Places	$1,155,402
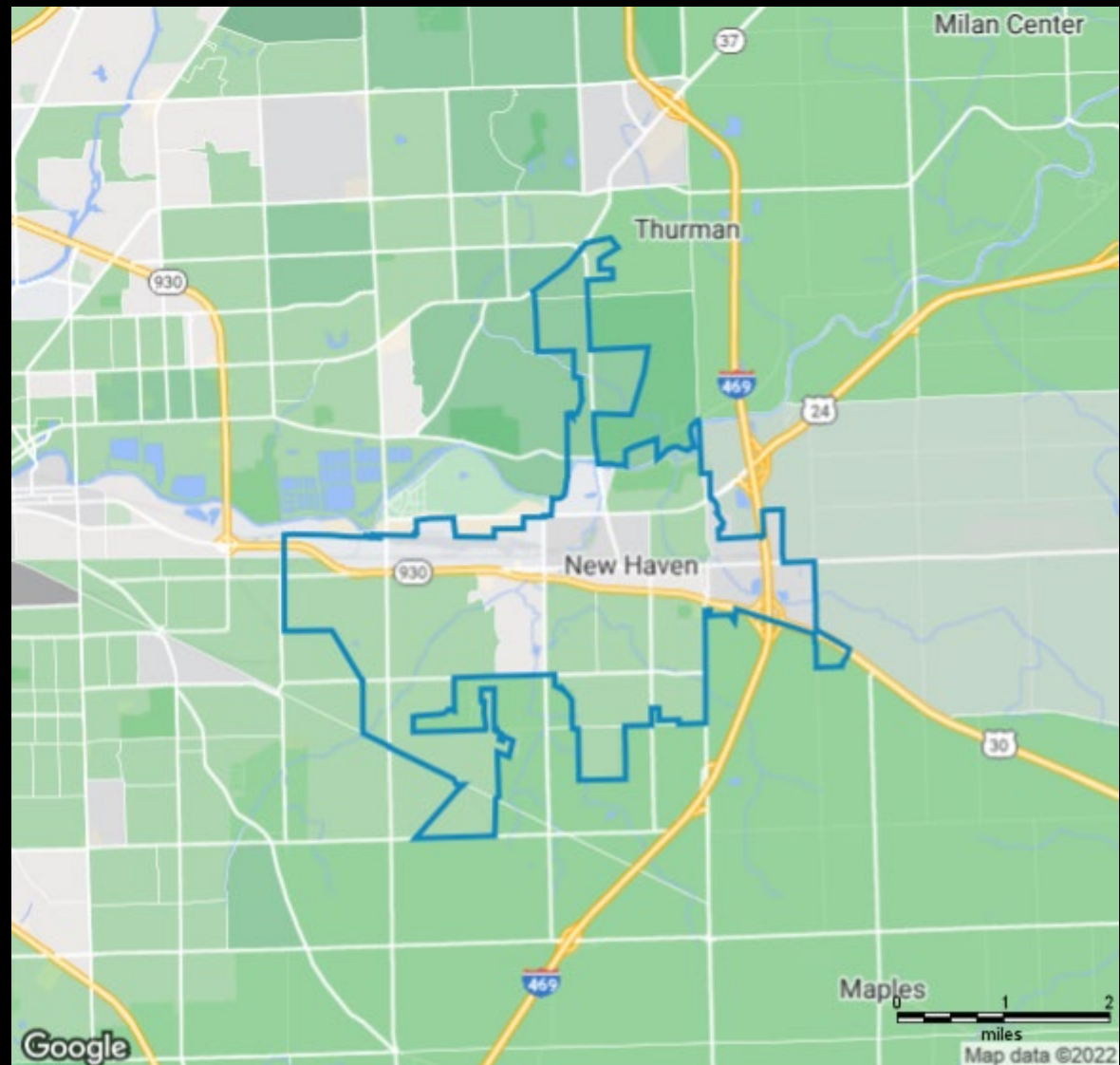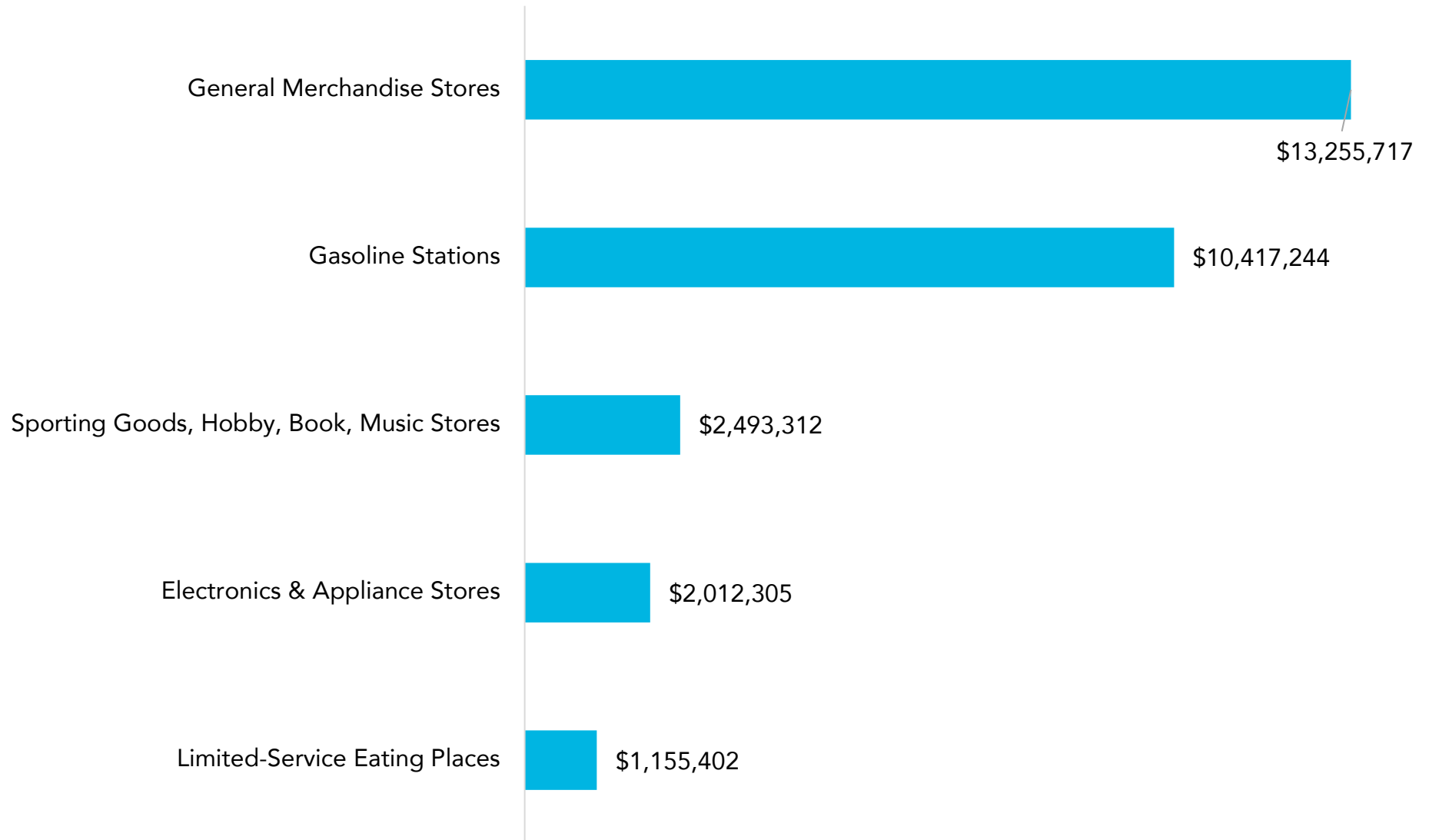
Mobile data collection

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

The location tracked was Lincoln Plaza (Kroger)
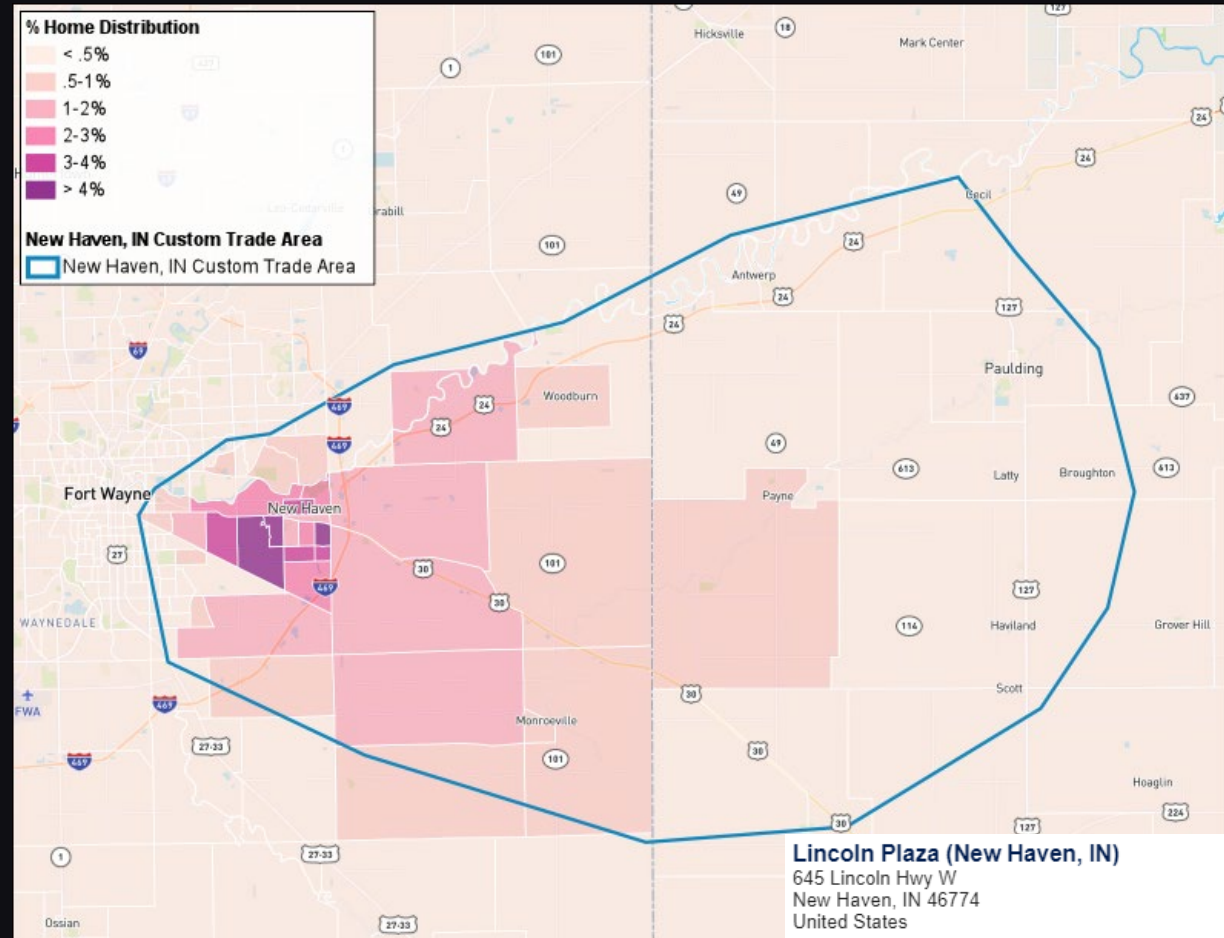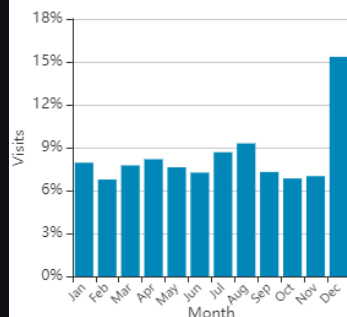
For the time period of November 2021 - November 2022

% Home Distribution
- < .5%
- .5-1 %
- 1-2 %
- 2-3 %
- 3-4 %
- > 4%

New Haven, IN Custom Trade Area
- New Haven, IN Custom Trade Area

Lincoln Plaza (New Haven, IN)
645 Lincoln Hwy W
New Haven, IN 46774
United States

Details

Sector	Malls and Shopping Centers
Sector Rank within County	#18 of 36
Estimated Annual Visits	422,361
Estimated Annual Visitors	154,333
Avg Distance from Home	2.0 miles
Average Dwell Time	101.9 min
Tourist Visits	1.5%
Brand	Shopping Centers & Malls
Brand Rank within State	#293 of 534
Brand Rank within DMA	#32 of 60

Visits By Month

Visits by Distance
- % by mileage
- Cumulative %

Custom 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.
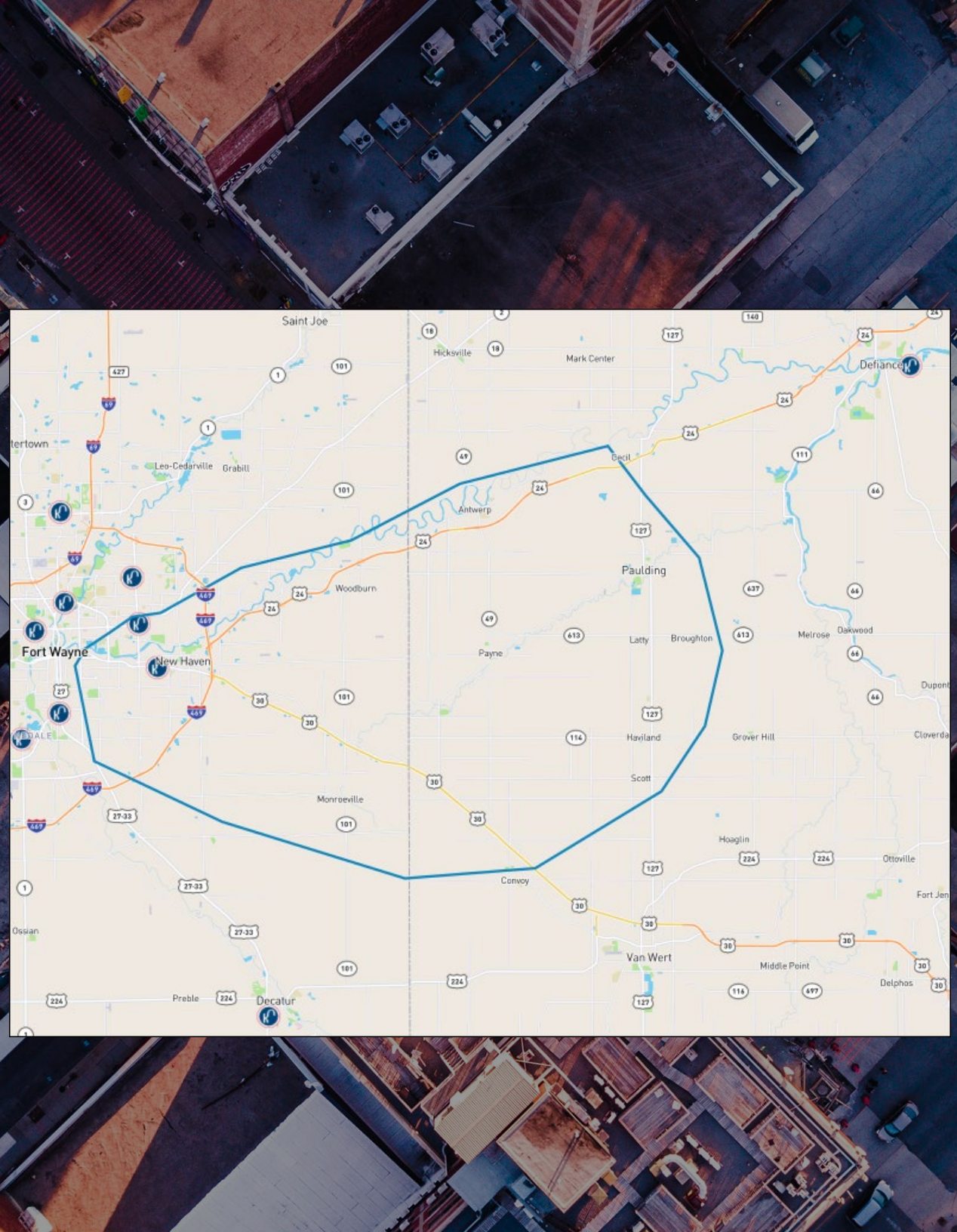
Population Summary

73,771

2021 estimated population

73,247

Projected 2026 population

-0.7%

Projected growth rate 2021-2026

38

male average age

41
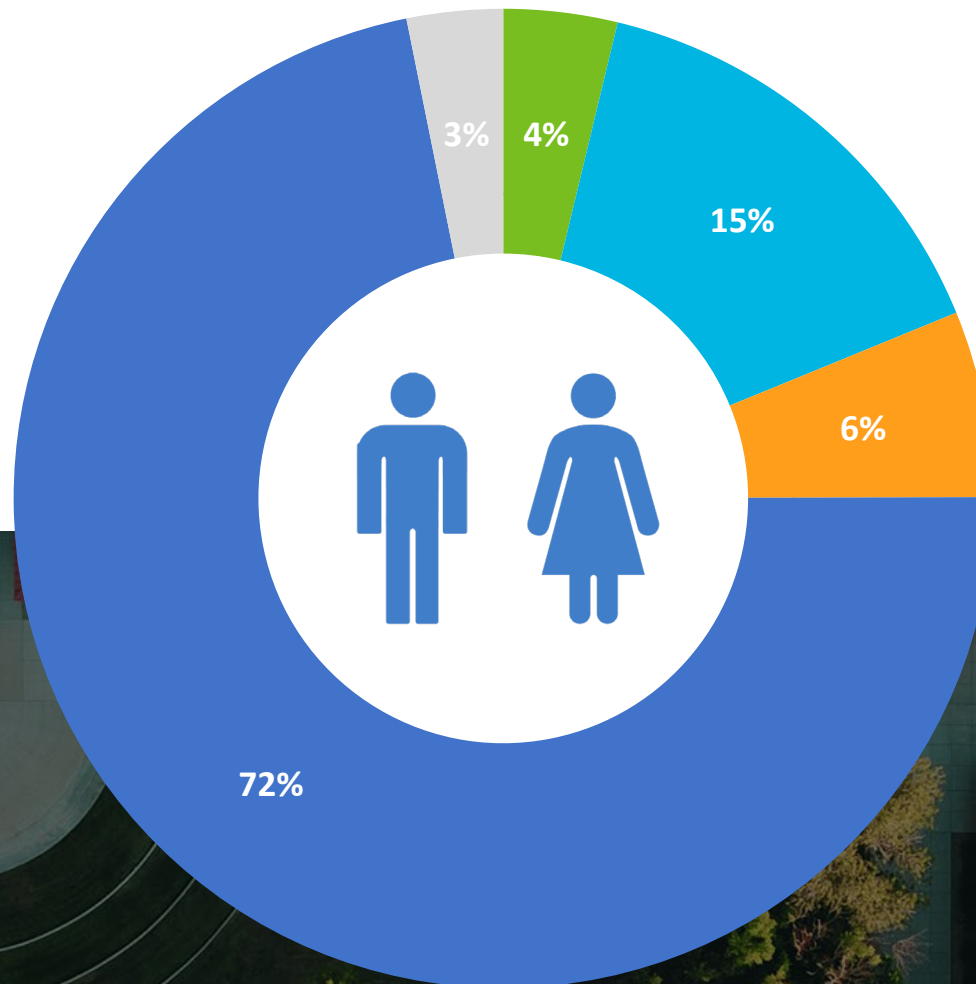
female average age

Race

Race

- 🟩 Asian
- 🟦 Black
- 🟧 Latino
- 🟦 White
- ⬜ Other

3% 4% 15% 6% 72%

Households

Current Year Estimated Households by Household Size

9,431

7,573

31,385

number of households

4,421

3,682

$50,213

median household income

2,034

811

530

27%	33%	16%	13%	7%	3%	2%
1-person household	2-person household	3-person household	4-person household	5-person household	6-person household	7 or more person household

Households

Estimated Housing Units by Tenure

Vacant Housing Units	Owner-Occupied	Renter-Occupied
2,904	20,368	8,113
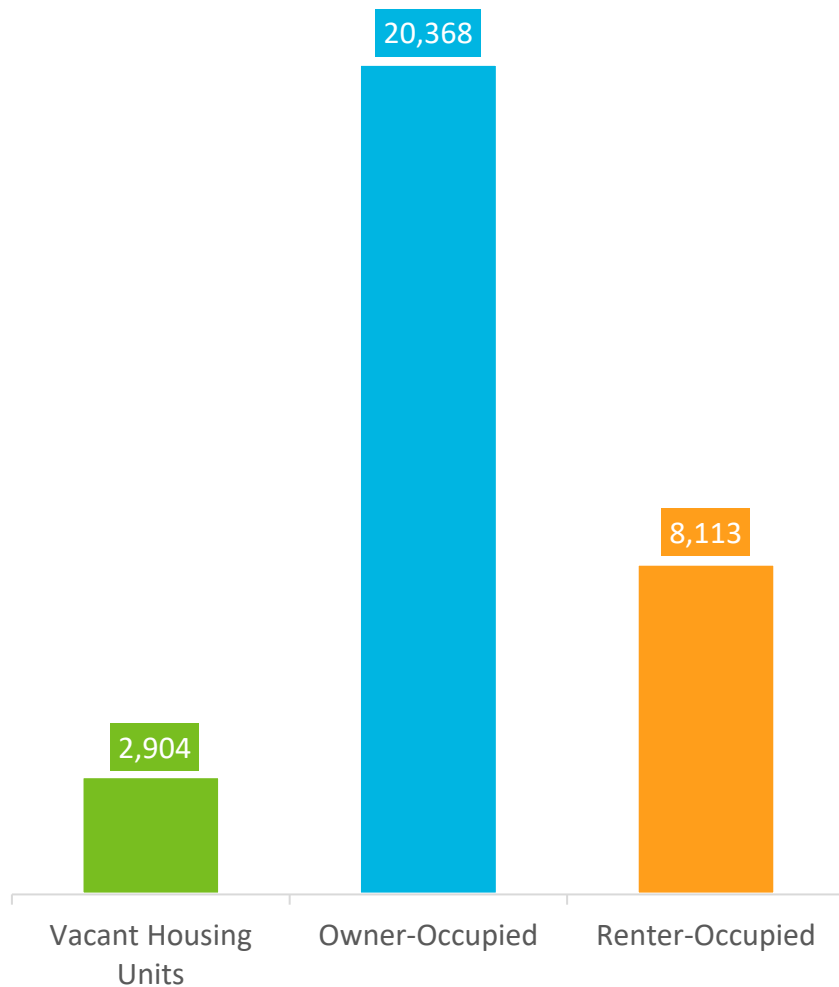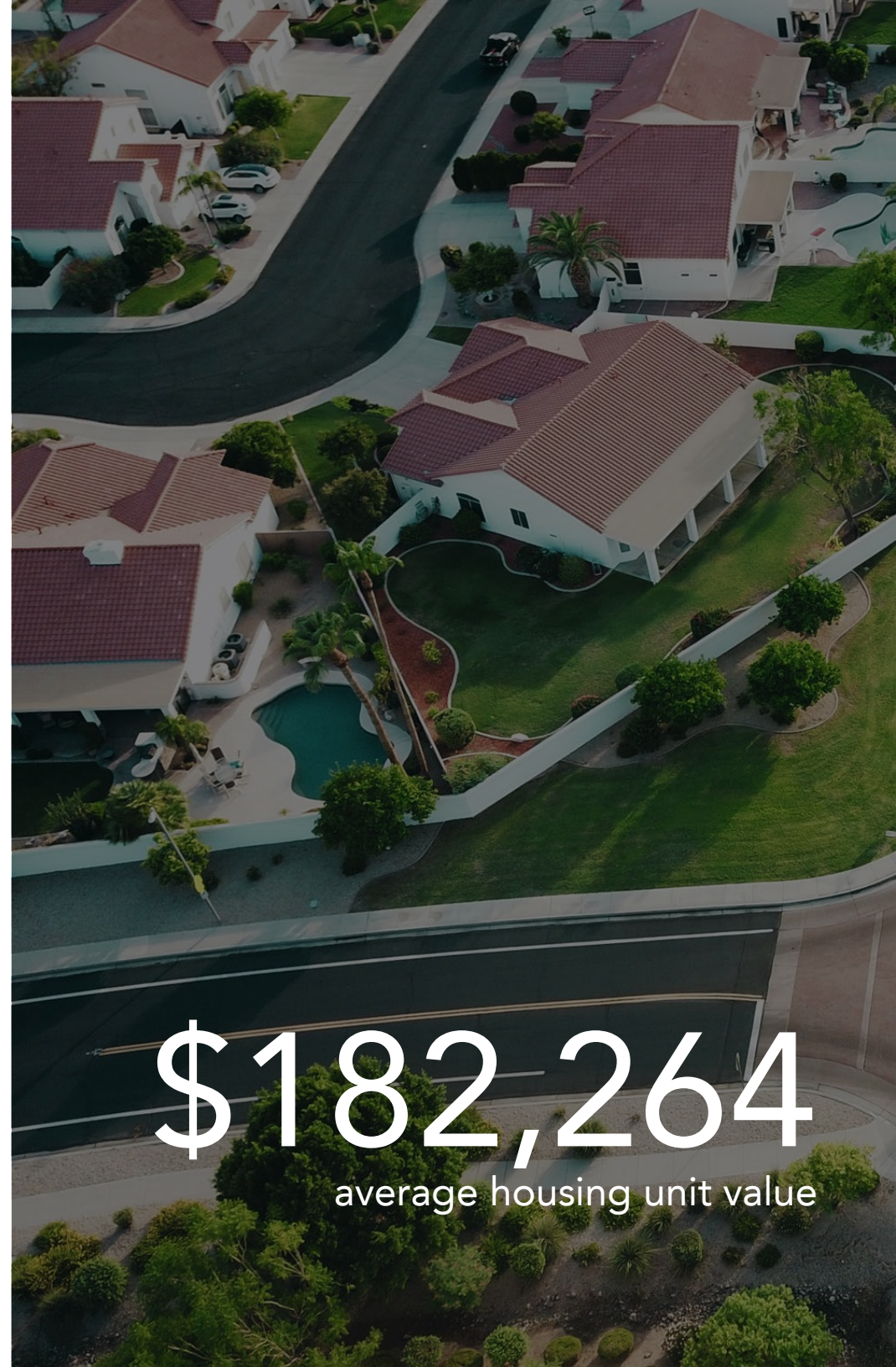
$182,264

average housing unit value
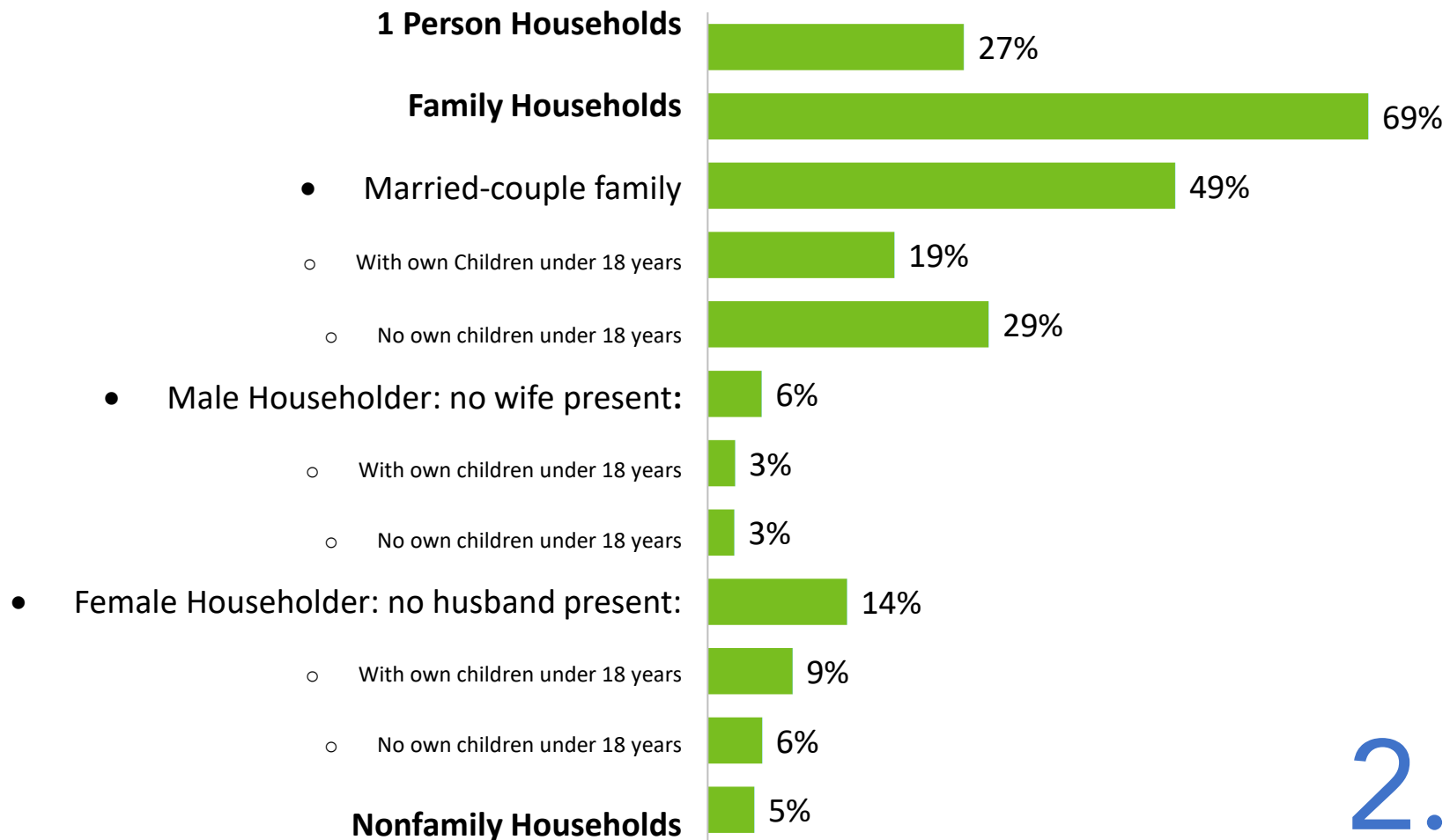
Households by Type

1 Person Households	27%
Family Households	69%
• Married-couple family	49%
○ With own Children under 18 years	19%
○ No own children under 18 years	29%
• Male Householder: no wife present:	6%
○ With own children under 18 years	3%
○ No own children under 18 years	3%
• Female Householder: no husband present:	14%
○ With own children under 18 years	9%
○ No own children under 18 years	6%
Nonfamily Households	5%

2.57
Average people per household
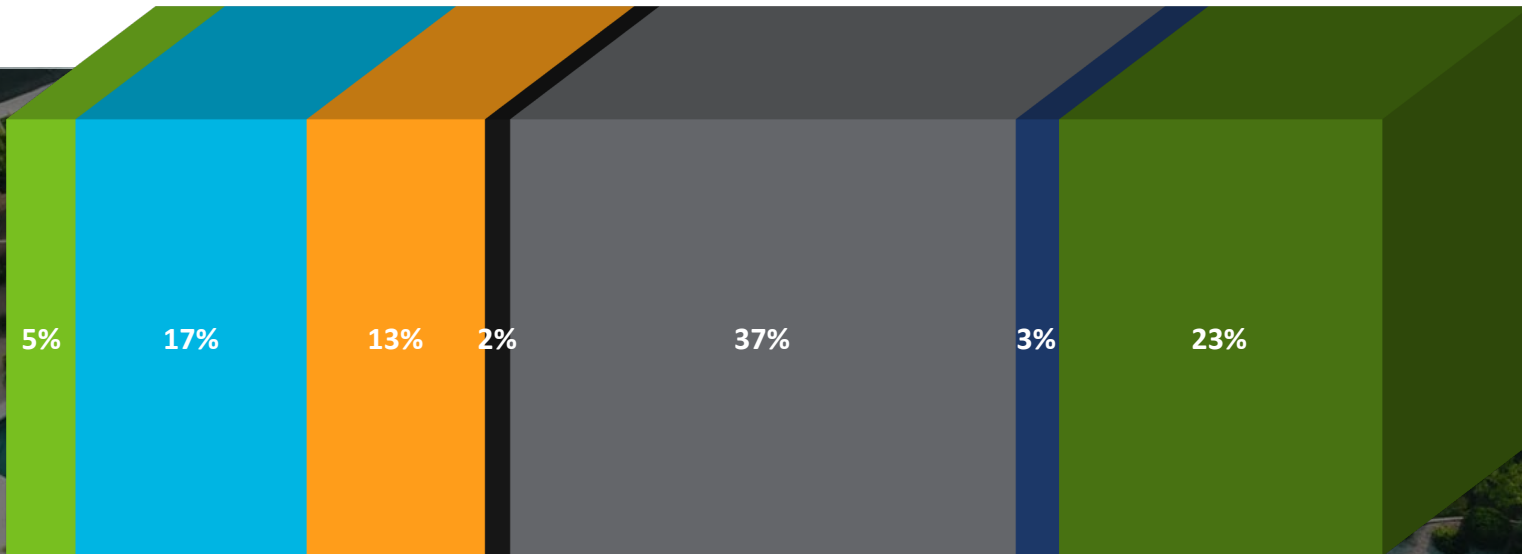
Daytime Population Employee

Unclassified
1%

White Collar
30%

Blue Collar
69%
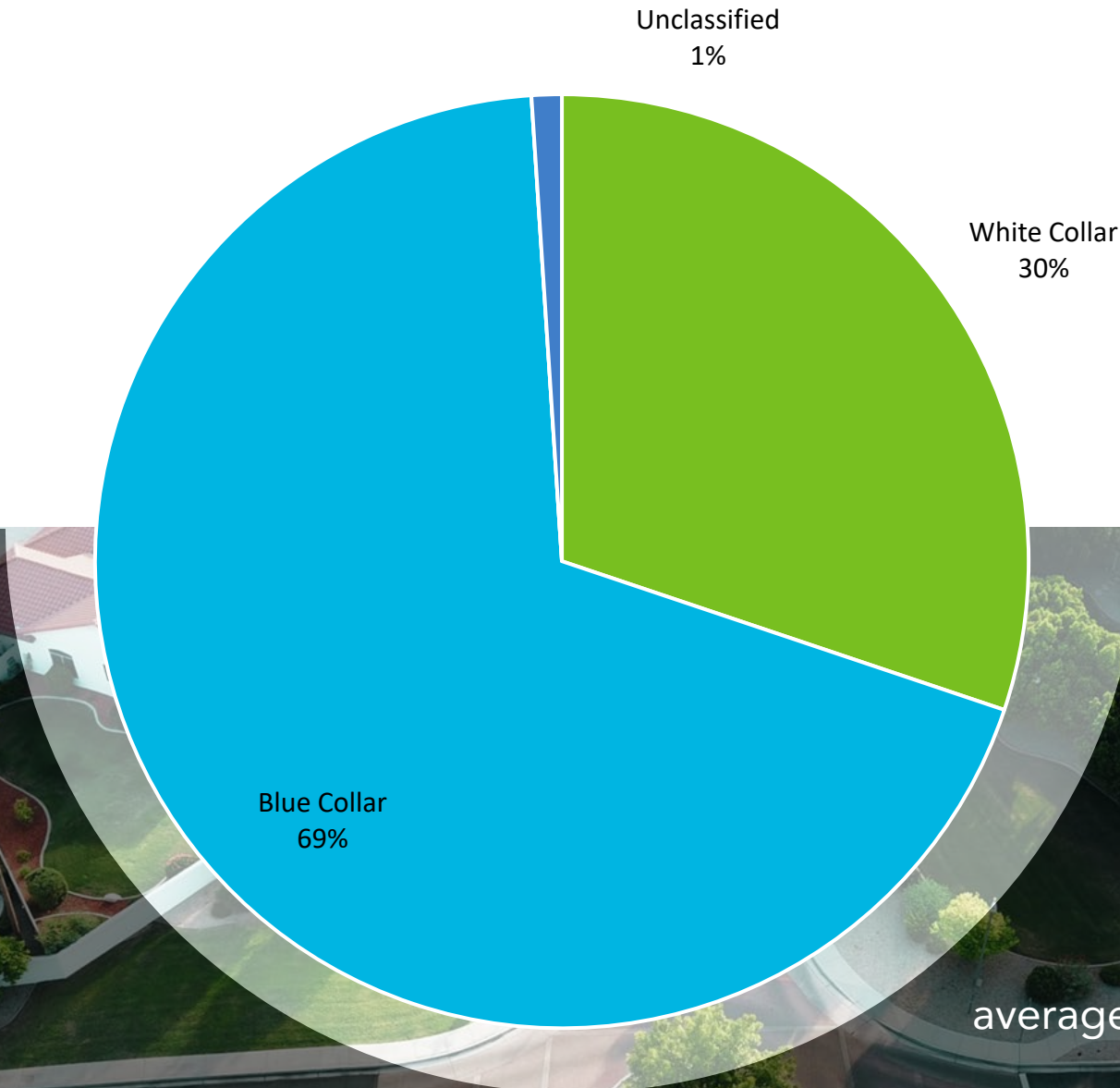
$45,551
average employee salary
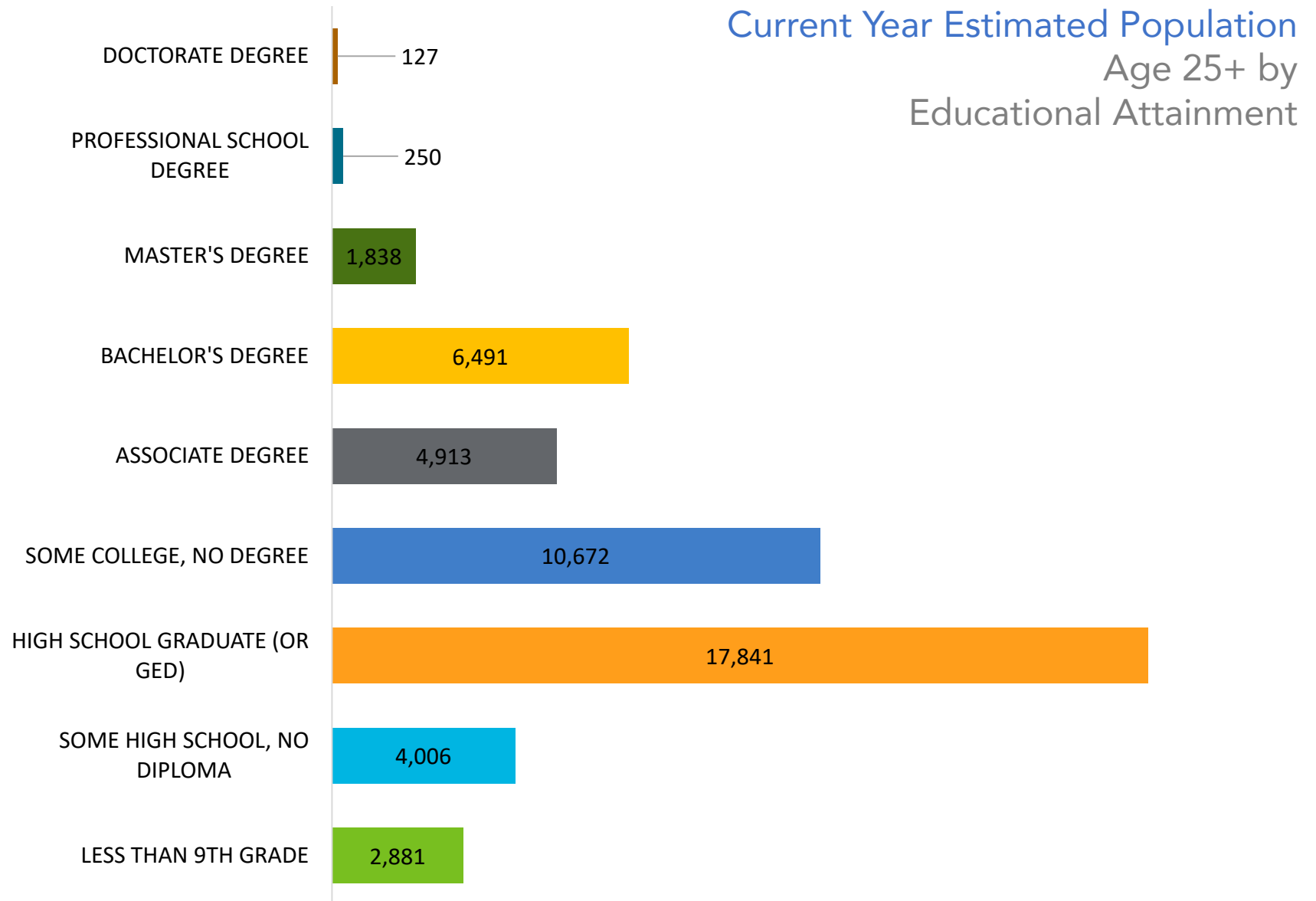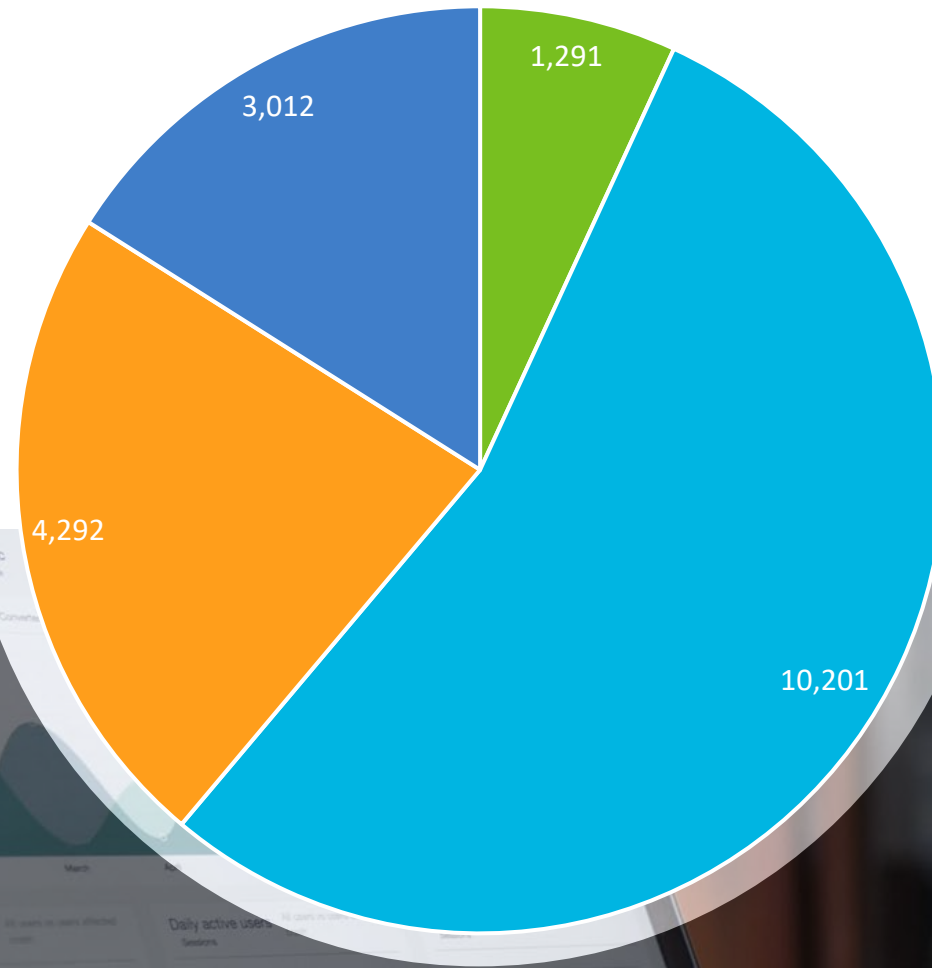
Education

Current Year Estimated Population
Age 25+ by
Educational Attainment

Category	Value
DOCTORATE DEGREE	127
PROFESSIONAL SCHOOL DEGREE	250
MASTER'S DEGREE	1,838
BACHELOR'S DEGREE	6,491
ASSOCIATE DEGREE	4,913
SOME COLLEGE, NO DEGREE	10,672
HIGH SCHOOL GRADUATE (OR GED)	17,841
SOME HIGH SCHOOL, NO DIPLOMA	4,006
LESS THAN 9TH GRADE	2,881

Education

CURRENT YEAR

ESTIMATED POPULATION

BY ENROLLMENT

Pie chart values:
- 1,291
- 3,012
- 4,292
- 10,201

Legend:
- Nursery school/preschool
- Kindergarten/Elementary School
- High School
- College/Graduate/Professional school

Research & Analytics

When asked to describe "Who is New Haven, IN?" often 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

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

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.
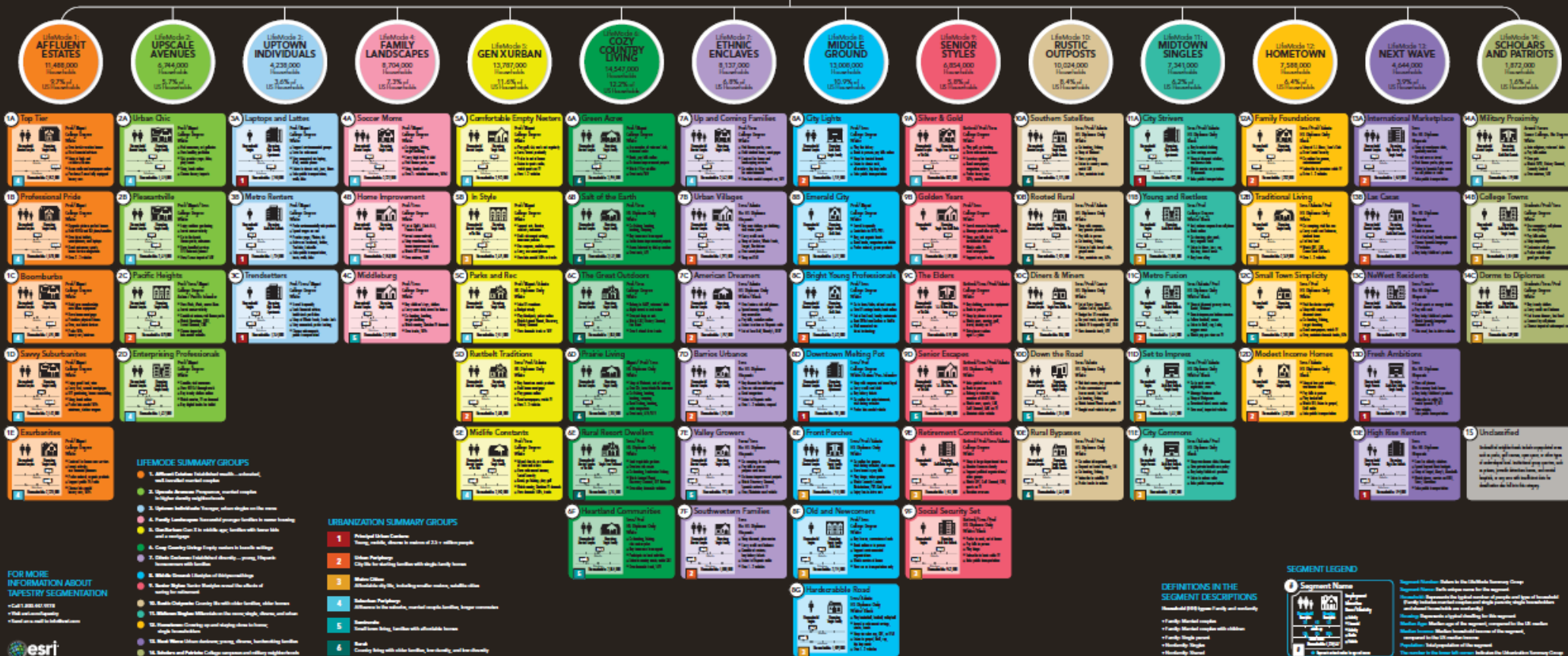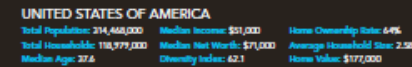
Research & Analytics
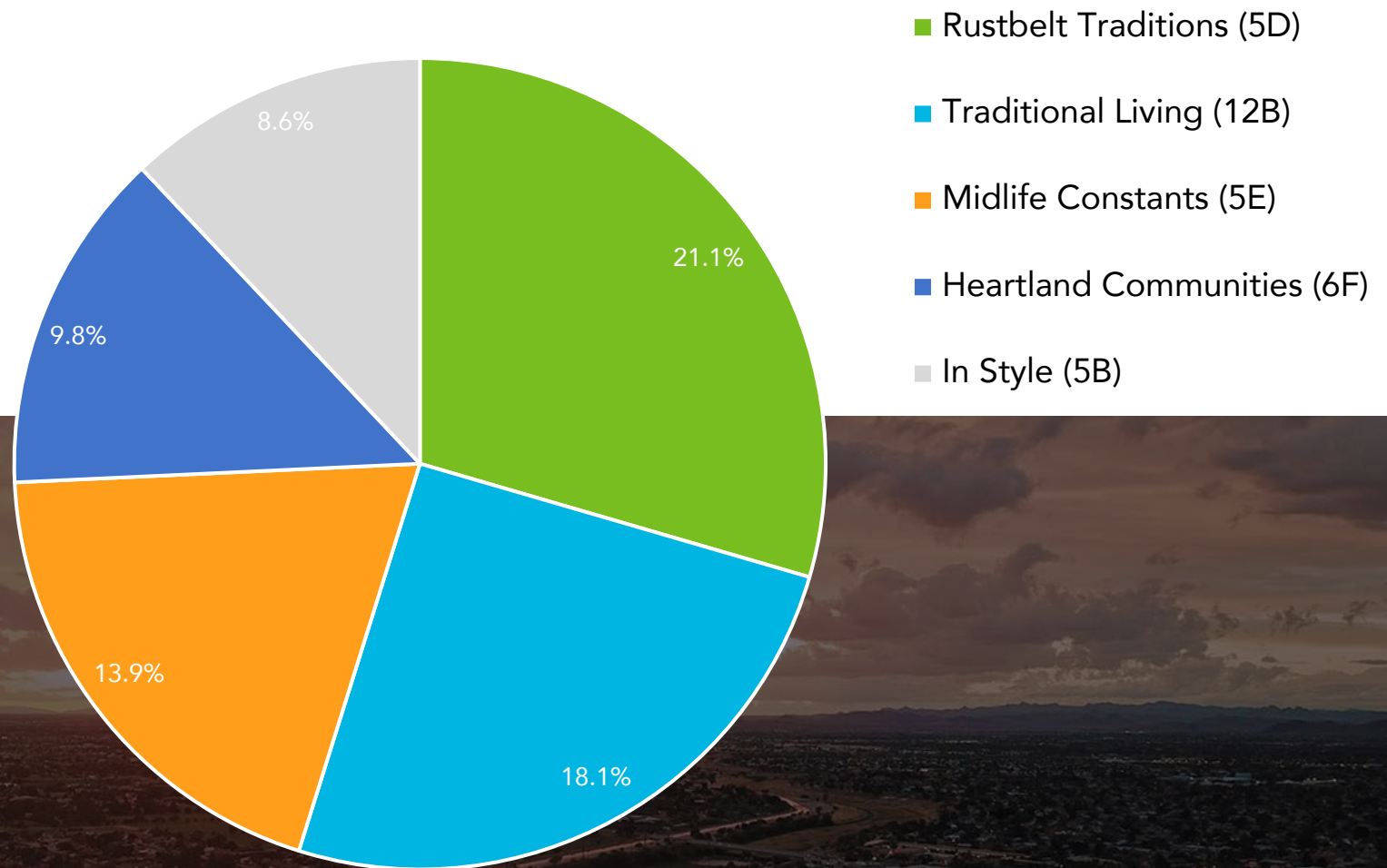
Rustbelt Traditions

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: $51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the workforce is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hardworking consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.

- Average household size is slightly lower at 2.47.

- They are movers, slightly more mobile than the US population (Index 109), but over 70% of householders moved into their current homes before 2010.

- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).

- Nearly three quarters own their homes; nearly half of households have mortgages.

- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.

- Most households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.

- Labor force participation slightly higher than the US at 67%.

- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.

- Family-oriented consumers who value time spent at home.

- Most have lived, worked, and played in the same area for years.

- Budget-aware shoppers that favor American-made products.

- Read newspapers, especially the Sunday editions.

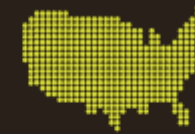**TAPESTRY SEGMENTATION**

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by MRI-Simmons.

5D Rustbelt Traditions

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from Freeform, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

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.
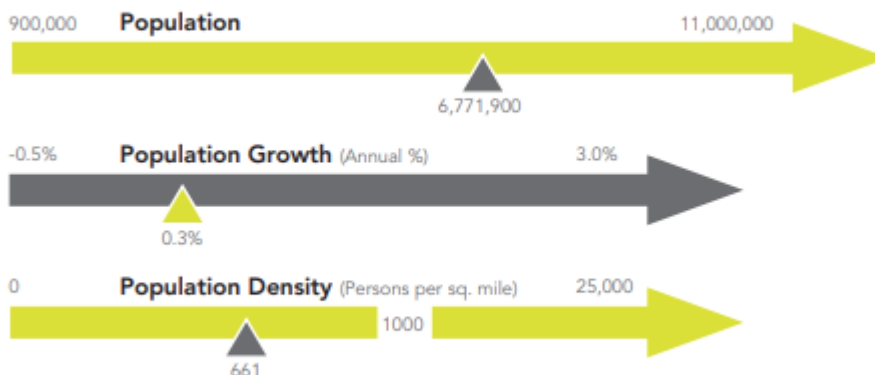
Typical Housing:
Single Family

Median Value:
$123,400

US Median: $207,300
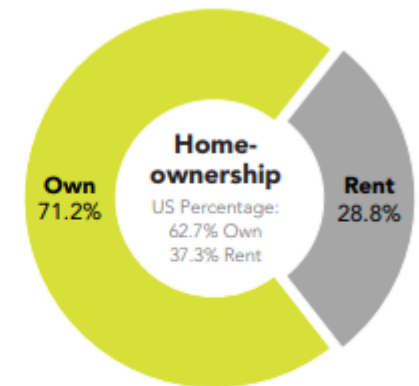
Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 71.2%

Rent 28.8%

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.

Population
900,000 — 11,000,000
6,771,900

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
661

ESRI INDEXES

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

0 — **70** — 350
Wealth Index

0 — **49.4** — 100
Socioeconomic Status Index

0 — **194** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.

High

Low

esri

THE
SCIENCE
OF
WHERE®

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).

- Average household size is slightly lower at 2.51.

- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).

- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.

- Average commuting time to work is very short (Index 22).

- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.

- Labor force participation is a bit higher than the national rate at 63.4%.

- Almost three-quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.

- Connected and comfortable with the internet, more likely to participate in online gaming or posting pics on social media.

- TV is seen as the most trusted media.

TAPESTRY SEGMENTATION
esri.com/tapestry

Traditional Living
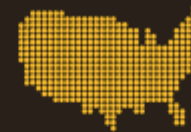
MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Shop for groceries at discount stores such as Walmart Supercenters.
- Convenience stores are commonly used for fuel or picking up incidentals.
- Tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- Favorite TV channels include Freedom, CMT, and Game Show Network.
- Fast-food devotees.
- Enjoy outdoor activities such as fishing and taking trips to the zoo.
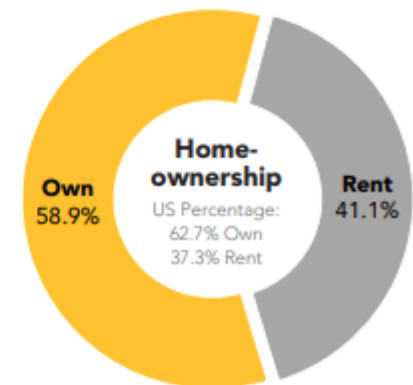
HOUSING

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:
$83,200
US Median: $207,300

Home-ownership
US Percentage:
62.7% Own
37.3% Rent

Own 58.9%

Rent 41.1%

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.

Population
900,000 — 11,000,000
6,098,800

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
231

ESRI INDEXES

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

0 — **43** — 350
Wealth Index

0 — **42.3** — 100
Socioeconomic Status Index

0 — **218** — 350
Housing Affordability Index
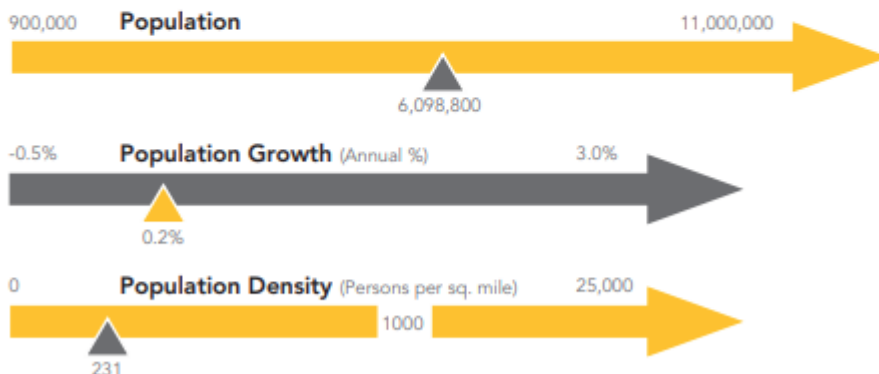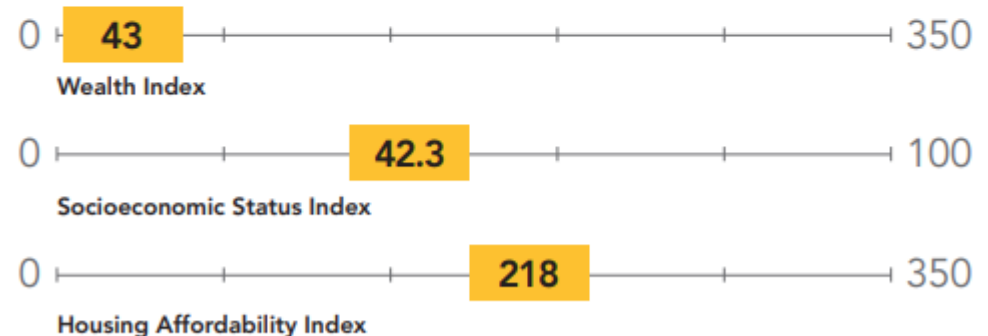
SEGMENT DENSITY

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.

High

Low

For more information
1-800-447-9778
info@esri.com
esri.com

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THE
SCIENCE
OF
WHERE

GAP Analysis

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).

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.

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

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 or more on the category than the actual dollar amounts.

Total Market Supply

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.

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

$994,786,182
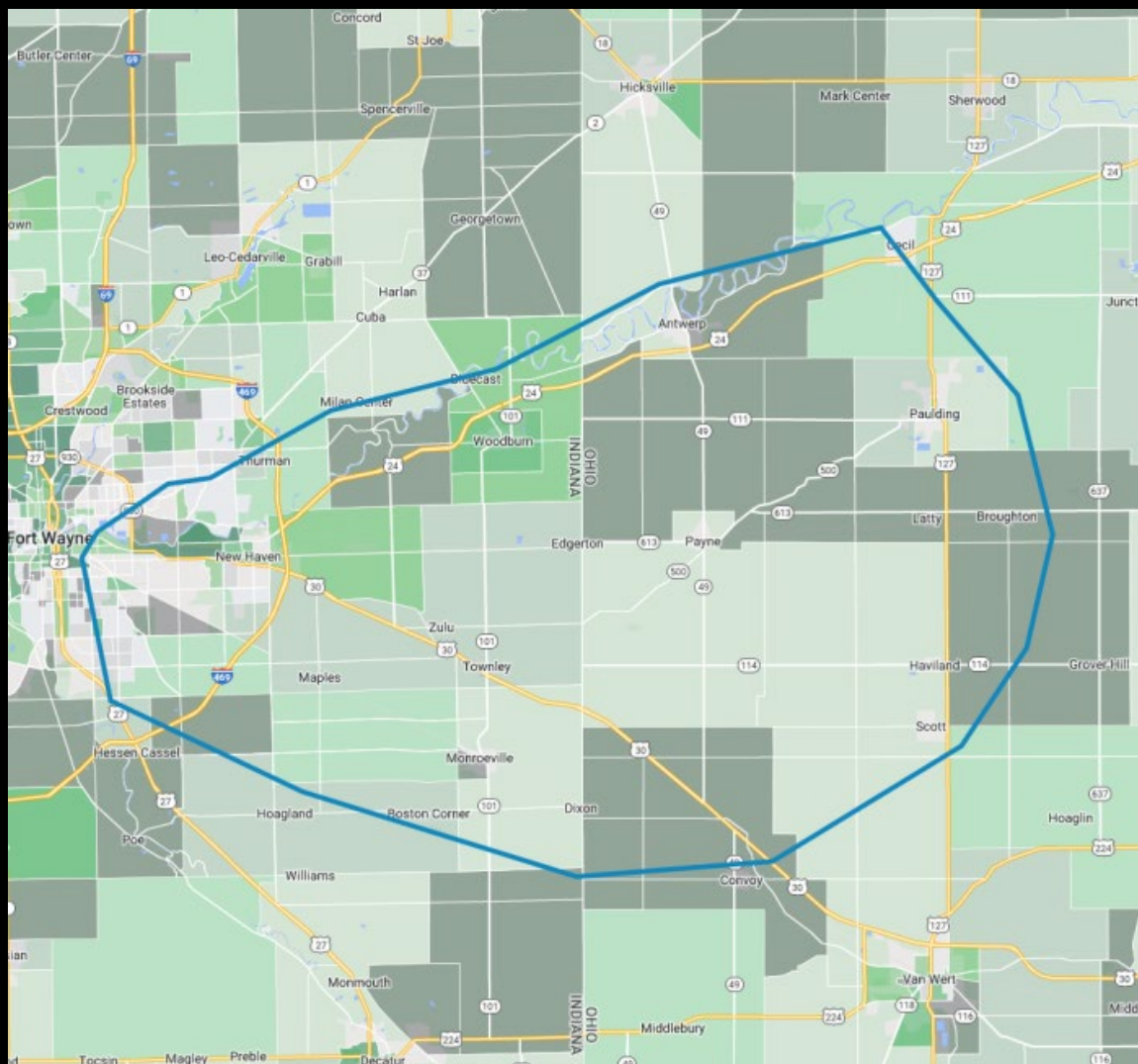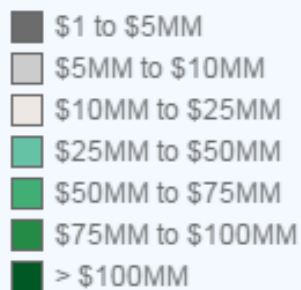
CUSTOM TRADE AREA

Total Market Demand

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.

Total Market Demand

$1,299,567,027
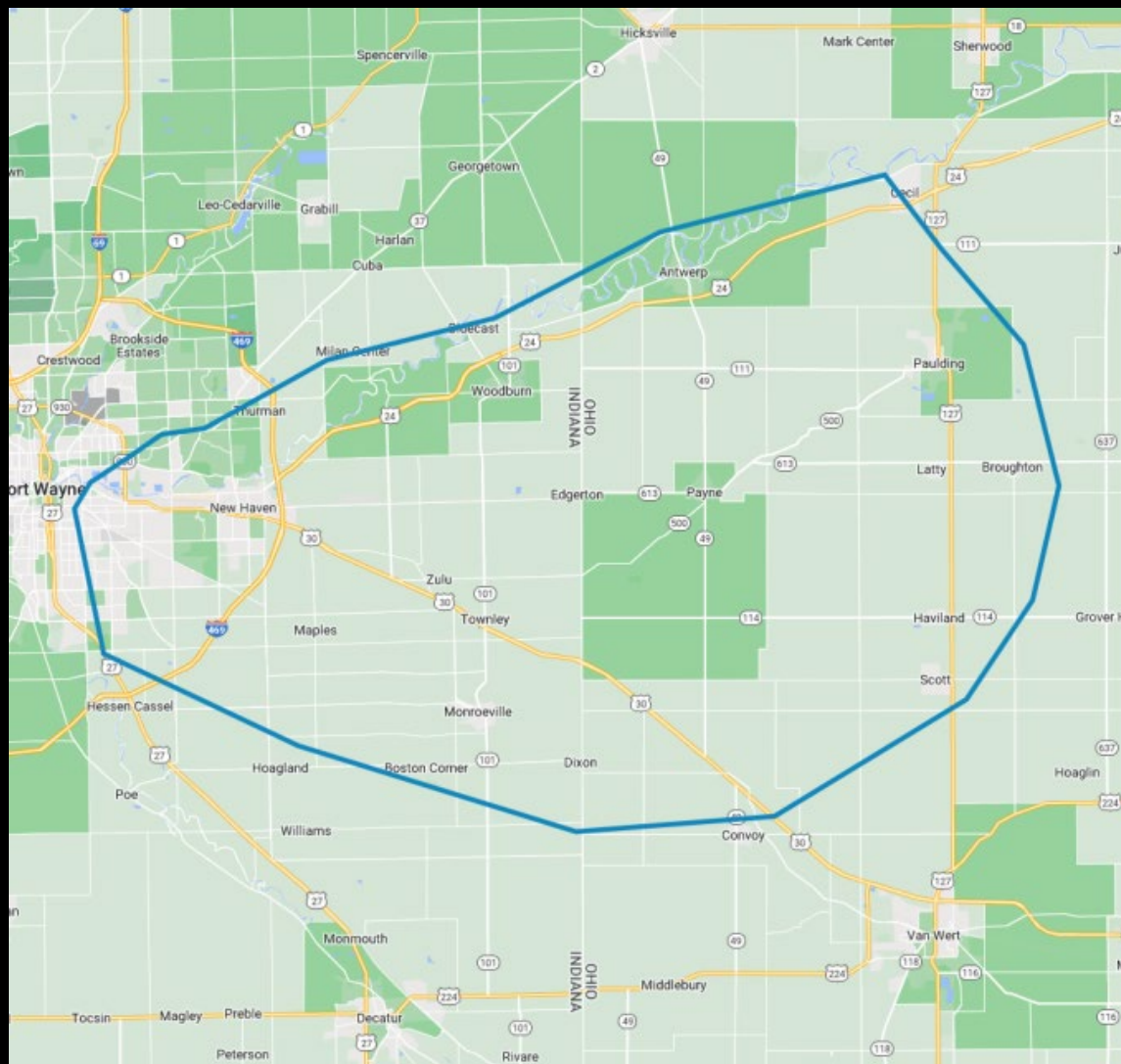
☑ Total Consumer Demand
- ■ $1 to $5MM
- □ $5MM to $10MM
- □ $10MM to $25MM
- ■ $25MM to $50MM
- ■ $50MM to $75MM
- ■ $75MM to $100MM
- ■ > $100MM

Opportunity Gap

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.

☑ Opportunity Gap

- ◼ < -$50MM
- ◻ -$50MM to -$25MM
- ◻ -$25MM to -$0
- ◼ $0.00-$25,000,000.00
- ◼ $25MM to $50MM
- ◼ $50MM to $100MM
- ◼ > $100MM

Total Market Leakage of

$304,780,845

Leakage

General Merchandise Stores	$48,100,903
Foodservice and Drinking Places	$37,501,338
Clothing & Clothing Accessories Stores	$26,521,579
Gasoline Stations	$21,444,724
Furniture and Home Furnishings Stores	$13,609,634
Sporting Goods, Hobby, Book, Music Stores	$13,159,595
Electronics & Appliance Stores	$11,365,601
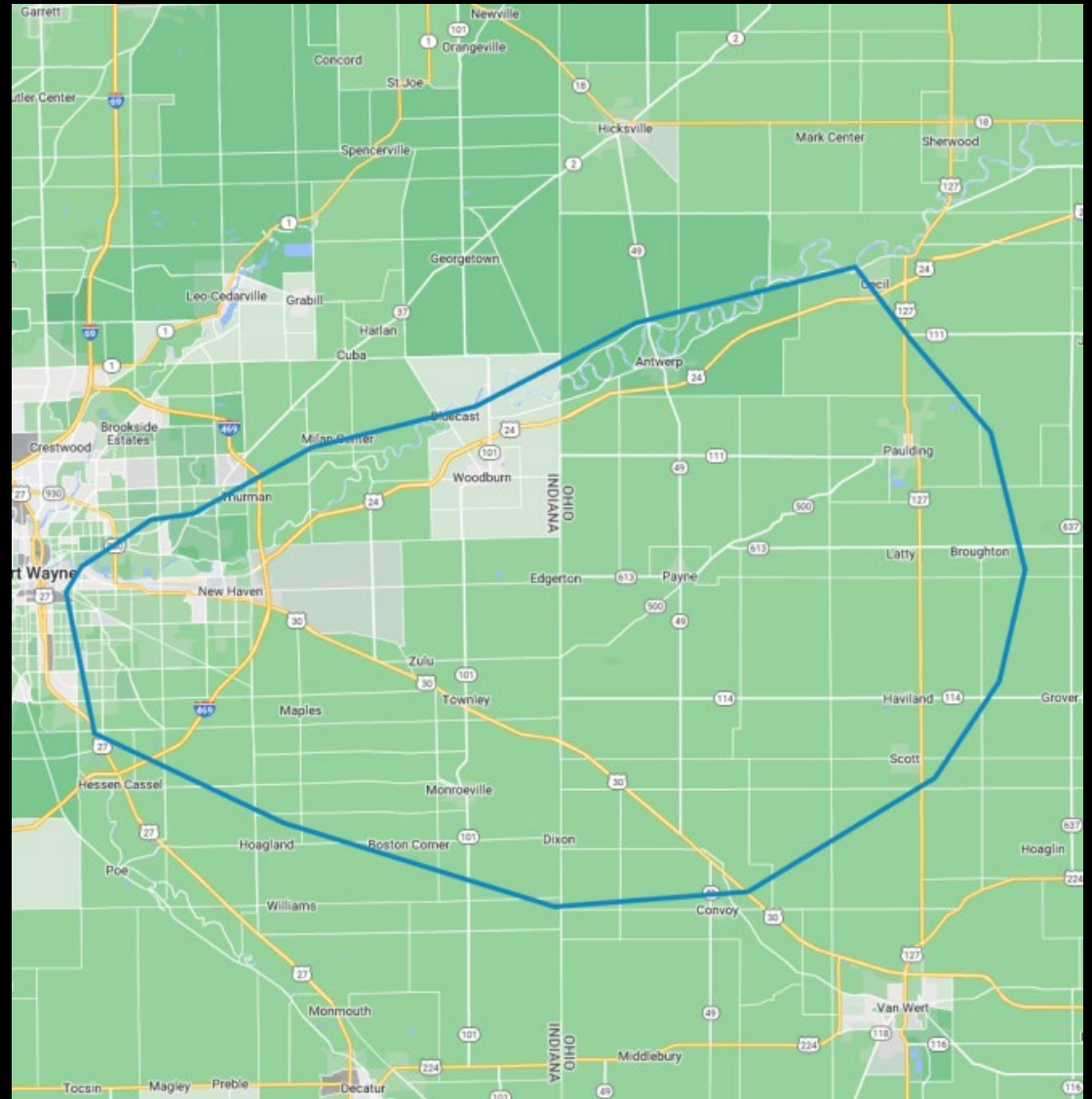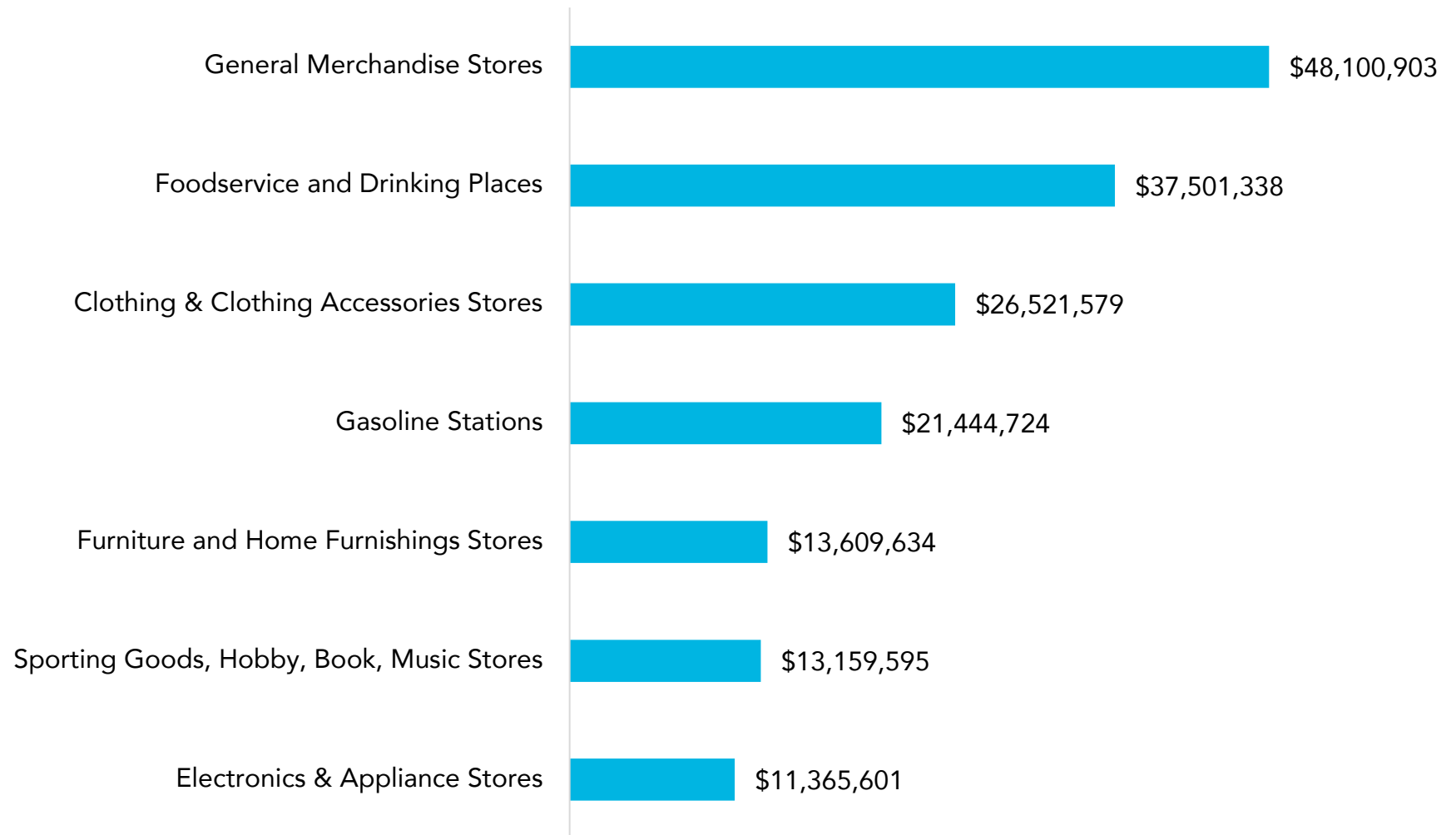
Peer Analysis

City Comparison Report 10 - Minute Drive Time

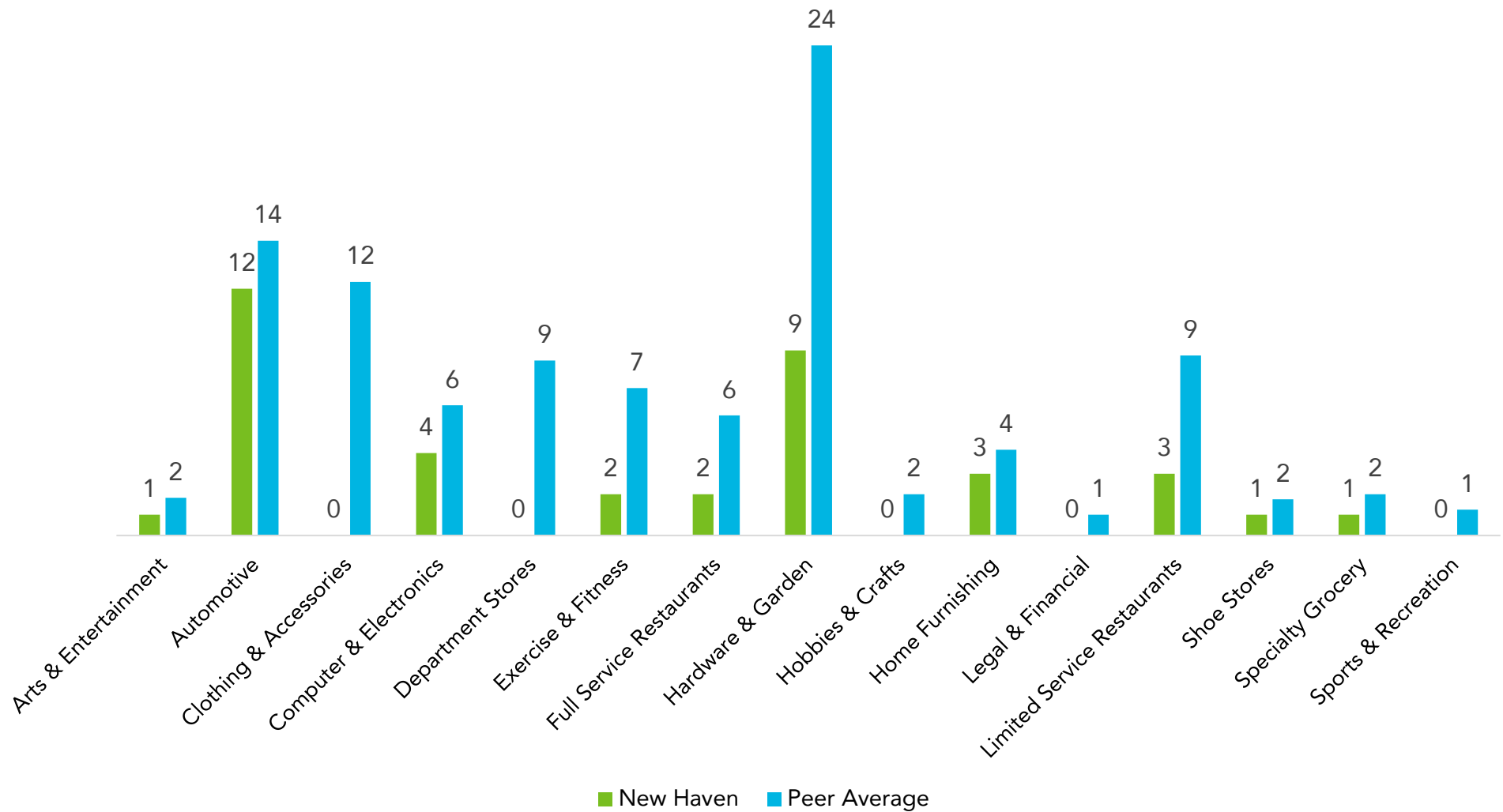The Peer Analysis identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 10 - minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and market supply.

City	State	Residential Pop	Employed Daytime Pop	Median HH Income	Market Supply
New Haven	IN	88,604	103,686	$48,121	$1,282,701,614
Evansville	IN	81,901	116,228	$40,634	$2,541,692,856
Mishawaka	IN	77,931	107,496	$54,946	$2,568,282,245
Greenwood	IN	88,792	90,037	$55,960	$1,629,970,850
Indianapolis	IN	93,544	87,543	$47,986	$1,567,022,108
Fort Wayne	IN	79,248	80,575	$36,022	$1,004,639,485
West Lafayette	IN	86,293	136,991	$43,222	$1,046,915,129

Peer Analysis

Bar chart comparing New Haven (green) and Peer Average (blue) across retail categories.

Category	New Haven	Peer Average
Arts & Entertainment	1	2
Automotive	12	14
Clothing & Accessories	0	12
Computer & Electronics	4	6
Department Stores	0	9
Exercise & Fitness	2	7
Full Service Restaurants	2	6
Hardware & Garden	9	24
Hobbies & Crafts	0	2
Home Furnishing	3	4
Legal & Financial	0	1
Limited Service Restaurants	3	9
Shoe Stores	1	2
Specialty Grocery	1	2
Sports & Recreation	0	1

■ New Haven　■ Peer Average

Thank you!