

Retail Analysis – Anytown, OK

April 2016

The following data and analyses were performed using the city limits of Anytown and a 1, 3 and 5 mile radius from the center point intersection of Highway 555 & I-35. There is a focus on attracting full-service restaurants and grocery stores to this area.

Demographics Overview (City of Anytown)

Total Population	Total Households	Total Workforce	Works & Lives Inside County	Works Outside County
15,000	4,300	5,900	3,058	2,842

	Median Household Income	Per Capita Income	Average Travel Time to Work	Education	Median Age	Percent Female
Anytown	\$41,150	\$20,405	22.6 minutes	HS Equivalent or higher: 92.0% Bachelor's or higher: 22.0%	34.0	51
Oklahoma	\$46,235	\$24,695	21.2 minutes	HS Diploma or higher: 86.7% Bachelor's or higher: 23.8%	36.2	50.5

2010 Census Data	Black or African American	American Indian and Alaska Native	Asian	Native Hawaiian and Other Pacific Islander	Two or More Races	Hispanic or Latino	White	Under 18 years old	18-65 years old	65 years and over
Anytown	12.4	5.1	1.4	0.1	5.3	6.6	70	7.2	78.7	14.1
Oklahoma	7.4	8.6	1.7	0.1	5.9	8.9	68.7	7	79.5	13.5

- Anytown's poverty rate of 19.9% is somewhat higher than the state average of 16.6%.
- Anytown's 2010-2014 population growth rate (8.1%) is much higher than Oklahoma's (3.4%).
- Anytown's African American population percentage of 12.4% is much higher than the state percentage of 7.4%; its Hispanic or Latino population percentage of 6.6% is much lower than the state percentage of 8.9%, as is its American Indian and Alaska Native population, 5.1% versus 8.6% in the state.

Retail Attractions

According to the U.S. Census Bureau, Anytown's retail sales per capita are 12% higher than the state average. This is likely due to Anytown's outlet mall which may draw shoppers and attract sales from the region.

There are 4 Bed & Breakfasts, some dating before statehood. Anytown's ongoing marketing efforts make its downtown area of some touristic interest. There are many unique shops, art galleries and museums including the National Babysitting Museum and World Sprinkler Appreciation Foundation.

Anytown's annual Veterans' Day Parade has been celebrated for more than 50 years and is the largest in the state, drawing substantial crowds. The downtown area brings in shoppers from miles away for this unique experience complete with residents and retailers in 20s-era dress.

Retail Gap & Sales Potential

From the center point of I-35 and Highway 555, a 4-mile radius is necessary to capture the majority of Anytown's city limits and economic productivity. Within the 4-mile radius, the city's several furniture stores at the south end of the city generate an immense negative retail gap (i.e. "exports") of over -\$100 million in the industries of furniture, home furnishing, and home appliance sales. Anytown is also a net positive seller in the industries of general merchandise stores, convenience stores and gas stations, and building supplies. It generates slightly more sales in full-service restaurants than the demand of the city (\$6,782,838 in supply versus \$5,672,297 in demand); however, considering that the size of the supply and demand at the 1 mile radius \$1,002,298 versus \$911,688 is much smaller, it seems likely that most of this business is *not* the result of the potentially invariant demands of I-35 motorists. Dining-out expenses, a classic example of a highly elastic demand, are strongly influenced by factors such as variety and convenience, thus additional full service restaurants would likely see a corresponding increase in demand.

Grocery stores exhibit a slightly different pattern. Within a 5-mile radius supply and demand amongst grocery stores is approximately equal, with supply of \$18,000,000 outstripping demand of \$17,000,000 by only \$1,000,000 a .5% excess. Within 1 mile of the I-35 and Hwy555 intersection, the \$3,000,000 in grocery demand is unmet, with no grocery sales within that radius. However, only 900 of Anytown's 4,300 households live within that zone. Compared to dining out, grocery sales are relatively inelastic, meaning that a new grocery store near the I-35/Hwy555 intersection would be in competition for limited demand with existing Anytown grocery stores.

Notable Gaps/Surpluses:

- There is a more than \$2 million demand for auto parts stores that has only \$200 thousand of supply in Anytown, a gap of nearly than \$2 million.
- There is a \$5 million demand for specialty foods, of which only \$2 million is supplied in Anytown.
- Anytown's demand for gasoline stations totals only \$11 million, though sales are over \$40 million, likely due to I-35 motorists.

Traffic Counts

- As shown in Anytown’s traffic count, the average vehicles traveling along I-35 daily are highest at the intersections of I-35 and E Sooner Ave and I-35 E Sooner Avenue. Also, the center point of I-35 and State Highway 555 has the third highest traffic count within the 4 mile radius.
- As shown on the map, there is heavy commuter traffic on the stretch of I-35 north of Anytown. These counts are significantly higher than the traffic on the stretch south of Anytown. This shows nearly 17,000 vehicles are entering or exiting I-35 at Anytown exits daily.
- The map also shows high traffic counts along E Highway 555/ Williams Avenue at the I-35 exit. Slightly more motorists travel Highway 55 east of I-35 than those traveling west.
- The average traffic volume at the intersection of Highway 00/ Beauregard St and Williams Avenue is the highest intersection not adjoining I-35 (between 6,000 and 15,000 vehicles per day).

Business Contact List

Large Restaurants in vicinity, but not in Anytown:

Eat-n-Drink – XYZ Holdings, Inc – Glendale, CA – 818-555-5055
Richard.False@xyz.com

Tim’s Tofu Burgers – Huntington Beach, CA – 714-555-9999
Samuelgonazles@bbb.com, VP Restaurant Planning

Giacomo’s Eateries – Huntington Beach, CA – 714-555-8888
Giacomo.Robertson@giacomos.com, CEO

Grocery Store Contacts	Website	Contact Name	Contact Title	Phone
Division Supermarkets	Divisionsupermarkets.com	Daryl Darylson	CEO	405-555-9999
Bill’s Pharmacy	www.Bills.com	Jeff Jefferson	Chairman & CEO	918-555-9999
Tom’s Food Stores	www.tomsfoods.com	C.V. Seevees	CEO	479-555-9999
Goodneighbor	www.goodneighbor.com	Richard Stanz	CEO	405-555-9999
Guinness Foods	www.guinnessfoods.com	Jose Collins	CEO & Chairman	479-555-9999
Save-A-Bunch Foods	www.saveabunch.com	Rick Clauston	CEO	314-555-9999
Green Thumb Retail	www.greenthumb.com	David Santander	CEO	405-555-9999
Crescent Foods	www.crescentfoods.com	Kevin Hochleitner	Vice President	405-555-9999

***Note:** Data in this report is fictitious and does not represent an exact location. Numbers in the analysis section will not correspond to the numbers in the remainder of the report.



ACS Population Summary

Anytown City, OK
 Anytown City, OK (4031700)
 Geography: Place

Prepared by Esri

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	10,205		38	
Total Households	3,260		292	
Total Housing Units	4,280		318	
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	8,930	100.0%	233	
Never married	3,503	37.1%	420	
Married	3,417	43.0%	263	
Widowed	724	8.4%	160	
Divorced	996	11.5%	205	
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	10,150	100.0%	118	
Enrolled in school	3,075	30.3%	413	
Enrolled in nursery school, preschool	109	1.1%	60	
Public school	89	0.9%	54	
Private school	20	0.2%	22	
Enrolled in kindergarten	202	2.0%	85	
Public school	147	1.4%	74	
Private school	55	0.5%	41	
Enrolled in grade 1 to grade 4	506	5.0%	128	
Public school	433	4.3%	124	
Private school	73	0.7%	42	
Enrolled in grade 5 to grade 8	494	4.9%	126	
Public school	443	4.4%	122	
Private school	51	0.5%	66	
Enrolled in grade 9 to grade 12	806	7.9%	219	
Public school	800	7.9%	221	
Private school	6	0.1%	7	
Enrolled in college undergraduate years	873	8.6%	257	
Public school	762	7.5%	277	
Private school	111	1.1%	113	
Enrolled in graduate or professional school	85	0.8%	57	
Public school	60	0.6%	41	
Private school	25	0.2%	37	
Not enrolled in school	7,075	69.7%	417	
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	6,591	100.0%	404	
No schooling completed	84	1.3%	51	
Nursery School	0	0.0%	16	
Kindergarten	3	0.0%	6	
1-4th Grade	0	0.0%	16	
5-8th Grade	277	4.2%	105	
or 88.4% Some High School	408	6.2%	130	
High School Diploma	1,910	29.0%	297	
GED	446	6.8%	127	
Some College	1,919	29.1%	267	
Associate's degree	265	4.0%	86	
19.5% Bachelor's degree	916	13.9%	216	
Master's degree	320	4.9%	129	
Professional school degree	26	0.4%	30	
Doctorate degree	17	0.3%	18	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

February 16, 2016



ACS Population Summary

Anytown City, OK
 Anytown City, OK (4031700)
 Geography: Place

Prepared by Esri

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	3,260	100.00%	292	
Less than \$10,000	387	10.3%	127	
\$10,000 to \$14,999	293	7.8%	107	
\$15,000 to \$19,999	280	7.4%	110	
\$20,000 to \$24,999	325	8.6%	139	
\$25,000 to \$29,999	268	7.1%	131	
\$30,000 to \$34,999	148	3.9%	65	
\$35,000 to \$39,999	165	4.4%	83	
\$40,000 to \$44,999	305	8.1%	129	
\$45,000 to \$49,999	179	4.8%	89	
\$50,000 to \$59,999	278	7.4%	94	
\$60,000 to \$74,999	380	10.1%	112	
\$75,000 to \$99,999	408	10.8%	116	
\$100,000 to \$124,999	202	5.4%	74	
\$125,000 to \$149,999	86	2.3%	48	
\$150,000 to \$199,999	55	1.5%	61	
\$200,000 or more	3	0.1%	6	
Median Household Income	\$40,271		N/A	
Average Household Income	\$47,240		\$5,504	
Per Capita Income	\$18,515		\$1,446	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	336	100.0%	144	
Less than \$10,000	25	7.4%	30	
\$10,000 to \$14,999	55	16.4%	56	
\$15,000 to \$19,999	0	0.0%	16	
\$20,000 to \$24,999	104	31.0%	113	
\$25,000 to \$29,999	74	22.0%	85	
\$30,000 to \$34,999	30	8.9%	47	
\$35,000 to \$39,999	12	3.6%	10	
\$40,000 to \$44,999	0	0.0%	16	
\$45,000 to \$49,999	13	3.9%	18	
\$50,000 to \$59,999	0	0.0%	16	
\$60,000 to \$74,999	13	3.9%	20	
\$75,000 to \$99,999	0	0.0%	16	
\$100,000 to \$124,999	10	3.0%	16	
\$125,000 to \$149,999	0	0.0%	16	
\$150,000 to \$199,999	0	0.0%	16	
\$200,000 or more	0	0.0%	16	
Median Household Income for HHr <25	\$24,295		N/A	
Average Household Income for HHr <25	\$28,561		\$16,854	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

February 16, 2016





Retail MarketPlace Profile

I-xx & Highway xx
 Anytown, OK
 Ring: 1 mile radius

Prepared by Esri
 Latitude: xx
 Longitude: -xx

Summary Demographics	
2015 Population	1,764
2015 Households	795
2015 Median Disposable Income	\$30,746
2015 Per Capita Income	\$22,198

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-	\$22,358,243	\$21,901,179	\$481,364	1.1	20
Total Retail Trade	44-45	\$20,291,769	\$15,496,128	\$4,800,591	13.4	12
Total Food & Drink	722	\$2,085,824	\$6,405,051	-\$4,319,227	-50.9	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplu Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,924,601	\$326,303	\$4,598,298	87.6	1
Automobile Dealers	4411	\$3,872,215	\$0	\$3,872,215	100.0	0
Other Motor Vehicle Dealers	4412	\$732,615	\$0	\$732,615	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$319,770	\$310,653	\$9,117	1.4	1
Furniture & Home Furnishings Stores	442	\$459,887	\$0	\$459,887	100.0	0
Furniture Stores	4421	\$317,990	\$0	\$317,990	100.0	0
Home Furnishings Stores	4422	\$141,897	\$0	\$141,897	100.0	0
Electronics & Appliance Stores	443	\$741,458	\$0	\$741,458	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$852,524	\$402,538	\$449,986	35.9	1
Bldg Material & Supplies Dealers	4441	\$734,011	\$402,538	\$331,473	29.2	1
Lawn & Garden Equip & Supply Stores	4442	\$118,513	\$0	\$118,513	100.0	0
Food & Beverage Stores	445	\$2,959,195	\$512,731	\$2,446,464	70.5	1
Grocery Stores	4451	\$2,569,977	\$0	\$2,569,977	100.0	0
Specialty Food Stores	4452	\$188,383	\$0	\$188,383	100.0	0
Beer, Wine & Liquor Stores	4453	\$200,835	\$503,712	-\$302,877	-43.0	1
Health & Personal Care Stores	#####	\$1,204,041	\$0	\$1,204,041	100.0	0
Gasoline Stations	#####	\$1,655,627	\$12,212,222	-\$10,556,595	-76.1	4
Clothing & Clothing Accessories Stores	448	\$657,358	\$0	\$657,358	100.0	0
Clothing Stores	4481	\$448,995	\$0	\$448,995	100.0	0
Shoe Stores	4482	\$85,665	\$0	\$85,665	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$122,698	\$0	\$122,698	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$451,642	\$0	\$451,642	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$319,886	\$0	\$319,886	100.0	0
Book, Periodical & Music Stores	4512	\$131,756	\$0	\$131,756	100.0	0
General Merchandise Stores	452	\$5,114,118	\$0	\$5,114,118	100.0	0
Department Stores Excluding Leased Depts.	4521	\$3,920,607	\$0	\$3,920,607	100.0	0
Other General Merchandise Stores	4529	\$1,193,511	\$0	\$1,193,511	100.0	0
Miscellaneous Store Retailers	453	\$952,504	\$1,470,675	-\$518,171	-21.4	4
Florists	4531	\$29,575	\$0	\$29,575	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$180,843	\$114,904	\$65,939	22.3	1
Used Merchandise Stores	4533	\$33,579	\$149,501	-\$115,922	-63.3	1
Other Miscellaneous Store Retailers	4539	\$708,507	\$1,206,270	-\$497,763	-26.0	2
Nonstore Retailers	454	\$323,764	\$0	\$323,764	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$189,430	\$0	\$189,430	100.0	0
Vending Machine Operators	4542	\$49,585	\$0	\$49,585	100.0	0
Direct Selling Establishments	4543	\$84,749	\$0	\$84,749	100.0	0
Food Services & Drinking Places	722	\$2,085,824	\$6,405,051	-\$4,319,227	-50.9	9
Full-Service Restaurants	7221	\$1,111,688	\$1,402,298	-\$290,610	-11.6	3
Limited-Service Eating Places	7222	\$905,183	\$5,001,790	-\$4,096,607	-69.4	6
Special Food Services	7223	\$24,794	\$0	\$24,794	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$44,159	\$0	\$44,159	100.0	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Copyright 2015 Infogroup, Inc. All rights reserved.

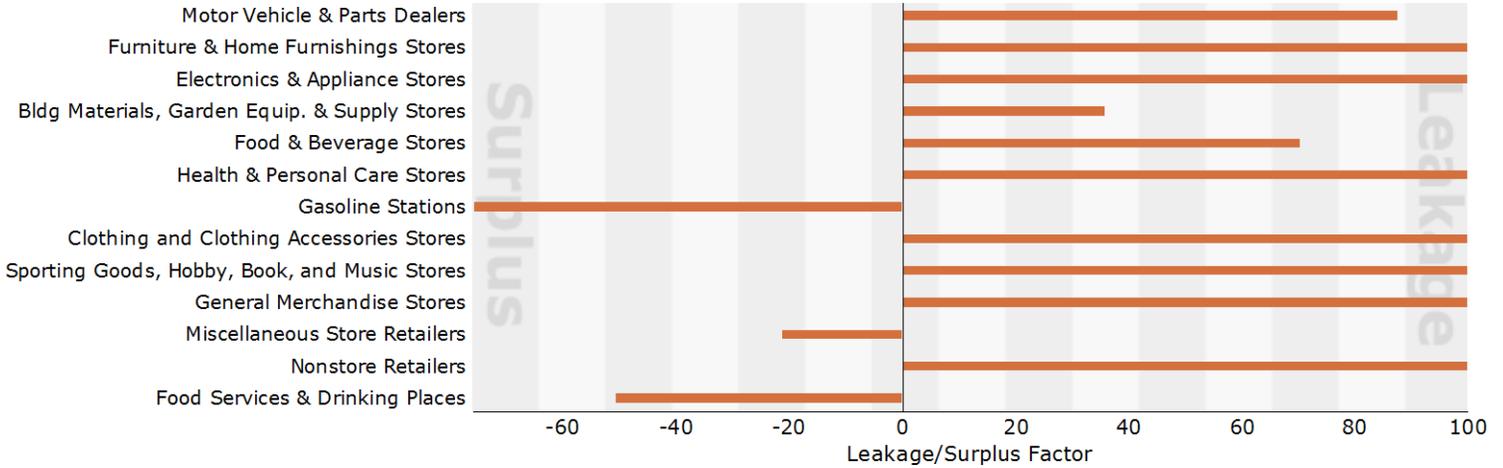


Retail MarketPlace Profile

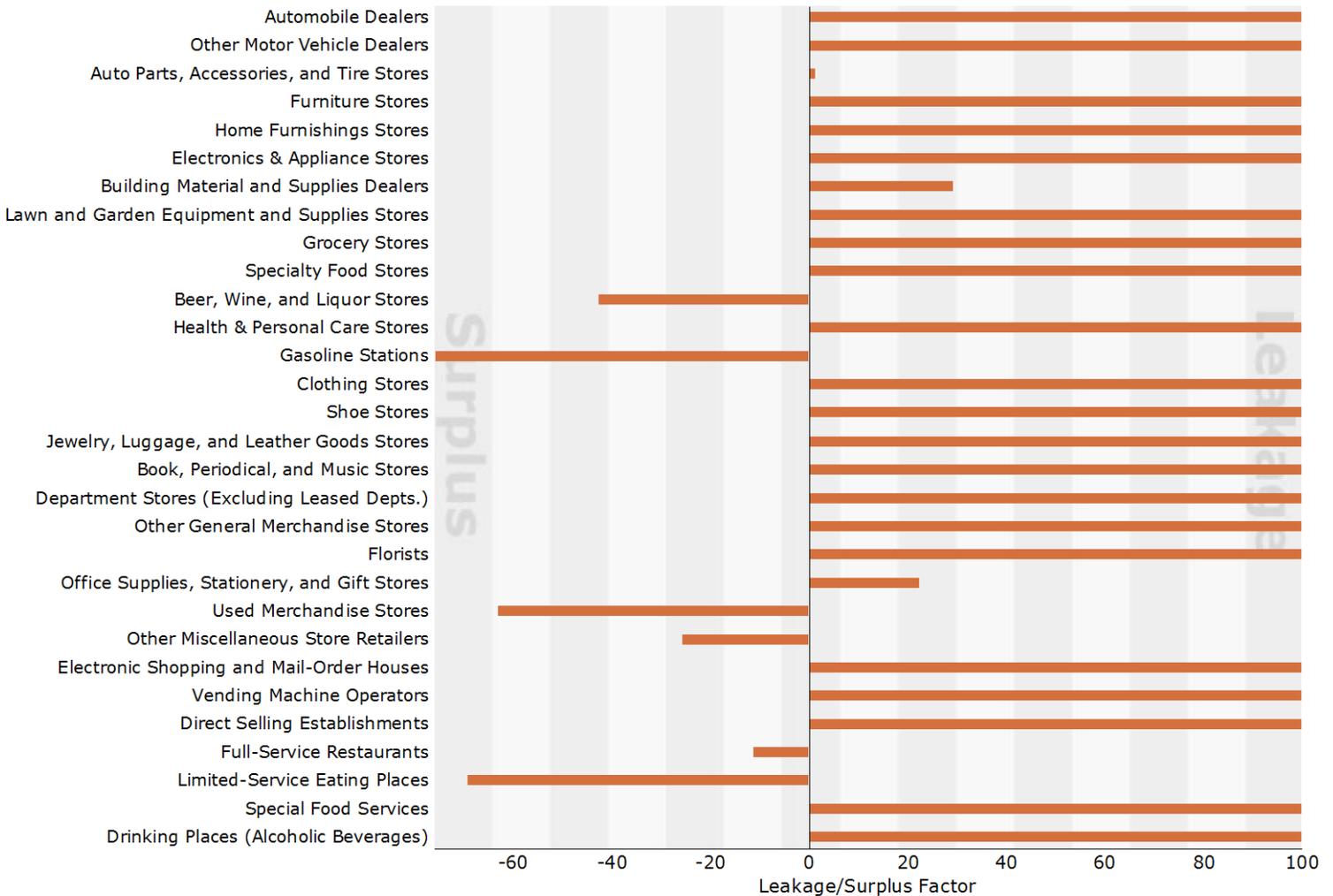
I-xx & Highway xx
 Anytown, OK
 Ring: 1 mile radius

Prepared by Esri
 Latitude: xx
 Longitude: -xx

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail Goods and Services Expenditures

I-xx & Highway xx
 Anytown, OK
 Ring: 1 mile radius

Prepared by Esri
 Latitude: xx
 Longitude: -xx

Top Tapestry Segments	Percen	Demographic Summary	2015	2020
City Commons (11E)	49.8%	Population	1,764	1,769
Small Town Simplicity (12C)	23.3%	Households	795	797
Midlife Constants (5E)	12.3%	Families	443	441
Southern Satellites (10A)	9.2%	Median Age	35.2	36.6
Heartland Communities (6F)	5.4%	Median Household	\$36,181	\$41,681
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services				
		69	\$1,590.36	\$1,264,338
Men's		65	\$283.12	\$225,084
Women's		69	\$553.70	\$440,191
Children's		73	\$274.61	\$218,313
Footwear		72	\$328.84	\$261,427
Watches & Jewelry		61	\$88.48	\$70,338
Apparel Products and Services (1)		63	\$61.62	\$48,985
Computer				
Computers and Hardware for Home Use		65	\$141.09	\$112,167
Portable Memory		68	\$3.68	\$2,922
Computer Software		57	\$11.62	\$9,236
Computer Accessories		63	\$12.09	\$9,614
Entertainment & Recreation				
Fees and Admissions		66	\$2,188.79	\$1,740,090
Membership Fees for Clubs (2)		56	\$363.44	\$288,932
Fees for Participant Sports, excl. Trips		58	\$98.79	\$78,539
Admission to Movie/Theatre/Opera/Ballet		54	\$65.40	\$51,995
Admission to Sporting Events, excl. Trips		59	\$97.74	\$77,701
Fees for Recreational Lessons		59	\$39.33	\$31,268
Dating Services		50	\$61.66	\$49,021
TV/Video/Audio		85	\$0.51	\$408
Cable and Satellite Television Services		74	\$971.24	\$772,134
Cable and Satellite Television Services		77	\$689.27	\$547,970
Televisions		70	\$103.89	\$82,589
Satellite Dishes		63	\$0.99	\$784
VCRs, Video Cameras, and DVD Players		73	\$8.02	\$6,378
Miscellaneous Video Equipment		60	\$6.41	\$5,094
Video Cassettes and DVDs		71	\$22.76	\$18,095
Video Game Hardware/Accessories		79	\$18.31	\$14,557
Video Game Software		78	\$21.37	\$16,988
Streaming/Downloaded Video		53	\$3.03	\$2,406
Rental of Video Cassettes and DVDs		68	\$16.08	\$12,781
Installation of Televisions		50	\$0.56	\$445
Audio (3)		62	\$76.98	\$61,203
Rental and Repair of TV/Radio/Sound Equipment		66	\$3.58	\$2,844
Pets		67	\$381.37	\$303,189
Toys and Games (4)		69	\$85.25	\$67,773
Recreational Vehicles and Fees (5)		54	\$117.87	\$93,704
Sports/Recreation/Exercise Equipment (6)		61	\$114.61	\$91,116
Photo Equipment and Supplies (7)		58	\$46.83	\$37,230
Reading (8)		63	\$95.84	\$76,194
Catered Affairs (9)		52	\$12.35	\$9,817
Food				
Food at Home		70	\$5,923.39	\$4,709,098
Food at Home		72	\$3,741.55	\$2,974,533
Bakery and Cereal Products		72	\$526.05	\$418,211
Meats, Poultry, Fish, and Eggs		73	\$839.79	\$667,635
Dairy Products		70	\$394.27	\$313,444
Fruits and Vegetables		69	\$678.88	\$539,713
Snacks and Other Food at Home (10)		73	\$1,302.55	\$1,035,529
Food Away from Home		66	\$2,181.84	\$1,734,565
Alcoholic Beverages		63	\$352.19	\$279,991
Nonalcoholic Beverages at Home		74	\$369.53	\$293,776

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Traffic Count Profile

I-xx & Highway xx
 Anytown, OK
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: xx
 Longitude: -xx

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.10	Example St	Broadway Ave (0.10 miles W)	2009	11,725.
0.14	Example St	Main St (0.02 miles E)	2003	9,500.
0.33	Example St	Broadway Ave (0.10 miles W)	2009	10,295.
0.45	Example St	Main St (0.02 miles E)	2008	5,000.
0.58	Example St	Broadway Ave (0.10 miles W)	2008	8,200.
0.63	Example St	Main St (0.02 miles E)	2008	17,500.
0.65	Example St	Broadway Ave (0.10 miles W)	2009	27,332.
0.65	Example St	Main St (0.02 miles E)	2009	1,324.
0.75	Example St	Broadway Ave (0.10 miles W)	2005	102.
0.75	Example St	Main St (0.02 miles E)	2009	2,391.
0.77	Example St	Broadway Ave (0.10 miles W)	2005	263.
0.82	Example St	Main St (0.02 miles E)	2009	1,901.
0.86	Example St	Broadway Ave (0.10 miles W)	2009	396.
1.12	Example St	Main St (0.02 miles E)	2009	2,036.
1.22	Example St	Broadway Ave (0.10 miles W)	2009	1,503.
1.24	Example St	Main St (0.02 miles E)	2009	442.
1.29	Example St	Broadway Ave (0.10 miles W)	2009	1,779.
1.32	Example St	Main St (0.02 miles E)	2005	474.
1.33	Example St	Broadway Ave (0.10 miles W)	2009	223.
1.34	Example St	Main St (0.02 miles E)	2005	1,185.
1.38	Example St	Broadway Ave (0.10 miles W)	2005	2,618.
1.43	Example St	Main St (0.02 miles E)	2009	194.
1.53	Example St	Broadway Ave (0.10 miles W)	2008	6,000.
1.60	Example St	Main St (0.02 miles E)	2009	1,422.
1.60	Example St	Broadway Ave (0.10 miles W)	2005	747.
1.61	Example St	Main St (0.02 miles E)	2008	2,800.
1.65	Example St	Broadway Ave (0.10 miles W)	2009	10,279.
1.65	Example St	Main St (0.02 miles E)	2009	1,336.
1.68	Example St	Broadway Ave (0.10 miles W)	2009	3,383.
1.70	Example St	Main St (0.02 miles E)	2005	5,251.

***Note: Community Traffic Count Map Also Included.**

Data Note:The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2014 to 1963. Over 25% of the counts were taken between 2010 and 2014 and over 77% of the counts were taken between 2000 and 2014. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2015 Kalibrate Technologies