

# Retail Site Analysis

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Wiley Market LLC

6094 U.S. Highway 441  
Lakemont, Georgia 30552



## Project Summary

The site is located at the intersection of U.S. Highway 441 and Wiley Connector in Lakemont, Georgia 30552. It has been proposed to develop a new generation convenience store with lead brand fuel, truck diesel, modern forecourt, large format store, and integrated fast-food kitchen. The site land area consists of 5.3-acres and affords direct frontage and access along U.S. Highway 441 and Wiley Connector.

The focus of this evaluation is the anticipated fuel volume and convenience store sales during the first three years of planned facility operation. A comprehensive fuel and convenience store development strategy has been created and analyzed for volume and sales projection purposes.

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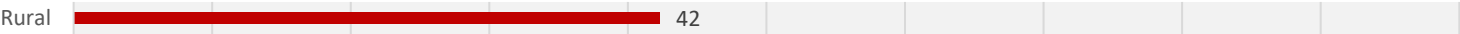
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# Site Overview

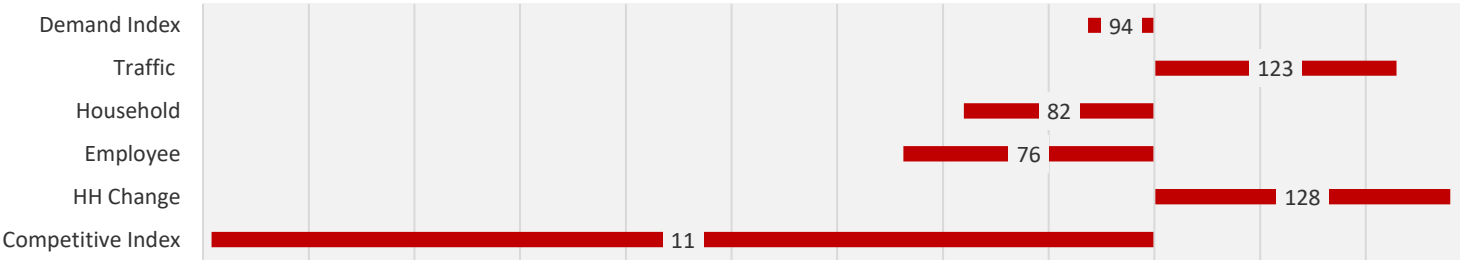
U.S. Highway 441 and Wiley Connector Lakemont, Georgia 30552

Intersection  
NW

Density Class and Socio-Economic Score




	Lane Count	Direction	Ingress/Egress	Visibility	Stacking
U.S. Highway 441	4	north/south divided	1	55 MPH	unregulated
Wiley Connector	2	east/west undivided	1	35 MPH	stop





## Facility Development Strategy: Fuel and Convenience Store

<b>Name:</b>	Wiley Market	<b>Brand:</b>	Exxon	<b>Case #:</b>	<b>1</b>	
<b>Location:</b>	U.S. Highway 441 and Wiley Connector			<b>Intersection:</b>	SW	
<b>Type:</b>	Convenience Store			<b>Fx Impact Score:</b>	<b>235.3</b>	

Forecourt and Exterior				Posted Prices	
5	MPD's	x	Canopy	Unleaded	\$2.99 <sup>9</sup>
	Electronic	x	Air		
11	# of Gasoline Hoses	4	Brand Sign Facings	Diesel	\$3.94 <sup>9</sup>
4	# of Gasoline Grades	2	Price Sign Facings	Cash/Card Price	
10	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
2	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
2	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.01 Unleaded
2	Non-Ethanol	Unregulated	Traffic Regulation		0.00 Diesel
	E-85	Divided	Road Configuration	<b>Competitive Impact</b>	
2	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	101.5
18	# of Self Service Hoses	55	Posted Speed	<b>Diesel Score</b>	9.5
	# of Full Service Hoses	6,000	Size of Store	<b>Convenience Store Score</b>	124.3
Dive In	Fuel Configuration	15	Up Front Parking	<b>Fast Food Score</b>	25.0
	Car Wash		Truck Parking		

Convenience Store					
30	Walk In Cooler Doors	Lead Brand	Maintenance	Standard	Restrooms
	Reach In Cooler Doors	Lead Brand	Interior Lighting	Lead Brand	Snack Merchandising
Lead Brand	Beverage Merchandising	Lead Brand	Interior Signage	Lead Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	18	Hours of Operation
12	Beer/Wine Doors	x	Coffee Bar	3	Cashier Stations
x	Beer Cave	Hunt Bros.	Fast Food Brand	x	Lottery
Lead Brand	Operation	Krispy Krunchy	Fast Food	x	ATM





# Projections, Analytical Range, and Metrics

U.S. Highway 441 and Wiley Connector Lakemont, Georgia 30552

## AVERAGE MONTHLY VOLUME AND SALES

	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>129,061</b>	<b>130,623</b>	<b>131,358</b>
<i>Gasoline Volume (Gallons)</i>	<i>100,849</i>	<i>102,070</i>	<i>102,644</i>
<i>Diesel Volume (Gallons)</i>	<i>28,212</i>	<i>28,553</i>	<i>28,714</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$155,925</b>	<b>\$158,756</b>	<b>\$160,088</b>
<i>Convenience Sales (Dollars)</i>	<i>\$135,555</i>	<i>\$138,016</i>	<i>\$139,174</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$20,370</i>	<i>\$20,740</i>	<i>\$20,914</i>

## ANALYTICAL VOLUME AND SALES RANGE

LOW	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>109,395</b>	<b>112,111</b>	<b>113,912</b>
<i>Gasoline Volume (Gallons)</i>	<i>85,217</i>	<i>87,270</i>	<i>88,787</i>
<i>Diesel Volume (Gallons)</i>	<i>24,178</i>	<i>24,841</i>	<i>25,125</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$136,603</b>	<b>\$142,050</b>	<b>\$143,389</b>
<i>Convenience Sales (Dollars)</i>	<i>\$119,288</i>	<i>\$124,214</i>	<i>\$125,257</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$17,315</i>	<i>\$17,836</i>	<i>\$18,132</i>

HIGH	Year 1	Year 2	Year 3
<b>Fuel Volume (Gallons)</b>	<b>136,216</b>	<b>139,257</b>	<b>141,210</b>
<i>Gasoline Volume (Gallons)</i>	<i>106,396</i>	<i>108,705</i>	<i>110,342</i>
<i>Diesel Volume (Gallons)</i>	<i>29,820</i>	<i>30,552</i>	<i>30,868</i>
<b>Convenience Store Sales (Dollars)</b>	<b>\$167,788</b>	<b>\$173,802</b>	<b>\$175,406</b>
<i>Convenience Sales (Dollars)</i>	<i>\$146,399</i>	<i>\$151,818</i>	<i>\$153,091</i>
<i>Fast Food Sales (Dollars)</i>	<i>\$21,389</i>	<i>\$21,984</i>	<i>\$22,315</i>

## PROJECTION METRICS

Primary Area of Influence	3-Mile	Annual Convenience Store Sales Year 1	\$1,871,100
Area in Square Miles	28.27	Annual Convenience Sales Year 1	\$1,626,660
Total Intersection Traffic VPD	16,751	Annual Fast Food Sales Year 1	\$244,440
Explained Intersection Traffic	25.8%	Convenience Store \$ per Square Foot	\$25.99
Passing Intersection Traffic	74.2%	Fast Food Sales Percent Year 1	13.1%
Annual Fuel Volume Year 1	1,548,732		
Annual Gasoline Volume Year 1	1,210,188		
Annual Diesel Volume Year 1	338,544		
Fuel Gallons per Dispenser Year 1	16,133	Fuel Dispenser Count	8
		Convenience Store Square Feet	6,000

## Site Photos



Site frontage along U.S. Highway 441 facing south



Site frontage along U.S. Highway 441 facing north



Site view across U.S. Highway 441

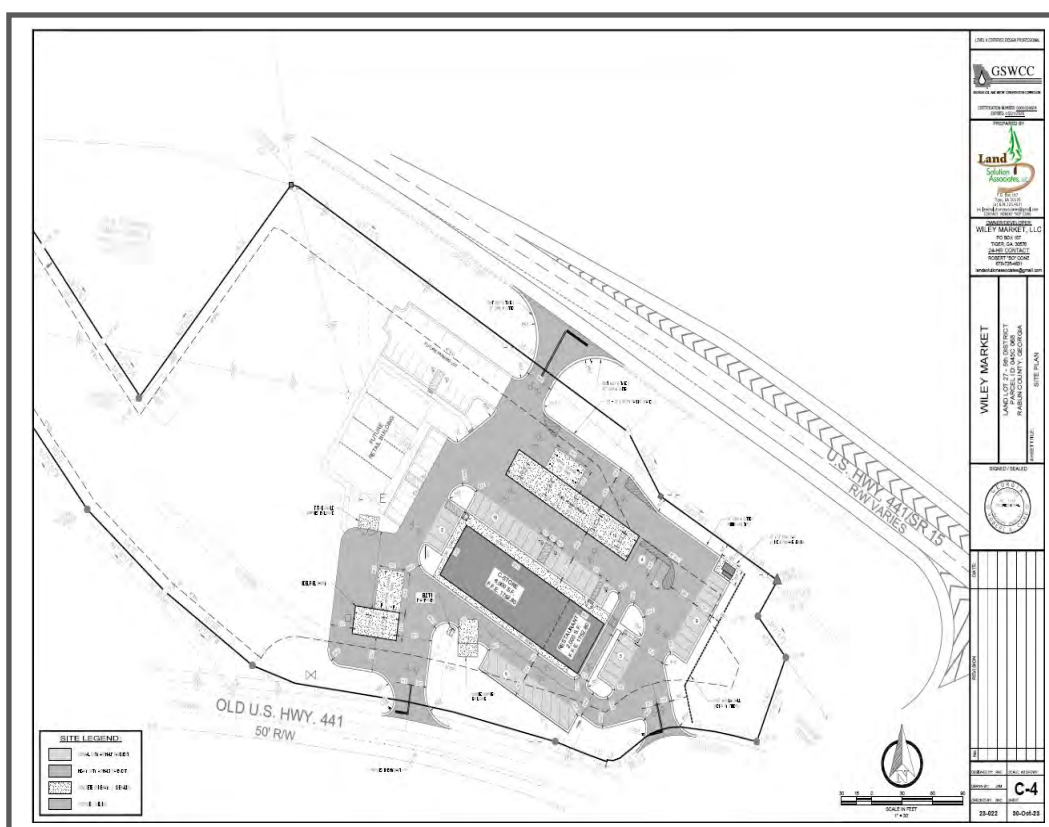


Site frontage along Old Historic U.S. 441 facing south

## Site Aerial and Site Plan



Aerial site view



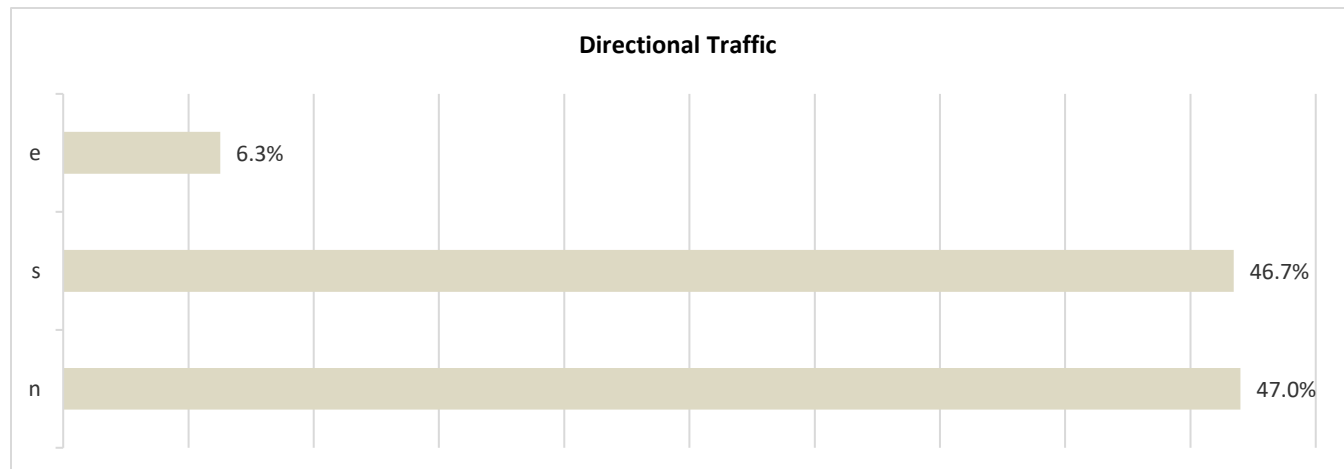
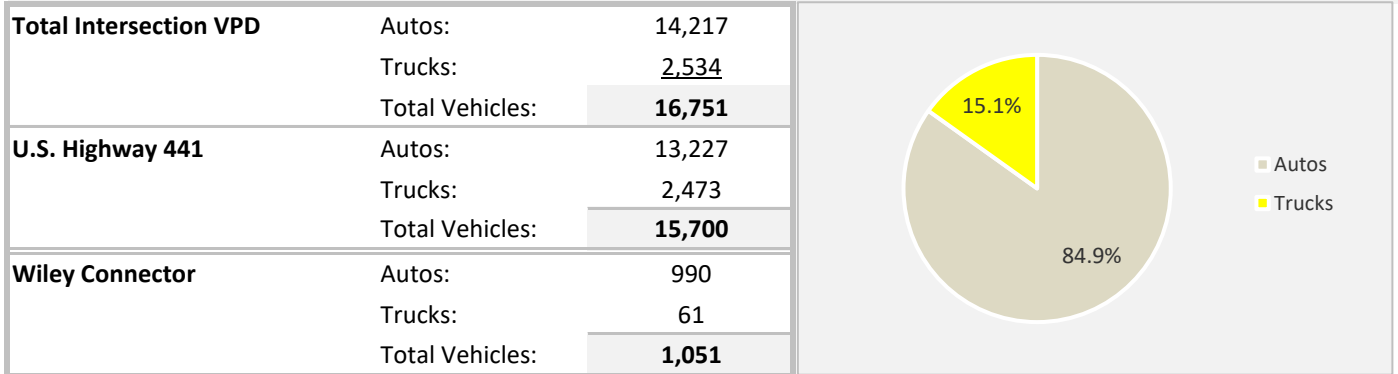
Site plan (conceptual)



# Traffic Summary

					VPD Stats
	Direction	Count	Classification	Ingress	Egress
U.S. Highway 441	n	6,449	Auto	Frontage	Frontage
	s	6,778		Turn	Turn
	n	1,424	Truck		
	s	1,049			
Wiley Connector	e	990	Auto	Turn	Turn
	e	61	Truck		

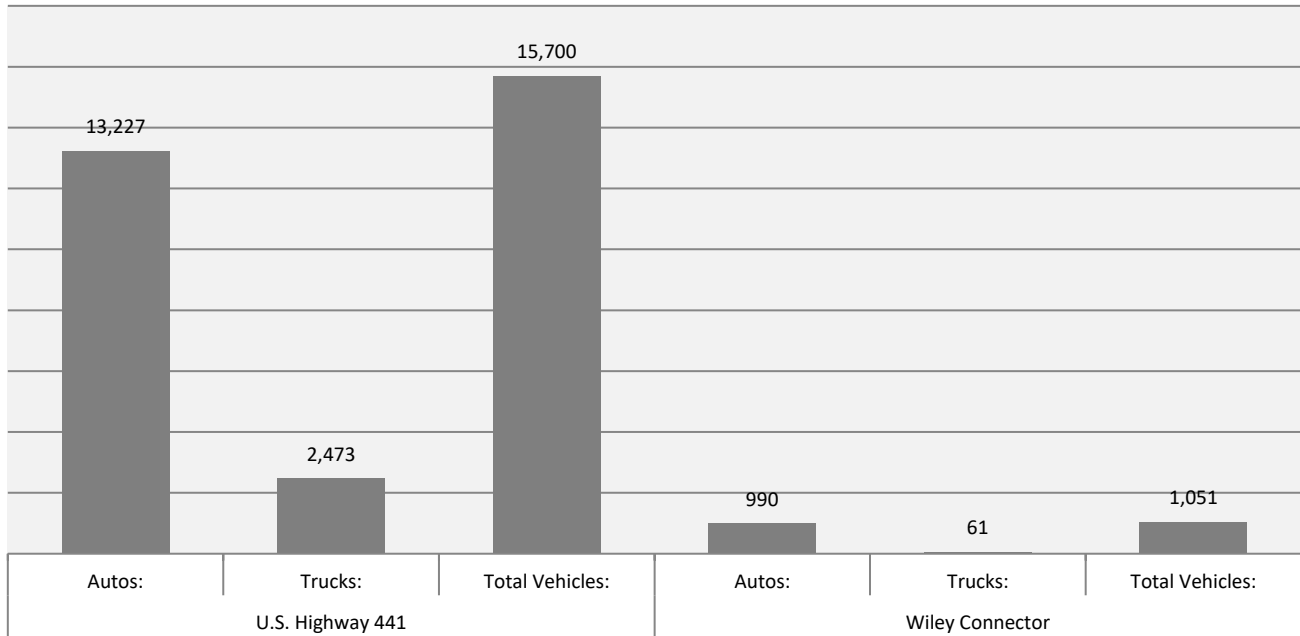
	Direction	Percent	Classification	Percent	Frontage
U.S. Highway 441	n	38.5%	Auto	84.2%	47.0%
	s	40.5%			
	n	8.5%	Truck	15.8%	
	s	6.3%			
Wiley Connector	e	5.9%	Auto	94.2%	0.0%
	e	0.4%	Truck	5.8%	



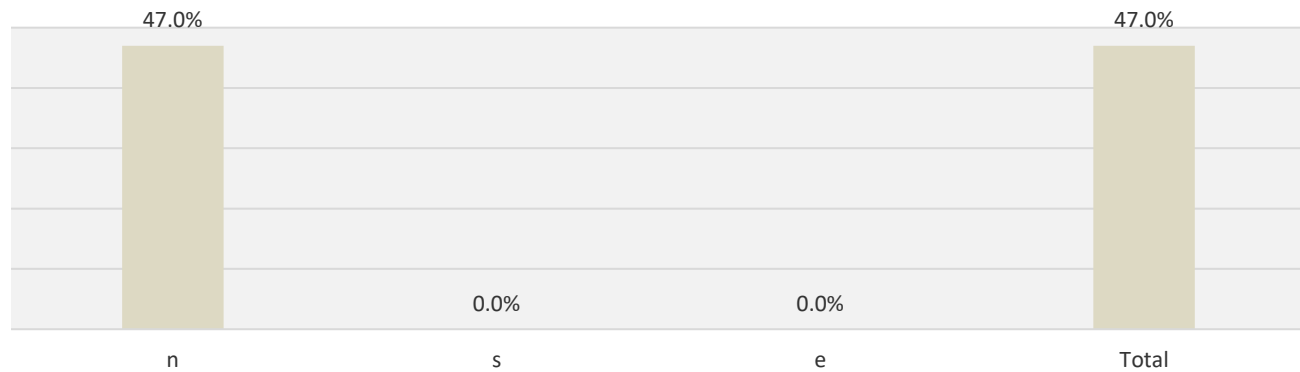
# Traffic Summary

VPD Charts

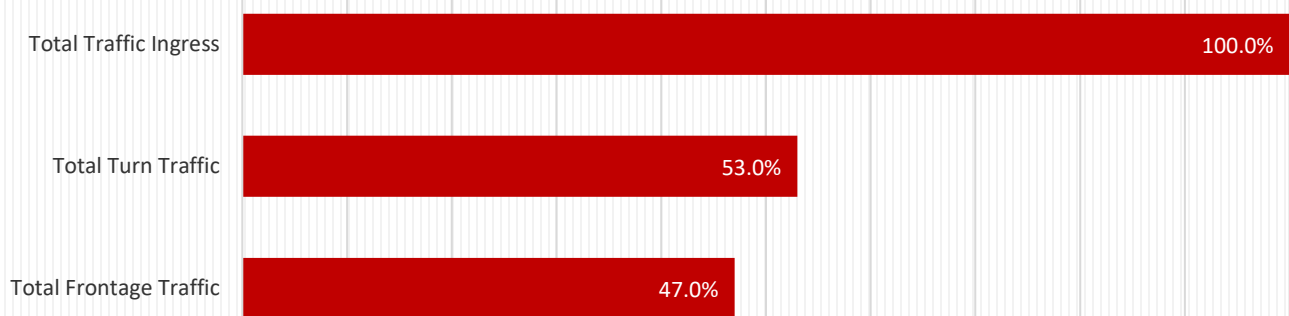
Vehicles per Day (VPD)



Total Frontage Traffic (% Total)

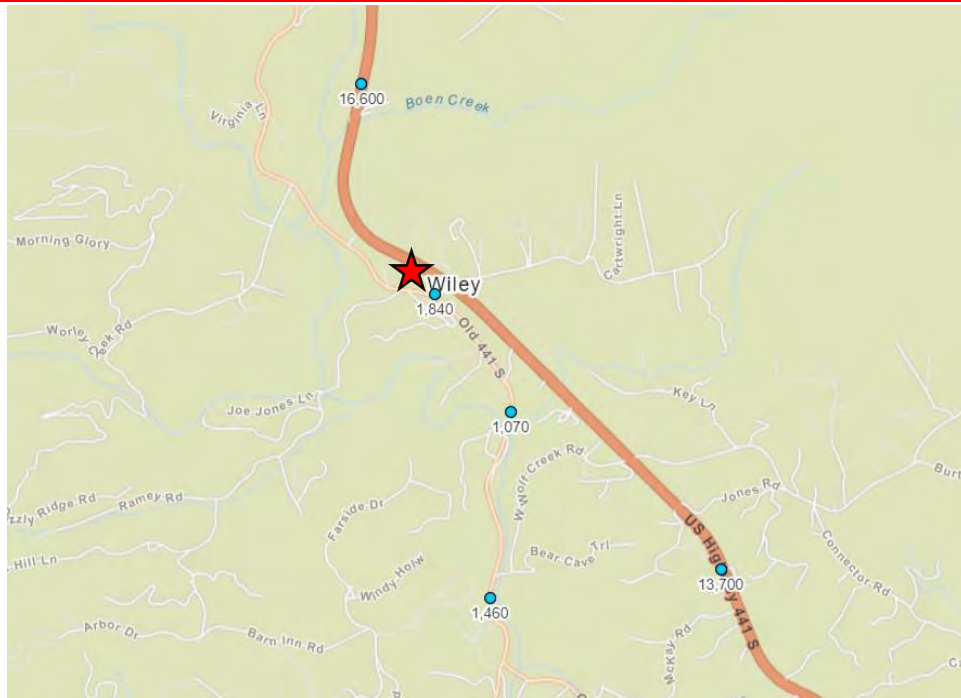


Total Traffic Ingress

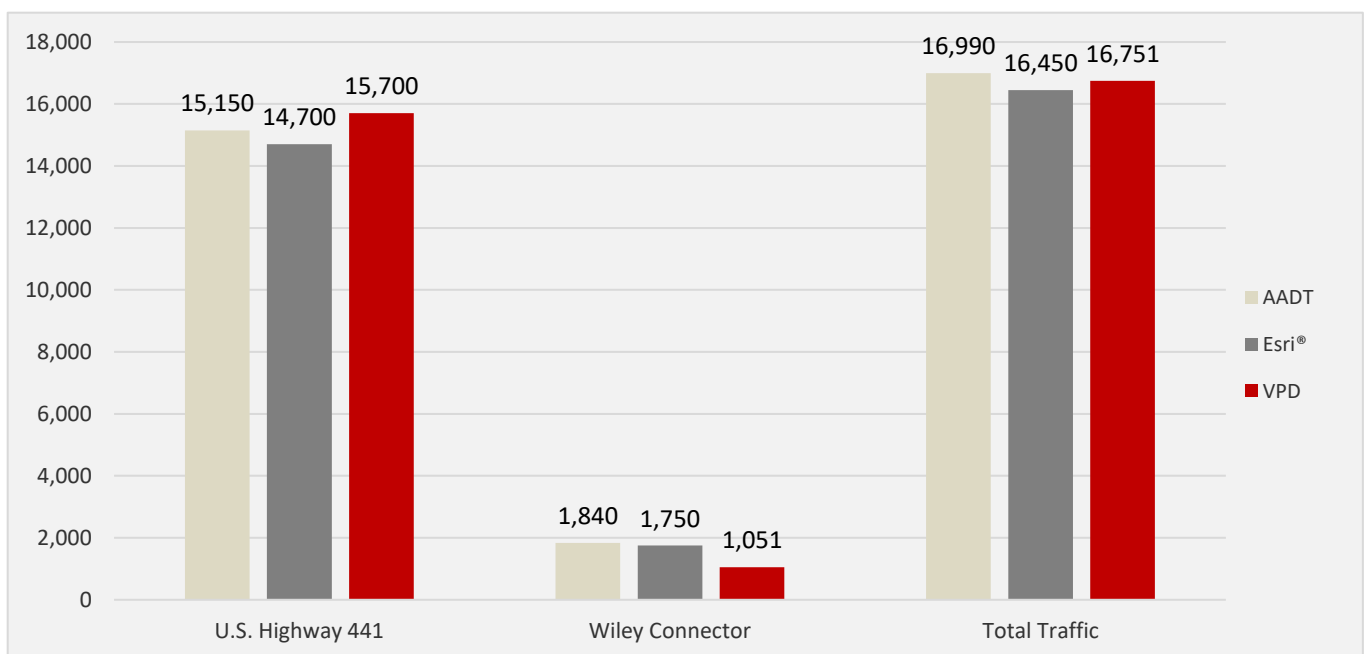


# Traffic Summary

AADT Map



Georgia DOT/Esri®	AADT	Location	Esri®	Year
U.S. Highway 441	16,600	north	16,400	2022/2021
	13,700	south	13,000	2022/2019
Wiley Connector	1,840	relative	1,750	2022/2021

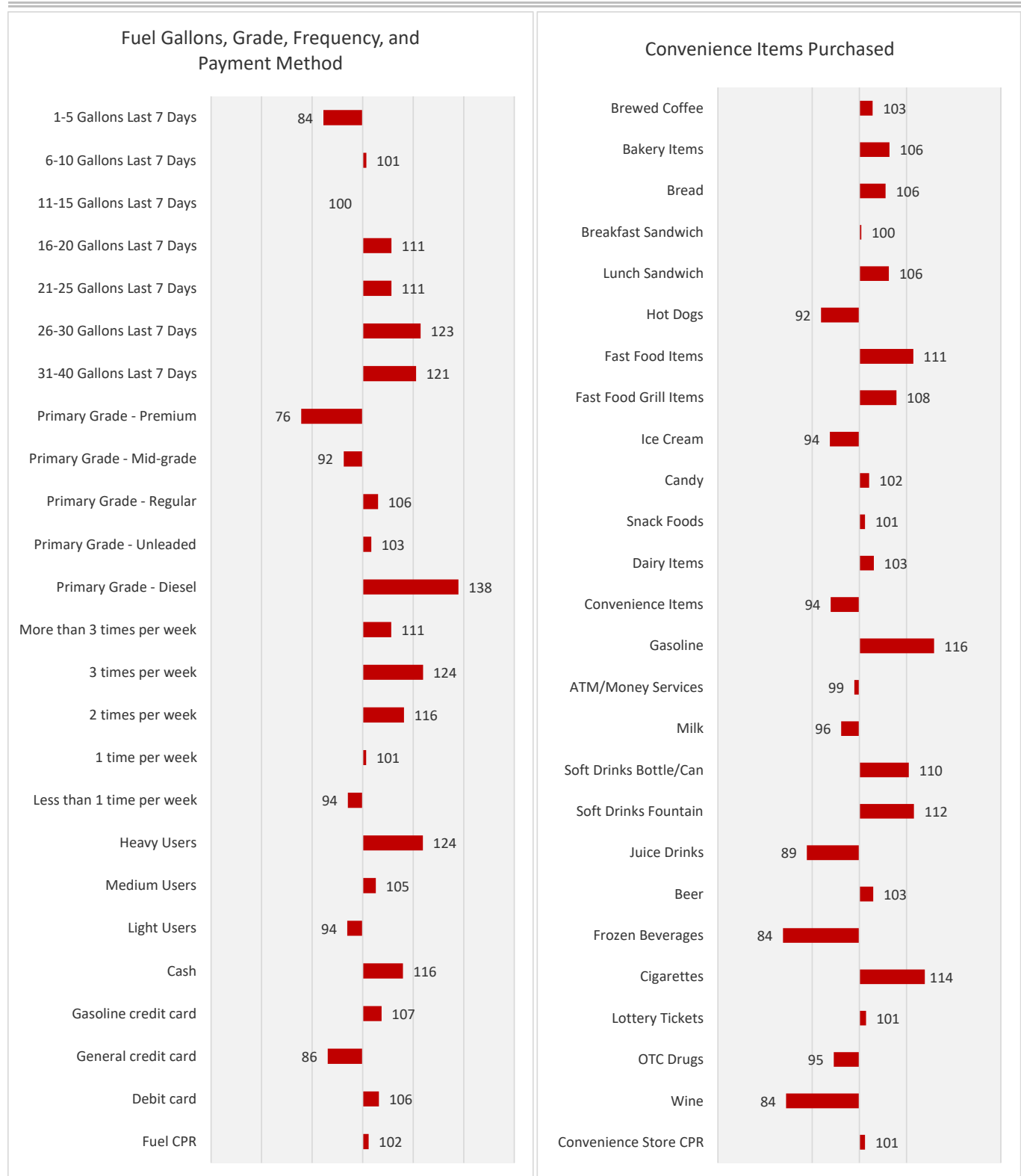




# Consumer Potential Scores

Location:  
U.S. Highway 441 and Wiley Connector  
Lakemont, Georgia 30552

**3 MILE  
RING  
28.27 SQ/MI**



## Competitive Analysis Summary: Fuel and Convenience Store

### Competitive Capacity Metrics

4	Total Competitive Units
8.4	Average Distance in Miles
58	Total Gasoline Fueling Positions
44	Total Diesel Fueling Positions
5	Total Truck Diesel Lanes
15,208	Total Convenience Store Square Footage

### Brands and Convenience Store Chains



### Performance and Impact Indicators

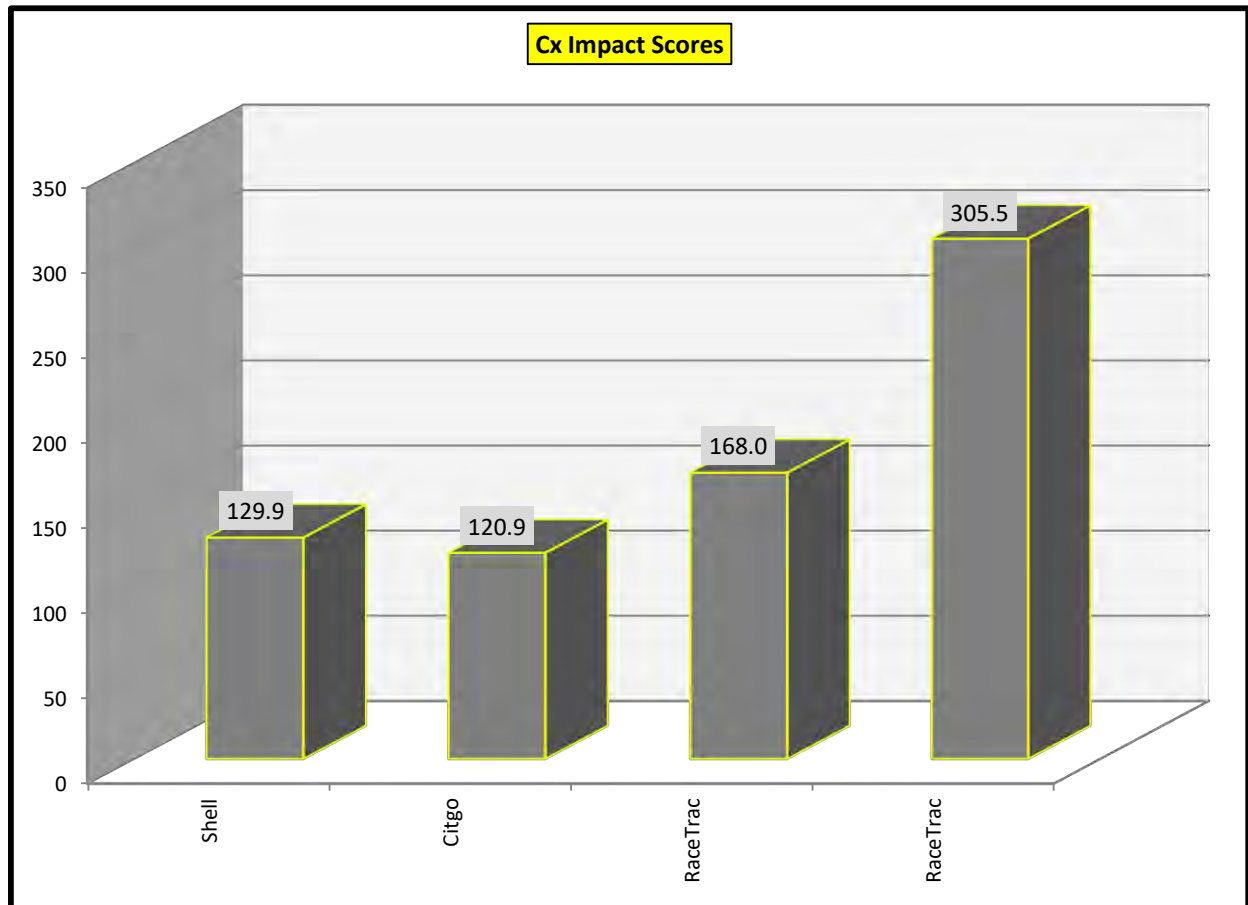
15%	Performance Auto Fuel Positions
13%	Performance Convenience Store Parking
0	Performance Truck Diesel Lanes
22,426	Audit Fuel Gallons per Forecourt Dispenser
\$37.71	Audit Convenience Store Dollars per Square Foot
25,000	Audit Fuel Gallons per Truck Lane
0.04	Average Distance Impact
0.02	Minimum Distance Impact
0.06	Maximum Distance Impact

### Fuel Pricing Metrics

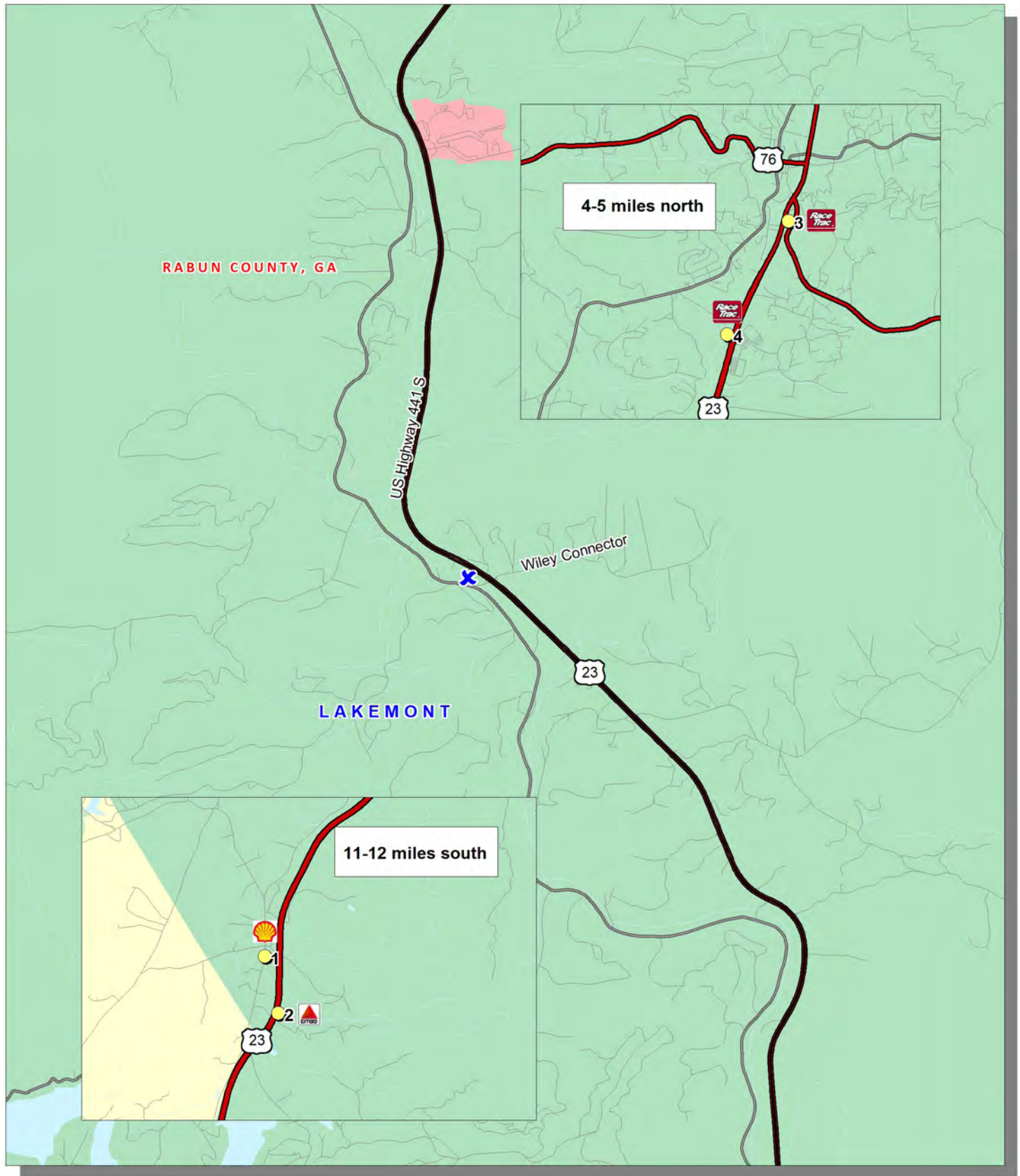
Market Price Gasoline	\$3.00	<sup>9</sup>
Lead Price Gasoline	\$2.94	<sup>9</sup>
Max Price Gasoline	\$3.09	<sup>9</sup>
Variance Gasoline	\$0.15	<sup>9</sup>
Market Price Diesel	\$3.94	<sup>9</sup>
Lead Price Diesel	\$3.89	<sup>9</sup>
Max Price Diesel	\$3.99	<sup>9</sup>
Variance Diesel	\$0.10	<sup>9</sup>

Audit Date: 1/24/2024

### Cx Impact Scores




## Competition Map



● = Gasoline/Diesel/Convenience Store



## Competition Analysis: Fuel and Convenience Store


<b>Name:</b>	Tinoco's TNT	<b>Brand:</b>	Shell	<b>Map #:</b>	<b>1</b>	
<b>Location:</b>	Old historic US 441 and Old historic US 441			<b>Intersection:</b>	E	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	12.0	

Forecourt and Exterior				Posted Prices	
3	MPD's	x	Canopy	Unleaded	\$2.94 <sup>9</sup>
	Electronic	x	Air		
6	# of Gasoline Hoses	7	Brand Sign Facings	Diesel	\$3.89 <sup>9</sup>
3	# of Gasoline Grades	4	Price Sign Facings	<i>Cash/Card Price</i>	
6	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$2.89 <sup>9</sup>
4	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.06 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		-0.05 Diesel
	E-85	Undivided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Restricted	On Site Movement	<b>Gasoline Score</b>	71.5
10	# of Self Service Hoses	45	Posted Speed	<b>Diesel Score</b>	16.5
	# of Full Service Hoses	3,000	Size of Store	<b>Convenience Store Score</b>	63.9
Parallel	Fuel Configuration	7	Up Front Parking	<b>Fast Food Score</b>	20.0
	Car Wash		Truck Parking	<b>Distance Score</b>	0.02

Convenience Store					
17	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
2	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	16	Hours of Operation
8	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave	Tinoco's Tacos and	Fast Food Brand	x	Lottery
Brand	Operation	Tacos, burritos, sand	Fast Food	x	ATM



## Competition Analysis: Fuel and Convenience Store


<b>Name:</b>	Clarksville Citgo	<b>Brand:</b>	Citgo	<b>Map #:</b>	<b>2</b>	
<b>Location:</b>	US Highway 441 and Panther Brook Lane			<b>Intersection:</b>	NE	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	11.0	

Forecourt and Exterior				Posted Prices	
6	MPD's	x	Canopy	Unleaded	\$2.97 <sup>9</sup>
3	Electronic	x	Air		
12	# of Gasoline Hoses		Brand Sign Facings	Diesel	\$3.99 <sup>9</sup>
3	# of Gasoline Grades	5	Price Sign Facings	<i>Cash/Card Price</i>	
12	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	\$2.87 <sup>9</sup>
2	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
2	# of Truck Diesel Lanes	Interior	Visibility	Strategy	-0.03 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		0.05 Diesel
	E-85	Divided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Restricted	On Site Movement	<b>Gasoline Score</b>	70.5
12	# of Self Service Hoses	55	Posted Speed	<b>Diesel Score</b>	8.5
	# of Full Service Hoses	3,000	Size of Store	<b>Convenience Store Score</b>	61.7
Parallel	Fuel Configuration	10	Up Front Parking	<b>Fast Food Score</b>	15.0
	Car Wash		Truck Parking	<b>Distance Score</b>	0.03

Convenience Store					
16	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
5	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
7	Freezer Doors	x	Fountain Beverage	17	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave	Hunt Brothers Pi	Fast Food Brand	x	Lottery
Brand	Operation	Pizza, chicken, wings, sandw	Fast Food	x	ATM



## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	RaceTrac	<b>Brand:</b>	RaceTrac	<b>Map #:</b>	<b>3</b>	
<b>Location:</b>	US Highway 441 and US Highway 441			<b>Intersection:</b>	E	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	5.9	


Forecourt and Exterior				Posted Prices	
12	MPD's	x	Canopy	Unleaded	\$3.09 <sup>9</sup>
	Electronic	x	Air		
24	# of Gasoline Hoses	7	Brand Sign Facings	Diesel	\$3.95 <sup>9</sup>
3	# of Gasoline Grades	4	Price Sign Facings	Cash/Card Price	
24	# of Gasoline Fueling Positions		LED Price Sign	Unleaded	
24	# of Diesel Fueling Positions	3	# of Access Points	Diesel	
	# of Truck Diesel Lanes	Interior	Visibility	Strategy	0.09 Unleaded
	Non-Ethanol	Unregulated	Traffic Regulation		0.01 Diesel
	E-85	Undivided	Road Configuration	Competitive Impact	
	EV Stations	Standard	On Site Movement	Gasoline Score	97.5
48	# of Self Service Hoses	45	Posted Speed	Diesel Score	36.5
	# of Full Service Hoses	3,200	Size of Store	Convenience Store Score	67.5
Stacked	Fuel Configuration	15	Up Front Parking	Fast Food Score	5.0
	Car Wash		Truck Parking	Distance Score	0.05

Convenience Store					
12	Walk In Cooler Doors	Brand	Maintenance	Standard	Restrooms
2	Reach In Cooler Doors	Brand	Interior Lighting	Brand	Snack Merchandising
Brand	Beverage Merchandising	Brand	Interior Signage	Brand	Tobacco Merchandising
5	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
	Beer Cave		Fast Food Brand	x	Lottery
Brand	Operation	Hotdogs, eggrolls, ta	Fast Food	x	ATM



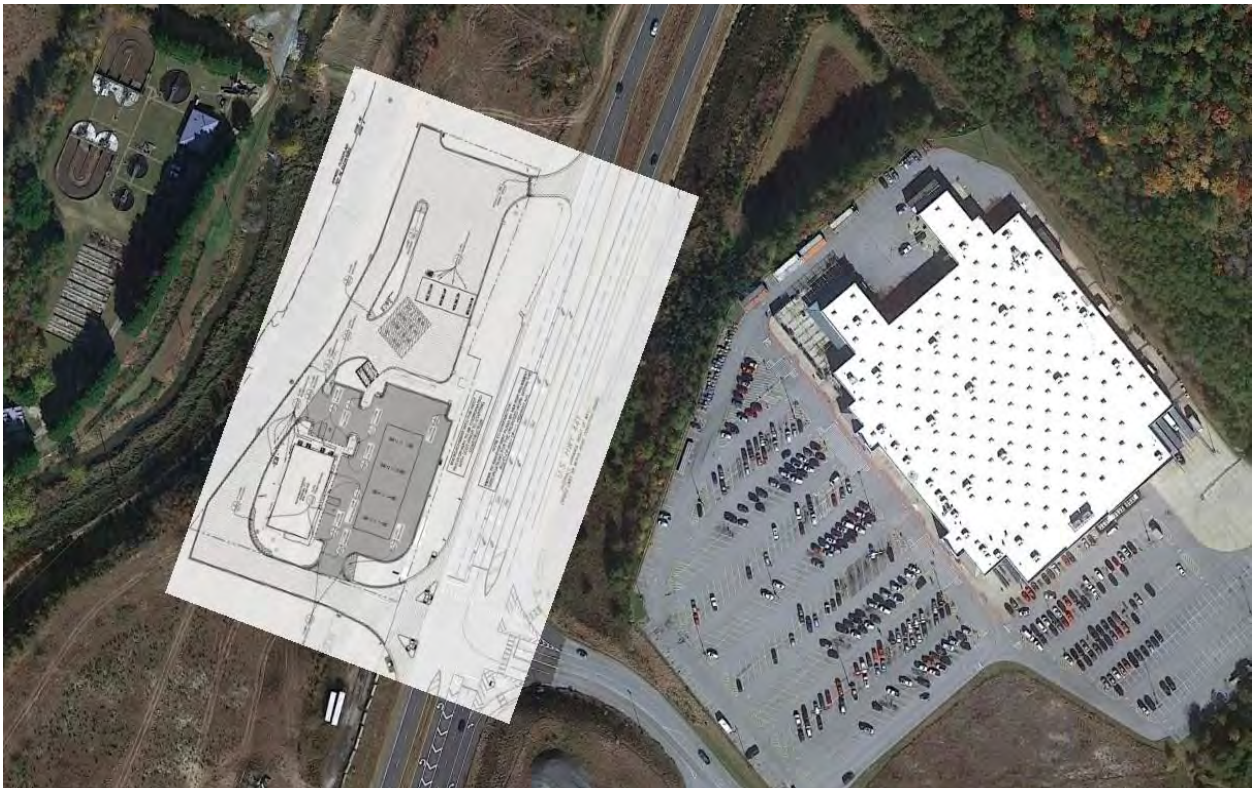


## Competition Analysis: Fuel and Convenience Store

<b>Name:</b>	RaceTrac	<b>Brand:</b>	RaceTrac	<b>Map #:</b>	4	
<b>Location:</b>	U.S. Highway 441 and Radio Road			<b>Intersection:</b>	NW	
<b>Type:</b>	Convenience Store			<b>Distance:</b>	4.7	

Forecourt and Exterior				Posted Prices	
8	MPD's	x	Canopy	Unleaded	
4	Electronic	x	Air		
16	# of Gasoline Hoses	6	Brand Sign Facings	Diesel	
3	# of Gasoline Grades	2	Price Sign Facings	Cash/Card Price	
16	# of Gasoline Fueling Positions	x	LED Price Sign	Unleaded	
14	# of Diesel Fueling Positions	2	# of Access Points	Diesel	
3	# of Truck Diesel Lanes	Intersection	Visibility	Strategy	Unleaded
	Non-Ethanol	Electronic	Traffic Regulation		Diesel
	E-85	Divided	Road Configuration	<b>Competitive Impact</b>	
	EV Stations	Standard	On Site Movement	<b>Gasoline Score</b>	114.6
30	# of Self Service Hoses	55	Posted Speed	<b>Diesel Score</b>	29.5
	# of Full Service Hoses	6,008	Size of Store	<b>Convenience Store Score</b>	132.6
Stacked	Fuel Configuration	9	Up Front Parking	<b>Fast Food Score</b>	20.0
	Car Wash		Truck Parking	<b>Distance Score</b>	0.06

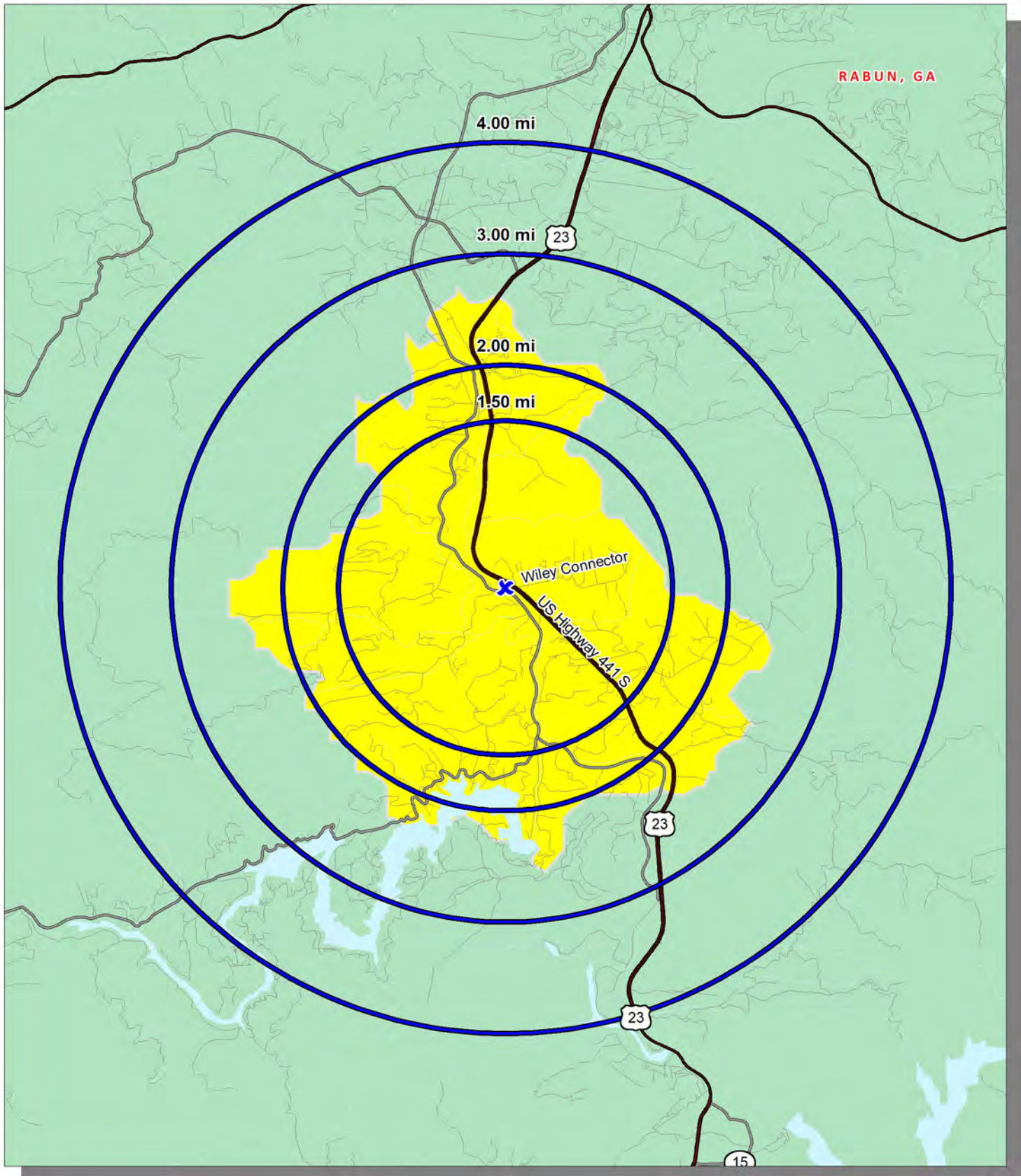
Convenience Store					
19	Walk In Cooler Doors	Lead Chain	Maintenance	Expanded	Restrooms
3	Reach In Cooler Doors	Lead Chain	Interior Lighting	Lead Chain	Snack Merchandising
Lead Chain	Beverage Merchandising	Lead Chain	Interior Signage	Lead Chain	Tobacco Merchandising
4	Freezer Doors	x	Fountain Beverage	24	Hours of Operation
6	Beer/Wine Doors	x	Coffee Bar	2	Cashier Stations
x	Beer Cave		Fast Food Brand	x	Lottery
Lead Chain	Operation	RaceTrac	Fast Food	x	ATM





# Trade Area Map 1.5-, 2-, 3-, and 4-Mile Rings

U.S. Highway 441 and Wiley Connector  
Lakemont, Georgia 30552



x = Site

■ = Custom Boundary

# Demand Report

Location:

U.S. Highway 441 and Wiley Connector

Lakemont, Georgia 30552

**CUSTOM  
BOUNDARY  
12.99 SQ/MI**

## POPULATION TREND

2020 Total Population	986
2023 Total Population	993
2028 Total Population	985
% Population Change 2010 to 2020	5.1%
% Population Change 2010 to 2023	5.9%
% Population Change 2020 to 2028	-.1%
% Population Change 2023 to 2028	-.8%
2023 Total Daytime Population	964
2023 Total Employees	459
2023 Total Daytime at Home Population	690
2023 Total Employees (% of Daytime Population)	39.9%
2023 Total Daytime at Home Population (% of Daytime Pop)	60.1%

## DENSITY

2023 Population Density	39
2023 Employee Density	70

## HOUSEHOLDS TREND

2020 Households	432
2023 Households	432
2028 Households	441
% Household Change 2010 to 2020	7.5%
% Household Change 2010 to 2023	7.5%
% Household Change 2020 to 2028	2.1%
% Household Change 2023 to 2028	2.1%
2023 Average household size	2.3
2023 Average household size: Owner occupied	1.9
2023 Average household size: Renter occupied	0.4

## INCOME

2020 Household income: Average	\$71,865
2020 Household income: Median	\$48,175
2023 Household income: Median	\$47,659
2023 Household income: Average	\$72,193
2028 Household income: Median	\$69,544
2028 Household income: Average	\$104,019

## HOUSEHOLD VEHICLES

2023 Households: Number of vehicles available	923
2023 Owner occupied: Number of vehicles available	821
2023 Renter occupied: Number of vehicles available	155

# Demand Report

Location:

U.S. Highway 441 and Wiley Connector

Lakemont, Georgia 30552

**CUSTOM  
BOUNDARY  
12.99 SQ/MI**

<b>RACE &amp; ETHNICITY</b>	
% 2023 White alone	91.2%
% 2023 Black or African American alone	.9%
% 2023 American Indian and Alaska Native alone	.4%
% 2023 Asian alone	.3%
% 2023 Native Hawaiian and OPI alone	.0%
% 2023 Some Other Race alone	2.7%
% 2023 Two or More Races alone	4.4%
% 2023 Hispanic	6.3%
% 2023 Not Hispanic	93.7%
<b>EDUCATION &amp; OCCUPATION</b>	
<b>Education</b>	
% 2023 No High School Diploma	23.0%
% 2023 High school graduate, GED, or alternative	21.0%
% 2023 College No Degree	27.0%
% 2023 College Degree	20.4%
% 2023 Advanced Degree	8.7%
% 2023 College or Advanced Degree	29.0%
<b>Occupation</b>	
% 2020 Occupation: White collar	50.3%
% 2020 Occupation: Blue collar	50.0%
% 2023 Occupation: White collar	50.2%
% 2023 Occupation: Blue collar	49.8%
<b>AGE &amp; OCCUPANCY</b>	
<b>Age</b>	
2023 Total population: Median age	47
2023 Male population: Median age	46
2023 Female population: Median age	49
<b>Occupancy</b>	
2023 HouseHolds	432
% 2023 Owner occupied housing units	85.6%
% 2023 Renter occupied housing units	18.5%



# Demand Report

Location:

U.S. Highway 441 and Wiley Connector

Lakemont, Georgia 30552

**CUSTOM  
BOUNDARY  
12.99 SQ/MI**

<b>RETAIL SALES POTENTIAL</b>	
2022 Convenience stores	\$546,794
2022 Gasoline stations with convenience stores	\$1,276,656
2022 Beer, wine, & liquor stores	\$155,203
2022 Supermarkets & other grocery (except convenience) stores	\$2,512,382
2022 Restaurant Expenditures	\$426,417
<b>HOUSEHOLD EXPENDITURES</b>	
<b>Automotive</b>	
2023 Gasoline (Household Average)	\$2,191
2023 Diesel fuel (Household Average)	\$80
2023 Gasoline on out-of-town trips (Household Average)	\$145
2023 Lube, oil change, and oil filters (Household Average)	\$119
2023 Maintenance and repairs (Household Average)	\$1,092
2023 Vehicle products and cleaning services (Household Average)	\$9
2023 Electric vehicle charging (Household Average)	\$1
<b>Food/Alcohol/Tobacco</b>	
2023 Food at home	\$2,461,490
2023 Food at home (Household Average)	\$5,698
2023 Food away from home (Household Average)	\$3,244
2023 Meals at restaurants, carry outs and other (Household Average)	\$2,777
2023 Breakfast and brunch (Household Average)	\$291
2023 Lunch (Household Average)	\$820
2023 Dinner (Household Average)	\$1,455
2023 Alcoholic beverages	\$254,650
2023 Alcoholic beverages (Household Average)	\$589
2023 At home (Household Average)	\$330
2023 Away from home (Household Average)	\$259
2023 Beer and ale	\$54,349
2023 Beer and ale (Household Average)	\$80
2023 Wine	\$63,493
2023 Wine (Household Average)	\$48
2023 Other alcoholic beverages	\$14,436
2023 Other alcoholic beverages (Household Average)	\$63
2023 Tobacco products and smoking supplies	\$169,632
2023 Tobacco products and smoking supplies (Household Average)	\$393
2023 Cigarettes	\$139,097
2023 Cigarettes (Household Average)	\$322
2023 Other tobacco products	\$28,787
2023 Other tobacco products (Household Average)	\$67
2023 Smoking accessories	\$1,748
2023 Smoking accessories (Household Average)	\$4

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## POPULATION TREND

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
2020 Total Population	748	1,126	1,860	3,329
2022 Total Population	798	1,201	1,958	3,412
2027 Total Population	819	1,230	1,991	3,466
% Population Change 2010 to 2020	9.0%	8.6%	5.9%	7.1%
% Population Change 2010 to 2022	16.3%	15.8%	11.5%	9.8%
% Population Change 2020 to 2027	9.5%	9.2%	7.0%	4.1%
% Population Change 2022 to 2027	2.6%	2.4%	1.7%	1.6%
2022 Total Daytime Population	708	1,068	1,986	3,301
2022 Total Employees	162	252	630	922
2022 Total Daytime at Home Population	546	816	1,356	2,379
2022 Total Employees (% of Daytime Population)	22.9%	23.6%	31.7%	27.9%
2022 Total Daytime at Home Population (% of Daytime Pop)	77.1%	76.4%	68.3%	72.1%

## DENSITY

2022 Population Density	45	45	43	45
2022 Employee Density	37	26	36	18

## HOUSEHOLDS TREND

2020 Households	302	388	734	1,314
2022 Households	313	404	778	1,373
2027 Households	324	417	797	1,407
% Household Change 2010 to 2020	7.5%	6.6%	2.8%	3.2%
% Household Change 2010 to 2022	11.4%	11.0%	9.0%	7.9%
% Household Change 2020 to 2027	7.3%	7.5%	8.6%	7.1%
% Household Change 2022 to 2027	3.5%	3.2%	2.4%	2.5%
2022 Average household size	2.4	2.4	2.3	2.3
2022 Average household size: Owner occupied	2.1	2.1	1.9	1.9
2022 Average household size: Renter occupied	0.4	0.4	0.3	0.3

## INCOME

2020 Household income: Average	\$79,006	\$79,294	\$76,745	\$72,766
2020 Household income: Median	\$50,624	\$50,516	\$47,712	\$46,647
2022 Household income: Median	\$51,480	\$51,666	\$49,234	\$48,305
2022 Household income: Average	\$85,884	\$86,197	\$85,295	\$81,724
2027 Household income: Median	\$76,135	\$76,162	\$76,624	\$70,067
2027 Household income: Average	\$119,172	\$119,803	\$118,410	\$113,009

## HOUSEHOLD VEHICLES

2022 Households: Number of vehicles available	706	903	1,667	3,013
2022 Owner occupied: Number of vehicles available	638	817	1,406	2,538
2022 Renter occupied: Number of vehicles available	103	133	215	370

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	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
<b>RACE &amp; ETHNICITY</b>				
% 2022 White alone	91.4%	91.8%	92.9%	91.4%
% 2022 Black or African American alone	4.1%	4.3%	3.7%	2.8%
% 2022 American Indian and Alaska Native alone	.0%	.0%	.0%	.0%
% 2022 Asian alone	.3%	.2%	.2%	.4%
% 2022 Native Hawaiian and OPI alone	.0%	.0%	.0%	.0%
% 2022 Some Other Race alone	1.8%	1.4%	1.2%	2.6%
% 2022 Two or More Races	2.5%	2.3%	2.0%	2.6%
% 2022 Hispanic	6.4%	5.6%	4.8%	8.7%
% 2022 Not Hispanic	93.6%	94.4%	95.1%	91.3%
<b>EDUCATION &amp; OCCUPATION</b>				
<b>Education</b>				
% 2022 No High School Diploma	22.5%	22.7%	20.8%	19.9%
% 2022 High school graduate, GED, or alternative	22.7%	22.1%	19.4%	21.4%
% 2022 College No Degree	23.2%	24.0%	26.2%	23.6%
% 2022 College Degree	20.7%	20.6%	23.0%	23.4%
% 2022 Advanced Degree	10.8%	10.5%	10.6%	11.7%
% 2022 College or Advanced Degree	31.5%	31.1%	33.6%	35.2%
<b>Occupation</b>				
% 2020 Occupation: White collar	49.0%	48.7%	48.5%	48.1%
% 2020 Occupation: Blue collar	51.0%	51.3%	51.5%	51.9%
% 2022 Occupation: White collar	48.5%	48.5%	48.3%	48.1%
% 2022 Occupation: Blue collar	51.5%	51.5%	51.7%	51.9%
<b>AGE &amp; OCCUPANCY</b>				
<b>Age</b>				
2022 Total population: Median age	44	44	47	49
2022 Male population: Median age	42	42	44	46
2022 Female population: Median age	49	49	51	52
<b>Occupancy</b>				
2022 Households	313	404	778	1,373
% 2022 Owner occupied housing units	84.7%	84.7%	79.6%	79.5%
% 2022 Renter occupied housing units	17.6%	17.8%	15.4%	15.7%

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<b>RETAIL SALES POTENTIAL</b>				
2022 Convenience stores	\$385,650	\$497,341	\$950,032	\$1,675,429
2022 Gasoline stations with convenience stores	\$900,172	\$1,160,839	\$2,217,729	\$3,911,413
2022 Beer, wine, & liquor stores	\$108,986	\$140,685	\$270,301	\$475,125
2022 Supermarkets & other grocery (except convenience) stores	\$1,767,938	\$2,280,818	\$4,370,501	\$7,703,481
2022 Restaurant Expenditures	\$300,188	\$387,267	\$741,548	\$1,306,239
<b>HOUSEHOLD EXPENDITURES</b>				
<b>Automotive</b>				
2022 Gasoline (Household Average)	\$1,616	\$1,615	\$1,602	\$1,602
2022 Diesel fuel (Household Average)	\$56	\$56	\$56	\$56
2022 Gasoline on out-of-town trips (Household Average)	\$79	\$78	\$78	\$78
2022 Lube, oil change, and oil filters (Household Average)	\$107	\$107	\$107	\$107
2022 Maintenance and repairs (Household Average)	\$978	\$978	\$974	\$972
2022 Vehicle products and cleaning services (Household Average)	\$15	\$15	\$15	\$15
2022 Electric vehicle charging (Household Average)	\$1	\$1	\$1	\$1
<b>Food/Alcohol/Tobacco</b>				
2022 Food at home	\$1,643,826	\$2,120,701	\$4,063,858	\$7,163,089
2022 Food at home (Household Average)	\$5,252	\$5,249	\$5,223	\$5,217
2022 Food away from home (Household Average)	\$2,452	\$2,450	\$2,432	\$2,428
2022 Meals at restaurants, carry outs and other (Household Average)	\$2,197	\$2,196	\$2,180	\$2,177
2022 Breakfast and brunch (Household Average)	\$198	\$198	\$197	\$197
2022 Lunch (Household Average)	\$660	\$659	\$655	\$654
2022 Dinner (Household Average)	\$1,163	\$1,162	\$1,154	\$1,153
2022 Alcoholic beverages	\$155,269	\$200,424	\$384,948	\$676,821
2022 Alcoholic beverages (Household Average)	\$496	\$496	\$495	\$493
2022 At home (Household Average)	\$348	\$348	\$347	\$346
2022 Away from home (Household Average)	\$148	\$148	\$147	\$147
2022 Beer and ale	\$40,191	\$51,838	\$99,189	\$174,855
2022 Beer and ale (Household Average)	\$32	\$32	\$32	\$32
2022 Wine	\$51,642	\$66,694	\$128,454	\$225,351
2022 Wine (Household Average)	\$17	\$17	\$17	\$17
2022 Other alcoholic beverages	\$9,946	\$12,848	\$24,829	\$43,705
2022 Other alcoholic beverages (Household Average)	\$62	\$62	\$61	\$61
2022 Tobacco products and smoking supplies	\$114,862	\$148,137	\$284,049	\$502,591
2022 Tobacco products and smoking supplies (Household Average)	\$367	\$367	\$365	\$366
2022 Cigarettes	\$98,499	\$127,030	\$243,659	\$431,355
2022 Cigarettes (Household Average)	\$315	\$314	\$313	\$314
2022 Other tobacco products	\$15,263	\$19,687	\$37,663	\$66,430
2022 Other tobacco products (Household Average)	\$49	\$49	\$48	\$48
2022 Smoking accessories	\$1,100	\$1,420	\$2,727	\$4,805
2022 Smoking accessories (Household Average)	\$4	\$4	\$4	\$3



# Full Demographic Report

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## POPULATION OVERVIEW

	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
<b>Population Trend</b>				
2010 Total population	686	1,037	1,756	3,108
2020 Total Population	748	1,126	1,860	3,329
2022 Total Population	798	1,201	1,958	3,412
2027 Total Population	819	1,230	1,991	3,466
% Population Change 2010 to 2020	9.0%	8.6%	5.9%	7.1%
% Population Change 2010 to 2022	16.3%	15.8%	11.5%	9.8%
% Population Change 2020 to 2027	9.5%	9.2%	7.0%	4.1%
% Population Change 2022 to 2027	2.6%	2.4%	1.7%	1.6%
<b>2022 Race and Ethnicity</b>				
% 2022 White alone	91.4%	91.8%	92.9%	91.4%
% 2022 Black or African American alone	4.1%	4.3%	3.7%	2.8%
% 2022 Asian alone	.3%	.2%	.2%	.4%
% 2022 Other Race - Population	4.3%	3.7%	3.3%	5.3%
<b>Hispanic or Latino</b>				
% 2022 Hispanic	6.4%	5.6%	4.8%	8.7%
% 2022 Not Hispanic	93.6%	94.4%	95.1%	91.3%
<b>2022 Age Trend</b>				
Total population: Median age	44	44	47	49
Male population: Median age	42	42	44	46
Female population: Median age	49	49	51	52
Age 19 and Under	23.2%	23.6%	22.4%	19.7%
Age 20 to 29	11.7%	11.3%	10.4%	11.8%
Age 30 to 39	7.9%	7.9%	7.5%	8.0%
Age 40 to 49	13.0%	13.1%	12.6%	12.0%
Age 50 to 64	23.1%	23.3%	23.7%	22.7%
Age 65 and Over	20.9%	20.8%	23.4%	25.8%
<b>2022 Male Population</b>				
% Male population	52.5%	52.5%	52.5%	52.1%
% Male population: Under 5 years	9.5%	9.7%	9.2%	8.1%
% Male population: 5 to 9 years	3.1%	3.2%	2.7%	2.1%
% Male population: 10 to 14 years	4.5%	4.6%	4.2%	3.8%
% Male population: 15 to 19 years	8.8%	8.9%	8.6%	7.7%
% Male population: 20 to 24 years	7.9%	7.6%	7.1%	8.7%
% Male population: 25 to 29 years	5.5%	5.5%	5.2%	5.2%
% Male population: 30 to 34 years	5.0%	5.1%	4.3%	4.6%
% Male population: 35 to 39 years	2.4%	2.4%	2.6%	2.5%
% Male population: 40 to 44 years	8.8%	8.9%	7.9%	6.4%
% Male population: 45 to 49 years	4.1%	4.1%	5.1%	5.9%
% Male population: 50 to 54 years	4.5%	4.6%	4.8%	4.2%

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	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
% Male population: 55 to 59 years	7.4%	7.4%	7.1%	6.4%
% Male population: 60 to 64 years	9.8%	9.7%	9.7%	9.6%
% Male population: 65 to 69 years	6.9%	6.8%	8.0%	9.2%
% Male population: 70 to 74 years	6.4%	6.2%	6.4%	8.1%
% Male population: 75 to 79 years	2.6%	2.4%	3.2%	3.9%
% Male population: 80 to 84 years	1.0%	1.0%	1.7%	1.8%
% Male population: 85 years and over	1.7%	1.9%	2.3%	1.6%
<b>2022 Female Population</b>				
% Female population	47.5%	47.5%	47.5%	47.9%
% Female population: Under 5 years	1.1%	1.2%	1.0%	.9%
% Female population: 5 to 9 years	2.6%	2.6%	2.4%	2.8%
% Female population: 10 to 14 years	10.6%	11.1%	10.5%	8.3%
% Female population: 15 to 19 years	5.5%	5.8%	6.0%	5.5%
% Female population: 20 to 24 years	4.0%	4.0%	3.4%	2.8%
% Female population: 25 to 29 years	5.8%	5.3%	4.9%	6.8%
% Female population: 30 to 34 years	3.7%	3.9%	4.0%	2.8%
% Female population: 35 to 39 years	4.7%	4.6%	4.3%	6.0%
% Female population: 40 to 44 years	7.4%	7.7%	6.6%	5.0%
% Female population: 45 to 49 years	5.8%	5.4%	5.6%	6.7%
% Female population: 50 to 54 years	7.7%	7.7%	8.3%	7.5%
% Female population: 55 to 59 years	9.0%	8.9%	8.5%	9.2%
% Female population: 60 to 64 years	8.2%	8.4%	9.2%	8.6%
% Female population: 65 to 69 years	7.9%	7.9%	8.4%	8.7%
% Female population: 70 to 74 years	3.7%	3.7%	5.3%	5.7%
% Female population: 75 to 79 years	5.0%	4.9%	5.0%	5.6%
% Female population: 80 to 84 years	2.1%	2.3%	2.5%	2.2%
% Female population: 85 years and over	5.3%	4.9%	4.3%	4.9%
<b>HOUSEHOLD OVERVIEW</b>				
<b>Household Trend</b>				
2010 Households	281	364	714	1,273
2020 Households	302	388	734	1,314
2022 Households	313	404	778	1,373
2027 Households	324	417	797	1,407
% Household Change 2010 to 2020	7.5%	6.6%	2.8%	3.2%
% Household Change 2010 to 2022	11.4%	11.0%	9.0%	7.9%
% Household Change 2020 to 2027	7.3%	7.5%	8.6%	7.1%
% Household Change 2022 to 2027	3.5%	3.2%	2.4%	2.5%
<b>2022 Household Size</b>				
Average household size	2.4	2.4	2.3	2.3
% Family households	74.4%	74.0%	69.9%	69.3%
% Nonfamily households	25.6%	26.0%	29.9%	30.7%

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	1.5 MILE RING 7.07 SQ/MI	2 MILE RING 12.56 SQ/MI	3 MILE RING 28.27 SQ/MI	4 MILE RING 50.26 SQ/MI
<b>Household Income Trend</b>				
2010 Median income	\$30,312	\$30,749	\$29,816	\$29,969
2020 Median income	\$50,624	\$50,516	\$47,712	\$46,647
2022 Median income	\$51,480	\$51,666	\$49,234	\$48,305
2027 Median income	\$76,135	\$76,162	\$76,624	\$70,067
% Median Income Change 2010 to 2020	67.0%	64.3%	60.0%	55.7%
% Median Income Change 2010 to 2022	69.8%	68.0%	65.1%	61.2%
% Median Income Change 2020 to 2027	50.4%	50.8%	60.6%	50.2%
% Median Income Change 2022 to 2027	47.9%	47.4%	55.6%	45.1%
2010 Household income: Average	\$40,246	\$40,815	\$44,557	\$43,291
2020 Household income: Average	\$79,006	\$79,294	\$76,745	\$72,766
2022 Household income: Average	\$85,884	\$86,197	\$85,295	\$81,724
2027 Household income: Average	\$119,172	\$119,803	\$118,410	\$113,009
<b>2022 Household Income</b>				
up to \$24,999	24.9%	24.5%	23.7%	23.0%
\$25,000 to \$49,999	24.0%	24.0%	27.2%	29.2%
\$50,000 to \$74,999	13.4%	12.9%	10.8%	11.8%
\$75,000 to \$124,999	16.9%	17.3%	19.2%	18.7%
\$125,000 to \$199,999	13.1%	12.9%	10.7%	9.5%
\$200,000 or more	8.0%	8.2%	8.4%	7.7%
Income Below \$75,000	62.3%	61.4%	61.7%	64.0%
Income \$75,000 to \$199,999	30.0%	30.2%	29.8%	28.3%
<b>HOUSING UNITS OVERVIEW</b>				
<b>2022 Home Value</b>				
Median Home Value	\$179,861	\$180,163	\$186,429	\$189,158
Average Home Value	\$217,553	\$223,660	\$279,655	\$279,524
<b>2022 Occupancy</b>				
Households	313	404	778	1,373
Owner occupied	84.7%	84.7%	79.6%	79.5%
Renter occupied	17.6%	17.8%	15.4%	15.7%
<b>Occupancy by Number of Units</b>				
1, detached	72.7%	72.2%	71.7%	67.6%
1, attached	.0%	.0%	.0%	.0%
2	10.9%	12.5%	10.8%	7.4%
3 or 4	.0%	.0%	.0%	.0%
5 to 9	.0%	.0%	.0%	.0%
10 to 19	.0%	.0%	.8%	3.2%
20 to 49	.0%	.0%	2.5%	6.5%
50 or more	.0%	.0%	.8%	1.9%
Mobile home	16.4%	15.3%	13.3%	13.4%
Boat, RV, van, etc.	.0%	.0%	.0%	.0%

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<b>2022 Occupation</b>				
Workers 16 years and over	257	391	609	1,057
White collar	48.5%	48.5%	48.3%	48.1%
Blue collar	51.5%	51.5%	51.7%	51.9%
<b>2022 Educational Attainment</b>				
Population 25 years and over	565	846	1,414	2,538
No High School Diploma	22.5%	22.7%	20.8%	19.9%
High school graduate, GED, or alternative	22.7%	22.1%	19.4%	21.4%
College No Degree	23.2%	24.0%	26.2%	23.6%
College Degree	20.7%	20.6%	23.0%	23.4%
Advanced Degree	10.8%	10.5%	10.6%	11.7%
College or Advanced Degree	31.5%	31.1%	33.6%	35.2%
<b>2022 Marital Status</b>				
Population 15 years and over	671	1,006	1,664	2,966
Not Married	42.8%	41.7%	39.8%	44.2%
Married	57.1%	58.3%	60.1%	55.8%
<b>Average Travel Time to Work Trend</b>				
2010 Average Travel Time to Work in Minutes	23	23	23	24
2020 Average Travel Time to Work in Minutes	41	42	42	34
2022 Average Travel Time to Work in Minutes	41	42	42	34
<b>Work at Home Trend</b>				
% 2010 Workers 16+ years who work at home	4.4%	4.5%	4.9%	5.0%
% 2020 Workers 16+ years who work at home	2.1%	1.6%	1.2%	2.4%
% 2022 Workers 16+ years who work at home	1.9%	1.5%	1.1%	2.3%
<b>Did Not Work at Home Trend</b>				
% 2010 Workers 16+ years who did not work at	95.6%	95.5%	95.1%	94.9%
% 2020 Workers 16+ years who did not work at	97.9%	98.6%	98.8%	97.6%
% 2022 Workers 16+ years who did not work at	98.1%	98.5%	98.9%	97.7%
<b>Mode of Transportation to Work</b>				
Car, truck, or van - Drove alone	83.3%	84.7%	84.4%	77.2%
Car, truck, or van - Carpooled	10.3%	9.6%	11.3%	16.2%





Presented by:  
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The contents of this study, including all projections, are based on information furnished by the client, customer and data collected by IMST in the field, and from other sources. IMST does not warrant that there have been no material changes in the data since generation, including merchantability and fitness for a particular purpose with regard to the study and all underlying data and analysis. IMST makes reasonable efforts to obtain all data for the study; however, market conditions are subject to change and these changes may significantly alter actual sales.

**The completed study is not intended to provide a guarantee of actual business performance.**

It is our understanding that the studied site has been thoroughly tested regarding potential contamination and no problems now exist that create negative environmental conditions.

If you should have any questions regarding this information, please call us at 281.398.0321.