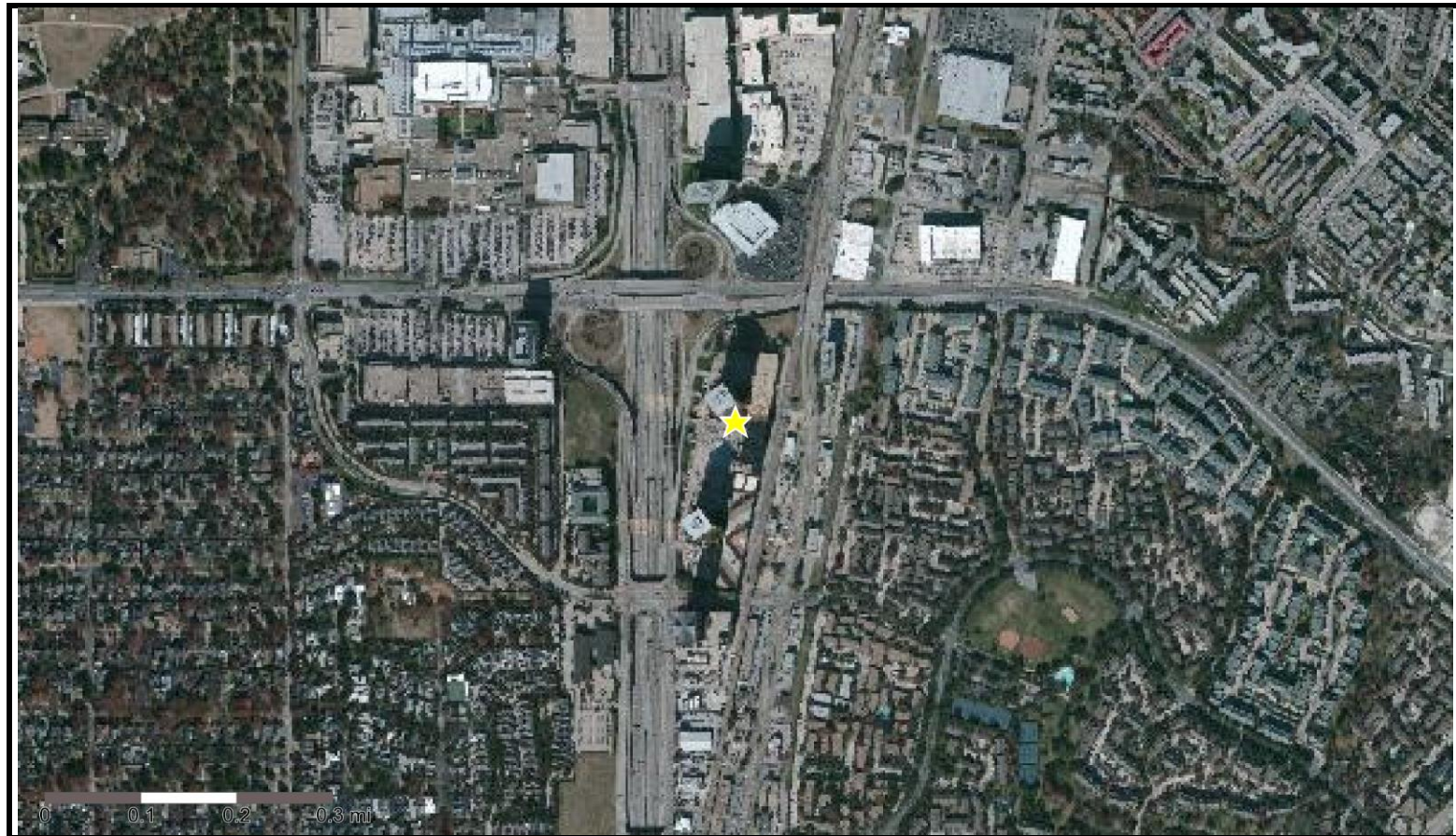


Potential Site Analysis

Matching to

ABC Ice Cream Shop

Potential Site: Sample



Site Top Segments: Residential & Workplace

Residential:

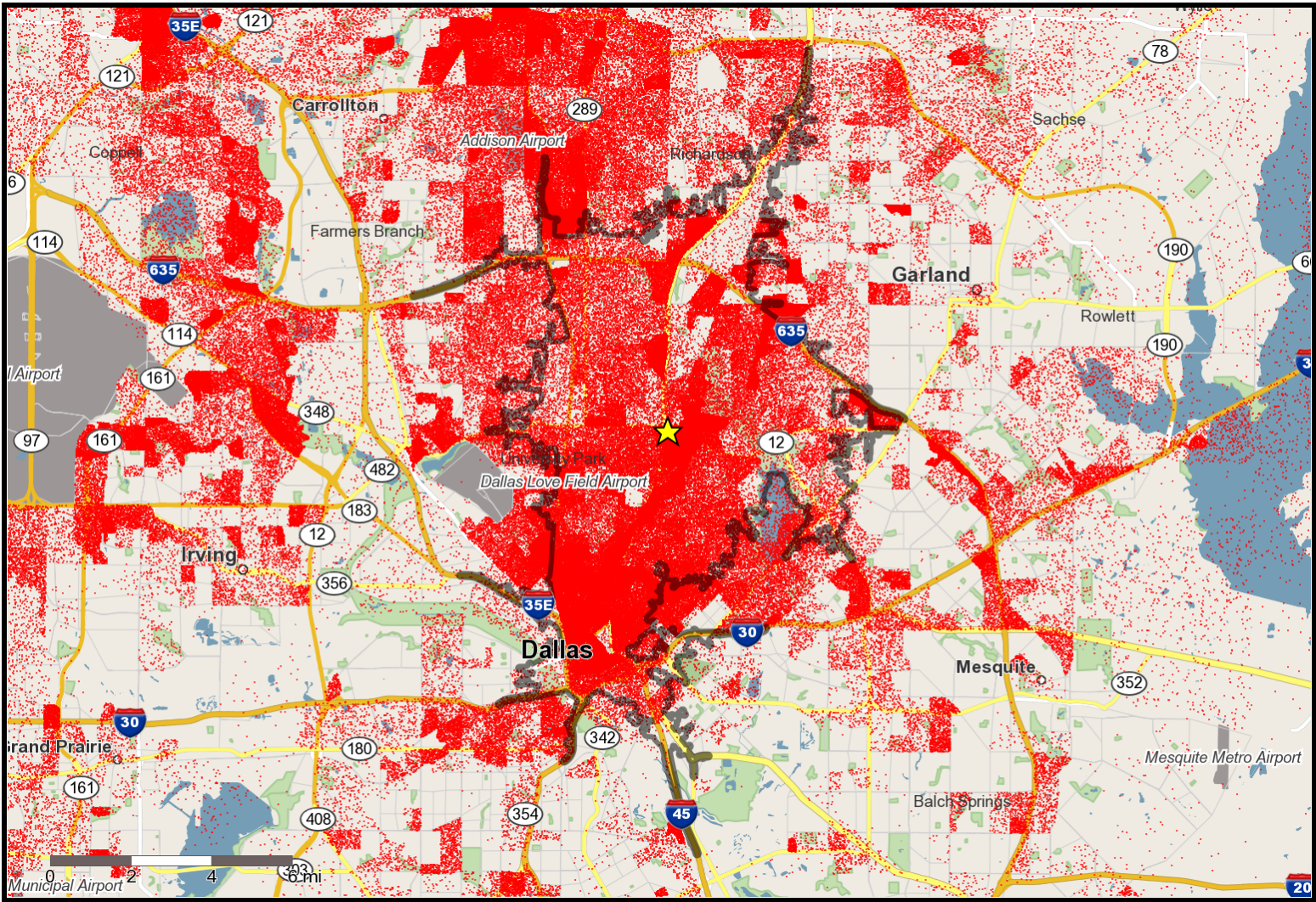
Type	Segment Type	Segment Name	Brief Segment Description
A01	Power Elite	American Royalty	Wealthy, influential couples and families living in prestigious suburbs
A02	Power Elite	Platinum Prosperity	Wealthy and established empty-nesting couples residing in suburban and in-town homes
A05	Power Elite	Couples with Clout	Middle-aged, well educated couples living in affluent metro areas
A06	Power Elite	Jet Set Urbanites	Mix of affluent singles and couples living in urban neighborhoods
C13	Booming with Confidence	Silver Sophisticates	Mature, upscale couples and singles in suburban homes
E19	Thriving Boomers	Full Pockets, Empty Nests	Empty-nesting, upper middle-class households with discretionary income living sophisticated lifestyles
G24	Young City Solos	Status Seeking Singles	Younger, upwardly-mobile singles living in mid-scale metro areas balancing work and leisure lifestyles
G25	Young City Solos	Urban Edge	Younger, up-and-coming singles living big city lifestyles located within top CBSA markets
O54	Singles and Starters	Striving Single Scene	Young, singles living in Midwest and Southern city centers
P61	Cultural Connections	Humble Beginnings	Multi-cultural singles and single-parent households with mid-scale incomes in city apartments

Workplace:

Type	Segment Type	Segment Name	Brief Segment Description
A01	Power Elite	American Royalty	Wealthy, influential couples and families living in prestigious suburbs
A02	Power Elite	Platinum Prosperity	Wealthy and established empty-nesting couples residing in suburban and in-town homes
A03	Power Elite	Kids and Cabernet	Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs
B07	Flourishing Families	Generational Soup	Affluent couples and multi-generational families living a wide range of lifestyles in suburbia
B08	Flourishing Families	Babies and Bliss	Middle-aged couples with large families and active lives in affluent suburbia
C11	Booming with Confidence	Aging of Aquarius	Upscale boomer-aged couples living in city and close-in suburbs
C13	Booming with Confidence	Silver Sophisticates	Mature, upscale couples and singles in suburban homes
C14	Booming with Confidence	Boomers and Boomerangs	Baby boomer adults and their teenage/young adult children sharing suburban homes
D17	Suburban Style	Cul de Sac Diversity	Ethnically-diverse, middle-aged families settled in new suburban neighborhoods
D18	Suburban Style	Suburban Attainment	Upper middle-class couples and families living mainly in the expanding suburbs

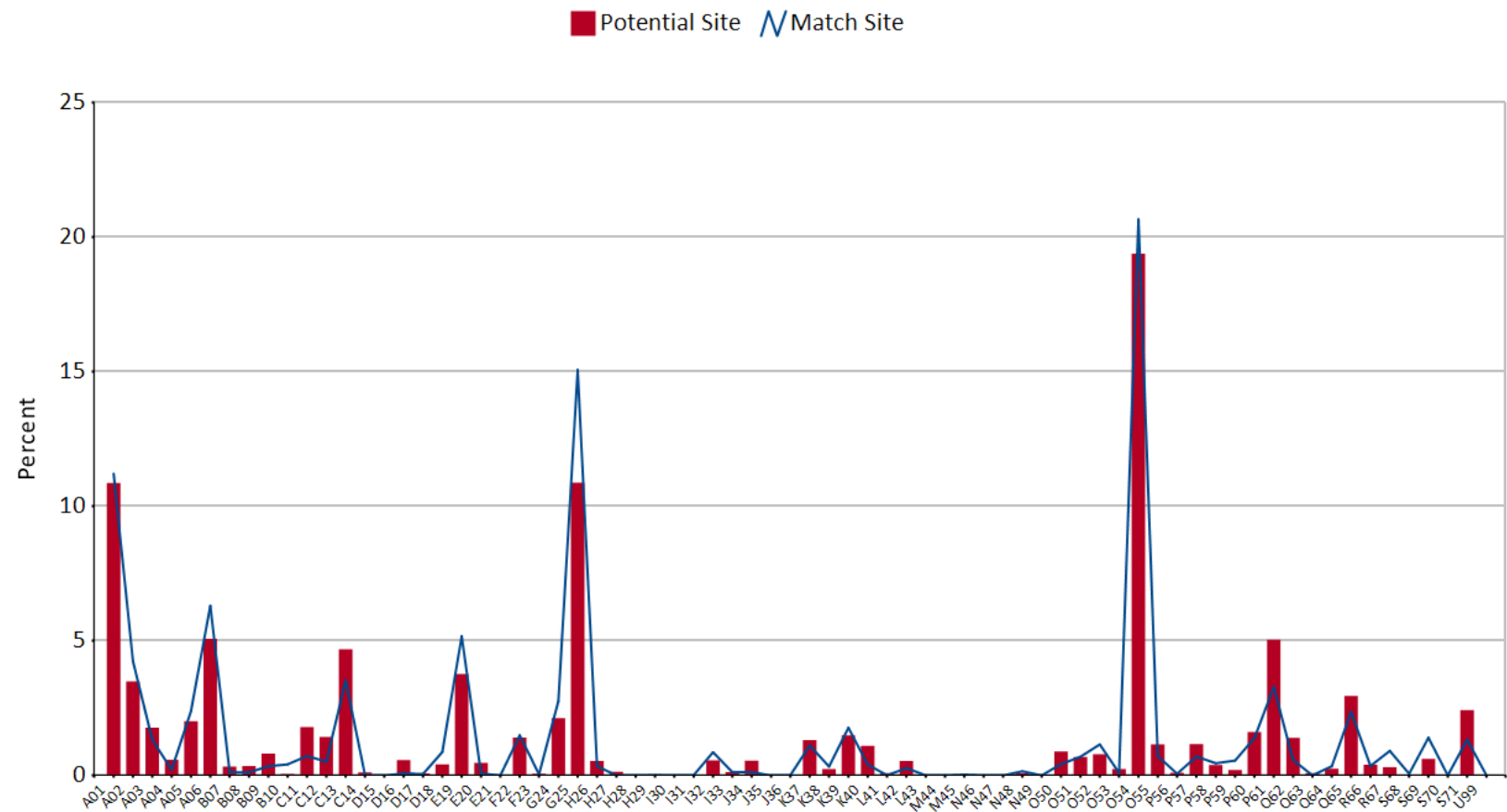
The top segments are the segments that make up more than 2% of the trade area's households.

Top Residential Segments



ABC Ice Cream Shop Top Match

ABC Ice Cream Shop's Residential, 555 Main Street, Houston, TX



Comparable Match Against Existing Locations

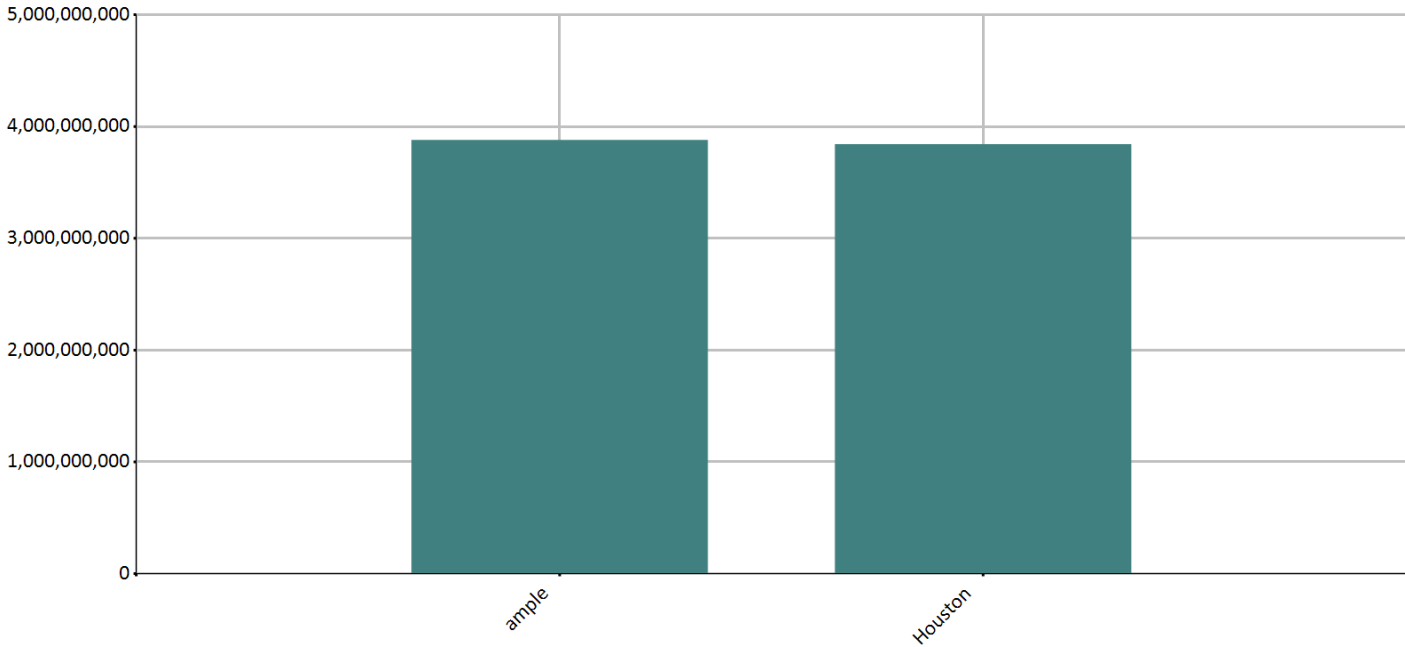
Potential Site:
Sample

Matches: ABC Ice Cream Shop's

MatchID	Store Name	Address	City	State
1	Houston	555 Main Street	Houston	TX

Total Retail Demand

Brand	Store Name	Address	City	State	Total Retail Demand
ABC Ice Cream Shop	Potential Site	Sample	Sample	TX	\$3,880,537,549
ABC Ice Cream Shop	Houston	555 Main Street	Houston	TX	\$3,841,728,326



Total Population

Brand	Store Name	Address	City	State	Total Population
ABC Ice Cream Shop	Houston	555 Main Street	Houston	TX	362,541
ABC Ice Cream Shop	Potential Site	Sample	Sample	TX	358,316

