
Hwy 99 & Perkins Ave
McFarland, CA

Market Overview





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Data. Source: Experian Marketing Services*





Summary

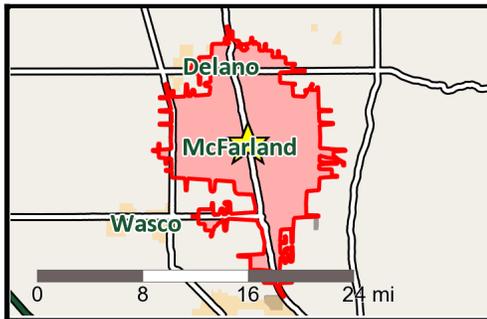
This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of McFarland, CA. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

Additionally, to provide insights beyond demographics, figures for "psychographic" tendencies are displayed as well. Every US household is classified into one of 71 distinct segments described by that household's lifestyle and spending habits. Segments found within the potential site's trade area are presented to illustrate what the consumer opportunities look like in McFarland.

For more information regarding Mosaic Segmentation, please visit the [Mosaic Interactive Guide](#).

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply, GNC, and Anthropologie, as well as hundreds of other national retailers and restaurants. For any questions on the information presented in this report, please call the Buxton office at 817.332.3681.

15-Minute Trade Area Overview

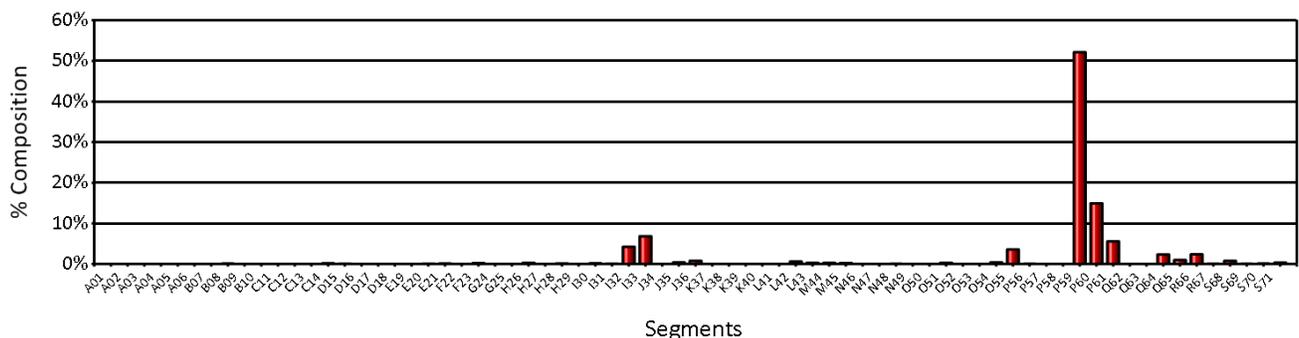


Demographic Highlights

| | |
|-----------------------------------|--------------------------------------|
| Population (Pop): 57,196 | Pop Growth ('00 - '10): 20.3% |
| Workplace Pop: 21,100 | Proj Growth ('15 - '20): 6.4% |
| Households (HH): 13,429 | HH Growth ('00 - '10): 20.9% |
| Median HH Income: \$34,982 | Proj Growth ('15 - '20): 7.1% |

Top Household Segments

P59: Expanding Horizons P60: Striving Forward I33: Balance & Harmony





20-Minute Trade Area Overview

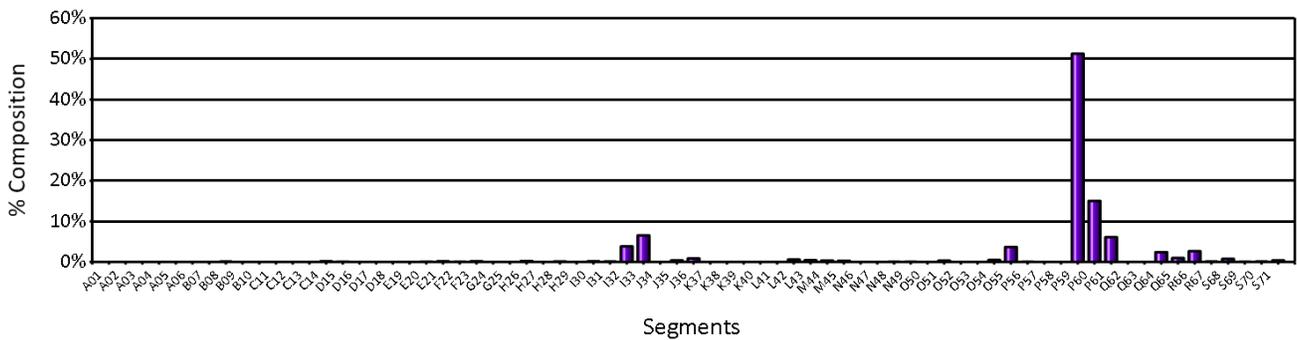


Demographic Highlights

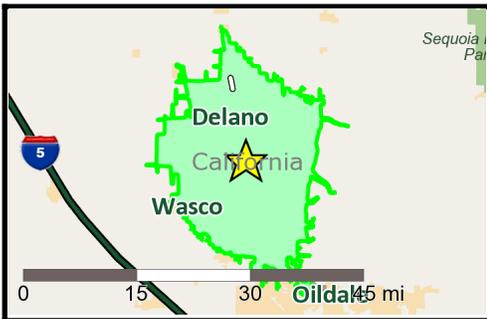
| | |
|-----------------------------------|--------------------------------------|
| Population (Pop): 74,593 | Pop Growth ('00 - '10): 21.4% |
| Workplace Pop: 27,490 | Proj Growth ('15 - '20): 6.4% |
| Households (HH): 16,479 | HH Growth ('00 - '10): 21.3% |
| Median HH Income: \$34,787 | Proj Growth ('15 - '20): 7.0% |

Top Household Segments

P59: Expanding Horizons P60: Striving Forward I33: Balance & Harmony



25-Minute Trade Area Overview

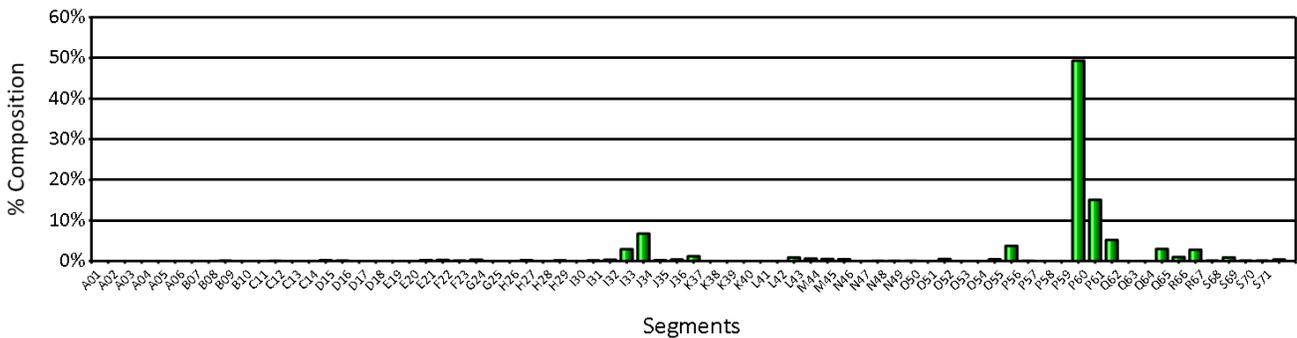


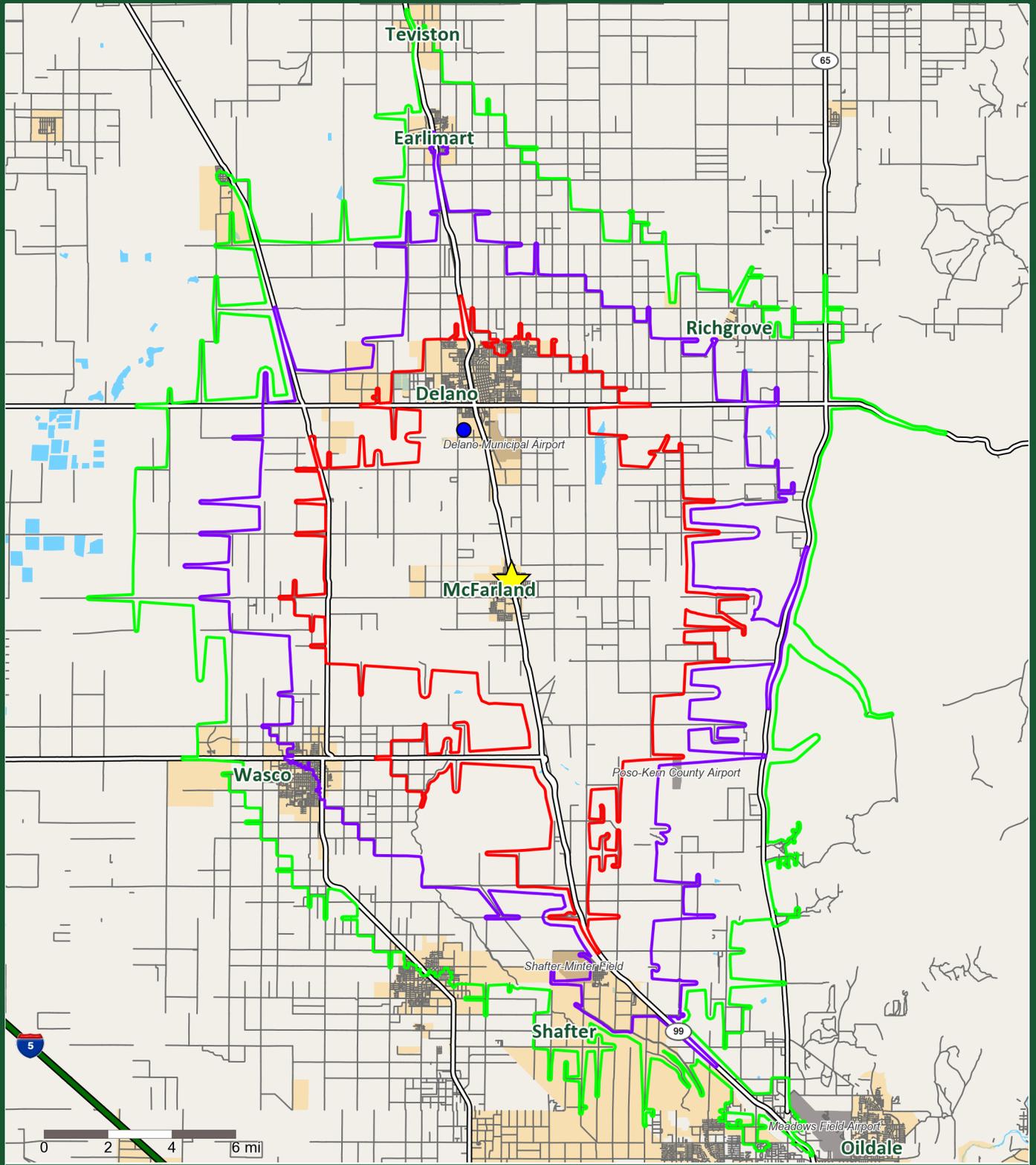
Demographic Highlights

| | |
|-----------------------------------|--------------------------------------|
| Population (Pop): 110,819 | Pop Growth ('00 - '10): 26.6% |
| Workplace Pop: 39,089 | Proj Growth ('15 - '20): 6.0% |
| Households (HH): 24,050 | HH Growth ('00 - '10): 21.3% |
| Median HH Income: \$34,282 | Proj Growth ('15 - '20): 7.0% |

Top Household Segments

P59: Expanding Horizons P60: Striving Forward I33: Balance & Harmony





McFarland, CA: Trade Areas



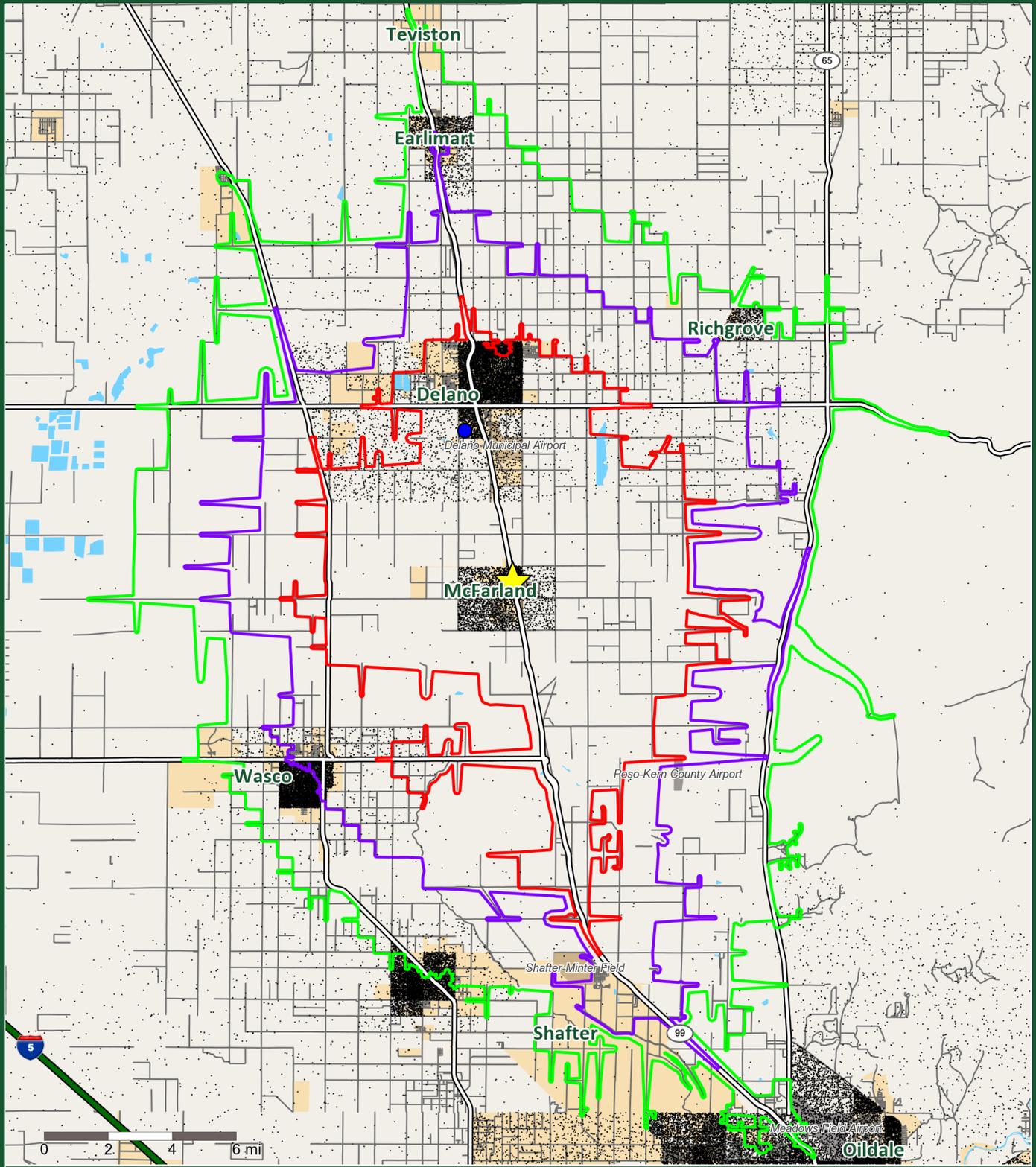
Retail Centers
GLA in thousands

- 800+
- 400 to 800

★ Proposed Retail Location

- 15 Minute Drive-Time
- 20 Minute Drive-Time
- 25 Minute Drive-Time





McFarland, CA: Household Density



Retail Centers

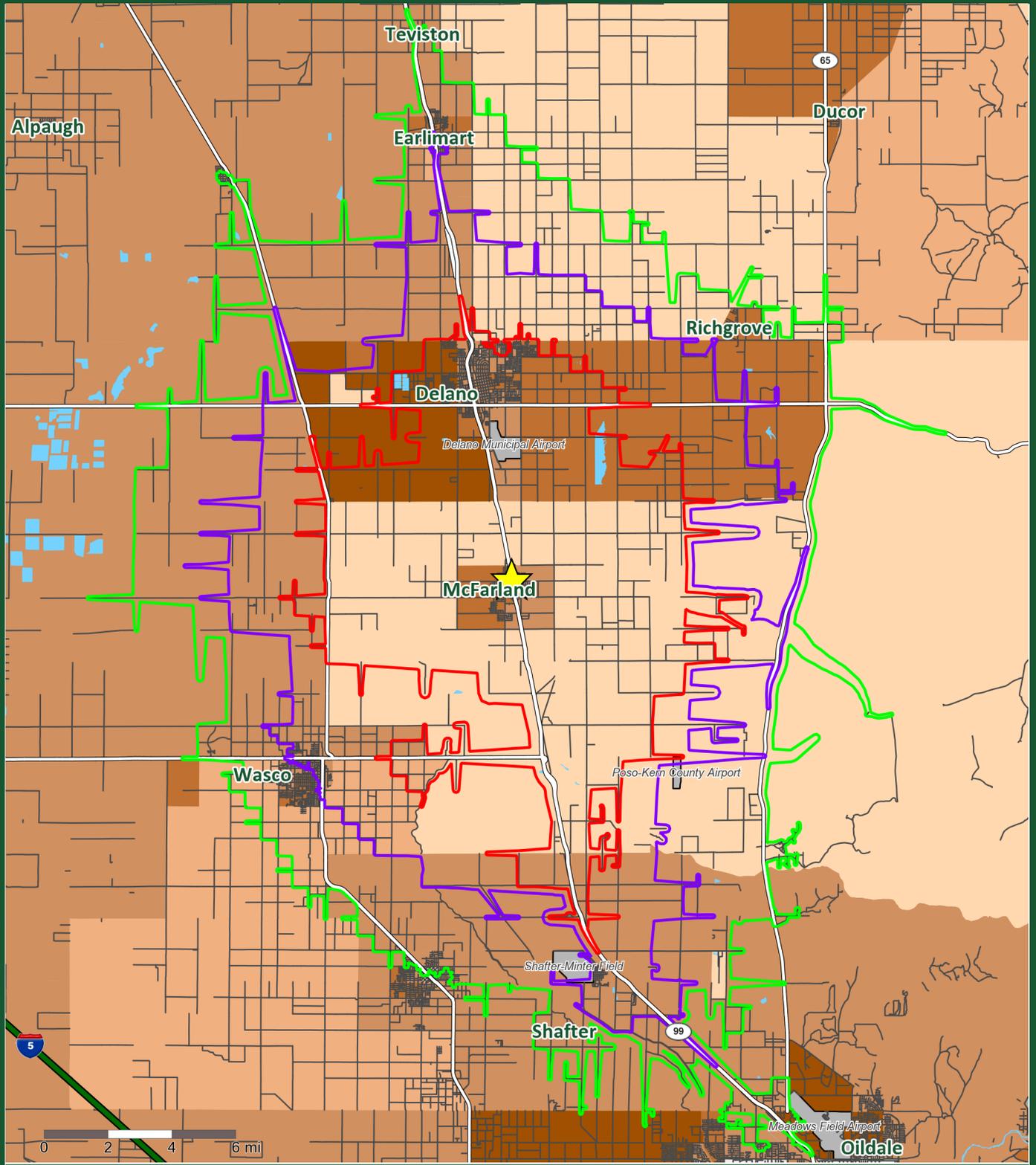
- GLA in thousands
- 800+
- 400 to 800

★ Proposed Retail Location

- 15 Minute Drive-Time
- 20 Minute Drive-Time
- 25 Minute Drive-Time

1 Dot = 1 Household





McFarland, CA: Population



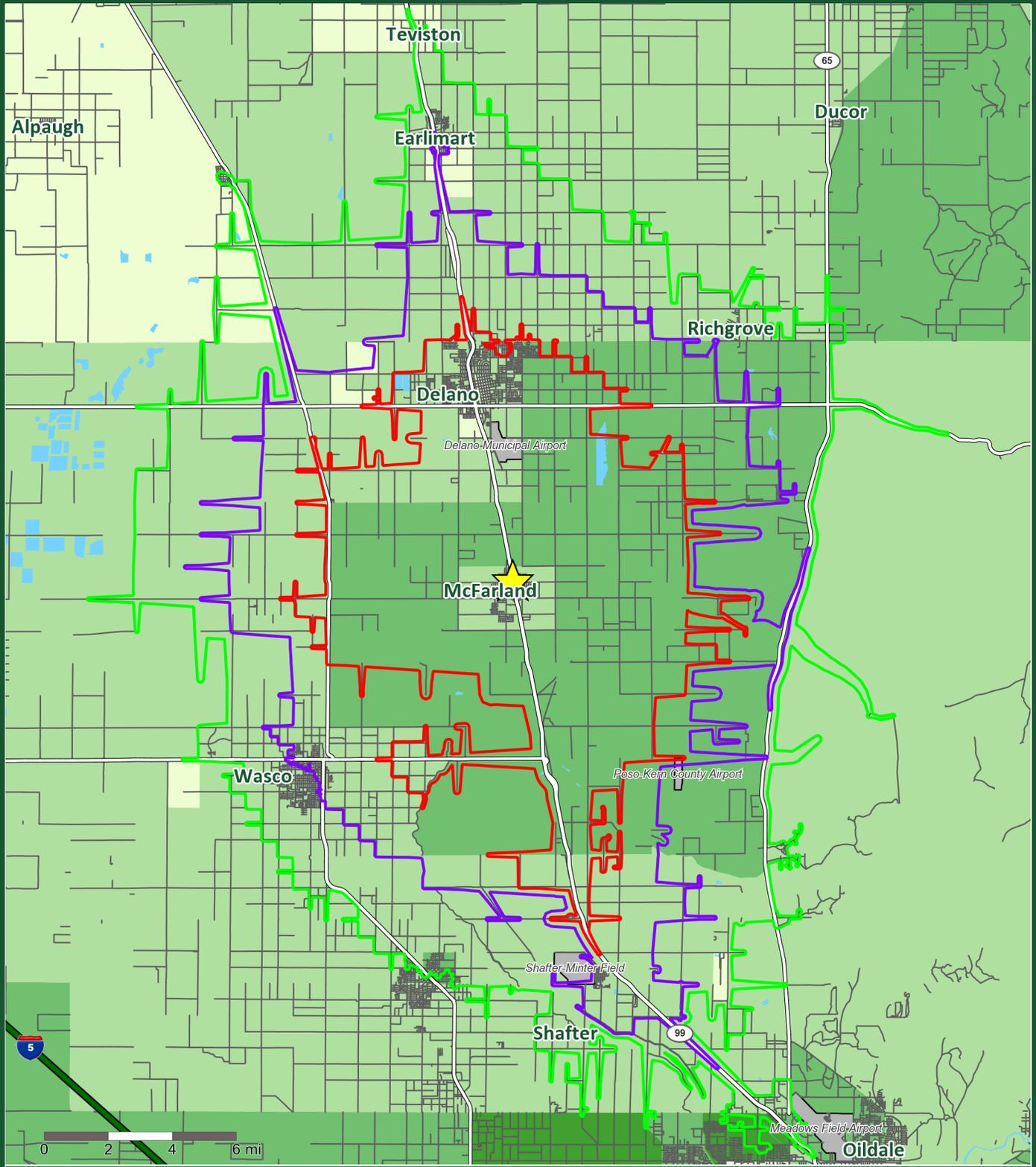
★ Proposed Retail Location

- 15 Minute Drive-Time
- 20 Minute Drive-Time
- 25 Minute Drive-Time

Estimated Population (2013) By Block Group

- 5,000 and Above
- 3,000 to 5,000
- 1,500 to 3,000
- 1,000 to 1,500
- 1,000 and Below





McFarland, CA: Household Income



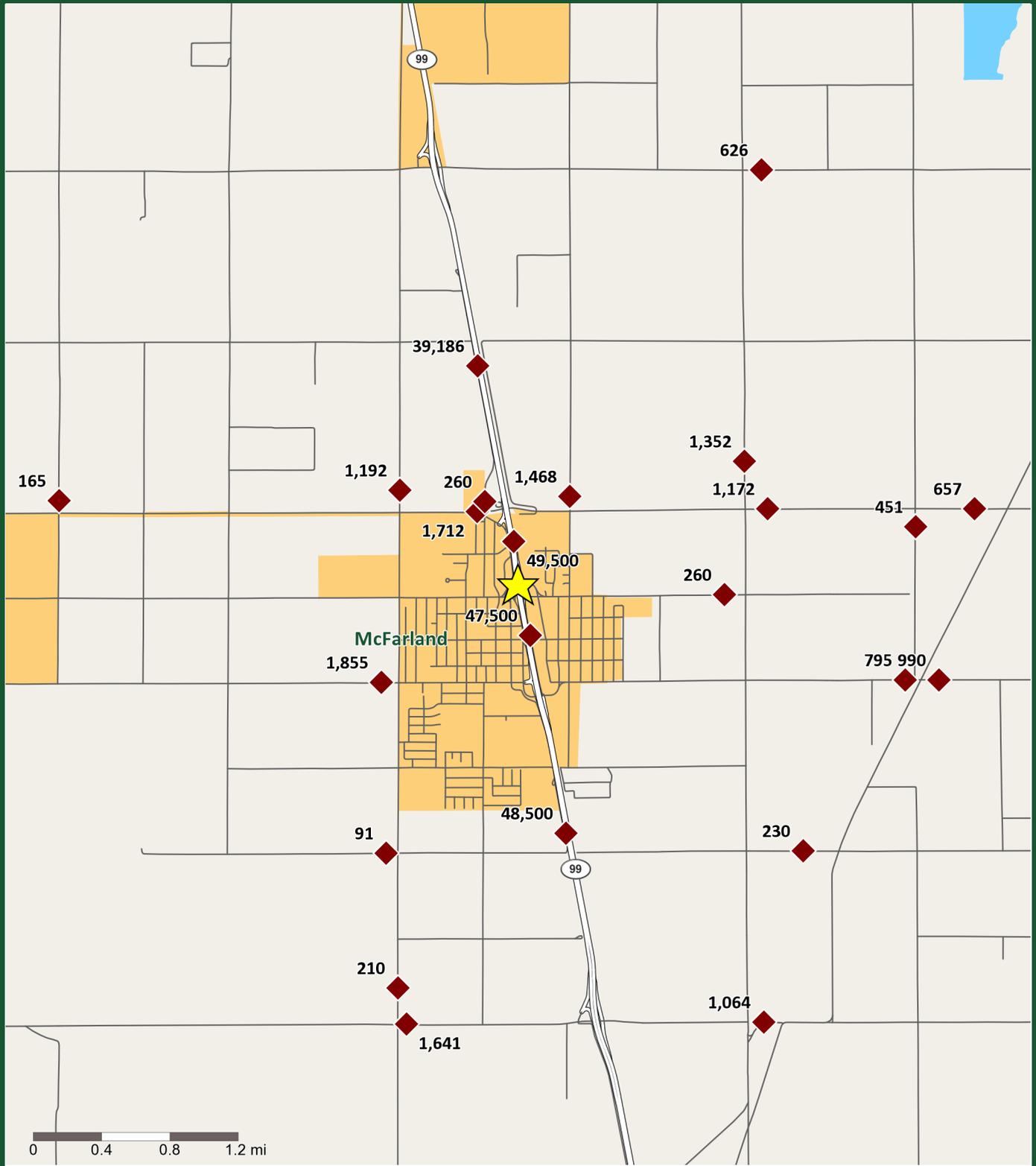
★ Proposed Retail Location

- 15 Minute Drive-Time
- 20 Minute Drive-Time
- 25 Minute Drive-Time

Median Household Income
By Block Group

- \$200,000 and Above
- \$100,000 to \$200,000
- \$50,000 to \$100,000
- \$25,000 to \$50,000
- \$25,000 and Below





McFarland, CA: Traffic Counts



 Proposed Retail Location

 Average Daily Traffic Volume





Contact Information

For further inquiry on the real estate opportunity at this site, please contact:

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About Buxton

Buxton is the industry leader in customer analytics. The company advises its clients on real estate and marketing strategies based on 250+ databases combined with clients' customer data. Buxton helps businesses understand who their customers are, where their customers are located, and the value each customer brings to the organization. More than 3,000 clients in the retail, healthcare, CPG, private equity, and public sectors have relied on Buxton's insights to guide their growth strategies. The company is privately held and offers solutions in the United States, Canada, and 26 other countries.

For further inquiry on Buxton or the analysis conducted in this study, please contact:

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