PELLA, IOWA

Primary Retail Trade Area Gap/Opportunity Analysis

TheRetailCoach

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TheRetailCoach

About The Retail Coach

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

Primary Retail Trade Area • Gap/Opportunity Analysis

Pella, Iowa

NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
44, 45, 722	**Total retail trade including food and drinking places**	**$798,321,101**	**$246,284,131**	**$552,036,970**	**0.31**
441	Motor vehicle and parts dealers	$187,051,342	$42,367,712	$144,683,630	0.23
4411	Automobile dealers	$152,566,445	$35,614,647	$116,951,798	0.23
4412	Other motor vehicle dealers	$18,577,131	$1,506,403	$17,070,728	0.08
4413	Automotive parts, accessories, and tire stores	$15,907,765	$5,246,662	$10,661,103	0.33
442	Furniture and home furnishings stores	$13,689,841	$6,125,681	$7,564,160	0.45
4421	Furniture stores	$7,683,132	$4,758,656	$2,924,476	0.62
4422	Home furnishings stores	$6,006,709	$1,367,025	$4,639,684	0.23
443	Electronics and appliance stores	$10,634,048	$4,338,118	$6,295,930	0.41
443141	Household appliance stores	$2,219,111	$1,740,198	$478,913	0.78
443142	Electronics stores	$8,414,936	$2,597,920	$5,817,016	0.31
444	Building material and garden equipment and supplies dealers	$75,463,915	$36,590,475	$38,873,440	0.48
4441	Building material and supplies dealers	$60,376,457	$17,125,480	$43,250,977	0.28
44411	Home centers	$36,607,670	$0	$36,607,670	0.00
44412	Paint and wallpaper stores	$350,905	$0	$350,905	0.00
44413	Hardware stores	$6,510,638	$5,955,214	$555,424	0.91
44419	Other building material dealers	$16,907,245	$11,170,266	$5,736,979	0.66
4442	Lawn and garden equipment and supplies stores	$15,087,457	$19,464,995	-$4,377,538	1.29
44421	Outdoor power equipment stores	$1,747,769	$3,295,925	-$1,548,156	1.89
44422	Nursery, garden center, and farm supply stores	$13,339,688	$16,169,070	-$2,829,382	1.21
445	Food and beverage stores	$93,869,895	$31,589,470	$62,280,425	0.34
4451	Grocery stores	$90,228,337	$28,897,168	$61,331,169	0.32
44511	Supermarkets and other grocery (except convenience) stores	$89,654,781	$28,338,937	$61,315,844	0.32
44512	Convenience stores	$573,556	$558,231	$15,325	0.97
4452	Specialty food stores	$1,675,089	$2,692,302	-$1,017,213	1.61
4453	Beer, wine, and liquor stores	$1,966,469	$0	$1,966,469	0.00
446	Health and personal care stores	$37,617,022	$9,028,163	$28,588,859	0.24
44611	Pharmacies and drug stores	$31,737,495	$7,163,318	$24,574,177	0.23
44612	Cosmetics, beauty supplies, and perfume stores	$1,540,148	$0	$1,540,148	0.00
44613	Optical goods stores	$1,457,734	$1,864,845	-$407,111	1.28
44619	Other health and personal care stores	$2,881,645	$0	$2,881,645	0.00
447	Gasoline stations	$106,192,360	$15,615,217	$90,577,143	0.15
448	Clothing and clothing accessories stores	$20,907,460	$3,596,579	$17,310,881	0.17
4481	Clothing stores	$14,343,572	$2,180,666	$12,162,906	0.15
44811	Men's clothing stores	$922,900	$0	$922,900	0.00
44812	Women's clothing stores	$3,320,595	$698,832	$2,621,763	0.21
44813	Children's and infants' clothing stores	$815,828	$0	$815,828	0.00
44814	Family clothing stores	$7,477,329	$917,843	$6,559,486	0.12
44815	Clothing accessories stores	$442,922	$563,991	-$121,069	1.27
44819	Other clothing stores	$1,363,999	$0	$1,363,999	0.00
4482	Shoe stores	$3,168,562	$496,485	$2,672,077	0.16
4483	Jewelry, luggage, and leather goods stores	$3,395,326	$919,428	$2,475,898	0.27
44831	Jewelry stores	$3,358,395	$919,428	$2,438,967	0.27
44832	Luggage and leather goods stores	$36,931	$0	$36,931	0.00

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NAICS	DESCRIPTION	POTENTIAL SALES	ACTUAL SALES	LEAKAGE	INDEX
451	Sporting goods, hobby, musical instrument, and book stores	$10,212,484	$4,972,459	$5,240,025	0.49
4511	Sporting goods, hobby, and musical instrument stores	$9,100,405	$3,332,840	$5,767,565	0.37
45111	Sporting goods stores	$5,736,098	$2,478,297	$3,257,801	0.43
45112	Hobby, toy, and game stores	$1,939,251	$0	$1,939,251	0.00
45113	Sewing, needlework, and piece goods stores	$590,290	$854,543	-$264,253	1.45
45114	Musical instrument and supplies stores	$834,766	$0	$834,766	0.00
4512	Book stores and news dealers	$1,112,079	$1,639,619	-$527,540	1.47
452	General merchandise stores	$100,737,953	$40,533,909	$60,204,044	0.40
4522	Department stores	$16,540,853	$531,341	$16,009,512	0.03
4523	Other general merchandise stores	$84,197,099	$40,002,568	$44,194,531	0.48
453	Miscellaneous store retailers	$12,712,139	$6,399,759	$6,312,380	0.50
4531	Florists	$905,075	$657,759	$247,316	0.73
4532	Office supplies, stationery, and gift stores	$3,083,928	$1,404,556	$1,679,372	0.46
45321	Office supplies and stationery stores	$1,186,794	$0	$1,186,794	0.00
45322	Gift, novelty, and souvenir stores	$1,897,135	$1,404,556	$492,579	0.74
4533	Used merchandise stores	$2,551,630	$1,267,679	$1,283,951	0.50
4539	Other miscellaneous store retailers	$6,171,506	$3,069,765	$3,101,741	0.50
45391	Pet and pet supplies stores	$2,100,007	$0	$2,100,007	0.00
45399	All other miscellaneous store retailers	$4,071,499	$3,069,765	$1,001,734	0.75
454	Non-store retailers	$60,740,338	$29,868,772	$30,871,566	0.49
722	Food services and drinking places	$68,492,305	$15,257,817	$53,234,488	0.22
7223	Special food services	$3,977,161	$533,283	$3,443,878	0.13
7224	Drinking places (alcoholic beverages)	$4,356,400	$223,125	$4,133,275	0.05
7225	Restaurants and other eating places	$60,158,744	$14,501,409	$45,657,335	0.24
722511	Full-service restaurants	$28,325,724	$6,351,454	$21,974,270	0.22
722513	Limited-service restaurants	$27,594,142	$7,794,123	$19,800,019	0.28
722514	Cafeterias, grill buffets, and buffets	$834,315	$0	$834,315	0.00
722515	Snack and nonalcoholic beverage bars	$3,404,563	$355,832	$3,048,731	0.10

Primary Retail Trade Area • Demographic Profile

Pella, Iowa

DESCRIPTION	DATA	%
Population		
2025 Projection	44,025	
2020 Estimate	43,591	
2010 Census	43,714	
2000 Census	42,610	
Growth 2020 - 2025		1.00%
Growth 2010 - 2020		-0.28%
Growth 2000 - 2010		2.59%
2020 Est. Population by Single-Classification Race	**43,591**	
White Alone	41,098	94.28%
Black or African American Alone	651	1.49%
Amer. Indian and Alaska Native Alone	127	0.29%
Asian Alone	766	1.76%
Native Hawaiian and Other Pacific Island Alone	17	0.04%
Some Other Race Alone	242	0.56%
Two or More Races	690	1.58%
2020 Est. Population by Hispanic or Latino Origin	**43,591**	
Not Hispanic or Latino	42,551	97.61%
Hispanic or Latino	1,040	2.39%
Mexican	697	67.02%
Puerto Rican	99	9.52%
Cuban	26	2.50%
All Other Hispanic or Latino	218	20.96%
2020 Est. Hisp. or Latino Pop by Single-Class. Race	**1,040**	
White Alone	656	63.08%
Black or African American Alone	17	1.64%
American Indian and Alaska Native Alone	37	3.56%
Asian Alone	8	0.77%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	231	22.21%
Two or More Races	91	8.75%
2020 Est. Pop by Race, Asian Alone, by Category	**766**	
Chinese, except Taiwanese	39	5.09%
Filipino	158	20.63%
Japanese	182	23.76%
Asian Indian	14	1.83%
Korean	60	7.83%
Vietnamese	24	3.13%
Cambodian	13	1.70%
Hmong	112	14.62%
Laotian	56	7.31%
Thai	44	5.74%
All Other Asian Races Including 2+ Category	64	8.36%

DESCRIPTION	DATA	%
2020 Est. Population by Ancestry	**43,591**	
Arab	11	0.03%
Czech	240	0.55%
Danish	224	0.51%
Dutch	10,215	23.43%
English	3,134	7.19%
French (except Basque)	572	1.31%
French Canadian	59	0.14%
German	7,072	16.22%
Greek	45	0.10%
Hungarian	24	0.06%
Irish	3,176	7.29%
Italian	576	1.32%
Lithuanian	7	0.02%
United States or American	2,083	4.78%
Norwegian	802	1.84%
Polish	235	0.54%
Portuguese	24	0.06%
Russian	35	0.08%
Scottish	396	0.91%
Scotch-Irish	534	1.23%
Slovak	31	0.07%
Subsaharan African	72	0.17%
Swedish	335	0.77%
Swiss	49	0.11%
Ukrainian	9	0.02%
Welsh	153	0.35%
West Indian (except Hisp. groups)	11	0.03%
Other ancestries	3,645	8.36%
Ancestry Unclassified	9,822	22.53%
2020 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	36,523	89.49%
Speak Asian/Pacific Island Language at Home	1,427	3.50%
Speak IndoEuropean Language at Home	755	1.85%
Speak Spanish at Home	2,046	5.01%
Speak Other Language at Home	60	0.15%

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Pella, Iowa

DESCRIPTION	DATA	%
2020 Est. Population by Age	**43,591**	
Age 0 - 4	2,781	6.38%
Age 5 - 9	2,822	6.47%
Age 10 - 14	2,968	6.81%
Age 15 - 17	1,805	4.14%
Age 18 - 20	2,433	5.58%
Age 21 - 24	2,470	5.67%
Age 25 - 34	4,637	10.64%
Age 35 - 44	5,102	11.70%
Age 45 - 54	4,919	11.28%
Age 55 - 64	5,584	12.81%
Age 65 - 74	4,455	10.22%
Age 75 - 84	2,359	5.41%
Age 85 and over	1,257	2.88%
Age 16 and over	34,428	78.98%
Age 18 and over	33,215	76.20%
Age 21 and over	30,782	70.62%
Age 65 and over	8,071	18.52%
2020 Est. Median Age		38.73
2020 Est. Average Age		39.77
2020 Est. Population by Sex	**43,591**	
Male	21,703	49.79%
Female	21,888	50.21%

DESCRIPTION	DATA	%
2020 Est. Male Population by Age	**21,703**	
Age 0 - 4	1,415	6.52%
Age 5 - 9	1,438	6.63%
Age 10 - 14	1,558	7.18%
Age 15 - 17	955	4.40%
Age 18 - 20	1,292	5.95%
Age 21 - 24	1,299	5.99%
Age 25 - 34	2,373	10.93%
Age 35 - 44	2,542	11.71%
Age 45 - 54	2,445	11.27%
Age 55 - 64	2,827	13.03%
Age 65 - 74	2,134	9.83%
Age 75 - 84	1,022	4.71%
Age 85 and over	405	1.87%
2020 Est. Median Age, Male		37.08
2020 Est. Average Age, Male		38.52
2020 Est. Female Population by Age	**21,888**	
Age 0 - 4	1,366	6.24%
Age 5 - 9	1,384	6.32%
Age 10 - 14	1,410	6.44%
Age 15 - 17	850	3.88%
Age 18 - 20	1,142	5.22%
Age 21 - 24	1,171	5.35%
Age 25 - 34	2,264	10.34%
Age 35 - 44	2,560	11.70%
Age 45 - 54	2,475	11.31%
Age 55 - 64	2,757	12.60%
Age 65 - 74	2,321	10.60%
Age 75 - 84	1,337	6.11%
Age 85 and over	853	3.90%
2020 Est. Median Age, Female		40.35
2020 Est. Average Age, Female		40.98

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DESCRIPTION	DATA	%
2020 Est. Pop Age 15+ by Marital Status		
Total, Never Married	9,496	27.12%
Males, Never Married	5,237	14.95%
Females, Never Married	4,258	12.16%
Married, Spouse present	18,507	52.85%
Married, Spouse absent	740	2.11%
Widowed	2,416	6.90%
Males Widowed	522	1.49%
Females Widowed	1,894	5.41%
Divorced	3,861	11.03%
Males Divorced	1,806	5.16%
Females Divorced	2,055	5.87%
2020 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	867	3.1%
Some High School, no diploma	1,172	4.1%
High School Graduate (or GED)	10,194	36.0%
Some College, no degree	5,523	19.5%
Associate Degree	2,916	10.3%
Bachelor's Degree	5,385	19.0%
Master's Degree	1,607	5.7%
Professional School Degree	304	1.1%
Doctorate Degree	345	1.2%
2020 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	68	15.60%
High School Graduate	165	37.84%
Some College or Associate's Degree	135	30.96%
Bachelor's Degree or Higher	68	15.60%
Households		
2025 Projection	17,446	
2020 Estimate	17,222	
2010 Census	17,077	
2000 Census	16,489	
Growth 2020 - 2025		1.30%
Growth 2010 - 2020		0.85%
Growth 2000 - 2010		3.57%
2020 Est. Households by Household Type	**17,222**	
Family Households	11,668	67.75%
Nonfamily Households	5,554	32.25%
2020 Est. Group Quarters Population	1,974	
2020 Households by Ethnicity, Hispanic/Latino	298	

DESCRIPTION	DATA	%
2020 Est. Households by Household Income	**17,222**	
Income < $15,000	1,672	9.71%
Income $15,000 - $24,999	1,620	9.41%
Income $25,000 - $34,999	1,344	7.80%
Income $35,000 - $49,999	2,189	12.71%
Income $50,000 - $74,999	3,482	20.22%
Income $75,000 - $99,999	2,538	14.74%
Income $100,000 - $124,999	1,853	10.76%
Income $125,000 - $149,999	1,186	6.89%
Income $150,000 - $199,999	745	4.33%
Income $200,000 - $249,999	296	1.72%
Income $250,000 - $499,999	224	1.30%
Income $500,000+	73	0.42%
2020 Est. Average Household Income		$75,803
2020 Est. Median Household Income		$62,298
2020 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		$62,835
Black or African American Alone		$22,942
American Indian and Alaska Native Alone		$55,204
Asian Alone		$72,650
Native Hawaiian and Other Pacific Islander Alone		$11,161
Some Other Race Alone		$37,036
Two or More Races		$36,442
Hispanic or Latino		$34,314
Not Hispanic or Latino		$62,990
2020 Est. Family HH Type by Presence of Own Child.	**11,668**	
Married-Couple Family, own children	3,778	32.38%
Married-Couple Family, no own children	5,822	49.90%
Male Householder, own children	376	3.22%
Male Householder, no own children	221	1.89%
Female Householder, own children	1,007	8.63%
Female Householder, no own children	463	3.97%

2020 Est. Households by Household Size	**17,222**	
1-person	4,869	28.27%
2-person	6,344	36.84%
3-person	2,359	13.70%
4-person	2,065	11.99%
5-person	1,035	6.01%
6-person	388	2.25%
7-or-more-person	162	0.94%
2020 Est. Average Household Size		2.42

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DESCRIPTION	DATA	%
2020 Est. Households by Presence of People Under 18	**17,222**	
Households with 1 or More People under Age 18:	5,473	31.78%
Married-Couple Family	3,929	71.79%
Other Family, Male Householder	405	7.40%
Other Family, Female Householder	1,086	19.84%
Nonfamily, Male Householder	45	0.82%
Nonfamily, Female Householder	7	0.13%
Households with No People under Age 18:	**11,749**	**68.22%**
Married-Couple Family	5,675	48.30%
Other Family, Male Householder	188	1.60%
Other Family, Female Householder	389	3.31%
Nonfamily, Male Householder	2,491	21.20%
Nonfamily, Female Householder	3,007	25.59%
2020 Est. Households by Number of Vehicles	**17,222**	
No Vehicles	1,012	5.88%
1 Vehicle	4,694	27.26%
2 Vehicles	6,955	40.38%
3 Vehicles	2,937	17.05%
4 Vehicles	1,104	6.41%
5 or more Vehicles	519	3.01%
2020 Est. Average Number of Vehicles		2.03
Family Households		
2025 Projection	11,844	
2020 Estimate	11,668	
2010 Census	11,518	
2000 Census	11,331	
Growth 2020 - 2025		1.51%
Growth 2010 - 2020		1.30%
Growth 2000 - 2010		1.65%

2020 Est. Families by Poverty Status	**11,668**	
2020 Families at or Above Poverty	10,796	92.53%
2020 Families at or Above Poverty with Children	4,709	40.36%
2020 Families Below Poverty	871	7.47%
2020 Families Below Poverty with Children	621	5.32%
2020 Est. Pop 16+ by Employment Status	**34,428**	
Civilian Labor Force, Employed	21,980	63.84%
Civilian Labor Force, Unemployed	950	2.76%
Armed Forces	3	0.01%
Not in Labor Force	11,495	33.39%

DESCRIPTION	DATA	%
2020 Est. Civ. Employed Pop 16+ by Class of Worker	**22,284**	
For-Profit Private Workers	15,439	69.28%
Non-Profit Private Workers	2,570	11.53%
Local Government Workers	238	1.07%
State Government Workers	882	3.96%
Federal Government Workers	1,254	5.63%
Self-Employed Workers	1,867	8.38%
Unpaid Family Workers	35	0.16%
2020 Est. Civ. Employed Pop 16+ by Occupation	**22,284**	
Architect/Engineer	520	2.33%
Arts/Entertainment/Sports	432	1.94%
Building Grounds Maintenance	575	2.58%
Business/Financial Operations	888	3.99%
Community/Social Services	509	2.28%
Computer/Mathematical	317	1.42%
Construction/Extraction	979	4.39%
Education/Training/Library	1,606	7.21%
Farming/Fishing/Forestry	302	1.36%
Food Prep/Serving	1,343	6.03%
Health Practitioner/Technician	1,160	5.21%
Healthcare Support	584	2.62%
Maintenance Repair	829	3.72%
Legal	62	0.28%
Life/Physical/Social Science	84	0.38%
Management	2,011	9.02%
Office/Admin. Support	3,134	14.06%
Production	2,725	12.23%
Protective Services	249	1.12%
Sales/Related	1,679	7.54%
Personal Care/Service	767	3.44%
Transportation/Moving	1,531	6.87%

2020 Est. Pop 16+ by Occupation Classification	**22,284**	
White Collar	12,401	55.65%
Blue Collar	6,065	27.22%
Service and Farm	3,818	17.13%
2020 Est. Workers Age 16+ by Transp. to Work	**21,977**	
Drove Alone	16,982	77.27%
Car Pooled	2,231	10.15%
Public Transportation	100	0.46%
Walked	1,153	5.25%
Bicycle	286	1.30%
Other Means	154	0.70%
Worked at Home	1,071	4.87%

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DESCRIPTION	DATA	%
2020 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	11,837	
15 - 29 Minutes	5,263	
30 - 44 Minutes	1,879	
45 - 59 Minutes	989	
60 or more Minutes	999	
2020 Est. Avg Travel Time to Work in Minutes		19
2020 Est. Occupied Housing Units by Tenure	17,222	
Owner Occupied	12,262	71.20%
Renter Occupied	4,960	28.80%
2020 Owner Occ. HUs: Avg. Length of Residence		17.38
2020 Renter Occ. HUs: Avg. Length of Residence		7.49
2020 Est. Owner-Occupied Housing Units by Value	**17,222**	
Value Less than $20,000	272	2.22%
Value $20,000 - $39,999	320	2.61%
Value $40,000 - $59,999	487	3.97%
Value $60,000 - $79,999	784	6.39%
Value $80,000 - $99,999	1,289	10.51%
Value $100,000 - $149,999	2,667	21.75%
Value $150,000 - $199,999	1,996	16.28%
Value $200,000 - $299,999	2,829	23.07%
Value $300,000 - $399,999	859	7.01%
Value $400,000 - $499,999	430	3.51%
Value $500,000 - $749,999	200	1.63%
Value $750,000 - $999,999	52	0.42%
Value $1,000,000 or $1,499,999	47	0.38%
Value $1,500,000 or $1,999,999	21	0.17%
Value $2,000,000+	10	0.08%
2020 Est. Median All Owner-Occupied Housing Value		$156,960

2020 Est. Housing Units by Units in Structure		
1 Unit Attached	14,296	75.29%
1 Unit Detached	318	1.68%
2 Units	606	3.19%
3 or 4 Units	763	4.02%
5 to 19 Units	1,500	7.90%
20 to 49 Units	480	2.53%
50 or More Units	289	1.52%
Mobile Home or Trailer	736	3.88%
Boat, RV, Van, etc.	0	0.00%

DESCRIPTION	DATA	%
2020 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	629	3.31%
Housing Units Built 2010 to 2014	169	0.89%
Housing Units Built 2000 to 2009	1,995	10.51%
Housing Units Built 1990 to 1999	1,950	10.27%
Housing Units Built 1980 to 1989	1,778	9.36%
Housing Units Built 1970 to 1979	3,215	16.93%
Housing Units Built 1960 to 1969	1,845	9.72%
Housing Units Built 1950 to 1959	1,672	8.81%
Housing Units Built 1940 to 1949	871	4.59%
Housing Unit Built 1939 or Earlier	4,865	25.62%
2020 Est. Median Year Structure Built		1971

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Environics Analytics, ESRI, U.S. Census Bureau, Economy.com, Placer.AI, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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