
I-30 & Reynolds Rd
Bryant, AR

Market Overview





Table of Contents

Summary	1
Trade Area Overview	1
Trade Area Map.....	3
Household Density Map.....	4
Population Map	5
Household Income Map	6
Traffic Map	7
Contact Information	8

*Copyright © 2018 Buxton Company. All Rights Reserved.
Mosaic® USA is a registered trademark of Experian. Consumer Expenditure 2017
Data. Source: Experian Marketing Services*





Summary

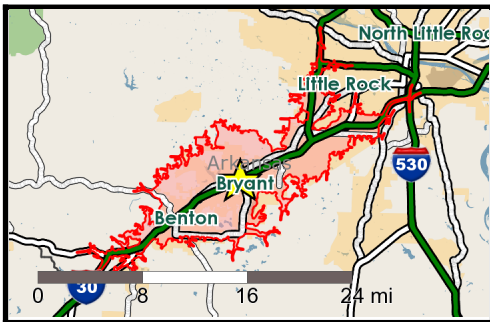
This report is intended to highlight a summary of market indicators necessary for retail success within varying trade areas of Bryant, AR. Demographic statistics and map visuals are presented to detail consumer presence throughout the market.

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 Bryant.

Buxton, based in Fort Worth, TX, is a leading retail site location firm with clients including Red Wing Shoes, Sally Beauty Supply 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.

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

15-Minute Drive-Time Overview

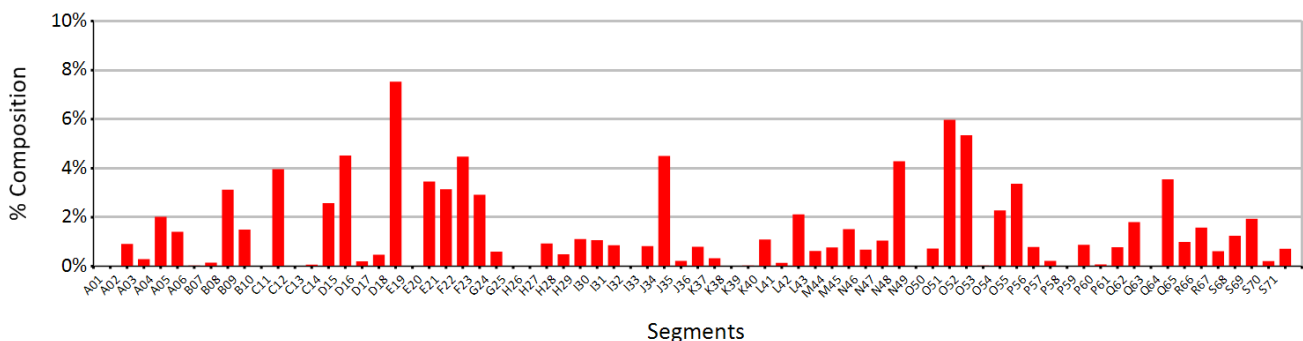


Demographic Highlights

Population (Pop): 103,382	Pop Growth ('00 - '10): 25.3%
Workplace Pop: 48,155	Proj Growth ('17 - '22): 8.0%
Households (HH): 39,550	HH Growth ('00 - '10): 24.6%
Avg HH Income: \$65,359	Proj Growth ('17 - '22): 9.8%

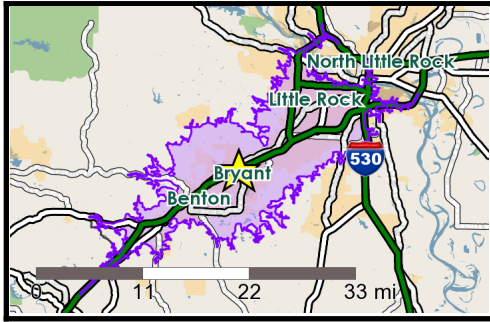
Top Household Segments

D18: Suburban Attainment O51: Digital Dependents O52: Urban Ambition





20-Minute Drive-Time Overview

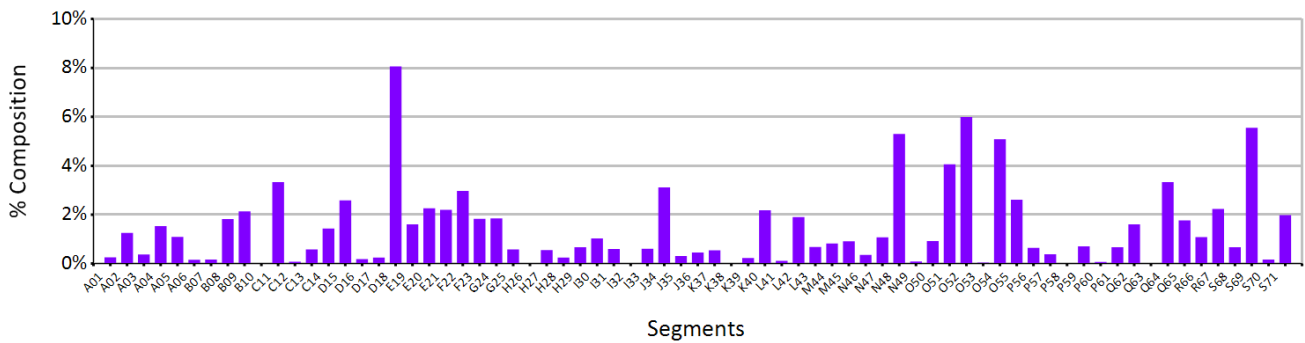


Demographic Highlights

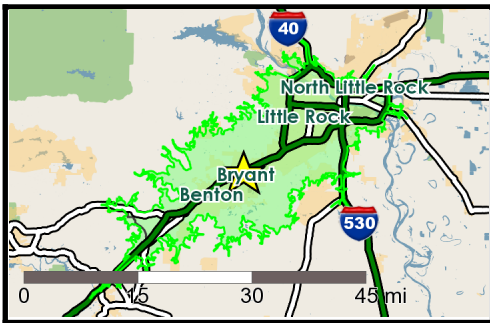
Population (Pop): 226,587	Pop Growth ('00 - '10): 10.9%
Workplace Pop: 152,599	Proj Growth ('17 - '22): 4.2%
Households (HH): 90,787	HH Growth ('00 - '10): 11.6%
Avg HH Income: \$61,405	Proj Growth ('17 - '22): 5.6%

Top Household Segments

D18: Suburban Attainment O52: Urban Ambition S69: Urban Survivors



25-Minute Drive-Time Overview

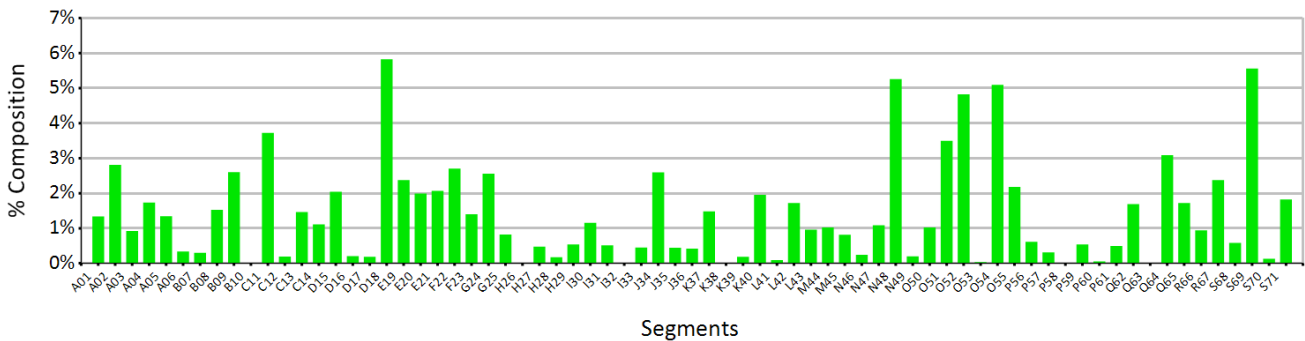


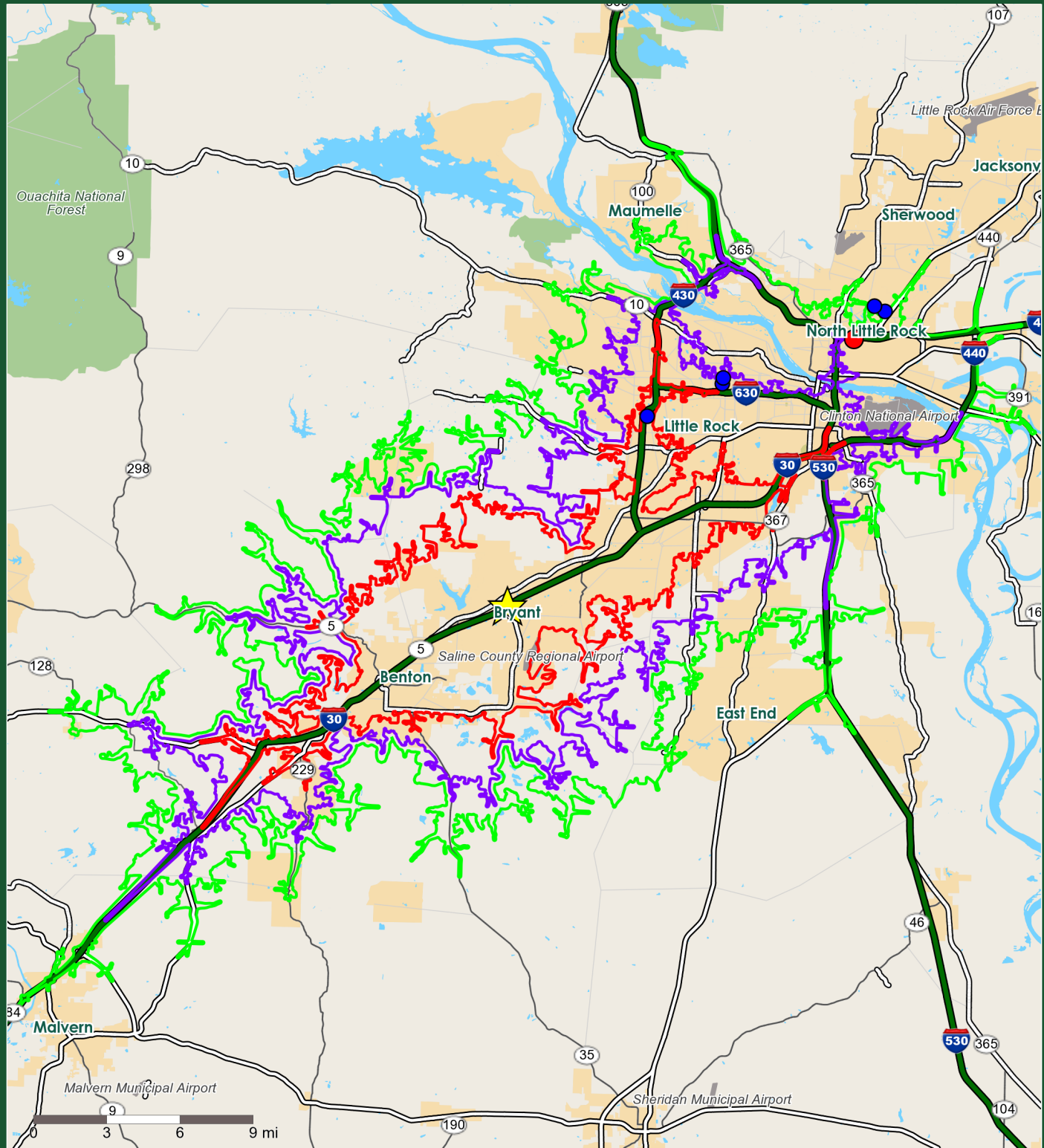
Demographic Highlights

Population (Pop): 328,619	Pop Growth ('00 - '10): 7.7%
Workplace Pop: 243,363	Proj Growth ('17 - '22): 3.3%
Households (HH): 134,924	HH Growth ('00 - '10): 8.4%
Avg HH Income: \$68,002	Proj Growth ('17 - '22): 4.7%

Top Household Segments

D18: Suburban Attainment S69: Urban Survivors N48: Rural Southern Bliss





Bryant, AR: Trade Areas



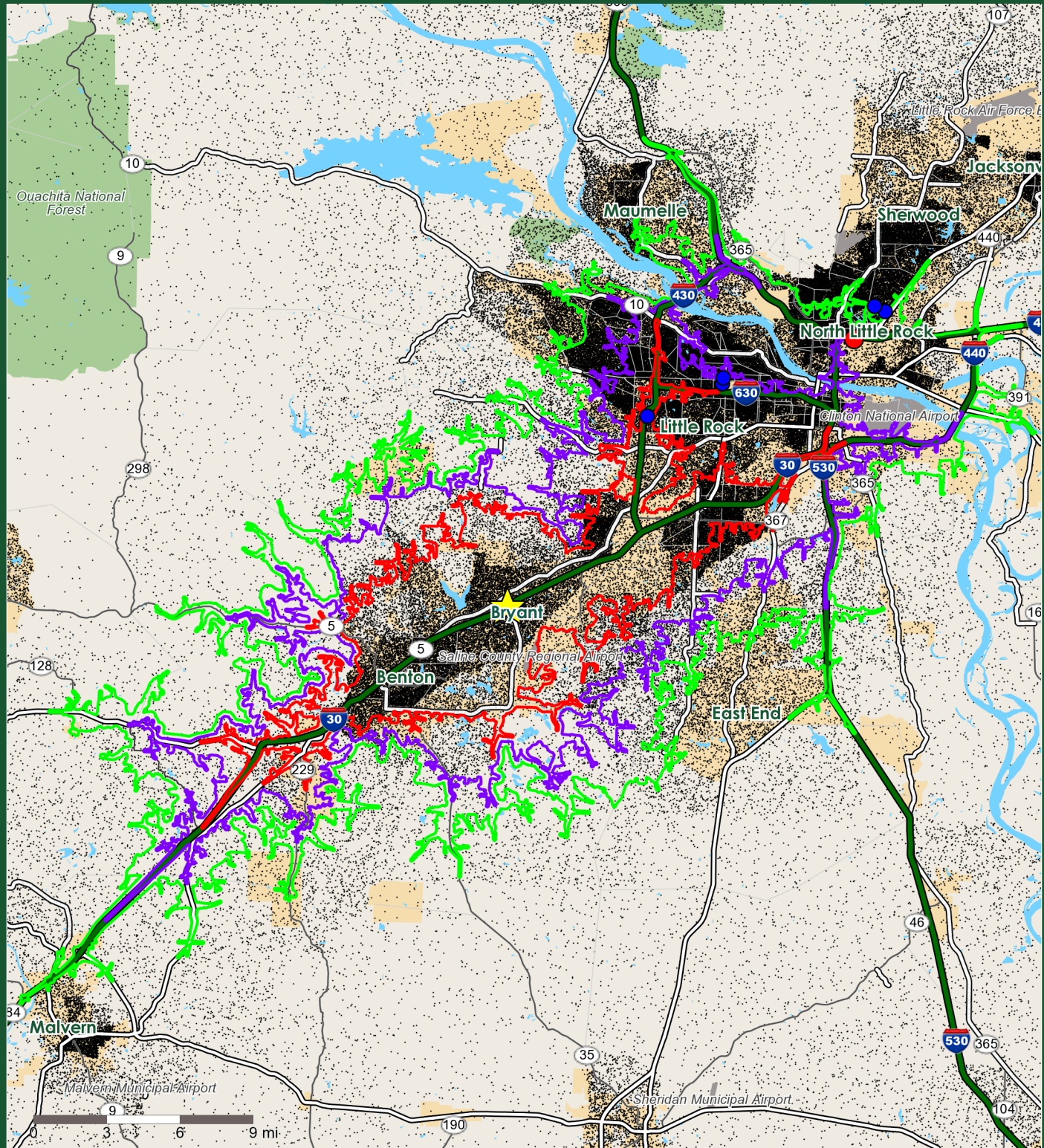
Retail Centers
GLA in thousands

- 800+
- 400 to 800

★ Proposed Retail Location

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





Bryant, AR: Household Density



Retail Centers
GLA in thousands

- 800+
- 400 to 800

★ Proposed Retail Location

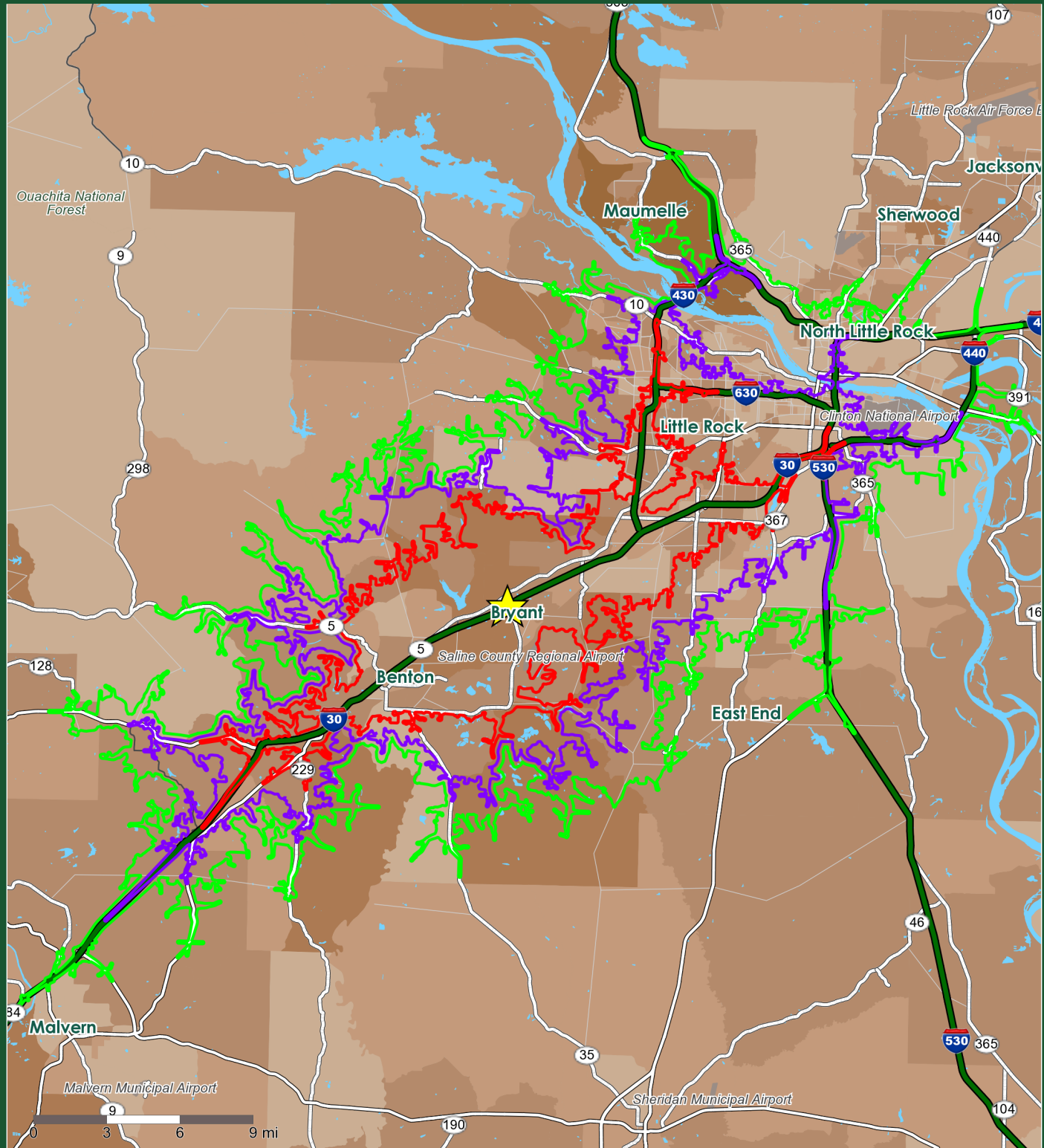
15-Minute Drive-Time

20-Minute Drive-Time

25-Minute Drive-Time

1 Dot = 1 Household





Bryant, AR: Population



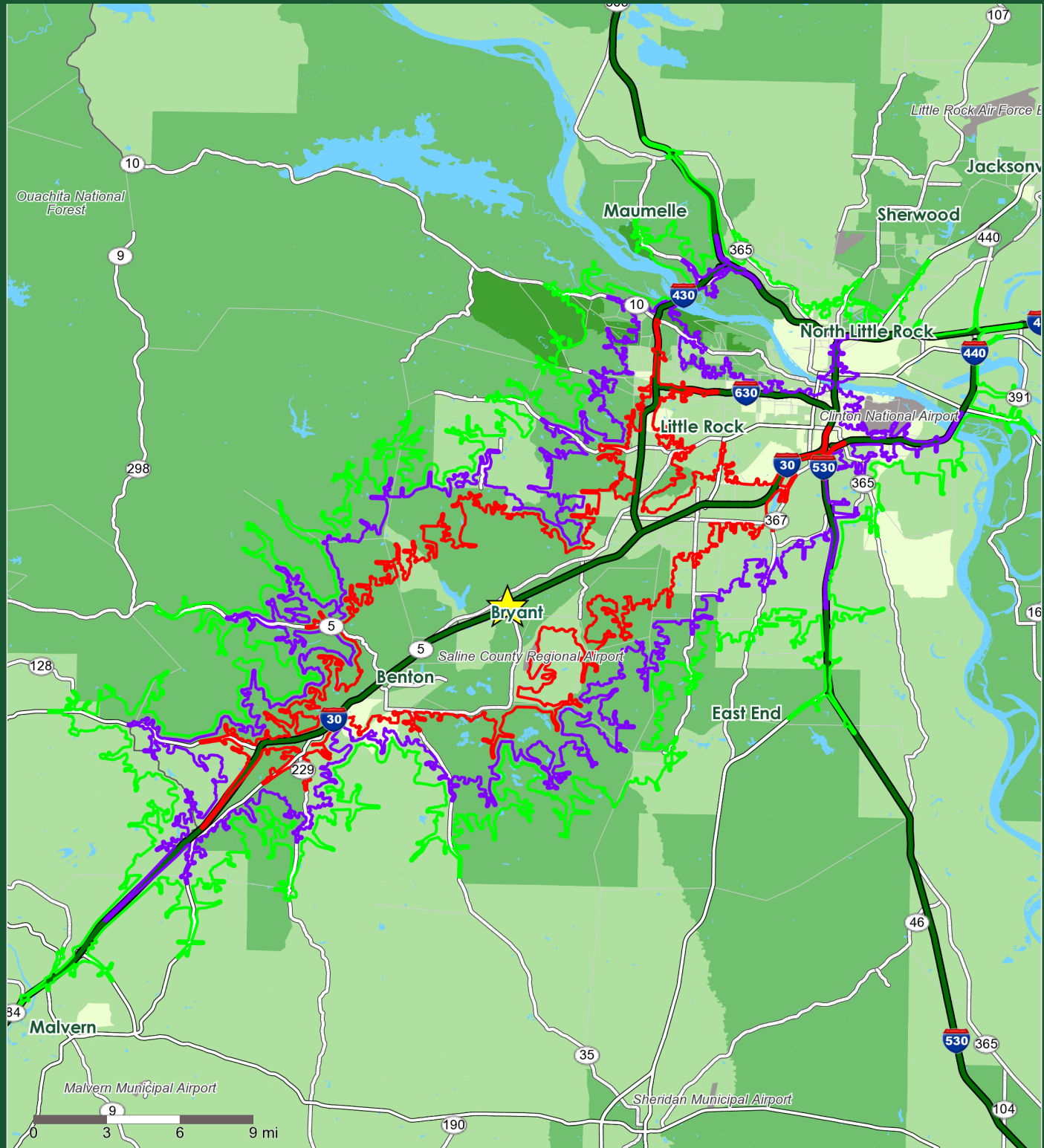
★ Proposed Retail Location

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

Estimated Population
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





Bryant, AR: Household Income



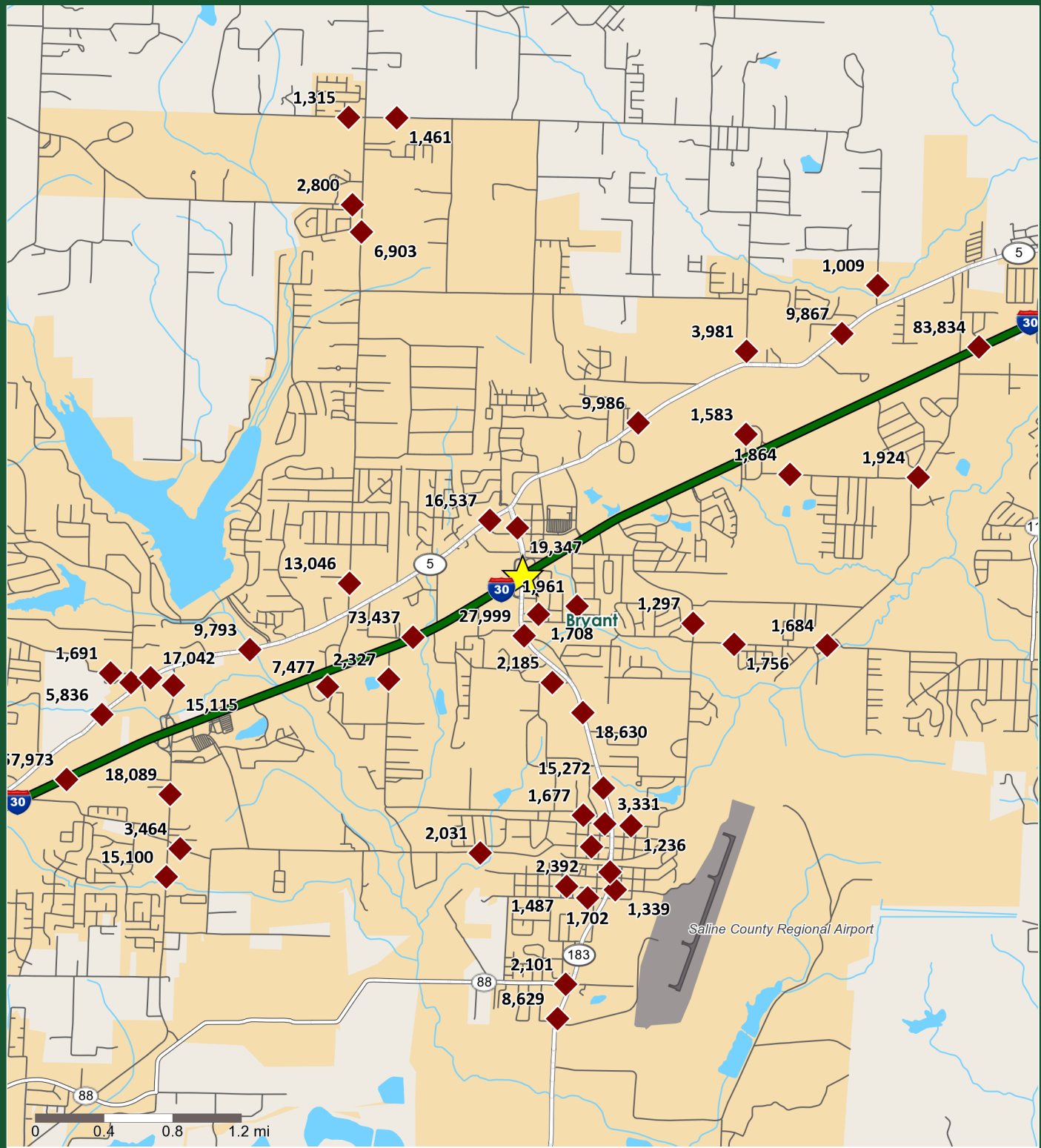
★ Proposed Retail Location

- 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





Bryant, AR: Traffic Counts



★ Proposed Retail Location

◆ Average Daily Traffic Volume





Contact Information

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

Dana Poindexter
Assistant to the Mayor
210 SW 3rd Street
Bryant, AR 72022
Phone: (501) 943-0302
Phone: (501) 812-9559
Fax: (501) 943-0992
Email: dpoindexter@cityofbryant.com
www.cityofbryant.com

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:

Cody Howell
Vice President and General Manager - Public Sector Solutions
chowell@buxtonco.com

Buxton Company
817.332.3681 - buxton@buxtonco.com
2651 S Polaris Dr, Fort Worth, TX 76137

