

Public Welcome
to Attend!

Village Board Workshop

Tuesday, April 14

6:00 - 8:00 PM

Village Hall
503 East Main St.

Help plan the Prairieview Road - East 150 Corridor

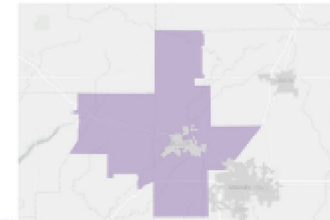


Primary Market Area

In retail, the primary market area (PMA) is the geographic region that generates the majority of a store's customers and sales. This is the most important tool used for location because it represents the location of their most important customers. The PMA is shaped by factors like proximity, convenience, accessibility, and consumer preferences. In the

past, these market areas were established with standard distances or drive times. Now, mobile location data, which tracks the location of cell phones, allows for a more precise understanding of where for customers are willing to travel to get to a particular retail location and in the case of Mahomet, where customers likely do most of their shopping in homogeneous suburbs.

Developing mobile location data is a more established but still emerging tool for determining the PMA for the retail sector. The data suggests that the average household in Central Illinois spends customers from 10 miles away on a not surprising given the lack of retail options for those living to the north, west, and south of the village. The same PMA can be expected for a significant cluster of retail at the Prairieview Road and East 150 Corridor area. It is also possible that if the corridor is able to attract a substantial amount of retail to Prairieview Road, the PMA could grow over time, as the area draws more customers from further distances.



| PMA Key Metrics | |
|---------------------------------|----------|
| Total Population | 22,390 |
| Total Household | 8,702 |
| Median Income | \$34,378 |
| Percent of Population Age 18-24 | 8.0% |

Learn about
development
demand in Mahomet