

HANFORD, CALIFORNIA

Market Guide

(Custom Trade Area)

City Contact Information



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Demographics

(Custom Trade Area)



Peer Analysis

The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

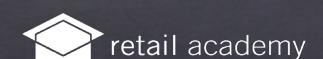
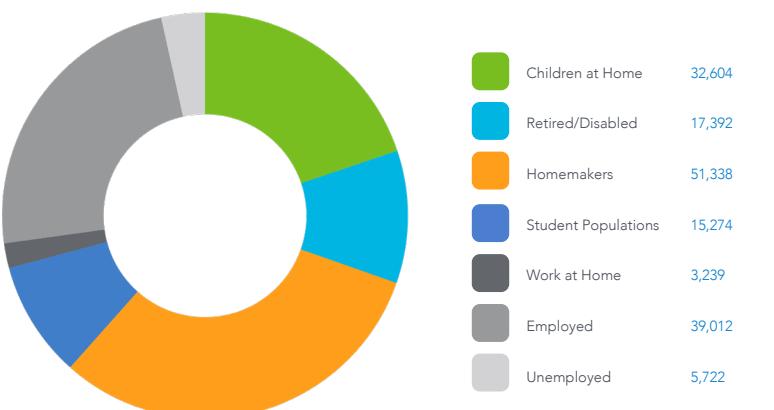
Peer Trade Areas

475 Rohnert Park Expy W
2355 W Kettleman Ln
2195 E Prosperity Ave
12795 Main St
30340 Haun Rd

Rohnert Park, CA
Lodi, CA
Tulare, CA
Hesperia, CA
Menifee, CA

Daytime Population **164,581**

(Custom Trade Area)



3 Mile Radius 5 Mile Radius 10 Mile Radius

2022 Estimated Population
Daytime Population
Median HH Income
Number of Households

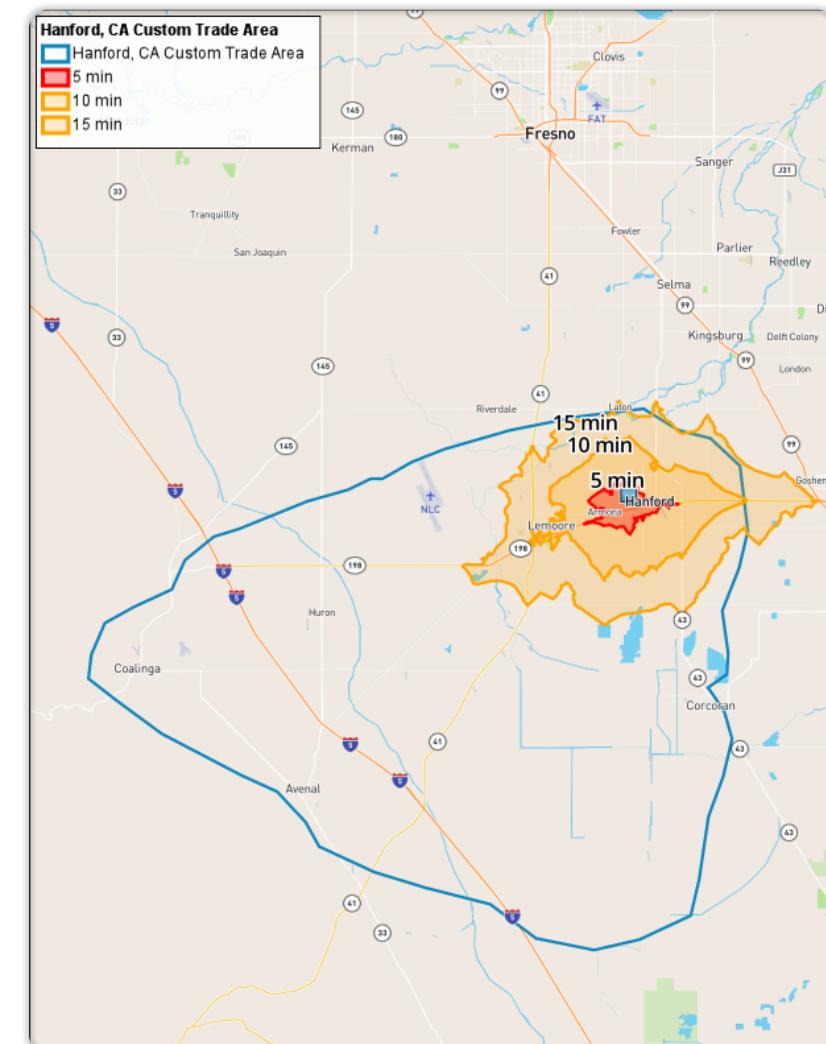
3 Mile Radius	5 Mile Radius	10 Mile Radius
55,555	68,833	104,619
53,958	60,895	90,773
\$61,566	\$65,346	\$66,685
17,553	21,983	33,686

5 Minute DT 10 Minute DT 15 Minute DT

2022 Estimated Population
Daytime Population
Median HH Income
Number of Households

5 Minute DT	10 Minute DT	15 Minute DT
21,343	72,869	103,158
28,408	65,504	93,449
\$56,045	\$64,631	\$66,575
6,187	23,373	33,221

*Source: STI PopStats



GAP Analysis **\$379,181,097**

(Custom Trade Area)

The Gap Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The Gap analysis is a useful tool to gauge retail supply and demand within the community.



Focus Properties

The City of Hanford has a catalogue of retail commercial real estate properties in this market. For more information, please contact Mario Cifuentez at mcifuentez@cityofhanfordca.com or (559) 585-2500.



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