

HANFORD, CALIFORNIA

Market Guide

City Contact Information



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City Manager

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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

GAP Analysis \$379,181,097

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.



Clothing & Clothing Accessories Stores	\$82,580,019
Building Material and Garden Equipment Stores	\$69,668,932
Foodservice and Drinking Places	\$57,385,478
Health & Personal Care Stores	\$52,088,668
General Merchandise Stores	\$42,946,723
Sporting Goods, Hobby, Book, Music Stores	\$30,540,900
Electronics & Appliance Stores	\$22,498,781
Furniture and Home Furnishings Stores	\$21,471,596

Demographics



Population
180,408



Median Household Income
\$61,914



Households
50,495

Daytime Population 164,581



Children at Home	32,604
Retired/Disabled	17,392
Homemakers	51,338
Student Populations	15,274
Work at Home	3,239
Employed	39,012
Unemployed	5,722

Focus Properties

The City of Hanford has as 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.

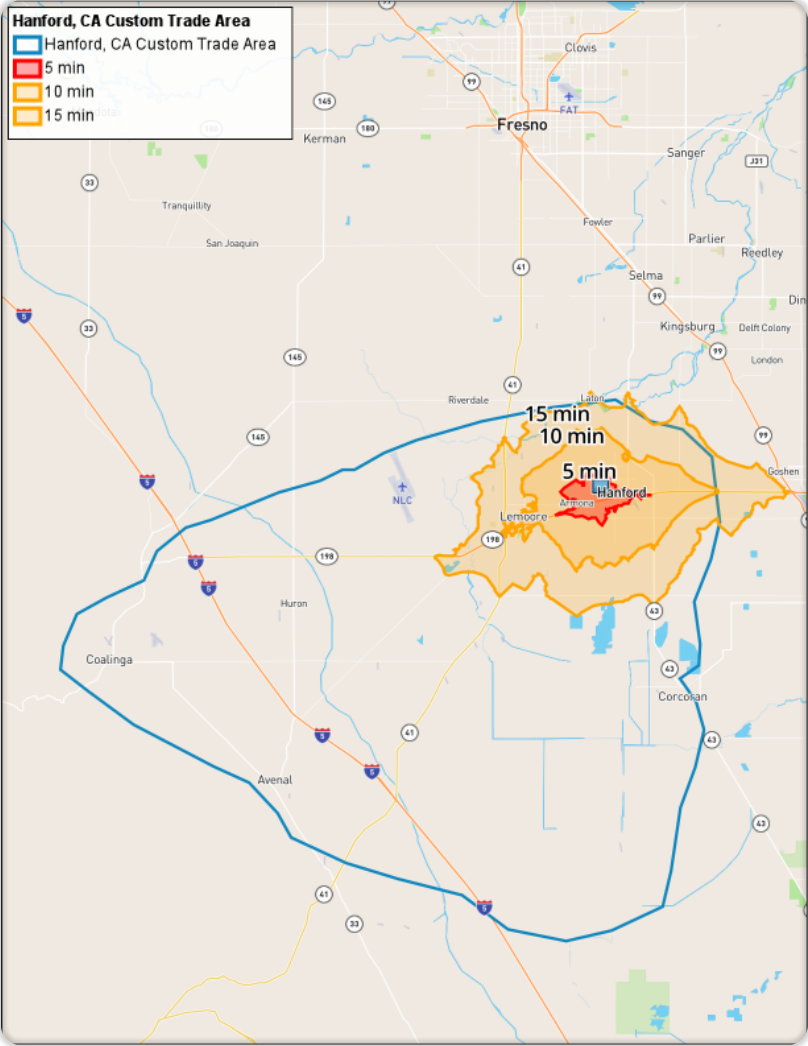


retail academy

	3 Mile Radius	5 Mile Radius	10 Mile Radius
2022 Estimated Population	55,555	68,833	104,619
Daytime Population	53,958	60,895	90,773
Median HH Income	\$61,566	\$65,346	\$66,685
Number of Households	17,553	21,983	33,686

	5 Minute DT	10 Minute DT	15 Minute DT
2022 Estimated Population	21,343	72,869	103,158
Daytime Population	28,408	65,504	93,449
Median HH Income	\$56,045	\$64,631	\$66,575
Number of Households	6,187	23,373	33,221

*Source: STI PopStats





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