



DATA & ANALYTICS

Customized Trade Area // Gap Analysis // Peer Analysis



DISCOVER

Demographic Playbook

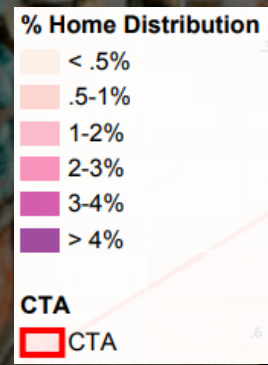
Category	3-Mile Radius	5-Mile Radius	5-Minute Drive Time	10-Minute Drive Time
Current Year Estimated Population	12,318	16,702	6,744	14,386
Number of Households	4,031	5,811	2,241	5,021
Average Home Value	\$ 320,900	\$ 309,300	\$ 295,354	\$ 310,359
Population Growth % ('23-28)	9.0%	9.2%	12.6%	8.7%
Current Year Average Age	32.4	34.3	31.1	33.8
Current Year Median Household Income	\$ 72,807	\$ 73,704	\$ 69,049	\$ 72,618
Current Year % Bachelor's Degree	28.7%	27.4%	31.9%	27.5%
Total Number of Employees	10,468	11,738	9,897	11,953
Daytime Population	19,972	24,037	17,602	23,499



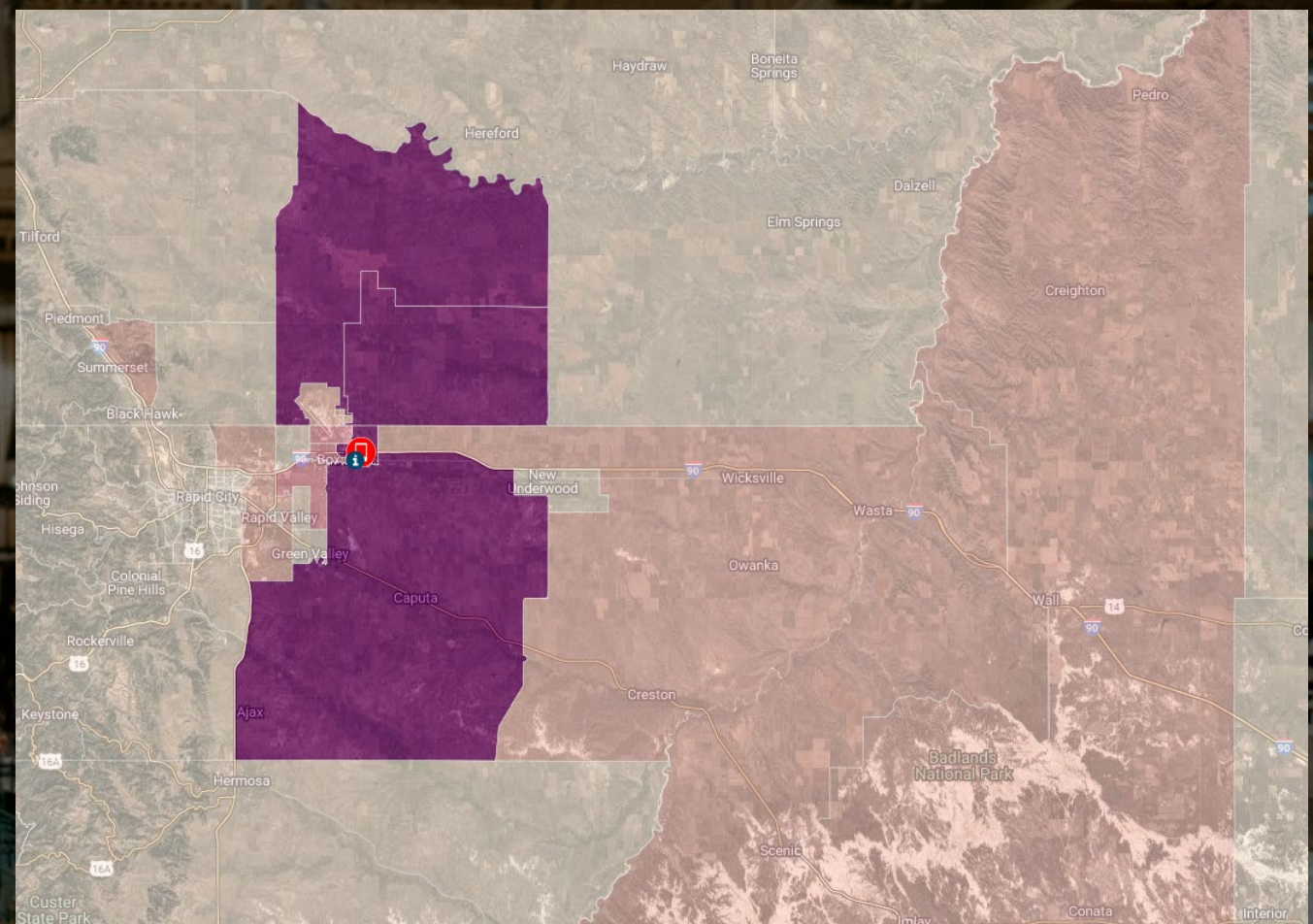
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Mobile Data Collection

This mobile tracking service uses data collected from mobile phone users who have agreed within their apps and phone settings to enable location information. By drawing a geofence around a specific business or location, we are able to gather valuable data about the customer base that has actively used their mobile device while in the identified location. **This tool allows us to see where customers are coming from to shop in our market using actual data.** This information is used to optimize our trade area, analyze business locations, compare the frequency of visitors, and assist retailers in site selection. This is intended to support the trade area but does not solely define the trade area.



The location tracked was
Box Elder's Love's Travel Stop
for the time period of 2023
to 2024.



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Customized Trade Area

Our trade area has been created by combining the mobile tracking data with drive times, geographic boundaries, and proximity to neighboring shopping destinations.

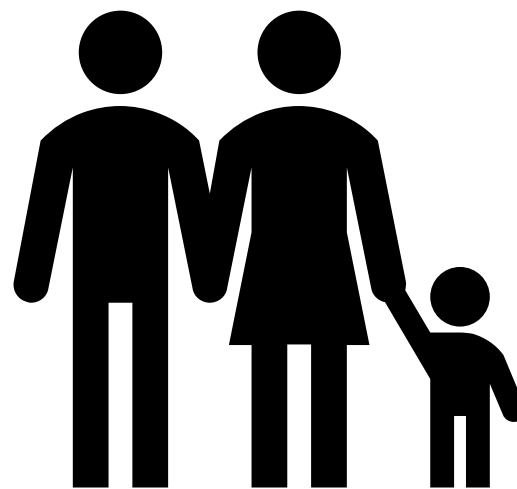
Retail Strategies created this customized core trade area shown in the map here which is focused on a consumer who might travel to the market to shop or dine.



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Customized Trade Area

135,231
projected 2028 population



130,369
2023 estimated population

\$60,650
Median household income

\$71,351
(United States)

39
male average age

37.7
US Male Average

41
female average age

41.1
US Female Average

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Customized Trade Area

56,643

number of households

\$69,625

median household income

\$71,351

(United States)



CURRENT YEAR ESTIMATED HOUSEHOLDS BY HOUSEHOLD SIZE

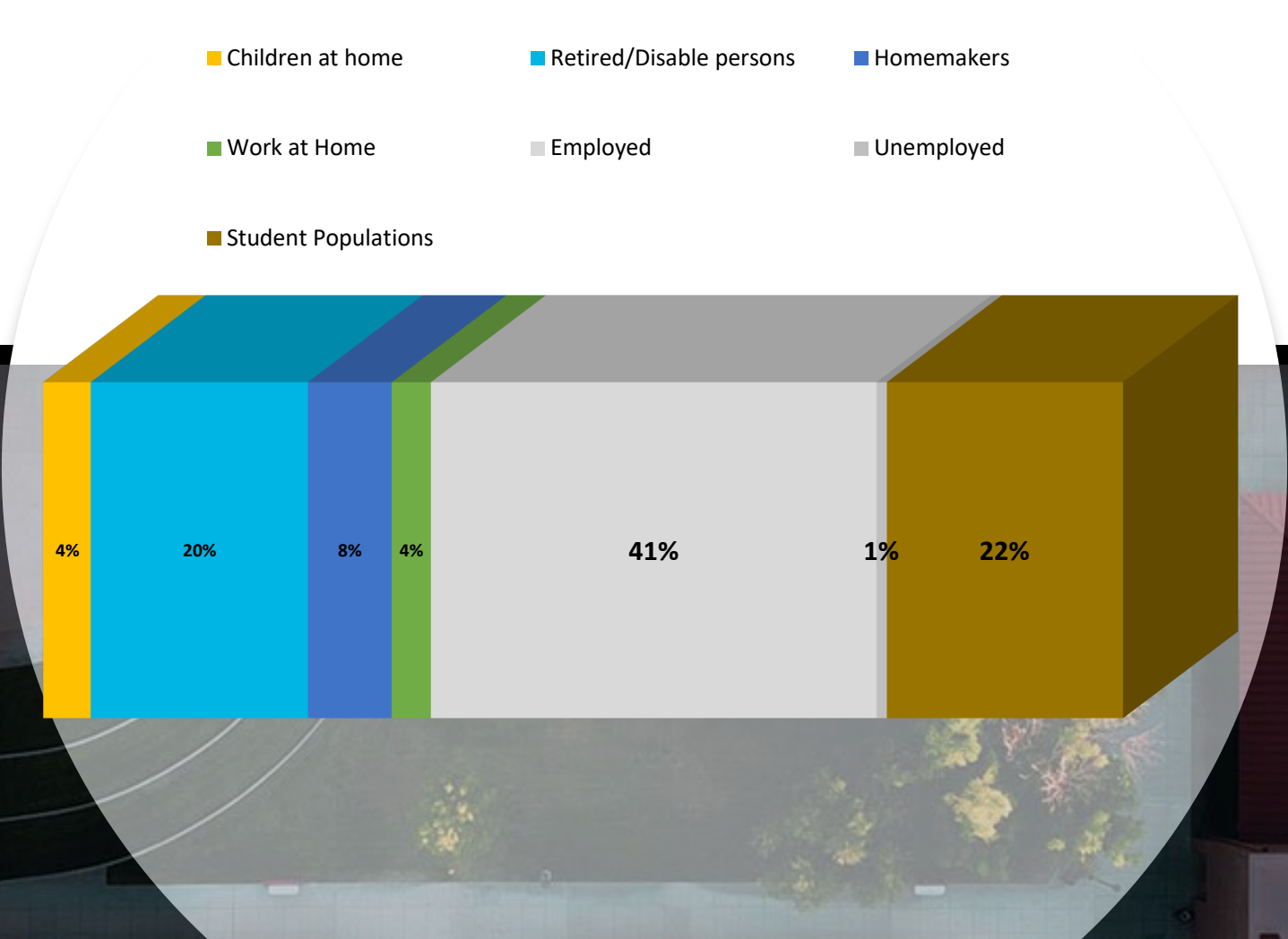


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Customized Trade Area

140,596
daytime population

DAYTIME POPULATION



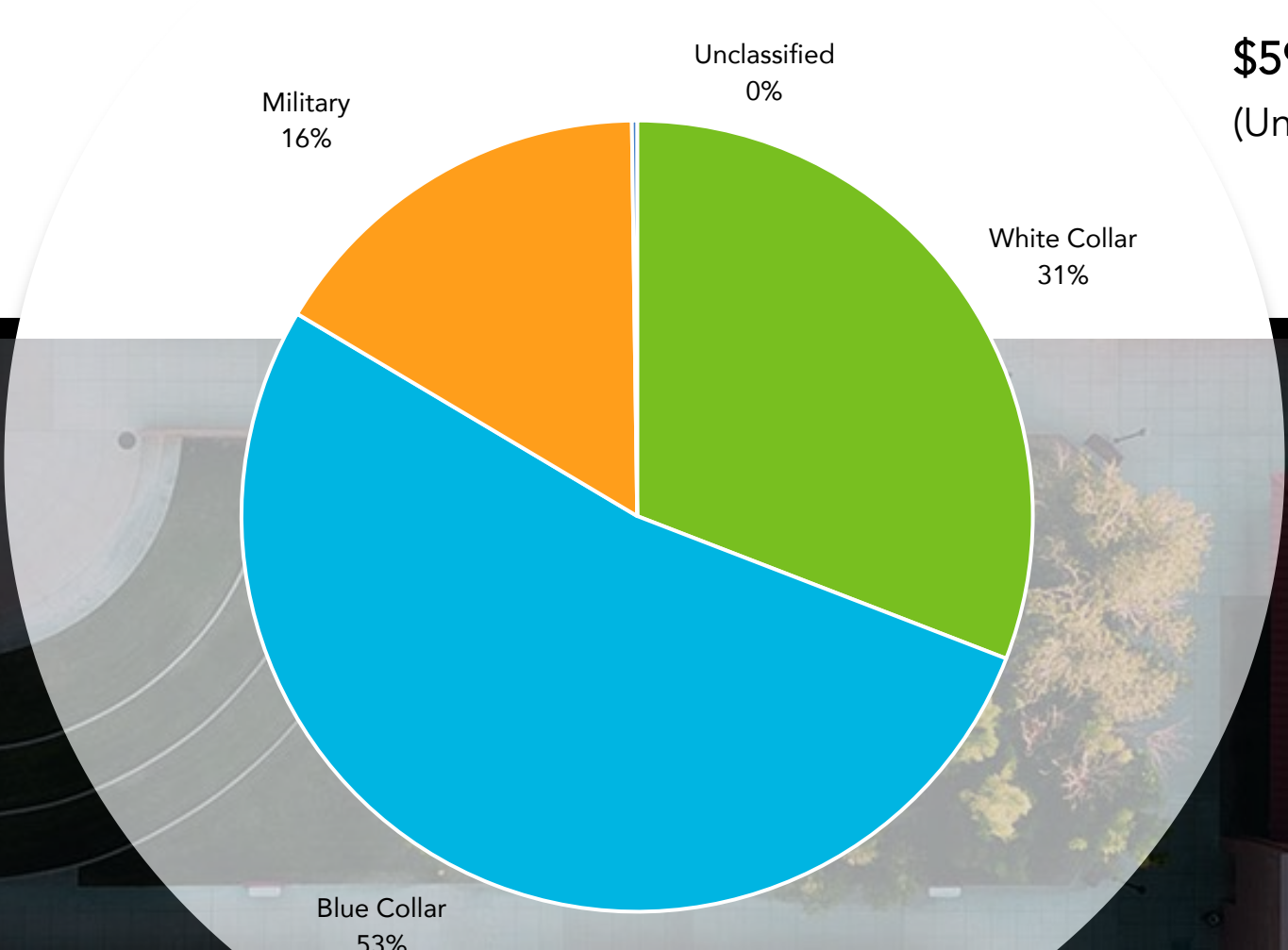


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Customized Trade Area

\$ 53,134
average employee salary

\$59,428
(United States)

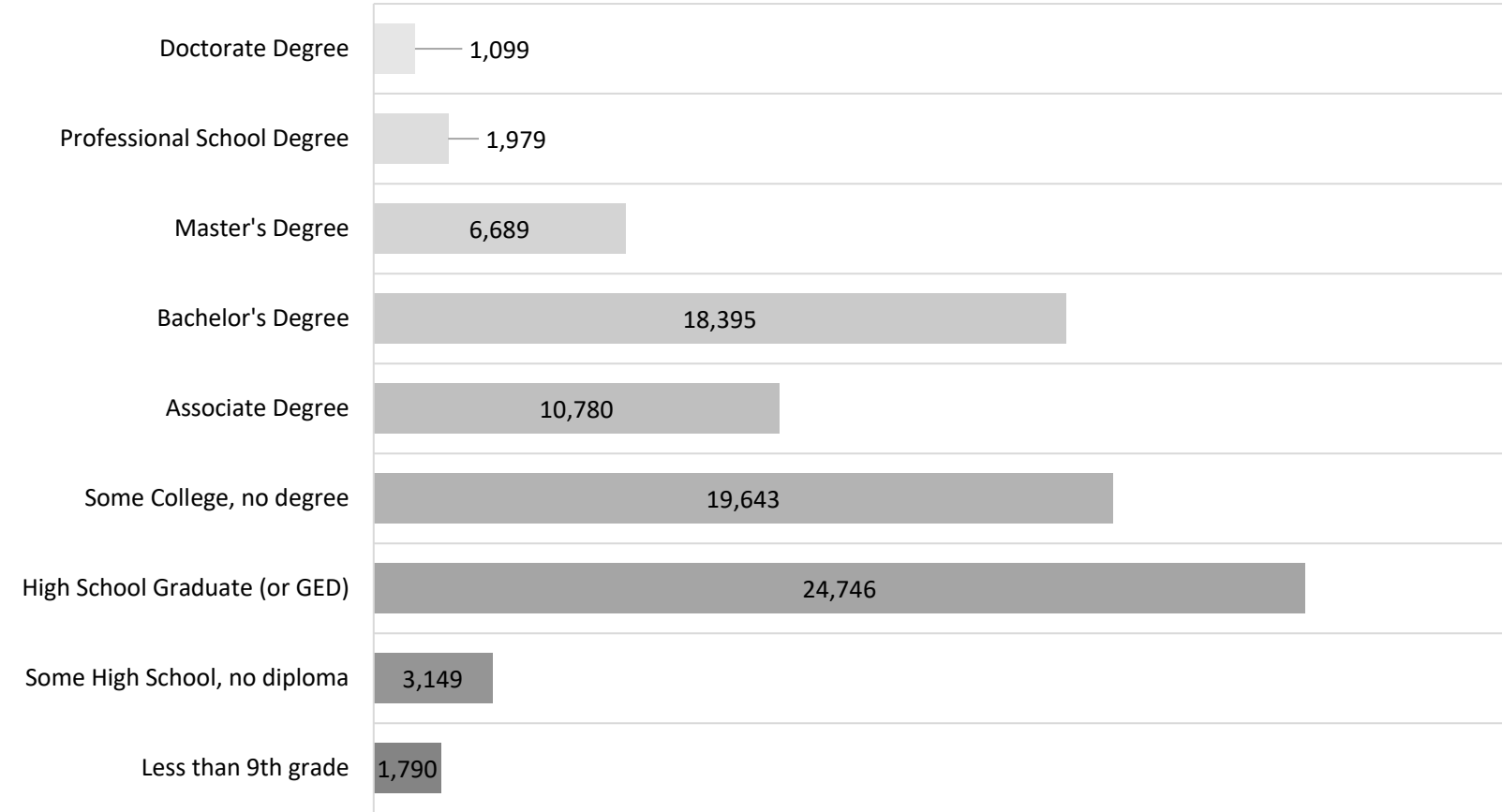




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Customized Trade Area

Current Year Estimated Population Age 25+ by Educational Attainment

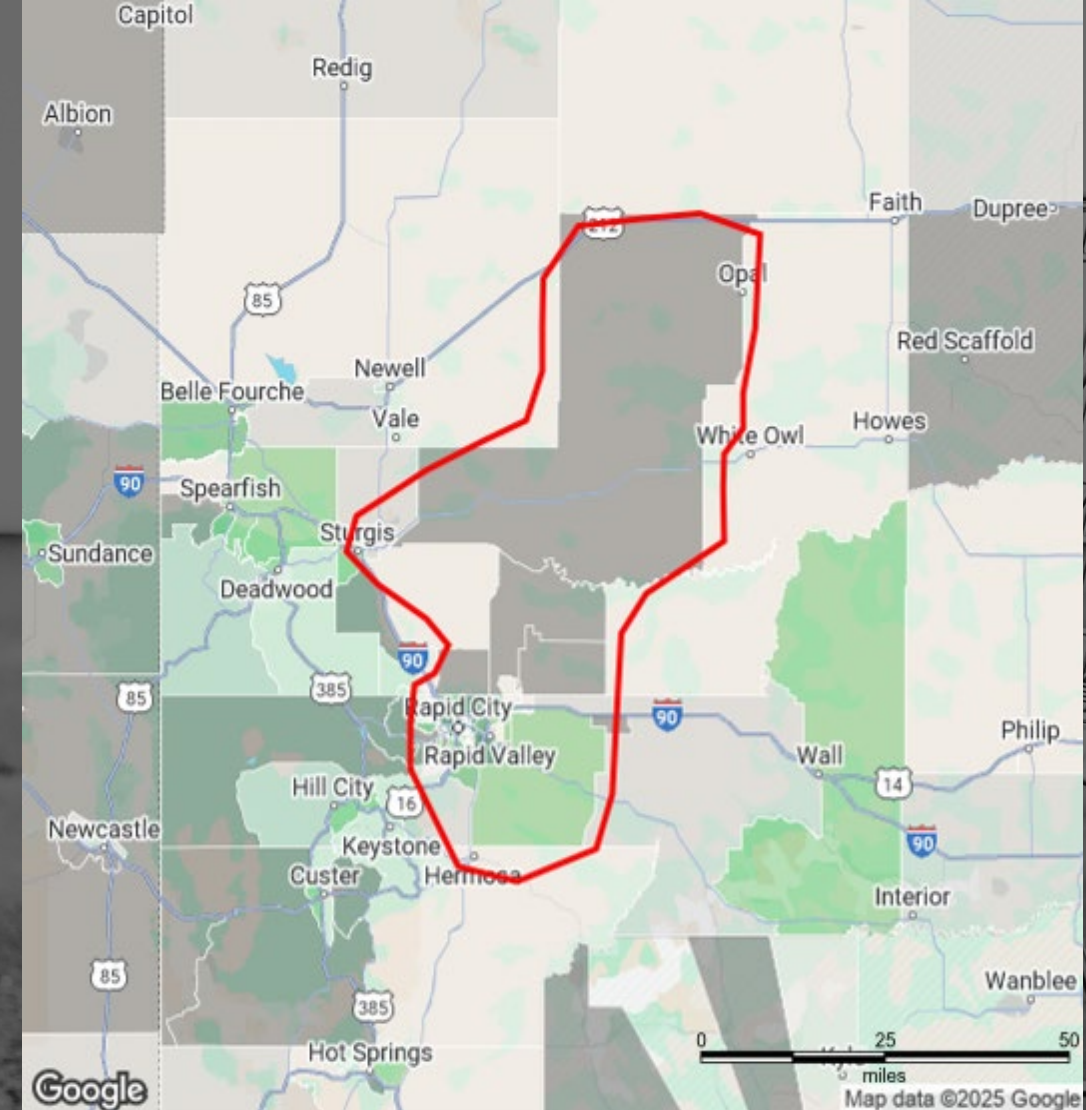
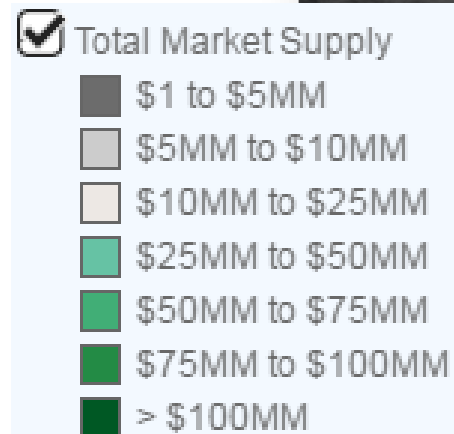


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Total Market Supply

\$1,805,923,566

This represents the amount captured by businesses located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.

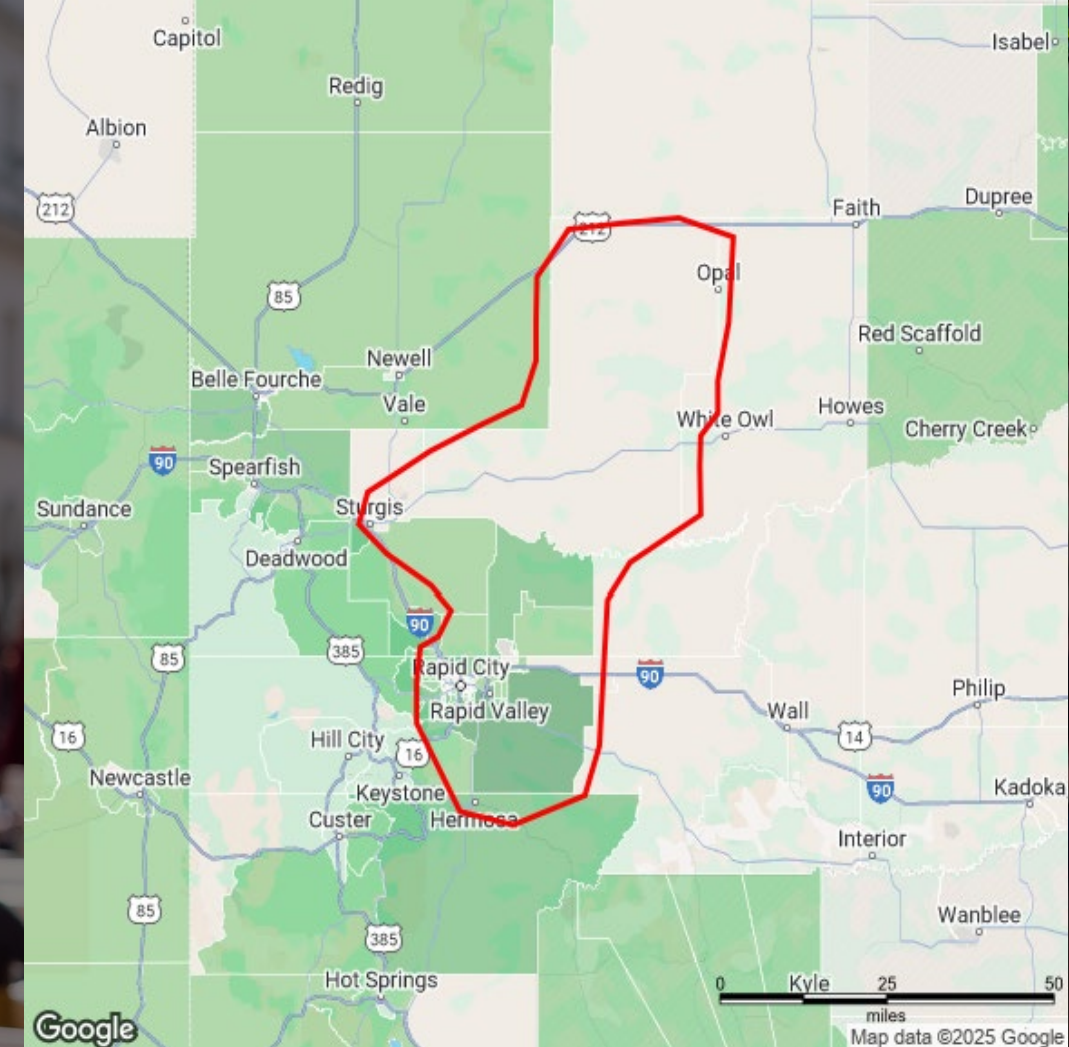
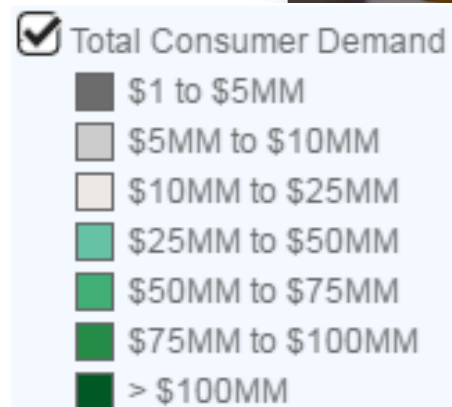


DISCOVER

Total Market Demand

\$1,944,138,675

This represents the amount spent by consumers located in the defined trade area. By block group, the areas with darker green captured more dollars than the gray areas.



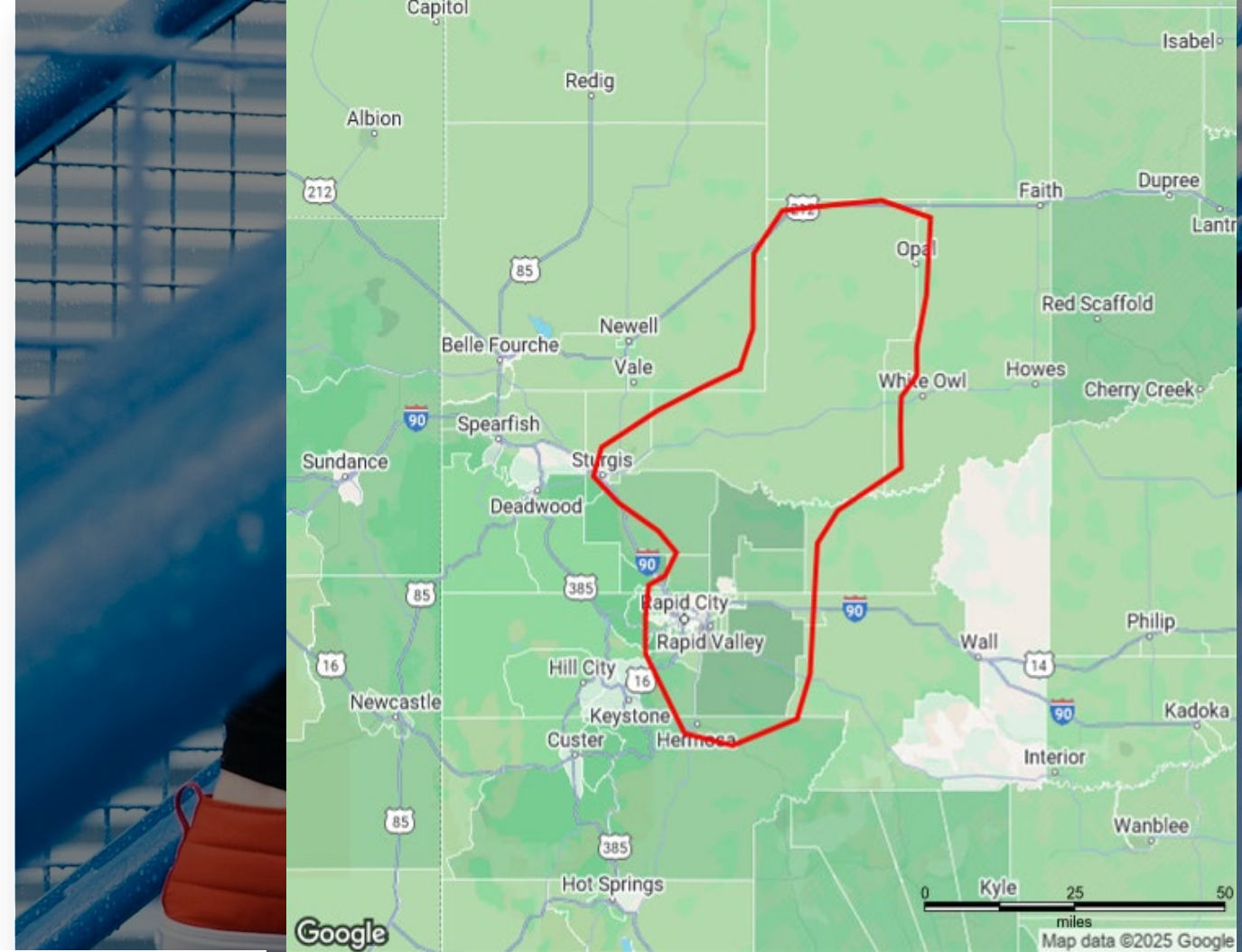
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Opportunity Gap

\$138,215,109

This means more people purchase items outside of the defined Box Elder trade area than in the Box Elder defined trade area for their consumer goods and services. Dark gray shows block groups of retail synergy capturing those dollars. This is where our focus will be to place new retailers and restaurants.

On the next page are the specific categories where Box Elder residents are leaving the market for.



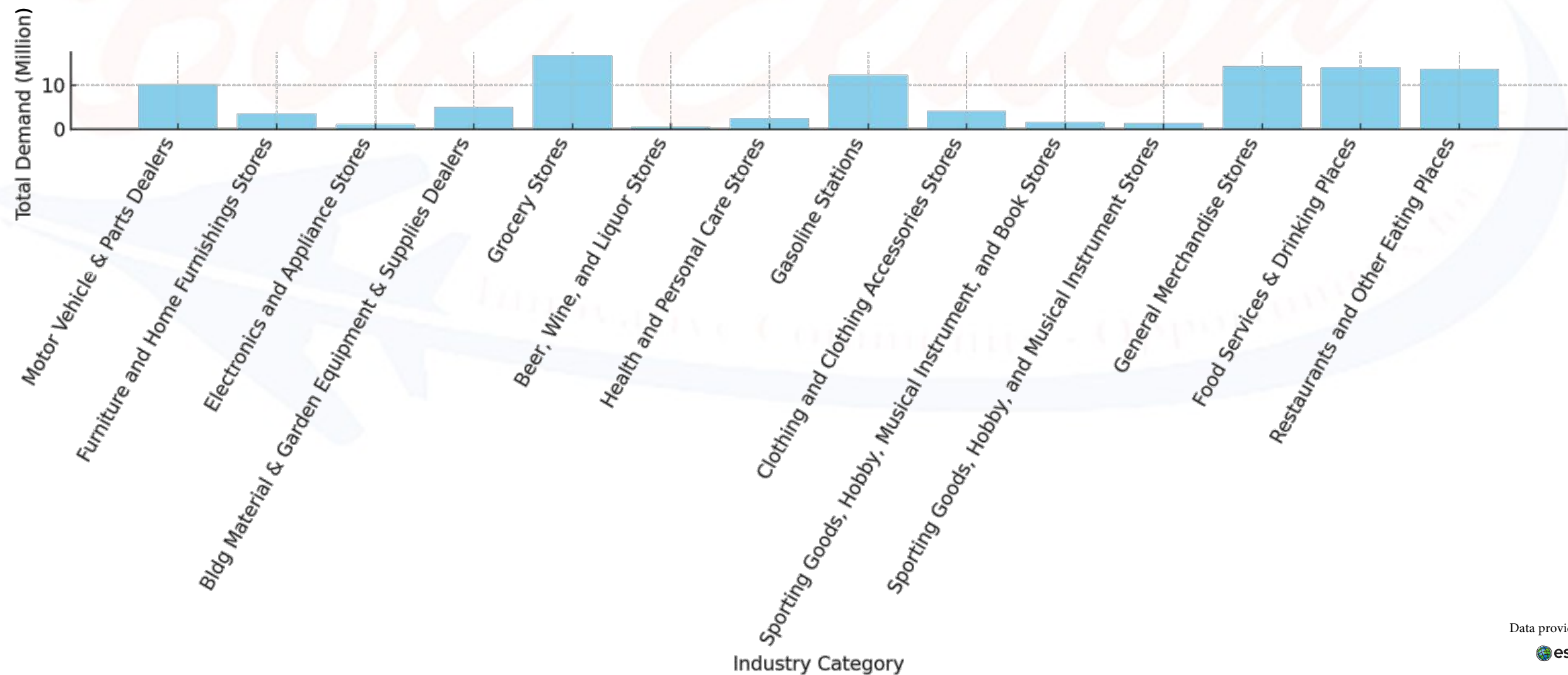


Annual Retail Demand by Industry – Box Elder, South Dakota

The bar chart shows total annual retail demand by industry in Box Elder, SD, based on 2024 data. Grocery stores top the list with approximately \$16.6 million in opportunity gap (leakage), followed closely by general merchandise stores (\$14.2 million) and food services (\$13.9 million). Gasoline stations and motor vehicle dealers also show strong opportunity gap, each above \$10 million.

Mid-level opportunity gap is seen in categories like clothing, building materials, and health/personal care stores, ranging from \$4 to \$5 million. Lower-demand categories include liquor stores (\$0.57 million), electronics/appliances, and sporting goods, each under \$2 million.

This breakdown highlights that essential retail categories are in great demand for local consumer spending, while specialty sectors account for a much smaller share. This amount only accounts for the Box Elder city limits, accounting for approximately **72.31%** of the grand total of \$138,215,109 in opportunity gap.. The grand total of all consumer demand gap across all retail industries in Box Elder, South Dakota is approximately **\$99.94 million**.





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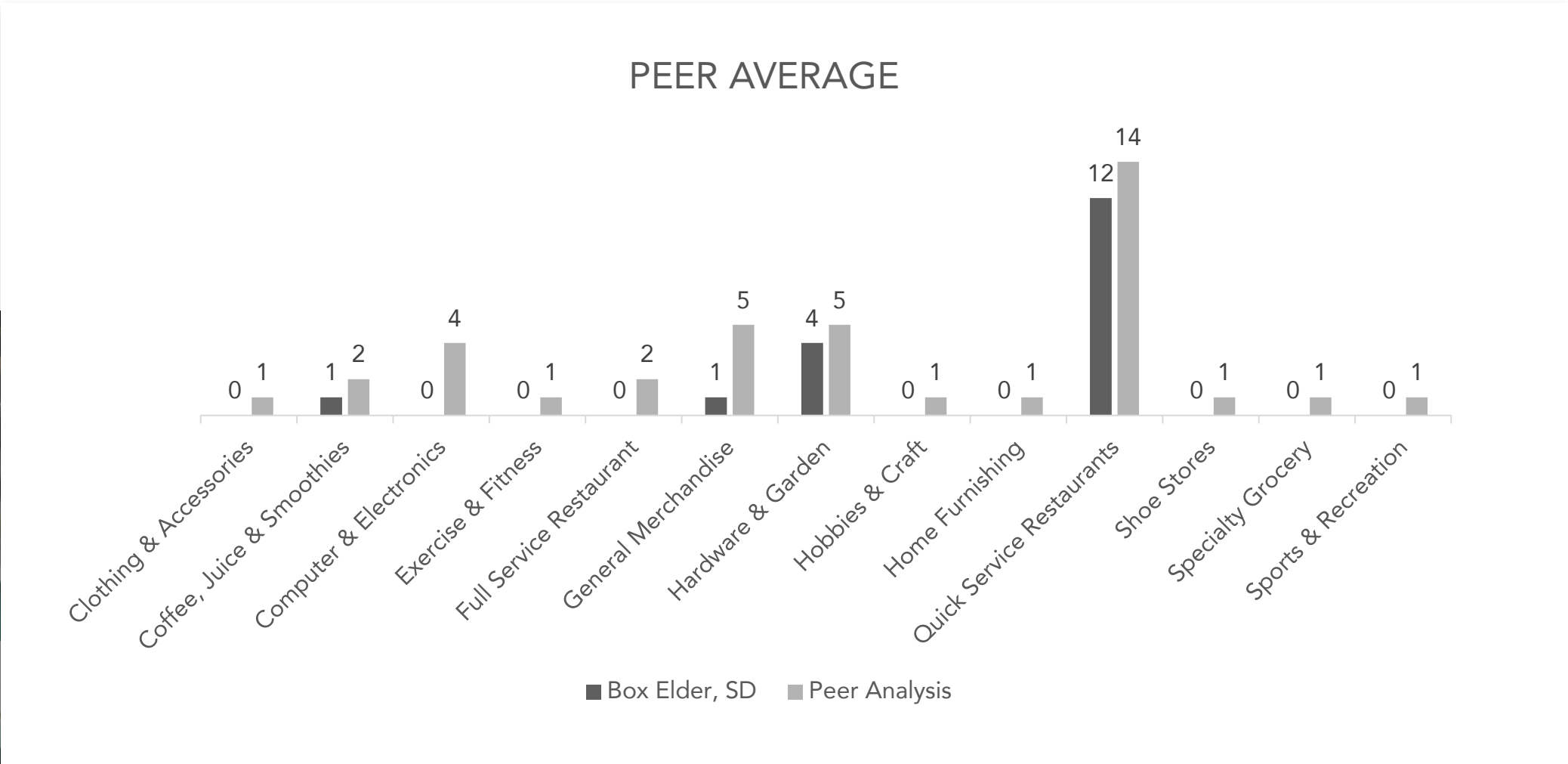
Peer Analysis

Retail Node Comparison Report – 10 Minute Drive Time

City	State	Residential Population	Daytime Population	Median HH Income	Market Supply
Box Elder	SD	14,386	23,499	\$72,618	\$190,045,134
Bemidji	MN	17,264	25,695	\$64,715	\$291,559,177
Columbia City	IN	19,976	21,403	\$71,767	\$372,199,870
Altus	OK	19,378	23,806	\$62,787	\$234,561,267
Westville	IN	18,043	20,500	\$87,766	\$173,066,202
Marshall	MN	15,007	26,231	\$64,538	\$377,936,887
Waynesville	MO	19,804	20,222	\$63,969	\$180,964,267
Fulton	MO	13,148	23,186	\$61,886	\$254,107,705

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Peer Analysis





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