



CITY OF  
**HAYWARD**  
HEART OF THE BAY

**Buxton**  
Identifying Customers

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# About Buxton

- National leader in customer analytics
- 500 years of retail management and site selection experience
- 1,900+ clients including 450 community clients
- 20 million sq. feet of retail expansion by our community clients
- Daily interface with senior retail real estate executives

*We Speak Retail!*

# Hayward's Goals

To define the retail potential so that the staff has the data, tools and resources to market Hayward effectively. The purpose of the study was to identify retailers and restaurants that best fit the market trade areas in three primary sectors of the community.

# Hayward's Primary Retail Sectors

City staff selected three primary corridors to showcase the overall community retail opportunity, including:

- Hesperian Blvd Corridor
- Downtown-Foothill Blvd Corridor
- Mission Blvd Corridor



## Key Steps in Developing Hayward's Strategy

Step 1. Define Trade Areas for all Primary Retail Sectors

Step 2. Identifying and Profiling Customers in each Area

Step 3. Understanding Retail Potential

Step 4. Matching Customers to Retailers

Step 5. Creating Customized Marketing Packages

# Identifying and Profiling Customers

For retailers: It's Customers, Not People

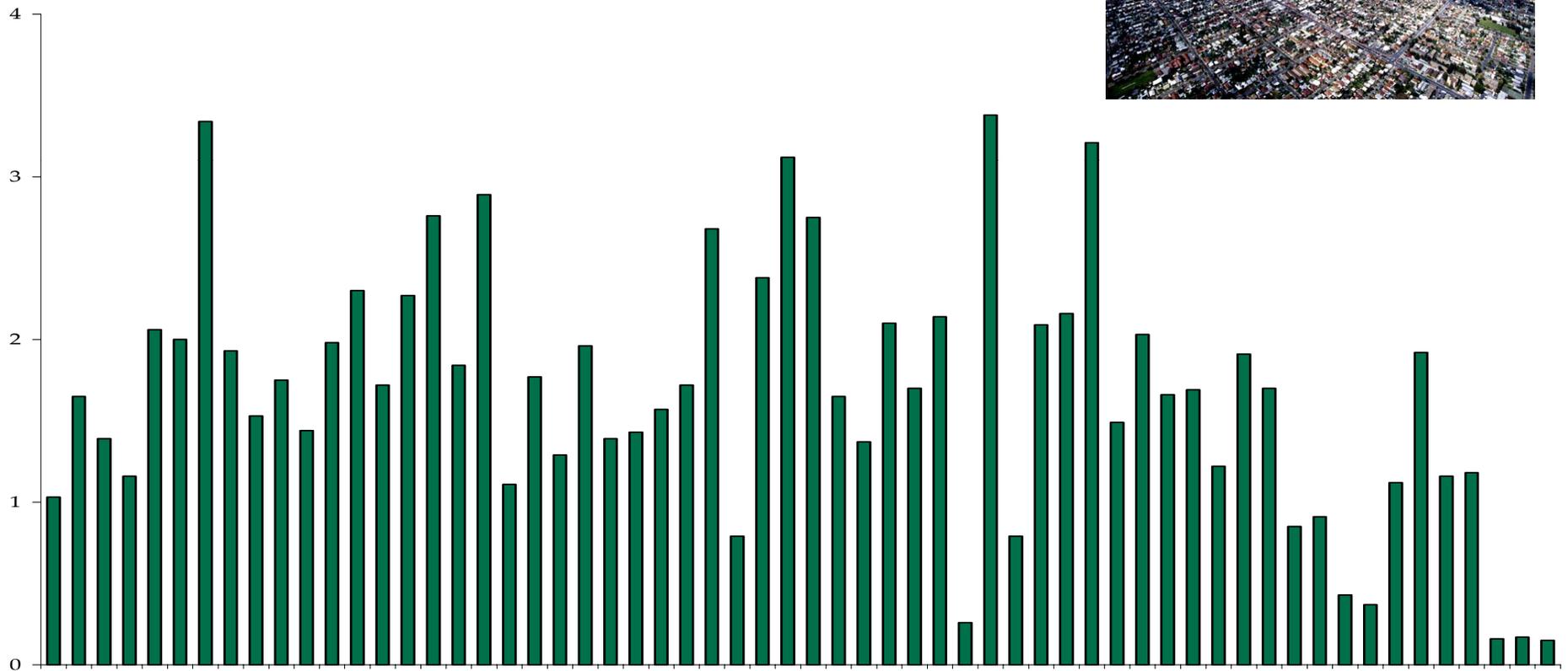


Customers are identified based on psychographic characteristics which include:

- Lifestyles
- Purchase Behavior
- Media Habits

# Segmentation

- All U.S. households are grouped into types based on demographics *and psychographics*

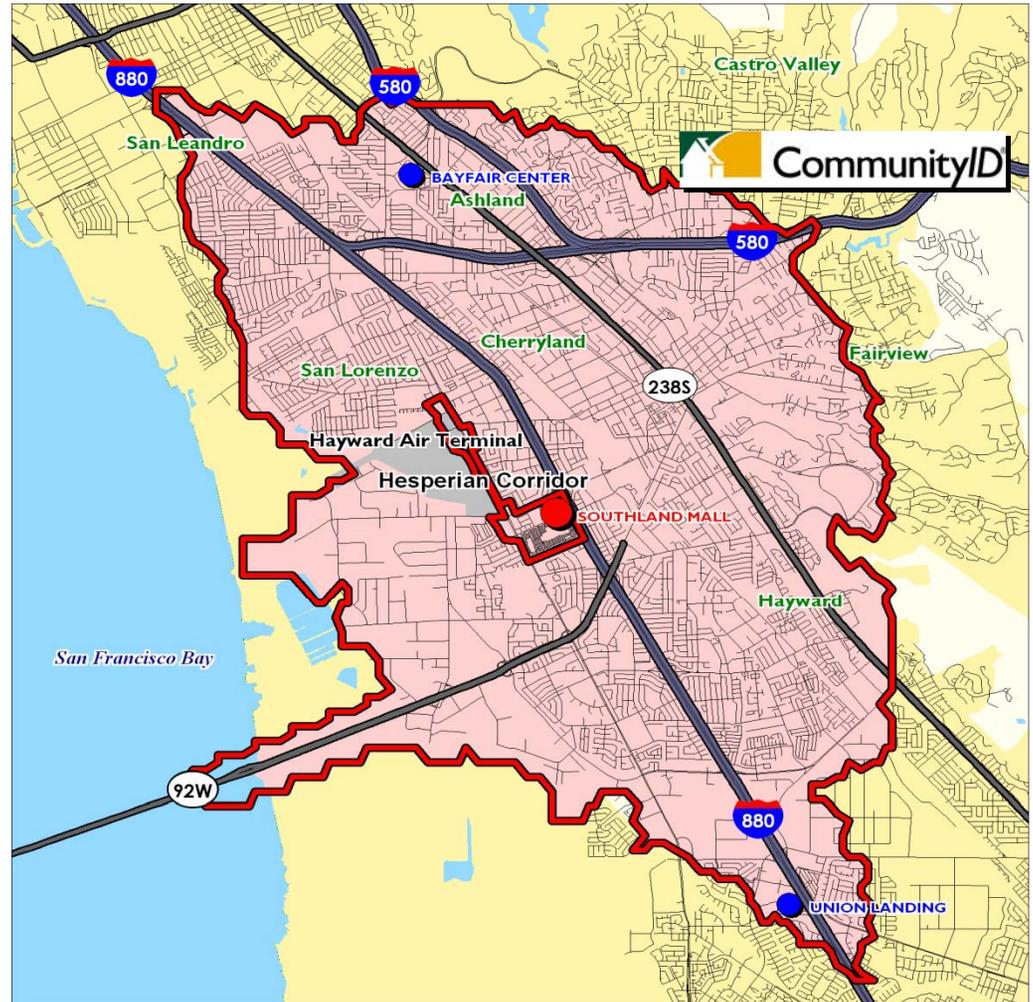


Success is insight.

# Step 1. Primary Eight-Minute Trade Area: Hesperian Blvd Corridor

Factors considered when selecting the drive time include:

- Regional aspects of the area
- Existing retail in surrounding areas
- Density of the consumers in the trade area
- Street Network

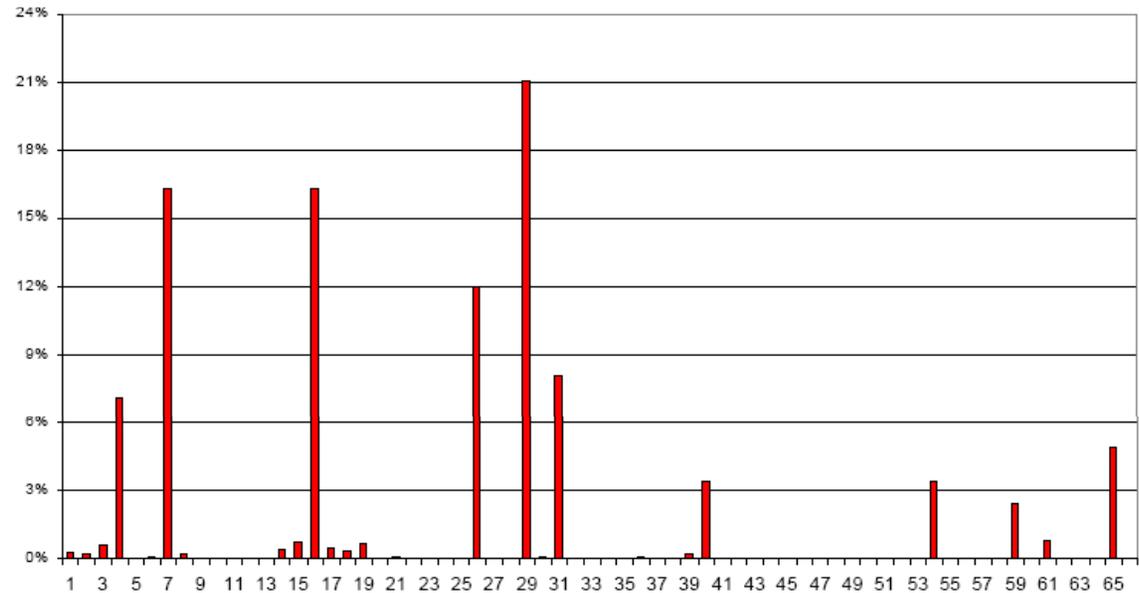


Success is insight.

# Step 2. Hesperian Blvd Customers

■ Hesperian Blvd Corridor

Dominant Segments/Customers – make up at least 3% of the trade area



Dominant Segments	Description	Households	% of All Households
4	Young Digerati	5,676	7.11
7	Money & Brains	12,982	16.27
16	Bohemian Mix	12,967	16.25
26	The Cosmopolitans	9,571	12.00
29	American Dreams	16,791	21.04
31	Urban Achievers	6,464	8.10
40	Close-In Couples	2,730	3.42
54	Multi-Culti Mosaic	2,735	3.43
65	Big City Blues	3,920	4.91

Success is insight.

# Step 3. Understanding Retail Potential

## Retail Leakage/Surplus Analysis by Store Type

- How strong is our retail sector
- What are our retail opportunities
- What are the opportunities for local retailers



# Hesperian Blvd Lifestyles



## Segment 7 Money & Brains

Married couples with few children

Have high incomes and advanced degrees

Owners of small, fashionable homes

City dwellers

Ethnic diversity – White and Asian



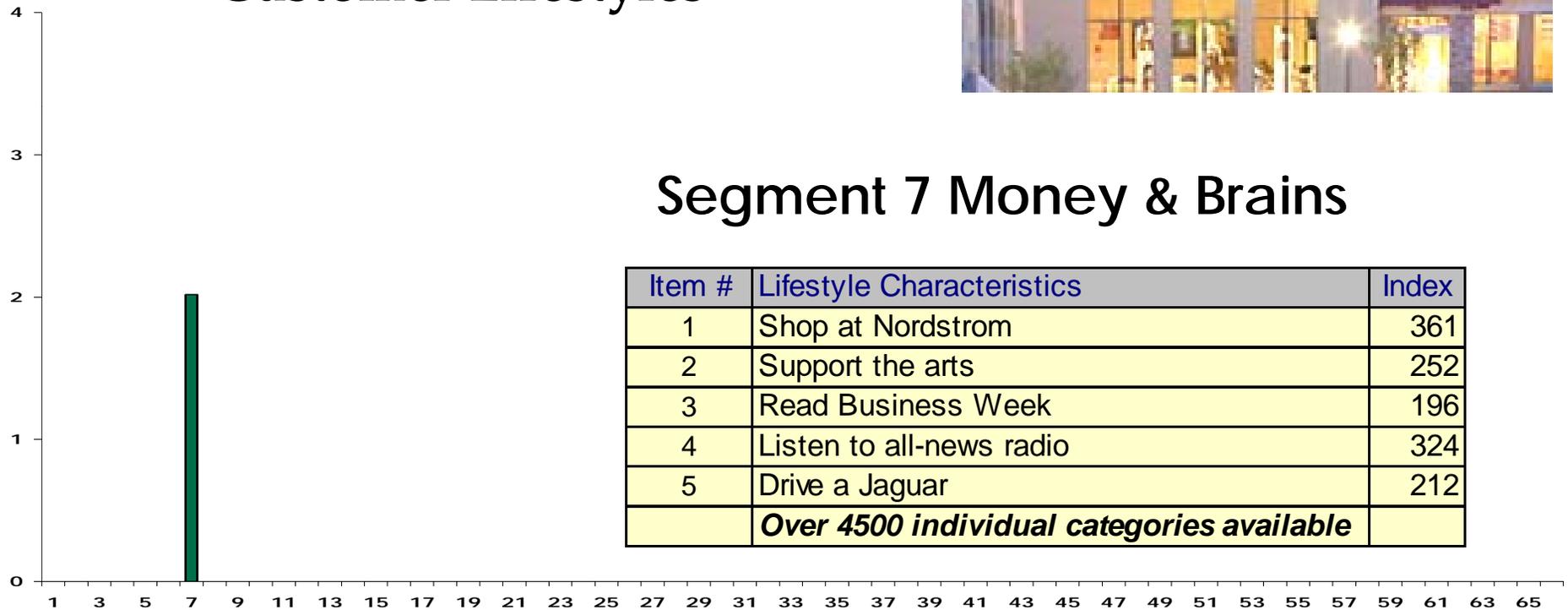
Success is insight.

# Hesperian Blvd Lifestyles

Psychographics focus on  
Customer Lifestyles



## Segment 7 Money & Brains



Item #	Lifestyle Characteristics	Index
1	Shop at Nordstrom	361
2	Support the arts	252
3	Read Business Week	196
4	Listen to all-news radio	324
5	Drive a Jaguar	212
	<b>Over 4500 individual categories available</b>	

Success is insight.

# Hesperian Blvd Lifestyles



## Segment 16 Bohemian Mix

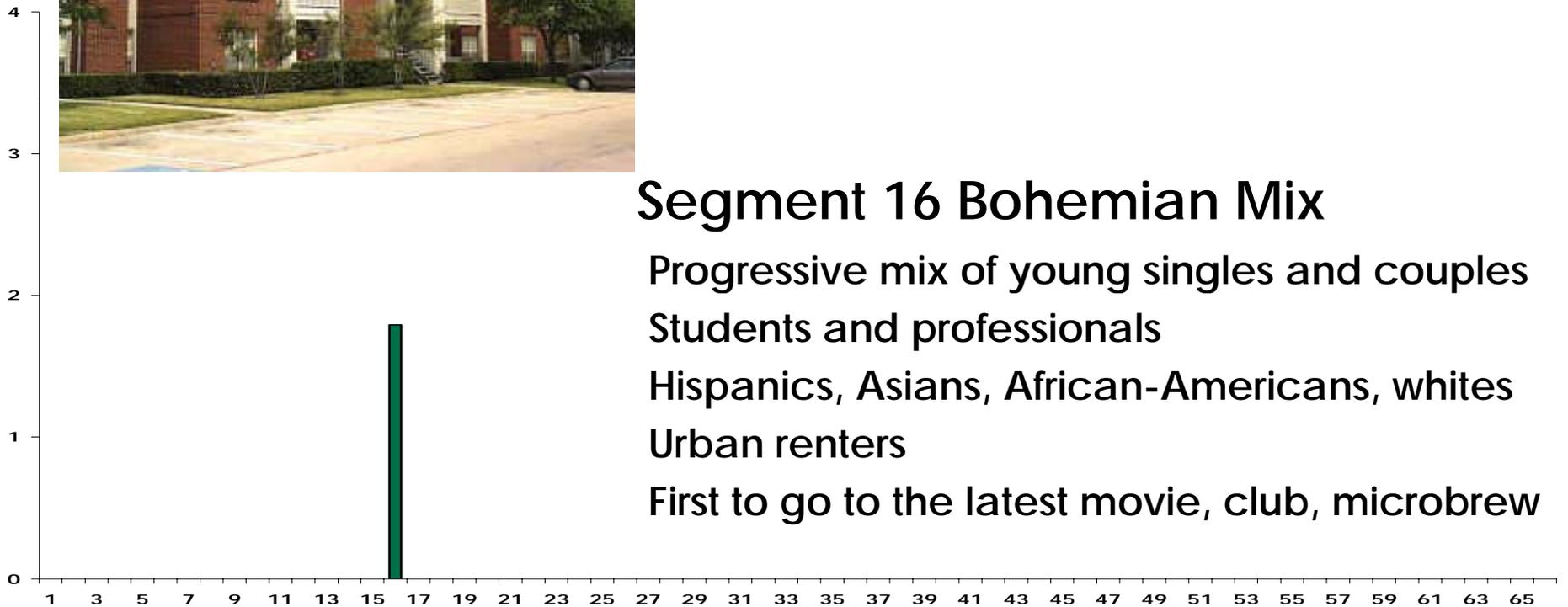
Progressive mix of young singles and couples

Students and professionals

Hispanics, Asians, African-Americans, whites

Urban renters

First to go to the latest movie, club, microbrew



Success is insight.

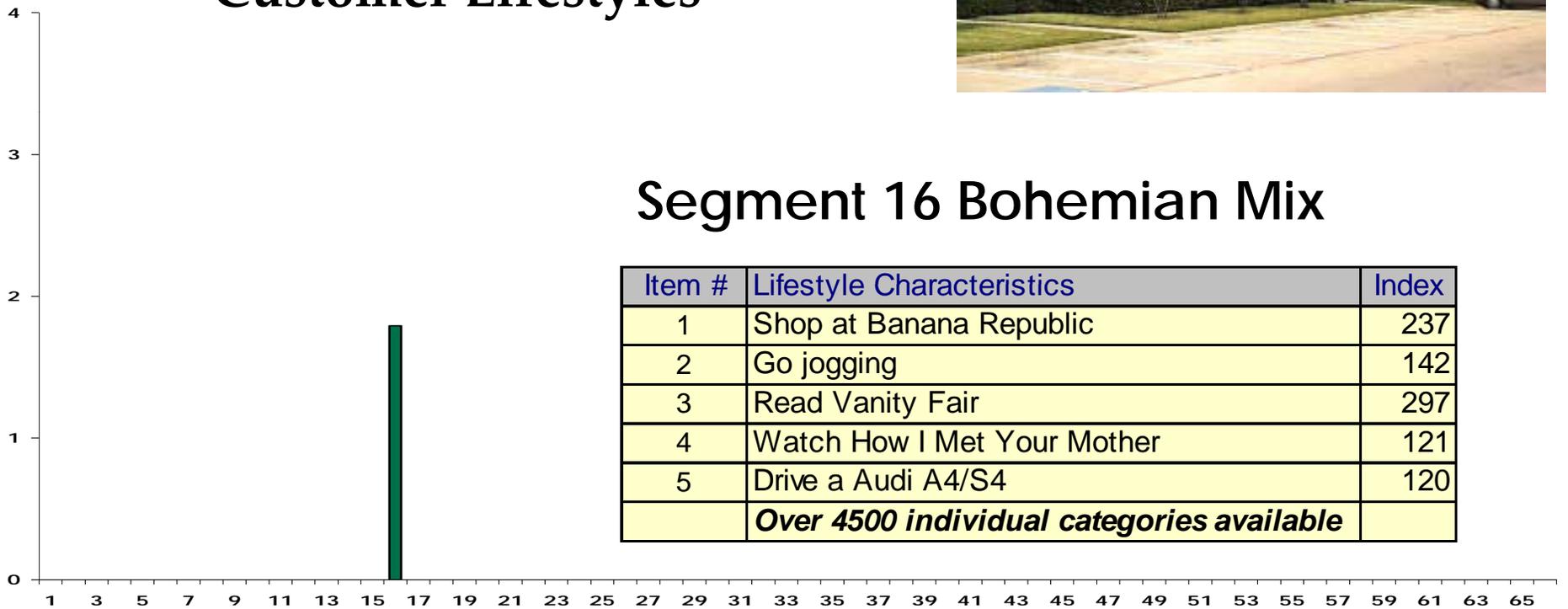
# Hesperian Blvd Lifestyles

Psychographics focus on  
Customer Lifestyles



## Segment 16 Bohemian Mix

Item #	Lifestyle Characteristics	Index
1	Shop at Banana Republic	237
2	Go jogging	142
3	Read Vanity Fair	297
4	Watch How I Met Your Mother	121
5	Drive a Audi A4/S4	120
	<b>Over 4500 individual categories available</b>	



Success is insight.

# Step 4. Matching Customers to Retailers

## Hesperian Blvd Corridor

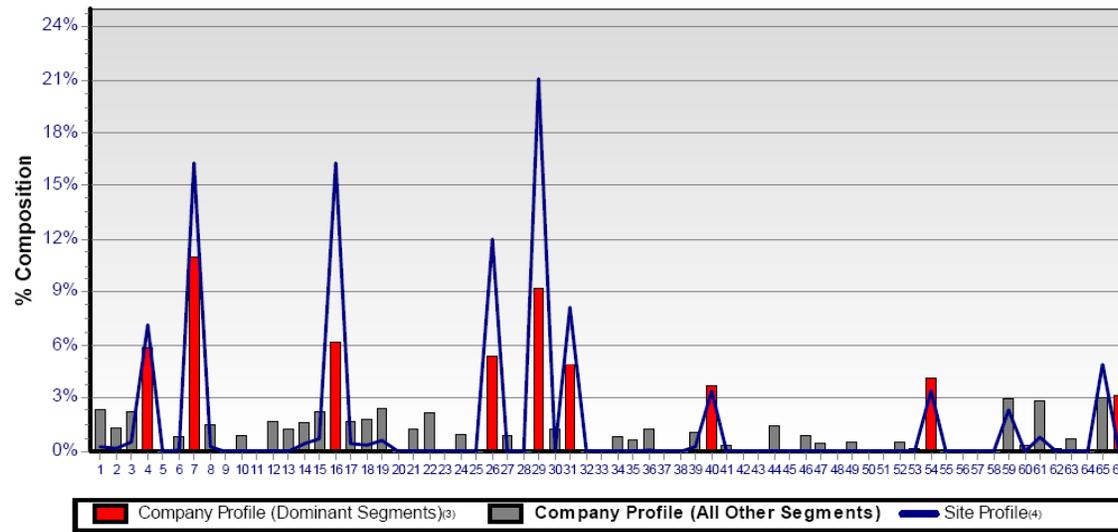
The community's profile was matched to the profiles of over 5,000 regional and national retailers and restaurants...



Success is insight.

# Positive Retail Matches

Segmentation Profile<sup>(1)</sup> (8 Minute Drive Time)<sup>(2)</sup>



Two components make a successful retail match:

1. Segmentation Profile Match

Trade Area Comparison (8 Minute Drive Time)

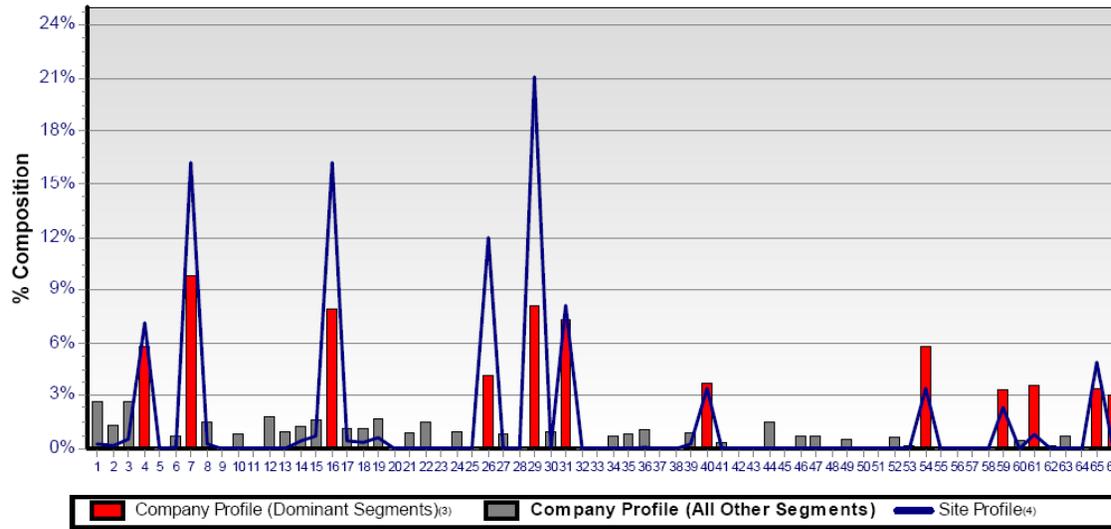
2. Trade Area Comparison Match

	OUTBACK STEAKHOUSE Average Trade Area <sup>(5)</sup>	Hayward, CA Site Trade Area
Total Population	188,561	245,275
Total Households	70,374	79,791
Company Dominant Segment Households	37,490	69,916

Success is insight.

# Positive Retail Matches

Segmentation Profile<sup>(1)</sup> (8 Minute Drive Time)<sup>(2)</sup>



Two components make a successful retail match:

1. Segmentation Profile Match

## Trade Area Comparison (8 Minute Drive Time)

2. Trade Area Comparison Match

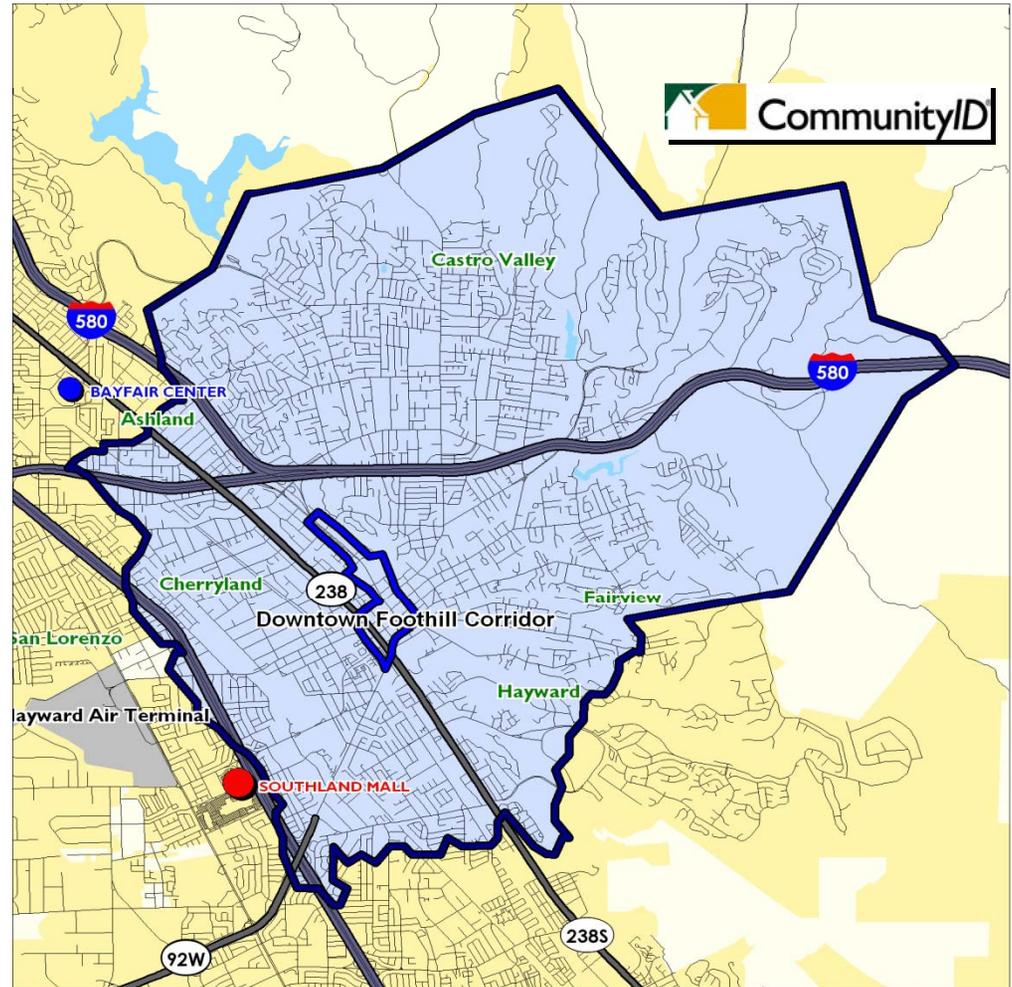
	AARON BROTHERS INC Average Trade Area <sup>(5)</sup>	Hayward, CA Site Trade Area
Total Population	193,640	245,275
Total Households	74,818	79,791
Company Dominant Segment Households	49,433	76,361

Success is insight.

# Step 1. Primary Six-Minute Trade Area: Downtown-Foothill

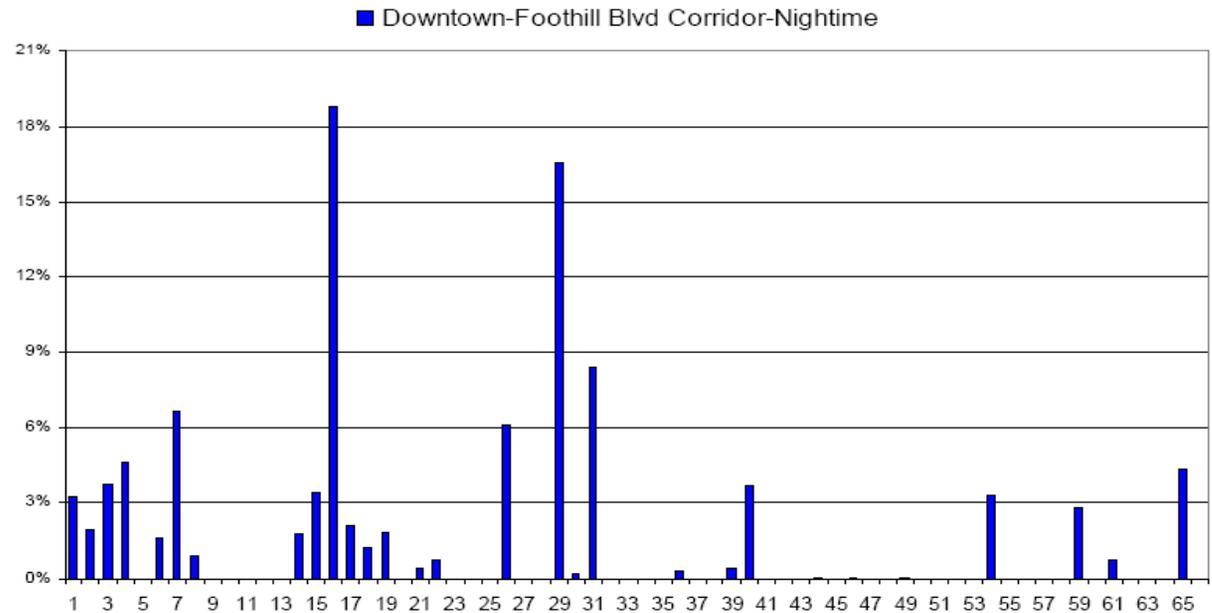
Factors considered when selecting the drive time include:

- Regional aspects of the area
- Existing retail in surrounding areas
- Density of the consumers in the trade area
- Residential factors and draw factors of the downtown



# Step 2. Downtown-Foothill Area Customers

Psychographic Segments define the buying habits and lifestyles of the trade area's customers



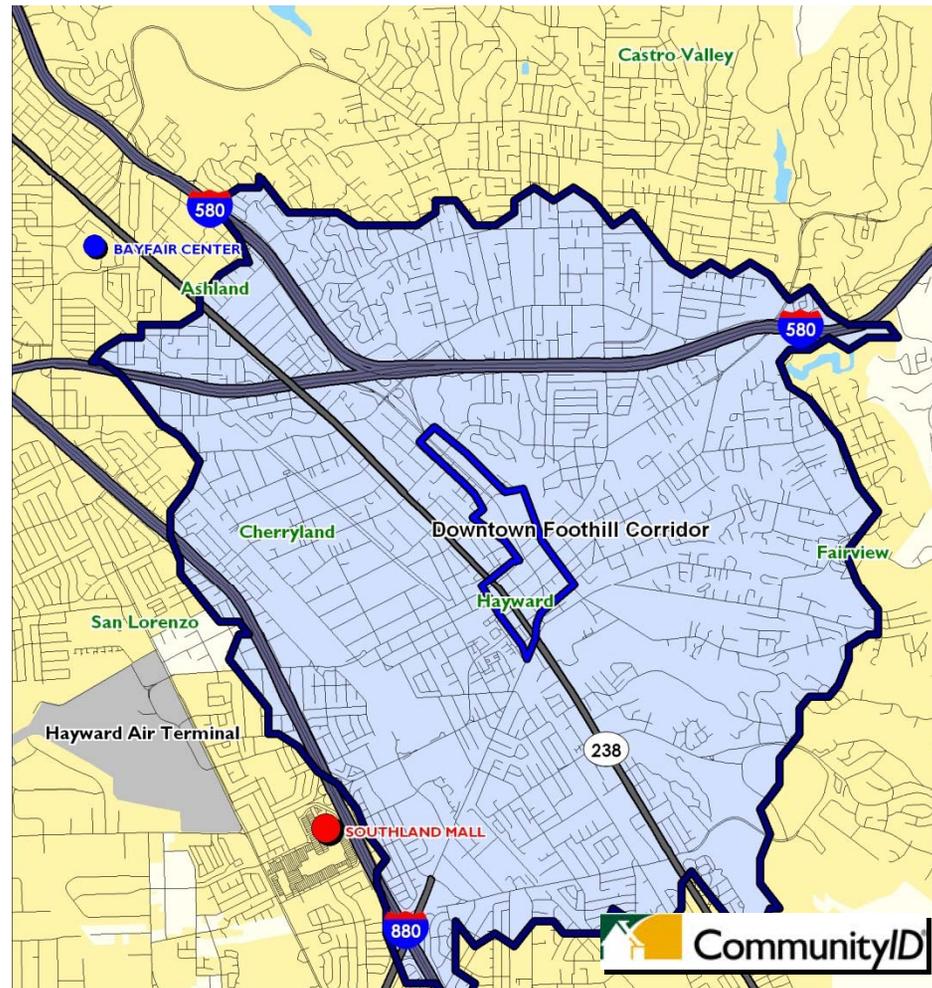
Dominant Segments	Description	Households	% of All Households
1	Upper Crust	1,478	3.21
3	Movers & Shakers	1,710	3.72
4	Young Digerati	2,121	4.61
7	Money & Brains	3,080	6.70
15	Pools & Patios	1,568	3.41
16	Bohemian Mix	8,636	18.77
26	The Cosmopolitans	2,830	6.15
29	American Dreams	7,618	16.56
31	Urban Achievers	3,881	8.44
40	Close-In Couples	1,685	3.66
54	Multi-Culti Mosaic	1,535	3.34
65	Big City Blues	1,989	4.32

Success is insight.

# Step 1. Primary Five-Minute Workplace Trade Area: Downtown-Foothill

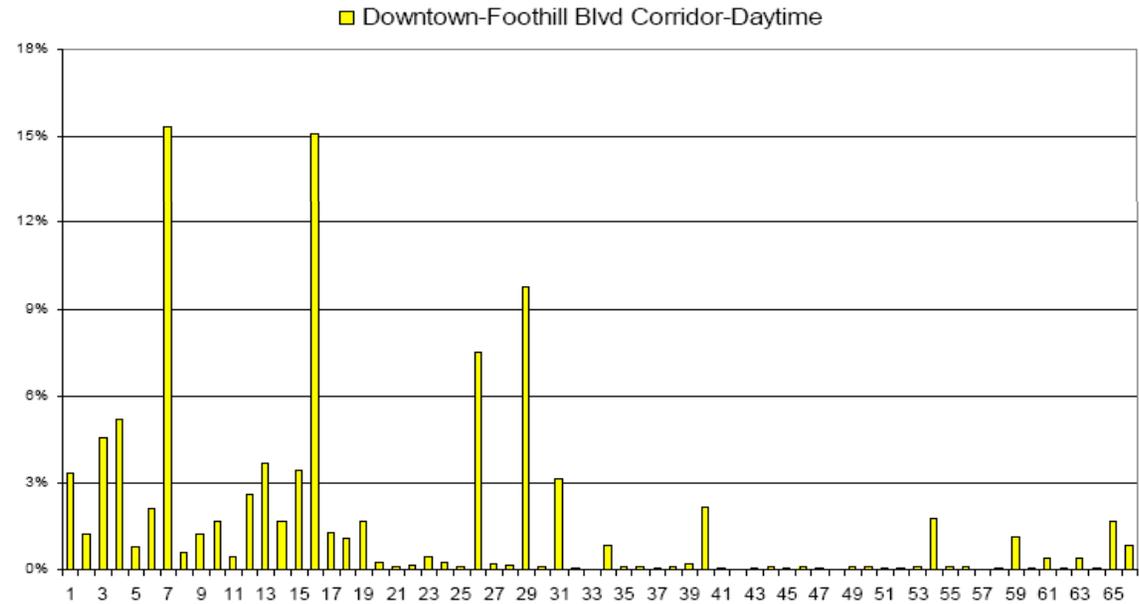
Factors considered when selecting the trade area include:

- Walk-ability in a downtown environment
- Nearby supporting workplace population
- Street Network



# Step 2. Identifying and Profiling Workers... ..within the trade area

Trade Area Segmentation –  
Psychographic profile of  
workers within the trade area



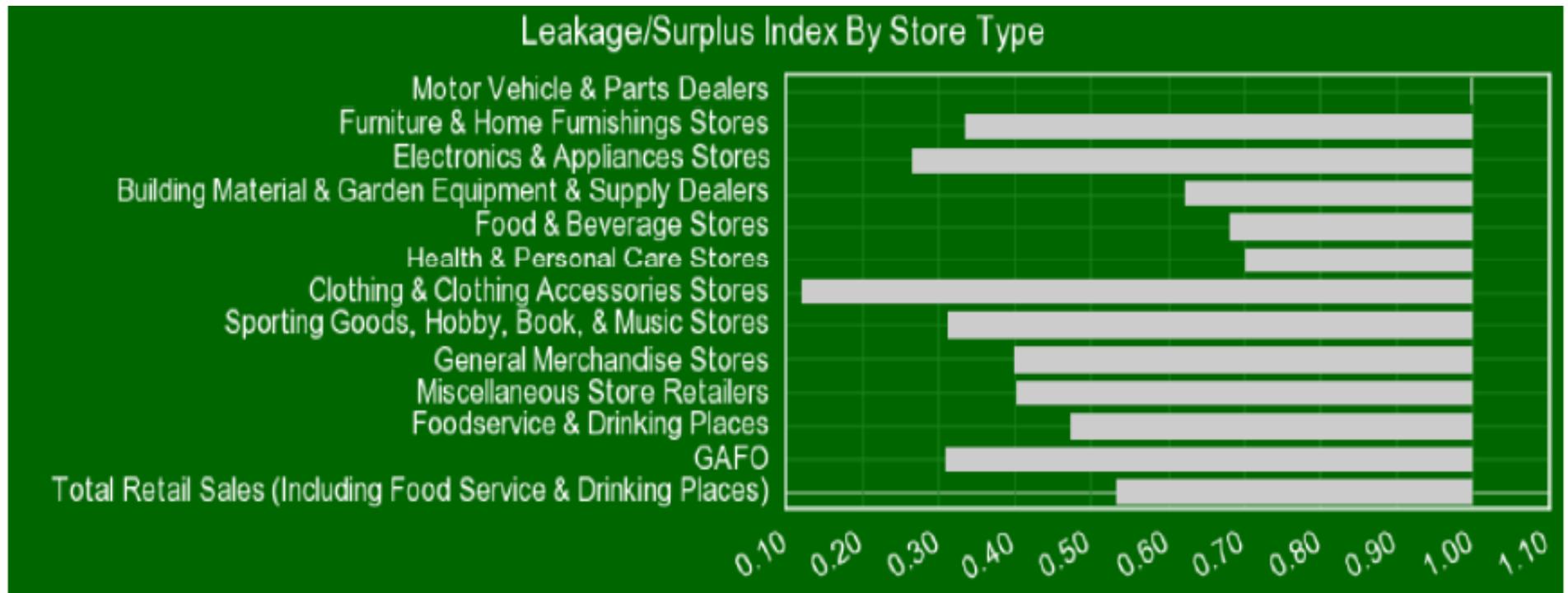
Dominant Segments	Description	Workers	% of All Workers
1	Upper Crust	1,218	3.33
3	Movers & Shakers	1,658	4.53
4	Young Digerati	1,892	5.17
7	Money & Brains	5,608	15.33
13	Upward Bound	1,342	3.67
15	Pools & Patios	1,249	3.42
16	Bohemian Mix	5,527	15.11
26	The Cosmopolitans	2,754	7.53
29	American Dreams	3,582	9.79
31	Urban Achievers	1,151	3.15

Success is insight.

# Step 3. Understanding Retail Potential

## Retail Leakage/Surplus Analysis by Major Store Type

- How many dollars are leaving
- What stores attract outside dollars



Success is insight.

# Downtown-Foothill Area Customers



## Segment 29 American Dreams

Middle-aged immigrants with children

Hispanic, Asian, African-American

Work white-collar or service jobs

Own home in multilingual neighborhoods

10% speaks a language other than English

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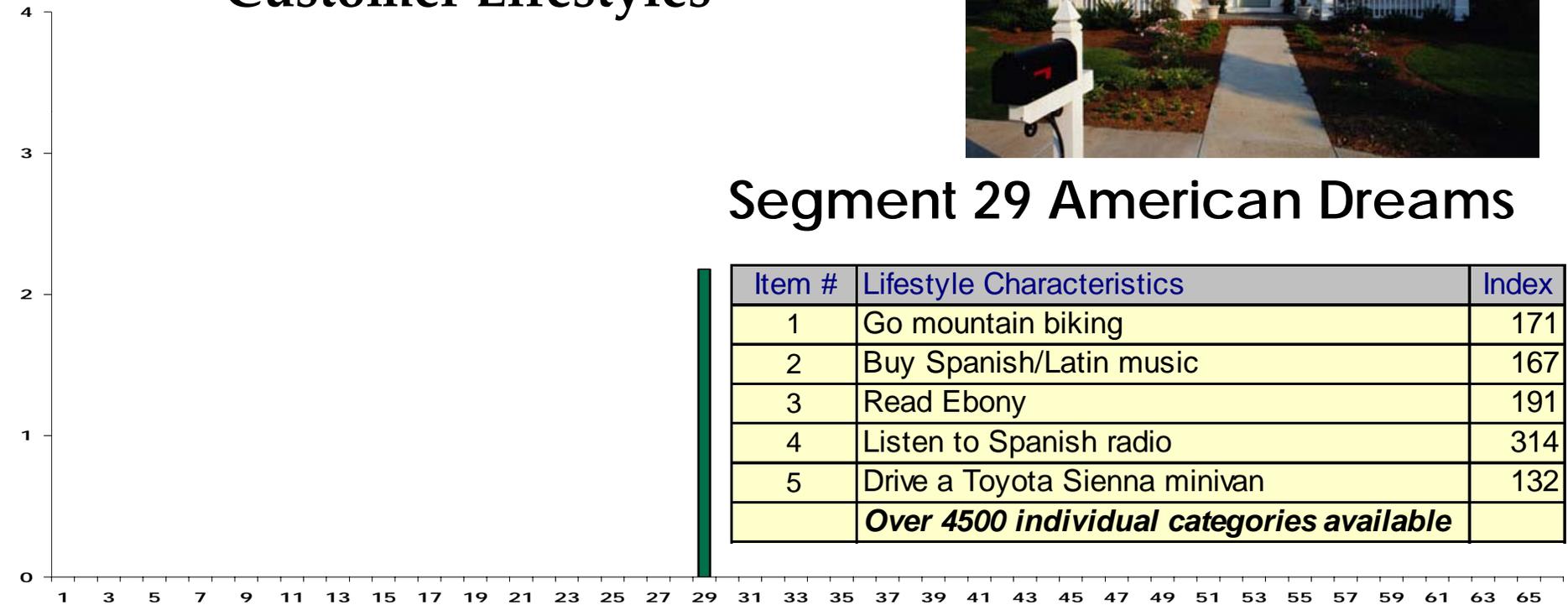
# Downtown-Foothill Area Customers

Psychographics focus on  
Customer Lifestyles



## Segment 29 American Dreams

Item #	Lifestyle Characteristics	Index
1	Go mountain biking	171
2	Buy Spanish/Latin music	167
3	Read Ebony	191
4	Listen to Spanish radio	314
5	Drive a Toyota Sienna minivan	132
	<b>Over 4500 individual categories available</b>	



Success is insight.

# Downtown-Foothill Area Customers



## Segment 31 Urban Achievers

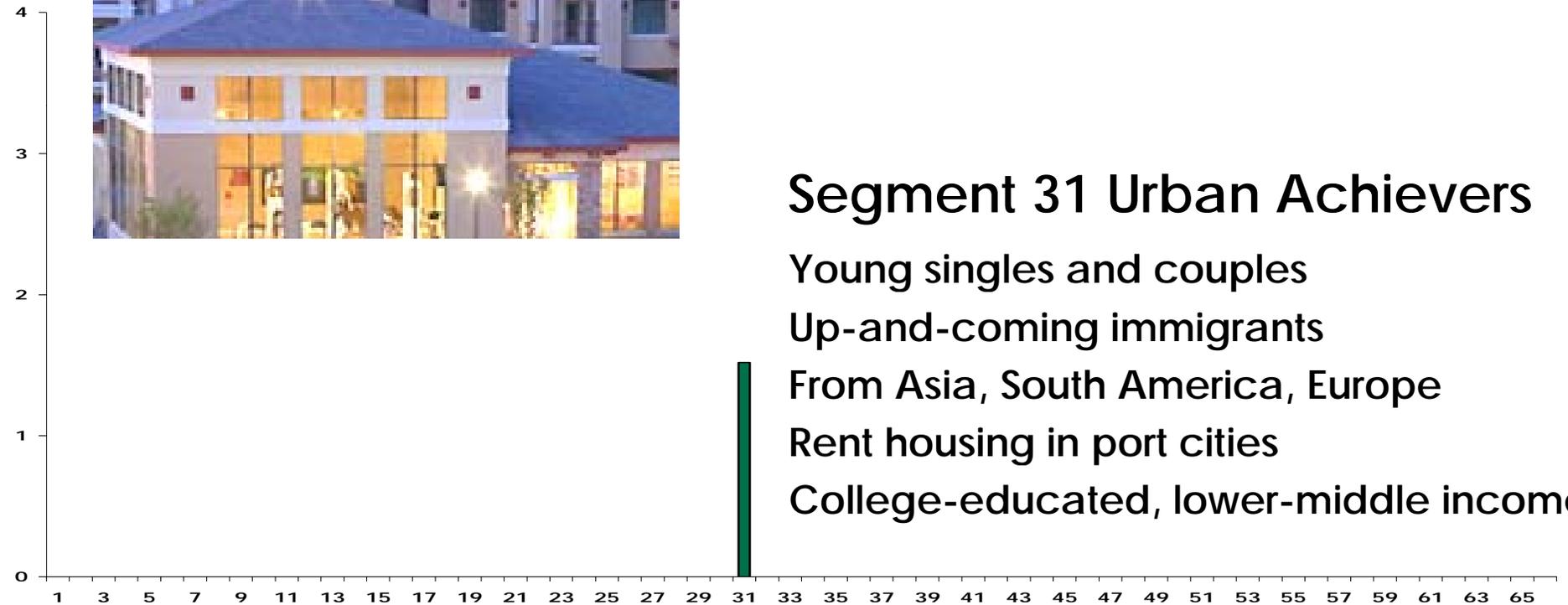
Young singles and couples

Up-and-coming immigrants

From Asia, South America, Europe

Rent housing in port cities

College-educated, lower-middle income



Success is insight.

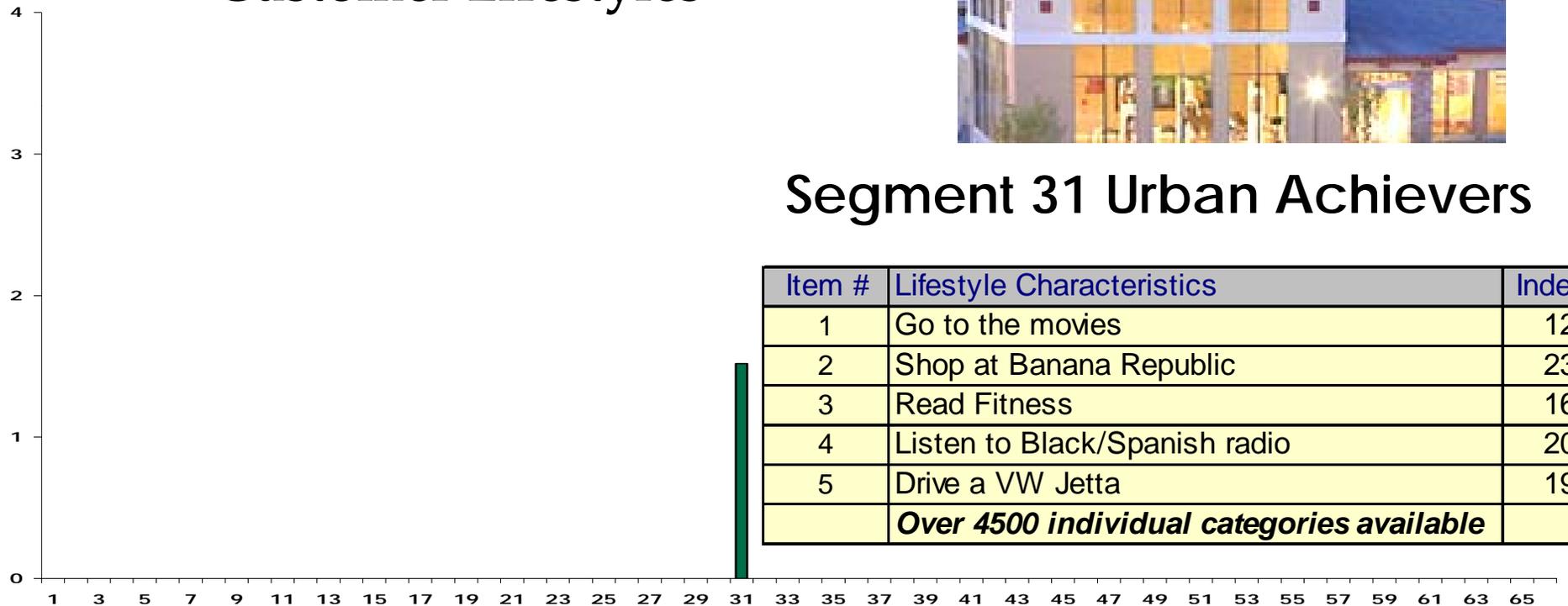
# Downtown-Foothill Area Customers

Psychographics focus on  
Customer Lifestyles



## Segment 31 Urban Achievers

Item #	Lifestyle Characteristics	Index
1	Go to the movies	129
2	Shop at Banana Republic	238
3	Read Fitness	166
4	Listen to Black/Spanish radio	208
5	Drive a VW Jetta	193
	<b>Over 4500 individual categories available</b>	

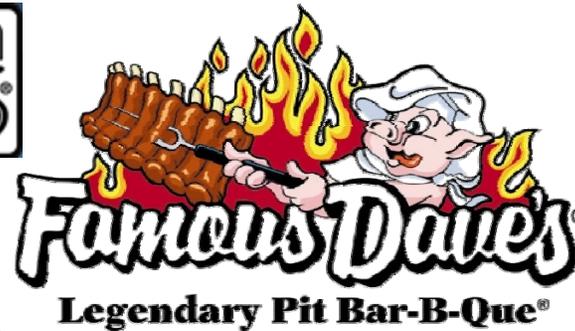


Success is insight.

# Step 4. Matching Customers to Retailers

## Downtown-Foothill Blvd Corridor

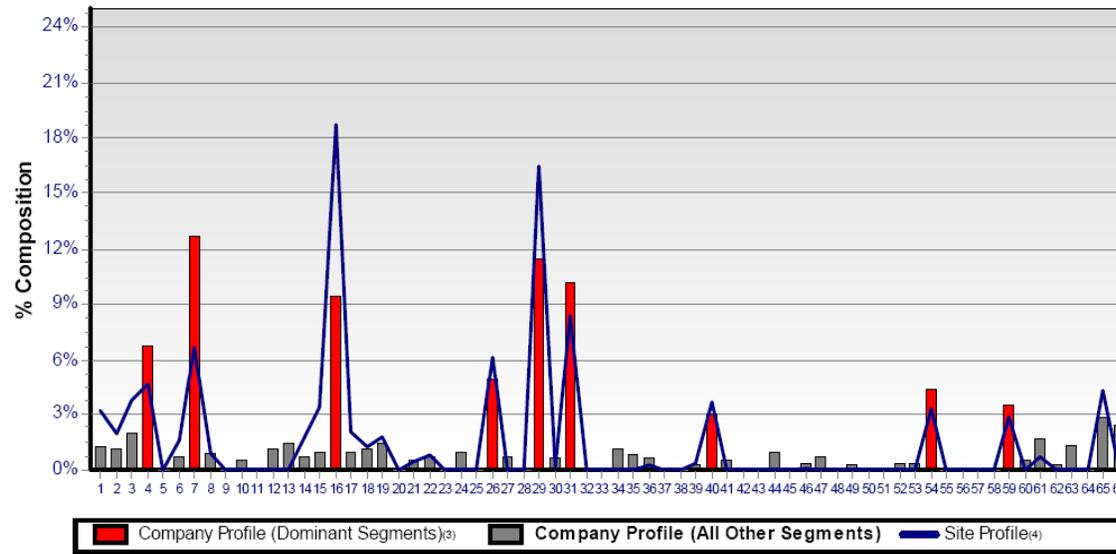
The community's profile was matched to the profiles of over 5,000 regional and national retailers and restaurants...



Success is insight.

# Positive Retail Matches

Segmentation Profile<sup>(1)</sup> (6 Minute Drive Time)<sup>(2)</sup>



Two components make a successful retail match:

1. Segmentation Profile Match

## Trade Area Comparison (6 Minute Drive Time)

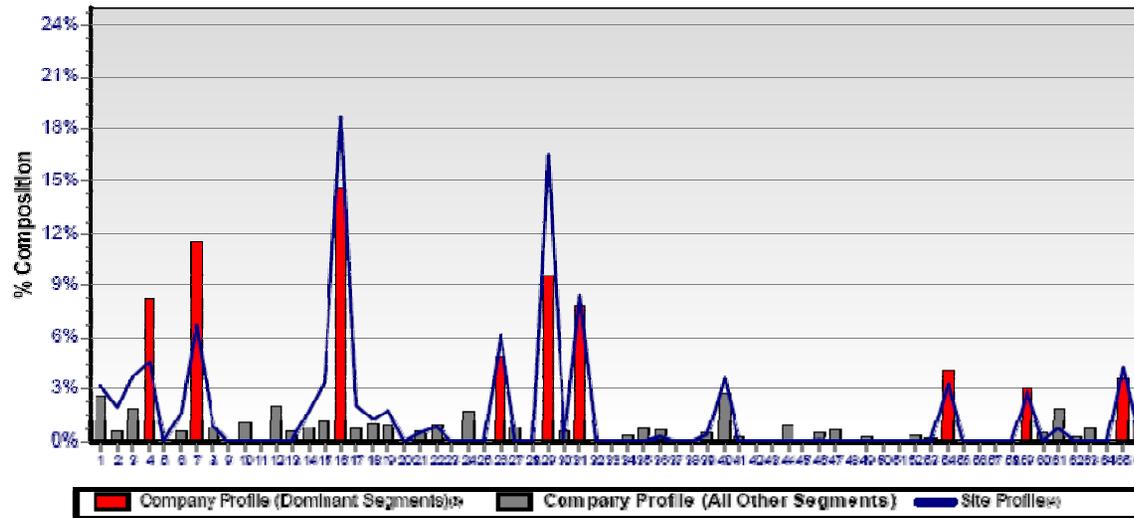
2. Trade Area Comparison Match

	RED ROBIN GOURMET Average Trade Area <sup>(5)</sup>	Hayward, CA Site Trade Area
Total Population	143,027	131,966
Total Households	51,665	46,001
Company Dominant Segment Households	34,296	32,688

Success is insight.

# Positive Retail Matches

Segmentation Profile<sup>(1)</sup> (6 Minute Drive Time)<sup>(2)</sup>



Two components make a successful retail match:

1. Segmentation Profile Match

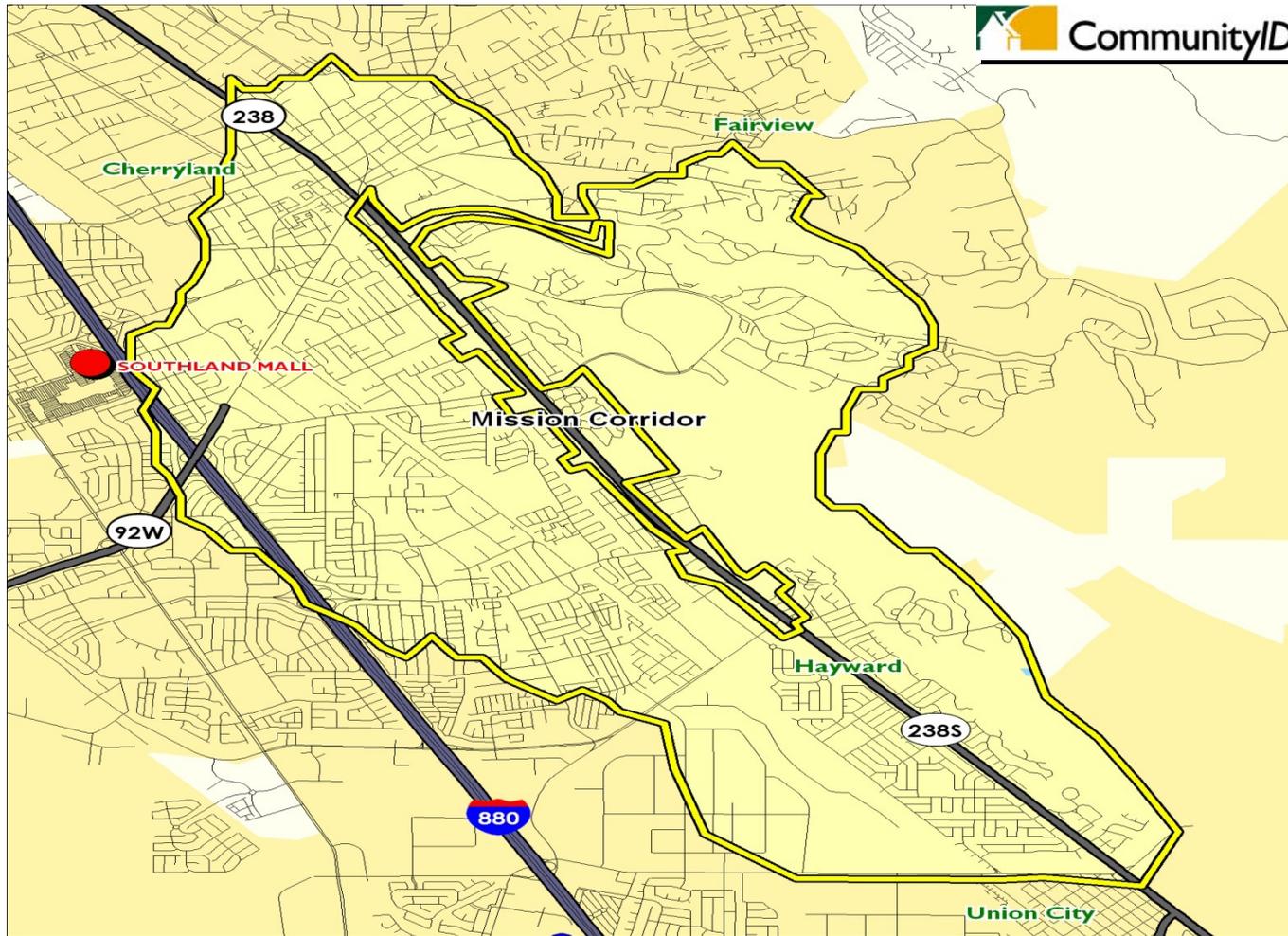
## 2. Trade Area Comparison Match

Trade Area Comparison (6 Minute Drive Time)

	FATBURGER Average Trade Area <sup>(5)</sup>	Hayward, CA Site Trade Area
Total Population	141,216	131,966
Total Households	56,158	46,001
Company Dominant Segment Households	37,851	32,992

Success is insight.

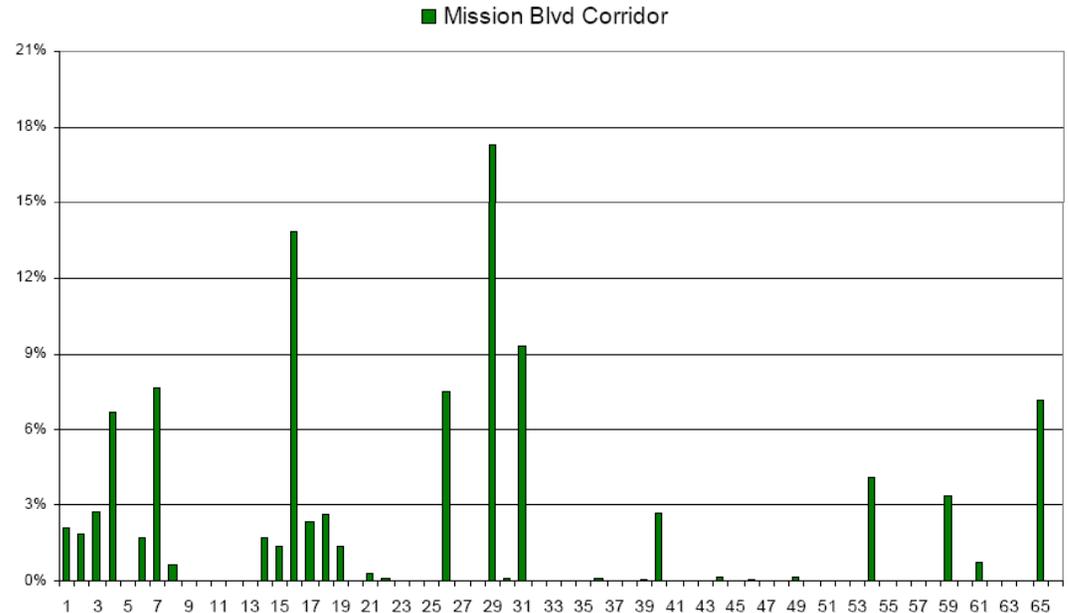
# Step 1. Primary Trade Area: Mission Blvd Corridor



Success is insight.

# Step 2. Mission Blvd. Customers

Trade Area Segmentation –  
Psychographic profile of  
customers within the trade area



Dominant Segments	Description	Households	% of All Households
4	Young Digerati	3,071	6.68
7	Money & Brains	3,551	7.72
16	Bohemian Mix	6,355	13.81
26	The Cosmopolitans	3,479	7.56
29	American Dreams	7,948	17.28
31	Urban Achievers	4,306	9.36
54	Multi-Culti Mosaic	1,883	4.09
59	Urban Elders	1,554	3.38
65	Big City Blues	3,311	7.20

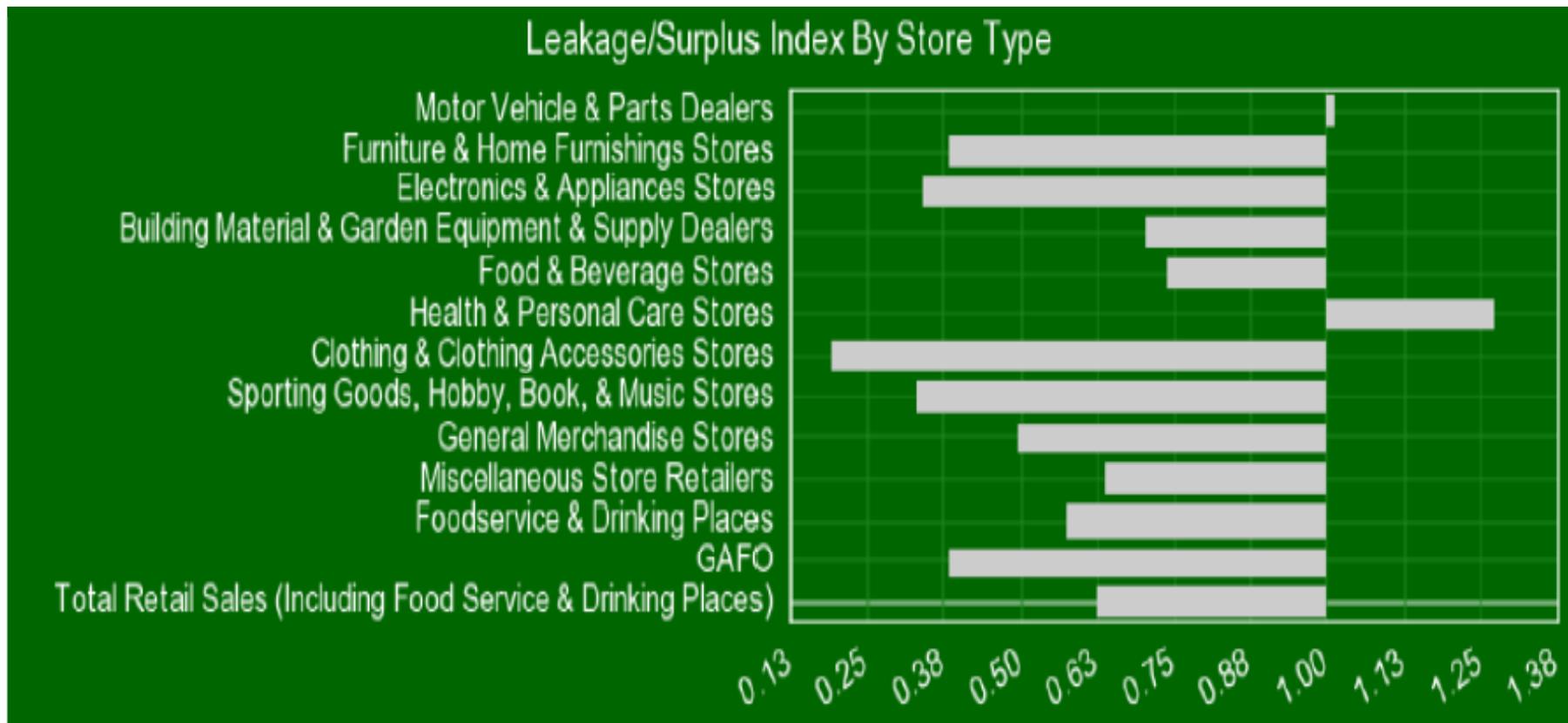
Dominant Segments –  
Psychographic segments  
that make up at least 3% of  
the trade area

Success is insight.

# Step 3. Understanding Retail Potential

## Retail Leakage/Surplus Analysis

- Overall Opportunity Areas



Success is insight.

# Mission Blvd. Customers

Psychographics focus on  
Customer Lifestyles



## Segment 16 Bohemian Mix

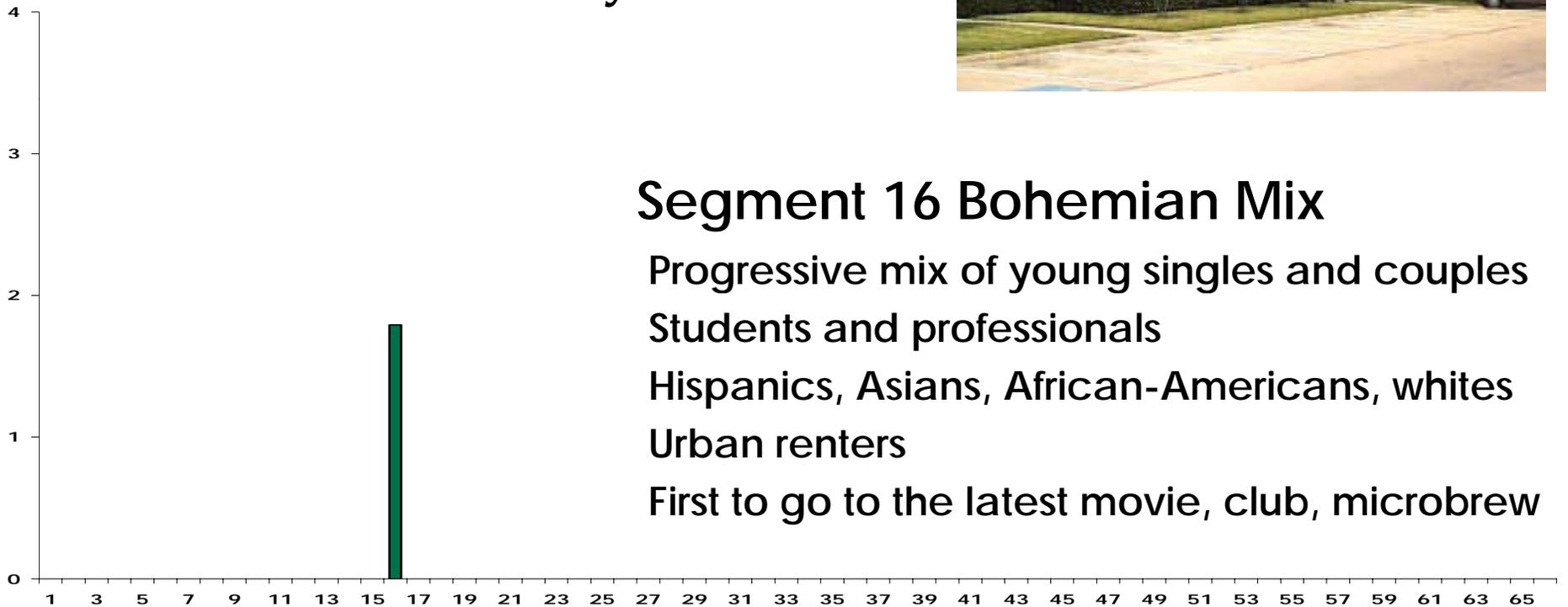
Progressive mix of young singles and couples

Students and professionals

Hispanics, Asians, African-Americans, whites

Urban renters

First to go to the latest movie, club, microbrew



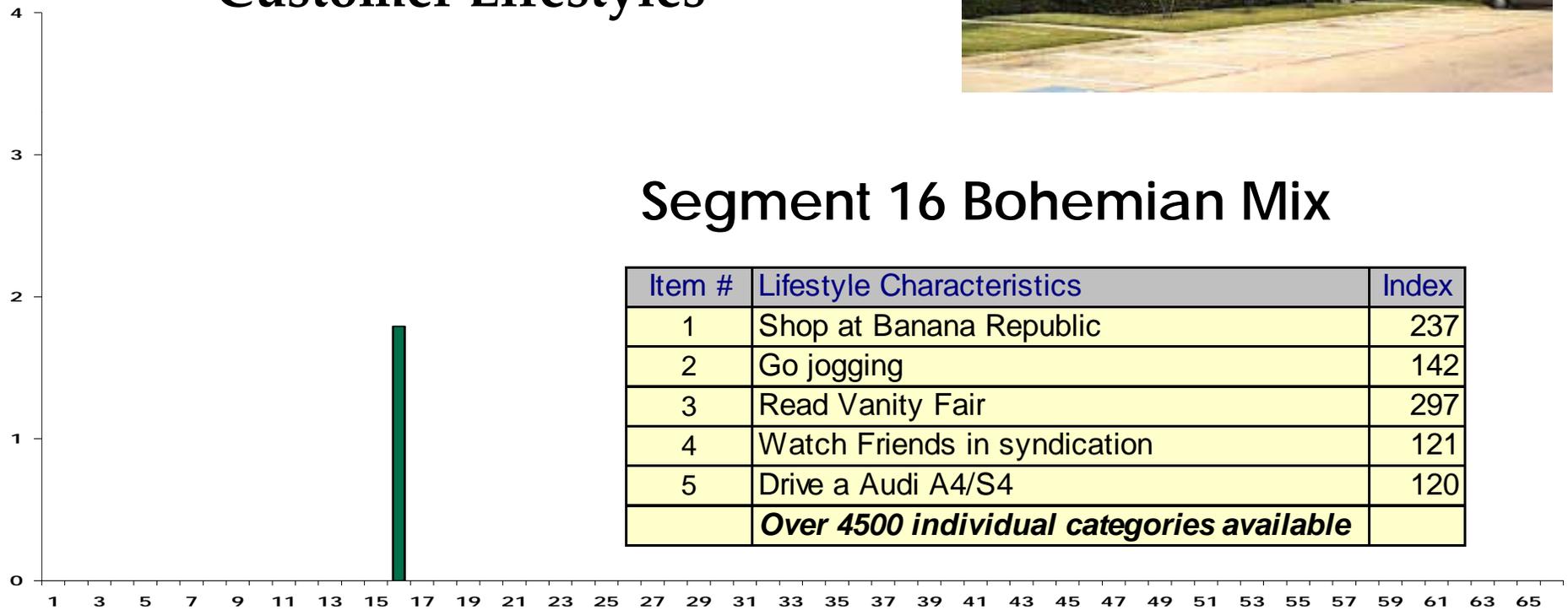
Success is insight.

# Lifestyles

Psychographics focus on  
Customer Lifestyles



## Segment 16 Bohemian Mix



Success is insight.

# Lifestyles

Psychographics focus on  
Customer Lifestyles



## Segment 31 Urban Achievers

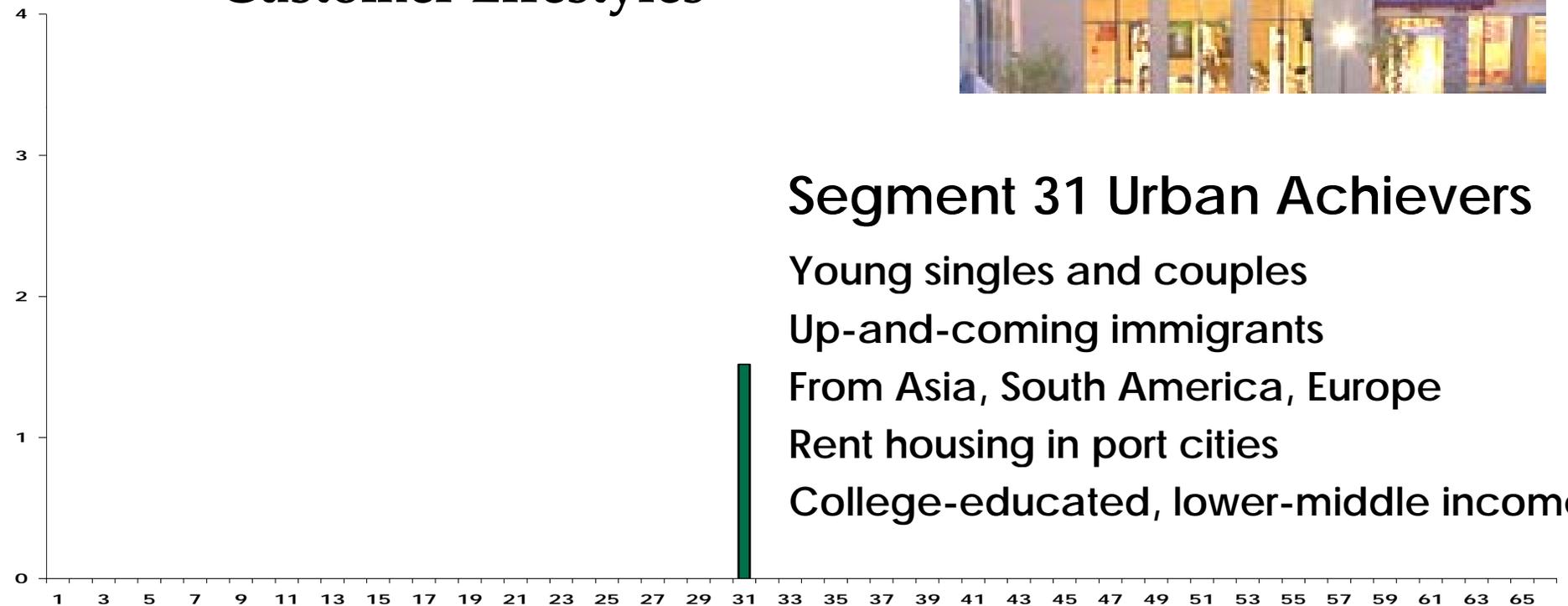
Young singles and couples

Up-and-coming immigrants

From Asia, South America, Europe

Rent housing in port cities

College-educated, lower-middle income



Success is insight.

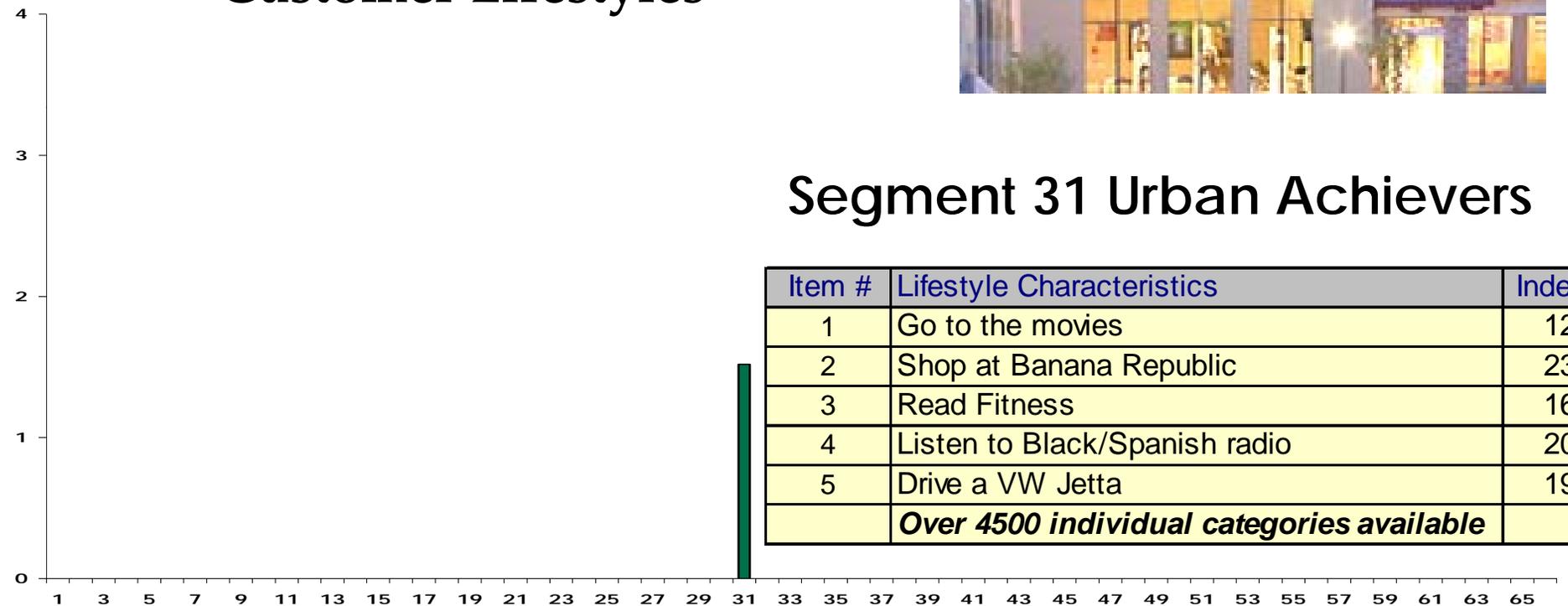
# Lifestyles

Psychographics focus on  
Customer Lifestyles



## Segment 31 Urban Achievers

Item #	Lifestyle Characteristics	Index
1	Go to the movies	129
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	<b>Over 4500 individual categories available</b>	



Success is insight.

# Step 4. Matching Customers to Retailers

## Mission Blvd Corridor

The community's profile was matched to the profiles of over 5,000 regional and national retailers and restaurants...



**BARNES & NOBLE**



**LOEHMANN'S**

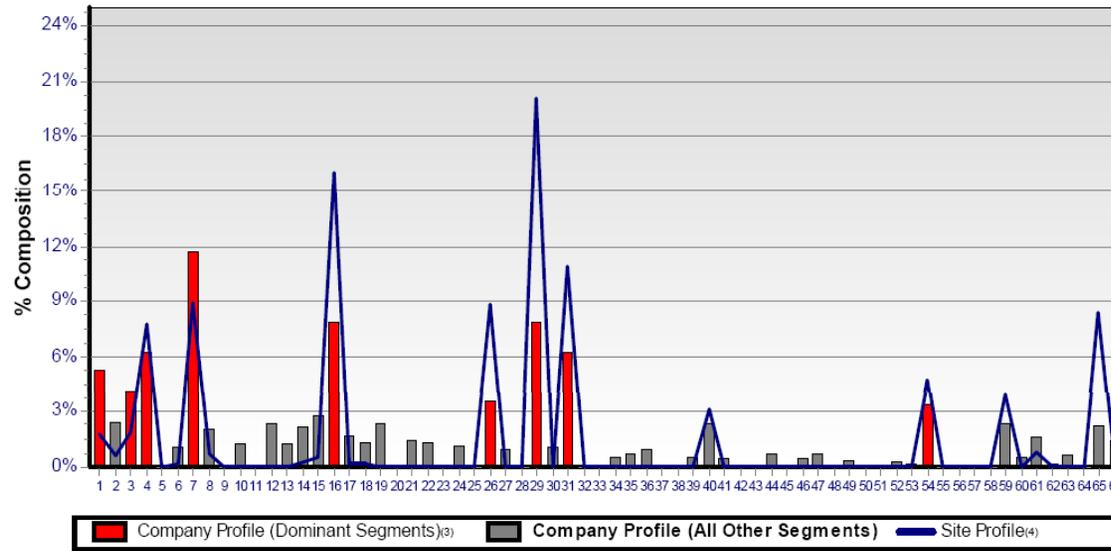


*Saks Fifth Avenue*



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# Positive Retail Matches



Two components make a successful retail match:

1. Segmentation Profile Match

## Trade Area Comparison (5 Minute Drive Time)

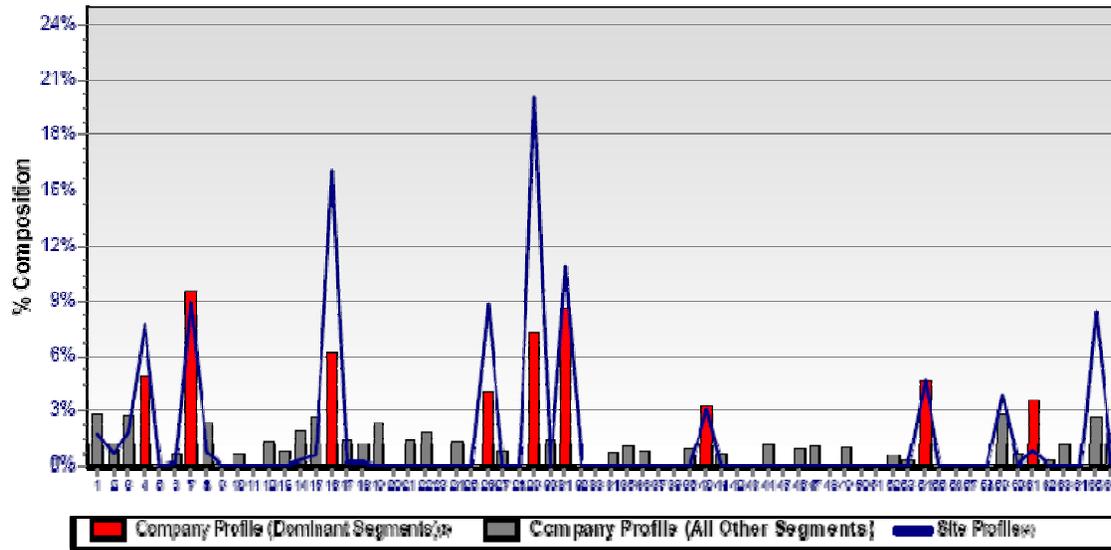
2. Trade Area Comparison Match

	TRADER JOES COMPANY Average Trade Area <sup>(5)</sup>	Hayward, CA Site Trade Area
Total Population	73,354	87,609
Total Households	28,231	26,826
Company Dominant Segment Households	15,897	18,677

Success is insight.

# Positive Retail Matches

Segmentation Profile<sup>(1)</sup> (5 Minute Drive Time)<sup>(2)</sup>



Two components make a successful retail match:

1. Segmentation Profile Match

Trade Area Comparison (5 Minute Drive Time)

2. Trade Area Comparison Match

	AMERICAN EAGLE OUTFITTERS Average Trade Area <sup>(5)</sup>	Hayward, CA Site Trade Area
Total Population	69,119	87,609
Total Households	27,629	26,826
Company Dominant Segment Households	14,437	18,743

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# Step 5. Creating Custom Marketing Packages

## Supporting Maps



### Recommended Retailer Profiles

#### XYZ Company

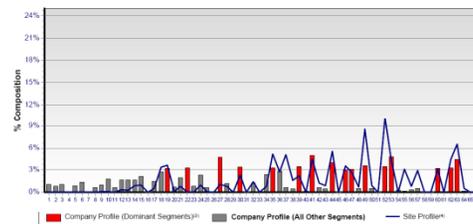
XYZ Company considers locations in enclosed super regional and regional malls. Fashion co-tenants are preferred. Their customer base is made up of mostly mid income teens and adults. They currently operate in Your Community and have plans for expansion throughout the United States.

Contact Information:  
2651 South Polaris Drive  
Fort Worth, TX 76137  
Phone: (817) 332-3681  
Fax: (817) 332-3686  
www.buxtonco.com

**CommunityID** Profile Match Report

Company: XYZ Company      Site: 1234 Buxton Boulevard  
Report Date: 6/12/2009      Your Community, USA

#### Segmentation Profile<sup>(1)</sup> (10 Minute Drive Time)<sup>(2)</sup>



#### Trade Area Comparison (10 Minute Drive Time)

	XYZ Company Average Trade Area <sup>(3)</sup>	Your Community, USA Site Trade Area
Total Population	73,774	74,212
Total Households	29,606	26,584
Company Dominant Segment Households	17,601	18,029

<sup>(1)</sup> Segmentation Profile: Every U.S. household is classified into one of 66 distinct segments described by that household's lifestyle and spending habits.  
<sup>(2)</sup> Drive Time: Drive time is used to define the trade area.  
<sup>(3)</sup> Dominant Segments: Any segment that makes up at least 3 percent of a retailer's targeted profile (RED BARS).  
<sup>(4)</sup> Site Profile: Those segments within the site's drive time trade area (BLUE LINES).  
<sup>(5)</sup> Average Trade Area: XYZ Company trade areas used in the comparison are similar to population and market type to Your Community, USA.

**Site I Analysis: Hesperian Corridor**

**Drive-Time Trade Area**  
The map on the opposite page depicts the primary trade area for Site I. The primary trade area consists of an eight-minute polygon, determined by Buxton's proprietary drive-time technology.

**Psychographics**  
The psychographic profile of the households within an eight-minute drive-time of Site I is presented below.

**Dominant Segments**  
A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site I.

Dominant Segment	Description	Households	% of All Households
4	Teens Direct	5,626	7.11
7	Young & Basic	12,902	16.27
16	Bohemian Mix	12,967	16.25
26	The Cosmopolitan	9,571	12.00
29	American Dreams	16,791	21.04
31	Urban Achievers	4,464	5.70
40	Class 'N' Coolies	2,338	2.92
54	Multi-Cult. Music	2,335	2.91
65	Big City Blues	3,520	4.51

## Contact Information

## Profile Match Reports

## Site Description

Marketing Packages can also be created for developers, brokers, and franchisees.

Success is insight.

# Executing Your CommunityID<sup>®</sup> Strategy

Marketing is not an option – it's *mandatory*

Market your retail advantages:

- Retail potential (leakage/surplus report)
- Retailer's customers in your trade area (retail match report)
- Your site compared to other locations (retail match report)
- Available sites and buildings

# Executing Your CommunityID<sup>®</sup> Strategy

There is no single marketplace

Aggressively market to:

- Targeted retailers
- Retail developers
- Commercial real estate firms
- International Council of Shopping Centers  
(Las Vegas and regional events)

# Executing Your CommunityID<sup>®</sup> Strategy

- Creating a retail friendly climate
- Assembling and preparing sites
- Providing off-site infrastructure
- Streamlining permitting and zoning
- Providing targeted incentives
- Offering opportunities for local retailers

# Executing Your CommunityID<sup>®</sup> Strategy

Using Buxton to stay current

- Client E-newsletter
- SCOUT-online interface with Buxton
- Webcasts
- ICSC support
- Client Services
- Additional retailer matches and refreshes

# Buxton®

*Identifying Customers®*

Success is insight.