



## **GEOmarketing**

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## **Shopper Based Real World Dynamic Trade Areas**

As a key part of our MallMix initiatives we have been striving to improve our ability to define a mall's trade area. In the past we have used drive time polygons and concentric circles to identify a trade area. This assumes that everyone within these areas is a customer of the mall, which is highly unlikely.

Static trade areas take into account only the households that are within those polygons. They miss completely the customers that commute to work near the mall, or travel to school near the mall, or visit the mall as a destination, to shop at a specific store. Just because someone lives within a certain drive time of a mall does not necessarily mean they will shop there.

Yet another shortcoming of static trade areas based on drive times and concentric circles is that they are unable to adjust to time of day and day of week changes in customer traffic.

We now have a number of new data sources that provide a more accurate and realistic view of the trade area for any mall – in Canada and the U.S. For the first time we can now show where actual shoppers come from to shop at a mall, with the additional ability to show how the trade area evolves over time. For example, the weekday lunch time shoppers are likely different from the afternoon shoppers, and the weekend shoppers are probably not the same as either of those two groups.

Below is a map showing a Shopper Based Real World Trade Area – for shopper home locations. The Census Block Groups shaded in red, orange and yellow represent 60% of shopper visits. A close look at the demographic and psychographic profiles of those areas will deliver a precise description of the current customer base.

We can also map work locations to see how the trade area changes when we track those shoppers. In addition, we can map the changes to the trade area by time of day and by weekday versus weekend.

This depth of understanding of the Shopper Based Real World Dynamic Trade Area provides you with the opportunity to analyze your customers like never before. Armed with this analysis you will be able to target your highest potential areas with precise marketing messages, reaching the households most likely to shop at your mall.

Your current tenant mix can also be analyzed relative to the makeup of your real world trade area to identify gaps in your store offerings and help with future tenant selection.

**Anyplace Mall**  
Shopper Based Real World  
Trade Area, Home Location

