RETAIL TRADE AREA PSYCHOGRAPHICS

WHILE DEMOGRAPHIC INFORMATION TELLS US WHAT A PERSON OR HOUSEHOLD MAY LOOK LIKE EXTERNALLY, PSYCHOGRAPHIC DATA LETS US KNOW HOW THEY THINK AND BEHAVE BASED ON INNATE TENDENCIES. THE UTILIZATION OF COMMUNITY TAPESTRY SEGMENTATION AND THE IDENTIFICATION OF SUBGROUPS THAT COMPRISE A COMMUNITY ALLOWS FOR THE TAILOR-FITTING OF RETAIL AND RESTAURANT OFFERINGS SPECIFIC TO AN AREA'S CONSUMER BASE. THIS PROCESS ASSISTS IN EXPANDING THE BORDERS OF A TRADE AREA AS WELL AS INCREASING ITS VOLUME FROM WITHIN. THROUGH BUILDING ACTIONABLE STRATEGIES BASED OFF THIS INFORMATION WE ARE ABLE TO CREATE THE HIGHEST OPPORTUNITY FOR SALES REVENUE AND BUSINESS SUCCESS AS WELL AS AMENITIES THAT THE RESIDENTS OF THE AREA ENJOY AND APPRECIATE. BELOW ARE THE FIVE MOST PROMINENT PSYCHOGRAPHIC SEGMENTS IN COLUMBUS' RETAIL TRADE AREA. DESCRIPTIONS OF EACH SEGMENT ARE CONTAINED IN THE FOLLOWING PAGES.

% OF RTA POPULATION

RURAL BYPASSES	18.4%
COLLEGE TOWNS	12.1%
ROOTED RURAL	11.6%
MODEST INCOME HOMES	8.1%
SALT OF THE EARTH	7.6%