



REPORT

BUXTON SCOUT REPORTS

Buxton is the leading provider of customer analytics and has assisted over 650 communities in developing targeted retail recruitment and business retention strategies. Buxton's analytics are deployed via SCOUT, its proprietary web-based platform. The following SCOUT reports are helpful resources for business owners seeking to better understand local market conditions and opportunities.

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CUSTOM VARIABLE REPORT

The Custom Variable Report is a good go-to resource as it includes almost all of our demographic information, with the exception of Mosaic segmentation data, in a single report. It can yield many different outputs as listed below. The Custom Variable Report also allows you to attach data on thousands of variables - from retail demand and expenditures, to Simmons Surveys and employment.

- Age by Sex* - Provides a breakdown of the population by age and sex. Offers total population for several years and breaks this information down further by sex and age range.
- Basic Demographic Chart* - Provides a breakdown of population by general categories, including Households by Income, Household Size, Age, Race and Ethnicity Percent Change, Educational Attainment Percent Change, Marital Status, and Household and Population Percent Change.
- Complete Demographic* - Provides a breakdown of the population by specific groups, for 2000 and 2010 census numbers, current year estimates, and 5 year projections. These categories include: Population Demographics, Population by Race/Ethnicity, Population by Age, Median Age, Households by Income, Employment, Housing Units, Vehicles Available, Marital Status, and Educational Attainment.
- Household Units Summary - Provides a breakdown of households within a specified geography. Information includes Total Number of Housing Units, Owner vs. Renter statistics, Home Value of Owned Homes, and Monthly Cash Rent.
- Income by Age Summary - Provides a breakdown of Household Demographics and Income by Age of Head of Household for the 2000 and 2010 censuses, current year estimates, and 5 year projections.
- Income Report*- Provides a breakdown of Population Demographics and splits the households into groups by income for the 2000 and 2010 censuses, current year estimates, and 5 year projections.

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- Mosaic Comparison Summary - Gives a population and percentage breakdown of the 71 Mosaic segment groups.

- Mosaic Detail Charts - Gives a Demographic Overview and a graph showing the breakdown of the 20 Mosaic groups within the specified geography. This report also indicates which group is dominant and sorts each group by percentage.

- Population Comparison Report - Gives Total Population, Female vs. Male Population, Educational Attainment, Marital Status, Race, and Hispanic Ethnicity as percentages. These numbers are based on 2000 & 2010 censuses, current year estimates, and 5 year projections.

*These reports can be run as Summary or Comparison reports. The Summary report allows you to see results for multiple geographic regions combined, or a single drive time or radius. The Comparison report allows you to compare up to 5 geographies side-by-side in the same output.

RETAIL LEAKAGE REPORT

The Retail Leakage/Supply Analysis provides an estimate of retail dollars flowing into or out of the trade area. It calculates a sales gap index that provides an estimate of the dollars spent outside the trade area (leakage) and the number of dollars coming in from outside the trade area (surplus), as well as a relative comparison of leakage/surplus.

CONSUMER PROPENSITY REPORT

The Consumer Propensity Report (CPR) shows lifestyle, product, and psychographic likelihood indices for consumers in the trade area. Information is provided for thirty-two (32) major categories with more than 4,800

total line items. Please note that line items are based on national-level purchasing and lifestyle characteristics. These line items are then correlated to the underlying household characteristics of consumers in the trade area. Some line items may not be relevant or available in your market. The score indicates the degree to which local consumers would purchase an item if it were relevant and available. Often, similar brands or concepts use this information to determine expansion potential.

HEALTHCARE REPORT

Gives insight into healthcare demand by major diagnostic code, physician specialty, physician setting, DRG, and payment source by current year or 5 year projections.

PHYSICIAN INTELLIGENCE REPORT

Provides a count of physicians in the study geography.

PROFILES REPORT

Gives residential/workplace populations and percentage breakdowns of the 71 Mosaic segment groups.

GREEN AWARENESS REPORT

Provides a household and workplace green awareness index score.

COUNT BASE DAYTIME POPULATION REPORT

The Daytime Population Report looks at the workforce in the study area and gives a count of the workforce population by industry. It also allows you to see a count of businesses in the area by 2 digit SIC and workforce size.

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