

A HIGH LEVEL VIEW OF HANFORD'S RETAIL CLIMATE

FIVE FAST FACTS

1

A DIVERSE, YOUNG, AND GROWING POPULATION*

- Median age: 34.7
- Median household income: \$61,914
- 55% Latino, 31% White, 7% Black, 3% Asian, 4% other
- 2022 estimated population: 180,408
- 2027 estimated population: 190,566

*Includes entire Hanford Custom Trade Area

WALMART A TOP 10 IN CA

Mobile data collection shows that Hanford's Walmart is the 8th busiest in the state.

The store has an estimated 434,947 annual visits.

-Data from Sitewise

2

3

COSTCO A REGIONAL DRAW

Mobile data collection shows that Hanford's Costco ranks 61 out of 124 CA stores in visits—an estimated 239,000 annually.

The Hanford Costco has been open since 2016.

-Data from Sitewise

A LAND OF OPPORTUNITY

Birmingham, Alabama-based Retail Strategies has identified the types of merchandise being purchased outside of Hanford's Custom Trade Area. Here are the top three "opportunity gaps."

1. Clothing & Clothing Accessories
2. Building Material and Garden Equipment
3. Food Services and Drinking Places

4

5

AN APPETITE FOR MORE AMENITIES

More than 2,800 people participated in a food services and drinking places survey. Here's the restaurants they want the most:

1. Olive Garden
2. Chick-fil-A
3. BJ's Restaurant & Brewhouse
4. Yard House
5. Cracker Barrel