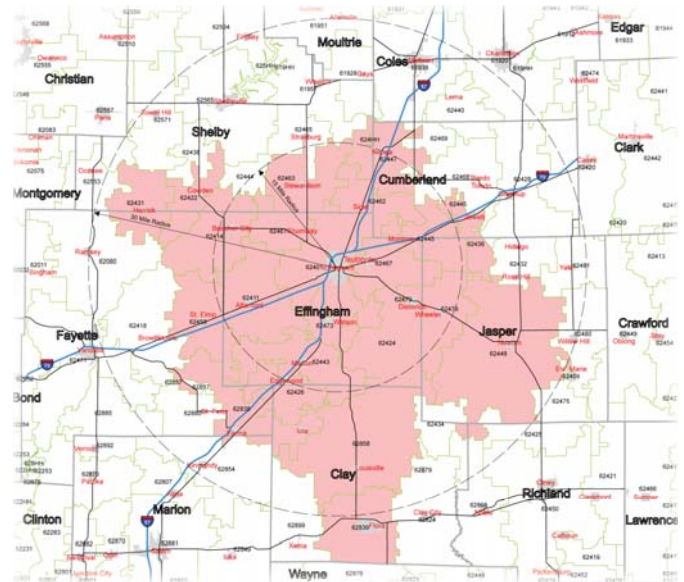


Trade Area Study

Effingham, Illinois

The City of Effingham commissioned PGAV to determine the geographic boundaries of the retail and services trade area boundary. For some time, the extraordinarily large sales tax generation within the City had indicated something unusual about Effingham's business drawing power. One hypothesis was that Effingham's location at the crossroads of Interstates 57 and 70 caused the abnormally high sales volumes (e.g., from highway transient patronage). However, the study revealed that the transient volumes, although high, accounted for only a portion of the high per-household business volume. Customer intercept surveys and a survey of vehicle license plates were conducted to determine the origin of customers to three business centers in Effingham. In conjunction with an analysis of household income in several different trade zones, the study determined that the trade area for Effingham is extraordinarily large for a community the size of Effingham. In fact the trade area extends into all adjacent counties and has an aggregate household income of over \$1 billion. This study has been used as an economic development tool for use by existing and prospective businesses, including attracting a new Menard's Home Improvement Store.



market analysis

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