

Ample
Accurate
Affordable

Prepared for:
THE COMPANY

C-Site Scout™

Sample Report

Market St, Demoville, MA

See How We're Working
Towards Your Goals



March 2024

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General Notes

1

Aggregated parameters in this report represent the estimations made by Ticon algorithm with the use of multi-sourced data, including GIS information and GPS probe data. Each GPS probe represents the data averaged for 15 min interval. Usually, 96 probes per day are available.

2

Average traffic volume is calculated as a time period average of all probes available for this period (year, month, day or other). The end date of the analysis is: 01/31/2024

3

Congested hours are defined as periods of time when the median speed is below 80% of the expected speed for the road segment. [Ignored if less than 2%].

4

Rush hours are defined as periods of time when the median speed is below 50% of the expected speed, and traffic flow is more than 60% of the maximal capacity for the road segment.

5

Congested (rush) hour ratios are defined as a percentage of congested (rush) hours out of normal travel hours (between 6:00 am and 11:00 pm). [Ignored if less than 2%].

6

Normal speed is defined as the average speed of a vehicle travelling at maximum safe speed, obeying the speed limit, road signs and traffic lights signals.

7

Hours of maximal load are defined as period of time with intense traffic regardless of the speed during this period.

8

Impact analysis aims to define abnormalities in traffic patterns, if noticed during one year observation period. Such abnormalities may be caused by road repair, construction, social or weather events, etc.

9

Traffic impact is calculated as a difference between values of traffic volume estimated for regular conditions and for current (irregular) conditions.

10

Demographic data are based on the US Census information.

Ticon traffic flow data and related materials represent an estimation produced with the use of proprietary algorithm and are provided strictly on an "as is" basis. Ticon makes no representations or warranties expressed, with respect to the methods, algorithms, software, data or the related materials, including by way of example and not limitation, the implied warranties of merchantability and fitness for a particular purpose.

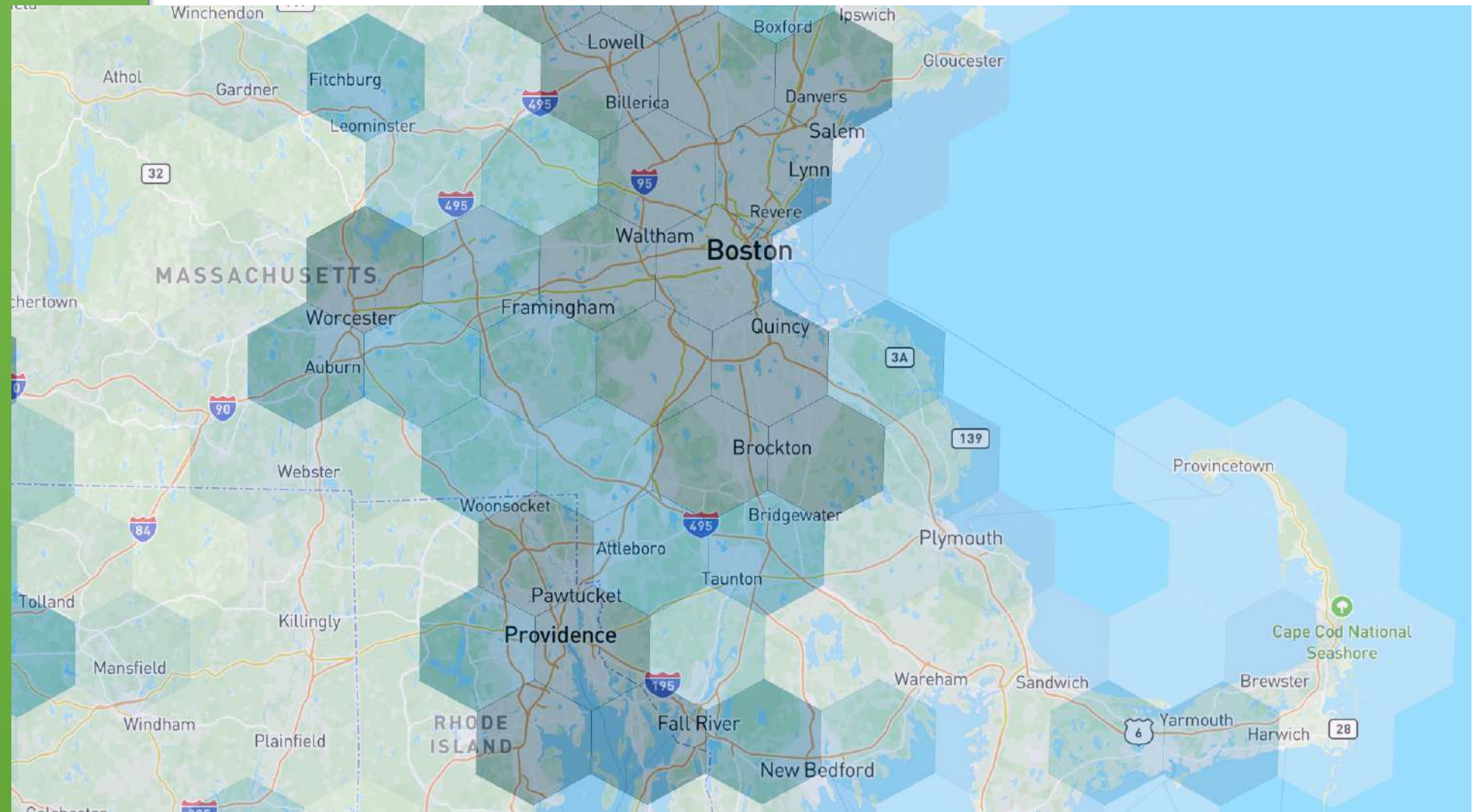
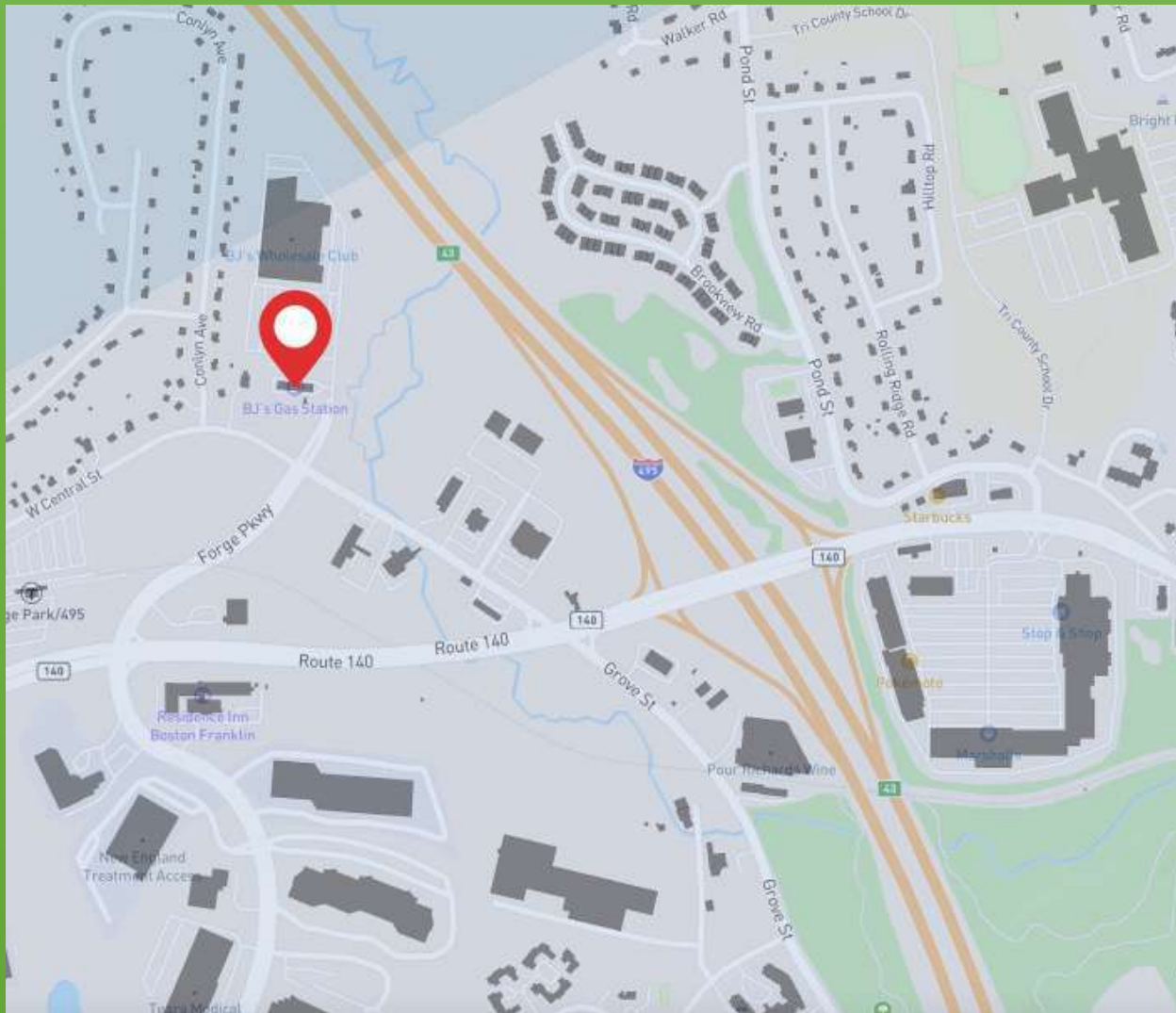
C-Site Scout™

Site Selection Intelligence

Site

100 Market St
Demoville Massachusetts

Radius analyzed: 5 miles



Demographic overview

→ **1.6K ppl**
Population, 1 mile

→ **88K ppl**
Population, 5 mile

→ **774**
Number of households,
1 mile

→ **31,518**
Number of households,
5 mile

→ **\$115,790**
Median household income,
5 mile

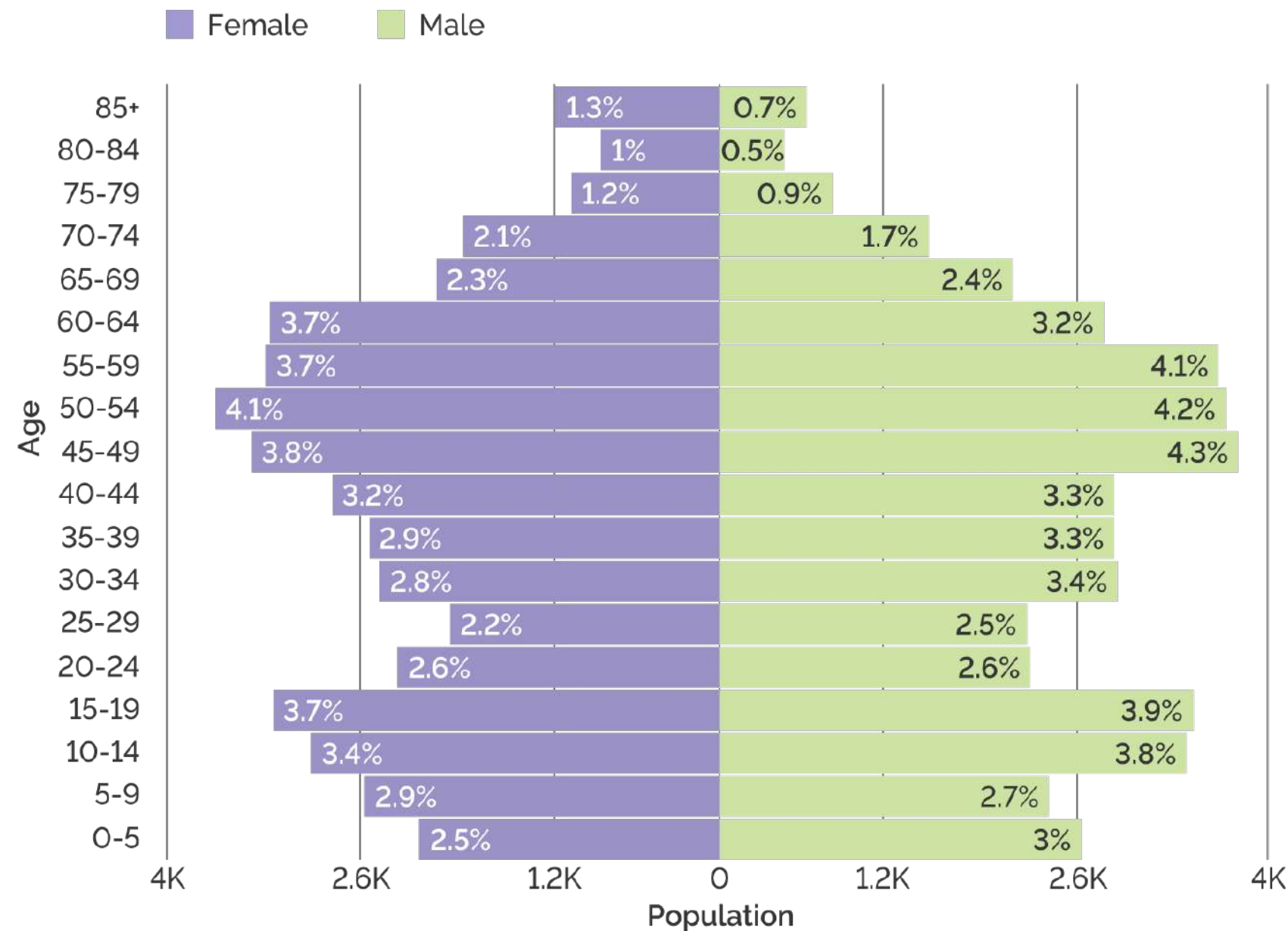
\$126,720K - County
\$90,397 - State

→ **4.59%**
Unemployment rate,
5 mile

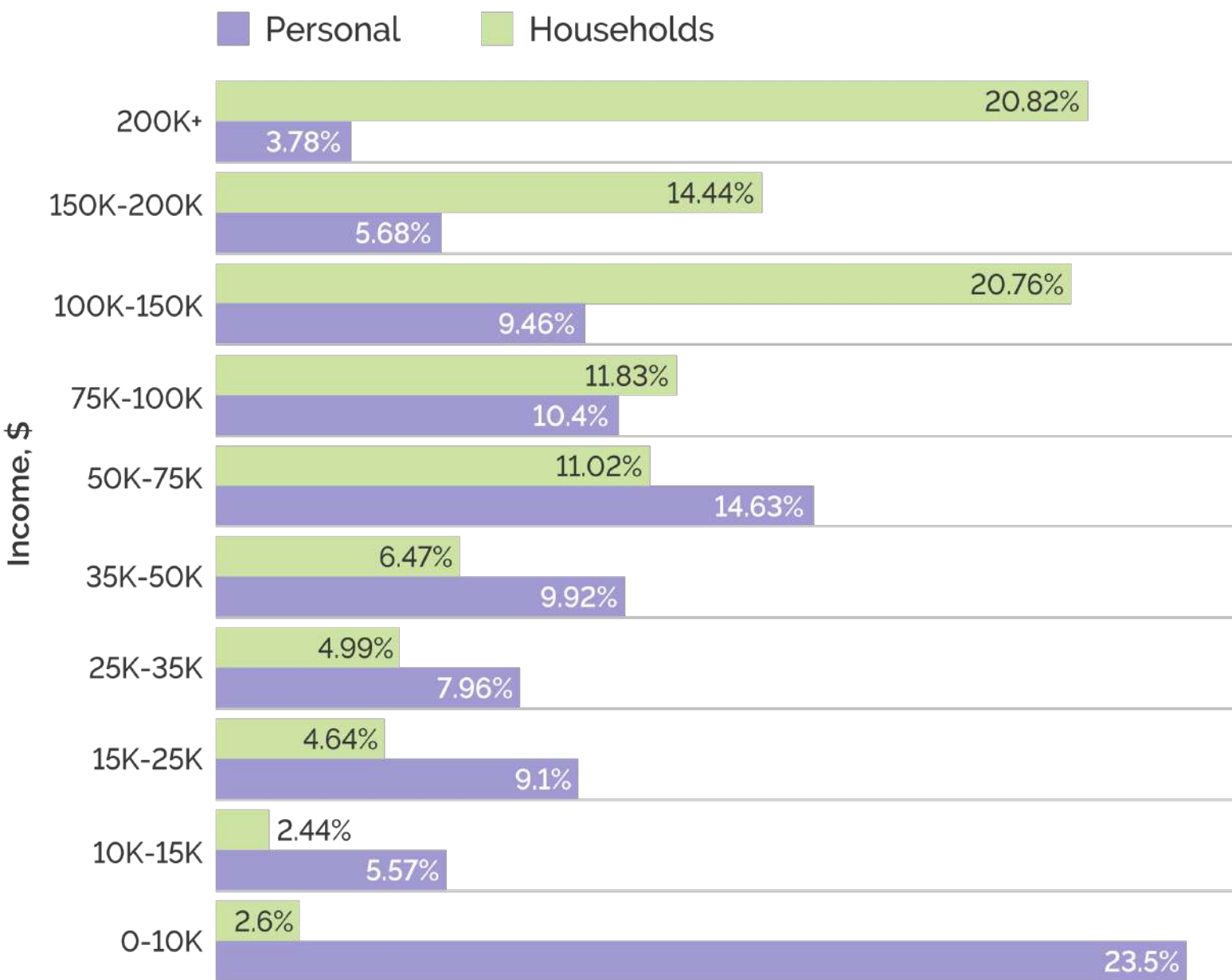
4.81% - County
5.44% - State

Population & Income

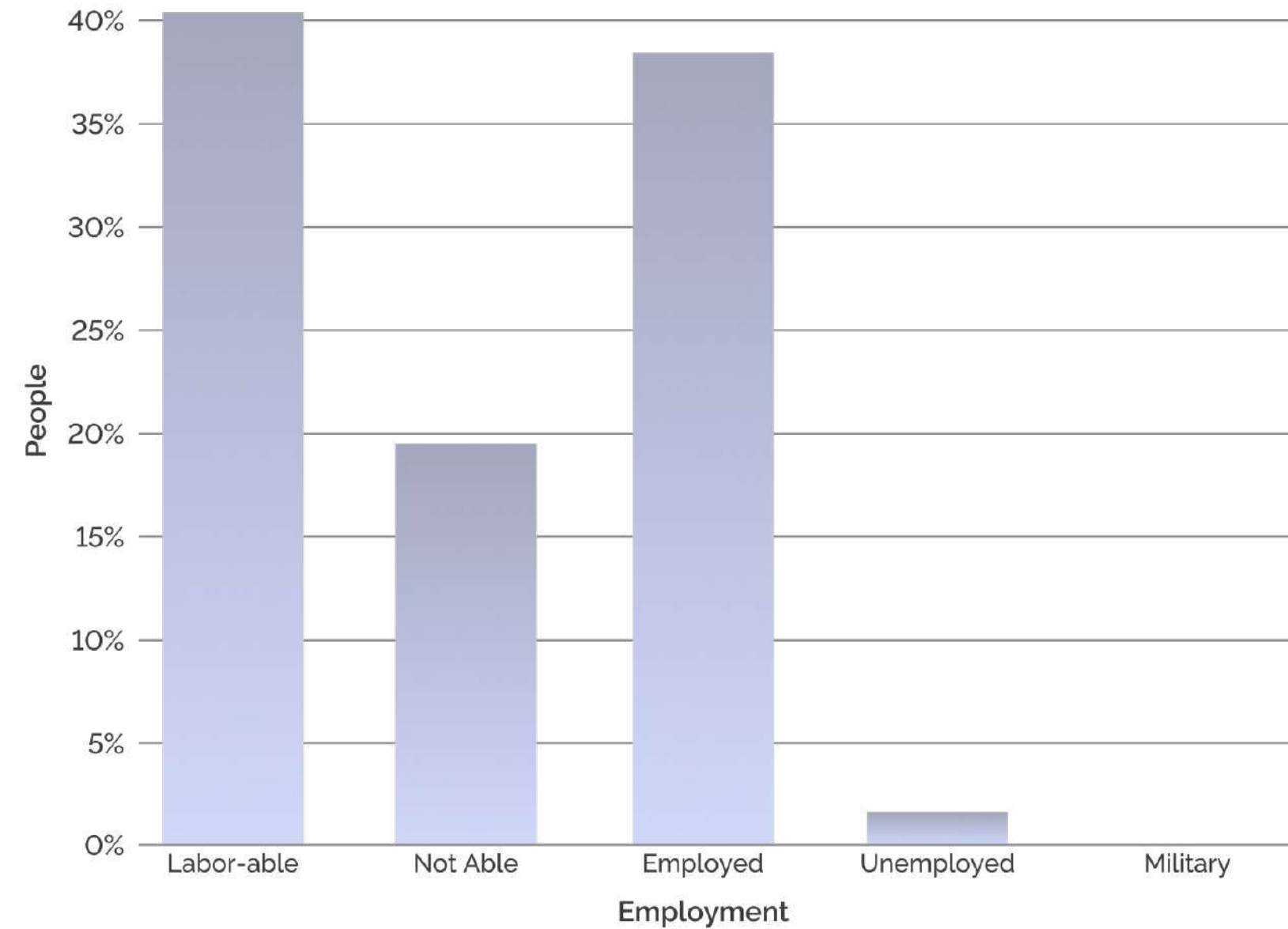
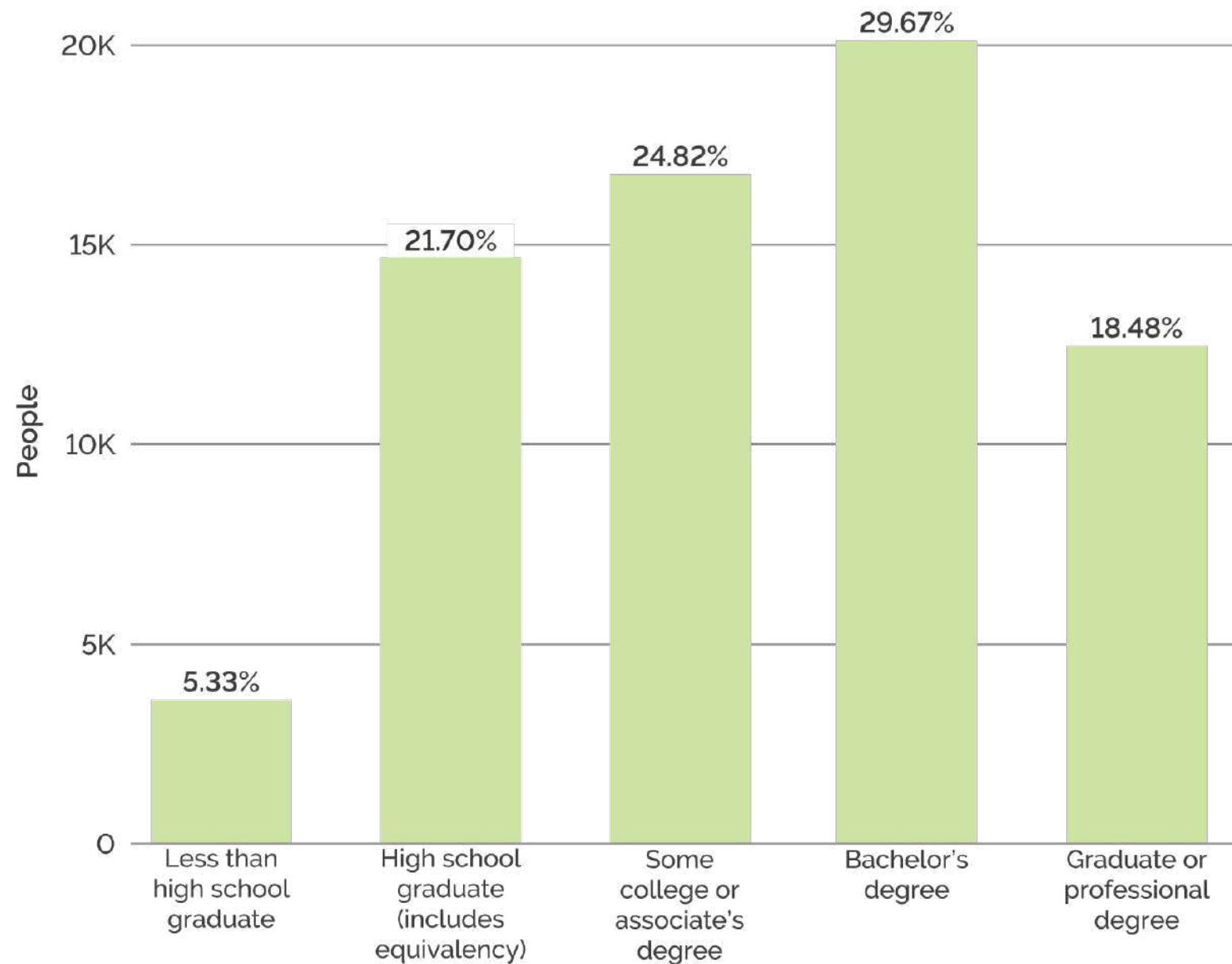
Age/Sex



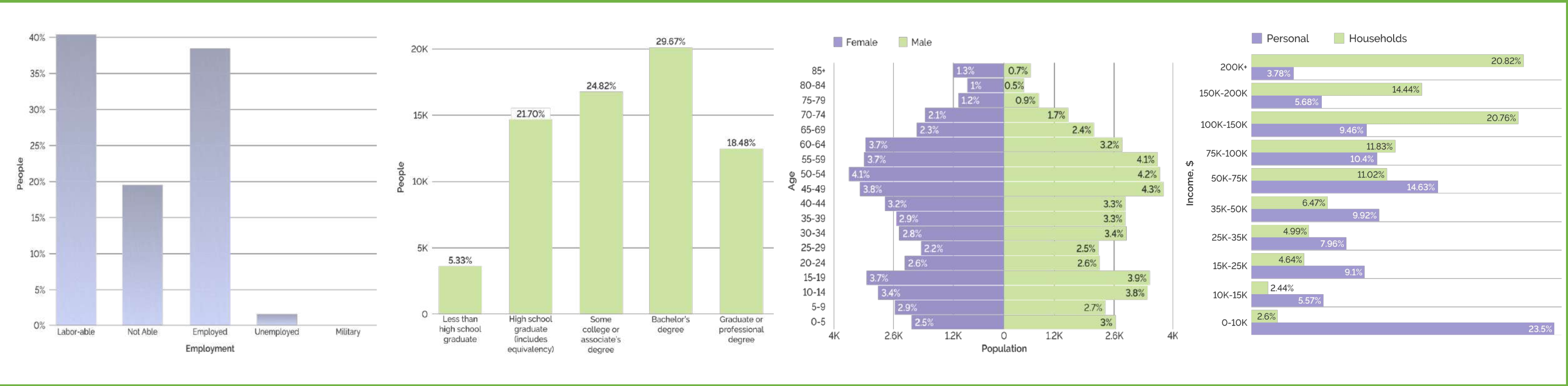
Income distribution



Education and Employment



Target Audience



Target audience for C-stores **65%**

Area Growth Trend

LOW

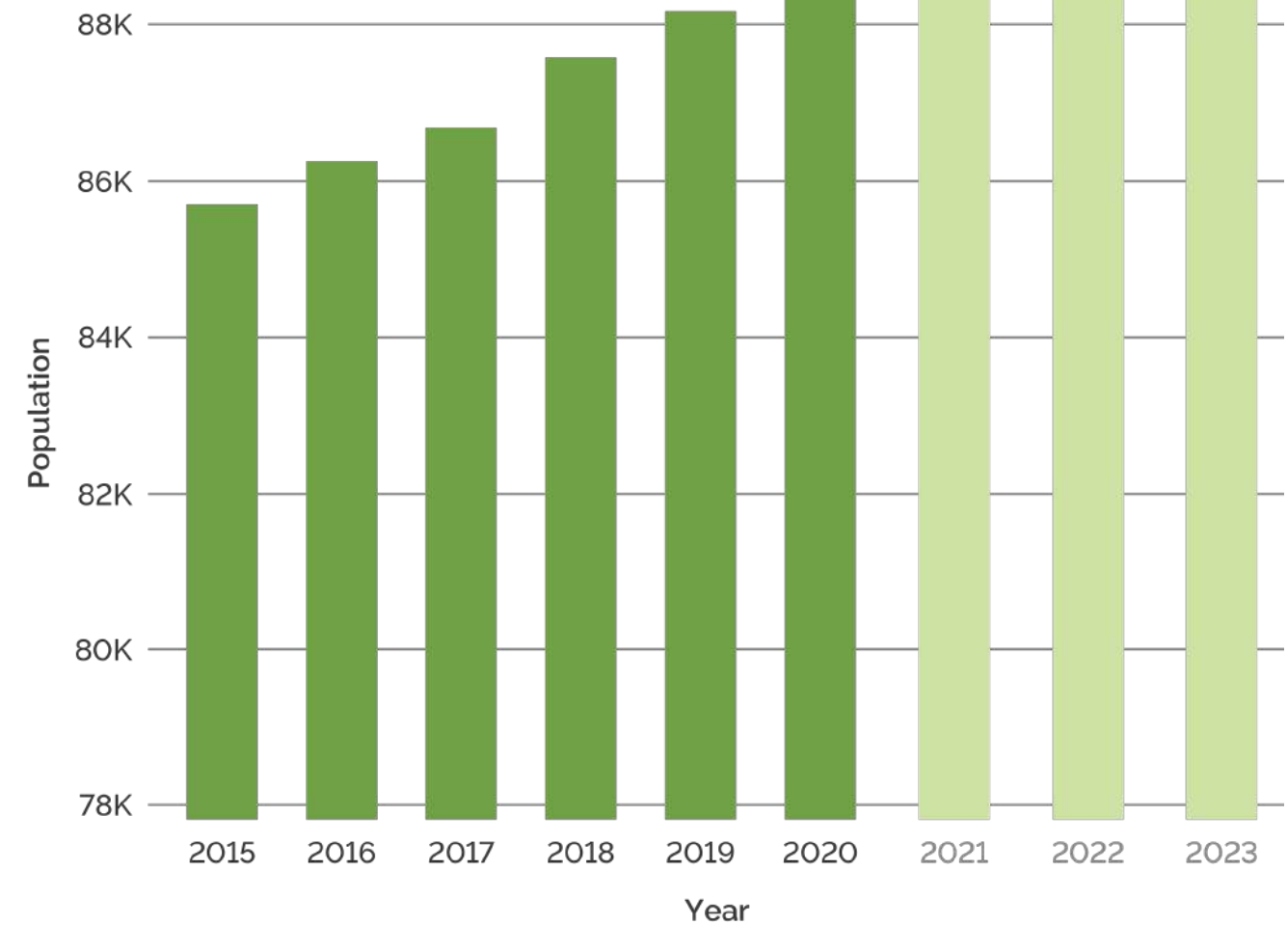
MEDIUM

HIGH

5-year median income growth

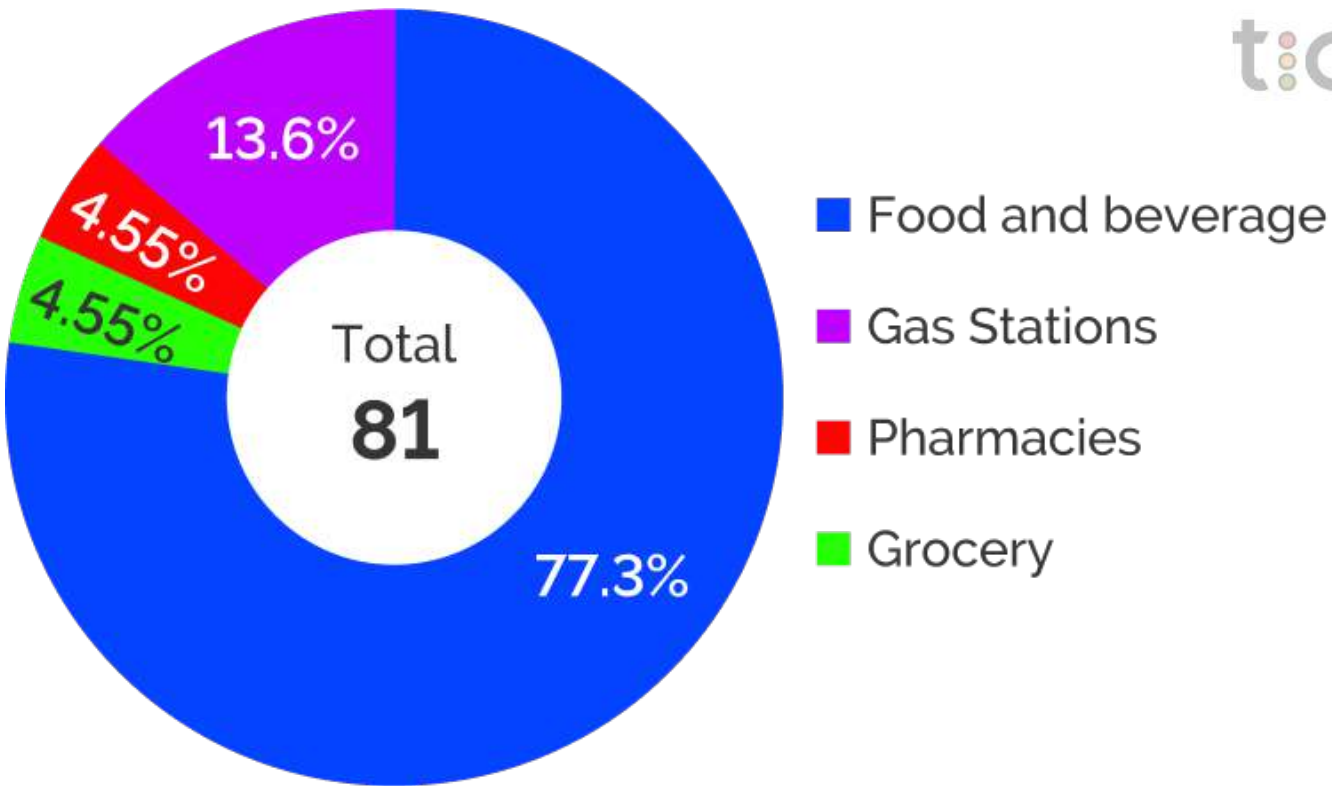
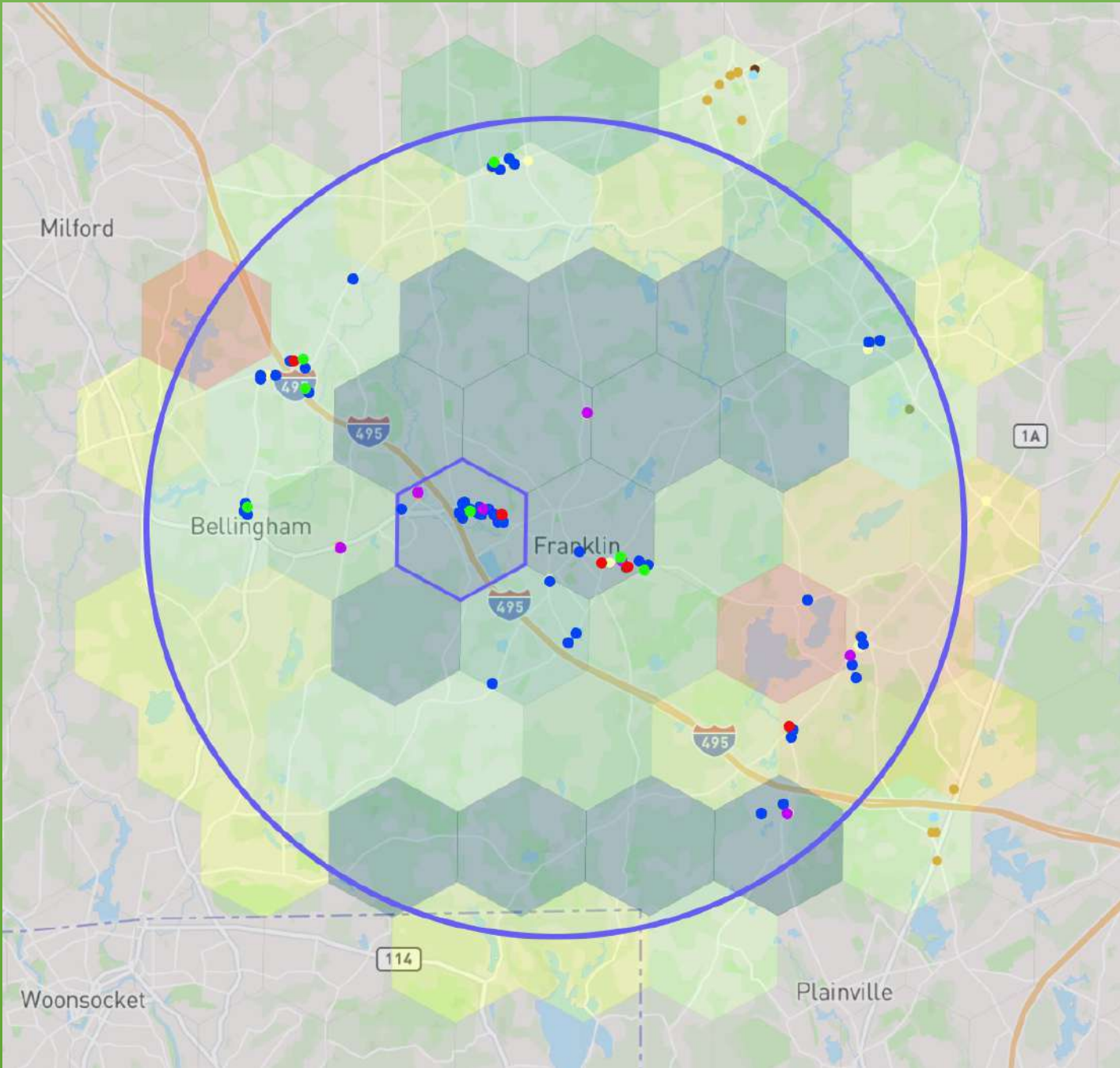
17.05%

Population growth

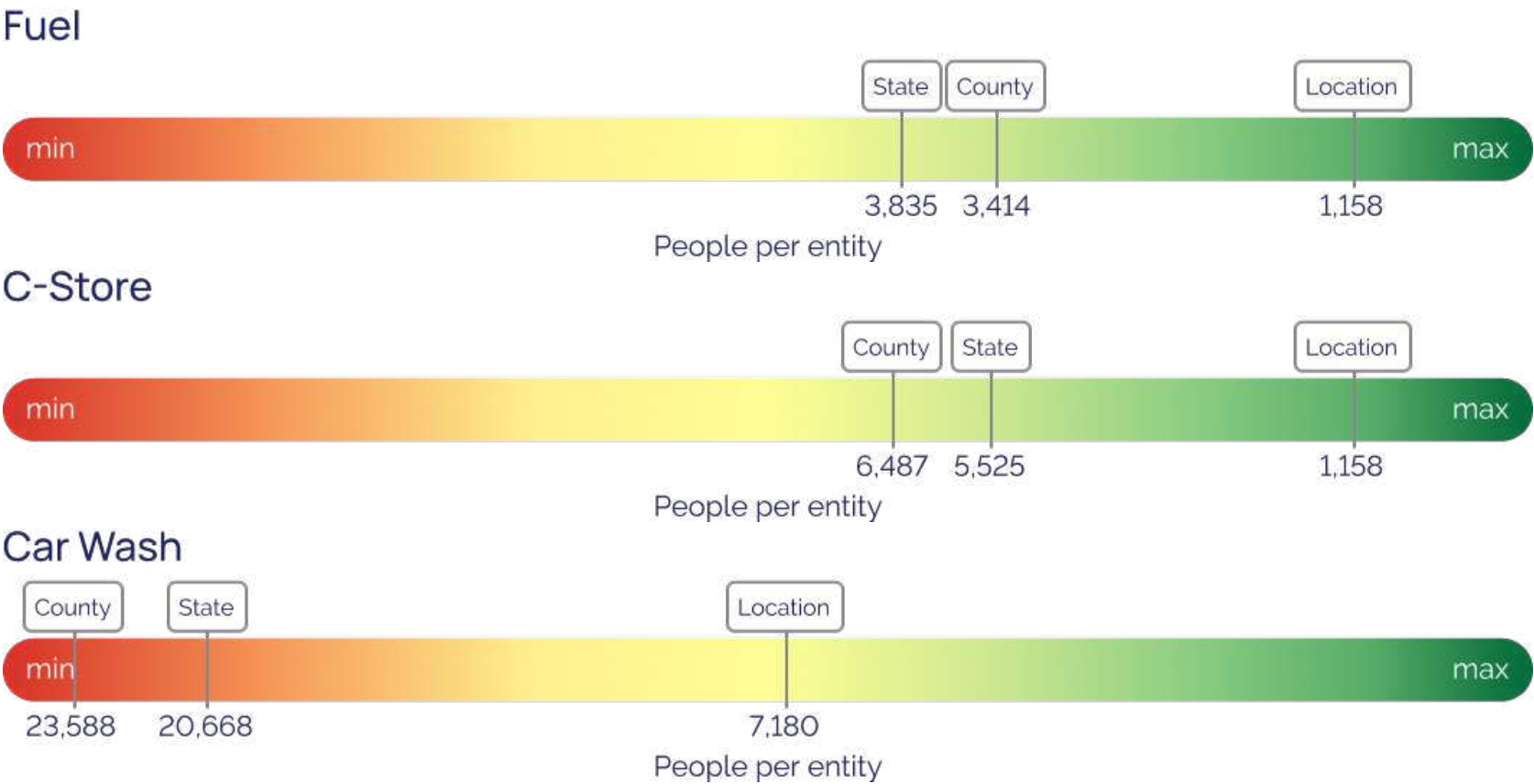


Competitors

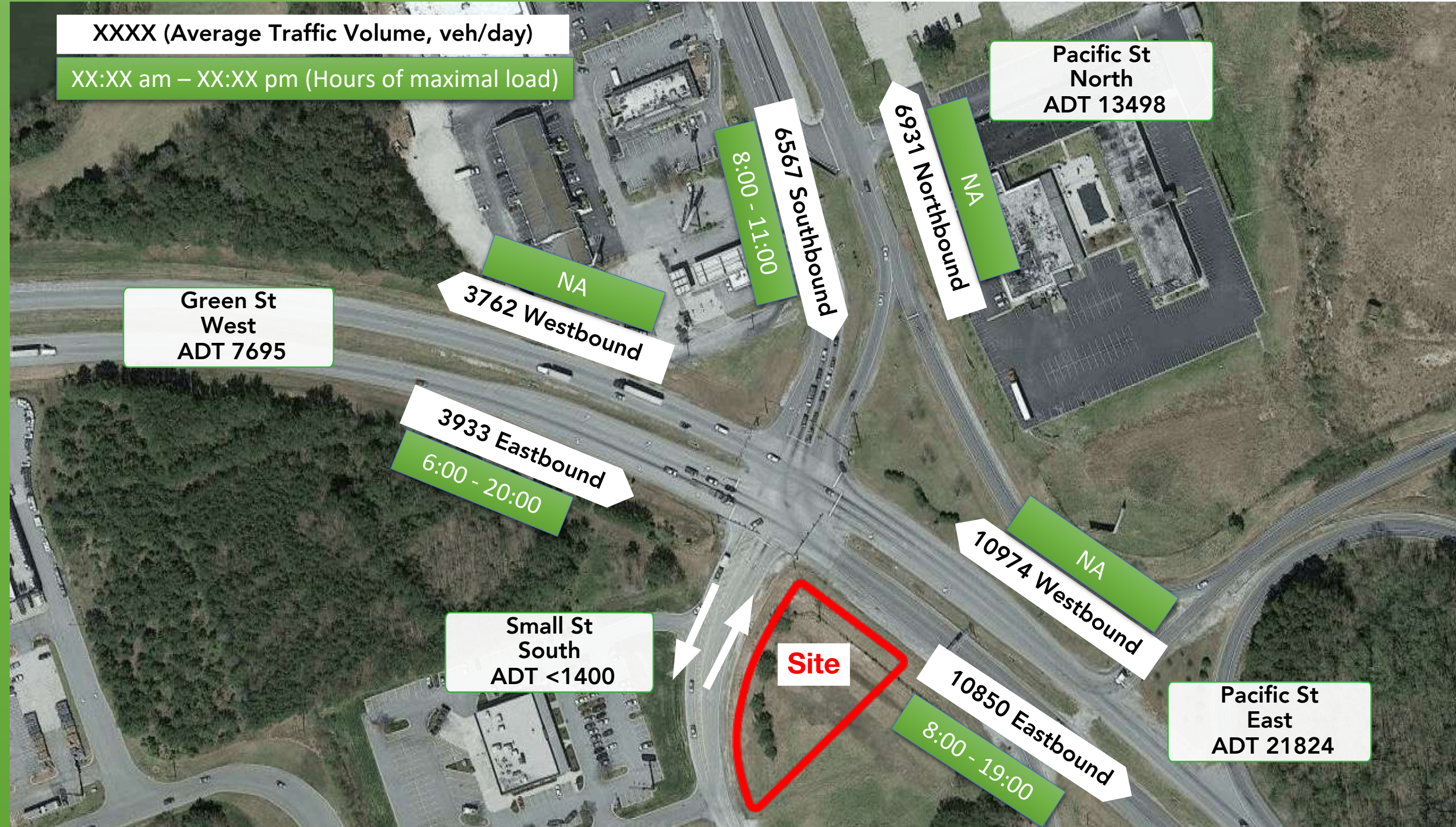
5-mile radius



Market Saturation



Site Traffic Map





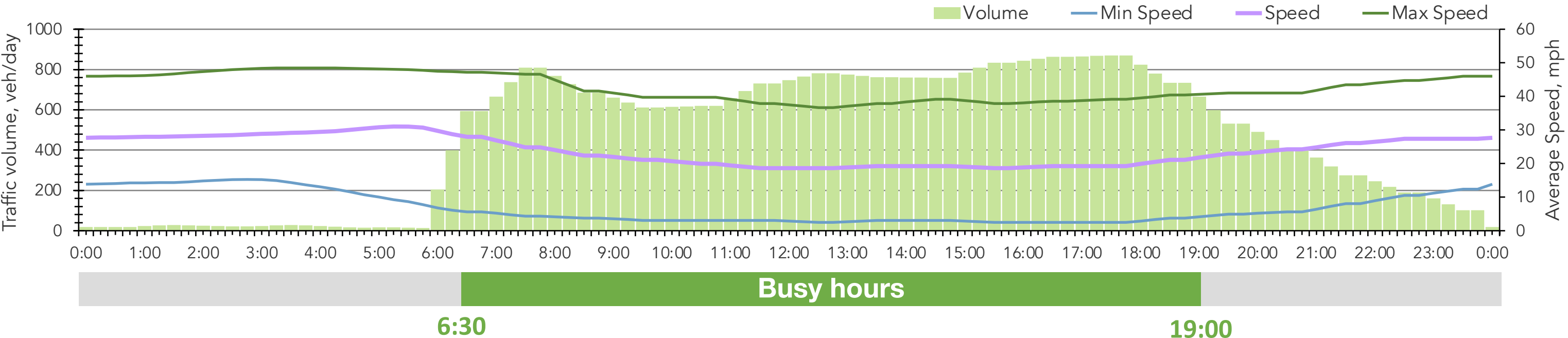
Speed/ Volume

(provided for each direction for weekdays and weekend separately)

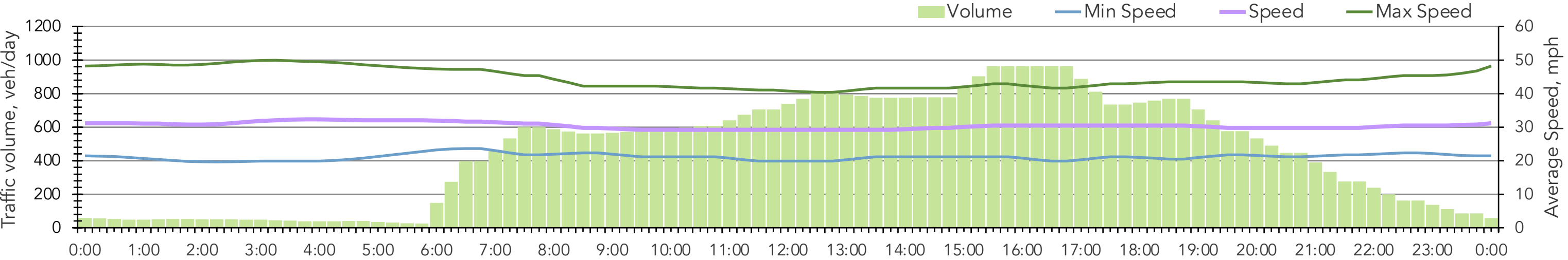
Pacific St East



Westbound



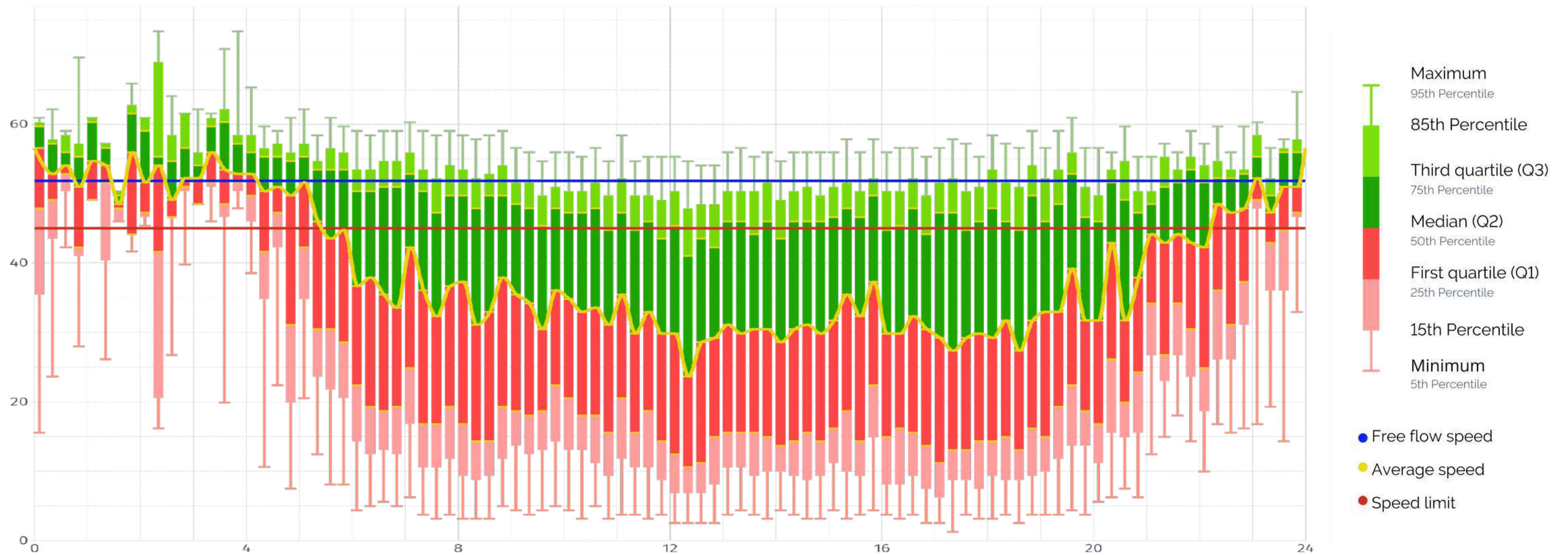
Eastbound



Intraday Speed Distribution

(provided for each direction for weekdays and weekend separately)

Pacific St East EB



Visitor Rate



Potential Customers per month industry average traffic catch rate	11,701	MAX Potential Customers per month conditional to excellent operation	20,476
Estimated Visitor rate	3.2%	MAX Estimated Visitor rate	5.6%
Total vehicles passing proposed location per month (Standard Traffic Load for the Cite)		365,645	

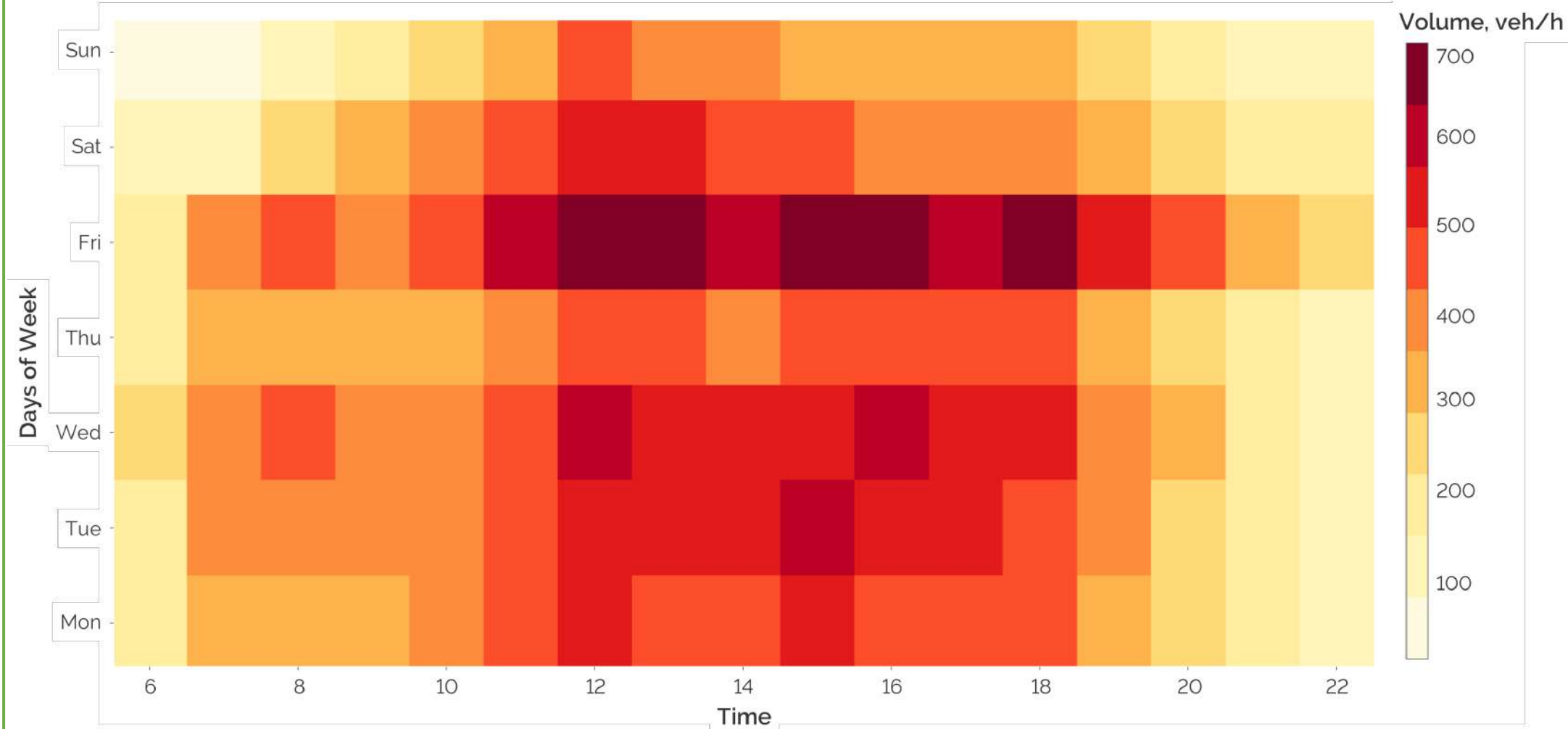
C-Site Scout™

Operation Excellence Management

Hourly Traffic Flow by Days of Week

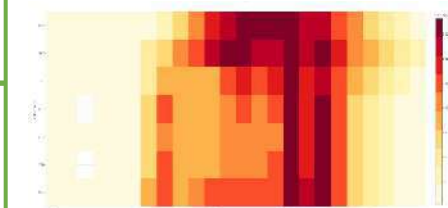
Pacific St East Eastbound

For the site

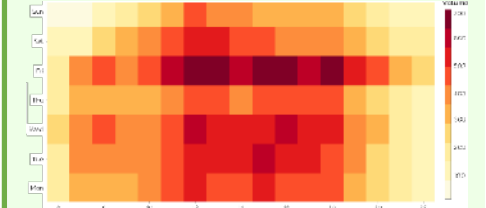


For each direction

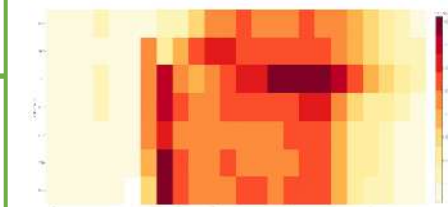
Pacific St East (W)



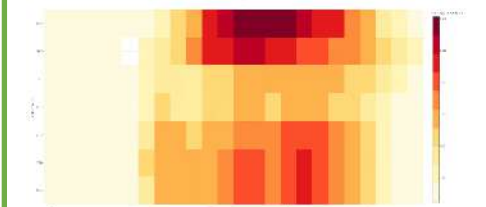
PACIFIC ST EAST (E)



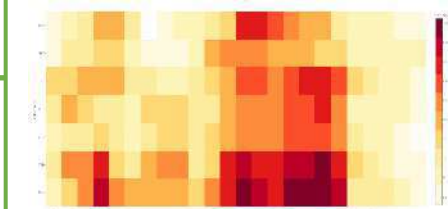
Pacific St North (S)



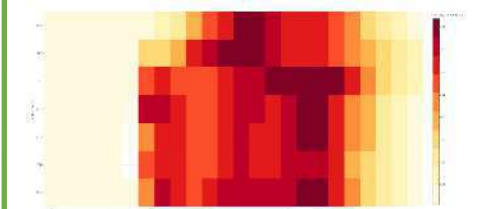
Pacific St North (N)



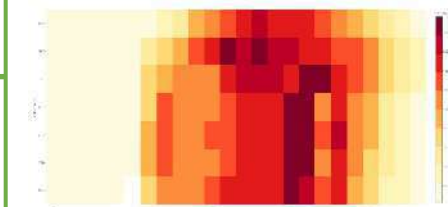
Green St West (E)



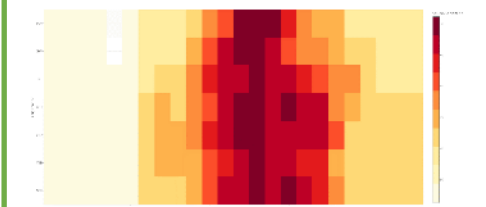
Green St West (W)



Small St South (N)



Small St South (S)



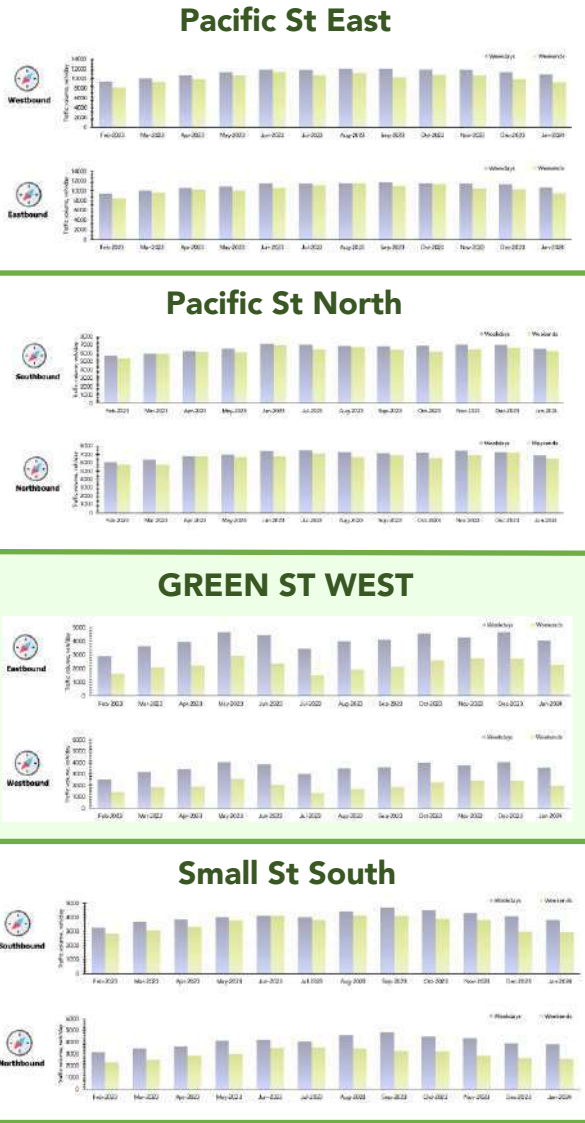
Monthly traffic flow

Green St West Westbound

For the site



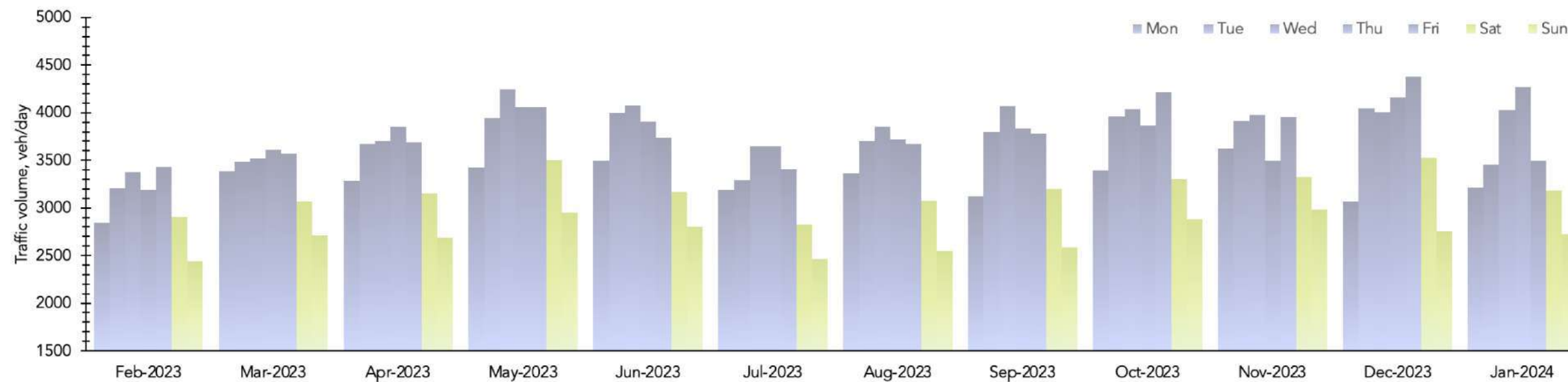
For each direction



Intraweek traffic flow

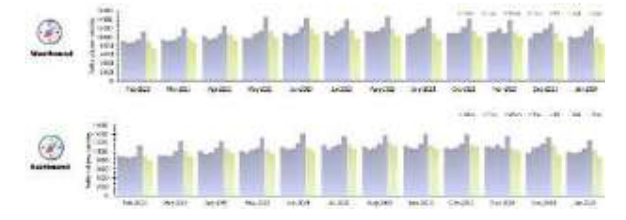
Green St West Westbound

For the site



For each direction

Pacific St East



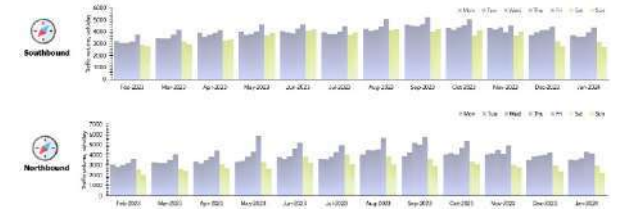
Pacific St North



GREEN ST WEST



Small St South



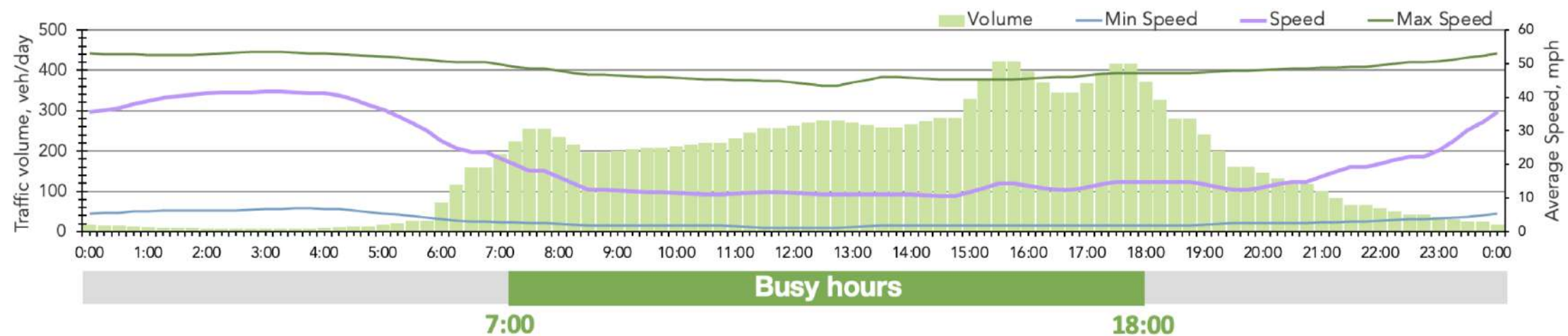
Speed/Volume

Pacific St North

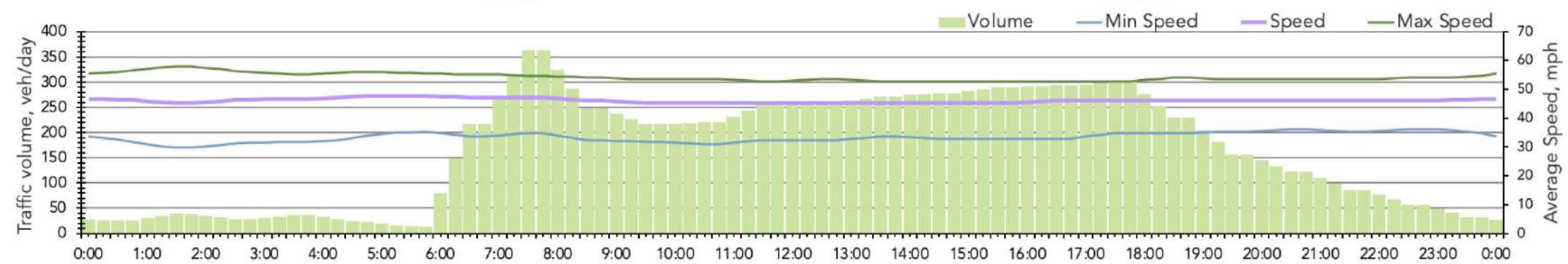
For the site



Southbound

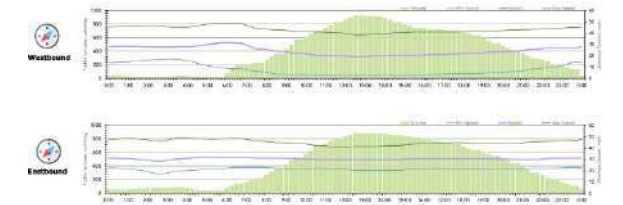


Northbound



For each direction

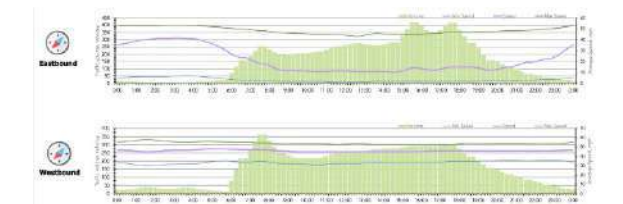
Pacific St East



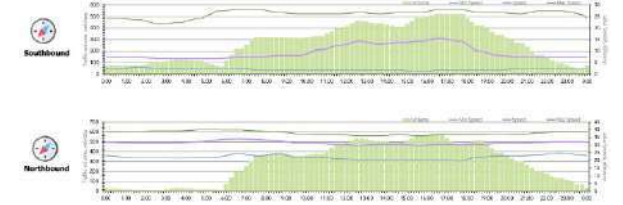
PACIFIC ST NORTH



Green St West



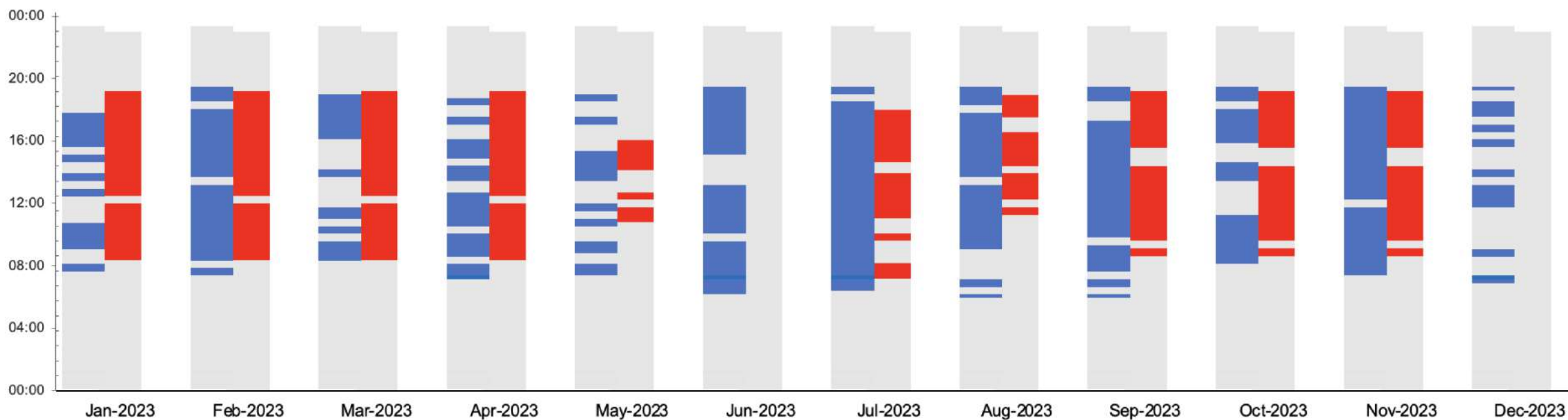
Small St South



Congested Hours

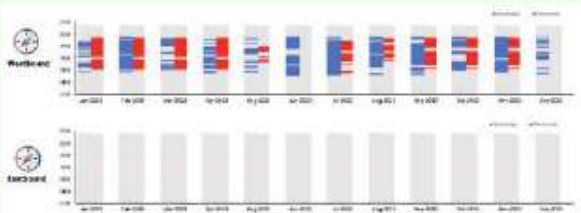
Pacific St East

For the site

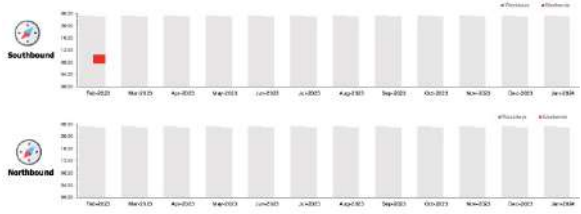


For each direction

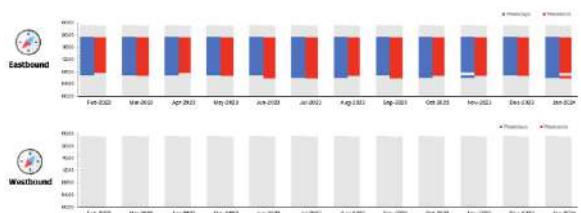
PACIFIC ST EAST



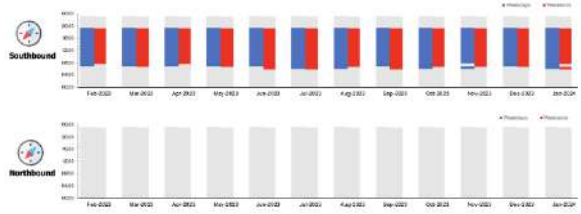
Pacific St North



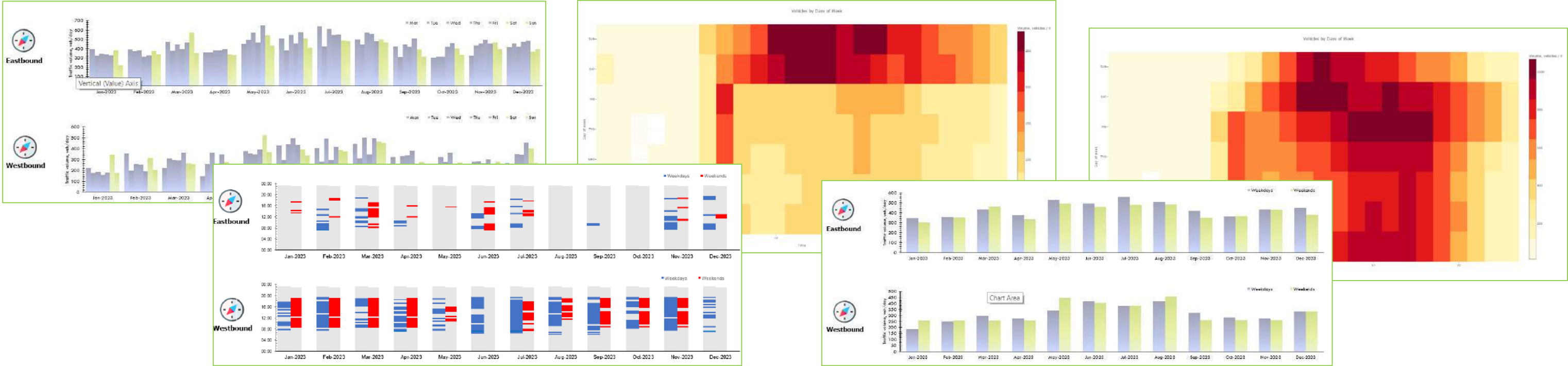
Green St West



Small St South



Traffic Load Ratio



Traffic load ratio 73%

Data Tables

Traffic Flow Parameters for the Site

Street Name	Direction	Speed limit, mph	Functional road class	Number of lanes	Maximal Road Capacity, veh/h	Average Traffic Volume, veh/h	Maximal Registered Speed (5% of vehicles)
Pacific St East	Westbound	40	1	4	1762	10974	48
Pacific St East	Eastbound	40	1	3	1377	10850	50
Pacific St North	Southbound	35	2	4	607	6567	28
Pacific St North	Northbound	35	2	4	1283	6931	40
Green St West	Eastbound	40	1	4	1364	3933	54
Green St West	Westbound	40	1	2	1186	3762	57
Small St South	Northbound	25	6	3	397	<700	60
Small St South	Southbound	25	6	1	302	<700	60



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