

BUXTON & WILLISTON, ND PARTNERSHIP

September 9, 2016, Williston Economic Development entered into a partnership with Buxton to strengthen the city's retail development strategy. Buxton's household-level consumer analytics have identified the most promising potential retailers and helped Williston better understand who is visiting the City. Based on Buxton's analysis, city leaders are now beginning conversations with potential new retailers.

The Buxton Approach for Williston

Who

- We define **who** your best potential consumers are
- Overall Consumer Insights:
 - **33%** of all households **spending in Williston** occurred from the following consumer groups:
 - Older, middle-class households in town and country communities located in the nation's midsection
 - Mix of Generation Y and X singles who live digital-driven, urban lifestyles
 - Upper middle-class multi-generational households in exurban areas
- Household level profile of Williston credit card spend:
 - Head of Household: Under 35 - **31%** of **regional** spend; Under 45 - **59%** of **resident** spend
 - High School or At Least Some College Education: **72%** of **regional** spend; **72%** of **resident** spend
 - Non-Homeowner: **74%** of spend of **regional** spend; **54%** of **resident** spend
 - Income Level: \$50K-\$200K - **60%** of **regional** spend; **71%** of **resident** spend
 - Married: **86%** of **regional** spend; **79%** of **resident** spend
 - No Children Present: **72%** of **regional** spend; **70%** of **resident** spend

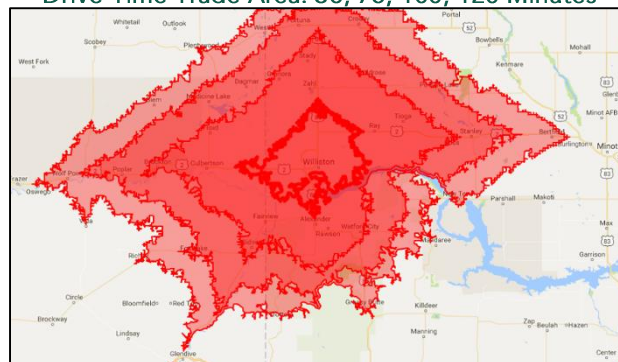
Where

- We tell you **where** your best consumers are found
 - Core consumer base lives within **less than 30 minutes** of Williston
 - **0-30 Minutes: 82.87%** of spend
 - **30-75 Minutes: 11.18%** of spend
 - **75-100 Minutes: 4.43%** of spend
 - **100-120 Minutes: 1.52%** of spend

Value

- We tell you the **value** of your best consumers and existing market conditions
- We provide you a competitive advantage
- We allow you to immediately respond to opportunities or threats in your community

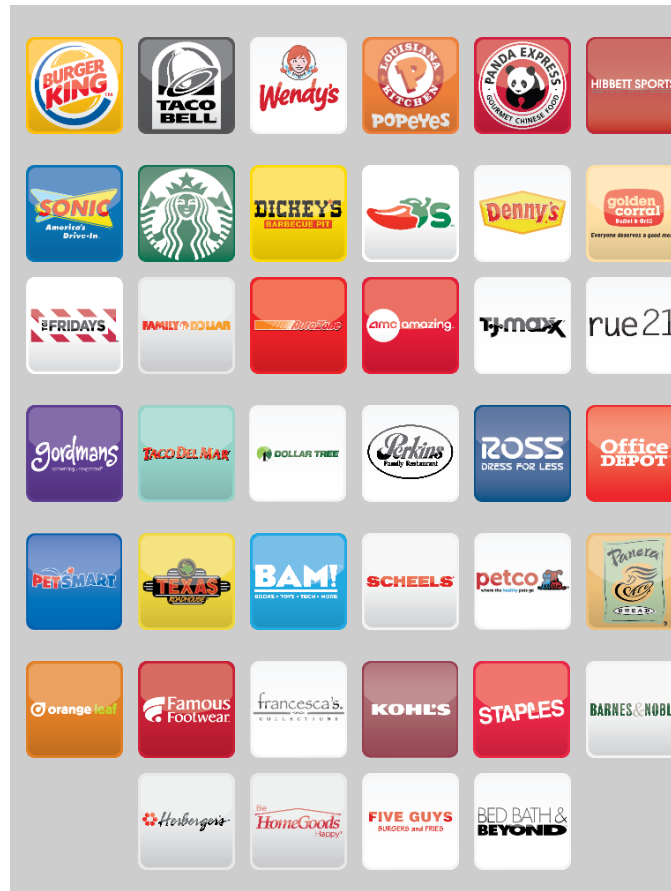
Drive-Time Trade Area: 30, 75, 100, 120 Minutes



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Williston Retail Match Results

Based on Buxton's household-level consumer analytics and analysis of retailers operating in similar market trade areas to Williston, the following brands were identified as the most promising potential retailers.



How We Know How American Consumers Live

- Buxton has pioneered the use of household-level data for research purposes. Through this process called psychographic analysis, millions of customer transactions are analyzed to determine purchasing habits and lifestyle trends.
- Buxton's comprehensive data sets allow for a fact-based approach to retail identification and include:
 - 115 million household records with up to 8 individuals within each household
 - More than 75,000 lifestyle and consumer habits for each type of customer
- Buxton's comprehensive data sets allow for a fact-based approach to retail identification and include:
 - Experian
 - Equifax
 - Acxiom
 - InfoUSA
 - Mail Order
 - Traffic Counts
 - Credit Cards
 - Reward Cards
 - Warranty Cards
 - Subscriptions
 - Motor Vehicle Information

Access to Buxton Insights and Reports

To learn more about Buxton's reports and how to access them, please contact your Williston Economic Development representatives.