

Which towns have the optimal combination of favorable zoning, street network and pedestrian access, demographics, life-style segmentation, and supply chain sites are all essential variables in determining the best site for a new location.

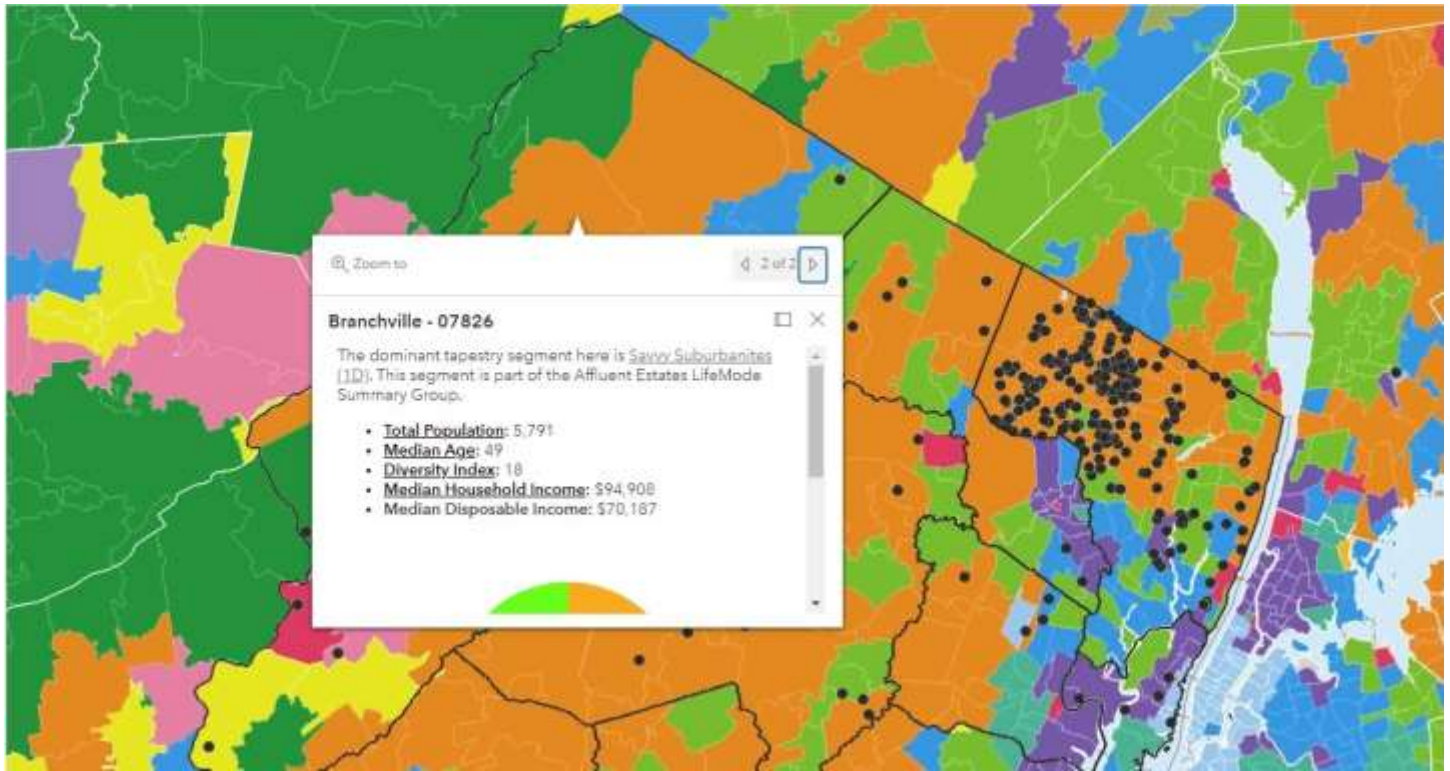
Life-Style Segmentation Analysis

By segmenting the population by their life styles, a deeper understanding of customer preferences for your product's attributes and their purchase behaviors can be learned. This can inform messaging to reach probable retail purchasers. Below are 2 examples of the Tapestry® Segmentation profiles from ESRI:

City Lights	
Overview	<ul style="list-style-type: none"> • Generally occupy densely populated urban markets • Passion for social welfare and equal opportunity • Blend of home owners and renters • Price savvy but will pay for quality brands they trust
Median HH Income	\$69,200
Median Age	39
Diversity Index	75.8 (US:64)
Primary Occupations	<ul style="list-style-type: none"> • Hospitality • Education • Sales • Management • Office and Administrative Support
Market Profile	<ul style="list-style-type: none"> • Price conscious • Prefer to bank in person but increasingly pay online • Health conscious • Taste in music reflects their culture
Housing	<ul style="list-style-type: none"> • Generally 50-50 split between home ownership and renting • Median home value of \$383,000

Pleasantville	
Overview	<ul style="list-style-type: none"> • Generally live in older housing in the Northeast (NY, NJ) and also in the west (esp. California) • Large number of empty nesters • Generally high net worth • Split shopping equally between online and in-person
Median HH Income	\$92,900
Median Age	47
Diversity Index	61 (US: 64)
Primary Occupations	<ul style="list-style-type: none"> • Healthcare Practitioners and Technical • Education • Management • Sales • Office and Administrative Support
Market Profile	<ul style="list-style-type: none"> • Prefer Imported SUV's • Invest in conservative securities and contribute to charities • Have bundled broadband services (TV/Internet/phone) • Subscribe to premium channels
Housing	<ul style="list-style-type: none"> • Approximately 80% own single family homes • Median home value of 382,000

This is a map that shows the spatial relationships between various Tapestry® Segment profiles and locations of customers. By matching the profiles of current locations to planned new locations (Branchville, NJ), sales projections can be more easily forecast.

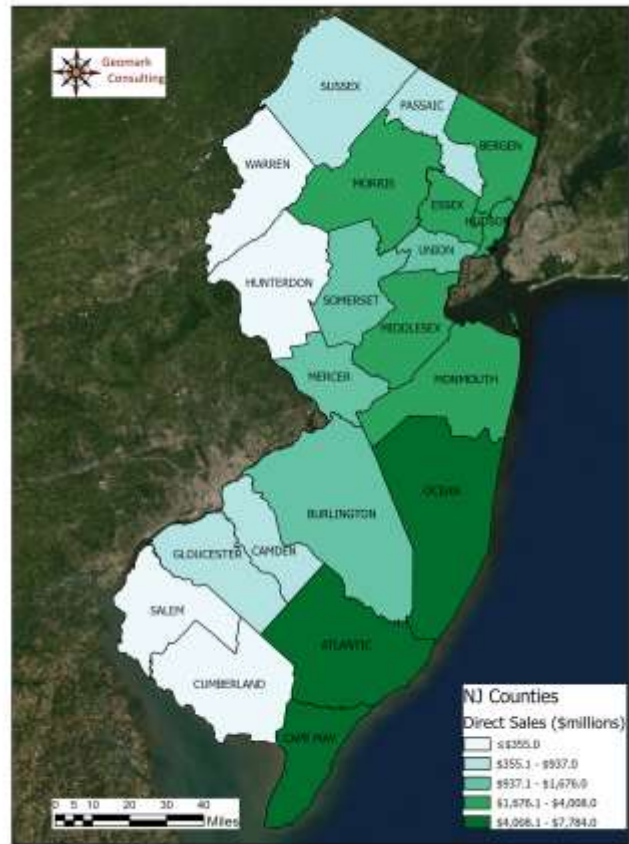
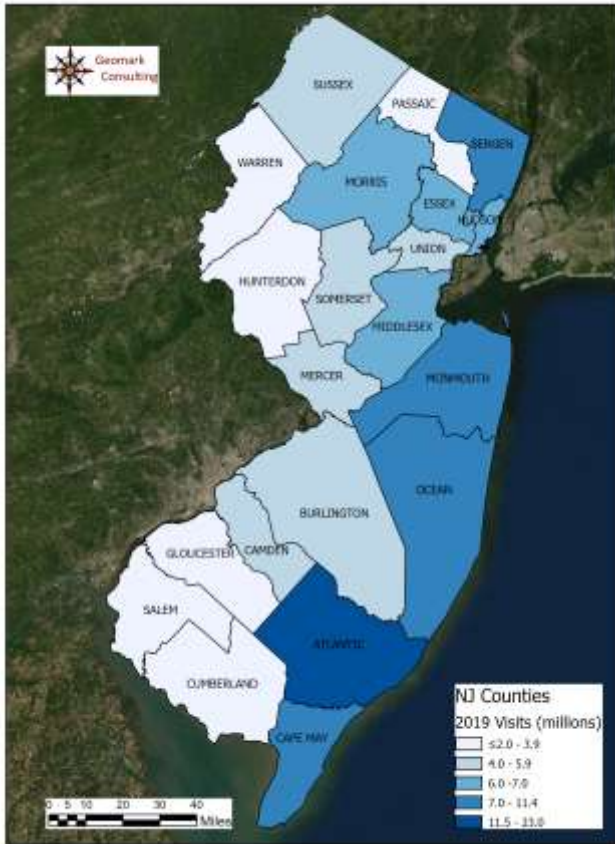


Branchville - 07826

The dominant tapestry segment here is Savvy Suburbanites. This segment is part of the Affluent Estates LifeMode Summary Group.

- **Total Population:** 5,791
- **Median Age:** 49
- **Diversity Index:** 18
- **Median Household Income:** \$94,908
- **Median Disposable Income:** \$70,187

Tourism is an important industry in New Jersey and is a potential market for the newly emerging NJ cannabis market. Understanding where tourists visit and how much they spend is an important consideration for prospective retail cannabis operators. Additional variables might include tax receipts, employment, and how much is spent on transportation, lodging and food and beverage. (Data Source: Tourism Economics)



Geomark Consulting's Capabilities

Using the tools and technologies of GIS, we believe this is a more efficient method to understanding strategic planning. Having a spatial understanding of a current or planned market, including access, demographics and segmentation analysis, can benefit any company or startup. Combined with competitor analysis, location analysis and customer insights, a more reliable planning strategy can be developed.



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