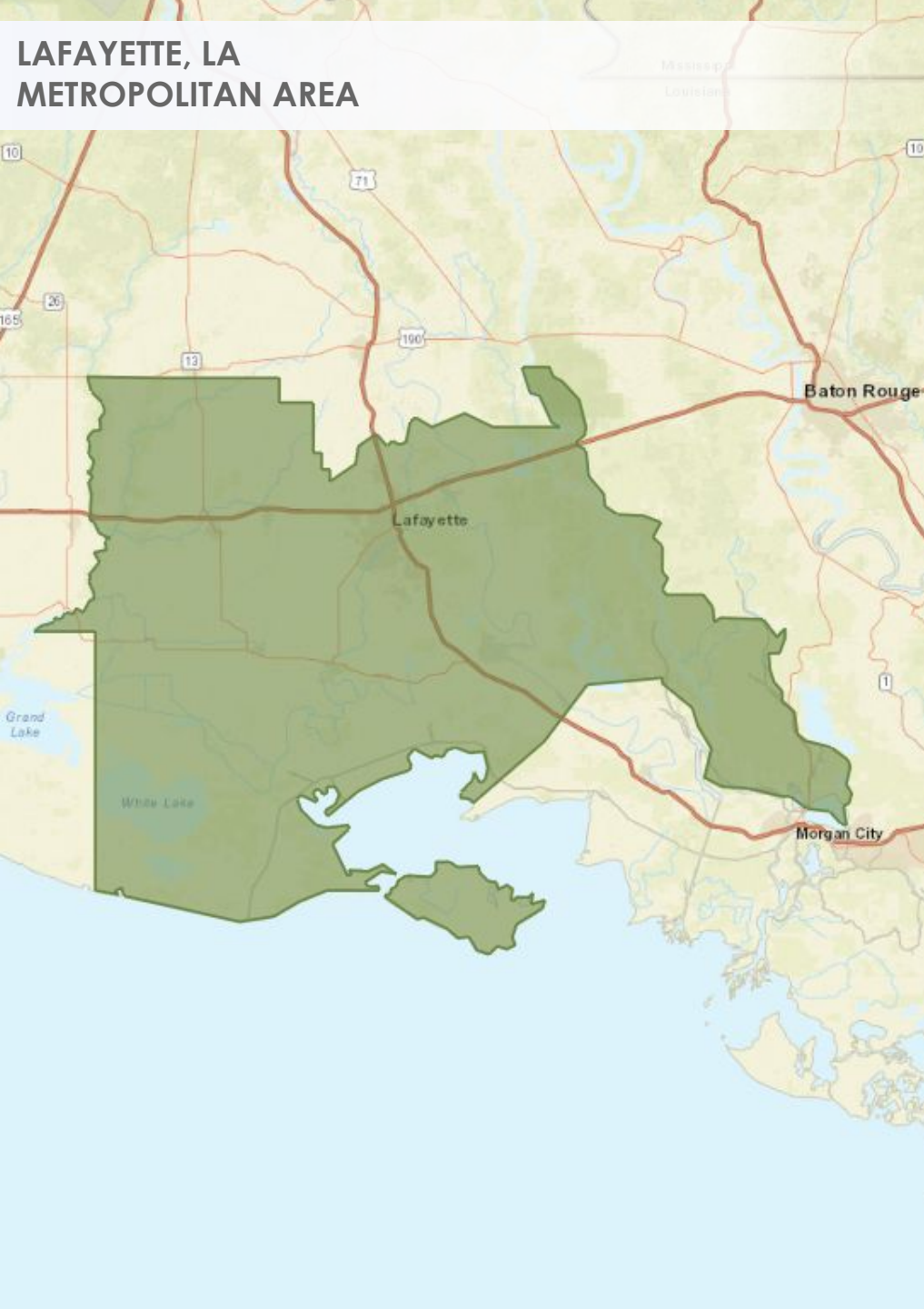




LAFAYETTE, LA
SITE ASSESSMENT
February 21, 2024

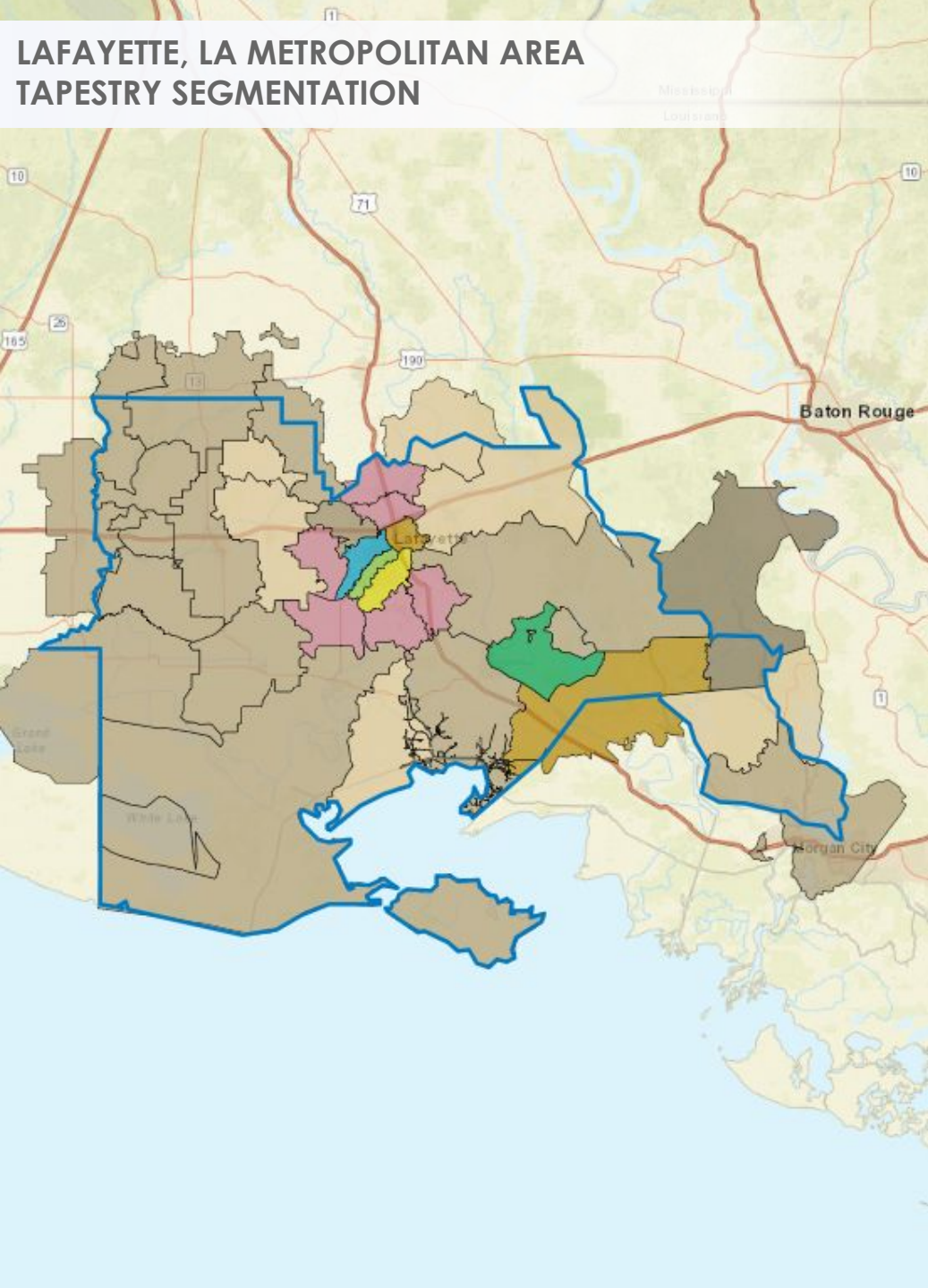




LAFAYETTE, LA METROPOLITAN AREA

KEY INFORMATION

MARKET FACTS	
2023 DAYTIME POPULATION	485,770
2010 POPULATION	466,750
2023 POPULATION	483,381
2028 POPULATION	487,463
ANN. POPULATION GROWTH RATE	0.17%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2023 MEDIAN HOUSEHOLD INCOME	\$54,965
2023 AVERAGE HOUSEHOLD INCOME	\$81,494
2023 MEDIAN AGE	38
2023 TOTAL HOUSEHOLDS	191,865



TAPESTRY SEGMENTATION

	TOP 3 TAPESTRY SEGMENTS	PERCENT	CUMULATIVE PERCENT
	Middleburg - 4C	16.0%	16.0%
	Economic Bedrock - 10C	14.7%	30.7%
	Southern Satellites - 10A	12.2%	42.9%

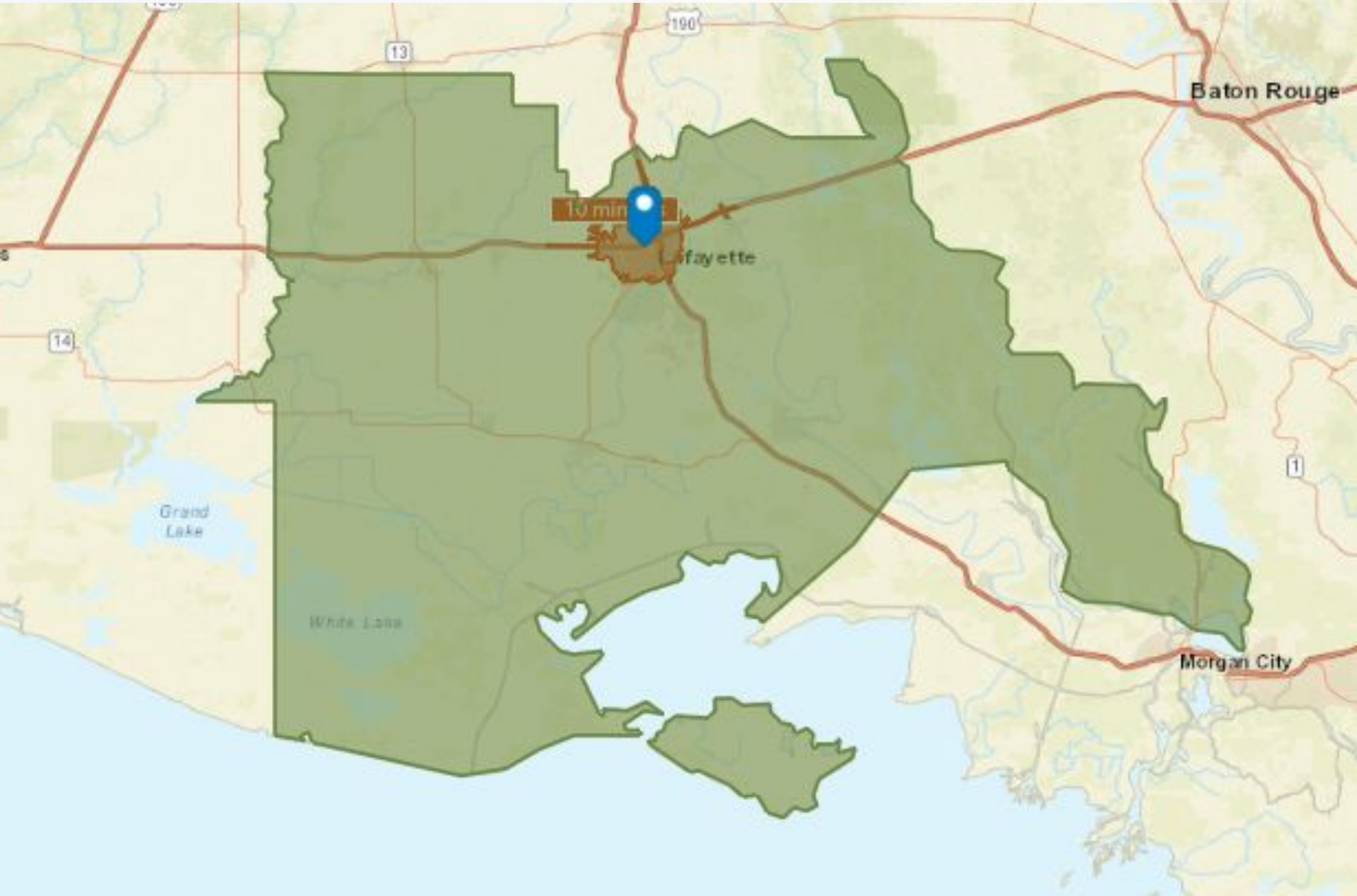
MARKET & SPEND POTENTIAL INDEX

CONSUMER BEHAVIOR	Total Amount	MPI
Shopped at Convenience Store Last 6 Mo	\$250,681	106
Spent \$1-\$19 at Convenience Store Last 30 Days	\$24,416	89
Spent \$20-\$39 at Convenience Store Last 30 Days	\$38,849	106
Spent \$40-\$50 at Convenience Store Last 30 Days	\$27,652	96
Spent \$51-\$99 at Convenience Store Last 30 Days	\$25,340	112
Spent \$100+ at Convenience Store Last 30 Days	\$93,722	121
Spent \$1-\$49 on Gasoline Last 30 Days	\$96,985	95
Spent \$50-\$99 on Gasoline Last 30 Days	\$121,636	97
Spent \$100-\$199 on Gasoline Last 30 Days	\$80,877	111
Spent \$200+ on Gasoline Last 30 Days	\$27,137	131

KEY INFORMATION

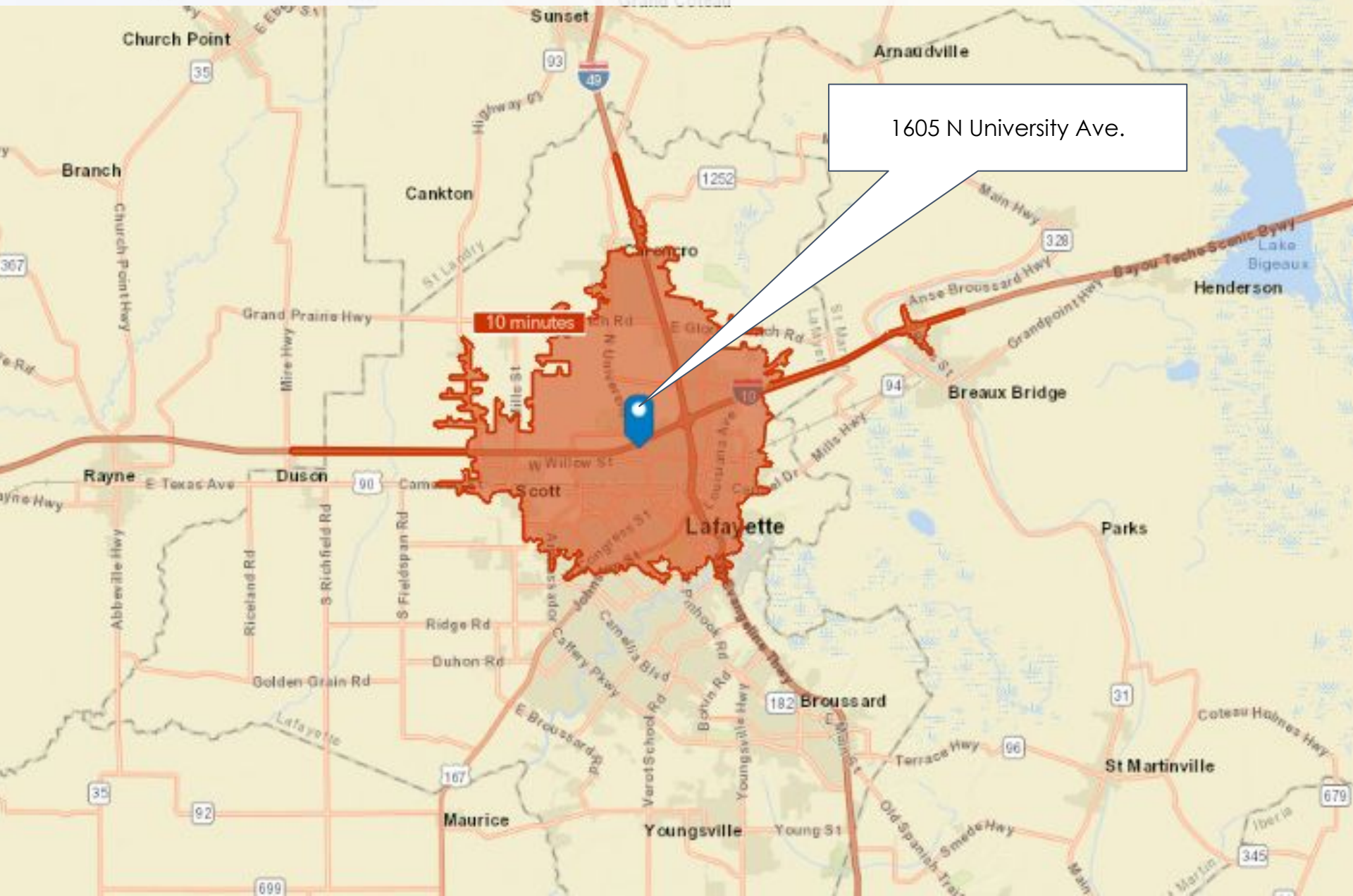
LAFAYETTE, LA METROPOLITAN AREA

POTENTIAL MARKET - 10 MINUTE DRIVE TIME

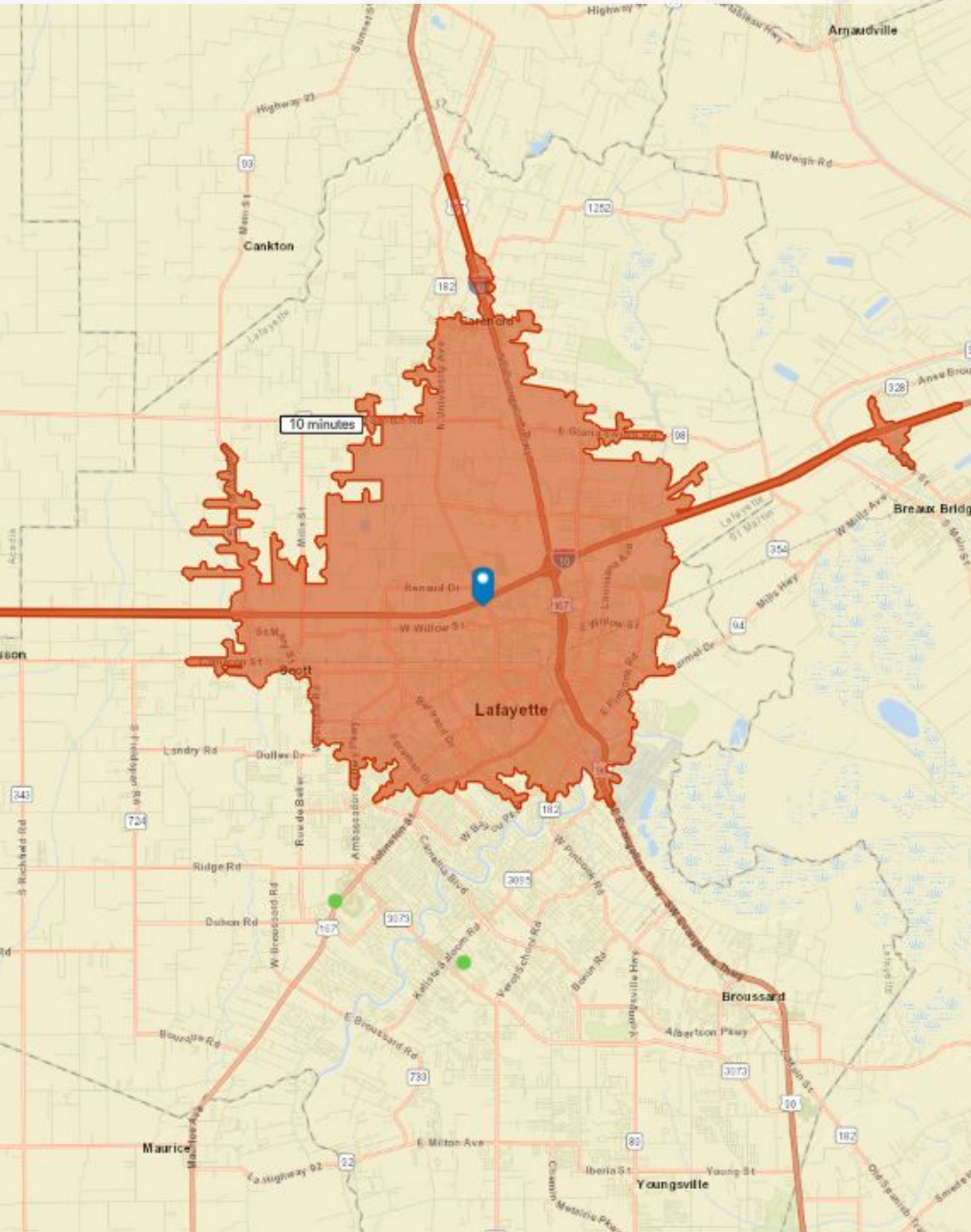


LAFAYETTE, LA

POTENTIAL SITE - 10 MINUTE DRIVE TIME



LAFAYETTE, LA - POTENTIAL SITE - 10 MINUTE DRIVE TIME



KEY INFORMATION, COMPETITION & SYNERGY

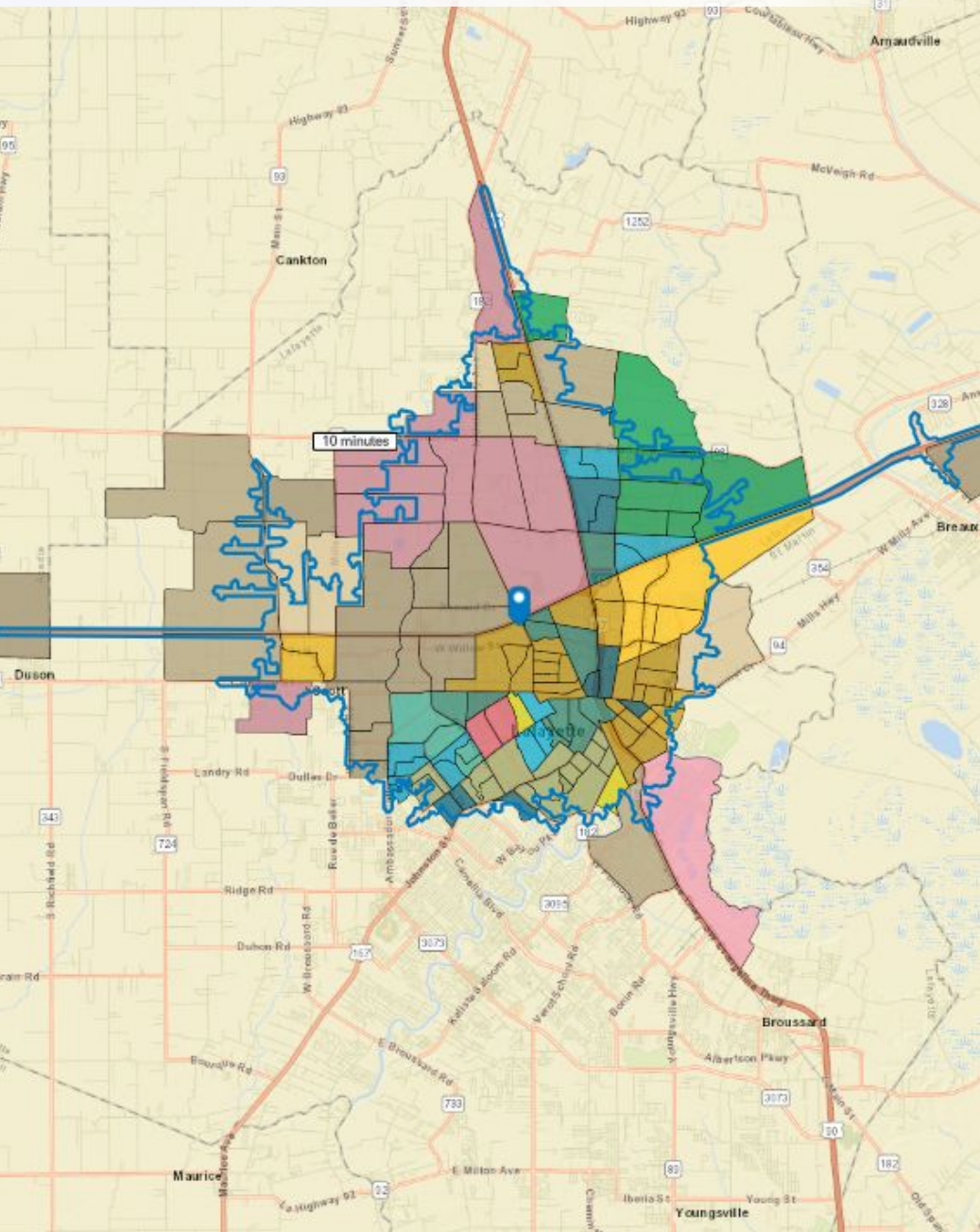
MARKET FACTS

2023 DAYTIME POPULATION	101,755
2010 POPULATION	77,040
2023 POPULATION	74,696
2028 POPULATION	76,367
ANN. POPULATION GROWTH RATE	0.44%
ANN. POPULATION GROWTH RATE (NTL)	0.83%
2023 MEDIAN HOUSEHOLD INCOME	\$38,921
2023 AVERAGE HOUSEHOLD INCOME	\$60,124
2023 MEDIAN AGE	35
2023 TOTAL HOUSEHOLDS	31,196

COMPETITION & SYNERGY

GAS STATIONS		0
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LAFAYETTE, LA POTENTIAL SITE - TAPESTRY SEGMENTATION



KEY INFORMATION

TAPESTRY SEGMENTATION			
	TOP 3 TAPESTRY SEGMENTS	PERCENT	CUMULATIVE PERCENT
	Prairie Living - 6D	17.8%	17.8%
	Heartland Communities - 6F	12.2%	3.0%
	In Style - 5B	8.4%	38.4%

MARKET & SPEND POTENTIAL INDEX		
CONSUMER BEHAVIOR	Total Amount	MPI
Shopped at Convenience Store Last 6 Mo	\$39,372	104
Spent \$1-\$19 at Convenience Store Last 30 Days	\$4,355	100
Spent \$20-\$39 at Convenience Store Last 30 Days	\$5,798	99
Spent \$40-\$50 at Convenience Store Last 30 Days	\$4,768	104
Spent \$51-\$99 at Convenience Store Last 30 Days	\$4,143	114
Spent \$100+ at Convenience Store Last 30 Days	\$13,668	111
Spent \$1-\$49 on Gasoline Last 30 Days	\$16,803	103
Spent \$50-\$99 on Gasoline Last 30 Days	\$18,748	93
Spent \$100-\$199 on Gasoline Last 30 Days	\$11,166	96
Spent \$200+ on Gasoline Last 30 Days	\$3,158	96

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