The Peer Analysis, built by Retail Strategies along with our analytics partner (Tetrad), identifies analogue retail nodes within a similar demographic and retail makeup. The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

<table>
<thead>
<tr>
<th>Daytime Population</th>
<th>54,235</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children at Home</td>
<td>3,856</td>
</tr>
<tr>
<td>Retiree/Diabetic</td>
<td>8,204</td>
</tr>
<tr>
<td>Homemakers</td>
<td>9,493</td>
</tr>
<tr>
<td>Student Population</td>
<td>0,963</td>
</tr>
<tr>
<td>Work at Home</td>
<td>21,613</td>
</tr>
<tr>
<td>Employed</td>
<td>8,357</td>
</tr>
<tr>
<td>Unemployed</td>
<td>2,075</td>
</tr>
</tbody>
</table>

Demographics

Average Age: 38.2
Median Household Income: $43,416
Labour Force: 52,109

Focus Categories

The top categories for focused growth in the municipality are pulled from a combination of leakage reports, peer analysis, retail trends and real estate intuition. Although these are the top categories, our efforts are inclusive beyond the defined list.

Let us know how we can help you find a site!

GAP Analysis $242,876,717

The GAP Analysis is a summary of the primary spending Gaps segmented by retail category. It measures actual consumer expenditures within the City's trade area and compares it to the potential retail revenue generated by retailers in the same area. The difference between the two numbers reflects leakages, or the degree to which consumers travel outside the community for certain retail goods and services. The GAP analysis is a useful tool to gauge retail supply and demand within the community.

City Contact Information

Libbey M. Tucker, CEcD
Assistant to the City Manager
Director of Economic Development
City of University City
6801 Delmar Boulevard
University City, MO 63130
ltucker@ucitymo.org
(314) 905 - 8833 (p)
(314) 356-0344 (c)
www.ucitymo.org

Tax Rates:
Sales Tax: 9.238%  Commerce Property Tax: 8.2465%  Residential Property Tax: 8.2099%
Utilities:
Electric: Ameren  Gas: Spire Energy  Water: Missouri American

Our utility providers offer rates among the lowest in the country.

Peer Analysis

The Peer Analysis is derived from a 5 or 10 minute drive time from major comparable retail corridors throughout the country. The variables used are population, income, daytime population, market supply and gross leasable area. The following are retail areas that most resemble this core city:

Peer Trade Areas

<table>
<thead>
<tr>
<th>Omaha, NE</th>
<th>Des Moines, IA</th>
<th>Mission, KS</th>
<th>Tulsa, OK</th>
<th>The Village, OK</th>
<th>Indianapolis, IN</th>
<th>Louisville, KY</th>
</tr>
</thead>
<tbody>
<tr>
<td>8207 Park Dr</td>
<td>222 S 43rd St</td>
<td>S 532 Market St</td>
<td>1205 W 2nd St S 58 A</td>
<td>1135 W 11th St 58 A</td>
<td>6285 Arlington Rd 56 A</td>
<td>6287 Del Rio Pl</td>
</tr>
</tbody>
</table>

Tax Rates:
Sales Tax: 9.238%  Commerce Property Tax: 8.2465%  Residential Property Tax: 8.2099%
Utilities:
Electric: Ameren  Gas: Spire Energy  Water: Missouri American

Our utility providers offer rates among the lowest in the country.

Follow us!