

GROTON'S RETAIL MARKET & THE MILITARY COMMUNITY

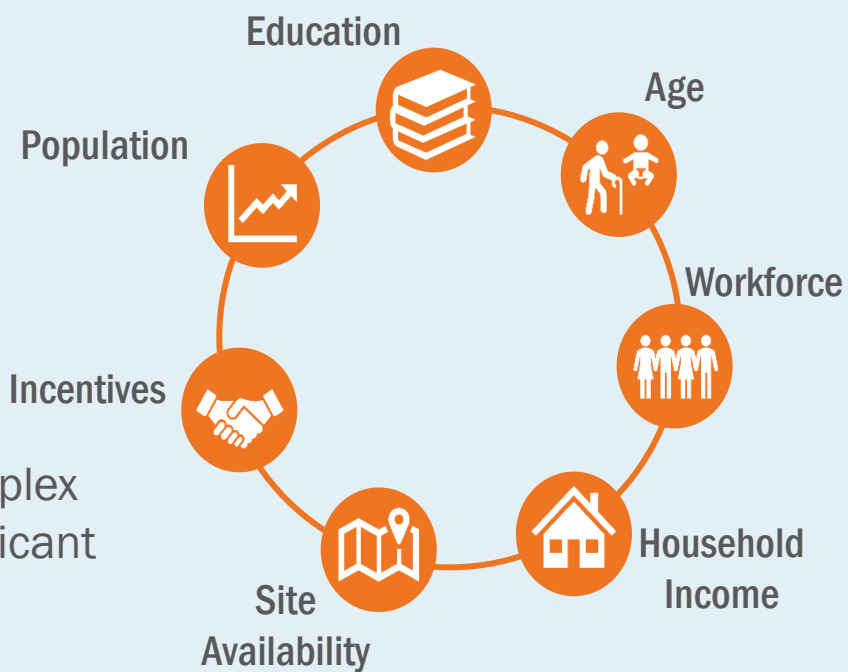
As the Town of Groton aims to revitalize the area's commercial corridors, an accurate assessment of the retail market is critical...

Capitalizing on retail market opportunities requires a clear view of the data retailers evaluate when choosing a site – so we can attract the type of investment we all want.



SEVEN KEY FACTORS studied by retailers & site selectors

Retail site location is a complex process that includes significant research and analysis of hundreds of data points.



What is the impact of the military base population?

- Military Household Income
- Town of Groton
- Civilian Household Income



A [recent study](#) yielded the following findings (*Town-wide average household income is included in the chart for context*):

\$77,025	Average Military Household Income
\$85,158	Average Civilian Household Income

Only a marginal difference separates civilian and military household income levels.

The Bottom Line

Retailers are seeing an accurate picture of Groton's income levels when using U.S. Census data to assess if an area aligns with their target customer demographic.

Information on all of the retail indicators, and much more about Groton's economy, can be found online in the Town's [2016 Economic & Market Trends Analysis](#).

A detailed memo explaining the methodology employed for estimating average military household income is available on the Town's website: www.exploremoregroton.com.

