



FARMERS BRANCH
TEXAS

Analysis of Trade Area Data Collection Methods

Study Session Meeting | March 3, 2026

Requested By: Mayor Pro Tem Tina Bennett-Burton



Analysis of Trade Area Data Collection Methods

Background and Purpose

- 1** District 2 future agenda item request to research data collection methods
- 2** Staff will provide an explanation of the strengths and limitations of each method of research
- 3** Explain how each method can be applied to Farmers Branch Economic Development strategies
- 4** Explain why demographic data is important for Economic Development

Census Data

This method relies on publicly available demographic data, such as population and household income, with a defined geographic radius.



Strengths

- Cost-effective
- Useful for early-stage site evaluation
- Appropriate for recruitment marketing material
- Supports retail leakage analysis

Limitations

- Assumes consumer shops near home
- Does not measure actual visitation behavior
- May overstate true trade capture

Walmart Data

This method uses actual transaction data, such as Zip codes collected at the point of purchase, to map shoppers' home locations.



Strengths

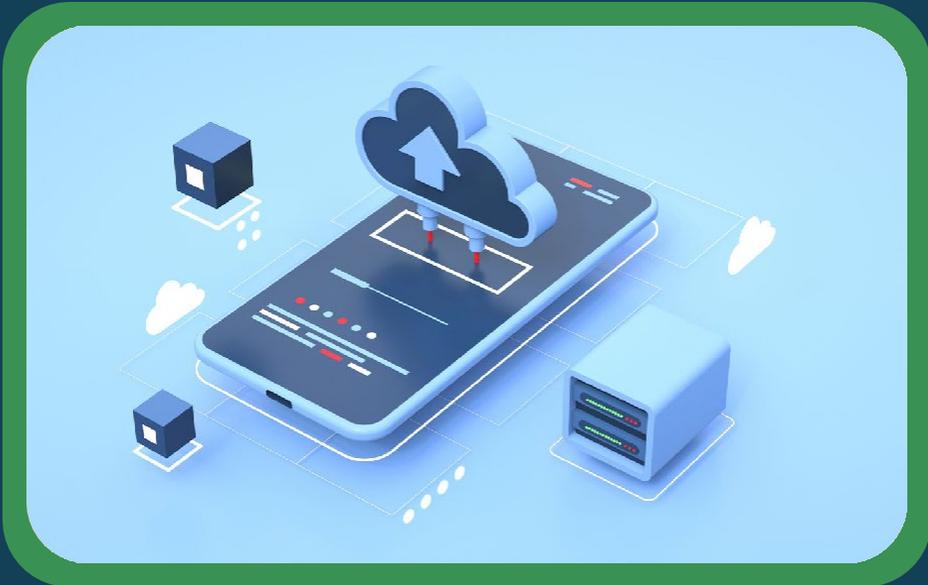
- Highly accurate representation of customer behavior
- Reflects actual sending patterns
- Useful for evaluating the performance of existing businesses

Limitations

- Only available for existing businesses
- Does not provide competitor visitation data
- Requires retail cooperation

Cell Phone Data

This method uses aggregated and anonymized mobile device data to track visitation patterns to specific locations.



Strengths

- Captures real-world traffic and cross-shopping behavior
- Useful for validating new site feasibility
- Measures frequency and dwell time

Limitations

- Doesn't directly show spending
- Requires careful interpretation
- More costly to utilize

How This Affects Farmers Branch

Benefits of Comprehensive Use

- Identify retail gaps
- Demonstrate unmet demand
- Attract regional visitors, as well as resident-based
- Proactive engagement with businesses
- Incentive evaluation
- Inform of needed redevelopment and capital improvements

Cost Considerations

- Each method of research will have specific costs associated with IT infrastructure and program acquisition.
- Costs range depending on the service level requested.

How This Can Help Farmers Branch

- Enhance development opportunities for Farmers Branch
- Assist with monitoring of corridor performance
- Support initiatives with market-based evidence
- Strengthen recruitment strategies
- Assist with benchmark metric systems

Council Options

1. Staff will conduct research into available data platforms that support these methods and return with formal proposals for the Council's consideration.
2. Continue developing ED practices and procedures without these methods.

Questions



FARMERS BRANCH
TEXAS