

64

Overall Fit

Moderate Match

Moderate fit - consider attending with preparation

WHAT'S WORKING

Premium, handmade candles with street-inspired themes align with gift and home-fragrance buyers.

Broad education and higher income nearby suggest willingness to invest in mid-range, quality products.

Unisex appeal and a men's line expand potential customer reach.

CRITICAL RISKS

Light Traffic Predicted: Footfall may be low; requires active marketing.

Rain Risk (30.0%): Prepare weather protection for booth/products.

Light local traffic limits daily sales unless paired with online or cross-promo channels.

Messaging must cover a wide age range, which can be challenging in a single display.

DATE & TIME

Nov 29, 2025

Saturday • 12:00 PM - 5:00 PM

TRAFFIC PREDICTION

Light Traffic

Confidence: 62%

WEATHER

62°F

HISTORICAL

Mild, Frequent Rain

POPULATION (1MI)

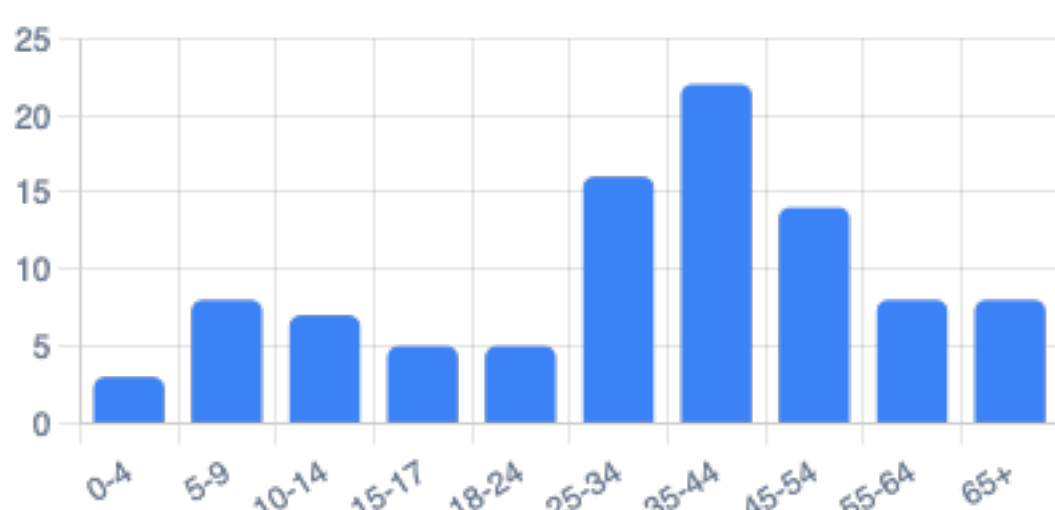
3,917

1,247 per sq mi

Demographics Analysis

Quick Summary: This area has mostly college-educated residents aged 25-44 with incomes of 100k+.

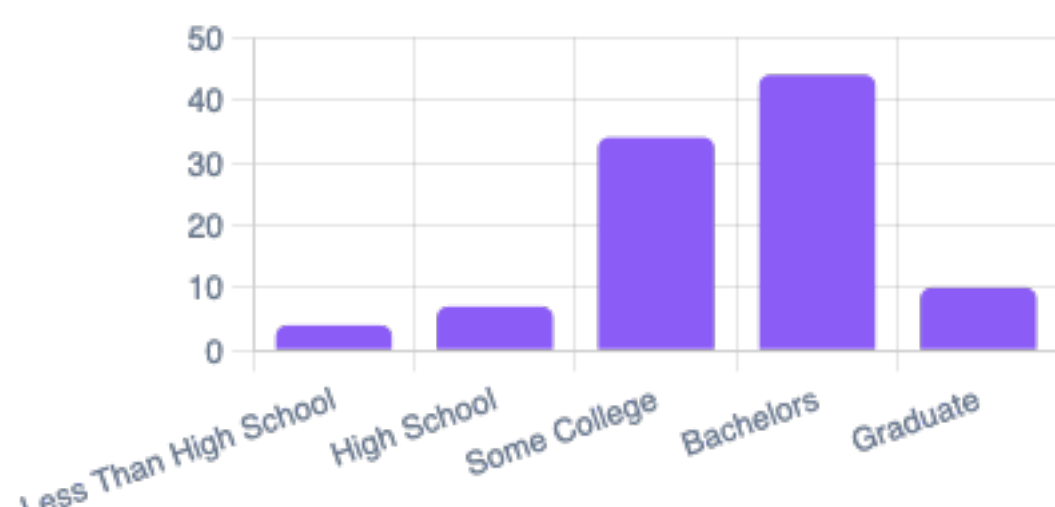
Age Distribution



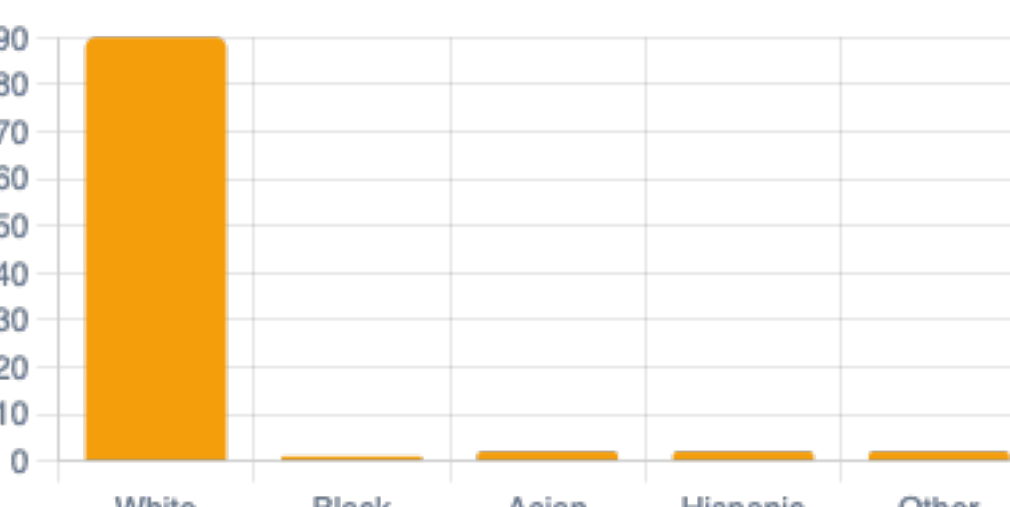
Income Levels



Education



Race & Ethnicity



Detailed Fit Analysis

Demographic Fit

How well customers match your target audience

63/100

PROS

- Strong college-educated segment nearby supports a premium, handmade product.
- Income distribution includes many shoppers in higher brackets who can afford mid-range candles.
- Gender balance near 50/50 fits the unisex and men's line offerings.

CONS

- Very broad age range means messaging must appeal to both younger and older buyers, which can dilute focus.
- Nearby one-mile audience is modest, so daily sales may be limited without extra traffic sources.
- Premium price point may not resonate with all lower-income segments nearby.

Location & Timing

How well the location and timing work for your business

65/100

PROS

- Indoor brewery space supports browsing and impulse buys, especially for gift items.
- Product category is year-round, aligning with steady brewery visitors.
- Gifting potential fits well with patrons looking for unique, local fragrances.

CONS

- Light overall foot traffic today could limit reach.
- Customers may be focused on drinks rather than shopping during visits.
- Weather conditions (rain) can further reduce street shopping, limiting in-person visibility.

Strategic Action Plan

RECOMMENDATIONS

- Make the display visually strong and gift-ready to catch passersby quickly.
- Cross-promote with brewery offerings to increase perceived value and impulse buys.
- Encourage sign-ups for future online orders or discounts to convert interest into sales later.

TARGET AUDIENCE ALIGNMENT

Age Match: 75% of population in target range (18-65)

Income Match: 61% in \$40k-\$120k range

Education Match: 54% college+

NOTES

The purpose of this report is to provide a market-fit score to evaluate how a vendor profile matches the location of the market.

This report does not take into account the organizer profile of the market, the event details, or the level of advertisement done by the organizer.