Map 1. Greater Georgetown Trade Area

Sources:
Probability of Consumer Patronage - Calculated by IPA staff using the Huff Trade Area Model within Dun & Bradstreet's Business Analyst software. See Appendix C of the Greater Georgetown Area Comprehensive Market Analysis for further details.
Probability of Consumer Patronage exceeding 18%. See Appendix C of the Greater Georgetown Area Comprehensive Market Analysis for further details.
1997 Zip Code Boundaries - 5-Digit ZIP Code Tabulation Areas
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