





## Equal Competition

Equal competition or Thiessen polygons represent the area in which the travel distance to the subject (in this case, Rhinelander) is shorter than Rhinelander to other competing markets. This is done by drawing a line at the midpoint between Rhinelander and the surrounding communities. This analysis is used to determine destination-type trade areas. For this analysis, equal competition polygons were created around Rhinelander and its major regional competitors: Ashland, Eau Claire, Hayward, Houghton, MI; Iron Mountain-Kingsford, Shawano, and Wausau.

The polygon associated with Rhinelander is shown in the map below and includes the communities of Crandon, Eagle River, Minocqua, and Tomahawk as well as more rural area surrounding Rhinelander. Residents of this area are closer to Rhinelander than other regional competitors, and therefore they represent an important customer segment for local businesses. It is important to note that while Equal Competition analyses show a potential destination trade area, other attractiveness factors such as retail mix and accessibility may play a more important role than distance alone.

### Equal Competition Analysis



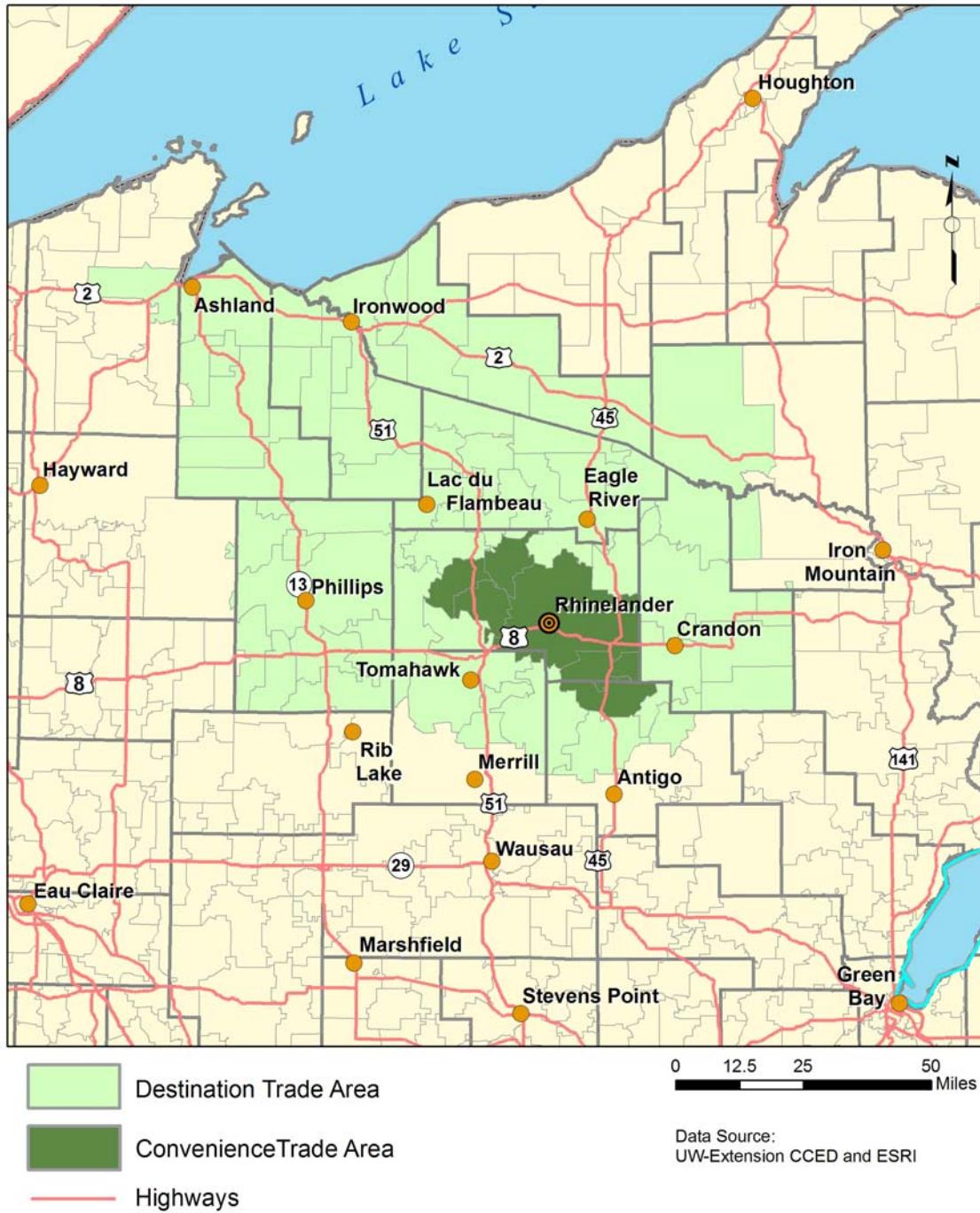
## Conclusion – Size and Shape of Trade Area

Upon analysis of the preceding maps and data, along with consultation from the study committee, the trade areas shown in the map below was constructed. These trade areas recognize the surrounding competition – from Merrill, Antigo, and Wausau to the south, and Ironwood and Iron Mountain to the northeast and northwest respectively.

For this analysis, we have constructed a primary or Convenience Trade Area and a secondary or Destination Trade Area. The former area is defined as the area within which all “convenience shopping” needs (groceries, gasoline, hardware) are satisfied by Rhinelander; the later as the area where “destination shopping” needs such as automobiles, furniture, and other big box stores draw customers to Rhinelander. The overall footprint is comprised of Oneida County as the heart of the Convenience Trade Area, with the surrounding counties of Forest, Langlade, Lincoln, Price, Ashland, Iron, Vilas and Gogebic, MI comprising the Destination Trade Area. When evaluating the trade area, a number of factors should be considered:

- The trade area recognizes the proximity of the larger commercial centers to the south and southwest in Wausau, Stevens Point and Eau Claire as well as north and northeast in Iron Mountain and Houghton.
- The trade area approximates those areas that may provide the best opportunities for capturing convenience-based shopping opportunities.
- Certain businesses in the Rhinelander trade area draw from a much larger distance than the community trade area. These destination businesses may include the community’s automobile dealerships and various tourist attractions. *Accordingly, unique destination-type businesses may want to consider a broader market when assessing market opportunities.*

# Rhineland Trade Areas by ZIP Code



Trade Area Maps: Travis Reinke, CCED