Retail Market Opportunities Analysis Update

Prepared for
The City of Dearborn Heights
Tax Increment Finance Authority

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Prepared for:

The City of Dearborn Heights Tax Increment Finance Authority
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Executive Summary

Socioeconomic Data

The primary trade area (PTA) is the geographic area from which establishments may generate up to 60 percent of their customer traffic and sales. The secondary trade area (STA) is the area from which an additional 20 percent of the sales may be drawn.

- Trade area population decline has stabilized to a projection of less than 1 percent to 2021.
- The White population continues to dominate the PTA (72 percent). The Black population is at nearly 22 percent of PTA [impact of including a portion of the City of Inkster]. Marginal growth in Latino or Hispanic population from 5 percent in 2016 to 6 percent in 2021 in PTA.
- Dearborn Heights residents with Arabic ancestry increased from 9,567 in 2009 to 15,069 in 2015. Strong niche market opportunity.
- Aging population. Median age of 39.7 years for PTA and 40.1 years for STA.
- The "family forming" age cohort dominates (25-44 years) the marketplace.
- Only approximately 20 percent of the population has a college degree. More than 50 percent of employed residents work in "white collar" jobs (professional, office, sales, etc.) with about 25 percent working in "blue collar" jobs (manufacturing, production, etc.)
- The number of households – the primary consumption unit – remains significant, at 41,795. This is expected to be reduced by only 1,000 households by 2021. Household size, however, is projected to be stable at about 2.5 persons/household.
- Household incomes have recovered to pre-recession levels in PTA and STA (approximately $52,000 per household).

Lifestyle Characteristics

- The market areas are dominated by three lifestyle groups, accounting for nearly 50 percent of the total. These are: Traditional Living, Rustbelt Traditions, and Heartland Communities.
- Traditional Living: beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining youthful interests in style and fun. Very cost conscious and shop at discount stores.
- Rustbelt Traditions: a mix of married-couple families (most without children) and singles living in older housing. 30 percent collect social security and nearly 20 percent are drawing income from retirement accounts. They are budget-aware shoppers and favor American-made products.
- Heartland Communities: empty nesters who have paid off their mortgages. With no plans to leave their homes. These residents support local businesses. They stick to brands they grew up with and know the price of goods they purchase.

Retail Market Profile

- Retail opportunities in the PTA and STA are furniture and home furnishings, electronics and appliance stores, general merchandise stores, sporting goods/hobby/book/music stores, miscellaneous retailers, and gasoline stations with convenience stores. Target businesses such as Gardner White, Pier 1 Imports, Dollar General, Big Lots, Hobby Lobby, pet stores, and lawn and garden centers.

- Lost sales can be translated into additional potential floor area. Greatest opportunity is for general merchandise stores, and miscellaneous store retailers. In the PTA, this equates to nearly 510,000 square feet.

Consumer Spending Potential

- Evaluated Spending Potential Index (SPI) – the amount spent on a product or service relative to a national average of 100. Numbers higher than 100 indicate local consumers are spending more than the national average. Numbers lower than 100 indicate consumers are spending less than the national average. This suggests an opportunity.
- In the PTA, opportunities exist in all major categories; however, greatest opportunities exist for apparel products and services (shoe repair, laundry/dry cleaning, tailoring, watch/jewelry repair), entertainment and recreation (fees and admission costs to events), rental and repair of TV/radio/sound equipment, sports/recreation/exercise equipment (game tables, bicycles, camping equipment, etc.), and lawn and garden goods.

Introduction

In October 2016, Wade Trim was retained by the City of Dearborn Heights Tax Increment Finance Authority ("TIFA") to provide an update to the *Retail & Office Market Opportunities Analysis* report, prepared for the TIFA by Real Estate Development Research, LLC in association with Wade Trim in May 2005 ("2005 Report").

The goal of the current report is to provide updated information on the TIFA District retail trade area, specifically: identifying the current demographic characteristics of the retail trade area population to gain an understanding of their discretionary spending habits; and, to identify businesses that are needed (currently underrepresented) in the market area.

Methodology

Trade Area Definition

The primary trade area of most retailers and many office-based service providers is a geographically definable area from which the establishment may generate up to 60 percent of its customer traffic and associated sales. Secondary trade areas represent that area from which an additional 20 percent of sales may be drawn. In aggregate, these are commonly referred to as the overall "trade area".

The Dearborn Heights TIFA District is an approximately 1.7 square mile area within the City of Dearborn Heights. It includes six miles of major commercial corridors (Inkster Rd., Van Born Rd., Beech Daly Rd., Telegraph Rd. and the northernmost segment of Gulley Road). The Dearborn Heights TIFA primary trade area (PTA) extends three miles from this point while the secondary trade area (STA) extends from the outer edge of the PTA to five miles beyond. Please refer to Maps 1 and 2 below.

Data Review

We obtained demographic information from such sources as the U.S. Census and the Southeast Michigan Council of Governments (SEMCOG) Community Profiles and Forecasts. We used this information to provide a basic overview of the characteristics of the population living within the PTA and the STA.

Next, we obtained demographic and market segmentation information from web GIS and geodatabase management applications offered through the Environmental Systems Research Institute or esri. Specifically, we used two software applications hosted by esri, Community Tapestry and Business Analyst.

Map 1. Primary Trade Area, 2017 Report

Map 2. Secondary Trade Area, 2017 Report

Tapestry segmentation is a market segmentation system designed to identify consumer markets, which incorporates the effects of growth and decline in the last decade on established consumer markets plus the emergence of new markets populated by Millennials and immigrants. Using current demographic and socioeconomic data, it organizes a trade area population into up to 67 distinct behavioral market segments, based upon householder lifestyle and life-stage characteristics. In this manner, we can gain additional insight into householder preferences. This is particularly important since the household is the preferred consumption unit used in market analysis.

Next, we contrasted total sales available within the trade area for each major business class against the sales which were captured from customers by existing businesses. Unclaimed sales for any business class demonstrates that sales are occurring outside the trade area (a metric known as sales leakage). In terms of our analysis, sales leakage also reveals an opportunity to retain lost sales through the expansion of existing businesses and/or the establishment of new businesses. This information was collected from datasets contained within esri's Business Analyst product.

Population Characteristics

Population Trends and Projections

The number of people living in the overall trade area has been on a slow decline over the last decades. Between 1990 and 2016, the population in the PTA decreased by 16.4 percent while the STA experienced a decline of 11.4 percent during the same period. The population within the PTA and the STA is projected to continue to gradually decline by less than 1 percent into 2021. This population trend is consistent with the gradual decline in Wayne County, which is forecasted to continue through 2040.

Figure 1. Primary and Secondary Trade Area Population Trends and Projections, 1990 - 2021
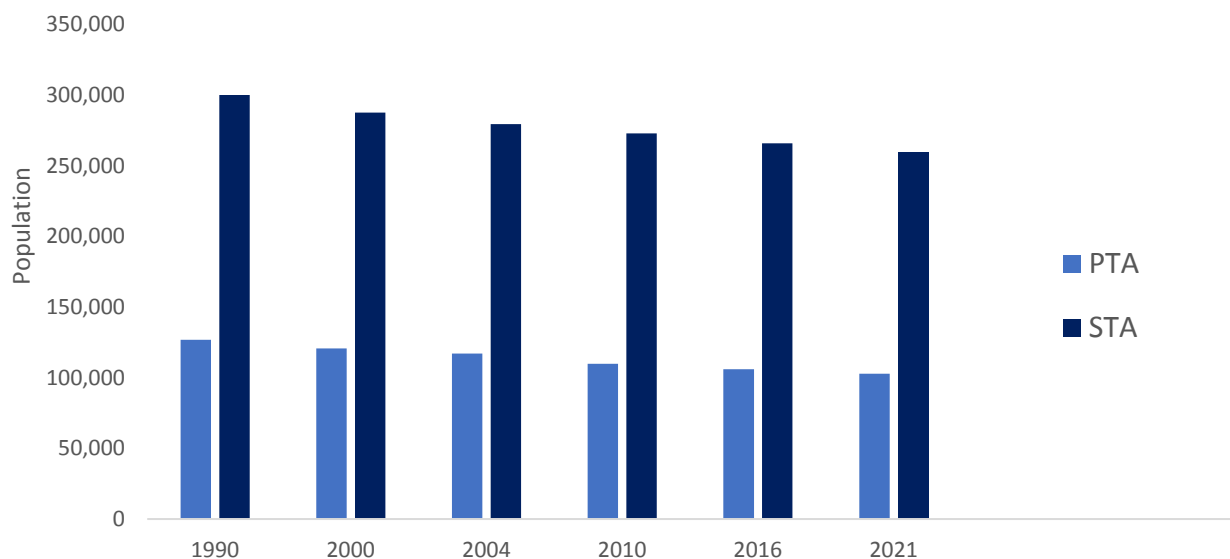
Sources: U.S. Census; ScanUS; ESCIBIS; Real Estate Development Research, LLC as taken from May 2005 report; esri Demographic and Income Profile, January 18, 2017 using the U.S. Census, Census 2010 Summary File 1 and esri forecasts for 2016 and 2021.

Figure 2. Wayne County* Population Trends and Projections, 1990 - 2040
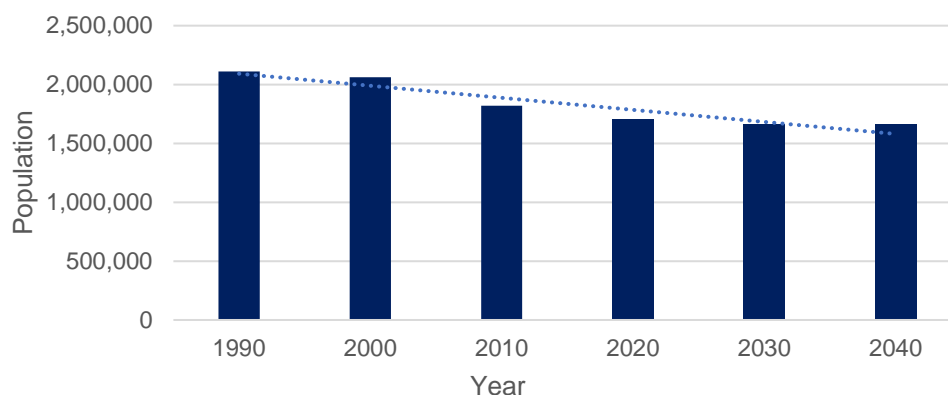
*Excluding Detroit
Source: U.S. Census Bureau and SEMCOG 2040 Forecast produced in 2012, SEMCOG Community Profiles, www.semcog.org

Population Composition

Race and Ethnicity

Minority racial and ethnic population groups tend to have somewhat different purchasing patterns and service preferences than does the white population group. Whites continue to be the majority racial group within both the PTA and STA, making up nearly 72 percent of the PTA's population and 79 percent of the population in the STA. As noted in the May 2005 report, the PTA's racial composition reflects the influence of the residential base of the City of Inkster, which is almost wholly incorporated into the PTA. According to SEMCOG, in 2000, 67.3 percent of Inkster's population was African American. By 2010, that number had increased to 72.6 percent, an increase of 5.3 percent. Other cities that are partially within the PTA also saw notable increases in the African American population between 2000 and 2010 (Dearborn Heights (5.7 percent), Taylor (7 percent), and Westland (10.3 percent)).[1] Despite these small increases, the African American population in the PTA is projected to decline slightly by 2021.

As noted in the May 2005 report, the STA remains the least diversified, with whites making up 77 percent of the population and African Americans making up nearly 16 percent. While the African American population is projected to decline slightly by 2021, some cities that are partially within the STA saw large increases in their African American population between 2000 and 2010, such as Romulus (12.9 percent), Westland (10.3 percent), Taylor (7 percent) and Wayne (5.6 percent).[2]

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[1] Source: U.S. Census Bureau and Decennial Census as prepared in SEMCOG Community Profiles, www.semcog.org
[2] Source: U.S. Census Bureau and Decennial Census as prepared in SEMCOG Community Profiles, www.semcog.org

Latino or Hispanic Population

The base of Latino or Hispanic population in the trade area has increased both in number and in overall proportion since 2004. Though the Latino or Hispanic population accounts for a small percentage of the population in both the PTA and STA, this segment of the population is growing quickly.

According to the May 2005 report, the population of Latinos or Hispanics in the PTA was 3,783 (3.2 percent) in 2004, increasing to 5,522 (5.2 percent) by 2016. This upward trend was consistent with population growth seen in the STA which experienced an increase in the Latino or Hispanic 2004 population of 6,511 (4.0 percent) to 14,987 (5.6 percent) by 2016.

Continued growth of the trade area's Latino or Hispanic populations is expected in the future, much of it the result of out-migration from southwest Detroit. It is common for people of the same ethnicity to congregate and attract others of the same ethnicity, due to common cultural, linguistic and religious orientations. Because of this, we anticipate that the projected increase in the trade area's Latino or Hispanic residents will create niche-marketing opportunities for TIFA District-based retailers.

Table 1. Race and Ethnicity, Primary Trade Area, 2010 - 2021

Race and Hispanic Origin	Census 2010	Percent of Population (2010)	2016	Percent of Population (2016)	2021	Percent of Population (2021)
White Alone	79,561	72.4%	76,350	72%	74,012	71.9%
Black Alone	24,375	22.2%	22,826	21.5%	21,325	20.7%
American Indian Alone	470	0.4%	478	0.5%	479	0.5%
Asian Alone	1,537	1.4%	1,852	1.7%	2,177	2.1%
Pacific Islander Alone	37	0.0%	27	0.0%	25	0.0%
Some Other Race Alone	1,074	1.0%	1,251	1.2%	1,404	1.4%
Two or More Races	2,877	2.6%	3,252	3.1%	3,459	3.4%
Hispanic Origin (Any Race)	4,789	4.4%	5,522	5.2%	6,198	6.0%

Source: esri Demographic and Income Profile, January 18, 2017 using the U.S. Census, Census 2010 Summary File 1 and esri forecasts for 2016 and 2021.

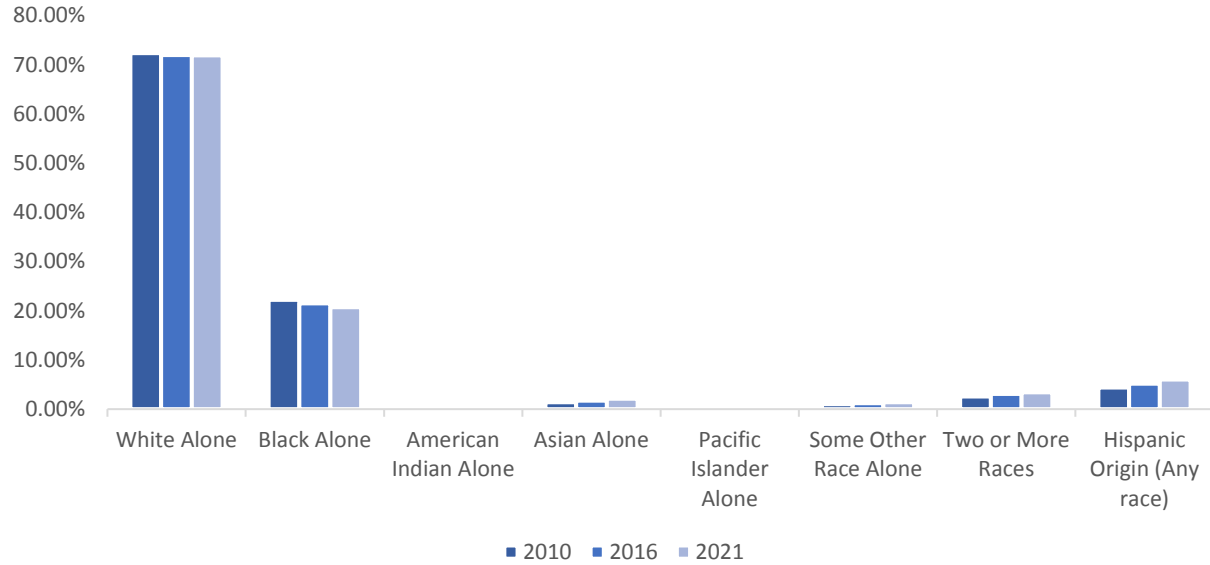*Figure 3. Race and Ethnicity Trends in the Primary Trade Area, 2010 - 2021*

Table 2. Race and Ethnicity, Secondary Trade Area, 2010 - 2021

Race and Hispanic Origin	Census 2010	Percent of Population (2010)	2016	Percent of Population (2016)	2021	Percent of Population (2021)
White Alone	212,470	77.8%	205,916	77.4%	200,575	77.3%
Black Alone	45,127	16.5%	42,348	15.9%	39,193	15.1%
American Indian Alone	1,214	0.4%	1,234	0.5%	1,233	0.5%
Asian Alone	3,878	1.4%	4,755	1.8%	5,638	2.2%
Pacific Islander Alone	70	0.0%	56	0.0%	54	0.0%
Some Other Race Alone	3,151	1.2%	3,723	1.4%	4,203	1.6%
Two or More Races	7,065	2.6%	8,045	3.0%	8,542	3.3%
Hispanic Origin (Any Race)	12,827	4.7%	14,987	5.6%	16,931	6.5%

Source: esri Demographic and Income Profile, January 18, 2017 using the U.S. Census, Census 2010 Summary File 1 and esri forecasts for 2016 and 2021.

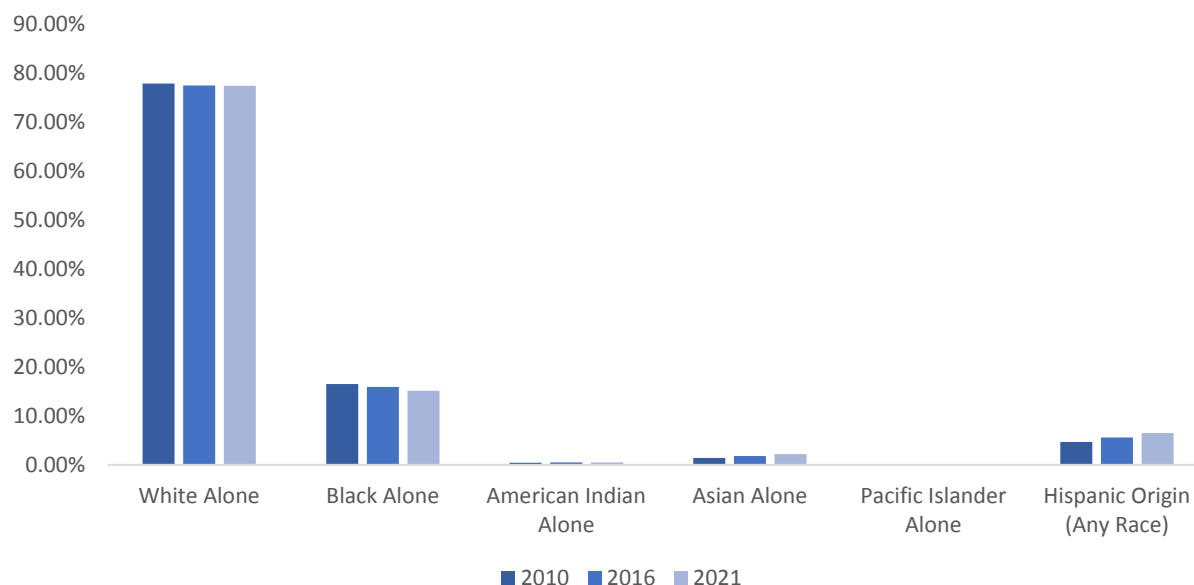*Figure 4. Race and Ethnicity Trends in the Secondary Trade Area, 2010 - 2021*

Ancestry

Portions of the trade area contain established and increasing concentrations of people of Arabic ancestry. The largest concentrations are in Dearborn and Dearborn Heights. Dearborn is known to have the largest population of residents with Arabic ancestry in the United States with over 40,000 residents of Arabic ancestry - almost half of its 2015 population. While Dearborn's Arabic population grew by 18.5 percent between 2009 and 2015, it has seen slower growth within the past few years as this population grew by only 0.8 percent between 2013 and 2015.

In 2015, the number of Dearborn Heights residents with Arabic ancestry was 15,069 or 26 percent of its population (57,774). The Arabic population in Dearborn Heights has increased dramatically, by nearly 58 percent between 2009 and 2015.

The increase in the Arabic population in these communities presents an opportunity for niche markets that cater to the Arabic population living in the PTA and STA, both of which include segments of the cities of Dearborn and Dearborn Heights.

Table 3. Arabic Population, Dearborn and Dearborn Heights, 2009 - 2015

|	Dearborn	Dearborn Heights
Year	Number	Number
2015	40,725	15,069
2014	40,713	13,955
2013	40,401	12,543
2012	38,320	12,160
2011	38,543	11,252
2010	37,836	10,207
2009	34,365	9,567

Source: American Community Survey
5-Year Estimates

Age

Median Age

The age composition of a population is strongly related to the types and amounts of goods its residents purchase and the types of stores and services it demands. The median age of residents in the trade area has gradually been increasing with further increases predicted. This trend is strongly suggestive of an aging population and is closely associated with the overall trend of the aging of the Baby Boomer generation, once the largest living age cohort in the United States.[3]

Figure 5. Trends and Projections in Median Age, Primary and Secondary Trade Areas and the United States
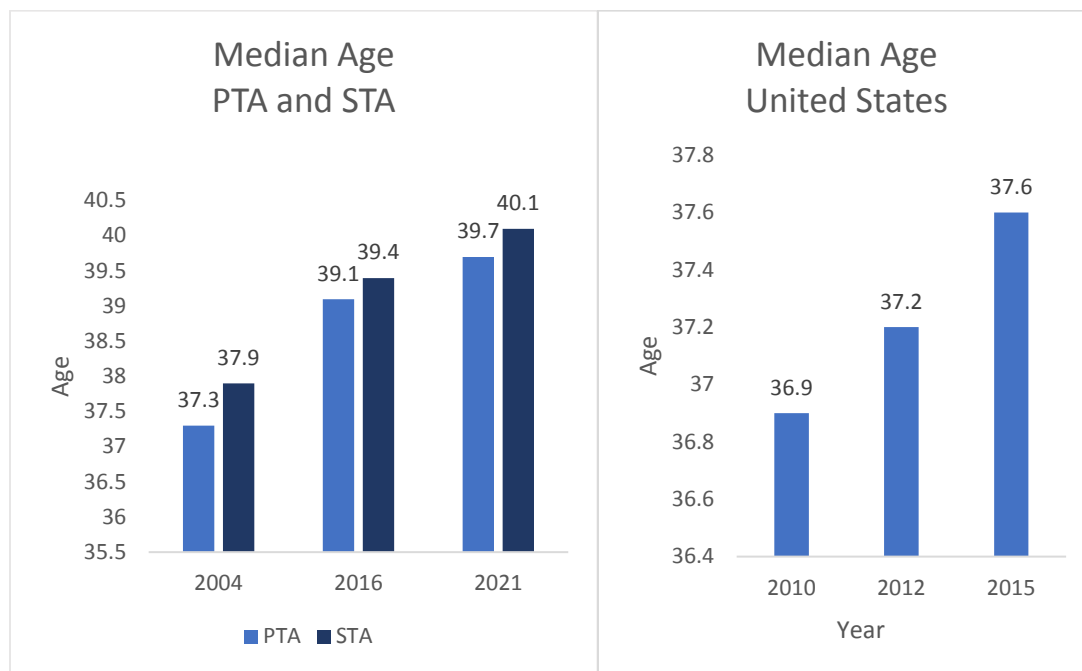
Sources: U.S. Census; ScanUS; ESCIBIS; Real Estate Development Research, LLC as taken from May 2005 report; esri forecasts for 2016 and 2021; 2006-2010, 2008-2012, 2011-2015 American Community Survey (ACS)

Sex by Age

Information pertaining to the male and female population within the trade area was not available for this report. Because the TIFA District is located within the City of Dearborn Heights, the data for this category is based on the City of Dearborn Heights.

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[3] Pew Research Center, "Millennials overtake Baby Boomers as America's largest generation", April 25, 2016, http://www.pewresearch.org/fact-tank/2016/04/25/millennials-overtake-baby-boomers/

The number of female residents within the City has consistently been greater than the number of male residents since 2010, with the largest difference between the two populations occurring in 2010 (females outnumbered males by 1,898) and the smallest gap in 2015 (females outnumbered males by 1,546).

Table 4. Male and Female Population,
Dearborn Heights, 2010 - 2015

	2010	2012	2015	Percent Change (2010 - 2015)
Male	27,938	27,822	27,555	-1.40%
Female	29,836	29,632	29,101	-2.50%
TOTAL	**57,774**	**57,454**	**56,656**	

Source: 2010 U.S. Census; 2008-2012 and
2011 - 2015 ACS 5-Year Estimates

Male Population

Table 5 compares the male and female population in the City of Dearborn Heights between 2010 and 2015. Figures are provided as percentages of the total population. Between 2010 and 2015, the male population experienced its largest decreased in the population under the age of 18 (from 26.1 percent to 17.5 percent). Other decreases took place in the 25 to 34 years (12.1 to 11.7 percent) age group; 35 to 44 years (13.8 to 13.5 percent) age group; 45 to 54 years (14.8 to 13.7 percent) age group; and the 65 and over (13.4 to 13.0 percent) age group. In contrast, while a slight increase occurred in the 18-24 years (9.1 to 9.6 percent) age group, the male population saw its largest population increase in the 55 to 64 years (10.7 to 13.3 percent) age group.

Female Population

Between 2010 and 2015, the female population in Dearborn Heights experienced slight increases in the 18 to 24 years (8.2 to 8.9 percent), 25-34 years (12.6 to 13.2 percent), 35 to 44 years (12.0 to 12.3 percent), and 55 to 64 years age (10.9 to 11.9 percent) categories. Like the male population, the female population saw its largest decline in the Under 18 (23.9 to 17.9 percent) age category. It declined slightly in the 45 to 54 years (13.9 to 12.2 percent) and the 65 and over (18.5 to 17.2 percent) age categories.

Table 5. Male and Female Population by Age, Dearborn Heights, 2010-2015

Percentage of Total Population						
	2010		**2012**		**2015**	
	Male	**Female**	**Male**	**Female**	**Male**	**Female**
Under 5 years	6.9%	6.3%	8.0%	6.8%	7.2%	6.4%
5 to 9 years	7.2%	6.4%	8.8%	7.3%	7.1%	6.3%
10 to 14 years	7.2%	6.5%	6.9%	6.4%	6.3%	7.3%
15 to 19 years	7.6%	7.2%	6.9%	6.4%	6.8%	6.7%
20 to 24 years	6.3%	5.7%	5.8%	5.4%	6.9%	6.6%
25 to 29 years	5.9%	6.5%	5.1%	6.4%	5.2%	7.0%
30 to 34 years	6.2%	6.2%	6.6%	6.8%	6.7%	6.6%
35 to 39 years	6.8%	6.1%	6.4%	6.4%	5.8%	5.9%
40 to 44 years	7.0%	5.9%	7.1%	5.9%	7.0%	5.7%
45 to 49 years	7.5%	6.7%	7.6%	6.2%	8.2%	6.2%
50 to 54 years	7.3%	7.2%	6.1%	6.0%	6.3%	6.2%
55 to 59 years	6.1%	6.0%	6.2%	6.6%	7.7%	7.1%
60 to 64 years	4.6%	4.9%	5.5%	5.5%	5.6%	4.8%
65 to 69 years	3.6%	4.1%	3.8%	4.5%	4.0%	4.1%
70 to 74 years	2.8%	3.9%	3.1%	3.6%	3.0%	3.2%
75 to 79 years	2.7%	3.7%	2.4%	3.3%	2.5%	3.4%
80 to 84 years	2.4%	3.4%	2.8%	2.8%	2.2%	3.2%
85 years and over	1.9%	3.4%	1.1%	3.8%	1.3%	3.3%
Under 18 years	26.1%	23.9%	19.7%	17.9%	17.5%	17.9%
18 to 24 years	9.1%	8.2%	8.7%	7.6%	9.6%	8.9%
25 to 34 years	12.1%	12.6%	11.7%	13.2%	11.7%	13.2%
35 to 44 years	13.8%	12.0%	13.5%	12.3%	13.5%	12.3%
45 to 54 years	14.8%	13.9%	14.7%	12.1%	13.7%	12.2%
55 to 64 years	10.7%	10.9%	11.7%	12.1%	13.3%	11.9%
65 years and over	13.4%	18.5%	13.2%	18%	13.0%	17.2%

Source: 2010 U.S. Census; 2008-2012 and 2011 - 2015 ACS 5-Year Estimates

Age Group Trends

In general, the number and proportion of children and young people living within the trade area has steadily decreased over the decades. While the number and proportion of older residents has increased, young families with children continue to dominate. These trends are expected to continue into 2021.

Table 6. Trends and Projections in Population by Age Group in the Primary Trade Area, 2004 - 2021

Age Group	2004	%	2010	%	2016	%	2021	%
Pre-school (< 5 yrs)	7,961	6.8%	6,938	6.3%	6,445	6.1%	6,146	6.0%
School Age (5-19 yrs)	24,478	19.3%	23,277	21.2%	20,527	19.4%	19,498	19.0%
Young Adult (20-24 yrs)	6,839	5.8%	6,792	6.0%	6,895	6.5%	5,749	5.6%
Family Forming (25-44 yrs)	33,492	28.6%	28,629	26.0%	27,395	25.8%	26,846	28.0%
Mature Family (45-54 yrs)	16,680	14.2%	16,578	15.1%	14,648	13.8%	13,259	12.9%
Empty Nester (55-64 yrs)	11,831	10.1%	12,996	11.8%	14,341	13.5%	14,053	13.7%
Seniors	15,931	13.6%	14,725	13.4%	15,784	14.9%	17,330	16.9%
Total	**117,210**	**98.4%**	**109,935**	**99.8%**	**106,035**	**100%**	**102,881**	**102.1%**

Totals may not equal 100% due to rounding. Source: U.S. Census Bureau, Census 2010 Summary File 1. esri forecasts for 2016 and 2021.

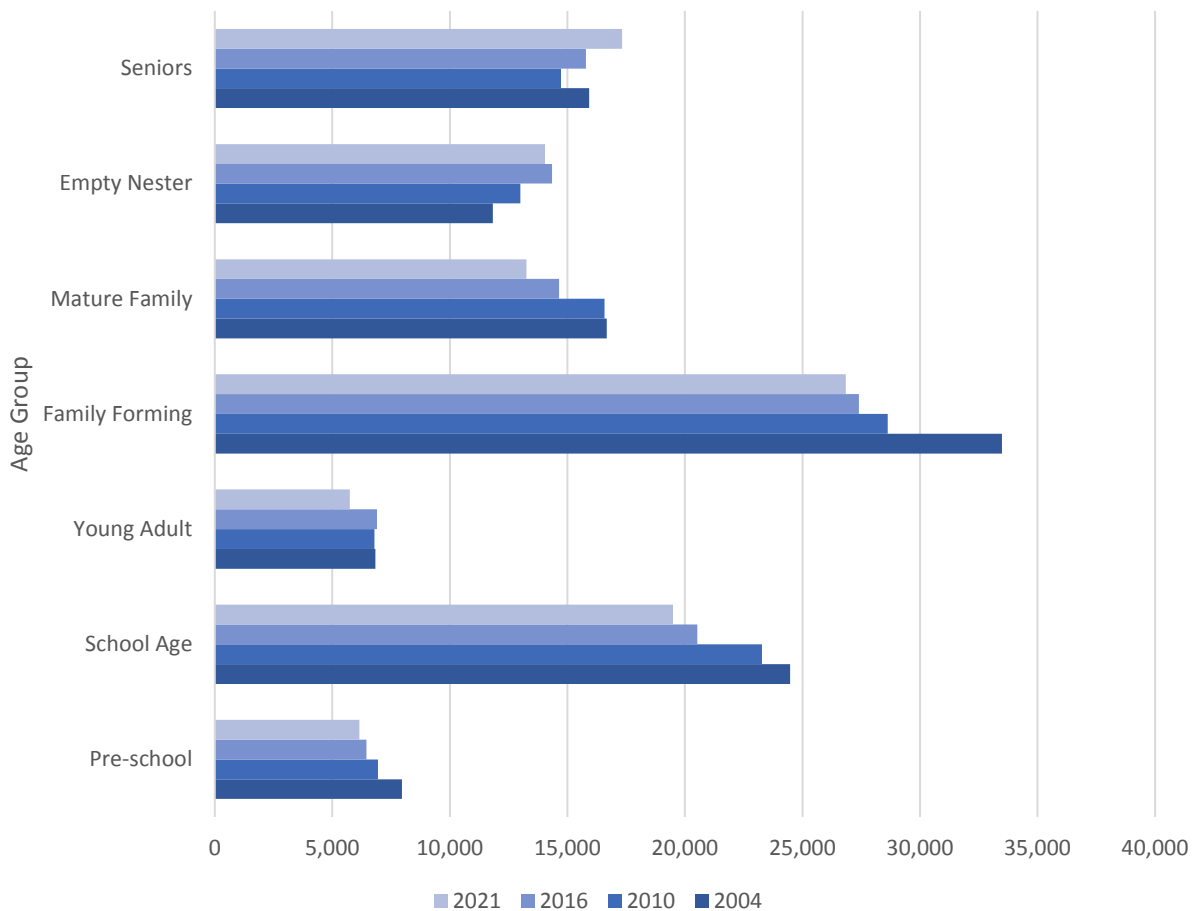*Figure 6. Population by Age Group, Primary Trade Area, 2004 - 2021*

Table 7. Trends and Projections in Population by Age Group, Secondary Trade Area, 2004 - 2021

Age Group	2004	%	2010	%	2016	%	2021	%
Pre-school (< 5 yrs)	18,486	6.6%	17,028	6.2%	15,976	6.0%	15,264	5.9%
School Age (5-19 yrs)	56,992	18.9%	56,410	20.1%	49,929	18.8%	47,775	18.4%
Young Adult (20-24 yrs)	16,074	5.7%	17,435	6.4%	17,435	6.6%	14,700	5.7%
Family Forming (25-44 yrs)	80,584	28.8%	71,560	26.2%	69,253	26.0%	67,965	26.2%
Mature Family (45-54 yrs)	39,093	14.0%	41,239	15.1%	37,052	14.0%	33,465	12.9%
Empty Nester (55-64 yrs)	28,225	10.1%	31,765	11.6%	35,522	13.4%	35,509	13.7%
Seniors	40,240	14.4%	38,086	14.0%	40,908	15.4%	44,759	17.3%
Total	**279,694**	**98.5**	**273,523**	**99.6%**	**266,075**	**100.2%**	**259,437**	**100.1%**

Totals may not equal 100% due to rounding. Source: U.S. Census Bureau, Census 2010 Summary File 1. esri forecasts for 2016 and 2021.

Figure 7. Population by Age Group, Secondary Trade Area, 2004 - 2021
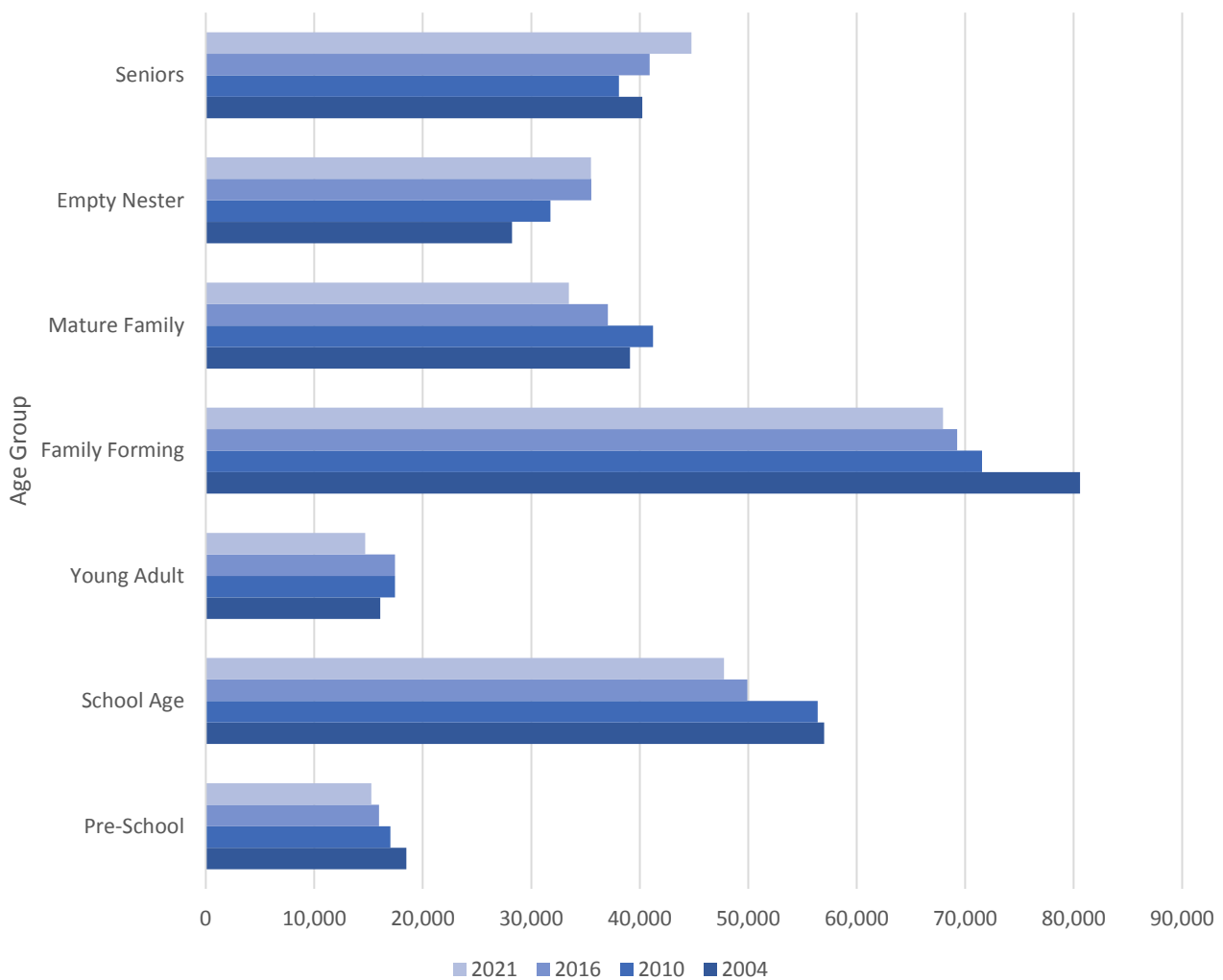
Marital Status

Nearly half of the adult female population and just over half of the adult male population within the City of Dearborn Heights is married. Between 2010 and 2015, the number and proportion of married residents decreased while the number and proportion of divorced and widowed residents increased. Increases in the widowed population is consistent with the trend of an aging population. Additionally, the number of residents who have never married is on the rise. This increase is consistent with national demographic trends suggesting declining marriage rates and delays in first time marriages, especially amongst Millennials.

Table 8. Marital Status, City of Dearborn Heights, 2010-2015

	Population 15 years and over		Married		Widowed		Divorced		Separated		Never Married	
	2010	2015	2010 %	2015 %	2010 %	2015 %	2010 %	2015 %	2010 %	2015 %	2010 %	2015 %
Males	21,641	21,873	55.4%	48.5%	3.0%	3.6%	7.6%	9.7%	0.8%	0.8%	33.2%	37.5%
Females	24,143	23,289	49.7%	45.9%	12.4%	10.9%	12.5%	12.5%	1.8%	2.2%	23.7%	28.5%
TOTAL	45,784	45,162										

Sources: Dearborn Heights 2006-2010 and 2011-2015 American Community Survey (ACS)

Education and Occupation

The May 2005 report provides that according to information provided by Retail Lease Trac Inc., some retailers have locational preferences for sites convenient to high concentrations of various occupational groups or areas with higher educational levels. Educational attainment is a factor important to some retailers, primarily as it tends to relate to household income potential and associated spending power. It also influences the types and price points of apparel, home furnishings, home decorating, and other types of goods and services purchased.

The percentage of the population that have graduated from college within the PTA and STA has slightly increased from 2004, when 18.3 percent and 15.8 percent of the population in the PTA and STA, respectively, were college graduates. College graduate percentages for the PTA and STA are consistent with Wayne County (roughly 20 percent).

Educational levels are closely related to occupation. More than half of residents in the PTA and STA work in white collar jobs (professional, office, clerical, administrative, sales, etc.), with a quarter working in blue collar jobs (manufacturing, production, etc.). This trend has remained steady since 2004, with a small decline in blue-collar residents between 2004 and 2016. The percentage of residents working in the service industry increased slightly within that time frame.

Table 9. Highest Level of Education, Primary and Secondary Trade Areas, 2016

Highest Level of Education	PTA 2016	STA 2016
Bachelor's Degree/Graduate / Professional Degree	22%	20%
Some College	35%	35%
High School Graduate	31%	33%
No High School Diploma	12%	12%

Source: esri Demographic and Income Profile, January 18, 2017

Table 10. Highest Level of Education, Wayne County (Excluding Detroit), 2010 - 2015

Highest Level of Education*	2010	2015
Graduate / Professional Degree	7.7%	8.6%
Bachelor's Degree	12.5%	13.4%
Associate Degree	6.9%	7.9%
Some College, No Degree	23.9%	24.5%
High School Graduate	32.2%	30.3%
No High School Diploma	16.8%	15.3%

Source: SEMCOG Community Profiles, U.S. Census Bureau, Census 2010 and 2015 American Community Survey 5-Year Estimates

Table 11. Employment in the Primary and Secondary Trade Areas 2004 - 2016

	White Collar 2004	White Collar 2016	Blue Collar 2004	Blue Collar 2016	Services 2004	Services 2016
PTA	56%	57%	29%	25%	15%	18%
STA	55%	56%	30%	27%	15%	17%

*Population age 25 and over.

Source: esri Demographic and Income Profile, January 18, 2017 and May 2005 Report

Household Trends

Understanding household composition is an important part of market analysis as the household is the primary consumption unit. Most purchases made by the householder (the person or one of the people in whose name the housing unit is owned or rented/maintained) are based upon the household's needs. Thus, by understanding the household characteristics within the trade area, we can predict to some degree, the spending habits of the population within the trade area.

Households (Occupied Units)

Table 7 shows the number of households in Dearborn Heights between 2010 and 2016, forecasted into 2040. The number of households in Dearborn Heights has remained steady since 2010, with a 1.0 percent decrease between 2010 and 2016. The number of households is projected to continue its gradual downward trend into 2040 (1.9 percent decrease between 2016 and 2040).

Table 12. Households (Occupied Units) in Dearborn Heights, 2010-2040

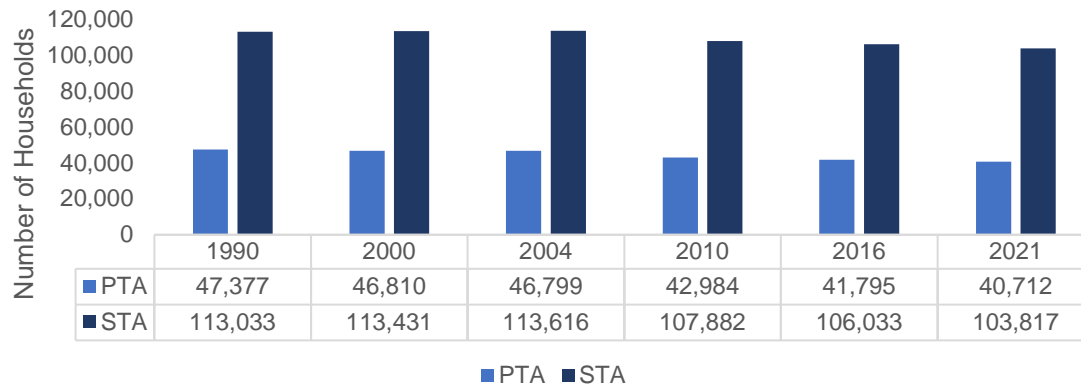| Year	2010	2012	2015	2016*	2040**
Households	22,266	20,940	20,646	22,043	21,622

*SEMCOG July 2016 estimate. ** SEMCOG 2040 Forecast produced in 2012

Source: U.S. Census Bureau: 2010 Census; 2008-2012 ACS 5-Year Estimates; 2011-2015 ACS 5-Year Estimates; SEMCOG Community Profiles.

Household Population

Since 1990, the number of people living in households in the PTA has slowly declined to a current estimated level of 41,796. In contrast, the STA experienced a slight increase in household population growth between 2000 and 2004 of 185 persons before undergoing 5 percent decline between 2004 and 2010. Despite a continued pattern of household population loss projected to occur in both the PTA and STA into 2021, the losses are minimal and the population of the overall trade area will remain relatively stable.

	1990	2000	2004	2010	2016	2021
■ PTA	47,377	46,810	46,799	42,984	41,795	40,712
■ STA	113,033	113,431	113,616	107,882	106,033	103,817

■ PTA ■ STA

Sources: U.S. Census; ScanUS; ESCIBIS; Real Estate Development Research, LLC as taken from May 2005 report; esri forecasts for 2016 and 2021.

Household Size

The average household size in the PTA and the STA has remained consistent since 2004, hovering between 2.4 and 2.5 persons per household. This is consistent with Wayne County and is likely indicative of two broader national trends: that many younger households are choosing to have fewer or no children at all; and, the aging of the baby boomer generation, now the second largest age cohort in the United States. This trend is projected to continue into the coming decade.

Table 13. Trends in Average Household Size in the Primary and Secondary Trade Areas, 2004 - 2021

	2004	2010	2016	2021
PTA	2.5	2.54	2.52	2.51
STA	2.4	2.51	2.49	2.48

Sources: U.S. Census; ScanUS; ESCIBIS; Real Estate Development Research, LLC as taken from May 2005 report; esri forecasts for 2016 and 2021.

Household Income

In 2008, the world experienced a global financial crisis, a recession considered to be the worst economic downturn since the Great Depression of the 1930s. Many factors, including huge increases in home prices occurring throughout the 1990s and 2000s (a housing bubble) and irresponsible mortgage lending, caused a major upheaval in the nation's banking industry and the global marketplace. As a result, many banks and investment firms were forced to close their doors. The automobile industry required massive government financial intervention to stay afloat. The real estate market went into sharp decline as once high home values dropped drastically and the number of foreclosures in cities throughout the United States skyrocketed. In turn, the banks that remained tightened their mortgage lending standards, making it difficult for those who wanted to buy a home (and conversely making it difficult for those wanting to sell their homes).

Table 14. Median Household Income in the Primary and Secondary Trade Areas, 2004 - 2021

Area	2004	2016	2021	% Change (2004-2021)
PTA	$51,754	$47,059	$52,836	2.08
STA	$51,354	$47,358	$52,616	2.46
Wayne County	$40,881*	$41,210**	N/A	N/A
United States	$46,242*	$53,889**	N/A	N/A

* 2004 data was not available. Data is for 2005, Source: 2005 American Community Survey.
** 2016 data was not available. Data is for year 2015, Source: 2011-2015 American Community Survey 5-Year Estimates.

Sources: U.S. Census; ScanUS; ESCIBIS; Real Estate Development Research, LLC as taken from May 2005 report; esri forecasts for 2016 and 2021

According to the Pew Charitable Trusts, 5.5 million American jobs were lost due to the slower economic growth during the financial crisis. Additionally, U.S. households lost on average nearly $5,800 in income due to reduced economic growth during the acute state of the financial crisis from September 2008 through the end of 2009.[4] While in 2016, the nation's economy appears to have rebounded, the effects of joblessness and income loss are still being felt in households and communities nationwide.

Despite downward trends in population, median household income remains steady in both the PTA and the STA, with little difference between the two areas. While household income within the PTA and the STA were significantly higher than the median income in Wayne County in 2016, they remained well below the national median. This is a very different picture from 2004 (pre-recession), where median household income in both the PTA and STA were significantly higher than incomes in Wayne County and in the nation.

Between 2004 and 2016, incomes for both the PTA and STA saw a decline of nearly $5,000. However, by 2021, incomes are projected to slowly increase to just above their 2004 levels.

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[4] Pew Charitable Trusts, *The Impact of the September 2008 Economic Collapse*, April 28, 2010, http://www.pewtrusts.org/en/research-and-analysis/reports/2010/04/28/the-impact-of-the-september-2008-economic-collapse

Tapestry Segmentation Profile

esri's Tapestry Segmentation software provides demographic analyses which identify certain lifestyle characteristics from traditional demographic data. These analyses go beyond income, age and employment and assess the lifestyle characteristics of populations and address subjects like housing type preferences, spending habits, leisure preferences and family associations. Tapestry segmentation helps business owners understand customers' lifestyle choices, what they buy, and how they spend their free time. Tapestry gives business owners insights to help them identify their best customers, optimal sites, and underserved markets.

Tapestry segmentation classifies neighborhoods into 67 unique segments based not only on demographics but also socioeconomic characteristics. Tapestry segmentation groups people with similar lifestyle characteristics, family-makeup, educational background, wealth, housing preferences, spending habits and socioeconomic traits into distinct groups, using easy-to-visualize terms such as *Savvy Suburbanites* or *Social Security Set*.

Tapestry Segments

As of 2016, of the 67 tapestry segments within the United States, 20 are found in the PTA and the STA. For the full tapestry segment list for the PTA and the STA, see the Appendix.

The top six tapestry segments make up almost 70 percent of the population within the PTA and over 70 percent in the STA.

Table 15. Top 6 Tapestry Segments in the Primary Trade Area, 2016

Primary Trade Area		
Rank	Tapestry Segment	Percent
1	Traditional Living	22.3%
2	Rustbelt Traditions	18.3%
3	Heartland Communities	13.0%
4	Modest Income Homes	9.6%
5	Family Foundations	6.4%
6	Savvy Suburbanites	4.3%

Table 16. Top 6 Tapestry Segments in the Secondary Trade Area, 2016

Secondary Trade Area		
Rank	Tapestry Segment	Percent
1	Traditional Living	23.4%
2	Heartland Communities	20.1%
3	Rustbelt Traditions	15.9%
4	Hardscrabble Road	5.2%
5	Midlife Constants	4.6%
6	Comfortable Empty Nesters	4.1%

Source: Dearborn Heights TIFA Primary Trade Area esri Tapestry Segmentation Area Profile, 2017.

The top three Tapestry Segments (*Traditional Living, Rustbelt Traditions, and Heartland Communities)* are the same for the PTA and the STA, though they occur in different proportions in each area. Because the boundaries of the PTA and the STA overlap (the STA contains the PTA), this is to be expected. However, the 4th-6th ranked Tapestry Segments for the PTA differ from those found in the STA.

Provided below is a narrative summary of the characteristics of the top six Tapestry Segments found within each of the primary and second trade areas. Of the top six segments found in the PTA and STA, the top three segments are common to both and are thus listed only once in the narrative summaries below. This resulted in a total of nine different segments found within the PTA and STA. To the right of each summary is a quick

snapshot highlighting each Tapestry Segment's average household size, median age, median household income, median net worth, median home value and homeownership rates, and the typical housing lived in.
The full esri summary profiles for each of the nine segments found in the PTA and STA are included in the Appendix. For more information on esri Community Tapestry, including detailed information on data methodology and descriptions of all 67 Tapestry segments within the United States, visit www.esri.com.

1. **Traditional Living**

This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun. The households are a mix of married-couple families and singles, including a higher proportion of single-parent households. Residents in this segment live primarily in low-density, settled neighborhoods. Over 70 percent have completed high school or some college. Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance.

> **Traditional Living**
> **Quick Facts:**
>
> **Households: 2,369,000**
> **Median Age: 34.8** US: 37.6
> **Median Household Income: $37,000** US: $51,000
> **Average Household Size: 2.50**
> **Median Net Worth: $29,000** US: $79,000
> **Median Home Value: $79,000** US: $177,000
> **Homeownership: Own Home 60.1%;**
> **Rent Home 39.9%** US Percentage: 63.6% Own; 36.4% Rent
> **Typical Housing:** Single Family

Retail Traits:

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites. TV is the most trusted media.
- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They're fast food devotees.

2. **Rustbelt Traditions**

Rustbelt Traditions residents are a mix of married-couple families and singles living in older developments of single-family homes. Almost half (46 percent) of the households are married-couple families, most without children. The slightly higher proportion of singles reflects the aging of the

population. Most have graduated from high school or spent some time at a college or university. While most income derived from wages and salaries, nearly 30 percent of households collecting Social Security and nearly 20 percent drawing income from retirement accounts.

Retail Traits:

- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.
- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime.
- Residents are connected to the internet.
- Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.

3. **Heartland Communities**

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes.

Retail Traits:

- Traditional and patriotic, these residents support their local businesses.
- They are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase
- They always buy American, and favor domestic driving vacations over foreign plane trips.
- Residents trust TV and newspapers more than any other media.
- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.

4. **Modest Income Homes**

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Households are single person or single parent (usually female householders). Multigenerational families are also present. Many residents are primary caregivers to their elderly family members. Almost a quarter of adults aged 25 or more have no high school diploma. Over half of the homes are renter occupied; average rent is lower than the US average.

Modest Income Homes Quick Facts:

Households: 1,632,000
Median Age: 36.1 US: 37.6
Median Household Income: $22,000 US: $51,000
Average Household Size: 2.56
Median Net Worth: $13,000 US: $79,000
Average Rent: $720 US: $990
Homeownership: Own Home 46.3%;
Rent Home 53.7% US Percentage: 63.6% Own; 36.4% Rent
Typical Housing: Single Family

Retail Traits:

- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.
- Consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.

5. **Family Foundations**

Family Foundations consists of a mix of married couples, single parents, grandparents, and children, (young and adult). Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts. Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. More than half have either attended college or obtained a degree; one-third have only finished high school.

Family Foundations Quick Facts:

Households: 1,282,000
Median Age: 38.8 US: 37.6
Median Household Income: $40,000 US: $51,000
Average Household Size: 2.70
Median Net Worth: $53,000 US: $79,000
Median Home Value: $112,000 US: $177,000
Homeownership: Own Home 67.0%;
Rent Home 33.0% US Percentage: 63.6% Own; 36.4% Rent
Typical Housing: Single Family

Retail Traits:

- Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones. They shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.
- Baby and children's products are the primary purchases made by *Family Foundations* residents.
- One of their favorite entertainment sources is television: subscribe to premium cable channels and own 3 - 4 TVs.

- They're connected, but use the Internet primarily for entertainment, chat rooms, and online gaming.

6. **Savvy Suburbanites**

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

**Savvy Suburbanites
Quick Facts:**

Households: 3,543,000
Median Age: 44.1 US: 37.6
Median Household Income: $104,000 US: $51,000
Average Household Size: 2.83
Median Net Worth: $502,000 US: $79,000
Homeownership: Own Home 91.1%;
Median Home Value: $311,000 US: $177,000
Rent Home 9.0% US Percentage: 63.6% Own; 36.4% Rent
Typical Housing: Single Family

Retail Traits:

- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.
- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing.
- Physically fit and invest heavily in sports gear and exercise equipment.

7. **Hardscrabble Road**.

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing. This slightly smaller market is primarily a family market, married couples (with and without children), single parents and multigenerational households. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, 38 percent with a high school diploma only; 25 percent with some college or an associate's degree. Most households with 1 or 2 vehicles (71 percent), but 18 percent have no vehicle.

Retail Traits:

- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.
- Little extra money to invest in retirement savings plans, stocks, or bonds.
- Favor shopping through an in-home sales rep, QVC, or HSN.

> **Hardscrabble Road**
> **Quick Facts:**
>
> **Households: 1,489,000**
> **Median Age: 31.7** US: 37.6
> **Median Household Income: $26,000** US: $51,000
> **Average Household Size: 2.64**
> **Median Net Worth: $12,000** US: $79,000
> **Average Rent: $690** US: $990
> **Homeownership: Own Home 41.2%;**
> **Rent Home 58.8%** US Percentage: 63.6% Own; 36.4% Rent
> **Typical Housing**: Single Family

8. **Midlife Constants**.

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts. Primarily married couples, with a growing share of singles. 64 percent have a high school diploma or some college. Almost 42 percent of households are receiving Social Security; 28 percent also receive retirement income.

Retail Traits:

- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.
- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.
- Radio and newspapers are the media of choice (after television).
- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- DIY homebodies that spend on home improvement and gardening.

> **Midlife Constants**
> **Quick Facts:**
>
> **Households: 3,043,000**
> **Median Age: 45.9** US: 37.6
> **Median Household Income: $48,000** US: $51,000
> **Average Household Size: 2.30**
> **Median Net Worth: $104,000** US: $79,000
> **Median Home Value: $141,000** US: $177,000
> **Homeownership: Own Home 73.6%;**
> **Rent Home 26.4%** US Percentage: 63.6% Own; 36.4% Rent
> **Typical Housing:** Single Family

9. **Comfortable Empty Nesters**
   Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average. Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

   Retail Traits:

   - Prefer eating at home instead of dining out.
   - Home maintenance a priority among these homeowners.
   - Physically active, they play golf, ski, ride bicycles, and work out regularly.
   - Spending a lot of time online isn't a priority, so most own older home computers.

Comfortable Empty Nesters Quick Facts:

Households: 2,973,000
Median Age: 46.8 US: 37.6
Median Household Income: $68,000 US: $51,000
Average Household Size: 2.50
Median Net Worth: $258,000 US: $79,000
Median Home Value: $187,000 US: $177,000
Homeownership: Own Home 87.5%; Rent Home 12.5% US Percentage: 63.6% Own; 36.4% Rent
Typical Housing: Single Family

Retail Market Profile

esri's Retail Market Profile provides the business community with a glimpse at the activity occurring in the retail marketplace within a specific geographic area. esri's Retail Market Profile measures retail activity by assessing the very basic economic concepts of supply and demand. An analysis of consumer spending reveals market demand, or retail potential. Examining business revenues (retail sales) reveals market supply. Lastly, to develop a complete picture of the retail market, the Retail Market Profile measures the area's difference between supply and demand, which is called the leakage/surplus factor.[5]

Definition of Terms Used in the Retail Market Profile:

1. *Supply* (retail sales) estimates sales to consumers inside and/or outside the market area by establishment. Sales to businesses are excluded.

2. *Demand* (retail potential) estimates the expected amount spent by consumers at retail establishments.

3. The *Leakage/Surplus Factor* presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents "leakage" of retail opportunity occurring inside and/or outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area.

4. The *Retail Gap* represents the difference between Retail Potential and Retail Sales. esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector.

   Supply and demand estimates are in current dollars.

Included below is a summary of the esri Retail Market Profile for the Dearborn Heights TIFA primary and secondary trade areas for the year 2016.

Primary Trade Area

The current estimated supply, demand, and retail gap (in dollars) for various industry groups is provided in Table 17.

Within the primary trade area, the current total estimated demand for retail products (retail trade and food & drink) is approximately $1.37 billion per year. The estimated supply from an estimated 681 businesses is approximately 1.59 billion per year; thus, there is a retail gap of -$214 million within the primary trade area.

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[5] Esri, *2014 Methodology Statement: EsriData – Retail MarketPlace*, *An EsriWhite Paper*, September 2014, http://www.Esri.com/library/whitepapers/pdfs/Esri-data-retail-marketplace.pdf

Overall, the supply of retail exceeds the demand within the PTA (see Table 15).

Table 17. Retail Potential, Primary Trade Area, 2016

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses	Does Opportunity Exist?
Motor Vehicle & Parts Dealers	$287,043,522	$464,229,322	-$177,185,800	-23.6	59	N
Furniture & Home Furnishings Stores	$37,071,093	$15,277,574	$21,793,519	41.6	13	Y
Electronics & Appliance Stores	$61,898,513	$30,703,983	$31,194,530	33.7	24	Y
Bldg Materials, Garden Equip. & Supply Stores	$79,499,941	$90,131,296	-$10,631,355	-6.3	40	N
Food & Beverage Stores	$233,122,373	$256,356,376	-$23,234,003	-4.7	74	N
Health & Personal Care Stores	$84,693,550	$81,655,372	$3,038,178	1.8	55	Y
Gasoline Stations	$91,607,350	$87,001,074	$4,606,276	2.6	48	Y
Clothing & Clothing Accessories Stores	$57,102,242	$80,080,561	-$22,978,319	-16.8	46	N
Sporting Goods, Hobby, Book & Music Stores	$30,925,769	$16,765,767	$14,160,002	29.7	17	Y
General Merchandise Stores	$207,050,678	$110,233,751	$96,816,927	30.5	30	Y
Miscellaneous Store Retailers	$51,452,089	$32,863,954	$18,588,135	22.0	62	Y
Nonstore Retailers	$26,673,211	$194,307,009	-$167,633,798	-75.9	3	N
Food Services & Drinking Places	$124,606,267	$127,262,236	-$2,655,969	-1.1	210	N
Restaurants/Other Eating Places	$114,031,284	116,014,256	-1,982,972	-1.0	184	N
TOTAL	**$1,372,746,598**	**$1,586,868,276**	**-$214,121,678**	**-7.2**	**681**	

Sources: esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography), Bizminer 2016 Retail Sales Per Square Footage Report.

Retail Opportunities within the Primary Trade Area

The top 5 industries where demand most exceeds supply (where retail opportunity exists) within the PTA are shown in Table 18 below. They are: Furniture and Home Furnishing Stores; Electronics and Appliance Stores; General Merchandise Stores; Sporting Goods, Hobby, Book, and Music Stores; and Miscellaneous Store Retailers.

Retail sales per square foot was also analyzed. It is a metric that provides businesses with an idea as to the average revenue a retail business creates for every square foot of sales space.[6] Average retail sales per square foot data for industries was taken from a market data report created by BizMiner, which provides granular analytical industry content by specified geographic areas to businesses, consultants, real estate professionals, etc. See the Appendix for the BizMiner reports. Table 18 provides the potential retail floor space for each industry where retail opportunity exists. For example:

Furniture & Home Furnishing Stores

$21,793,519 (Retail Gap) / $204 (Avg. Retail Sales Per Sq. Ft.) = 106,831 Sq. Ft. (Potential Retail Floor Space Opportunity

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In total, the PTA could support an additional 713,701 square feet of new or converted space.

Table 18. Top 5 Retail Opportunities in the Primary Trade Area, 2016

Industry	Leakage Factor	Retail Gap	NAICS Code*	Example Stores	Avg. Retail Sales Per Sq. Ft.	Potential Retail Floor Space Opportunity (Sq. Ft.)
FURNITURE & HOME FURNISHINGS STORES	41.6	$21,793,519	NAICS 442	Art Van, World Market, Pottery Barn, Pier 1 Imports	$204	106,831
ELECTRONICS & APPLIANCE STORES	33.7	$31,194,530	NAICS 443	h.h. Gregg, GameStop, Best Buy	$693	45,013
GENERAL MERCHANDISE STORES	30.5	$110,233,751	NAICS 452	Dollar General, Target, Wal-Mart, Big Lots	$308	357,902
SPORTING GOODS, HOBBY, BOOK & MUSIC STORES	29.7	$16,765,767	NAICS 451	Dick's, REI, Barnes & Noble, Hobby Lobby, Radio Shack	$244	68,712
MISCELLANEOUS STORE RETAILERS	22.0	$32,863,954	NAICS 453	Includes a wide variety of stores including florists, pet stores, gifts and novelty and souvenirs	$243	135,243
					TOTAL SQ. FT.	713,701

*North American Industrial Classification System (NAICS), https://www.census.gov/eos/www/naics/
Sources: esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography), Bizminer 2016 Retail Sales Per Square Footage Report.

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[6] Sales per square footage definition, Investopedia, www.investopedia.com

Secondary Trade Area

The current total estimated demand for retail products (retail trade and food & drink) in the secondary trade area is approximately $3.48 billion per year. Combined with an estimated supply of $3.59 billion from an estimated 1,890 businesses, there is a retail gap of -$106 million within the secondary trade area (see Table 19). Like the PTA, there is an overall surplus of retail sales within the STA.

Table 19. Retail Potential, Secondary Trade Area, 2016

Industry Summary	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/ Surplus Factor	Number of Businesses	Does Opportunity Exist?
Motor Vehicle & Parts Dealers	$734,013,323	$846,671,711	-$112,658,388	-7.1	162	N
Furniture & Home Furnishings Stores	$92,334,244	$58,564,108	$33,770,136	22.4	37	Y
Electronics & Appliance Stores	$154,683,171	$98,743,183	$55,939,988	22.1	62	Y
Bldg Materials, Garden Equip. & Supply Stores	$202,243,543	$207,507,697	-$5,264,154	-1.3	95	N
Food & Beverage Stores	$592,424,115	$515,759,225	$76,664,890	6.9	163	Y
Health & Personal Care Stores	$216,426,365	$244,982,872	-$28,556,507	-6.2	158	N
Gasoline Stations	$235,228,791	$201,196,441	$34,032,350	7.8	112	Y
Clothing & Clothing Accessories Stores	$142,353,060	$212,114,004	-$69,760,944	-19.7	170	N
Sporting Goods, Hobby, Book & Music Stores	$77,778,326	$66,716,906	$11,061,420	7.7	57	Y
General Merchandise Stores	$522,342,892	$344,020,016	$178,322,876	20.6	77	Y
Miscellaneous Store Retailers	$132,069,300	$101,346,459	$30,722,841	13.2	174	Y
Nonstore Retailers	$68,402,455	$295,776,419	-$227,373,964	-62.4	20	N
Food Services & Drinking Places	$311,370,813	$394,283,307	-$82,912,494	-11.7	604	N
Restaurants/Other Eating Places	$285,325,652	360,768,828	-75,443,176	-12.0	530	N
TOTAL	**$3,481,670,398**	**$3,587,682,350**	**-$106,011,952**	**-1.5**	**1,890**	

Source: esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography).

Retail Opportunities within the Secondary Trade Area

The industries where supply most exceeds demand (where retail opportunity exists) within the STA and, examples businesses within those industries are shown in Table 20 below.

Table 20. Top 5 Retail Opportunities in the Secondary Trade Area, 2016

Industry Summary	Retail Gap	Leakage Factor	NAICS Code*	Example Stores	Avg. Retail Sales Per Sq. Ft.	Potential Retail Floor Space Opportunity (Sq. Ft.)
FURNITURE & HOME FURNISHINGS STORES	$58,564,108	22.4	NAICS 442	Art Van, World Market, Pottery Barn, Pier 1 Imports	$204	287,078
ELECTRONICS & APPLIANCE STORES	$154,683,171	22.1	NAICS 443	h.h. Gregg, GameStop, Best Buy	$693	223,208
GENERAL MERCHANDISE STORES	$522,342,892	20.6	NAICS 452	Dollar General, Target, Wal-Mart, Big Lots	$308	1,695,918
MISCELLANEOUS STORE RETAILERS	$132,069,300	13.2	NAICS 453	Includes a wide variety of stores including florists, pet stores, gifts and novelty and souvenirs	$243	543,495
GASOLINE STATIONS	$235,228,791	7.8	NAICS 447, 4471	Exxon, BP, Sunoco	N/A	N/A
					TOTAL SQ. FT.	**2,749,699**

*North American Industrial Classification System or NAICS, https://www.census.gov/eos/www/naics/
N/A – data unavailable
Sources: esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography), Bizminer 2016 Retail Sales Per Square Footage Report.

Consumer Spending Potential

As part of its Tapestry Segmentation system, esri develops data that provides businesses with details about the products and services that consumers are buying. This information, known as consumer spending potential, details the spending potential for households residing within a specified geographic area. The consumer spending data identifies hundreds of items in more than 20 categories including the following:

- Apparel—Such as coats and jackets, shoes, watches and jewelry, uniforms
- Food and Beverage—Such as amount at home, restaurant visits, food groups
- Financial—Such as investments, mortgages, retirement, insurance
- Entertainment and Recreation—Such as travel, movies, party supplies, dating services, memberships

- Household Goods and Services—Such as furniture, appliances, child care, lawn and garden[7]

The 2016 data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI). The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Because the average expenditure reflects the average amount spent per household, total expenditure represents the aggregate amount spent by all households in an area. The SPI compares the average expenditure made locally for a product to the average amount spent nationally. An index of 100 is average. For example, an SPI of 120 shows that average spending by local consumers is 20 percent above the national average.[8]

Please refer to Appendix G and Appendix I for complete SPI results for the PTA and STA.

Primary Trade Area

Overall, households in the PTA spent less than the national average for all items. Households generally spent nearly 30 percent less than the national average for items such categories as:

- Apparel and Services,
- Entertainment & Recreation fees
- Child Care
- Travel

Notable categories where spending was higher included:

- TV/Video/Audio
- Toys/Games/Crafts/Hobbies
- Food
- Home Remodeling Services and Materials
- Transportation

Secondary Trade Area

Household spending in the STA is similar to spending by residents in the PTA, as they generally spent less than the national average in all categories. Categories in which spending was generally lowest includes:

- Apparel and Services
- Entertainment & Recreation Fees and Admissions
- Travel

Notable categories where spending was higher included:
- TV/Video/Audio
- Pets
- Toys/Games/Crafts/Hobbies

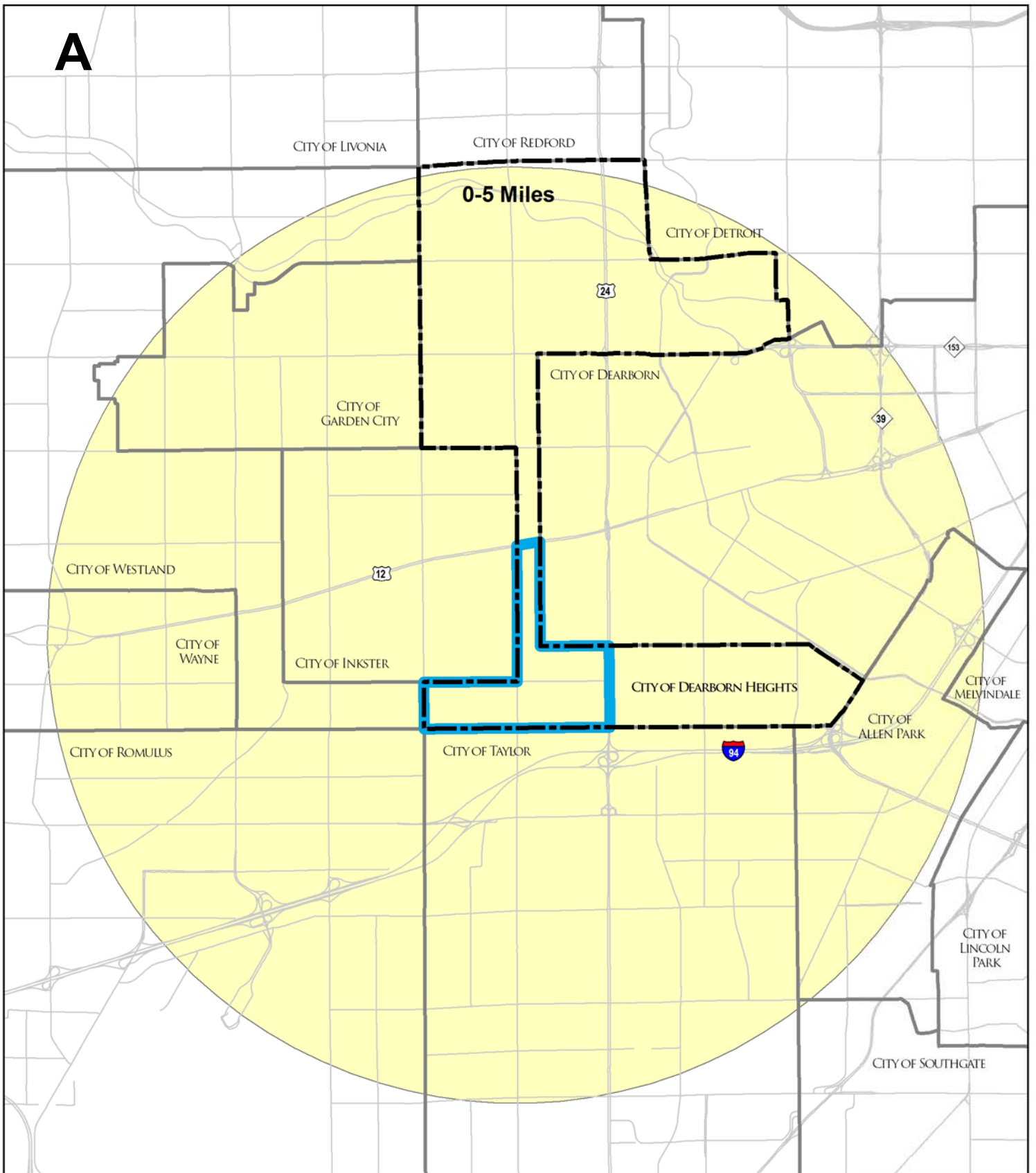[7] esri, http://doc.arcgis.com/en/esri-demographics/data/consumer-spending.htm
[8] esri, "esri Consumer Spending Methodology 2016: An esri White Paper", June 2016, http://downloads.Esri® .com/Esri _content_doc/dbl/us/J9945_2016_US_Consumer_Spending_Data.pdf

31

- Reading
- Food
- Health
- Transportation

Appendix

A. Primary and Secondary Trade Area Maps

B. esri Demographic and Income Profile for the Primary Trade Area

C. esri Demographic and Income Profile for the Secondary Trade Area

D. esri Tapestry Segmentation Area Profile for the Primary Trade Area

E. esri Tapestry Segmentation Area Profile for the Secondary Trade Area

F. esri Retail MarketPlace Profile for the Primary Trade Area

G. esri Retail Goods and Services Expenditures for the Primary Trade Area

H. esri Retail MarketPlace Profile for the Secondary Trade Area

I. esri Retail Goods and Services Expenditures for the Secondary Trade Area

J. Bizminer Retail Sales per Square Foot Report, 2016

K. esri Tapestry Segmentation Summary Profiles:
    1. Traditional Living
    2. Rustbelt Traditions
    3. Heartland Communities
    4. Modest Income Homes
    5. Family Foundations
    6. Savvy Suburbanites
    7. Hardscrabble Road
    8. Midlife Constants
    9. Comfortable Empty Nesters

A

0-5 Miles

CITY OF LIVONIA   CITY OF REDFORD

CITY OF DETROIT

24

CITY OF DEARBORN

153

39

CITY OF
GARDEN CITY

CITY OF WESTLAND

12

CITY OF
WAYNE

CITY OF INKSTER

CITY OF DEARBORN HEIGHTS

CITY OF
MELVINDALE

CITY OF
ALLEN PARK

CITY OF ROMULUS   CITY OF TAYLOR   94

CITY OF
LINCOLN
PARK

CITY OF SOUTHGATE

TIFA SECONDARY TRADE AREA

	TIFA District		City Limits		Major Roads
	TIFA Secondary Trade Area Boundary		Municipal Boundaries		

N

0   0.5   1
Miles

\\dt-vs\Projects\DHT6289-01D\GIS-Data\Projects\STA_Boundary.mxd

A

CITY OF LIVONIA

CITY OF REDFORD

CITY OF WESTLAND

CITY OF DETROIT

CITY OF GARDEN CITY

24

153

CITY OF DEARBORN

0-3 Miles

CITY OF WESTLAND

39

CITY OF INKSTER

12

CITY OF DEARBORN HEIGHTS

CITY OF ALLEN PARK

CITY OF WAYNE

CITY OF ROMULUS

CITY OF TAYLOR

94
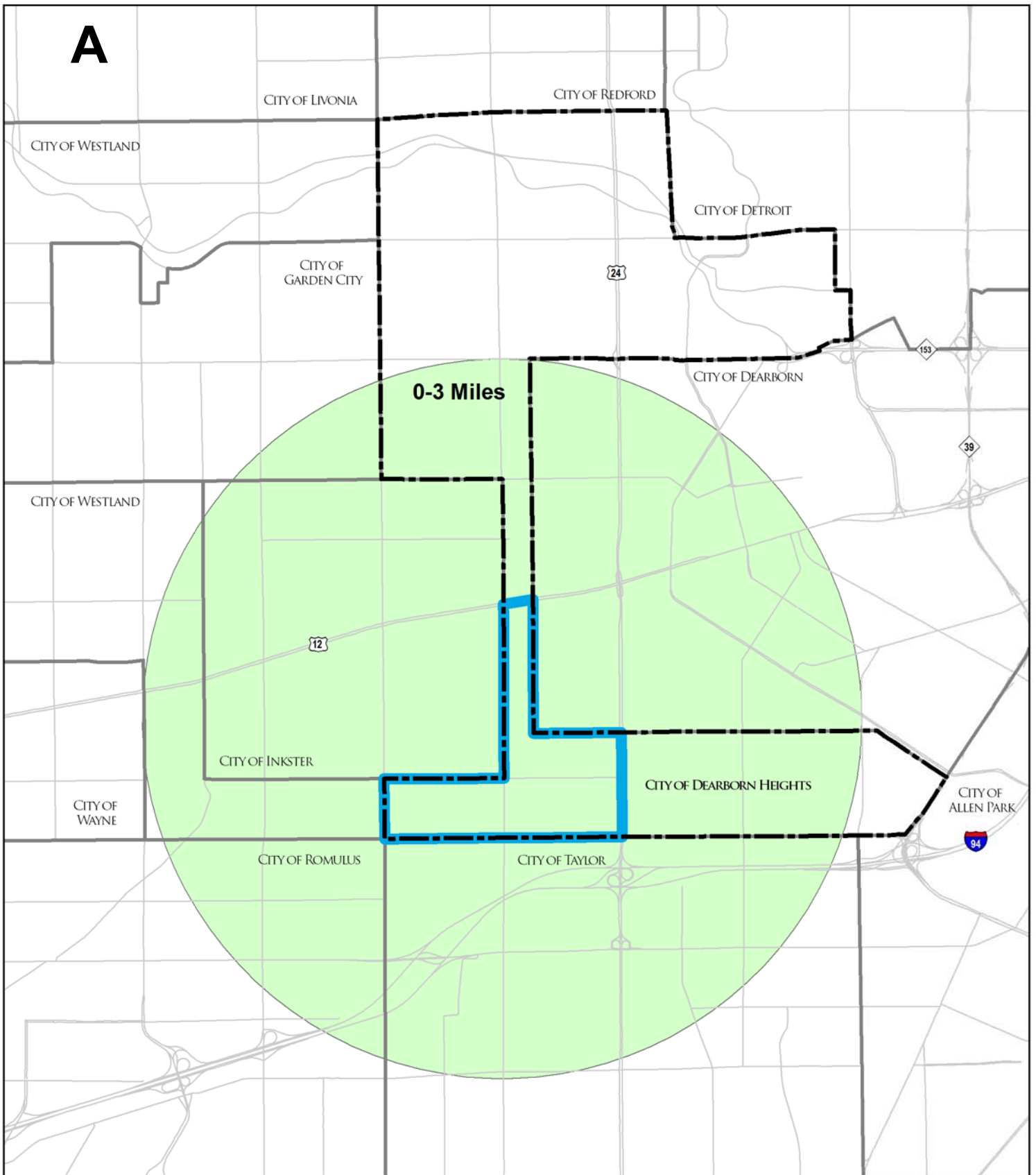
TIFA PRIMARY TRADE AREA

▭ TIFA District	▭ City Limits	Major Roads	
▭ TIFA Primary Trade Area Boundary	▭ Municipal Boundaries		

N

0 0.25 0.5   1
Miles

\\dt-vs\Projects\DHT6289-01D\GIS-Data\Projects\PTA_Boundary.mxd

Demographic and Income Profile

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

Prepared by Esri
Latitude: 42.28308
Longitude: -83.29031

| Summary	Census 2010	2016	2021
Population	109,931	106,035	102,882
Households	42,984	41,795	40,712
Families	28,095	26,993	26,134
Average Household Size	2.54	2.52	2.51
Owner Occupied Housing Units	32,109	30,571	29,696
Renter Occupied Housing Units	10,875	11,225	11,016
Median Age	37.9	39.1	39.7

Trends: 2016 - 2021 Annual Rate	Area	State	National
Population	-0.60%	0.23%	0.84%
Households	-0.52%	0.28%	0.79%
Families	-0.64%	0.16%	0.72%
Owner HHs	-0.58%	0.27%	0.73%
Median Household Income	2.34%	2.26%	1.89%

			2016		2021	
Households by Income			Number	Percent	Number	Percent
<$15,000			5,662	13.5%	5,556	13.6%
$15,000 - $24,999			5,240	12.5%	4,901	12.0%
$25,000 - $34,999			5,003	12.0%	5,149	12.6%
$35,000 - $49,999			5,890	14.1%	3,356	8.2%
$50,000 - $74,999			8,035	19.2%	8,383	20.6%
$75,000 - $99,999			5,123	12.3%	5,593	13.7%
$100,000 - $149,999			4,713	11.3%	5,319	13.1%
$150,000 - $199,999			1,319	3.2%	1,586	3.9%
$200,000+			811	1.9%	869	2.1%
Median Household Income			$47,059		$52,836	
Average Household Income			$60,158		$65,498	
Per Capita Income			$23,940		$26,155	

	Census 2010		2016		2021	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,938	6.3%	6,445	6.1%	6,146	6.0%
5 - 9	7,311	6.7%	6,655	6.3%	6,309	6.1%
10 - 14	7,814	7.1%	7,059	6.7%	6,728	6.5%
15 - 19	8,152	7.4%	6,813	6.4%	6,461	6.3%
20 - 24	6,792	6.2%	6,895	6.5%	5,749	5.6%
25 - 34	13,755	12.5%	13,718	12.9%	13,814	13.4%
35 - 44	14,874	13.5%	13,677	12.9%	13,032	12.7%
45 - 54	16,578	15.1%	14,648	13.8%	13,259	12.9%
55 - 64	12,996	11.8%	14,341	13.5%	14,053	13.7%
65 - 74	7,263	6.6%	8,839	8.3%	10,292	10.0%
75 - 84	5,270	4.8%	4,628	4.4%	4,885	4.7%
85+	2,192	2.0%	2,317	2.2%	2,153	2.1%

	Census 2010		2016		2021	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	79,561	72.4%	76,350	72.0%	74,012	71.9%
Black Alone	24,375	22.2%	22,826	21.5%	21,325	20.7%
American Indian Alone	470	0.4%	478	0.5%	479	0.5%
Asian Alone	1,537	1.4%	1,852	1.7%	2,177	2.1%
Pacific Islander Alone	37	0.0%	27	0.0%	25	0.0%
Some Other Race Alone	1,074	1.0%	1,251	1.2%	1,404	1.4%
Two or More Races	2,877	2.6%	3,252	3.1%	3,459	3.4%
Hispanic Origin (Any Race)	4,789	4.4%	5,522	5.2%	6,198	6.0%

Data Note: Income is expressed in current dollars.
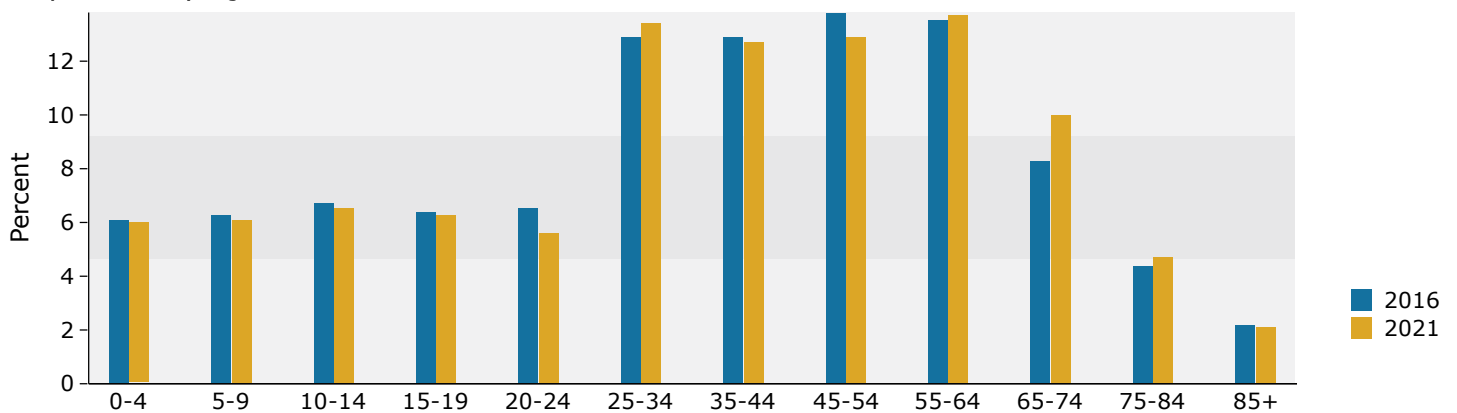
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.
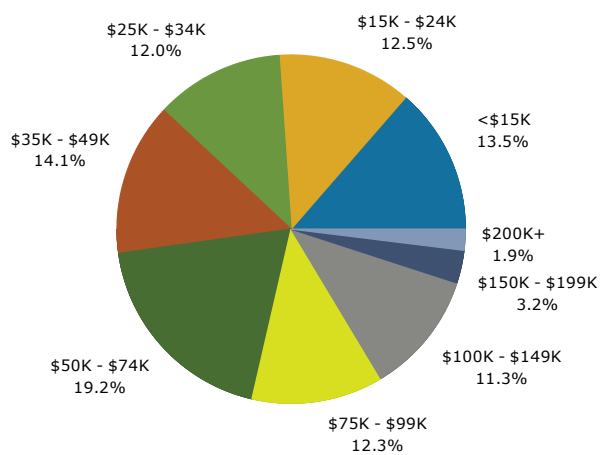
January 18, 2017

B

TIFA Center
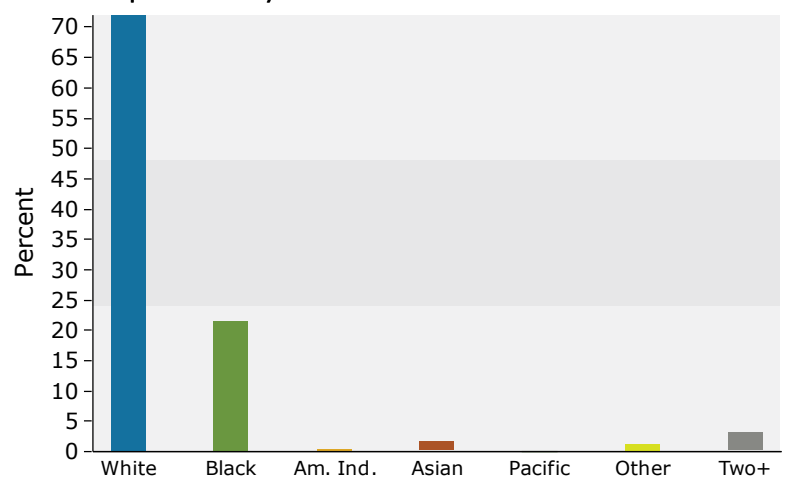3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

Trends 2016-2021
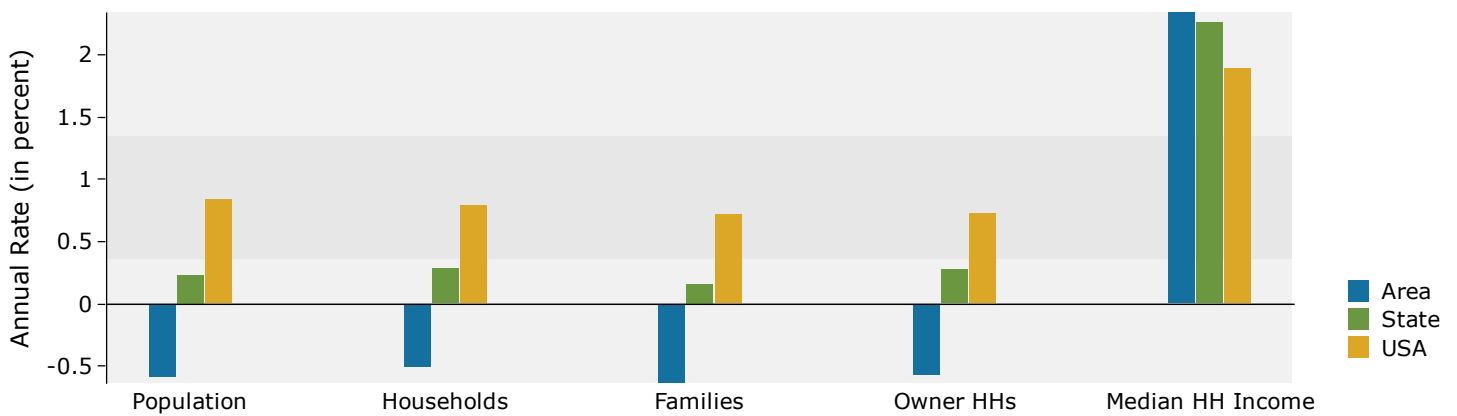
Population by Age

2016 Household Income

2016 Population by Race

2016 Percent Hispanic Origin: 5.2%

January 18, 2017

Demographic and Income Profile

C

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

Prepared by Esri
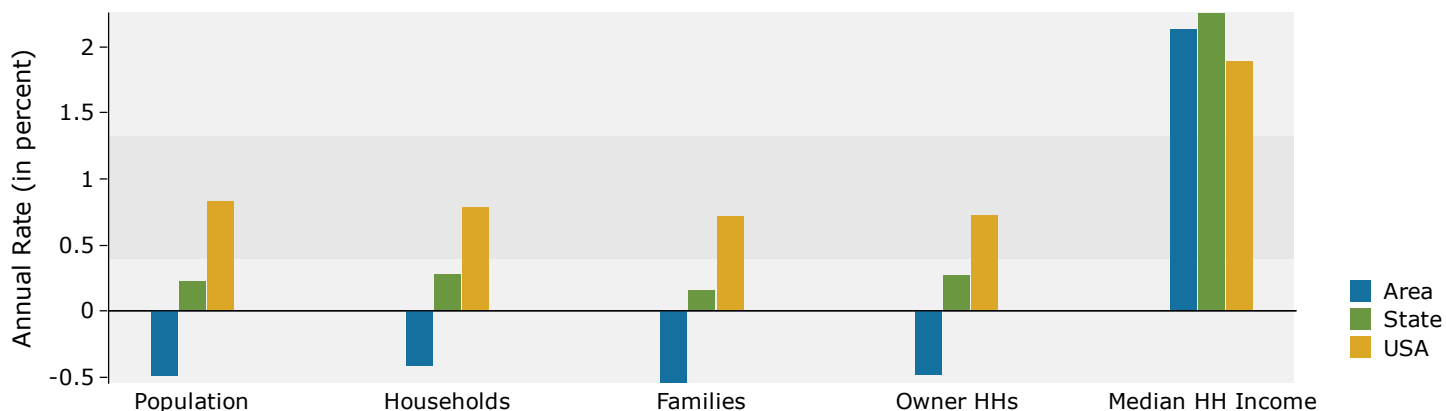Latitude: 42.28308
Longitude: -83.29031

Summary	Census 2010	2016	2021
Population	272,974	266,077	259,438
Households	107,882	106,033	103,817
Families	70,244	68,157	66,299
Average Household Size	2.51	2.49	2.48
Owner Occupied Housing Units	79,373	76,271	74,436
Renter Occupied Housing Units	28,509	29,762	29,381
Median Age	38.2	39.4	40.1
Trends: 2016 - 2021 Annual Rate	**Area**	**State**	**National**
Population	-0.50%	0.23%	0.84%
Households	-0.42%	0.28%	0.79%
Families	-0.55%	0.16%	0.72%
Owner HHs	-0.49%	0.27%	0.73%
Median Household Income	2.13%	2.26%	1.89%

	2016		2021	
Households by Income	Number	Percent	Number	Percent
<$15,000	13,676	12.9%	13,649	13.1%
$15,000 - $24,999	12,837	12.1%	12,044	11.6%
$25,000 - $34,999	12,691	12.0%	13,167	12.7%
$35,000 - $49,999	15,971	15.1%	9,609	9.3%
$50,000 - $74,999	21,290	20.1%	22,120	21.3%
$75,000 - $99,999	13,518	12.7%	14,814	14.3%
$100,000 - $149,999	11,373	10.7%	12,863	12.4%
$150,000 - $199,999	2,990	2.8%	3,720	3.6%
$200,000+	1,687	1.6%	1,832	1.8%
Median Household Income	$47,358		$52,616	
Average Household Income	$59,119		$64,246	
Per Capita Income	$23,795		$25,950	

	Census 2010		2016		2021	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,028	6.2%	15,976	6.0%	15,264	5.9%
5 - 9	17,806	6.5%	16,252	6.1%	15,607	6.0%
10 - 14	18,798	6.9%	16,988	6.4%	16,363	6.3%
15 - 19	19,806	7.3%	16,689	6.3%	15,805	6.1%
20 - 24	16,885	6.2%	17,435	6.6%	14,700	5.7%
25 - 34	34,432	12.6%	34,892	13.1%	35,242	13.6%
35 - 44	37,128	13.6%	34,361	12.9%	32,723	12.6%
45 - 54	41,239	15.1%	37,052	13.9%	33,465	12.9%
55 - 64	31,765	11.6%	35,522	13.4%	35,509	13.7%
65 - 74	18,174	6.7%	22,187	8.3%	25,954	10.0%
75 - 84	13,957	5.1%	12,366	4.6%	12,947	5.0%
85+	5,955	2.2%	6,355	2.4%	5,858	2.3%

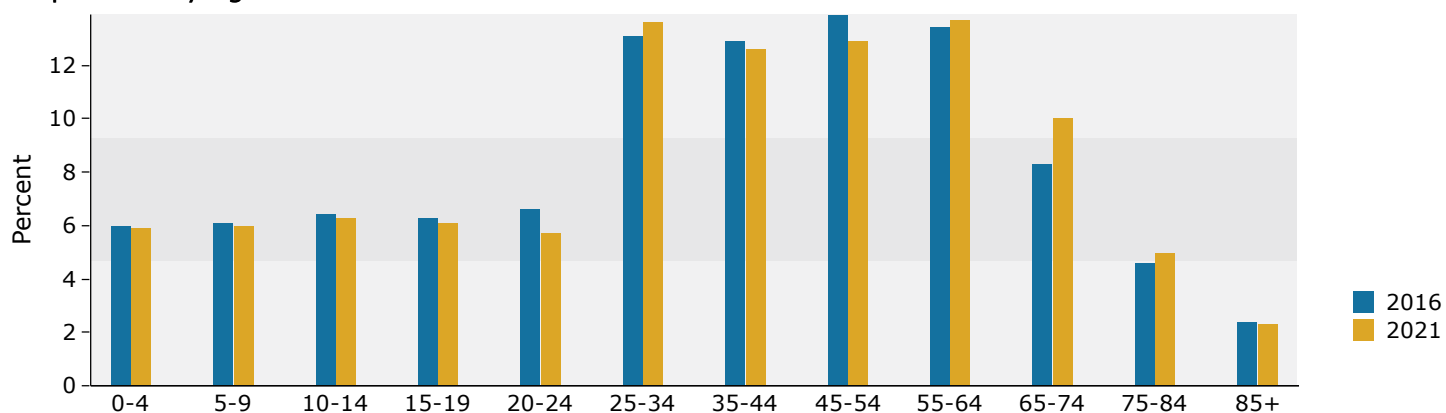|	Census 2010		2016		2021	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	212,470	77.8%	205,916	77.4%	200,575	77.3%
Black Alone	45,127	16.5%	42,348	15.9%	39,193	15.1%
American Indian Alone	1,214	0.4%	1,234	0.5%	1,233	0.5%
Asian Alone	3,878	1.4%	4,755	1.8%	5,638	2.2%
Pacific Islander Alone	70	0.0%	56	0.0%	54	0.0%
Some Other Race Alone	3,151	1.2%	3,723	1.4%	4,203	1.6%
Two or More Races	7,065	2.6%	8,045	3.0%	8,542	3.3%
Hispanic Origin (Any Race)	12,827	4.7%	14,987	5.6%	16,931	6.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.
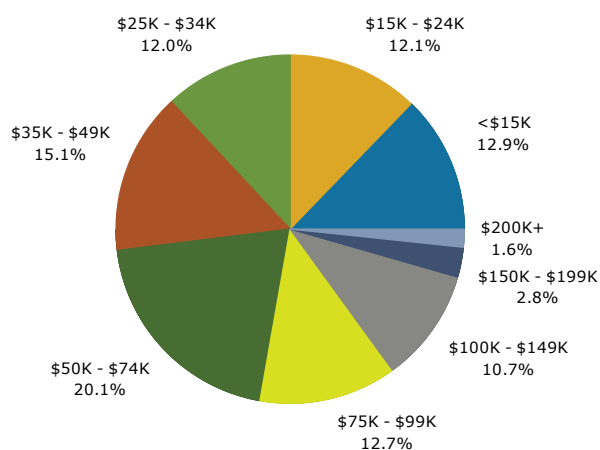
January 18, 2017

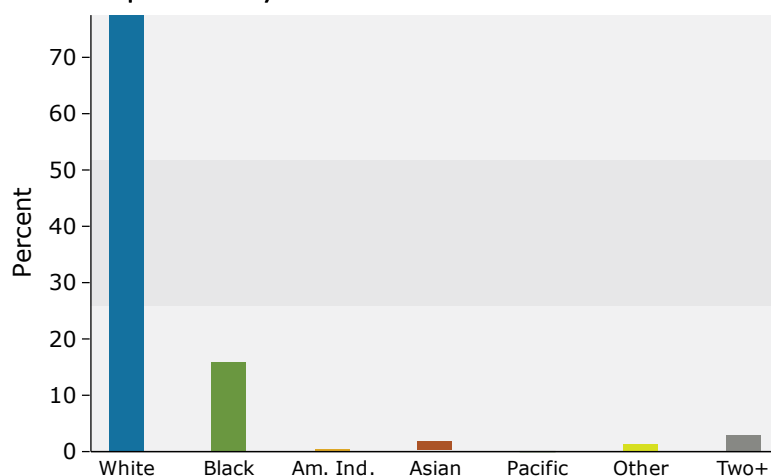# Demographic and Income Profile

C

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

Prepared by Esri
Latitude: 42.28308
Longitude: -83.29031

Trends 2016-2021

Annual Rate (in percent) for categories: Population, Households, Families, Owner HHs, Median HH Income — with Area, State, USA series.

Population by Age

Percent by age groups: 0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+ — with 2016 and 2021 series.

2016 Household Income

- $15K - $24K 12.1%
- $25K - $34K 12.0%
- $35K - $49K 15.1%
- $50K - $74K 20.1%
- $75K - $99K 12.7%
- $100K - $149K 10.7%
- $150K - $199K 2.8%
- $200K+ 1.6%
- <$15K 12.9%

2016 Population by Race

Percent by race: White, Black, Am. Ind., Asian, Pacific, Other, Two+.

2016 Percent Hispanic Origin: 5.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021.

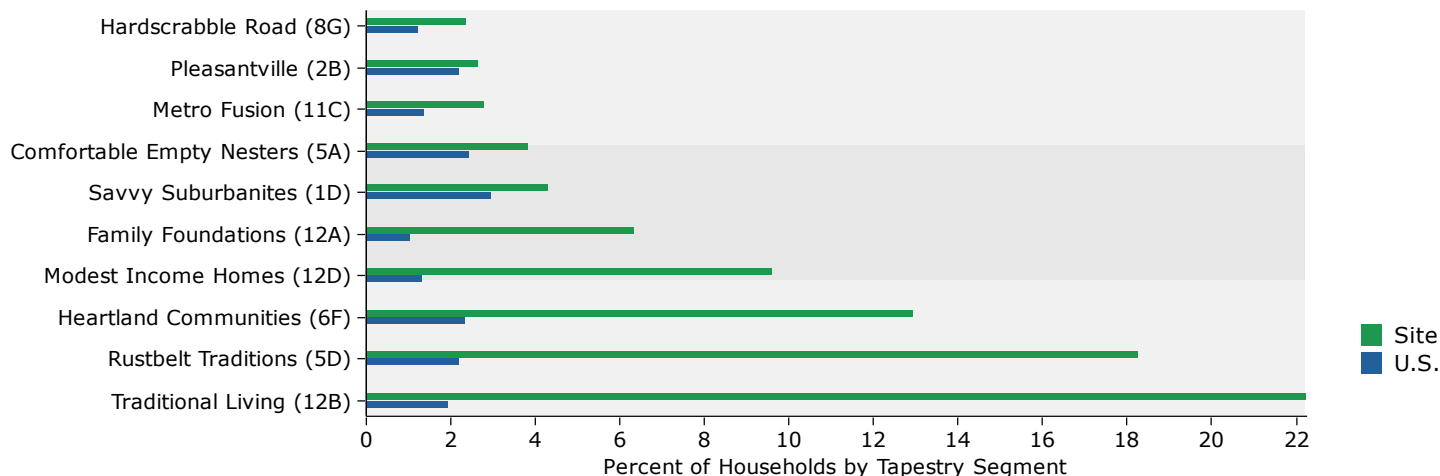January 18, 2017

Tapestry Segmentation Area Profile

D

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Top Twenty Tapestry Segments

| | | 2016 Households | | 2016 U.S. Households | | |
| | | | Cumulative | | Cumulative | |
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Traditional Living (12B)	22.3%	22.3%	2.0%	2.0%	1137
2	Rustbelt Traditions (5D)	18.3%	40.6%	2.2%	4.2%	822
3	Heartland Communities (6F)	13.0%	53.6%	2.4%	6.6%	551
4	Modest Income Homes (12D)	9.6%	63.2%	1.3%	7.9%	718
5	Family Foundations (12A)	6.4%	69.6%	1.1%	9.0%	599
	Subtotal	**69.6%**		**9.0%**		
6	Savvy Suburbanites (1D)	4.3%	73.9%	3.0%	12.0%	146
7	Comfortable Empty Nesters (5A)	3.9%	77.8%	2.5%	14.5%	156
8	Metro Fusion (11C)	2.8%	80.6%	1.4%	15.9%	200
9	Pleasantville (2B)	2.7%	83.3%	2.2%	18.1%	120
10	Hardscrabble Road (8G)	2.4%	85.7%	1.2%	19.3%	194
	Subtotal	**16.1%**		**10.3%**		
11	Midlife Constants (5E)	2.1%	87.8%	2.5%	21.8%	85
12	Down the Road (10D)	2.1%	89.9%	1.1%	22.9%	183
13	In Style (5B)	1.9%	91.8%	2.3%	25.2%	84
14	Retirement Communities (9E)	1.6%	93.4%	1.2%	26.4%	134
15	City Commons (11E)	1.4%	94.8%	0.9%	27.3%	157
	Subtotal	**9.1%**		**8.0%**		
16	Golden Years (9B)	1.4%	96.2%	1.3%	28.6%	103
17	Social Security Set (9F)	1.4%	97.6%	0.8%	29.4%	170
18	Salt of the Earth (6B)	1.3%	98.9%	2.9%	32.3%	43
19	Green Acres (6A)	0.7%	99.6%	3.2%	35.5%	22
20	Soccer Moms (4A)	0.6%	100.2%	2.8%	38.3%	20
	Subtotal	**5.4%**		**11.0%**		
	Total	**100.0%**		**38.4%**		**261**

Top Ten Tapestry Segments Site vs. U.S.

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
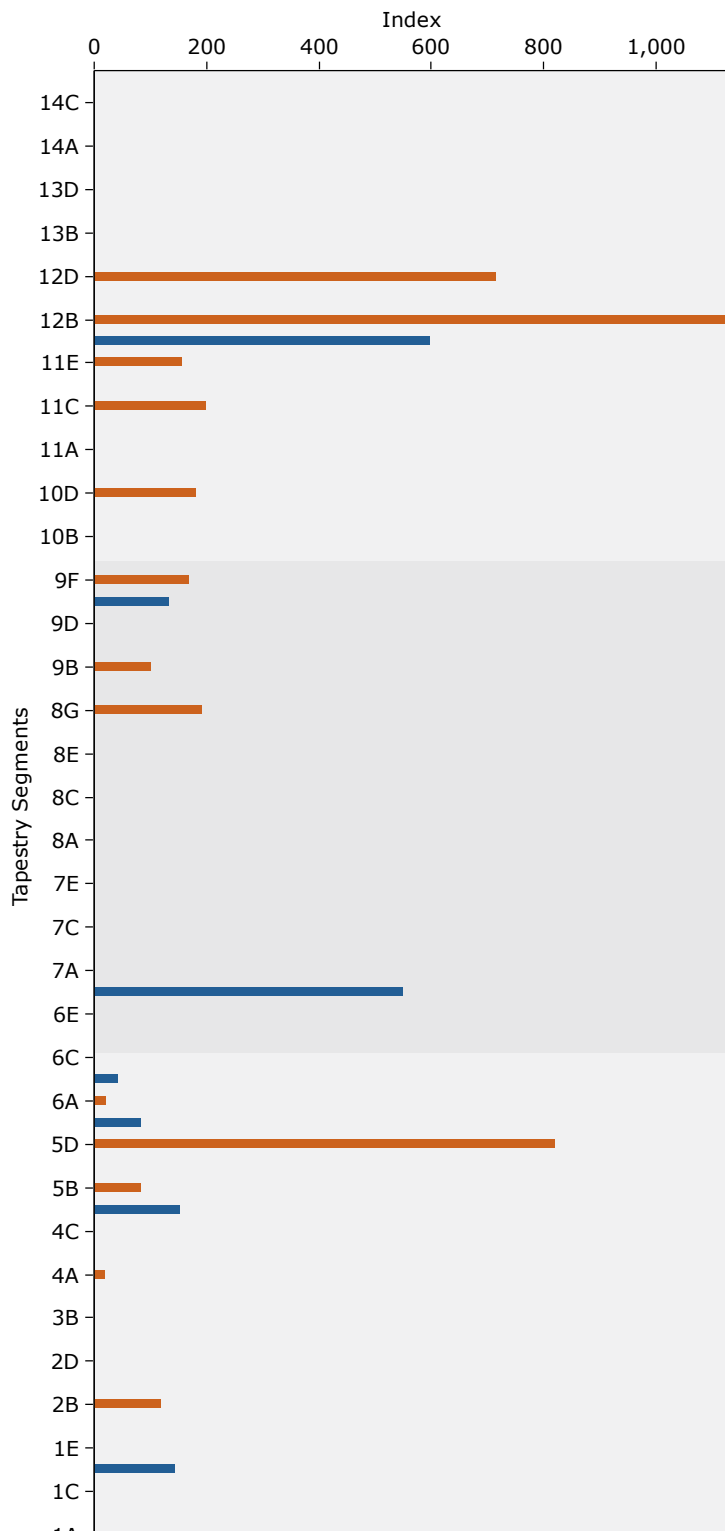**Source:** Esri
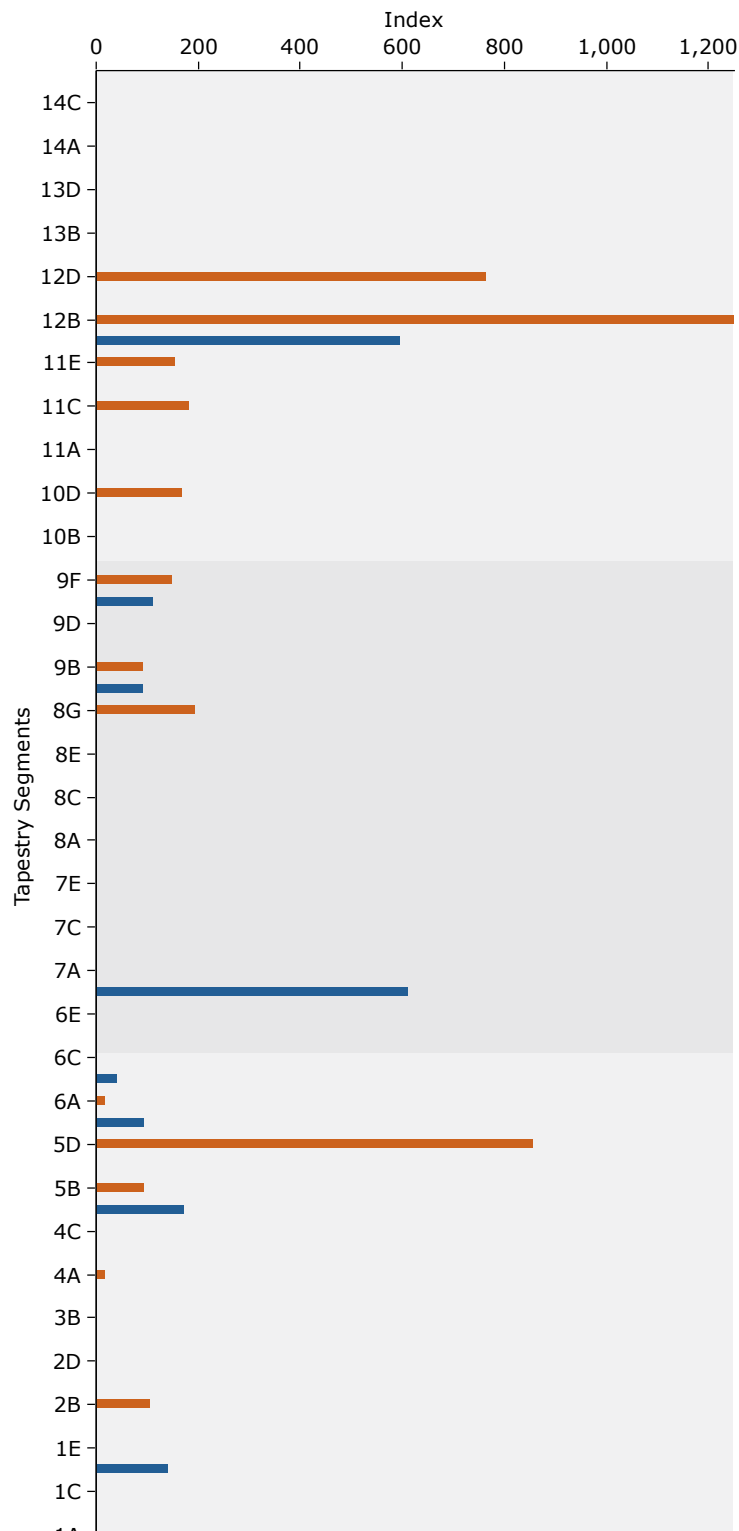
January 16, 2017

D

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

2016 Tapestry Indexes by Households

2016 Tapestry Indexes by Total Population 18+

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

January 16, 2017

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	41,796	100.0%		81,701	100.0%	
1. Affluent Estates	**1,812**	**4.3%**	**44**	**3,719**	**4.6%**	**44**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,812	4.3%	146	3,719	4.6%	142
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**1,113**	**2.7%**	**47**	**2,190**	**2.7%**	**45**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,113	2.7%	120	2,190	2.7%	108
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**243**	**0.6%**	**8**	**474**	**0.6%**	**8**
Soccer Moms (4A)	243	0.6%	20	474	0.6%	19
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**10,934**	**26.2%**	**228**	**21,660**	**26.5%**	**241**
Comfortable Empty Nesters (5A)	1,612	3.9%	156	3,471	4.2%	173
In Style (5B)	788	1.9%	84	1,652	2.0%	96
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	7,640	18.3%	822	14,684	18.0%	859
Midlife Constants (5E)	894	2.1%	85	1,853	2.3%	95
6. Cozy Country Living	**6,239**	**14.9%**	**123**	**12,528**	**15.3%**	**129**
Green Acres (6A)	288	0.7%	22	562	0.7%	21
Salt of the Earth (6B)	529	1.3%	43	1,001	1.2%	42
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	5,422	13.0%	551	10,965	13.4%	611
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

January 16, 2017

D

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	41,796	100.0%		81,701	100.0%	
8. Middle Ground	**1,001**	**2.4%**	**22**	**1,881**	**2.3%**	**23**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	1,001	2.4%	194	1,881	2.3%	195
9. Senior Styles	**1,831**	**4.4%**	**76**	**2,654**	**3.2%**	**65**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	576	1.4%	103	896	1.1%	92
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	679	1.6%	134	932	1.1%	112
Social Security Set (9F)	576	1.4%	170	826	1.0%	151
10. Rustic Outposts	**871**	**2.1%**	**25**	**1,609**	**2.0%**	**23**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	871	2.1%	183	1,609	2.0%	171
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**1,769**	**4.2%**	**68**	**2,970**	**3.6%**	**66**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,179	2.8%	200	1,945	2.4%	183
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	590	1.4%	157	1,025	1.3%	155
12. Hometown	**15,983**	**38.2%**	**611**	**32,016**	**39.2%**	**662**
Family Foundations (12A)	2,661	6.4%	599	5,315	6.5%	598
Traditional Living (12B)	9,302	22.3%	1,137	18,646	22.8%	1,252
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	4,020	9.6%	718	8,055	9.9%	766
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

January 16, 2017

Tapestry Segmentation Area Profile

D

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	41,796	100.0%		81,701	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**15,500**	**37.1%**	**220**	**29,999**	**36.7%**	**205**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	7,640	18.3%	822	14,684	18.0%	859
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,179	2.8%	200	1,945	2.4%	183
Family Foundations (12A)	2,661	6.4%	599	5,315	6.5%	598
Modest Income Homes (12D)	4,020	9.6%	718	8,055	9.9%	766
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**12,936**	**31.0%**	**169**	**24,962**	**30.6%**	**180**
In Style (5B)	788	1.9%	84	1,652	2.0%	96
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	1,001	2.4%	194	1,881	2.3%	195
Retirement Communities (9E)	679	1.6%	134	932	1.1%	112
Social Security Set (9F)	576	1.4%	170	826	1.0%	151
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	0	0.0%	0	0	0.0%	0
City Commons (11E)	590	1.4%	157	1,025	1.3%	155
Traditional Living (12B)	9,302	22.3%	1,137	18,646	22.8%	1,252
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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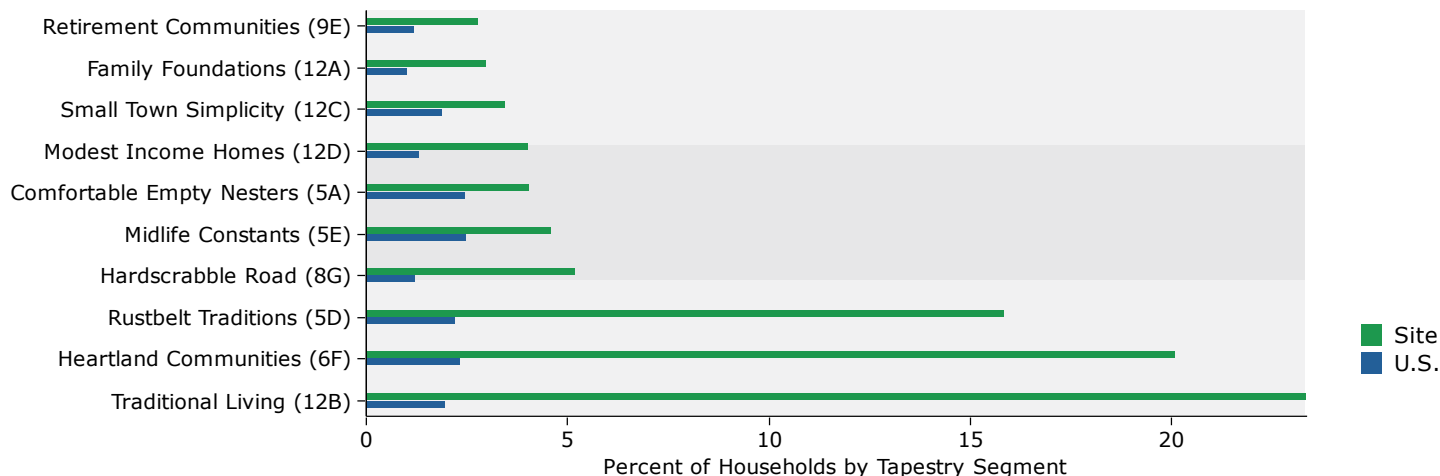**Source:** Esri

January 16, 2017

D

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

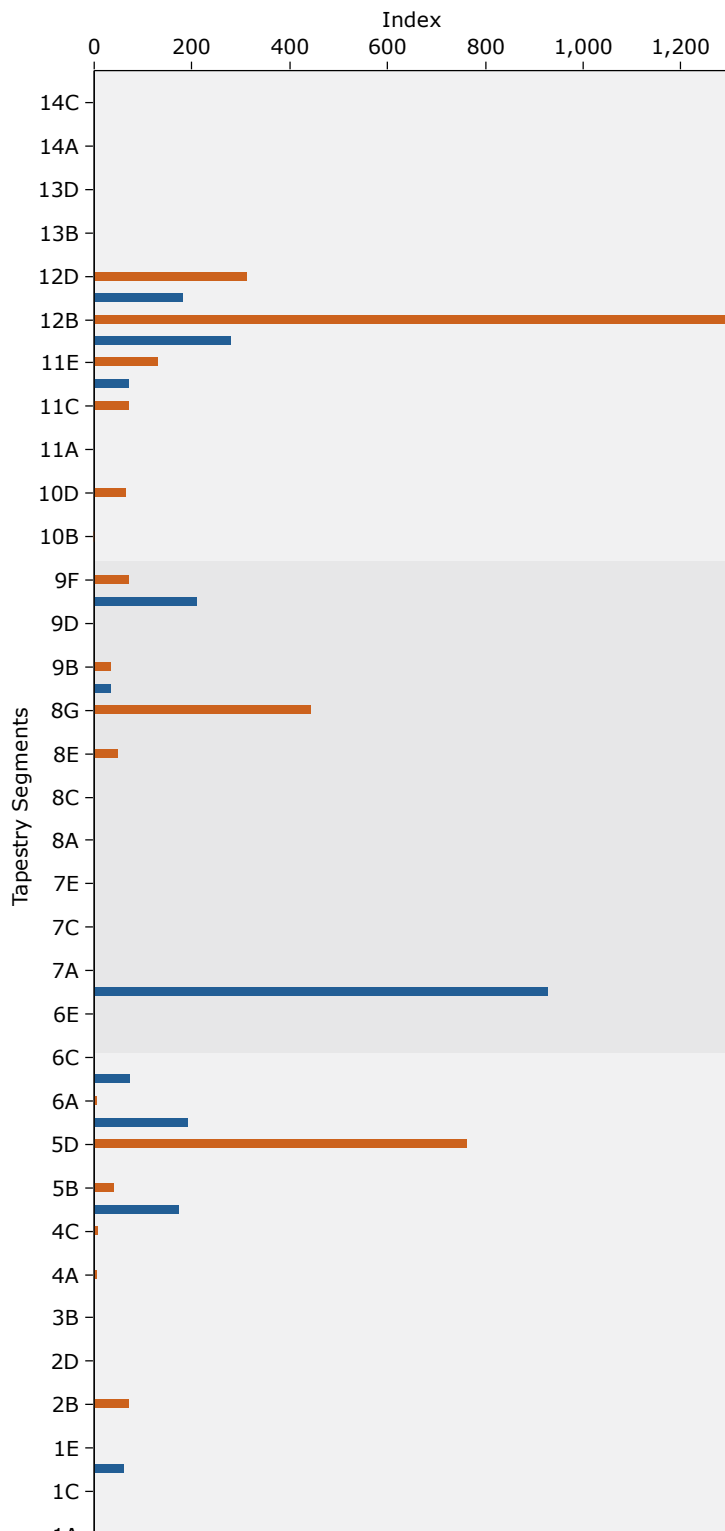| Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	41,796	100.0%		81,701	100.0%	
4. Suburban Periphery	**6,250**	**15.0%**	**47**	**12,603**	**15.4%**	**48**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	1,812	4.3%	146	3,719	4.6%	142
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,113	2.7%	120	2,190	2.7%	108
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	243	0.6%	20	474	0.6%	19
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,612	3.9%	156	3,471	4.2%	173
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	894	2.1%	85	1,853	2.3%	95
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	576	1.4%	103	896	1.1%	92
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**6,293**	**15.1%**	**160**	**12,574**	**15.4%**	**170**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	5,422	13.0%	551	10,965	13.4%	611
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	871	2.1%	183	1,609	2.0%	171
Small Town Simplicity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	**817**	**2.0%**	**12**	**1,563**	**1.9%**	**11**
Green Acres (6A)	288	0.7%	22	562	0.7%	21
Salt of the Earth (6B)	529	1.3%	43	1,001	1.2%	42
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

January 16, 2017

Tapestry Segmentation Area Profile

E

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2016 Households		2016 U.S. Households		
		Percent	Cumulative Percent	Percent	Cumulative Percent	Index
1	Traditional Living (12B)	23.4%	23.4%	2.0%	2.0%	1193
2	Heartland Communities (6F)	20.1%	43.5%	2.4%	4.4%	854
3	Rustbelt Traditions (5D)	15.9%	59.4%	2.2%	6.6%	714
4	Hardscrabble Road (8G)	5.2%	64.6%	1.2%	7.8%	421
5	Midlife Constants (5E)	4.6%	69.2%	2.5%	10.3%	183
	Subtotal	**69.2%**		**10.3%**		
6	Comfortable Empty Nesters (5A)	4.1%	73.3%	2.5%	12.8%	164
7	Modest Income Homes (12D)	4.0%	77.3%	1.3%	14.1%	301
8	Small Town Simplicity (12C)	3.5%	80.8%	1.9%	16.0%	182
9	Family Foundations (12A)	3.0%	83.8%	1.1%	17.1%	282
10	Retirement Communities (9E)	2.8%	86.6%	1.2%	18.3%	229
	Subtotal	**17.4%**		**8.0%**		
11	Salt of the Earth (6B)	2.1%	88.7%	2.9%	21.2%	73
12	Savvy Suburbanites (1D)	1.9%	90.6%	3.0%	24.2%	65
13	Pleasantville (2B)	1.8%	92.4%	2.2%	26.4%	79
14	City Commons (11E)	1.1%	93.5%	0.9%	27.3%	124
15	Metro Fusion (11C)	1.1%	94.6%	1.4%	28.7%	79
	Subtotal	**8.0%**		**10.4%**		
16	Set to Impress (11D)	1.0%	95.6%	1.4%	30.1%	71
17	In Style (5B)	0.9%	96.5%	2.3%	32.4%	40
18	Down the Road (10D)	0.8%	97.3%	1.1%	33.5%	73
19	Front Porches (8E)	0.7%	98.0%	1.6%	35.1%	46
20	Social Security Set (9F)	0.7%	98.7%	0.8%	35.9%	86
	Subtotal	**4.1%**		**7.2%**		
	Total	**98.7%**		**35.9%**		**275**

Top Ten Tapestry Segments Site vs. U.S.

Percent of Households by Tapestry Segment

Legend: ■ Site ■ U.S.

January 16, 2017

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

2016 Tapestry Indexes by Households

2016 Tapestry Indexes by Total Population 18+

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

January 16, 2017

E

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	106,034	100.0%		206,719	100.0%	
1. Affluent Estates	**2,040**	**1.9%**	**20**	**4,234**	**2.0%**	**20**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,040	1.9%	65	4,234	2.0%	64
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**1,865**	**1.8%**	**31**	**3,692**	**1.8%**	**30**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,865	1.8%	79	3,692	1.8%	72
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**523**	**0.5%**	**7**	**1,078**	**0.5%**	**7**
Soccer Moms (4A)	243	0.2%	8	474	0.2%	8
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	280	0.3%	9	604	0.3%	10
5. GenXurban	**26,965**	**25.4%**	**222**	**53,416**	**25.8%**	**235**
Comfortable Empty Nesters (5A)	4,300	4.1%	164	8,933	4.3%	175
In Style (5B)	951	0.9%	40	1,891	0.9%	43
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	16,821	15.9%	714	33,066	16.0%	764
Midlife Constants (5E)	4,893	4.6%	183	9,526	4.6%	193
6. Cozy Country Living	**23,865**	**22.5%**	**186**	**47,423**	**22.9%**	**192**
Green Acres (6A)	288	0.3%	9	562	0.3%	8
Salt of the Earth (6B)	2,244	2.1%	73	4,596	2.2%	76
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	21,333	20.1%	854	42,265	20.4%	930
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0

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Source: Esri

January 16, 2017

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
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Tapestry LifeMode Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	106,034	100.0%		206,719	100.0%	
8. Middle Ground	**6,300**	**5.9%**	**54**	**12,381**	**6.0%**	**59**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	788	0.7%	46	1,542	0.7%	49
Old and Newcomers (8F)	1	0.0%	0	2	0.0%	0
Hardscrabble Road (8G)	5,511	5.2%	421	10,837	5.2%	444
9. Senior Styles	**4,265**	**4.0%**	**70**	**6,402**	**3.1%**	**62**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	576	0.5%	41	896	0.4%	36
The Elders (9C)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,952	2.8%	229	4,492	2.2%	213
Social Security Set (9F)	737	0.7%	86	1,014	0.5%	73
10. Rustic Outposts	**901**	**0.8%**	**10**	**1,671**	**0.8%**	**10**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	20	0.0%	1	41	0.0%	1
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	881	0.8%	73	1,630	0.8%	68
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**3,415**	**3.2%**	**52**	**6,007**	**2.9%**	**53**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,179	1.1%	79	1,945	0.9%	72
Set to Impress (11D)	1,047	1.0%	71	1,813	0.9%	73
City Commons (11E)	1,189	1.1%	124	2,249	1.1%	134
12. Hometown	**35,895**	**33.9%**	**541**	**70,415**	**34.1%**	**576**
Family Foundations (12A)	3,181	3.0%	282	6,352	3.1%	282
Traditional Living (12B)	24,766	23.4%	1,193	49,201	23.8%	1,306
Small Town Simplicity (12C)	3,677	3.5%	182	6,499	3.1%	183
Modest Income Homes (12D)	4,271	4.0%	301	8,363	4.0%	314
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

January 16, 2017

E

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	106,034	100.0%		206,719	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**25,452**	**24.0%**	**142**	**49,726**	**24.1%**	**134**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	16,821	15.9%	714	33,066	16.0%	764
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	1,179	1.1%	79	1,945	0.9%	72
Family Foundations (12A)	3,181	3.0%	282	6,352	3.1%	282
Modest Income Homes (12D)	4,271	4.0%	301	8,363	4.0%	314
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**37,942**	**35.8%**	**196**	**73,041**	**35.3%**	**208**
In Style (5B)	951	0.9%	40	1,891	0.9%	43
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	788	0.7%	46	1,542	0.7%	49
Old and Newcomers (8F)	1	0.0%	0	2	0.0%	0
Hardscrabble Road (8G)	5,511	5.2%	421	10,837	5.2%	444
Retirement Communities (9E)	2,952	2.8%	229	4,492	2.2%	213
Social Security Set (9F)	737	0.7%	86	1,014	0.5%	73
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	1,047	1.0%	71	1,813	0.9%	73
City Commons (11E)	1,189	1.1%	124	2,249	1.1%	134
Traditional Living (12B)	24,766	23.4%	1,193	49,201	23.8%	1,306
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
Source: Esri

January 16, 2017

E

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Tapestry Urbanization Groups	2016 Households			2016 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	106,034	100.0%		206,719	100.0%	
4. Suburban Periphery	**13,917**	**13.1%**	**42**	**27,755**	**13.4%**	**42**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	2,040	1.9%	65	4,234	2.0%	64
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	1,865	1.8%	79	3,692	1.8%	72
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	243	0.2%	8	474	0.2%	8
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	4,300	4.1%	164	8,933	4.3%	175
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	4,893	4.6%	183	9,526	4.6%	193
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	576	0.5%	41	896	0.4%	36
The Elders (9C)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**26,171**	**24.7%**	**263**	**50,998**	**24.7%**	**273**
Middleburg (4C)	280	0.3%	9	604	0.3%	10
Heartland Communities (6F)	21,333	20.1%	854	42,265	20.4%	930
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	881	0.8%	73	1,630	0.8%	68
Small Town Simplicity (12C)	3,677	3.5%	182	6,499	3.1%	183
6. Rural	**2,552**	**2.4%**	**14**	**5,199**	**2.5%**	**15**
Green Acres (6A)	288	0.3%	9	562	0.3%	8
Salt of the Earth (6B)	2,244	2.1%	73	4,596	2.2%	76
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	20	0.0%	1	41	0.0%	1
Diners & Miners (10C)	0	0.0%	0	0	0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.
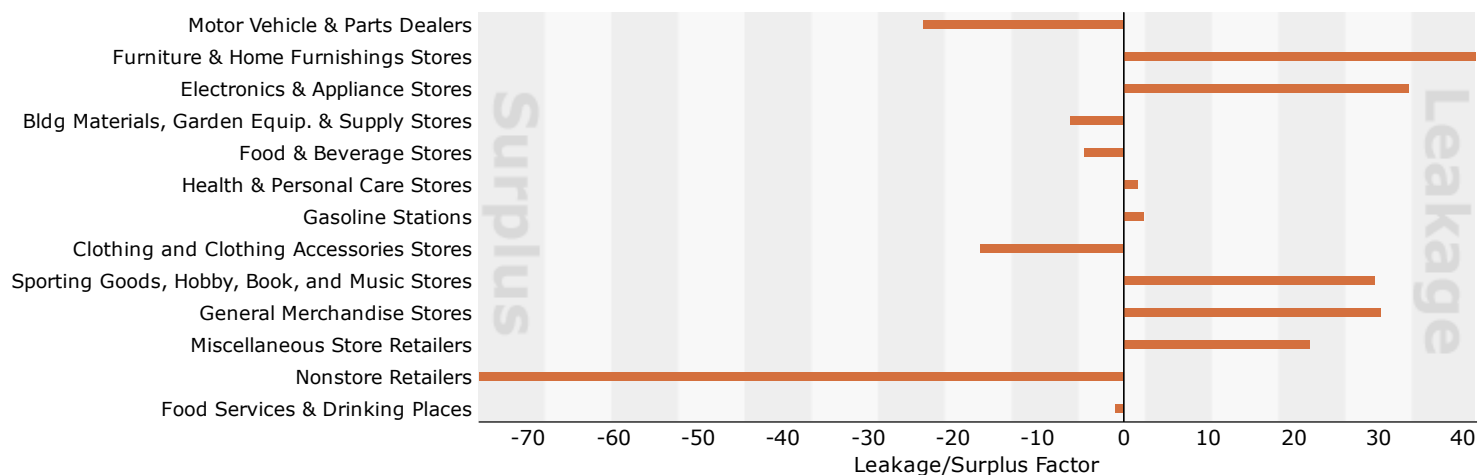**Source:** Esri

January 16, 2017
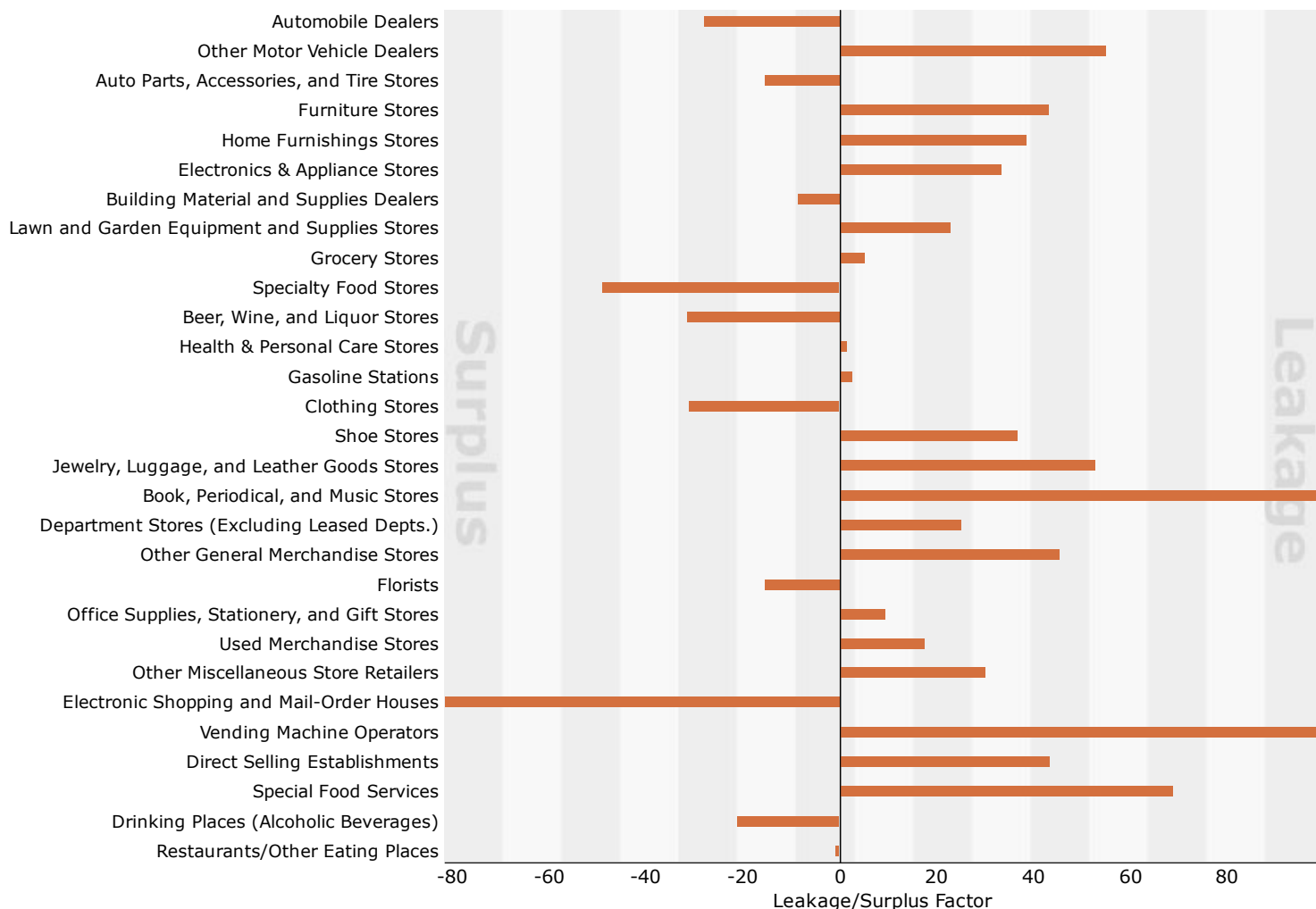
Retail MarketPlace Profile

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Summary Demographics

2016 Population	106,035
2016 Households	41,795
2016 Median Disposable Income	$37,854
2016 Per Capita Income	$23,940

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$1,372,746,598	$1,586,868,276	-$214,121,678	-7.2	681
Total Retail Trade	44-45	$1,248,140,331	$1,459,606,040	-$211,465,709	-7.8	472
Total Food & Drink	722	$124,606,267	$127,262,236	-$2,655,969	-1.1	210

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$287,043,522	$464,229,322	-$177,185,800	-23.6	59
Automobile Dealers	4411	$238,862,849	$425,613,345	-$186,750,496	-28.1	31
Other Motor Vehicle Dealers	4412	$25,330,410	$7,319,121	$18,011,289	55.2	3
Auto Parts, Accessories & Tire Stores	4413	$22,850,263	$31,296,856	-$8,446,593	-15.6	25
Furniture & Home Furnishings Stores	442	$37,071,093	$15,277,574	$21,793,519	41.6	13
Furniture Stores	4421	$23,576,786	$9,345,056	$14,231,730	43.2	6
Home Furnishings Stores	4422	$13,494,307	$5,932,519	$7,561,788	38.9	6
Electronics & Appliance Stores	443	$61,898,513	$30,703,983	$31,194,530	33.7	24
Bldg Materials, Garden Equip. & Supply Stores	444	$79,499,941	$90,131,296	-$10,631,355	-6.3	40
Bldg Material & Supplies Dealers	4441	$71,506,034	$85,117,573	-$13,611,539	-8.7	29
Lawn & Garden Equip & Supply Stores	4442	$7,993,907	$5,013,723	$2,980,184	22.9	10
Food & Beverage Stores	445	$233,122,373	$256,356,376	-$23,234,003	-4.7	74
Grocery Stores	4451	$202,870,772	$182,586,672	$20,284,100	5.3	33
Specialty Food Stores	4452	$15,412,687	$45,298,980	-$29,886,293	-49.2	13
Beer, Wine & Liquor Stores	4453	$14,838,914	$28,470,724	-$13,631,810	-31.5	27
Health & Personal Care Stores	446,4461	$84,693,550	$81,655,372	$3,038,178	1.8	55
Gasoline Stations	447,4471	$91,607,350	$87,001,074	$4,606,276	2.6	48
Clothing & Clothing Accessories Stores	448	$57,102,242	$80,080,561	-$22,978,319	-16.8	46
Clothing Stores	4481	$38,454,305	$73,157,541	-$34,703,236	-31.1	31
Shoe Stores	4482	$7,752,588	$3,568,822	$4,183,766	37.0	7
Jewelry, Luggage & Leather Goods Stores	4483	$10,895,349	$3,354,198	$7,541,151	52.9	8
Sporting Goods, Hobby, Book & Music Stores	451	$30,925,769	$16,765,767	$14,160,002	29.7	17
Sporting Goods/Hobby/Musical Instr Stores	4511	$25,478,722	$16,765,767	$8,712,955	20.6	17
Book, Periodical & Music Stores	4512	$5,447,047	$0	$5,447,047	100.0	0
General Merchandise Stores	452	$207,050,678	$110,233,751	$96,816,927	30.5	30
Department Stores Excluding Leased Depts.	4521	$148,793,655	$88,474,952	$60,318,703	25.4	7
Other General Merchandise Stores	4529	$58,257,024	$21,758,799	$36,498,225	45.6	23
Miscellaneous Store Retailers	453	$51,452,089	$32,863,954	$18,588,135	22.0	62
Florists	4531	$2,125,777	$2,909,518	-$783,741	-15.6	13
Office Supplies, Stationery & Gift Stores	4532	$8,601,395	$7,095,384	$1,506,011	9.6	15
Used Merchandise Stores	4533	$6,567,579	$4,595,927	$1,971,652	17.7	10
Other Miscellaneous Store Retailers	4539	$34,157,338	$18,263,125	$15,894,213	30.3	24
Nonstore Retailers	454	$26,673,211	$194,307,009	-$167,633,798	-75.9	3
Electronic Shopping & Mail-Order Houses	4541	$19,381,481	$192,047,772	-$172,666,291	-81.7	2
Vending Machine Operators	4542	$1,545,903	$0	$1,545,903	100.0	0
Direct Selling Establishments	4543	$5,745,827	$2,259,237	$3,486,590	43.6	1
Food Services & Drinking Places	722	$124,606,267	$127,262,236	-$2,655,969	-1.1	210
Special Food Services	7223	$3,704,666	$678,309	$3,026,357	69.0	4
Drinking Places - Alcoholic Beverages	7224	$6,870,316	$10,569,672	-$3,699,356	-21.2	22
Restaurants/Other Eating Places	7225	$114,031,284	116,014,256	-1,982,972L/	-1	184

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

January 16, 2017

Retail MarketPlace Profile

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Leakage/Surplus Factor by Industry Subsector

Motor Vehicle & Parts Dealers
Furniture & Home Furnishings Stores
Electronics & Appliance Stores
Bldg Materials, Garden Equip. & Supply Stores
Food & Beverage Stores
Health & Personal Care Stores
Gasoline Stations
Clothing and Clothing Accessories Stores
Sporting Goods, Hobby, Book, and Music Stores
General Merchandise Stores
Miscellaneous Store Retailers
Nonstore Retailers
Food Services & Drinking Places

Leakage/Surplus Factor

Leakage/Surplus Factor by Industry Group

Automobile Dealers
Other Motor Vehicle Dealers
Auto Parts, Accessories, and Tire Stores
Furniture Stores
Home Furnishings Stores
Electronics & Appliance Stores
Building Material and Supplies Dealers
Lawn and Garden Equipment and Supplies Stores
Grocery Stores
Specialty Food Stores
Beer, Wine, and Liquor Stores
Health & Personal Care Stores
Gasoline Stations
Clothing Stores
Shoe Stores
Jewelry, Luggage, and Leather Goods Stores
Book, Periodical, and Music Stores
Department Stores (Excluding Leased Depts.)
Other General Merchandise Stores
Florists
Office Supplies, Stationery, and Gift Stores
Used Merchandise Stores
Other Miscellaneous Store Retailers
Electronic Shopping and Mail-Order Houses
Vending Machine Operators
Direct Selling Establishments
Special Food Services
Drinking Places (Alcoholic Beverages)
Restaurants/Other Eating Places

Leakage/Surplus Factor

January 16, 2017

Retail Goods and Services Expenditures

G

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
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Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Traditional Living (12B)	22.3%	Population	106,035	102,882
Rustbelt Traditions (5D)	18.3%	Households	41,795	40,712
Heartland Communities (6F)	13.0%	Families	26,993	26,134
Modest Income Homes (12D)	9.6%	Median Age	39.1	39.7
Family Foundations (12A)	6.4%	Median Household Income	$47,059	$52,836

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	77	$1,544.01	$64,531,967
Men's	75	$301.77	$12,612,507
Women's	77	$526.74	$22,015,192
Children's	79	$253.66	$10,601,556
Footwear	77	$328.12	$13,713,869
Watches & Jewelry	77	$80.24	$3,353,479
Apparel Products and Services (1)	74	$53.48	$2,235,363
Computer			
Computers and Hardware for Home Use	76	$131.72	$5,505,044
Portable Memory	80	$3.76	$157,164
Computer Software	80	$10.36	$432,842
Computer Accessories	78	$13.85	$578,685
Entertainment & Recreation	78	$2,287.28	$95,596,759
Fees and Admissions	72	$417.82	$17,462,604
Membership Fees for Clubs (2)	72	$138.11	$5,772,144
Fees for Participant Sports, excl. Trips	73	$65.27	$2,728,106
Tickets to Theatre/Operas/Concerts	74	$39.18	$1,637,349
Tickets to Movies/Museums/Parks	72	$47.63	$1,990,500
Admission to Sporting Events, excl. Trips	80	$42.85	$1,790,775
Fees for Recreational Lessons	68	$84.23	$3,520,408
Dating Services	81	$0.56	$23,322
TV/Video/Audio	81	$979.94	$40,956,772
Cable and Satellite Television Services	82	$737.30	$30,815,297
Televisions	79	$87.33	$3,649,920
Satellite Dishes	77	$1.13	$47,305
VCRs, Video Cameras, and DVD Players	77	$6.22	$260,132
Miscellaneous Video Equipment	97	$7.46	$311,849
Video Cassettes and DVDs	78	$14.46	$604,166
Video Game Hardware/Accessories	84	$21.57	$901,311
Video Game Software	83	$11.42	$477,149
Streaming/Downloaded Video	77	$14.05	$587,085
Rental of Video Cassettes and DVDs	78	$12.70	$530,792
Installation of Televisions	89	$0.82	$34,272
Audio (3)	77	$62.68	$2,619,886
Rental and Repair of TV/Radio/Sound Equipment	72	$2.81	$117,609
Pets	79	$424.48	$17,741,313
Toys/Games/Crafts/Hobbies (4)	81	$92.46	$3,864,409
Recreational Vehicles and Fees (5)	79	$84.70	$3,539,939
Sports/Recreation/Exercise Equipment (6)	72	$118.70	$4,961,159
Photo Equipment and Supplies (7)	78	$42.85	$1,791,048
Reading (8)	81	$106.86	$4,466,190
Catered Affairs (9)	75	$19.46	$813,326
Food	80	$6,429.40	$268,716,615
Food at Home	81	$4,029.46	$168,411,226
Bakery and Cereal Products	82	$552.82	$23,104,911
Meats, Poultry, Fish, and Eggs	81	$894.77	$37,396,846
Dairy Products	81	$429.68	$17,958,585
Fruits and Vegetables	79	$756.72	$31,627,070
Snacks and Other Food at Home (10)	82	$1,395.47	$58,323,815
Food Away from Home	78	$2,399.94	$100,305,389
Alcoholic Beverages	78	$398.86	$16,670,199

January 16, 2017

Retail Goods and Services Expenditures

G

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
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	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	82	$6,114.48	$255,554,699
Value of Retirement Plans	80	$20,911.70	$874,004,588
Value of Other Financial Assets	88	$995.96	$41,625,940
Vehicle Loan Amount excluding Interest	81	$1,963.29	$82,055,738
Value of Credit Card Debt	79	$454.00	$18,975,068
Health			
Nonprescription Drugs	80	$99.39	$4,154,179
Prescription Drugs	84	$351.88	$14,706,647
Eyeglasses and Contact Lenses	81	$72.47	$3,028,741
Home			
Mortgage Payment and Basics (11)	77	$6,599.70	$275,834,279
Maintenance and Remodeling Services	81	$1,420.12	$59,354,018
Maintenance and Remodeling Materials (12)	86	$313.55	$13,104,783
Utilities, Fuel, and Public Services	82	$4,009.53	$167,578,223
Household Furnishings and Equipment			
Household Textiles (13)	79	$68.78	$2,874,828
Furniture	78	$382.52	$15,987,312
Rugs	79	$19.28	$805,686
Major Appliances (14)	78	$221.25	$9,247,071
Housewares (15)	78	$65.06	$2,719,223
Small Appliances	78	$36.96	$1,544,800
Luggage	76	$6.99	$292,048
Telephones and Accessories	85	$60.71	$2,537,466
Household Operations			
Child Care	75	$317.63	$13,275,280
Lawn and Garden (16)	78	$319.63	$13,358,772
Moving/Storage/Freight Express	70	$44.12	$1,844,028
Housekeeping Supplies (17)	81	$567.69	$23,726,623
Insurance			
Owners and Renters Insurance	85	$392.55	$16,406,441
Vehicle Insurance	80	$894.65	$37,392,037
Life/Other Insurance	81	$333.45	$13,936,488
Health Insurance	82	$2,774.97	$115,979,813
Personal Care Products (18)	78	$338.01	$14,127,088
School Books and Supplies (19)	76	$125.18	$5,231,700
Smoking Products	91	$371.71	$15,535,687
Transportation			
Payments on Vehicles excluding Leases	81	$1,682.67	$70,327,141
Gasoline and Motor Oil	82	$2,510.14	$104,911,369
Vehicle Maintenance and Repairs	80	$826.37	$34,538,011
Travel			
Airline Fares	73	$332.15	$13,882,416
Lodging on Trips	77	$355.98	$14,878,020
Auto/Truck Rental on Trips	71	$17.02	$711,364
Food and Drink on Trips	77	$335.53	$14,023,308

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2016 and 2021; Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics.

January 16, 2017

Retail Goods and Services Expenditures

G

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 3 mile radius

3 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

(1) Apparel Products and Services includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.

(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
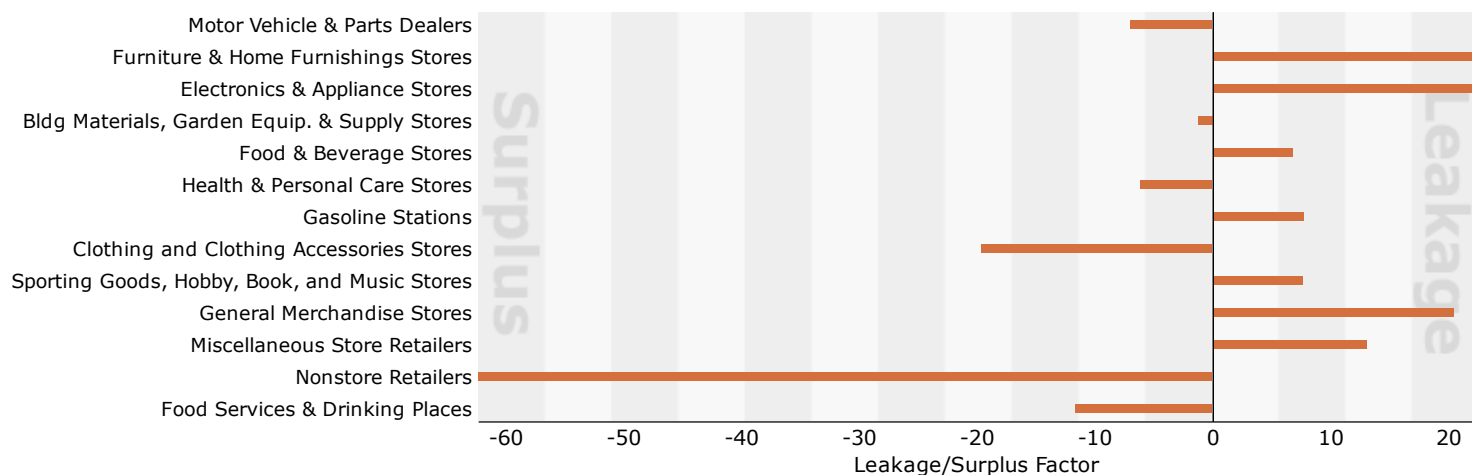
January 16, 2017

Retail MarketPlace Profile

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
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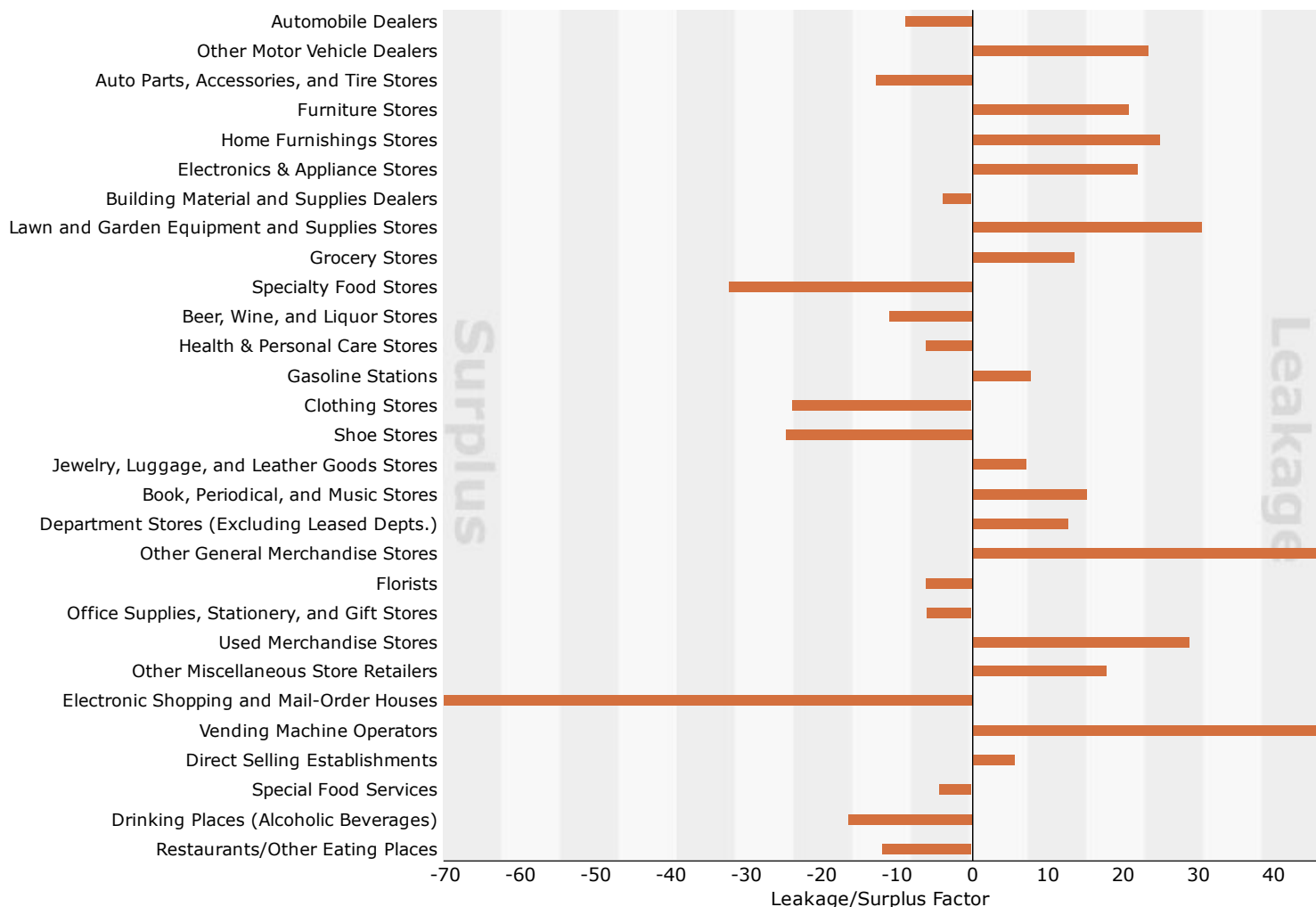
H

Summary Demographics

2016 Population	266,077
2016 Households	106,033
2016 Median Disposable Income	$38,053
2016 Per Capita Income	$23,795

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	$3,481,670,398	$3,587,682,350	-$106,011,952	-1.5	1,890
Total Retail Trade	44-45	$3,170,299,585	$3,193,399,042	-$23,099,457	-0.4	1,286
Total Food & Drink	722	$311,370,813	$394,283,307	-$82,912,494	-11.7	604

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	$734,013,323	$846,671,711	-$112,658,388	-7.1	162
Automobile Dealers	4411	$611,089,552	$731,232,239	-$120,142,687	-9.0	72
Other Motor Vehicle Dealers	4412	$64,938,564	$40,294,864	$24,643,700	23.4	11
Auto Parts, Accessories & Tire Stores	4413	$57,985,208	$75,144,608	-$17,159,400	-12.9	79
Furniture & Home Furnishings Stores	442	$92,334,244	$58,564,108	$33,770,136	22.4	37
Furniture Stores	4421	$58,700,846	$38,394,352	$20,306,494	20.9	16
Home Furnishings Stores	4422	$33,633,397	$20,169,756	$13,463,641	25.0	21
Electronics & Appliance Stores	443	$154,683,171	$98,743,183	$55,939,988	22.1	62
Bldg Materials, Garden Equip. & Supply Stores	444	$202,243,543	$207,507,697	-$5,264,154	-1.3	95
Bldg Material & Supplies Dealers	4441	$181,248,089	$196,339,501	-$15,091,412	-4.0	73
Lawn & Garden Equip & Supply Stores	4442	$20,995,454	$11,168,196	$9,827,258	30.6	22
Food & Beverage Stores	445	$592,424,115	$515,759,225	$76,664,890	6.9	163
Grocery Stores	4451	$515,701,455	$391,985,866	$123,715,589	13.6	82
Specialty Food Stores	4452	$39,162,332	$76,952,084	-$37,789,752	-32.5	30
Beer, Wine & Liquor Stores	4453	$37,560,328	$46,821,275	-$9,260,947	-11.0	50
Health & Personal Care Stores	446,4461	$216,426,365	$244,982,872	-$28,556,507	-6.2	158
Gasoline Stations	447,4471	$235,228,791	$201,196,441	$34,032,350	7.8	112
Clothing & Clothing Accessories Stores	448	$142,353,060	$212,114,004	-$69,760,944	-19.7	170
Clothing Stores	4481	$95,902,298	$156,558,239	-$60,655,941	-24.0	104
Shoe Stores	4482	$19,375,587	$32,160,022	-$12,784,435	-24.8	33
Jewelry, Luggage & Leather Goods Stores	4483	$27,075,175	$23,395,744	$3,679,431	7.3	32
Sporting Goods, Hobby, Book & Music Stores	451	$77,778,326	$66,716,906	$11,061,420	7.7	57
Sporting Goods/Hobby/Musical Instr Stores	4511	$63,996,256	$56,582,359	$7,413,897	6.1	48
Book, Periodical & Music Stores	4512	$13,782,070	$10,134,547	$3,647,523	15.3	10
General Merchandise Stores	452	$522,342,892	$344,020,016	$178,322,876	20.6	77
Department Stores Excluding Leased Depts.	4521	$374,143,187	$289,354,019	$84,789,168	12.8	21
Other General Merchandise Stores	4529	$148,199,705	$54,665,996	$93,533,709	46.1	56
Miscellaneous Store Retailers	453	$132,069,300	$101,346,459	$30,722,841	13.2	174
Florists	4531	$5,396,430	$6,115,330	-$718,900	-6.2	29
Office Supplies, Stationery & Gift Stores	4532	$21,542,931	$24,341,351	-$2,798,420	-6.1	40
Used Merchandise Stores	4533	$16,380,459	$9,016,437	$7,364,022	29.0	23
Other Miscellaneous Store Retailers	4539	$88,749,480	$61,873,342	$26,876,138	17.8	82
Nonstore Retailers	454	$68,402,455	$295,776,419	-$227,373,964	-62.4	20
Electronic Shopping & Mail-Order Houses	4541	$48,990,563	$280,523,521	-$231,532,958	-70.3	7
Vending Machine Operators	4542	$3,910,542	$1,439,047	$2,471,495	46.2	5
Direct Selling Establishments	4543	$15,501,350	$13,813,852	$1,687,498	5.8	8
Food Services & Drinking Places	722	$311,370,813	$394,283,307	-$82,912,494	-11.7	604
Special Food Services	7223	$9,298,929	$10,159,554	-$860,625	-4.4	19
Drinking Places - Alcoholic Beverages	7224	$16,746,232	$23,354,926	-$6,608,694	-16.5	55
Restaurants/Other Eating Places	7225	$285,325,652	360,768,828	-75,443,176 L/	-12	530

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement. http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf

January 16, 2017

Retail MarketPlace Profile

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

Leakage/Surplus Factor by Industry Subsector

Leakage/Surplus Factor by Industry Group

January 16, 2017

Retail Goods and Services Expenditures

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

Top Tapestry Segments	Percent	Demographic Summary	2016	2021
Traditional Living (12B)	23.4%	Population	266,077	259,438
Heartland Communities (6F)	20.1%	Households	106,033	103,817
Rustbelt Traditions (5D)	15.9%	Families	68,157	66,299
Hardscrabble Road (8G)	5.2%	Median Age	39.4	40.1
Midlife Constants (5E)	4.6%	Median Household Income	$47,358	$52,616

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	75	$1,512.83	$160,409,877
Men's	74	$295.05	$31,285,483
Women's	75	$516.61	$54,778,078
Children's	77	$249.40	$26,444,131
Footwear	75	$322.20	$34,163,984
Watches & Jewelry	76	$78.80	$8,355,874
Apparel Products and Services (1)	70	$50.76	$5,382,328
Computer			
Computers and Hardware for Home Use	74	$128.17	$13,589,953
Portable Memory	79	$3.69	$391,302
Computer Software	77	$10.02	$1,062,759
Computer Accessories	76	$13.56	$1,437,478
Entertainment & Recreation	78	$2,266.28	$240,300,869
Fees and Admissions	69	$398.14	$42,215,999
Membership Fees for Clubs (2)	69	$131.80	$13,974,943
Fees for Participant Sports, excl. Trips	69	$61.60	$6,531,331
Tickets to Theatre/Operas/Concerts	71	$37.62	$3,988,494
Tickets to Movies/Museums/Parks	69	$45.72	$4,848,225
Admission to Sporting Events, excl. Trips	78	$41.30	$4,379,455
Fees for Recreational Lessons	65	$79.58	$8,438,556
Dating Services	75	$0.52	$54,995
TV/Video/Audio	81	$973.66	$103,240,350
Cable and Satellite Television Services	82	$733.84	$77,811,147
Televisions	78	$85.36	$9,051,473
Satellite Dishes	79	$1.15	$122,239
VCRs, Video Cameras, and DVD Players	76	$6.15	$652,007
Miscellaneous Video Equipment	96	$7.39	$784,114
Video Cassettes and DVDs	79	$14.53	$1,540,485
Video Game Hardware/Accessories	84	$21.66	$2,296,680
Video Game Software	83	$11.41	$1,210,001
Streaming/Downloaded Video	77	$14.07	$1,491,619
Rental of Video Cassettes and DVDs	78	$12.66	$1,342,756
Installation of Televisions	84	$0.77	$81,723
Audio (3)	76	$61.88	$6,561,311
Rental and Repair of TV/Radio/Sound Equipment	71	$2.78	$294,796
Pets	80	$428.67	$45,452,666
Toys/Games/Crafts/Hobbies (4)	81	$92.77	$9,836,567
Recreational Vehicles and Fees (5)	79	$84.73	$8,984,140
Sports/Recreation/Exercise Equipment (6)	73	$120.30	$12,755,853
Photo Equipment and Supplies (7)	76	$41.95	$4,448,545
Reading (8)	82	$107.22	$11,369,048
Catered Affairs (9)	73	$18.84	$1,997,701
Food	79	$6,370.32	$675,463,834
Food at Home	80	$4,010.11	$425,203,610
Bakery and Cereal Products	82	$551.79	$58,507,438
Meats, Poultry, Fish, and Eggs	80	$888.74	$94,235,871
Dairy Products	81	$431.42	$45,745,098
Fruits and Vegetables	78	$747.74	$79,284,991
Snacks and Other Food at Home (10)	81	$1,390.42	$147,430,213
Food Away from Home	76	$2,360.21	$250,260,224
Alcoholic Beverages	76	$391.40	$41,501,682

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
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January 16, 2017

Retail Goods and Services Expenditures

TIFA Center
3702 Beech Daly Rd, Inkster, Michigan, 48141
Ring: 5 mile radius

5 Mile Radius from TIFA Center
Latitude: 42.28308
Longitude: -83.29031

	Spending Potential Index	Average Amount Spent	Total
Financial			
Value of Stocks/Bonds/Mutual Funds	78	$5,864.49	$621,829,503
Value of Retirement Plans	79	$20,576.42	$2,181,779,657
Value of Other Financial Assets	87	$988.20	$104,782,049
Vehicle Loan Amount excluding Interest	80	$1,958.00	$207,612,173
Value of Credit Card Debt	78	$447.62	$47,462,948
Health			
Nonprescription Drugs	80	$99.50	$10,550,252
Prescription Drugs	85	$355.47	$37,691,324
Eyeglasses and Contact Lenses	81	$72.70	$7,708,653
Home			
Mortgage Payment and Basics (11)	75	$6,408.07	$679,466,577
Maintenance and Remodeling Services	80	$1,404.13	$148,883,716
Maintenance and Remodeling Materials (12)	88	$318.02	$33,721,070
Utilities, Fuel, and Public Services	82	$3,991.23	$423,201,754
Household Furnishings and Equipment			
Household Textiles (13)	78	$67.74	$7,182,450
Furniture	76	$372.06	$39,450,962
Rugs	76	$18.63	$1,974,884
Major Appliances (14)	78	$221.30	$23,464,953
Housewares (15)	76	$63.86	$6,771,414
Small Appliances	78	$36.67	$3,887,912
Luggage	72	$6.67	$707,336
Telephones and Accessories	84	$59.75	$6,335,504
Household Operations			
Child Care	72	$305.54	$32,397,477
Lawn and Garden (16)	79	$322.52	$34,198,234
Moving/Storage/Freight Express	68	$43.39	$4,600,263
Housekeeping Supplies (17)	80	$564.93	$59,901,449
Insurance			
Owners and Renters Insurance	85	$394.25	$41,803,074
Vehicle Insurance	79	$886.12	$93,958,016
Life/Other Insurance	80	$331.78	$35,179,744
Health Insurance	82	$2,769.73	$293,682,299
Personal Care Products (18)	77	$333.70	$35,382,684
School Books and Supplies (19)	76	$124.09	$13,157,631
Smoking Products	94	$384.90	$40,812,568
Transportation			
Payments on Vehicles excluding Leases	81	$1,689.76	$179,169,893
Gasoline and Motor Oil	82	$2,515.46	$266,722,109
Vehicle Maintenance and Repairs	80	$823.63	$87,331,699
Travel			
Airline Fares	70	$319.90	$33,920,091
Lodging on Trips	75	$347.82	$36,880,206
Auto/Truck Rental on Trips	69	$16.47	$1,746,724
Food and Drink on Trips	75	$329.49	$34,936,378

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(2) Membership Fees for Clubs includes membership fees for social, recreational, and civic clubs.

(3) Audio includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.

(4) Toys and Games includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

(5) Recreational Vehicles & Fees includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

(6) Sports/Recreation/Exercise Equipment includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.

(7) Photo Equipment and Supplies includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.

(8) Reading includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..

(9) Catered Affairs includes expenses associated with live entertainment and rental of party supplies.

(10) Snacks and Other Food at Home includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

(11) Mortgage Payment and Basics includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

(12) Maintenance and Remodeling Materials includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

(13) Household Textiles includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

(14) Major Appliances includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

(15) Housewares includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

(16) Lawn and Garden includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

(17) Housekeeping Supplies includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.

(18) Personal Care Products includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.

(19) School Books and Supplies includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.

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January 16, 2017

J

Bizminer

RETAIL SALES PER SQUARE FOOT REPORT

What's Included:
Total stores in sample 132,476

Retail Industry	# Firms/Chains	# Stores	Retail Industry	# Firms/Chains	# Stores
Auto & Marine Parts	4	15,941	Home Furnishings	5	3,280
Clothing and Accessory	35	29,003	Jewelry Stores	1	307
Craft & Fabric Stores	2	1,642	Miscellaneous	3	4,414
Electronics Stores	3	8,974	Pharmacies	2	14,242
General Merchandise	10	32,807	Restaurants	16	9,389
Grocery Stores	3	648	Shoe Stores	6	6,522
Home Improvement	2	4,051	Sporting Goods	3	1,256

Data Fields for each company:
* Data Report Year
* Sales per square foot ($)
* Square foot basis (gross/selling)
* Average square feet per store
* Sales per store($)
* Total stores (#)
* Total company store sales ($000)

PDF format

J

	Report Year	Sales/Sq. Ft.	Basis	Sq. Ft./Store	Avg. Store Sales	# Stores	Total Sales (000)	Total Sq. Feet
Auto & Marine Parts (4)								
Advance Auto Parts	2016	231	gross	7,500	1,839,603	5,293	9,737,018	42,185,000
Auto Zone	2016	269	gross	6,600	1,773,000	5,814	10,635,676	38,198,230
O'Reilly Automotive	2016	244	gross	7,200	1,769,000	4,571	7,966,674	33,148,000
West Marine	2016	270	gross	9,000	2,679,943	263	704,825	2,610,000
Clothing & Accessory Stores (35)								
Abercrombie & Fitch	2016	360	gross	7,824	3,775,408	932	3,518,680	7,292,000
Aeropostale	2016	408	gross	3,865	1,570,000	811	1,506,867	3,134,515
American Eagle Outfitters (G)	2016	436	gross	6,500	3,363,752	1,047	3,521,848	6,601,112
American Eagle Outfitters (S)	2016	545	selling	5,200	3,363,752	1,047	3,521,848	5,285,025
Bon-Ton	2016	131	selling	76,023	10,140,638	268	2,717,691	20,374,251
Buckle	2016	430	gross	5,000	2,180,000	468	1,119,616	2,378,000
Burlington Stores	2016	117	n/a	77,000	9,047,342	567	5,129,843	43,659,000
Cato	2016	162	selling	4,500	729,000	1,372	1,001,390	6,174,000
Chico'sFASInc	2016	724	selling	2,406	1,740,652	1,518	2,642,309	3,652,000
Children's Place	2016	282	gross	4,666	1,318,000	1,069	1,725,777	4,987,954
Christopher & Banks	2016	167	gross	3,300	740,981	518	383,828	1,709,400
Citi Trends	2016	120	selling	10,900	1,325,000	521	683,791	5,683,032
DESTINATION XL	2016	183	selling	8,250	1,281,739	345	442,200	2,846,250
Express	2016	343	gross	8,650	3,598,972	653	2,350,129	5,573,000
Francesca's Boutiques	2016	543	gross	1,368	713,274	616	439,377	843,000
Gap	2016	337	gross	11,573	4,823,511	3,275	15,797,000	37,900,000
J. Crew	2016	540	gross	6,200	5,593,364	448	2,505,827	2,777,600
Kohl's	2016	228	selling	88,000	16,498,282	1,164	19,204,000	83,810,000
Lands' End	2016	750	n/a	7,700	5,771,455	246	1,419,778	1,894,200

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	Report Year	Sales/Sq. Ft.	Basis	Sq. Ft./Store	Avg. Store Sales	# Stores	Total Sales (000)	Total Sq. Feet
Clothing & Accessory Stores (con't)								
Limited Brands	2016	1,021	selling	3,961	4,044,592	3,005	12,154,000	11,902,000
Bath & Body Works	2016	815	selling	2,382	1,933,000	1,574	3,587,000	3,749,000
Victoria's Secret	2016	864	selling	6,187	5,300,000	1,118	7,672,000	6,917,000
Neiman Marcus	2016	548	selling	133,880	112,488,636	44	4,949,500	5,623,000
New York & Company	2016	372	selling	5,125	1,912,000	490	950,108	2,511,429
Nordstrom	2016	507	gross	88,576	43,637,771	323	14,095,000	28,610,000
Ross Stores	2016	383	selling	28,600	8,257,261	1,446	11,939,999	31,900,000
Stage Stores	2016	106	n/a	18,000	1,923,781	834	1,604,433	15,130,000
Stein Mart	2016	177	selling	32,000	5,215,000	278	1,359,901	8,896,000
Tailored Brands Inc.								
Men's Wearhouse	2016	411	selling	5642	2,508,752	714	1791249	4,028,388
K&G	2016	160	selling	23,619	3,801,787	89	338,359	2,102,091
Moores	2016	370	selling	6,289	1,794,952	124	222,574	779,836
Jos. A. Bank	2016	255	selling	4,609	1,387,011	625	866,882	2,880,625
Tilly's	2016	290	n/a	7,607	2,219,000	224	550,991	1,704,031
Urban Outfitters	2016	669	n/a	9,000	6,022,962	572	3,445,134	5,148,000
Zumiez / Blue Tomato	2016	427	gross	2,941	1,256 000	658	804,183	1,935,000
Craft and Fabric Stores (2)								
Build-A-Bear Workshop	2016	394	gross	2,600	1,075,000	329	377,694	805,443,000
Michael's	2016	223	selling	18,000	3,741,647	1,313	4,912,782	22,068,000
Electronics Stores (3)								
Best Buy	2016	864	gross	28,056	24,235,438	1,631	39,528,000	45,759,000
GameStop	2016	940	gross	1,400	1,315,695	7,117	9,363,800	9,963,800
hhgregg	2016	276	gross	31,000	8,672,558	226	1,959,998	7,099,000

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	Report Year	Sales/Sq. Ft.	Basis	Sq. Ft./Store	Avg. Store Sales	# Stores	Total Sales (000)	Total Sq. Feet
General Merchandise (10)								
99¢ Only Stores	2016	314	selling	16,000	5,075,000	391	1,961,050	6,307,255
Big Lots	2016	163	selling	22,000	3,582,182	1,449	5,190,582	31,775,000
Costco	2016	1,125	selling	144,000	162,339,860	715	116,073,000	103,200,000
Dillard's	2016	130	n/a	168,687	22,207,495	297	6,595,626	50,100,000
Dollar General	2016	226	selling	7,400	19,254,300	12,483	20,368,600	92,477,000
Dollar Tree Stores	2016	191	selling	9,000	1,600,000	13,851	15,498,400	132,100,000
Five Below	2016	254	selling	7,500	2,000,000	437	832,000	3,277,500
Fred's	2016	250	selling	14,802	3,033,000	641	2,150,703	8,600,000
Target	2016	308	selling	133,671	41,174,665	1,792	73,785,000	239,539,000
Tuesday Morning	2016	115	gross	11,100	1,263,000	751	956,396	8,326,000
Groceries (3)								
Village Super Market	2016	1,208	selling	59,000	56,376,000	29	1,634,904	1,717,000
Weis Markets	2016	350	gross	50,000	17,648,761	163	2,876,748	8,215,000
Whole Foods Markets	2016	915	gross	39,000	35,464,000	456	15,724,000	17,800,000
Home Improvement (2)								
Home Depot	2016	371	gross	104,000	38,926,561	2,274	88,519,000	212,500,000
Lowes	2016	292	gross	109,000	33,243,669	1,777	59,074,000	202,000,000
Home Furnishings (5)								
Bed Bath & Beyond	2016	280	gross	34,000	7,911,037	1,530	12,103,887	43,274,000
Ethan Allen	2016	165	selling	16,000	2,647,340	300	794,202	4,800,000
Haverty Furniture	2016	185	selling	35,000	6,651,818	121	804,870	4,380,000
Kirkland's	2016	191	gross	7,666	1,454 000	376	561,807	2,882,402
Pier1 Imports	2016	201	gross	9,900	1,985,519	953	1,892,200	9,434,700
Jewelry (1)								
Tiffany & Co	2016	2,900	gross	4,100	13,371,010	307	4,104,900	1,249,300

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	Report Year	Sales/Sq. Ft.	Basis	Sq. Ft./Store	Avg. Store Sales	# Stores	Total Sales (000)	Total Sq. Feet
Miscellaneous (3)								
Barnes & Noble	2016	246	selling	26,000	2,980,561	1,397	4,163,844	16,900,000
Gymboree	2016	433	gross	2,041	897,768	1,306	1,247,351	2,700,000
Office Depot	2016	409	n/a	20,000	8,465,809	1,711	14,485,000	35,400,000
Pharmacies (2)								
CVS	2016	1,931	selling	8,202	15,834,108	9,681	153,290,000	79,400,000
Rite Aid	2016	681	selling	9,900	6,739,017	4,561	30,736,657	45,153,900
Restaurant (16)								
BJ'S Restaurants	2016	652	selling	8,200	5,346,494	172	919,597	1,410,400
Bob Evans	2016	508	selling	5,000	2,540,469	527	1,338,827	2,635,000
Buffalo Wild Wings Grill & Bar	2016	469	selling	6,200	2,906,780	590	1,715,000	3,658,000
Carrols Group/Burger King	2016	406	selling	3,000	1,274,372	705	859,004	2,115,000
Cheesecake Factory	2016	967	selling	10,000	10,600,000	187	2,100,609	1,870,000
Chipotle Mexican Grill	2016	885	selling	2,530	2,239,414	2010	4,501,223	5,085,300
Cracker Barrel	2016	441	selling	9,000	4,550,548	640	2,912,351	5,760,000
Dave & Buster's	2016	249	n/a	43,000	10,703,481	81	866,982	3,483,000
Famous Dave's	2016	110	n/a	5,800	638,134	179	114,226	1,038,200
Giggles N Hugs	2016	192	n/a	6,000	1,150,591	3	3,452	18,000
Jamba Juice	2016	165	n/a	1,100	181,048	893	161,676	982,300
Kona Grill	2016	535	selling	7,225	3,865,486	37	143,023	267,325
Panera Bread	2016	302	n/a	4,500	1,359,828	1,972	2,681,580	8,874,000
Potbelly Sandwich Shop	2016	436	n/a	2,300	1,002,282	372	372,849	855,600
Red Robin	2016	466	selling	5,800	2,337,532	538	1,257,592	2,700,000
Texas Roadhouse	2016	527	selling	7,100	3,741,963	483	1,807,368	3,429,300

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	Report Year	Sales/Sq. Ft.	Basis	Sq. Ft./Store	Avg. Store Sales	# Stores	Total Sales (000)	Total Sq. Feet
Shoe Stores (6)								
Brown Shoe (Famous Footwear)	2016	217	gross	6,700	1,503,537	1,046	1,572,700	6,949,000
Brown Shoe (Brand Portfolio)	2016	343	gross	1,200	6,089,697	165	1,004,800	294,000
DSW	2016	258	gross	21,000	5,598,821	468	2,620,248	9,805,000
Finish Line	2016	369	gross	3,808	1,790,463	1,055	1,888,888	4,017,333
Foot Locker	2016	504	gross	2,500	2,190,955	3,383	7,412,000	12,920,000
Shoe Carnival	2016	224	gross	11,000	2,407,000	405	983,968	4,465,000
Sporting Goods (3)								
Big 5 Sporting Goods	2016	208	gross	11,000	2,383,000	438	1,029,098	4,818,000
Cabela's	2016	344	gross	143,000	1,984,362	77	3,481,375	7,932,000
Dick's Sporting Goods	2016	181	gross	50,000	9,812,368	741	7,270,965	36,703,905

Traditional Living

Households: 2,369,000

Average Household Size: 2.50

Median Age: 34.8

Median Household Income: $37,000

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).

- Average household size is slightly lower at 2.50.

- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).

- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.

- Average commuting time to work is slightly shorter (Index 88).

- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.

- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.

- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.

- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.

- TV is seen as the most trusted media.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
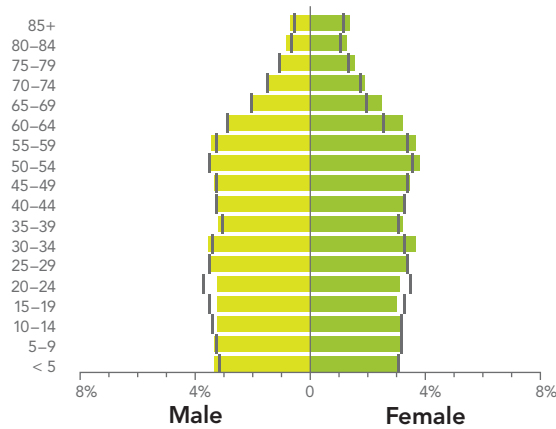
12B

LifeMode Group: Hometown
Traditional Living

K.1.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)
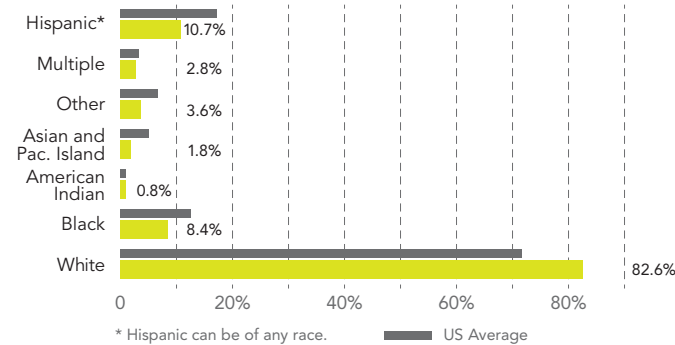
Median Age: 34.8   US: 37.6

| Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
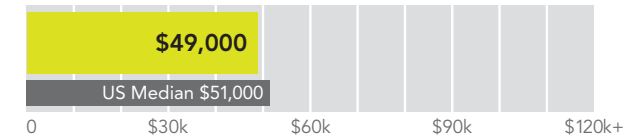
Diversity Index: 53.1   US: 62.1

Hispanic*	11.8%
Multiple	3.5%
Other	4.8%
Asian and Pac. Island	1.4%
American Indian	1.5%
Black	13.0%
White	75.8%

* Hispanic can be of any race.   ▬ US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$37,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$29,000
US Median $71,000

0   $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	63
Food	66
Apparel & Services	43
Transportation	67
Health Care	66
Entertainment & Recreation	66
Education	63
Pensions & Social Security	62
Other	62

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

12B

LifeMode Group: Hometown
Traditional Living

K.1.

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have student loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including QVC, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as camping and taking trips to the zoo.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$79,000
US Median: $177,000
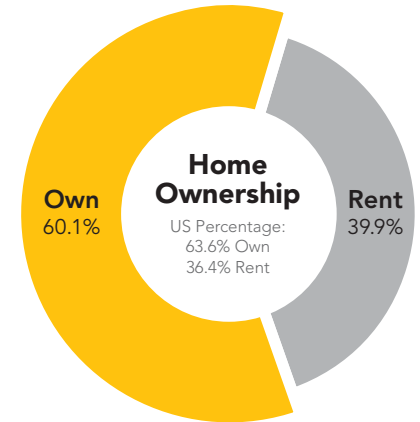
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 60.1%
Rent 39.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,006,000

Population Growth (Annual %)
-0.5% — 3.0%
0.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
228

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **51** — 350
Wealth Index

0 — **76** — 350
Socioeconomic Status Index

0 — **231** — 350
**Housing Affordability Index**

12B

LifeMode Group: Hometown
Traditional Living

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TAPESTRY
SEGMENTATION
esri.com/tapestry
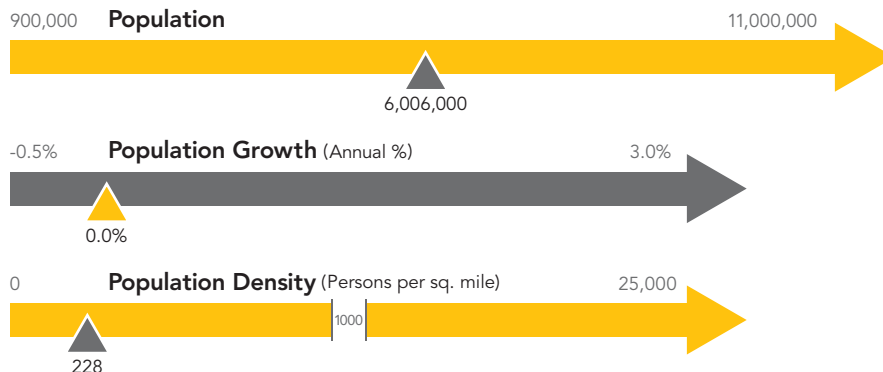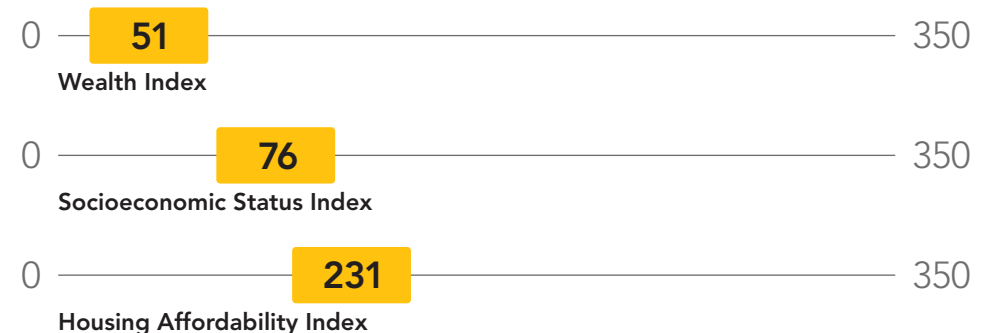
SEGMENT DENSITY

This map illustrates the density and
distribution of the *Traditional Living*
Tapestry Segment by households.

High

Low

For more information
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esri.com

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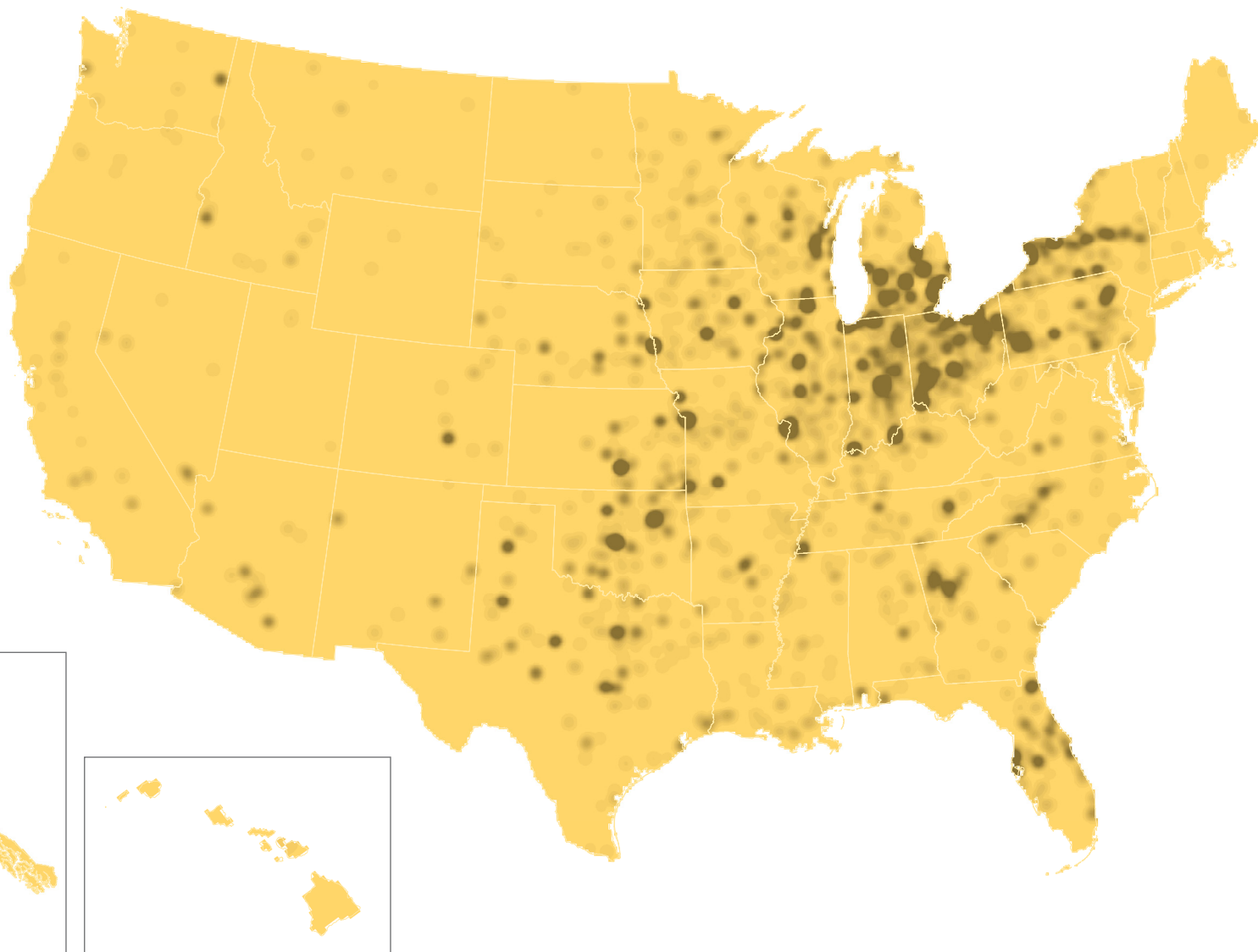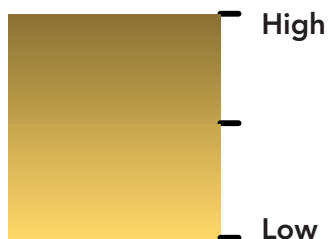
Rustbelt Traditions

Households: 2,685,000

Average Household Size: 2.46

Median Age: 38.4

Median Household Income: $49,000

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older developments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but above average net worth (Index 111). Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.

- Average household size is slightly lower at 2.46.

- They are movers, slightly more mobile than the US population (Index 109), but almost half of householders (46%) moved into their current homes before 2000.

- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 218).

- Nearly three quarters own their homes; over half of households have mortgages.

- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.

- Most households have two or more vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.

- Unemployment below the US at 8%; labor force participation slightly higher than the US at 67%.

- While most income derived from wages and salaries, nearly 30% of households collecting Social Security and nearly 20% drawing income from retirement accounts.

- Family-oriented consumers who value time spent at home.

- Most lived, worked, and played in the same area for years.

- Budget aware shoppers that favor American-made products.

- Read newspapers, especially the Sunday editions.

TAPESTRY
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 38.4   US: 37.6

| Indicates US

Male / Female
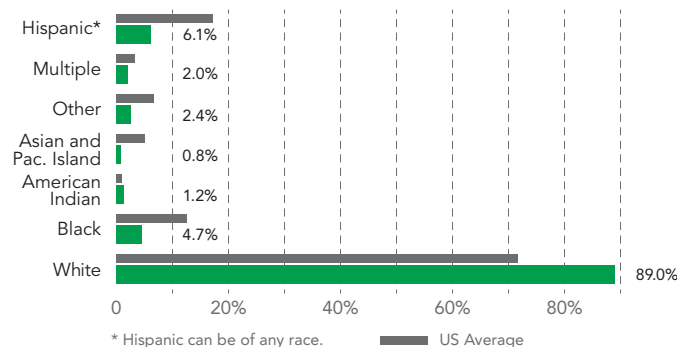
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
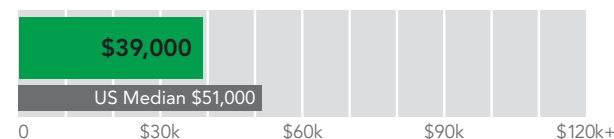
Diversity Index: 44.2   US: 62.1

Race/Ethnicity	Percent
Hispanic*	10.7%
Multiple	2.8%
Other	3.6%
Asian and Pac. Island	1.8%
American Indian	0.8%
Black	8.4%
White	82.6%

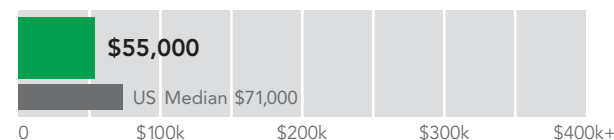* Hispanic can be of any race.   — US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
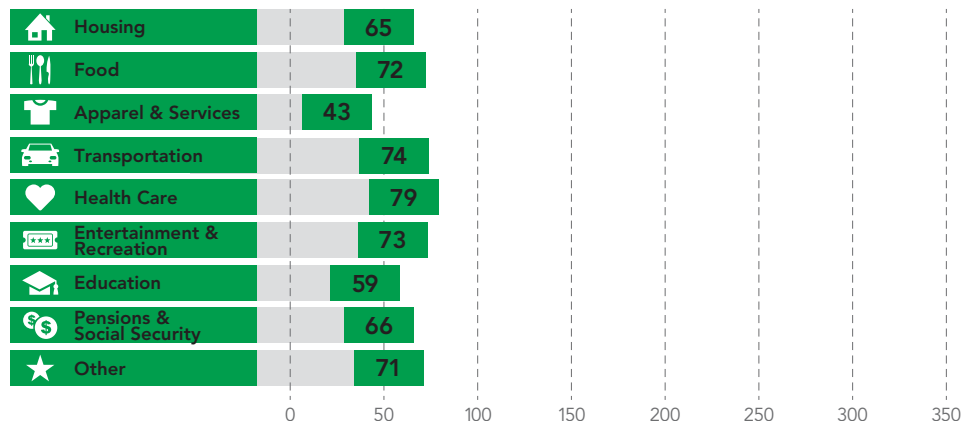
Median Household Income

$49,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$79,000
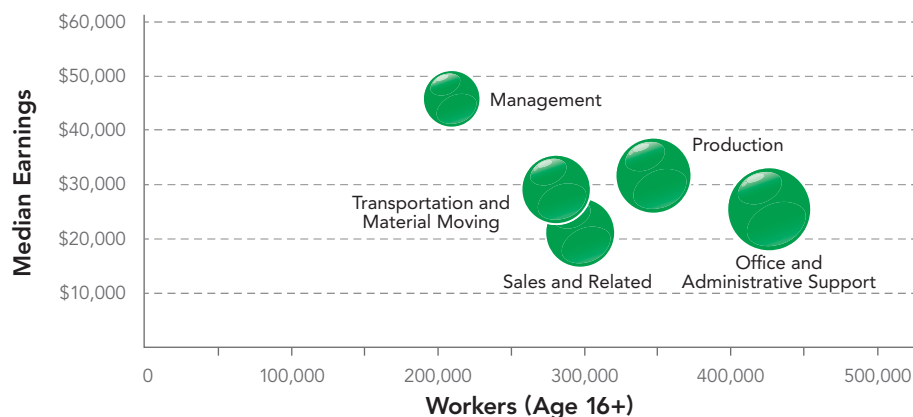US Median $71,000

0   $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	80
Food	81
Apparel & Services	53
Transportation	83
Health Care	85
Entertainment & Recreation	84
Education	79
Pensions & Social Security	81
Other	80

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ESPN, Animal Planet, and AMC to children's shows on Nickelodeon and Cartoon Network.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Outback Steakhouse, and Texas Roadhouse.
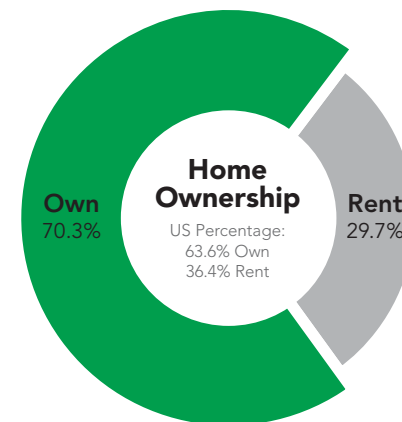- Radio dials are typically tuned to classic rock stations.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$118,000
US Median: $177,000
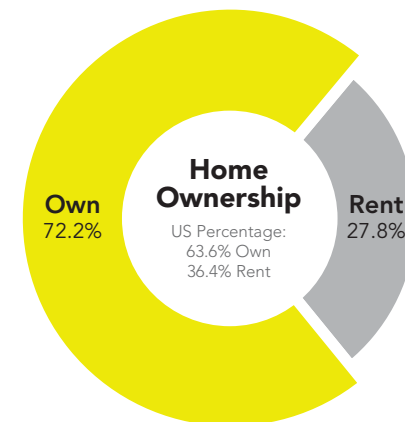
Home Ownership
Own 72.2%
Rent 27.8%
US Percentage:
63.6% Own
36.4% Rent

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,662,000

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
0 — 25,000
651
1000

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **77** — 350
Wealth Index

0 — **101** — 350
Socioeconomic Status Index

0 — **208** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.
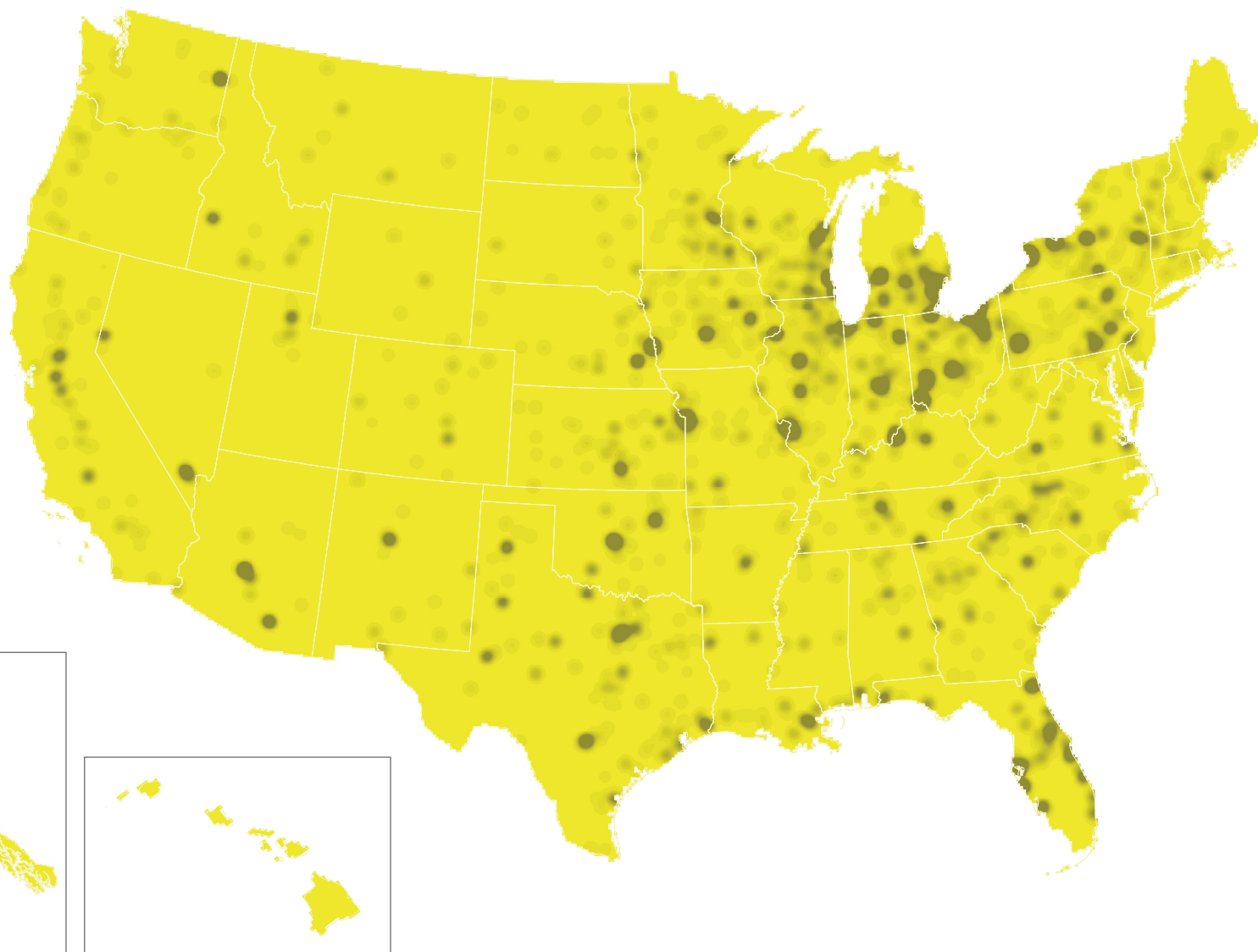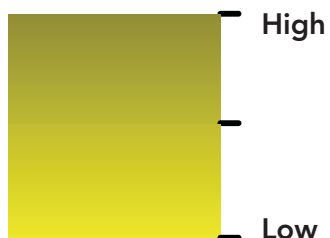
High

Low

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info@esri.com
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esri

Heartland Communities

Households: 2,864,000

Average Household Size: 2.38

Median Age: 41.5

Median Household Income: $39,000

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.

- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.

- Residents own modest, single-family homes built before 1970.

- They own one or two vehicles; commutes are short (Index 95).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 95), but the unemployment rate is comparable to the US.

- More workers are white collar than blue collar; more skilled than unskilled.

- The rural economy of this market provides employment in the manufacturing, construction, and agriculture industries.

- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.

- Daily life is busy, but routine. Working on the weekends is not uncommon.

- Residents trust TV and newspapers more than any other media.

- Skeptical about their financial future, they stick to community banks and low-risk investments.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 41.5 US: 37.6

❙ Indicates US

Male Female
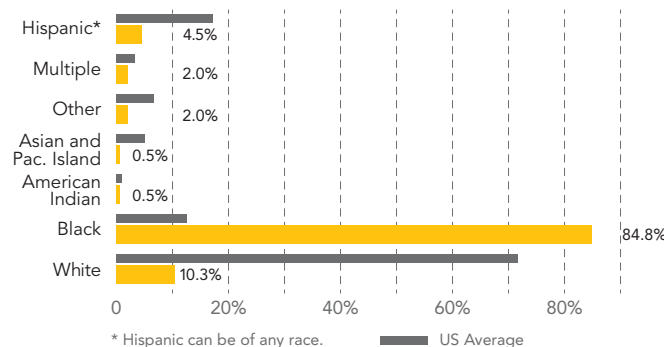
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
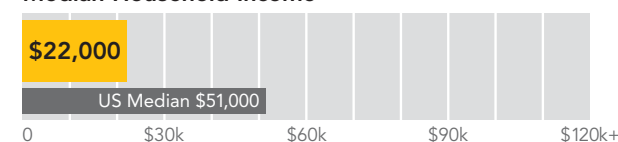
Diversity Index: 29.6 US: 62.1

Hispanic*	6.1%
Multiple	2.0%
Other	2.4%
Asian and Pac. Island	0.8%
American Indian	1.2%
Black	4.7%
White	89.0%

* Hispanic can be of any race. ▬ US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$39,000

US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$55,000

US Median $71,000

0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

🏠 Housing	65
🍴 Food	72
👕 Apparel & Services	43
🚗 Transportation	74
❤ Health Care	79
📺 Entertainment & Recreation	73
✉ Education	59
💲 Pensions & Social Security	66
★ Other	71

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Production

Transportation and Material Moving

Sales and Related

Office and Administrative Support

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Noninterest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.
- They prefer to travel in the US and favor the convenience of packaged deals.
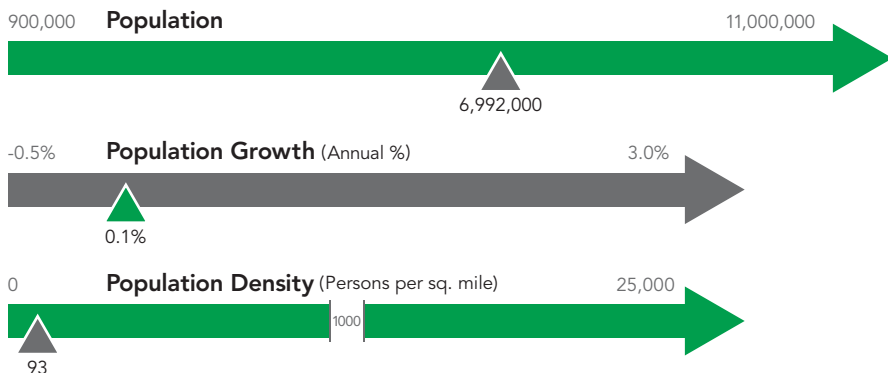
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$89,000
US Median: $177,000

Home Ownership
Own 70.3%
Rent 29.7%
US Percentage:
63.6% Own
36.4% Rent

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,992,000

Population Growth (Annual %)
-0.5% — 3.0%
0.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
93

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **63** — 350
Wealth Index

0 — **84** — 350
Socioeconomic Status Index

0 — **216** — 350
Housing Affordability Index
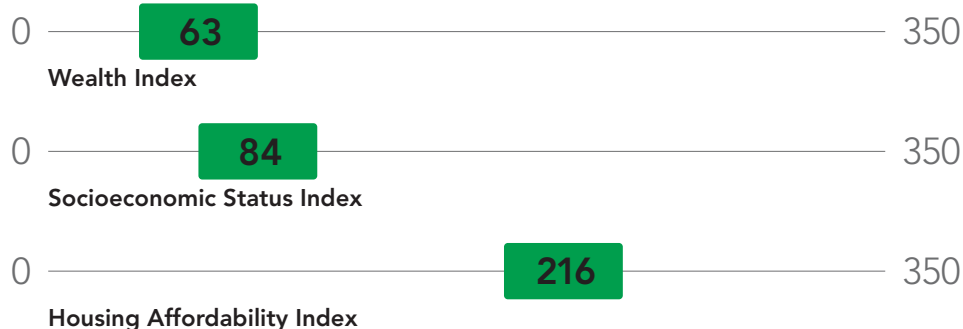
SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.
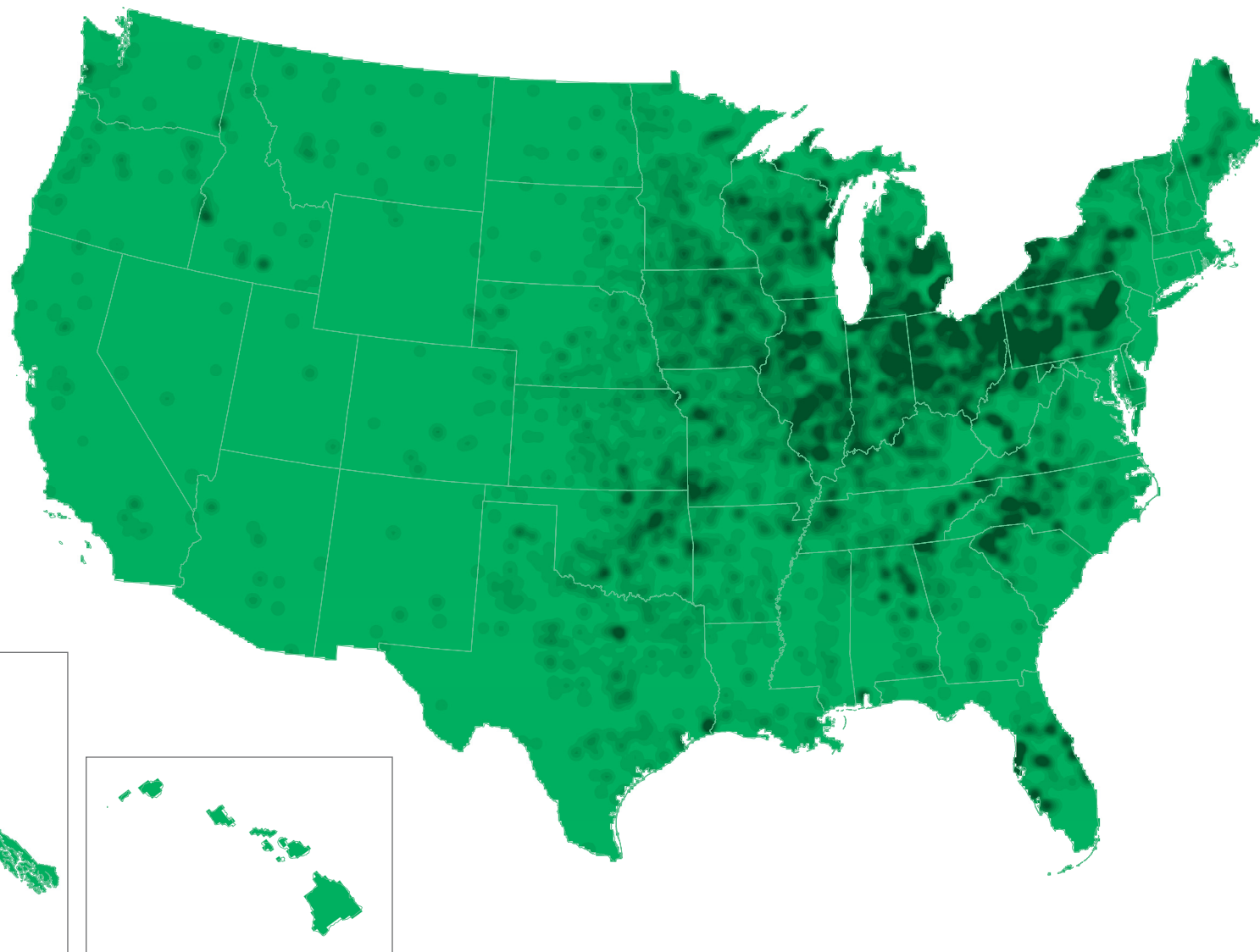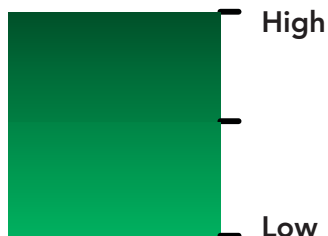
High

Low

G62222
ESRI2C7/14dl

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Modest Income Homes

K.4.

12D

Households: 1,632,000

Average Household Size: 2.56

Median Age: 36.1

Median Household Income: $22,000

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.

- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.

- Over half of the homes are renter occupied; average rent is lower than the US average.

- Most households have no vehicle or one car, with a high dependence on public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.

- Labor force participation is only 50%, with unemployment at more than double the US rate.

- Income is less than half of the US median income; one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.

- Consumers in this market consider traditional gender roles and religious faith very important.

- This market lives for today, choosing to save only for a specific purpose.

- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

TAPESTRY SEGMENTATION™

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

12D

LifeMode Group: Hometown
Modest Income Homes

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 36.1 US: 37.6

▌ Indicates US

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, < 5

Scale: 8% — 4% — 0 — 4% — 8%

Male | **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 33.3 US: 62.1

Group	Value
Hispanic*	4.5%
Multiple	2.0%
Other	2.0%
Asian and Pac. Island	0.5%
American Indian	0.5%
Black	84.8%
White	10.3%

Scale: 0 — 20% — 40% — 60% — 80%

* Hispanic can be of any race.   ▬ US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$22,000

US Median $51,000

Scale: 0 — $30k — $60k — $90k — $120k+

Median Net Worth

$13,000

US Median $71,000

Scale: 0 — $100k — $200k — $300k — $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

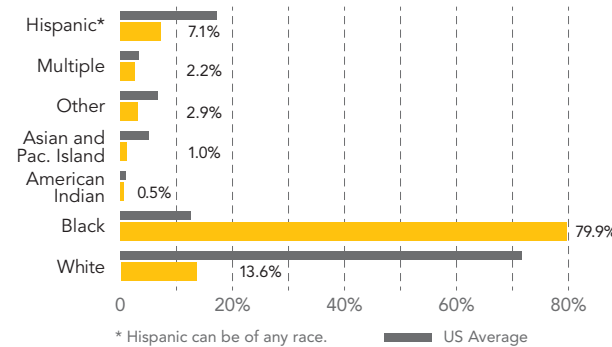The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	45
Food	47
Apparel & Services	31
Transportation	47
Health Care	47
Entertainment & Recreation	46
Education	42
Pensions & Social Security	43
Other	44

Scale: 0 — 50 — 100 — 150 — 200 — 250 — 300 — 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings (y-axis): $10,000 — $20,000 — $30,000
Workers (Age 16+) (x-axis): 0 — 50,000 — 100,000 — 150,000 — 200,000 — 250,000

- Transportation and Material Moving
- Office and Administrative Support
- Building and Grounds Cleaning and Maintenance
- Sales and Related
- Food Preparation and Serving Related

LifeMode Group: Hometown

Modest Income Homes

12D

K.4.

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.

- Unlikely to own a credit card, they pay their bills in person.

- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, *Modest Income Homes* residents have a higher reliance on Medicaid.

- For entertainment, they listen to gospel and R&B music and prefer to watch BET.

- The recreational activity of choice for residents is basketball.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Average Rent:
$720
US Average: $990
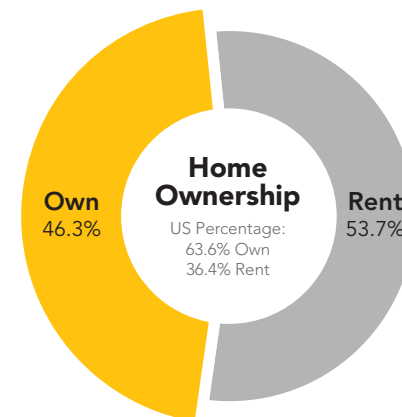
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 46.3%
Rent 53.7%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,302,000

Population Growth (Annual %)
-0.5% — 3.0%
-0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
743

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **33** — 350
Wealth Index

0 — **54** — 350
Socioeconomic Status Index

0 — **164** — 350
Housing Affordability Index

12D
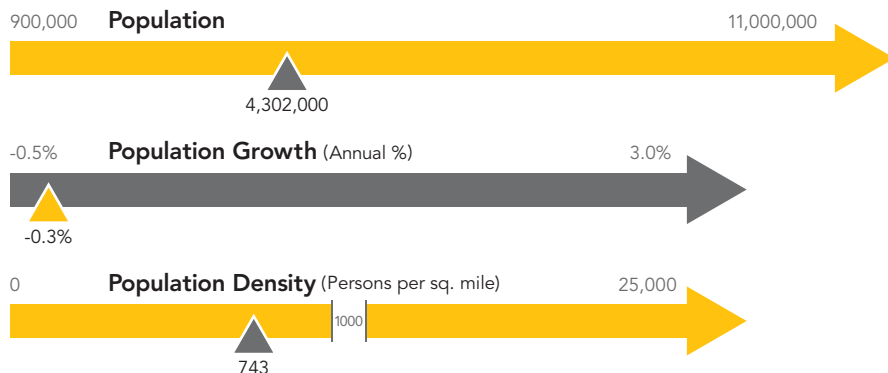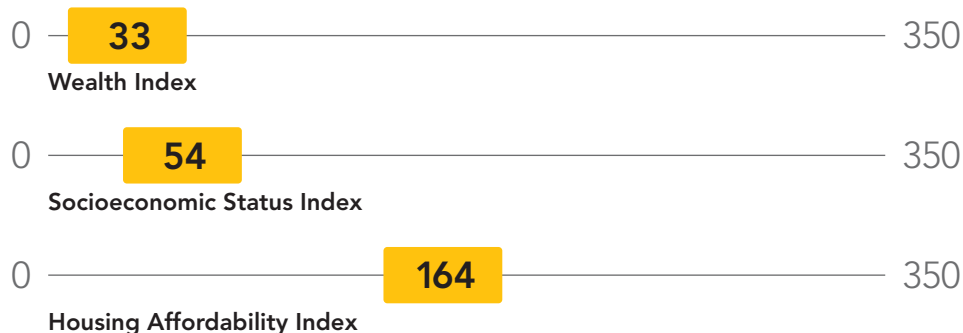
LifeMode Group: Hometown
Modest Income Homes

K.4.

TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Modest Income Homes* Tapestry Segment by households.
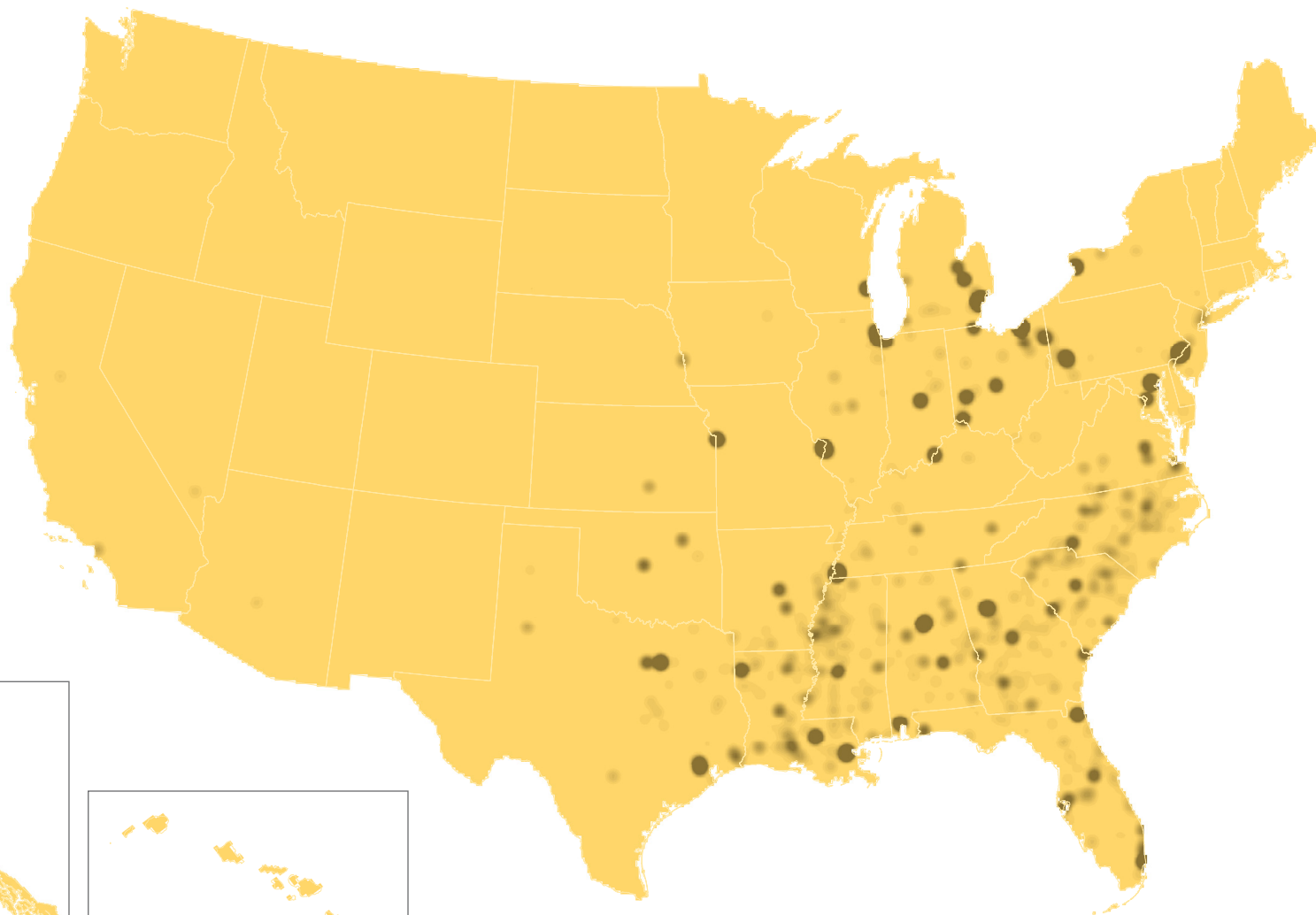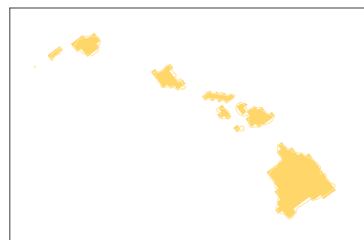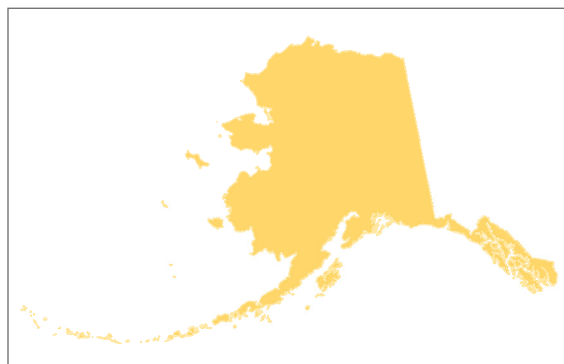
High

Low

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info@esri.com
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esri

Family Foundations

J.5.

12A

Households: 1,282,000

Average Household Size: 2.70

Median Age: 38.8

Median Household Income: $40,000

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

OUR NEIGHBORHOOD

- *Family Foundations* residents are a mix of married couples, single parents, grandparents, and children, young and adult.

- Average household size is slightly higher at 2.70.

- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.

- Two-thirds are homeowners living in single family houses built before 1970.

- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.

- Unemployment rate is high at 15% (Index 178); labor force participation rate is slightly lower at 60% as workers begin to retire.

- Over one-third of households currently receive Social Security benefits; more than a quarter draw income from retirement accounts.

- A strong focus is on religion and character.

- Style and appearance is important.

TAPESTRY™
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

12A

Family Foundations

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)
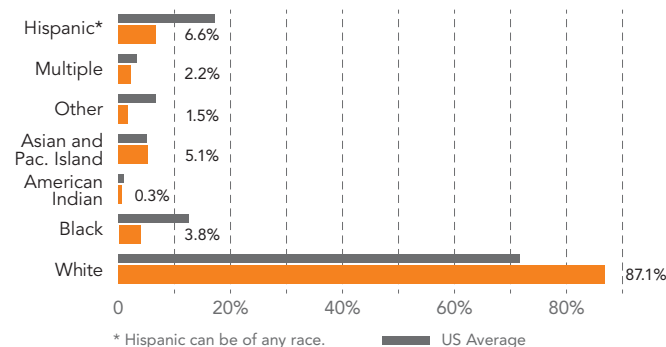
Median Age: 38.8   US: 37.6

| Indicates US

Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 43.0   US: 62.1

Group	Value
Hispanic*	7.1%
Multiple	2.2%
Other	2.9%
Asian and Pac. Island	1.0%
American Indian	0.5%
Black	79.9%
White	13.6%

* Hispanic can be of any race.   — US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$40,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$53,000
US Median $71,000

0   $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	72
Food	73
Apparel & Services	48
Transportation	73
Health Care	76
Entertainment & Recreation	74
Education	68
Pensions & Social Security	71
Other	71

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

12A

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Baby and children's products are the primary purchases made by *Family Foundations* residents.
- They shop at discount stores, such as Marshalls and T.J. Maxx, and take advantage of savings at Sam's Club.
- Many have no financial investments or retirement savings.
- Magazines, particularly focusing on health and children, are popular.
- They enjoy listening to urban format radio.
- One of their favorite entertainment sources is television: subscribe to premium cable channels and own 3–4 TVs.
- They're connected, but use the Internet primarily for entertainment, chat rooms, and online gaming.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$112,000
US Median: $177,000
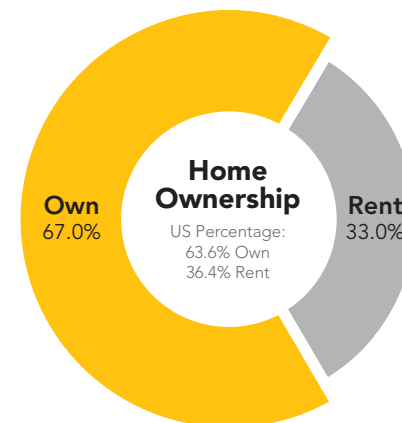
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 67.0%
Rent 33.0%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,507,000

Population Growth (Annual %)
-0.5% — 3.0%
0.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1,333

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **68** — 350
Wealth Index

0 — **80** — 350
Socioeconomic Status Index

0 — **183** — 350
Housing Affordability Index

12A

LifeMode Group: Hometown
Family Foundations

J.5.

TAPESTRY
SEGMENTATION
esri.com/tapestry
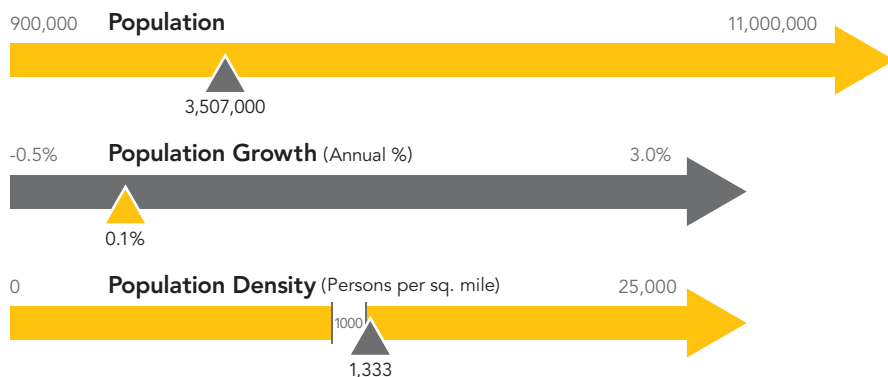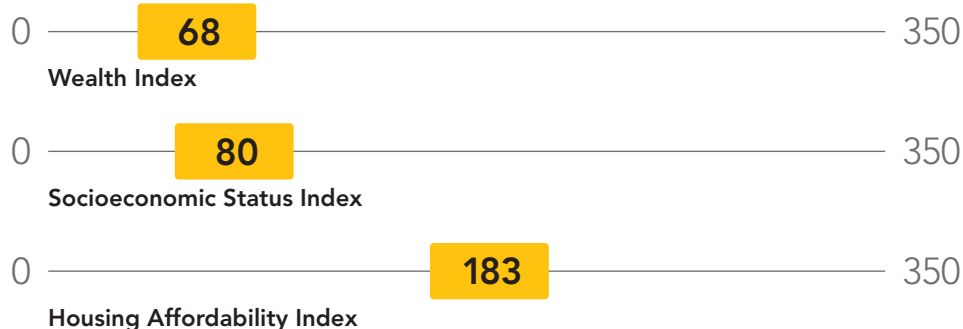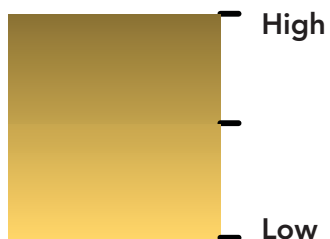
SEGMENT DENSITY

This map illustrates the density and distribution of the *Family Foundations* Tapestry Segment by households.

High

Low

esri
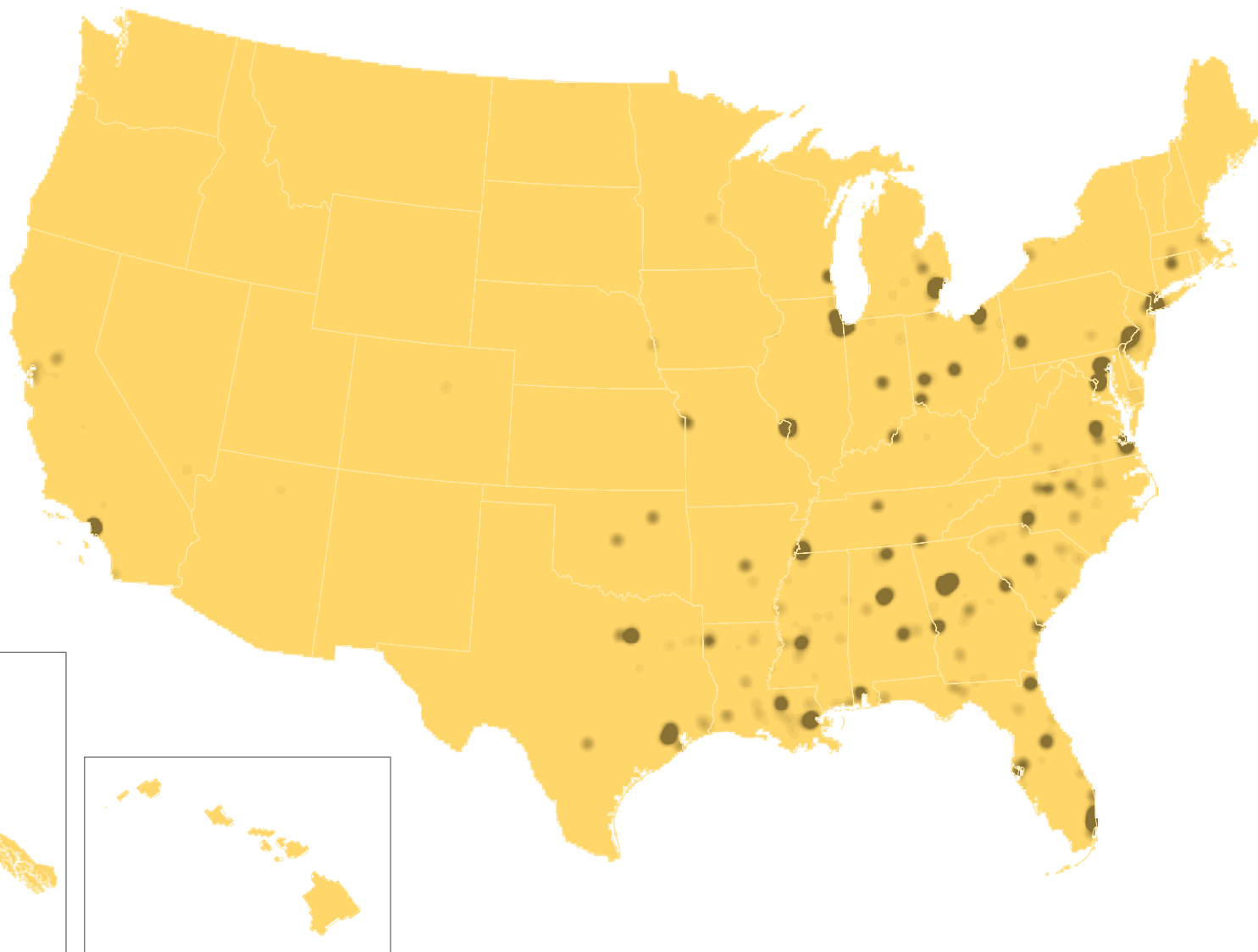
Savvy Suburbanites

Households: 3,543,000

Average Household Size: 2.83

Median Age: 44.1

Median Household Income: $104,000

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.83.
- 91% owner occupied; 71% mortgaged (Index 156).
- Primarily single-family homes, with a median value of $311,000 (Index 175).
- Low vacancy rate at 4.5%.

SOCIOECONOMIC TRAITS

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8% (Index 67); higher labor force participation rate at 68.5% (Index 109) with proportionately more 2-worker households at 65.4%, (Index 122).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

TAPESTRY™ SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 44.1 US: 37.6

❙ Indicates US

Age brackets: 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, < 5

8% 4% 0 4% 8%
Male **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 33.2 US: 62.1

Group	%
Hispanic*	6.6%
Multiple	2.2%
Other	1.5%
Asian and Pac. Island	5.1%
American Indian	0.3%
Black	3.8%
White	87.1%

0 20% 40% 60% 80%

* Hispanic can be of any race. —— US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$104,000
US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$502,000
US Median $71,000

0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	178
Food	167
Apparel & Services	116
Transportation	168
Health Care	179
Entertainment & Recreation	184
Education	195
Pensions & Social Security	190
Other	176

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings: $120,000 / $100,000 / $80,000 / $60,000 / $40,000 / $20,000

- Management
- Health Care Practicioners and Technical
- Sales and Related
- Education, Training, and Library
- Office and Administrative Support

Workers (Age 16+): 0 200,000 400,000 600,000 800,000 1,000,000

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$311,000
US Median: $177,000
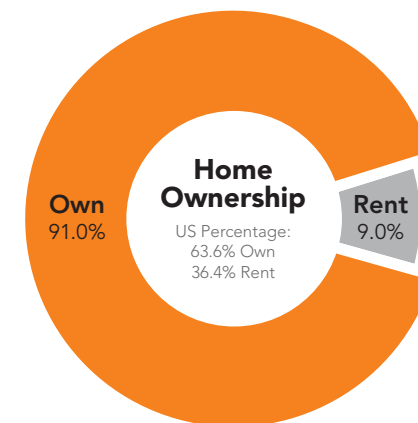
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 91.0%
Rent 9.0%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
10,100,000

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
332

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **223** — 350
Wealth Index

0 — **177** — 350
Socioeconomic Status Index

0 — **168** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Savvy Suburbanites* Tapestry Segment by households.
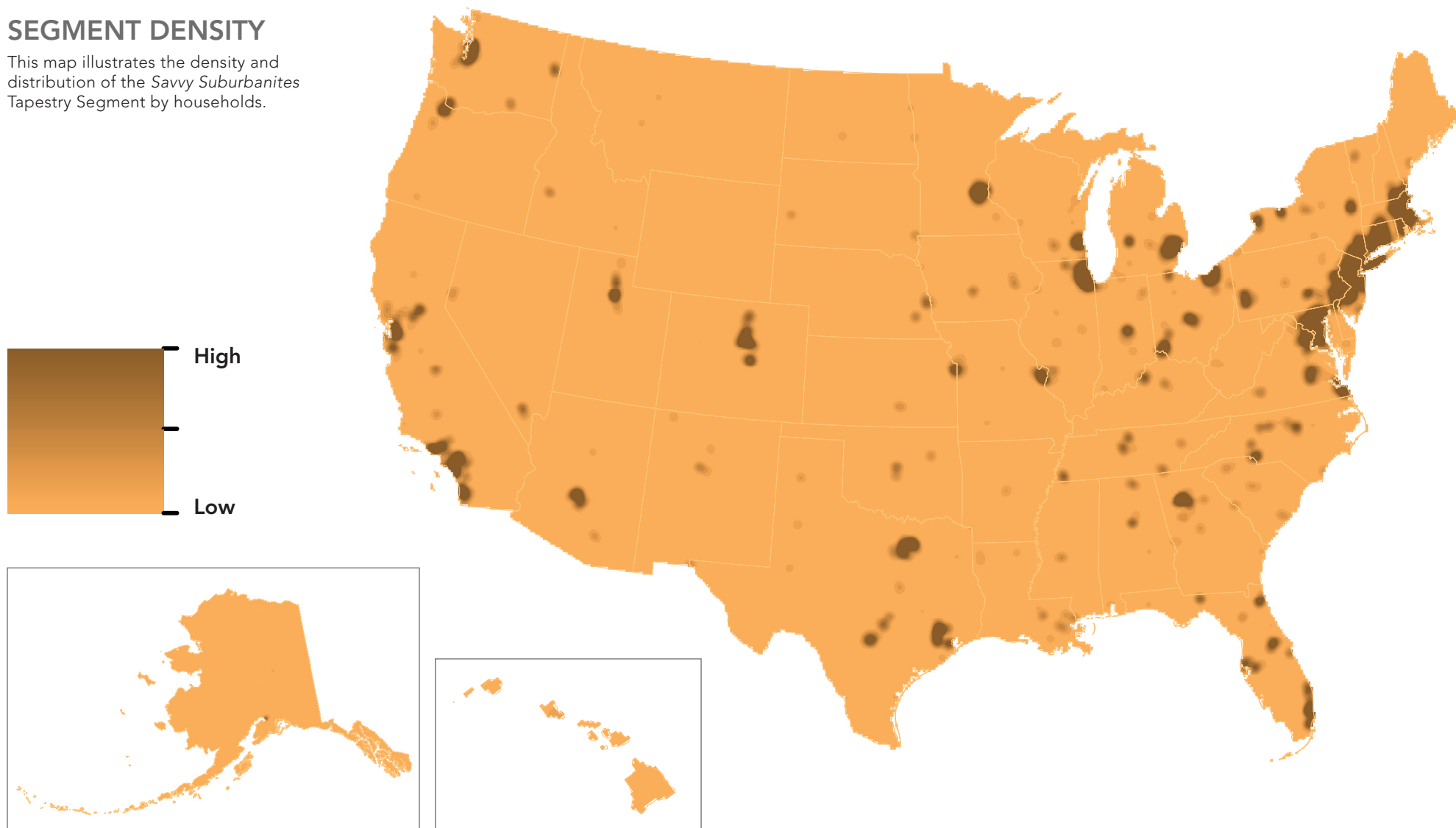
High

Low

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esri

Hardscrabble Road

K.7.

8G

Households: 1,489,000

Average Household Size: 2.64

Median Age: 31.7

Median Household Income: $26,000

WHO ARE WE?

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. Approximately 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.

- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).

- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).

- Older housing, built before 1960 (62%), with a higher proportion built in the 1940s (Index 211) or earlier (Index 252).

- Four-fifths of owned homes valued under $100,000 (more than 3.5 times the US).

- Higher percentage of vacant housing units at 17% (Index 147).

- Most households with 1 or 2 vehicles (71%), but 18% have no vehicle (Index 202).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 133); 25% with some college or an associate's degree (Index 86).

- Unemployment rate is higher at 16.6%, almost twice the US rate.

- Labor force participation rate is lower at 57.4%.

- Wages and salaries are the primary source of income for 71% of households, with contributions from Supplemental Security Income for 10% (Index 242) and public assistance for 7% (Index 280).

- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.

- They tend to save money for a specific purpose.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

8G

LifeMode Group: Middle Ground
Hardscrabble Road

K.7.

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 31.7   US: 37.6

❙ Indicates US

	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
55–59		
50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
< 5		

8% 4% 0 4% 8%

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 74.2   US: 62.1
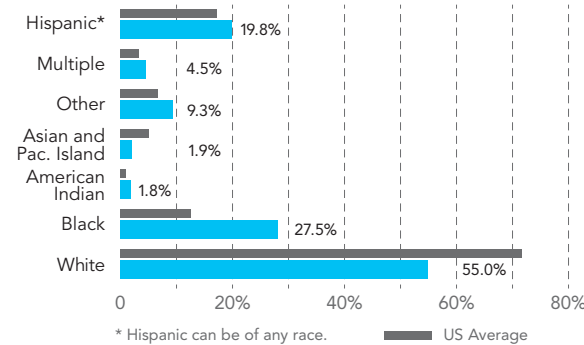
Hispanic*	19.8%
Multiple	4.5%
Other	9.3%
Asian and Pac. Island	1.9%
American Indian	1.8%
Black	27.5%
White	55.0%

0   20%   40%   60%   80%

* Hispanic can be of any race.   ▬ US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$26,000

US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$12,000

US Median $71,000

0   $100k $200k $300k $400k+
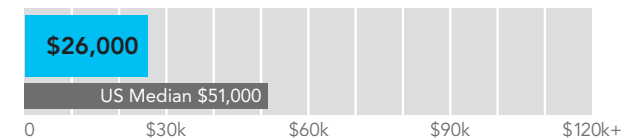
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures estimated by Esri.
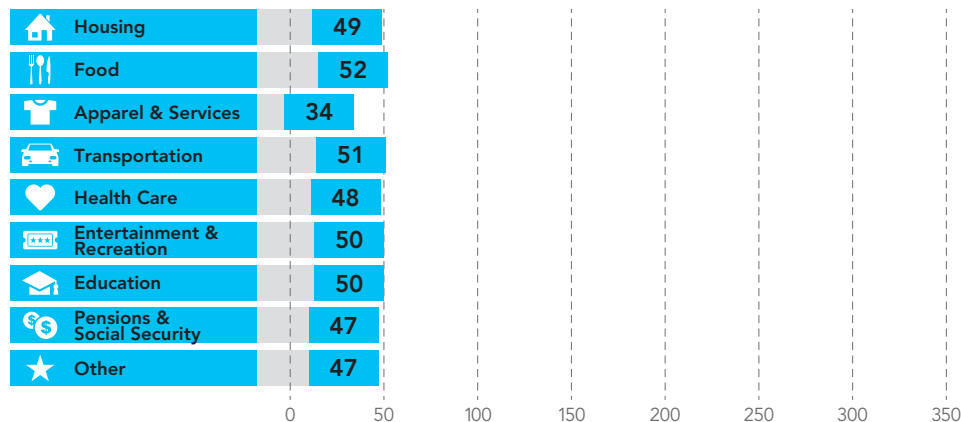
🏠 Housing	49
🍴 Food	52
👕 Apparel & Services	34
🚗 Transportation	51
❤️ Health Care	48
📺 Entertainment & Recreation	50
✉️ Education	50
💲 Pensions & Social Security	47
⭐ Other	47

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Transportation and Material Moving

Production

Sales and Related

Office and Administrative Support

Food Preparation and Serving Related

Median Earnings: $5,000 – $35,000
Workers (Age 16+): 0 – 250,000

8G

LifeMode Group: Middle Ground
Hardscrabble Road

K.7.
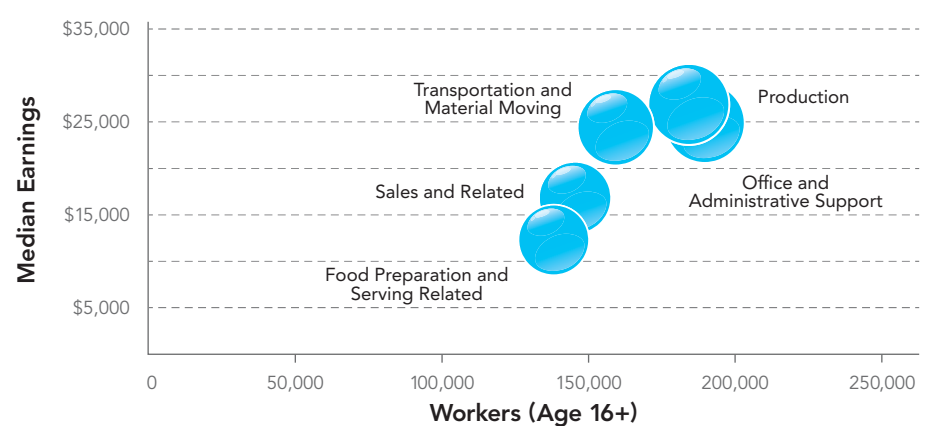
TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping through an in-home sales rep, QVC, or HSN.
- Read parenting and health magazines.
- Watch programs on BET, MTV, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Participate in basketball, football, and volleyball.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Average Rent:
$690

US Average: $990
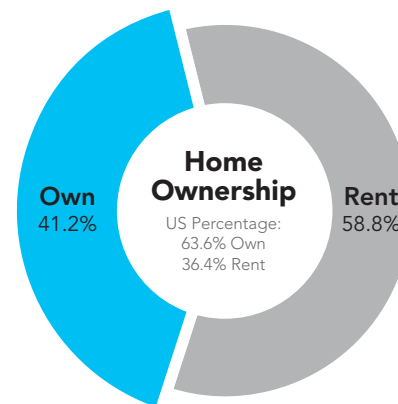
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 41.2%

Rent 58.8%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,045,000

Population Growth (Annual %)
-0.5% — 3.0%
-0.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
75
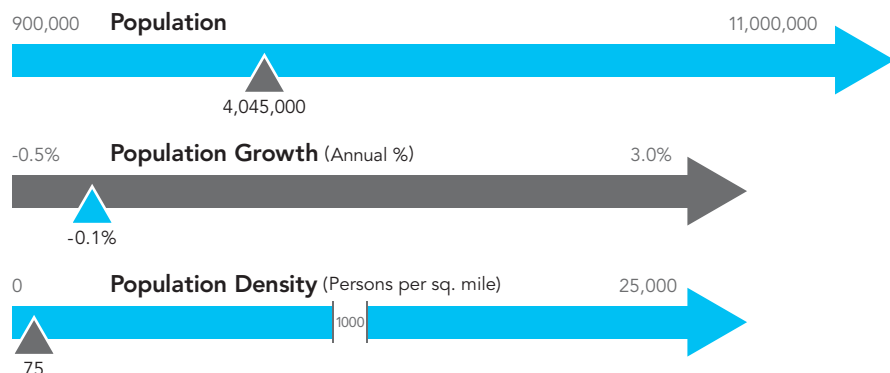
ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status and housing affordability for the market relative to the US.

0 — **33** — 350
Wealth Index

0 — **58** — 350
Socioeconomic Status Index

0 — **182** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Hardscrabble Road* Tapestry Segment by households.
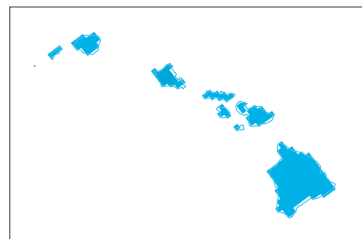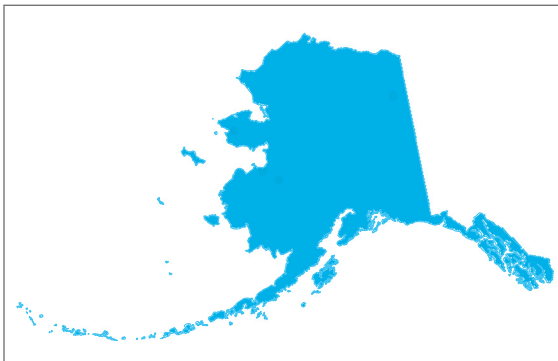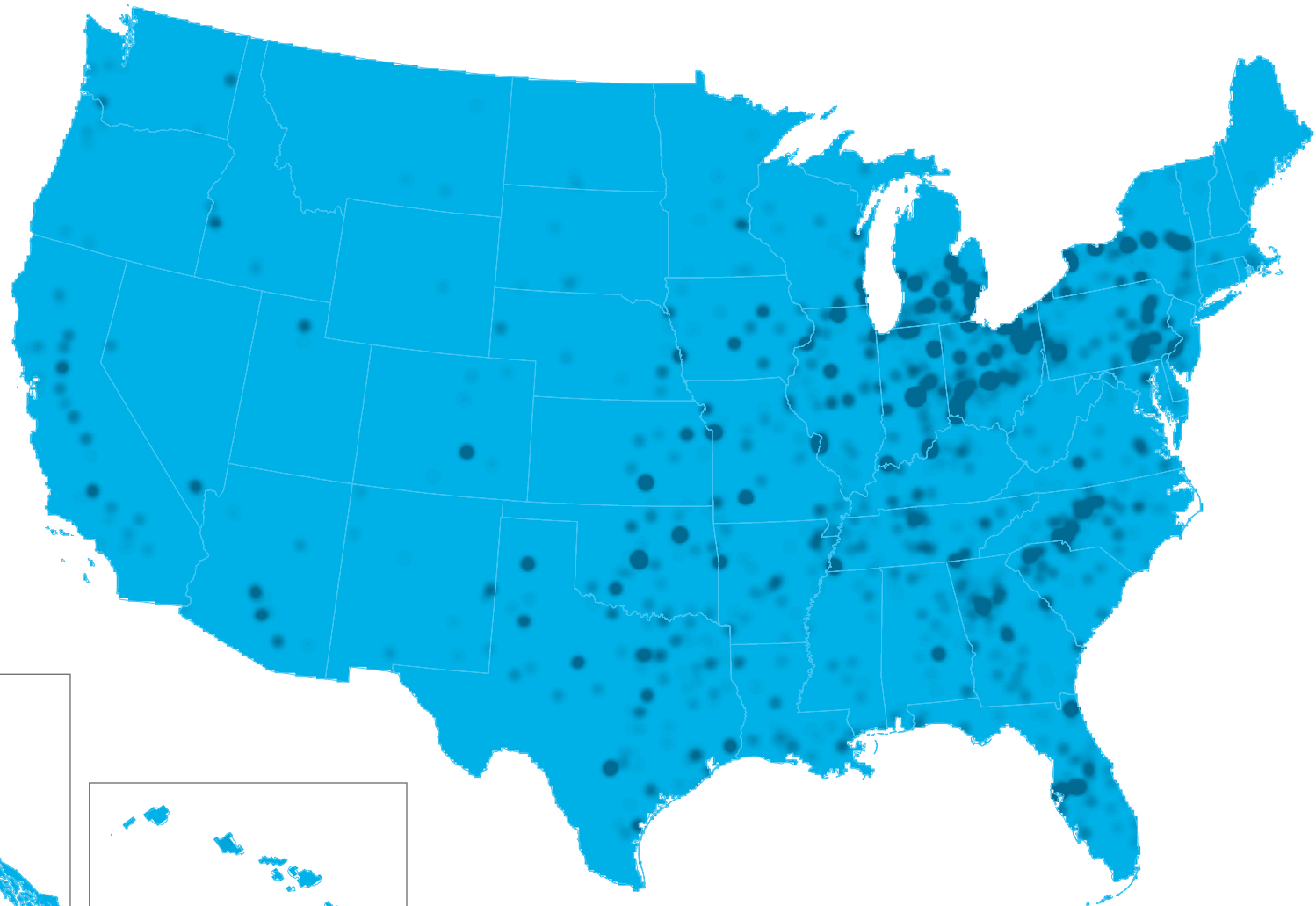
High

Low

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Households: 3,043,000

Average Household Size: 2.30

Median Age: 45.9

Median Household Income: $48,000

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.

- Primarily married couples, with a growing share of singles.

- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.

- Single-family homes, less than half still mortgaged, with a median home value of $141,000 (Index 80).

SOCIOECONOMIC TRAITS

- Education: 64% have a high school diploma or some college.

- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).

- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).

- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.

- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.

- Radio and newspapers are the media of choice (after television).

TAPESTRY™
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 45.9 US: 37.6

❙ Indicates US

Male	**Female**

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, < 5

X-axis: 8%, 4%, 0, 4%, 8%

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 34.0 US: 62.1

Group	Percent
Hispanic*	7.0%
Multiple	2.1%
Other	2.2%
Asian and Pac. Island	1.8%
American Indian	0.6%
Black	6.4%
White	86.9%

X-axis: 0, 20%, 40%, 60%, 80%

* Hispanic can be of any race. ▬ US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$48,000

US Median $51,000

0, $30k, $60k, $90k, $120k+

Median Net Worth

$104,000

US Median $71,000

0, $100k, $200k, $300k, $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
🏠 Housing	84
🍴 Food	86
👕 Apparel & Services	55
🚗 Transportation	88
♥ Health Care	95
🎞 Entertainment & Recreation	90
✉ Education	82
💲 Pensions & Social Security	85
★ Other	87

X-axis: 0, 50, 100, 150, 200, 250, 300, 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Y-axis: Median Earnings — $10,000, $30,000, $50,000, $70,000
X-axis: Workers (Age 16+) — 0, 200,000, 400,000, 600,000

Labels: Health Care Practitioners and Technical; Management; Education, Training, and Library; Sales and Related; Office and Administrative Support

5E

LifeMode Group: GenXurban
Midlife Constants

K.8.

TAPESTRY
SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing, and golf.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$141,000
US Median: $177,000
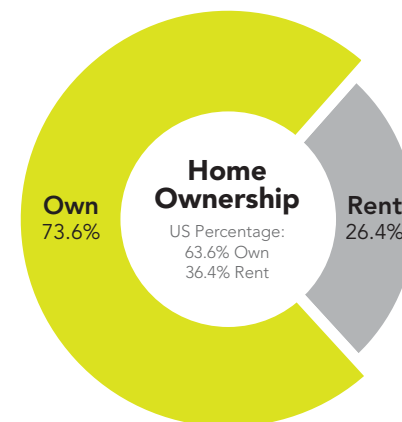
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 73.6%

Rent 26.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
7,238,000

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
303

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **91** — 350
Wealth Index

0 — **104** — 350
Socioeconomic Status Index

0 — **175** — 350
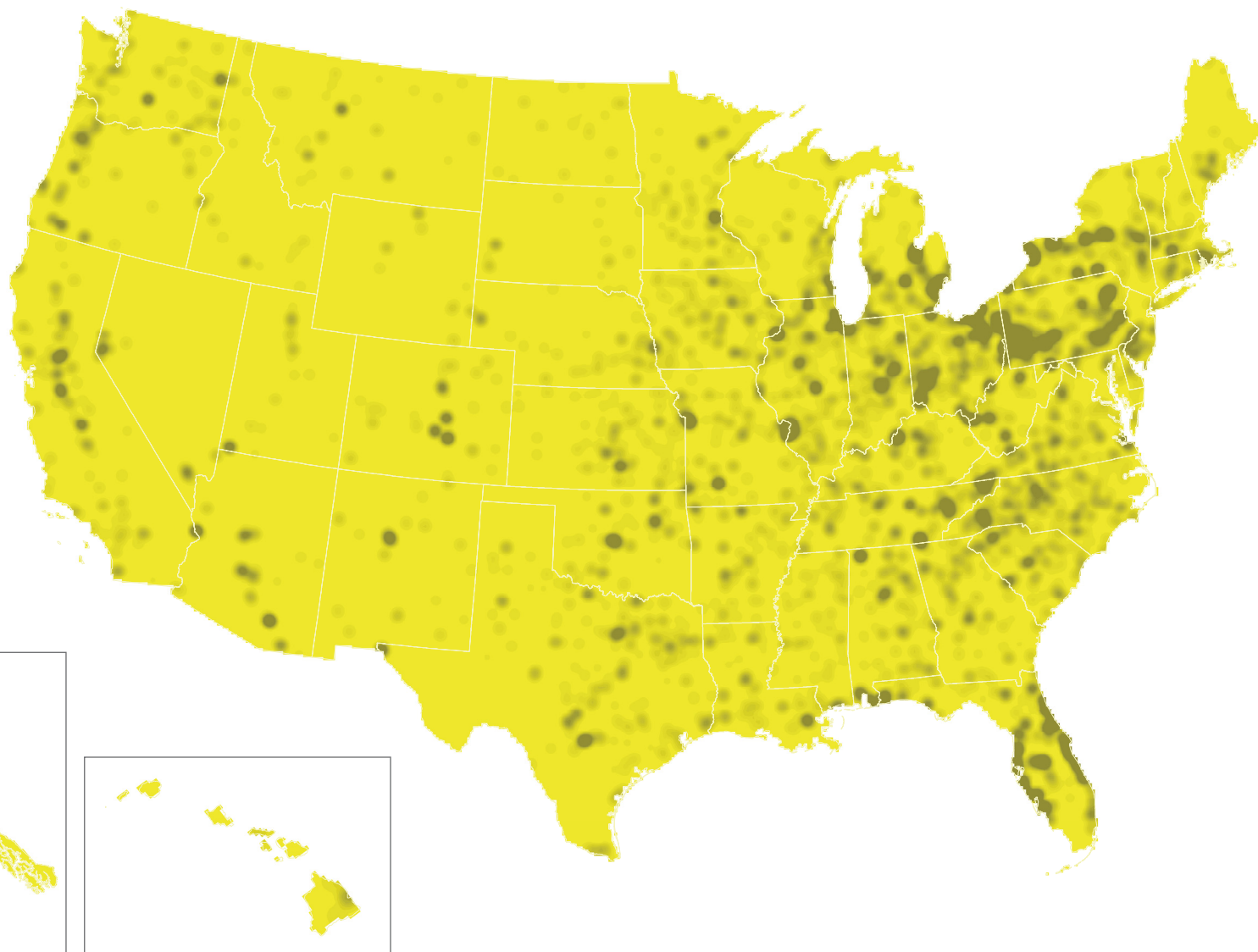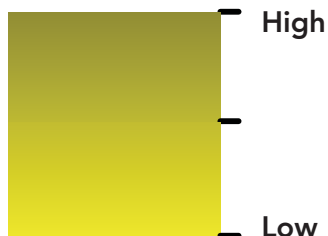**Housing Affordability Index**

5E

LifeMode Group: GenXurban
Midlife Constants

K.8.

TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.
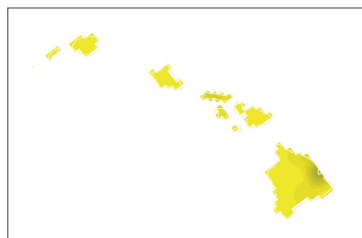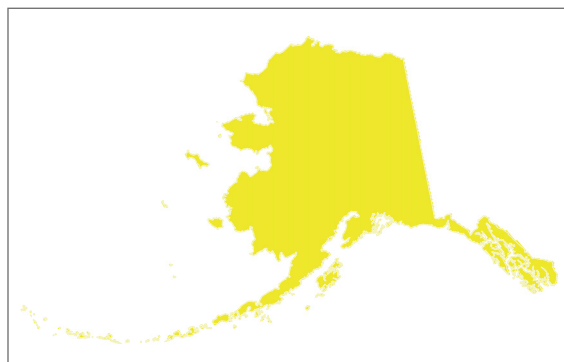
High

Low

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Comfortable Empty Nesters

Households: 2,973,000

Average Household Size: 2.50

Median Age: 46.8

Median Household Income: $68,000

WHO ARE WE?

Residents in this large, growing segment are older, with more than half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 363). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly lower at 2.50.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 129).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 34% college graduates; nearly 66% with some college education.
- Low unemployment at 7%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments (Index 154) and retirement (Index 166).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
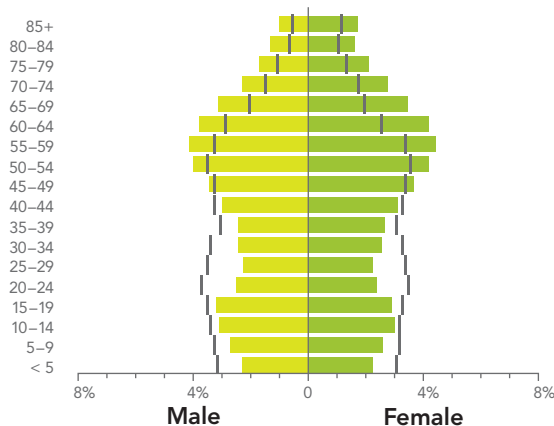- Home maintenance a priority among these homeowners.

TAPESTRY
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

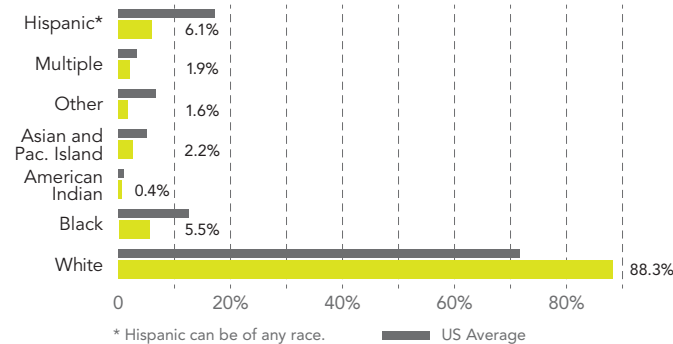## AGE BY SEX (Esri data)

Median Age: 46.8   US: 37.6

| Indicates US

Male   Female
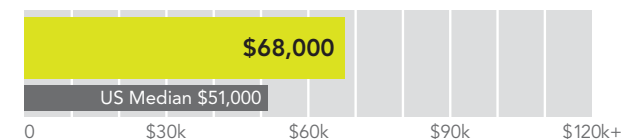
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
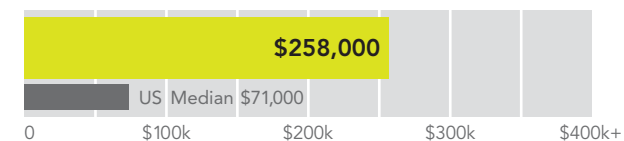
Diversity Index: 30.6   US: 62.1

Hispanic*	6.1%
Multiple	1.9%
Other	1.6%
Asian and Pac. Island	2.2%
American Indian	0.4%
Black	5.5%
White	88.3%

* Hispanic can be of any race.   US Average

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
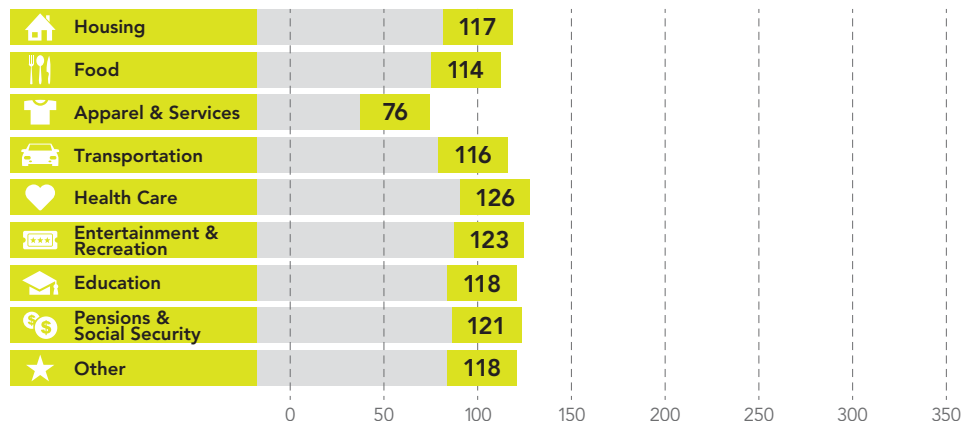
Median Household Income

$68,000

US Median $51,000

Median Net Worth
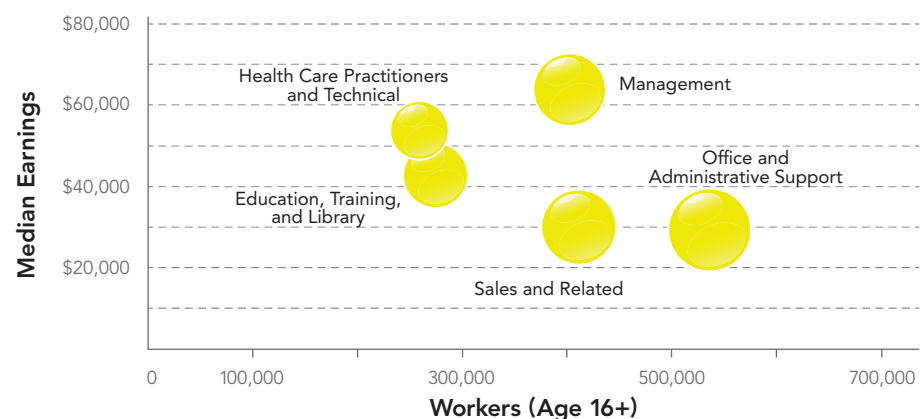
$258,000

US Median $71,000

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	117
Food	114
Apparel & Services	76
Transportation	116
Health Care	126
Entertainment & Recreation	123
Education	118
Pensions & Social Security	121
Other	118

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Health Care Practitioners and Technical
Management
Education, Training, and Library
Office and Administrative Support
Sales and Related

LifeMode Group: GenXurban

K.9.

Comfortable Empty Nesters

5A

TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
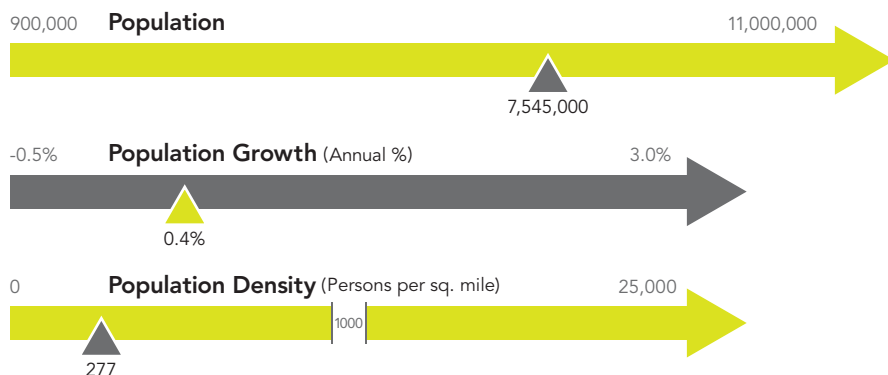
Typical Housing:
Single Family

Median Value:
$187,000
US Median: $177,000
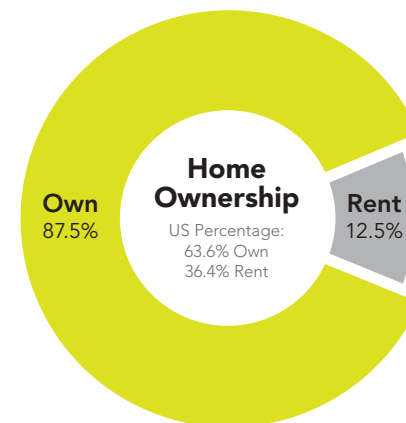
Own 87.5%

Home Ownership
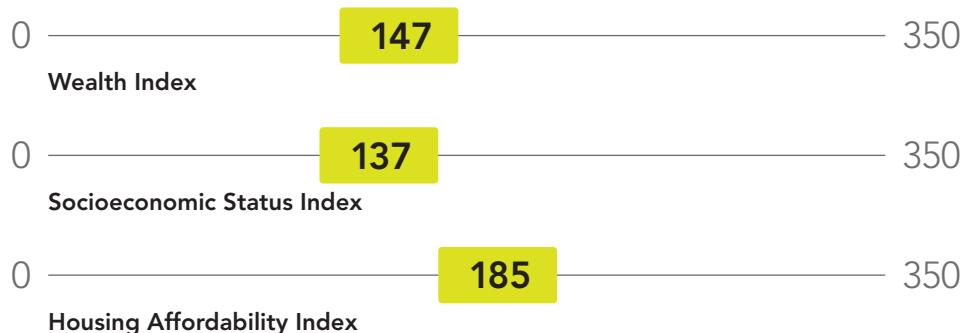US Percentage:
63.6% Own
36.4% Rent

Rent 12.5%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
7,545,000

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
277

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — 350
147

Socioeconomic Status Index
0 — 350
137

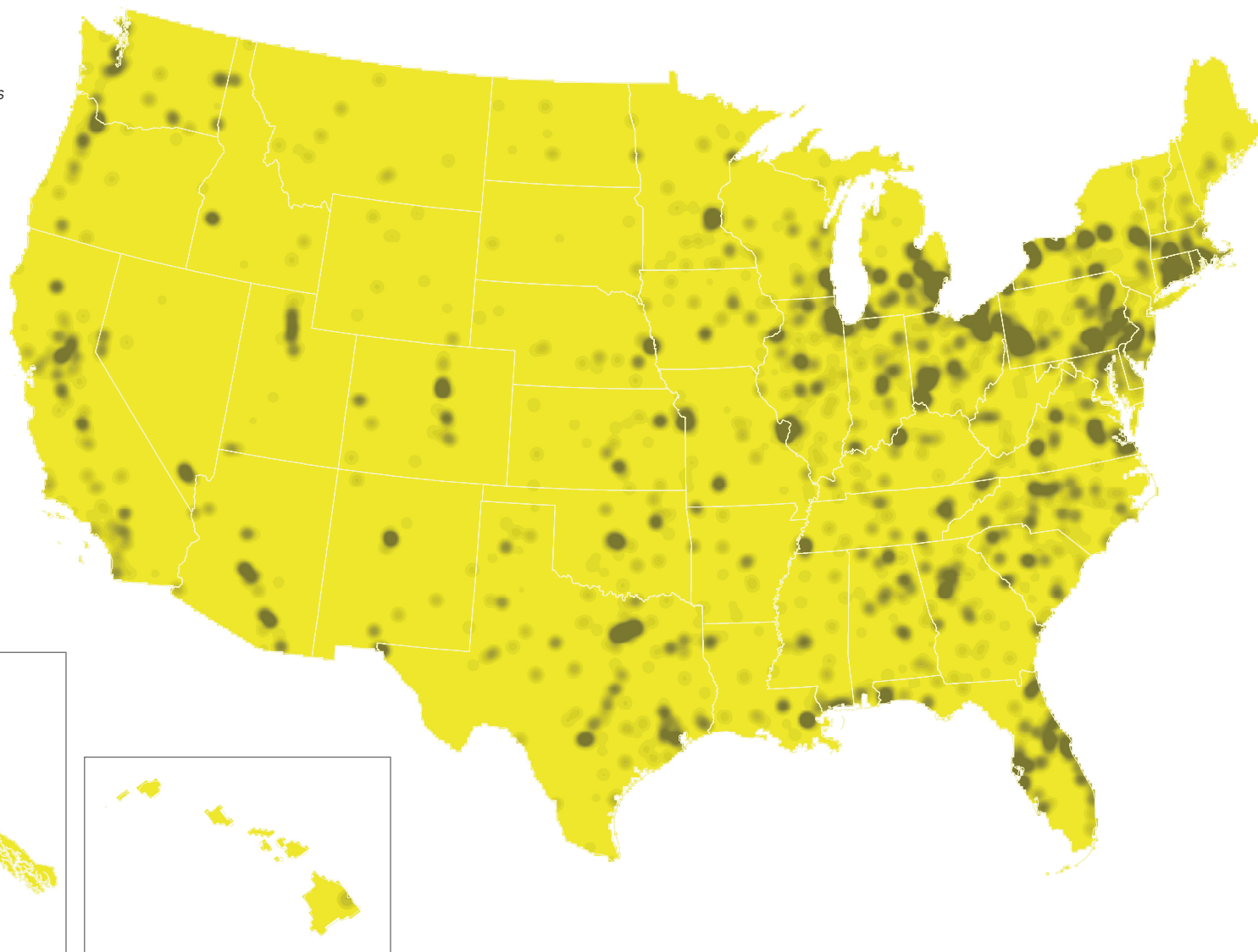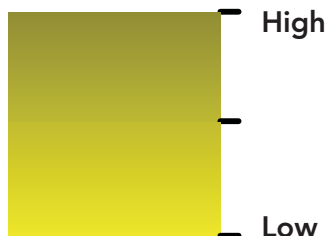**Housing Affordability Index**
0 — 350
185

5A

LifeMode Group: GenXurban

K.9.
Comfortable Empty Nesters

TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.

High

Low

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