

4695 OKEMOS RD

	1 MILE		3 MILES		5 MILES	
PLACE OF WORK						
2018 Businesses	438		2,305		3,959	
2018 Employees	5,720		33,318		56,659	
POPULATION						
2018 Population - Current Year Estimate	4,794		54,444		118,543	
2023 Population - Five Year Projection	4,974		56,484		122,968	
2010 Population - Census	4,546		51,035		110,996	
2000 Population - Census	4,622		50,648		106,093	
2010-2018 Annual Population Growth Rate	0.65%		0.79%		0.80%	
2018-2023 Annual Population Growth Rate	0.74%		0.74%		0.74%	
AGE						
2018 Population	4,794		54,444		118,543	
Age 0-4	229	4.8%	1,753	3.2%	4,100	3.5%
Age 5-9	228	4.8%	1,929	3.5%	4,022	3.4%
Age 10-14	234	4.9%	2,147	3.9%	4,227	3.6%
Age 15-19	236	4.9%	6,602	12.1%	15,312	12.9%
Age 20-24	401	8.4%	13,123	24.1%	29,571	24.9%
Age 25-29	428	8.9%	3,796	7.0%	9,964	8.4%
Age 30-34	376	7.8%	2,795	5.1%	6,884	5.8%
Age 35-39	276	5.8%	2,290	4.2%	5,096	4.3%
Age 40-44	238	5.0%	2,014	3.7%	4,189	3.5%
Age 45-49	235	4.9%	2,225	4.1%	4,355	3.7%
Age 50-54	268	5.6%	2,479	4.6%	4,851	4.1%
Age 55-59	301	6.3%	2,921	5.4%	5,661	4.8%
Age 60-64	344	7.2%	2,827	5.2%	5,612	4.7%
Age 65-69	348	7.3%	2,503	4.6%	4,933	4.2%
Age 70-74	256	5.3%	1,747	3.2%	3,514	3.0%
Age 75-79	164	3.4%	1,157	2.1%	2,314	2.0%
Age 80-84	115	2.4%	860	1.6%	1,661	1.4%
Age 85 and Older	117	2.4%	1,277	2.3%	2,275	1.9%
2018 Median Age	39.8		27.2		26.0	
GENERATIONS						
2018 Population	4,794		54,444		118,543	
Generation Alpha (Born 2017 or Later)	91	1.9%	680	1.3%	1,652	1.4%
Generation Z (Born 1999-2016)	837	17.5%	11,751	21.6%	26,010	21.9%
Millennials (Born 1981-1998)	1,378	28.7%	21,131	38.8%	49,626	41.9%
Generation X (Born 1965-1980)	784	16.4%	7,052	13.0%	14,242	12.0%
Baby Boomers (Born 1946-1964)	1,218	25.4%	9,916	18.2%	19,516	16.5%
Greatest Generations (Born 1945 or Earlier)	486	10.1%	3,913	7.2%	7,497	6.3%

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	1 MILE	3 MILES	5 MILES
RACE AND ETHNICITY			
2018 Population	4,794	54,444	118,543
White	3,652 76.2%	40,709 74.8%	88,861 75.0%
Black or African American	308 6.4%	2,813 5.2%	8,180 6.9%
Asian	581 12.1%	8,391 15.4%	15,269 12.9%
American Indian or Alaska Native	19 0.4%	172 0.3%	404 0.3%
Pacific Islander	4 0.1%	36 0.1%	53 0.0%
Other Race	64 1.3%	531 1.0%	1,540 1.3%
Two or More Races	166 3.5%	1,791 3.3%	4,236 3.6%
Hispanic	177 3.7%	1,921 3.5%	5,230 4.4%
White Non-Hispanic	3,550 74.1%	39,499 72.5%	85,852 72.4%
EDUCATION			
2018 Population 25 and Over	3,464	28,891	61,310
Less than 9th Grade	0 0.0%	244 0.8%	959 1.6%
9-12th Grade - No Diploma	80 2.3%	504 1.7%	1,457 2.4%
High School Diploma	253 7.3%	2,250 7.8%	5,810 9.5%
GED or Alternative Credential	52 1.5%	366 1.3%	875 1.4%
Some College - No Degree	303 8.7%	3,837 13.3%	9,057 14.8%
Associate`s Degree	187 5.4%	1,725 6.0%	4,114 6.7%
Bachelor`s Degree	1,317 38.0%	9,095 31.5%	18,312 29.9%
Graduate or Professional Degree	1,272 36.7%	10,870 37.6%	20,726 33.8%
HOUSEHOLDS			
2018 Households - Current Year Estimate	2,151	20,677	45,280
2023 Households - Five Year Projection	2,240	21,613	47,163
2010 Households - Census	2,022	19,096	42,162
2000 Households - Census	2,020	18,319	39,817
2010-2018 Annual Household Growth Rate	0.75%	0.97%	0.87%
2018-2023 Annual Household Growth Rate	0.81%	0.89%	0.82%
2018 Average Household Size	2.23	2.25	2.26
HOUSEHOLD INCOME			
2018 Households	2,151	20,674	45,277
Under \$15,000	184 8.6%	3,284 15.9%	8,453 18.7%
\$15,000-\$24,999	128 6.0%	1,770 8.6%	4,666 10.3%
\$25,000-\$34,999	152 7.1%	1,888 9.1%	4,246 9.4%
\$35,000-\$49,999	244 11.3%	2,264 11.0%	5,318 11.8%
\$50,000-\$74,999	442 20.6%	3,030 14.7%	6,740 14.9%
\$75,000-\$99,999	323 15.0%	2,063 10.0%	4,435 9.8%
\$100,000-\$149,999	361 16.8%	3,166 15.3%	5,768 12.7%
\$150,000-\$199,999	135 6.3%	1,206 5.8%	2,118 4.7%
\$200,000 and Over	184 8.6%	2,003 9.7%	3,534 7.8%
2018 Average Household Income	\$93,563	\$88,706	\$78,147
2023 Average Household Income	\$112,536	\$104,249	\$92,388
2018 Median Household Income	\$69,335	\$57,354	\$49,836
2023 Median Household Income	\$79,125	\$66,320	\$56,334
2018 Per Capita Income	\$41,815	\$34,259	\$30,715
2023 Per Capita Income	\$50,420	\$40,361	\$36,307

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TRAVEL TIME

	1 MILE	3 MILES	5 MILES
2012-2016 Work Away From Home 16+	2,162	23,940	51,257
Under 5 Minutes	83 3.8%	809 3.4%	1,714 3.3%
5-9 Minutes	343 15.9%	3,899 16.3%	7,612 14.9%
10-14 Minutes	439 20.3%	4,901 20.5%	12,044 23.5%
15-19 Minutes	388 18.0%	5,434 22.7%	12,464 24.3%
20-24 Minutes	366 16.9%	4,346 18.2%	8,233 16.1%
25-29 Minutes	153 7.1%	1,358 5.7%	2,462 4.8%
30-34 Minutes	122 5.6%	1,203 5.0%	2,735 5.3%
35-39 Minutes	11 0.5%	129 0.5%	336 0.7%
40-44 Minutes	27 1.3%	227 1.0%	549 1.1%
45-59 Minutes	77 3.6%	609 2.5%	1,155 2.3%
60-89 Minutes	110 5.1%	724 3.0%	1,235 2.4%
Over 90 Minutes	40 1.9%	300 1.3%	719 1.4%

HOUSING VALUE

	1 MILE	3 MILES	5 MILES
2018 Owner Occupied Housing Units	1,294	10,414	20,319
Under \$50,000	3 0.2%	159 1.5%	687 3.4%
\$50,000-\$99,999	51 3.9%	552 5.3%	1,598 7.9%
\$100,000-\$149,999	93 7.2%	1,257 12.1%	3,042 15.0%
\$150,000-\$199,999	403 31.1%	2,156 20.7%	4,086 20.1%
\$200,000-\$249,999	251 19.4%	1,830 17.6%	3,201 15.8%
\$250,000-\$299,999	140 10.8%	1,258 12.1%	2,227 11.0%
\$300,000-\$399,999	224 17.3%	1,630 15.7%	2,833 13.9%
\$400,000-\$499,999	101 7.8%	674 6.5%	1,234 6.1%
\$500,000-\$749,999	9 0.7%	659 6.3%	1,025 5.0%
\$750,000-\$999,999	0 0.0%	158 1.5%	238 1.2%
\$1,000,000-\$1,499,999	19 1.5%	65 0.6%	128 0.6%
\$1,500,000-\$1,999,999	0 0.0%	0 0.0%	1 0.0%
\$2,000,000 and Over	0 0.0%	15 0.1%	19 0.1%
2018 Median Value of Owner Occ. Housing Units	\$219,323	\$229,577	\$211,660
2018 Average Value of Owner Occ. Housing Units	\$258,308	\$276,234	\$254,205

HOUSING UNITS

	1 MILE	3 MILES	5 MILES
2012-2016 Housing Units	2,114	20,140	44,339
1 Unit -Detached	1,264 59.8%	10,896 54.1%	21,662 48.9%
1 Unit -Attached	137 6.5%	1,949 9.7%	3,580 8.1%
2 Units	15 0.7%	225 1.1%	535 1.2%
3-4 Units	28 1.3%	398 2.0%	1,222 2.8%
5-9 Units	139 6.6%	1,229 6.1%	3,218 7.3%
10-19 Units	294 13.9%	2,404 11.9%	7,894 17.8%
20-49 Units	205 9.7%	1,899 9.4%	3,555 8.0%
50 and Over	32 1.5%	1,080 5.4%	2,286 5.2%
Mobile Home	0 0.0%	47 0.2%	372 0.8%
Other Units	0 0.0%	15 0.1%	15 0.0%

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	1 MILE	3 MILES	5 MILES
HISPANIC ORIGIN			
2018 Hispanic Population	177	1,921	5,230
Hispanic: White	102 57.6%	1,211 63.0%	3,009 57.5%
Hispanic: Black or African American	9 5.1%	55 2.9%	177 3.4%
Hispanic: Asian	8 4.5%	38 2.0%	87 1.7%
Hispanic: American Indian or Alaska Native	4 2.3%	23 1.2%	42 0.8%
Hispanic: Pacific Islander	0 0.0%	2 0.1%	3 0.1%
Hispanic: Other Race	45 25.4%	419 21.8%	1,321 25.3%
Hispanic: Two or More Races	8 4.5%	174 9.1%	591 11.3%
GENDER			
2018 Population	4,794	54,444	118,543
Males	2,280 47.6%	26,437 48.6%	57,198 48.3%
Females	2,514 52.4%	28,007 51.4%	61,345 51.7%
MARITAL STATUS			
2018 Population 15+	4,102	48,616	106,194
Never Married	1,563 38.1%	26,564 54.6%	61,422 57.8%
Married	1,932 47.1%	16,303 33.5%	33,362 31.4%
Widowed	251 6.1%	2,221 4.6%	3,969 3.7%
Divorced	356 8.7%	3,528 7.3%	7,441 7.0%
EMPLOYMENT STATUS			
2018 Civilian Population 16+ in Labor Force	2,472	27,322	61,062
2018 Employed Civilian Population 16+	2,379 96.2%	26,167 95.8%	58,005 95.0%
2018 Unemployed Population 16+	93 3.8%	1,155 4.2%	3,057 5.0%
CLASS OF WORKER			
2018 Employed Civilian Population 16+	2,379	26,167	58,005
White Collar	1,917 80.6%	19,417 74.2%	41,413 71.4%
Services	217 9.1%	4,679 17.9%	11,596 20.0%
Blue Collar	243 10.2%	2,070 7.9%	4,995 8.6%
DAYTIME POPULATION			
2018 Daytime Population	8,199	60,292	119,125
Daytime Workers	5,744 70.1%	31,313 51.9%	56,954 47.8%
Daytime Residents	2,455 29.9%	28,979 48.1%	62,171 52.2%

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OCCUPATION

	1 MILE		3 MILES		5 MILES	
2018 Employed Civilian Population 16+	2,379		26,167		58,005	
Management	243	10.2%	2,745	10.5%	5,417	9.3%
Business and Financial	140	5.9%	1,413	5.4%	3,076	5.3%
Computer and Mathematical	86	3.6%	1,239	4.7%	2,358	4.1%
Architecture and Engineering	112	4.7%	779	3.0%	1,433	2.5%
Life, Physical and Social Science	66	2.8%	768	2.9%	1,764	3.0%
Community and Social Service	56	2.4%	533	2.0%	1,039	1.8%
Legal	43	1.8%	538	2.1%	1,036	1.8%
Education, Training and Library	389	16.4%	3,703	14.2%	8,129	14.0%
Arts, Design and Entertainment, Sports and Media	118	5.0%	723	2.8%	1,683	2.9%
Healthcare Practitioner and Technical	144	6.1%	1,571	6.0%	3,268	5.6%
Healthcare Support	40	1.7%	415	1.6%	1,012	1.7%
Protective Service	16	0.7%	371	1.4%	775	1.3%
Food Preparation and Serving Related	70	2.9%	2,282	8.7%	5,947	10.3%
Building and Grounds Cleaning and Maintenance	19	0.8%	481	1.8%	1,455	2.5%
Personal Care and Service	72	3.0%	1,130	4.3%	2,407	4.1%
Sales and Related	334	14.0%	2,591	9.9%	5,473	9.4%
Office and Administrative Support	186	7.8%	2,814	10.8%	6,737	11.6%
Farming and Fishing and Forestry	11	0.5%	184	0.7%	261	0.4%
Construction and Extraction	58	2.4%	360	1.4%	896	1.5%
Installation, Maintenance and Repair	67	2.8%	259	1.0%	618	1.1%
Production	73	3.1%	659	2.5%	1,525	2.6%
Transportation and Material Moving	34	1.4%	608	2.3%	1,695	2.9%



COMMUTE

	1 MILE		3 MILES		5 MILES	
2012-2016 Workers 16 and Older	2,288		25,377		54,035	
Drove Alone	1,776	77.6%	17,500	69.0%	37,766	69.9%
Carpooled	169	7.4%	1,948	7.7%	3,920	7.3%
Bus	107	4.7%	907	3.6%	2,806	5.2%
Streetcar	0	0.0%	0	0.0%	0	0.0%
Subway	0	0.0%	0	0.0%	2	0.0%
Railroad	0	0.0%	0	0.0%	0	0.0%
Ferryboat	0	0.0%	11	0.0%	11	0.0%
Taxicab	0	0.0%	41	0.2%	54	0.1%
Motorcycle	0	0.0%	25	0.1%	44	0.1%
Bicycle	25	1.1%	892	3.5%	1,886	3.5%
Walked	83	3.6%	2,523	9.9%	4,589	8.5%
Other Means	1	0.0%	92	0.4%	179	0.3%
Work at Home	126	5.5%	1,437	5.7%	2,778	5.1%

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INDUSTRY





	1 MILE		3 MILES		5 MILES	
2018 Employed Civilian Population 16+	2,379		26,167		58,005	
Agriculture, Forestry, Fishing, and Hunting	10	0.4%	189	0.7%	443	0.8%
Mining, Quarrying, and Oil and Gas Extraction	0	0.0%	17	0.1%	27	0.0%
Construction	54	2.3%	518	2.0%	1,148	2.0%
Manufacturing	93	3.9%	1,489	5.7%	3,115	5.4%
Wholesale Trade	19	0.8%	238	0.9%	562	1.0%
Retail Trade	376	15.8%	2,186	8.4%	4,845	8.4%
Transportation and Warehousing	31	1.3%	314	1.2%	799	1.4%
Utilities	0	0.0%	135	0.5%	295	0.5%
Information	75	3.2%	546	2.1%	1,257	2.2%
Finance and Insurance	160	6.7%	1,392	5.3%	2,676	4.6%
Real Estate and Rental and Leasing	36	1.5%	503	1.9%	1,025	1.8%
Professional, Scientific, and Technical Services	248	10.4%	2,246	8.6%	4,668	8.0%
Management of Companies and Enterprises	0	0.0%	1	0.0%	5	0.0%
Admin. and Support and Waste Mgmt. Services	40	1.7%	440	1.7%	1,281	2.2%
Educational Services	536	22.5%	6,959	26.6%	15,356	26.5%
Health Care and Social Assistance	204	8.6%	2,710	10.4%	6,086	10.5%
Arts, Entertainment and Recreation	68	2.9%	892	3.4%	1,733	3.0%
Accommodation and Food Services	76	3.2%	2,652	10.1%	6,746	11.6%
Other Services, Except Public Administration	109	4.6%	1,202	4.6%	2,687	4.6%
Public Administration	241	10.1%	1,536	5.9%	3,251	5.6%



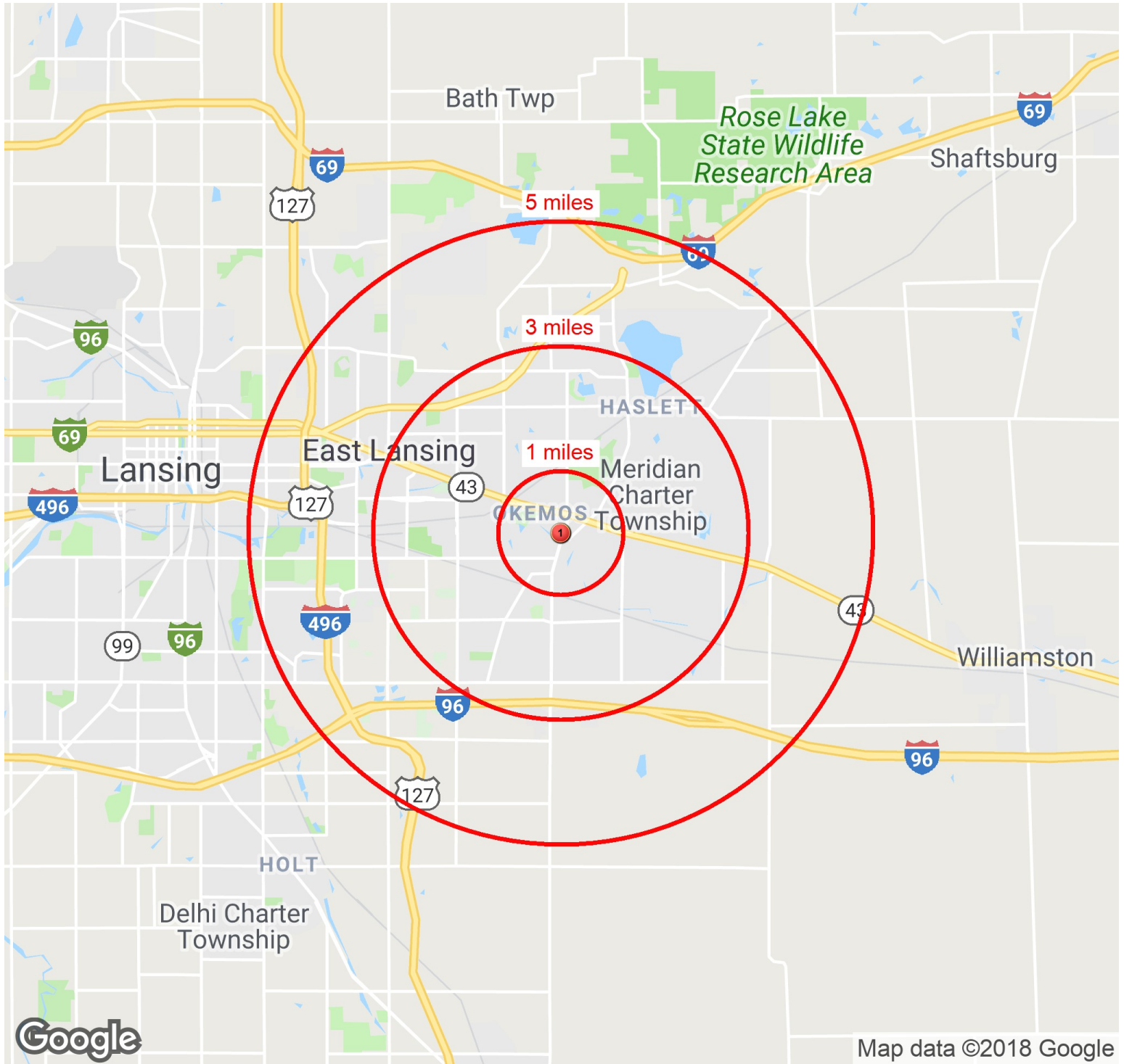
VEHICLES

	1 MILE		3 MILES		5 MILES	
2012-2016 Households	2,019		19,212		41,464	
No Vehicles	63	3.1%	1,291	6.7%	3,124	7.5%
1 Vehicles	762	37.7%	7,083	36.9%	16,251	39.2%
2 Vehicles	953	47.2%	7,468	38.9%	15,682	37.8%
3 Vehicles	193	9.6%	2,499	13.0%	4,585	11.1%
4 Vehicles	49	2.4%	652	3.4%	1,432	3.5%
Over 5 Vehicles	0	0.0%	218	1.1%	391	0.9%

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	1 MILE	3 MILES	5 MILES
 YEAR BUILT			
2012-2016 Housing Units	2,114	20,140	44,339
Built Later than 2010	19 0.9%	427 2.1%	736 1.7%
Built 2000-2009	68 3.2%	1,630 8.1%	4,817 10.9%
Built 1990-1999	122 5.8%	2,898 14.4%	6,101 13.8%
Built 1980-1989	324 15.3%	3,630 18.0%	7,363 16.6%
Built 1970-1979	368 17.4%	3,864 19.2%	7,638 17.2%
Built 1960-1969	586 27.7%	2,895 14.4%	5,983 13.5%
Built 1950-1959	406 19.2%	2,647 13.1%	5,150 11.6%
Built 1940-1949	112 5.3%	768 3.8%	2,092 4.7%
Built Before 1939	106 5.0%	1,345 6.7%	4,410 10.0%
2012-2016 Median Year Built	1967	1976	1976
 HOUSING UNITS			
2018 Housing Units	2,289	21,670	48,019
2018 Vacant Housing Units	138 6.0%	993 4.6%	2,739 5.7%
2018 Occupied Housing Units	2,151 94.0%	20,677 95.4%	45,279 94.3%
2018 Owner Occupied Housing Units	1,294 56.5%	10,414 48.1%	20,344 42.4%
2018 Renter Occupied Housing Units	857 37.4%	10,263 47.4%	24,935 51.9%
 HOUSEHOLD SIZE			
2010 Households	2,022	19,096	42,162
1 Person Household	597 29.5%	5,974 31.3%	13,824 32.8%
2 Person Household	838 41.4%	6,817 35.7%	15,135 35.9%
3 Person Household	259 12.8%	2,797 14.6%	5,974 14.2%
4 Person Household	207 10.2%	2,327 12.2%	4,903 11.6%
5 Person Household	80 4.0%	824 4.3%	1,588 3.8%
6 Person Household	27 1.3%	245 1.3%	492 1.2%
7 or More Person Household	14 0.7%	113 0.6%	243 0.6%
2010 Average Household Size	2.25	2.26	2.25
2018 Average Household Size	2.23	2.25	2.26
 LANGUAGE			
2012-2016 Pop. 5+ by Language Spoken at Home	4,213	51,791	109,453
Only English	3,453 82.0%	42,795 82.6%	91,239 83.4%
Spanish	63 1.5%	909 1.8%	2,564 2.3%
Other Indo-European Language	369 8.8%	2,966 5.7%	4,945 4.5%
Asian-Pacific Island Language	309 7.3%	4,259 8.2%	8,321 7.6%
Other Language	20 0.5%	859 1.7%	2,385 2.2%

4695 OKEMOS RD



NAME	LATITUDE	LONGITUDE
1 4695 OKEMOS RD	42.717717	-84.4290135

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	Sales	Potential	Gap	Factor	Businesses
Total Retail Sales (including Food and Drink Sales)	\$470.3M	\$90.4M	\$-380.0M	-67.8	160
Retail Trade Sales (44-45)	\$436.2M	\$81.5M	\$-354.7M	-68.5	117
Motor Vehicle and Parts Dealers (441)	\$37.0M	\$17.0M	\$-19.9M	-37.0	5
Automobile Dealers (4411)	\$29.2M	\$13.7M	\$-15.5M	-36.0	2
Other Motor Vehicle Dealers (4412)	\$0.0	\$1.5M	\$1.5M	100.0	0
Auto Parts, Accessory and Tire Stores (4413)	\$7.7M	\$1.8M	\$-5.9M	-62.4	3
Furniture and Home Furnishing Stores (442)	\$12.3M	\$2.8M	\$-9.5M	-63.4	11
Furniture Stores (4421)	\$5.5M	\$1.7M	\$-3.8M	-52.6	6
Home Furnishings Stores (4422)	\$6.8M	\$1.1M	\$-5.8M	-73.2	6
Electronics and Appliance Stores (443)	\$19.8M	\$2.7M	\$-17.1M	-76.0	2
Electronics and Appliance Stores (4431)	\$19.8M	\$2.7M	\$-17.1M	-76.0	2
Building Material, Garden Equipment and Supply Stores (444)	\$13.9M	\$5.6M	\$-8.3M	-42.8	4
Building Material and Supplies Dealers (4441)	\$13.3M	\$5.1M	\$-8.3M	-44.9	2
Lawn, Garden Equipment and Supply Stores (4442)	\$529.2K	\$475.6K	\$-53.6K	-5.3	2
Food and Beverage Stores (445)	\$81.2M	\$14.5M	\$-66.6M	-69.6	7
Grocery Stores (4451)	\$79.2M	\$12.7M	\$-66.4M	-72.3	4
Specialty Food Stores (4452)	\$1.7M	\$713.1K	\$-1.0M	-41.3	2
Beer, Wine and Liquor Stores (4453)	\$250.2K	\$1.1M	\$837.6K	62.6	1
Health and Personal Care Stores (446)	\$33.3M	\$5.8M	\$-27.5M	-70.3	11
Health and Personal Care Stores (4461)	\$33.3M	\$5.8M	\$-27.5M	-70.3	11
Gasoline Stations (447)	\$6.3M	\$9.2M	\$2.9M	19.0	3
Gasoline Stations (4471)	\$6.3M	\$9.2M	\$2.9M	19.0	3
Clothing and Accessories Stores (448)	\$54.8M	\$4.4M	\$-50.4M	-85.1	39
Clothing Stores (4481)	\$32.1M	\$2.9M	\$-29.2M	-83.3	24
Shoe Stores (4482)	\$16.2M	\$626.1K	\$-15.5M	-92.5	7
Jewelry, Luggage and Leather Goods Stores (4483)	\$6.6M	\$871.1K	\$-5.7M	-76.6	8
Sporting Goods, Hobby, Book and Music Stores (451)	\$16.2M	\$2.3M	\$-14.0M	-75.6	6
Sporting Goods, Hobby and Music Instrument Stores (4511)	\$15.3M	\$1.9M	\$-13.5M	-78.1	5
Book, Periodical and Music Stores (4512)	\$913.3K	\$371.6K	\$-541.7K	-42.2	1
General Merchandise Stores (452)	\$142.8M	\$12.8M	\$-130.0M	-83.5	8
Dept Stores excl Leased Depts (4521)	\$139.6M	\$8.9M	\$-130.7M	-88.1	6
Other General Merchandise Stores (4529)	\$3.2M	\$4.0M	\$746.4K	10.4	2
Miscellaneous Store Retailers (453)	\$18.3M	\$3.0M	\$-15.3M	-72.1	19
Florists (4531)	\$1.6M	\$142.9K	\$-1.4M	-83.4	2
Office Supply, Stationery and Gift Stores (4532)	\$4.4M	\$623.1K	\$-3.7M	-75.0	5
Used Merchandise Stores (4533)	\$1.8M	\$529.6K	\$-1.3M	-55.0	4
Other Misc Store Retailers (4539)	\$10.5M	\$1.7M	\$-8.8M	-72.7	8
Nonstore Retailers (454)	\$498.5K	\$1.5M	\$1.0M	50.2	1
E-Shopping and Mail-Order Houses (4541)	\$0.0	\$1.2M	\$1.2M	100.0	0
Vending Machine Operators (4542)	\$0.0	\$87.1K	\$87.1K	100.0	0
Direct Selling Establishments (4543)	\$498.5K	\$202.7K	\$-295.8K	-42.2	1
Food Services and Drinking Places (722)	\$34.1M	\$8.9M	\$-25.3M	-58.8	43
Special Food Services (7223)	\$1.2M	\$247.7K	\$-904.8K	-64.6	3
Drinking Places-Alcohol (7224)	\$0.0	\$527.4K	\$527.4K	100.0	0

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4695 OKEMOS RD 1 MILE



NAME	LATITUDE	LONGITUDE
1 4695 OKEMOS RD	42.717717	-84.4290135

Supply (retail sales) estimates sales to consumers by establishments. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. 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.

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4695 OKEMOS RD 3 MILES



	Sales	Potential	Gap	Factor	Businesses
Total Retail Sales (including Food and Drink Sales)	\$1.0B	\$809.8M	\$-213.8M	-11.7	480
Retail Trade Sales (44-45)	\$877.1M	\$729.4M	\$-147.7M	-9.2	295
Motor Vehicle and Parts Dealers (441)	\$94.8M	\$152.0M	\$57.2M	23.2	14
Automobile Dealers (4411)	\$78.6M	\$123.0M	\$44.4M	22.0	5
Other Motor Vehicle Dealers (4412)	\$0.0	\$13.0M	\$13.0M	100.0	0
Auto Parts, Accessory and Tire Stores (4413)	\$16.2M	\$16.0M	\$-172.3K	-0.5	9
Furniture and Home Furnishing Stores (442)	\$20.5M	\$24.8M	\$4.3M	9.4	18
Furniture Stores (4421)	\$7.8M	\$15.4M	\$7.6M	32.8	8
Home Furnishings Stores (4422)	\$12.7M	\$9.3M	\$-3.3M	-15.2	10
Electronics and Appliance Stores (443)	\$35.2M	\$24.5M	\$-10.7M	-17.9	9
Electronics and Appliance Stores (4431)	\$35.2M	\$24.5M	\$-10.7M	-17.9	9
Building Material, Garden Equipment and Supply Stores (444)	\$23.9M	\$48.1M	\$24.3M	33.7	9
Building Material and Supplies Dealers (4441)	\$22.7M	\$44.0M	\$21.3M	31.9	7
Lawn, Garden Equipment and Supply Stores (4442)	\$1.1M	\$4.1M	\$3.0M	56.7	3
Food and Beverage Stores (445)	\$160.0M	\$130.5M	\$-29.5M	-10.2	31
Grocery Stores (4451)	\$151.3M	\$114.3M	\$-37.0M	-13.9	22
Specialty Food Stores (4452)	\$5.2M	\$6.4M	\$1.2M	10.3	6
Beer, Wine and Liquor Stores (4453)	\$3.5M	\$9.8M	\$6.3M	47.3	4
Health and Personal Care Stores (446)	\$72.8M	\$51.2M	\$-21.6M	-17.4	31
Health and Personal Care Stores (4461)	\$72.8M	\$51.2M	\$-21.6M	-17.4	31
Gasoline Stations (447)	\$41.8M	\$82.3M	\$40.5M	32.6	10
Gasoline Stations (4471)	\$41.8M	\$82.3M	\$40.5M	32.6	10
Clothing and Accessories Stores (448)	\$87.8M	\$40.3M	\$-47.4M	-37.0	71
Clothing Stores (4481)	\$56.3M	\$26.7M	\$-29.6M	-35.7	47
Shoe Stores (4482)	\$19.5M	\$5.7M	\$-13.8M	-54.8	11
Jewelry, Luggage and Leather Goods Stores (4483)	\$12.0M	\$8.0M	\$-4.0M	-20.1	13
Sporting Goods, Hobby, Book and Music Stores (451)	\$53.6M	\$20.5M	\$-33.1M	-44.7	30
Sporting Goods, Hobby and Music Instrument Stores (4511)	\$42.0M	\$17.0M	\$-25.0M	-42.3	23
Book, Periodical and Music Stores (4512)	\$11.6M	\$3.5M	\$-8.1M	-53.7	7
General Merchandise Stores (452)	\$213.5M	\$115.3M	\$-98.1M	-29.9	14
Dept Stores excl Leased Depts (4521)	\$209.2M	\$79.8M	\$-129.3M	-44.8	10
Other General Merchandise Stores (4529)	\$4.3M	\$35.5M	\$31.2M	78.4	4
Miscellaneous Store Retailers (453)	\$44.2M	\$26.4M	\$-17.8M	-25.2	51
Florists (4531)	\$3.3M	\$1.3M	\$-2.1M	-45.0	4
Office Supply, Stationery and Gift Stores (4532)	\$9.7M	\$5.6M	\$-4.1M	-26.9	15
Used Merchandise Stores (4533)	\$3.9M	\$4.8M	\$883.3K	10.1	9
Other Misc Store Retailers (4539)	\$27.2M	\$14.7M	\$-12.5M	-29.9	24
Nonstore Retailers (454)	\$29.0M	\$13.4M	\$-15.6M	-36.8	6
E-Shopping and Mail-Order Houses (4541)	\$26.8M	\$10.9M	\$-15.9M	-42.1	4
Vending Machine Operators (4542)	\$0.0	\$785.4K	\$785.4K	100.0	0
Direct Selling Establishments (4543)	\$2.2M	\$1.7M	\$-510.5K	-12.8	3
Food Services and Drinking Places (722)	\$146.5M	\$80.4M	\$-66.1M	-29.1	185
Special Food Services (7223)	\$5.2M	\$2.2M	\$-3.0M	-40.2	10
Drinking Places-Alcohol (7224)	\$3.4M	\$4.8M	\$1.4M	17.2	6

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4695 OKEMOS RD 3 MILES



NAME	LATITUDE	LONGITUDE
1 4695 OKEMOS Rd	42.717717	-84.4290135

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4695 OKEMOS RD 5 MILES

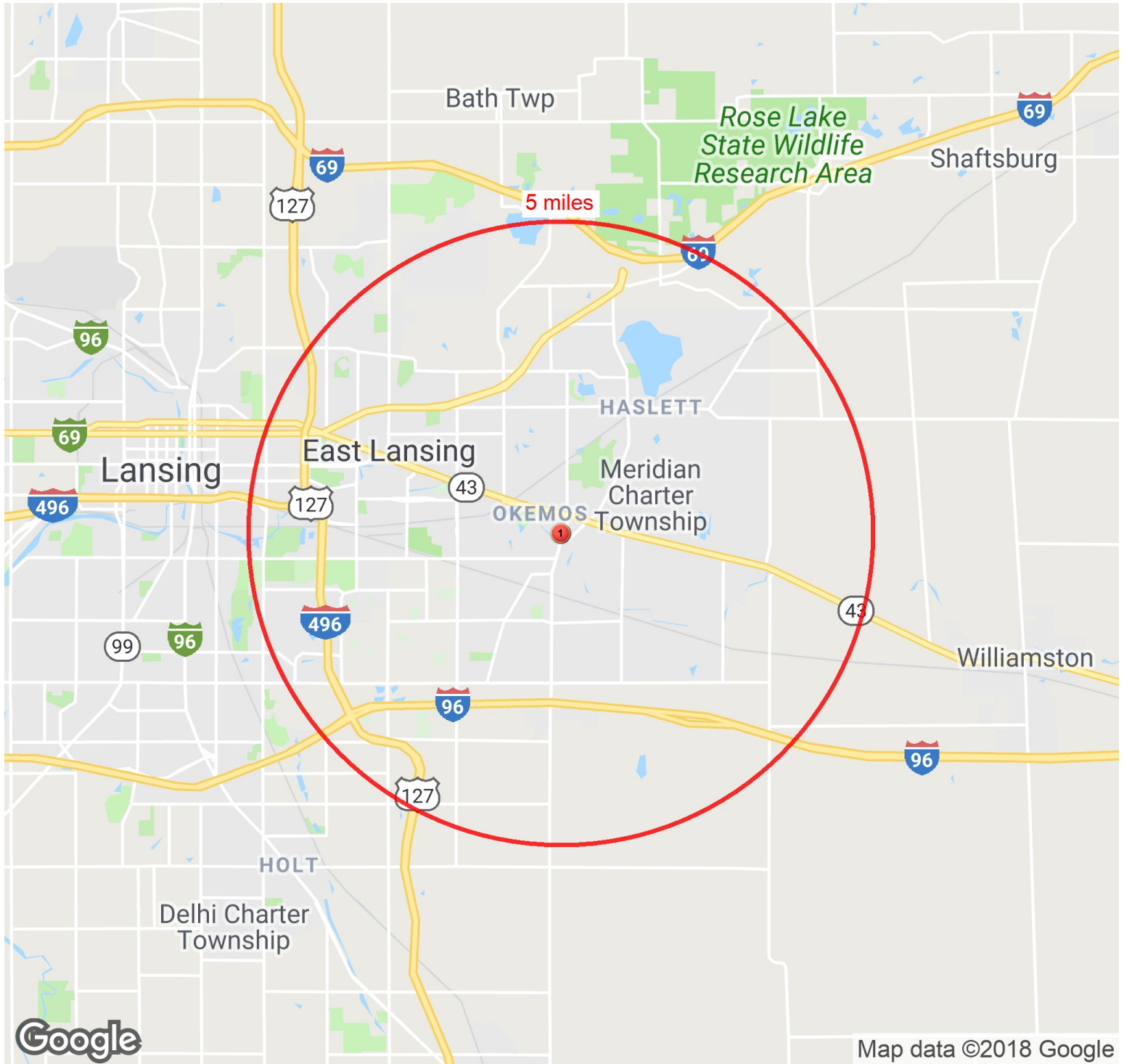


	Sales	Potential	Gap	Factor	Businesses
Total Retail Sales (including Food and Drink Sales)	\$1.7B	\$1.6B	\$-112.3M	-3.4	793
Retail Trade Sales (44-45)	\$1.4B	\$1.4B	\$-32.8M	-1.1	490
Motor Vehicle and Parts Dealers (441)	\$233.7M	\$296.2M	\$62.5M	11.8	34
Automobile Dealers (4411)	\$205.9M	\$240.0M	\$34.1M	7.7	12
Other Motor Vehicle Dealers (4412)	\$3.9M	\$25.2M	\$21.2M	72.9	3
Auto Parts, Accessory and Tire Stores (4413)	\$23.9M	\$31.1M	\$7.2M	13.0	18
Furniture and Home Furnishing Stores (442)	\$38.1M	\$47.7M	\$9.6M	11.2	26
Furniture Stores (4421)	\$12.5M	\$29.9M	\$17.5M	41.2	10
Home Furnishings Stores (4422)	\$25.6M	\$17.8M	\$-7.8M	-18.0	16
Electronics and Appliance Stores (443)	\$46.3M	\$47.4M	\$1.1M	1.2	19
Electronics and Appliance Stores (4431)	\$46.3M	\$47.4M	\$1.1M	1.2	19
Building Material, Garden Equipment and Supply Stores (444)	\$47.2M	\$91.8M	\$44.6M	32.1	24
Building Material and Supplies Dealers (4441)	\$44.8M	\$84.0M	\$39.2M	30.5	20
Lawn, Garden Equipment and Supply Stores (4442)	\$2.4M	\$7.8M	\$5.4M	52.8	4
Food and Beverage Stores (445)	\$329.2M	\$253.8M	\$-75.4M	-12.9	54
Grocery Stores (4451)	\$311.5M	\$222.3M	\$-89.2M	-16.7	38
Specialty Food Stores (4452)	\$7.2M	\$12.5M	\$5.3M	26.7	8
Beer, Wine and Liquor Stores (4453)	\$10.5M	\$19.0M	\$8.5M	28.8	8
Health and Personal Care Stores (446)	\$142.0M	\$99.2M	\$-42.8M	-17.8	65
Health and Personal Care Stores (4461)	\$142.0M	\$99.2M	\$-42.8M	-17.8	65
Gasoline Stations (447)	\$64.8M	\$161.4M	\$96.6M	42.7	18
Gasoline Stations (4471)	\$64.8M	\$161.4M	\$96.6M	42.7	18
Clothing and Accessories Stores (448)	\$96.0M	\$77.8M	\$-18.2M	-10.5	84
Clothing Stores (4481)	\$61.0M	\$51.5M	\$-9.4M	-8.4	56
Shoe Stores (4482)	\$20.3M	\$11.0M	\$-9.3M	-29.7	11
Jewelry, Luggage and Leather Goods Stores (4483)	\$14.7M	\$15.2M	\$526.9K	1.8	17
Sporting Goods, Hobby, Book and Music Stores (451)	\$97.1M	\$39.7M	\$-57.4M	-42.0	46
Sporting Goods, Hobby and Music Instrument Stores (4511)	\$82.1M	\$32.8M	\$-49.3M	-42.9	34
Book, Periodical and Music Stores (4512)	\$15.0M	\$6.9M	\$-8.1M	-37.1	13
General Merchandise Stores (452)	\$230.0M	\$223.6M	\$-6.4M	-1.4	20
Dept Stores excl Leased Depts (4521)	\$221.3M	\$154.6M	\$-66.8M	-17.8	12
Other General Merchandise Stores (4529)	\$8.7M	\$69.1M	\$60.4M	77.7	8
Miscellaneous Store Retailers (453)	\$67.3M	\$51.1M	\$-16.2M	-13.7	86
Florists (4531)	\$4.4M	\$2.4M	\$-2.1M	-30.4	6
Office Supply, Stationery and Gift Stores (4532)	\$16.9M	\$10.8M	\$-6.2M	-22.3	23
Used Merchandise Stores (4533)	\$5.3M	\$9.4M	\$4.0M	27.3	15
Other Misc Store Retailers (4539)	\$40.6M	\$28.7M	\$-12.0M	-17.3	42
Nonstore Retailers (454)	\$56.9M	\$26.0M	\$-30.9M	-37.3	13
E-Shopping and Mail-Order Houses (4541)	\$52.7M	\$21.1M	\$-31.6M	-42.9	8
Vending Machine Operators (4542)	\$0.0	\$1.5M	\$1.5M	100.0	0
Direct Selling Establishments (4543)	\$4.2M	\$3.4M	\$-806.7K	-10.7	5
Food Services and Drinking Places (722)	\$234.9M	\$155.5M	\$-79.4M	-20.3	303
Special Food Services (7223)	\$6.7M	\$4.3M	\$-2.4M	-21.6	13
Drinking Places-Alcohol (7224)	\$7.5M	\$9.1M	\$1.7M	9.9	11

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4695 OKEMOS RD 5 MILES



NAME	LATITUDE	LONGITUDE
1 4695 OKEMOS Rd	42.717717	-84.4290135

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