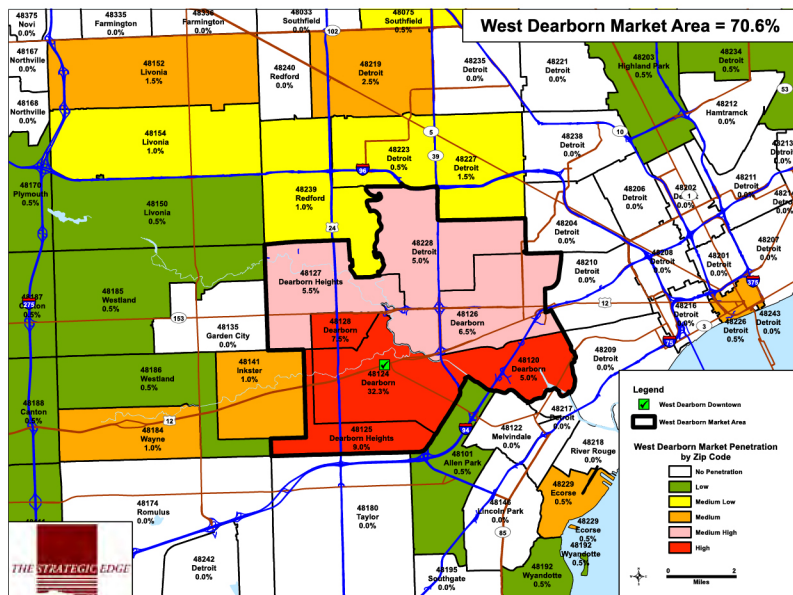


MARKET AREA

Market Area. A Market Area was created using the zip codes gathered from the intercept surveys. The 70.6% Market Area was defined for Downtown West Dearborn and includes seven zip codes – four Dearborn zips (48120, 48124, 48126, 48128), two Dearborn Heights zips (48125, 48127), and one Detroit zip (48228). The Market Area is 44.7 square miles.



Distance. Another valuable way to evaluate the reach of Downtown West Dearborn is to evaluate the distance people traveled to patronize the downtown; over 72% of all patrons come from within 5 miles.

Population. The 2015 population estimate for the Downtown West Dearborn Market Area is 203,165 people. The Market Area population is expected to decrease at an annual rate of -0.38% between 2015 and 2020, resulting in a 2020 population of 199,350.

Demographics. The following table compares population and demographics of the trade to the selected geographies.

	Market Area	Wayne County	Detroit MSA
2015 Population	203,165	1,751,578	4,261,578
2020 Population	199,350	1,709,288	4,278,480
2015-2020 Population Annual Rate	-0.38%	-0.49%	+0.08%
2015 Households	73,198	682,376	1,682,648
2020 Households	71,790	668,376	1,694,369
2015-2020 Household Annual Rate	-0.39%	-0.41%	+0.14%
2015 Median Household Income	\$39,822	\$41,008	\$52,839
2015 Population: Black	22.6%	38.7%	22.5%
2015 Population: White	70.4%	53.0%	69.3%
2015 Median Age	34.6	38.4	40.3
2015 Owner-Occupied Housing Units	56.2%	52.4%	61.4%

Source: ESRI.

Expenditure Potential. The West Dearborn market area has a 2015 spending potential of approximately \$830 million dollars, comprised of \$363.8 million in retail shopping goods potential, \$290.4 million in food at home spending potential, and \$175.6 million in food away from home (restaurant) potential.