



Retail MarketPlace Profile

i-96/Latson Rd.
1499 S Latson Rd, Genoa Twp, Michigan, 48843
Ring: 1 mile radius

Ting Ting Site Visit
Latitude: 42.58069
Longitude: -83.87426

Summary Demographics

2016 Population	1,905
2016 Households	853
2016 Median Disposable Income	\$47,285
2016 Per Capita Income	\$31,135

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	\$33,830,340	\$222,906,595	-\$189,076,255	-73.6	55
Total Retail Trade	44-45	\$30,581,955	\$209,125,832	-\$178,543,877	-74.5	36
Total Food & Drink	722	\$3,248,385	\$13,780,763	-\$10,532,378	-61.8	19

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$7,013,411	\$67,319,717	-\$60,306,306	-81.1	5
Automobile Dealers	4411	\$5,815,843	\$41,739,872	-\$35,924,029	-75.5	1
Other Motor Vehicle Dealers	4412	\$635,541	\$23,002,549	-\$22,367,008	-94.6	2
Auto Parts, Accessories & Tire Stores	4413	\$562,027	\$2,577,296	-\$2,015,269	-64.2	2
Furniture & Home Furnishings Stores	442	\$949,273	\$12,859,053	-\$11,909,780	-86.3	3
Furniture Stores	4421	\$608,666	\$12,467,218	-\$11,858,552	-90.7	2
Home Furnishings Stores	4422	\$340,607	\$0	\$340,607	100.0	0
Electronics & Appliance Stores	443	\$1,616,362	\$1,259,968	\$356,394	12.4	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,856,177	\$17,070,651	-\$15,214,474	-80.4	3
Bldg Material & Supplies Dealers	4441	\$1,685,450	\$16,485,121	-\$14,799,671	-81.4	1
Lawn & Garden Equip & Supply Stores	4442	\$170,727	\$585,529	-\$414,802	-54.8	1
Food & Beverage Stores	445	\$5,669,223	\$33,979,787	-\$28,310,564	-71.4	3
Grocery Stores	4451	\$4,930,519	\$33,630,673	-\$28,700,154	-74.4	3
Specialty Food Stores	4452	\$375,789	\$0	\$375,789	100.0	0
Beer, Wine & Liquor Stores	4453	\$362,914	\$0	\$362,914	100.0	0
Health & Personal Care Stores	446,4461	\$1,965,524	\$8,279,328	-\$6,313,804	-61.6	5
Gasoline Stations	447,4471	\$2,197,962	\$4,000,132	-\$1,802,170	-29.1	1
Clothing & Clothing Accessories Stores	448	\$1,481,153	\$1,531,303	-\$50,150	-1.7	2
Clothing Stores	4481	\$996,978	\$291,674	\$705,304	54.7	1
Shoe Stores	4482	\$204,508	\$0	\$204,508	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$279,668	\$347,858	-\$68,190	-10.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$787,691	\$2,402,876	-\$1,615,185	-50.6	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$650,794	\$2,402,876	-\$1,752,082	-57.4	3
Book, Periodical & Music Stores	4512	\$136,896	\$0	\$136,896	100.0	0
General Merchandise Stores	452	\$5,190,999	\$55,505,313	-\$50,314,314	-82.9	4
Department Stores Excluding Leased Depts.	4521	\$3,773,133	\$53,088,706	-\$49,315,573	-86.7	3
Other General Merchandise Stores	4529	\$1,417,866	\$2,416,607	-\$998,741	-26.0	1
Miscellaneous Store Retailers	453	\$1,220,991	\$2,919,842	-\$1,698,851	-41.0	3
Florists	4531	\$50,576	\$0	\$50,576	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$221,082	\$145,440	\$75,642	20.6	1
Used Merchandise Stores	4533	\$167,972	\$0	\$167,972	100.0	0
Other Miscellaneous Store Retailers	4539	\$781,360	\$2,774,402	-\$1,993,042	-56.1	2
Nonstore Retailers	454	\$633,191	\$1,997,862	-\$1,364,671	-51.9	1
Electronic Shopping & Mail-Order Houses	4541	\$485,441	\$0	\$485,441	100.0	0
Vending Machine Operators	4542	\$38,487	\$0	\$38,487	100.0	0
Direct Selling Establishments	4543	\$109,262	\$0	\$109,262	100.0	0
Food Services & Drinking Places	722	\$3,248,385	\$13,780,763	-\$10,532,378	-61.8	19
Special Food Services	7223	\$92,158	\$184,783	-\$92,625	-33.4	1
Drinking Places - Alcoholic Beverages	7224	\$183,967	\$0	\$183,967	100.0	0
Restaurants/Other Eating Places	7225	\$2,972,260	\$13,595,980	-\$10,623,720	-64	18

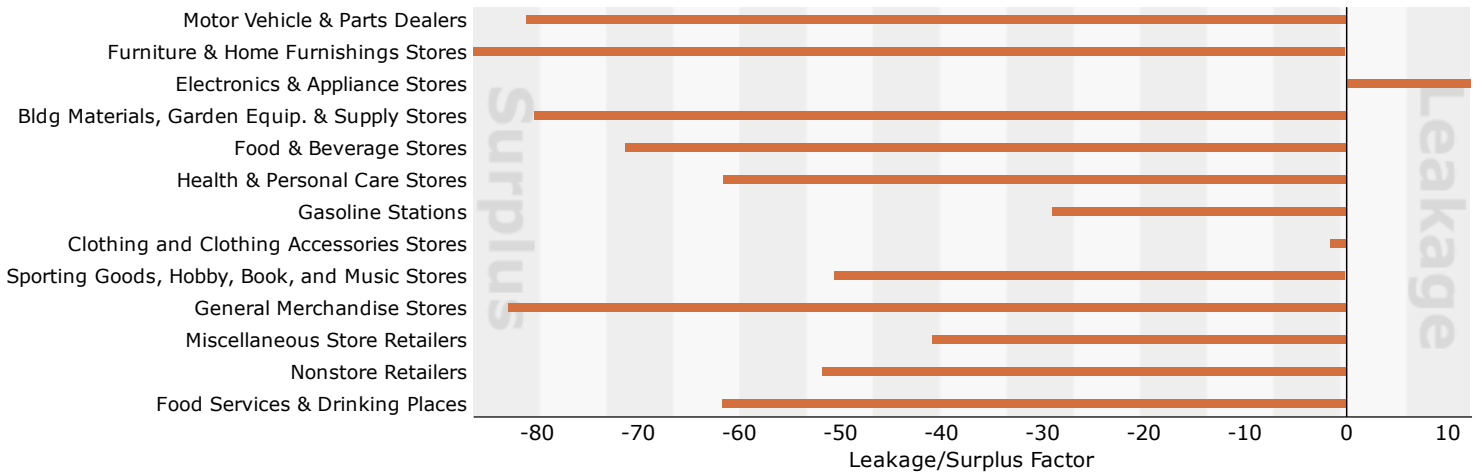
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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/data/esri_data/methodology-statements

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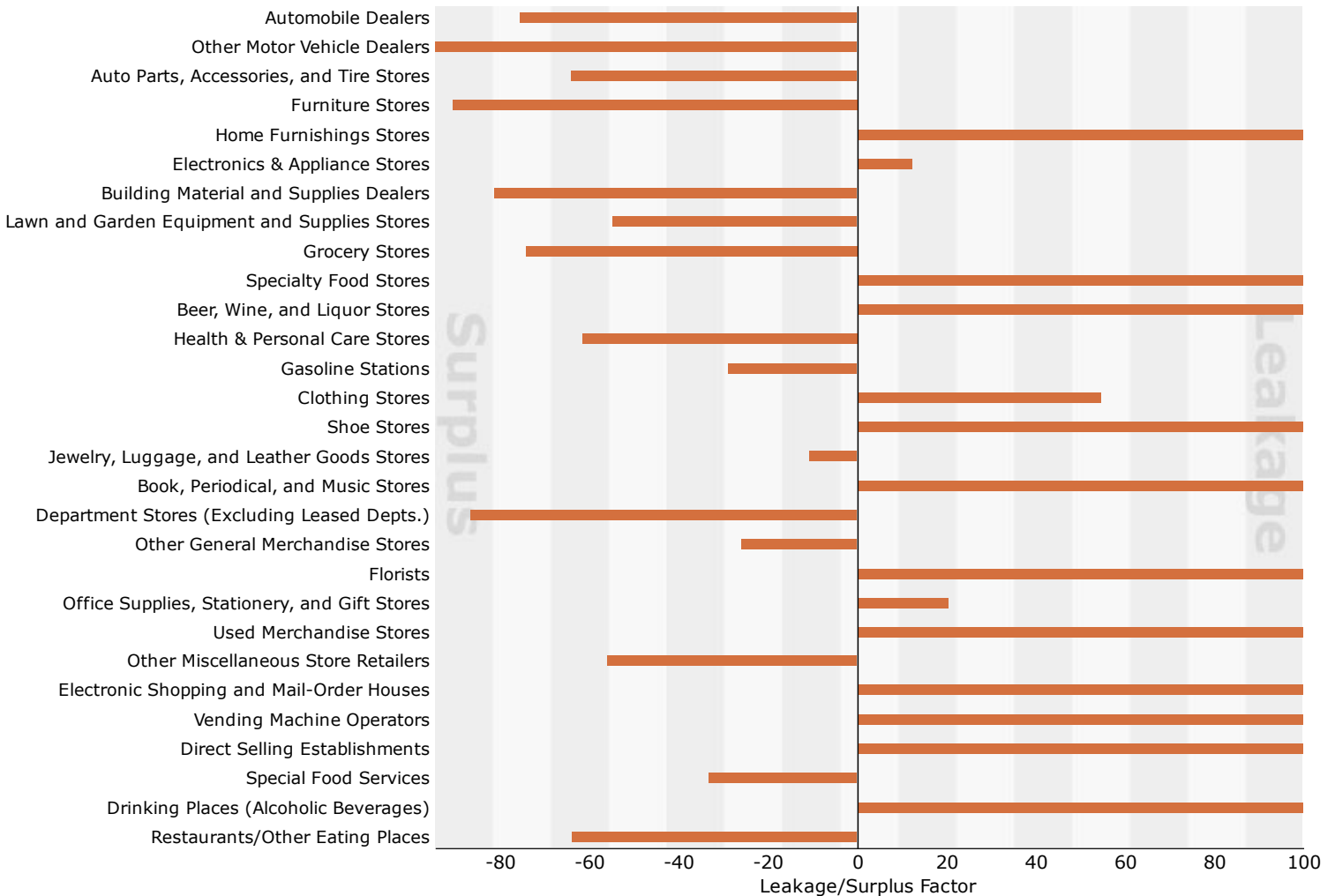
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

i-96/Latson Rd.
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Summary Demographics

2016 Population	46,694
2016 Households	18,214
2016 Median Disposable Income	\$53,185
2016 Per Capita Income	\$33,125

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	\$804,049,953	\$971,095,144	-\$167,045,191	-9.4	346
Total Retail Trade	44-45	\$727,864,378	\$902,173,085	-\$174,308,707	-10.7	246
Total Food & Drink	722	\$76,185,575	\$68,922,059	\$7,263,516	5.0	100

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$166,132,772	\$395,965,086	-\$229,832,314	-40.9	43
Automobile Dealers	4411	\$137,526,186	\$299,961,869	-\$162,435,683	-37.1	13
Other Motor Vehicle Dealers	4412	\$15,135,305	\$80,491,070	-\$65,355,765	-68.3	12
Auto Parts, Accessories & Tire Stores	4413	\$13,471,282	\$15,512,146	-\$2,040,864	-7.0	18
Furniture & Home Furnishings Stores	442	\$22,610,357	\$28,485,673	-\$5,875,316	-11.5	13
Furniture Stores	4421	\$14,301,947	\$24,234,049	-\$9,932,102	-25.8	5
Home Furnishings Stores	4422	\$8,308,410	\$4,251,623	\$4,056,787	32.3	7
Electronics & Appliance Stores	443	\$37,832,936	\$9,371,502	\$28,461,434	60.3	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,180,747	\$67,726,904	-\$20,546,157	-17.9	37
Bldg Material & Supplies Dealers	4441	\$42,664,952	\$64,896,945	-\$22,231,993	-20.7	29
Lawn & Garden Equip & Supply Stores	4442	\$4,515,795	\$2,829,959	\$1,685,836	22.9	9
Food & Beverage Stores	445	\$133,839,507	\$126,457,666	\$7,381,841	2.8	16
Grocery Stores	4451	\$116,342,963	\$123,084,179	-\$6,741,216	-2.8	9
Specialty Food Stores	4452	\$8,821,782	\$912,123	\$7,909,659	81.3	3
Beer, Wine & Liquor Stores	4453	\$8,674,762	\$2,461,364	\$6,213,398	55.8	3
Health & Personal Care Stores	446,4461	\$48,348,517	\$42,734,027	\$5,614,490	6.2	24
Gasoline Stations	447,4471	\$51,284,904	\$46,376,668	\$4,908,236	5.0	13
Clothing & Clothing Accessories Stores	448	\$34,917,664	\$12,199,493	\$22,718,171	48.2	18
Clothing Stores	4481	\$23,419,078	\$6,797,874	\$16,621,204	55.0	11
Shoe Stores	4482	\$4,708,420	\$1,978,238	\$2,730,182	40.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$6,790,165	\$3,423,380	\$3,366,785	33.0	6
Sporting Goods, Hobby, Book & Music Stores	451	\$18,618,697	\$11,034,275	\$7,584,422	25.6	19
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,396,625	\$10,924,738	\$4,471,887	17.0	18
Book, Periodical & Music Stores	4512	\$3,222,072	\$109,537	\$3,112,535	93.4	1
General Merchandise Stores	452	\$122,327,491	\$126,556,862	-\$4,229,371	-1.7	13
Department Stores Excluding Leased Depts.	4521	\$88,887,828	\$118,892,744	-\$30,004,916	-14.4	6
Other General Merchandise Stores	4529	\$33,439,663	\$7,664,117	\$25,775,546	62.7	7
Miscellaneous Store Retailers	453	\$29,370,982	\$20,784,598	\$8,586,384	17.1	30
Florists	4531	\$1,298,349	\$1,053,722	\$244,627	10.4	2
Office Supplies, Stationery & Gift Stores	4532	\$5,245,838	\$3,039,960	\$2,205,878	26.6	9
Used Merchandise Stores	4533	\$3,936,554	\$3,795,024	\$141,530	1.8	7
Other Miscellaneous Store Retailers	4539	\$18,890,241	\$12,895,891	\$5,994,350	18.9	12
Nonstore Retailers	454	\$15,399,805	\$14,480,332	\$919,473	3.1	9
Electronic Shopping & Mail-Order Houses	4541	\$11,495,747	\$10,646,470	\$849,277	3.8	4
Vending Machine Operators	4542	\$900,270	\$184,098	\$716,172	66.0	1
Direct Selling Establishments	4543	\$3,003,787	\$3,649,764	-\$645,977	-9.7	4
Food Services & Drinking Places	722	\$76,185,575	\$68,922,059	\$7,263,516	5.0	100
Special Food Services	7223	\$2,235,199	\$577,069	\$1,658,130	59.0	3
Drinking Places - Alcoholic Beverages	7224	\$4,445,471	\$2,297,350	\$2,148,121	31.9	3
Restaurants/Other Eating Places	7225	\$69,504,905	\$66,047,641	\$3,457,264	3	94

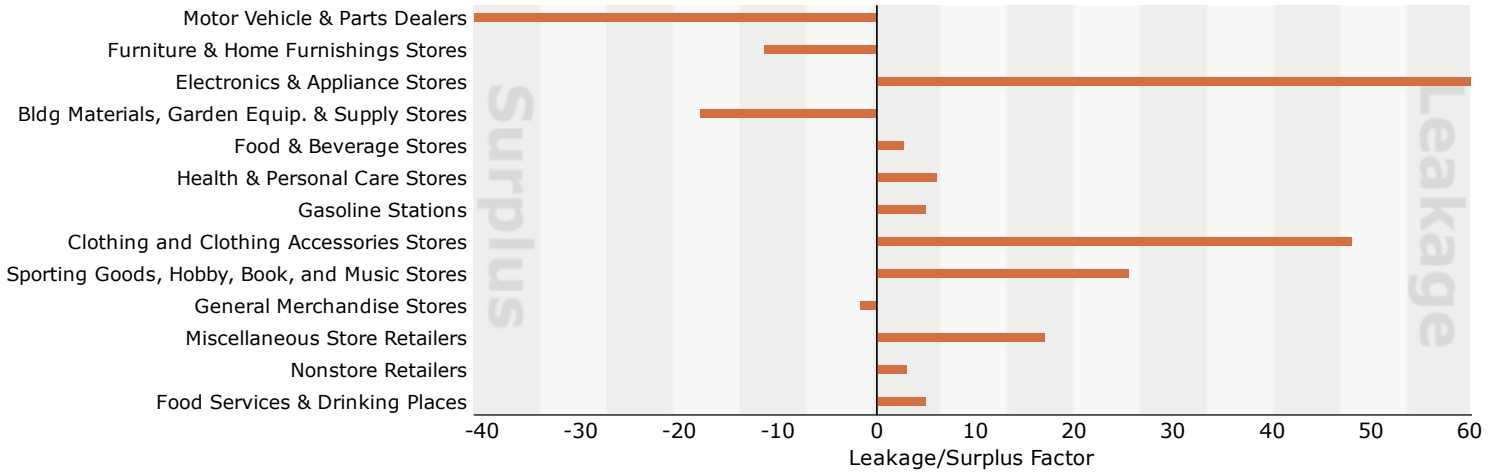
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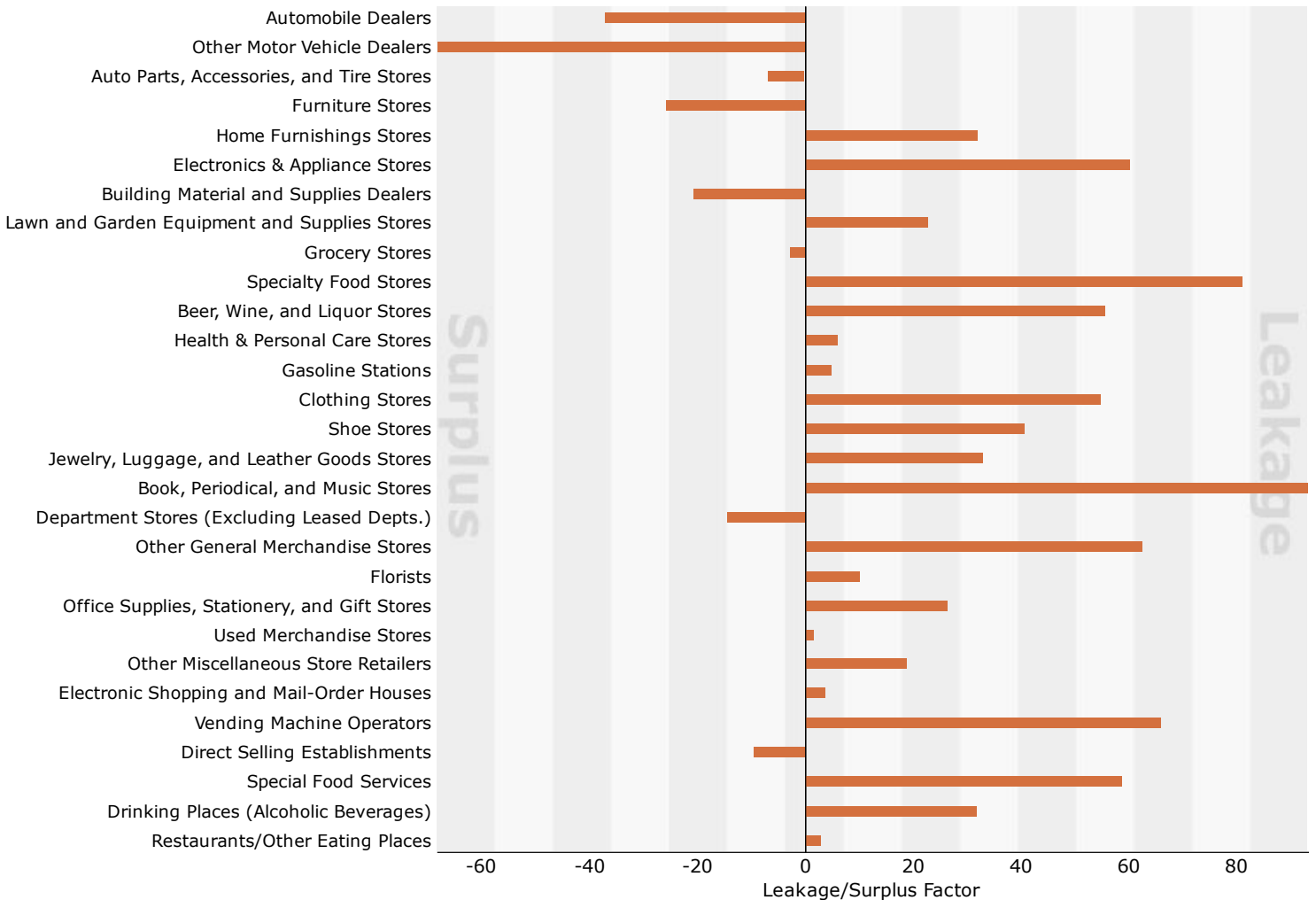
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

i-96/Latson Rd.
1499 S Latson Rd, Genoa Twp, Michigan, 48843
Ring: 10 mile radius

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Latitude: 42.58069
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Summary Demographics

2016 Population	134,621
2016 Households	50,752
2016 Median Disposable Income	\$57,526
2016 Per Capita Income	\$35,196

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	\$2,445,686,230	\$2,391,916,612	\$53,769,618	1.1	995
Total Retail Trade	44-45	\$2,214,486,954	\$2,197,909,490	\$16,577,464	0.4	724
Total Food & Drink	722	\$231,199,276	\$194,007,122	\$37,192,154	8.7	271

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$505,601,923	\$577,852,371	-\$72,250,448	-6.7	91
Automobile Dealers	4411	\$418,480,919	\$441,042,403	-\$22,561,484	-2.6	23
Other Motor Vehicle Dealers	4412	\$46,164,151	\$99,746,079	-\$53,581,928	-36.7	21
Auto Parts, Accessories & Tire Stores	4413	\$40,956,853	\$37,063,889	\$3,892,964	5.0	47
Furniture & Home Furnishings Stores	442	\$68,994,965	\$81,686,286	-\$12,691,321	-8.4	41
Furniture Stores	4421	\$43,445,374	\$64,441,302	-\$20,995,928	-19.5	20
Home Furnishings Stores	4422	\$25,549,592	\$17,244,984	\$8,304,608	19.4	21
Electronics & Appliance Stores	443	\$114,629,686	\$74,239,876	\$40,389,810	21.4	38
Bldg Materials, Garden Equip. & Supply Stores	444	\$146,527,234	\$119,490,661	\$27,036,573	10.2	84
Bldg Material & Supplies Dealers	4441	\$132,507,122	\$110,806,973	\$21,700,149	8.9	63
Lawn & Garden Equip & Supply Stores	4442	\$14,020,112	\$8,683,688	\$5,336,424	23.5	21
Food & Beverage Stores	445	\$405,506,279	\$408,023,114	-\$2,516,835	-0.3	51
Grocery Stores	4451	\$352,514,964	\$393,070,908	-\$40,555,944	-5.4	27
Specialty Food Stores	4452	\$26,708,376	\$4,828,725	\$21,879,651	69.4	11
Beer, Wine & Liquor Stores	4453	\$26,282,938	\$10,123,481	\$16,159,457	44.4	12
Health & Personal Care Stores	446,4461	\$147,484,105	\$104,838,121	\$42,645,984	16.9	61
Gasoline Stations	447,4471	\$155,555,537	\$159,701,224	-\$4,145,687	-1.3	37
Clothing & Clothing Accessories Stores	448	\$106,020,391	\$98,511,654	\$7,508,737	3.7	98
Clothing Stores	4481	\$70,983,445	\$58,808,462	\$12,174,983	9.4	61
Shoe Stores	4482	\$14,257,263	\$19,830,120	-\$5,572,857	-16.3	13
Jewelry, Luggage & Leather Goods Stores	4483	\$20,779,683	\$19,873,072	\$906,611	2.2	23
Sporting Goods, Hobby, Book & Music Stores	451	\$56,573,730	\$46,287,862	\$10,285,868	10.0	54
Sporting Goods/Hobby/Musical Instr Stores	4511	\$46,796,771	\$41,853,689	\$4,943,082	5.6	49
Book, Periodical & Music Stores	4512	\$9,776,959	\$4,434,173	\$5,342,786	37.6	5
General Merchandise Stores	452	\$371,256,267	\$379,477,438	-\$8,221,171	-1.1	32
Department Stores Excluding Leased Depts.	4521	\$269,788,022	\$209,633,541	\$60,154,481	12.5	10
Other General Merchandise Stores	4529	\$101,468,245	\$169,843,897	-\$68,375,652	-25.2	22
Miscellaneous Store Retailers	453	\$89,284,816	\$123,913,643	-\$34,628,827	-16.2	122
Florists	4531	\$4,003,329	\$2,876,434	\$1,126,895	16.4	10
Office Supplies, Stationery & Gift Stores	4532	\$15,940,031	\$17,259,505	-\$1,319,474	-4.0	27
Used Merchandise Stores	4533	\$11,966,207	\$6,239,101	\$5,727,106	31.5	18
Other Miscellaneous Store Retailers	4539	\$57,375,249	\$97,538,603	-\$40,163,354	-25.9	66
Nonstore Retailers	454	\$47,052,021	\$23,887,240	\$23,164,781	32.7	14
Electronic Shopping & Mail-Order Houses	4541	\$34,926,760	\$13,019,887	\$21,906,873	45.7	6
Vending Machine Operators	4542	\$2,724,719	\$1,290,557	\$1,434,162	35.7	2
Direct Selling Establishments	4543	\$9,400,542	\$9,576,796	-\$176,254	-0.9	6
Food Services & Drinking Places	722	\$231,199,276	\$194,007,122	\$37,192,154	8.7	271
Special Food Services	7223	\$6,909,091	\$2,387,093	\$4,521,998	48.6	12
Drinking Places - Alcoholic Beverages	7224	\$13,575,306	\$6,935,270	\$6,640,036	32.4	9
Restaurants/Other Eating Places	7225	\$210,714,878	\$184,684,758	\$26,030,120	7	250

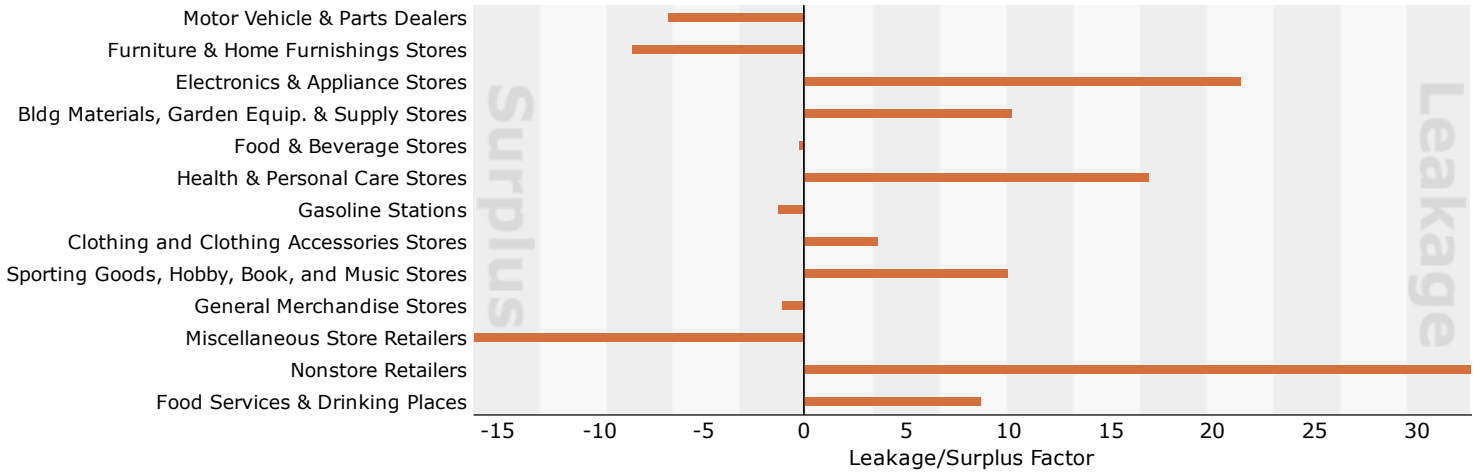
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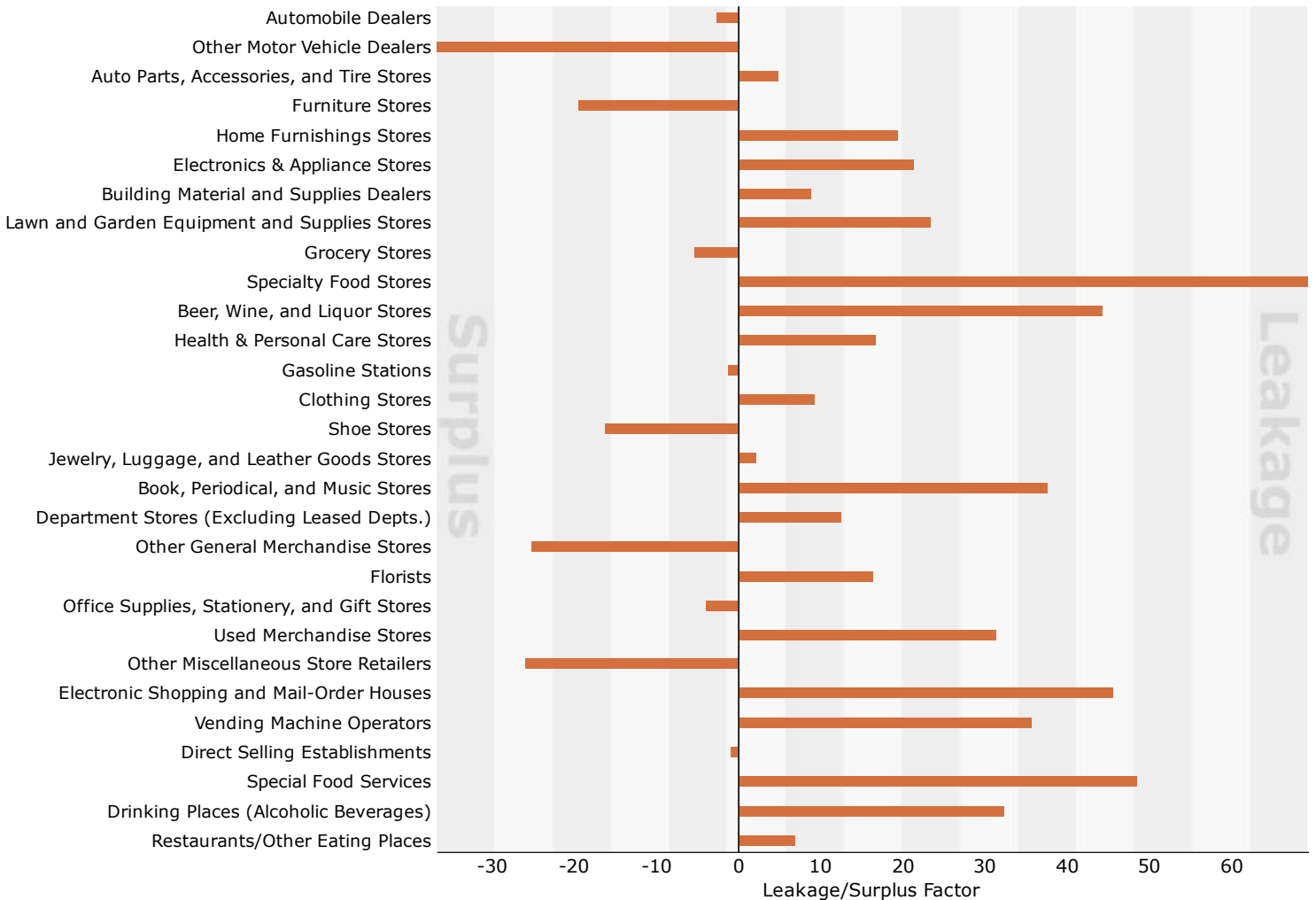
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