

MARKET ANALYSIS
VILLAGE OF DEXTER, MICHIGAN

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PREPARED FOR:

VILLAGE OF DEXTER
DOWNTOWN DEVELOPMENT AUTHORITY

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I. EXECUTIVE SUMMARY



The Village of Dexter, Michigan, is located approximately 7 miles (and within 20 minutes) west of Ann Arbor in central Washtenaw County.

Located just 7 miles west of Ann Arbor, Michigan, the Village of Dexter has easy access to area shopping, dining, hospitals, universities, and amenities. Overall, the village had a substantial rate of population growth between 1990 and 2000 (56.2% growth for the decade) and the population continues to grow at a healthy rate of 2.2% annually.

With a quaint downtown existing client base and strong traffic flow generated by northern Washtenaw County residents accessing I-94 via downtown Dexter, the village faces a number of challenges to maintain a vibrant downtown, while maintaining its small town charm. The proposed bypass around the downtown area, the relocation of Busch's from its downtown location to a site southeast of downtown, closer to I-94, and the need for significant repair to the Mill Creek Bridge will all threaten the longevity of downtown businesses. In addition, the strong

retail offerings in Ann Arbor and Chelsea create a very competitive environment for retail spending in Washtenaw County.

The proposed Harvest Valley development poses an additional future retail threat to the Village of Dexter, but it will likely be a long-term concern as the most optimistic projections have this development taking a minimum of 15 years to complete. In addition, there is some opposition to Harvest Valley, which may delay it even further. The village has the opportunity to strengthen its retail market position and may be able to influence the mix of this development in order to remain vibrant over the long term. Residential development at Harvest Valley can be beneficial to supporting retail in Dexter by providing additional customers who are close to downtown.

There are two potential courses of action for the Village of Dexter: a more conservative program and an aggressive approach. Both scenarios assume that Busch's will develop a 45,000-square-foot store in a neighborhood center of approximately 70,000 square feet and vacate their downtown store. These scenarios assume this competition and are incremental to the addition of new retail at this center, although additional tenants have not been announced. The ancillary retail around Busch's is assumed to be convenience-oriented (i.e., laundry/dry cleaners, deli, mailing/packaging) or similar types of stores. The conservative scenario assumes the current pace of housing growth, the necessary repairs to the Mill Creek Bridge, and an otherwise status quo approach. Under this scenario, the Village of Dexter would need to add an additional 33,000 square feet of retail development to the downtown area including 7,500 square feet of apparel-related categories; 17,500 square feet of restaurants; and 8,000 square feet of miscellaneous retail that includes a 4,500-square-foot book store and a 3,500-square-foot home furnishings store.

In a more aggressive scenario, it is assumed that the Village of Dexter will take measures to increase the level of residential development in and around the village to increase the customer base, will implement an aggressive marketing campaign, and will strive to increase the regional draw of the village by adding more activities and non-retail uses that will attract residents and visitors to downtown (including, but not limited to, entertainment uses, trails along the river, and other traffic generators). Only by taking these measures can the village take a more assertive approach and add more retail.

Under this scenario, the village can add an additional 71,700 square feet of new retail for a total of 104,700 square feet including the retail discussed above and adding 45,000 square feet of junior specialty department store (e.g., SteinMart, T.J. Maxx, Marshall's); an additional 5,200 square feet of apparel (12,700 square feet total); 29,200 square feet total for restaurants (11,700 square feet more than the conservative scenario); and 17,800 square feet of miscellaneous retail (adding 1,300 square feet of appliances/electronics, an additional 4,000 square feet of home furnishings, and 4,500 square feet of pet supplies).

In order to get a junior anchor to go in downtown, away from regional access, it will be necessary to have a plan in place to keep and increase traffic flow through downtown. These types of retailers will typically prefer a more regional location and there will need to be some creativity involved to develop other related downtown traffic generators. Some potential projects will be discussed later in this report.

II. BACKGROUND AND METHODOLOGY

Background

MapInfo was commissioned by the Village of Dexter Downtown Development Authority and Beckett & Raeder, Inc., to develop a strategic plan for the recruitment and retention of retail within the village. Specifically, MapInfo assessed the drawing power of the village, the current and future competitive environment, the overall potential for retail development, and what steps the community needs to take in order to make its new and existing retail more viable.

The following specific issues were addressed as part of this study:

- Is retail development viable within the Village of Dexter?
- To whom would this retail appeal? That is, what are the current and future demographic characteristics of trade area residents?
- What type of retail should be attracted? In particular, should the proposed retail component have a neighborhood, specialty, or regional appeal?
- What types of retail are supportable within the village and are there specific national retailers that should be recruited?
- How will the new Busch's center at the southeastern edge of the village impact the downtown?
- How will the proposed Harvest Valley Project impact the downtown?

The results of this analysis are based upon the following assumptions:

- Housing and population growth will occur as projected herein.
- No new retail/commercial development will occur unless mentioned in this report.

- Infrastructure changes will be made to the relevant access routes to ensure ease of access and improved mobility throughout the study area.
- The retail establishments will operate in a manner consistent with successful retailing, including remaining open during hours that are convenient to potential customers, maintaining clean facilities and streetscaping, and applying appropriate visual merchandising.

Methodology

To address the above issues, a detailed field evaluation of retail around the site, as well as major existing and planned shopping centers in and surrounding the defined trade area, was conducted in mid-April 2005. During this evaluation, MapInfo thoroughly drove the market and visited/evaluated the major existing and planned retail concentrations in it. The area was visited during the daytime, as well as in the evening to gain a qualitative understanding of the retail gravitational and traffic patterns throughout the study area.

We then defined a trade area for the site based on the field evaluation and information provided by the client. Population and demographic characteristics were collected by Census Tract and updated based on information gathered from various local sources. This study assumes that all local data is accurate and reliable.

Finally, based on the population and demographic characteristics of the trade area, the existing and known retail competition, and traffic and retail gravitational patterns, we developed our qualitative assessment for the retail component of the Village of Dexter. This assessment included incorporating the existing square footages for a variety of retail categories, the expenditure potential for each retail category, and the growth of the area to determine what retail categories are under-represented.

The expenditure potential refers to the total dollar amount estimated to be available for each retail category as published by the U.S. Census Bureau, and supplemented with data from MapInfo. Expenditure potential will not increase for any given retail category as more competitors are introduced into a market, but rather the market share for each unit will be

redistributed. Expenditure potential increases with population growth and an increase in household income levels.

By calculating what proportion of the area's expenditure potential is already accounted for by the existing and planned retail, it can be determined what retail categories have sufficient potential remaining. This methodology assumes there is no "over-storing" in a market. In other words, each retail category will attempt to reach the limit of its expenditure potential, but not go beyond it.

III. MARKET OVERVIEW

The population, housing, and demographic characteristics of the Dexter area are discussed in detail in the Village of Dexter Master Plan¹ and will not be addressed in detail here. For a better understanding of the market, we will discuss lifestyle segmentation characteristics and drive-time demographic characteristics for the Village of Dexter.

PSYTE Cluster (Lifestyle) Data

Based upon MapInfo's PSYTE Advantage² neighborhood clustering database, the predominant lifestyle segmentation group for the trade area is "Balancing Act" (19.2%), followed by Exurban Tide (11.6%), Executive Domain (11.4%), Life's A Peach (10.6%), and Towns in Transition (10.5%). These clusters are dominated by families with kids, college educations, and favorable income levels. Their detailed descriptions are as follows:

Balancing Act - Rush home from work, improvise dinner, pick up the kid(s), greet the spouse in the fog of go, go, go. These dual earning couples in the suburbs are not necessarily two professionals trying to combine career and family, but they manage. This is "soccer mom" country and a "balancing act" because of the high proportion of school-aged kids and working parents. They have relatively new homes (90% owner-occupied); college-educated; scientists, information industry, and health care workers with high-speed internet connections. Fully 90% are white non-Hispanic with an average family income of \$97,000.

Exurban Tide - Out beyond the established suburbs is located a semi-rural land inhabited by suburban-type families; householders aged 35 to 54 with plenty of school-aged kids and teens, but some empty nests. Sixty percent (60%) are dual-earner couples. Their below-average proportion of college-educated parents puts them at a slight disadvantage compared to Suburban Wave. Still 87% own their homes. White non-Hispanics dominate. Average family income is \$80,000. Vacations lean to family camping and local theme parks.

¹ Refer to the Village of Dexter Master Plan adopted by the Village of Dexter on April 11, 2005 and prepared by Carlisle/Wortman Associates.

² PSYTE Advantage clustering is a MapInfo product that classifies every neighborhood in the United States into 72 mutually exclusive categories called clusters. Descriptive names and capsule summaries capture each cluster's distinct demographics and neighborhood flavor.

Executive Domain - Top business executives are busy and territorial. Their domain includes influential lifestyles, as well as land. Their cluster indexes highest on business managers, financial, and health-care professionals. They are families with kids; executives in peak-earning years aged 35 - 59. Sixty percent (60%) are dual-earner couples. They have the biggest homes, most rooms, and the lowest average number of persons per room. They are educated with graduate and professional degrees; 88% are white non-Hispanic. The remainder is “minority executives,” indexing especially high in Asian households.

Life’s A Peach - Twenty-something college-educated, economically independent from mom and dad. These single and young married apartment dwellers are on a roll. A third has preschool children, but that was inevitable. Most are putting their education to work in business, entertainment, information, and educational organizations with the fourth-highest index on computer-related employment. Their \$60,000 average household income goes a long way.

Towns in Transition - Some towns function as suburbs, while retaining their more rural character. Their primary, though not exclusive demographic characteristic, is families with kids. Housing structure is 60/40 detached to multi-unit reflecting apartment construction to accommodate the 30% single-person householders. Mean family income is \$71,000, while median household income is \$52,000. Ethnicity is 85% white non-Hispanic with 15% Hispanic, African American, and Asian. Proximity to good job markets means these transitional “suburban towns” will have economic legs well into the future.

Based upon these PSYTE clusters, shopping, recreation/leisure, and media watching/listening habits can be evaluated and general commentary on likes and dislikes can be made that coincide with the demographic characteristics and lifestyles of the residents. When assessing the overall combination of all five top categories, the following items were repeated most often among the clusters or had the highest rankings:

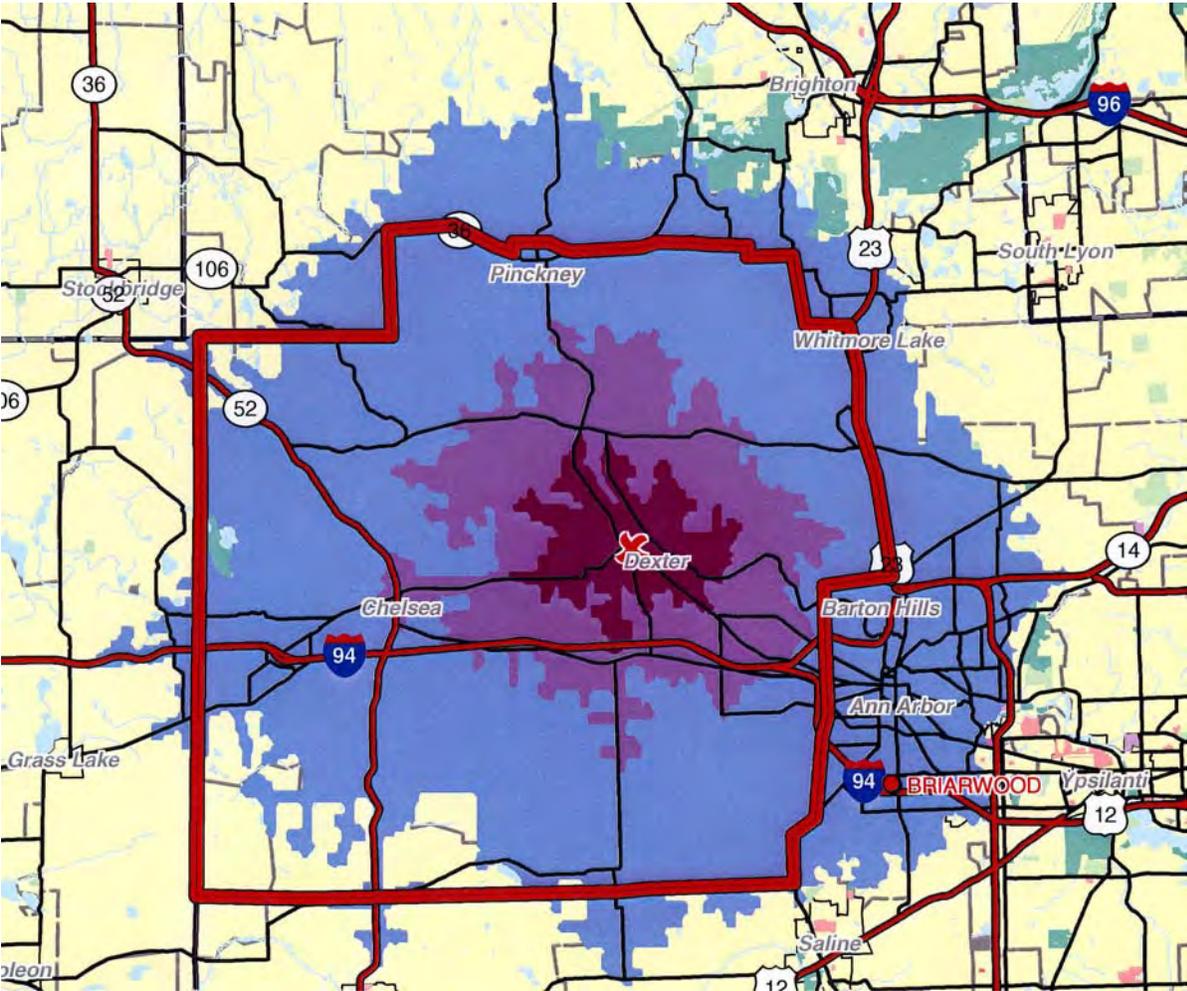
Village of Dexter residents are most likely to...

- Order flowers by mail/phone/internet
- Have a membership to a country club
- Listen to alternative/modern rock
- Listen to all news radio
- Watch the Golf Channel
- Watch Home and Garden Channel
- Order from the L.L. Bean catalog
- Order from the Home Shopping Network
- Go to museums
- Have a business club membership
- Listen to jazz music
- Watch tennis
- Order from Lands End catalog

Village of Dexter residents are less likely to...

- Order from Fingerhut
- Visit a Laundromat
- Order from Publisher's Clearing House
- Gamble in Reno
- Belong to a veteran's club
- Attend movies once a week or more
- Listen to Spanish radio
- Listen to country music
- Listen to black gospel or urban-contemporary music
- Watch BET
- Have a satellite dish
- Watch police docu-dramas
- Watch sports anthologies

The aforementioned data help support the ideas presented in this report by showing that people want quality apparel options, quality entertainment options, and lean towards higher-end merchandise. This information also presents the village with potential advertising venues that are used most often by trade area residents. These marketing venues should provide the best returns.



Drive Times

In order to generate a more meaningful interpretation of the demographic characteristics of the Village of Dexter relative to the entire market area, MapInfo has provided 5-, 10-, and 20-minute drive-time demographic reports around downtown Dexter. As indicated in the map above, Chelsea and almost all of Ann Arbor are located within a 20-minute drive and Saline is just beyond the 20-minute contour. Briarwood Mall is less than 20 minutes away providing an easy access to shopping, dining, and entertainment opportunities. Further, downtown Ann Arbor, along with its many dining and entertainment options, is within that same 20-minute contour.

The following table shows a sampling of population density and demographic characteristics associated with these drive-time generated geographic areas:

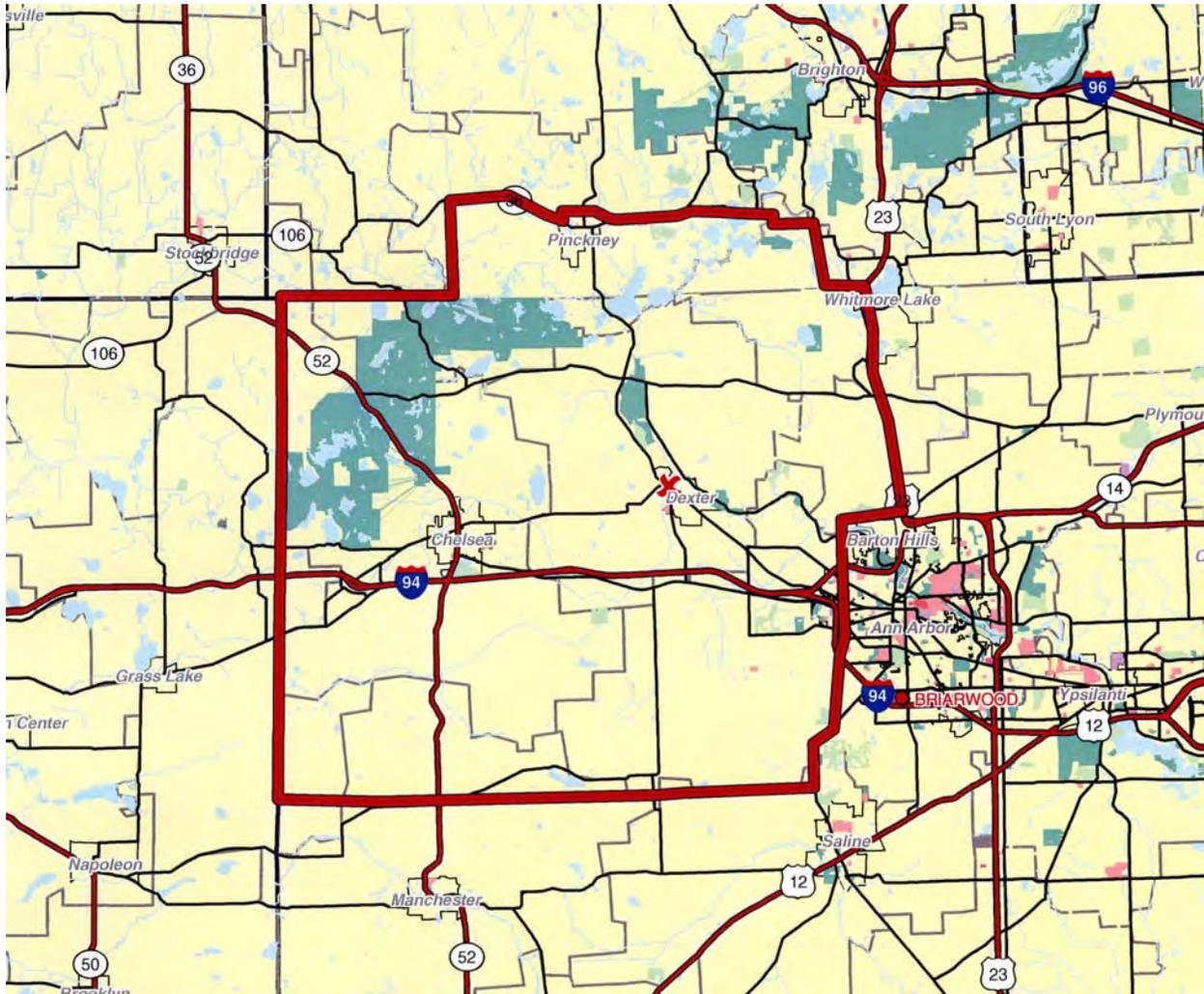
Drive-Time Demographic Characteristics

Demographic Characteristic	5-Minute Drive	10-Minute Drive	20-Minute Drive
2004 Population	5,525	21,760	216,935
2009 Population	6,100	23,820	234,400
2004-2009 Population Growth	2.1%	1.9%	1.6%
Median Age	37 Years	38 Years	33 Years
Total Per Capita Income	\$33,685	\$38,036	\$32,842
Median Household Income	\$75,558	\$79,093	\$62,876
Average Household Size	2.6	2.6	2.4

As indicated in the above table, demographic characteristics within a 5- and 10-minute drive time are significantly more favorable than those within 20 minutes. The 20-minute geography that incorporates downtown Ann Arbor includes high student-populated areas and some areas of weaker demographic characteristics. The areas most proximate to Dexter have a larger family size, indicating a higher proportion of families with children, which is also indicated in the higher growth rate closer to Dexter.

IV. THE TRADE AREA

The trade area for the Village of Dexter was defined by a variety of factors including accessibility, existing and planned competition, physical and psychological barriers, and the overall drawing power of the area. The trade area refers to that area from which the retail offerings at the site will draw approximately 70% - 85% of their business, and includes a population base that will make the area a primary shopping destination by typically shopping there on a weekly or day-to-day basis.



The primary trade area is depicted above. For more detail, please refer to Appendix B.

It is assumed in this analysis that at least some of the village's customers will come from beyond the trade area boundaries and that these customers will only frequent the area every few months at most.

Trade Area-Defined

The trade area incorporates the majority of west-central Washtenaw County and the extreme southern portion of Livingston County including the Village of Dexter, Chelsea, Pinckney, and western Ann Arbor. The most significant limiting factor in the trade area definition is the increased orientation for areas beyond the Village of Dexter to other cities such as Ann Arbor and Brighton due to either easier access or better shopping opportunities.

Demographic Characteristics

The trade area is estimated to have had 64,800 people residing within it in 2004, with projected growth of 1.7% annually to 70,500 people by 2009. Conversely, the number of households are projected to be 1.8% annually between 2004 and 2009 (from 27,700 people in 2004 to 31,400 people by 2009), indicating a population increase through migration more than births. This is not surprising given Dexter's proximity to Ann Arbor and Dexter becoming more of a bedroom community.

The trade area has a highly favorable median household income level of \$80,900. Educational levels are favorable with 50% of the population over the age of 25 having an Associates college degree or higher compared to a national average of 31%. Further, over 15% of Dexter trade area residents have at least one year of college, but no degree. This indicates that residents are staying in the community with an influx of educated persons for the healthy job market surrounding the Village of Dexter and Ann Arbor.

The following table compares the Dexter trade area to Washtenaw County, the State of Michigan, and the United States:

Demographic Variable	Dexter Trade Area	Washtenaw County	Michigan	United States
Population Growth 2004-2009	1.7%	1.2%	0.7%	0.9%
Average Household Size (2004)	2.6	2.4	2.5	2.6
Family Households (2000)	76%	59%	68%	68%
Median Household Income (2004)	\$80,980	\$59,743	\$48,996	\$47,062
College Degree (2004)	50%	54%	29%	31%
White-Collar Occupations (2004)	71%	71%	57%	61%

Source: U.S. Census Bureau; MapInfo, Inc.

As the above table indicates, the Dexter trade area population is comprised of families with well educated parents, strong household incomes, and parents that are generally employed in white-collar occupations. Compared to the surrounding Washtenaw County area, the Dexter trade area exhibits substantially higher income levels and a much greater percentage of family households.

V. LOCATIONAL CHARACTERISTICS

Access

The Village of Dexter is located in the northwestern quadrant of Washtenaw County, approximately 7 miles northwest of Ann Arbor, Michigan. Accessibility to the Village of Dexter is provided by the surface arterials of Baker Road and Dexter-Ann Arbor Road. Regional access is provided by I-94 (2.5 miles south of the Village of Dexter), which traverses Washtenaw County and is the primary access for commuters between Dexter and Ann Arbor.

Other local access is provided by Dexter-Pinckney Road and Dexter-Chelsea Road. During the commuting hours, the Dexter-Pinckney Road is heavily used as residents from the Pinckney community travel through Dexter via Main Street to and from Ann Arbor. Traffic counts in 2003 on the Dexter-Pinckney Road were 10,300 vehicles with the traffic peak occurring at Mill Creek Bridge. The bridge under-pass is heavily traveled (17,800 vehicles in 2002) and will need to be repaired soon, as well as updating the associated dam. There is currently \$5.5 million in funds designated to the redevelopment of the bridge and dam, though no timeline has been set for completion.

The Washtenaw County Road Commission supports the proposed Parker Road extension which would create a bypass around downtown Dexter. While this extension would alleviate traffic congestion, it would be very detrimental to the retailers downtown because it would remove the drive-by traffic originating from other communities that help support Dexter's retail. Parking is largely sufficient for the current uses within the Village of Dexter. It is assumed that parking for any new developments will be adequate.



Existing Conditions

The Village of Dexter has a number of retail offerings that contribute to the image of a traditional small town atmosphere. Such retailers as the Dexter Bakery and A&W are steeped in family tradition as one generation takes the other to experience a taste of the past. The downtown district is increasingly challenged by competition that is making it difficult for downtown businesses to grow and thrive. The development of the Dexter Crossing shopping center has drawn some of the traditional retailers from the downtown area and added others to create direct competition at the fringe of the village. This newer center, along with the relocation of the Busch's grocery store, will have a large impact on the remaining retailers. Further, more regional developments such as the retail near the intersection of I-94 and Zeeb Road and the development of the Chelsea downtown area has had a significant draw to customers eclipsing Dexter's ability to retain its shoppers.

The retail mix in downtown Dexter is dominated by small independent retailers comprising services and some retail merchandise. The largest retailers and perhaps those that create the strongest draw to the downtown include Busch's supermarket (soon to be relocated), Dexter Bakery, Hackney Ace Hardware, Huron Camera, Dexter Pharmacy, and the Mill Creek Sport Center. In the restaurant category, the Dexter Pub, Light House Café, Mary T's, Tuscan Heritage House (catering only), and A&W (seasonal) provide a mix of dining options.

The general appearance of the retail is good with many retailers having updated store fronts. The newer streetscape (lighting and sidewalks) makes the village attractive for shopping. The newest development within the village is the Monument Park Building, which is currently under construction as a three-story building offering mixed use such as offices and a potential restaurant. Some of the buildings on Main Street offer second-story retail and some apartments for rent. However, not all space is being appropriately or optimally utilized. According to local sources, Mary T's has experimented with extended hours. However, the lack of consistency has made it confusing to customers and difficult to sustain traffic in the restaurant and, as a result, the establishment will likely close.



Other Retail Areas

The Dexter Crossing shopping plaza is located at the southeastern edge of the village. This plaza offers a number of retailing services including Country Market grocery, cards and gifts, pharmacy, laundry, and many services. This center, coupled with the proposed relocation of Busch's into a small neighborhood center across the street, has a detrimental effect on the remaining retailers in the downtown area. Other kinds of traffic generators will need to be developed for the retailers to survive downtown. However, the relocation of the Busch's grocery was essential to its own success allowing it to be competitive with the Country Market with an expanded facility. To the larger Dexter community, the expanded and relocated Busch's store should be a benefit providing greater amenities to those that live in Dexter and those considering relocating to the community.



This mixed-use development located near I-94 and Zeeb Road offers a good selection of convenience-based retail and services for the new residential developments surrounding it.

There are three other retail nodes that have an impact on the Village of Dexter's retailers. These include the western portion of Ann Arbor, the retail developments near the intersection of I-94 and Zeeb Road, and the retail in Chelsea. The strongest and most influential competition on downtown Dexter is the I-94/Zeeb Road corridor. This retail node has several national retailers of significant size including Lowe's and Meijer. At this location, most trade area residents and, more importantly, Dexter residents, fill weekly shopping demands.

The next retail concentration impacting Dexter is the City of Chelsea. As a community, Chelsea has a great deal to offer its residents and its growing downtown retailers. This community not only competes with Dexter for retail customers, but for residents. Part of the success of the retailers in Chelsea is due to the presence of significant traffic generators including Chelsea Community Hospital, an ice rink, Chelsea Fairgrounds, and a new library downtown.



These traffic generators create a synergistic effect for the retailers in the downtown area. Work generators such as the Jiffy factory or a special entertainment venue such as The Purple Rose Theater are unique to a downtown area. They attract people who would otherwise not visit the area and who would likely visit other retail and/or dining options while they are in town. In contrast, the Village of Dexter lacks the breadth and depth of traffic generators, which makes it difficult to add more retailers to its downtown.



From a retailing perspective, Chelsea offers many regional traffic generators that assist the retail draw supporting a retail base nearly twice the size of Dexter. Regional retailers that generate significant traffic include Pamida, Chelsea Lumber, Common Grill, Do It Best, and the Clock Tower.



The third retail area to discuss is the western portion of Ann Arbor, which has some retail pull on those that live in Dexter and the surrounding neighborhoods; hence, it is included in the Dexter trade area. Those retailers that are most significant here are Kmart, Kroger, and Dunham's. While this is a significant shopping node, its influence on the Village of Dexter is not as great as that located at the I-94/Zeeb Road corridor due to its increased distance from Dexter and weaker retail offerings.

Potential Developments Impacting the Village of Dexter

There are three potential developments that may have an impact on the retail activity in downtown Dexter: the Busch's grocery store relocation, the development of the Parker Road extension, and the Harvest Valley development.



The most immediate threat is the relocation of Busch's. The relocation of the grocery store will leave a significant vacancy in the downtown shopping district. While there is an immediate opportunity for limited retail to be added to the downtown mix such as a restaurant, apparel

store, and home furnishings, these proposed uses are not enough to fill the retail space left by the vacated Busch's. This particular parcel has been a significant traffic generator for the downtown business district and it needs to be replaced with another significant opportunity. This opportunity will be discussed further in Section VI, Conclusions.

The Dexter-Pinckney Road and Main Street in Dexter are used heavily by the residents in the northern portions of the trade area as they commute to Ann Arbor. As suggested by the Washtenaw County Road Commission, the Parker Road Extension would alleviate this traffic burden; however, the result would be devastating to the retail in downtown Dexter. The traffic volume that currently passes through Dexter fuels the retailers as customers stop to take care of convenience purchases. If traffic is diverted, the convenience of shopping in downtown Dexter is diminished and retail activity will decline unless measures are put into place to replace the loss of traffic.

The Harvest Valley development is a proposed mixed-use tract of land situated north of the I-94 corridor. While there is current opposition to the development, in the long term there may be additional retail offered as part of the project. Any significant retail developed here may have a future impact on the Village of Dexter.

Another proposed development is the replacement of the Mill Creek Bridge and dam. This project has the potential to be key in revitalizing the downtown retail if coupled with other potential projects. However in the short term, if this bridge is completely closed or traffic significantly diverted while being reconstructed, retailers may be impacted.

Potential Opportunities

The answer to strengthening the retail offering in downtown Dexter does not totally rely on the development of retailers that are currently deemed as missing from the village landscape. In the short term, the addition of retailers such as restaurants, apparel, and home furnishings, will boost the current retail offerings to round out a shoppers experience in the village. However, for sustained retail growth in the village and vitality of the community as a whole, there are other opportunities that may be available to generate traffic.

The City of Chelsea offers some good examples of traffic generators that are not retail based. Land uses that are public in nature facilitate traffic to an area. In Chelsea, public traffic generators include the Chelsea Community Hospital, Fairgrounds, and new library situated in downtown. Work generators such as the Jiffy factory or special entertainment venues such as The Purple Rose Theater or the ice rink are unique to a downtown area/community. The importance of the traffic generators that exist in Chelsea is the synergistic effect that these uses bring to a downtown area. In contrast, the Village of Dexter lacks the breadth and depth of traffic generators which makes it difficult to add more retailers to its downtown. Development of the following types of traffic generators will be beneficial to the downtown retailers.

The relocation of Busch's from the downtown area creates a significant vacancy that has generated a lot of traffic for the other retailers. A potential public use for this facility may include a public library. A library at this location would be in central Dexter and, due to its proximity to the retailers, would encourage patrons to walk the downtown district. Another possibility would be the relocation of the Do it Best retailer, or a new potential retailer if the village takes a very aggressive approach towards enhancing community growth.

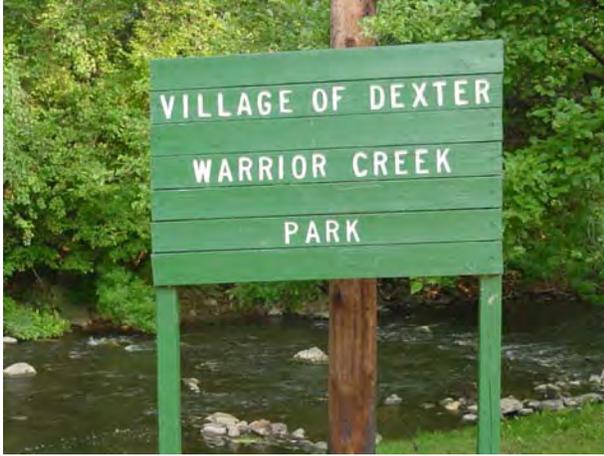
The existing Do It Best store, while technically not in downtown, nonetheless is an eyesore for the Village of Dexter. By relocating to the vacant Busch's, this operator could be more easily accessible to all of the trade area. While there is already a hardware store downtown (Hackney Ace Hardware), the cumulative effect would allow customers to more readily comparison shop between the two operators, creating a level of healthy competition that will also serve to strengthen the retail node. This scenario assumes, however, that the Do It Best center will maintain the new store adequately including providing a clean, uncluttered atmosphere both within the store and outside, and provide good customer service.





While it is not all retail oriented, the Old Mill Restoration Project represents an opportunity that could be used to enhance the downtown area and traffic for the retailers. However, its lengthy construction process has stalled the ultimate benefit to the downtown area.

Another potential traffic generator for the village is the Gordan Hall facility that is currently for sale by the University of Michigan. This historic landmark may have the potential to house the special restaurant that our analysis suggests, as well as offer additional services such as hosting special events (e.g., weddings, business meetings, etc.). A special events center such as this may help to increase traffic to the downtown retailers.



The departments for fire, police, and public works are all located in one facility in the north-western portion of Dexter, adjacent to the downtown shopping district. While these services are essential for the village, they occupy a prominent location that may be better suited for other uses for generating traffic to the downtown area. Further, the department of public works faces the Warrior Creek Park, but with its associated cars, trucks, and equipment, it is a distraction to this waterfront and park setting. The upper floors facing the street would be a natural extension of the retail district and may be converted to some of the proposed retail uses suggested herein. However, the proposed bridge improvement may be an opportunity to enhance one of the potential assets for generating traffic in Dexter — the park itself. Relocating these city services to the fringe of town would allow the current building to be razed and the park enlarged to flow into the downtown retail district. Further, a river walk may be developed to tie into the proposed

bike paths in the Hudson Mills area. This kind of improvement has the potential to make Dexter the gateway for the region into one the areas frequented parks (Hudson Mills). These types of improvements are activity generators (a reason to come downtown and spend time) making the downtown area a place for families to come and enjoy the waterfront, partake of the special events in town, and visit the local retailers.

In conclusion, the Village of Dexter's shopping district is faced with significant competition from other retail nodes (I-94/Zeeb Road corridor, City of Chelsea, and western Ann Arbor) within the defined trade area. Also, there are potential future developments that may have further impact on the retailers in downtown Dexter. By strengthening the current retail offerings, preventing a bypass around the village, and making a concerted effort to improve current activity generators and adding new ones to the downtown, the Village of Dexter may upgrade and enlarge its retail district.

VI. CONCLUSIONS

MapInfo has generated a retail analysis for the Village of Dexter assuming two scenarios: a conservative growth plan and another that is more aggressive. Under the conservative retail plan, it is assumed that the village would discourage the development of the bypass, which is supported by the Washtenaw County of Transportation via Parker Road. The proposed road way would have a significant negative impact on the downtown area by diverting traffic away from the retail activity.

Further, the Village of Dexter must encourage household development and it is recommended that one of the first priorities be with existing contractors to expedite the developments currently underway. Household growth in and immediately around the village may bring newcomers to the area and build much needed traffic for the downtown retailers. With these assumptions, it is anticipated that a total of 20,500 square feet of retail space may be added to the Village of Dexter in 2005, increasing to a total of 33,000 square feet by 2010.

The Village of Dexter can support the following retail categories either as new operators or the expansion of existing facilities:

- ***3,000 Square Feet of Unisex Apparel*** - focusing on younger people and families. This facility would most likely be an independent operator rather than a national retailer. The addition of a clothier would help to round out the retail mix in the downtown area.
- ***3,500 Square Feet of Home Furnishings*** - While the market is too small for a national retailer such as Pier 1 Imports or a similar home furnishings store that carries some furniture, an independent retailer may succeed. A product offering that is somewhat general in scope and offers merchandise that appeals to families with children would fit well in the retail landscape of Dexter.
- ***14,000 Square Feet of Restaurant*** - this category may come in a combination of current restaurants being expanded and new operators being added to the Village of Dexter. A family-style restaurant would do well to serve the residents of Dexter. However, a quality

restaurant may be successful provided that there is a unique setting or theme. Ann Arbor and Chelsea are in close proximity to Dexter and offer activities that help support a quality restaurant as part of an evening's entertainment. Competition is strong in this category; therefore, the proposed unit must have a competitive edge with quality food, service, and atmosphere.

By the year 2010 there will be room for an additional 12,500 square feet (for a total of 33,000 square feet) to be added to the Village of Dexter with an additional 2,000 square feet in the unisex apparel category and 3,500 square feet in the family restaurant category. In addition to the retail space mentioned earlier, the following space may be added in these retail categories:

- **2,500 Square Feet of Shoes and Accessories** - of good quality, but mid-price range. This should not include athletic shoes as this category is amply supplied by Meijer.
- **4,500 Square Feet of Bookstore** - due to the size of this proposed retail space this would most likely come in the form of an independent retailer that is primarily focused on used books and would be supplemented by internet sales.

If the Village of Dexter were to pursue an aggressive course for downtown growth, then other retailers may be added to the downtown mix. In addition to the assumptions made in the conservative scenario (discouraging the road bypass and encouraging housing development), the village would need to create other traffic generators. These include a library in the downtown district, a well developed Warrior Creek Park that ties into the Hudson Mills Metro Park bike trail system, and developing Gordan Hall into a regional draw. Also, the village would need to encourage other housing developments than those that are currently being developed. Potential retailers in 2005 and 2010 for this scenario include those listed under the conservative plan, and adding 7,000 square feet of quality restaurant and 4,000 square feet of home furnishings. Additionally 60,700 square feet of other retail categories may be added to the village, bringing the 2010 year total to 104,700 square feet. Additional retail categories which may be added to the village include the following (all of which would most likely be independent operators with the exception of the fast-food restaurant category):

- *45,000 Square Feet of General Merchandise* - which may take the form of several retailers such as a dollar store and other independent retailers that offer these kinds of products and functioning as a type of “mini-mall.”
- *3,500 Square Feet of Women’s Apparel*
- *1,700 Square Feet of Men’s Apparel*
- *3,200 Square Feet of Fast Food Restaurant*
- *1,500 Square Feet of Specialty Food*
- *1,300 Square Feet of Appliances/Electronics*
- *4,500 Square Feet of Pet Supply Store*

Goals, Initiatives, and Guidelines

The overall success of the additional retail supportable in the Village of Dexter will be dependent upon a number of factors with the most important being an assertive effort by the Village of Dexter, the Chamber of Commerce, and area merchants to educate the area residents as to the importance of shopping within Dexter and the need to create some public traffic generators such as a downtown library and enhanced public park space. These kinds of efforts, coupled with the traditional downtown activities/events, are needed to help sustain retail activity. Another beneficial initiative is to help the existing retailers enhance their current sales performance. The most reliable and sustainable results will be derived from a combined effort between the retailers, the village, and the Chamber of Commerce. The following is a list of potential goals for the stake holders involved in the Village of Dexter’s downtown retail:

- Deter the development of a bypass along Parker Road for the near term. The traffic from the northern portions of the trade area are presently funneled through Main Street in Dexter. While this may cause some congestion at peak times, it keeps the retailers

downtown “top of mind” for these area residents. A bypass would reduce this daily traffic and the retailers in the downtown would suffer greatly.

- Embrace the growth occurring in the village neighborhood developments. The village must work with the developers and enable them to build successful neighborhoods. The downtown retail needs this growth to sustain itself, especially if the bypass becomes a reality.
- Coordinate with the merchant’s downtown to maintain consistent hours of operation that correspond to what customers want. The downtown retailer’s together function as one large retail center. When retailers are open inconsistently it sends a mixed signal to the customers and may prevent combined shopping trips. Further, changing store hours frequently may have a negative impact on a retailers continued success.
- Maintain attractive storefronts and window displays. While the Dexter downtown is inviting, it takes a concerted effort to maintain that appearance. One or two retailers falling behind on maintenance have an impact on their retailing neighbors. Simple and attractive window fronts are a must. The downtown needs to mandate certain levels of building maintenance, develop and enforce signage codes, and maintain the village property to help attract downtown shoppers. The village and its retailers must always be conscious of the fact that the first impression will be the strongest and that a retailer has only about 8 seconds to capture the attention of a passerby. In this time frame, the potential customer will make the decision whether or not to visit a given store.
- As a small town with few amenities, Dexter is very dependent on the surrounding township and cities, particularly Ann Arbor. As such, the Village of Dexter’s downtown district will become a place of activity for families to meet to enjoy festivals and the park. The vibrant future for Dexter’s retail is not to compete directly with Ann Arbor and Chelsea with larger and more diverse retail, but to find its own unique niche that will serve the community in and around the village.

- The Village of Dexter and the Merchants Association need a marketing and branding campaign to define and mold the unique image. Marketing campaigns and annual festivals help in defining this unique image.
- Develop activity generators in the village within walking distance of the downtown. Those that the village has immediate control over are public in nature and include the aforementioned library and park. The bridge redevelopment project may provide a great opportunity to improve the downtown area by incorporating these other improvements. Private enterprise also has a vested interest in these generators and may potentially add to the synergy of activity downtown with their special uses.
- Assist Hudson Mills Metro Parks with the development of their bike path system with the intention of incorporating the Village of Dexter. With a village park that would tie into the metro park system, these park visitors may frequent Dexter and its retailers more often. Already, visitors of the golf course come to Dexter for a meal. Enhancing the metro park/Dexter relationship may be of benefit.
- Encourage the development of Gordon Hall into a traffic generator for the village. As a historic building with expansive grounds, the potential for this unique site may be substantial.
- Actively pursue a quality redevelopment of the Busch's location. Potential future uses included a library branch, "mini-mall" that will meet the junior department store merchandise lines, a community center, or other uses that will generate traffic in the downtown area.

In summation, the Village of Dexter, the Merchant Association, and Chamber of Commerce have a number of opportunities to assist the retailers to become more successful. All groups must be united to carry out selected initiatives. By combining resources and efforts, the Village of Dexter has a good opportunity to strengthen the retail district downtown and enhance the downtown experience for all residents within the Dexter trade area.

APPENDIX A

**Proposed Retail Development
Sales Forecast Table
Village of Dexter, Michigan**

Aggressive Scenario

Category	2005	2005	2005	2005	2010	2010	2010	2010	2005-2010
	Expenditure Potential	Additional Supportable Sq. Ft.	Estimated Sales	Estimated Sales Per Sq. Ft.	Expenditure Potential	Additional Supportable Sq. Ft.	Estimated Sales	Estimated Sales Per Sq. Ft.	Total Supportable Sq. Ft.
Department Stores	\$294,156,437	0	\$0	\$0	\$372,840,550	0	\$0	\$0	0
General Merchandise	\$234,824,192	0	\$0	\$0	\$297,637,481	45,000	\$8,523,026	\$189	45,000
Discount Department Stores	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Warehouse Club	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Total Department Stores	\$528,980,629	0	\$0	\$0	\$670,478,031	45,000	\$8,523,026	\$0	45,000
Women's Apparel	\$33,998,061	0	\$0	\$0	\$43,092,226	3,500	\$1,076,140	\$307	3,500
Men's Apparel	\$20,780,648	0	\$0	\$0	\$26,339,278	1,700	\$577,057	\$339	1,700
Unisex Apparel	\$34,812,384	3,000	\$1,014,000	\$338	\$44,124,373	2,000	\$831,395	\$416	5,000
Children's Apparel	\$6,126,446	0	\$0	\$0	\$7,765,213	0	\$0	\$0	0
Men's Shoes	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Women's Shoes	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Athletic Shoes	\$2,654,265	0	\$0	\$0	\$3,364,256	0	\$0	\$0	0
Shoes and Accessories	\$15,880,978	0	\$0	\$0	\$20,128,992	2,500	\$719,476	\$288	2,500
Total Apparel/Accessories	\$114,252,781	3,000	\$1,014,000	\$0	\$144,814,338	9,700	\$3,204,067	\$330	12,700
Restaurants	\$76,462,257	10,000	\$3,700,000	\$370	\$96,915,200	7,000	\$3,185,373	\$455	17,000
Family Restaurants	\$62,231,454	4,000	\$1,460,000	\$365	\$78,877,789	3,500	\$1,571,164	\$449	7,500
Fast Food Restaurants	\$65,488,799	0	\$0	\$0	\$83,006,444	3,200	\$1,597,852	\$499	3,200
Grocery Stores	\$148,761,497	0	\$0	\$0	\$188,553,814	0	\$0	\$0	0
Meat & Fish Markets	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Fruit & Vegetable Markets	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Specialty Food Stores	\$14,191,312	0	\$0	\$0	\$17,987,356	1,500	\$678,890	\$453	1,500
Retail Bakeries	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Liquor Stores	\$16,187,714	0	\$0	\$0	\$20,517,776	0	\$0	\$0	0
Bar/laverns	\$8,699,245	0	\$0	\$0	\$11,026,212	0	\$0	\$0	0
Total Food	\$392,022,277	14,000	\$5,160,000	\$369	\$496,884,592	15,200	\$7,033,280	\$0	29,200
Appliances/Electronics	\$25,473,098	0	\$0	\$0	\$32,286,915	1,300	\$597,965	\$460	1,300
Art, Craft & Sewing Stores	\$4,771,642	0	\$0	\$0	\$6,048,011	0	\$0	\$0	0
Auto Supply Stores	\$29,391,828	0	\$0	\$0	\$37,253,869	0	\$0	\$0	0
Book Stores	\$39,994,743	0	\$0	\$0	\$50,692,965	4,500	\$1,189,903	\$264	4,500
Card/Gift Shops	\$12,698,006	0	\$0	\$0	\$16,094,604	0	\$0	\$0	0
Computers & Accessories	\$14,492,805	0	\$0	\$0	\$18,369,495	0	\$0	\$0	0
Convenience Stores	\$103,673,895	0	\$0	\$0	\$131,405,698	0	\$0	\$0	0
Copying/Printing	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Dollar Store/Variety	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Drug Store/Pharmaceutical	\$83,081,530	0	\$0	\$0	\$105,305,067	0	\$0	\$0	0
Florists	\$5,007,722	0	\$0	\$0	\$6,347,242	0	\$0	\$0	0
Furniture Stores	\$27,788,756	0	\$0	\$0	\$35,221,990	0	\$0	\$0	0
Hardware	\$12,986,254	0	\$0	\$0	\$16,459,956	0	\$0	\$0	0
Health & Beauty Stores	\$12,370,069	0	\$0	\$0	\$15,678,947	0	\$0	\$0	0
Home Décor & Accessories Stores	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Home Furnishings Stores	\$83,357,974	3,500	\$1,183,000	\$338	\$105,655,458	4,000	\$1,662,789	\$416	7,500
Home Improvement	\$64,259,728	0	\$0	\$0	\$81,448,609	0	\$0	\$0	0
Jewelry Stores	\$11,576,907	0	\$0	\$0	\$14,673,622	0	\$0	\$0	0
Laundry/Dry Cleaning	\$2,624,624	0	\$0	\$0	\$3,326,686	0	\$0	\$0	0
Luggage Shops	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Mailing/Packaging	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Medical Supply Stores	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Movie Theatres	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Music Stores	\$6,081,480	0	\$0	\$0	\$7,708,219	0	\$0	\$0	0
Musical Instrument Shops	\$818,542	0	\$0	\$0	\$1,037,494	0	\$0	\$0	0
Office Supply Stores	\$41,956,269	0	\$0	\$0	\$53,179,181	0	\$0	\$0	0
Optical/Vision Care	\$5,582,394	0	\$0	\$0	\$7,075,632	0	\$0	\$0	0
Personal Services	\$11,175,444	0	\$0	\$0	\$14,164,771	0	\$0	\$0	0
Pet Supply Store	\$19,012,593	0	\$0	\$0	\$24,098,285	4,500	\$2,297,481	\$511	4,500
Photographic Supply Shop	\$4,312,610	0	\$0	\$0	\$5,466,193	0	\$0	\$0	0
Shoe Repair and Service	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Sporting Goods Stores	\$15,348,209	0	\$0	\$0	\$19,453,713	0	\$0	\$0	0
Tobacco Shop	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Toy & Hobby Shops	\$10,460,877	0	\$0	\$0	\$13,259,065	0	\$0	\$0	0
Video/Entertainment	\$2,151,911	0	\$0	\$0	\$2,727,527	0	\$0	\$0	0
Total Other Retail	\$419,953,893	3,500	\$1,183,000	\$338	\$824,439,215	14,300	\$5,748,138	\$402	17,800
Total Retail	\$1,455,209,580	20,500	\$7,357,000	\$359	\$2,136,616,177	84,200	\$24,508,511	\$291	104,700

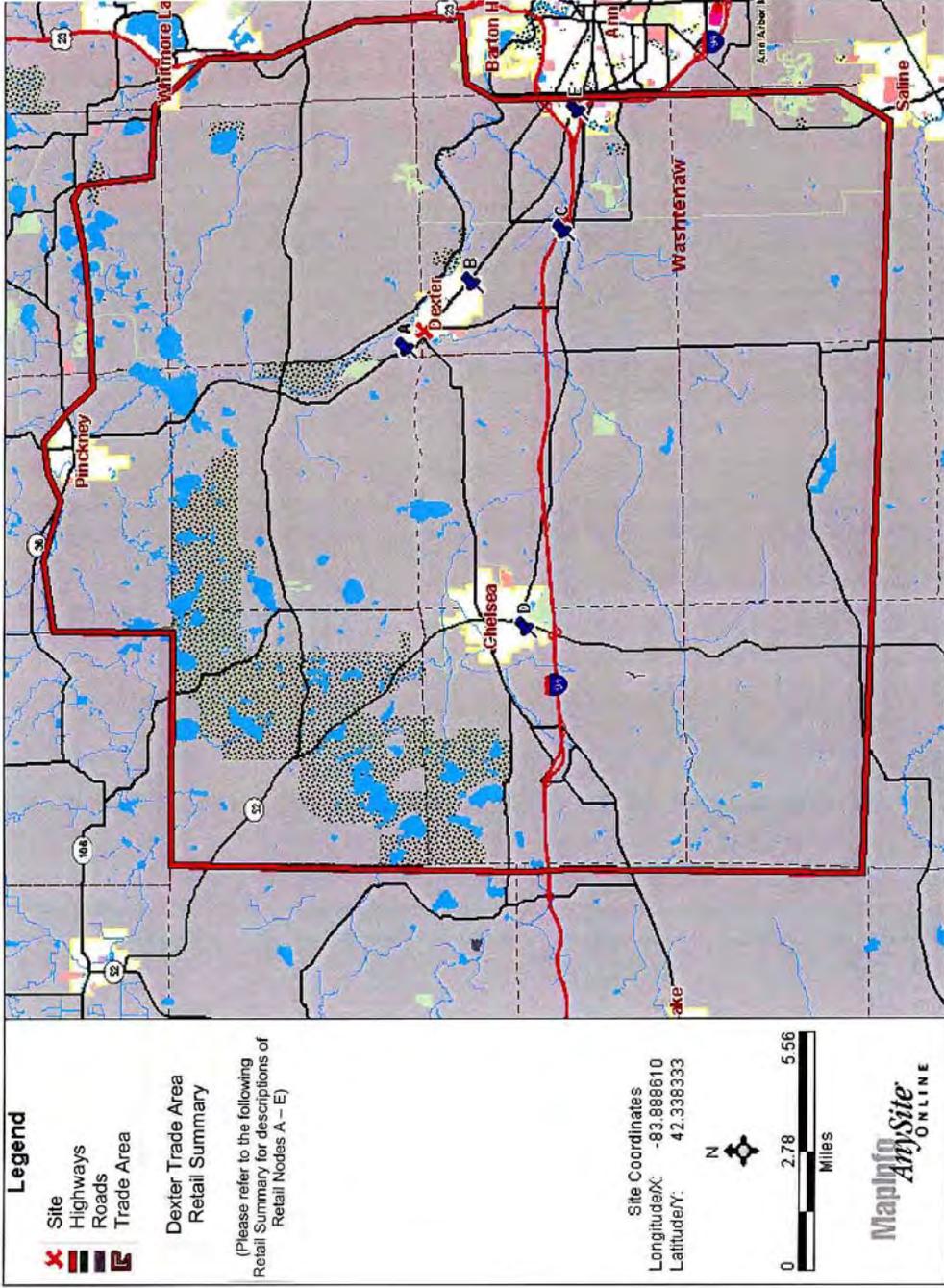
**Proposed Retail Development
Sales Forecast Table
Village of Dexter, Michigan**

Conservative Scenario

Category	2005				2010				2005-2010 Total Supportable Sq. Ft.
	2005 Expenditure Potential	Additional Supportable Sq. Ft.	2005 Estimated Sales	Estimated Sales Per Sq. Ft.	2010 Expenditure Potential	Additional Supportable Sq. Ft.	2010 Estimated Sales	Estimated Sales Per Sq. Ft.	
Department Stores	\$294,156,437	0	\$0	\$0	\$372,840,550	0	\$0	\$0	0
General Merchandise	\$234,824,192	0	\$0	\$0	\$297,637,481	0	\$0	\$0	0
Total Department Stores	\$528,980,629	0	\$0	\$0	\$670,478,031	0	\$0	\$0	0
Women's Apparel	\$33,998,061	0	\$0	\$0	\$43,092,226	0	\$0	\$0	0
Men's Apparel	\$20,780,648	0	\$0	\$0	\$26,339,278	0	\$0	\$0	0
Unisex Apparel	\$34,812,384	3,000	\$1,014,000	\$338	\$44,124,373	2,000	\$831,195	\$416	5,000
Children's Apparel	\$6,126,446	0	\$0	\$0	\$7,765,213	0	\$0	\$0	0
Shoes and Accessories	\$15,880,978	0	\$0	\$0	\$20,128,992	2,500	\$719,476	\$288	2,500
Total Apparel/Accessories	\$114,252,781	3,000	\$1,014,000	\$0	\$144,814,338	4,500	\$1,550,871	\$345	7,500
Restaurants	\$76,462,257	10,000	\$3,700,000	\$370	\$96,915,200	0	\$0	\$0	10,000
Family Restaurants	\$62,231,454	4,000	\$1,460,000	\$365	\$78,877,789	3,500	\$1,571,164	\$449	7,500
Fast Food Restaurants	\$65,488,799	0	\$0	\$0	\$83,006,444	0	\$0	\$0	0
Grocery Stores	\$148,761,497	0	\$0	\$0	\$188,553,814	0	\$0	\$0	0
Specialty Food Stores	\$14,191,312	0	\$0	\$0	\$17,987,356	0	\$0	\$0	0
Liquor Stores	\$16,187,714	0	\$0	\$0	\$20,517,776	0	\$0	\$0	0
Bar/Taverns	\$8,699,245	0	\$0	\$0	\$11,026,212	0	\$0	\$0	0
Total Food	\$392,022,277	14,000	\$5,160,000	\$369	\$496,884,592	3,500	\$1,571,164	\$0	17,500
Appliances/Electronics	\$25,473,098	0	\$0	\$0	\$32,286,915	0	\$0	\$0	0
Art, Craft & Sewing Stores	\$4,771,642	0	\$0	\$0	\$6,048,011	0	\$0	\$0	0
Auto Supply Stores	\$29,391,828	0	\$0	\$0	\$37,253,869	0	\$0	\$0	0
Book Stores	\$39,994,743	0	\$0	\$0	\$50,692,965	4,500	\$1,189,903	\$264	4,500
Card/Gift Shops	\$12,698,006	0	\$0	\$0	\$16,094,694	0	\$0	\$0	0
Computers & Accessories	\$14,492,805	0	\$0	\$0	\$18,269,495	0	\$0	\$0	0
Convenience Stores	\$103,673,895	0	\$0	\$0	\$131,405,698	0	\$0	\$0	0
Dollar Store/Variety	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Drug Store/Pharmaceutical	\$83,081,530	0	\$0	\$0	\$105,305,067	0	\$0	\$0	0
Florists	\$5,007,732	0	\$0	\$0	\$6,347,242	0	\$0	\$0	0
Furniture Stores	\$27,788,756	0	\$0	\$0	\$35,221,990	0	\$0	\$0	0
Hardware	\$12,986,254	0	\$0	\$0	\$16,459,956	0	\$0	\$0	0
Health & Beauty Stores	\$12,370,069	0	\$0	\$0	\$15,678,947	0	\$0	\$0	0
Home Furnishings Stores	\$83,157,974	3,500	\$1,183,000	\$338	\$105,655,438	0	\$0	\$0	3,500
Home Improvement	\$64,259,728	0	\$0	\$0	\$81,448,609	0	\$0	\$0	0
Jewelry Stores	\$11,376,907	0	\$0	\$0	\$14,673,622	0	\$0	\$0	0
Laundry/Dry Cleaning	\$2,624,624	0	\$0	\$0	\$3,326,686	0	\$0	\$0	0
Movie Theatres	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Music Stores	\$6,081,480	0	\$0	\$0	\$7,708,219	0	\$0	\$0	0
Musical Instrument Shops	\$818,542	0	\$0	\$0	\$1,037,694	0	\$0	\$0	0
Office Supply Stores	\$41,956,269	0	\$0	\$0	\$53,179,181	0	\$0	\$0	0
Optical/Vision Care	\$5,582,394	0	\$0	\$0	\$7,075,632	0	\$0	\$0	0
Personal Services	\$11,175,444	0	\$0	\$0	\$14,164,771	0	\$0	\$0	0
Pet Supply Store	\$19,012,593	0	\$0	\$0	\$24,098,283	0	\$0	\$0	0
Photographic Supply Shop	\$4,312,610	0	\$0	\$0	\$5,466,193	0	\$0	\$0	0
Shoe Repair and Service	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Sporting Goods Stores	\$15,348,209	0	\$0	\$0	\$19,453,713	0	\$0	\$0	0
Tobacco Shop	\$0	0	\$0	\$0	\$0	0	\$0	\$0	0
Toy & Hobby Shops	\$10,460,877	0	\$0	\$0	\$13,259,065	0	\$0	\$0	0
Video/Entertainment	\$2,151,911	0	\$0	\$0	\$2,727,527	0	\$0	\$0	0
Total Other Retail	\$419,953,893	3,500	\$1,183,000	\$338	\$424,439,215	4,500	\$1,189,903	\$264	8,000
Total Retail	\$1,455,209,580	20,500	\$7,337,000	\$359	\$2,136,616,177	12,500	\$4,311,938	\$345	35,000

APPENDIX B



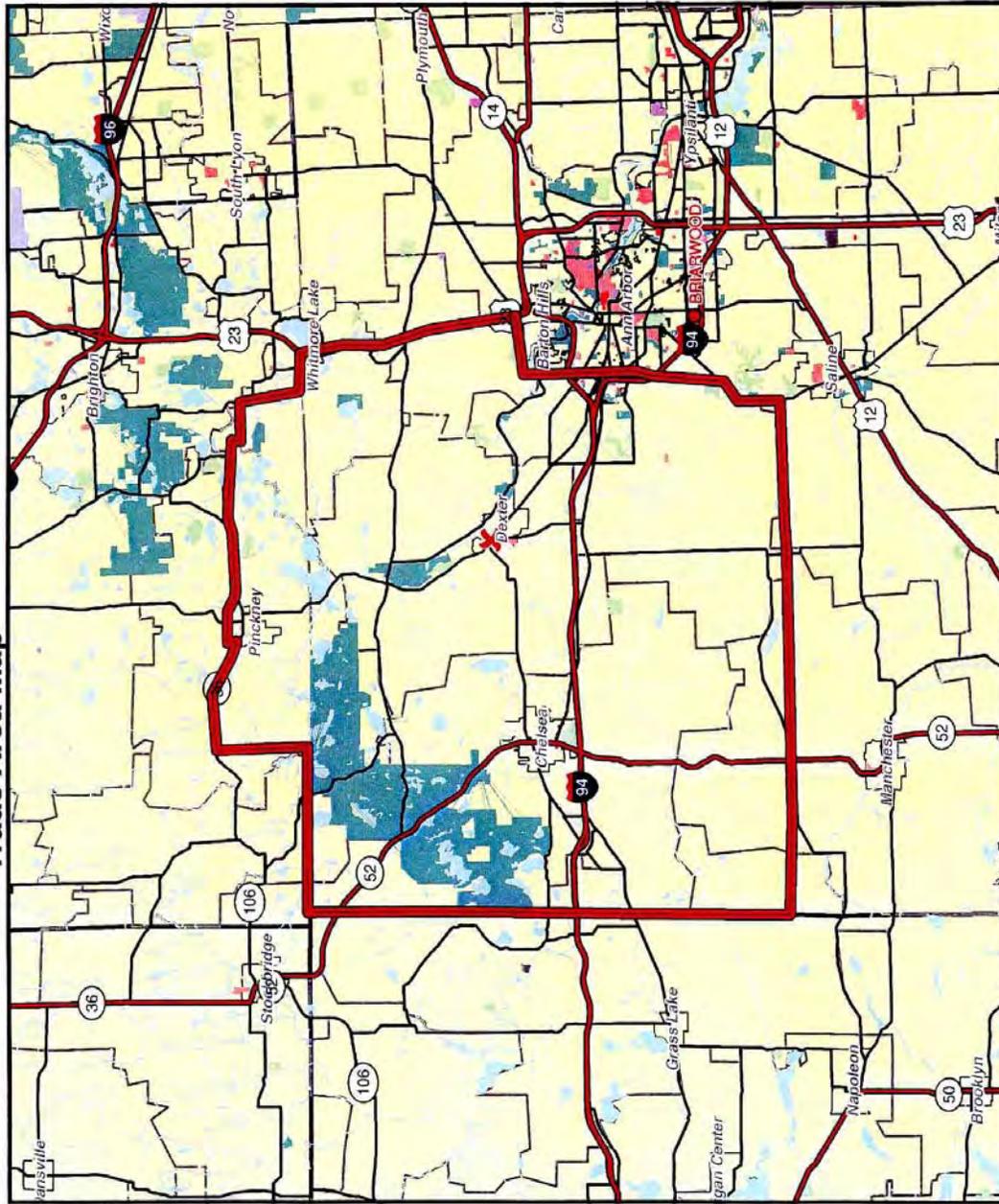


**Existing Retail
Dexter Trade Area
Retail Summary**

Retail Node Map Code	Name/Location	Estimated Size (sq. ft.)	Anchor Tenants Name	Comments
A	Downtown Dexter	135,000	Busch's, Huron Camera, Dexter Bakery, Hackney Hardware	Retail synergy is good supported by northern traffic. Need traffic generator to replace Busch's after relocation.
B	Dexter Crossing	81,000	Country Market Grocery, Dexter Pharmacy	Newer center with some vacancies.
C	I-94/Zeeb Road	422,000	Meijer, Lowe's, House of Sofas	Growing retail node with regional access.
D	City of Chelsea	479,000	Pamida, Do it Best, Polly's, Common Grill,	Vibrant city retail. Many regional traffic generators to draw traffic from Ann Arbor and beyond.
E	Ann Arbor	155,000	Kmart, Kroger, Dunham's	Weaker retail node. Orientation to Ann Arbor assists in retail nodes success.

APPENDIX C

Village of Dexter, Michigan Trade Area Map



Legend

- Site
- Trade Area
- Shopping Centers
- ZIP Codes
- MSA Boundaries
- County Boundaries

Site Coordinates
 Longitude/X: -83.888610
 Latitude/Y: 42.338333

0 3.5 7
Miles



APPENDIX D



Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

POPULATION

1990 Total Population	46,114
2000 Total Population	60,996
2004 Total Population	64,834
2009 Total Population	70,459
% Population Change 1990-2000	32.27%
% Population Change 2000-2004	6.29%
% Population Change 2004-2009	8.68%

HOUSEHOLDS

1990 Total Households	16,225
2000 Total Households	22,449
2004 Total Households	24,332
2009 Total Households	26,520
% Households Change 1990-2000	38.36%
% Households Change 2000-2004	8.39%
% Households Change 2004-2009	8.99%

2000 Average Household Size	2.7
2004 Average Household Size	2.6
2009 Average Household Size	2.6

FAMILIES

% 2000 Family Households	75.68%
% 2000 Non-Family households	4.98%
% 2000 Pop in Family Households	87.35%
% 2000 Pop in Non-Family Households	11.18%

INCOME

2000 Per Capita Income	\$31,969
2004 Per Capita Income	\$37,028
2009 Per Capita Income	\$41,449
2000 Average Household Income	\$87,016
2004 Average Household Income	\$98,663
2009 Average Household Income	\$110,124

Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

2000 Median Household Income	\$71,243
2004 Median Household Income	\$80,980
2009 Median Household Income	\$87,083
2000 Median Family Income	\$81,305
2000 Aggregate Income (\$mil)	\$1,947
2004 Aggregate Income (\$mil)	\$2,401
2009 Aggregate Income (\$mil)	\$2,920
HOUSEHOLD INCOME	
% 2000 Household Income < \$10,000	2.13%
% 2000 Household Income \$10,000-\$14,999	2.31%
% 2000 Household Income \$15,000-\$19,999	2.93%
% 2000 Household Income \$20,000-\$24,999	3.48%
% 2000 Household Income \$25,000-\$29,999	3.91%
% 2000 Household Income \$30,000-\$34,999	3.81%
% 2000 Household Income \$35,000-\$39,999	3.92%
% 2000 Household Income \$40,000-\$44,999	4.47%
% 2000 Household Income \$45,000-\$49,999	4.1%
% 2000 Household Income \$50,000-\$59,999	8.72%
% 2000 Household Income \$60,000-\$74,999	13.64%
% 2000 Household Income \$75,000-\$99,999	16.86%
% 2000 Household Income \$100,000-\$124,999	12.29%
% 2000 Household Income \$125,000-\$149,999	6.56%

Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom Study Area	
% 2000 Household Income \$150,000-\$199,999	5.43%
% 2000 Household Income \$200,000+	5.45%
% 2004 Household Income < \$10,000	1.6%
% 2004 Household Income \$10,000-\$14,999	2.28%
% 2004 Household Income \$15,000-\$19,999	3.11%
% 2004 Household Income \$20,000-\$24,999	3.12%
% 2004 Household Income \$25,000-\$29,999	3.35%
% 2004 Household Income \$30,000-\$34,999	3.27%
% 2004 Household Income \$35,000-\$39,999	3.44%
% 2004 Household Income \$40,000-\$44,999	3.66%
% 2004 Household Income \$45,000-\$49,999	3.36%
% 2004 Household Income \$50,000-\$59,999	6.19%
% 2004 Household Income \$60,000-\$74,999	11.67%
% 2004 Household Income \$75,000-\$99,999	20.69%
% 2004 Household Income \$100,000-\$124,999	13.14%
% 2004 Household Income \$125,000-\$149,999	9.14%
% 2004 Household Income \$150,000-\$199,999	5.61%
% 2004 Household Income \$200,000+	6.36%
% 2009 Household Income < \$10,000	1.3%
% 2009 Household Income \$10,000-\$14,999	1.92%

Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

	Custom Study Area
% 2009 Household Income \$15,000-\$19,999	2.66%
% 2009 Household Income \$20,000-\$24,999	2.63%
% 2009 Household Income \$25,000-\$29,999	2.83%
% 2009 Household Income \$30,000-\$34,999	2.74%
% 2009 Household Income \$35,000-\$39,999	2.97%
% 2009 Household Income \$40,000-\$44,999	3.19%
% 2009 Household Income \$45,000-\$49,999	2.96%
% 2009 Household Income \$50,000-\$59,999	5.37%
% 2009 Household Income \$60,000-\$74,999	10.33%
% 2009 Household Income \$75,000-\$99,999	22.98%
% 2009 Household Income \$100,000-\$124,999	14.34%
% 2009 Household Income \$125,000-\$149,999	10.89%
% 2009 Household Income \$150,000-\$199,999	6.4%
% 2009 Household Income \$200,000+	6.5%
EDUCATION	
2000 Total Educational Attainment Age 25+	40,586
% 2000 No Schooling Completed	0.17%
% 2000 Nursery School-4Th Grade	0.11%
% 2000 5th and 6th Grade	0.22%
% 2000 7th and 8th Grade	1.01%
% 2000 9th Grade	0.84%
% 2000 10th Grade	1.22%
% 2000 11th Grade	1.33%
% 2000 12th Grade No Diploma	1.82%

Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

	Custom Study Area
% 2000 High School Graduate (Incl Equivalency)	20.74%
% 2000 Some College < 1 Year	7.07%
% 2000 Some College 1+ Years No Degree	15.36%
% 2000 Associate Degree	6.59%
% 2000 Bachelor's Degree	24.05%
% 2000 Master?s Degree	13.21%
% 2000 Doctorate Degree	2.75%
% 2000 Professional School Degree	3.52%
2004 Total Educational Attainment Age 25+	48,320
% 2004 No Schooling Completed	0.17%
% 2004 Nursery School-4th Grade	0.11%
% 2004 5th and 6th Grade	0.21%
% 2004 7th and 8th Grade	1.01%
% 2004 9th Grade	0.84%
% 2004 10th Grade	1.21%
% 2004 11th Grade	1.32%
% 2004 12th Grade No Diploma	1.83%
% 2004 High School Graduate (Incl Equivalency)	20.66%
% 2004 Some College < 1 Year	7.1%
% 2004 Some College 1+ Years No Degree	15.38%
% 2004 Associate Degree	6.62%
% 2004 Bachelor's Degree	24.07%
% 2004 Doctorate Degree	2.73%
% 2004 Master?s Degree	13.22%
% 2004 Professional School Degree	3.52%
MARITAL STATUS	
2000 Marital Status Age 15+	47,222
% 2000 Never Married	22.18%
% 2000 Now Married	65.36%
% 2000 Divorced	8.07%
% 2000 Widowed	4.38%
2004 Marital Status Age 15+	55,468
% 2004 Male Never Married	24.84%

Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

	Custom Study Area
% 2004 Male Now Married	66.41%
% 2004 Male Divorced	6.92%
% 2004 Male Widowed	1.83%
HOUSEHOLD BY TYPE	
% 2000 Family Households	75.68%
% 2000 Non-Family households	4.98%
% 2000 1 Person Households	19.34%
% 2000 1 Person Male Householder	9.23%
% 2000 1 Person Female Householder	10.1%
% 2000 2 + Person Households	80.66%
% 2000 Married Couple Family	
% 2000 Married Couple Family w/ child <18	65.64%
% 2000 Married Couple Family w/ no child <18	31.97%
% 2000 Married Couple Family w/ no child <18	33.67%
% 2000 Male Hhldr no wife present	
% 2000 Male Hhldr no wife w/ child <18	2.83%
% 2000 Male Hhldr no wife w/o child <18	1.52%
% 2000 Male Hhldr no wife w/o child <18	1.31%
% 2000 Female Hhldr no husband present	
% 2000 Female Hhldr no husband w/ child <18	7.2%
% 2000 Female Hhldr no husband w/o child <18	4.41%
% 2000 Female Hhldr no husband w/o child <18	2.79%
% 2000 Male Householder	2.84%
% 2000 Female Householder	2.15%
EMPLOYMENT STATUS	
2000 Population by Employment Status	46,202
% 2000 Employed Civilians	70.85%
% 2000 In Armed Forces	0.06%
% 2000 Not in Labor Force	27.16%
% 2000 Unemployed Civilians	1.93%

EMPLOYMENT BY OCCUPATION

Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

	Custom Study Area
% 2000 White Collar Occupations	70.81%
% 2000 Blue Collar Occupations	29.19%
% 2000 Management/Professional/Related	47.77%
% 2000 Mgmt/Business/Financial Operations	17.19%
% 2000 Professional/Related	30.57%
% 2000 Service Occupation	10.62%
% 2000 Healthcare Support	1.14%
% 2000 Protective Service	1.23%
% 2000 Food Preparation/Serving Related	3.54%
% 2000 Building/Grounds Cleaning/Maint	2.26%
% 2000 Personal Care/Service	2.46%
% 2000 Sales/Office	23.04%
% 2000 Sales/Related Occpations	10.69%
% 2000 Office/Administrative Support	12.35%
% 2000 Farming/Fishing/Forestry	0.57%
% 2000 Construction/Extraction/Maint	8.32%
% 2000 Construction/Extraction	5.09%
% 2000 Installation/Maintenance/Repair	3.24%
% 2000 Production/Transp/Material Moving	9.68%
% 2000 Production	6.25%
% 2000 Transportation/Material Moving	3.43%
% 2004 White Collar Occupations	70.77%
% 2004 Blue Collar Occupations	29.23%
% 2004 Population by Occupation	54.55%
% 2004 Management/Professional/Related	47.69%
% 2004 Mgmt/Business/Financial Operations	17.2%
% 2004 Professional/Related	30.49%
% 2004 Service Occupation	10.63%
% 2004 Healthcare Support	1.14%
% 2004 Protective Service	1.21%
% 2004 Food Preparation/Serving Related	3.55%
% 2004 Building/Grounds Cleaning/Maint	2.27%
% 2004 Personal Care/Service	2.46%

Socioeconomic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

% 2004 Sales/Office	23.08%
% 2004 Sales/Related Occupations	10.71%
% 2004 Office/Administrative Support	12.37%
% 2004 Farming/Fishing/Forestry	0.54%
% 2004 Construction/Extraction/Maint	8.34%
% 2004 Construction/Extraction	5.08%
% 2004 Installation/Maintenance/Repair	3.26%
% 2004 Production/Transp/Material Moving	9.73%
% 2004 Production	6.3%
% 2004 Transportation/Material Moving	3.43%

VEHICLES AVAILABLE

2000 Total Vehicles	46,275
% 2000 Households No Vehicle	2.28%
% 2000 Households 1 Vehicle	23.3%
% 2000 Households 2 Vehicles	50.26%
% 2000 Households 3 Vehicles	17.32%
% 2000 Households 4 Vehicles	4.61%
% 2000 Households 5+ Vehicles	2.24%
2000 Average Vehicles	2.1
2004 Total Vehicles	50,170
2004 Average Vehicles	2.1

APPENDIX E



Summary Demographic Benchmark Report (%)

Dexter Trade Area



07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

2000 Total Population	60,996
2004 Total Population	64,834
2009 Total Population	70,459
% 2000 Group Quarters Population	1.47%
% 2004 Group Quarters Population	1.38%
% 2009 Group Quarters Population	1.29%
% 2000 Pop in Family Households	87.35%
% 2000 Pop in Non-Family Households	11.18%
2000 Total Households	22,449
2004 Total Households	24,332
2009 Total Households	26,520
2000 HOUSEHOLDS	
% 2000 Households 1 Person	19.34%
% 2000 Households 2 Persons	35.41%
% 2000 Households 3 Persons	17.27%
% 2000 Households 4 Persons	18.14%
% 2000 Households 5 Persons	7.07%
% 2000 Households 6 Persons	2.04%
% 2000 Households 7+ Persons	0.74%
2004 HOUSEHOLDS	
% 2004 Households 1 Person	19.91%
% 2004 Households 2 Persons	35.59%
% 2004 Households 3 Persons	17.83%
% 2004 Households 4 Persons	17.74%
% 2004 Households 5 Persons	6.67%
% 2004 Households 6 Persons	1.94%
% 2004 Households 7+ Persons	0.32%
2009 HOUSEHOLDS	
% 2009 Households 1 Person	20.02%
% 2009 Households 2 Persons	35.85%
% 2009 Households 3 Persons	17.82%
% 2009 Households 4 Persons	17.52%
% 2009 Households 5 Persons	6.53%

Summary Demographic Benchmark Report (%)

Dexter Trade Area



07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

	Custom Study Area
% 2009 Households 6 Persons	1.94%
% 2009 Households 7+ Persons	0.32%
2000 RACE AND ETHNICITY	
% 2000 White Population Alone	93.74%
% 2000 Black Population Alone	2.31%
% 2000 American Indian/Alaska Native Alone	0.32%
% 2000 Asian/Hawaiian/Pacific Islander	1.74%
% 2000 Other Population (Incl 2+ Races)	1.89%
% 2000 Hispanic Population	1.58%
% 2000 Non-Hispanic Population	98.42%
2004 RACE AND ETHNICITY	
% 2004 White Population	93.64%
% 2004 Black Population	2.35%
% 2004 American Indian/Alaska Native	0.31%
% 2004 Asian/Hawaiian/Pacific Islander	1.76%
% 2004 Other Population (Incl 2+ Races)	1.94%
% 2004 Hispanic Population	1.71%
% 2004 Non-Hispanic Population	98.29%
2009 RACE AND ETHNICITY	
% 2009 White Population	93.48%
% 2009 Black Population	2.38%
% 2009 American Indian/Alaska Native	0.3%
% 2009 Asian/Hawaiian/Pacific Islander	1.79%
% 2009 Other Population (Incl 2+ Races)	2.04%
% 2009 Hispanic Population	1.88%
% 2009 Non-Hispanic Population	98.12%
2000 POPULATION BY AGE	
% 2000 Age 0-5	7.76%
% 2000 Age 6-13	13.04%
% 2000 Age 14-17	6.53%
% 2000 Age 18-20	3.11%

Summary Demographic Benchmark Report (%)



Dexter Trade Area

07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

% 2000 Age 21-24	3.28%
% 2000 Age 25-29	4.56%
% 2000 Age 30-34	6.66%
% 2000 Age 35-39	8.76%
% 2000 Age 40-44	9.84%
% 2000 Age 45-49	9.65%
% 2000 Age 50-54	8.19%
% 2000 Age 55-59	5.62%
% 2000 Age 60-64	3.61%
% 2000 Age 65-69	2.68%
% 2000 Age 70-74	2.5%
% 2000 Age 75-79	1.87%
% 2000 Age 80-84	1.25%
% 2000 Age 85+	1.1%
2000 Median Age Total Population	36.9
2000 Median Age Adult Population	44.1

2004 POPULATION BY AGE

% 2004 Age 0-5	7.45%
% 2004 Age 6-13	12.74%
% 2004 Age 14-17	6.07%
% 2004 Age 18-20	3.34%
% 2004 Age 21-24	3.34%
% 2004 Age 25-29	4.79%
% 2004 Age 30-34	6.75%
% 2004 Age 35-39	8.55%
% 2004 Age 40-44	9.63%
% 2004 Age 45-49	9.56%
% 2004 Age 50-54	8.35%
% 2004 Age 55-59	6.04%
% 2004 Age 60-64	3.96%
% 2004 Age 65-69	2.72%
% 2004 Age 70-74	2.45%
% 2004 Age 75-79	1.85%
% 2004 Age 80-84	1.29%
% 2004 Age 85+	1.13%
2004 Median Age Total Population	37.2

Summary Demographic Benchmark Report (%)

Dexter Trade Area



07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

2004 Median Age Adult Population	44.2
----------------------------------	------

2009 POPULATION BY AGE

% 2009 Age 0-5	7.07%
% 2009 Age 6-13	11.14%
% 2009 Age 14-17	5.36%
% 2009 Age 18-20	3.11%
% 2009 Age 21-24	3.45%
% 2009 Age 25-29	4.88%
% 2009 Age 30-34	5.68%
% 2009 Age 35-39	7.26%
% 2009 Age 40-44	8.52%
% 2009 Age 45-49	9.08%
% 2009 Age 50-54	9.26%
% 2009 Age 55-59	8.2%
% 2009 Age 60-64	6.18%
% 2009 Age 65-69	3.77%
% 2009 Age 70-74	2.44%
% 2009 Age 75-79	1.79%
% 2009 Age 80-84	1.36%
% 2009 Age 85+	1.45%

2009 Median Age Total Population	40.2
2009 Median Age Adult Population	46.9

2000 MALE POPULATION BY AGE

% 2000 Male Age 0-17	28.2%
% 2000 Male Age 19-44	35.98%
% 2000 Male Age 45-64	27.56%
% 2000 Male Age 65-84	7.64%
% 2000 Male Age 85+	0.61%

2000 Median Age Male Pop	36.2
2000 Median Age Adult Male Pop	44

2004 MALE POPULATION BY AGE

% 2004 Male Age 0-17	27.06%
% 2004 Male Age 18-44	36.18%
% 2004 Male Age 45-64	28.35%

Summary Demographic Benchmark Report (%)

Dexter Trade Area



07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

	Custom Study Area
% 2004 Male Age 65-84	7.76%
% 2004 Male Age 85+	0.66%
2004 Median Age Male Pop	36.6
2004 Median Age Adult Male Pop	44.2
2009 MALE POPULATION BY AGE	
% 2009 Male Age 0-17	26.45%
% 2009 Male Age 18-44	35.83%
% 2009 Male Age 45-64	35.62%
% 2009 Male Age 65-84	9.66%
% 2009 Male Age 85+	1.01%
2009 Median Age Male Pop	39.6
2009 Median Age Adult Male Pop	46.7
2000 FEMALE POPULATION BY AGE	
% 2000 Female Age 0-17	26.48%
% 2000 Female Age 18-44	36.44%
% 2000 Female Age 45-64	26.57%
% 2000 Female Age 65-84	8.93%
% 2000 Female Age 85+	1.58%
2000 Median Age Female Pop	37.5
2000 Median Age Adult Female Pop	44.2
2004 FEMALE POPULATION BY AGE	
% 2004 Female Age 0-17	25.46%
% 2004 Female Age 18-44	36.61%
% 2004 Female Age 45-64	27.48%
% 2004 Female Age 65-84	8.85%
% 2004 Female Age 85+	1.6%
2004 Median Age Female Pop	37.8
2004 Median Age Adult Female Pop	44.3
2009 FEMALE POPULATION BY AGE	
% 2009 Female Age 0-17	22.79%
% 2009 Female Age 18-44	32.83%

Summary Demographic Benchmark Report (%)

Dexter Trade Area



07-13-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

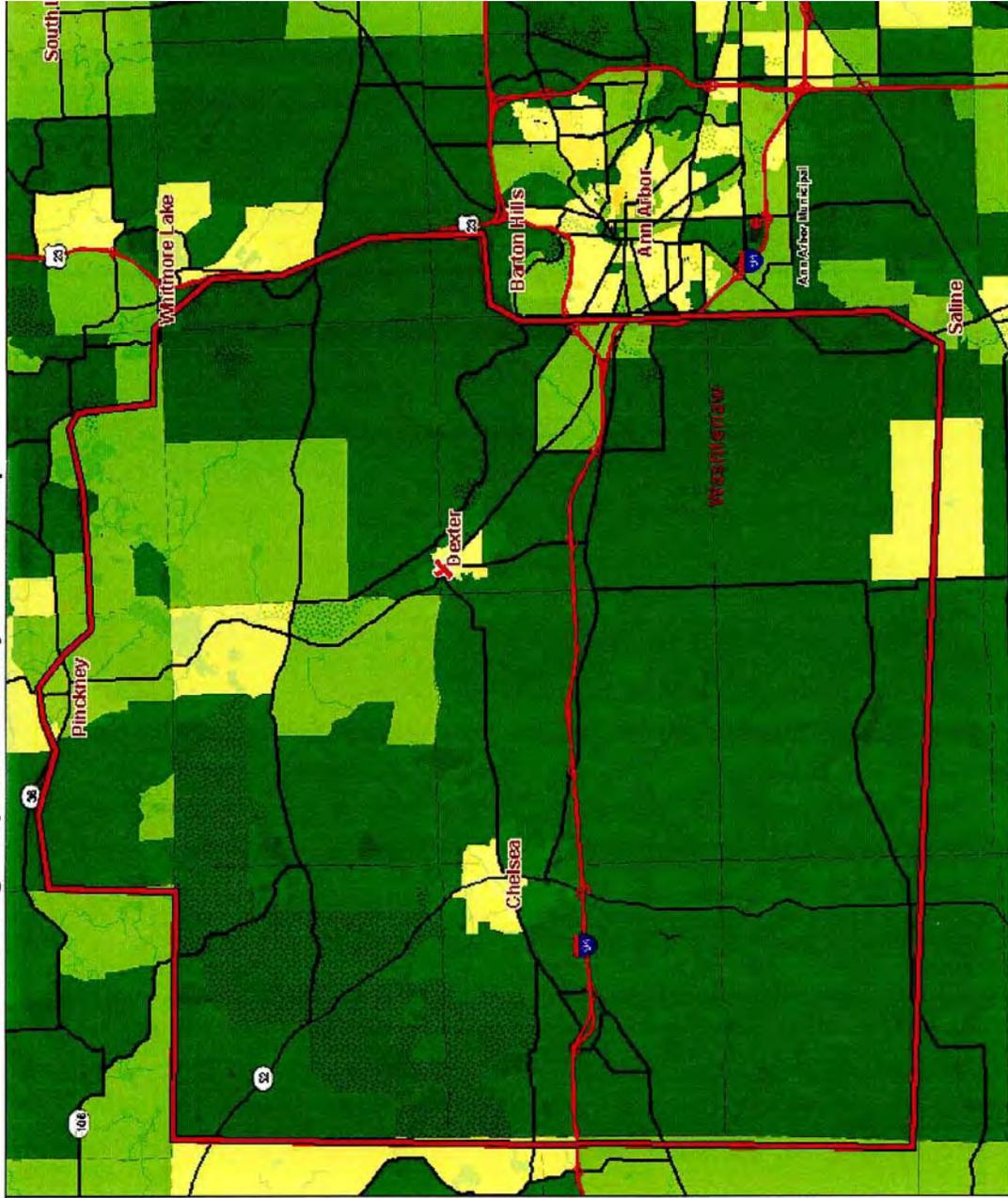
Custom
Study Area

% 2009 Female Age 45-64	32.68%
% 2009 Female Age 65-84	9.81%
% 2009 Female Age 85+	1.89%
2009 Median Age Female Pop	40.8
2009 Median Age Adult Female Pop	47.1
HOUSING	
% 2000 Owner Occupied Housing Units	78.55%
% 2000 Renter Occupied Housing Units	14.52%
% 2000 Vacant Housing Units	6.93%
2004 Total Owner Occupied Housing Units	20,454
2004 Total Renter Occupied Housing Units	3,926

APPENDIX F



% Change Pop 2004-2009 by Block Group



Legend

- Site
- Highways
- Roads
- Trade Area

% Change Pop 2004-2009 by Block Group

	7.78% To	29.47%
	0.48% To	7.78%
	-20.17% To	0.48%

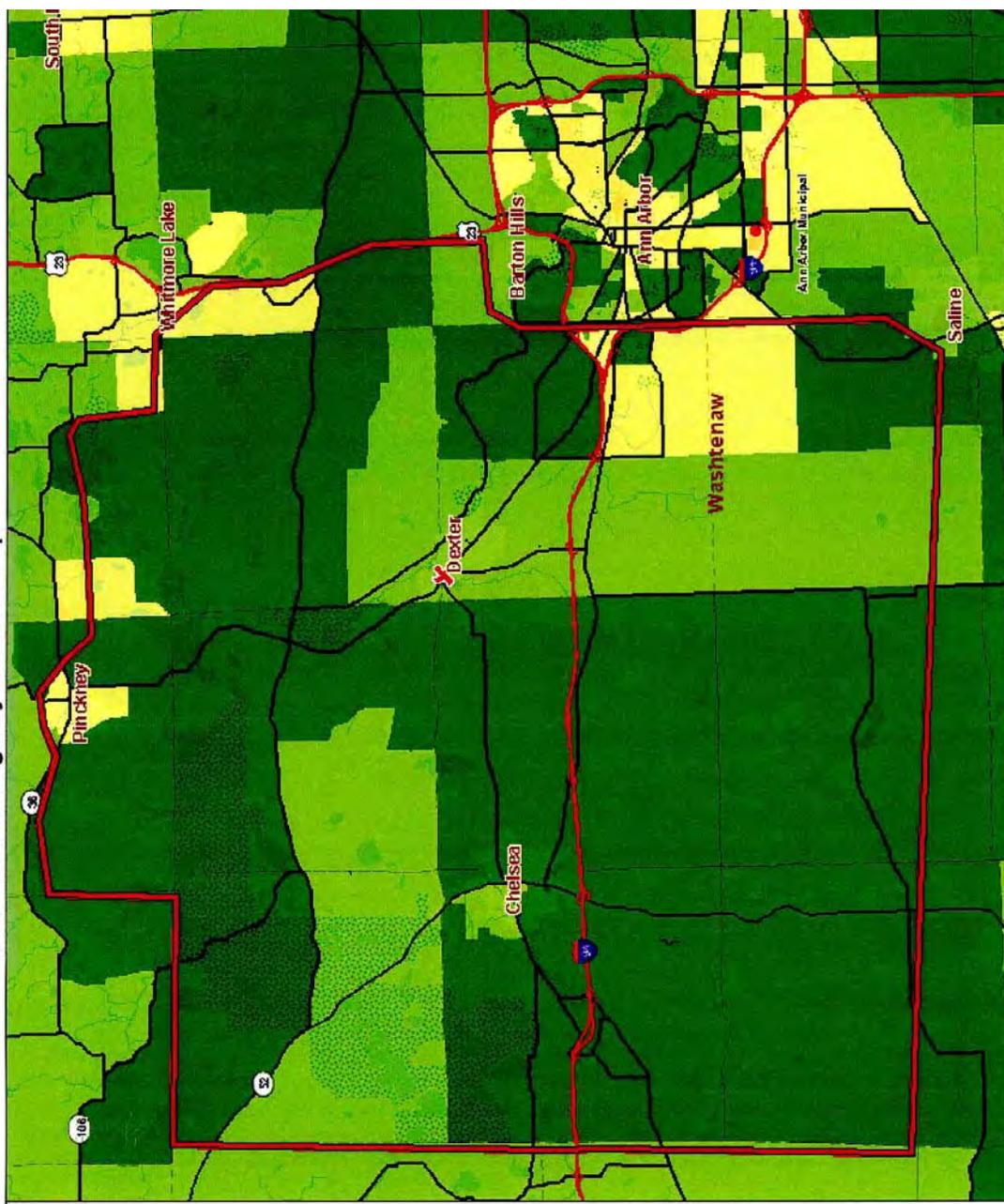
Site Coordinates
 LongitudeX: -83.888610
 LatitudeY: 42.338333

0 2.78 5.56
Miles

MapInfo AnySite ONLINE

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2004 Median Age by Block Group



Legend

- Site
- Highways
- Roads
- Trade Area

2004 Median Age by Block Group

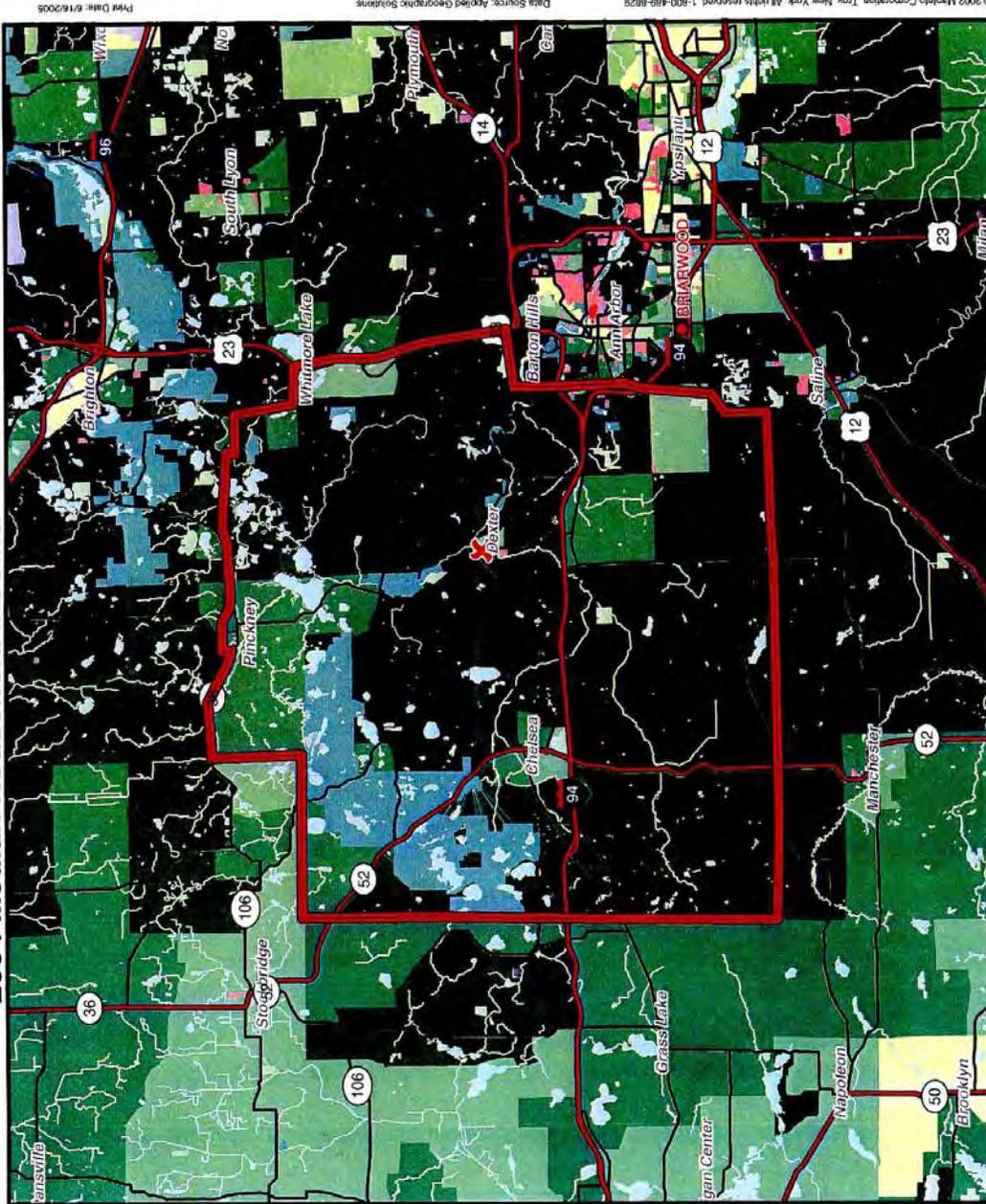
- 37.66 To 59.57
- 32.76 To 37.66
- 18.19 To 32.76

Site Coordinates
 Longitude/X: -83.888610
 Latitude/Y: 42.338333



MapInfo
AnySite
 ONLINE

Village of Dexter, Michigan 2004 Median Household Income



Legend

- Site
- Trade Area
- Shopping Centers
- ZIP Codes
- MSA Boundaries
- County Boundaries

2004 Median Household Income by Block Group

	\$84,000 To \$176,000
	\$69,000 To \$84,000
	\$54,000 To \$69,000
	\$41,000 To \$54,000
	\$0 To \$41,000

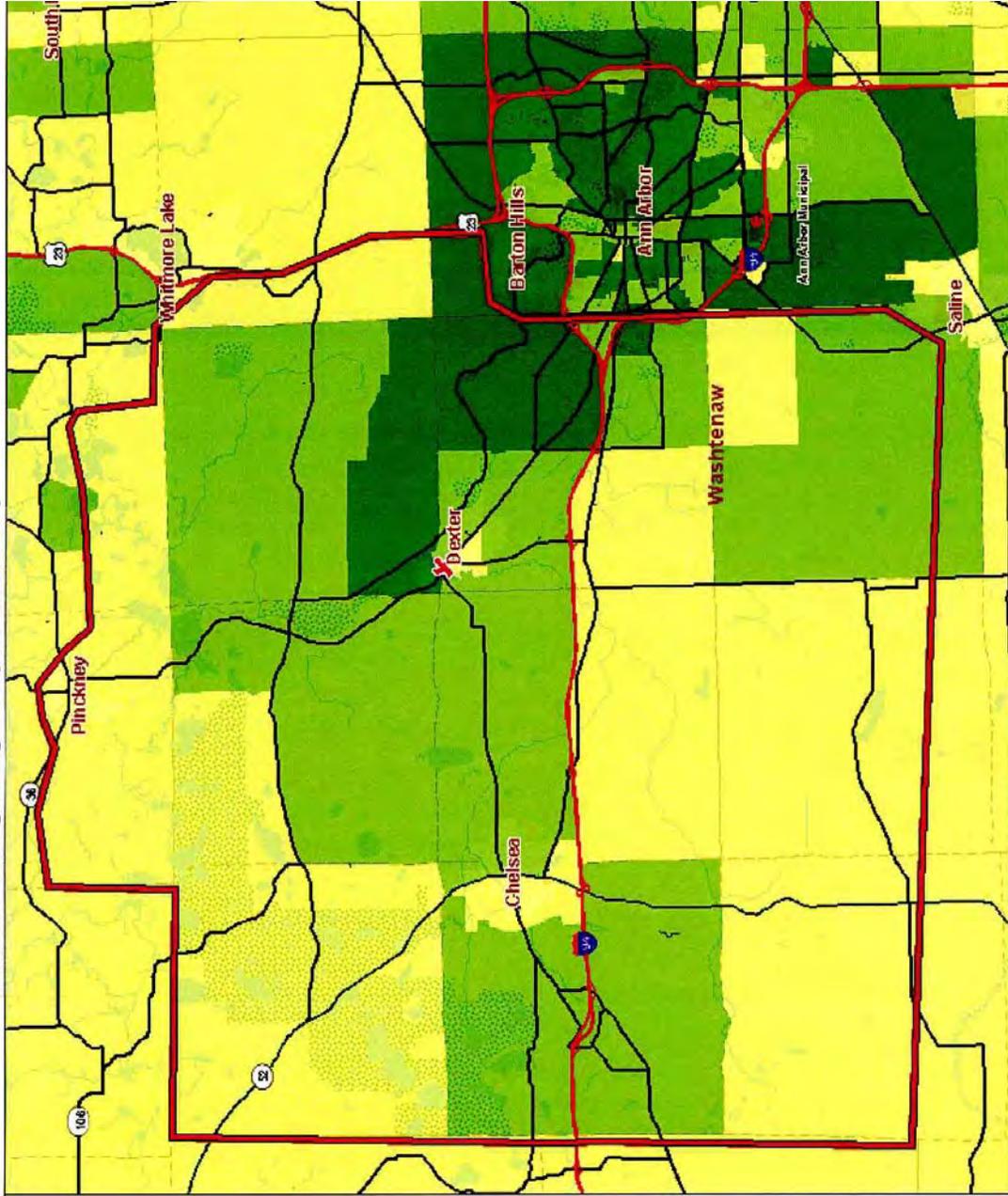
Site Coordinates
 Longitude/X: -83.888610
 Latitude/Y: 42.338333

N

0 3.5 7 Miles

MapInfo AnySite

2004 % College Degree by Block Group



Legend

- Site
- Highways
- Roads
- Trade Area

2004 % College Degree by Block Group

	71.06%	To	100%
	45.1%	To	71.06%
	2.87%	To	45.1%

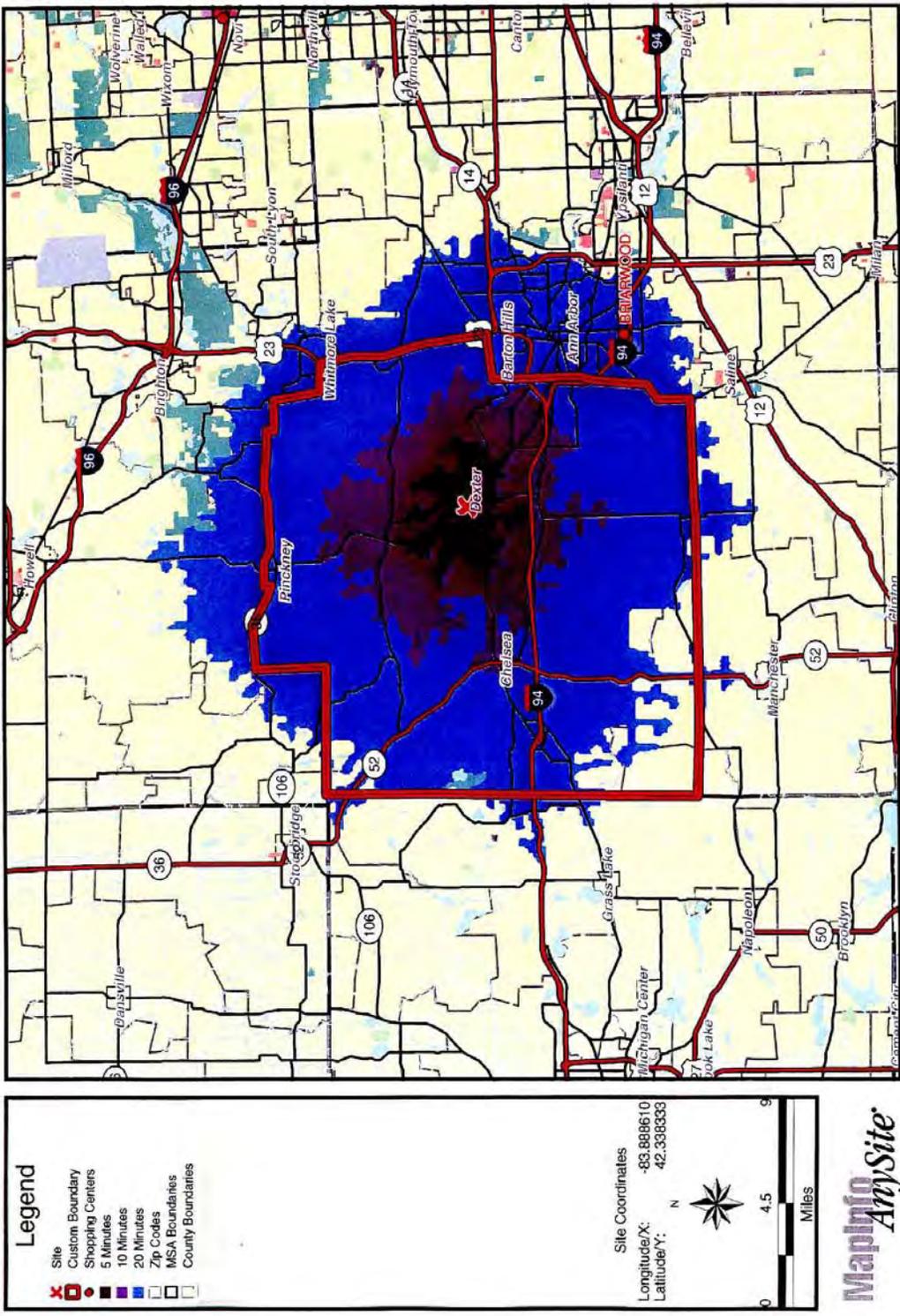
Site Coordinates
 LongitudeX: -83.888610
 LatitudeY: 42.338333

0 2.78 5.56
Miles

MapInfo AnySite ONLINE

APPENDIX G

Village of Dexter, Michigan Drive Times



Legend

- Site
- Custom Boundary
- Shopping Centers
- 5 Minutes
- 10 Minutes
- 20 Minutes
- Zip Codes
- MSA Boundaries
- County Boundaries

Site Coordinates
 Longitude/X: -83.888610
 Latitude/Y: 42.338333

0 4.5 9
 Miles

MapInfo AnySite

APPENDIX H

Socioeconomic Benchmark Report (%)



Dexter Drive-Time

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
POPULATION			
2000 Population	5,053	21,761	201,831
2004 Population	5,526	23,822	216,935
2009 Population	6,079	26,229	234,403
% Population Change 1990-2000	38.74%	28.77%	18.13%
% Population Change 2000-2004	9.36%	9.47%	7.48%
Population in Group Quarters (2000)	17	57	14,043
Population in Group Quarters (2004)	17	57	14,104
Population in Group Quarters (2009)	17	57	14,104
HOUSEHOLDS			
2000 Households	1,929	8,250	77,837
2004 Households	2,136	9,181	85,398
2009 Households	2,384	10,282	94,298
% Households Change 1990-2000	42.47%	34.63%	23.10%
% Households Change 2000-2004	10.73%	11.28%	9.71%
Average Household Size (2000)	2.6	2.6	2.4
Average Household Size (2004)	2.6	2.6	2.4
Average Household Size (2009)	2.5	2.5	2.3
FAMILIES			
Family Households (2000)	94.82%	94.28%	83.05%
Family Households (2004)	73.92%	74.09%	58.77%
Family Households (2009)	72.53%	72.44%	58.04%
Nonfamily Households (2000)	25.04%	24.50%	40.68%
Non-Family Households (2004)	26.12%	25.91%	41.23%
Non-Family Households (2009)	27.43%	27.56%	41.96%
Population in Family Households (2000)	88.36%	88.55%	69.68%
Population in Family Households (2004)	84.17%	84.18%	66.96%
Population in Family Households (2009)	80.67%	80.52%	64.90%
Population in Non-Family Households (2000)	11.30%	11.19%	23.36%
Population in Non-Family Households (2004)	15.53%	15.58%	26.54%
Population in Non-Family Households (2009)	19.05%	19.26%	29.08%

Socioeconomic Benchmark Report (%)



Dexter Drive-Time

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
INCOME			
Per Capita Income (2000)	\$32,040	\$34,424	\$28,779
Per Capita Income (2004)	\$33,685	\$38,036	\$32,842
Per Capita Income (2009)	\$38,083	\$42,141	\$37,232
Average Household Income (2000)	\$84,277	\$91,065	\$74,718
Average Household Income (2004)	\$87,130	\$98,628	\$82,429
Average Household Income (2009)	\$97,092	\$107,436	\$91,508
Median Household Income (2000)	\$68,186	\$73,037	\$58,042
Median Household Income (2004)	\$75,558	\$79,093	\$62,876
Median Household Income (2009)	\$86,537	\$89,048	\$71,939
Average Family Income (2000)	\$92,554	\$99,930	\$94,324
Average Family Income (2004)	\$97,320	\$112,458	\$106,474
Average Family Income (2009)	\$106,817	\$120,867	\$115,368
Median Family Income (2000)	\$78,207	\$85,084	\$77,661
Median Family Income (2004)	\$84,132	\$90,264	\$82,096
Median Family Income (2009)	\$92,745	\$99,154	\$88,756
Aggregate Income (2000)	\$161,896,956	\$749,102,956	\$5,808,484,730
Aggregate Income (2004)	\$186,143,877	\$906,084,605	\$7,124,520,466
Aggregate Income (2009)	\$231,505,613	\$1,105,321,212	\$8,727,245,660
HOUSEHOLD INCOME			
Household Income <\$10,000 (2000)	1.09%	2.04%	6.94%
Household Income \$10,000-\$14,999 (2000)	2.38%	2.27%	4.12%
Household Income \$15,000-\$19,999 (2000)	3.32%	2.58%	4.46%
Household Income \$20,000-\$24,999 (2000)	3.83%	3.95%	4.68%
Household Income \$25,000-\$29,999 (2000)	4.92%	3.64%	4.65%
Household Income \$30,000-\$34,999 (2000)	4.46%	3.16%	4.81%
Household Income \$35,000-\$39,999 (2000)	3.01%	3.81%	4.72%
Household Income \$40,000-\$44,999 (2000)	7.51%	4.69%	4.85%
Household Income \$45,000-\$49,999 (2000)	3.63%	4.23%	4.29%
Household Income \$50,000-\$59,999 (2000)	8.76%	7.88%	8.06%
Household Income \$60,000-\$74,999 (2000)	13.01%	13.53%	11.42%
Household Income \$75,000-\$99,999 (2000)	17.31%	16.24%	13.73%
Household Income \$100,000-\$124,999 (2000)	10.83%	12.68%	9.42%
Household Income \$125,000-\$149,999 (2000)	6.42%	7.10%	5.19%

Socioeconomic Benchmark Report (%)



Dexter Drive-Time

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
Household Income \$150,000-\$199,999 (2000)	4.92%	5.42%	4.25%
Household Income \$200,000+ (2000)	4.61%	6.79%	4.40%
Household Income < \$10,000 (2004)	0.98%	1.94%	6.59%
Household Income \$10,000-\$14,999 (2004)	1.17%	1.80%	3.57%
Household Income \$15,000-\$19,999 (2004)	3.27%	2.37%	4.00%
Household Income \$20,000-\$24,999 (2004)	3.46%	3.38%	4.28%
Household Income \$25,000-\$29,999 (2004)	4.11%	3.41%	4.19%
Household Income \$30,000-\$34,999 (2004)	4.21%	3.12%	4.40%
Household Income \$35,000-\$39,999 (2004)	3.18%	3.01%	4.17%
Household Income \$40,000-\$44,999 (2004)	4.35%	3.89%	4.52%
Household Income \$45,000-\$49,999 (2004)	5.89%	4.28%	4.32%
Household Income \$50,000-\$59,999 (2004)	7.48%	7.39%	7.78%
Household Income \$60,000-\$74,999 (2004)	11.41%	11.73%	10.61%
Household Income \$75,000-\$99,999 (2004)	18.19%	17.12%	14.68%
Household Income \$100,000-\$124,999 (2004)	13.09%	14.02%	10.76%
Household Income \$125,000-\$149,999 (2004)	7.67%	8.63%	6.18%
Household Income \$150,000-\$199,999 (2004)	6.50%	6.79%	4.90%
Household Income > \$200,000 (2004)	5.05%	7.14%	5.06%
Household Income < \$10,000 (2009)	0.92%	1.86%	6.22%
Household Income \$10,000-\$14,999 (2009)	0.92%	1.59%	3.13%
Household Income \$15,000-\$19,999 (2009)	2.48%	1.93%	3.26%
Household Income \$20,000-\$24,999 (2009)	2.85%	2.61%	3.74%
Household Income \$25,000-\$29,999 (2009)	3.32%	3.28%	3.76%
Household Income \$30,000-\$34,999 (2009)	3.99%	3.10%	4.10%
Household Income \$35,000-\$39,999 (2009)	3.86%	2.82%	4.28%
Household Income \$40,000-\$44,999 (2009)	1.38%	1.77%	2.31%
Household Income \$45,000-\$49,999 (2009)	4.20%	3.72%	4.29%
Household Income \$50,000-\$59,999 (2009)	9.19%	7.94%	8.09%
Household Income \$60,000-\$74,999 (2009)	9.40%	8.93%	8.90%
Household Income \$75,000-\$99,999 (2009)	17.37%	17.26%	15.16%
Household Income \$100,000-\$124,999 (2009)	14.44%	13.87%	11.37%
Household Income \$125,000-\$149,999 (2009)	9.86%	11.09%	8.14%
Household Income \$150,000-\$199,999 (2009)	9.74%	10.22%	7.40%
Household Income > \$200,000 (2009)	6.08%	8.03%	5.85%
EDUCATION			
Population Age 25+ (2000)	66.24%	66.67%	60.62%
Less than 9th grade	1.08%	1.01%	1.47%

Socioeconomic Benchmark Report (%)



Dexter Drive-Time

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
9th-11th grade No Diploma	4.48%	4.20%	4.20%
High school graduate (incl equiv	20.20%	16.62%	14.64%
Some college No Degree	21.30%	20.88%	18.06%
Associate Degree	7.77%	6.99%	5.35%
Bachelor's Degree	25.99%	27.31%	26.77%
Graduate or Professional Degree	19.18%	22.99%	29.50%
Population Age 25+ (2004)	68.60%	69.10%	64.22%
Less than 9th Grade (2004)	1.13%	1.06%	1.52%
9th-12th Grade No Diploma (2004)	4.51%	4.27%	4.32%
HS Graduate (2004)	20.10%	16.78%	14.88%
College No Diploma (2004)	21.16%	20.96%	18.19%
Associate Degree (2004)	7.83%	7.04%	5.43%
Bachelor Degree (2004)	25.85%	27.10%	26.65%
Graduate or Prof School Degree (2004)	19.41%	22.80%	29.00%
Population Age 25+ (2009)	72.89%	73.37%	68.25%
Less than 9th Grade (2009)	1.15%	1.10%	1.56%
9th-12th Grade No Diploma (2009)	4.58%	4.36%	4.44%
HS Graduate (2009)	20.00%	16.87%	15.12%
College No Diploma (2009)	20.99%	20.96%	18.39%
Associate Degree (2009)	7.88%	7.07%	5.49%
Bachelor Degree (2009)	25.84%	27.02%	26.45%
Graduate or Prof School Degree (2009)	19.57%	22.62%	28.55%
MARITAL STATUS			
Never Married (2004)	24.22%	22.56%	37.53%
Now Married (2004)	60.74%	63.11%	47.93%
Separated (2004)	2.43%	2.22%	2.99%
Divorced (2004)	4.35%	4.20%	3.56%
Widowed (2004)	8.26%	7.91%	8.00%
Never Married (2009)	27.49%	26.23%	37.08%
Now Married (2009)	56.16%	58.00%	46.78%
Separated (2009)	3.33%	3.10%	3.80%
Divorced (2009)	4.12%	4.05%	3.54%
Widowed (2009)	8.90%	8.63%	8.81%
HOUSEHOLD BY TYPE			

Socioeconomic Benchmark Report (%)



Dexter Drive-Time

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
Family Married Couple w/ Children (2004)	32.08%	32.12%	24.15%
Family Male No Wife w/ Children (2004)	1.45%	1.64%	1.36%
Family Female No Husband Children (2004)	6.00%	5.23%	4.66%
Family Married Couple No Children (2004)	30.30%	31.41%	25.08%
Family Male No Wife No Childen (2004)	1.22%	1.09%	1.12%
Family Female No Husband No Children (2004)	2.81%	2.59%	2.40%
Non-Family 1 Person Male (2004)	9.79%	9.25%	13.02%
Non-Family 1 Person Female (2004)	11.05%	10.77%	14.78%
Non-Family 2+ Pers Male Head Children (2004)	0.19%	0.17%	0.18%
Non-Family 2+ Pers Female Head Children	0.09%	0.10%	0.07%
Non-Family 2+ Pers Male Head No Children	2.53%	2.61%	5.92%
Non-Family 2+ Pers Female Head No Children	2.48%	3.01%	7.27%
Family Married Couple w/ Children (2009)	31.59%	31.41%	23.79%
Family Male No Wife w/ Children (2009)	1.47%	1.60%	1.36%
Family Female No Husband Children (2009)	5.91%	5.20%	4.63%
Family Married Couple No Children (2009)	29.61%	30.57%	24.74%
Family Male No Wife No Childen (2009)	1.30%	1.11%	1.11%
Family Female No Husband No Children (2009)	2.68%	2.54%	2.40%
Non-Family 1 Person Male (2009)	10.19%	9.77%	13.28%
Non-Family 1 Person Female (2009)	11.45%	11.35%	15.09%
Non-Family 2+ Pers Male Head Children (2009)	0.17%	0.17%	0.18%
Non-Family 2+ Pers Female Head Children	0.13%	0.11%	0.07%
Non-Family 2+ Pers Male Head No Children	2.81%	2.83%	5.90%
Non-Family 2+ Pers Female Head No Children	2.68%	3.35%	7.44%
EMPLOYMENT STATUS			
Not in Labor Force	24.82%	26.46%	31.34%
Total Labor Force	75.18%	73.54%	68.66%
In Armed Forces	0.00%	0.02%	0.06%
Employed	98.59%	97.46%	96.26%
Unemployed	1.41%	2.52%	3.68%
Population Age 16+ (2004)	76.78%	77.68%	81.34%
In Armed Forces (2004)	0.00%	0.02%	0.04%
Civilian Employed (2004)	73.44%	71.00%	66.36%
Civilian Unemployed (2004)	1.11%	1.92%	2.53%
Not in Labor Force (2004)	25.45%	27.06%	31.07%
Population Age 16+ (2009)	78.10%	79.06%	82.20%

Socioeconomic Benchmark Report (%)



Dexter Drive-Time

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
In Armed Forces (2009)	0.00%	0.02%	0.05%
Civilian Employed (2009)	73.01%	70.61%	66.37%
Civilian Unemployed (2009)	1.18%	1.95%	2.55%
Not in Labor Force (2009)	25.81%	27.42%	31.03%
2000 EMPLOYMENT BY INDUSTRY			
Agriculture forestry fishing and hunting	0.25%	0.56%	0.47%
Mining	0.00%	0.05%	0.03%
Construction	6.04%	5.26%	4.13%
Manufacturing	16.92%	18.08%	13.94%
Wholesale Trade	3.15%	3.47%	2.25%
Retail Trade	9.01%	8.93%	9.50%
Transportation and Warehousing	1.82%	2.03%	1.87%
Utilities	0.97%	0.84%	0.47%
Information	3.36%	2.61%	3.49%
Finance and Insurance	1.39%	2.68%	2.59%
Real estate/rental/leasing	2.58%	2.37%	1.71%
Professional scientific and technical svcs	9.55%	8.52%	9.66%
Management of companies and enterprises	0.00%	0.00%	0.03%
Administrative/support/waste mgmt svcs	1.57%	1.62%	1.94%
Educational services	15.88%	16.24%	21.60%
Health care and social assistance	15.09%	15.72%	13.41%
Arts entertainment and recreation	1.90%	1.79%	1.82%
Accommodation and food services	3.29%	3.63%	5.63%
Other services (exc public administration)	3.51%	2.76%	3.23%
Public administration	3.72%	2.84%	2.23%
VEHICLES AVAILABLE			
Total Vehicles Available (2004)	4,280	18,861	155,561
Households No Vehicle (2004)	3.00%	2.27%	6.30%
Households 1 Vehicle (2004)	23.97%	23.54%	34.75%
Households 2+ Vehicles (2004)	73.03%	74.19%	58.96%
Average Vehicles Available (2004)	2.1	2.1	1.9
Total Vehicles Available (2009)	4,875	21,493	173,965
Households No Vehicle (2009)	2.81%	2.24%	6.05%
Households 1 Vehicle (2009)	23.37%	23.30%	34.12%
Households 2+ Vehicles (2009)	73.81%	74.46%	59.83%

Socioeconomic Benchmark Report (%)



Dexter Drive-Time

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
Average Vehicles Available (2009)	2.1	2.1	2.0

APPENDIX I



Summary Demographic Benchmark Report (%)



Dexter Drive-Time Summary

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
2000 Population	5,053	21,761	201,831
2004 Population	5,526	23,822	216,935
2009 Population	6,079	26,229	234,403
2000 Population in Group Quarters	0.34%	0.26%	6.96%
2004 Population in Group Quarters	0.31%	0.24%	6.50%
2009 Population in Group Quarters	0.28%	0.22%	6.02%
2000 Population Family	88.36%	88.55%	69.68%
2004 Population Family	84.17%	84.18%	66.96%
2009 Population Family	80.67%	80.52%	64.90%
2000 Population Non-Family	11.30%	11.19%	23.36%
2004 Population Non-Family	15.53%	15.58%	26.54%
2009 Population Non-Family	19.05%	19.26%	29.08%
2000 HOUSEHOLDS			
1 person Household	20.46%	19.71%	28.46%
2 person Household	34.59%	35.70%	34.63%
3 person Household	17.30%	16.67%	15.55%
4 person Household	18.49%	18.63%	13.67%
5 person Household	6.63%	6.95%	5.30%
6 person Household	1.24%	1.58%	1.58%
7+ person Household	1.29%	0.77%	0.80%
2004 HOUSEHOLDS			
Households 1-Person	20.82%	20.02%	27.80%
Households 2-Persons	34.11%	35.05%	34.88%
Households 3-Persons	17.97%	17.46%	15.58%
Households 4-Persons	17.83%	18.12%	13.88%
Households 5-Persons	7.07%	6.84%	5.30%
Households 6-Persons	1.40%	1.75%	1.72%
Households 7+ Persons	0.80%	0.76%	0.86%
2009 HOUSEHOLDS			
Households 1-Person	21.64%	21.12%	28.37%
Households 2-Persons	33.85%	34.56%	34.60%
Households 3-Persons	17.70%	17.18%	15.44%
Households 4-Persons	17.62%	17.84%	13.78%

Summary Demographic Benchmark Report (%)



Dexter Drive-Time Summary

7/20/2005

Coordinates Longitude: -83.88861
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	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
Households 5-Persons	7.01%	6.76%	5.26%
Households 6-Persons	1.38%	1.72%	1.70%
Households 7+ Persons	0.80%	0.82%	0.85%
2000 Households	1,929	8,250	77,837
2004 Households	2,136	9,181	85,398
2009 Households	2,384	10,282	94,298
2000 Family Households	94.82%	94.28%	83.05%
2004 Family Households	73.92%	74.09%	58.77%
2009 Family Households	72.53%	72.44%	58.04%
2000 Non-Family Households	25.04%	24.50%	40.68%
2004 Non-Family Households	26.12%	25.91%	41.23%
2009 Non-Family Households	27.43%	27.56%	41.96%
2000 RACE AND ETHNICITY			
White Alone	97.11%	95.17%	82.99%
Black Alone	0.38%	1.42%	5.73%
Amer Indian/Alaska Native Alone	0.28%	0.27%	0.30%
Asian Alone	0.93%	1.58%	7.80%
Native Hawaiian/Oth Pacific Islander Alone	0.02%	0.03%	0.04%
Some Other Race Alone	0.26%	0.23%	0.86%
Two or More Races	1.03%	1.30%	2.29%
Population Hispanic	1.15%	1.17%	2.53%
Population Non-Hispanic	98.85%	98.83%	97.47%
2004 RACE AND ETHNICITY			
White Alone	96.38%	94.53%	82.92%
Black Alone	0.81%	1.83%	5.97%
Amer Indian/Alaska Native Alone	0.29%	0.26%	0.30%
Asian Alone	1.10%	1.72%	7.64%
Native Hawaiian/Oth Pacific Islander Alone	0.02%	0.03%	0.04%
Some Other Race Alone	0.29%	0.26%	0.86%
Two or More Races	1.10%	1.36%	2.28%
Population Hispanic	1.21%	1.24%	2.66%
Population Non-Hispanic	98.79%	98.76%	97.34%

Summary Demographic Benchmark Report (%)



Dexter Drive-Time Summary

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
2009 RACE AND ETHNICITY			
White Alone	95.61%	93.83%	82.84%
Black Alone	1.28%	2.30%	6.24%
Amer Indian/Alaska Native Alone	0.28%	0.26%	0.31%
Asian Alone	1.32%	1.89%	7.46%
Native Hawaiian/Oth Pacific Islander Alone	0.02%	0.03%	0.04%
Some Other Race Alone	0.33%	0.29%	0.85%
Two or More Races	1.17%	1.41%	2.27%
Population Hispanic	1.32%	1.34%	2.82%
Population Non-Hispanic	98.68%	98.66%	97.18%
2000 POPULATION BY AGE			
Population Age 0-4	6.75%	6.38%	5.83%
Population Age 5-9	8.43%	7.89%	5.98%
Population Age 10-13	6.75%	6.86%	4.90%
Population Age 14-17	6.27%	6.69%	4.78%
Population Age 18-20	2.65%	2.69%	8.97%
Population Age 21-24	2.87%	2.81%	8.93%
Population Age 25-29	5.07%	4.26%	7.94%
Population Age 30-34	6.67%	6.13%	7.79%
Population Age 35-39	10.33%	8.79%	7.93%
Population Age 40-44	9.11%	9.72%	7.72%
Population Age 45-49	9.60%	10.01%	7.42%
Population Age 50-54	8.35%	8.73%	6.28%
Population Age 55-59	5.27%	5.89%	4.37%
Population Age 60-64	3.09%	3.56%	2.91%
Population Age 65-69	2.30%	2.64%	2.31%
Population Age 70-74	2.67%	2.77%	2.11%
Population Age 75-79	1.78%	1.91%	1.72%
Population Age 80-84	1.21%	1.26%	1.13%
Population Age 85+	0.83%	1.01%	1.00%
2004 POPULATION BY AGE			
Population Age 0-4	6.48%	6.09%	5.61%
Population Age 5-9	7.96%	7.40%	5.70%
Population Age 10-14	8.20%	8.32%	6.07%
Population Age 15-19	5.74%	5.99%	8.13%
Population Age 20-24	3.02%	3.10%	10.27%
Population Age 25-29	5.43%	4.62%	8.53%

Summary Demographic Benchmark Report (%)



Dexter Drive-Time Summary

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
Population Age 30-34	6.90%	6.35%	7.99%
Population Age 35-39	10.03%	8.55%	7.71%
Population Age 40-44	8.69%	9.26%	7.56%
Population Age 45-49	9.30%	9.65%	7.47%
Population Age 50-54	8.71%	9.05%	6.78%
Population Age 55-59	6.44%	7.09%	5.41%
Population Age 60-64	4.04%	4.58%	3.86%
Population Age 65-69	2.57%	2.92%	2.67%
Population Age 70-74	2.57%	2.69%	2.11%
Population Age 75-79	1.72%	1.84%	1.70%
Population Age 80-84	1.27%	1.36%	1.25%
Population Age 85+	0.94%	1.15%	1.17%
2009 POPULATION BY AGE			
Population Age 0-4	6.02%	5.65%	5.36%
Population Age 5-9	7.57%	7.03%	5.51%
Population Age 10-14	7.83%	7.87%	5.88%
Population Age 15-19	4.67%	4.91%	6.82%
Population Age 20-24	2.38%	2.46%	8.01%
Population Age 25-29	5.51%	4.77%	8.88%
Population Age 30-34	7.12%	6.55%	8.22%
Population Age 35-39	10.20%	8.70%	7.79%
Population Age 40-44	8.55%	9.04%	7.46%
Population Age 45-49	9.13%	9.41%	7.56%
Population Age 50-54	8.70%	8.94%	7.03%
Population Age 55-59	7.45%	8.11%	6.43%
Population Age 60-64	5.08%	5.71%	4.97%
Population Age 65-69	3.31%	3.75%	3.58%
Population Age 70-74	2.68%	2.81%	2.32%
Population Age 75-79	1.74%	1.89%	1.81%
Population Age 80-84	1.15%	1.28%	1.20%
Population Age 85+	0.89%	1.12%	1.17%
2000 MALE POPULATION BY AGE			
Male Age 0-19	32.31%	31.34%	27.97%
Male Age 20-44	33.81%	31.65%	44.42%
Male Age 45-64	26.50%	28.56%	20.64%
Male Age 65-84	6.79%	7.86%	6.39%
Male Age 85+	0.59%	0.58%	0.59%

Summary Demographic Benchmark Report (%)



Dexter Drive-Time Summary

7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
2000 Median Age Male	35.2	36.8	29.7
2004 MALE POPULATION BY AGE			
Male Age 0-19	30.34%	29.35%	26.41%
Male Age 20-44	33.14%	30.84%	42.68%
Male Age 45-64	28.62%	30.77%	23.10%
Male Age 65-84	7.15%	8.29%	7.03%
Male 85+	0.75%	0.75%	0.77%
2004 Median Age Male	36.4	38.2	31.6
2009 MALE POPULATION BY AGE			
Male Age 0-19	27.89%	26.81%	24.49%
Male Age 20-44	32.75%	30.44%	40.87%
Male Age 45-64	30.64%	32.74%	25.55%
Male Age 65-84	8.03%	9.29%	8.31%
Male 85+	0.68%	0.71%	0.78%
2009 Median Age Male	37.8	39.9	34.0
2000 FEMALE POPULATION BY AGE			
Female Age 0-19	28.10%	28.24%	26.48%
Female Age 20-44	35.56%	33.24%	42.67%
Female Age 45-64	26.15%	27.80%	21.31%
Female Age 65-84	9.13%	9.29%	8.13%
Female Age 85+	1.07%	1.43%	1.41%
2000 Median Age Female	37.1	38.3	31.8
2004 FEMALE POPULATION BY AGE			
Female Age 0-19	26.33%	26.28%	24.61%
Female Age 20-44	34.99%	32.88%	41.44%
Female Age 45-64	28.41%	29.94%	23.96%
Females Age 65-84	9.13%	9.34%	8.43%
Female 85+	1.13%	1.56%	1.57%
2004 Median Age Female	37.9	39.2	33.5
2009 FEMALE POPULATION BY AGE			
Female Age 0-19	24.28%	24.09%	22.65%

Summary Demographic Benchmark Report (%)



Dexter Drive-Time Summary

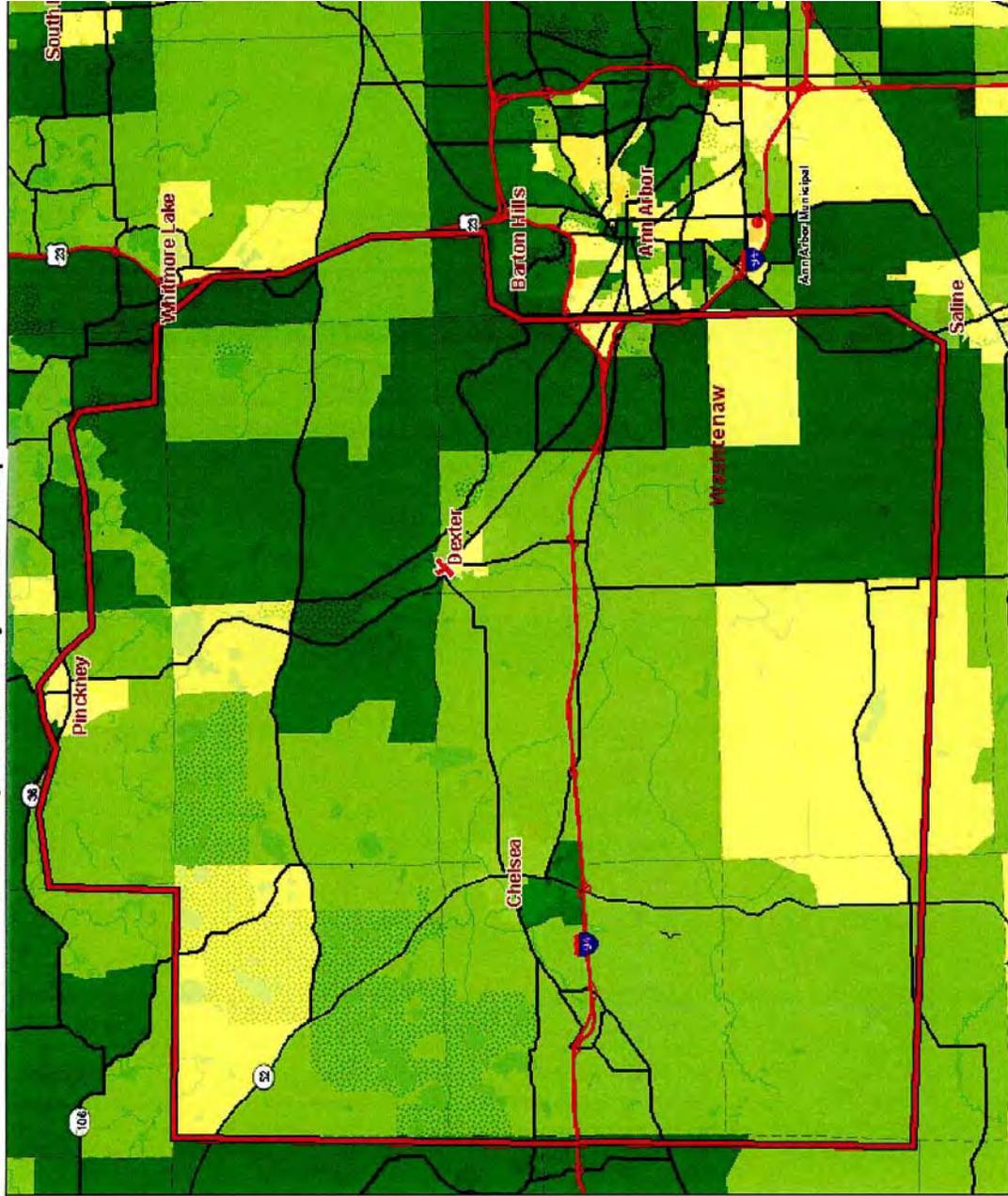
7/20/2005

Coordinates Longitude: -83.88861
Latitude: 42.338333

	5 MINUTE DRIVE TIME 18.78 SQ/MI	10 MINUTE DRIVE TIME 87.27 SQ/MI	20 MINUTE DRIVE TIME 422.46 SQ/MI
Female Age 20-44	34.80%	32.64%	39.85%
Female Age 45-64	30.09%	31.59%	26.43%
Female Age 65-84	9.72%	10.16%	9.51%
Female 85+	1.10%	1.53%	1.56%
2009 Median Age Female	38.9	40.4	35.7
HOUSING			
2000 Vacant Housing Units	4.99%	5.48%	4.90%
2000 Owner Occupied Housing Units	78.58%	83.83%	62.26%
2000 Renter Occupied Housing Units	21.42%	16.17%	37.74%
2004 Housing Units Vacant	4.90%	5.44%	4.98%
2004 Owner Occupied Units	79.88%	84.46%	64.47%
2004 Renter Occupied Units	20.12%	15.54%	35.53%
2009 Housing Units Vacant	4.83%	5.34%	4.96%
2009 Owner Occupied Units	81.32%	85.24%	66.94%
2009 Renter Occupied Units	18.68%	14.76%	33.06%

APPENDIX J

2004 CSP HH Expenditures by Block Group



Legend

- Site
- Highways
- Roads
- Trade Area

2004 CSP HH Expenditures by Block Group

	29,970 To 79,427
	23,671 To 29,970
	0 To 23,671

Site Coordinates
 LongitudeX: -83.888610
 LatitudeY: 42.338333

0 2.78 5.56
 Miles

MapInfo AnySite ONLINE

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2004 CSP Food Away From Home by Block Group

Legend

-  Site
-  Highways
-  Roads
-  Trade Area

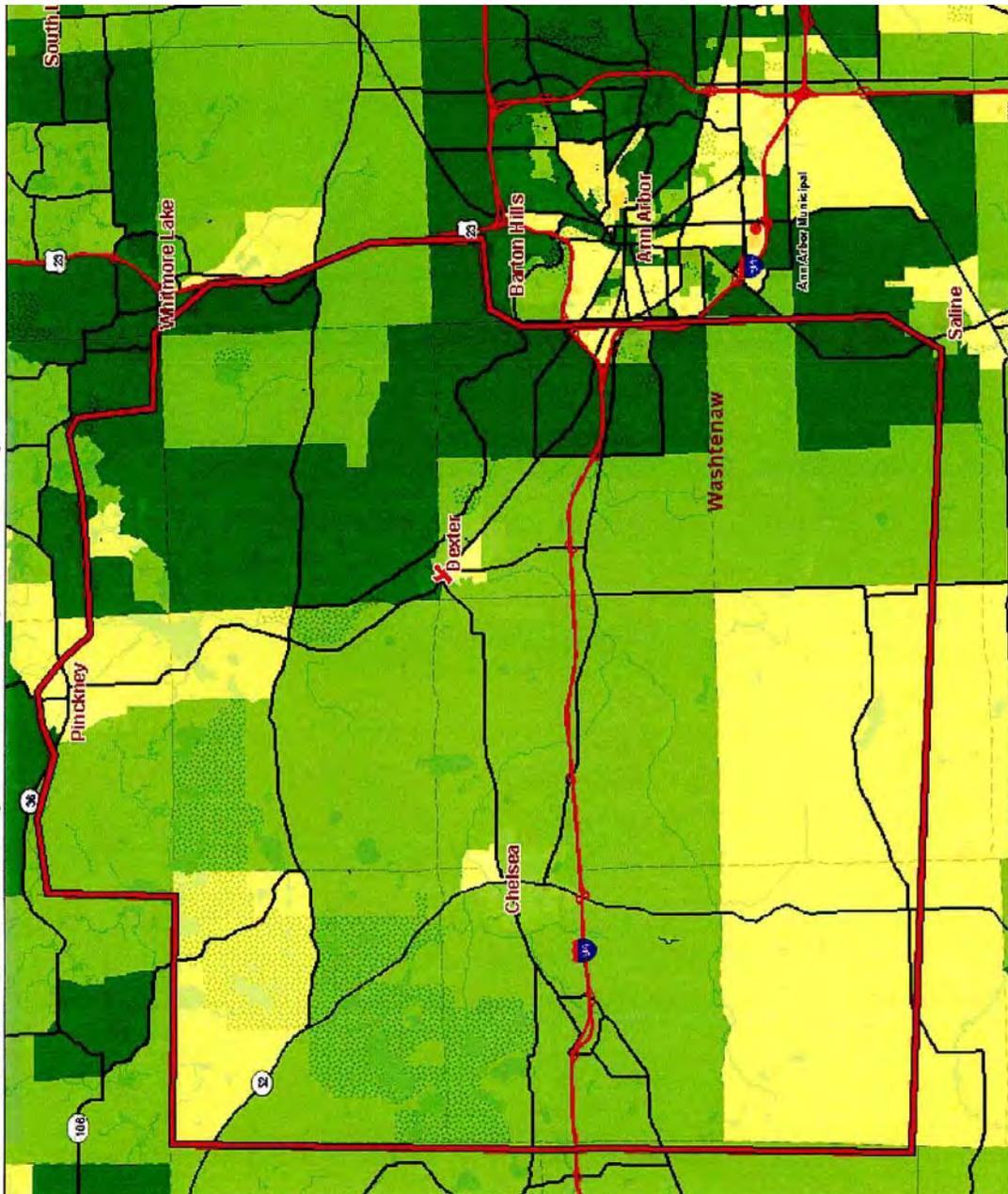
2004 CSP Food Away from Home by Block Group

	2,626 To 9,227
	2,015 To 2,626
	0 To 2,015

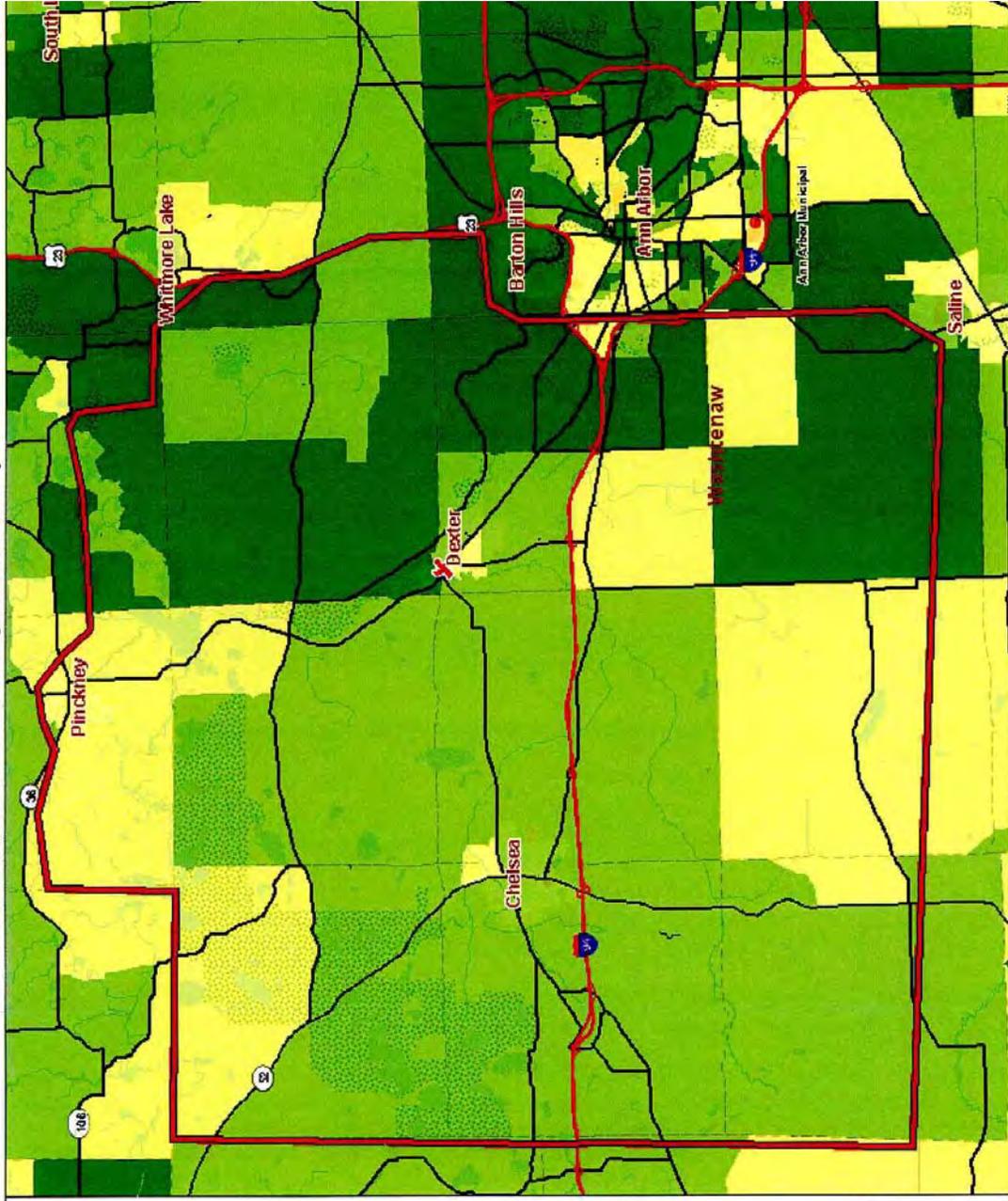
Site Coordinates
 Longitude: -83.888610
 Latitude: 42.338333

0 2.78 5.56
 Miles

MapInfo AnySite ONLINE



2004 CSP Apparel/Services by Block Group



Legend

- Site
- Highways
- Roads
- Trade Area

2004 CSP Apparel/Services by Block Group

	2,240 To 7,257
	1,757 To 2,240
	0 To 1,757

Site Coordinates
 LongitudeX: -83.888610
 LatitudeY: 42.338333

N

0 2.78 5.56 Miles

MapInfo AnySite ONLINE

APPENDIX K

PSYTE U.S. Advantage Segment Report



06-16-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

2004 PSYTE U.S. Advantage Households	24,332
HIGH DENSITY SUBURBAN1	
05 Professional Duos	0
% Professional Duos	0%
08 Suburban Establishment	0
% Suburban Establishment	0%
11 Only in America	566
% Only in America	2.33%
19 East Meets East	0
% East Meets East	0%
HIGH DENSITY SUBURBAN2	
26 Suburban Melange	0
% Suburban Melange	0%
35 Cultural Exchange	0
% Cultural Exchange	0%
46 Service Corps	0
% Service Corps	0%
HIGH DENSITY SUBURBAN3	
60 Hispanic Hopes	0
% Hispanic Hopes	0%
63 Help Wanted	0
% Help Wanted	0%
HIGH DENSITY URBAN1	
04 Parchment Hill	0
% Parchment Hill	0%
HIGH DENSITY URBAN2	
24 Urban Villagers	0
% Urban Villagers	0%
40 The Neighborhood	0
% The Neighborhood	0%
HIGH DENSITY URBAN3	

PSYTE U.S. Advantage Segment Report



06-16-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom Study Area	
62 Hip Nation	0
% Hip Nation	0%
LOW DENSITY EXURBAN1	
10 Exurban Tide	2,817
% Exurban Tide	11.58%
12 Rural Renaissance	1,968
% Rural Renaissance	8.09%
17 Up-Country Environs	0
% Up-Country Environs	0%
21 Towns in Transition	2,552
% Towns in Transition	10.49%
LOW DENSITY EXURBAN2	
42 Country Roads	0
% Country Roads	0%
44 Middleburgh	0
% Middleburgh	0%
LOW DENSITY EXURBAN3	
52 Military Towns	0
% Military Towns	0%
54 Home Town Harbor	0
% Home Town Harbor	0%
56 Agrarian Edge	0
% Agrarian Edge	0%
59 Exurban Refuge	0
% Exurban Refuge	0%
65 Village Americana	0
% Village Americana	0%
71 Project Renewal	0
% Project Renewal	0%
LOW DENSITY SUBURBAN1	
01 Tuxedo Trails	0
% Tuxedo Trails	0%
02 Executive Domain	2,771

PSYTE U.S. Advantage Segment Report



06-16-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

% Executive Domain	11.39%
03 Nouveau Manors	0
% Nouveau Manors	0%
06 Balancing Act	4,673
% Balancing Act	19.21%
07 Equestrian Heights	1,264
% Equestrian Heights	5.19%
09 Suburban Wave	1,590
% Suburban Wave	6.53%
13 Sierra Snuggle	0
% Sierra Snuggle	0%
16 Frontier Towns	0
% Frontier Towns	0%
20 Empty Nest East	13
% Empty Nest East	0.05%
22 Kids, Dogs, Vans	1,112
% Kids, Dogs, Vans	4.57%
LOW DENSITY SUBURBAN2	
50 Rust Belt Blues	0
% Rust Belt Blues	0%
68 College Towns	0
% College Towns	0%
RURAL1	
28 Quiet Streets	423
% Quiet Streets	1.74%
29 Family Acres	0
% Family Acres	0%
30 Moo's and Modems	0
% Moo's and Modems	0%
37 Outback USA	0
% Outback USA	0%
43 Family Farm Belt	0
% Family Farm Belt	0%
47 Here to Stay	0
% Here to Stay	0%

PSYTE U.S. Advantage Segment Report



06-16-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom
Study Area

RURAL2

48 Farm and Factory	0
% Farm and Factory	0%
51 Irrigation Nation	0
% Irrigation Nation	0%
53 Southern Country	0
% Southern Country	0%
55 Plow and Plateau	0
% Plow and Plateau	0%
57 Backwoods Blues	0
% Backwoods Blues	0%
64 Extraction Action	0
% Extraction Action	0%
69 Black Memoirs	0
% Black Memoirs	0%

SUBURBAN1

14 Empty Nest West	0
% Empty Nest West	0%
15 Western Sprawl	0
% Western Sprawl	0%
18 The Professoriat	53
% The Professoriat	0.22%
23 Life's a Peach	2,584
% Life's a Peach	10.62%

SUBURBAN2

25 Cruisin' Couples	648
% Cruisin' Couples	2.66%
27 Retirement Horizons	709
% Retirement Horizons	2.91%
31 Home to Mama	0
% Home to Mama	0%
33 Live to Work	0
% Live to Work	0%
34 Changing Places	452

PSYTE U.S. Advantage Segment Report



06-16-2005

Coordinates Longitude: -83.888610
Latitude: 42.338333

Custom Study Area	
% Changing Places	1.86%
36 Active Seniors	0
% Active Seniors	0%
38 New Neighbors	0
% New Neighbors	0%
45 Opportunity Knocks	0
% Opportunity Knocks	0%
SUBURBAN3	
61 Amer-Indian Corners	0
% Amer-Indian Corners	0%
66 Border Zone	0
% Border Zone	0%
67 Senior Circles	0
% Senior Circles	0%
URBAN1	
32 Echo Boomtown	0
% Echo Boomtown	0%
39 Duty Calls	0
% Duty Calls	0%
41 Old Metro, New Hands	0
% Old Metro, New Hands	0%
URBAN2	
49 Singles Place	138
% Singles Place	0.57%
58 Latino Quarter	0
% Latino Quarter	0%
70 Workin' on the Dream	0
% Workin' on the Dream	0%
72 Urban Stress	0
% Urban Stress	0%
UNCLASSIFIED	
Unclassified	0
% Unclassified	0%

APPENDIX L

Cluster	PSYTE	Snap Shot Description
1	Tuxedo Trails	The rich follow different trails. They occasionally wear tuxedos, and in the case of westerners, ride horses, go boating, and dine at exclusive country club restaurants, dressing casual not in tuxes. This highest income cluster – 25 percent are householders with incomes above \$200,000 – epitomizes the wealthy set. Average household income is \$175,000. Wealth with a Western flair; families with kids; householders aged 35 to 54; graduate and professional education; business, professional, and entrepreneurial employment; predominantly white, non-Hispanic but be assured, this cluster also captures the highest income African American, Asian American, and Hispanic families.
2	Executive Domain	Top business executives are busy and territorial. Their domain includes influential lifestyles as well as land. This cluster indexes highest on business managers, financial and health care professionals. They are families with kids; executives in peak-earning years – aged 35 to 59. Sixty percent are dual-earner couples. They have the biggest homes – most rooms and lowest average number of persons per room. They are educated with graduate and professional degrees; 88 percent are white, non-Hispanic. The remainder are “minority executives” indexing especially high on Asian householders.
3	Nouveau Manors	Nouveau riche, yes, but also nouveau house. And not just a new house but a relatively large, new house. This cluster indexes highest on the newest homes, built since 1995. They are householders aged to 30 to 44 with families and children. They can afford the extra space as they have one of the highest indexes on dual-earner, college-educated couples. They are 80 percent white, non-Hispanic, but Asian, Hispanic, and African American new homeowners are also represented.
4	Parchment Hill	With their diplomas, degrees, and parchment proof of higher education, this highest concentration of college-educated executive and professional couples have a mean income of \$138,000. Many are DINKS (dual income no kids). With a 55/45 ratio of renters to owners some are too busy making money to settle down and buy a home. Fifty percent live in condos and rentals of 50+ unit structures. Twenty percent are immigrants, so their education is not just Ivy League. While 80 percent are white, non-Hispanic and minorities represented.
5	Professional Duos	These high-earning couples are second to Parchment Hill in proportion of dual professional couples and householders with professional degrees. They are found in all major metro areas. Fully 80 percent own their homes and are mostly married but with few children. This cluster’s ethnic mix is 75 percent white, non-Hispanic and 25 percent ethnically diverse. They have relatively high incomes – mean family income is \$116,000. They are doctors, lawyers, and educators. Half work in central cities but only 35 percent live and work in central cities.
6	Balancing Acts	Rush home from work, improvise dinner, pick up the kid(s), greet the spouse in the fog of go, go, go. These dual-earning couples in the suburbs are not necessarily two professionals trying to combine career and family but they manage. This is “soccer mom” country, and a “balancing act” because of the high proportion of school-aged kids and working parents. They have relatively new homes, 90 percent owner occupied, and are college educated scientists, information industry, and health care workers sharing high-speed internet connections. Fully 90 percent are white, non-Hispanic with an average family income of \$97,000. Go figure...and work out tomorrow’s family schedule.
7	Equestrian Heights	They may not have a stallion in the barn but they likely pass a corral on the way home. These families with teens live in older, larger homes adjacent to or between suburbs but not usually tract housing. Most are married with teenagers but 40 percent are empty nesters. They use their graduate and professional school education – 56 percent are dual earners. Over 90 percent are white, non-Hispanic. Their mean family income is \$99,000 and they live within commuting distances of central cities. They have white collar jobs during the week but require a riding lawn mower to keep the place up on weekends.
8	Suburban Establishment	Today’s young professionals usually gravitate to urban settings but an earlier generation created America’s suburbs. They are the doctors, lawyers and accountants now with incomes significantly higher than their neighbors, living and working in established suburbs. Fully 65 percent work outside central cities. They index high on householders aged 50+ with few children at home and many empty nests. They have an older skew because some are retired and living in multi-unit structures surrounded by leafy maple and oak trees.
9	Suburban Wave	Caught between preserved green space and hold-out farmers, this relatively new housing cluster – 30 percent of homes built since 1995 – represents trailing edge baby boomers and leading edge baby busters. They are the highest percent of households living in suburbs and working in central cities. They are families with children, college-educated professionals with a relatively high 62 percent dual-earning couples. Ethnically 80 percent are white, non-Hispanic but all other minorities are represented. Their mean family income is \$83,000 enough to make the mortgage payments and take a nice vacation.

Cluster	PSYTE	Snap Shot Description
10	Exurban Tide	Out beyond the established suburbs lies a semi-rural land inhabited by suburban-type families, householders aged 35 to 54 with plenty of school-aged kids and teens but some empty nests. Sixty percent are dual-earner couples. Their below average proportion of college-educated parents puts them at a slight disadvantage compared to Suburban Wave. Still, 87 percent own their homes. White non-Hispanics predominate. Average family income is \$80,000. Vacations lean to family camping and local theme parks.
11	Only in America	The new USA – but still a nation of immigrants. Multi-ethnic – 75 percent white, non-Hispanic, Southern and Eastern European, Italian, Greek, Slavic immigrants and others plus 10 percent Hispanic, 9 percent Asian, 6 percent African American. These college-educated homeowners are cluster neighbors in detached, duplex, and multi-unit structures. With an older family skew and school-aged kids and teens present, they have above average incomes – \$75,000 mean family income – and are mostly dual earners. Their settlement context is primarily Eastern US regional and seaboard neighborhoods with traditional and “new” ethnic diversity.
12	Rural Renaissance	Some small towns attract youth and new energy due to their affordable housing, proximity to jobs, and just maybe – their appeal to nostalgia. The locals still hold political power but the newcomers are starting to express their collective will. This is an increasingly college-educated dual-earner family-with-children cluster in rural and proto-suburban areas near older cities. These areas index relatively high on recently constructed homes, single detached, owner-occupied homes, and above average family income – \$78,000. They are predominantly white, non-Hispanic and only 25 percent work in a central city. Growth in this segment is driven by job creation in nearby suburbs, mid-sized towns, and metropolitan areas.
13	Sierra Snuggle	While not all woodsy log cabins this segment indexes high for new home construction in Colorado and other high-growth mountain and Western coastal states. The segment contains young families with kids (45 percent) in an 80/20 owner to renter mix. College educations and dual-earning couples boost mean family income to \$77,000. These folks are single and newly married couples postponing children. Naturally, because of the omnipresence of aging baby boomers there are a few 50+ folks with empty nests, all the better to snuggle. This cluster’s Western skew accounts for its 12 percent Hispanic population.
14	Empty Nest West	Baby Boomers with more time on their hands, these householders are aged 40 to 59, some with teens but mostly with children gone off to seek their fortune or fight their causes elsewhere. Geographically dispersed Western opportunities imply greater distances between children and parents. An 80/20 owner to renter ratio indicates some parents, also, have moved on. These boomers are college educated and work(ed) in administrative, managerial, and sales jobs. 45 percent in central cities of Western metros. About 85 percent of householders in this cluster are white, non-Hispanic; the rest are primarily Hispanic. Mean family income is \$84,000.
15	Western Sprawl	Today’s Western neighborhoods are often desert communities connected more to infinite varieties of cactus than to older settlement infrastructures. Young families – householders aged 25 to 49 – with kids inhabit these arid areas with a 70/30 owner to renter ratio with a high index of post-1995 construction. These college-educated spouses often both work in office environments, management positions, and white collar jobs to make an average of \$80,000 per year, but only 25 percent live and work in central cities. Long-term water supply needed.
16	Frontier Towns	Somebody’s got to mind the general store (or C-Store) or the bank or the roadside diner. In these “frontier towns” families with children have high school and community college educations. Both spouses work to earn an average of \$67,500 per year. Only 55 percent are white non-Hispanic, 31 percent are Hispanic and 15 percent are foreign born. They also work in manufacturing, holding some administrative positions. These folks are the Western gray collar workers who hold down the fort in the face of a seemingly constant onslaught of newcomers.
17	Up-Country Environs	Beyond several major metropolitan areas – well past the last metro station – live established families in non-metro areas in owner-occupied homes built in the 70’s and 80’s with a modest five to seven rooms, reflecting a relatively high 80/20 owner to renter ratio. Most have HS diplomas, and some women spent some time in college. More than half of these couples both work bringing in an above average \$76,000 annually. Ninety percent are white, non-Hispanic. Fifty percent work in white collar jobs, the rest in manufacturing and local retail. For them, the big city is a nice place to visit.
18	The Professoriat	It’s a pleasant life, despite the edict to publish or perish, where the Professoriat enjoys the contemplative pace of academia. These professors and college administrators inhabit college towns and urban areas ministering to the needs of the next generation. Half their nests are empty; then again, only half are married. With an 80/20 owner to renter split most live in homes built in the 60’s and 70’s. Their mean family incomes are \$92,000 but their mean household incomes are \$72,000 an indication of the advantages of partnering. These scientists, educators, and assorted college-connected officials enjoy foreign travel, fitness activities, gourmet cooking, and of course a good book.

Cluster	PSYTE	Snap Shot Description
19	East Meets East	Asian immigrants often gravitate to Asian communities in the US. This means they meet other Asians as well as Hispanics (35 percent of this cluster), Blacks and other Americans. So Asian Indians, Chinese, Japanese, Vietnamese, Filipinos, and others encounter each other in America's new "salad bowl" neighborhoods. Most have families with kids and live in single detached owned homes, although 35 percent are renters. They index high on college education and have a mean family income of \$64,000. They work in a variety of industries but index highest in mathematical and computer science occupations. In today's complex urban structure, only 40 percent of workers in this cluster work in central cities.
20	Empty Nest East	Empty nesters in the East tend to have less lifetime migration than those in Empty Nest West. Their neighborhoods may appear more settled, even old fashioned, compared to their generational cohorts in the West. Their kids are gone but not much else has changed. Family householders aged 50 to 74 inevitably have a few teens still hanging around but they are primarily empty nests. With an 85/15 owner to renter ratio, their homes also have an older skew. Most still working, although some are retired, these couples have above average indexes for college education and more than half are dual earners. Their mean family income is \$66,500 reflecting the presence of post-retirement couples, yesterday's empty nesters.
21	Towns in Transition	Some towns function as suburbs while retaining their more rural character. Their primary though not exclusive demographic is families with kids. Housing structure is 60/40 detached to multi-unit reflecting apartment construction to accommodate the 30 percent single-person householders. Mean family income is \$71,000 while median household income is \$52,000. Ethnicity is 85 percent white, non-Hispanic with 15 percent Hispanic, African American, and Asian. Proximity to good job markets means these transitional "suburban towns" will have economic legs well into the future.
22	Kids, Dogs, Vans	With the kids, dogs, and vans, this cluster is in a suburban groove. They index high on married couples with children of all ages. A family-oriented cluster inhabiting the towns and suburbs in and around metropolitan areas, their above average \$61,500 mean family income reflects dual-earner couples with average indexes on college education. Working in the offices, factories, and retail establishments of metro areas, these families are 80 percent white, non-Hispanic and 20 percent a variety of ethnic minorities – more ethnically diverse than its predecessor cluster but still in the groove. Did anyone feed the dog today?
23	Life's a Peach	Twentysomething, college-educated, economically independent from mom and dad, these single and young married apartment dwellers are on a roll. A third have pre-school children but that was inevitable. Most are putting their education to work in business, entertainment, information, and educational organizations with the fourth highest index on computer-related employment. Their \$60,000 average household income goes a long way. What's to worry?
24	Urban Villagers	City dwellers with attitude, these pop-culture conscious, college educated urban denizens are nothing if not diverse in terms of household composition, ethnicity, and occupational interests. They have the highest index of non-families in the 25 to 34 age group meaning they have either postponed marriage or found the institution wanting. Seventy percent are renters in multi-unit structures. The other 30 percent are split between condos and single-unit detached housing. With an average household income of over \$70,000 this cluster enjoys life in the city, though their neighbors will come and go, seeking perhaps the latest variation on a cup of coffee.
25	Cruisin' Couples	Pre-retirement and newly retired couples can look forward to the next twenty years, thanks to better health and health care. But this cluster is bimodal with respect to income – some have adequate finances, while others will have more of a struggle. Most will try to make the best of it with their average family income of \$79,000 but much of that is discretionary for a cluster with the second highest index for home-ownership without a mortgage. They also index high on income from interest-bearing accounts and dividends from investments. Ethnicity is over 90 percent white, non-Hispanic. Cruise anyone?
26	Suburban Melange	While America's suburbs were probably never really homogeneous, this cluster drives the point home. Diversity reigns: 50/50 owner to renter ratio, high indexes on non-families aged 15 to 54 but with 35 percent of households containing married couples with children under 18. Largely college-educated these singles and couples work in all manner of industries and bring in an average household income of over \$61,000. They are two thirds white, non-Hispanic and one third Asian, Hispanic, and African American – confirming the suburbanization trend of America's "minorities."
27	Retirement Horizons	Baby boomers contemplating retirement, or perhaps not, depending on their financial resources. The elder skew in this cluster takes off around age 55. These empty-nest married couples are college-educated dual earners looking forward to retirement, seeing many of their neighbors are already kicking back and scaling back their spending. With a 70/30 owner-occupied to renter ratio many of these couples are beginning to cut their expenses for the long term. Over 90 percent are white, non-Hispanic. Mean family income is \$74,000. True to form, however, boomers are likely to set new retirement lifestyle trends, or maybe they will just fade away. Don't bet on it.

Cluster	PSYTE	Snap Shot Description
28	Quiet Streets	Small towns in the Midwest are as numerous as they are charming. Families with kids in owner-occupied housing predominate. Fully 97 percent are white, non-Hispanic with average incomes a moderate \$62,400. They index high on farming though only 5 percent of the workforce works an agricultural occupation. Educational attainment is diverse ranging from high school only (40 percent) to Associate's and Bachelor's degree. Fewer than 2 percent live and work in a central city. You can almost hear the leaves fall.
29	Family Acres	The land was cheap and kids were cheaper by the dozen, once upon a time. These rural families live in larger, older homes; nearly 80 percent owner-occupied homes built in the 60's, 70's, and 80's. Most householders finished high school and nearly 20 percent of women took some college courses. A high 96 percent are white, non-Hispanic and householders aged 45 to 64 predominate as younger families have most likely left for greener pastures. Family income is an average \$61,000 derived primarily from manual occupations and some farming.
30	Moo's and Modems	Farm land taken over by development, apartments and mobile homes springing up where cows used to roam -- this cluster is a mix of the old and new. Young family householders with college educations work in the offices and factories of nearby metro areas. Some neighbors, however, still tend their herds and crops, driving the farm employment index over 200. Average family incomes are \$61,500 and ethnicity is 91 percent white, non-Hispanic. Of course, your truly modern dairy has a computer in the barn, too.
31	Home to Mama	Mama lives in Chicagoland, the Detroit area, Cleveland, even Buffalo, New York. With a high concentration of older couples and widows, this cluster is home to papa as well. These rust-belt metros contain unique communities of America's immigrants, seasonal city neighborhoods and suburbs with the highest indexes of Italian, Portuguese, Greek, Polish, and Slavic ancestries, among others. Household incomes are a moderate \$55,000 and educational attainment only reflects the more limited opportunities of an earlier generation. Manufacturing was a dominant way of life but no longer. Today, office work and retail predominate. And the food is unbeatable.
32	Echo Boomtown	What's a young married couple with a pair of college educations and no kids (yet) going to do? They gravitate to communities of opportunity and become renters in major metropolitan areas. They are joined by the 30 percent of this cluster who are recent immigrants. Ethnicity indexes super high on Asian but the cluster also contains 15 percent Hispanic and 14 percent African American. They work in a variety of jobs requiring college degrees from scientific, computer-oriented and health care to entertainment, media, the arts; average household income is \$58,400. It's a boomtown driven by youthful energy from all quarters.
33	Live to Work	This dawn-to-dusk cluster is the destiny of young families and young workers who either left high school early or took their high school diploma directly into the labor market. Their 50/50 owner to renter ratio reflects moderate incomes (median household income \$46,000) and the need for mobility to find work. Half are married couples, and of those 80 percent are dual earners. White, gray, and blue collars jobs are all represented.
34	Changing Places	Today's Baby Boomer households reflect a diversity of living arrangements, the result of a generation that experienced historically high divorce rates in the context of economic booms and busts during their prime earning years. This cluster reflects the reality of current boomer generation diversity: 50/50 owner to renter ratio, college educated but living in non-family households, fourth highest index on divorced males and females, 80 percent white, non-Hispanic, 20 percent various minority ethnicities, metro area-oriented, 50 percent in central cities.
35	Cultural Exchange	This higher-than-average income, predominantly Hispanic but also Asian, Hawaiian, and Pacific Islander cluster is home to many in the Cuban American community as well as upwardly mobile families of Mexican, Puerto Rican, South and Central American origins. They have done well either as immigrants or native-born citizens. The cluster has an older 50+ skew, a 60/40 owner to renter ratio, many homes built pre-1980, and most are high school graduates with some college. Latinos in this cluster tend to prefer the Spanish language due to a desire to maintain their culture and their older age profile. Fully 50 percent are immigrants with a high "year of arrival" index in the 1980's -- the original wave of Cuban immigration -- but most had children born in the USA. Their mean family income (lowered in part due to retirements within this group) is \$55,000. The cultural exchanges are constant -- an older generation of immigrants with their American-born children -- Hispanic. Today's retired couples have higher incomes and better health than previous generations. Their travel patterns -- from snow-bird migrations to national and international eco-treks -- reflect their health and relative wealth. About 18 percent live in mobile homes, at least part of the year and 60 percent live in detached owner-occupied housing (one third of which is owned free and clear). Over 90 percent are white, non-Hispanic. Household income is bimodal reflecting differences between those who planned ahead for retirement and those who may not have. Mean income is \$56,600. As relatively young and newly retired, their activities may include golf, foreign travel, and visiting grandchildren.
36	Active Seniors	

Cluster	PSYTE	Snap Shot Description
37	Outback USA	Sometimes the most affordable housing is found in rural areas of America. Young families with and without children, as well as singles, head for Outback USA, which can be near a metro area but more characteristically ranges from rural to wilderness. Primarily high school educated but with some college, members of this cluster typically work with their hands and earn a moderate \$47,000 average household income. Over 80 percent are white, non-Hispanic.
38	New Neighbors	Both urban and suburban neighborhoods reflect America's increasing diversity. This cluster is 67 percent white, non-Hispanic, 33 percent minority. At least 15 percent are recent immigrants from Asia, Latin America, and Eastern Europe. Hispanic and African American neighbors represent 30 percent of this cluster, and many work in the suburbs as city-to-suburb commuters become more common. Mean household income is a slightly above average \$46,800.
39	Duty Calls	This service industry cluster keeps America's cities functioning. They are the policemen, firemen, maintenance and repair workers, and administrative support personnel who provide essential services. They live in urban neighborhoods proximate to their jobs. Empty nests, widows and widowers, and separated spouses are more common than families with children in this cluster. Mean household income is \$49,000. High school diplomas and some college degrees round out the educational profile.
40	The Neighborhood	Immigrant communities, some still dominated by a single ethnicity, are found across America's urban landscape. They are city neighborhoods. They are old neighborhoods. They are neighborhoods in transition, to be sure, but many have a character that has persisted for generations. Families predominate, living in single family homes, duplexes, and buildings with three and four or more units. Italian, Yiddish, Greek, Russian, Indic, and Chinese, et cetera spoken here. Spanish is increasingly heard on the corner. Median family income is \$44,400.
41	Old Metro, New Hands	The rust belt is down but not out; in fact, manufacturing is thriving in metros both old and new. It is just not the dominant source of employment for most workers. Younger factory workers have replaced older workers and young families and children inevitably follow. With an age profile under 45, this cluster has a 50/50 own to rent housing ratio. They index high on having left high school before graduation. About 35 percent are immigrants, primarily Hispanic from Mexico and Central America. The overall cluster mean household income is \$47,200.
42	Country Roads	With one of the highest indexes for people who still live the state where they were born, this cluster has a distinctly older age skew. Down these country roads they have a 65/35 owner to renter housing ratio due in part to their high proportion retired. Fully 97 percent were born in the US and 94 percent are white, non-Hispanic. For those still working, manual work is the order of the day, although these town and country areas also offer small office and retail-related employment. Mean family income is \$53,700. Oh, and these folks are not likely to move any time soon.
43	Family Farm Belt	The family farm way of life may be alive and well after all. This cluster captures a cross-section of viable family farms working everything from dairy cattle to cash crops, apple orchards to vineyards. With the highest index for farmers this cluster is characterized if not dominated by farming. After all, only 6 percent actually work farms while the rest work in all manner of farm town industries from farm supply stores to the local bank. Families with children once predominated but empty nests and families with teens itching to leave are common. The college educated are not uncommon in these towns but they are not likely to have been born and raised here. Mean family incomes are \$52,000.
44	Middleburgh	Some lucky small towns have economic staying power due to their proximity to larger metropolitan areas. Others develop the "look and feel" of suburbs while maintaining their older village core. These "middleburghs" are home to a higher-than-average share of dual-earner couples with average incomes of \$52,000. This cluster also captures some out-of-the-way country corners. Over 30 percent of Middleburgh dwellers work in nearby central cities, suffering a longer commute for the benefit of a more idyllic home life than their suburban cousins.
45	Opportunity Knocks	These young singles and couples without kids – only 20 percent of families have children – answered the old call of the New West, "Go West young person." They moved into existing towns and metro areas where job opportunities multiplied as Western states experienced economic growth. They have a 60/40 owner to renter housing ratio and nearly 50 percent are dual-earner couples. However, their mean household income is a moderate \$45,500 due to their average educational attainment and relative youth. Opportunity beckoned but they will suffer a few "knocks" along the path to greater prosperity.

Cluster	PSYTE	Snap Shot Description
46	Service Corps	The need for service workers does not stop at the city limits. This cluster represents the neighborhoods of suburban services workers – from highway crews to county sheriffs' deputies – whose neighbors may work in other industries while sharing a common, family-oriented lifestyle. Educational attainment is moderate (high school with some college) and mean family income is \$48,000.
47	Here to Stay	Found in every region, folks in this cluster tend to stay while their neighbors move, often on a seasonal basis. With the highest index for seasonal vacancies, split between winter vacancies and summer vacancies, these "stayers" are an interesting lot: age 50+ skew, many retired, older homes, 50/50 owner to renter ratio, high school with some college education, 92 percent white, non-Hispanic. Empty nest two-person households predominate with an average household income of \$48,800. Have they found Paradise?
48	Farm and Factory	These family-oriented farming communities have a significant manufacturing presence – 25 percent of the workforce works in manufacturing – but extraction industries and farming are also visible. With high school educations with some college, these family householders have a wide age range -- 25 to 74. The 92 percent white, non-Hispanic reflects minimal immigration – 98 percent were born in the USA. Mean family income is \$48,000.
49	Singles Place	Singles Place has the highest index of persons aged 21 (a significant age) to 29 years. While 67 percent are renters and 25 home owners, the rest are either sharing or crashing. Found in all major metro areas, the college-educated unattached are 85 percent USA born and 15 percent immigrant; 30 percent are either African American or Hispanic; 70 percent are white, non-Hispanic. The divorced are overrepresented as are multi-person non-family households (unrelated persons living together). Average household income is \$44,800.
50	Rust Belt Blues	Blue collar and singin' the blues, this cluster captures an older population in older housing (40's and 50's vintage). A ratio of 75/25 single detached homes to multi-unit structures reflects a similar owner to renter mix. High school educated, their current job profile includes manufacturing but also material moving, maintenance and repair, and services. Only 32 percent are in white collar jobs. Overall average household income is \$43,600.
51	Irrigation Nation	Rain for rent, migrant labor for hire – America's agribusiness communities are social systems unto themselves. Over 30 percent live in mobile homes with a 75/25 owner to renter ratio. Within the cluster some relatively new homes dot the landscape due to the Western geographic skew. Virginia and the Carolinas typify large scale farming in the East. Irrigation Nation in the West has 15 percent Hispanic population, while Irrigation Nation in the East has 15 percent African American population. Overall average family income is \$48,000.
52	Military Towns	Military Towns are definitely not all soldiers and sailors. Family householders aged 15 to 34 are typical, although the cluster has a super high index of population in military barracks. Make no mistake, these neighborhoods live and breath the military, but kids in school and an array of support services and industries round out today's Military Towns. Discretionary spending is prevalent in this youthful population because many basic needs are essentially met by the military. Average household income is \$40,500.
53	Southern Country	This Deep South cluster exemplifies a traditional rural lifestyle increasingly influenced by New South modernity. A variety of housing types exist including 30 percent mobile homes and a 75/25 owner to renter mix. Fully 98 percent of cluster residents were born in the USA and 75 percent were born in the state of current residence. Educational attainment falls primarily to high school only with some college. Virtually absent within city boundaries, this cluster is one of the most rural. Average household income is \$43,000.
54	Home Town Harbor	The mirror image of "Opportunity Knocks" this cluster captures the young singles and couples who remained in the East and South while their friends and relatives moved out West. Home Town Harbor also has an older population that "aged in place" generating a relatively high 85+ population index. But these are primarily young singles and couples without kids, starting their work life, living independently from parents, in apartments and other rental housing. Like Opportunity Knocks they should have stayed in school longer to increase their options. Unlike Opportunity Knocks, the young adults in Home Town Harbor are sticking to the familiar territory of their home town. Their mean household income is \$43,500.

Cluster	PSYTE	Snap Shot Description
55	Plow and Plateau	Farmers, miners, and foresters are found in this broad swath of territory in the Northeast, northern Midwest, and Northwest. Their lifestyle is distinctly tied to Earth's bounty, a fact that likely affects their values and purchasing behaviors. A 65/35 owner to renter ratio obscures relatively high vacancy rates and seasonal occupancies. More than 15 percent live in mobile homes, and the cluster has a high recreational vehicle index. A high school diploma is the norm as is the dual-income home. An older age skew represents families with teens and empty nests. Average family income is \$48,000. The cluster is 88 percent white, non-Hispanic and 12 percent Hispanic.
56	Agrarian Edge	While the family farm may be on the decline, some of America's original farming towns survive using a variety of strategies. Elders in these communities have tended to "age in place" instead of pack up and head to Florida or Arizona. Young families have taken up residence and provided a broader base of economic support, including work in health care, transportation, and various trades. Incomes remain lower than average, however, in part because only 7 percent of workers in this cluster commute to cities. Average family income is \$43,000.
57	Backwoods Blues	This rural cluster indexes high on mobile homes and RV's and has distinct Western and Southern flair. Primarily householders aged 25 to 54, these family heads work in agriculture and mining but also in office and retail environments. A 38 percent Hispanic presence indicates language diversity as well as Mexican ethnicity. The struggle to make a living in this context can require rural to central city commutes. Average family income is \$43,000 supported by the presence of 38 percent dual-earner couples.
58	Latino Quarter	This Latino community is 70 percent Hispanic, second to Border Zone on that statistic. Concentrated in urban neighborhoods ranging from California to Arizona, Texas, Illinois, Florida, New Jersey and New York this cluster has the largest Mexican American contingent among Hispanic metro markets, but Latinos from all major countries of origin are represented. With a 33/67 owner to renter ratio, these families are still settling in. Fifty percent are foreign born and 30 percent immigrated since 1985. This cluster represents the core of the Hispanic market. An above average 35 percent of households are families with children. Average family size is 4.2 persons. Mean family income is \$41,000. Spanish is likely the language of preference for 75 percent and only 25 percent speak just English.
59	Exurban Refuge	This "beyond suburbia" cluster represents older, non-family households living beyond the towns that ring the suburban fringe. Their 65/35 owner to renter ratio indicates a substantial retirement segment, contentedly aging in place. Fully 98 percent are native US citizens and white non-Hispanic. Their \$32,000 below average income is likely the main reason they don't move to Florida or Arizona in the winter. They may be content right where they are.
60	Hispanic Hopes	This cluster of Hispanics on the move represents those who have moved out beyond core Hispanic communities into a more diverse cultural environment. In fact, only 54 percent of this cluster claims Hispanic origin, reinforced by the fact that two thirds of this cluster speaks English only or "very well." A 30/70 owner to renter ratio is common though most aspire to eventual homeownership. A range of origin countries from Mexico to South America, the Dominican Republic and Puerto Rico are represented. Median household income is \$31,400 which is lower than Latino Quarter income but this cluster is more youthful. They're just getting started.
61	Amer-Indian Corners	Concentrations of Native American peoples give this cluster its name, but the reality is that these communities are diverse. They average 10 percent Native American, 15 percent Hispanic, nearly 20 percent African American, and 50 percent white, non-Hispanic. Non-family households predominate but young families with children are a significant presence. The cluster is split 50/50 between owners and renters and has the third highest index for blue collar workers. Average household income is \$36,600.
62	Hip Nation	Diverse neighborhoods of minority families, hip hop aficionados and latter-day hipsters make this neighborhood a study of contrasts reflecting America's new (and old) diversity. Here young white singles seeking opportunities in the Big Apple mingle with African American and Hispanic families near blocks of significant poverty. Ten plus years of gentrification have infused many blocks with renovated apartment buildings and hip retail establishments. Non-families in multi-unit rental structures predominate, but families with children are also common. The 60/40 native born to immigrant ratio indicates a wealth of constantly renewable ethnic diversity. Virtually one third African American, one third White, and one third Hispanic make this perhaps America's most diverse neighborhood. Cutting a broad swath across Brooklyn, New York, Hip Nation is replicated in several major metro areas outside New York from San Francisco and Los Angeles on the West.
63	Help Wanted	Populated by householders aged 18 to 34, this cluster of singles and young couples is found in every major metro area. With 25 percent immigrant, 37 percent Hispanic, and 50 percent white, non-Hispanic, this is the core labor pool that will respond to "help wanted" classifications -- limited education but eager to work. You see them in many settings from fast-food restaurants to the corridors of major hospitals. More than 70 percent live in apartments, indicating a degree of mobility consistent with this cluster's search for opportunity. Average household income is \$36,500.

Cluster	PSYTE	Snap Shot Description
64	Extraction Action	A mix of families and non-families primarily involved in extraction industries, this cluster indexes highest for coal and other mining towns. Forestry and some farming are also common. With a 67/33 owner to renter housing ratio and a high propensity (80 percent) to live in their state of birth, this cluster is 90 percent white, non-Hispanic. Their mean household income \$35,800.
65	Village Americana	America's small towns are more numerous than appreciated. Every region, every state, every country road connects eventually to settlements whose livelihood stems as much from its own history as from enduring economic opportunity. The lucky ones connect to nearby metro areas or are renewed by in-migrants. Others, like those in Village Americana, languish in peaceful solitude, attracting the occasional scavenger of antiques. Average Income is \$34,000.
66	Border Zone	America's border with Mexico is bustling with economic activity and the movement of people north and south. Border Zone is 84 percent Hispanic – the most Latino of all clusters. The cluster is primarily found in the Southwest but it also picks up the international flavor of other border cities and ports of entry, such as the Seattle area, Chicago, Detroit and South Florida. Sixty percent live in owner-occupied housing, leaving 40 percent of housing (some mobile some not) for immigrants, emigrants, and other people on the move. Despite that constant movement, however, this cluster is a significant family-oriented cluster with a mean family income of \$34,000.
67	Senior Circles	Seniors, perhaps more than others, still "flock together" and socialize with gusto, playing bridge and shuffleboard to beat the band. This cluster indexes high on the 80+ population, widows and widowers. Over half (56 percent) are renters with an overall high index on high-rise apartment dwellers and population in nursing homes. Still, 40 percent are homeowners residing in the communities in which they have spent most of their lives. Incomes, derived primarily from Social Security, are characteristically low at \$24,000 median household income.
68	College Towns	Indexing highest on college dormitories, this cluster captures students on and off campus. Incomes are generally lower than the household average but discretionary spending is higher than expected. Dormitory neighborhoods also contain a mix of households (not typically the professors and college administrators, see The Professoriat) but others involved in education and its supportive industries. Median household income \$23,700.
69	Black Memoirs	Towns and villages of the South and elsewhere with significant African American populations – 62 percent of this cluster – have a history and a culture not easily replicated elsewhere. Families with children abound but also older adults left behind when earlier generations left for opportunities in Northern and Southern metropolitan areas. Farm and factory workers can be found here, for example, in meat packing operations and textile mills, but also a variety of manufacturing operations. Other industries, from education to small offices also employ residents of this cluster. Average family income is \$37,000. This cluster speaks volumes.
70	Workin' on the Dream	Both inside and outside America's urban core neighborhoods some hope is kindled by workers and families who day in and day out try to make ends meet. They are 80 percent African American, have a high index of working single mothers, and 18 percent are females with "some college" education. With a mean family income of \$31,000 – 80 percent of which is derived from wages and salaries – their various occupations index high in the health care industry, food preparation, and protective services.
71	Project Renewal	Half minority, half white non-Hispanic, half in prison, half working or looking for work, this cluster – largely the former Solo Tenements – is found in areas of urban renewal in major cities, or in some cities "the projects." They are looking for and in need of Renewal.
72	Urban Stress	Suburban commuter trains pass through this cluster every day on their way to the high-rise city core. A high proportion rental properties are burdened by relatively high vacancy rates (18+ percent). Young families and non-family households have relatively low incomes – median household income is \$21,600. These areas have a high proportion minority population – 60 percent African American, 30 percent white non-Hispanic, and 10 percent Hispanic. Many other factors combine to produce high poverty rates and general urban stress.