

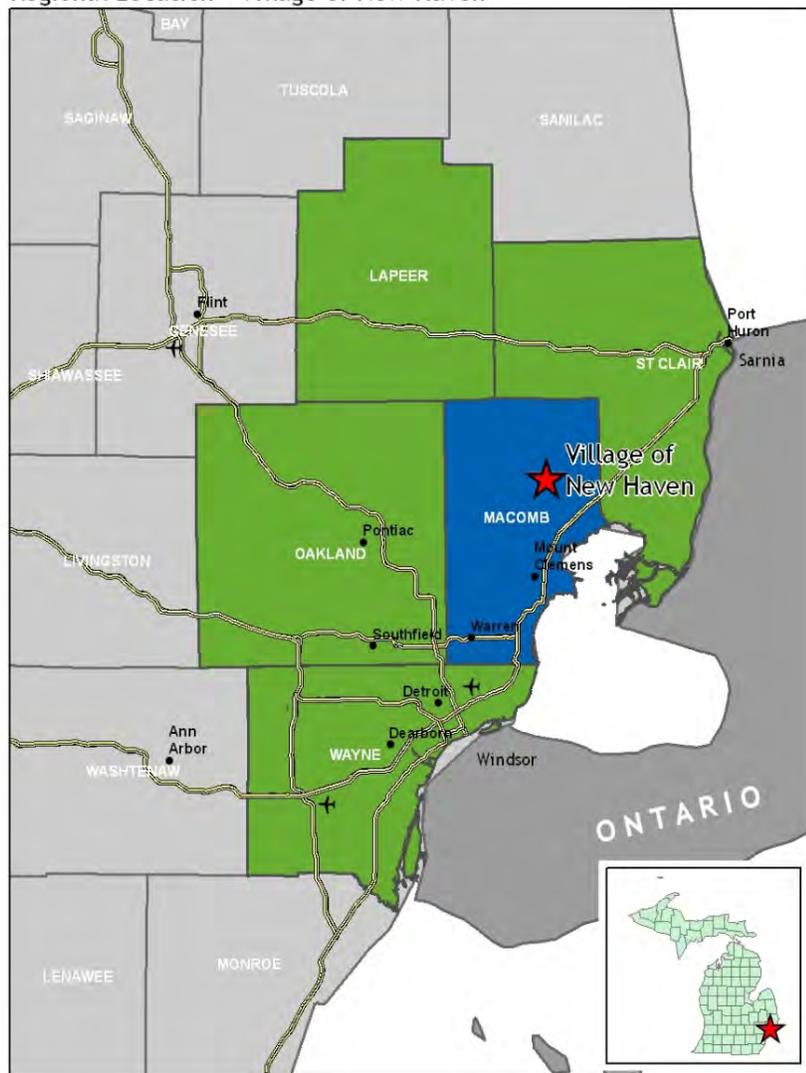
# Village of New Haven Market Profile



## Regional Location.

The Village of New Haven is a 2.5 square mile community situated in the central portion of northeastern Macomb County approximately 40 miles north of the City of Detroit. The community's southern border, 26 Mile Road, is shared with Chesterfield Township, while the rest of the Village is surrounded by Lenox Township. The location of the Village provides easy access to major transportation networks. Interstate 94, to the east, provides convenient and quick access to areas of regional significance such as Port Huron/Sarnia to the north and Detroit/Windsor to the south. Both of these are major population centers and have international border crossings. The Village of New Haven is also connected to both Gratiot Avenue and New Haven Road which provide connectivity to surrounding communities and the greater County.

Regional Location - Village of New Haven



# Village of New Haven Key Facts.

4,964

Population

35.1

Median Age



Average Household Size

\$57,713

Median Household Income

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## BUSINESS

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105

Total Businesses



1,176

Total Employees

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## INCOME

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\$57,713

Median Household Income



\$22,489

Per Capita Income



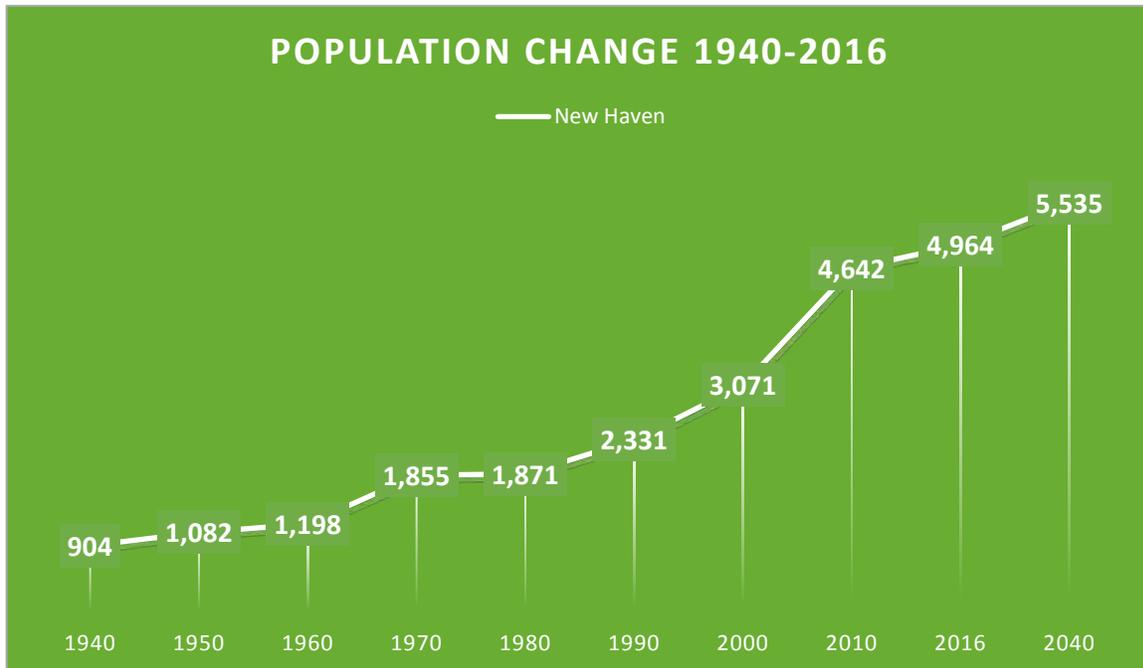
\$112,133

Median Net Worth

## Population.

The 2010 U.S. Census tabulated the Village's population at **4,642 persons**. This represents a population increase of 51.2%, or 1,571 individuals, over the past decade.

Population change over the 70-year period between 1940 and 2016 for New Haven is shown in the following table. During this period, the Village's population increased from 904 persons in 1940 to 4,642 persons in 2010, for an increase of 3,738 residents, or an average of 534 persons per decade.



## Age.

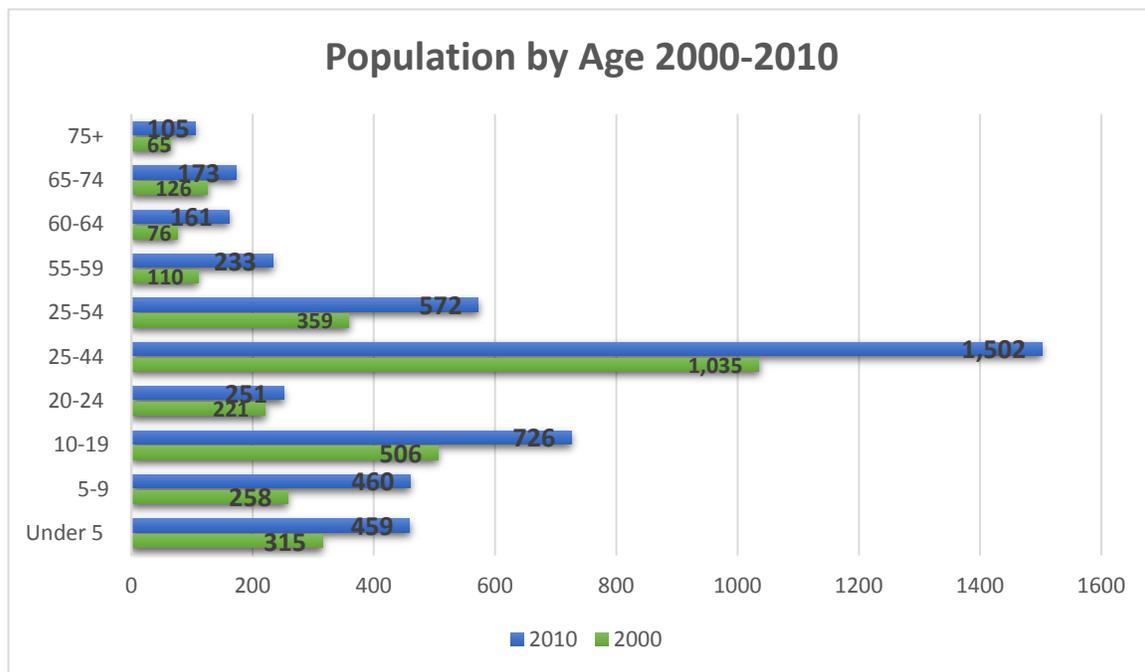
Age characteristics are among the more important community-based demographic information. They are useful as an indicator of anticipated demand for various types of municipal services and programs, including parks, employment needs, job training, day-care, schools, and services to the elderly.

The steady aging of the region's population is among the more important trends illustrated by the Census. Both Macomb County and the Village of New Haven have experienced **increases** in median age among residents. In 2000, Macomb County and the Village of New Haven had median age levels at 36.9 and 29.7 respectively. By 2010 both those numbers rose to 39.9 for Macomb County, and 31.1 for the Village of New Haven. **As a whole both the Village and the County are following the national trends of an increasing older population. As of 2016, the median age for the Village of New Haven is 35.1.**

## Population by Age.

By reviewing the various age groupings that make up the population of the Village, it is possible to ascertain how various segments of the Village's population have changed over time and what impact these changes have had on the Village's growth. Further examination of these age groups can provide the Village with insight as to the present and future resident demand for age specific programming, services and facilities

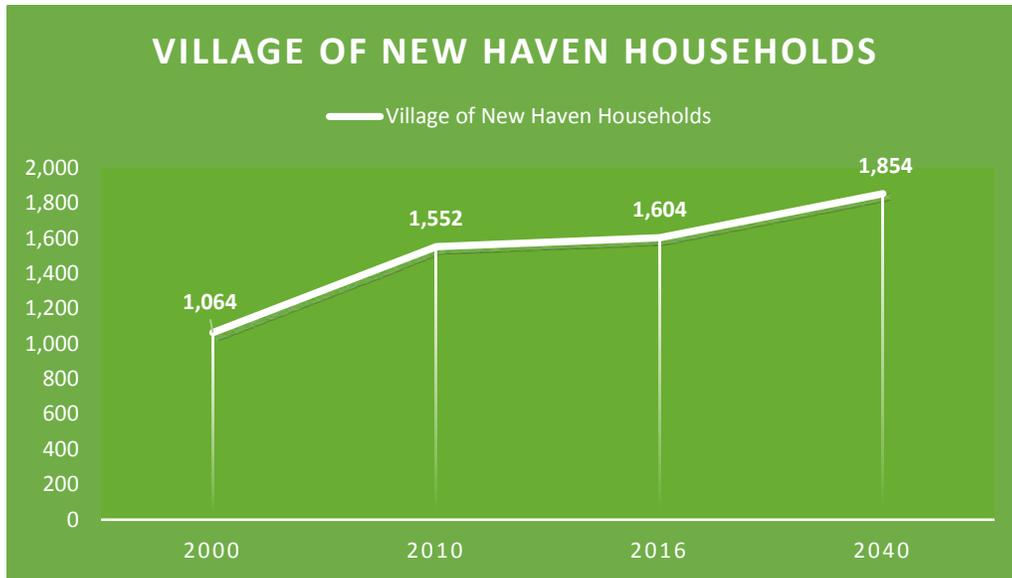
The distribution of the Village's population into designated age categories for 2000 and 2010 is shown in table 3. Each of the ten age categories analyzed increased between 2000 and 2010. **The largest increases were seen in the 55-59 and 60-64 year old cohorts. The largest segment of the population in 2010 was the 25 to 44 year old age group, with 1,502 persons accounting for 32.4% percent of the total population of the Village.**



## Households.

At the municipal level household growth generates property tax revenues, creates a demand for durable goods, and leads to more population. Each of these factors has the ability to positively impact economic growth. Household growth also impacts municipal services, especially the need for public utilities, police and fire services, and general community administration. The number of households also influences levels of traffic and the need for future transportation system improvements.

The Village of New Haven has experienced a steady growth of households over the past decade. For example, between 2000 and 2010, 488 new households were formed in the Village, for an increase of 45.9 percent. **According to SEMCOG'S 2016 calculations, the number of households in the Village was 1,604.**



## Household Size.

Associated with these increases in household growth was a decrease in the size of the average household. Consistent with the broader national and regional trends, the average household size in the Village of New Haven has declined over the past three decades. In 1980, the size of the average household was 3.33 persons. This declined to 2.97 persons in 1990 and 2.84 persons in 2000. Similar declines are observed for Macomb County and Michigan. During the decade between 2000 and 2010 numerous new single family housing developments have been constructed. These developments have been marketed to new families and have contributed to an increase in the average household size within the Village as illustrated by the 2010 Census data.

## Average Household Size

for this area

# 2.62

which is more than the average for United States

Area	Value	0.00	4.00
<b>New Haven village</b>	<b>2.62</b>		
United States	2.59		
Macomb County	2.51		
Michigan	2.49		

## Retail Gap Summary

The Retail Gap Analysis is a market assessment tool that quantifies consumer retail supply and demand for a given trade area. A typical trade area for a market study consists of two to three geographic areas that represent a primary customer base, a secondary customer base, and a tertiary customer base – each getting further a further from the market center. For the New Haven market study assumes that there are three trade areas. The first is set at the immediate community boundaries, the second is set at approximately a 5 minute drive time, and the third and final trade area is set at a 10 minute drive time from the Main Street and Gratiot intersection. In analyzing the retail gaps for these areas, conclusions can be drawn that help direct investor activity towards new or expanded retail opportunities to meet consumer demand and inspire new development. The following image depicts the boundaries of the aforementioned trade areas.

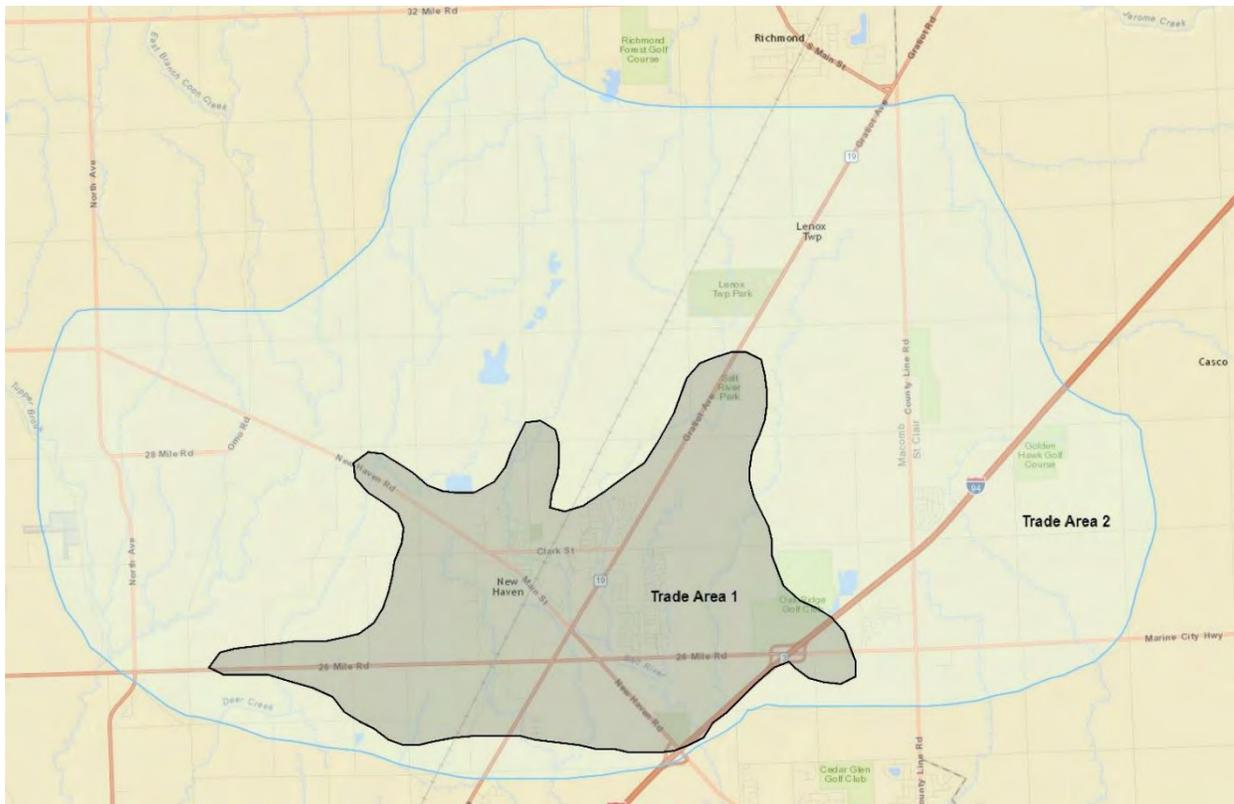


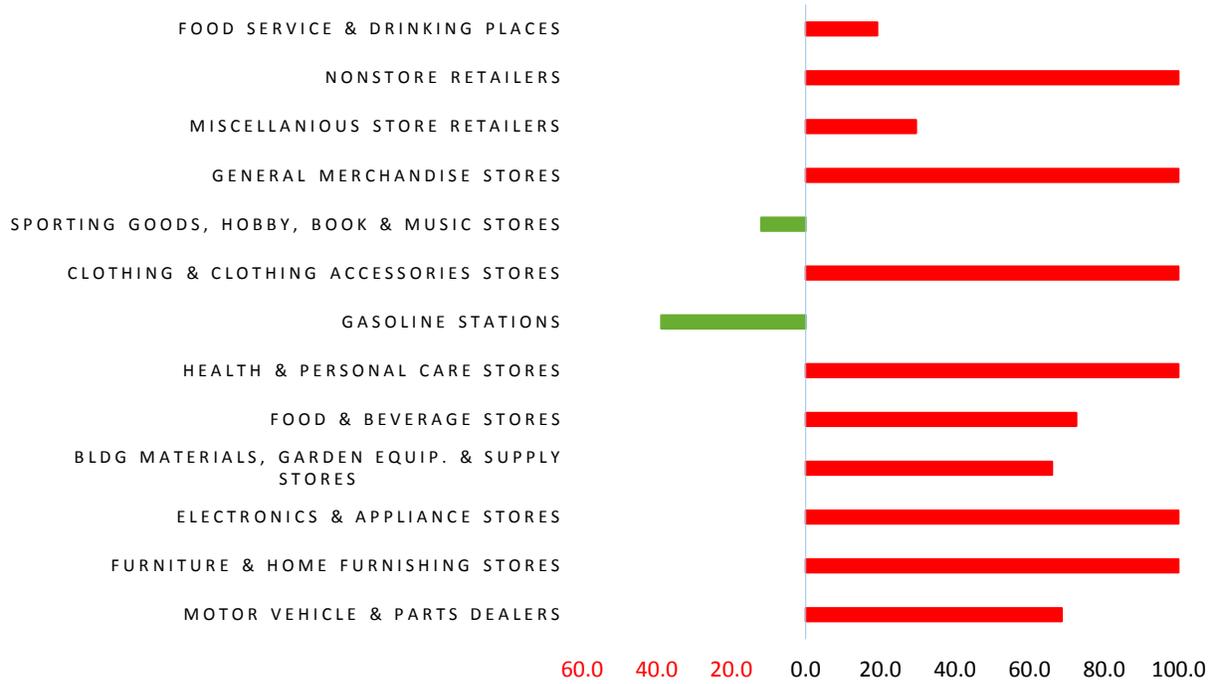
Image retrieved from ESRI Business Analyst

There are a total of 13 individual market sectors identified in the trade area, each with a respective sales demand and supply figure estimating consumer retail demand. From these figures, the retail supply gap is determined with an associated leakage indicie that represents the strength/trend of the gap being measured. From these metrics, a simple estimation is made to determine how many stores are in demand for each individual market sector, and how many retail jobs could be created for the community in their development. The following table identifies the number of existing businesses within the Village of New Haven, the retail gaps experienced in each trade area analyzed, and the subsequent number of businesses and jobs that could be developed to satisfy the market demand. When viewing the table and figures, specifically the retail gap and number of businesses in demand columns, please note that black text represents a positive value while the red text represents a value below zero. A black value may signify a market sector in which consumers within the trade area must frequent other trade areas to satisfy a market need due to a lack of supply or satisfactory market choices locally, while red describes a market sector that is attracting patrons from outside the trade area to the local trade area.

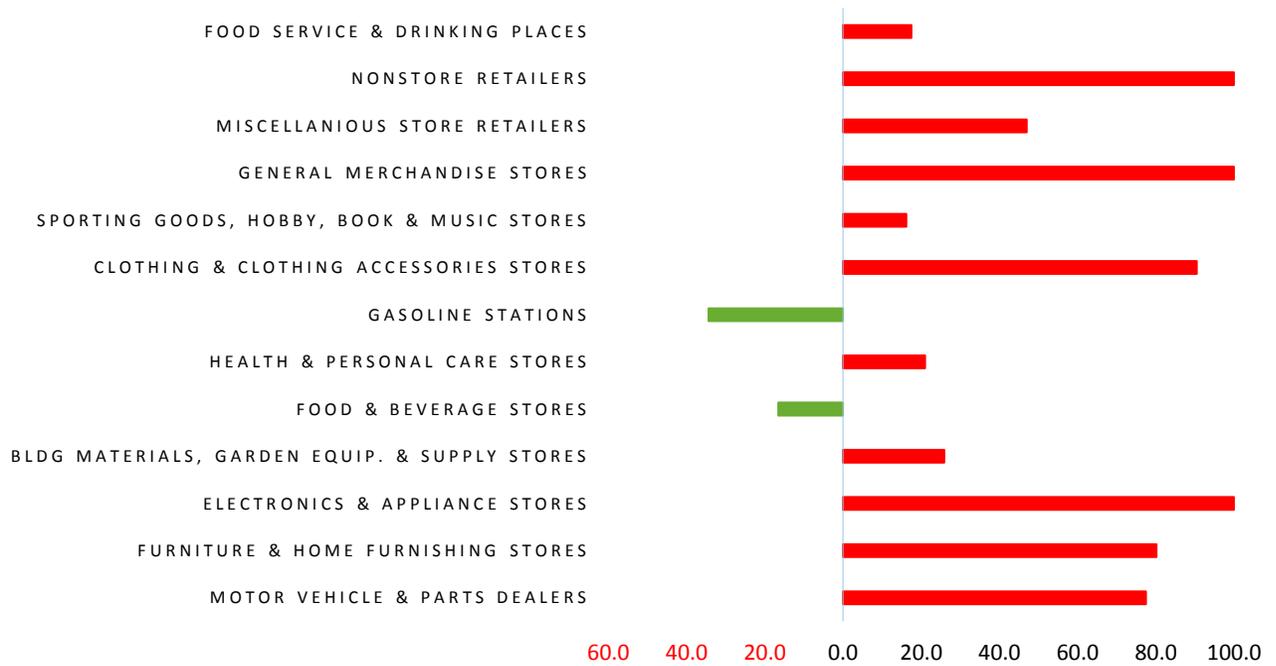
NAICS	Industry Group	No. of Existing Bus. in NH	Retail Gap NH	No. Business Demand	No. of Potential Jobs	Retail Gap TA1	No. Bus. in Demand TA1	No. of Potential Jobs TA1	Retail Gap TA2	No. Bus. in Demand TA2	No. of Potential Jobs TA2
441	Motor Vehicle & Parts Dealers	1	\$7,722,883	1.16	15.91	\$13,849,202	2.08	28.53	\$3,497,521	0.53	7.20
442	Furniture & Home Furnishing Stores	0	\$1,358,292	0.77	6.71	\$1,330,787	0.75	6.57	\$1,541,838	0.87	7.62
443	Electronics & Appliance Stores	0	\$1,293,416	0.76	5.81	\$2,299,923	1.34	10.33	\$4,276,121	2.50	19.21
444	Bldg Material, Garden & Supply Stores	1	\$2,483,274	0.79	10.79	\$2,175,404	0.69	9.45	\$845,540	0.00	0.00
445	Food & Beverage Stores	2	\$6,362,656	2.30	31.05	\$32,018,928	0.00	0.00	\$51,909,062	0.00	0.00
446	Health & Personal Care Stores	0	\$3,127,080	1.21	12.15	\$1,800,711	0.70	6.99	\$1,663,858	0.64	6.46
447	Gasoline Stations	3	\$6,530,346	1.50	9.54	\$8,978,540	0.00	0.00	\$9,386,421	0.00	0.00
448	Clothing & Accessories Stores	0	\$2,081,537	1.64	16.87	\$3,527,812	2.77	28.60	\$6,442,134	5.06	52.23
451	Sporting, Hobby, Book & Music Stores	1	\$301,050	0.19	2.10	\$544,477	0.34	3.80	\$1,082,732	0.69	7.55
452	General Merchandise Stores	0	\$6,518,096	0.49	27.51	\$11,263,757	0.85	47.54	\$17,577,866	1.33	74.19
453	Miscellaneous Store Retailers	3	\$727,384	0.91	5.80	\$1,707,479	2.14	13.61	\$3,004,715	3.76	23.95
454	Nonstore Retailers	0	\$761,976	0.26	1.82	\$1,297,825	0.44	3.10	\$2,483,639	0.85	5.93
722	Food Service & Drinking Places	5	\$1,378,092	1.82	30.87	\$2,255,882	2.98	50.53	\$4,560,817	6.02	102.17
	<b>Total</b>	<b>16</b>	<b>\$33,814,686</b>	<b>12.10</b>	<b>165.29</b>	<b>\$42,053,259.00</b>	<b>15.09</b>	<b>209.06</b>	<b>\$46,131,241.00</b>	<b>22.24</b>	<b>306.51</b>

Data retrieved from ESRI Business Analyst, Retail Gap Analysis

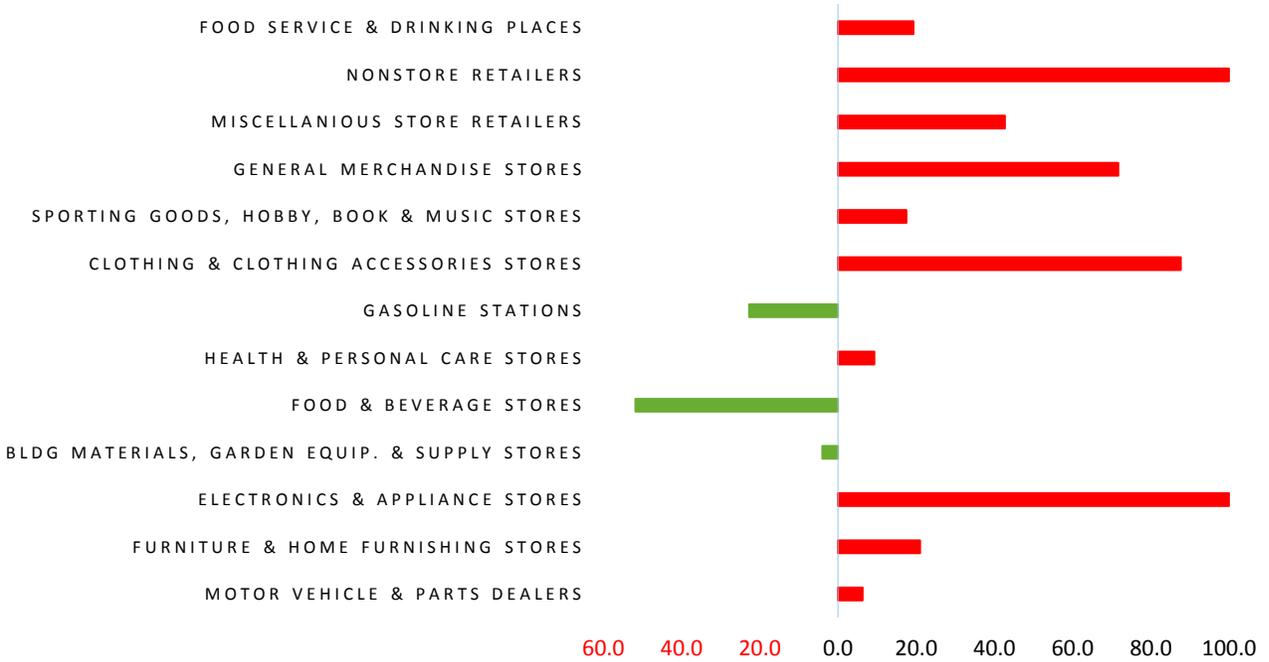
### VILLAGE OF NEW HAVEN SURPLUS/LEAKAGE FACTOR



### TRADE AREA 1 SURPLUS/LEAKAGE FACTOR



## TRADE AREA 2 SURPLUS/LEAKAGE FACTOR



*Data retrieved from ESRI Business Analyst, Retail Gap Analysis*

Similarly, the next table is a Market Potential Index (MPI) which measures the relative likelihood of an adult or household within a market area to display certain consumer behavior or purchasing patterns compared to the typical U.S. patron average, quantified as an MPI of 100 units. The specific trends in consumer behavior, when compared to the U.S. patron average, is separated into two color categories in the figure. The red bars depict a trend that is below the U.S. average, and the green bars represent consumer behaviors that are above the U.S. average. For example, the average New Haven consumer is less likely to spend their discretionary income on travel (78.9 MPI) when compared to the average U.S. patron (100 MPI), but is more likely to purchase a pet or pet product (125.3 MPI) than the average U.S. patron (100 MPI). Coupling these metrics with the retail gap analysis can support the case for the development potential business by not only demonstrating a basic market need for a given good or service, but the strong likelihood that the patrons within a trade area would spend their discretionary income on said good or service. Please note, this MPI analysis is different from the Retail Gap because it measures HOW a consumer will most likely spend their money rather than WHERE they will spend their money.

### AVG. MPI

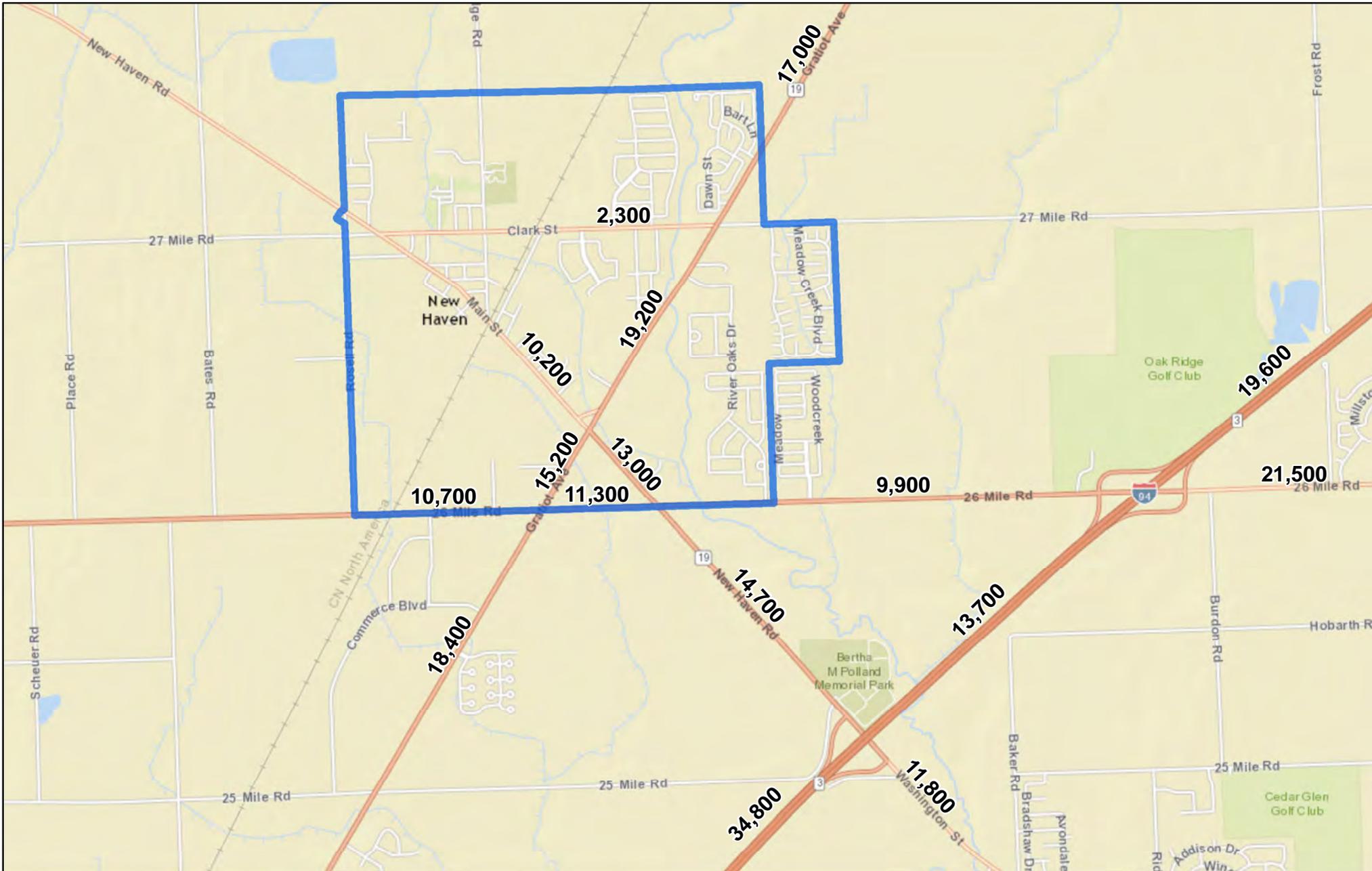


*Data retrieved from ESRI Business Analyst, Market Potential*

This quantitative comparison of retail supply and demand, including the Market Potential Index, provide an initial measure of market opportunities. However, the retail market and consumer behaviors must be analyzed in combination with many other market considerations including qualitative factors. If there appears to be a significant amount of unmet demand, there may be opportunity for an existing business to expand or a new business to be recruited. Business development opportunities may also exist in areas where supply is greater than demand, especially in those communities that are successful in drawing customers from outside their trade area because of a special product niche they have created. As one can see, each piece of data and level analysis can be extrapolated in many different ways for various audiences and purposes - but most of all, it can help the Village of New Haven assess their economic well-being, the needs of their citizens and those within the trade area, and contribute to the development of a coherent economic development strategy for the community going forward.

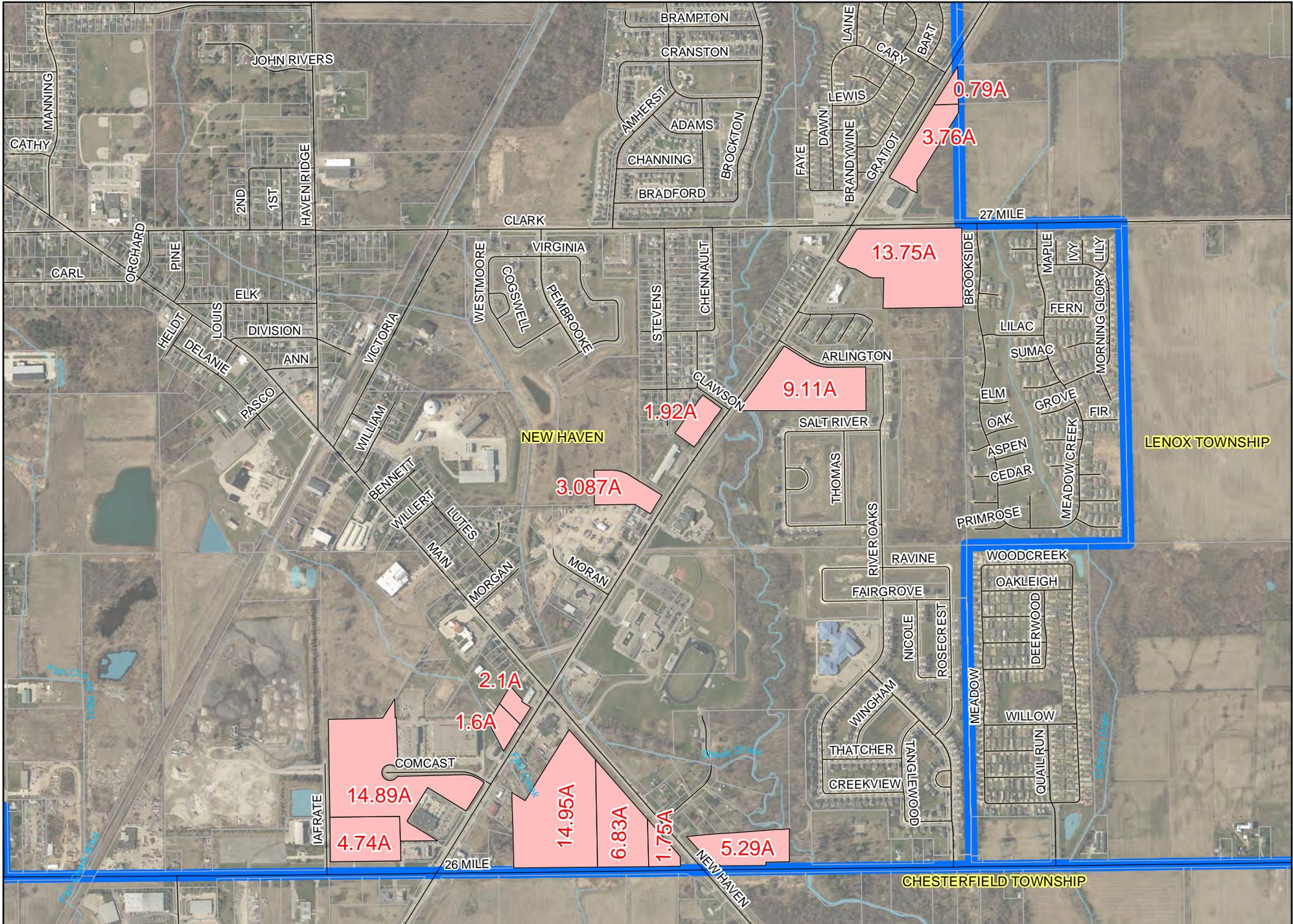


# Village of New Haven, Michigan Average Annual Daily Traffic (AADT) Volumes



Source: SEMCOG - Southeastern Michigan Council of Governments

# VILLAGE OF NEW HAVEN - VACANT SITES ZONED GENERAL BUSINESS



# APPENDIX



# Retail MarketPlace Profile

Trade Area 2  
Area: 51.06 square miles

Prepared by Esri

## Summary Demographics

2017 Population	13,061
2017 Households	4,222
2017 Median Disposable Income	\$49,562
2017 Per Capita Income	\$25,489

## Industry Summary

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$151,509,097	\$168,238,249	-\$16,729,152	-5.2	74
Total Retail Trade	44-45	\$137,441,361	\$158,731,328	-\$21,289,967	-7.2	55
Total Food & Drink	722	\$14,067,737	\$9,506,920	\$4,560,817	19.3	19

## Industry Group

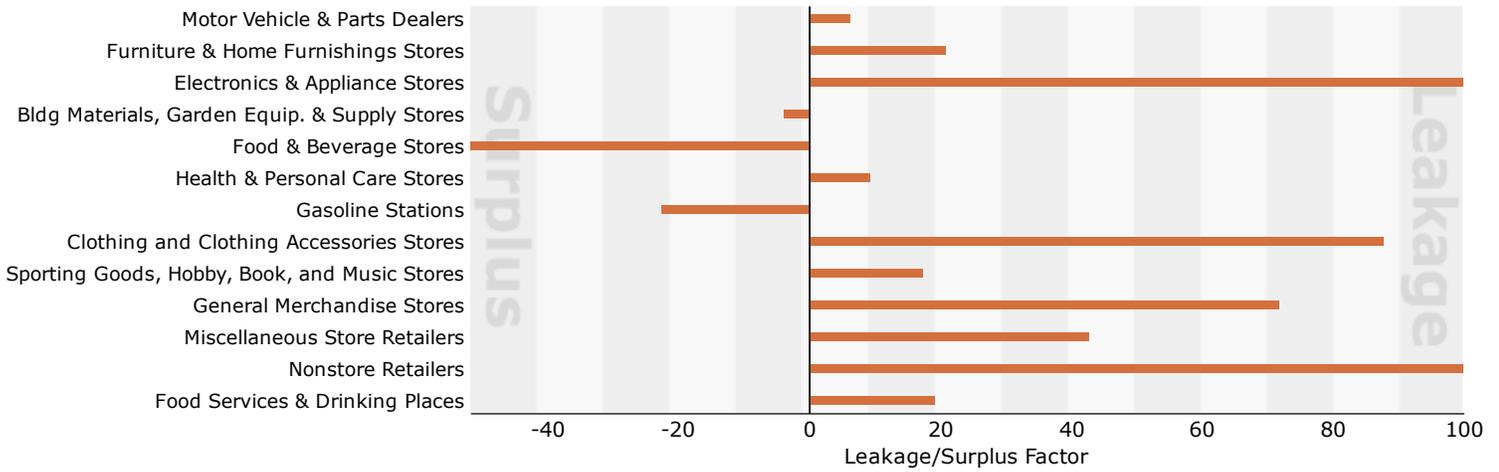
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$29,682,953	\$26,185,432	\$3,497,521	6.3	9
Automobile Dealers	4411	\$24,039,447	\$22,820,192	\$1,219,255	2.6	4
Other Motor Vehicle Dealers	4412	\$2,672,182	\$2,246,530	\$425,652	8.7	2
Auto Parts, Accessories & Tire Stores	4413	\$2,971,323	\$1,118,710	\$1,852,613	45.3	3
Furniture & Home Furnishings Stores	442	\$4,446,695	\$2,904,857	\$1,541,838	21.0	3
Furniture Stores	4421	\$2,713,772	\$1,735,079	\$978,693	22.0	2
Home Furnishings Stores	4422	\$1,732,923	\$1,169,777	\$563,146	19.4	1
Electronics & Appliance Stores	443	\$4,276,121	\$0	\$4,276,121	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,032,595	\$10,878,135	-\$845,540	-4.0	7
Bldg Material & Supplies Dealers	4441	\$9,169,567	\$4,499,743	\$4,669,824	34.2	4
Lawn & Garden Equip & Supply Stores	4442	\$863,028	\$6,378,392	-\$5,515,364	-76.2	3
Food & Beverage Stores	445	\$24,121,733	\$76,030,795	-\$51,909,062	-51.8	9
Grocery Stores	4451	\$21,203,577	\$74,613,089	-\$53,409,512	-55.7	6
Specialty Food Stores	4452	\$1,186,157	\$729,437	\$456,720	23.8	1
Beer, Wine & Liquor Stores	4453	\$1,731,999	\$688,269	\$1,043,730	43.1	1
Health & Personal Care Stores	446,4461	\$9,804,271	\$8,140,413	\$1,663,858	9.3	5
Gasoline Stations	447,4471	\$15,997,052	\$25,383,473	-\$9,386,421	-22.7	7
Clothing & Clothing Accessories Stores	448	\$6,893,889	\$451,755	\$6,442,134	87.7	3
Clothing Stores	4481	\$4,636,793	\$415,473	\$4,221,320	83.6	3
Shoe Stores	4482	\$1,016,244	\$0	\$1,016,244	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,240,853	\$0	\$1,240,853	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,638,635	\$2,555,903	\$1,082,732	17.5	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,067,696	\$2,505,167	\$562,529	10.1	2
Book, Periodical & Music Stores	4512	\$570,939	\$0	\$570,939	100.0	0
General Merchandise Stores	452	\$21,041,143	\$3,463,277	\$17,577,866	71.7	1
Department Stores Excluding Leased Depts.	4521	\$14,391,548	\$0	\$14,391,548	100.0	0
Other General Merchandise Stores	4529	\$6,649,596	\$910,748	\$5,738,848	75.9	1
Miscellaneous Store Retailers	453	\$5,022,635	\$2,017,920	\$3,004,715	42.7	8
Florists	4531	\$232,133	\$175,125	\$57,008	14.0	2
Office Supplies, Stationery & Gift Stores	4532	\$1,007,632	\$182,699	\$824,933	69.3	1
Used Merchandise Stores	4533	\$836,218	\$287,712	\$548,506	48.8	2
Other Miscellaneous Store Retailers	4539	\$2,946,652	\$1,372,384	\$1,574,268	36.4	3
Nonstore Retailers	454	\$2,483,639	\$0	\$2,483,639	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,975,121	\$0	\$1,975,121	100.0	0
Vending Machine Operators	4542	\$143,167	\$0	\$143,167	100.0	0
Direct Selling Establishments	4543	\$365,350	\$0	\$365,350	100.0	0
Food Services & Drinking Places	722	\$14,067,737	\$9,506,920	\$4,560,817	19.3	19
Special Food Services	7223	\$416,300	\$0	\$416,300	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$779,559	\$0	\$779,559	100.0	0
Restaurants/Other Eating Places	7225	\$12,871,878	\$9,410,859	\$3,461,019	15.5	19

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

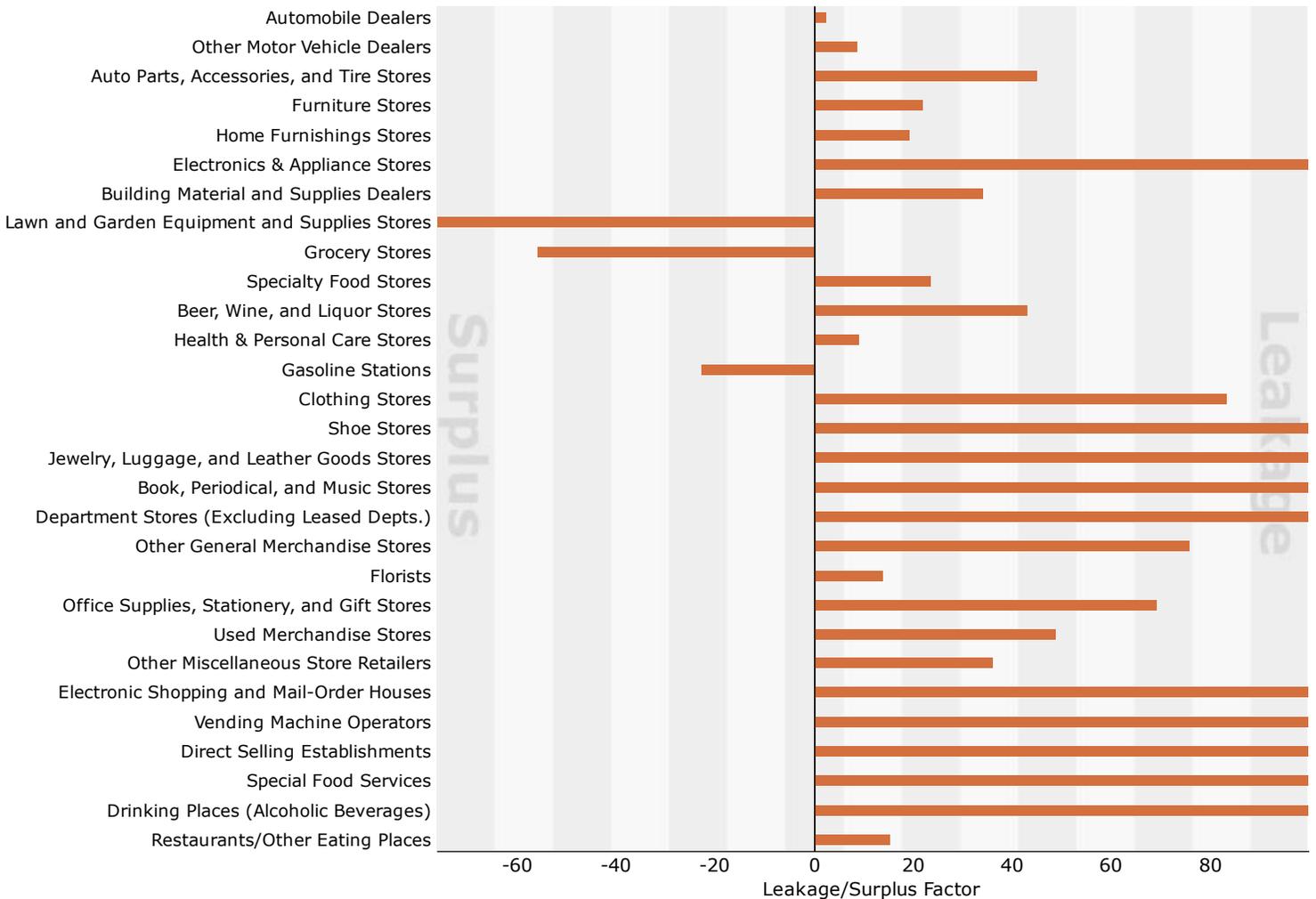
Source: Esri and Infogroup. Retail MarketPlace 2017. Copyright 2017 Infogroup, Inc. All rights reserved.

November 03, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group





# Retail MarketPlace Profile

Trade Area 1  
Area: 11.1 square miles

Prepared by Esri

## Summary Demographics

2017 Population	8,076
2017 Households	2,352
2017 Median Disposable Income	\$48,696
2017 Per Capita Income	\$23,752

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$80,883,699	\$79,827,905	\$1,055,794	0.7	34
Total Retail Trade	44-45	\$73,317,779	\$74,517,869	-\$1,200,090	-0.8	23
Total Food & Drink	722	\$7,565,919	\$5,310,037	\$2,255,882	17.5	11

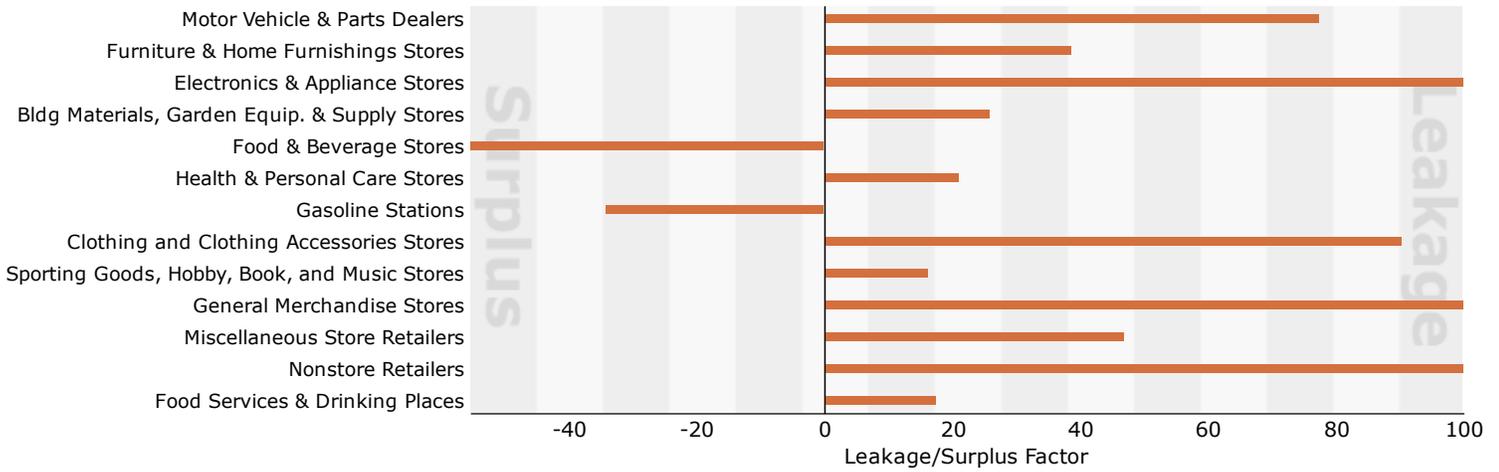
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,854,023	\$2,004,821	\$13,849,202	77.5	2
Automobile Dealers	4411	\$12,870,388	\$1,831,734	\$11,038,654	75.1	1
Other Motor Vehicle Dealers	4412	\$1,404,851	\$0	\$1,404,851	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,578,785	\$173,087	\$1,405,698	80.2	1
Furniture & Home Furnishings Stores	442	\$2,395,248	\$1,064,461	\$1,330,787	38.5	1
Furniture Stores	4421	\$1,469,292	\$673,518	\$795,774	37.1	1
Home Furnishings Stores	4422	\$925,955	\$0	\$925,955	100.0	0
Electronics & Appliance Stores	443	\$2,299,923	\$0	\$2,299,923	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,283,848	\$3,108,444	\$2,175,404	25.9	2
Bldg Material & Supplies Dealers	4441	\$4,849,197	\$2,502,433	\$2,346,764	31.9	1
Lawn & Garden Equip & Supply Stores	4442	\$434,650	\$606,012	-\$171,362	-16.5	1
Food & Beverage Stores	445	\$12,840,793	\$44,859,721	-\$32,018,928	-55.5	5
Grocery Stores	4451	\$11,289,798	\$44,276,924	-\$32,987,126	-59.4	4
Specialty Food Stores	4452	\$632,078	\$0	\$632,078	100.0	0
Beer, Wine & Liquor Stores	4453	\$918,917	\$582,797	\$336,120	22.4	1
Health & Personal Care Stores	446,4461	\$5,178,555	\$3,377,844	\$1,800,711	21.0	3
Gasoline Stations	447,4471	\$8,572,786	\$17,551,326	-\$8,978,540	-34.4	5
Clothing & Clothing Accessories Stores	448	\$3,713,768	\$185,956	\$3,527,812	90.5	1
Clothing Stores	4481	\$2,494,487	\$185,956	\$2,308,531	86.1	1
Shoe Stores	4482	\$552,925	\$0	\$552,925	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$666,356	\$0	\$666,356	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,948,354	\$1,403,877	\$544,477	16.2	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,642,255	\$1,403,877	\$238,378	7.8	1
Book, Periodical & Music Stores	4512	\$306,099	\$0	\$306,099	100.0	0
General Merchandise Stores	452	\$11,263,757	\$0	\$11,263,757	100.0	0
Department Stores Excluding Leased Depts.	4521	\$7,717,095	\$0	\$7,717,095	100.0	0
Other General Merchandise Stores	4529	\$3,546,662	\$0	\$3,546,662	100.0	0
Miscellaneous Store Retailers	453	\$2,668,898	\$961,419	\$1,707,479	47.0	3
Florists	4531	\$118,176	\$53,893	\$64,283	37.4	1
Office Supplies, Stationery & Gift Stores	4532	\$540,921	\$0	\$540,921	100.0	0
Used Merchandise Stores	4533	\$452,729	\$148,072	\$304,657	50.7	1
Other Miscellaneous Store Retailers	4539	\$1,557,071	\$759,454	\$797,617	34.4	1
Nonstore Retailers	454	\$1,297,825	\$0	\$1,297,825	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,054,622	\$0	\$1,054,622	100.0	0
Vending Machine Operators	4542	\$76,662	\$0	\$76,662	100.0	0
Direct Selling Establishments	4543	\$166,542	\$0	\$166,542	100.0	0
Food Services & Drinking Places	722	\$7,565,919	\$5,310,037	\$2,255,882	17.5	11
Special Food Services	7223	\$219,566	\$0	\$219,566	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$416,501	\$0	\$416,501	100.0	0
Restaurants/Other Eating Places	7225	\$6,929,852	\$5,310,037	\$1,619,815	13.2	11

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

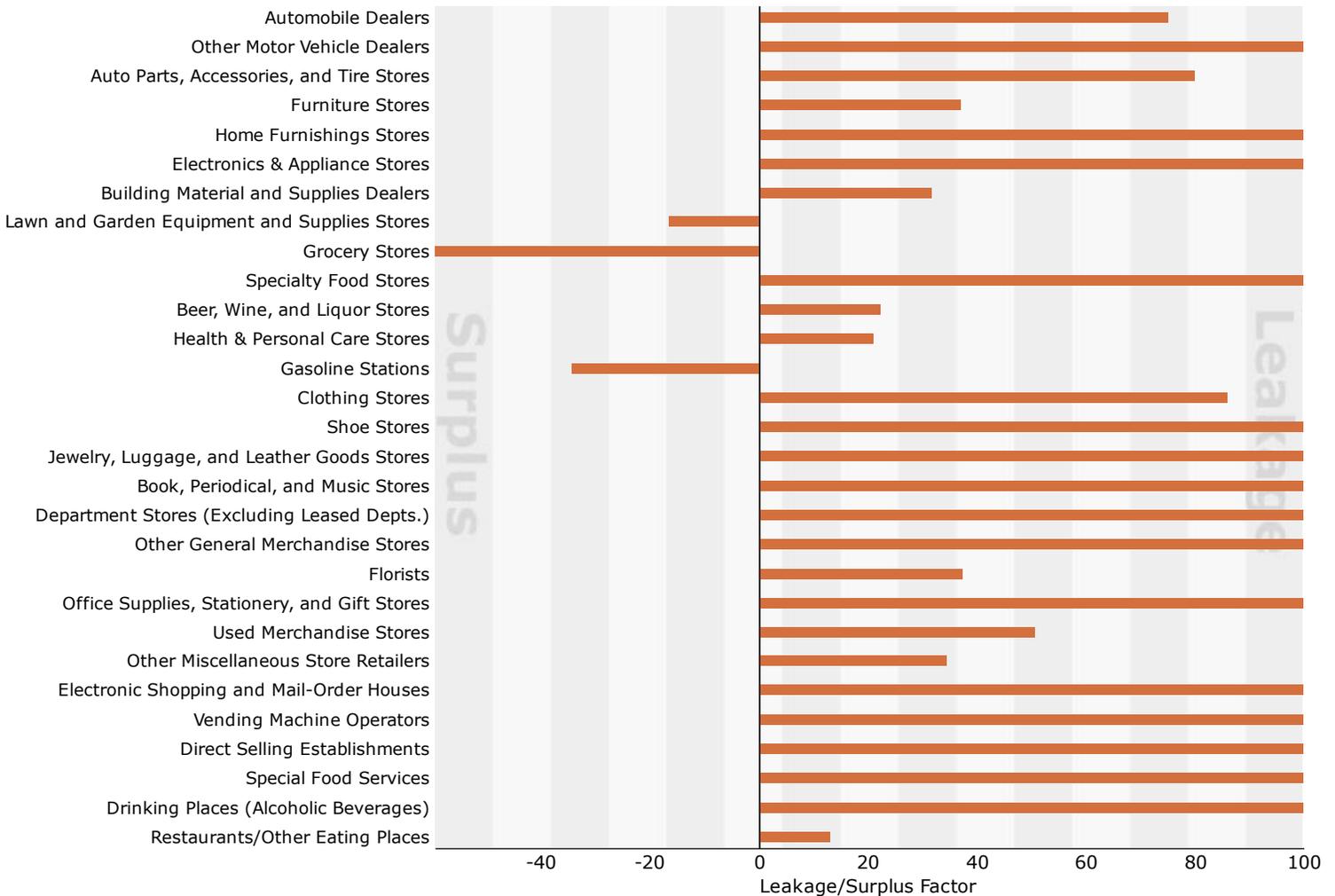
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November 03, 2017

## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# Retail MarketPlace Profile

2 Block Groups  
 260992180.001 (260992180001) et al.  
 Geography: Block Group

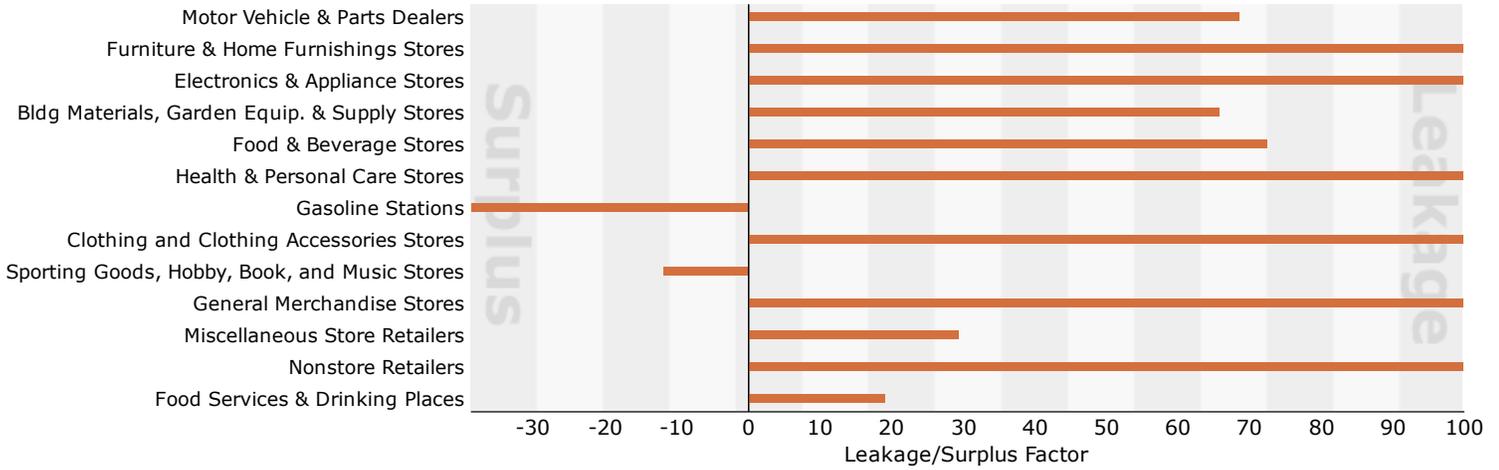
Prepared by Esri

Summary Demographics						
2017 Population						4,408
2017 Households						1,517
2017 Median Disposable Income						\$42,541
2017 Per Capita Income						\$21,423
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$47,421,411	\$20,438,121	\$26,983,290	39.8	16
Total Retail Trade	44-45	\$43,148,173	\$17,542,975	\$25,605,198	42.2	11
Total Food & Drink	722	\$4,273,238	\$2,895,146	\$1,378,092	19.2	5
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,481,654	\$1,758,771	\$7,722,883	68.7	1
Automobile Dealers	4411	\$7,719,486	\$1,758,771	\$5,960,715	62.9	1
Other Motor Vehicle Dealers	4412	\$838,284	\$0	\$838,284	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$923,884	\$0	\$923,884	100.0	0
Furniture & Home Furnishings Stores	442	\$1,358,292	\$0	\$1,358,292	100.0	0
Furniture Stores	4421	\$836,390	\$0	\$836,390	100.0	0
Home Furnishings Stores	4422	\$521,902	\$0	\$521,902	100.0	0
Electronics & Appliance Stores	443	\$1,293,416	\$0	\$1,293,416	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,121,181	\$637,907	\$2,483,274	66.1	1
Bldg Material & Supplies Dealers	4441	\$2,853,169	\$0	\$2,853,169	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$268,012	\$637,907	-\$369,895	-40.8	1
Food & Beverage Stores	445	\$7,564,679	\$1,202,023	\$6,362,656	72.6	2
Grocery Stores	4451	\$6,658,010	\$619,226	\$6,038,784	83.0	1
Specialty Food Stores	4452	\$372,039	\$0	\$372,039	100.0	0
Beer, Wine & Liquor Stores	4453	\$534,630	\$582,797	-\$48,167	-4.3	1
Health & Personal Care Stores	446,4461	\$3,127,080	\$0	\$3,127,080	100.0	0
Gasoline Stations	447,4471	\$5,146,432	\$11,676,778	-\$6,530,346	-38.8	3
Clothing & Clothing Accessories Stores	448	\$2,081,537	\$0	\$2,081,537	100.0	0
Clothing Stores	4481	\$1,413,035	\$0	\$1,413,035	100.0	0
Shoe Stores	4482	\$311,454	\$0	\$311,454	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$357,048	\$0	\$357,048	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,102,827	\$1,403,877	-\$301,050	-12.0	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$931,073	\$1,403,877	-\$472,804	-20.2	1
Book, Periodical & Music Stores	4512	\$171,754	\$0	\$171,754	100.0	0
General Merchandise Stores	452	\$6,518,096	\$0	\$6,518,096	100.0	0
Department Stores Excluding Leased Depts.	4521	\$4,426,400	\$0	\$4,426,400	100.0	0
Other General Merchandise Stores	4529	\$2,091,696	\$0	\$2,091,696	100.0	0
Miscellaneous Store Retailers	453	\$1,591,003	\$863,619	\$727,384	29.6	3
Florists	4531	\$68,659	\$53,893	\$14,766	12.0	1
Office Supplies, Stationery & Gift Stores	4532	\$306,364	\$0	\$306,364	100.0	0
Used Merchandise Stores	4533	\$254,806	\$148,072	\$106,734	26.5	1
Other Miscellaneous Store Retailers	4539	\$961,174	\$661,654	\$299,520	18.5	1
Nonstore Retailers	454	\$761,976	\$0	\$761,976	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$604,372	\$0	\$604,372	100.0	0
Vending Machine Operators	4542	\$44,625	\$0	\$44,625	100.0	0
Direct Selling Establishments	4543	\$112,979	\$0	\$112,979	100.0	0
Food Services & Drinking Places	722	\$4,273,238	\$2,895,146	\$1,378,092	19.2	5
Special Food Services	7223	\$125,038	\$0	\$125,038	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$227,630	\$0	\$227,630	100.0	0
Restaurants/Other Eating Places	7225	\$3,920,570	\$2,895,146	\$1,025,424	15.0	5

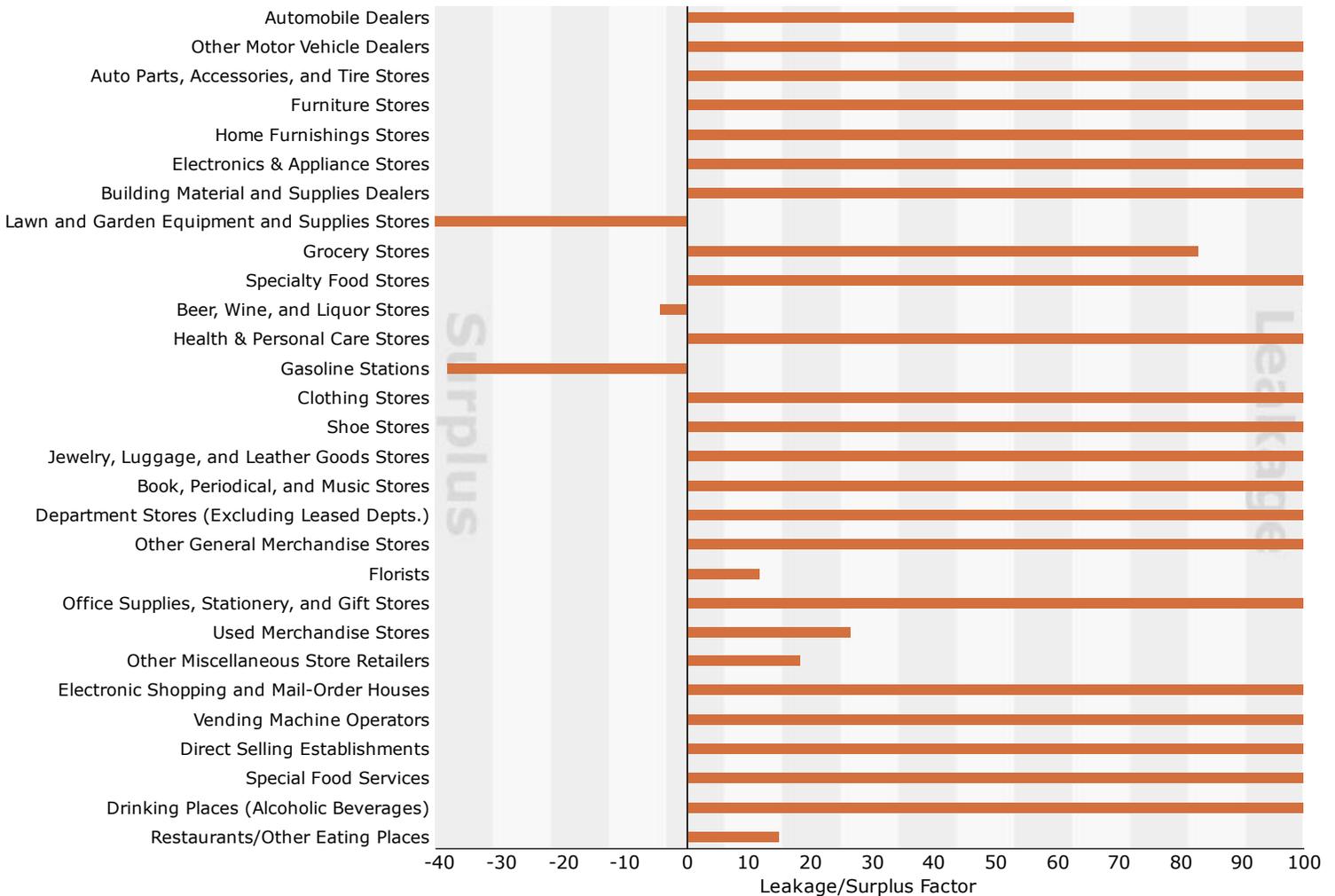
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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

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## Leakage/Surplus Factor by Industry Subsector



## Leakage/Surplus Factor by Industry Group



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# ACS Housing Summary

New Haven Village, MI  
 New Haven Village, MI (2657380)  
 Geography: Place

Prepared by Esri

	2011-2015 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	4,679		19	High
Total Households	1,469		134	High
Total Housing Units	1,624		182	High
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS</b>				
Total	1,110	100.0%	156	High
Housing units with a mortgage/contract to purchase/similar debt	832	75.0%	143	High
Second mortgage only	18	1.6%	30	Low
Home equity loan only	69	6.2%	58	Low
Both second mortgage and home equity loan	0	0.0%	10	
No second mortgage and no home equity loan	745	67.1%	136	High
Housing units without a mortgage	278	25.0%	141	Medium
<b>AVERAGE VALUE BY MORTGAGE STATUS</b>				
Housing units with a mortgage	\$108,359		\$30,243	Medium
Housing units without a mortgage	\$91,176		\$82,541	Low
<b>OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS &amp; SELECTED MONTHLY OWNER COSTS</b>				
Total	1,110	100.0%	156	High
With a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	67	6.0%	56	Low
10.0 to 14.9 percent	87	7.8%	57	Medium
15.0 to 19.9 percent	224	20.2%	106	Medium
20.0 to 24.9 percent	181	16.3%	95	Medium
25.0 to 29.9 percent	84	7.6%	65	Low
30.0 to 34.9 percent	33	3.0%	43	Low
35.0 to 39.9 percent	84	7.6%	57	Low
40.0 to 49.9 percent	19	1.7%	30	Low
50.0 percent or more	53	4.8%	52	Low
Not computed	0	0.0%	10	
Without a mortgage: Monthly owner costs as a percentage of household income in past 12 months				
Less than 10.0 percent	88	7.9%	74	Low
10.0 to 14.9 percent	59	5.3%	64	Low
15.0 to 19.9 percent	95	8.6%	78	Low
20.0 to 24.9 percent	13	1.2%	21	Low
25.0 to 29.9 percent	0	0.0%	10	
30.0 to 34.9 percent	0	0.0%	10	
35.0 to 39.9 percent	0	0.0%	10	
40.0 to 49.9 percent	23	2.1%	27	Low
50.0 percent or more	0	0.0%	10	
Not computed	0	0.0%	10	



# ACS Housing Summary

New Haven Village, MI  
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 Geography: Place

Prepared by Esri

	2011-2015 ACS Estimate	Percent	MOE(±)	Reliability
<b>RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT</b>				
Total	359	100.0%	126	■ ■
With cash rent	317	88.3%	117	■ ■
Less than \$100	0	0.0%	10	
\$100 to \$149	28	7.8%	33	■
\$150 to \$199	14	3.9%	25	■
\$200 to \$249	0	0.0%	10	
\$250 to \$299	0	0.0%	10	
\$300 to \$349	12	3.3%	20	■
\$350 to \$399	22	6.1%	27	■
\$400 to \$449	0	0.0%	10	
\$450 to \$499	0	0.0%	10	
\$500 to \$549	21	5.8%	31	■
\$550 to \$599	24	6.7%	41	■
\$600 to \$649	0	0.0%	10	
\$650 to \$699	22	6.1%	34	■
\$700 to \$749	0	0.0%	10	
\$750 to \$799	45	12.5%	50	■
\$800 to \$899	43	12.0%	42	■
\$900 to \$999	86	24.0%	67	■
\$1,000 to \$1,249	0	0.0%	10	
\$1,250 to \$1,499	0	0.0%	10	
\$1,500 to \$1,999	0	0.0%	10	
\$2,000 or more	0	0.0%	10	
No cash rent	42	11.7%	65	■
Median Contract Rent	\$767		\$149	■ ■ ■
Average Contract Rent	\$655		\$365	■ ■
<b>RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT</b>				
Total	359	100.0%	126	■ ■
Pay extra for one or more utilities	359	100.0%	126	■ ■
No extra payment for any utilities	0	0.0%	10	



# ACS Housing Summary

New Haven Village, MI  
 New Haven Village, MI (2657380)  
 Geography: Place

Prepared by Esri

	2011-2015 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSING UNITS BY UNITS IN STRUCTURE</b>				
Total	1,624	100.0%	182	High
1, detached	1,100	67.7%	152	High
1, attached	42	2.6%	65	Low
2	0	0.0%	10	
3 or 4	0	0.0%	10	
5 to 9	50	3.1%	40	Low
10 to 19	0	0.0%	10	
20 to 49	12	0.7%	20	Low
50 or more	14	0.9%	25	Low
Mobile home	406	25.0%	152	Medium
Boat, RV, van, etc.	0	0.0%	10	
<b>HOUSING UNITS BY YEAR STRUCTURE BUILT</b>				
Total	1,624	100.0%	182	High
Built 2010 or later	0	0.0%	10	
Built 2000 to 2009	681	41.9%	109	High
Built 1990 to 1999	308	19.0%	109	Medium
Built 1980 to 1989	140	8.6%	114	Low
Built 1970 to 1979	104	6.4%	80	Low
Built 1960 to 1969	112	6.9%	77	Low
Built 1950 to 1959	105	6.5%	87	Low
Built 1940 to 1949	56	3.4%	75	Low
Built 1939 or earlier	118	7.3%	69	Medium
Median Year Structure Built	1996		4	High
<b>OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT</b>				
Total	1,469	100.0%	134	High
Owner occupied				
Moved in 2010 or later	263	17.9%	110	Medium
Moved in 2000 to 2009	575	39.1%	124	Medium
Moved in 1990 to 1999	133	9.1%	85	Medium
Moved in 1980 to 1989	40	2.7%	42	Low
Renter occupied				
Moved in 2010 or later	260	17.7%	121	Medium
Moved in 2000 to 2009	99	6.7%	68	Low
Moved in 1990 to 1999	0	0.0%	10	
Moved in 1980 to 1989	0	0.0%	10	
Median Year Householder Moved Into Unit	2007		2	High



# ACS Housing Summary

New Haven Village, MI  
 New Haven Village, MI (2657380)  
 Geography: Place

Prepared by Esri

	2011-2015 ACS Estimate	Percent	MOE(±)	Reliability
<b>OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL</b>				
Total	1,469	100.0%	134	
Utility gas	1,372	93.4%	131	
Bottled, tank, or LP gas	0	0.0%	10	
Electricity	46	3.1%	56	
Fuel oil, kerosene, etc.	0	0.0%	10	
Coal or coke	0	0.0%	10	
Wood	0	0.0%	10	
Solar energy	0	0.0%	10	
Other fuel	0	0.0%	10	
No fuel used	51	3.5%	57	
<b>OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE</b>				
Total	1,469	100.0%	134	
Owner occupied				
No vehicle available	44	3.0%	49	
1 vehicle available	257	17.5%	132	
2 vehicles available	583	39.7%	128	
3 vehicles available	155	10.6%	71	
4 vehicles available	27	1.8%	31	
5 or more vehicles available	44	3.0%	42	
Renter occupied				
No vehicle available	29	2.0%	24	
1 vehicle available	194	13.2%	109	
2 vehicles available	115	7.8%	74	
3 vehicles available	21	1.4%	31	
4 vehicles available	0	0.0%	10	
5 or more vehicles available	0	0.0%	10	
Average Number of Vehicles Available	1.9		0.3	

**Data Note:** N/A means not available.

**2011-2015 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2011-2015 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.