



Retail MarketPlace Profile

Livingston Commons
3850 E Grand River Ave, Howell, Michigan, 48843
Ring: 1 mile radius

Prepared by Esri
Latitude: 42.58764
Longitude: -83.87652

Summary Demographics

2017 Population	3,330
2017 Households	1,416
2017 Median Disposable Income	\$49,112
2017 Per Capita Income	\$33,199

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	\$51,704,295	\$224,622,130	-\$172,917,835	-62.6	57
Total Retail Trade	44-45	\$46,613,225	\$209,085,148	-\$162,471,923	-63.5	37
Total Food & Drink	722	\$5,091,070	\$15,536,982	-\$10,445,912	-50.6	20

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,664,717	\$57,774,223	-\$48,109,506	-71.3	4
Automobile Dealers	4411	\$7,800,684	\$35,799,970	-\$27,999,286	-64.2	1
Other Motor Vehicle Dealers	4412	\$834,768	\$17,388,999	-\$16,554,231	-90.8	1
Auto Parts, Accessories & Tire Stores	4413	\$1,029,264	\$4,585,254	-\$3,555,990	-63.3	2
Furniture & Home Furnishings Stores	442	\$1,580,082	\$11,565,056	-\$9,984,974	-76.0	3
Furniture Stores	4421	\$974,397	\$11,218,818	-\$10,244,421	-84.0	2
Home Furnishings Stores	4422	\$605,685	\$0	\$605,685	100.0	0
Electronics & Appliance Stores	443	\$1,561,097	\$1,696,039	-\$134,942	-4.1	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,209,094	\$18,270,441	-\$15,061,347	-70.1	3
Bldg Material & Supplies Dealers	4441	\$2,953,487	\$17,135,670	-\$14,182,183	-70.6	1
Lawn & Garden Equip & Supply Stores	4442	\$255,607	\$1,134,772	-\$879,165	-63.2	2
Food & Beverage Stores	445	\$8,316,482	\$30,774,642	-\$22,458,160	-57.5	4
Grocery Stores	4451	\$7,292,362	\$30,212,466	-\$22,920,104	-61.1	3
Specialty Food Stores	4452	\$410,167	\$251,696	\$158,471	23.9	1
Beer, Wine & Liquor Stores	4453	\$613,953	\$310,481	\$303,472	32.8	1
Health & Personal Care Stores	446,4461	\$3,219,360	\$11,997,864	-\$8,778,504	-57.7	3
Gasoline Stations	447,4471	\$5,309,645	\$8,330,315	-\$3,020,670	-22.1	2
Clothing & Clothing Accessories Stores	448	\$2,569,071	\$1,424,012	\$1,145,059	28.7	2
Clothing Stores	4481	\$1,693,868	\$0	\$1,693,868	100.0	0
Shoe Stores	4482	\$369,434	\$900,039	-\$530,605	-41.8	1
Jewelry, Luggage & Leather Goods Stores	4483	\$505,769	\$412,400	\$93,369	10.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,296,654	\$2,327,721	-\$1,031,067	-28.4	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,084,937	\$2,327,721	-\$1,242,784	-36.4	3
Book, Periodical & Music Stores	4512	\$211,718	\$0	\$211,718	100.0	0
General Merchandise Stores	452	\$7,368,541	\$59,727,153	-\$52,358,612	-78.0	4
Department Stores Excluding Leased Depts.	4521	\$5,099,568	\$56,580,875	-\$51,481,307	-83.5	3
Other General Merchandise Stores	4529	\$2,268,973	\$3,146,278	-\$877,305	-16.2	1
Miscellaneous Store Retailers	453	\$1,652,926	\$4,256,702	-\$2,603,776	-44.1	4
Florists	4531	\$78,957	\$0	\$78,957	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$359,810	\$217,273	\$142,537	24.7	1
Used Merchandise Stores	4533	\$304,456	\$0	\$304,456	100.0	0
Other Miscellaneous Store Retailers	4539	\$909,704	\$4,039,428	-\$3,129,724	-63.2	3
Nonstore Retailers	454	\$865,556	\$0	\$865,556	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$696,293	\$0	\$696,293	100.0	0
Vending Machine Operators	4542	\$50,123	\$0	\$50,123	100.0	0
Direct Selling Establishments	4543	\$119,140	\$0	\$119,140	100.0	0
Food Services & Drinking Places	722	\$5,091,070	\$15,536,982	-\$10,445,912	-50.6	20
Special Food Services	7223	\$145,167	\$0	\$145,167	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$304,304	\$0	\$304,304	100.0	0
Restaurants/Other Eating Places	7225	\$4,641,599	\$15,443,186	-\$10,801,587	-53.8	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.

October 24, 2017

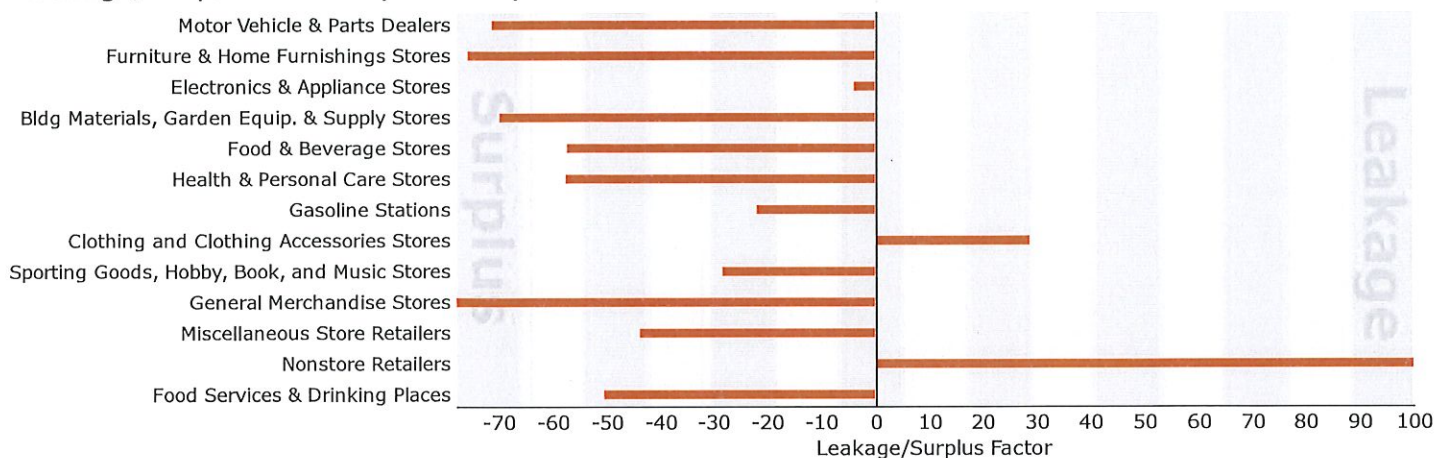


Retail MarketPlace Profile

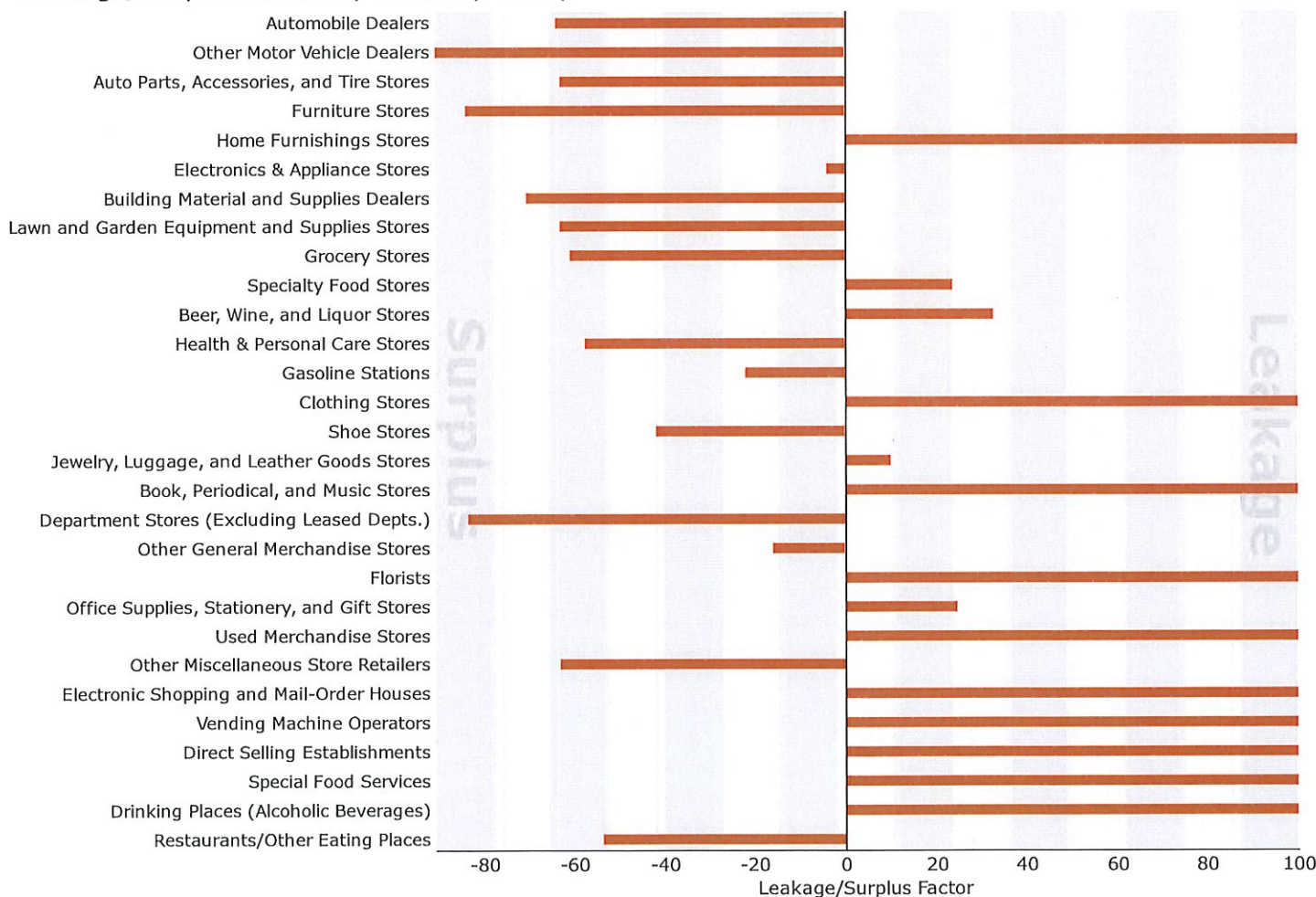
Livingston Commons
3850 E Grand River Ave, Howell, Michigan, 48843
Ring: 1 mile radius

Prepared by Esri
Latitude: 42.58764
Longitude: -83.87652

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

October 24, 2017



Retail MarketPlace Profile

Livingston Commons
3850 E Grand River Ave, Howell, Michigan, 48843
Ring: 3 mile radius

Prepared by Esri
Latitude: 42.58764
Longitude: -83.87652

Summary Demographics

2017 Population	19,233
2017 Households	7,355
2017 Median Disposable Income	\$55,101
2017 Per Capita Income	\$33,757

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	\$302,202,459	\$523,805,755	-\$221,603,296	-26.8	170
Total Retail Trade	44-45	\$272,666,790	\$482,122,869	-\$209,456,079	-27.8	114
Total Food & Drink	722	\$29,535,669	\$41,682,885	-\$12,147,216	-17.1	56

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$56,865,433	\$144,915,320	-\$88,049,887	-43.6	16
Automobile Dealers	4411	\$45,840,037	\$76,042,555	-\$30,202,518	-24.8	4
Other Motor Vehicle Dealers	4412	\$5,031,670	\$53,065,507	-\$48,033,837	-82.7	5
Auto Parts, Accessories & Tire Stores	4413	\$5,993,726	\$15,807,258	-\$9,813,532	-45.0	8
Furniture & Home Furnishings Stores	442	\$9,276,240	\$18,497,794	-\$9,221,554	-33.2	7
Furniture Stores	4421	\$5,638,240	\$17,119,337	-\$11,481,097	-50.4	3
Home Furnishings Stores	4422	\$3,638,000	\$1,378,457	\$2,259,543	45.0	4
Electronics & Appliance Stores	443	\$8,981,692	\$2,529,112	\$6,452,580	56.1	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,498,564	\$41,854,509	-\$22,355,945	-36.4	15
Bldg Material & Supplies Dealers	4441	\$17,857,537	\$39,419,961	-\$21,562,424	-37.6	10
Lawn & Garden Equip & Supply Stores	4442	\$1,641,027	\$2,434,548	-\$793,521	-19.5	5
Food & Beverage Stores	445	\$48,254,427	\$61,388,223	-\$13,133,796	-12.0	9
Grocery Stores	4451	\$42,309,000	\$59,694,758	-\$17,385,758	-17.0	6
Specialty Food Stores	4452	\$2,369,030	\$556,898	\$1,812,132	61.9	2
Beer, Wine & Liquor Stores	4453	\$3,576,397	\$1,136,567	\$2,439,830	51.8	1
Health & Personal Care Stores	446,4461	\$19,192,989	\$32,052,779	-\$12,859,790	-25.1	9
Gasoline Stations	447,4471	\$30,566,251	\$35,311,210	-\$4,744,959	-7.2	8
Clothing & Clothing Accessories Stores	448	\$14,788,317	\$3,009,815	\$11,778,502	66.2	6
Clothing Stores	4481	\$9,783,541	\$618,381	\$9,165,160	88.1	3
Shoe Stores	4482	\$2,132,670	\$1,783,410	\$349,260	8.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,872,105	\$608,024	\$2,264,081	65.1	2
Sporting Goods, Hobby, Book & Music Stores	451	\$7,571,653	\$6,035,994	\$1,535,659	11.3	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,363,479	\$6,007,491	\$355,988	2.9	10
Book, Periodical & Music Stores	4512	\$1,208,174	\$0	\$1,208,174	100.0	0
General Merchandise Stores	452	\$42,851,232	\$120,180,417	-\$77,329,185	-47.4	10
Department Stores Excluding Leased Depts.	4521	\$29,658,292	\$112,667,977	-\$83,009,685	-58.3	6
Other General Merchandise Stores	4529	\$13,192,939	\$7,512,440	\$5,680,499	27.4	4
Miscellaneous Store Retailers	453	\$9,803,564	\$10,842,634	-\$1,039,070	-5.0	14
Florists	4531	\$496,017	\$769,924	-\$273,907	-21.6	1
Office Supplies, Stationery & Gift Stores	4532	\$2,101,277	\$437,246	\$1,664,031	65.6	2
Used Merchandise Stores	4533	\$1,753,824	\$661,118	\$1,092,706	45.2	2
Other Miscellaneous Store Retailers	4539	\$5,452,446	\$8,974,346	-\$3,521,900	-24.4	9
Nonstore Retailers	454	\$5,016,427	\$5,505,063	-\$488,636	-4.6	4
Electronic Shopping & Mail-Order Houses	4541	\$4,046,626	\$3,227,347	\$819,279	11.3	3
Vending Machine Operators	4542	\$289,373	\$0	\$289,373	100.0	0
Direct Selling Establishments	4543	\$680,429	\$2,277,716	-\$1,597,287	-54.0	2
Food Services & Drinking Places	722	\$29,535,669	\$41,682,885	-\$12,147,216	-17.1	56
Special Food Services	7223	\$857,103	\$188,310	\$668,793	64.0	1
Drinking Places - Alcoholic Beverages	7224	\$1,767,389	\$1,927,606	-\$160,217	-4.3	1
Restaurants/Other Eating Places	7225	\$26,911,177	\$39,566,969	-\$12,655,792	-19.0	54

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.

October 24, 2017

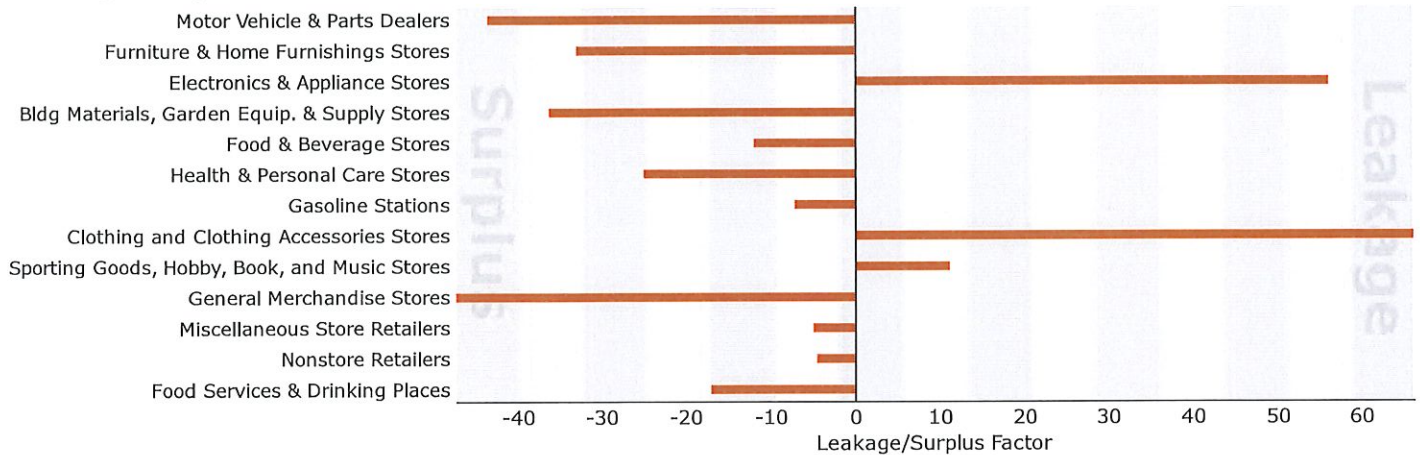


Retail MarketPlace Profile

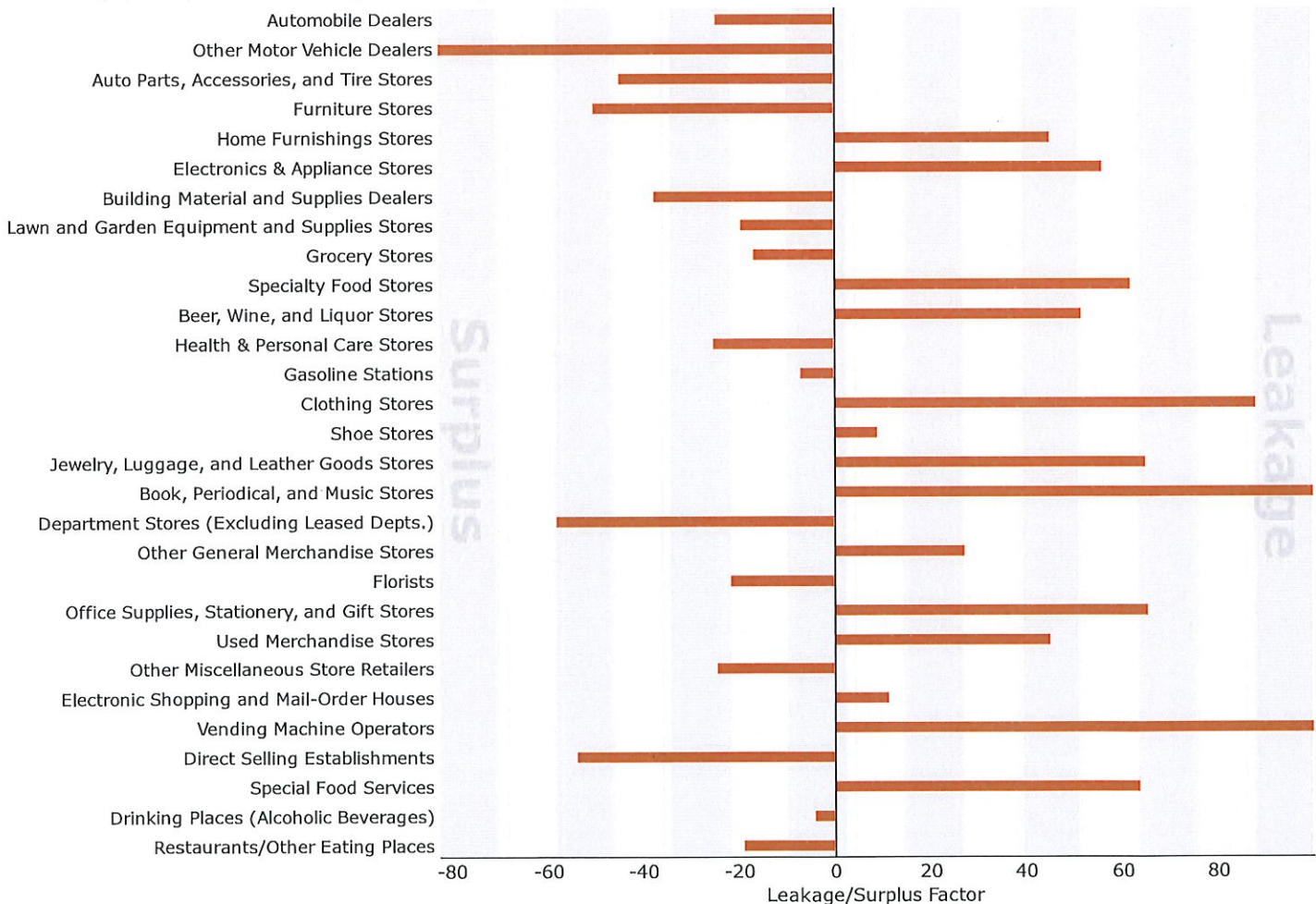
Livingston Commons
3850 E Grand River Ave, Howell, Michigan, 48843
Ring: 3 mile radius

Prepared by Esri
Latitude: 42.58764
Longitude: -83.87652

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

October 24, 2017



Retail MarketPlace Profile

Livingston Commons
3850 E Grand River Ave, Howell, Michigan, 48843
Ring: 5 mile radius

Prepared by Esri
Latitude: 42.58764
Longitude: -83.87652

Summary Demographics

2017 Population	46,566
2017 Households	18,175
2017 Median Disposable Income	\$54,094
2017 Per Capita Income	\$33,864

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	\$731,857,050	\$809,710,446	-\$77,853,396	-5.1	307
Total Retail Trade	44-45	\$660,574,075	\$742,214,151	-\$81,640,076	-5.8	217
Total Food & Drink	722	\$71,282,976	\$67,496,295	\$3,786,681	2.7	90

Industry Group

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$137,878,961	\$258,272,041	-\$120,393,080	-30.4	33
Automobile Dealers	4411	\$111,128,793	\$176,178,064	-\$65,049,271	-22.6	11
Other Motor Vehicle Dealers	4412	\$12,200,040	\$58,025,609	-\$45,825,569	-65.3	8
Auto Parts, Accessories & Tire Stores	4413	\$14,550,127	\$24,068,368	-\$9,518,241	-24.6	14
Furniture & Home Furnishings Stores	442	\$22,395,344	\$20,937,188	\$1,458,156	3.4	10
Furniture Stores	4421	\$13,592,755	\$17,156,009	-\$3,563,254	-11.6	3
Home Furnishings Stores	4422	\$8,802,589	\$3,781,179	\$5,021,410	39.9	7
Electronics & Appliance Stores	443	\$21,726,250	\$4,511,365	\$17,214,885	65.6	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,328,166	\$59,282,674	-\$11,954,508	-11.2	35
Bldg Material & Supplies Dealers	4441	\$43,275,767	\$54,518,214	-\$11,242,447	-11.5	27
Lawn & Garden Equip & Supply Stores	4442	\$4,052,400	\$4,764,460	-\$712,060	-8.1	8
Food & Beverage Stores	445	\$116,882,348	\$108,103,355	\$8,778,993	3.9	16
Grocery Stores	4451	\$102,449,632	\$103,425,915	-\$976,283	-0.5	10
Specialty Food Stores	4452	\$5,728,010	\$1,629,853	\$4,098,157	55.7	4
Beer, Wine & Liquor Stores	4453	\$8,704,706	\$3,047,586	\$5,657,120	48.1	3
Health & Personal Care Stores	446,4461	\$46,933,507	\$49,702,992	-\$2,769,485	-2.9	19
Gasoline Stations	447,4471	\$73,887,125	\$64,147,388	\$9,739,737	7.1	12
Clothing & Clothing Accessories Stores	448	\$35,712,884	\$9,033,218	\$26,679,666	59.6	17
Clothing Stores	4481	\$23,613,268	\$3,249,995	\$20,363,273	75.8	10
Shoe Stores	4482	\$5,105,852	\$2,578,802	\$2,527,050	32.9	1
Jewelry, Luggage & Leather Goods Stores	4483	\$6,993,764	\$3,204,421	\$3,789,343	37.2	6
Sporting Goods, Hobby, Book & Music Stores	451	\$18,275,856	\$9,768,025	\$8,507,831	30.3	18
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,362,673	\$9,687,014	\$5,675,659	22.7	17
Book, Periodical & Music Stores	4512	\$2,913,183	\$81,011	\$2,832,172	94.6	1
General Merchandise Stores	452	\$103,494,477	\$125,734,207	-\$22,239,730	-9.7	12
Department Stores Excluding Leased Depts.	4521	\$71,590,165	\$117,049,817	-\$45,459,652	-24.1	6
Other General Merchandise Stores	4529	\$31,904,312	\$8,684,390	\$23,219,922	57.2	6
Miscellaneous Store Retailers	453	\$23,864,361	\$20,827,249	\$3,037,112	6.8	29
Florists	4531	\$1,223,837	\$840,758	\$383,079	18.6	1
Office Supplies, Stationery & Gift Stores	4532	\$5,074,043	\$2,665,298	\$2,408,745	31.1	7
Used Merchandise Stores	4533	\$4,223,330	\$4,052,357	\$170,973	2.1	6
Other Miscellaneous Store Retailers	4539	\$13,343,150	\$13,268,836	\$74,314	0.3	15
Nonstore Retailers	454	\$12,194,795	\$11,894,450	\$300,345	1.2	8
Electronic Shopping & Mail-Order Houses	4541	\$9,785,429	\$5,283,081	\$4,502,348	29.9	4
Vending Machine Operators	4542	\$699,131	\$145,255	\$553,876	65.6	1
Direct Selling Establishments	4543	\$1,710,236	\$6,466,114	-\$4,755,878	-58.2	3
Food Services & Drinking Places	722	\$71,282,976	\$67,496,295	\$3,786,681	2.7	90
Special Food Services	7223	\$2,045,037	\$376,620	\$1,668,417	68.9	2
Drinking Places - Alcoholic Beverages	7224	\$4,295,201	\$4,943,233	-\$648,032	-7.0	3
Restaurants/Other Eating Places	7225	\$64,942,738	\$62,176,443	\$2,766,295	2.2	85

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.

October 24, 2017

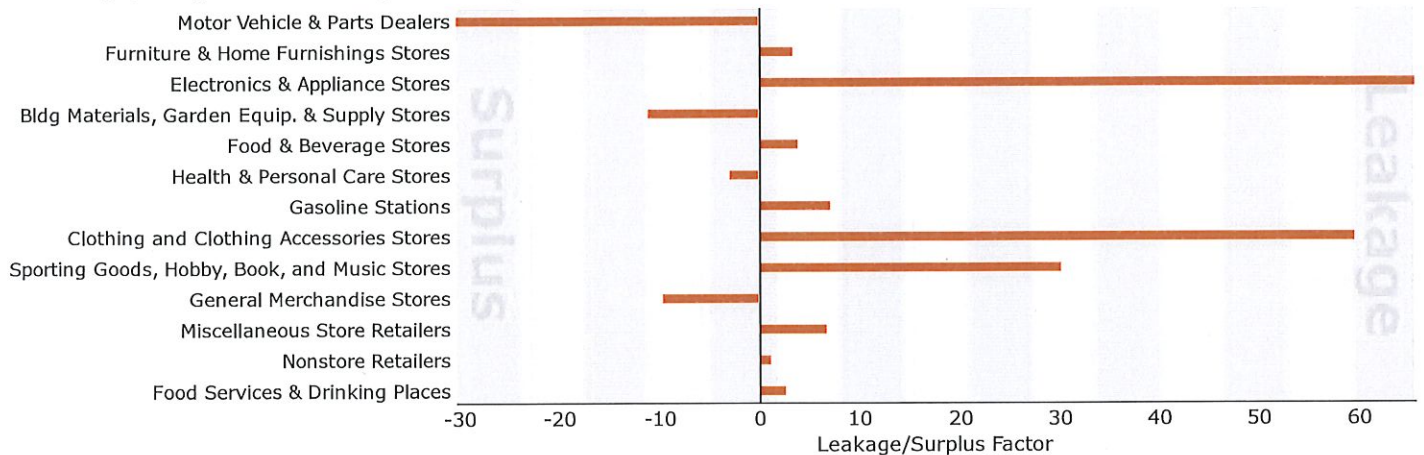


Retail MarketPlace Profile

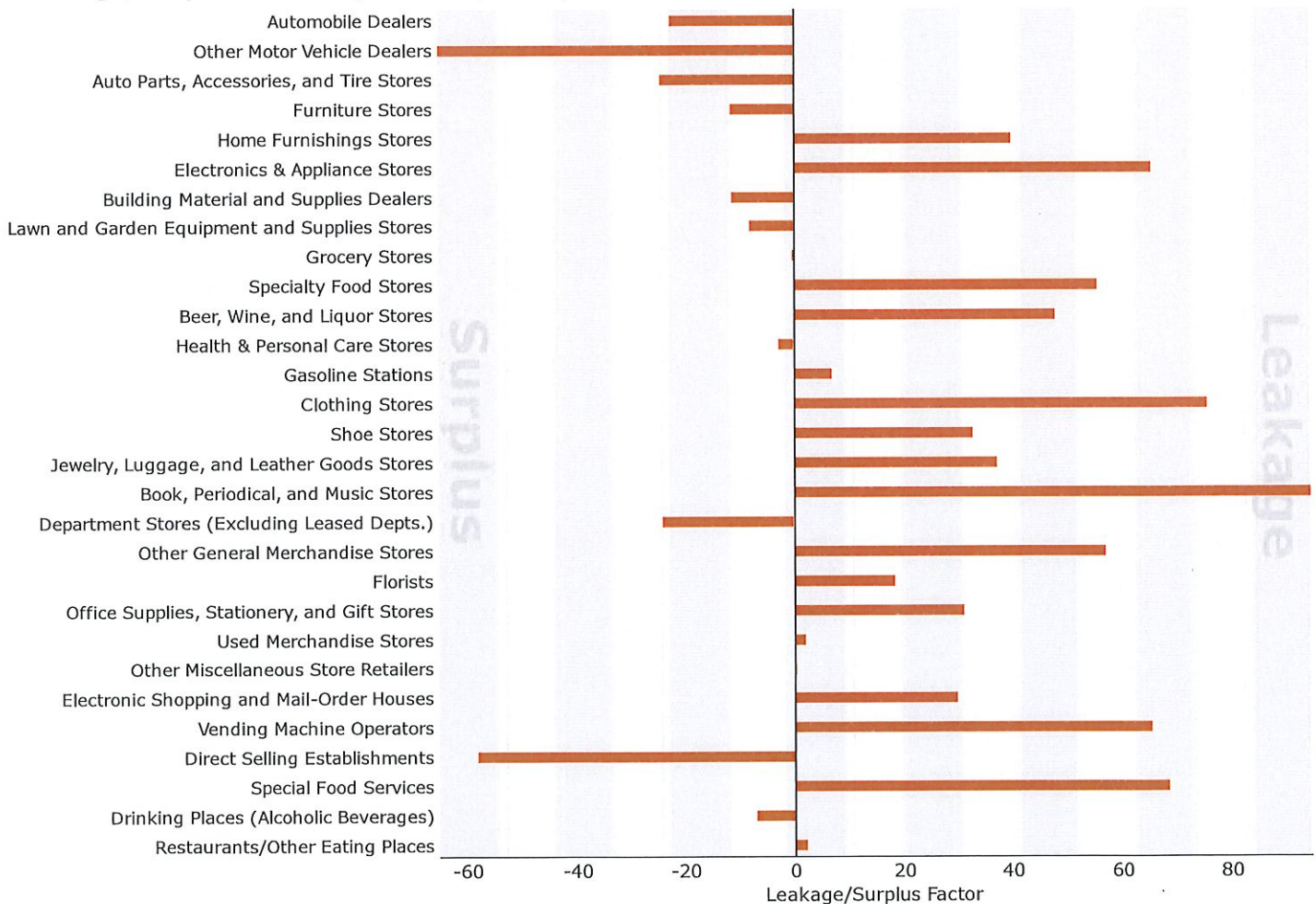
Livingston Commons
3850 E Grand River Ave, Howell, Michigan, 48843
Ring: 5 mile radius

Prepared by Esri
Latitude: 42.58764
Longitude: -83.87652

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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

October 24, 2017