

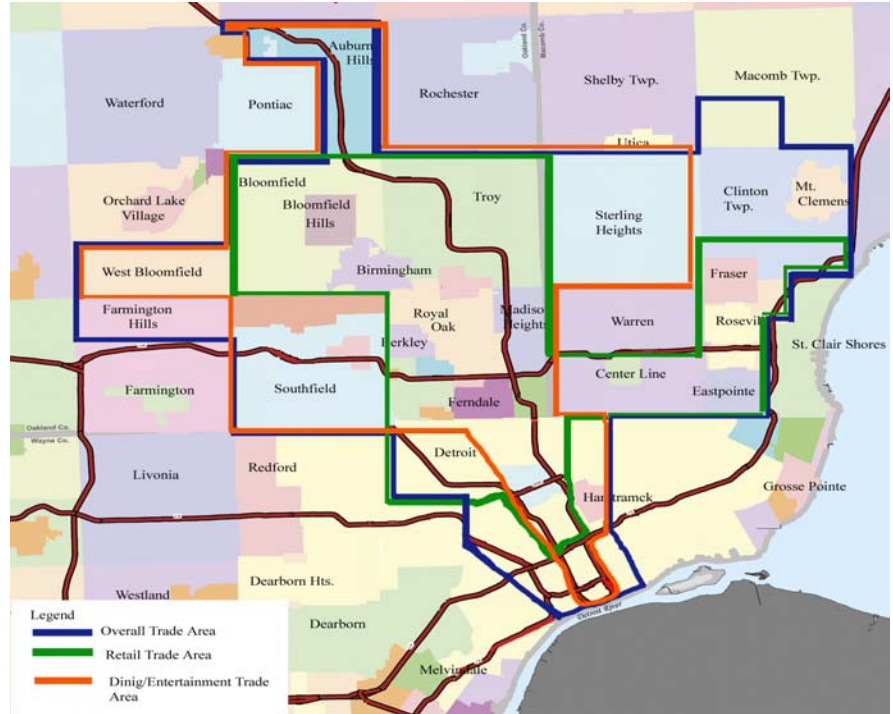


# 2005 DOWNTOWN FERNDALE TRADE AREA REPORT

Welcome to fabulous Downtown Ferndale, Michigan! Downtown Ferndale is a growing and prosperous downtown centrally located in southeast Michigan. It is a small, friendly, and unique urban environment that is well known for its vibrant nightlife featuring some of the best dining and entertainment in Metro Detroit, as well as its hip, eclectic and one-of-a-kind retail stores.

Our "Main Street" encompasses Woodward and Nine Mile, making for great access to local highways and notably quoted as being "20 minutes from anywhere in Metro Detroit". Professional and service businesses find Downtown Ferndale as a great location for their business and employees because of the quality of life in Ferndale and surrounding communities.

The following information was collected through a study commissioned by the Ferndale DDA and includes the demographics of the community, the trade area that Downtown Ferndale serves, and the demographics of the consumers in Downtown Ferndale.



Overall Trade Area = 340 square miles  
Dining/Entertainment Trade Area = 226 square miles  
Retail Trade Area = 181 square miles

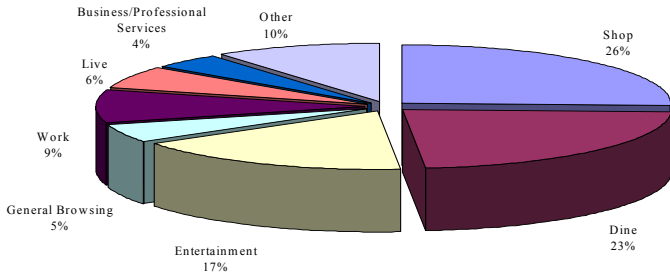
## DEMOGRAPHIC COMPARISON

	Downtown Consumers	Overall	Retail	Dining/Entertainment	City of Ferndale
<b>2005 Population</b>	348 respondents	1,247,044	696,915	791,103	21,666
<b>2000 Households</b>	n/a	563,504	426,702	467,243	10,243
<b>2000 Median Household Income</b>	\$45,000	\$45,062	\$39,664	\$61,926	\$37,980
<b>2000 Ethnicity</b>					
White	73%	77.3%	78.2%	76.3%	91.1%
Black	22%	9.6%	7.5%	11.1%	3.7%
Asian/Pacific	3%				1.4%
American Indian					0.5%
Hispanic Ethnicity	2%				1.8%
<b>2000 Median Age</b>	29.5	37.7	37.2	37.8	34
<b>2005 Gender</b>	52% male 48% female				
<b>2000 College Graduates</b>	n/a	24.6%	23.5%	28.4%	24.2%



# CONSUMER DEMOGRAPHICS

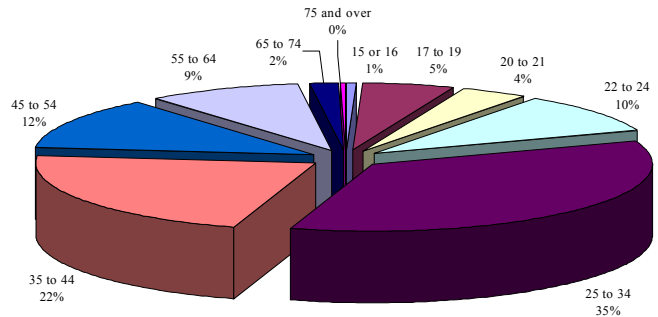
## Purpose of Visit



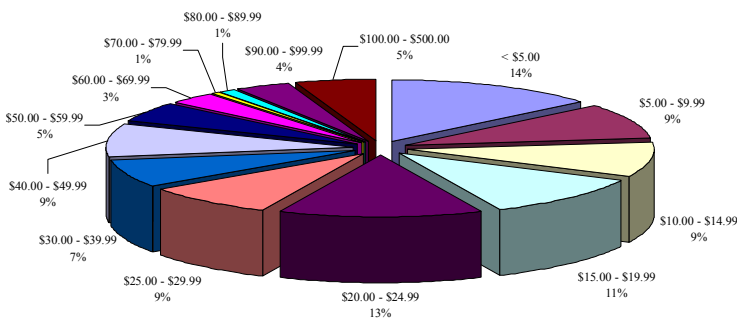
Ferndale patrons named Shopping and Browsing as their primary reasons for visiting Downtown Ferndale at a combined 31%, followed by Dining at 23% and Entertainment with 17%. However, evening and night responses heavily favored Dining and Entertainment.

The median age of all surveyed is 29.5. 35% of respondents fell between 25 to 34 years old. Ages 25 to 44 was given 22% of the time and 12% of respondents were 45 to 54. 11% were over 55 and 10% were 21 and under. Night responses were largely from the 22 to 34 and 35 to 44 age categories.

## Age of Respondents



## Money Spent



The average amount spent by Ferndale patrons was \$38.96. While the amount of money spent was distributed fairly evenly, less than \$5 had the most responses at 14%. \$20.00-\$24.99 was second at 13%. The average amount spent was the greatest during late night, and smallest from 11 am - 2 pm.

The median household income of those surveyed was approximately \$45,000. Ferndale shoppers reported \$50,000- \$64,999 as the most common income at 17%. \$30,000-\$39,999 was second at 15%. 27% of respondents make at least \$65,000.

## Median Household Income

