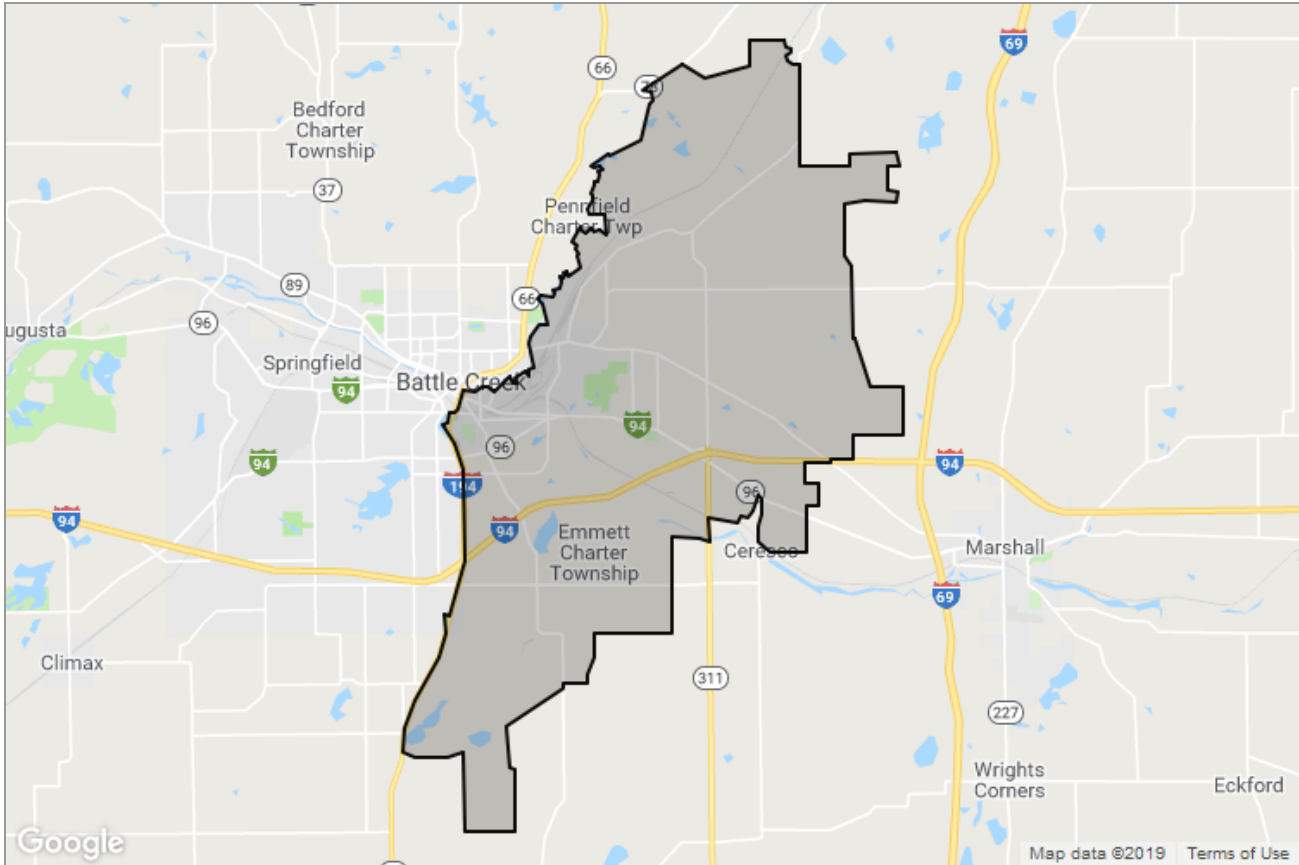


COMMERCIAL TRADE AREA REPORT

Battle Creek, MI 49014



Presented by
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Criteria Used for Analysis

Income:
Median Household Income
\$49,587
Total dollars:
\$49,587 out of \$8,328

Age:
Median Age
40.8
Total years:
40.8 out of 21,645.0

Population Stats:
Total Population
21,645

Segmentation:
1st Dominant Segment
Salt of the Earth

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Cozy Country Living
Empty nesters in bucolic settings

Urbanization

Where do people like this usually live?

Rural

Country living with older families, low density and low diversity

Top Tapestry Segments

	Salt of the Earth	Hardscrabble Road	Old and Newcomers	Traditional Living	Green Acres
% of Households	3,024 (36.3%)	1,932 (23.2%)	955 (11.5%)	506 (6.1%)	488 (5.9%)
% of Calhoun County	10,270 (19.2%)	6,615 (12.3%)	1,505 (2.8%)	8,104 (15.1%)	1,731 (3.2%)
Lifestyle Group	Cozy Country Living	Middle Ground	Middle Ground	Hometown	Cozy Country Living
Urbanization Group	Rural	Metro Cities	Metro Cities	Metro Cities	Rural
Residence Type	Single Family	Single Family	Multi-Units, Single Family	Single Family	Single Family
Household Type	Married Couples	Singles	Singles	Singles	Married Couples
Average Household Size	2.58	2.64	2.11	2.5	2.69
Median Age	43.1	31.7	38.5	34.8	43
Diversity Index	18.3	74.2	50.1	53.1	24
Median Household Income	\$53,000	\$26,000	\$39,000	\$37,000	\$72,000
Median Net Worth	\$134,000	\$12,000	\$23,000	\$29,000	\$226,000
Median Home Value	\$134,000	—	—	\$79,000	\$197,000
Homeownership	83.7 %	41.2 %	46.4 %	60.1 %	86.7 %
Average Monthly Rent	—	\$690	\$850	—	—
Employment	Professional or Services	Services or Administration	Professional or Services	Services, Administration or Professional	Professional or Management
Education	High School Graduate	High School Graduate	College Degree	High School Graduate; Some College	College Degree
Preferred Activities	Go fishing, hunting, boating, camping. Tackle home improvement projects.	Play basketball, football, volleyball. Shop via sales rep, QVC or HSN.	Buy frozen, convenience foods. Support environmental organizations.	Go camping; visit the zoo. Eat fast food.	Are member of veterans' club, fraternal order. Do home improvement projects.
Financial	Buy insurance from agent	Invest in retirement savings, stocks, bonds	Bank online or in person	Carry credit card balances, student loans	Bank, pay bills online
Media	Access Internet by dial-up modem	Listen to gospel, rap, hip-hop and R&B music	Watch movies at home	Watch QVC, CMT, Game Show Network	Watch TV by satellite
Vehicle	Own truck, ATV	Own 1-2 vehicles	View car as transportation only	Own 1-2 vehicles	Own truck/SUV

Battle Creek, MI 49014: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



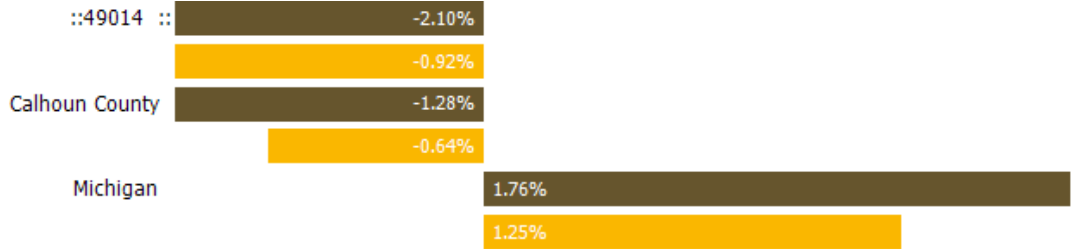
Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2018, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 49014



Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



Battle Creek, MI 49014: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 2018
■ 2023 (Projected)



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually



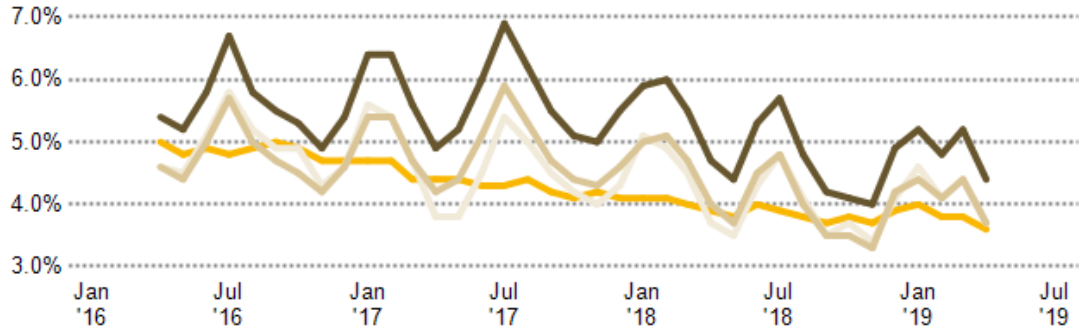
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Battle Creek
- Calhoun County
- Michigan
- USA

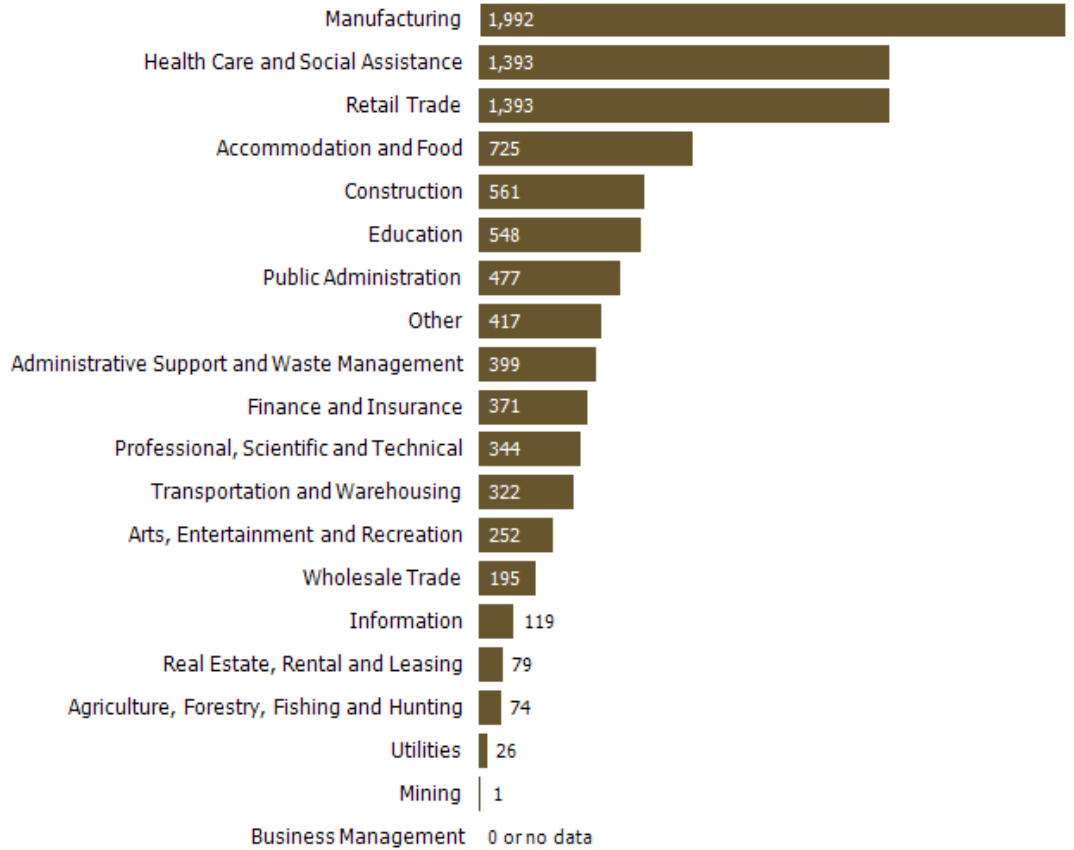


Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2018

Update Frequency: Annually



Battle Creek, MI 49014: Commute Comparison

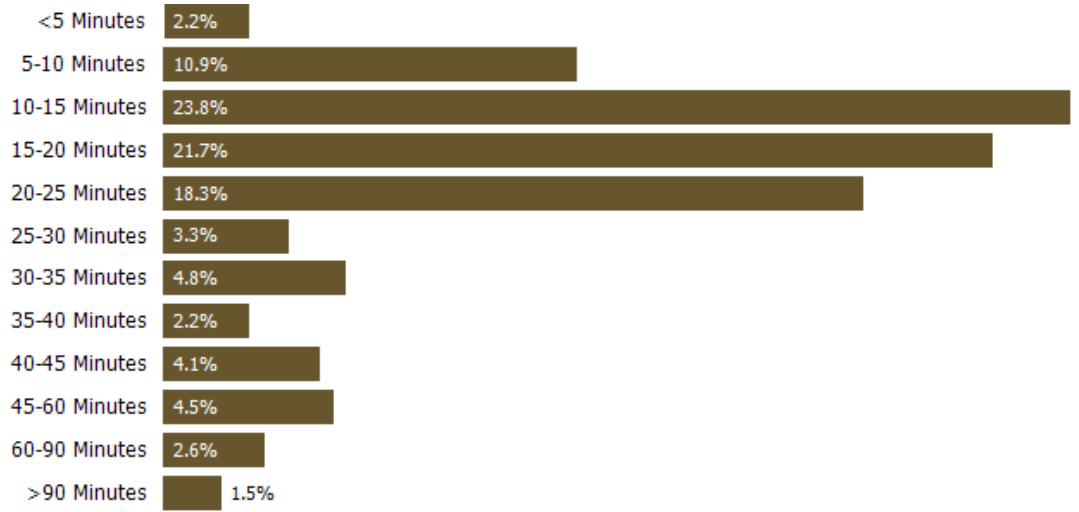
Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 49014



How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2018

Update Frequency: Annually

■ 49014



Battle Creek, MI 49014: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12-Month Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county and the state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly



12-Month Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

Data Source: On- and off-market listings sources

Update Frequency: Monthly

