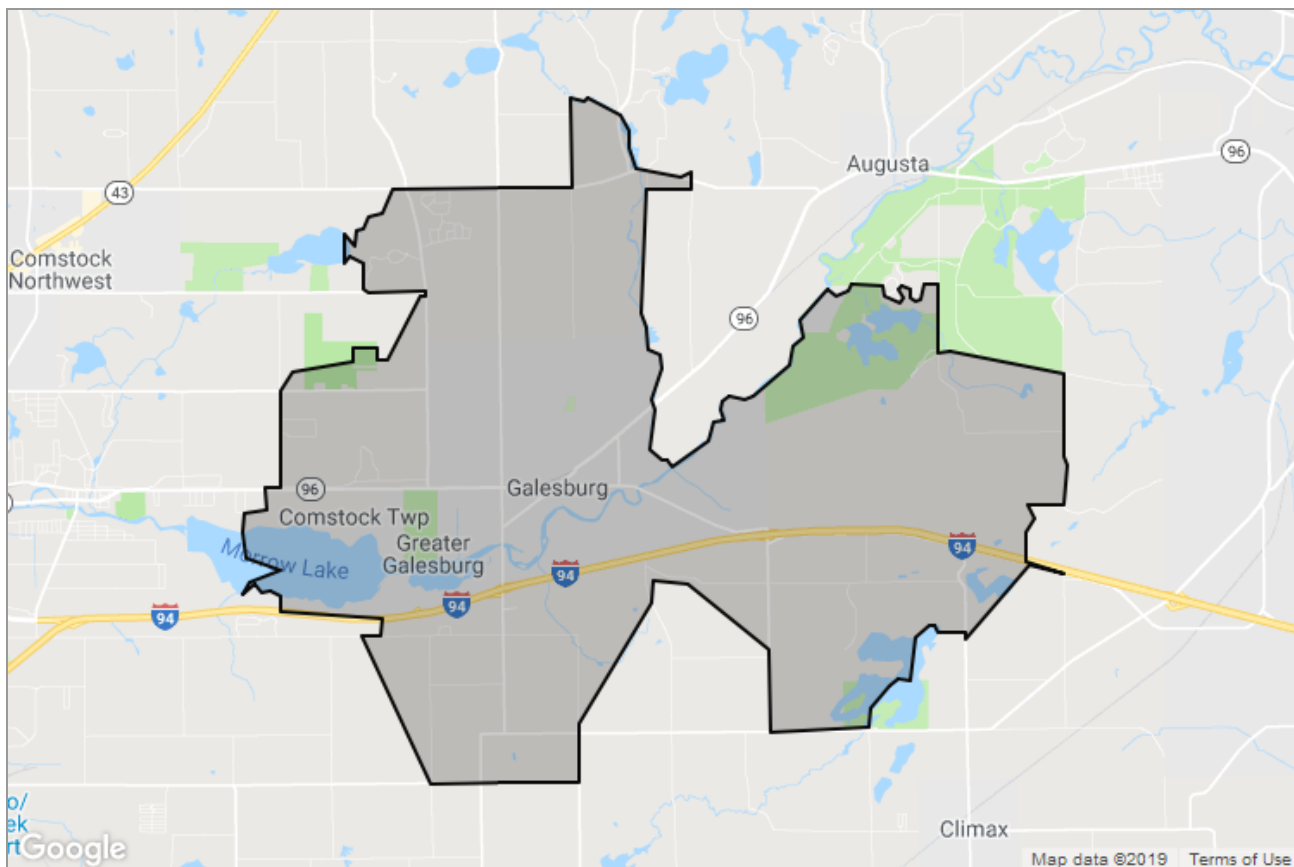


COMMERCIAL TRADE AREA REPORT

## Galesburg, MI 49053



Presented by  
**Joanne Stevens**



Mobile: (319) 310-0641 | Work: (319) 378-6786 | Fax: (319) 365-9833

Main: [Joannestevens@iowarealty.com](mailto:Joannestevens@iowarealty.com)

Office: [www.JoanneMStevens.com](http://www.JoanneMStevens.com)

**Iowa Realty**  
100 1st Ave NE, Ste 116  
Cedar Rapids, IA 52401

## Criteria Used for Analysis

Income:  
**Median Household Income**  
**\$58,181**

Age:  
**Median Age**  
**41.9**

Population Stats:  
**Total Population**  
**7,442**

Segmentation:  
**1st Dominant Segment**  
**Green Acres**

## 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

	<b>Green Acres</b>	<b>Salt of the Earth</b>	<b>Traditional Living</b>	<b>Midlife Constants</b>	<b>Down the Road</b>
<b>% of Households</b>	847 (30.8%)	676 (24.6%)	497 (18.1%)	438 (15.9%)	295 (10.7%)
<b>% of Kalamazoo County</b>	13,631 (12.9%)	6,609 (6.3%)	11,880 (11.3%)	1,992 (1.9%)	889 (0.8%)
<b>Lifestyle Group</b>	Cozy Country Living	Cozy Country Living	Hometown	GenXurban	Rustic Outposts
<b>Urbanization Group</b>	Rural	Rural	Metro Cities	Suburban Periphery	Semirural
<b>Residence Type</b>	Single Family	Single Family	Single Family	Single Family	Mobile Homes
<b>Household Type</b>	Married Couples	Married Couples	Singles	Married Without Kids	Married Couples
<b>Average Household Size</b>	2.69	2.58	2.5	2.3	2.74
<b>Median Age</b>	43	43.1	34.8	45.9	34.3
<b>Diversity Index</b>	24	18.3	53.1	34	70.5
<b>Median Household Income</b>	\$72,000	\$53,000	\$37,000	\$48,000	\$36,000
<b>Median Net Worth</b>	\$226,000	\$134,000	\$29,000	\$104,000	\$30,000
<b>Median Home Value</b>	\$197,000	\$134,000	\$79,000	\$141,000	\$104,000
<b>Homeownership</b>	86.7 %	83.7 %	60.1 %	73.6 %	66.4 %
<b>Employment</b>	Professional or Management	Professional or Services	Services, Administration or Professional	Professional or Services	Services or Administration
<b>Education</b>	College Degree	High School Graduate	High School Graduate; Some College	College Degree	High School Graduate
<b>Preferred Activities</b>	Are member of veterans' club, fraternal order. Do home improvement projects.	Go fishing, hunting, boating, camping. Tackle home improvement projects.	Go camping; visit the zoo. Eat fast food.	Attend church; are members of fraternal orders. Read; go fishing; play golf.	Visit chat rooms; play games online. Go hunting, fishing.
<b>Financial</b>	Bank, pay bills online	Buy insurance from agent	Carry credit card balances, student loans	Have retirement income, Social Security	Prefer convenience of frozen meals, fast food
<b>Media</b>	Watch TV by satellite	Access Internet by dial-up modem	Watch QVC, CMT, Game Show Network	Watch country, Christian TV channels	Watch Animal Planet on satellite TV
<b>Vehicle</b>	Own truck/SUV	Own truck, ATV	Own 1-2 vehicles	Own domestic SUVs, trucks	Bought used vehicle last year

## Galesburg, MI 49053: 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)



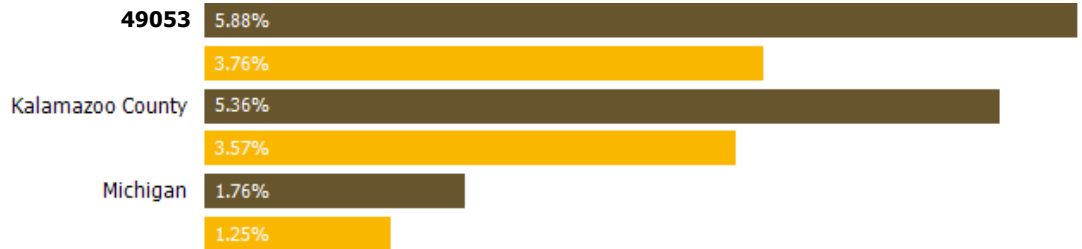
### Population Change Since 2010

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

■ 49053



## 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

■ 49053



## 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

■ 2018  
■ 2023 (Projected)



## 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

■ 2018  
■ 2023 (Projected)



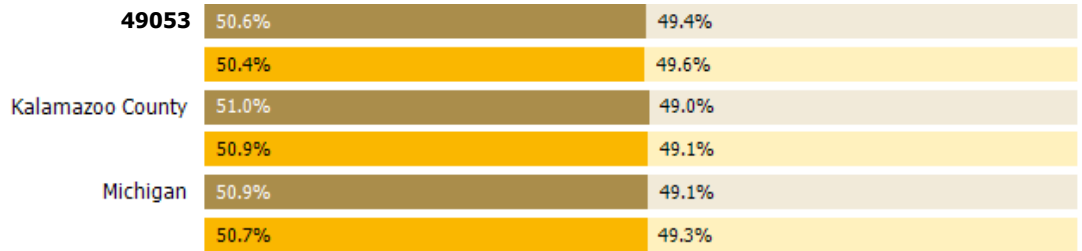
## Female / Male Ratio

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

■ Women 2018  
■ Men 2018  
■ Women 2023 (Projected)  
■ Men 2023 (Projected)



## Galesburg, MI 49053: 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



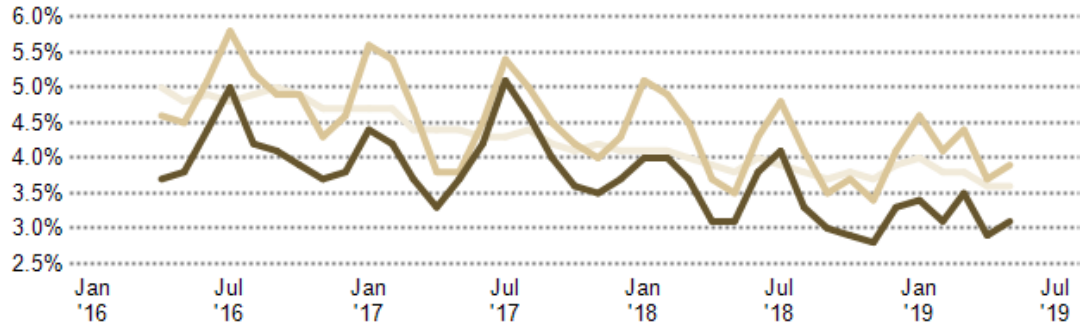
## Unemployment Rate

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

Data Source: Bureau of Labor Statistics via 3DL

Update Frequency: Monthly

- Kalamazoo 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



## Galesburg, MI 49053: 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

■ 49053



### 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

■ 49053



## Galesburg, MI 49053: 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

