



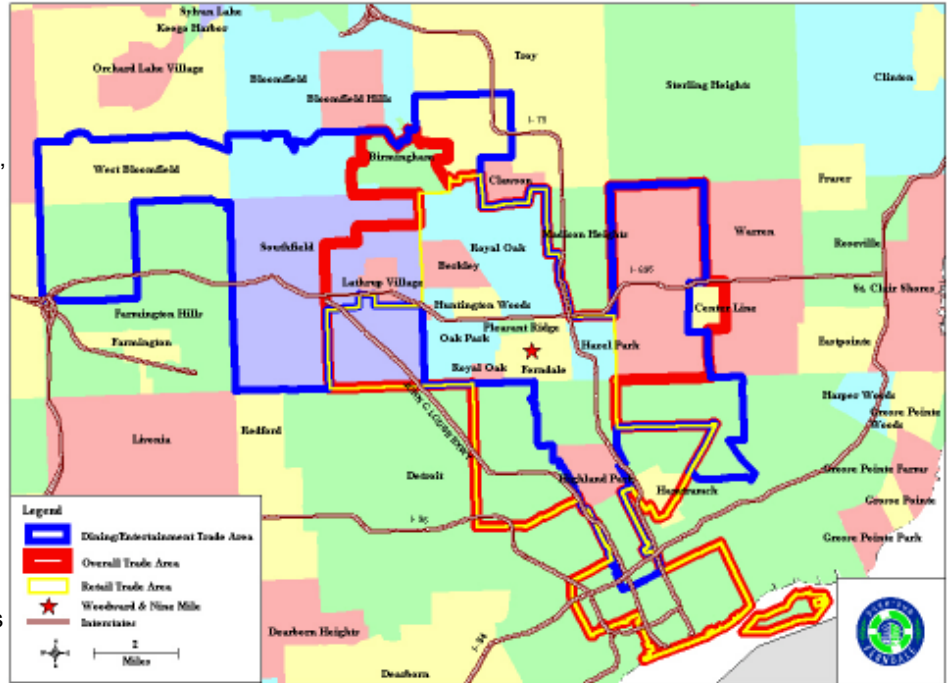
2001 DOWNTOWN FERNDALE TRADE AREA REPORT

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.

Ferndale, Michigan Trade Areas



Overall Trade Area = 107 square miles
Dining/Entertainment Trade Area = 133 square miles
Retail Trade Area = 77 square miles

DEMOGRAPHIC COMPARISON

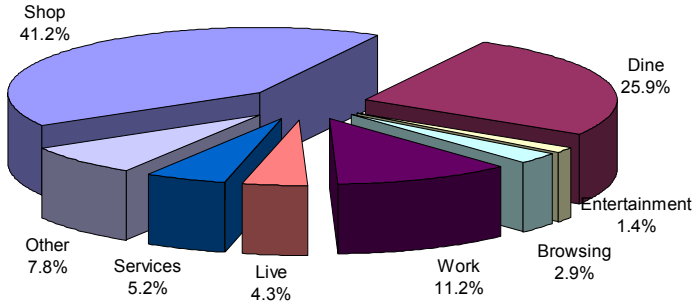
	Downtown Consumers	Trade Overall	Trade Retail	Trade Dining/Entertainment	City of Ferndale
Population					
2001	347 respondents	561,241	447,397	510,238	22,052
2006		558,336	444,129	509,962	22,049
Households					
2001	n/a	231,060	183,570	209,051	9,004
2006		236,604	187,904	214,282	9,293
2001 Median Household Income	\$51,013	\$45,062	\$39,664	\$61,926	\$37,980
2001 Ethnicity					
White	70%	46.9%	38.3%	62.6%	91.1%
Black	26.8%	47.3%	55.9%	31.0%	3.7%
Asian/Pacific	2%				1.4%
American Indian					0.5%
Hispanic Ethnicity	1.2%				1.8%
2001 Median Age	36.1	37.7	37.2	37.8	34
2001 Gender	56.2 male 43.8 female				
2001 College Graduates	n/a	19.9%	18.3%	28.5%	13.5%

Sources: The Polk Company 2001 & The Strategid Edge - consultants



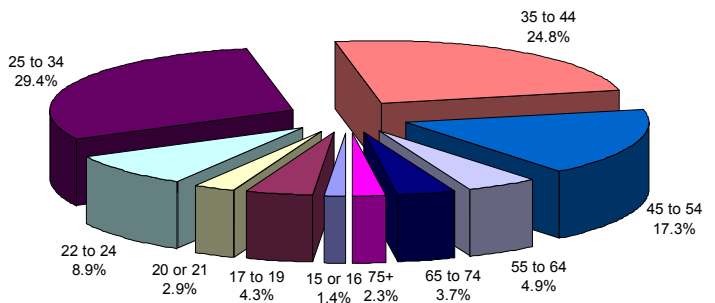
CONSUMER DEMOGRAPHICS

Purpose of Visit



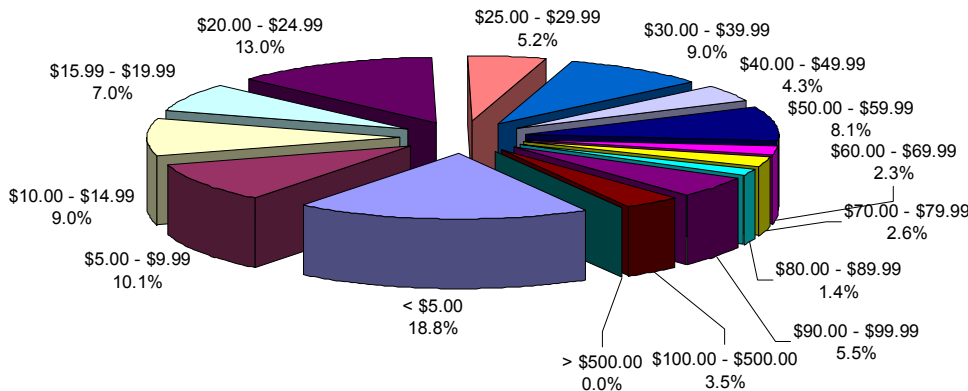
Even though Downtown Ferndale is well known for its dining and entertainment, shopping and browsing was actually the primary purpose of visit with 44.2%. Dining and entertainment make up the next priority for purpose of visit with 27.3%. Trip purpose does fluctuate based on evening and daytime respondents which can be provided by the Ferndale DDA upon request.

Respondent Age Categories



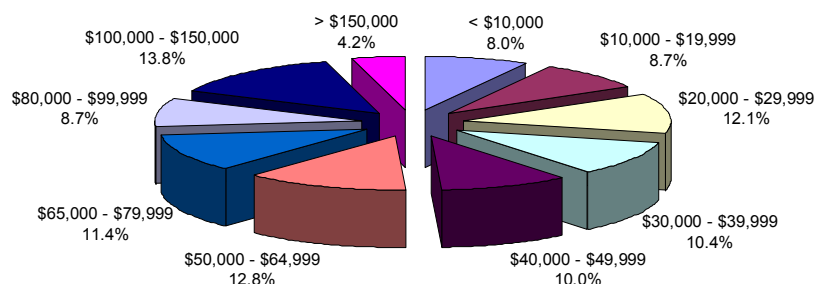
The median age of respondents on weekdays during the daytime was 41.3 years, compared to 37.4 years on weekends. The median age of patrons on weekdays during the evening was 32.8 years compared to 31.4 years on Saturdays. The overall age of respondents during all time slots was 36.1 years, with the most predominant age category being “25 to 34” years in age.

Money Spent



The median amount of money spent by all consumers is \$21.94, and further analysis reveals that 23.8% of evening patrons spend less than \$5 compared to 13.7% of afternoon patrons.

Household Income



Compared to the Trade Area Demographics, Downtown Ferndale consumers’ median household income is higher as noted in the comparison chart, with \$51,013 for consumers and \$45,062 for trade area.