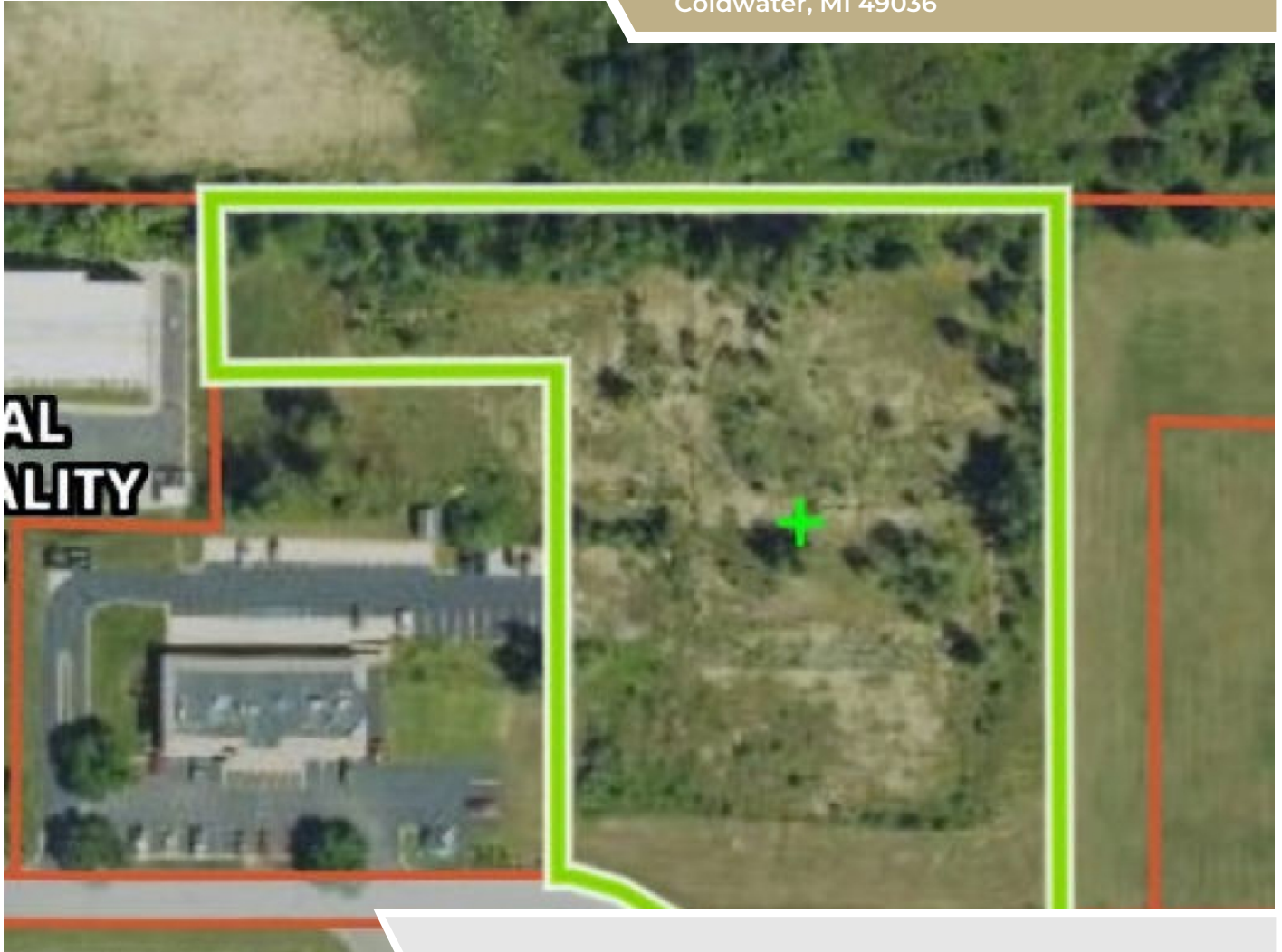




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WILLOWBROOK

North Willowbrook - North
Drive
Coldwater, MI 49036



Tom Koeneman

Century 21 Drews Realty
2605793007

License: 6501409356
tom.koeneman@gmail.com

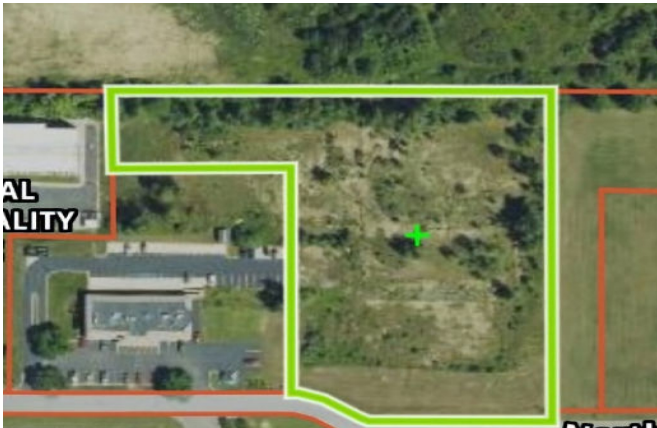
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Property Photos	4	Demographic Analysis	5
Aerial & Location Report	29		



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Willowbrook

North Willowbrook - North
Drive
Coldwater, MI 49036



MMP
WILLOWBROOK

PROPERTY INFORMATION

Purchase Price
\$450,000.00

Property Address
*North Willowbrook - North Drive
Coldwater, MI 49036*

Property Size
179,032 Sq. Ft.

Land Size
4.11 Acres

COMPANY DISCLAIMER

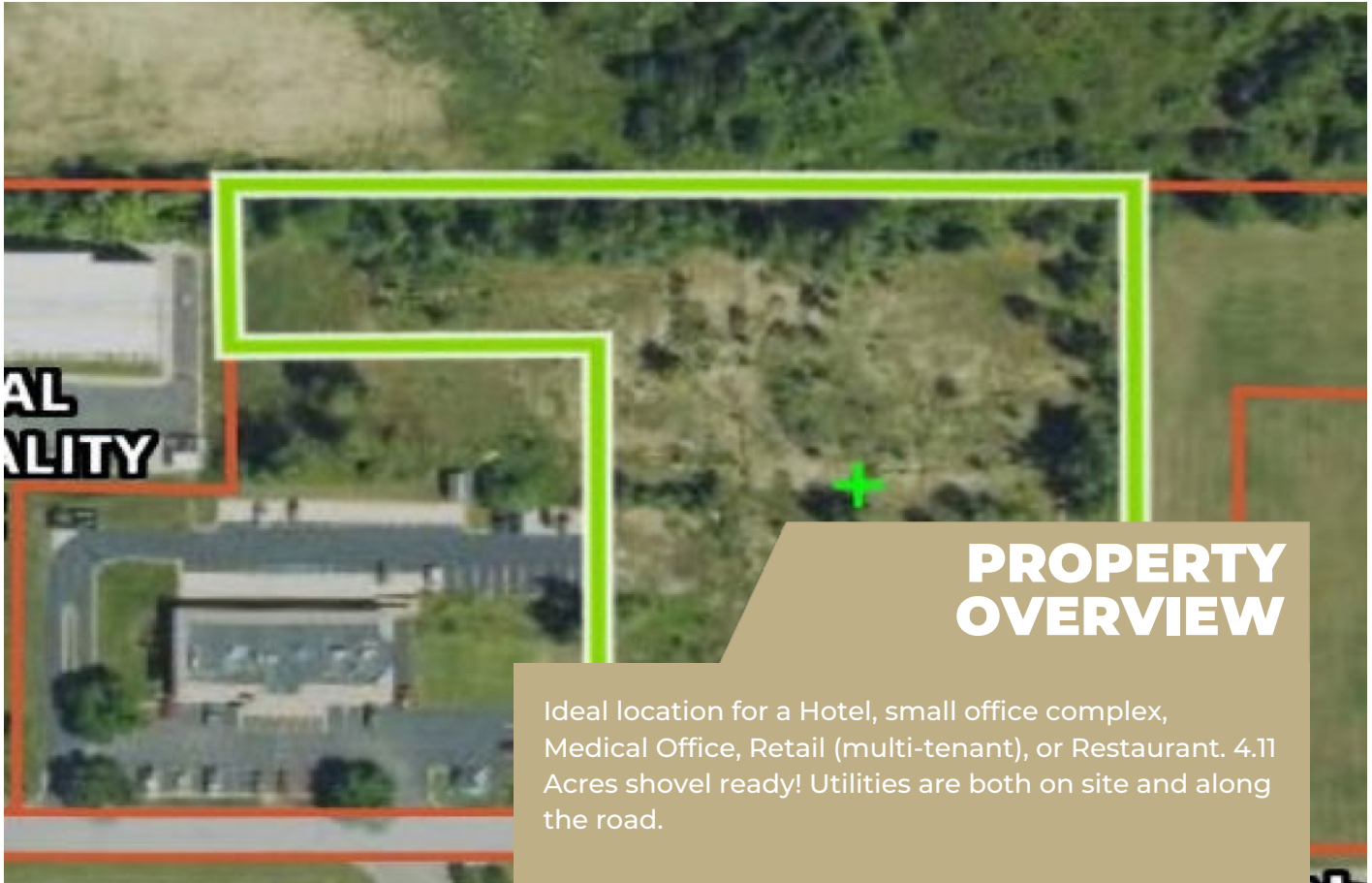
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Page: 2



PROPERTY OVERVIEW

Ideal location for a Hotel, small office complex, Medical Office, Retail (multi-tenant), or Restaurant. 4.11 Acres shovel ready! Utilities are both on site and along the road.

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WILLOWBROOK

North Willowbrook - North
Drive
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PROPERTY PHOTOS



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WILLOWBROOK



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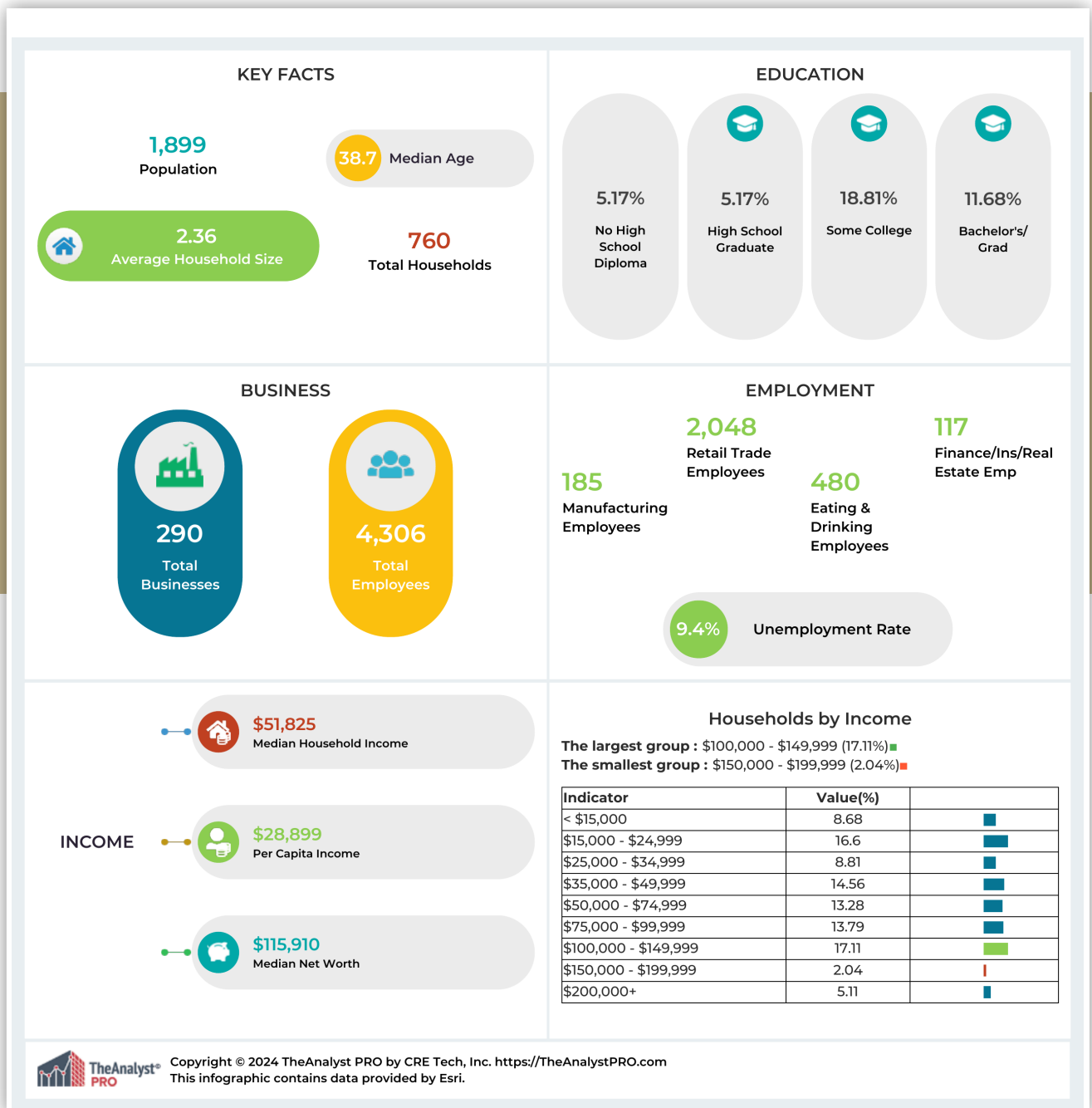


LOCATION/STUDY AREA MAP (RINGS: 1, 3, 5 MILE RADIUS)





INFOGRAPHIC: KEY FACTS (RING: 1 MILE RADIUS)



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INFOGRAPHIC: KEY FACTS (RING: 3 MILE RADIUS)

KEY FACTS

15,430
Population

37.8 Median Age



2.55
Average Household Size

5,427
Total Households

EDUCATION

5.66%

No High
School
Diploma

4.32%

High School
Graduate

21.99%

Some College

10.93%

Bachelor's/
Grad

BUSINESS



829

Total
Businesses



11,021

Total
Employees

EMPLOYMENT

2,898

Retail Trade
Employees

1,487

Manufacturing
Employees

691

Eating &
Drinking
Employees

747

Finance/Ins/Real
Estate Emp

6.2%

Unemployment Rate

INCOME



\$53,821

Median Household Income



\$27,302

Per Capita Income



\$116,827

Median Net Worth

Households by Income

The largest group : \$50,000 - \$74,999 (18.47%)

The smallest group : \$150,000 - \$199,999 (3.64%)

Indicator	Value(%)	
< \$15,000	8.68	
\$15,000 - \$24,999	12.14	
\$25,000 - \$34,999	8.88	
\$35,000 - \$49,999	16.35	
\$50,000 - \$74,999	18.47	
\$75,000 - \$99,999	14.69	
\$100,000 - \$149,999	13.38	
\$150,000 - \$199,999	3.64	
\$200,000+	3.78	



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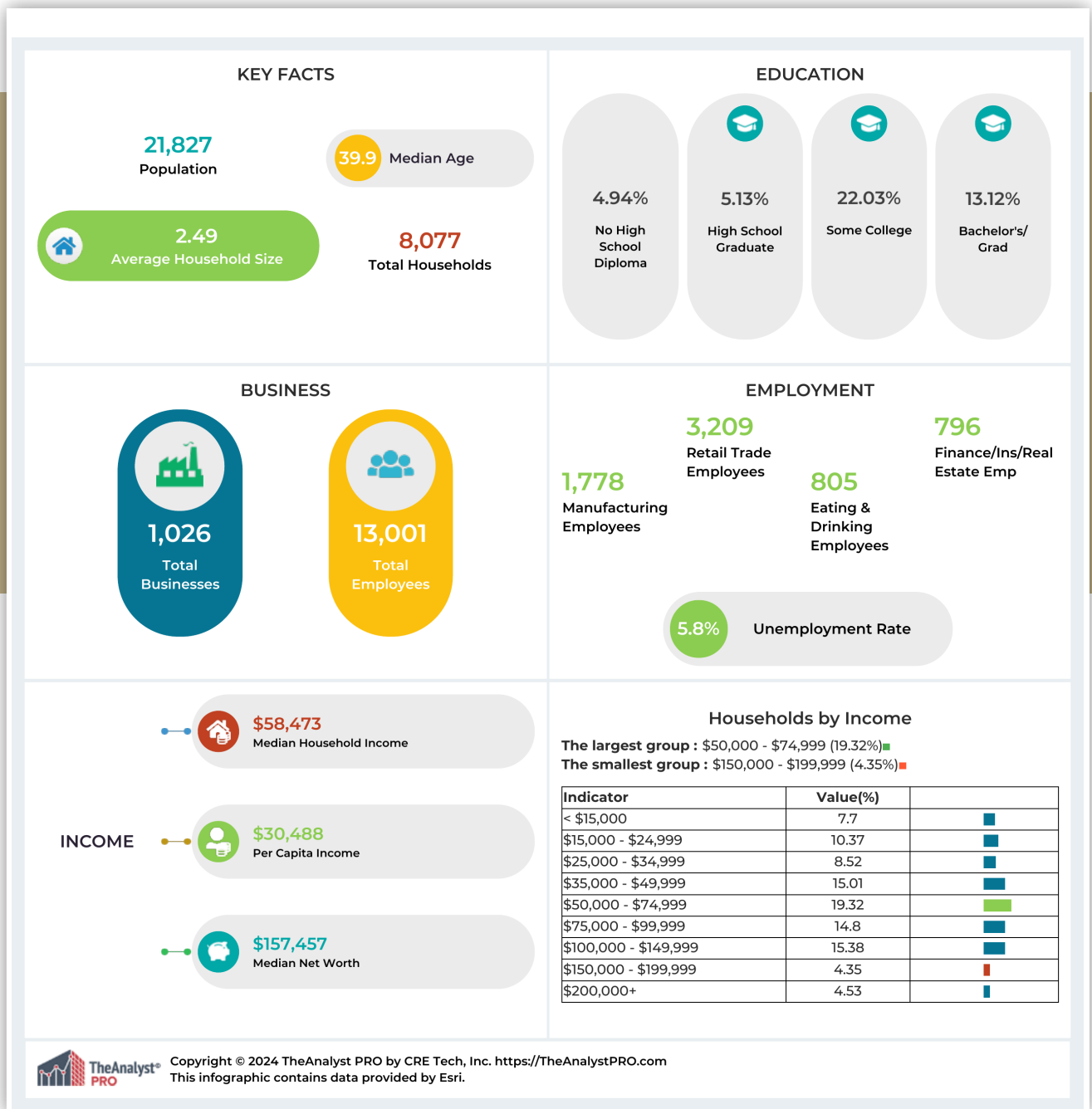
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INFOGRAPHIC: KEY FACTS (RING: 5 MILE RADIUS)



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INFOGRAPHIC: COMMUNITY PROFILE (RING: 1 MILE RADIUS)

Community Profile



1,899
Population
Total

-0.04%
Population
Growth

2.36
Average
HH Size

38.7
Median
Age

39.5
Diversity
Index

\$51,825
Median HH
Income

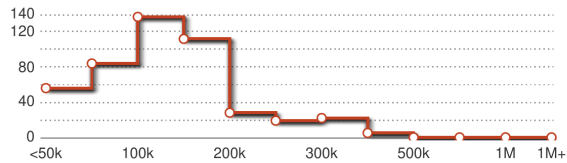
\$133,394
Median Home
Value

23.38%
Under 18

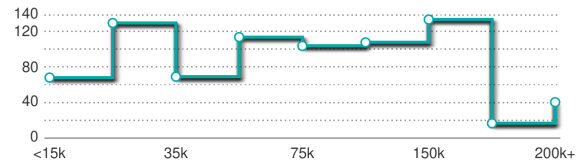
55.98%
Ages 18
to 65

20.64%
Aged 66+

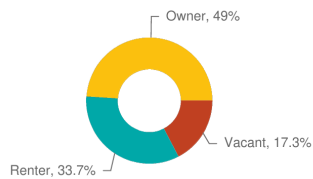
HOME VALUE



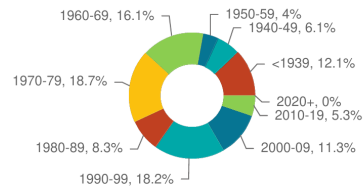
HOUSEHOLD INCOME



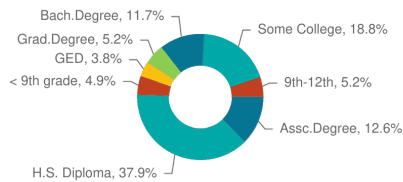
HOME OWNERSHIP



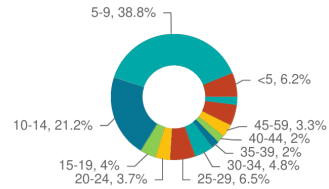
HOUSING: YEAR BUILT



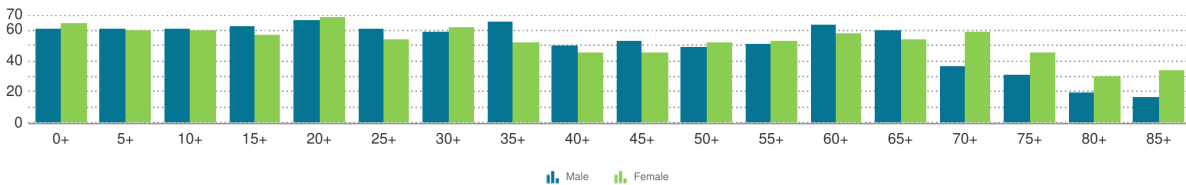
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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INFOGRAPHIC: COMMUNITY PROFILE (RING: 3 MILE RADIUS)

Community Profile



15,430
Population
Total

-0.25%
Population
Growth

2.55
Average
HH Size

37.8
Median
Age

43.4
Diversity
Index

\$53,821
Median HH
Income

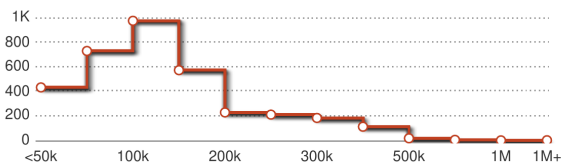
\$129,274
Median Home
Value

23.75%
Under 18

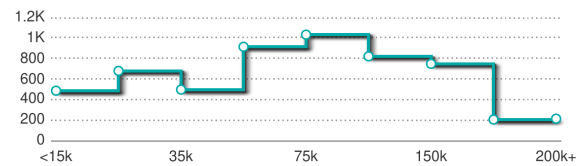
58.74%
Ages 18
to 65

17.51%
Aged 66+

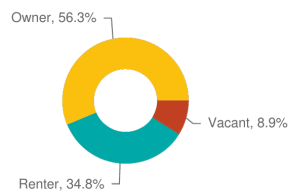
HOME VALUE



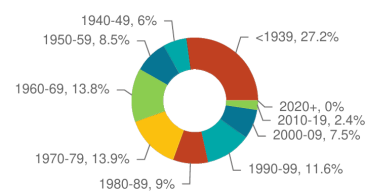
HOUSEHOLD INCOME



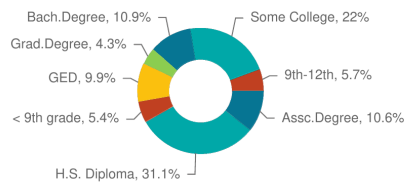
HOME OWNERSHIP



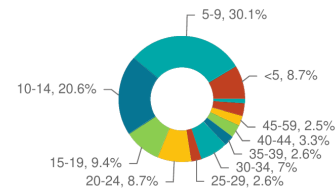
HOUSING: YEAR BUILT



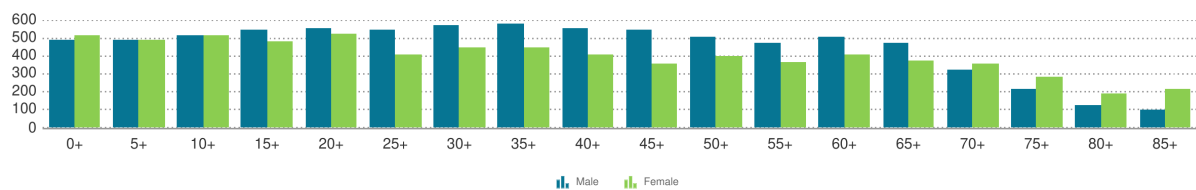
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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INFOGRAPHIC: COMMUNITY PROFILE (RING: 5 MILE RADIUS)

Community Profile



21,827
Population
Total

-0.17%
Population
Growth

2.49
Average
HH Size

39.9
Median
Age

38
Diversity
Index

\$58,473
Median HH
Income

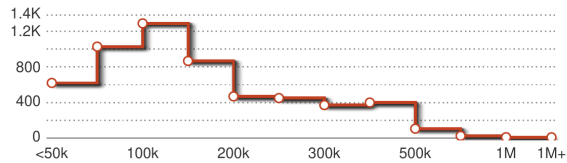
\$144,579
Median Home
Value

22.72%
Under 18

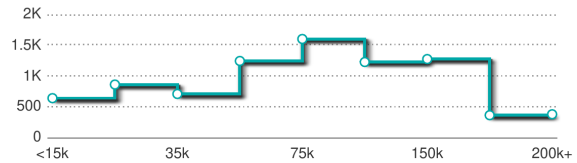
57.72%
Ages 18
to 65

19.56%
Aged 66+

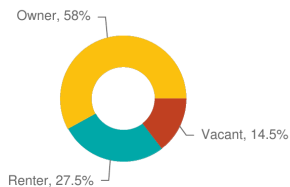
HOME VALUE



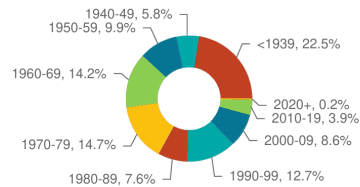
HOUSEHOLD INCOME



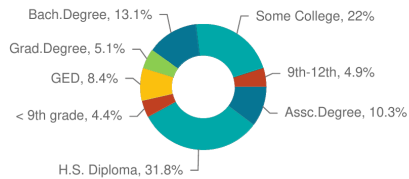
HOME OWNERSHIP



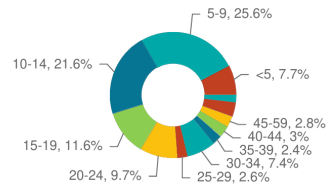
HOUSING: YEAR BUILT



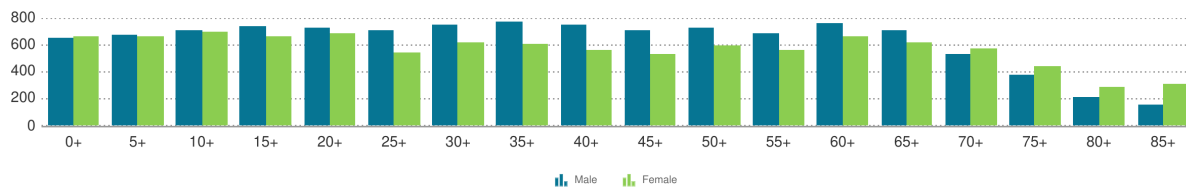
EDUCATIONAL ATTAINMENT



COMMUTE TIME: MINUTES



AGE PROFILE: 5 YEAR INCREMENTS



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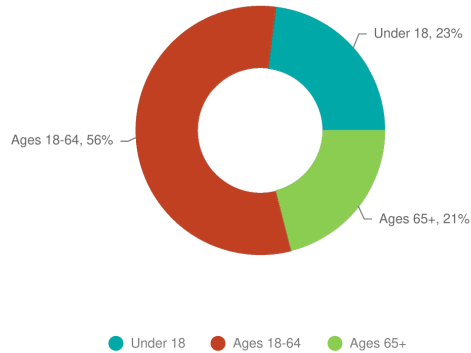


INFOGRAPHIC: POPULATION TRENDS (RING: 1 MILE RADIUS)

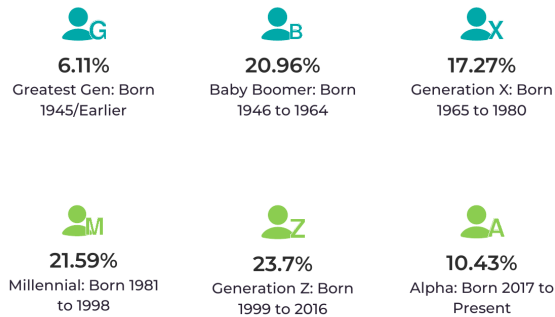
POPULATION TRENDS AND KEY INDICATORS 1 Miles Ring

1,899 Population	783 Households	38.7 Median Age
2.36 Avg Size Household	\$51,825 Median Household Income	\$133,394 Median Home Value
53 Wealth Index	14.7 Housing Affordability	39.5 Diversity Index

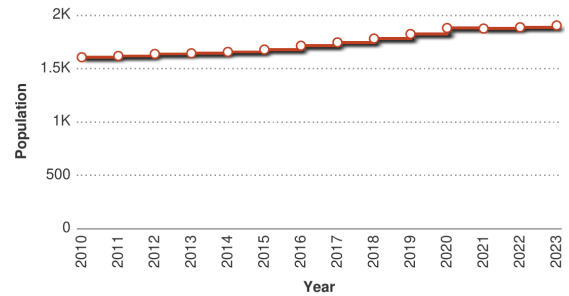
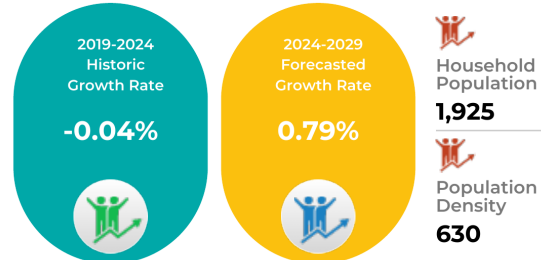
POPULATION BY AGE



POPULATION BY GENERATION



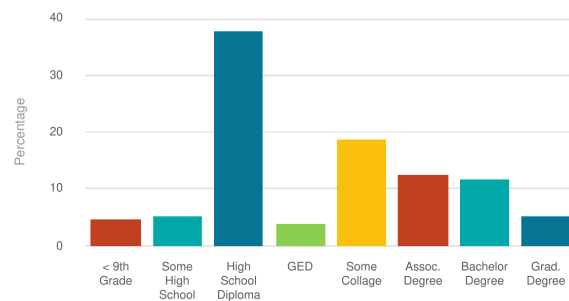
HISTORICAL & FORECAST POPULATION



DAYTIME POPULATION



POPULATION BY EDUCATION



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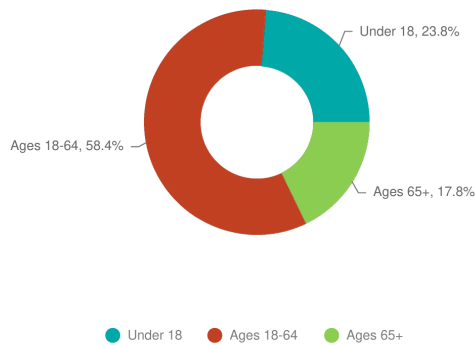


INFOGRAPHIC: POPULATION TRENDS (RING: 3 MILE RADIUS)

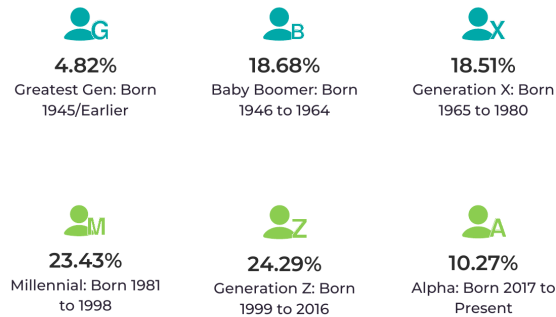
POPULATION TRENDS AND KEY INDICATORS 3 Miles Ring

15,430 Population	5,577 Households	37.8 Median Age
2.55 Avg Size Household	\$53,821 Median Household Income	\$129,274 Median Home Value
56 Wealth Index	158 Housing Affordability	43.4 Diversity Index

POPULATION BY AGE



POPULATION BY GENERATION



HISTORICAL & FORECAST POPULATION

2019-2024
Historic
Growth Rate

-0.25%

2024-2029
Forecasted
Growth Rate

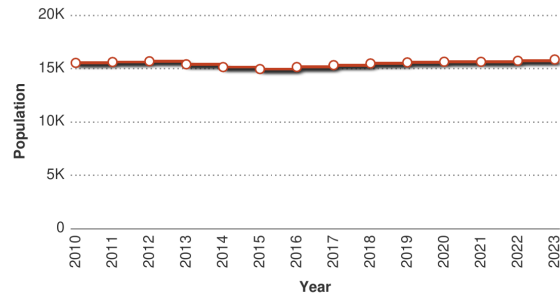
0.26%



Household
Population
14,468



Population
Density
554



DAYTIME POPULATION



19,403
2024 Total Daytime Population



7,848
2024 Daytime Pop: Residents

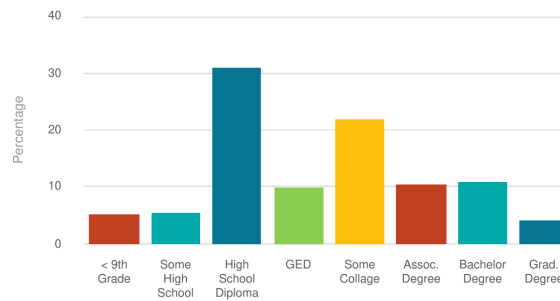


11,555
2024 Daytime Pop: Workers



686
2024 Daytime Pop Density

POPULATION BY EDUCATION



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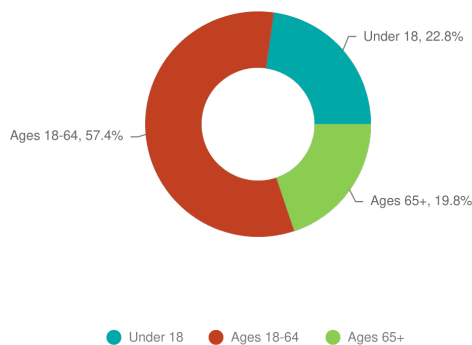


INFOGRAPHIC: POPULATION TRENDS (RING: 5 MILE RADIUS)

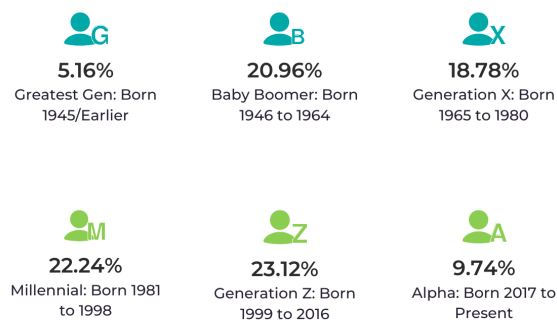
POPULATION TRENDS AND KEY INDICATORS 5 Miles Ring

21,827 Population	8,270 Households	39.9 Median Age
2.49 Avg Size Household	\$58,473 Median Household Income	\$144,579 Median Home Value
67 Wealth Index	153 Housing Affordability	38 Diversity Index

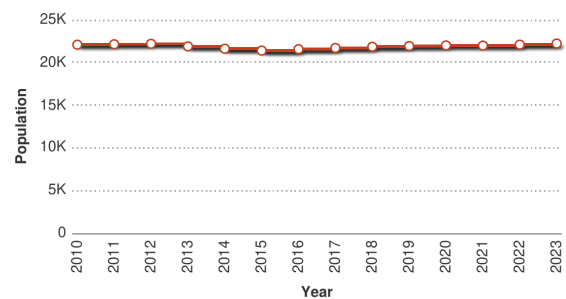
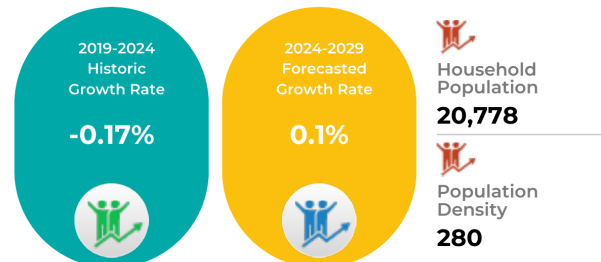
POPULATION BY AGE



POPULATION BY GENERATION



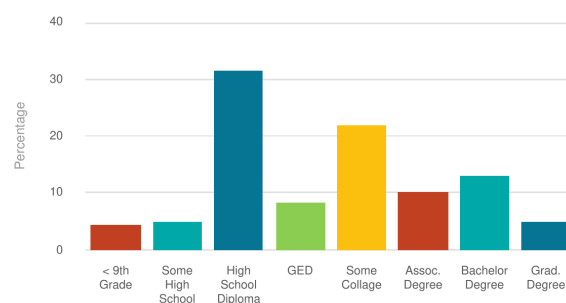
HISTORICAL & FORECAST POPULATION



DAYTIME POPULATION



POPULATION BY EDUCATION



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DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)

Summary	Census 2010		Census 2020		2024		2029			
Population	1,627		1,902		1,899		1,977			
Households	650		760		783		827			
Families	429		473		474		498			
Average Household Size	2.38		2.40		2.36		2.33			
Owner Occupied Housing Units	465		452		464		474			
Renter Occupied Housing Units	186		308		319		353			
Median Age	38.3		38.8		38.7		39.8			
Trends: 2024-2029 Annual Rate			Area		State		National			
Population			0.81%		-0.09%		0.38%			
Households			1.10%		0.27%		0.64%			
Families			0.99%		0.08%		0.56%			
Owner HHs			0.43%		0.69%		0.97%			
Median Household Income			4.73%		2.84%		2.95%			
Households by Income					2024		2029			
					Number	Percent	Number	Percent		
<\$15,000					68	8.7%	60	7.3%		
\$15,000 - \$24,999					130	16.6%	115	13.9%		
\$25,000 - \$34,999					69	8.8%	59	7.1%		
\$35,000 - \$49,999					114	14.6%	103	12.5%		
\$50,000 - \$74,999					104	13.3%	112	13.5%		
\$75,000 - \$99,999					108	13.8%	122	14.8%		
\$100,000 - \$149,999					134	17.1%	177	21.4%		
\$150,000 - \$199,999					16	2.0%	25	3.0%		
\$200,000+					40	5.1%	55	6.7%		
Median Household Income					\$51,825		\$65,311			
Average Household Income					\$75,818		\$90,390			
Per Capita Income					\$28,899		\$34,891			
Population by Age			Census 2010		Census 2020		2024		2029	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
0 - 4			122	7.5%	125	6.6%	126	6.6%	127	6.4%
5 - 9			113	6.9%	120	6.3%	121	6.4%	118	6.0%
10 - 14			112	6.9%	131	6.9%	121	6.4%	124	6.3%
15 - 19			107	6.6%	124	6.5%	120	6.3%	116	5.9%
20 - 24			90	5.5%	134	7.0%	136	7.2%	135	6.8%
25 - 34			205	12.6%	227	11.9%	237	12.5%	248	12.5%
35 - 44			187	11.5%	210	11.0%	216	11.4%	227	11.5%
45 - 54			217	13.3%	203	10.7%	203	10.7%	215	10.9%
55 - 64			198	12.2%	244	12.8%	227	12.0%	217	11.0%
65 - 74			126	7.7%	207	10.9%	213	11.2%	237	12.0%
75 - 84			104	6.4%	122	6.4%	127	6.7%	154	7.8%
85+			45	2.8%	54	2.8%	52	2.7%	60	3.0%
Race and Ethnicity			Census 2010		Census 2020		2024		2029	
			Number	Percent	Number	Percent	Number	Percent	Number	Percent
White Alone			1,527	93.9%	1,649	86.7%	1,616	85.1%	1,656	83.7%
Black Alone			8	0.5%	29	1.5%	32	1.7%	34	1.7%
American Indian Alone			2	0.1%	6	0.3%	6	0.3%	7	0.4%
Asian Alone			10	0.6%	23	1.2%	23	1.2%	26	1.3%
Pacific Islander Alone			0	0.0%	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone			38	2.3%	72	3.8%	85	4.5%	100	5.1%
Two or More Races			42	2.6%	124	6.5%	136	7.2%	155	7.8%
Hispanic Origin (Any Race)			77	4.7%	153	8.0%	183	9.6%	212	10.7%

Data Note: Income is expressed in current dollars.

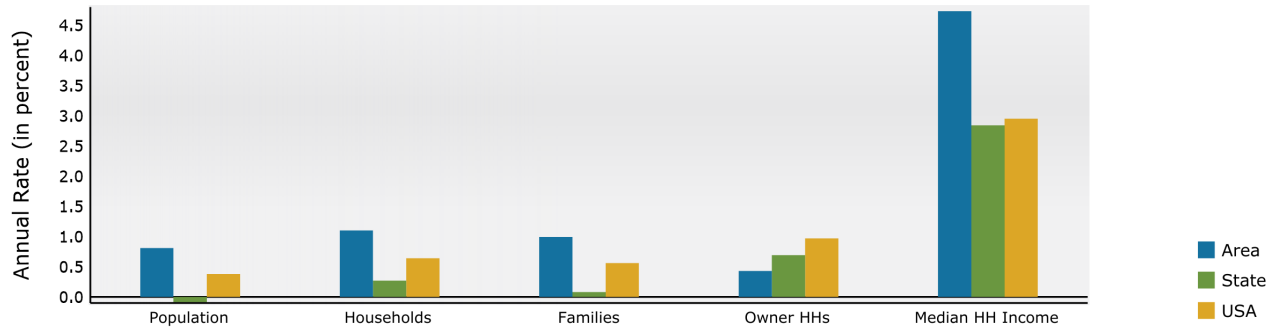
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



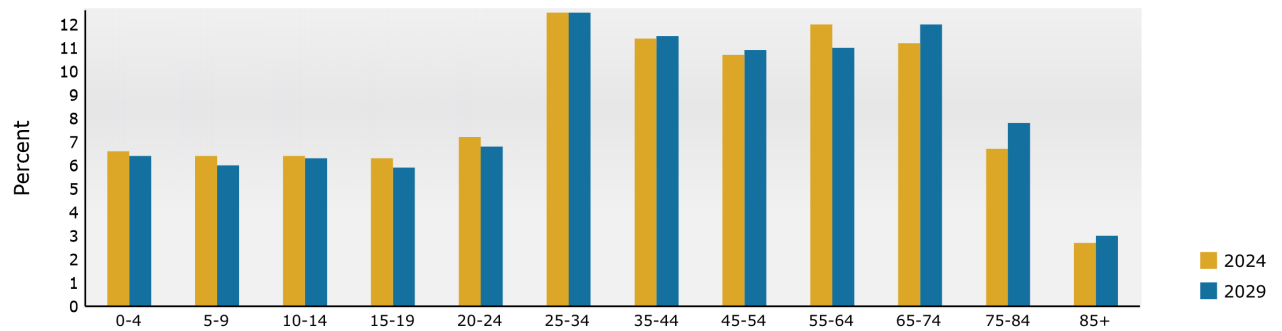


DEMOGRAPHIC AND INCOME (RING: 1 MILE RADIUS)

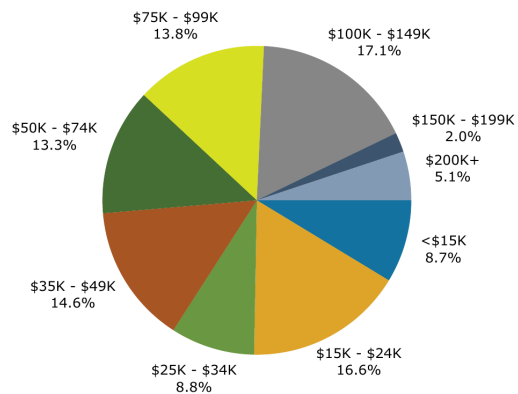
Trends 2024-2029



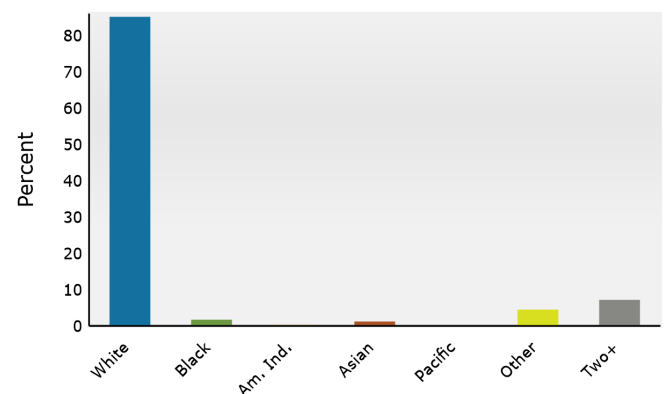
Population by Age



2024 Household Income

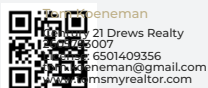


2024 Population by Race



2024 Percent Hispanic Origin: 9.6%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



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DEMOGRAPHIC AND INCOME (RING: 3 MILE RADIUS)

Summary	Census 2010		Census 2020		2024		2029	
Population	15,501		15,596		15,430		15,658	
Households	5,001		5,427		5,577		5,719	
Families	3,197		3,342		3,336		3,389	
Average Household Size	2.50		2.56		2.55		2.53	
Owner Occupied Housing Units	3,244		3,289		3,448		3,539	
Renter Occupied Housing Units	1,757		2,138		2,129		2,180	
Median Age	37.9		38.3		37.8		38.7	
Trends: 2024-2029 Annual Rate			Area		State		National	
Population			0.29%		-0.09%		0.38%	
Households			0.50%		0.27%		0.64%	
Families			0.32%		0.08%		0.56%	
Owner HHs			0.52%		0.69%		0.97%	
Median Household Income			2.63%		2.84%		2.95%	
					2024		2029	
Households by Income					Number	Percent	Number	Percent
<\$15,000					484	8.7%	425	7.4%
\$15,000 - \$24,999					677	12.1%	592	10.4%
\$25,000 - \$34,999					495	8.9%	425	7.4%
\$35,000 - \$49,999					912	16.4%	821	14.4%
\$50,000 - \$74,999					1,030	18.5%	1,087	19.0%
\$75,000 - \$99,999					819	14.7%	891	15.6%
\$100,000 - \$149,999					746	13.4%	935	16.3%
\$150,000 - \$199,999					203	3.6%	281	4.9%
\$200,000+					211	3.8%	263	4.6%
Median Household Income					\$53,821		\$61,291	
Average Household Income					\$73,795		\$84,861	
Per Capita Income					\$27,302		\$31,609	
			Census 2010		Census 2020		2024	
Population by Age			Number	Percent	Number	Percent	Number	Percent
0 - 4			979	6.3%	980	6.3%	1,007	6.5%
5 - 9			947	6.1%	1,007	6.5%	982	6.4%
10 - 14			888	5.7%	1,086	7.0%	1,034	6.7%
15 - 19			955	6.2%	1,099	7.0%	1,038	6.7%
20 - 24			1,003	6.5%	897	5.8%	1,082	7.0%
25 - 34			2,310	14.9%	2,050	13.1%	1,990	12.9%
35 - 44			2,257	14.6%	2,004	12.8%	2,001	13.0%
45 - 54			2,339	15.1%	1,864	12.0%	1,824	11.8%
55 - 64			1,773	11.4%	1,971	12.6%	1,768	11.5%
65 - 74			1,051	6.8%	1,522	9.8%	1,536	10.0%
75 - 84			681	4.4%	790	5.1%	842	5.5%
85+			317	2.0%	327	2.1%	325	2.1%
			Census 2010		Census 2020		2024	
Race and Ethnicity			Number	Percent	Number	Percent	Number	Percent
White Alone			13,460	86.8%	12,857	82.4%	12,649	80.8%
Black Alone			1,235	8.0%	1,008	6.5%	825	5.3%
American Indian Alone			42	0.3%	54	0.3%	59	0.4%
Asian Alone			101	0.7%	143	0.9%	152	1.1%
Pacific Islander Alone			1	0.0%	2	0.0%	2	0.0%
Some Other Race Alone			352	2.3%	559	3.6%	665	4.3%
Two or More Races			309	2.0%	973	6.2%	1,078	7.0%
Hispanic Origin (Any Race)			822	5.3%	1,206	7.7%	1,440	9.3%

Data Note: Income is expressed in current dollars.

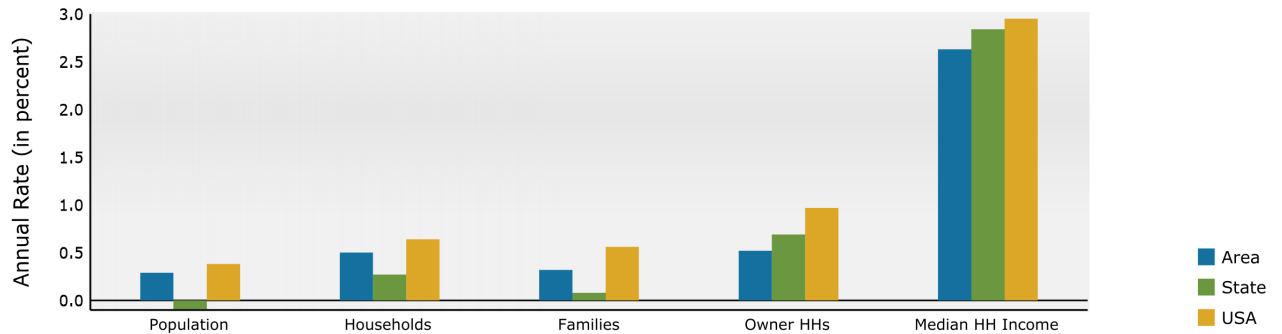
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



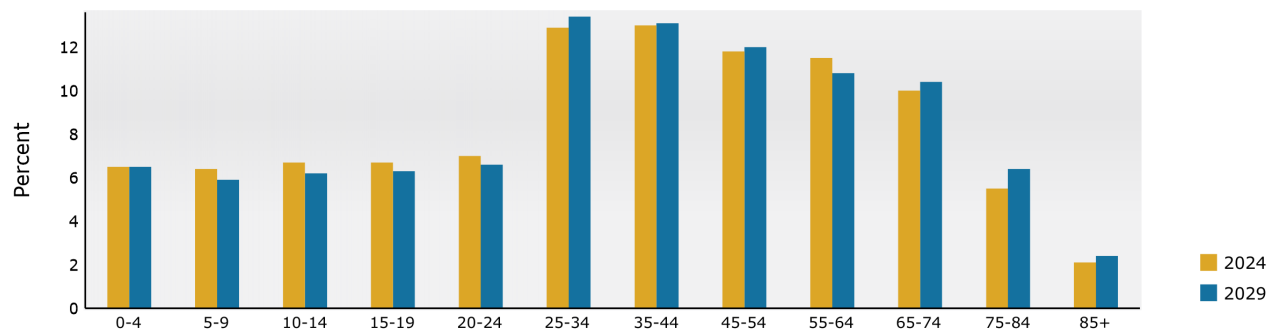


DEMOGRAPHIC AND INCOME (RING: 3 MILE RADIUS)

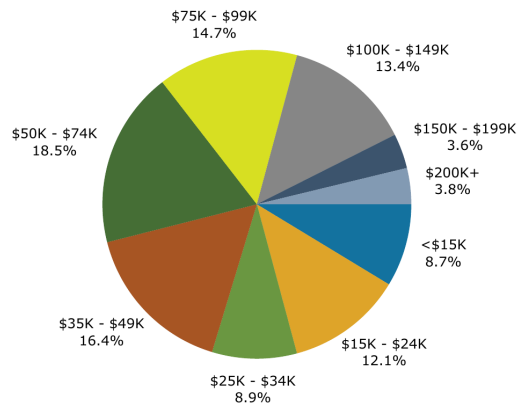
Trends 2024-2029



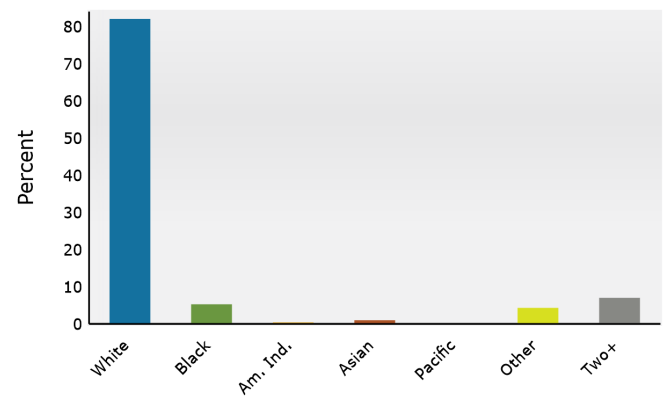
Population by Age



2024 Household Income

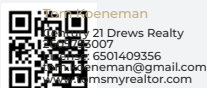


2024 Population by Race



2024 Percent Hispanic Origin: 9.3%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



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DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

Summary	Census 2010		Census 2020		2024	2029			
Population	22,104		21,987		21,827	21,997			
Households	7,648		8,077		8,270	8,423			
Families	5,043		5,116		5,092	5,137			
Average Household Size	2.48		2.51		2.49	2.47			
Owner Occupied Housing Units	5,390		5,392		5,612	5,728			
Renter Occupied Housing Units	2,258		2,685		2,658	2,695			
Median Age	39.1		40.1		39.9	40.7			
Trends: 2024-2029 Annual Rate	Area		State		National				
Population	0.16%		-0.09%		0.38%				
Households	0.37%		0.27%		0.64%				
Families	0.18%		0.08%		0.56%				
Owner HHs	0.41%		0.69%		0.97%				
Median Household Income	2.65%		2.84%		2.95%				
Households by Income			2024		2029				
			Number	Percent	Number	Percent			
	<\$15,000		637	7.7%	557	6.6%			
	\$15,000 - \$24,999		858	10.4%	739	8.8%			
	\$25,000 - \$34,999		705	8.5%	596	7.1%			
	\$35,000 - \$49,999		1,241	15.0%	1,104	13.1%			
	\$50,000 - \$74,999		1,598	19.3%	1,633	19.4%			
	\$75,000 - \$99,999		1,224	14.8%	1,280	15.2%			
	\$100,000 - \$149,999		1,272	15.4%	1,549	18.4%			
	\$150,000 - \$199,999		360	4.4%	499	5.9%			
\$200,000+		375	4.5%	466	5.5%				
Median Household Income			\$58,473		\$66,635				
Average Household Income			\$79,633		\$91,509				
Per Capita Income			\$30,488		\$35,318				
Population by Age	Census 2010		Census 2020		2024		2029		
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	1,377 6.2%	1,304 5.9%	1,329 6.1%	1,342 6.1%				
	5 - 9	1,385 6.3%	1,374 6.2%	1,346 6.2%	1,259 5.7%				
	10 - 14	1,322 6.0%	1,493 6.8%	1,410 6.5%	1,336 6.1%				
	15 - 19	1,395 6.3%	1,495 6.8%	1,415 6.5%	1,313 6.0%				
	20 - 24	1,321 6.0%	1,186 5.4%	1,421 6.5%	1,353 6.2%				
	25 - 34	2,973 13.5%	2,725 12.4%	2,642 12.1%	2,787 12.7%				
	35 - 44	3,091 14.0%	2,678 12.2%	2,717 12.4%	2,781 12.6%				
	45 - 54	3,356 15.2%	2,668 12.1%	2,579 11.8%	2,587 11.8%				
	55 - 64	2,762 12.5%	2,981 13.6%	2,698 12.4%	2,530 11.5%				
	65 - 74	1,670 7.6%	2,414 11.0%	2,457 11.3%	2,563 11.7%				
	75 - 84	1,015 4.6%	1,211 5.5%	1,340 6.1%	1,598 7.3%				
	85+	437 2.0%	458 2.1%	473 2.2%	548 2.5%				
	Race and Ethnicity	Census 2010		Census 2020		2024		2029	
		Number	Percent	Number	Percent	Number	Percent	Number	Percent
		White Alone	19,836 89.7%	18,772 85.4%	18,523 84.9%	18,422 83.7%			
Black Alone		1,266 5.7%	1,046 4.8%	862 3.9%	874 4.0%				
American Indian Alone		62 0.3%	67 0.3%	75 0.3%	78 0.4%				
Asian Alone		139 0.6%	179 0.8%	187 0.9%	205 0.9%				
Pacific Islander Alone		1 0.0%	3 0.0%	4 0.0%	6 0.0%				
Some Other Race Alone		415 1.9%	680 3.1%	805 3.7%	897 4.1%				
Two or More Races		386 1.7%	1,239 5.6%	1,371 6.3%	1,515 6.9%				
Hispanic Origin (Any Race)		986 4.5%	1,472 6.7%	1,754 8.0%	1,957 8.9%				

Data Note: Income is expressed in current dollars.

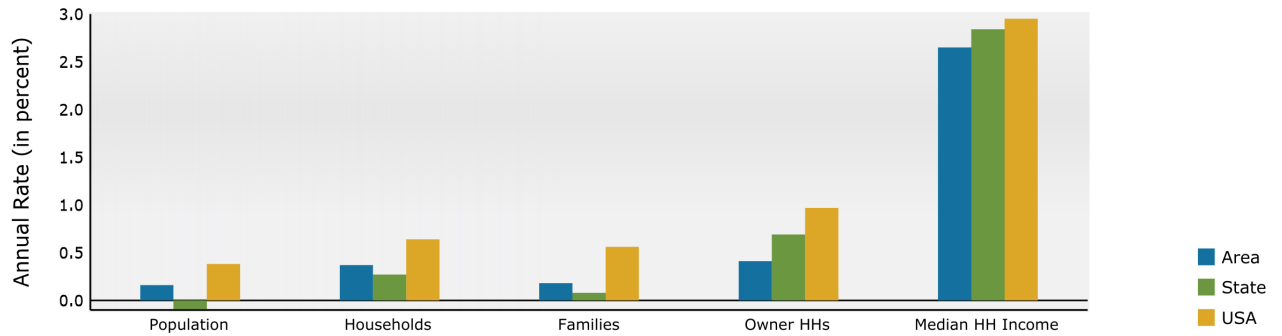
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.



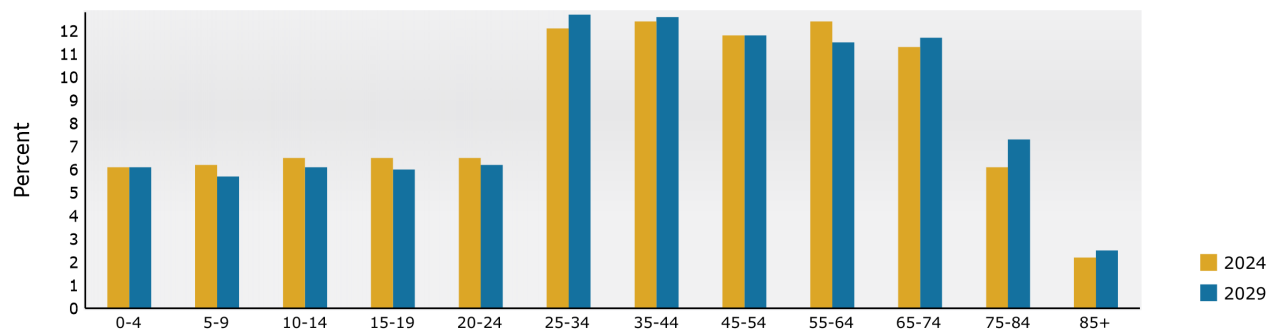


DEMOGRAPHIC AND INCOME (RING: 5 MILE RADIUS)

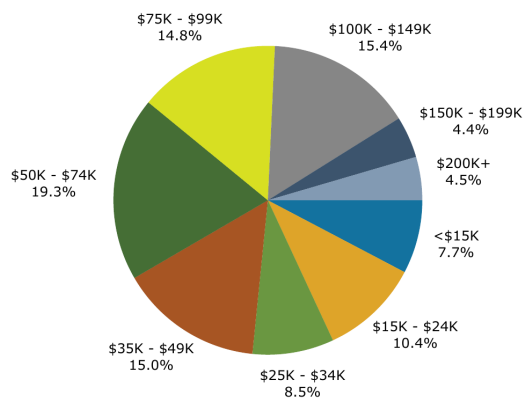
Trends 2024-2029



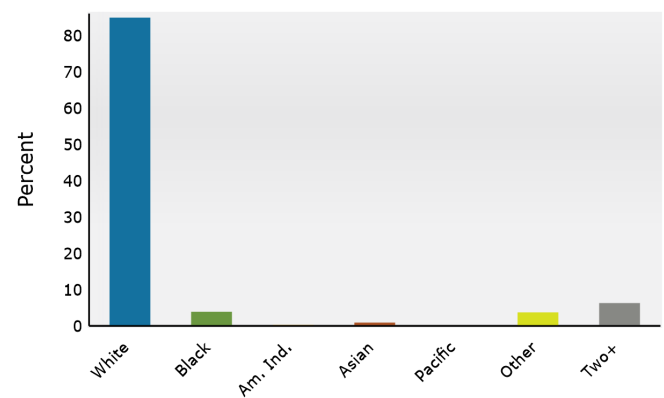
Population by Age



2024 Household Income

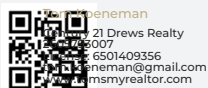


2024 Population by Race



2024 Percent Hispanic Origin: 8.0%

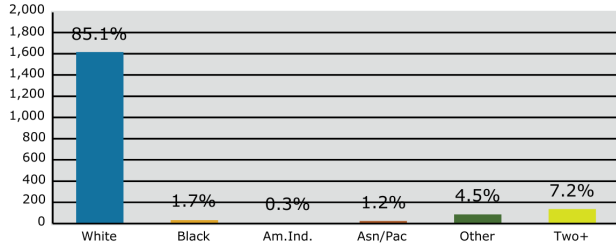
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2020 decennial Census in 2020 geographies.





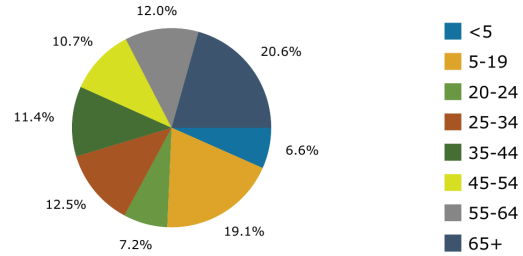
GRAPHIC PROFILE (RING: 1 MILE RADIUS)

2024 Population by Race

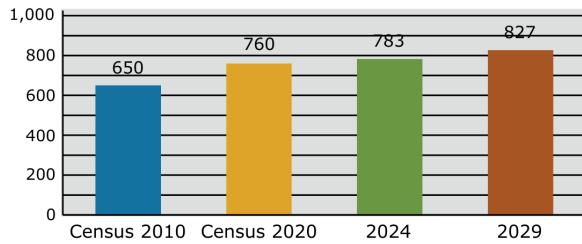


2024 Percent Hispanic Origin: 9.6%

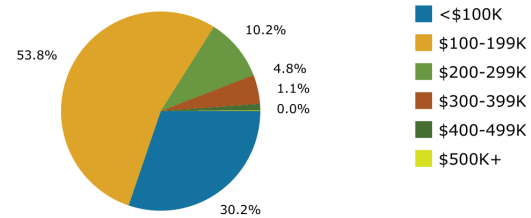
2024 Population by Age



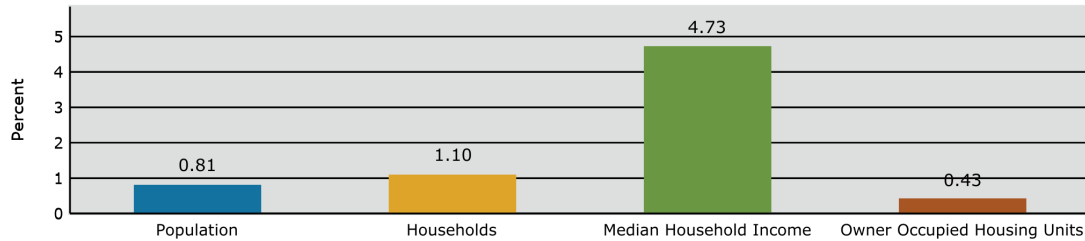
Households



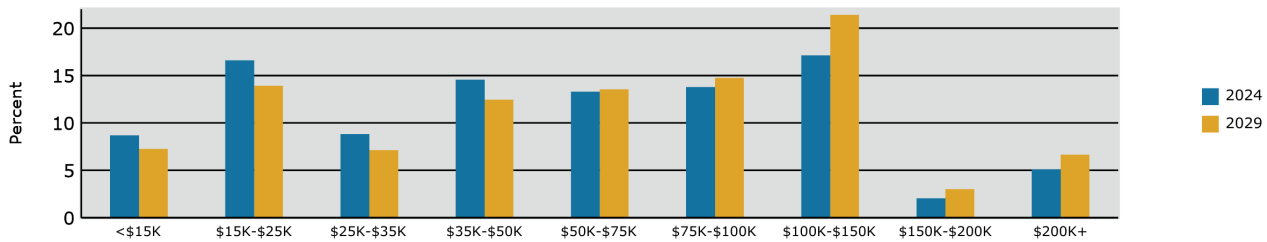
2024 Home Value



2024-2029 Annual Growth Rate



Household Income



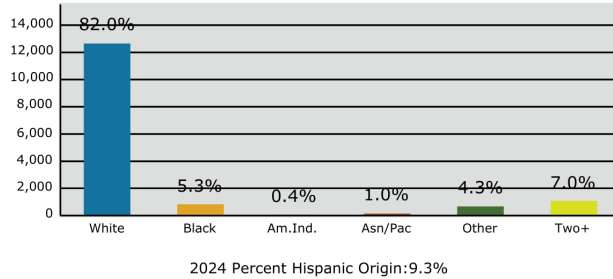
Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



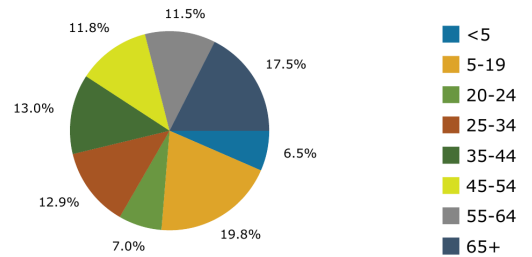


GRAPHIC PROFILE (RING: 3 MILE RADIUS)

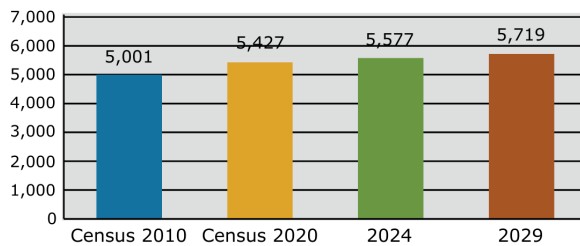
2024 Population by Race



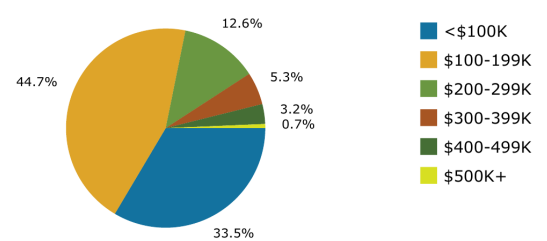
2024 Population by Age



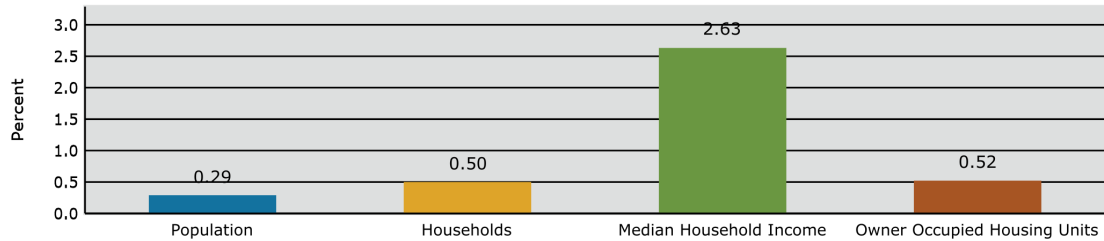
Households



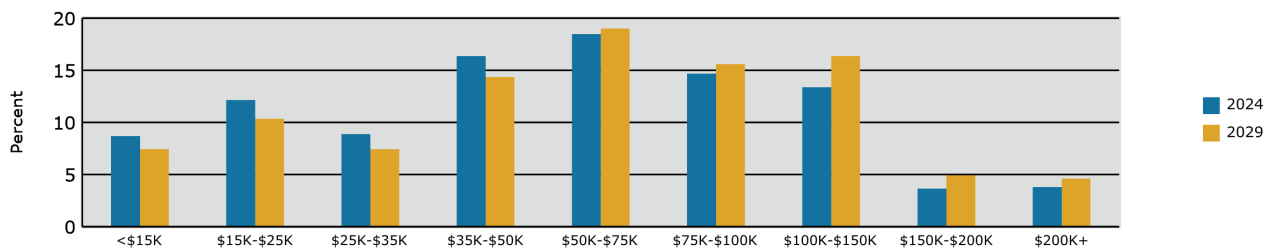
2024 Home Value



2024-2029 Annual Growth Rate



Household Income



Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



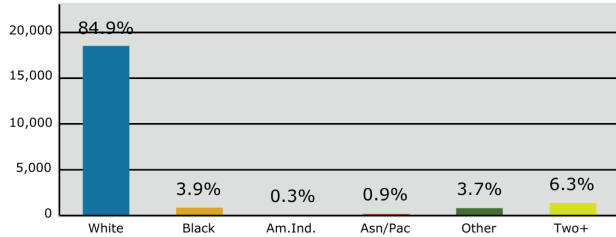
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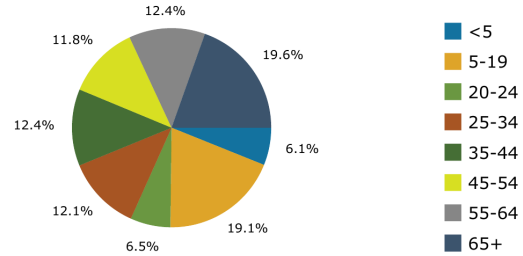
GRAPHIC PROFILE (RING: 5 MILE RADIUS)

2024 Population by Race

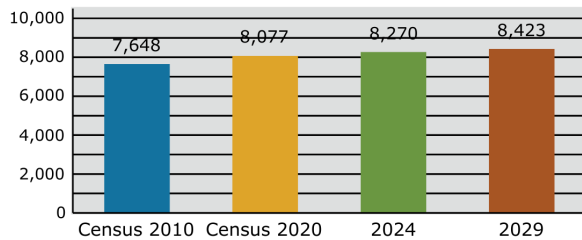


2024 Percent Hispanic Origin: 8.0%

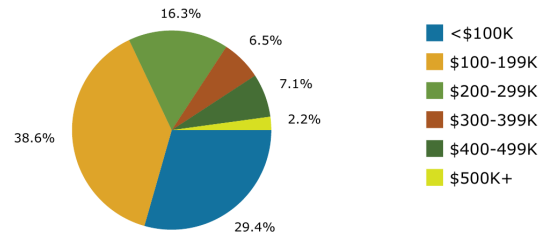
2024 Population by Age



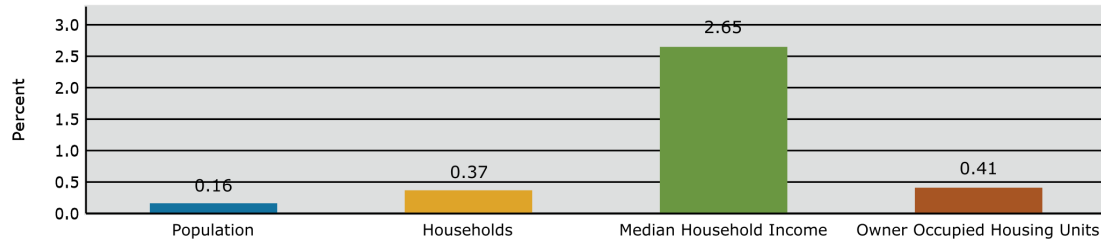
Households



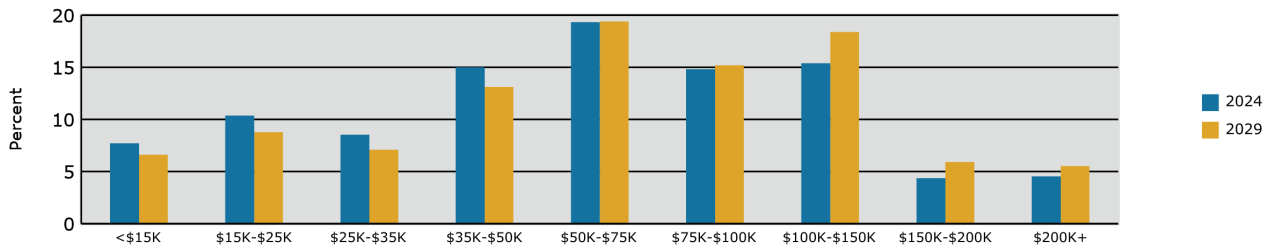
2024 Home Value



2024-2029 Annual Growth Rate



Household Income

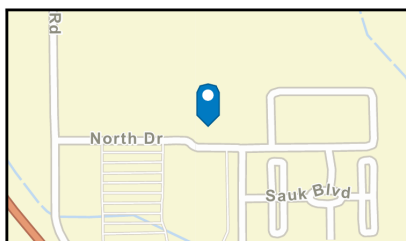
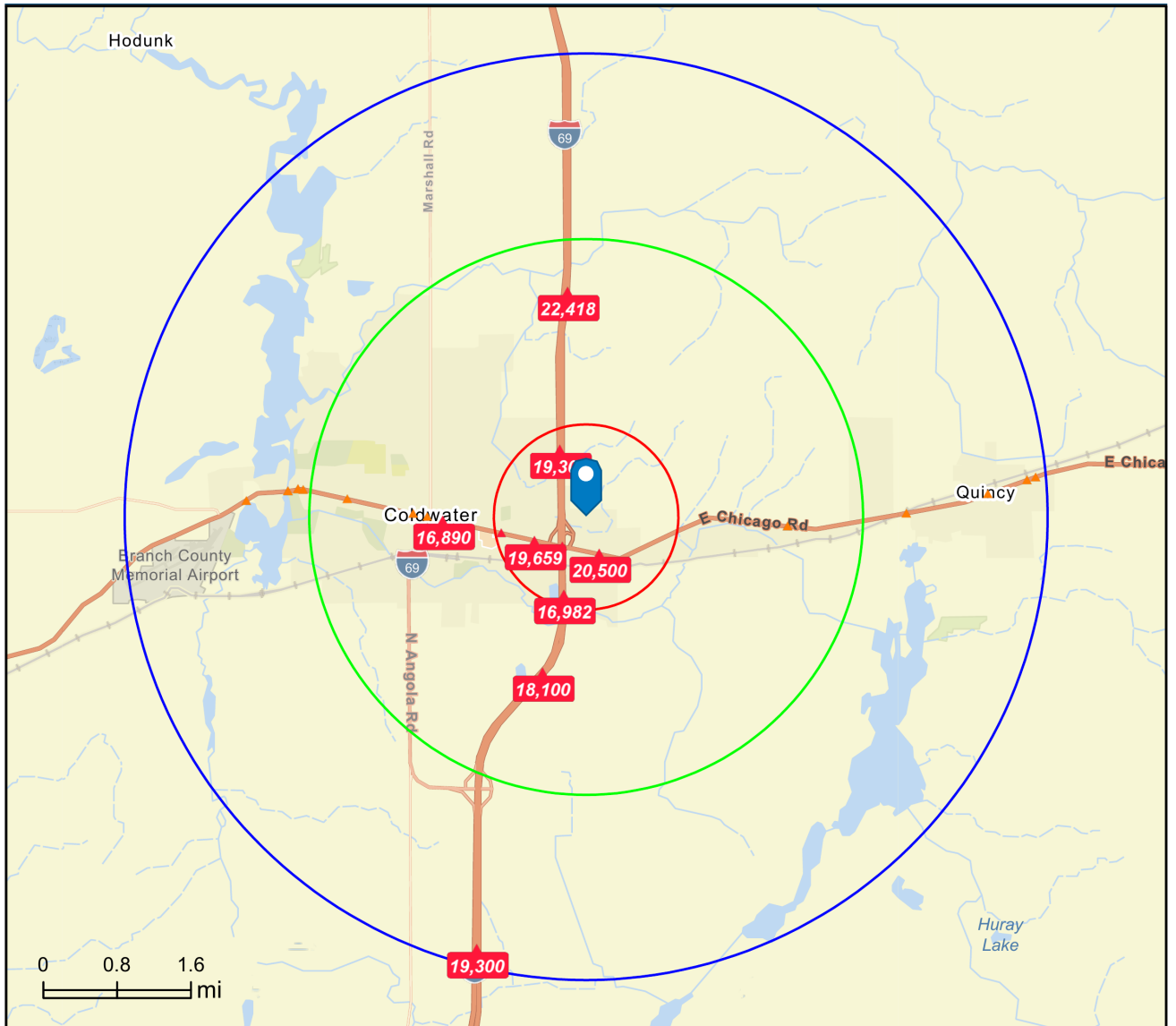


Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2010 decennial Census data converted by Esri into 2020 geography.



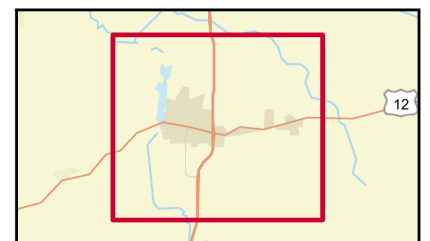


TRAFFIC COUNT - STUDY AREA (RINGS: 1, 3, 5 MILE RADIUS)

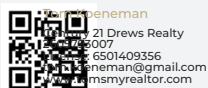


Average Daily Traffic Volume

- ▲ Up to 6,000 vehicles per day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ More than 100,000 per day



Source: ©2024 Kalibrate Technologies (Q3 2024).





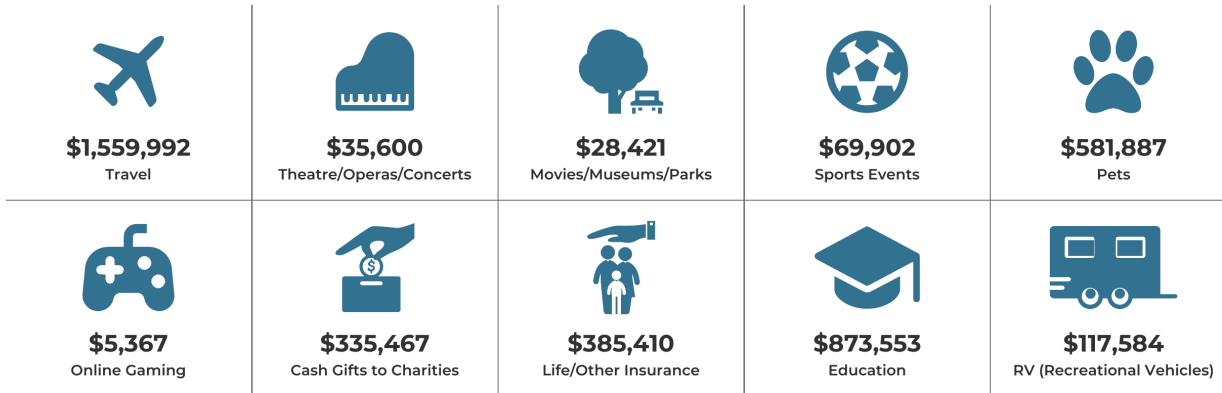
INFOGRAPHIC: LIFESTYLE / TAPESTRY (RING: 1 MILE RADIUS)

Lifestyle and Tapestry Segmentation Infographic

LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



6F

LifeMode Group: Cozy Country Living
Heartland Communities
328 Households
Household Percentage: 41.89%
Average Household Size: 2.39
Median Age: 42.3
Median Household Income: \$42,400



6B

LifeMode Group: Cozy Country Living
Salt of the Earth
323 Households
Household Percentage: 41.25%
Average Household Size: 2.59
Median Age: 44.1
Median Household Income: \$56,300



8G

LifeMode Group: Middle Ground
Hometown Heritage
132 Households
Household Percentage: 16.86%
Average Household Size: 2.66
Median Age: 32.4
Median Household Income: \$28,200



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MMP WILLOWBROOK

NORTH WILLOWBROOK - NORTH DRIVE, COLDWATER, MI, 49036

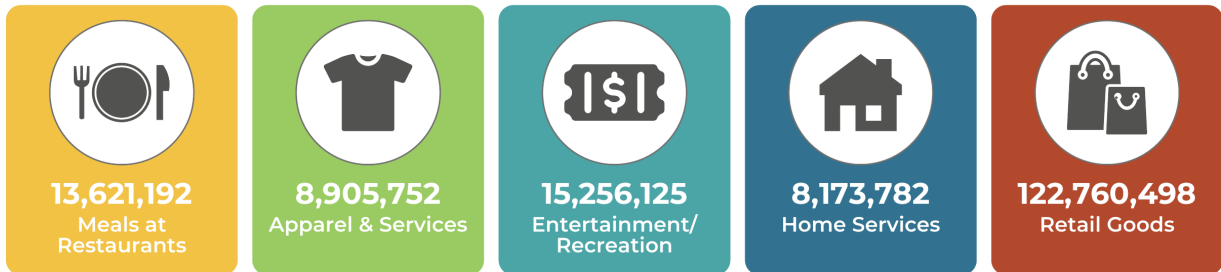




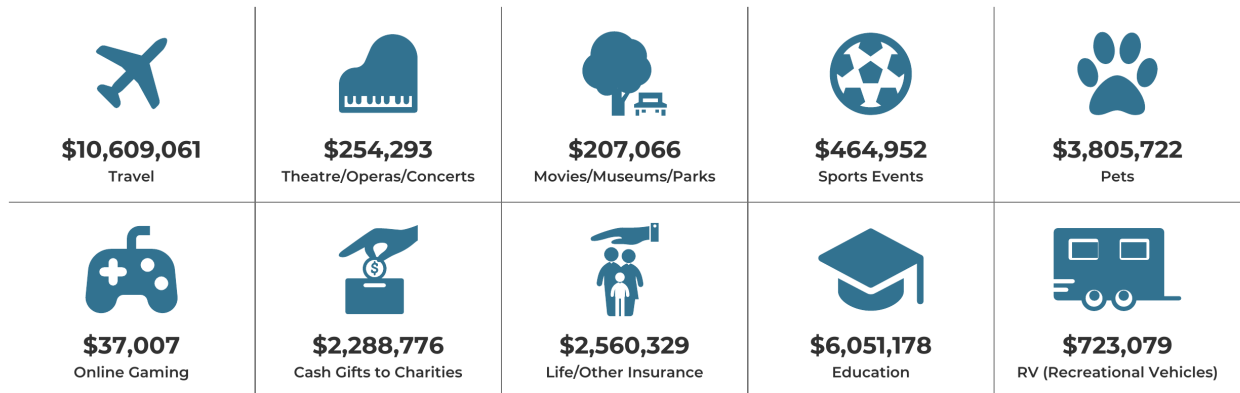
INFOGRAPHIC: LIFESTYLE / TAPESTRY (RING: 3 MILE RADIUS)

Lifestyle and Tapestry Segmentation Infographic

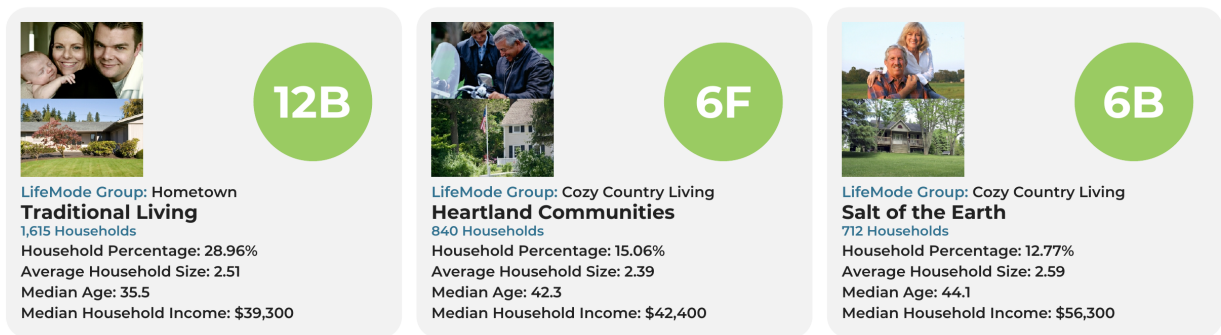
LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



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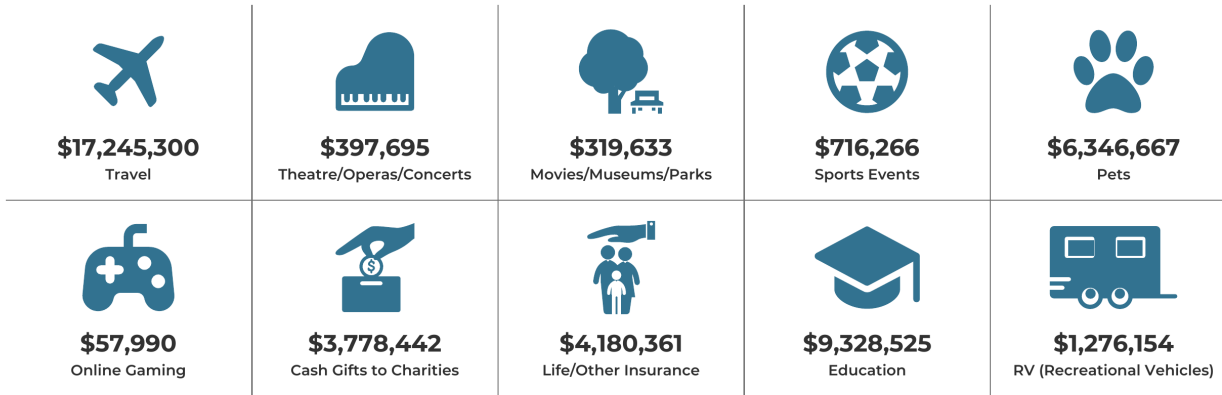
INFOGRAPHIC: LIFESTYLE / TAPESTRY (RING: 5 MILE RADIUS)

Lifestyle and Tapestry Segmentation Infographic

LIFESTYLE SPENDING



ANNUAL LIFESTYLE SPENDING



TAPESTRY SEGMENTS



12B

LifeMode Group: Hometown
Traditional Living
2,242 Households
Household Percentage: 27.11%
Average Household Size: 2.51
Median Age: 35.5
Median Household Income: \$39,300



6F

LifeMode Group: Cozy Country Living
Heartland Communities
1,250 Households
Household Percentage: 15.11%
Average Household Size: 2.39
Median Age: 42.3
Median Household Income: \$42,400



6B

LifeMode Group: Cozy Country Living
Salt of the Earth
1,070 Households
Household Percentage: 12.94%
Average Household Size: 2.59
Median Age: 44.1
Median Household Income: \$56,300



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MMP WILLOWBROOK

NORTH WILLOWBROOK - NORTH DRIVE, COLDWATER, MI, 49036



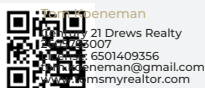


INFOGRAPHIC: LIFESTYLE / TAPESTRY

Esri Tapestry Segmentation

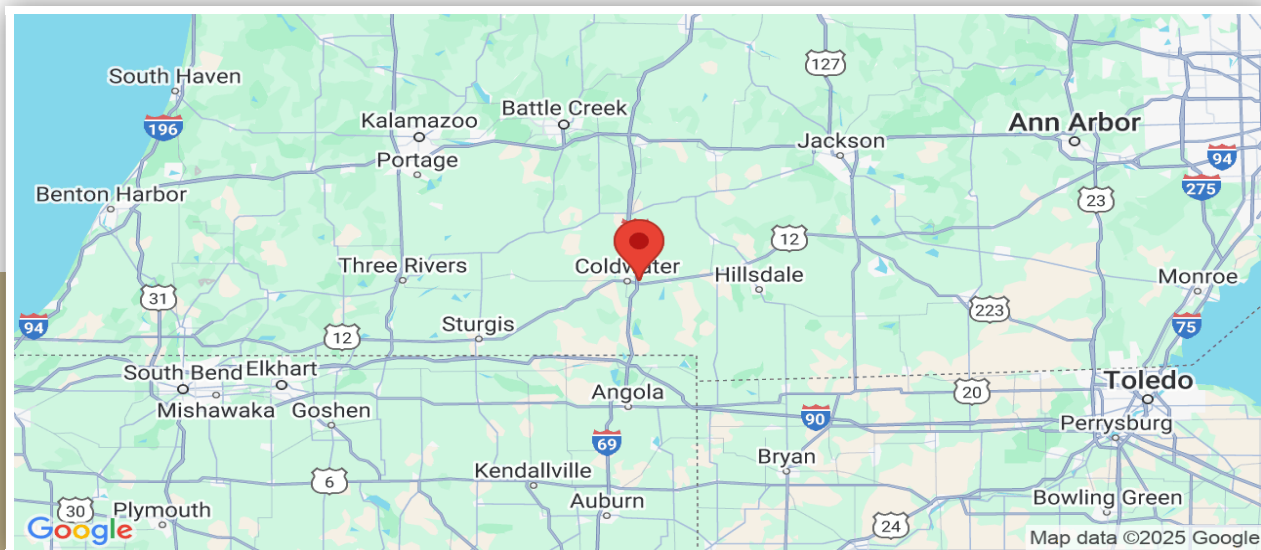
Tapestry Segmentation represents the latest generation of market segmentation systems that began over 30 years ago. The 68-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the report to the list below. Click each segment below for a detailed description.

- | | |
|---|---|
| Segment 1A (Top Tier) | Segment 8C (Bright Young Professionals) |
| Segment 1B (Professional Pride) | Segment 8D (Downtown Melting Pot) |
| Segment 1C (Boomburbs) | Segment 8E (Front Porches) |
| Segment 1D (Savvy Suburbanites) | Segment 8F (Old and Newcomers) |
| Segment 1E (Exurbanites) | Segment 8G (Hardscrabble Road) |
| Segment 2A (Urban Chic) | Segment 9A (Silver & Gold) |
| Segment 2B (Pleasantville) | Segment 9B (Golden Years) |
| Segment 2C (Pacific Heights) | Segment 9C (The Elders) |
| Segment 2D (Enterprising Professionals) | Segment 9D (Senior Escapes) |
| Segment 3A (Laptops and Lattes) | Segment 9E (Retirement Communities) |
| Segment 3B (Metro Renters) | Segment 9F (Social Security Set) |
| Segment 3C (Trendsetters) | Segment 10A (Southern Satellites) |
| Segment 4A (Soccer Moms) | Segment 10B (Rooted Rural) |
| Segment 4B (Home Improvement) | Segment 10C (Diners & Miners) |
| Segment 4C (Middleburg) | Segment 10D (Down the Road) |
| Segment 5A (Comfortable Empty Nesters) | Segment 10E (Rural Bypasses) |
| Segment 5B (In Style) | Segment 11A (City Strivers) |
| Segment 5C (Parks and Rec) | Segment 11B (Young and Restless) |
| Segment 5D (Rustbelt Traditions) | Segment 11C (Metro Fusion) |
| Segment 5E (Midlife Constants) | Segment 11D (Set to Impress) |
| Segment 6A (Green Acres) | Segment 11E (City Commons) |
| Segment 6B (Salt of the Earth) | Segment 12A (Family Foundations) |
| Segment 6C (The Great Outdoors) | Segment 12B (Traditional Living) |
| Segment 6D (Prairie Living) | Segment 12C (Small Town Simplicity) |
| Segment 6E (Rural Resort Dwellers) | Segment 12D (Modest Income Homes) |
| Segment 6F (Heartland Communities) | Segment 13A (International Marketplace) |
| Segment 7A (Up and Coming Families) | Segment 13B (Las Casas) |
| Segment 7B (Urban Villages) | Segment 13C (NeWest Residents) |
| Segment 7C (American Dreamers) | Segment 13D (Fresh Ambitions) |
| Segment 7D (Barrios Urbanos) | Segment 13E (High Rise Renters) |
| Segment 7E (Valley Growers) | Segment 14A (Military Proximity) |
| Segment 7F (Southwestern Families) | Segment 14B (College Towns) |
| Segment 8A (City Lights) | Segment 14C (Dorms to Diplomas) |
| Segment 8B (Emerald City) | Segment 15 (Unclassified) |





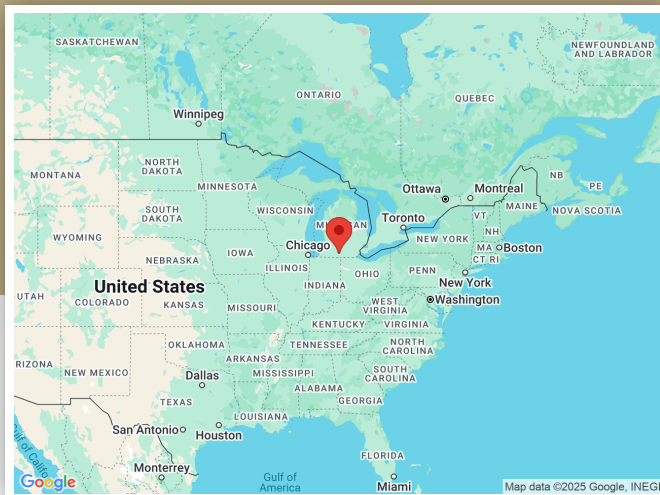
AREA LOCATION MAP



MMP

WILLOWBROOK

North Willowbrook - North
Drive
Coldwater, MI, 49036

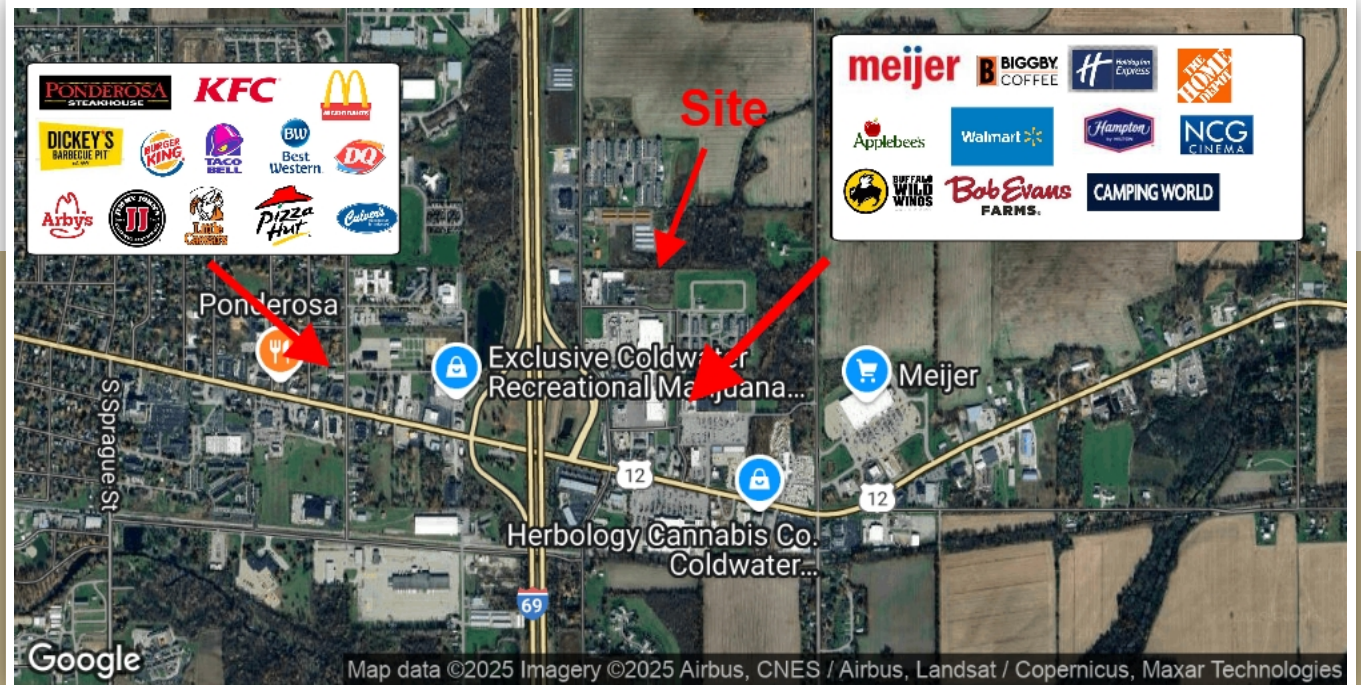


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AERIAL ANNOTATION MAP



MMP

WILLOWBROOK

North Willowbrook - North
Drive
Coldwater, MI, 49036

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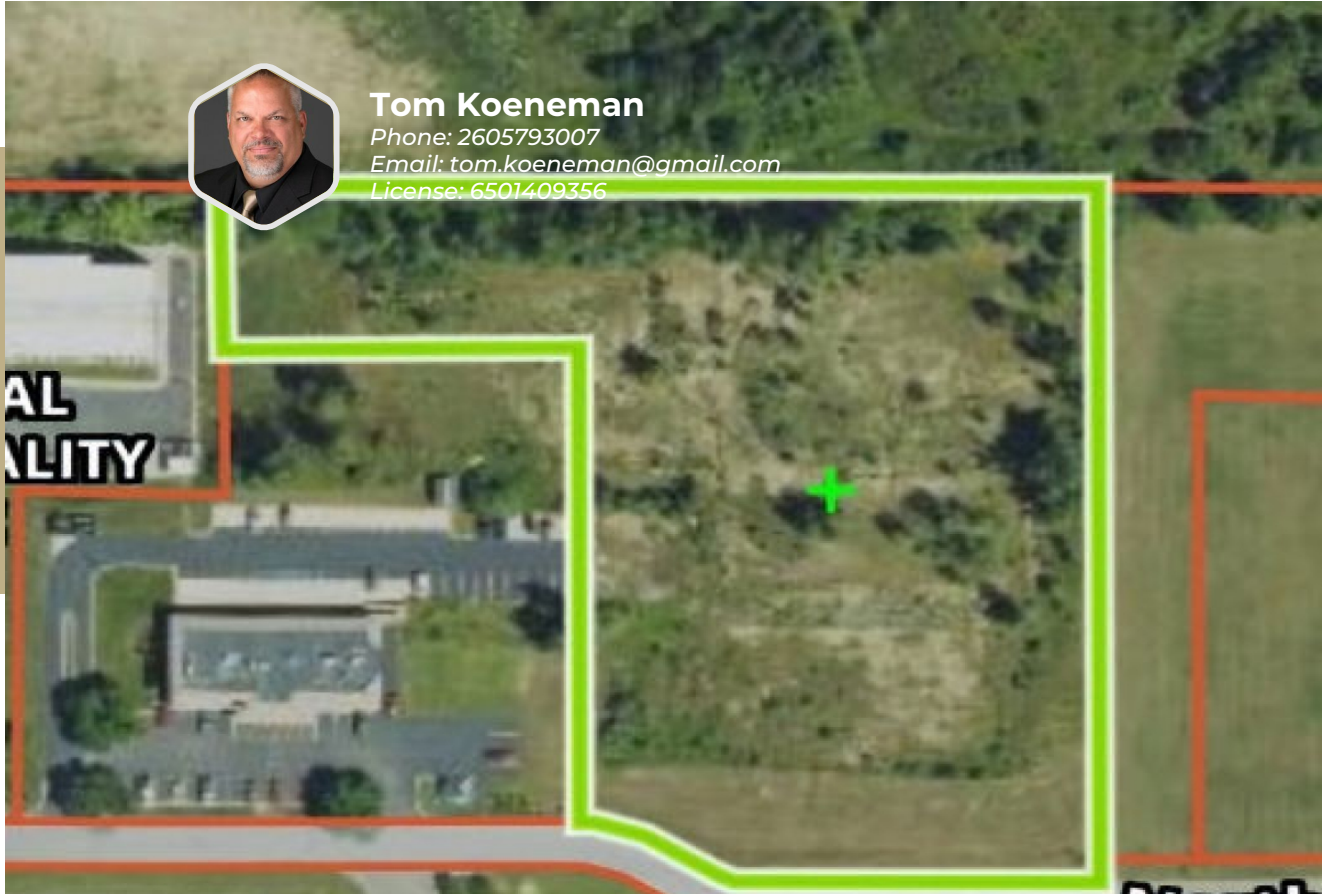


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