

2014

Clawson, Michigan Downtown Market Analysis

**Conducted for the Clawson
Downtown Development Authority
Joan Horton, DDA Director**

**By
Lynda Kaough, MPA
Michael Perosky, MPA**

Oakland University

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Executive Summary

The Clawson, Michigan Downtown Development Authority Director, Joan Horton requested assistance from Oakland University with a market analysis of the Clawson Main Street area. The priorities of the market analysis were to complete an evaluation of the current retail market and business mix in Clawson, and to conduct a business owner survey. From the information gathered, the market analysis team provided the Downtown Development Authority (DDA) with recommendations in line with its efforts to revitalize the Clawson Main Street area.

This market analysis is one of the strategic tools that Economic Committee of Clawson's Main Street Revitalization team will use to attract and retain businesses in the Main Street area. The market analysis team includes two of Oakland University's Public Administration graduate students.

This report includes the following sections:

- Clawson history and economic background information
- Current progress in Clawson's Main Street revitalization project
- Description of the Clawson area population and local customer base
- A Gap Analysis to define Clawson's current business mix and identify areas of opportunity or sales leakage
- A business owner survey to discover underlying issues the DDA should address
- A SWOT Analysis to identify the strengths, weaknesses, opportunities, and threats of Clawson's business district
- Recommendations

Data and reports used in the market research were provided by Main Street Oakland County and were compiled using Esri's Business Analyst software. Demographic and market data was used to describe Clawson's residents for business owners and to illustrate the current market mix. Additional data was gathered by the team through a survey of and

face-to-face interview with Clawson's DDA business owners. Questions included on the survey and interview were gathered from previous business owner surveys and specific questions provided by Ms. Horton.

Recommendations provided by the report are summarized here:

- The DDA should find ways to improve relations among Clawson business owners and seek to achieve consensus among all business owners in regards to DDA decisions.
- The DDA should improve its current process for communicating meeting information and relevant issues to business owners.
- The DDA should seek out a business that will provide the everyday items that Clawson residents need. Clawson residents must currently travel to neighboring markets to buy many necessities like groceries and personal care items.
- The DDA should educate business owners in Clawson on the importance of a complementary business mix and develop criteria for new leases which will insure a balanced business mix.
- The DDA should be sure that all business owners are aware of current opportunities for grant assistance.

Overall, the Clawson DDA has made significant progress in its efforts to revitalize the downtown area. There are many business owners who support the DDA and are happy with the changes that have been made. However, there are a number of business owners who do not feel that the DDA is concerned with their business success. These business owners do not understand how making costly changes will improve their business. The DDA must take action to unite all business owners in the mission of renewing Clawson's Main Street by showing them how *all* will benefit from improvements made.

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Introduction

Purpose

In late fall of 2013, the City of Clawson's Downtown Development Authority (DDA) requested assistance from Oakland University in conducting a Main Street Market Analysis. Clawson's DDA had been working with the National Main Street Center and Main Street Oakland County (MSOC), utilizing the National Main Street Four-Point Approach (Organization, Design, Promotion, and Economic Restructuring) in an effort to revitalize and restore its Main Street area to its former glory. One of the current goals of the Clawson Economic Restructuring Committee was to obtain a DDA Market Analysis which would be used to educate current and potential business owners in their decision making.

For a market analysis to be an effective tool, it must first recognize the mission and vision of the community so that final recommendations will be in line with its goals. In addition, the researchers must consider current strategy and previous efforts to determine whether the market data indicates that the DDA "stay the course", adjust its headings slightly, or head in a completely different direction.

Clawson DDA Mission Statement: *To insure our downtown is a great place to shop, work, enjoy and invest while protecting and enhancing our unique character and history.* (Clawson Downtown Development Authority)

Vision Statement: *Downtown Clawson will be a vibrant business center with an attractive mix of retail, office and residential spaces. Unique and distinctive shops and restaurants will make the downtown a destination spot and a friendly gathering place for residents and visitors to shop, eat, and mingle.* (About Downtown, 2014)

Process

As the Oakland University market analysis team met with Clawson DDA Director, Joan Horton, they began to catch her enthusiasm for revitalizing Clawson's market area and to visualize the potential of the Clawson downtown area for both its unique qualities and its

historical value. The DDA's Organization, Design, and Promotion Committees were already moving forward with projects suggested by the National Main Street Center, and we discussed the importance of utilizing information already gathered rather than duplicating its efforts. In November of 2013, Main Street Oakland County (MSOC) conducted a Downtown Clawson Visioning Session in order to identify community and DDA concerns, and clarify the future vision for downtown Clawson. The Visioning Session included a community Best and Betterment Survey, an Awareness Walk, and several community meetings. The Visioning Session Report identified areas of concern and gave recommendations for each of the following issues:

- City Regulations
- Physical Design, Amenities, and Historic Preservation
- Downtown Expansion
- Vacant Lots and Buildings
- Retail Options
- Business Incentives
- Parking
- Business Owner Education and Awareness

The Downtown Clawson Visioning Report can be viewed on the DDA website at <http://downtownclawson.com>.

In light of ongoing efforts in each of the Main Street program committees, it was determined that this market analysis should take into consideration Clawson's history, size, geographic location, unique retail characteristics, DDA business owner involvement, and current progress in its Main Street revitalization project. In addition, the DDA requested that the market analysis include a survey of current business owners regarding concerns revealed in the Visioning Session. A market GAP Analysis was requested to identify businesses that would compliment current businesses and those that would potentially thrive in the Clawson community.

Given those objectives, this report includes:

- an overview of Clawson's downtown area history,
- a description of the demographics of Clawson residents,
- a summary of the current business mix in Clawson's downtown area,
- a Gap Analysis to determine potential market opportunities,
- a survey of current business owners,

- an analysis of strengths and weaknesses of the current market area, and
- recommendations to the DDA in support of Clawson's continued growth towards becoming *"a vibrant business center with an attractive mix of retail, office and residential spaces"*. (About Downtown, 2014)

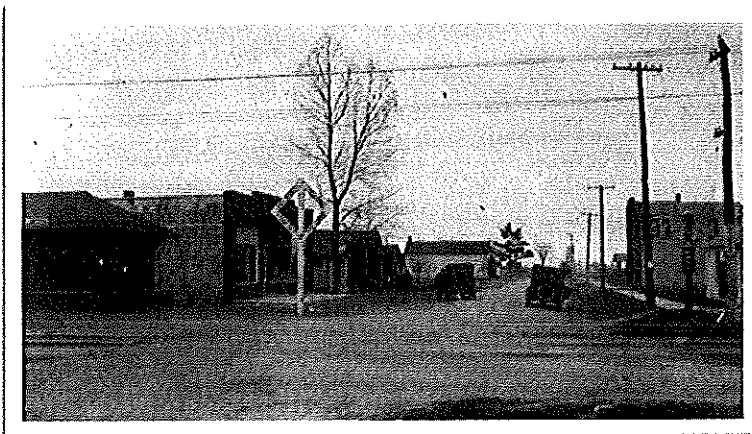
About Clawson

"Clawson is known as the 'Little City with the Big Heart' and our downtown is truly the heart of the City. Our heartbeat is strong as our downtown experiences a time of renewed energy and growth. Through the application of the Main Street approach to revitalization and the combined efforts of the Downtown Development Authority, downtown businesses, the City and its residents – our downtown is booming!" (About Downtown, 2014)

Clawson is indeed a unique and special city. At 2.2 square miles, it is one of Oakland County's smallest cities, but it is packed with charm and personality. Clawson's city center is located at the intersection of Fourteen Mile Road and Main Street (Livernois) and extends in all directions for less than a mile.

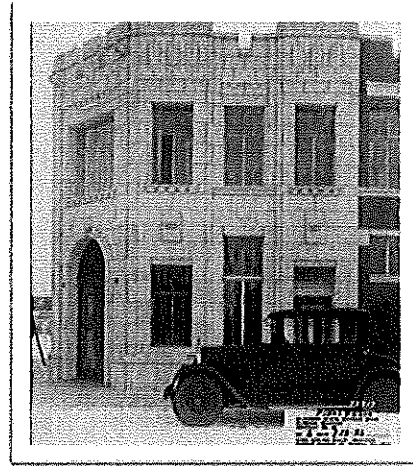
Clawson History

The community was established in 1829, incorporated in 1921, and became a city in 1940. Clawson is located in south central Oakland County and is a well developed suburb, about fifteen miles north of Detroit. In 1899, the Interurban commuter train system was constructed and stopped in Clawson on its way to Detroit. This began a period of residential development in the area, as land was subdivided and sold to the new suburbanites who worked in Detroit. (Clawson Historic Museum, 2014)



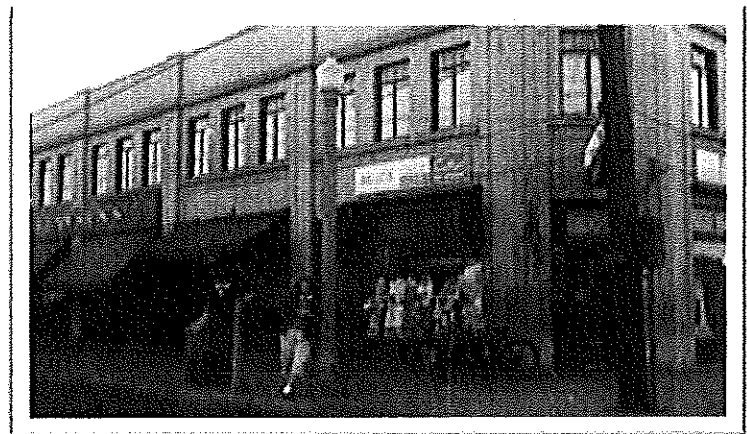
Pictured at left is the main crossroads, looking east along 14 Mile. The Interurban tracks can be seen in the foreground heading along Main Street. A waiting station for the train is on the left. (Down on Main Street - Clawson's Crossroads)

The Clawson State Savings Bank (right) opened in 1925. The original building was covered with white marble. The building is currently home to D'Nang Restaurant. (Down on Main Street - Clawson's Crossroads)



In 1928, 14 Mile Road was widened and paved. The businesses north of 14 Mile were removed, and a new building was constructed. The building on the left is currently home to the Black Lotus Brewery and Fairway Tile. (Down on Main Street - Clawson's Crossroads)

The Sloan building (right), shown here in 1938, was built in 1928. It housed James Hunter's Drug Store, which was later Class Pharmacy, among other businesses. (Down on Main Street - Clawson's Crossroads)



The city developed from the central crossroads of Fourteen Mile and Main Street outward, with businesses along the main roads, and rows of modest homes extending in all directions. In 1931, the Interurban train service was suspended due to the success of the auto industry. Clawson's growth hesitated during the Depression Era and resumed during

the World War II Era, when 500 new homes were added. Clawson's downtown market area saw its peak growth during the 1940's and 1950's. (Clawson Historic Museum, 2014)

The downtown area began to decline in the 1960's and 1970's, during which time street parking was eliminated and many of the historic store fronts were covered with a contemporary façade. The new look of the Main Street area, though fresh and modern at the time, took away the individuality of the original buildings and reduced the charm of the small town Main Street atmosphere.

Clawson's Main Street Revitalization Progress

The Downtown Development Authority (DDA) was established in 1977 in an effort to save Clawson's deteriorating business district. Little progress was realized until 2002, when the DDA began a concentrated effort to restore its downtown area. Since that time, Clawson has enlisted the assistance of the National Main Street Center in creating a strategy for revitalizing the Clawson Main Street area. That strategy, which has been very successful in many Main Street areas throughout the United States, involves the designation of four key committees which oversee different aspects of the strategy implementation. The *Design* Committee oversees structures and infrastructure. The *Promotion* Committee oversees events and marketing. The *Economic* Committee concentrates on retaining and attracting businesses. The *Organization* Committee oversees volunteers and partnerships.

For a strategic plan implementation to be successful there must be buy-in from all key stakeholders. This means that all DDA business and property owners, Clawson residents, and all who care about Clawson's downtown area must understand and support the efforts of the DDA. All stakeholders must also be confident that their opinions matter and that the plans for the downtown area are in Clawson's best interest. In order for this to happen, the Clawson DDA must provide all stakeholders with the information necessary for understanding the value of revitalizing the downtown area and must provide opportunities for Stakeholders to participate in decision making and express their concerns.

To facilitate education of all stakeholders, the DDA has created a website which clearly explains its vision and plans for the downtown area. Each of the four Main Street committees has posted its list of goals for 2013 on the website (Main Street Program).

Each committee's goals are in line with the overall DDA goals to:

- *Improve communication*
- *Enhance Downtown Clawson's sense of place*
- *Reinforce the emotional connection with the Downtown (Main Street Program).*

In late 2013, Clawson had a thorough review of its Main Street program progress and was accredited by the National Main Street Center. A synopsis of that review, called *The Resource Team Report*, is available on the Clawson DDA website and provides a description of Clawson's progress in its revitalization efforts and recommendations for the downtown's continued growth and improvement.

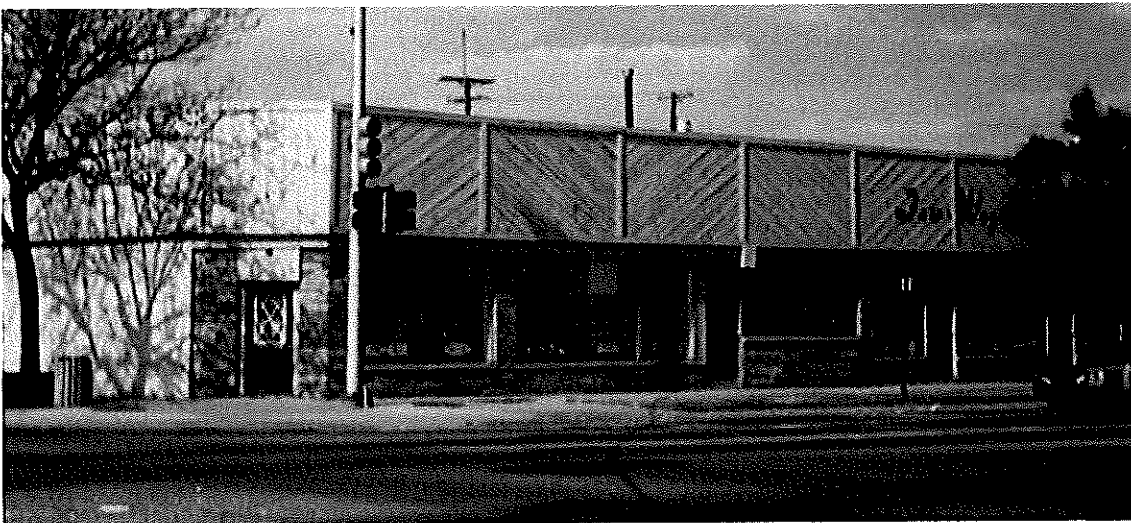
In the past ten years, Clawson's DDA has made significant strides towards improving the look of Main Street. Much of its attention has focused on the esthetic features of Downtown. One of the goals of the Design Committee is to make the downtown area more attractive to pedestrians. The sidewalks have been widened and paved with attractive brick, and some of the street parking has been restored. There are plans in the near future for adding outdoor art, large planters, and sitting areas along store fronts. Additionally, there is a plan to install pedestrian islands in strategic locations to enhance and encourage foot traffic. The DDA's progress in these projects is in line with its vision to "*make the downtown a destination spot and a friendly gathering place for residents and visitors to shop, eat, and mingle*". (About Downtown, 2014)

One of the objectives for Main Street renovation is to restore historical buildings to their original appearance if possible. Many of the older Clawson businesses received an updated façade in the early 1970's which in many cases, simply masks the original building's design. The DDA has encouraged building owners to restore these buildings through grant support and modification of city ordinances.

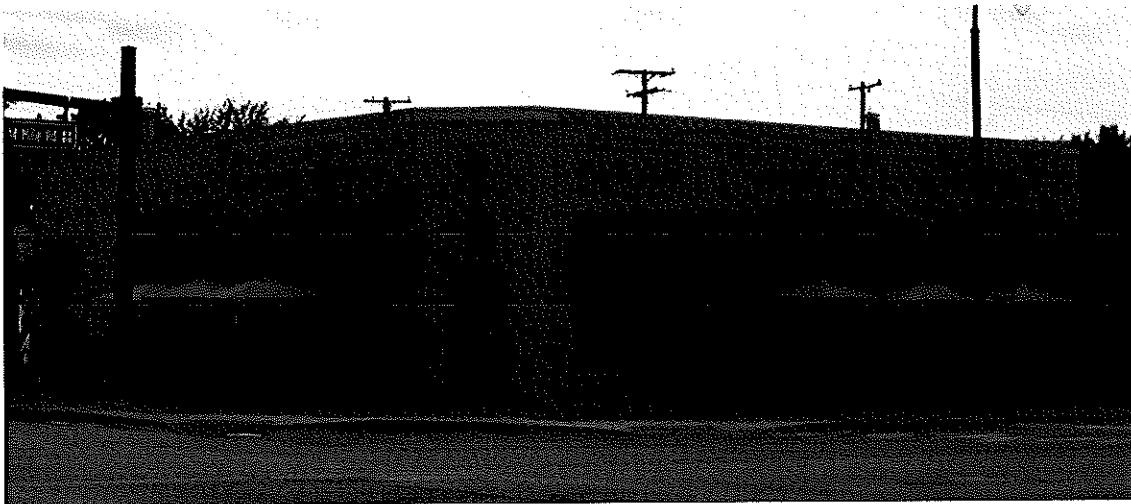
An example of the impact this transformation can have on the entire downtown area is seen in the following photos of the building on the north east corner of Main Street and Fourteen Mile Road, which is currently occupied by the Black Lotus Brewing Company. The façade, which was added in the early 1970's, merely hid the original brickwork.



1928 – NE corner of Main and Fourteen Mile Rd.

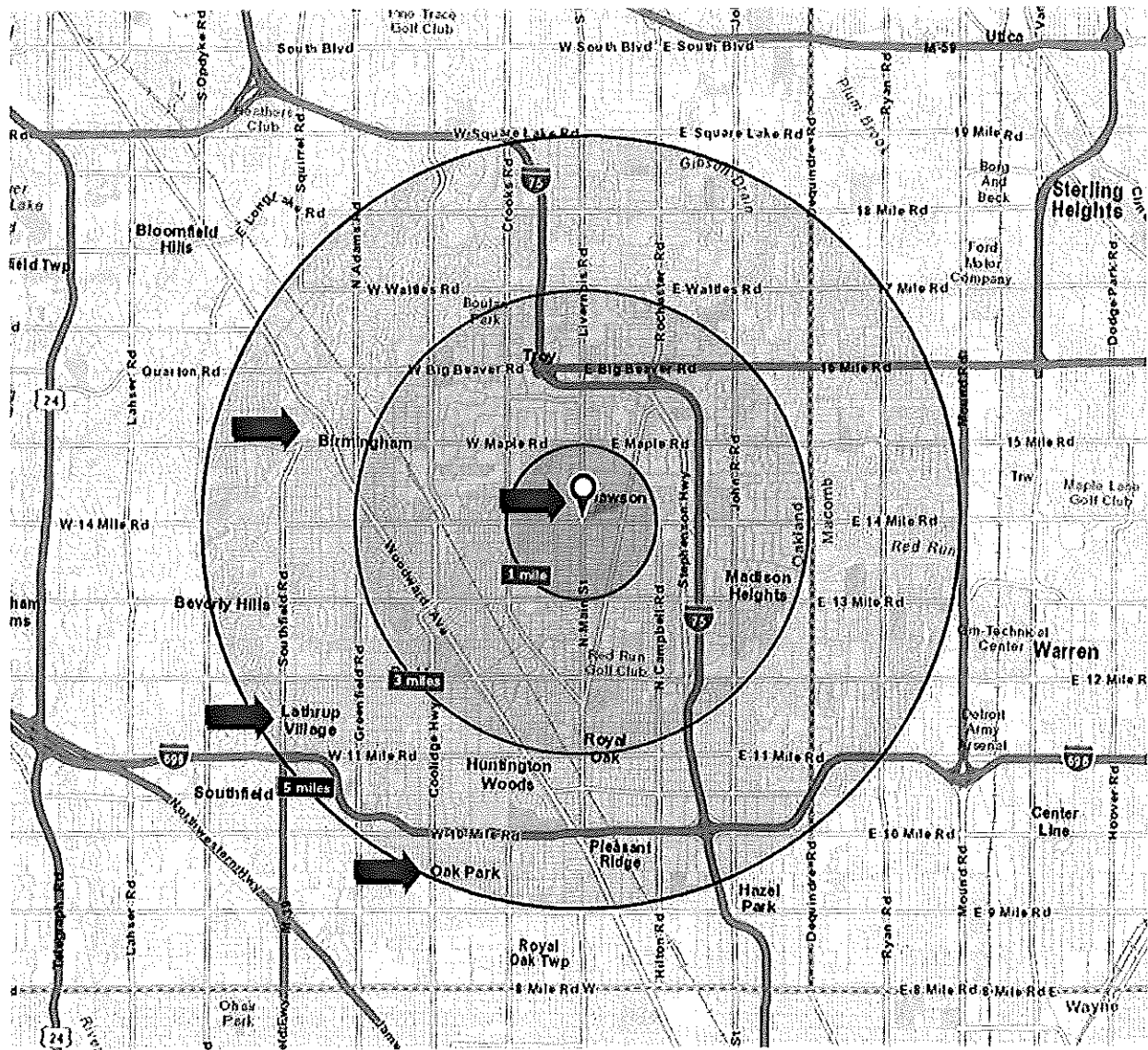


1980 – NE corner of Main and Fourteen Mile Rd.



2013 – NE corner of Main and Fourteen Mile Rd.

Many of the cities surrounding Clawson were established at about the same time and have experienced a similar pattern of growth and decline. Like Clawson, many of the nearby Oakland County cities are actively seeking to renew their Main Street market areas, including Birmingham, Ferndale, Lathrup Village, Oak Park, Farmington, and Rochester. (Main Street Oakland County® Communities, 2012)



Clawson is wise to move forward in its efforts to restore the vitality and prosperity to its market area because as nearby retail areas grow, so will competition for Clawson's business owners. The time is right for Clawson to take advantage of the rebounding economy by finding ways to attract new customers and businesses to its downtown area.

Demographic Overview of Clawson's Residents

Clawson and the surrounding communities are well-developed and the potential for significant increase in population is slight. Clawson is unique, when compared to many other cities, because a large portion of its population has lived in this area for many years and does not intend to move. At the same time, there are a growing number of middle-aged professionals residing in Clawson. Because Clawson is small, and neighboring cities are within a mile, there is the threat that residents can easily shop in neighboring cities when the products they need are not accessible closer to home. For this reason, Clawson's business owners must identify the wants and needs of the customers surrounding them, and provide the goods and services which are lacking.

Below are some basic characteristics and forecasts for the population of Clawson (Esri, US Census Bureau, 2014) (See Appendix A for full report). *This data is for a one mile radius from the center of Clawson.*

	2010	2013	2018
Population	14,555	14,568	14,769
Households	6,604	6,644	6,751
Median Income	Not available	\$53,960	\$64,325
Median Age	40.1	41	42.8
Males	7,117	7,130	7,225
Females	7,438	7,438	7,544

From these numbers, we see that Clawson's population size, average age, and number of households is not expected to change drastically in the near future.

Utilizing data and analysis software from Esri.com, the Market Analysis Team created a description of the residents of Clawson, based on age, education level, income, spending habits, family dynamics, and occupations. Esri's data comes from many sources including the Census Bureau Surveys and the American Community Survey. (Esri) This data can be cross referenced with geographic regions to get a picture of the people living in that area.

With this knowledge, area retailers can determine what types of products might be more appealing to local shoppers, thus increasing their market share. They can also determine trends in the area population, which may indicate an opportunity for expansion or forecast that a market is diminishing.

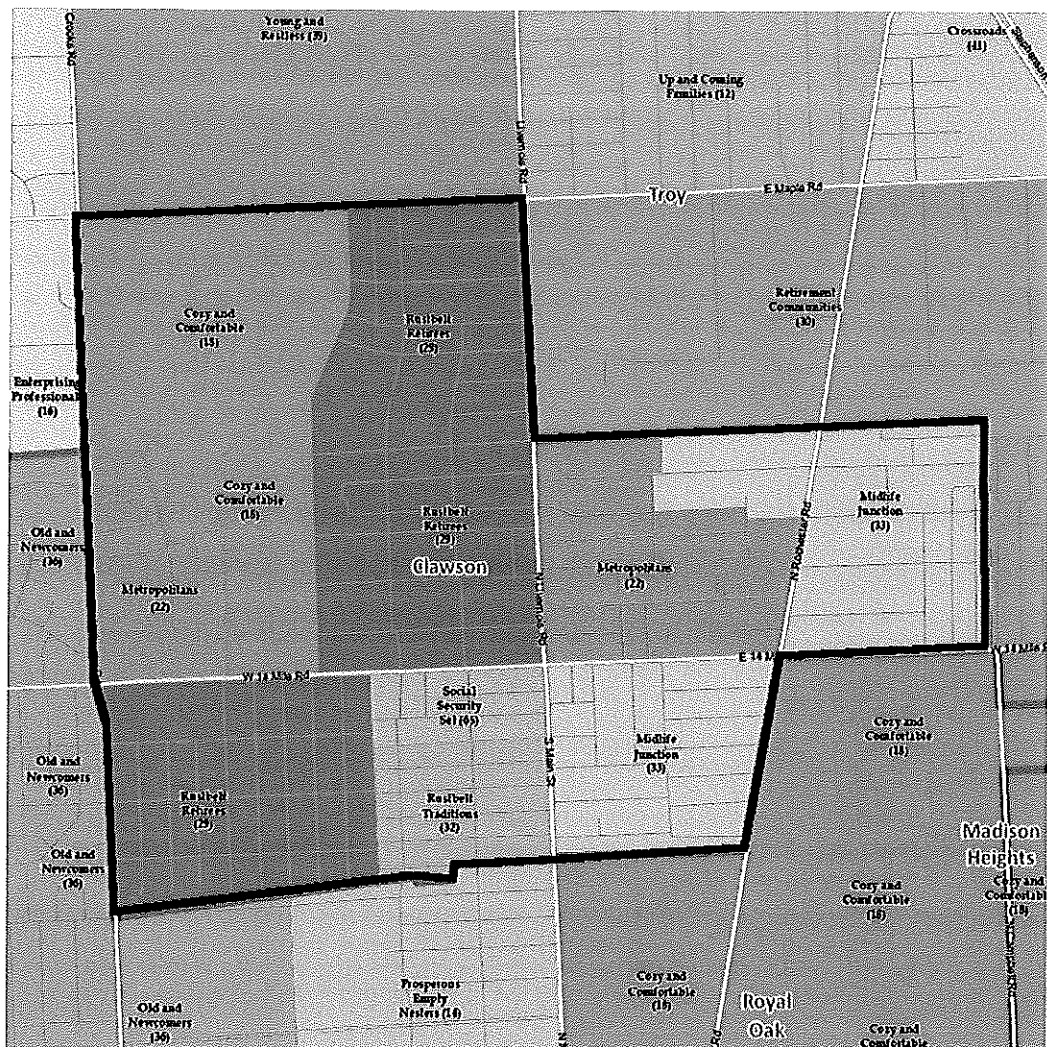
Esri has developed an analysis process which can effectively describe the population residing in a city and its surrounding area. The population data is analyzed and grouped into "tapestry segments". Data used to determine each tapestry segment includes: population age, gender, household living arrangements, mobility and commutation, housing characteristics (value and size), education level, occupation, and income. (Esri) Esri has defined sixty-five different tapestry segments and is able to accurately predict vital characteristics about a given population. The software can produce excellent reports which are valuable in investment decision making. The Oakland University Market Analysis Team obtained many different Esri Reports which enabled them to provide the following accurate description of Clawson's population. The benefit of detailing specific demographic characteristics within an area gives a much better picture of the potential customer base for a product. For example, if we know that the population surrounding Clawson is approximately 14,568, and we know that almost 20% of the population belongs to the *Cozy & Comfortable* tapestry segment, then we can estimate that there are about 2,913 potential customers residing in Clawson, who consider home improvement a priority. This information might be significant to someone considering Clawson for a remodeling business. Main Street Oakland County (MSOC) owns the Esri software and offers to assist the Clawson DDA in running such reports.

Clawson Tapestry Segments

<i>Tapestry Segment</i>	<i>Percent of Population</i>
<i>Rustbelt Retirees</i>	<i>28.7%</i>
<i>Midlife Junction</i>	<i>20.6%</i>
<i>Cozy & Comfortable</i>	<i>19.5%</i>
<i>Metropolitans</i>	<i>17.2%</i>
<i>Rustbelt Traditions</i>	<i>7.0%</i>
<i>Social Security Set</i>	<i>7.0%</i>

The complete Tapestry Reports for Clawson are included in the Appendix B of this document, but the main results are summarized here.

Although the majority of Clawson's residents are near or at retirement age, there is a growing segment of middle-aged professionals as indicated by the *Metropolitans* and the *Midlife Junction* tapestry segments.



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2014 Clawson, MI - Population Tapestry Segmentation

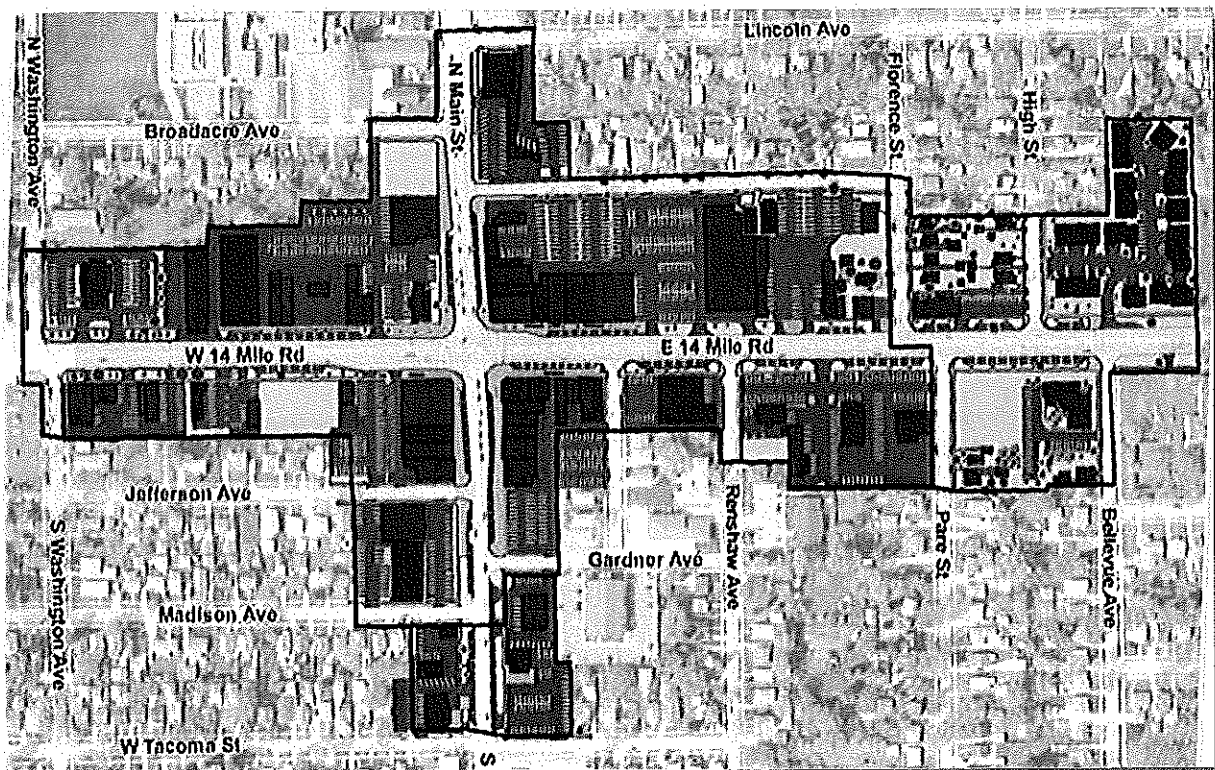
Tapestry Segment	Age	Marital Status	Children	Ethnicity	Household Income	Employment	Education	Housing	Community Involvement	Entertainment	Spending
28% Rustbelt Retirees	Median age is 44.2 but 33% are over 65	Most are married	20% have children at home	Caucasian	\$46,909	60% are working, remainder are retired, receiving S.S.	88% are H.S. graduates, 20% have a higher degree	84% in Single-family homes and most stay put	Participate in public activities, take pride in home	Bowling, cards, Bingo, gambling, home projects	Bargain hunters, conservative spenders
20% Midlife Junction	Median age is 37, but 20% are over 65	50% married	About 50% have children at home	Caucasian	\$42,694	Most are working, 33% receive S.S.	Comparable to US averages	50% in Single-family homes, 40% rent	Live quiet lives, communicate via email	Eat at family restaurants, take walks, go fishing, play games	Careful Spenders
19% Cozy and Comfortable	Median age is 41.7	Most are married	Less than half have school-aged children	Mostly Caucasian	\$59,287	80% earn wages from employment, 46% receive investment income	Work as professionals, managers, and service occupations	88% are in single family homes, 84% own their home	Home improvement is a priority, stay home more often	Watch TV a lot, play golf, attend sporting events, take vacations	Tend to be more in debt with 2nd mortgage or car loans
17% Metropolitans	25% are under age 34, median age is 37	40% are married	Less than half have children	Little diversity	\$59,486	Professional and managerial positions	75% have attended college, over 30% have an advanced degree	60% own their home, remainder rent	Volunteer, join clubs, participate in community programs and events	Go out for business and fun, attend concerts, movies, and outdoor activities	Most will contract lawn service or home improvement
7% Rustbelt Traditions	Median age is 35.9	Mix of married with children, single with children, and single	Young and school-aged children	Little diversity	\$42,337	Half are white	84% graduated from H.S., 44% attended college	70% own small, older, single-family homes	Stay close to home. Live, work, shop, play near home	Enjoy Bowling, fishing, hunting, TV, and sporting events	Financially conservative, savers, who spend on home and family
7% Social Security Set	40% are over 65 and median age is 44	Most are single	No children in the home	Racially diverse and includes 50% Caucasian, 30% Black, and 18% Hispanic	\$16,849	Most are retired or are on Supplemental Social Security	60% graduated from H.S. and 16% hold a higher degree	Live in low-rent housing and apartments	Limited community involvement due to age and income	TV and newspaper	More than half do not own a car. Shop close to home for necessities

Shown above is an overview of each of the Tapestry Segments that make up Clawson's population. Carefully examine the tapestry groups within Clawson. A keen understanding of your customer base is vital to choosing investments which will appeal to buyers in the area. This chart only summarizes the tapestry segments within Clawson. For a complete description of all tapestry groups, please visit the Esri website at www.Esri.com.

Business owners and investors should utilize this information when making decisions regarding products or services they wish to promote. This chart is designed so that you can easily compare the basic characteristics in each of the tapestry segments. For example, you can easily see the median age for all segments within Clawson by scanning the age column. Notice that there are similarities in some of the segments. When characteristics are common to multiple segments, combine those segment percentages to estimate the total customer base in Clawson.

Market Gap Analysis

The next consideration in market place decision making is whether the potential product or service will complement existing businesses, or create more competition. A complementary product or service will appeal to the same customers being served by current businesses, without taking their customers away. For example, a bakery and a coffee shop would share the same customer base, but would not be in competition with each other. An analysis of the current businesses in the Clawson market area and a GAP analysis should reveal potential businesses which will help the Clawson market area grow.



The Clawson DDA, shown above, includes about ninety-five properties designated for

retail or mixed-use. Currently, approximately 73% of those properties are retail businesses, 20% are mixed-use and 7% are available for lease or purchase. (Clawson Downtown Development Authority) The vast majority of the businesses in the Clawson DDA are privately owned, small businesses offering unique products or services. The size, geographic location, and layout of Clawson's retail area make it a choice spot for this type of business. The primary challenge for this market area is to provide a balanced variety of businesses which will attract customers from other areas and will encourage a shared customer base. The Clawson DDA must recognize the impact that each individual business has on the Clawson market area, and attempt to cultivate businesses which will benefit the whole rather than create more competition.

Clawson's Current Retail Mix

The following table gives a snapshot of the current business mix in the Clawson DDA.

Note: There is a listing of all businesses in the DDA by NAICS in the Appendix C.

April 2014 Clawson DDA Retail Business Mix			
Retail – Furniture (Coming)	1	Service – Auto	3
Retail – Department Store	1	Service – Clothing	2
Retail – Specialty Building and Home	7	Service – Hair Salons	7
Retail – Alcoholic Beverages	2	Service – Nail Salons	1
Retail – Beauty Supply	1	Service – Laundry	3
Retail – Health	2	Other Services – Medical	5
Retail – Optical	1	Other Services – Financial	4
Retail – Clothing (New)	1	Other Services – Other	10
Retail – Music and Hobby	2	Sq. Ft	Available Property
Retail – Specialty Resale	6		Lot for seasonal lease
Retail – Specialty	7	3,150	110 S. Main Street
Service – Physical Fitness	3	4,765	172 W. 14 Mile Road
Service – Amusement	1	4,000	250 E. 14 Mile Road
Service Food – Restaurant Full Menu	9	2,250	303 E. 14 Mile Road
Service Food – Specialty Menu	5	2,000	32 E. 14 Mile Road
Service – Bar with Limited Menu	4	2,300	32 S. Main Street

Given that there are approximately 168 Retail Trade and Food/Drink businesses in a one mile radius of Clawson's center, the Market Analysis Team is utilizing the data from the Esri *Retail MarketPlace Profile* – within a one mile radius from Clawson's center, in this portion of the market analysis. (Esri, Dun & Bradstreet, 2014) (See full report in Appendix D). **According to the Esri *Retail MarketPlace Profile*, Clawson is drawing in greater than average sales in:**

- **Home Furnishings,**
- **Miscellaneous Retail, and**
- **Clothing and Accessories,**
- **Food and Beverage stores**

This means that those establishments are selling more than the Clawson population would normally purchase and are therefore bringing in customers from other areas. This is great for the other businesses in the DDA, because they have the opportunity to attract those customers to their own establishments IF they can offer something that those customers need.

The Esri *MarketPlace Profile* also indicates that there is significant sales leakage in some industries, which means that Clawson residents are travelling to other cities to purchase certain items. **Those industries with the largest amount of leakage are:**

- **Motor Vehicle & Parts Dealers,**
 - **Sporting Goods,**
 - **Building Materials,**
 - **General Merchandise Stores,**
 - **Garden Equipment & Supplies,**
 - **Electronics Stores and**
 - **Food & Beverage (Grocery)**
 - **Direct Selling Establishments.**
- Stores,**

This is key information for current business owners and those who might be considering starting a business in Clawson, because it indicates that there is already a customer base within Clawson for these industries.

Another Esri Report which identifies potential areas for investment is the *Retail Goods and Services Expenditures Report*. The data from this report factors in the Clawson tapestry segments' spending habits along with Clawson's household income data. The report also considers data from 2010 and 2011 Consumer Expenditure Surveys from the Bureau of Labor Statistics. (Esri, Bureau of Labor Statistics, 2014) (See full report in Appendix E).

According to this report, goods and services that are at a higher than average demand, considering Clawson's population include:

- Apparel Products and Services,
- Sporting Events
- Dating Services
- Pets
- Rugs
- Insurance

The final Esri report that the Market Analysis Team consulted is the *Retail Market Potential Report* for Clawson, 1 mile radius. This report calculates the MPI, or Market Potential Index for various products based on consumer behavior and Clawson's demographic profile. (Esri, U.S. Household Survey Gfk MRI, 2014) (See full report in Appendix F) This report gives the MPI for specific products. An MPI above 100 indicates a greater than average sales potential. **Data from this report indicates that the following goods should have a slightly higher than average rate of purchase in Clawson:**

- Jewelry and Women's Apparel
- Automotive Maintenance
- Cell Phone (less than \$50)
- Personal Computer
- Convenience Store Items
- Entertainment, DVD's, Bars
- Investments
- Health, Exercise
- Insurance
- Televisions
- Domestic Travel

Gap Analysis Recommendations

According to the above information, there is opportunity for market growth in Clawson's, DDA Retail Market District. Clawson's current business mix is bringing customers in from nearby markets for the many unique products they offer. The many resale shops in Clawson offer a variety of collector items such as antiques, music and books. These shops offer great bargains for shoppers and an opportunity for individuals to sell their gently used items. There is a great variety of restaurants, bars, and specialty foods which brings customers into Clawson in the evening. There are specialty stores which offer hard to find items, like magic supplies, custom screen-print clothing, harps, and more. This variety of unusual items is a great attraction for the Clawson business district.

The *Marketplace Profile* reveals that Clawson's residents must visit other communities to get general merchandise items like new clothing, groceries, electronics, sporting goods, and auto maintenance items. The Clawson DDA should consider these areas of leakage when filling the vacancies in its retail market area.

Another issue that the DDA should recognize is that allowing too many businesses of a certain industry into the downtown area not only creates more competition within that industry; it reduces space that could be used by a complementary industry. Reducing competition and encouraging more complementary businesses within the DDA will increase the retail sales of the market area and benefit all downtown business owners.

Business Owner Survey

Objective

The objective of this survey was to help gather data from downtown business owners to better help the Clawson Downtown Development Authority market Clawson. We wanted to gather input from the business owners to help determine what businesses are missing from downtown, provide data for the attraction and retention of businesses, help the DDA market downtown Clawson to fill current vacancies, and use this data to help produce a brochure to perspective businesses.

Methodology

Two primary research tools were used to produce the findings, a survey that local businesses filled out on their own consisting of a Likert scale along with multiple selection questions and a face-to-face interview. We looked at other Business Owner surveys previously created as a base for the questions, and used the questions we felt would be most beneficial to Clawson. Downtown Madison, WI (University of Wisconsin-Extension, 2011) as well as Newport, VT (University of Vermont-Extension, 2011) administered the two primary business surveys we utilized. The questions were used to gather information about the business, data on how business owners felt about Clawson's services, and how Clawson can better help the local downtown businesses. The first survey was distributed to each business owner at their place of business with a flexible timeframe of one to two

weeks to complete the survey. The administrators then returned to the business to collect the survey. The second portion of the survey consisted of an interview with the business owner, usually conducted after collecting the first survey. The interview questions consisted of more in depth questions regarding their business profile, how they feel the DDA is achieving its goals, and any comments or suggestions for the DDA and the City of Clawson in general. We input the survey data into [surveymonkey.com](https://www.surveymonkey.com) and [simplesurvey.com](https://www.simplesurvey.com) to analyze the results. We then used word coding to determine what underlying themes were most mentioned by the respondents. We manually coded the answers by reading through the transcripts of the interviews and grouped the answers appropriately to their themes.

We had set out to achieve a 100% response rate on the surveys due to the fact we were only gathering data from those businesses who were directly involved with the DDA. The total number of businesses we set out to collect data from was 37. The response rate for the first survey was 78.4%, and we were able to achieve an 83.8% response rate for the face-to-face interview. We were expecting for the take-home portion to have a higher response rate, but we believe that, due to the flexible time period to finish the questionnaire, some of them did not complete it. While we didn't achieve the 100% goal, we felt that we had a good response rate nonetheless, as some business owners were too busy to participate in the survey.

Limitations

There were several limitations to the survey. The first limitation is that we focused solely on businesses within the DDA. Second, the businesses surveyed primarily included the restaurant, service, and retail businesses in the DDA. Businesses such as those located in office buildings, doctors, dentists, and other professional services, did not participate in the survey. Third, we only participated with businesses within the DDA, and other Clawson businesses could have given valid input on how to better the downtown area. Finally, since we were only surveying DDA businesses the sample size was very small, which could possibly affect the survey results. However, the primary purpose for the survey is to analyze the Main Street area, so we determined gathering input from DDA locations as the

most crucial given limited resources. See Appendix G for complete Business Owner's Survey.

Key Findings

- The highest percentage of "agree" responses was 93%, where *business owners agreed that they are pleased with their current business location.*
- The highest percent of "disagree" answers was 55%, where business owners *disagreed that most of their customer base comes from the City of Clawson.*
- The highest percent of "somewhat disagree" answers was at 24%, where business owners *disagreed that the City of Clawson is doing what it can to retain its current businesses.*
- The highest percentage of "neutral" answers was 41%, where business owners were *neutral on whether getting a new business permit was difficult.* This is most likely due to a large percentage of Clawson businesses that have been in the area for many years.
- At a 41% "disagree" rate, *many businesses feel that parking in Clawson is inadequate*, but per their responses to interview questions, were also very happy that Clawson added extra street parking.
- The highest average towards "agreed" was at 4.66 of 5.0, where business owners agreed that *most of their sales came from inside the store, as opposed to internet or phone sales*
- The lowest average towards "agreed" was at 2.55 of 5.0, where business owners agreed that most of their customer base was located in Clawson, which indicates that *most businesses in Clawson feel they are destination locations.*
- The highest response rate was at 56.52%, where *respondents chose great location as their reason for being attracted to Clawson.*

- The most selected answer businesses chose for the question “what other cities did you consider and why?” was Royal Oak at 88.24%, with the *most popular answer for considering other cities was higher foot traffic.*
- *61.54% of respondents chose “yes” when asked if they considered expanding their business, and responded with, “I don’t know” when asked how the Clawson DDA can assist them in their expansion.*
- If respondents were to attend a DDA seminar, *60% wanted a seminar on expanding their customer base, with the second most requested were seminars on social media and inviting window displays at 40%.*
- *Respondents selected January and February as their slowest months each at 26.6%, most likely due to weather conditions causing a lack of foot traffic.*
- *The most business owners identified their target market were Clawson locals, however, 55% disagreed when asked if most of their customer base comes from Clawson.*
- The most commonly heard negative comment in the interviews was that *business owners feel there is a lack of communication between them and Clawson.*
- Based upon the interview, *expanded parking is considered the biggest improvement made by the Clawson DDA.*

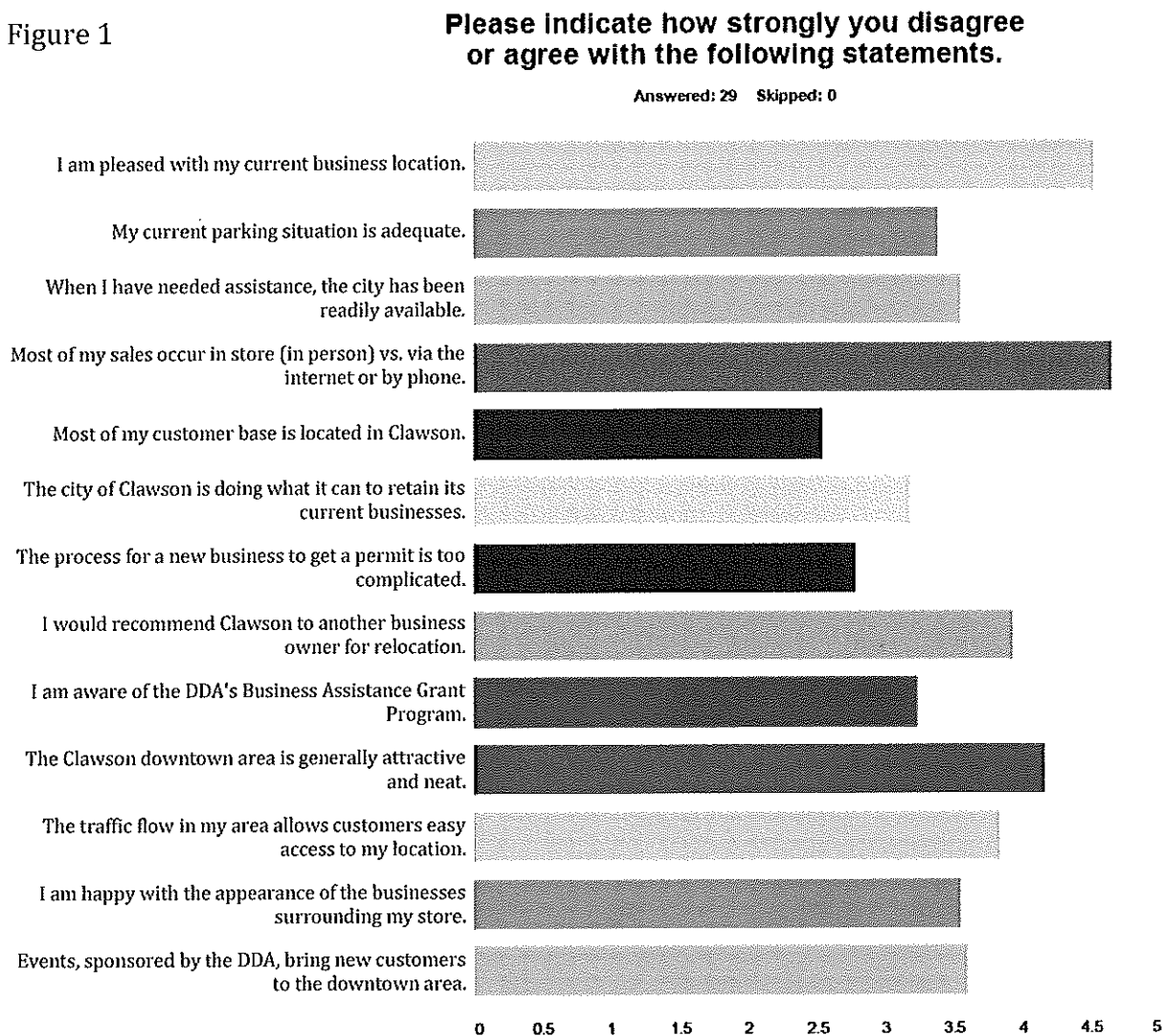
Characteristics of Responding Businesses

The businesses surveyed were organized into two main categories, retail and service. The service categories were then divided into food service locations and “other” services, which included clothing repair, hair salons, and financial professional services. For the survey, 48% of the respondents were categorized as retail, 35% were food service, and 16% were in the service - other category. For the interview, 51% of the responding businesses were categorized as retail, 32% food service, and 16% were designated as services - other category.

Survey Results

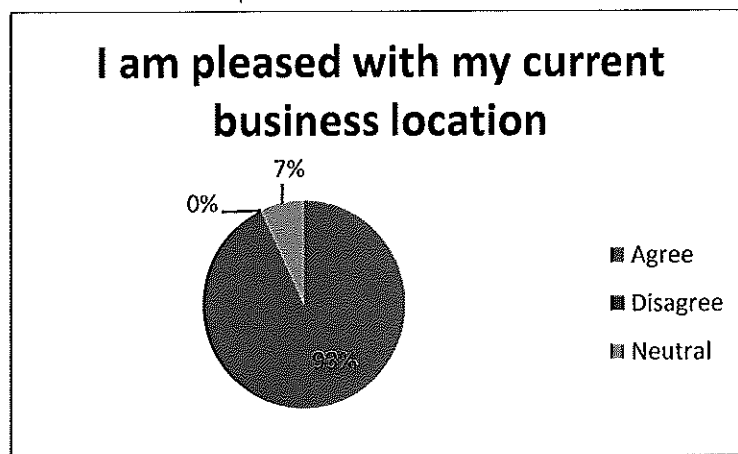
The first question of the business survey asked respondents to "agree" or "disagree" with statements about the DDA and the City of Clawson. [See Appendix for survey] Figure 1 shows the mean results for each question asked, with the majority of their sales occurring inside the store as opposed to internet and phone (4.66) and the lowest result (2.55) stating that most of their customer base is located in Clawson.

Figure 1

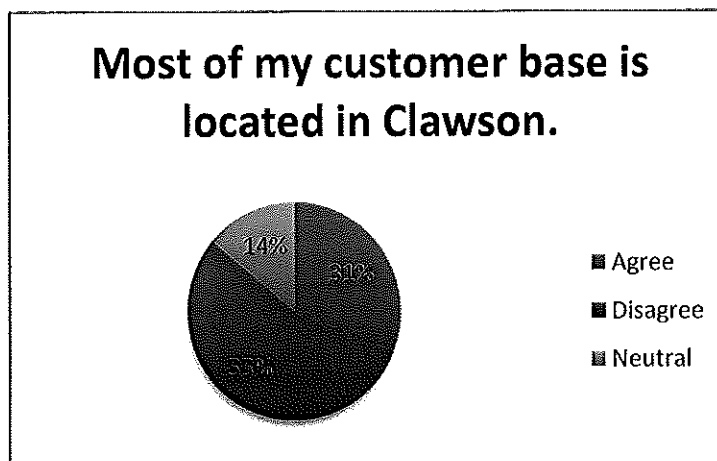


The question that garnered the most "strongly agree" answers with 79.31% of respondents were *"Most of my Sales occur in store vs. internet or by the phone."* The question that received the most "somewhat agree" answers were 51.72% of the respondents for both of the questions *"The Clawson downtown area is generally neat and attractive"* and *"The traffic flow in my area allows customers easy access to my location."* The most neutral responses

used as an answer was for "the process to get a permit is too complicated." The most "somewhat disagree" responses were for the statement *"The City of Clawson is doing what it can to retain its current businesses"* as well as *"Most of my customers are located here in Clawson"* at 24.14%. Finally, the most "strongly disagree" responses were for *"Most of my customer base is located in Clawson"* at 31.03%. The results for these questions were also grouped into "agree, disagree, and neutral" answers to find out the questions respondents agreed with and disagreed with the most based on number of answers, as opposed to the average. The chart below shows the largest proportion of agree to disagree answers, which also came from the question *"I am pleased with my current business location"* at 93% to 7%.



The figure below shows the largest disagree to agree ratio of answers, which was for the statement, *"Most of my customer base is located here in Clawson"* at 55% to 31%. The second highest was for the question *"My current parking situation is adequate"* at 41% to 59%.



If you would like to view the rest of the figures on each individual response, please see Appendix H.

On the survey, respondents were also asked to answer multiple-choice questions about Clawson. The first question asked what attracted the business owner to Clawson. Chart 1.1 shows that the highest response was for answer “Great Location” at 57% and the lowest was for “Low utilities cost” at 17%.”

What attracted you to Clawson? Check all that apply.

Answered: 23 Skipped: 6

Answer Choices	Responses	
Great location	56.52%	13
Small town atmosphere	52.17%	12
Low Rental/Lease cost	43.48%	10
Good customer base	34.78%	8
Low Utilities cost	17.39%	4
Total Respondents: 23		

Chart 1.1

Respondents were also asked what other cities they considered choosing when starting their business. Chart 1.2 shows that 88% of respondents considered Royal Oak as an option, while only 18% considered Berkley.

What other cities did you consider and why? Check all that apply.

Answered: 17 Skipped: 12

Answer Choices	Responses	
Royal Oak	88.24%	15
Ferndale	52.94%	9
Troy	47.06%	8
Birmingham	35.29%	6
Berkley	17.65%	3
Total Respondents: 17		

Chart 1.2

Respondents were then asked if they have ever considered expanding their business. 62% replied “yes” while 38% responded “no.” A follow-up question was then asked seeking to determine if the respondents would be interested in attending a seminar hosted by the DDA, and if they were, what topic would interest them.

Chart 1.3 illustrates responses to this question. The topic requested most was *Expanding your customer base*, at 60%, with the lowest being 10% for *Understanding your target market*. Only 10 people responded to this question for a 34% response rate.

Would you be interested in attending seminars arranged by the DDA? If so, what topics? Please check all that interest you.

Answered: 10 Skipped: 19

Answer Choices	Responses	
▼ Expanding Your Customer Base	60.00%	6
▼ Social Media - Free Advertising!	40.00%	4
▼ Inviting Window Displays	40.00%	4
▼ Business Finance	30.00%	3
▼ Understanding Your Target Market	10.00%	1
Total Respondents: 10		

Chart 1.3

The final question on the survey asked the respondent to *Name their three slowest months*. The months mentioned the most were January and February at 27%, and then March and July at 9% each.

Interview Results

The second portion of the survey involved a face-to-face interview with each individual business owner. This approach could provide qualitative data about the City of Clawson. Each business owner was asked eleven questions pertaining to their business and to their experiences with the City of Clawson to help gain feedback on Clawson’s performance in the downtown area. The first few questions concerned the business's availability to its customers.

Figure 1.4 shows how many businesses are open past 5pm for each day of the week. The highest number of businesses is open on Tuesday, Wednesday, and Thursday, while Sunday is the day that the fewest businesses are open, followed by Saturday.

Figure 1.4

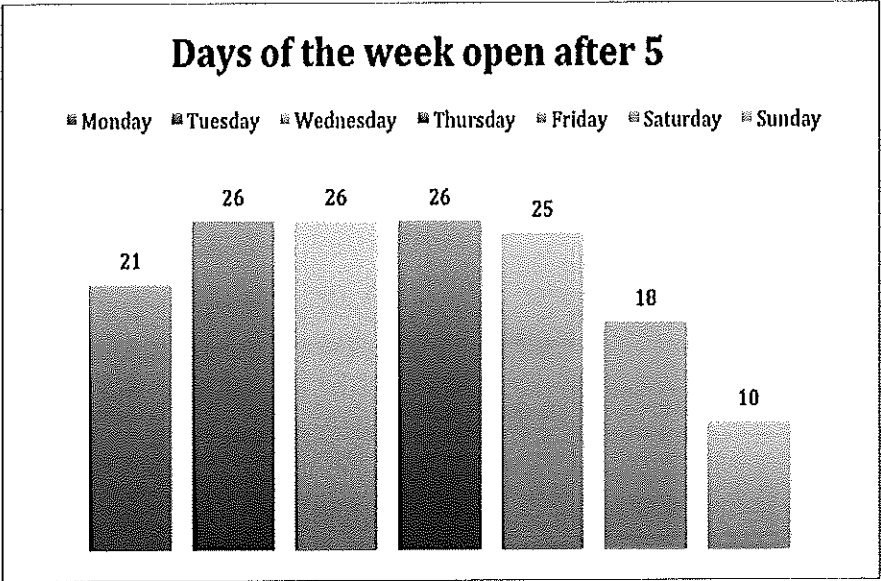


Figure 1.5 shows what business owners believe to be the busiest time of the day, in an average week. There were as many who felt the afternoon or night was the busiest, as those who thought there was no difference between any times. The least busy time was in the morning.

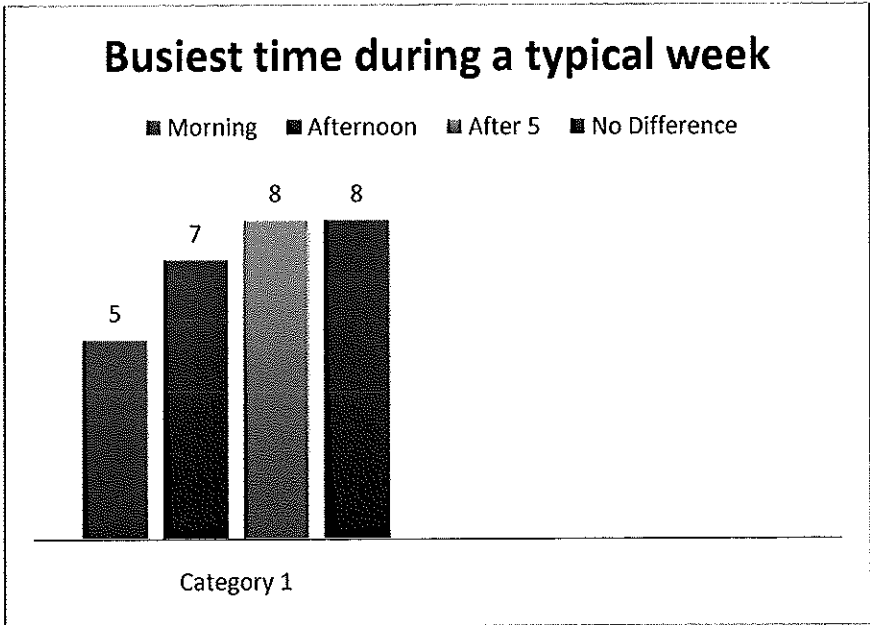


Figure 1.5

The next series of interview questions were open-ended, asking business owners to give their opinions on Clawson in general as well as opinions on their own business. To simplify the results, using word coding, the responses were divided into different categories. The following is a quick summary table of the most common responses to the questions. The text below the summary chart gives a more in-depth look at the individual questions and responses.

Interview Results Summary Table

Question	Most common response	Second most common response	Third most common response
What programs have you seen in other cities that you think would be beneficial for Clawson businesses?	None	More social events	Business programs to help small business
What improvements, that the city has made, have benefitted your business?	None	Expanded parking	Upcoming streetscape
What is the toughest competition for your business?	None	Same type of local businesses in Clawson	Online businesses
Please describe the target market of your business?	Locals	Older Adults	Anyone
What downtown businesses compliment or share a customer base with yours?	Leon & Lulu	Black Lotus	All of the downtown restaurants
What are your thoughts on the progress that the DDA is making towards revitalizing the downtown area?	Good	Slow	Moderate
Please provide comments, positive & negative, about your experience doing business here in Clawson (positive responses)	Communication with the DDA/City	General dealings with people in the City	Affordable Rent/Improved beautification
(negative responses)	Lack of communication with Clawson	Sign and window ordinances	City politics
Suggestions	Bring in more businesses downtown	Increase methods of communication with receiving updates from the DDA	Meetings where business owners can speak with each other

The first interview question asked owners *“What programs have you seen in other cities that you think would be beneficial for Clawson businesses?”*

The largest response by owners was that they did not know of any other programs other cities used that could help Clawson. This was most likely due to most business owners being established in Clawson for a long period of time and they did not

associate with any other owners from nearby cities. One respondent did not know of any specific programs, but added "I like how Ferndale, Rochester, Birmingham, Farmington Hills and Ann Arbor market themselves, with Ann Arbor ranking the highest."

The second most common answer was that other cities provide a lot more social events that help businesses. Suggestions were events or activities similar to Arts Beats & Eats, The Pig & Whiskey Festival, carriage rides, and movie nights. There was a consensus they would like the events to be on a larger scale than they are currently.

Finally, a few businesses mentioned the need for more business-oriented events. Suggestions included giving customers discount coupons for complementary businesses as well dining rewards programs to bring customers to the City.

The second question asked, ***"What improvements, that the City has made, have benefitted your business?"***

The most common answer replied that "no improvements have directly benefitted their business". One of the respondents did want to expand on their "none" answer and added, "none have really benefitted the business, but there should be advertising (for) downtown (businesses) to local areas with the same demographics. Also, the ***City*** needs some franchise that will draw customers to Main Street."

An almost equal response was that the parking situation has benefitted their business the most. The expanded parking has made it easier for customers to reach their store and has helped them generate more business.

The third most common answer was that businesses feel the streetscape is going to help generate more customers to their location and give Clawson more walkability.

The next most common answer was the general appearance of Clawson has gotten better and is helping bring more patrons into Clawson.

Finally, several owners mentioned that the events that Clawson holds in the city help bring people into Clawson and shop. There were several mentions, however, that event's such as the car show actually hurts business as Main Street is blocked off and they actually lose business during that specific event.

The third question asked, ***"What is the toughest competition for your business?"***

The most given answer by a wide margin was that there is no competition for businesses in the area. The second most replied answer was that online stores were the biggest competition. This result could possibly be linked to another cause of concern by businesses that not enough people from Clawson shop at their locations and they rely heavily on people from other areas of Metro-Detroit. A respondent added that one of the problems for her business is, "clients don't come from Clawson, locals here prefer cheaper dining options, and there is nothing between cheap and expensive dining, there is no middle ground." Finally, the third most given answer was that big box stores pose the biggest threat to their business, along with local businesses, similar to their own, which reside in Clawson.

The next question asked, ***"Please describe the target market of your business?"***

The most common answers given were "locals" and "older adults". The next most common answer was that businesses were targeting "anyone" and specifically "women" and "young professionals." We noticed there was a lack of responses for businesses having men as their target market as well as children.

The fifth interview question asked the respondent, ***"What downtown businesses compliment or share a customer base with yours?"***

The most common answer was Leon & Lulu. The next most common theme in respondents was that restaurants complement their business. As one respondent noted, "People will have lunch and then go shopping afterwards." There was a common link between retail stores and restaurants having a mutually exclusive benefit to each other. Many retail shops named various restaurants and vice-versa. The next most mentioned places of business after Leon & Lulu were Black Lotus and

Noble Fish. More restaurants were mentioned as opposed to retail stores, showing that Clawson may have to focus some of their business mixture to include more retail locations.

The sixth question asked, ***“What are your thoughts on the progress that the DDA is making towards revitalizing the downtown area?”***

Eleven respondents indicated good progress, while six indicated moderate progress. Eight respondents described the progress was either slow or non-existent. Many, who stated they thought the progress was good, mentioned they realized the DDA is putting forth an effort, and it takes time to make progress and are overall very happy with the direction of Clawson.

The underlying theme, for people who thought there was moderate progress, was that they like the direction the City of Clawson is going, but they would prefer it move at a faster rate. Respondents who indicated progress is not happening mentioned they felt the businesses were not being supported enough in the revitalization process and there is too much of a focus on specific types of businesses such as restaurants as opposed to retail.

The final question asked the respondents to ***“Please provide comments, positive & negative, about your experience doing business here in Clawson.”***

We broke down the answers to this question into 3 categories: positive comments, negative comments, and suggestions for the DDA.

We first looked at the negative comments and the most mentioned response was a lack of communication by Clawson and the downtown businesses. One owner told us that, “No DDA member, councilman, or mayor has ever visited my restaurant, and there has been no communication by the City.” It was a shared frustration among several businesses, with one respondent suggesting Clawson should put out, “maybe a monthly newsletter, or a single point of contact to reach someone.”

The second biggest negative response given was in regards to two issues. The first regarded signage ordinances in the ***City***. Business owners mentioned that

ordinances that limit signs are not helping businesses at all, and that signage needs to be expanded. Also, one owner felt there was no consistency in what you can keep in your windows.

The second issue brought up is that owners believed there is too much “politics” going on, which allows for some businesses to receive special privileges. One respondent indicated that he was unhappy in Clawson and that he felt, “some business owners have more of a say than others, some owner’s carry more weight with the City than others.” Another respondent felt the businesses that have been around the longest have more say and that his or her opinion is not as important.

Other notable comments worth mentioning were that some businesses didn’t feel like the community based events helped their business, although they did understand it was good for the City as a whole.

Finally, it was also mentioned that while parking has improved in Clawson, it still needs improvement and could be better.

Clawson also received many positive comments by businesses regarding their experiences with the City. Many comments were general responses that Clawson is doing a great job overall. More specific opinions mentioned they felt the communication with the City was very good with one respondent stating, “I would recommend Clawson to anyone, and I have had good communication with the City and the DDA.”

The second most mentioned positive comment had to do with dealing with people at the DDA and the City. A quote by one of the respondents, “I feel the City has a good group of caring people and I feel a part of the community” sums up the general theme of all the respondents mentioning the people at the City.

Finally, other notable comments were that respondents felt the beautification projects are going well and are helping the City, and that the cheaper rent compared to other cities is an attractive feature of Clawson.

Although not a specific question on the survey, many respondents wanted to leave suggestions for the DDA as well.

Two different suggestions were often mentioned. The first was that Clawson needs to bring in more businesses downtown. Some of the suggestions in regards to bringing businesses downtown included, bringing a farmers' market downtown to attract people, bringing in more businesses to increase city pride and excitement, and that the City needs more retail stores to increase foot traffic.

The second most common suggestion was that businesses would like better communication when it comes to DDA meetings and meeting agendas. Suggestions about meeting times with the DDA included, "It would be easier if I were emailed a link to a video of the meeting so I could watch on my own time," and "I attend some DDA meetings, I do not get the agenda, I might be interested in receiving it." Other notable suggestions included meetings just for businesses owners so they can get together and discuss city issues that affect their businesses. Respondents felt it would be a viable way to get businesses to work together, and also they will become more personable with each other.

Other respondents advised that Clawson should look into freezing over the tennis courts like they used to and turn them into hockey rinks in the winter, as it used to be a big hit with the community. Also, the DDA should look into a "restaurant week" type event.

Strengths, Weaknesses, Opportunities and Threats

Next, is an analysis of the strengths, weaknesses, opportunities, and threats (SWOT) which have been pointed out in the demographics analysis, business survey, business interviews, gap analysis, and the visioning report by Main Street Oakland County for the City of Clawson.

SWOT defined

The following is an excerpt from the City of Edmonton's SWOT Analysis (The City of Edmonton, 2012),

"Strengths (Positive, Internal): positive attributes or assets currently present in the City of Clawson, in comparison to its region.

Weaknesses (Negative, Internal): local issues or characteristics that limit the current or future growth opportunities for the City of Clawson

Opportunities (Positive, Internal and External): Area's where the City of Clawson can remedy its weaknesses.

Threats (Negative, Internal and External): trends that can threaten Clawson's future and attractiveness to businesses. They can be local weaknesses, global trends, or shift in consumer demand."

Summary of SWOT Analysis

The City of Clawson has many positive attributes. The City is in a great location, and has a dense population area that can attract people from nearby cities. Neighboring cities have a large, diverse population, who do not have a walk-able downtown area to visit. The Clawson downtown area can be developed to attract people not only from Clawson, but also these neighboring cities. This SWOT analysis provides insight to the challenges and opportunities Clawson may face when developing its downtown. The following strengths, weaknesses, opportunities, and threats were discovered through the research in the gap analysis, business survey feedback, business owner interview feedback, and the visioning report provided by Main Street Oakland County.

Strengths

- New expanded downtown parking
- Future streetscape to increase walkability Downtown
- Clawson's overall location
- Strong sense of community by local residents
- Area within downtown to hold larger community events
- Local businesses eager to help the City attract people downtown
- Downtown is generally neat and attractive

- Stable economy, locality not affected too much by economic upswings and downswings
- Affordable rent for downtown businesses
- Competitive business cost environment
- Small town atmosphere

Weaknesses

- Communication between the City and its downtown businesses
- Lack of businesses targeting adult males and children
- Lack of non-resale clothing stores
- Over saturation of hair salons, specialty resale, and specialty retail businesses downtown
- Lack of businesses that get people to stay downtown and enhance its vibrancy to customers, (i.e. a coffee shop, bakery, etc.)
- Overall business mixture needs to be examined
- Vacant and dilapidated buildings

Opportunities

- Revision of the master plan to mold the downtown in how it will be envisioned from community and business input
- Use the vacant buildings available to change the business mixture of downtown and increase its vibrancy (i.e. new clothing, groceries, electronics, sporting goods, coffee shop locations)
- Host events that will bring people in the community downtown, but also help increase sales for downtown businesses (i.e. farmers market, restaurant week, festivals hosted by local businesses)
- Market the lower cost environment to entice businesses to the downtown area
- Attempt to market downtown to the younger generation of customers
- Focus the downtown lighting on being more pedestrian friendly to increase vibrancy and walkability

- Attract a customer base from nearby cities who do not have a downtown walk-able city center, i.e. Troy and Madison Heights.

Threats

- Competition from other cities vying for business
- Minimal population growth opportunities
- Homogeneous population living in Clawson
- Competition from online businesses and big box retail stores

Next Steps

Clawson should incorporate the results of this analysis into its strategic plan for downtown development. The strategic plan should include input from all stakeholders so that they have a clear and precise vision and mission for the downtown area.

Final Recommendations and Conclusion

This market analysis found that most business owners located in Clawson's downtown are very pleased with their location and, most owners expressed that the downtown looks very neat and attractive. Many business owners feel that the DDA is making good progress and that its efforts will benefit all businesses within the DDA. Clawson has an interesting and attractive downtown area. Its stores are closely located and convenient for pedestrian traffic. The efforts by the Clawson DDA to revitalize the downtown area are paying off and they are poised to attract new and desirable businesses. There is a strong core of DDA businesses that are involved and actively assisting with the transformation Clawson is undertaking. In order for the DDA to continue its forward momentum, they must enlist the support of *all* businesses in the DDA and become more united in its mission.

Communication is the key to helping all business owners understand the importance of this revitalization project and the benefit it will bring to all DDA business owners.

The DDA should make more effort to bring in all business owners for meetings and decision making. If business owners are not able to attend DDA meetings, the DDA should provide meeting minutes and a summary of current issues. Business owners must

understand the DDA mission and vision and must support the changes that the Clawson DDA wants to implement.

DDA Director, Joan Horton, has a very good rapport with all DDA business owners and they all feel that she is making positive progress in Clawson's revitalization efforts. At the same time, there were a number of business owners who felt that they had no say in decisions by the DDA and that their opinions did not matter. Many stated that they did not attend DDA meetings because they were held during business hours. They also stated that they were not aware that DDA meeting minutes were available online. If this is true, the DDA must find a cooperative way to facilitate communication with business owners regarding every day DDA issues.

These same business owners are unhappy about decisions that have impacted their businesses, including community events, signage, and parking ordinances. In order for there to be a smooth transition when changes are made, business owners must understand why the changes are for the benefit of the DDA and especially, why the changes will ultimately benefit their business. Many respondents in the survey felt the City lacked communication, or were very hard to communicate with. For example, some businesses felt confused when it came to sign ordinances. They didn't know exactly what could be done with their signs, or felt that there were different standards for signage depending on the business. Clawson should communicate more clearly on the issue of sign ordinances, and make sure the rules are enforced equally to everyone.

Clawson should strive to expand its business mix by seeking out businesses that serve locals, as well as businesses that will attract new customers from nearby communities. A conflicting belief that stood out in the survey was that business owners believe they are trying to target locals in Clawson, but in reality, most of their customers are coming from outside of Clawson. The gap analysis further supports this observation, as most of the retail locations downtown, are considered destination locations. Business owners must be educated in business strategy and understand basic business principles so that they can be successful.

The DDA should actively seek businesses that will complement the current business mix and match them to the available properties. Ideally, new businesses should complement existing businesses and offer customers multiple reasons for shopping in downtown Clawson. An example of a complementary business mix could include a coffee shop, a bakery, a craft store, a restaurant, and a clothing store. Clawson has many re-sale clothing stores, but almost no clothing stores selling new merchandise. In addition, there aren't any stores directed towards men, babies, or small children. Bringing in a broader mix of retail businesses to Clawson will attract a new customer base, and will provide opportunity for higher sales for the entire downtown area. The DDA should be sure that property owners understand the importance of leasing to businesses that will attract new customers, rather than generate more competition for current businesses. Business owners should have a mandatory seminar on the Clawson Retail Mix and new leases should be reviewed by the DDA prior to approval.

While businesses understand the benefit of community events downtown they would like to see more business oriented events that will encourage attendees to stop in and shop. Suggestions included sidewalk sales, a restaurant week, and something similar to the Pig and Whiskey festival in Ferndale, which would bring a younger demographic into Clawson.

The DDA should provide all business owners with current grants and business incentives they are eligible for. Some of the business owners indicated that they were unaware of assistance they were eligible for. Providing business owners with valuable incentives will show them that the DDA cares about their business and it may encourage them to make improvements that will benefit all members of the DDA.

One important objective of the survey was to get personal input from the people who are doing business in Clawson every day. Interviewing business owners personally and allowing them to voice their opinions not only gave valuable input for this project, it also showed the business owners that their opinions matter and that the Clawson DDA wants their involvement in the Main Street revitalization project. We hope that the Clawson DDA will consider the business owner's suggestions and concerns when deciding how to develop its downtown, as small business owners are a key component to creating an attractive and prosperous downtown area.

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Appendix

Esri – Market Profile, Clawson, MI 1,3,5 mile radii	A
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Market Profile

Clawson, Michigan, United States
Rings: 1, 3, 5 mile radii

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	15,399	103,841	315,316
2010 Total Population	14,555	101,561	306,594
2013 Total Population	14,568	102,039	307,370
2013 Group Quarters	119	498	1,646
2018 Total Population	14,769	103,932	312,399
2013-2018 Annual Rate	0.27%	0.37%	0.33%
Household Summary			
2000 Households	6,728	48,595	132,559
2000 Average Household Size	2.27	2.12	2.36
2010 Households	6,604	47,361	129,746
2010 Average Household Size	2.19	2.13	2.35
2013 Households	6,644	47,750	130,550
2013 Average Household Size	2.17	2.13	2.34
2018 Households	6,751	48,719	132,935
2018 Average Household Size	2.17	2.12	2.34
2013-2018 Annual Rate	0.32%	0.40%	0.36%
2010 Families	3,743	24,942	78,697
2010 Average Family Size	2.88	2.92	3.05
2013 Families	3,738	24,945	78,652
2013 Average Family Size	2.87	2.92	3.04
2018 Families	3,765	25,173	79,359
2018 Average Family Size	2.88	2.93	3.05
2013-2018 Annual Rate	0.14%	0.18%	0.18%
Housing Unit Summary			
2000 Housing Units	6,851	50,365	136,730
Owner Occupied Housing Units	76.6%	61.6%	72.1%
Renter Occupied Housing Units	21.6%	34.8%	24.9%
Vacant Housing Units	1.8%	3.5%	3.1%
2010 Housing Units	6,980	51,454	139,314
Owner Occupied Housing Units	70.5%	57.2%	66.4%
Renter Occupied Housing Units	24.1%	34.9%	26.7%
Vacant Housing Units	5.4%	8.0%	6.9%
2013 Housing Units	6,995	51,525	139,604
Owner Occupied Housing Units	69.8%	56.9%	66.0%
Renter Occupied Housing Units	25.2%	35.8%	27.5%
Vacant Housing Units	5.0%	7.3%	6.5%
2018 Housing Units	7,088	52,086	141,124
Owner Occupied Housing Units	70.3%	58.0%	67.0%
Renter Occupied Housing Units	25.0%	35.5%	27.2%
Vacant Housing Units	4.8%	6.5%	5.8%
Median Household Income			
2013	\$53,960	\$53,763	\$57,008
2018	\$64,325	\$64,418	\$70,025
Median Home Value			
2013	\$129,913	\$143,439	\$142,836
2018	\$152,959	\$172,860	\$170,016
Per Capita Income			
2013	\$29,834	\$33,399	\$34,076
2018	\$34,449	\$38,991	\$39,848
Median Age			
2010	40.1	38.3	39.8
2013	41.0	39.2	40.7
2018	42.8	40.5	41.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014

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Market Profile

Clawson, Michigan, United States
Rings: 1, 3, 5 mile radii

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	1 mile	3 miles	5 miles
2013 Households by Income			
Household Income Base	6,644	47,750	130,550
<\$15,000	9.2%	12.3%	11.4%
\$15,000 - \$24,999	9.5%	9.0%	9.1%
\$25,000 - \$34,999	10.2%	10.2%	9.3%
\$35,000 - \$49,999	15.7%	13.8%	12.8%
\$50,000 - \$74,999	23.6%	21.4%	19.9%
\$75,000 - \$99,999	16.4%	13.1%	13.0%
\$100,000 - \$149,999	11.4%	12.8%	13.8%
\$150,000 - \$199,999	2.8%	4.3%	5.7%
\$200,000+	1.3%	3.0%	5.0%
Average Household Income	\$65,315	\$71,181	\$80,095
2018 Households by Income			
Household Income Base	6,751	48,719	132,935
<\$15,000	8.2%	11.0%	10.1%
\$15,000 - \$24,999	6.2%	6.1%	6.1%
\$25,000 - \$34,999	8.3%	8.4%	7.6%
\$35,000 - \$49,999	12.6%	11.0%	10.3%
\$50,000 - \$74,999	21.9%	20.2%	18.6%
\$75,000 - \$99,999	22.1%	17.6%	17.1%
\$100,000 - \$149,999	15.6%	17.0%	17.9%
\$150,000 - \$199,999	3.5%	5.3%	6.7%
\$200,000+	1.6%	3.5%	5.5%
Average Household Income	\$75,243	\$82,977	\$93,506
2013 Owner Occupied Housing Units by Value			
Total	4,884	29,297	92,103
<\$50,000	1.9%	1.5%	1.7%
\$50,000 - \$99,999	14.9%	12.8%	15.9%
\$100,000 - \$149,999	55.5%	41.1%	37.9%
\$150,000 - \$199,999	23.3%	27.6%	20.3%
\$200,000 - \$249,999	2.7%	9.8%	9.5%
\$250,000 - \$299,999	1.0%	3.8%	5.0%
\$300,000 - \$399,999	0.5%	2.4%	5.2%
\$400,000 - \$499,999	0.1%	0.7%	2.2%
\$500,000 - \$749,999	0.1%	0.4%	1.8%
\$750,000 - \$999,999	0.0%	0.0%	0.3%
\$1,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$133,264	\$156,068	\$174,273
2018 Owner Occupied Housing Units by Value			
Total	4,980	30,194	94,538
<\$50,000	0.9%	0.6%	1.0%
\$50,000 - \$99,999	5.7%	4.4%	8.0%
\$100,000 - \$149,999	40.9%	26.9%	29.5%
\$150,000 - \$199,999	42.0%	39.6%	28.7%
\$200,000 - \$249,999	6.7%	17.1%	14.7%
\$250,000 - \$299,999	2.6%	6.7%	7.5%
\$300,000 - \$399,999	0.8%	3.3%	6.0%
\$400,000 - \$499,999	0.2%	0.9%	2.4%
\$500,000 - \$749,999	0.1%	0.5%	1.8%
\$750,000 - \$999,999	0.0%	0.0%	0.3%
\$1,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$155,926	\$182,061	\$193,595

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014

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Market Profile

Clawson, Michigan, United States
Rings: 1, 3, 5 mile radii

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	1 mile	3 miles	5 miles
2010 Population by Age			
Total	14,551	101,563	306,592
0 - 4	5.6%	6.0%	5.8%
5 - 9	4.7%	5.1%	5.7%
10 - 14	5.0%	4.9%	5.9%
15 - 24	10.4%	10.4%	11.0%
25 - 34	17.3%	18.6%	14.7%
35 - 44	13.7%	14.7%	14.2%
45 - 54	15.9%	14.8%	15.5%
55 - 64	12.7%	11.9%	12.9%
65 - 74	6.9%	6.4%	7.1%
75 - 84	5.4%	4.8%	4.8%
85 +	2.5%	2.4%	2.3%
18 +	81.6%	80.9%	78.8%
2013 Population by Age			
Total	14,566	102,041	307,371
0 - 4	5.4%	5.7%	5.5%
5 - 9	5.2%	5.5%	5.8%
10 - 14	4.7%	5.0%	5.9%
15 - 24	9.9%	10.2%	10.9%
25 - 34	15.6%	17.0%	14.0%
35 - 44	14.8%	15.2%	14.0%
45 - 54	14.6%	14.3%	14.8%
55 - 64	14.3%	12.9%	13.8%
65 - 74	7.9%	7.3%	8.1%
75 - 84	4.9%	4.5%	4.7%
85 +	2.8%	2.5%	2.4%
18 +	81.8%	81.0%	79.4%
2018 Population by Age			
Total	14,771	103,931	312,400
0 - 4	5.2%	5.6%	5.5%
5 - 9	5.3%	5.4%	5.7%
10 - 14	5.2%	5.4%	6.0%
15 - 24	9.0%	10.0%	10.4%
25 - 34	12.4%	14.7%	13.0%
35 - 44	16.0%	15.4%	13.8%
45 - 54	13.5%	13.7%	14.1%
55 - 64	15.1%	13.6%	14.3%
65 - 74	10.1%	9.0%	9.8%
75 - 84	5.3%	4.7%	5.0%
85 +	2.7%	2.5%	2.4%
18 +	81.5%	80.7%	79.5%
2010 Population by Sex			
Males	7,117	49,515	148,899
Females	7,438	52,046	157,694
2013 Population by Sex			
Males	7,130	49,838	149,529
Females	7,438	52,201	157,842
2018 Population by Sex			
Males	7,225	50,863	152,336
Females	7,544	53,069	160,063

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014

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Market Profile

Clawson, Michigan, United States
Rings: 1, 3, 5 mile radii

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	1 mile	3 miles	5 miles
2010 Population by Race/Ethnicity			
Total	14,555	101,561	306,593
White Alone	93.5%	83.6%	80.7%
Black Alone	2.0%	4.9%	9.2%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.8%	8.5%	7.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.6%	0.5%
Two or More Races	1.9%	2.1%	2.2%
Hispanic Origin	2.2%	2.5%	2.0%
Diversity Index	16.2	32.6	36.2
2013 Population by Race/Ethnicity			
Total	14,567	102,040	307,370
White Alone	92.9%	82.5%	79.4%
Black Alone	2.4%	5.5%	10.0%
American Indian Alone	0.2%	0.3%	0.2%
Asian Alone	1.9%	8.7%	7.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	0.7%	0.5%
Two or More Races	2.1%	2.2%	2.4%
Hispanic Origin	2.4%	2.8%	2.2%
Diversity Index	17.7	34.6	38.2
2018 Population by Race/Ethnicity			
Total	14,770	103,933	312,399
White Alone	91.7%	80.5%	76.8%
Black Alone	2.9%	6.6%	11.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	2.1%	9.3%	8.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.8%	0.6%
Two or More Races	2.4%	2.5%	2.7%
Hispanic Origin	2.9%	3.2%	2.6%
Diversity Index	20.4	38.0	42.0
2010 Population by Relationship and Household Type			
Total	14,555	101,561	306,594
In Households	99.2%	99.5%	99.5%
In Family Households	75.6%	73.0%	79.5%
Householder	25.6%	24.6%	25.7%
Spouse	19.7%	18.9%	19.8%
Child	26.7%	25.7%	29.3%
Other relative	2.1%	2.6%	3.4%
Nonrelative	1.5%	1.2%	1.2%
In Nonfamily Households	23.5%	26.5%	20.0%
In Group Quarters	0.8%	0.5%	0.5%
Institutionalized Population	0.8%	0.4%	0.4%
Noninstitutionalized Population	0.0%	0.1%	0.1%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014

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Market Profile

Clawson, Michigan, United States
Rings: 1, 3, 5 mile radii

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	1 mile	3 miles	5 miles
2013 Population 25+ by Educational Attainment			
Total	10,897	75,084	220,910
Less than 9th Grade	2.0%	2.3%	3.3%
9th - 12th Grade, No Diploma	5.4%	4.5%	5.4%
High School Graduate	27.1%	20.9%	21.0%
Some College, No Degree	21.9%	18.7%	19.0%
Associate Degree	9.9%	7.8%	7.4%
Bachelor's Degree	23.2%	27.4%	25.5%
Graduate/Professional Degree	10.4%	18.4%	18.4%
2013 Population 15+ by Marital Status			
Total	12,333	85,522	254,538
Never Married	32.6%	33.3%	30.8%
Married	47.0%	48.6%	52.2%
Widowed	6.8%	5.9%	6.3%
Divorced	13.6%	12.3%	10.7%
2013 Civilian Population 16+ in Labor Force			
Civilian Employed	90.6%	91.7%	90.8%
Civilian Unemployed	9.4%	8.3%	9.2%
2013 Employed Population 16+ by Industry			
Total	7,523	53,104	149,519
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	4.6%	2.7%	2.9%
Manufacturing	13.2%	15.3%	16.3%
Wholesale Trade	2.8%	2.6%	2.6%
Retail Trade	12.3%	10.3%	10.6%
Transportation/Utilities	2.7%	2.1%	2.5%
Information	1.5%	2.2%	1.9%
Finance/Insurance/Real Estate	5.5%	7.7%	7.2%
Services	54.7%	54.6%	53.5%
Public Administration	2.4%	2.4%	2.4%
2013 Employed Population 16+ by Occupation			
Total	7,522	53,108	149,522
White Collar	67.6%	73.0%	72.5%
Management/Business/Financial	14.2%	18.4%	18.2%
Professional	27.8%	30.7%	30.2%
Sales	10.9%	11.1%	11.4%
Administrative Support	14.8%	12.8%	12.7%
Services	15.4%	13.8%	14.2%
Blue Collar	16.9%	13.1%	13.3%
Farming/Forestry/Fishing	0.1%	0.0%	0.0%
Construction/Extraction	3.8%	2.2%	2.2%
Installation/Maintenance/Repair	2.4%	2.4%	2.2%
Production	6.2%	5.2%	5.7%
Transportation/Material Moving	4.5%	3.4%	3.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014

Made with Esri Business Analyst



Market Profile

Clawson, Michigan, United States
Rings: 1, 3, 5 mile radii

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	1 mile	3 miles	5 miles
2010 Households by Type			
Total	6,603	47,361	129,745
Households with 1 Person	35.8%	39.3%	32.8%
Households with 2+ People	64.2%	60.7%	67.2%
Family Households	56.7%	52.7%	60.7%
Husband-wife Families	43.5%	40.5%	46.7%
With Related Children	17.4%	17.7%	20.6%
Other Family (No Spouse Present)	13.2%	12.1%	13.9%
Other Family with Male Householder	3.9%	3.5%	3.8%
With Related Children	1.7%	1.5%	1.7%
Other Family with Female Householder	9.3%	8.6%	10.1%
With Related Children	4.8%	4.6%	5.4%
Nonfamily Households	7.6%	8.1%	6.6%
All Households with Children	24.3%	24.0%	28.0%
Multigenerational Households	2.3%	1.8%	2.7%
Unmarried Partner Households	6.0%	5.5%	5.1%
Male-female	5.2%	4.8%	4.3%
Same-sex	0.8%	0.8%	0.8%
2010 Households by Size			
Total	6,603	47,361	129,746
1 Person Household	35.8%	39.3%	32.8%
2 Person Household	33.6%	31.3%	31.9%
3 Person Household	14.6%	13.7%	15.1%
4 Person Household	10.5%	10.6%	12.4%
5 Person Household	3.9%	3.6%	5.1%
6 Person Household	1.0%	1.0%	1.8%
7 + Person Household	0.6%	0.5%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	6,604	47,361	129,746
Owner Occupied	74.6%	62.1%	71.3%
Owned with a Mortgage/Loan	54.8%	45.6%	52.3%
Owned Free and Clear	19.8%	16.5%	19.0%
Renter Occupied	25.4%	37.9%	28.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014

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Market Profile

Clawson, Michigan, United States
Rings: 1, 3, 5 mile radii

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Cozy and Comfortable	Metropolitans	Cozy and Comfortable
2.	Rustbelt Retirees	Cozy and Comfortable	Metropolitans
3.	Midlife Junction	Old and Newcomers	Rustbelt Traditions
2013 Consumer Spending			
Apparel & Services: Total \$	\$9,145,816	\$73,637,226	\$223,259,763
Average Spent	\$1,376.55	\$1,542.14	\$1,710.15
Spending Potential Index	61	68	76
Computers & Accessories: Total \$	\$1,485,399	\$12,049,266	\$36,592,760
Average Spent	\$223.58	\$252.34	\$280.30
Spending Potential Index	90	102	113
Education: Total \$	\$9,028,699	\$72,400,324	\$223,331,064
Average Spent	\$1,358.93	\$1,516.24	\$1,710.69
Spending Potential Index	93	104	117
Entertainment/Recreation: Total \$	\$20,501,883	\$158,805,802	\$491,648,813
Average Spent	\$3,085.77	\$3,325.78	\$3,765.98
Spending Potential Index	95	102	116
Food at Home: Total \$	\$30,722,589	\$239,368,008	\$728,024,472
Average Spent	\$4,624.11	\$5,012.94	\$5,576.59
Spending Potential Index	92	100	111
Food Away from Home: Total \$	\$19,160,815	\$154,099,925	\$465,644,942
Average Spent	\$2,883.93	\$3,227.22	\$3,566.79
Spending Potential Index	90	101	112
Health Care: Total \$	\$28,625,926	\$210,542,840	\$661,568,421
Average Spent	\$4,308.54	\$4,409.27	\$5,067.55
Spending Potential Index	97	99	114
HH Furnishings & Equipment: Total \$	\$9,710,555	\$76,192,681	\$234,333,712
Average Spent	\$1,461.55	\$1,595.66	\$1,794.97
Spending Potential Index	81	89	100
Investments: Total \$	\$9,729,661	\$92,026,320	\$295,917,442
Average Spent	\$1,464.43	\$1,927.25	\$2,266.70
Spending Potential Index	71	93	109
Retail Goods: Total \$	\$142,150,457	\$1,094,473,778	\$3,372,990,287
Average Spent	\$21,395.31	\$22,920.92	\$25,836.77
Spending Potential Index	89	95	107
Shelter: Total \$	\$98,246,282	\$792,731,774	\$2,413,371,541
Average Spent	\$14,787.22	\$16,601.71	\$18,486.19
Spending Potential Index	91	102	114
TV/Video/Audio: Total \$	\$7,956,528	\$62,037,501	\$188,220,395
Average Spent	\$1,197.55	\$1,299.21	\$1,441.75
Spending Potential Index	93	101	112
Travel: Total \$	\$11,326,238	\$88,092,869	\$277,298,087
Average Spent	\$1,704.73	\$1,844.88	\$2,124.08
Spending Potential Index	93	101	116
Vehicle Maintenance & Repairs: Total \$	\$6,724,373	\$52,434,354	\$161,213,545
Average Spent	\$1,012.10	\$1,098.10	\$1,234.88
Spending Potential Index	93	100	113

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

March 25, 2014

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Tapestry Segmentation Area Profile

Clawson City, MI
Clawson city, MI (2616160)
Place

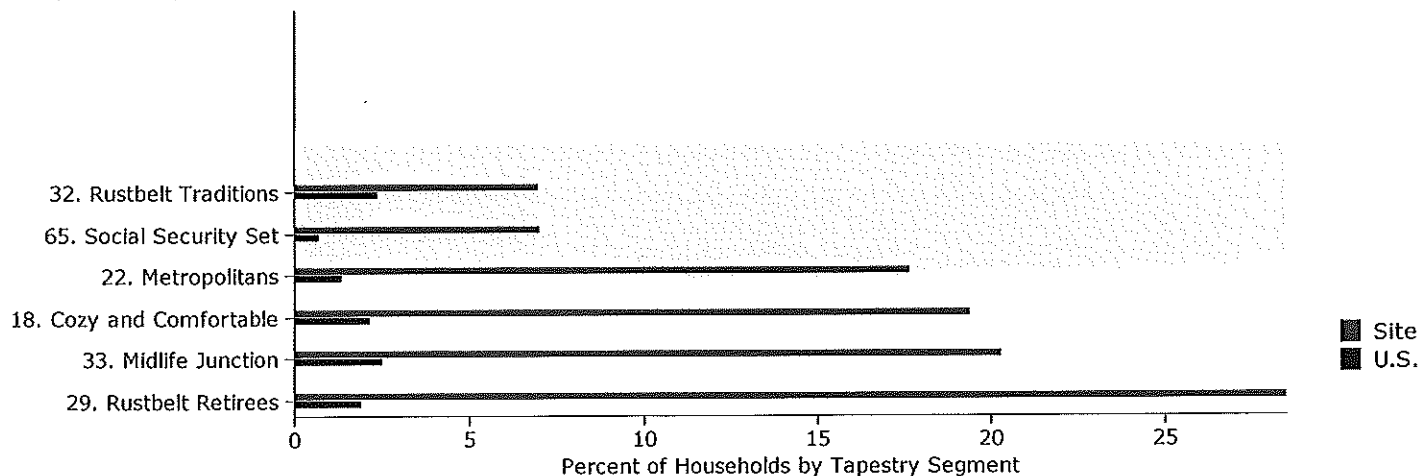
Top Twenty Tapestry Segments

Tapestry descriptions can be found here

Rank	Tapestry Segment	2013 Households		2013 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	29. Rustbelt Retirees	28.5%	28.5%	2.0%	2.0%	1462
2	33. Midlife Junction	20.3%	48.8%	2.5%	4.5%	797
3	18. Cozy and Comfortable	19.4%	68.2%	2.2%	6.7%	874
4	22. Metropolitans	17.7%	85.9%	1.4%	8.1%	1,241
5	65. Social Security Set	7.0%	92.9%	0.7%	8.8%	947
	Subtotal	92.9%		8.8%		
6	32. Rustbelt Traditions	7.0%	99.9%	2.4%	11.2%	290
	Subtotal	7.0%		2.4%		

Total **100.0%** **11.3%** **885**

Top Ten Tapestry Segments Site vs. U.S.



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

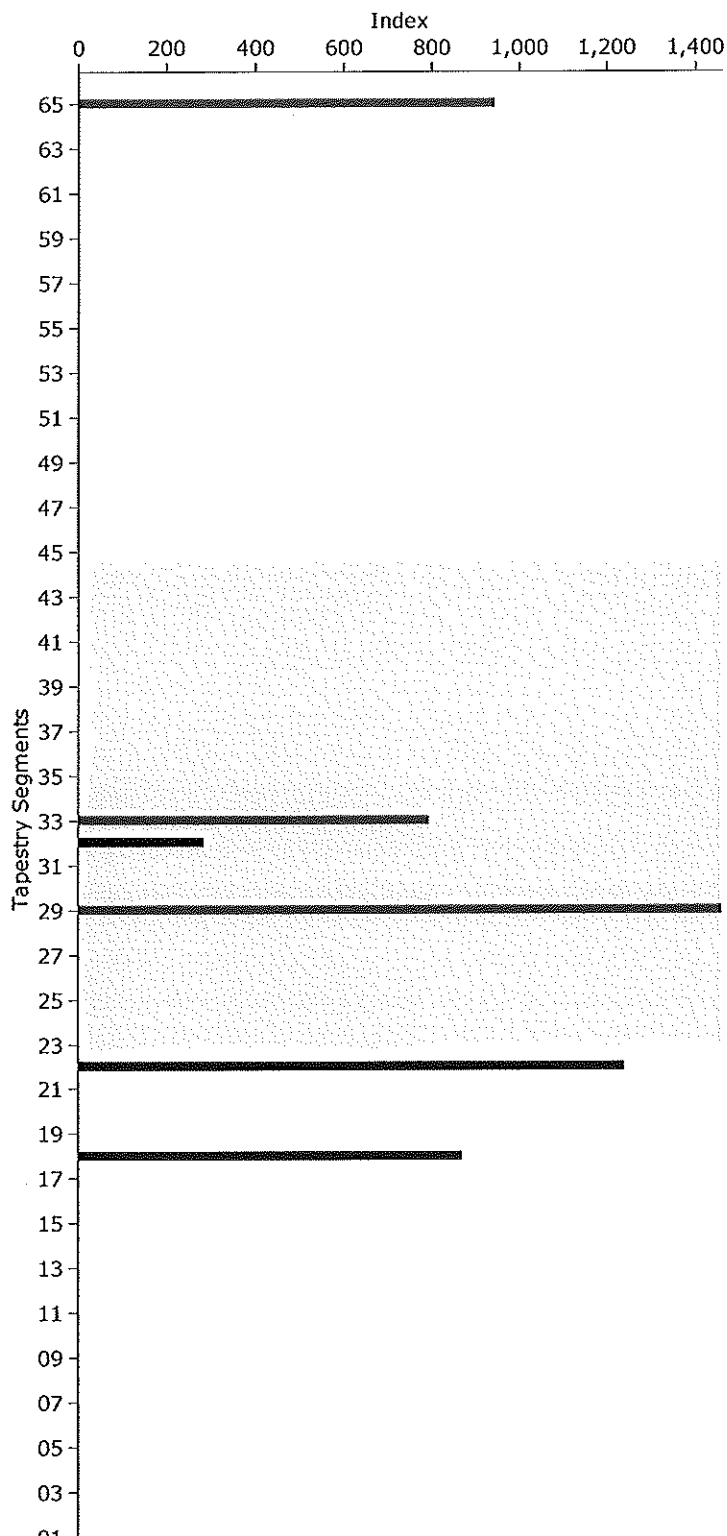
April 29, 2014



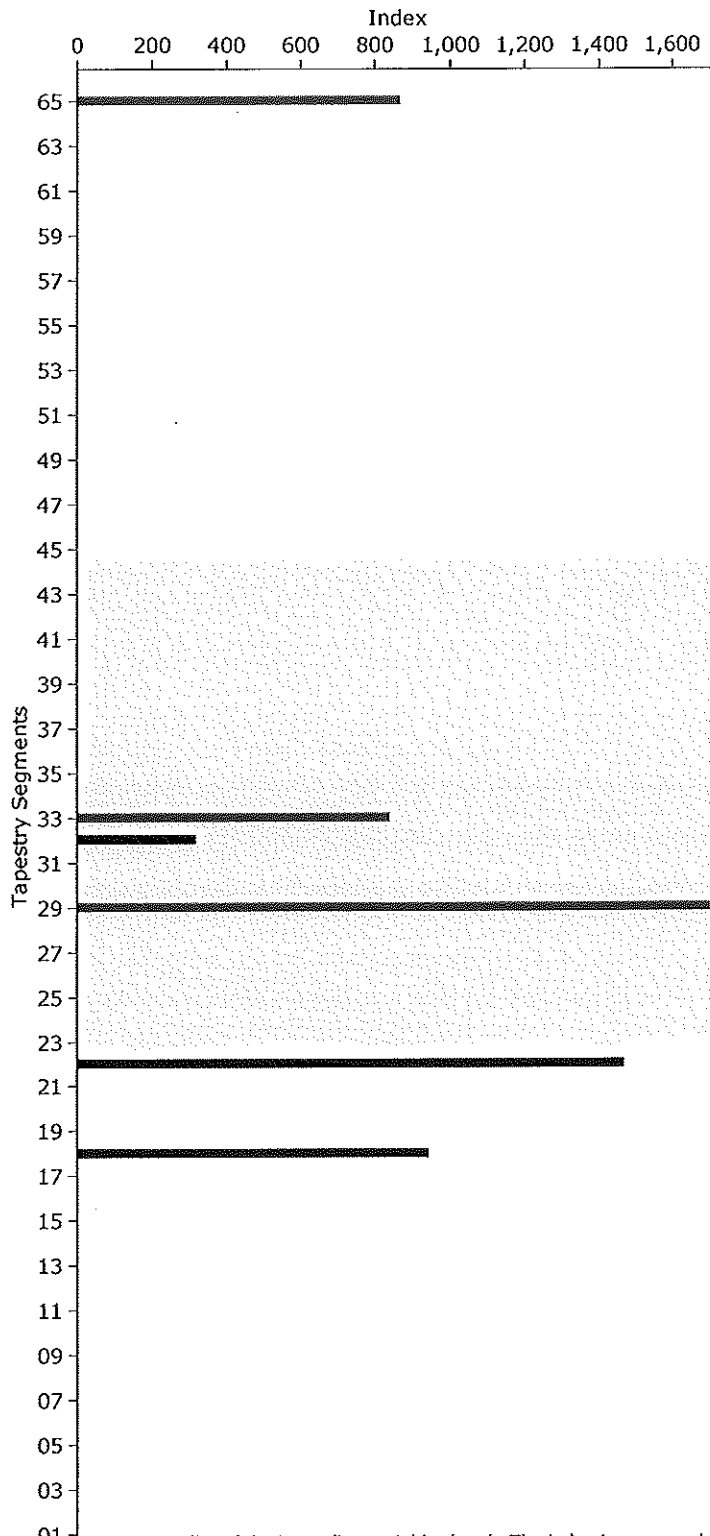
Tapestry Segmentation Area Profile

Clawson City, MI
Clawson city, MI (2616160)
Place

2013 Tapestry Indexes by Households



2013 Tapestry Indexes by Population



Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the US average.

Source: Esri

April 29, 2014

April 2014 Clawson DDA Business Mix

NAICS Retail – Furniture	Service Food – Specialty Menu
44210 The Show @ Leon & Lulu	72220 Frittata - Breakfast
Retail – Department Store	72220 Coffee Shop (Coming)
44220 Leon & Lulu	72230 Dairy O – Seasonal Ice Cream
Retail – Specialty Building and Home	72230 Noble Fish – Sushi
44311 Clawson Vacuum & Sewing Machine Co	72230 Tirana Café – Albanian
44419 Americaire Control – Heating & Cooling	Service – Bar with Limited Menu
44419 Fair-Way Tile and Carpet	72240 Black Lotus Brewing Company
44419 Ryan Cabinetry	72240 Dooley's Irish Pub
44419 Toto Floor Covering	72240 Moose Winooski
44420 ACO Hardware	72240 Renshaw Lounge
44520 Water To Go – Bottled Water Refill Station	Service – Auto
Retail – Alcoholic Beverages	81111 Clawson Service Center
44530 Main Street Liquor	81111 Edge Auto
44530 Michael's Wine Shoppe	81112 Collex Collision Experts
Retail – Beauty Supply	Service – Clothing
44610 South Main Beauty Supply	81143 Clawson Shoe Repair
Retail – Health	81149 Charlotte Alterations
44611 Clawson Care Pharmacy	Service – Hair Salons
44611 Matthews Pharmacy	81211 El Ultimo Toque
Retail – Optical	81211 D'Lazo Hair Salon & Spa
44613 Advanced Ophthalmology Associates	81211 R. Collective - Beauty Salon (Coming)
Retail – Clothing	81211 Salon Oggi
44810 Faded Raven Boutique	81211 Tease Hair Salon
Retail – Music and Hobby	81211.3 Just Us Hair & Nails
45110 Michigan Harp Center	81211.1 Trim Barber House
45310 Fougrie Floral & Gifts	Service – Nail Salons
Retail – Specialty Resale	81211.3 Jolie Nails
45330 Flip Side Records	Service – Laundry
45330 Paperback Trade Inn	81231 Laundry Palace
45330 Clawson Antiques	81232 Fabricare Dry Cleaners & Laundry
45330 Warp 9 – Comic Books	81232 One-Hour Martinizing
45330 Hips – Plus-Size Clothing	Other Professional Services - Medical
45330 Regeneration – Clothing	Howard L. Graef, D.D.S.
Retail – Specialty	Ikram Mahmood, D.D.S.
45390 American Flag & Banner	Clawson Internists
45390 P.F. Galleries – Framing	Ferial Asmar, D.D.S.
45390 Sparked – Novelty Glass	Lifetime Dental Excellence
45113 Triple Thread – Custom T-Shirt Screen Print	Other Professional Services – Financial
45390 Vaporcraft Electronic Cigarette Lounge	Liberty Tax Service
45390 The Wunderground Magic Shop	PNC Bank
45390 PK Yarn Over Knit – Knitting Accessories	Ray Blaszczyk, Accountant
Service – Physical Fitness	S & H Investments
71390 Body By Giuliana	Other Professional Services – Other
71390 Everyday Yoga	24G – Marketing with Social Media
71390 Okinawa Karate	A Step Outside of the Box – Girls Party Planner
Service – Amusement	Avery-Hasler & Associates Insurance
71390 Drive In – Virtual Golf Simulator	Europa Service – Coffee Machine Repair
Service Food – Restaurant Full Menu	Fraternal Order of Eagles
72210 Clawson Grill	Hammond-Lyons Insurance Agency
72210 Da Nang Restaurant – Vietnamese	Brown Real Estate & Development
72210 Due Venti – Northern Italian	Chambers & Associates Co.
72210 Lim's Palace – Chinese	Nature's Creation – Interior Landscaping w/ Plants
72210 Mojave Cantina – TexMex	World Travel Agency
72230 Pizza Hut	Sq. Ft Available Property
72210 RJ's Diner	3,150 110 S. Main Street
72210 Tavern on the Main	4,765 172 W. 14 Mile Road
72210 Old Port Inn	4,000 250 E. 14 Mile Road
	2,250 303 E. 14 Mile Road
	2,000 32 E. 14 Mile Road
	2,300 32 S. Main Street
	Lot for seasonal lease



Retail MarketPlace Profile

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Marke
Latitude: 42.5333
Longitude: -83.1463

Summary Demographics

2013 Population	14,568
2013 Households	6,644
2013 Median Disposable Income	\$43,897
2013 Per Capita Income	\$29,834

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$158,173,673	\$135,482,483	\$22,691,190	7.7	168
Total Retail Trade	44-45	\$143,111,162	\$102,726,857	\$40,384,305	16.4	135
Total Food & Drink	722	\$15,062,511	\$32,755,626	-\$17,693,114	-37.0	33

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$26,213,098	\$3,933,070	\$22,280,029	73.9	4
Automobile Dealers	4411	\$22,248,636	\$2,727,122	\$19,521,514	78.2	1
Other Motor Vehicle Dealers	4412	\$1,662,532	\$65,251	\$1,597,282	92.4	0
Auto Parts, Accessories & Tire Stores	4413	\$2,301,930	\$1,140,697	\$1,161,233	33.7	2
Furniture & Home Furnishings Stores	442	\$2,775,945	\$3,906,935	-\$1,130,990	-16.9	10
Furniture Stores	4421	\$1,736,284	\$1,804,992	-\$68,708	-1.9	3
Home Furnishings Stores	4422	\$1,039,661	\$2,101,944	-\$1,062,282	-33.8	6
Electronics & Appliance Stores	4431	\$4,013,020	\$9,543,158	-\$5,530,138	-40.8	6
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,741,513	\$1,111,852	\$3,629,661	62.0	8
Bldg Material & Supplies Dealers	4441	\$3,917,759	\$741,693	\$3,176,066	68.2	7
Lawn & Garden Equip & Supply Stores	4442	\$823,754	\$370,159	\$453,595	38.0	0
Food & Beverage Stores	445	\$19,843,266	\$3,637,818	\$16,205,447	69.0	9
Grocery Stores	4451	\$16,596,403	\$1,687,568	\$14,908,835	81.5	5
Specialty Food Stores	4452	\$932,086	\$835,346	\$96,740	5.5	3
Beer, Wine & Liquor Stores	4453	\$2,314,777	\$1,114,904	\$1,199,873	35.0	1
Health & Personal Care Stores	446,4461	\$12,327,122	\$11,903,747	\$423,375	1.7	13
Gasoline Stations	447,4471	\$14,221,454	\$10,089,605	\$4,131,849	17.0	5
Clothing & Clothing Accessories Stores	448	\$8,145,209	\$20,300,338	-\$12,155,130	-42.7	19
Clothing Stores	4481	\$5,861,093	\$13,147,373	-\$7,286,280	-38.3	11
Shoe Stores	4482	\$1,097,166	\$3,122,031	-\$2,024,865	-48.0	4
Jewelry, Luggage & Leather Goods Stores	4483	\$1,186,949	\$4,030,934	-\$2,843,985	-54.5	4
Sporting Goods, Hobby, Book & Music Stores	451	\$3,809,463	\$3,975,618	-\$166,155	-2.1	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,943,501	\$2,141,878	\$801,623	15.8	6
Book, Periodical & Music Stores	4512	\$865,962	\$1,833,740	-\$967,778	-35.8	6
General Merchandise Stores	452	\$33,140,918	\$19,218,033	\$13,922,886	26.6	4
Department Stores Excluding Leased Depts.	4521	\$10,315,905	\$12,153,200	-\$1,837,295	-8.2	1
Other General Merchandise Stores	4529	\$22,825,013	\$7,064,832	\$15,760,180	52.7	3
Miscellaneous Store Retailers	453	\$3,710,243	\$11,551,928	-\$7,841,685	-51.4	37
Florists	4531	\$261,029	\$931,782	-\$670,754	-56.2	3
Office Supplies, Stationery & Gift Stores	4532	\$1,014,481	\$7,198,046	-\$6,183,565	-75.3	12
Used Merchandise Stores	4533	\$317,373	\$189,902	\$127,472	25.1	3
Other Miscellaneous Store Retailers	4539	\$2,117,360	\$3,232,198	-\$1,114,838	-20.8	19
Nonstore Retailers	454	\$10,169,910	\$3,554,754	\$6,615,155	48.2	7
Electronic Shopping & Mail-Order Houses	4541	\$7,875,641	\$2,562,601	\$5,313,040	50.9	1
Vending Machine Operators	4542	\$667,437	\$763,245	-\$95,808	-6.7	2
Direct Selling Establishments	4543	\$1,626,831	\$228,908	\$1,397,923	75.3	4
Food Services & Drinking Places	722	\$15,062,511	\$32,755,626	-\$17,693,114	-37.0	33
Full-Service Restaurants	7221	\$6,107,804	\$7,218,623	-\$1,110,818	-8.3	13
Limited-Service Eating Places	7222	\$7,228,866	\$24,381,063	-\$17,152,197	-54.3	15
Special Food Services	7223	\$711,761	\$435,329	\$276,431	24.1	0
Drinking Places - Alcoholic Beverages	7224	\$1,014,081	\$720,611	\$293,470	16.9	5

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

March 25, 2014

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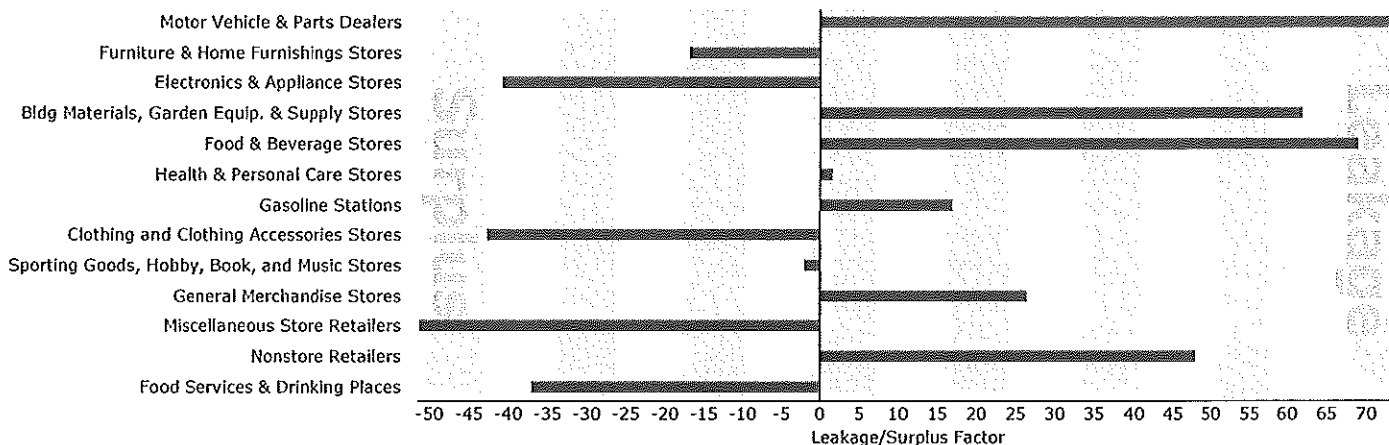


Retail MarketPlace Profile

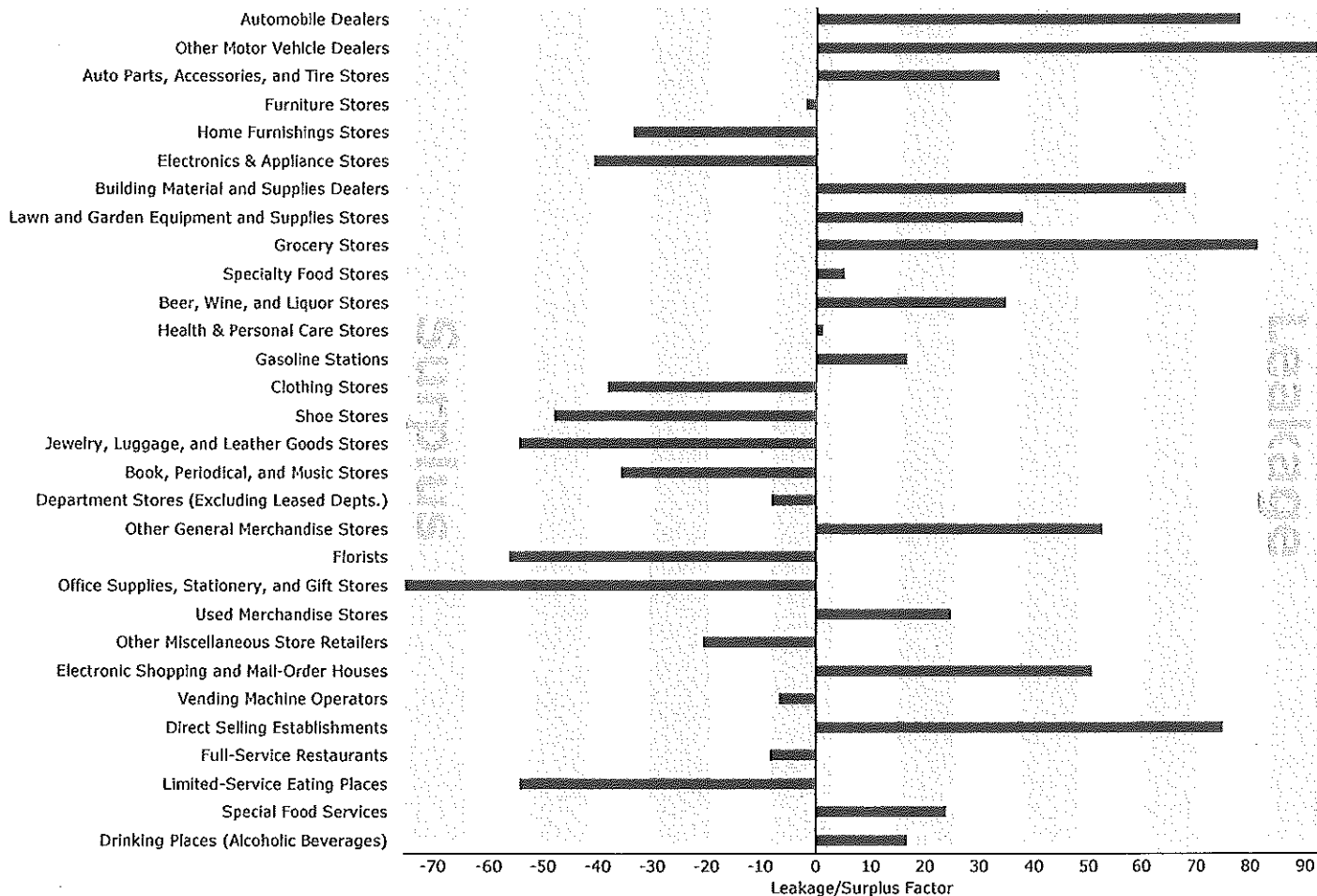
Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Marke
Latitude: 42.5333
Longitude: -83.1463

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Dun & Bradstreet. Copyright 2013 Dun & Bradstreet, Inc. All rights reserved.

March 25, 2014

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Retail Goods and Services Expenditures

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

Top Tapestry Segments	Percent	Demographic Summary	2013	2018
Cozy and Comfortable	29.7%	Population	14,568	14,769
Rustbelt Retirees	21.5%	Households	6,644	6,751
Midlife Junction	16.1%	Families	3,738	3,765
Metropolitans	13.8%	Median Age	41.0	42.8
Prosperous Empty Nesters	6.4%	Median Household Income	\$53,960	\$64,325
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		61	\$1,376.55	\$9,145,816
Men's		59	\$249.90	\$1,660,355
Women's		54	\$430.44	\$2,859,818
Children's		65	\$239.42	\$1,590,697
Footwear		44	\$189.42	\$1,258,538
Watches & Jewelry		91	\$136.16	\$904,649
Apparel Products and Services (1)		138	\$131.21	\$871,760
Computer				
Computers and Hardware for Home Use		90	\$183.31	\$1,217,909
Portable Memory		93	\$7.06	\$46,901
Computer Software		88	\$17.39	\$115,545
Computer Accessories		95	\$15.81	\$105,044
Entertainment & Recreation		95	\$3,085.77	\$20,501,883
Fees and Admissions		93	\$585.06	\$3,887,141
Membership Fees for Clubs (2)		94	\$157.44	\$1,046,036
Fees for Participant Sports, excl. Trips		92	\$108.17	\$718,686
Admission to Movie/Theatre/Opera/Ballet		91	\$142.62	\$947,592
Admission to Sporting Events, excl. Trips		100	\$62.63	\$416,145
Fees for Recreational Lessons		92	\$113.75	\$755,776
Dating Services		102	\$0.44	\$2,907
TV/Video/Audio		93	\$1,197.55	\$7,956,528
Cable and Satellite Television Services		94	\$808.73	\$5,373,170
Televisions		95	\$150.34	\$998,887
Satellite Dishes		97	\$1.53	\$10,164
VCRs, Video Cameras, and DVD Players		89	\$11.43	\$75,917
Miscellaneous Video Equipment		94	\$7.21	\$47,925
Video Cassettes and DVDs		89	\$31.44	\$208,916
Video Game Hardware/Accessories		86	\$23.36	\$155,174
Video Game Software		93	\$27.62	\$183,527
Streaming/Downloaded Video		85	\$3.20	\$21,242
Rental of Video Cassettes and DVDs		88	\$24.06	\$159,881
Installation of Televisions		98	\$0.84	\$5,573
Audio (3)		90	\$103.61	\$688,406
Rental and Repair of TV/Radio/Sound Equipment		87	\$4.18	\$27,746
Pets		110	\$584.33	\$3,882,318
Toys and Games (4)		91	\$126.44	\$840,096
Recreational Vehicles and Fees (5)		92	\$206.68	\$1,373,210
Sports/Recreation/Exercise Equipment (6)		79	\$140.33	\$932,336
Photo Equipment and Supplies (7)		92	\$71.72	\$476,502
Reading (8)		96	\$148.08	\$983,824
Catered Affairs (9)		97	\$25.58	\$169,926
Food		91	\$7,508.04	\$49,883,404
Food at Home		92	\$4,624.11	\$30,722,589
Bakery and Cereal Products		93	\$655.46	\$4,354,846
Meats, Poultry, Fish, and Eggs		91	\$1,002.93	\$6,663,469
Dairy Products		92	\$494.06	\$3,282,544
Fruits and Vegetables		92	\$876.79	\$5,825,374
Snacks and Other Food at Home (10)		92	\$1,594.88	\$10,596,357
Food Away from Home		90	\$2,883.93	\$19,160,815
Alcoholic Beverages		91	\$484.98	\$3,222,217
Nonalcoholic Beverages at Home		91	\$433.63	\$2,881,060

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 25, 2014

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	71	\$1,464.43	\$9,729,661
Vehicle Loans	92	\$3,504.65	\$23,284,890
Health			
Nonprescription Drugs	93	\$114.96	\$763,778
Prescription Drugs	97	\$471.12	\$3,130,142
Eyeglasses and Contact Lenses	96	\$82.75	\$549,767
Home			
Mortgage Payment and Basics (11)	95	\$8,999.43	\$59,792,228
Maintenance and Remodeling Services	96	\$1,559.28	\$10,359,866
Maintenance and Remodeling Materials (12)	94	\$274.04	\$1,820,705
Utilities, Fuel, and Public Services	94	\$4,725.56	\$31,396,647
Household Furnishings and Equipment			
Household Textiles (13)	92	\$97.12	\$645,286
Furniture	92	\$444.58	\$2,953,812
Rugs	103	\$26.29	\$174,704
Major Appliances (14)	92	\$252.73	\$1,679,142
Housewares (15)	79	\$59.33	\$394,217
Small Appliances	94	\$42.08	\$279,559
Luggage	92	\$8.16	\$54,188
Telephones and Accessories	79	\$42.30	\$281,054
Household Operations			
Child Care	87	\$386.18	\$2,565,794
Lawn and Garden (16)	95	\$403.85	\$2,683,148
Moving/Storage/Freight Express	88	\$57.77	\$383,850
Housekeeping Supplies (17)	93	\$663.66	\$4,409,366
Insurance			
Owners and Renters Insurance	98	\$483.80	\$3,214,376
Vehicle Insurance	93	\$1,104.49	\$7,338,257
Life/Other Insurance	96	\$419.67	\$2,788,318
Health Insurance	98	\$2,429.43	\$16,141,135
Personal Care Products (18)	89	\$396.01	\$2,631,114
School Books and Supplies (19)	92	\$171.68	\$1,140,584
Smoking Products	91	\$444.75	\$2,954,915
Transportation			
Vehicle Purchases (Net Outlay) (20)	92	\$3,324.48	\$22,087,833
Gasoline and Motor Oil	91	\$2,822.24	\$18,750,941
Vehicle Maintenance and Repairs	93	\$1,012.10	\$6,724,373
Travel			
Airline Fares	91	\$417.54	\$2,774,107
Lodging on Trips	95	\$401.85	\$2,669,914
Auto/Truck/Van Rental on Trips	90	\$30.28	\$201,200
Food and Drink on Trips	93	\$405.95	\$2,697,135

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 25, 2014

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2013 and 2018; Consumer Spending data are derived from the 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 25, 2014

Made with Esri Business Analyst



Retail Market Potential

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

Demographic Summary

	2013	2018
Population	14,568	14,769
Population 18+	11,916	12,045
Households	6,644	6,751
Median Household Income	\$53,960	\$64,325

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	6,148	51.6%	104
Bought any women's apparel in last 12 months	5,677	47.6%	105
Bought apparel for child <13 in last 6 months	3,161	26.5%	94
Bought any shoes in last 12 months	6,162	51.7%	100
Bought costume jewelry in last 12 months	2,537	21.3%	102
Bought any fine jewelry in last 12 months	2,759	23.2%	105
Bought a watch in last 12 months	2,171	18.2%	94
Automobiles (Households)			
HH owns/leases any vehicle	5,801	87.3%	102
HH bought/leased new vehicle last 12 mo	623	9.4%	98
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,626	89.2%	103
Bought/changed motor oil in last 12 months	6,539	54.9%	106
Had tune-up in last 12 months	3,603	30.2%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	6,963	58.4%	94
Drank regular cola in last 6 months	5,782	48.5%	95
Drank beer/ale in last 6 months	5,256	44.1%	104
Cameras & Film (Adults)			
Bought any camera in last 12 months	1,540	12.9%	101
Bought film in last 12 months	2,532	21.2%	112
Bought digital camera in last 12 months	869	7.3%	106
Bought memory card for camera in last 12 months	956	8.0%	105
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	3,994	33.5%	95
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	2,778	23.3%	110
Avg monthly cell/mobile phone/PDA bill: \$50-99	3,705	31.1%	96
Avg monthly cell/mobile phone/PDA bill: \$100+	2,358	19.8%	93
Computers (Households)			
HH owns a personal computer	4,918	74.0%	100
Spent <\$500 on most recent home PC purchase	599	9.0%	104
Spent \$500-\$999 on most recent home PC purchase	1,249	18.8%	105
Spent \$1000-\$1499 on most recent home PC purchase	943	14.2%	108
Spent \$1500-\$1999 on most recent home PC purchase	472	7.1%	99
Spent \$2000+ on most recent home PC purchase	385	5.8%	92

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

March 25, 2014

Made with Esri Business Analyst



Retail Market Potential

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	7,329	61.5%	102
Bought cigarettes at convenience store in last 30 days	1,931	16.2%	105
Bought gas at convenience store in last 30 days	4,363	36.6%	110
Spent at convenience store in last 30 days: <\$20	1,155	9.7%	101
Spent at convenience store in last 30 days: \$20-39	1,190	10.0%	98
Spent at convenience store in last 30 days: \$40+	4,596	38.6%	108
Entertainment (Adults)			
Attended movies in last 6 months	6,970	58.5%	99
Went to live theater in last 12 months	1,659	13.9%	105
Went to a bar/night club in last 12 months	2,654	22.3%	117
Dined out in last 12 months	6,522	54.7%	111
Gambled at a casino in last 12 months	2,183	18.3%	114
Visited a theme park in last 12 months	2,396	20.1%	93
DVDs rented in last 30 days: 1	321	2.7%	102
DVDs rented in last 30 days: 2	642	5.4%	117
DVDs rented in last 30 days: 3	467	3.9%	122
DVDs rented in last 30 days: 4	418	3.5%	91
DVDs rented in last 30 days: 5+	1,706	14.3%	108
DVDs purchased in last 30 days: 1	610	5.1%	103
DVDs purchased in last 30 days: 2	628	5.3%	111
DVDs purchased in last 30 days: 3-4	492	4.1%	89
DVDs purchased in last 30 days: 5+	589	4.9%	96
Spent on toys/games in last 12 months: <\$50	793	6.7%	110
Spent on toys/games in last 12 months: \$50-\$99	332	2.8%	101
Spent on toys/games in last 12 months: \$100-\$199	947	7.9%	111
Spent on toys/games in last 12 months: \$200-\$499	1,324	11.1%	103
Spent on toys/games in last 12 months: \$500+	759	6.4%	111
Financial (Adults)			
Have home mortgage (1st)	2,631	22.1%	115
Used ATM/cash machine in last 12 months	6,333	53.1%	105
Own any stock	1,272	10.7%	116
Own U.S. savings bond	955	8.0%	118
Own shares in mutual fund (stock)	1,398	11.7%	125
Own shares in mutual fund (bonds)	886	7.4%	126
Used full service brokerage firm in last 12 months	983	8.3%	133
Have savings account	4,990	41.9%	116
Have 401K retirement savings	2,387	20.0%	113
Did banking over the Internet in last 12 months	3,566	29.9%	109
Own any credit/debit card (in own name)	9,542	80.1%	108
Avg monthly credit card expenditures: <\$111	1,978	16.6%	121
Avg monthly credit card expenditures: \$111-225	1,046	8.8%	113
Avg monthly credit card expenditures: \$226-450	970	8.1%	109
Avg monthly credit card expenditures: \$451-700	781	6.6%	103
Avg monthly credit card expenditures: \$701+	1,602	13.4%	100

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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Retail Market Potential

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Market
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Longitude: -83.14632

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	8,614	72.3%	102
Used bread in last 6 months	11,588	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	9,347	78.4%	102
Used fish/seafood (fresh or frozen) in last 6 months	6,357	53.3%	101
Used fresh fruit/vegetables in last 6 months	10,657	89.4%	103
Used fresh milk in last 6 months	11,012	92.4%	102
Health (Adults)			
Exercise at home 2+ times per week	3,692	31.0%	103
Exercise at club 2+ times per week	1,657	13.9%	112
Visited a doctor in last 12 months	9,831	82.5%	107
Used vitamin/dietary supplement in last 6 months	6,159	51.7%	107
Home (Households)			
Any home improvement in last 12 months	2,489	37.5%	119
Used housekeeper/maid/prof HH cleaning service in the last 12 months	1,009	15.2%	97
Purchased any HH furnishing in last 12 months	2,100	31.6%	105
Purchased bedding/bath goods in last 12 months	3,710	55.8%	102
Purchased cooking/serving product in last 12 months	1,820	27.4%	100
Bought any kitchen appliance in last 12 months	1,274	19.2%	110
Insurance (Adults)			
Currently carry any life insurance	6,421	53.9%	113
Have medical/hospital/accident insurance	9,329	78.3%	109
Carry homeowner insurance	7,084	59.4%	113
Carry renter insurance	805	6.8%	109
Have auto/other vehicle insurance	10,317	86.6%	105
Pets (Households)			
HH owns any pet	3,414	51.4%	100
HH owns any cat	1,620	24.4%	102
HH owns any dog	2,532	38.1%	101
Reading Materials (Adults)			
Bought book in last 12 months	6,248	52.4%	104
Read any daily newspaper	5,830	48.9%	119
Heavy magazine reader	2,186	18.3%	92
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	9,004	75.6%	105
Went to family restaurant/steak house last mo: <2 times	3,196	26.8%	105
Went to family restaurant/steak house last mo: 2-4 times	3,317	27.8%	103
Went to family restaurant/steak house last mo: 5+ times	2,491	20.9%	108
Went to fast food/drive-in restaurant in last 6 mo	10,796	90.6%	102
Went to fast food/drive-in restaurant <6 times/mo	4,522	38.0%	109
Went to fast food/drive-in restaurant 6-13 times/mo	3,504	29.4%	102
Went to fast food/drive-in restaurant 14+ times/mo	2,769	23.2%	93
Fast food/drive-in last 6 mo: eat in	4,635	38.9%	103
Fast food/drive-in last 6 mo: home delivery	1,200	10.1%	97
Fast food/drive-in last 6 mo: take-out/drive-thru	6,631	55.6%	107
Fast food/drive-in last 6 mo: take-out/walk-in	2,990	25.1%	102

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Retail Market Potential

Clawson, Michigan, United States
Ring: 1 mile radius

Clawson Retail Market
Latitude: 42.53337
Longitude: -83.14632

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	4,411	66.4%	103
HH average monthly long distance phone bill: <\$16	2,022	30.4%	110
HH average monthly long distance phone bill: \$16-25	741	11.2%	98
HH average monthly long distance phone bill: \$26-59	620	9.3%	101
HH average monthly long distance phone bill: \$60+	195	2.9%	66
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,267	19.1%	96
HH owns 2 TVs	1,688	25.4%	97
HH owns 3 TVs	1,512	22.8%	102
HH owns 4+ TVs	1,621	24.4%	117
HH subscribes to cable TV	4,553	68.5%	118
HH Purchased audio equipment in last 12 months	623	9.4%	96
HH Purchased CD player in last 12 months	273	4.1%	106
HH Purchased DVD player in last 12 months	625	9.4%	97
HH Purchased MP3 player in last 12 months	1,274	10.7%	104
HH Purchased video game system in last 12 months	701	10.6%	98
Travel (Adults)			
Domestic travel in last 12 months	6,839	57.4%	110
Took 3+ domestic trips in last 12 months	1,905	16.0%	107
Spent on domestic vacations last 12 mo: <\$1000	1,755	14.7%	117
Spent on domestic vacations last 12 mo: \$1000-\$1499	964	8.1%	120
Spent on domestic vacations last 12 mo: \$1500-\$1999	525	4.4%	108
Spent on domestic vacations last 12 mo: \$2000-\$2999	526	4.4%	106
Spent on domestic vacations last 12 mo: \$3000+	645	5.4%	107
Foreign travel in last 3 years	2,923	24.5%	94
Took 3+ foreign trips by plane in last 3 years	488	4.1%	85
Spent on foreign vacations last 12 mo: <\$1000	691	5.8%	97
Spent on foreign vacations last 12 mo: \$1000-\$2999	449	3.8%	92
Spent on foreign vacations last 12 mo: \$3000+	533	4.5%	90
Stayed 1+ nights at hotel/motel in last 12 months	5,407	45.4%	112

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2013 and 2018.

March 25, 2014

Made with Esri Business Analyst

Clawson Main Street Business Owner Survey

1. Please indicate how strongly you disagree or agree with the statements below by placing an "X" in the appropriate box on each row.

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I am pleased with my current business location.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My current parking situation is adequate.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
When I have needed assistance, the city has been readily available. *11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of my sales occur in store (in person) vs. via the internet or by phone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Most of my customer base is located in Clawson.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The city of Clawson is doing what it can to retain its current businesses. *11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The process for a new business to get a permit is too complicated. *11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I would recommend Clawson to another business owner for relocation. *11	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am aware of the DDA's Business Assistance Grant Program. *5	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Clawson downtown area is generally attractive and neat. *10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The traffic flow in my area allows customers easy access to my location.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am happy with the appearance of the businesses surrounding my store.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Events, sponsored by the DDA, bring new customers to the downtown area. *10	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

***Numbers are for interviewer reference only**

Clawson Main Street Business Owner Survey

What attracted you to Clawson?(Check all that apply)

- | | |
|-------------------------------------------------------------------------------|---------------------------------------------------------------|
| <input type="checkbox"/> Good Customer Base | <input type="checkbox"/> Small Town Atmosphere |
| <input type="checkbox"/> Great Location | <input type="checkbox"/> Low Operating Costs (Lease/Purchase) |
| <input type="checkbox"/> Low Operating Costs
(Utilities/Taxes/Permit Fees) | <input type="checkbox"/> Other (please specify) _____ |

What other cities did you consider and why? (Check all that apply)

- | | |
|-------------------------------------|--------------------------------------|
| <input type="checkbox"/> Birmingham | <input type="checkbox"/> Berkley |
| <input type="checkbox"/> Royal Oak | <input type="checkbox"/> Troy |
| <input type="checkbox"/> Ferndale | <input type="checkbox"/> Other _____ |

Why did you consider those cities? (please specify) _____

Have you ever considered expanding your business?

- ☐ Yes ☐ No

If so, how can the city help you? _____

Would you be interested in attending seminars arranged by the DDA? If so, what topics? Please check all that apply:

- | | |
|-----------------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Business Finance | <input type="checkbox"/> Expanding Customer Base |
| <input type="checkbox"/> Social Media – Free Advertising! | <input type="checkbox"/> Inviting Window Displays |
| <input type="checkbox"/> Understanding Your Target Market | <input type="checkbox"/> Other _____ |

What are your three slowest months?

Thank you for your giving your time to respond to these questions.

Your opinion is important and your responses will be used to:

- * Plan city activities***
- * Market Downtown Clawson***
- * Guide future growth***

You will soon be contacted to schedule a brief follow-up interview at your convenience.

All responses are confidential.

Clawson Main Street Business Owner Survey

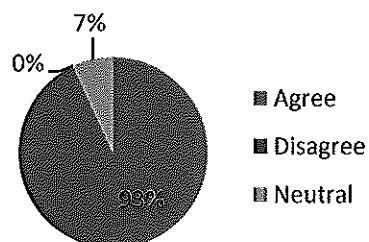
Individual Interview

Store: _____ Respondent: _____

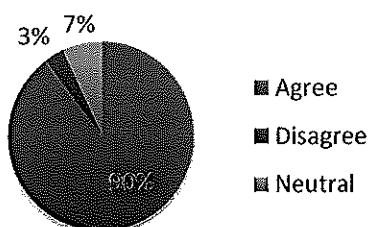
1. How many days of the week are you open? _____
2. Which days are you closed _____?
3. Which days are you open after 5? _____
4. Busiest time during a typical week? Morning, afternoon, after 5, no difference?
5. What programs have you seen in other cities that you think would be beneficial for Clawson businesses?
6. What improvements, that the city has made, have benefitted your business?
7. What is the toughest competition for your business?
8. Please describe the target market of your business?
9. What downtown businesses compliment or share a customer base with yours?
10. What are your thoughts on the progress that the DDA is making towards revitalizing the downtown area?
11. Please provide comments, positive & negative, about your experience doing business here in Clawson

Likert Scale Questions and Responses

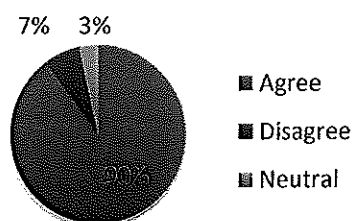
I am pleased with my current business location



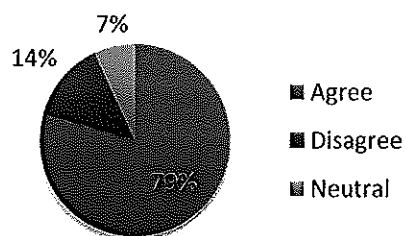
Most of my sales occur in store vs. internet or by phone.



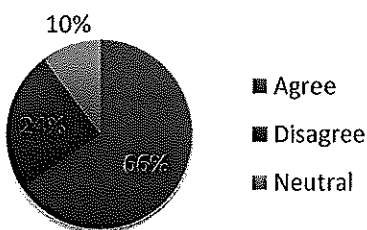
The Clawson downtown area is generally neat and attractive



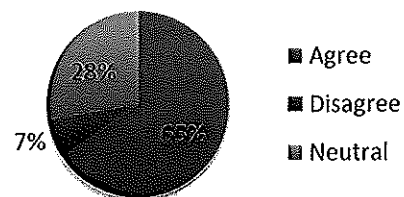
The traffic flow in my area allows customers easy access to my location



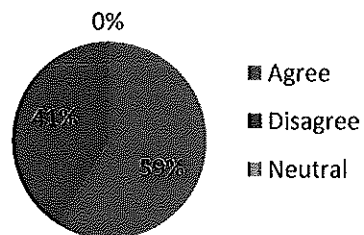
I am happy with the appearance of businesses surrounding my store



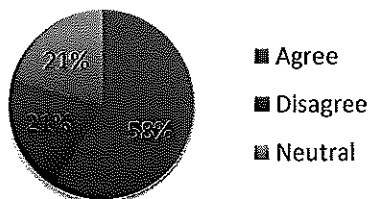
I would recommend Clawson to another business for relocation



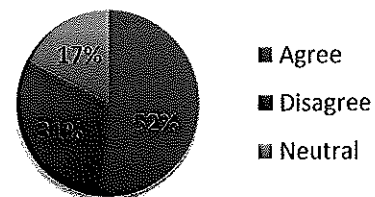
My Current Parking Situation is Adequate



Events sponsored by the DDA bring new customers to the downtown area

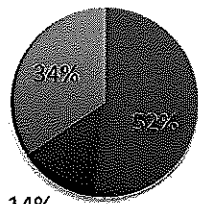


I am aware of the DDA's Business Assistance Grant Program



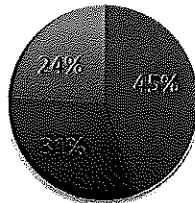
Likert Scale Questions and Responses

When I have needed assistance, the city has been readily available.



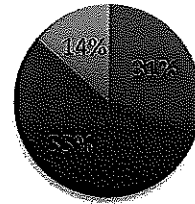
■ Agree
■ Disagree
■ Neutral

The city of Clawson is doing what it can to retain its current businesses



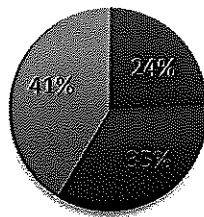
■ Agree
■ Disagree
■ Neutral

Most of my customer base is located in Clawson.



■ Agree
■ Disagree
■ Neutral

The process for a new business to get a permit is too complicated



■ Agree
■ Disagree
■ Neutral

LIKERT SCALE RESULTS						
	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree	Total
Most of my sales occur in store vs. internet or by phone	0	1	2	3	23	29
I am please with my current business location	0	0	2	10	17	29
The Clawson downtown area is generally neat and attractive	1	1	1	15	11	29
I would recommend Clawson to another business owner for relocation	1	1	8	8	11	29
The traffic flow in my area allows customers easy access to my location	3	1	2	15	8	29
Events sponsored by the DDA bring new customers to the downtown area	2	4	6	9	8	29
When I have needed assistance, the city has been readily available	3	1	10	7	8	29
I am happy with the appearance of businesses surrounding my store	3	4	3	12	7	29
My current parking situation is adequate	6	6	0	5	12	29
I am aware of the DDA's Business Assistance Grant Program	8	1	5	6	9	29
The city of Clawson is doing what it can to retain its current businesses	2	7	7	10	3	29
The process for a new business to get a permit is too complicated	6	4	12	4	3	29
Most of my customer base is located in Clawson	9	7	4	6	3	29
						Avg. Rating
						4.66
						4.52
						4.17
						3.93
						3.83
						3.59
						3.55
						3.55
						3.38
						3.24
						3.17
						2.79
						2.55