Placer.ai Applications

Market Intelligence for Main Street District Programs and Their Small Businesses

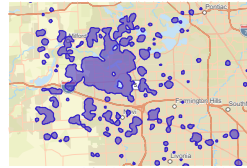### Sample Downtown Market Snapshot

LOCATION

This city is easy to get to from I- 696/96, I-275, and not far from US-23, making it a great place to visit or to put down roots. It's also a place with room to grow and opportunities for development. We welcome you to "Experience Here" in Downtown Wixom.

ABOUT

This city is a thoughtfully designed, modern downtown with pieces of history and nature woven in, creating a vibrant place for families, individuals, and entrepreneurs to thrive. Modern workspaces and storefronts give blossoming small businesses the space and technology they need.
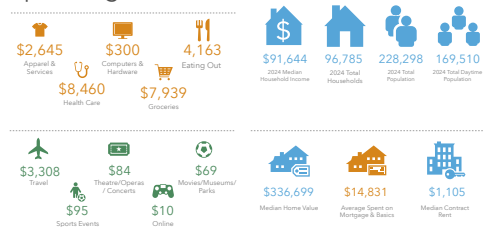
Important note: Aside from the "Visits" data on Page 2, all data being displayed is derived from the boundaries shown above. These areas represent where 70% of the visitors come from within a 50 mile radius.
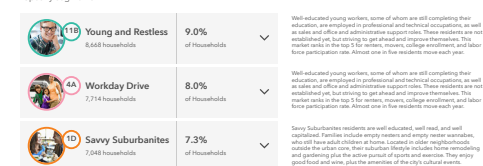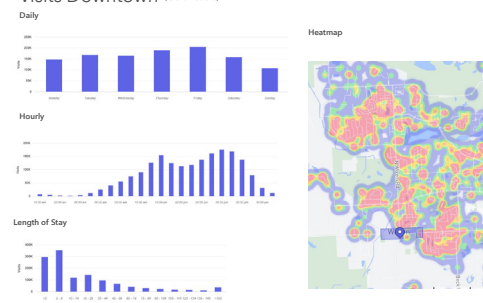
Fast Facts

228,298	40.0	$75,979
Population	Median Age	Median Disposable Income

Spending

$2,645 Apparel & Services	$300 Computers & Hardware	4,163 Eating Out
$8,460 Health Care	$7,939 Groceries	
$3,308 Travel	$84 Theatre/Operas / Concerts	$69 Movies/Museums/ Parks
$95 Sports Events	$10 Online Games	

$91,644	96,785	228,298	169,510
2024 Median Household Income	2024 Total Households	2024 Total Population	2024 Total Daytime Population

$336,699	$14,831	$1,105
Median Home Value	Average Spent on Mortgage & Basics	Median Contract Rent

Lifestyle Profile

Tapestry segments

11B	Young and Restless 8,668 households	9.0% of Households	Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year.
4A	Workday Drive 7,714 households	8.0% of Households	Well-educated young workers, some of whom are still completing their education, are employed in professional and technical occupations, as well as sales and office and administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost one in five residents move each year.
1D	Savvy Suburbanites 7,048 households	7.3% of Households	Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling, and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

Visits Downtown (1/1/23-12/31/23)

Daily

Hourly

Length of Stay

Heatmap

This city is an Oakland County Main Street Community
Our mission is to maximize the economic potential and to preserve the heritage and sense of place of Oakland County's historic downtowns and commercial districts by encouraging and facilitating the use of the Main Street Four- Point Approach® that emphasizes comprehensive economic development within the context of historic preservation.

Part of the Main Street Oakland County's (MSOC) Economic Vitality Services Portfolio includes access to Placer.ai market data. This information is provided free of charge for MSOC district programs.

WHAT IS PLACER.ai?

This location analytics platform provides you with detailed insights into foot traffic, consumer behavior, and physical location performance. It helps businesses, organizations, and city planners make data-driven decisions about retail locations, real estate, marketing strategies, and urban development.

HOW CAN IT BE OF HELP TO DISTRICTS?

1. **Foot Traffic Analysis**
   - Track how many people visit downtown areas, when, and for how long
   - Identify peak hours and days for better resource allocation and event planning
2. **Economic Development**
   - Attract new businesses and retain existing businesses by showcasing data on visitor demographics, spending potential, and traffic patterns
   - Highlight areas with untapped potential for investment or redevelopment
3. **Event Planning**
   - Evaluate the impact of events on foot traffic and visitor behavior
   - Plan future events based on the most active locations and times
4. **Community Engagement**
   - Share data with residents and stakeholders to foster transparency and collaboration
   - Tailor initiatives based on the preferences and needs of visitors and locals

Visitor Journey

Prior		Post	
Home	28.9%	34.5%	Home
Gas Stations & Convenience Stores	14.2%	14.2%	Fast Food & QSR
Restaurants	6.6%	13.8%	Gas Stations & Convenience Stores
General Medical Centers and Hospitals	5.4%	6.7%	Restaurants
Attractions	4.7%	3.4%	Attractions