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# **THE RETAIL REPORT®**

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**Downtown Whitehall  
Primary Retail Trade Area**



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## **THE RETAIL REPORT®**

**THE RETAIL REPORT**, presented within this document, was specifically prepared for Downtown Whitehall, Michigan. This document presents information concerning the characteristics of the Downtown Whitehall primary retail trade area. The report was prepared in 2006 by HyettPalma, Inc.

**THE RETAIL REPORT** presents:

- The current demographic and socio-economic characteristics of customers in the Downtown Whitehall primary retail trade area;
- A five year projection of changing demographic and socio-economic conditions in the Downtown Whitehall primary retail trade area;
- A projection of the number of retail dollars that residents in the Downtown Whitehall primary retail trade area spend on retail goods; and
- A projection of the total retail spending potential for 24 classes of retail goods sought by customers in the Downtown Whitehall primary retail trade area.

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# **DEMOGRAPHIC AND SOCIO-ECONOMIC CHARACTERISTICS**



# Demographic and Income Profile

## Downtown Whitehall, Michigan Primary Retail Trade Area

Study Area: Custom Shapes

Shape:

1

Summary	2000	2005	2010
Population	43,895	46,683	49,421
Households	16,266	17,585	18,768
Families	12,272	13,069	13,689
Average Household Size	2.67	2.63	2.61
Owner Occupied HUs	14,108	15,397	16,541
Renter Occupied HUs	2,158	2,188	2,227
Median Age	37.2	39.2	40.6

Trends: 2005-2010 Annual Rate	Area	State	National
Population	1.15%	0%	1.22%
Households	1.31%	0%	1.27%
Families	0.93%	0%	1.00%
Owner HHs	1.44%	0%	1.46%
Median Household Income	1.44%	0%	3.25%

Households by Income	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,962	12.0%	1,875	10.7%	1,802	9.6%
\$15,000 - \$24,999	1,802	11.0%	1,788	10.2%	1,733	9.2%
\$25,000 - \$34,999	2,158	13.2%	1,967	11.2%	1,898	10.1%
\$35,000 - \$49,999	3,174	19.4%	3,146	17.9%	3,076	16.4%
\$50,000 - \$74,999	4,008	24.5%	4,360	24.8%	4,518	24.1%
\$75,000 - \$99,999	1,865	11.4%	2,184	12.4%	2,322	12.4%
\$100,000 - \$149,999	1,018	6.2%	1,675	9.5%	2,399	12.8%
\$150,000 - \$199,000	201	1.2%	290	1.6%	513	2.7%
\$200,000+	183	1.1%	299	1.7%	508	2.7%
Median Household Income	\$45,711		\$50,063		\$53,763	
Average Household Income	\$52,744		\$59,795		\$67,721	
Per Capita Income	\$19,862		\$22,614		\$25,813	

Population by Age	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,663	6.1%	2,903	6.2%	3,025	6.1%
5 - 14	7,183	16.4%	6,505	13.9%	6,344	12.8%
15 - 19	3,635	8.3%	3,502	7.5%	3,489	7.1%
20 - 24	2,026	4.6%	3,064	6.6%	2,938	5.9%
25 - 34	4,903	11.2%	4,873	10.4%	5,692	11.5%
35 - 44	7,278	16.6%	6,869	14.7%	6,353	12.9%
45 - 54	6,738	15.3%	7,639	16.4%	8,151	16.5%
55 - 64	4,166	9.5%	5,437	11.6%	6,921	14.0%
65 - 74	2,963	6.8%	3,202	6.9%	3,567	7.2%
75 - 84	1,810	4.1%	2,001	4.3%	2,123	4.3%
85+	531	1.2%	688	1.5%	821	1.7%

Race and Ethnicity	2000		2005		2010	
	Number	Percent	Number	Percent	Number	Percent
White Alone	41,690	95.0%	43,962	94.2%	46,120	93.3%
Black Alone	576	1.3%	731	1.6%	895	1.8%
American Indian Alone	386	0.9%	421	0.9%	456	0.9%
Asian Alone	155	0.4%	223	0.5%	319	0.6%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	466	1.1%	584	1.3%	715	1.4%
Two or More Races	621	1.4%	762	1.6%	915	1.9%
Hispanic Origin (Any Race)	1,242	2.8%	1,560	3.3%	1,929	3.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



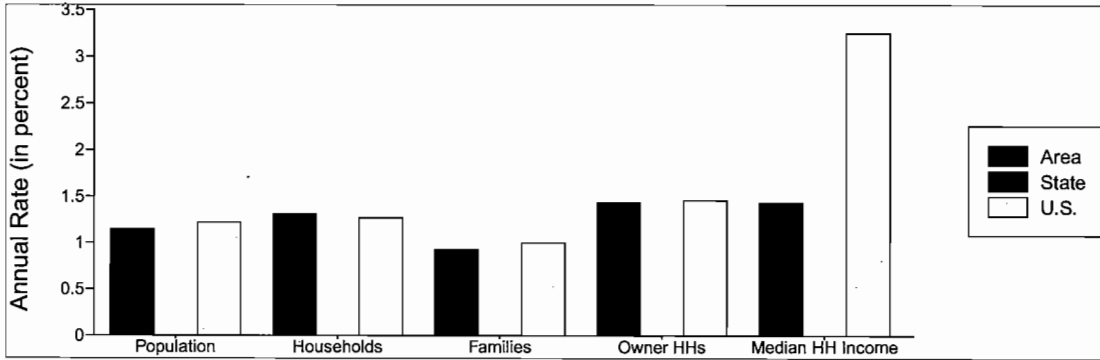
# Demographic and Income Profile

Downtown Whitehall, Michigan Primary Retail Trade Area

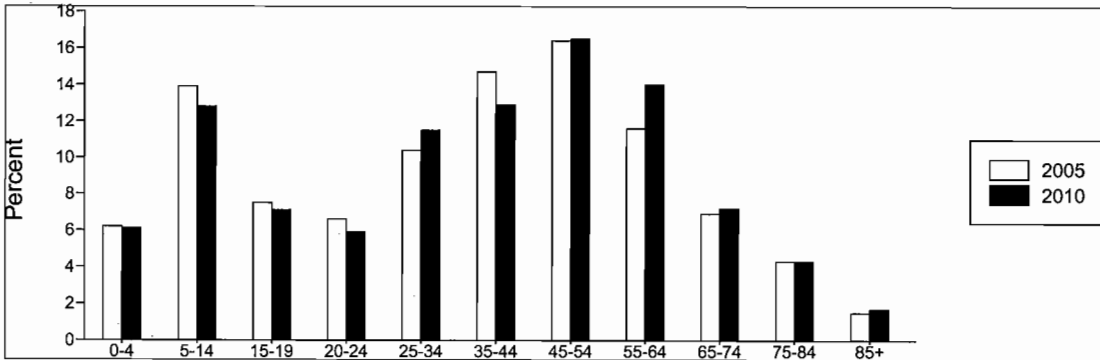
Study Area: Custom Shapes

Shape: 1

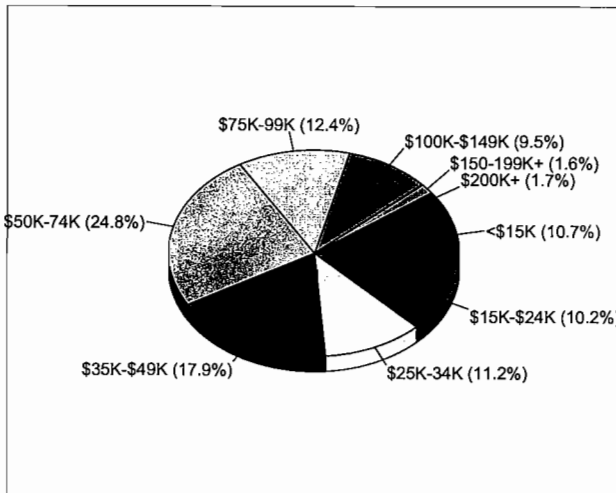
Trends 2005-2010



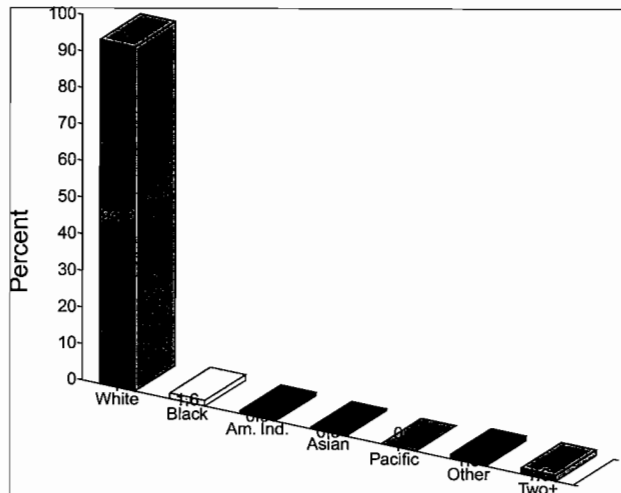
Population by Age



2005 Household Income



2005 Population by Race



2005 Percent Hispanic Origin: 3.3%

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# PRODUCT DEMAND BY INCOME GROUP



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND  
BY INCOME GROUP**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	7,019	13,160,625
\$15000-24999	1,788	9,633	17,223,804
\$25000-34999	1,967	11,594	22,805,398
\$35000-49999	3,146	13,518	42,527,628
> \$50000	8,808	21,979	193,591,032
<b>TOTAL DEMAND FOR PRODUCT</b>			<b>= \$289,308,487</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Food at home, food away from home, alcoholic beverages, household textiles, furniture, floor coverings, major appliances, small appliances and miscellaneous housewares, miscellaneous household equipment, men's apparel, women's apparel, boy's apparel, girl's apparel, children's apparel, shoes, other apparel products and services, prescription drugs and medical supplies, entertainment fees and admissions, televisions, radios, sound equipment, toys, play-ground equipment, entertainment equipment, personal care products and services, reading products, tobacco products and smoking supplies.

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# **PRODUCT DEMAND BY PRODUCT TYPE**

DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF TOTAL RETAIL PRODUCT DEMAND  
BY PRODUCT TYPE

PRODUCT	DEMAND
Food At Home	78,895,122
Food Away From Home	47,844,767
Alcoholic Beverages	8,810,289
Household Textiles	3,445,359
Furniture	8,203,249
Floor Coverings	1,042,946
Major Appliances	4,295,576
Small Appliances & Miscellaneous Housewares	2,382,055
Miscellaneous Household Equipment	15,389,306
Men's Apparel -- 16 and Over	7,578,712
Boy's Apparel -- 2 to 15	2,483,105
Women's Apparel -- 16 and Over	14,215,216
Girl's Apparel -- 2 to 15	2,156,936
Children's Apparel -- Under 2	2,264,244
Footwear	6,332,193
Other Apparel Services & Products	6,431,143
Prescription Drugs & Medical Supplies	11,426,816
Entertainment Fees & Admissions	10,469,240
Televisions, Radios & Sound Equipment	15,592,195
Pets, Toys & Playground Equipment	7,920,001
Other Entertainment Supplies & Services	12,036,335
Personal Care Products & Services	11,877,700
Reading	2,550,223
Tobacco Products & Smoking Supplies	5,665,759
<b>TOTAL DEMAND BY PRODUCT TYPE</b>	<b>= \$289,308,487</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

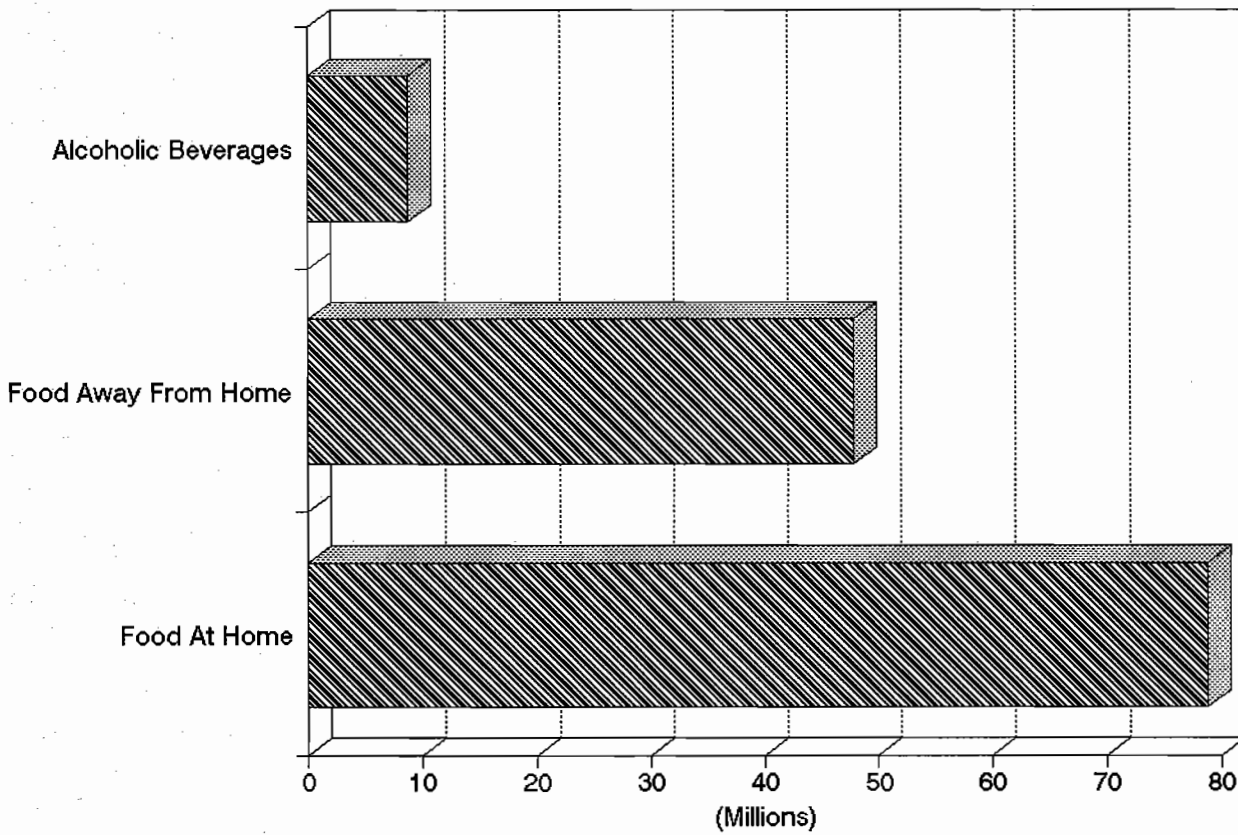
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# DEMAND FOR FOOD PRODUCTS

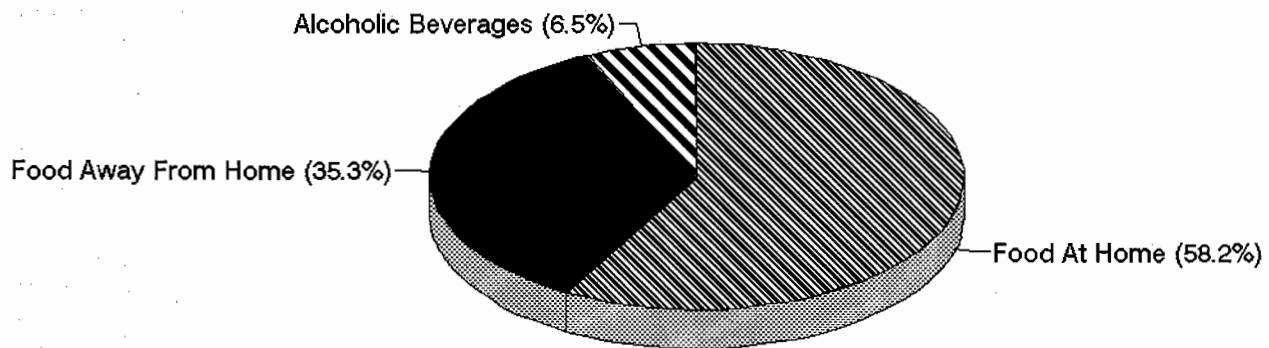
# FOOD PRODUCTS

## \$ DEMAND BY PRODUCT TYPE



# FOOD PRODUCTS

## % DEMAND FOR EACH DOLLAR



**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOD AT HOME

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Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	2,429	4,554,375
\$15000-24999	1,788	3,164	5,657,232
\$25000-34999	1,967	3,575	7,032,025
\$35000-49999	3,146	4,033	12,687,818
> \$50000	8,808	5,559	48,963,672

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TOTAL DEMAND FOR PRODUCT = \$78,895,122

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SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Food at grocery stores or other food stores.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT:     FOOD AWAY FROM HOME**

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Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	976	1,830,000
\$15000-24999	1,788	1,400	2,503,200
\$25000-34999	1,967	1,827	3,593,709
\$35000-49999	3,146	2,209	6,949,514
> \$50000	8,808	3,743	32,968,344
<b>TOTAL DEMAND FOR PRODUCT     =</b>			<b>\$47,844,767</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All food at restaurants, carryouts and vending machines.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: ALCOHOLIC BEVERAGES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	208	390,000
\$15000-24999	1,788	190	339,720
\$25000-34999	1,967	313	615,671
\$35000-49999	3,146	413	1,299,298
> \$50000	8,808	700	6,165,600
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$8,810,289</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

All alcoholic beverages.

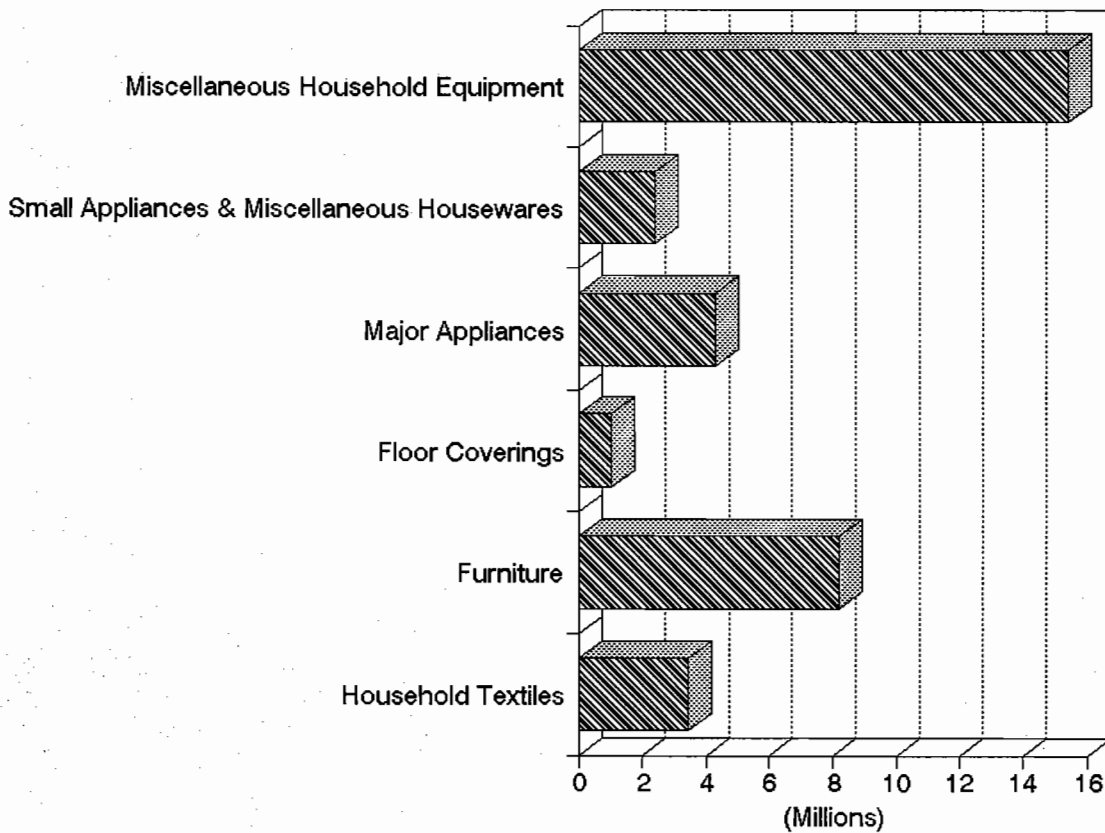
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# **DEMAND FOR HOME PRODUCTS**

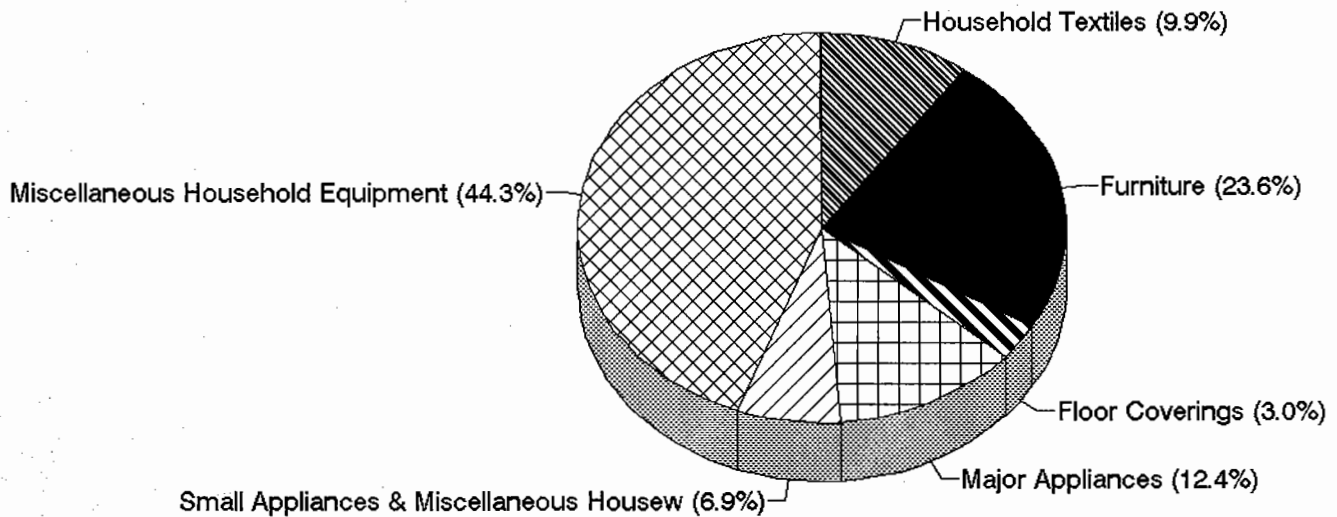
# HOME PRODUCTS

## \$ DEMAND BY PRODUCT TYPE



# HOME PRODUCTS

## % DEMAND FOR EACH DOLLAR





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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: HOUSEHOLD TEXTILES**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	59	110,625
\$15000-24999	1,788	116	207,408
\$25000-34999	1,967	140	275,380
\$35000-49999	3,146	145	456,170
> \$50000	8,808	272	2,395,776
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$3,445,359</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Bathroom, bedroom, kitchen, dining room, and other linens, curtains and drapes, slipcovers, pillows and sewing materials.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FURNITURE

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	132	247,500
\$15000-24999	1,788	191	341,508
\$25000-34999	1,967	209	411,103
\$35000-49999	3,146	285	896,610
> \$50000	8,808	716	6,306,528
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$8,203,249</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All indoor and outdoor furniture.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FLOOR COVERINGS

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	10	18,750
\$15000-24999	1,788	15	26,820
\$25000-34999	1,967	18	35,406
\$35000-49999	3,146	37	116,402
> \$50000	8,808	96	845,568
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$1,042,946</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Carpet, rugs and other soft floor coverings.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: MAJOR APPLIANCES

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	57	106,875
\$15000-24999	1,788	137	244,956
\$25000-34999	1,967	145	285,215
\$35000-49999	3,146	225	707,850
> \$50000	8,808	335	2,950,680
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$4,295,576</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Refrigerators, freezers, dishwashers, stoves, ovens, garbage disposals, vacuum cleaners, microwaves, air conditioners, sewing machines, washing machines, dryers, and floor cleaning equipment.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: SMALL APPLIANCES & MISC. HOUSEWARES**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	43	80,625
\$15000-24999	1,788	85	151,980
\$25000-34999	1,967	114	224,238
\$35000-49999	3,146	122	383,812
> \$50000	8,808	175	1,541,400
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$2,382,055</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Small electrical kitchen appliances, portable heaters, china and other dinnerware, flatware, glassware, silver and serving pieces, nonelectrical cookware and plastic dinnerware.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: MISCELLANEOUS HOUSEHOLD EQUIPMENT**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	259	485,625
\$15000-24999	1,788	361	645,468
\$25000-34999	1,967	519	1,020,873
\$35000-49999	3,146	610	1,919,060
> \$50000	8,808	1,285	11,318,280
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$15,389,306</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

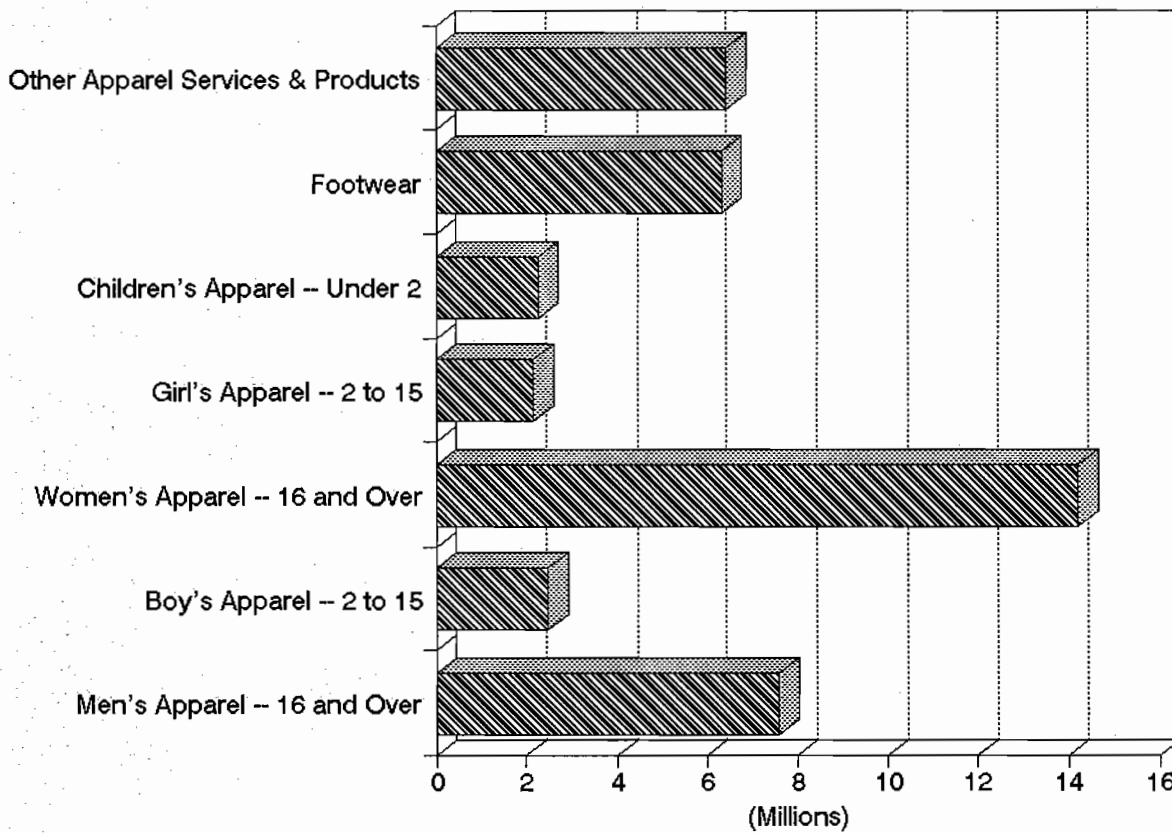
Typewriters, luggage, lamps, light fixtures, window coverings, clocks, lawnmowers, garden equipment, hand and power, tools, telephone devices, computers, office equipment, house plants, outdoor equipment, and small miscellaneous furnishings.

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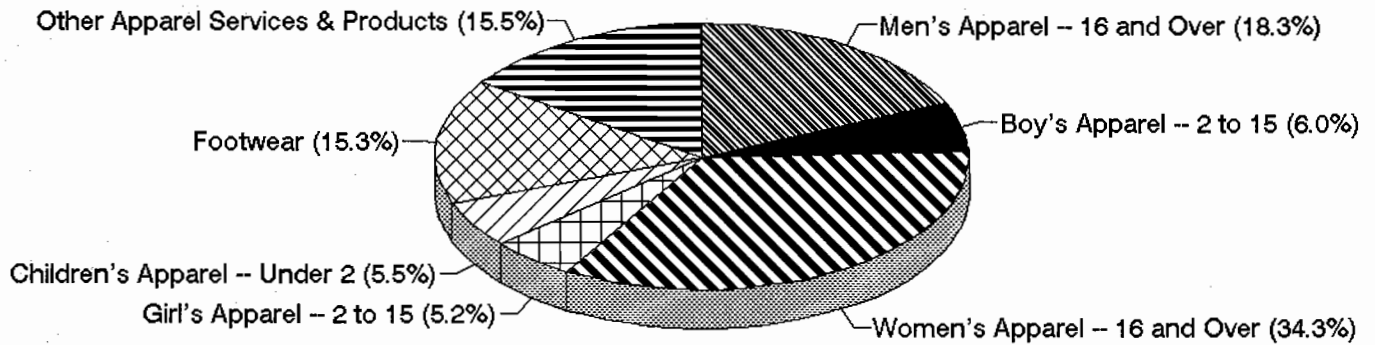
# DEMAND FOR APPAREL PRODUCTS

## APPAREL PRODUCTS \$ DEMAND BY PRODUCT TYPE



# APPAREL PRODUCTS

## % DEMAND FOR EACH DOLLAR





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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: MEN'S APPAREL -- 16 AND OVER**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	147	275,625
\$15000-24999	1,788	186	332,568
\$25000-34999	1,967	247	485,849
\$35000-49999	3,146	331	1,041,326
> \$50000	8,808	618	5,443,344
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$7,578,712</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All apparel items and accessories, excluding footwear.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: BOY'S APPAREL -- 2 TO 15**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	61	114,375
\$15000-24999	1,788	93	166,284
\$25000-34999	1,967	108	212,436
\$35000-49999	3,146	109	342,914
> \$50000	8,808	187	1,647,096
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$2,483,105</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All apparel items and accessories, excluding footwear.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: WOMEN'S APPAREL -- 16 AND OVER**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	359	673,125
\$15000-24999	1,788	419	749,172
\$25000-34999	1,967	503	989,401
\$35000-49999	3,146	591	1,859,286
> \$50000	8,808	1,129	9,944,232
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$14,215,216</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All apparel items and accessories, excluding footwear.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: GIRL'S APPAREL -- 2 TO 15

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	42	78,750
\$15000-24999	1,788	71	126,948
\$25000-34999	1,967	90	177,030
\$35000-49999	3,146	88	276,848
> \$50000	8,808	170	1,497,360
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$2,156,936</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All apparel items and accessories, excluding footwear.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: CHILDREN'S APPAREL -- UNDER 2

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	68	127,500
\$15000-24999	1,788	88	157,344
\$25000-34999	1,967	96	188,832
\$35000-49999	3,146	96	302,016
> \$50000	8,808	169	1,488,552
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$2,264,244</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All apparel items and accessories, including footwear.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: FOOTWEAR

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	208	390,000
\$15000-24999	1,788	217	387,996
\$25000-34999	1,967	285	560,595
\$35000-49999	3,146	333	1,047,618
> \$50000	8,808	448	3,945,984
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$6,332,193</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

All footwear, except for children under 2 and special footwear used for sports such as bowling or golf shoes.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: OTHER APPAREL SERVICES & PRODUCTS**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	154	288,750
\$15000-24999	1,788	188	336,144
\$25000-34999	1,967	219	430,773
\$35000-49999	3,146	278	874,588
> \$50000	8,808	511	4,500,888
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$6,431,143</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

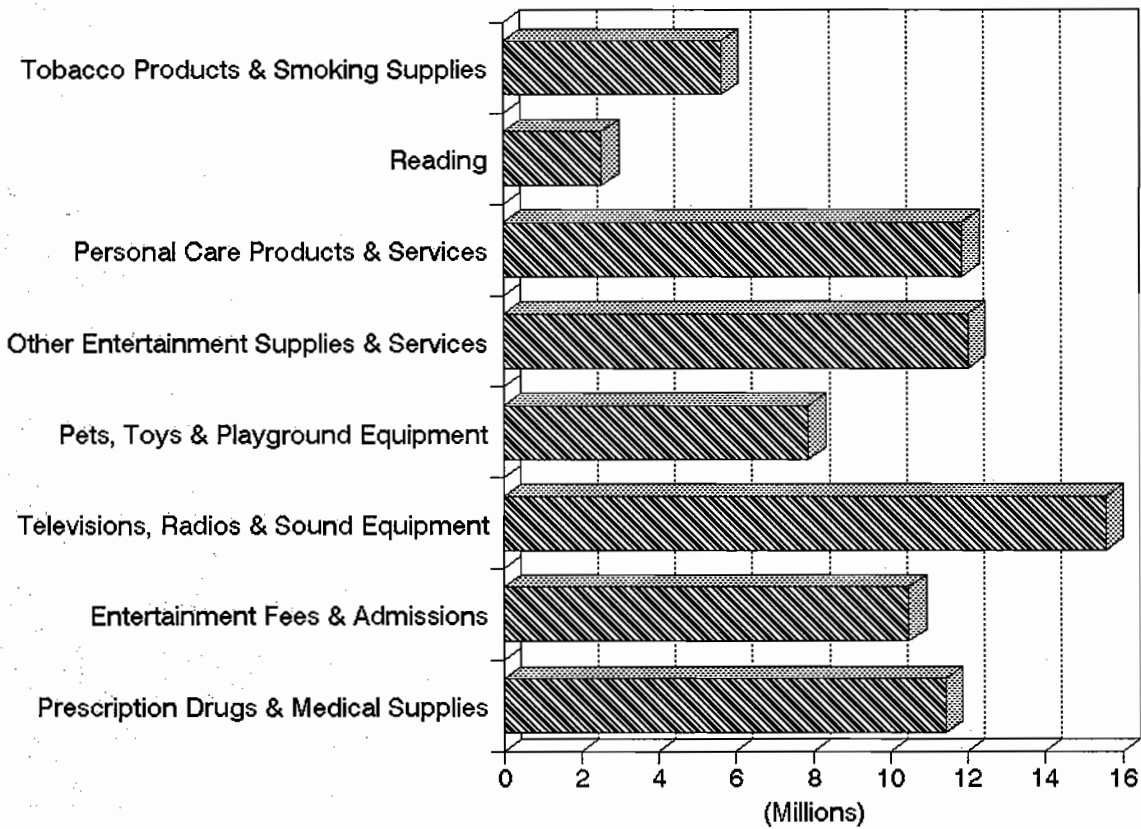
Material for making clothes, shoe repair, alterations, sewing patterns and notions, clothing rental, clothing storage, dry cleaning, and jewelry.

**HyettPalma**

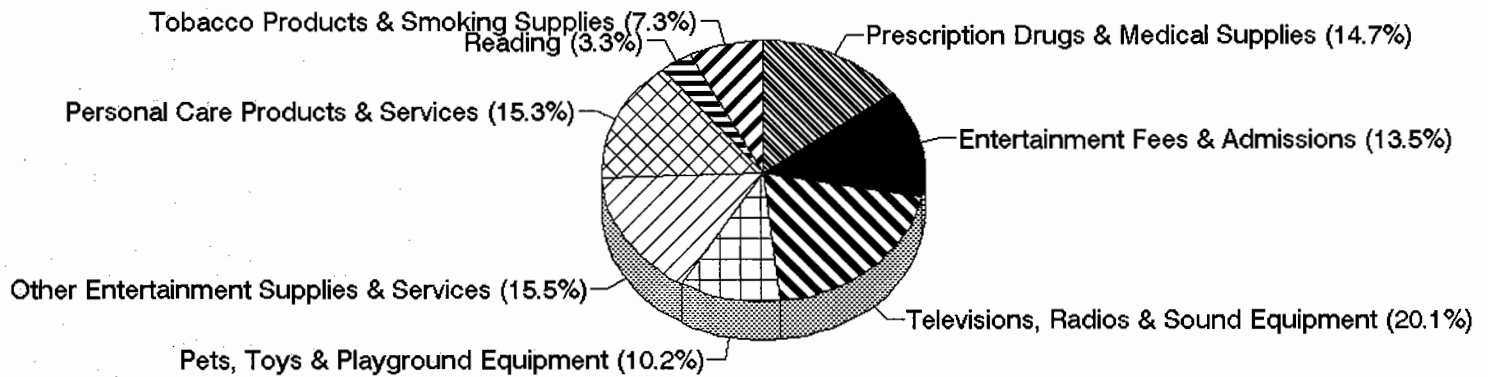
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# **DEMAND FOR PERSONAL CARE AND ENTERTAINMENT PRODUCTS**

# PERSONAL CARE/ENTERTAINMENT \$ DEMAND BY PRODUCT TYPE



# PERSONAL CARE/ENTERTAINMENT % DEMAND FOR EACH DOLLAR





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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT:      PRESCRIPTION DRUGS & MEDICAL SUPPLIES**

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Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	396	742,500
\$15000-24999	1,788	586	1,047,768
\$25000-34999	1,967	614	1,207,738
\$35000-49999	3,146	641	2,016,586
> \$50000	8,808	728	6,412,224

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**TOTAL DEMAND FOR PRODUCT      =      \$11,426,816**

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**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Prescription drugs, over-the-counter drugs, dressings, medical appliances, contraceptives, eyeglasses, hearing aids, rental medical equipment, and medical accessories.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: ENTERTAINMENT FEES & ADMISSIONS**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	153	286,875
\$15000-24999	1,788	183	327,204
\$25000-34999	1,967	263	517,321
\$35000-49999	3,146	356	1,119,976
> \$50000	8,808	933	8,217,864
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$10,469,240</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Admissions to sporting events, movies, concerts, plays, and movie rentals.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: TELEVISIONS, RADIOS & SOUND EQUIPMENT**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	400	750,000
\$15000-24999	1,788	562	1,004,856
\$25000-34999	1,967	669	1,315,923
\$35000-49999	3,146	752	2,365,792
> \$50000	8,808	1,153	10,155,624
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$15,592,195</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Television sets, video recorders, tapes, video game hardware and cartridges, radios, phonographs and components, records and tapes, musical instruments, and rental of the same equipment.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: PETS, TOYS & PLAYGROUND EQUIPMENT**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	167	313,125
\$15000-24999	1,788	220	393,360
\$25000-34999	1,967	312	613,704
\$35000-49999	3,146	362	1,138,852
> \$50000	8,808	620	5,460,960
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$7,920,001</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Pets, pet food, toys, games, hobbies, tricycles and playground equipment.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: OTHER ENTERTAINMENT SUPPLIES & SERVICES**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	133	249,375
\$15000-24999	1,788	360	643,680
\$25000-34999	1,967	424	834,008
\$35000-49999	3,146	480	1,510,080
> \$50000	8,808	999	8,799,192
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$12,036,335</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Indoor exercise equipment, athletic shoes, bicycles, camping equipment, sporting goods, and photographic equipment and supplies.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: PERSONAL CARE PRODUCTS & SERVICES**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	284	532,500
\$15000-24999	1,788	414	740,232
\$25000-34999	1,967	482	948,094
\$35000-49999	3,146	561	1,764,906
> \$50000	8,808	896	7,891,968
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$11,877,700</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Services and products for hair, oral hygiene products, cosmetics, and electric personal care appliances.

**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

PRODUCT: READING

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	58	108,750
\$15000-24999	1,788	85	151,980
\$25000-34999	1,967	95	186,865
\$35000-49999	3,146	114	358,644
> \$50000	8,808	198	1,743,984
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$2,550,223</b>

SOURCE: U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

DEFINITION OF PRODUCT:

Books, newspapers and magazines.



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**DOWNTOWN WHITEHALL'S RETAIL TRADE AREA  
COMPUTATION OF DEMAND BY RETAIL PRODUCT**

**PRODUCT: TOBACCO PRODUCTS & SMOKING SUPPLIES**

Household Income	# Hlds.	\$ Per Hld.	Total \$ Demand
< \$15000	1,875	216	405,000
\$15000-24999	1,788	302	539,976
\$25000-34999	1,967	327	643,209
\$35000-49999	3,146	347	1,091,662
> \$50000	8,808	339	2,985,912
<b>TOTAL DEMAND FOR PRODUCT =</b>			<b>\$5,665,759</b>

**SOURCE:** U.S. Department of Labor, Consumer Expenditure Survey; ESRI BIS; and HyettPalma, Inc.

**DEFINITION OF PRODUCT:**

Tobacco products and smoking accessories.