

Session 2

Michigan Main Street Webinar Series

Turning Numbers Into Opportunity

Worksheet

What is your Primary trade area?

What is your Secondary trade area?

What is your retail leakage?

In what areas?

Key Demographics:

Population + Trends (20-30 years):

Daytime/Nighttime Population:

Seasonality Effect on Population:

Household Income-Overall:

Current Household Income Breakdown:

Household Spending:

**PLACE
+MAIN** +

