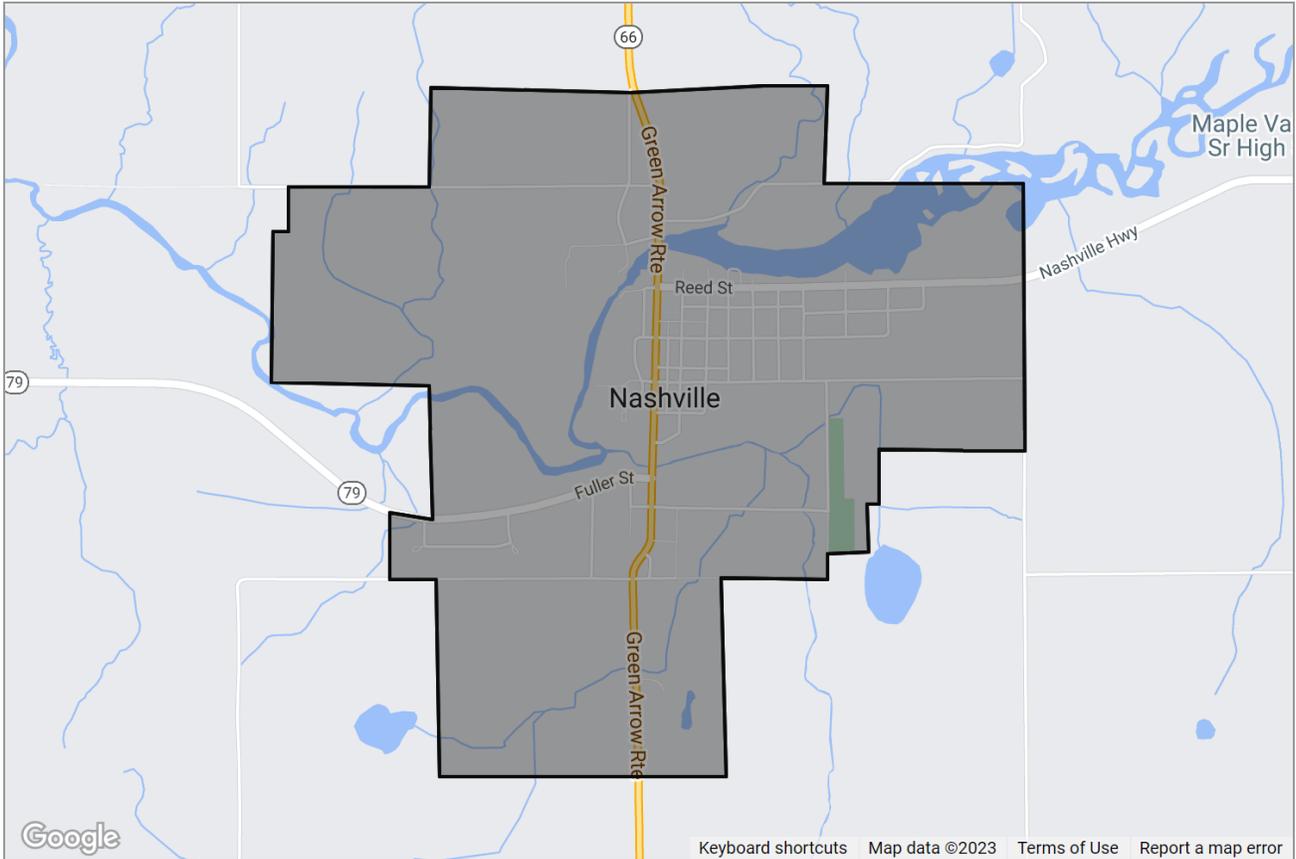


COMMERCIAL TRADE AREA REPORT

Nashville, Michigan



Presented by
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Criteria Used for Analysis

2021 Income (Esri):
Median Household Income
\$44,579

2021 Age: 5 Year Increments (Esri):
Median Age
38.8

2021 Key Demographic Indicators (Esri):
Total Population
1,821

2021 Tapestry Market Segmentation (Households):
1st Dominant Segment
Traditional Living

Consumer Segmentation

<p>Life Mode</p> <p>What are the people like that live in this area?</p>	<p>Hometown Growing up and staying close to home; single householders</p>	<p>Urbanization</p> <p>Where do people like this usually live?</p>	<p>Metro Cities Affordable city life, including smaller metros, satellite cities</p>
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Top Tapestry Segments

	Traditional Living	Salt of the Earth
% of Households	526 (75.0%)	176 (25.1%)
% of Barry County	1,618 (6.5%)	11,357 (46.0%)
Lifestyle Group	Hometown	Cozy Country Living
Urbanization Group	Metro Cities	Rural
Residence Type	Single Family	Single Family
Household Type	Married Couples	Married Couples
Average Household Size	2.5	2.57
Median Age	36.3	44.9
Diversity Index	58.2	21.4
Median Household Income	\$44,500	\$64,600
Median Net Worth	\$61,700	\$213,700
Median Home Value	\$93,400	\$188,300
Homeownership	61.3 %	84.4 %
Employment	Services or Professional	Professional or Mgmt/Bus/Financial
Education	High School Diploma	High School Diploma
Preferred Activities	Enjoy outdoor activities and taking trips to the zoo . Fast-food devotees	Spending time with family is their top priority . Outdoor sports and activities
Financial	Carry credit card balances, have personal loans	Prefer to conduct business in person
Media	TV is seen as the most trusted media	Satellite dishes and high speed internet through DSL
Vehicle	Own 1-2 vehicles	Own truck, ATV



About this segment Traditional Living

This is the
#1
dominant segment
for this area

In this area
75.0%
of households fall
into this segment

In the United States
1.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Residents in the Traditional Living segment reside primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade and health-care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

Our Neighborhood

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children; however, there are higher proportions of single-parent and single-person households. Average household size is slightly lower at 2.51. Homes are primarily single family or duplexes in older neighborhoods, built before 1940. Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South. Average commuting time to work is very short. Households have one or two vehicles.

Market Profile

- Shop for groceries at discount stores such as Walmart supercenters. Convenience stores are commonly used for fuel or picking up incidentals. Tend to carry credit card balances, have personal loans, and pay bills in person. Half of households have abandoned landlines for cell phones only. Favorite TV channels include ABC Family, CMT, and Game Show Network. Fast-food devotees. Enjoy outdoor activities such as fishing and taking trips to the zoo.

Socioeconomic Traits

- Over 70% have completed high school or some college. Labor force participation is a bit higher than the national rate at 63.4%. Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income and public assistance. Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high. Connected and comfortable with the Internet, more likely to participate in online gaming or posting pics on social media. TV is seen as the most trusted media.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.





About this segment Salt of the Earth

This is the
#2
dominant segment
for this area

In this area
25.1%
of households fall
into this segment

In the United States
2.9%
of households fall
into this segment

An overview of who makes up this segment across the United States

Who We Are

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

Our Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas. Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years. Single-family, owner-occupied housing, with a median value of \$235,500. An older market, primarily married couples, most with no children.

Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries. Completed education: 40% with a high school diploma only. Household income just over the national median, while net worth is nearly double the national median. Spending time with family is their top priority. Cost-conscious consumers, loyal to brands they like, with a focus on buying American. Last to buy the latest and greatest products. Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

The demographic segmentation shown here can help you understand the lifestyles and life stages of consumers in a market. Data provider Esri classifies U.S. residential neighborhoods into 67 unique market segments based on socioeconomic and demographic characteristics. Data Source: Esri 2021. Update Frequency: Annually.





Nashville, Michigan: Population Comparison

Total Population

This chart shows the total population in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- 2021
- 2025 (Projected)



Population Density

This chart shows the number of people per square mile in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- 2021
- 2025 (Projected)



Population Change Since 2010

This chart shows the percentage change in area's population from 2010 to 2021, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- 2021
- 2025 (Projected)



Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

- Nashville





Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



■ Nashville

Average Household Size

This chart shows the average household size in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



■ 2021
■ 2025 (Projected)

Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



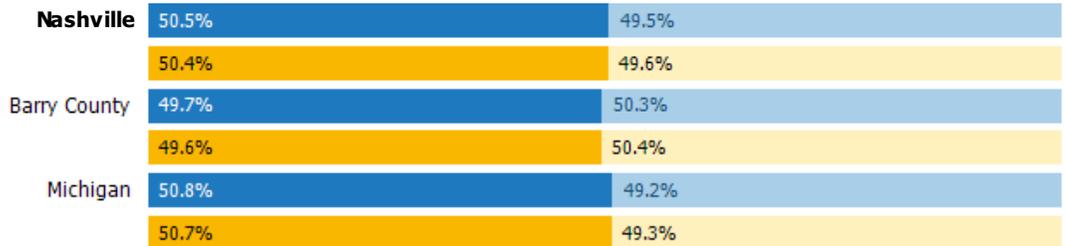
■ 2021
■ 2025 (Projected)

Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



■ Women 2021
■ Men 2021
■ Women 2025 (Projected)
■ Men 2025 (Projected)



Nashville, Michigan: Age Comparison

Median Age

This chart shows the median age in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

2021
2025 (Projected)



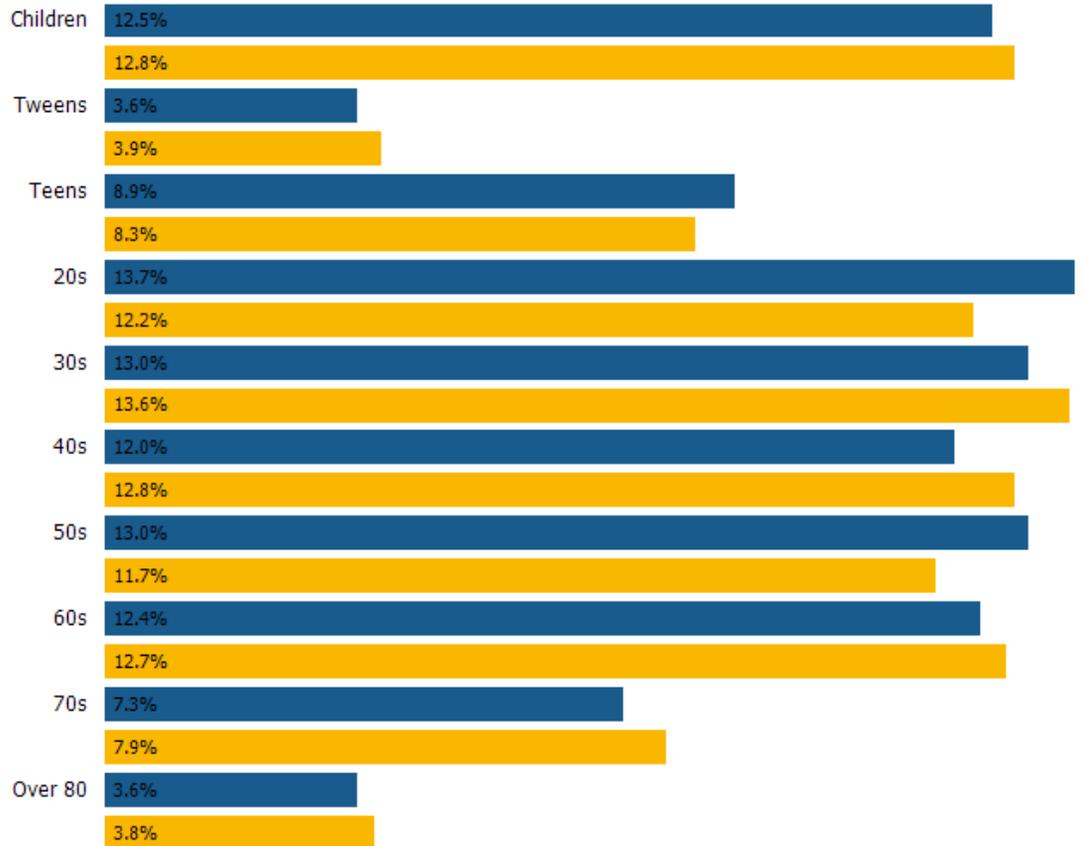
Population by Age

This chart breaks down the population of an area by age group.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

2021
2025 (Projected)





Nashville, Michigan: Marital Status Comparison

Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Married

This chart shows the number of people in an area who are married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually





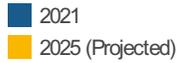
Nashville, Michigan: Economic Comparison

Average Household Income

This chart shows the average household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

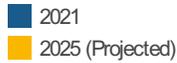


Median Household Income

This chart shows the median household income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Per Capita Income

This chart shows per capita income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually





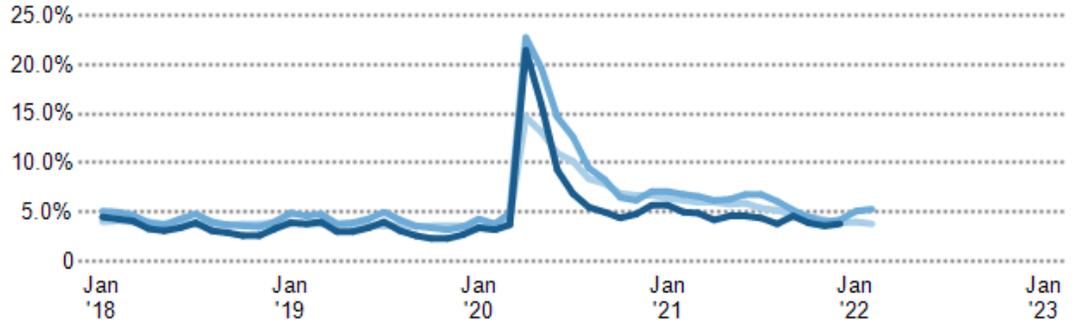
Unemployment Rate

This chart shows the unemployment trend in an area, compared with other geographies

Data Source: Bureau of Labor Statistics via PolicyMap

Update Frequency: Monthly

- Barry County
- Michigan
- USA



Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Data Source: Bureau of Labor Statistics via Esri, 2021

Update Frequency: Annually





Nashville, Michigan: Education Comparison

Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually





Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually



Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually





Nashville, Michigan: Commute Comparison

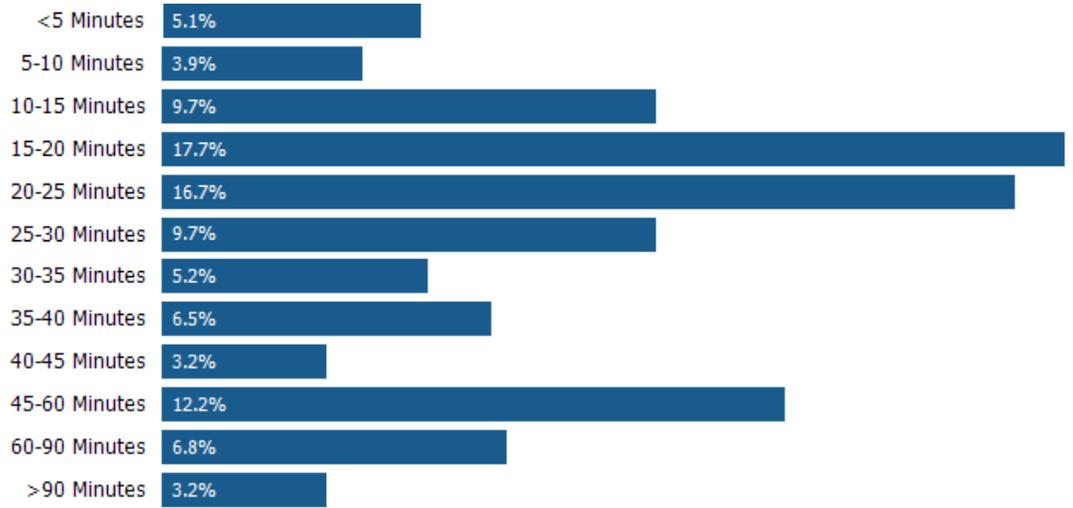
Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ Nashville



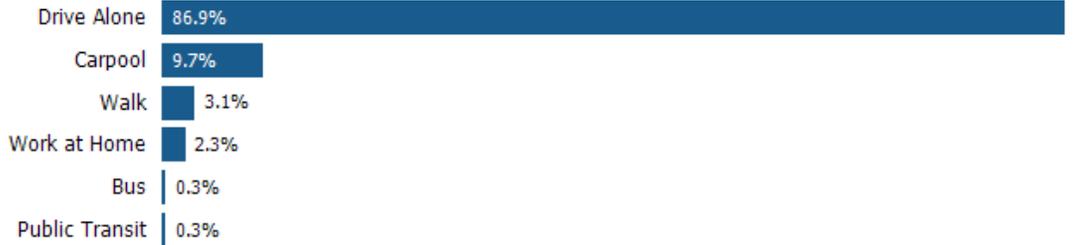
How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Data Source: U.S. Census American Community Survey via Esri, 2021

Update Frequency: Annually

■ Nashville





Nashville, Michigan: Home Value Comparison

Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.

Data Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly



Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

Data Source: Listing data

Update Frequency: Monthly



12 mo. Change in Median Listing Price

This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.

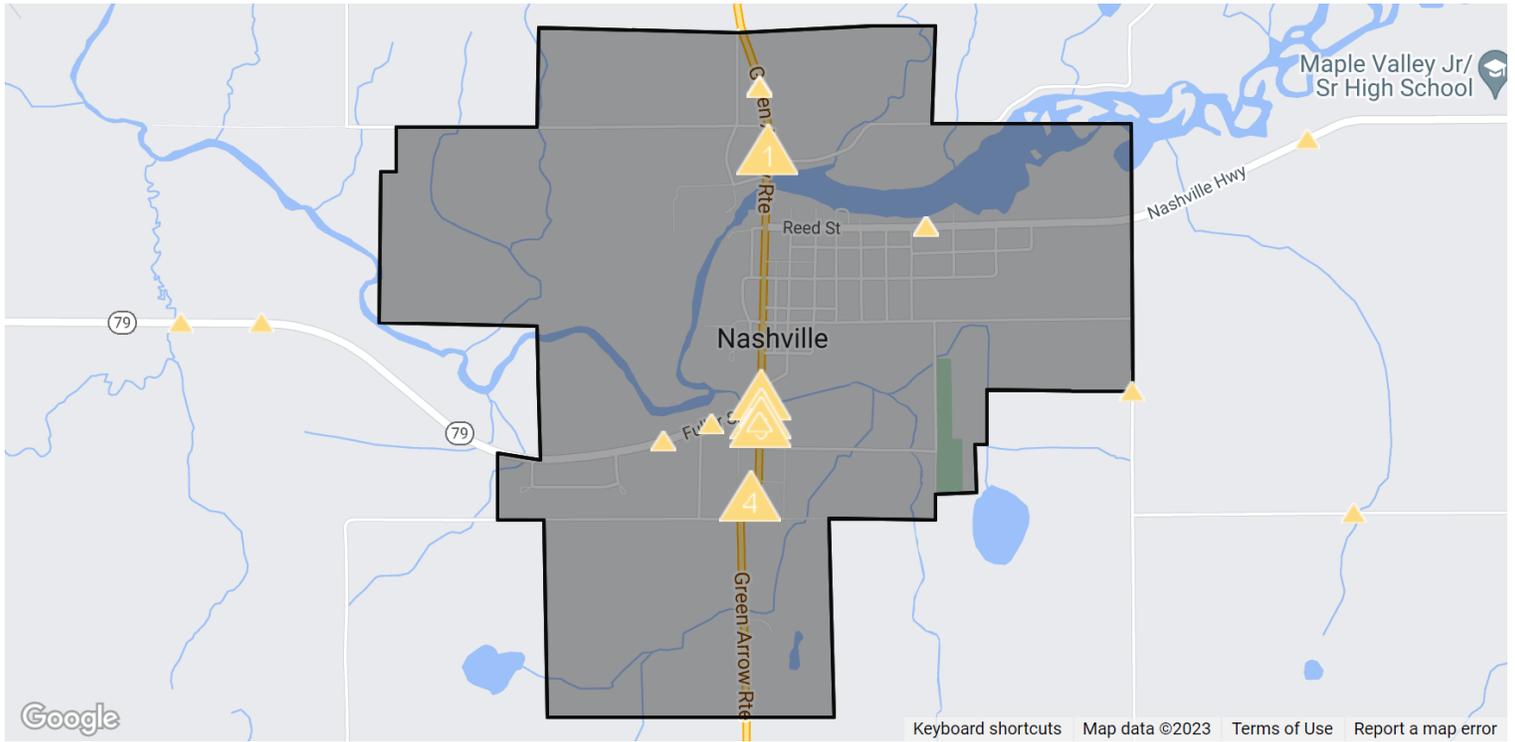
Data Source: Listing data

Update Frequency: Monthly





Traffic Counts



Daily Traffic Counts: ▲ Up 6,000 / day ▲ 6,001 – 15,000 ▲ 15,001 – 30,000 ▲ 30,001 – 50,000 ▲ 50,001 – 100,000 ▲ Over 100,000 / day

1

5,100

2022 Est. daily traffic counts

Street: N Main St
 Cross: Main St
 Cross Dir: S
 Dist: 0.03 miles

Historical counts

Year	Count	Type
2012	5,172	AA DT
2011	5,066	AA DT

2

4,949

2022 Est. daily traffic counts

Street: S Main St
 Cross: Railroad St
 Cross Dir: N
 Dist: 0.03 miles

Historical counts

Year	Count	Type

3

4,785

2021 Est. daily traffic counts

Street: M 66
 Cross: Railroad St
 Cross Dir: N
 Dist: 0.03 miles

Historical counts

Year	Count	Type
2020	4,246	AA DT
2018	5,710	AA DT
2015	6,100	AA DT
2012	5,172	AA DT

4

4,249

2022 Est. daily traffic counts

Street: M-79
 Cross: -
 Cross Dir: -
 Dist: -

Historical counts

Year	Count	Type
2015	4,500	AA DT
2012	4,135	AA DT
2011	4,050	AA DT

5

3,861

2021 Est. daily traffic counts

Street: M 66;M 79
 Cross: Fuller St
 Cross Dir: N
 Dist: 0.01 miles

Historical counts

Year	Count	Type
2020	3,426	AA DT
2018	4,460	AA DT

NOTE: Daily Traffic Counts are a mixture of actual and Estimates (*)



About RPR (Realtors Property Resource)

- Realtors Property Resource® is a wholly owned subsidiary of the National Association REALTORS®.
- RPR offers comprehensive data – including a nationwide database of 164 million properties – as well as powerful analytics and dynamic reports exclusively for members of the NAR.
- RPR's focus is giving residential and commercial real estate practitioners, brokers, and MLS and Association staff the tools they need to serve their clients.
- This report has been provided to you by a member of the NAR.



About RPR's Data

RPR generates and compiles real estate and other data from a vast array of sources. The data contained in your report includes some or all of the following:

- **Listing data** from our partner MLSs and CIEs, and related calculations, like estimated value for a property or median sales price for a local market.
- **Public records data** including tax, assessment, and deed information. Foreclosure and distressed data from public records.
- **Market conditions and forecasts** based on listing and public records data.
- **Census and employment data** from the U.S. Census and the U.S. Bureau of Labor Statistics.
- **Demographics and trends data** from Esri. The data in commercial and economic reports includes Tapestry Segmentation, which classifies U.S. residential neighborhoods into unique market segments based on socioeconomic and demographic characteristics.
- **Business data** including consumer expenditures, commercial market potential, retail marketplace, SIC and NAICS business information, and banking potential data from Esri.
- **School data and reviews** from Niche.
- **Specialty data sets** such as walkability scores, traffic counts and flood zones.



Update Frequency

- Listings and public records data are updated on a continuous basis.
- Charts and statistics calculated from listing and public records data are refreshed monthly.
- Other data sets range from daily to annual updates.

Learn more

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>

