



NEIGHBORHOOD RETAIL OPPORTUNITY STUDY

Unmet Demand by Neighborhood

As each neighborhood changes, it is useful to compare updated supply against updated demand figures so as to manage resources invested in creating new retail opportunities. This report shows the unmet demand of each category at any given time. This page automatically generates based on new entries in the Inventory Management excel sheet and the Demand Update tool and relies on their accurate and timely updating.

CATEGORY	BANGLATOWN			EAST WARREN			JEFFERSON CHALMERS		
	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand
NG&S SUBTOTAL	238,740	241,129	2,389	61,600	163,186	101,586	29,700	199,188	169,488
Food At Home	216,200	123,779	(92,421)	16,000	71,057	55,057	-	84,499	84,499
Alcohol at Home	-	4,048	4,048	3,600	2,823	(777)	8,000	3,621	(4,379)
Personal/Household Care Goods and Services	22,540	107,426	84,886	42,000	86,107	44,107	21,700	107,242	85,542
Pet Food, Services, & Supplies	-	7,157	7,157	-	3,378	3,378	-	4,102	4,102
F&B SUBTOTAL	20,600	40,576	19,976	25,900	31,237	5,337	11,200	28,601	17,401
Full-Service	11,920	17,923	6,003	13,920	16,084	2,164	1,760	14,480	12,720
Fast Food	-	18,846	18,846	6,900	13,630	6,730	5,000	11,794	6,794
Alcohol Away from Home	2,980	1,502	(1,478)	3,480	698	(2,782)	440	1,114	674
Snacks & Non-Alcoholic Beverages	5,700	2,206	(3,494)	1,600	824	(776)	4,000	1,213	(2,787)
GAFO SUBTOTAL	28,460	48,637	20,177	25,400	8,904	(16,496)	23,800	14,209	(9,591)
Home Furnishings	4,500	13,978	9,478	19,400	2,492	(16,908)	7,200	3,748	(3,452)
Apparel	15,900	24,114	8,214	2,600	3,582	982	7,600	6,544	(1,056)
Electronics	780	2,366	1,586	-	461	461	1,280	659	(621)
Sports Equipment	-	2,519	2,519	-	901	901	-	1,155	1,155
Books, Music & Other	7,280	2,376	(4,904)	3,400	1,066	(2,334)	7,720	1,544	(6,176)
TOTAL	287,800	330,342	42,542	112,900	203,327	90,427	64,700	241,998	177,298

CATEGORY	JOY SOUTHFIELD			LIVERNOIS - 6 MILE			NORTHWEST GRAND RIVER		
	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand
NG&S SUBTOTAL	98,700	188,062	89,362	330,200	557,861	227,661	300,923	1,180,929	880,006
Food At Home	49,000	94,027	45,027	112,000	257,810	145,810	87,985	564,516	476,531
Alcohol at Home	13,000	2,800	(10,200)	27,000	10,516	(16,484)	20,500	21,459	959
Personal/Household Care Goods and Services	36,700	88,100	51,400	181,200	266,954	85,754	192,439	569,148	376,709
Pet Food, Services, & Supplies	-	3,382	3,382	10,000	11,989	1,989	-	29,347	29,347
F&B SUBTOTAL	20,300	23,457	3,157	68,250	90,933	22,683	77,100	153,649	76,549
Full-Service	9,120	9,760	640	15,560	40,599	25,039	17,200	65,267	48,067
Fast Food	8,900	11,603	2,703	34,900	39,144	4,244	49,000	74,221	25,221
Alcohol Away from Home	2,280	948	(1,332)	3,890	3,679	(211)	4,300	6,414	2,114
Snacks & Non-Alcoholic Beverages	-	1,146	1,146	13,900	2,945	(10,955)	6,600	7,174	574
GAFO SUBTOTAL	10,000	10,966	966	296,600	66,829	(229,771)	141,245	127,805	(13,440)
Home Furnishings	4,800	3,448	(1,352)	193,200	21,113	(172,087)	43,900	43,038	(862)
Apparel	-	5,039	5,039	76,300	26,136	(50,164)	36,346	53,975	17,629
Electronics	240	550	310	1,980	2,604	624	2,933	5,623	2,690
Sports Equipment	-	718	718	-	3,656	3,656	9,773	7,722	(2,051)
Books, Music & Other	4,960	677	(4,283)	25,120	4,546	(20,574)	48,292	7,923	(40,369)
TOTAL	129,000	222,485	93,485	695,050	715,623	20,573	519,268	1,462,382	943,114

DETROIT

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CATEGORY	OSBORN			ROSA PARKS - CLAIRMONT			RUSSELL WOODS		
	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand
NG&S SUBTOTAL	53,920	410,481	356,561	63,000	161,186	98,186	84,488	301,224	216,736
Food At Home	11,800	205,275	193,475	25,000	74,876	49,876	16,495	149,440	132,945
Alcohol at Home	3,600	6,876	3,276	-	2,261	2,261	5,800	4,982	(818)
Personal/Household Care Goods and Services	38,520	189,114	150,594	38,000	81,193	43,193	62,193	141,259	79,066
Pet Food, Services, & Supplies	-	10,656	10,656	-	3,055	3,055	-	5,805	5,805
F&B SUBTOTAL	23,500	57,826	34,326	2,500	24,418	21,918	19,050	33,043	13,993
Full-Service	4,320	25,149	20,829	-	12,600	12,600	3,320	13,102	9,782
Fast Food	18,100	25,511	7,411	2,500	10,375	7,875	14,900	17,254	2,354
Alcohol Away from Home	1,080	2,256	1,176	-	581	581	630	1,339	509
Snacks & Non-Alcoholic Beverages	-	3,114	3,114	-	573	573	-	1,348	1,348
GAFO SUBTOTAL	31,480	66,609	35,129	-	13,008	13,008	28,200	13,523	(14,677)
Home Furnishings	6,300	22,334	16,034	-	3,104	3,104	6,500	4,805	(1,695)
Apparel	21,900	28,478	6,578	-	5,984	5,984	3,800	5,709	1,909
Electronics	400	2,764	2,364	-	661	661	1,100	793	(307)
Sports Equipment	-	3,752	3,752	-	1,025	1,025	-	837	837
Books, Music & Other	2,880	3,423	543	-	1,254	1,254	16,800	779	(16,021)
TOTAL	108,900	534,915	426,015	65,500	198,611	133,111	131,738	347,790	216,052

CATEGORY	WEST VERNOR CORRIDOR - MEXICANTOWN			WEST VERNOR CORRIDOR - SPRINGWELLS			ISLANDVIEW/GREATER VILLAGES		
	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand	Supply (SF)	Total Blended Demand (SF)	Unmet Demand
NG&S SUBTOTAL	93,280	157,174	63,894	158,500	475,637	317,137	146,820	336,746	189,926
Food At Home	40,100	82,685	42,585	58,000	246,762	188,762	28,200	153,000	124,800
Alcohol at Home	3,300	2,677	(623)	8,500	8,288	(212)	11,700	5,275	(6,425)
Personal/Household Care Goods and Services	49,880	69,047	19,167	92,000	211,000	119,000	106,920	172,145	65,225
Pet Food, Services, & Supplies	-	3,553	3,553	-	10,926	10,926	-	7,677	7,677
F&B SUBTOTAL	69,630	27,161	(42,469)	84,500	88,873	4,373	62,700	83,233	20,533
Full-Service	36,624	13,454	(23,170)	49,200	42,050	(7,150)	13,600	41,404	27,804
Fast Food	13,675	11,586	(2,089)	13,500	38,871	25,371	34,700	36,828	2,128
Alcohol Away from Home	9,156	847	(8,309)	12,300	3,047	(9,253)	3,400	2,819	(581)
Snacks & Non-Alcoholic Beverages	10,175	1,275	(8,900)	9,500	4,905	(4,595)	11,000	2,182	(8,818)
GAFO SUBTOTAL	71,845	25,871	(45,974)	77,600	45,214	(32,386)	25,380	42,403	17,023
Home Furnishings	14,100	9,139	(4,961)	30,200	15,895	(14,305)	11,700	10,893	(807)
Apparel	40,975	10,640	(30,335)	16,000	17,902	1,902	1,200	21,882	20,682
Electronics	630	1,337	707	6,040	2,218	(3,822)	920	1,261	341
Sports Equipment	-	1,519	1,519	-	2,740	2,740	-	2,382	2,382
Books, Music & Other	16,140	1,096	(15,044)	25,360	2,354	(23,006)	11,560	3,338	(8,222)
TOTAL	234,755	210,206	(24,549)	320,600	609,724	289,124	234,900	462,382	227,482


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WEST WARREN			
CATEGORY	Supply (SF)	Total Blended Demand (SF)	Unmet Demand
NG&S SUBTOTAL	119,900	252,810	132,910
Food At Home	28,100	132,581	104,481
Alcohol at Home	9,000	3,897	(5,103)
Personal/Household Care Goods and Services	82,800	110,547	27,747
Pet Food, Services, & Supplies	-	6,335	6,335
F&B SUBTOTAL	92,000	31,067	(20,933)
Full-Service	9,360	13,411	4,051
Fast Food	23,200	14,759	(8,441)
Alcohol Away from Home	2,340	1,156	(1,184)
Snacks & Non-Alcoholic Beverages	17,100	1,741	(15,359)
GAFO SUBTOTAL	52,400	18,925	(33,475)
Home Furnishings	29,000	6,161	(22,839)
Apparel	6,000	8,256	2,256
Electronics	2,400	901	(1,499)
Sports Equipment	-	1,196	1,196
Books, Music & Other	15,000	971	(14,029)
TOTAL	224,300	302,802	78,502