

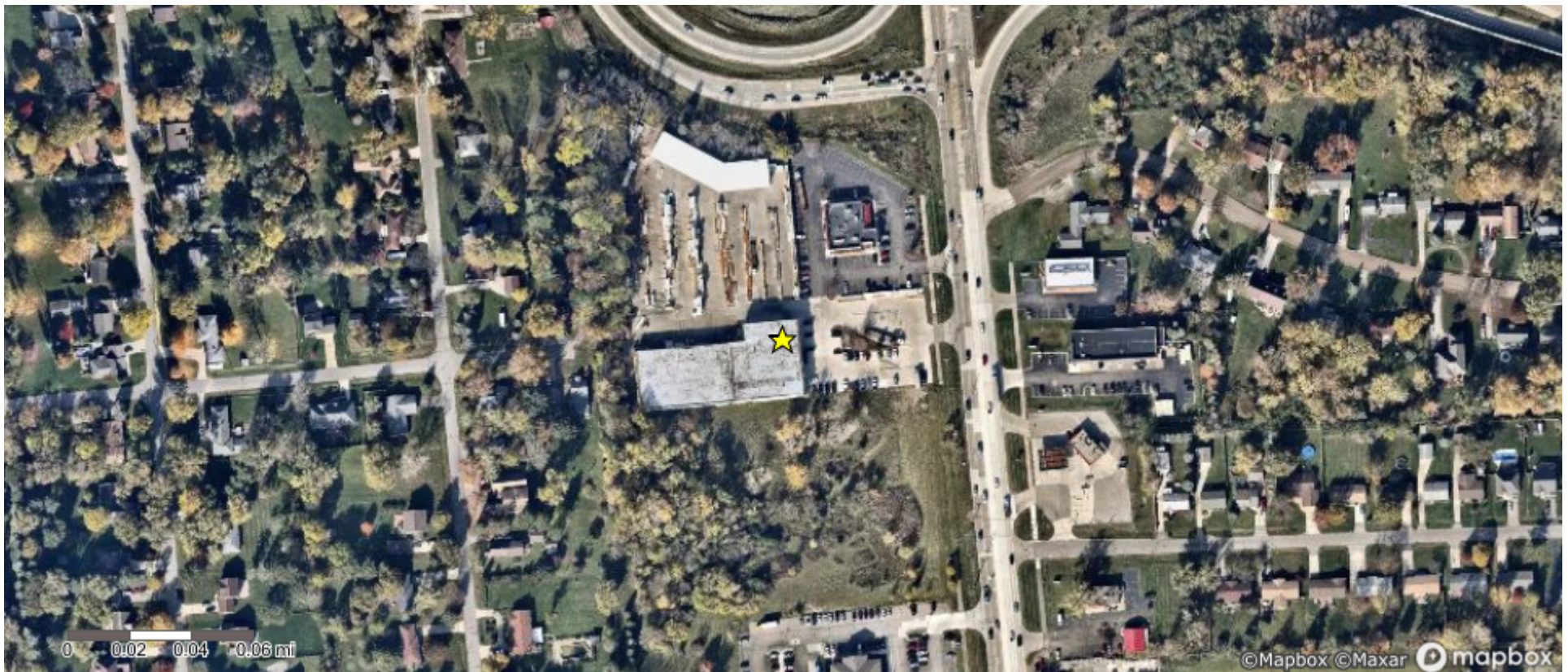


Tazikis Site Forecast Report

3784 S Rochester Rd, Rochester Hills, MI 48307

November 15, 2023

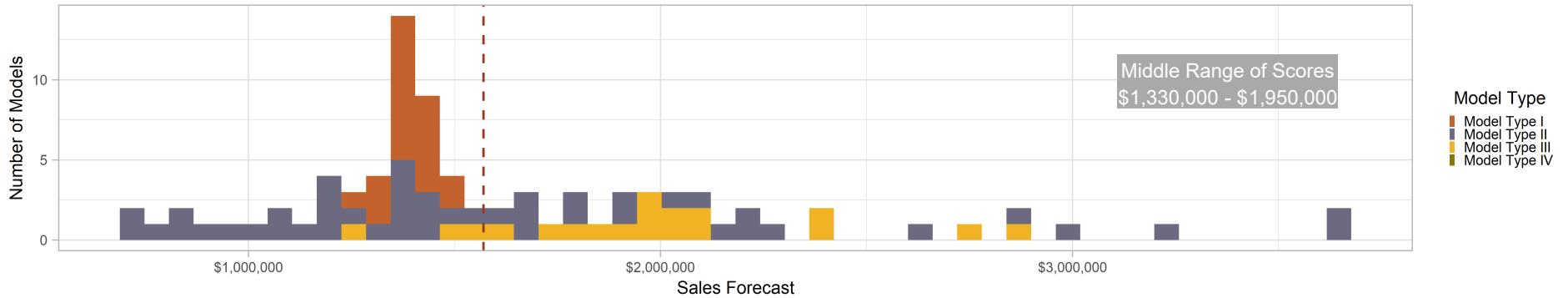
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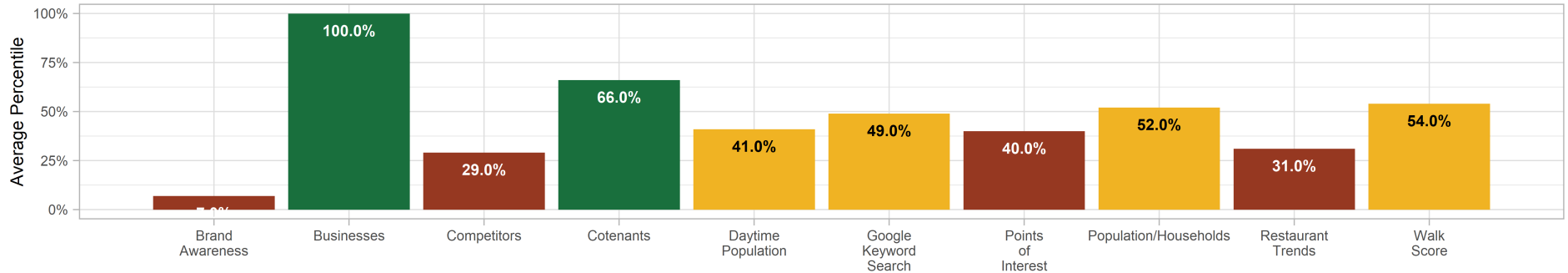
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How does this site compare to other locations?

Potential Site Forecast	Net Potential New Sales	Avg Bottom 25%	Avg Middle 50%	Avg Top 25%
\$1,570,475	\$1,570,475	\$974,715	\$1,662,687	\$2,539,943




High Impact Model Variables



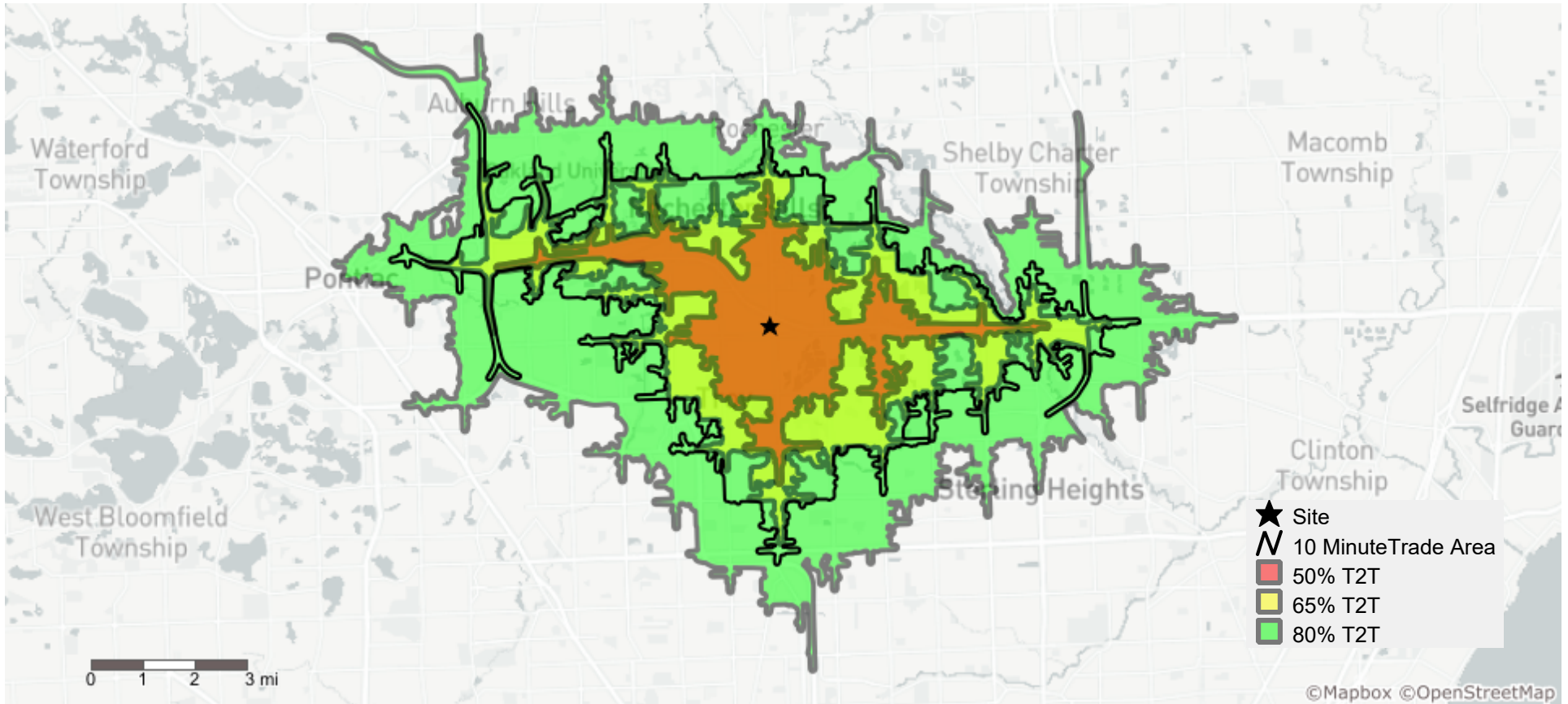
Category	Description	Site Impact Category	Site Value	Top	Middle	Bottom	Percentile	0	100
Competitors	Count of competitors for positively correlated brands within 05 Min	Medium Negative Impact	0.0	1.5	1.1	0.8	20%		
Competitors	Count of competitors for negatively correlated brands within 15 T2T	Small Negative Impact	3.0	0.7	1.1	1.1	5%		
Cotenants	Count of brands in category Breakfast within 0.25 Mi	Small Positive Impact	0.0	0.3	0.2	0.7	66%		
Population/Households	High school graduate/GED within 15 Min	Large Negative Impact	44,362.0	13,064.2	17,069.2	18,776.9	5%		
Businesses	% Health Services (Establishments) within 30 T2T	Medium Positive Impact	31.6	14.4	11.5	10.8	100%		
Daytime Population	% Health Services (Employees) within 80 T2T	Medium Negative Impact	6.5	16.5	12.9	13.2	11%		
Daytime Population	% A Power Elite within 80 T2T	Small Positive Impact	17.1	17.8	15.5	11.8	60%		
Population/Households	Top Profiles Per Negative Competitors within 10 Min	Small Positive Impact	9,522.4	12,337.7	8,506.5	6,281.6	74%		
Population/Households	Workplace Count of Blue Collar Mosaics (Groups M and N) within 50 T2T	Small Negative Impact	958.0	2,475.7	1,589.7	1,291.4	32%		
Google Keyword Search	Google Trends Index for GreekFoodNearMe	Small Positive Impact	1.0	1.3	1.4	1.6	68%		
Brand Awareness	Age of Oldest Store in Market	Medium Negative Impact	3.4	17.2	10.1	7.5	1%		

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Category	Description	Site Impact Category	Site Value	Top	Middle	Bottom	Percentile	0	100
Points of Interest	Count of Club Grocers within 5 mins	Minimal Impact	0.0	0.0	0.1	0.3	56%		
Restaurant Trends	Average Restaurant Trends Index, FSR within 15 T2T	Small Positive Impact	92.0	92.7	97.1	103.6	70%		
Restaurant Trends	Average Restaurant Trends Index, QSR within 80 T2T	Small Negative Impact	94.5	101.4	100.0	98.2	17%		

Note: Table above represents a subset of high impact model variables. Full list is included in the report appendix.

Demographic Overview



Site	Urbanicity	Total Population	Median HH Income	Avg HH Size	Total Spend Food Away from Home	5 Yr Pop Growth	% Bachelor's	Total Occupied Housing Units
3784 S Rochester Rd, Rochester Hills, MI 48307	3. Urban/Metropolitan	93,293	\$83,193	2.5	\$96,755,108	1.3%	26.9%	36,606
Bottom 25%		38,803	\$69,319	2.3	\$32,058,983	3.2%	26.6%	14,636
Middle 50%		37,324	\$75,267	2.3	\$39,923,032	4.5%	30.4%	15,258
Top 25%		31,802	\$67,968	2.3	\$27,814,448	3.0%	29.8%	13,922

Demographic Variables in 10 Minutes: Compare Site to other Urban/Metropolitan Locations

Metric	Site Value	Store Average
Total Population	93,293	51,362
Total Households	36,606	22,675
Population Density	2,300	2,496
Number of Eating and Drinking Places	263	250
5 Year Projected Population Growth	1.3%	5.0%

Income

Measure	Site Population Percentage	Average Percentage for All Stores	Index
Household Income < \$10,000	3.07%	6.00%	51
Household Income \$10,000-\$14,999	2.12%	4.00%	53
Household Income \$15,000-\$19,999	2.40%	4.00%	60
Household Income \$20,000-\$24,999	3.92%	4.00%	98
Household Income \$25,000-\$29,999	4.01%	4.00%	100
Household Income \$30,000-\$34,999	3.16%	4.00%	79
Household Income \$35,000-\$39,999	3.36%	4.00%	84
Household Income \$40,000-\$44,999	3.63%	4.00%	91
Household Income \$45,000-\$49,999	3.05%	3.00%	102
Household Income \$50,000-\$59,999	7.12%	7.00%	102
Household Income \$60,000-\$74,999	9.21%	9.00%	102
Household Income \$75,000-\$99,999	14.47%	13.00%	111
Household Income \$100,000-\$124,999	11.51%	10.00%	115
Household Income \$125,000-\$149,999	8.37%	7.00%	120
Household Income \$150,000-\$199,999	11.22%	8.00%	140
Household Income \$200,000-\$249,999	4.25%	4.00%	106
Household Income \$250,000-\$499,999	3.54%	4.00%	89
Household Income \$500,000+	1.59%	2.00%	80

Household Size

Measure	Site Population Percentage	Average Percentage for All Stores	Index
1-Person Households	25.71%	33.00%	78
2-Person Households	33.25%	34.00%	98
3-Person Households	16.78%	15.00%	112
4-Person Households	15.26%	12.00%	127
5-Person Households	5.77%	5.00%	115

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Measure	Site Population Percentage	Average Percentage for All Stores	Index
6-Person Households	2.25%	2.00%	113
7+ Person Households	0.98%	1.00%	98

Education

Measure	Site Population Percentage	Average Percentage for All Stores	Index	Order
High school graduate, GED, or alternative	19.43%	19.00%	102	1
Associate's degree	8.57%	7.00%	122	2
Bachelor's degree	26.85%	29.00%	93	3
Master's degree	16.52%	13.00%	127	4
Doctorate degree	2.27%	3.00%	76	5

Occupation

Measure	Site Population Percentage	Average Percentage for All Stores	Index
Construction, extraction, maintenance, and repair	5.30%	5.00%	106
Farming, fishing, and forestry	0.03%	0.00%	
Management, professional, and related	51.44%	47.00%	109
Production, transportation, and material moving	8.32%	8.00%	104
Sales and office	22.29%	24.00%	93
Service	12.63%	15.00%	84

Demographic Variables in 1, 3, 5 Miles: Compare Site to other Urban/Metropolitan Locations

Metric	RadiusSize	Site Value	Store Average
Total Population	1	7,800	9,020
Total Households	1	2,666	4,157
Population Density	1	2,478	2,870
Number of Eating and Drinking Places	1	31	61
5 Year Projected Population Growth	1	0.8%	5.7%
Total Population	3	70,806	77,259
Total Households	3	27,222	33,346
Population Density	3	2,499	2,731
Number of Eating and Drinking Places	3	160	287
5 Year Projected Population Growth	3	1.5%	4.8%
Total Population	5	201,019	198,125
Total Households	5	77,467	83,640
Population Density	5	2,554	2,522
Number of Eating and Drinking Places	5	502	650
5 Year Projected Population Growth	5	1.4%	4.7%

Income

Measure	Site Population		Average Index - Site Population		Average Index - Site Population		Average Index - Site Population		
	Percentage - 1 Mi	Percentage For All Stores - 1 Mi	1 Mi Percentage	Percentage For All Stores - 3 Mi	3 Mi Percentage	Percentage For All Stores - 5 Mi	5 Mi Percentage	Percentage For All Stores - 5 Mi	
Household Income < \$10,000	1	6	22	3	6	49	3	6	55
Household Income \$10,000-\$14,999	2	3	52	2	4	55	2	4	63
Household Income \$15,000-\$19,999	1	4	36	2	4	54	2	4	58
Household Income \$20,000-\$24,999	4	4	103	3	4	85	4	4	94
Household Income \$25,000-\$29,999	3	4	75	4	4	97	4	4	98
Household Income \$30,000-\$34,999	2	4	55	3	4	70	3	4	72

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Measure	Site Population		Average Index - Site Population		Average Index - Site Population		Average Index - Site Population		
	Percentage - 1 Mi	Percentage For All Stores - 1 Mi	1 Mi	Percentage - 3 Mi	Percentage For All Stores - 3 Mi	3 Mi	Percentage - 5 Mi	Percentage For All Stores - 5 Mi	5 Mi
Household Income \$35,000-\$39,999	2	4	50	3	4	79	3	4	84
Household Income \$40,000-\$44,999	2	4	53	3	4	72	3	4	81
Household Income \$45,000-\$49,999	2	3	74	3	3	82	3	3	85
Household Income \$50,000-\$59,999	6	7	96	7	7	100	7	7	94
Household Income \$60,000-\$74,999	9	9	92	9	9	90	9	10	91
Household Income \$75,000-\$99,999	17	13	129	15	13	117	14	13	113
Household Income \$100,000-\$124,999	12	10	123	12	10	122	11	10	115
Household Income \$125,000-\$149,999	10	7	143	9	7	134	9	7	130
Household Income \$150,000-\$199,999	15	8	181	13	8	156	11	8	145
Household Income \$200,000-\$249,999	6	4	129	5	4	117	5	4	131
Household Income \$250,000-\$499,999	4	4	108	4	4	110	4	4	120
Household Income \$500,000+	2	3	73	2	3	73	2	2	97

Household Size

Measure	Site Population		Average Index - Site Population		Average Index - Site Population		Average Index - Site Population		
	Percentage - 1 Mi	Percentage For All Stores - 1 Mi	1 Mi	Percentage - 3 Mi	Percentage For All Stores - 3 Mi	3 Mi	Percentage - 5 Mi	Percentage For All Stores - 5 Mi	5 Mi
1-Person Households	18	34	53	24	31	76	25	30	81
2-Person Households	29	34	86	33	34	98	33	34	99
3-Person Households	18	14	125	17	15	114	17	16	108
4-Person Households	23	11	217	16	12	134	16	12	125
5-Person Households	7	4	158	6	5	122	6	5	121
6-Person Households	3	1	241	2	2	146	2	2	131
7+ Person Households	1	1	170	1	1	119	1	1	113

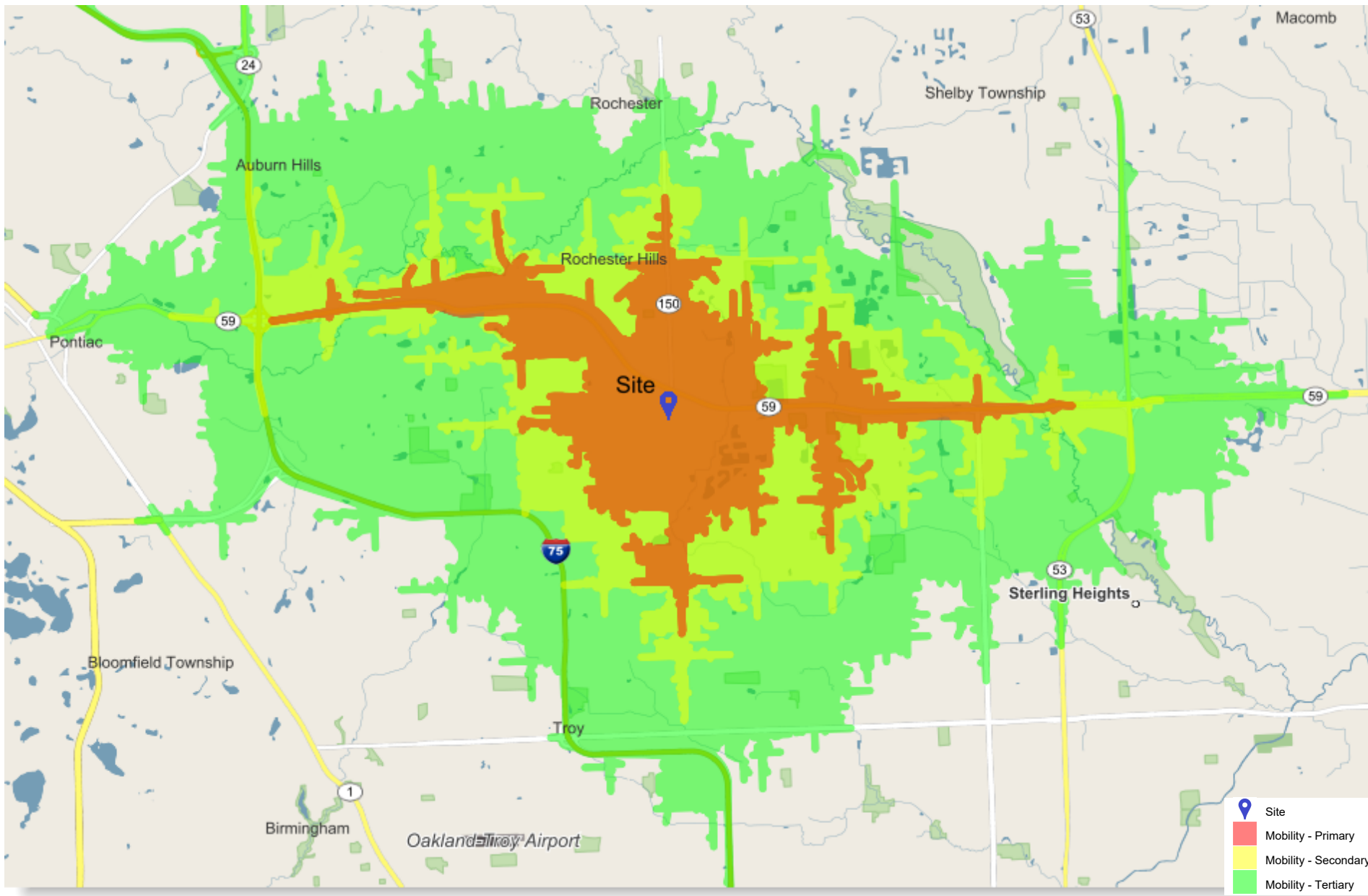
Education

Measure	Site Population		Average Index - Site Population		Average Index - Site Population		Average Index - Site Population		
	Percentage - 1 Mi	Percentage For All Stores - 1 Mi	1 Mi	Percentage - 3 Mi	Percentage For All Stores - 3 Mi	3 Mi	Percentage - 5 Mi	Percentage For All Stores - 5 Mi	5 Mi
High school graduate, GED, or alternative	18	18	102	18	19	94	19	20	92
Associate's degree	9	7	124	8	7	110	8	7	109
Bachelor's degree	30	30	100	29	29	100	27	27	101
Master's degree	17	14	127	18	13	139	17	12	137
Doctorate degree	2	3	76	3	3	100	2	2	100

Occupation

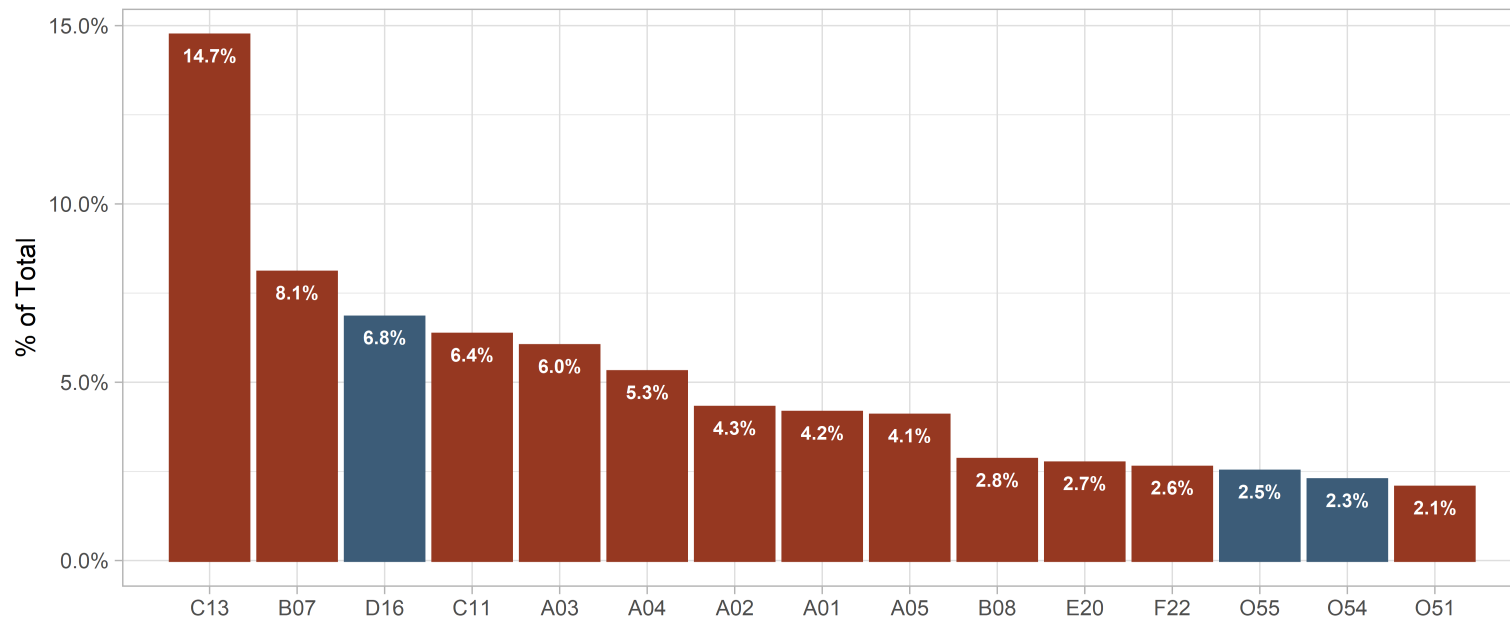
Measure	Site Population			Average Index -			Site Population			Average Index -		
	Percentage - 1 Mi	Percentage For All Stores - 1 Mi	1 Mi	Percentage - 3 Mi	Percentage For All Stores - 3 Mi	3 Mi	Percentage - 5 Mi	Percentage For All Stores - 5 Mi	5 Mi			
Construction, extraction, maintenance, and repair	5	5	110	5	5	90	5	6	87			
Farming, fishing, and forestry	0	0	0	0	0	0	0	0	8			
Management, professional, and related	56	50	113	55	47	117	52	45	116			
Production, transportation, and material moving	7	7	98	8	8	92	8	9	91			
Sales and office	21	24	89	21	24	86	22	24	90			
Service	10	14	72	12	15	77	13	16	81			

Site's Trip2Trade Area



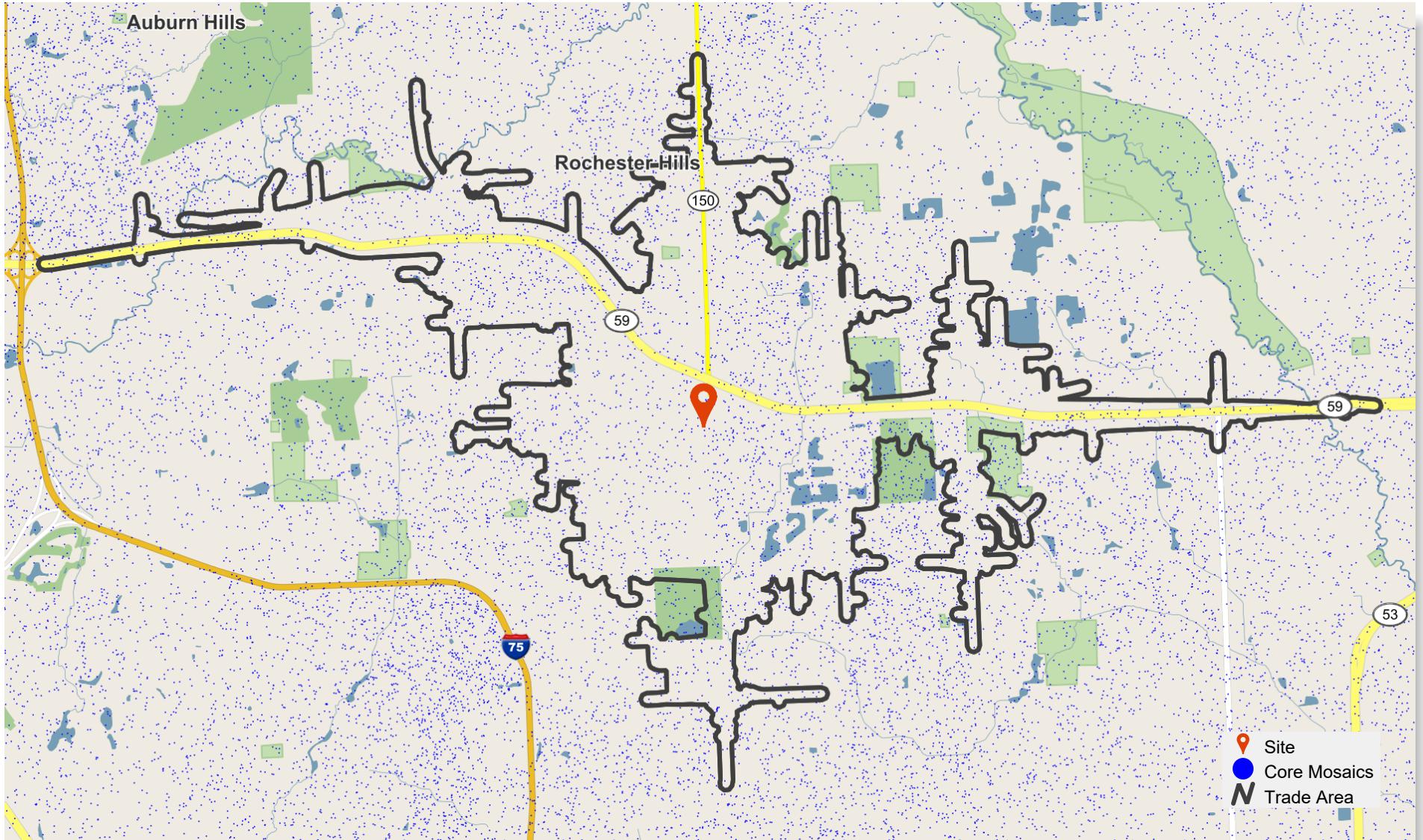
Top Segments in Site Trade Area

Segment Name	Brief Description	Percent	Top Profile
C13 Philanthropic Sophisticates	Mature, upscale couples and singles in suburban homes	14.7%	Y
B07 Across the Ages	Affluent couples and multi-generational families living a wide range of lifestyles in suburbia	8.1%	Y
D16 Settled in Suburbia	Upper middle class family units living comfortably in established suburbs	6.8%	N
C11 Sophisticated City Dweller	Upscale boomer-aged couples living in city and close-in suburbs	6.3%	Y
A03 Kids and Cabernet	Prosperous, middle-aged married couples with children living child-focused lives in affluent suburbs	6.0%	Y
A04 Picture Perfect Families	Established families on the go, living in wealthy suburbs	5.3%	Y
A02 Platinum Prosperity	Wealthy and established empty-nesting couples residing in lavish suburban homes	4.3%	Y
A01 American Royalty	Wealthy, influential couples and families living in prestigious suburbs	4.2%	Y
A05 Couples with Clout	Socially-active mobile couples living life to the fullest in affluent neighborhoods	4.1%	Y
B08 Babies and Bliss	Middle-aged couples with large families and active lives in affluent suburbia	2.8%	Y
E20 No Place Like Home	Older, middle-class multi-generational households in suburban areas	2.7%	Y
F22 Fast Track Couples	Active, young, upper middle-class suburban couples and families living upwardly-mobile lifestyles	2.6%	Y
O55 Family Troopers	Families and single-parent households living near military bases	2.5%	N
O54 Influenced by Influencers	Young singles living in Midwest and Southern city centers	2.3%	N
O51 Digitally Savvy	Generation Y and X singles who live digital-driven, urban lifestyles	2.1%	Y



Red = Top Profile

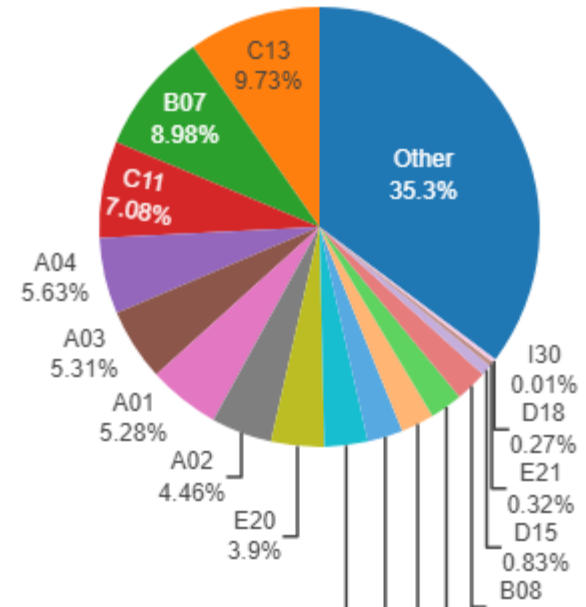
Concentration of Core Mosaic Segments



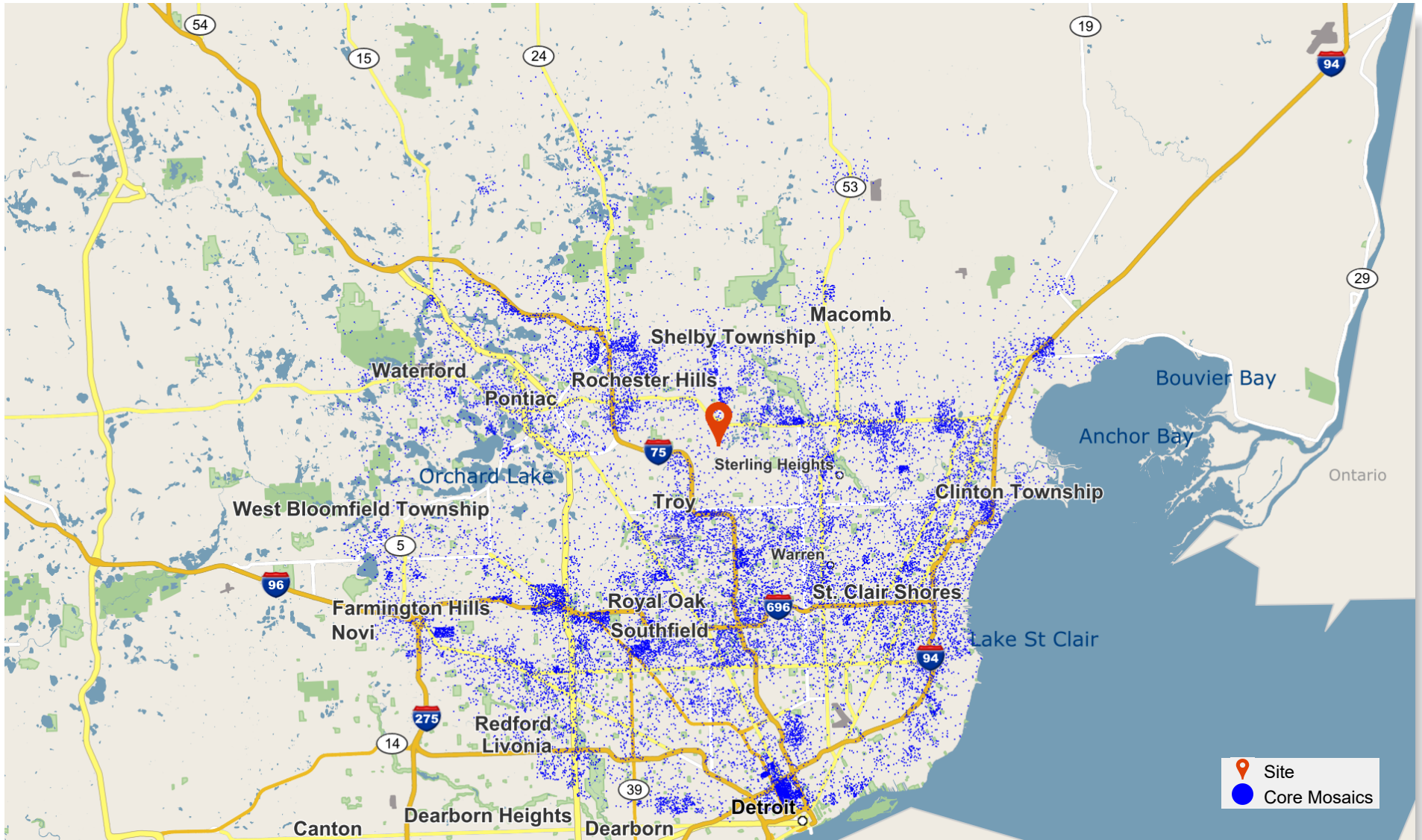
Note: The map shows the 50% Trip2Trade area. Each dot represents 10 households.

Top Segment Indexes at 10 Mins
Highlighted rows indicate the site indexes above the brand average

Segment Name	Site Population Percentage	Average Percentage for All Stores	Index
A01	5.28%	6.05%	87
A02	4.46%	4.81%	93
C13	9.73%	4.76%	204
C11	7.08%	4.51%	157
A03	5.31%	4.12%	129
A04	5.63%	3.34%	169
A05	2.61%	3.20%	82
B07	8.98%	3.16%	285
F22	3.17%	2.93%	108
E20	3.90%	2.86%	136
O51	2.45%	2.30%	107
C14	2.39%	2.09%	114
D18	0.27%	1.96%	14
B08	2.33%	1.84%	127
D15	0.83%	1.08%	77
E21	0.32%	0.46%	69
I30	0.01%	0.10%	10

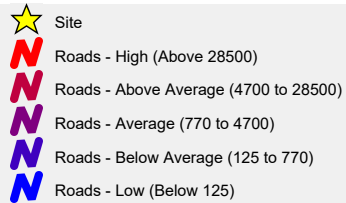
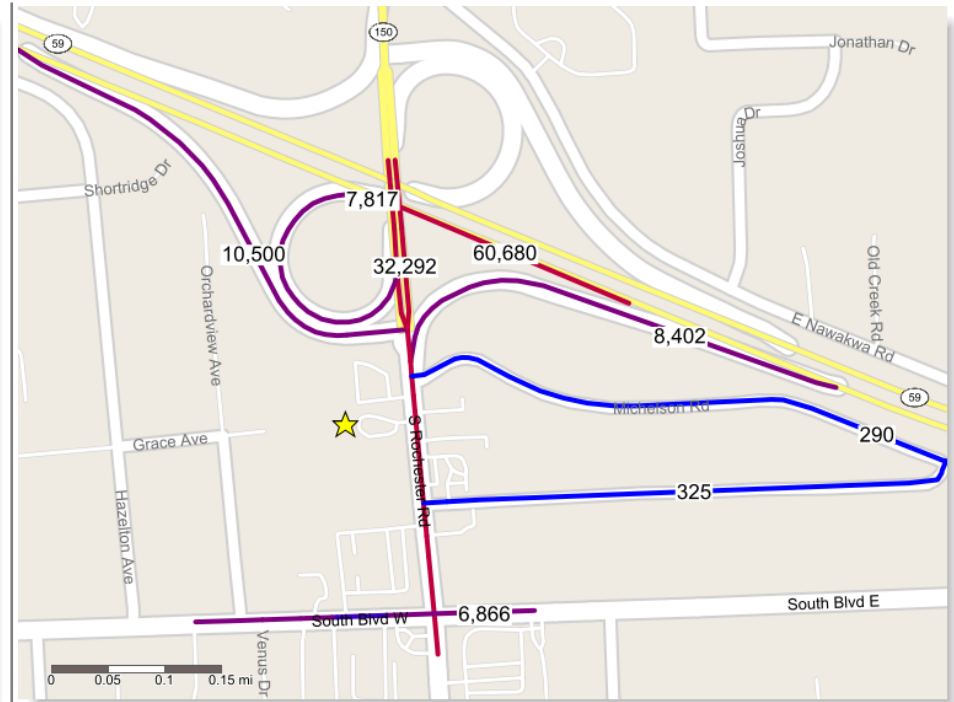
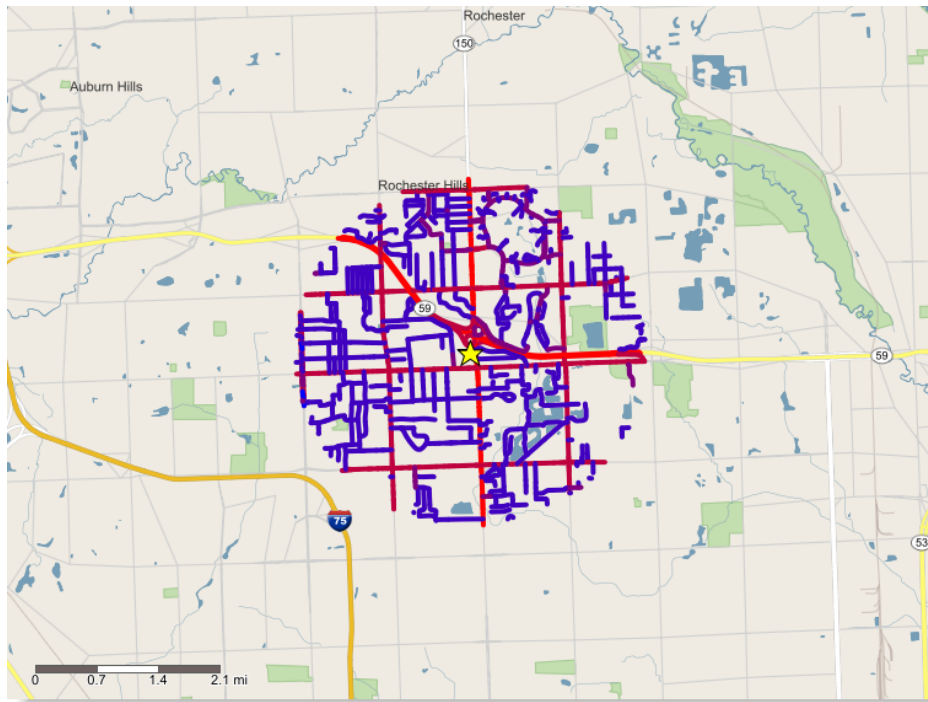


Concentration of Core Mosaic Segments



Note: The map shows the 50% Trip2Trade area. Each dot represents 10 households.

Site Traffic



Average Annual Daily Traffic

Store Average Annual Daily Traffic

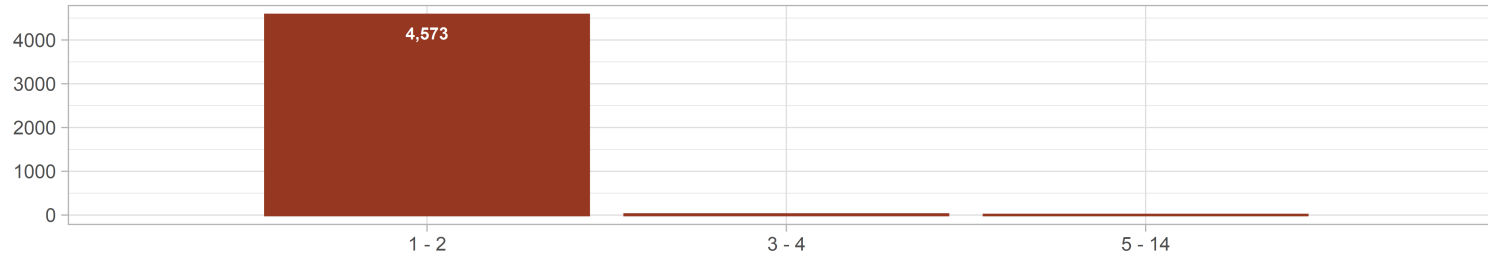
7,821

Distance	Direction	Street	AADT	Longitude	Latitude
0.07	SW	Michelson Road	319	-83.131080	42.626072
0.08	S		11,093	-83.132213	42.626601
0.08	SW	South Rochester Road	31,629	-83.131099	42.626261
0.10	NW	Eastlawn Drive	264	-83.130874	42.624446
0.10	SW	South Rochester Road	25,796	-83.131156	42.626672
0.14	NW	South Rochester Road	32,574	-83.130783	42.623757

INRIX® Insights Volume Profile - is the historical average count or volume of vehicles by day of week and hour of day for over 1 million miles of road in the United States. The averages (AADT: Average Annual Daily Traffic) including Lunch and Dinner Traffic Averages, are based on billions of input data points leveraging the INRIX Traffic Intelligence Network and are reported at the road segment level.

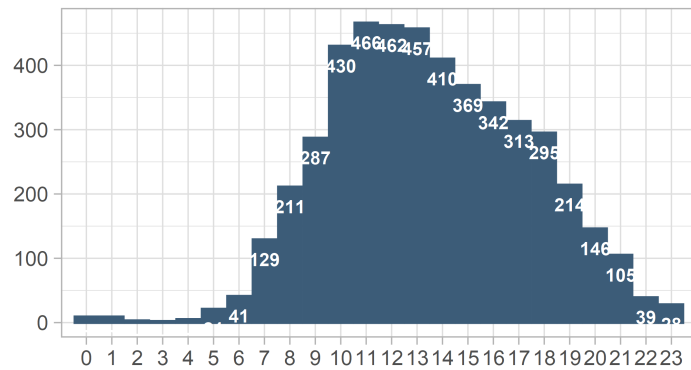
Site's Trip2Trade Summary

Count of Trips by Frequency



Total Trips: 4,793
Percent of Repeat (2+)
Trips: 7.9%

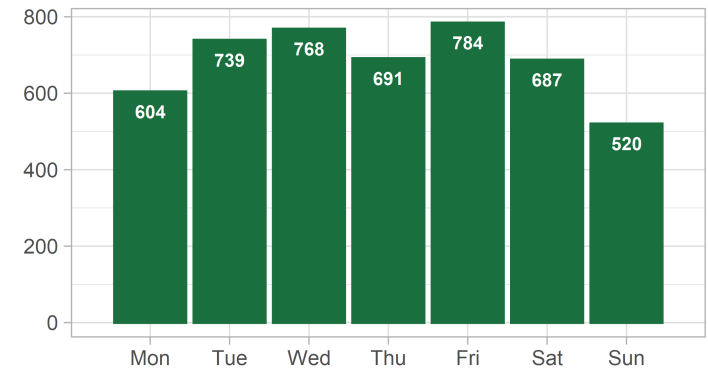
Trip Counts by Time of Day



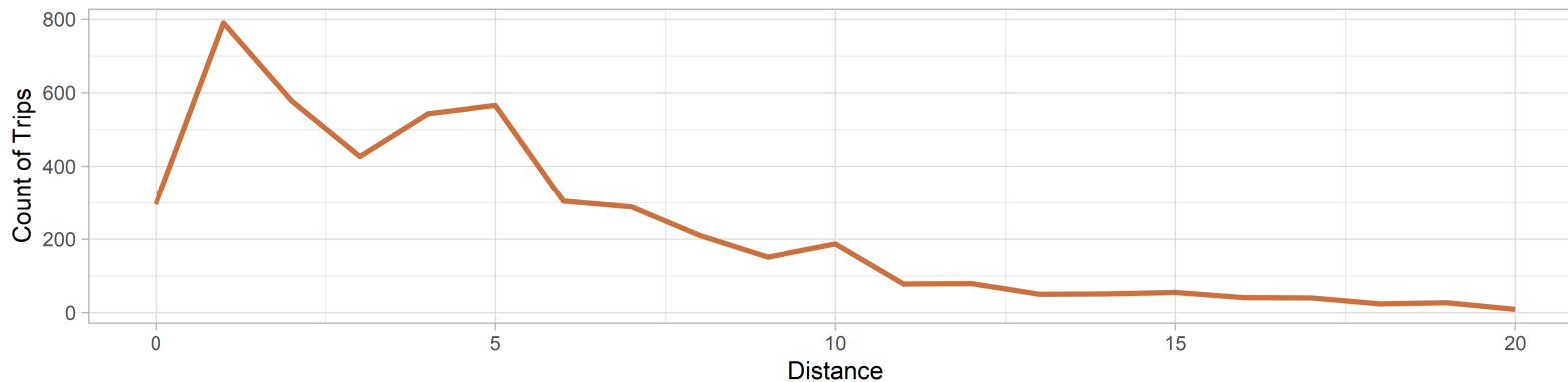
Busiest Hours: 11 AM, 12 PM

Busiest Days: Friday, Wednesday

Trip Counts by Day

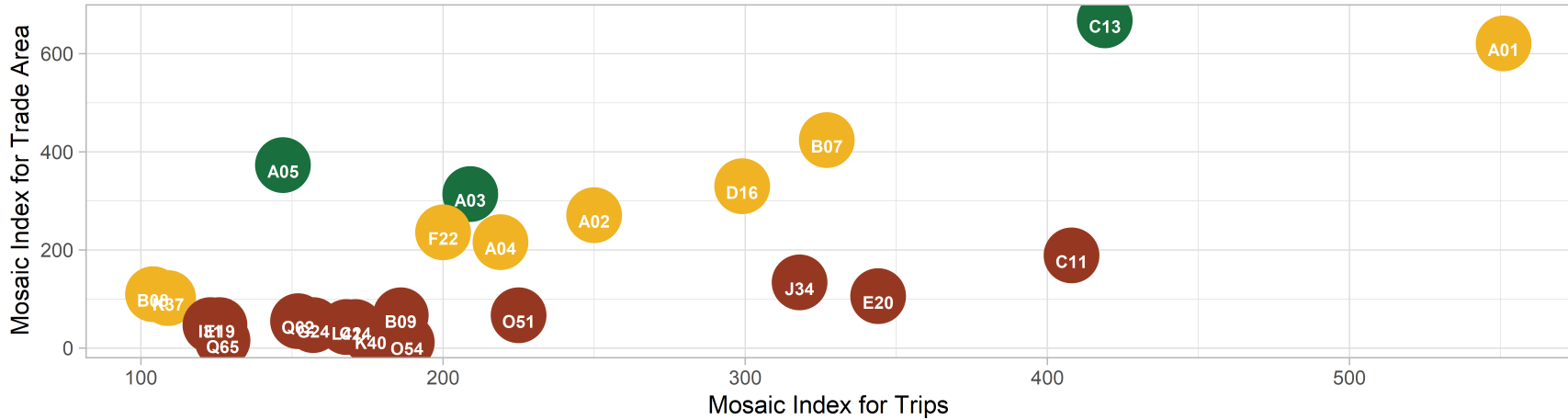


Trip Counts by Distance



80% of trips come within 7.0 miles

Indexed Trip Profiles Compared to Market Profiles



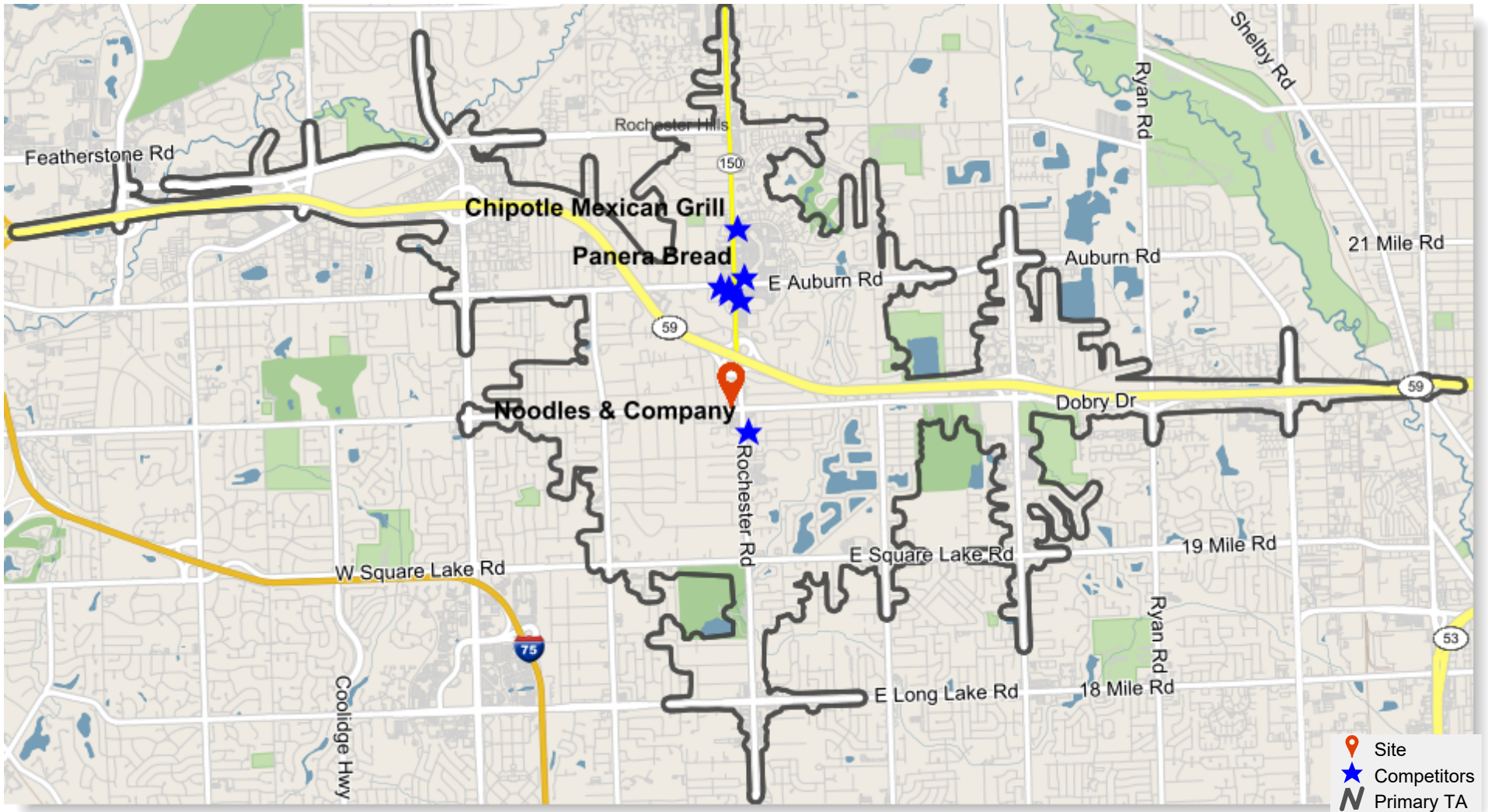
Indexed Trip Profiles Compared to Indexed Trade Area Profiles

This table details the relative values of the site's profile. Customers considered "Seek Out" are those that index highly for this site compared to the trade area. Those considered "Avoid" have high counts for the trade area, but relatively low counts for the site. "Par" customers are those whose counts are in line with the counts for the trade area.

Segment	Name	Trade Area Index	Trips Index	Trips / Trade Area	Compare			
A05	Couples with Clout	147	373	2.54	Consumer Seeks Out Site	Affluent	Highly educated	Politically conservative
C13	Philanthropic Sophisticates	419	668	1.59	Consumer Seeks Out Site	Retiring in comfort	Experienced travelers	Art connoisseurs
A03	Kids and Cabernet	209	314	1.50	Consumer Seeks Out Site	Affluent families	Traditional family roles	Politically conservative
B07	Across the Ages	327	424	1.30	Par	Affluent	Rooted in the suburbs	Multi-generational households
F22	Fast Track Couples	200	236	1.18	Par	Credit-aware	Comfortable spender	Active lifestyles
A01	American Royalty	551	621	1.13	Par	Prestigious housing	Luxury living	Upscale cars
D16	Settled in Suburbia	299	330	1.10	Par	Comfortable lifestyles	Diverse investments	Optimistic outlook
A02	Platinum Prosperity	250	271	1.08	Par	Luxury products	Empty-nesters	Political donors
B08	Babies and Bliss	104	110	1.06	Par	Large families	Online shoppers	High-credit awareness
A04	Picture Perfect Families	219	216	0.99	Par	Wealthy households	Well-educated	Pragmatic mobile users
K37	Wired for Success	109	102	0.94	Par	Conspicuous consumption	Digital media gurus	Value education
C11	Sophisticated City Dweller	408	189	0.46	Consumer Avoids Site	Affluent	Highly educated	Upscale housing
J34	Suburban Sophisticates	318	134	0.42	Consumer Avoids Site	Retired	Financially secure	AARP members
I31	Hard Working Values	123	47	0.38	Consumer Avoids Site	Multi-generational households	Middle class comfort	Union workers
E19	Consummate Consumers	126	47	0.37	Consumer Avoids Site	Empty-nesters	Highly educated	City dwellers
Q62	Enjoying Retirement	152	55	0.36	Consumer Avoids Site	Retirees	Established credit	Cruise vacations
B09	Family Fun-tastic	186	67	0.36	Consumer Avoids Site	Bargain hunters	Comfortable spending	Saving for college
E20	No Place Like Home	344	106	0.31	Consumer Avoids Site	Smart shoppers	Multi-generational homes	Contribute to charities
G24	Ambitious Singles	157	47	0.30	Consumer Avoids Site	Single city-dweller	Well-educated	Career driven
O51	Digitally Savvy	225	67	0.30	Consumer Avoids Site	Ambitious	Appearances are important	Single adults
L42	Rooted Flower Power	168	43	0.26	Consumer Avoids Site	Nearing retirement	Deeply rooted	Single adults
C14	Boomers and Boomerangs	171	43	0.25	Consumer Avoids Site	Suburbanites	Middle-class families	Politically conservative
K40	Bohemian Groove	176	24	0.14	Consumer Avoids Site	Apartment dwellers	Single adults	Environmentally sympathetic
Q65	Mature and Wise	127	16	0.13	Consumer Avoids Site	Discount shoppers	Retirement communities	TV entertainment
O54	Influenced by Influencers	188	12	0.06	Consumer Avoids Site	Career-driven	Metropolitan lifestyles	Digitally dependent

Competitors in Trade Area

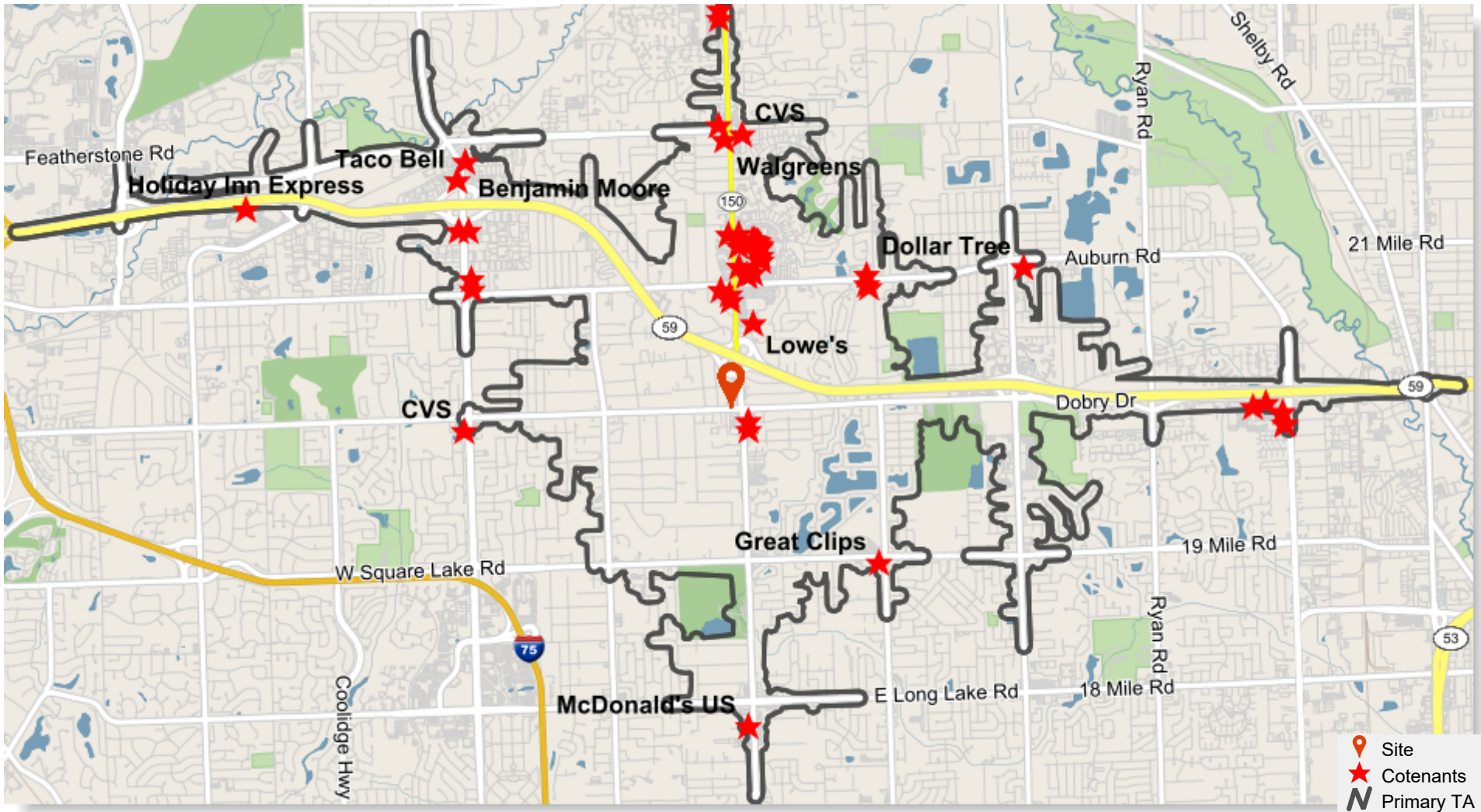
7 Competitors



Note: The map shows the Primary Trade Area as defined by mobility data

Cotenants in Trade Area

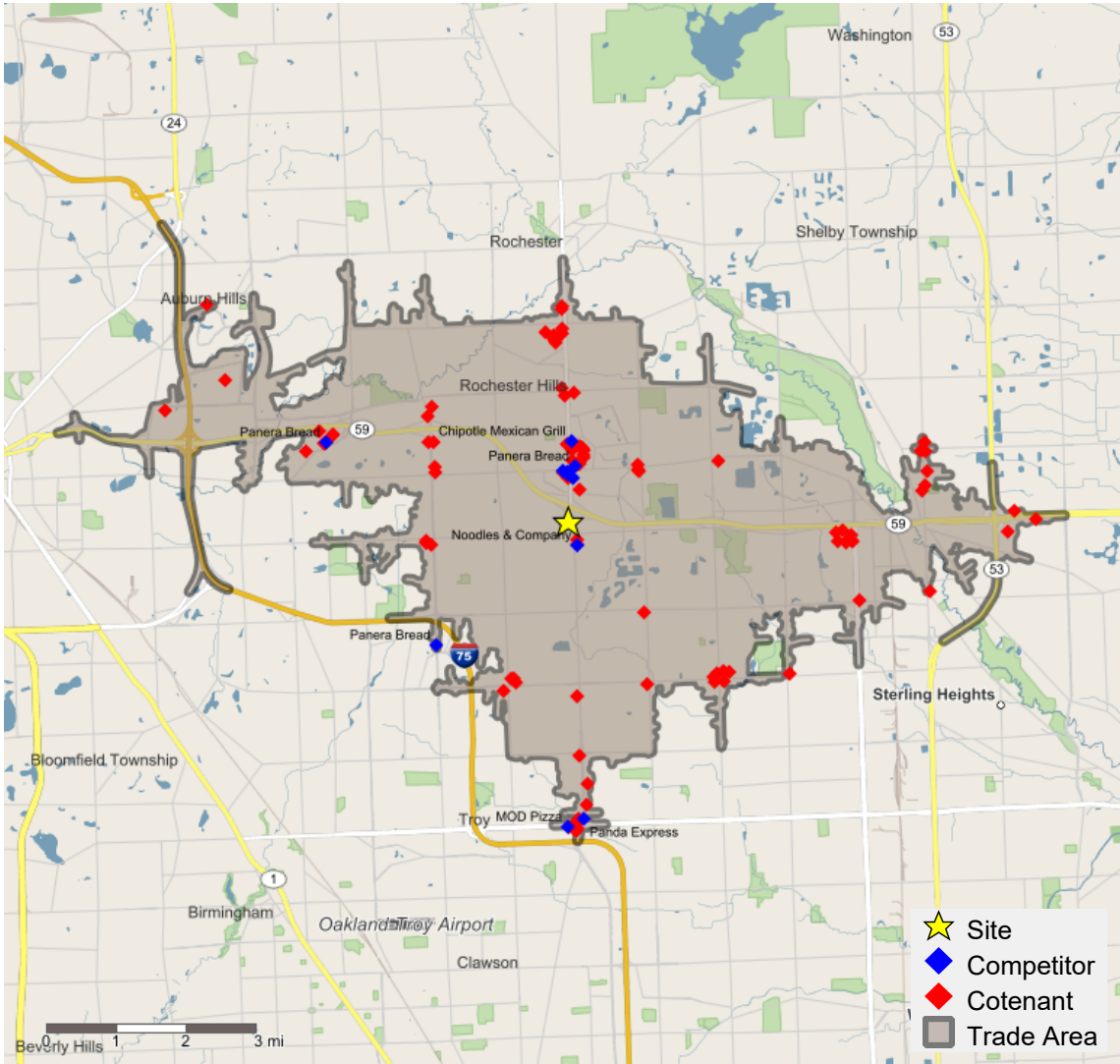
47 Cotenants



Note: The map shows the Primary Trade Area as defined by mobility data

Competitors and Cotenants in Trade Area

11 Competitors | 106 Cotenants



Note: The map shows a 10 minutes drive time

Competitors and Cotenants in Trade Area

7 Competitors | 47 Cotenants

Competitors and Cotenants in Trade Area

Closest Competitors

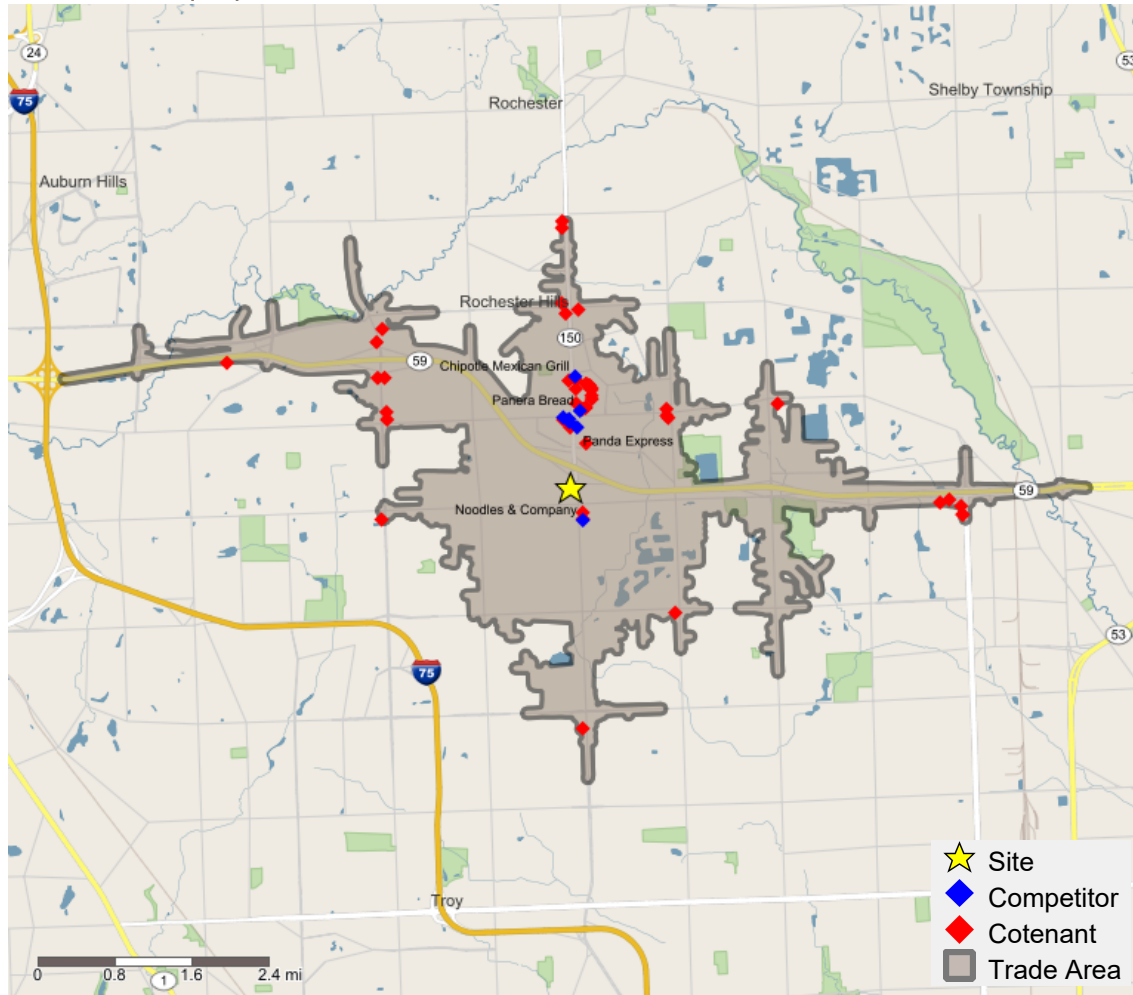
Brand	Address	City	State	Distance (Mi)
Noodles & Company	6836 Rochester Rd	Troy	MI	0.36
Panda Express	3105 S. Rochester Road	Rochester Hills	MI	0.63
MOD Pizza	3058 S Rochester Rd	Rochester Hills	MI	0.68
Qdoba Mexican Grill	3014 Rochester Rd S	Rochester Hills	MI	0.71
2941 Street Food	87 W Auburn Rd	Rochester Hills	MI	0.73
Panera Bread	2921 South Rochester Road	Rochester Hills	MI	0.80
Chipotle Mexican Grill	2611 S Rochester Rd	Rochester Hills	MI	1.15

Closest Cotenants

Brand	Address	City	State	Distance (Mi)
Starbucks US	6908 Rochester Road	Troy	MI	0.29
Jimmy John's	6842 S. Rochester Rd.	Troy	MI	0.35
Lowe's	3277 South Rochester Rd	Rochester Hills	MI	0.48
Wendy's	3140 S Rochester Road	Rochester Hills	MI	0.62
Starbucks US	3088 S. Rochester Rd.	Rochester Hills	MI	0.67
McDonald's US	91 W Auburn Rd	Rochester Hills	MI	0.70
Hand and Stone	2907 S. Rochester Road	Rochester Hills	MI	0.81
Five Below	2897 S. Rochester Rd.	Rochester Hills	MI	0.82
CVS	2887 S Rochester Rd	Rochester Hills	MI	0.84
Starbucks US	2887 S Rochester Rd	Rochester Hills	MI	0.84

Sources: ChainXY: ChainXY_2022Q3_USA, Drivetime Vintage: DTs:TomTom_US_2022_Q2.Peak; Experian: SOFTWARERestaurantTrends2022; T2T Vintage: T2Ts:2021Q3,2021Q4,2022Q2,2022Q1;15:5

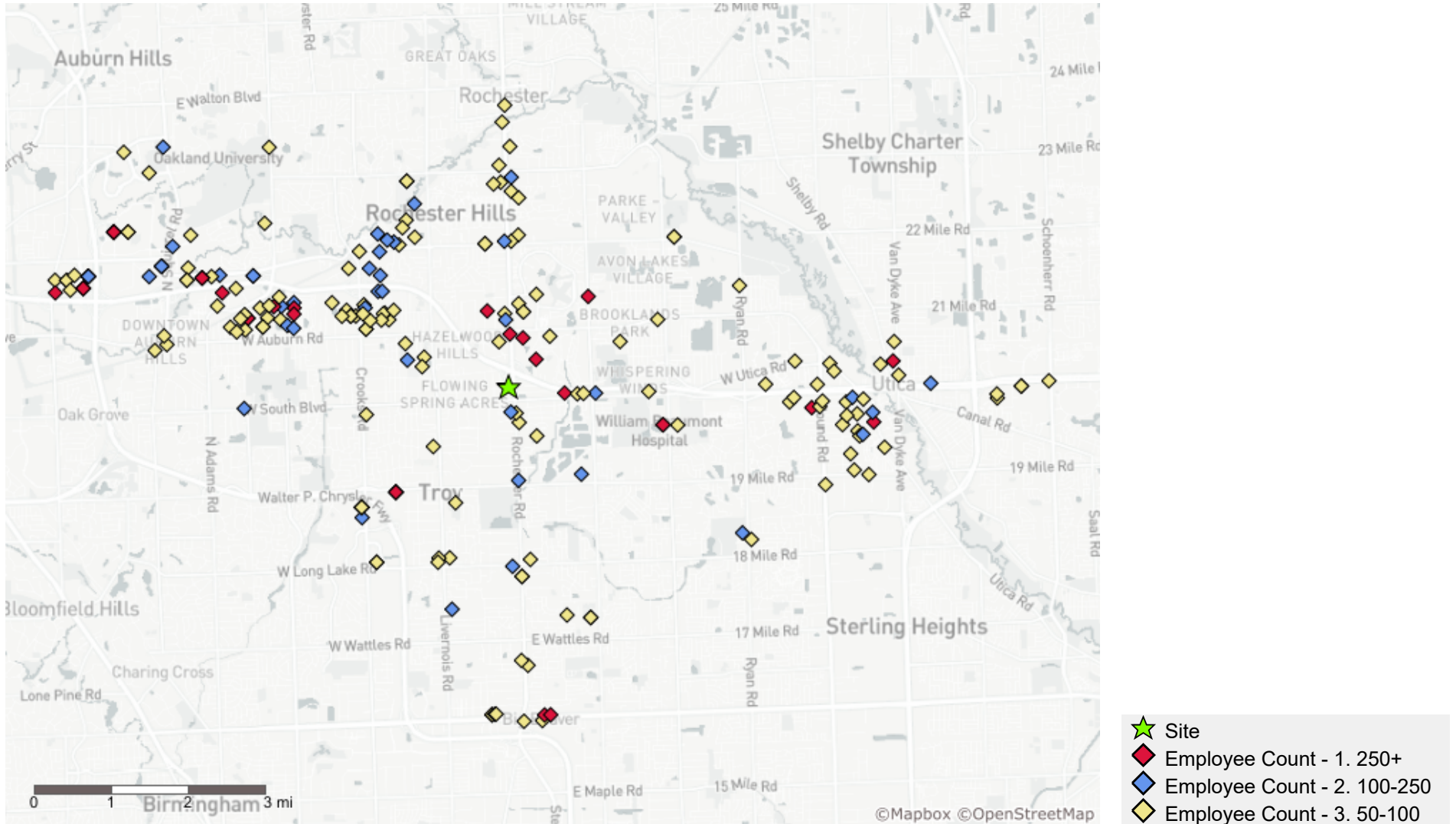
A Kalibrate Company



Brand	Address	City	State	Distance (Mi)
Taco Bell	2855 S Rochester Rd	Rochester Hills	MI	0.87
Old Navy	2843 S. Rochester Rd	Rochester Hills	MI	0.94
ULTA Beauty	2813 South Rochester Road	Rochester Hills	MI	0.97
Chili's Grill & Bar	2735 Rochester Rd.	S. Rochester Hills	MI	1.02
Kirkland's	2765 S. Rochester Road	Rochester Hills	MI	1.03

Note: The map shows the Primary Trade Area as defined by mobility data

Business Insights



Employee Bucket	Count	Average Taziki's Count for all stores	Index
1. 250+	33	20	165
2. 100-250	52	40	130
3. 50-100	145	79	184

Business Name	Secondary Name	City	State	Zip	Employee Here	Employee Bucket
Carlex Glass America LLC		Troy	MI	48083	600	1. 250+
NBD Service Corp		Troy	MI	48083	900	1. 250+
Guardsmark LLC		Troy	MI	48083	315	1. 250+
William Beaumont Hospital	Wilmont Health	Troy	MI	48085	1,000	1. 250+
Beaumont Health	Beaumont Hospital Troy	Troy	MI	48085	5,000	1. 250+
Aptiv Services Us LLC	Delphi Product & Svc Solutions	Troy	MI	48098	277	1. 250+
Archdiocese of Detroit Ed Off	Holy Family Reg Sch-S Campus	Rochester	MI	48307	806	1. 250+
Sterling Cleaning Services Inc		Rochester	MI	48307	350	1. 250+
King Venture Inc	Mod Pizza	Rochester	MI	48307	363	1. 250+
Meijer Inc	Meijer 057	Rochester	MI	48307	315	1. 250+
Qualcomm Incorporated	Qualcomm	Rochester	MI	48307	315	1. 250+
Michigan Hlthcare Prfssnals PC	Rochester Medical Group	Rochester	MI	48307	5,036	1. 250+
Precision Parts Holdings Inc		Rochester	MI	48309	1,163	1. 250+
Ameriform Acquisition Co LLC	KI Outdoor	Rochester	MI	48309	300	1. 250+
Coupled Products LLC		Rochester	MI	48309	355	1. 250+
General Dynamics Mission		Rochester	MI	48309	1,284	1. 250+
Lear Corporation		Rochester	MI	48309	339	1. 250+
Meijer Inc		Rochester	MI	48309	295	1. 250+
Walmart Inc	Walmart	Sterling Heights	MI	48314	270	1. 250+
MNP Corporation	STEEL AND WIRE	Utica	MI	48317	600	1. 250+
The Romine Group Inc		Utica	MI	48317	350	1. 250+
FCA US LLC	Chrysler Twinsburg Stamping	Auburn Hills	MI	48326	1,850	1. 250+
FCA US LLC	Fiat Chrysler Automobiles	Auburn Hills	MI	48326	77,817	1. 250+
FCA US LLC	Health Care Benefits Plan	Auburn Hills	MI	48326	3,008	1. 250+
Cooper-Standard Automotive Inc	Cooper	Auburn Hills	MI	48326	279	1. 250+
Continental Auto Systems Inc	VDO Automotive	Auburn Hills	MI	48326	1,152	1. 250+
Vitesco Technologies Usa LLC		Auburn Hills	MI	48326	433	1. 250+
Continental Auto Systems Inc	Emitec	Auburn Hills	MI	48326	464	1. 250+
LDM Technologies Inc		Auburn Hills	MI	48326	3,199	1. 250+
Webasto Roof Systems Inc	Webasto Roofing	Auburn Hills	MI	48326	260	1. 250+
Borgwarner Inc	Borgwarner	Auburn Hills	MI	48326	277	1. 250+
Bwa Turbo Systems Holding LLC		Auburn Hills	MI	48326	655	1. 250+
FCA US LLC	Fiat Chrysler Automobiles US	Auburn Hills	MI	48326	2,300	1. 250+
Sheena Management LLC		Troy	MI	48083	225	2. 100-250
Kensington Community Church		Troy	MI	48085	100	2. 100-250
Troy School District	Athens High School	Troy	MI	48085	165	2. 100-250
Malys Inc		Troy	MI	48085	120	2. 100-250
Strawberry Hills Corporation	Salvaggios Nino Strawberry HI	Troy	MI	48085	113	2. 100-250
Detroit Engineered Products		Troy	MI	48085	100	2. 100-250
Troy School District		Troy	MI	48098	100	2. 100-250
Henry Ford Health System	Henry Ford Ptent Fncl Svcs Div	Troy	MI	48098	180	2. 100-250
Borgwrnr Prplson Systems LLC	Delphi	Troy	MI	48098	209	2. 100-250
Stellar Engineering Inc		Troy	MI	48098	109	2. 100-250
Utica Enterprises Inc	Utica Laeser Systems	Troy	MI	48098	200	2. 100-250
Utica International Inc		Troy	MI	48098	200	2. 100-250
Leader Dogs For Blind		Rochester	MI	48307	167	2. 100-250

A Kalibrate Company

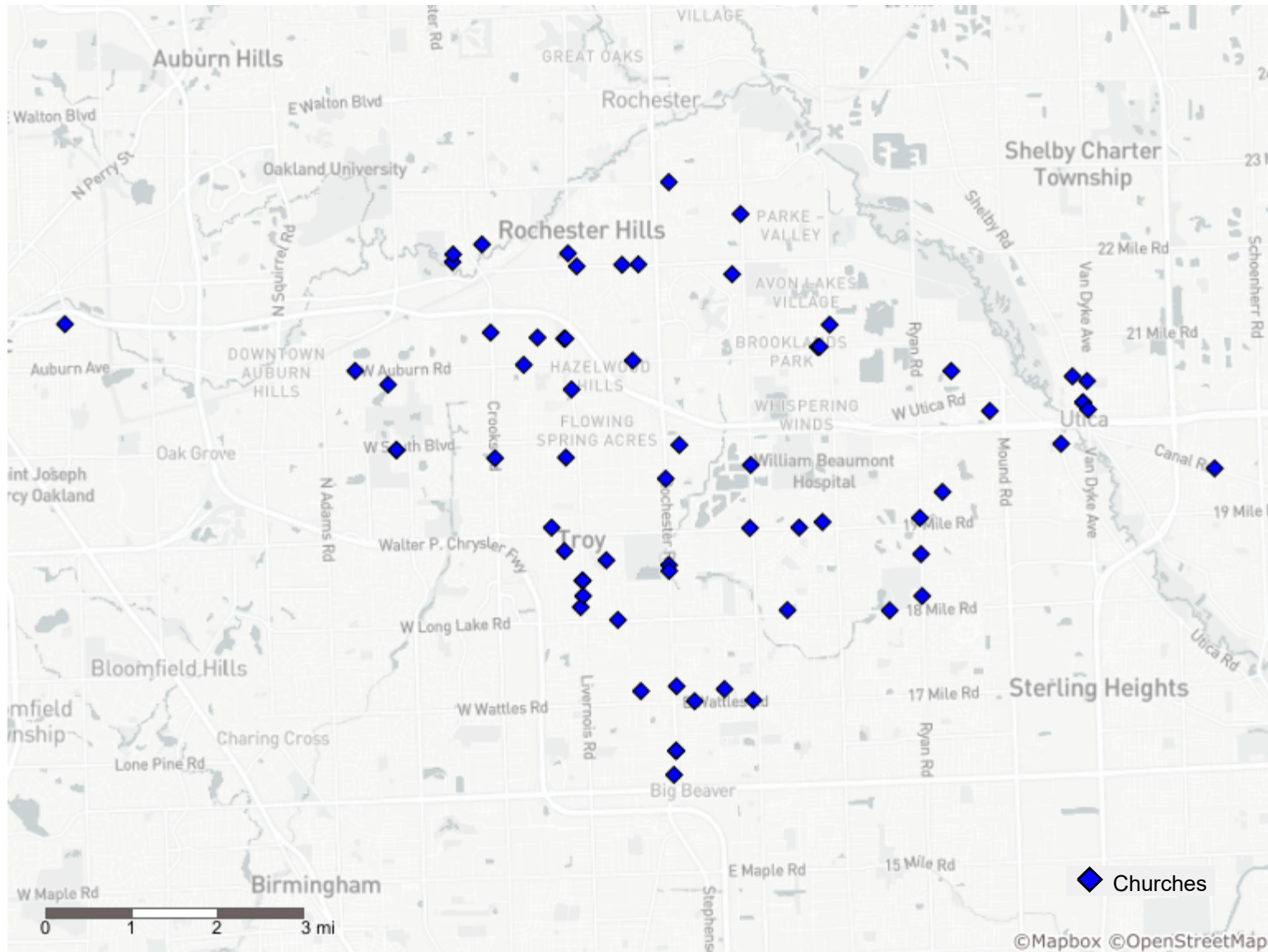
Business Name	Secondary Name	City	State	Zip	Employee Here	Employee Bucket
Ats Applied Tech Systems LLC		Rochester	MI	48307	200	2. 100-250
Eei Global Inc	Eei Global	Rochester	MI	48307	129	2. 100-250
Helen Ram Inc	Rams Horn Restaurant	Rochester	MI	48307	121	2. 100-250
Kohls Inc	Kohls	Rochester	MI	48307	180	2. 100-250
Huntington Ford Inc		Rochester	MI	48307	100	2. 100-250
City of Rochester Hills		Rochester	MI	48309	130	2. 100-250
Kostal Kontakt Systeme Inc	Kostal Group	Rochester	MI	48309	200	2. 100-250
Avondale School District	Avondale Middle School	Rochester	MI	48309	107	2. 100-250
Jenoptik Automotive N Amer LLC	Hommel Movomatic	Rochester	MI	48309	142	2. 100-250
Es3 Inc		Rochester	MI	48309	110	2. 100-250
Corporate Dining Concepts Inc		Rochester	MI	48309	200	2. 100-250
Auburn Pharmaceutical Company		Rochester	MI	48309	122	2. 100-250
Sage Holdings Group Ltd	Generations Home Care Group	Rochester	MI	48309	110	2. 100-250
Three-Dimensional Services Inc	3-Dimensional Services	Rochester	MI	48309	200	2. 100-250
Henry Ford Health System		Rochester	MI	48309	210	2. 100-250
Universal Tube Inc		Rochester	MI	48309	160	2. 100-250
Harlan Electric Company	Cyber/Source	Rochester	MI	48309	100	2. 100-250
Securityinspectioncom Inc	Solvit	Rochester	MI	48309	142	2. 100-250
Adco Circuits Inc	Adco Circuits	Rochester	MI	48309	145	2. 100-250
Norgren Automtn Solutions LLC		Rochester	MI	48309	147	2. 100-250
Pittsburgh Glass Works LLC	Pgw	Rochester	MI	48309	200	2. 100-250
Trico Products Corporation	Trico	Rochester	MI	48309	150	2. 100-250
Geneva Management Inc	Boulevard Hills	Rochester	MI	48309	200	2. 100-250
Infusystem Inc		Rochester	MI	48309	100	2. 100-250
City of Sterling Heights	Sterling Heights Fire Dept	Sterling Heights	MI	48314	184	2. 100-250
Shuert Industries Inc	Shuert Technologies	Sterling Heights	MI	48314	200	2. 100-250
MNP Corporation	MNP Distribution Center	Sterling Heights	MI	48314	100	2. 100-250
Roman Cthlic Archdcese Detroit	St Lawrence Elementary School	Utica	MI	48317	168	2. 100-250
Cellco Partnership	Verizon Wireless	Utica	MI	48317	153	2. 100-250
Chrysler Realty Company LLC		Auburn Hills	MI	48326	154	2. 100-250
City of Auburn Hills		Auburn Hills	MI	48326	150	2. 100-250
Android Indstrs-Shreveport LLC		Auburn Hills	MI	48326	180	2. 100-250
Faurecia Interior Systems Inc		Auburn Hills	MI	48326	225	2. 100-250
Faurecia Auto Seating LLC		Auburn Hills	MI	48326	135	2. 100-250
Oakland Community College	Auburn Hills Campus	Auburn Hills	MI	48326	156	2. 100-250
Crossfire Group LLC	Crossfire Staffing Group	Auburn Hills	MI	48326	126	2. 100-250
Hartland Insurance Group Inc		Auburn Hills	MI	48326	160	2. 100-250
Dover Energy Inc	De-Sta-Co	Auburn Hills	MI	48326	111	2. 100-250
Dassault Systmes Americas Corp		Auburn Hills	MI	48326	195	2. 100-250
HMS Products Co		Troy	MI	48083	80	3. 50-100
Ramchin Inc		Troy	MI	48083	72	3. 50-100
Lamarsa Restaurant		Troy	MI	48083	50	3. 50-100
Picano Restaurant	Picanos Restaurant & Lounge	Troy	MI	48083	90	3. 50-100
Credential Check Corporation	Rams Group	Troy	MI	48083	57	3. 50-100
Horizon Softech Inc		Troy	MI	48083	70	3. 50-100
Michigan Department of State	Drivers License & Plate Office	Troy	MI	48085	57	3. 50-100

Business Name	Secondary Name	City	State	Zip	Employee Here	Employee Bucket
ADM Ventures Inc		Troy	MI	48085	57	3. 50-100
Troy Athens Band Boosters		Troy	MI	48085	68	3. 50-100
Century 21 Town & Country Inc	Century 21	Troy	MI	48085	68	3. 50-100
Century 21 Real Estate LLC	Century 21	Troy	MI	48085	60	3. 50-100
Amb Logistic Inc	Amb Logistic	Troy	MI	48085	50	3. 50-100
Troy School District	Smith Middle School	Troy	MI	48085	51	3. 50-100
Woodside Bible Church		Troy	MI	48085	69	3. 50-100
Alibi Lounge of Troy Inc	Alibi	Troy	MI	48085	59	3. 50-100
AT&T Corp	AT&T	Troy	MI	48085	56	3. 50-100
Peter Basso Associates Inc		Troy	MI	48098	80	3. 50-100
Aptiv Services Us LLC	Delphi	Troy	MI	48098	72	3. 50-100
Aptiv Services Us LLC	Delphi	Troy	MI	48098	66	3. 50-100
Hour Media LLC	Hour Detroit Magazine	Troy	MI	48098	50	3. 50-100
HMS Co Inc		Troy	MI	48098	62	3. 50-100
Advanced Boring and Tool Co		Troy	MI	48098	80	3. 50-100
Patton Wings Inc		Troy	MI	48098	87	3. 50-100
AMC Wings Inc		Troy	MI	48098	51	3. 50-100
Avondale School District	Woodland Elementary School	Troy	MI	48098	82	3. 50-100
Sunrise Senior Living LLC	Sunrise of Troy	Troy	MI	48098	68	3. 50-100
Alex Nugent Realtor	Real Estate One Licensing Co	Troy	MI	48098	77	3. 50-100
Miller Cnfeld Paddock Stone PLC		Troy	MI	48098	81	3. 50-100
Vandevveer Garzia A Prof Corp	Vandevveer Garzia PC	Troy	MI	48098	55	3. 50-100
Michigan Multi-King Inc	Burger King	Rochester	MI	48307	83	3. 50-100
Marmaxx Operating Corp	Marshalls	Rochester	MI	48307	50	3. 50-100
Rochester Hills Chrysler-Jeep In		Rochester	MI	48307	92	3. 50-100
Rochester Community Schools	Reuther Middle School	Rochester	MI	48307	67	3. 50-100
Ptsa Michign Congrss of Parnts		Rochester	MI	48307	57	3. 50-100
Troy Gastroenterology PC	Center For Digestive Health	Rochester	MI	48307	95	3. 50-100
Bordine Nursery Ltd	Plant Place The	Rochester	MI	48307	50	3. 50-100
Christian Business Connect		Rochester	MI	48307	57	3. 50-100
Bordines Better Blooms Inc	Bordine Nursery	Rochester	MI	48307	50	3. 50-100
Daniel Brian & Associates Inc	Alliance Media Productions	Rochester	MI	48307	50	3. 50-100
Potestivo & Assoc A Prof Corp		Rochester	MI	48307	75	3. 50-100
Best Buy Stores LP	Best Buy	Rochester	MI	48307	90	3. 50-100
Rochester Community Schools	Hamlin Elementary School	Rochester	MI	48307	54	3. 50-100
Ptsa Michigan Congrss of Parnts		Rochester	MI	48307	57	3. 50-100
Barnes & Noble Booksellers Inc	Barnes & Noble	Rochester	MI	48307	61	3. 50-100
Famous Daves		Rochester	MI	48307	50	3. 50-100
Adminstrtive Excllnce Group LL		Rochester	MI	48307	57	3. 50-100
Rochester Hills Baptist Church	Rochester Hills Christian Schl	Rochester	MI	48307	54	3. 50-100
Millmn-Derr Ctr For Eye Care P	Campus Optical	Rochester	MI	48307	60	3. 50-100
Ptsa Michigan Congress of Pare		Rochester	MI	48307	57	3. 50-100
Bill Fox Chevrolet Inc	Bill Fox Used Cars	Rochester	MI	48307	80	3. 50-100
William Beaumont Hospital	Beaumont Hospice	Rochester	MI	48307	60	3. 50-100
Spalding Dedecker Assoc Inc	Spalding Dedecker	Rochester	MI	48307	72	3. 50-100
Sanyo Machine America Corp	Sanyo Machine	Rochester	MI	48307	75	3. 50-100

Business Name	Secondary Name	City	State	Zip	Employee Here	Employee Bucket
City of Rochester Hills		Rochester	MI	48309	52	3. 50-100
Mid-West Wire Products Inc		Rochester	MI	48309	72	3. 50-100
Prefix Corporation	Prefix Coatings	Rochester	MI	48309	80	3. 50-100
Avondale School District	Avondale Academy	Rochester	MI	48309	74	3. 50-100
Cooper Insurance ADM Svcs LLC		Rochester	MI	48309	57	3. 50-100
Guardian Angel Home Care Inc	Guardian Angel Hospice Care	Rochester	MI	48309	58	3. 50-100
Hi-Tech Mold & Engineering Inc		Rochester	MI	48309	68	3. 50-100
Hi-Tech Mold & Engineering Inc		Rochester	MI	48309	87	3. 50-100
Energy Steel & Supply Co		Rochester	MI	48309	55	3. 50-100
Special Mold Engineering Inc	Rochester Grinding	Rochester	MI	48309	65	3. 50-100
Advance Graphic Systems Inc		Rochester	MI	48309	50	3. 50-100
TA Systems Inc		Rochester	MI	48309	90	3. 50-100
Rochester Dialysis Center LLC	Rochester Hills	Rochester	MI	48309	56	3. 50-100
Davita Inc		Rochester	MI	48309	56	3. 50-100
Quasar Industries Inc		Rochester	MI	48309	85	3. 50-100
Vapor Acquisition Corp		Rochester	MI	48309	55	3. 50-100
Slw Automotive Inc	Slpt Global Pump Group	Rochester	MI	48309	71	3. 50-100
Ews Legacy LLC		Rochester	MI	48309	52	3. 50-100
Coastal Automotive LLC		Rochester	MI	48309	94	3. 50-100
M P I International Inc	M P I	Rochester	MI	48309	86	3. 50-100
Diversfied Cnstr Spcalists Inc		Rochester	MI	48309	80	3. 50-100
Pineapple Contracts Inc		Rochester	MI	48309	55	3. 50-100
Rayconnect Inc		Rochester	MI	48309	60	3. 50-100
Bosch Rexroth Corporation	Rexroth Pneumatics Div	Rochester	MI	48309	95	3. 50-100
Urgent Plastic Services Inc	3 Dimensional	Rochester	MI	48309	97	3. 50-100
Wright & Filippis LLC	No Limits	Rochester	MI	48309	80	3. 50-100
Avon Plastic Products Inc		Rochester	MI	48309	50	3. 50-100
General Dynmics Globl Imging T		Rochester	MI	48309	92	3. 50-100
Hi-Lex America Incorporated	Hi-Lex Automotive Centre	Rochester	MI	48309	90	3. 50-100
Gst Autoleather Holdings Corp		Rochester	MI	48309	65	3. 50-100
Wara Construction Company LLC		Rochester	MI	48309	89	3. 50-100
Accurate Gauge & Mfg Inc	A G	Rochester	MI	48309	50	3. 50-100
Bernal LLC	Cerutti Bernal	Rochester	MI	48309	60	3. 50-100
Atlas Die LLC	Atlas Die	Rochester	MI	48309	50	3. 50-100
Industrial Automation LLC		Rochester	MI	48309	80	3. 50-100
Gates Corporation	Worldwide Power Transm Div	Rochester	MI	48309	90	3. 50-100
Marquardt Switches Inc		Rochester	MI	48309	52	3. 50-100
Formfab LLC		Rochester	MI	48309	50	3. 50-100
Rochester Hills Hotels LLC	Holiday Inn Ex Stes Rchster HI	Rochester	MI	48309	50	3. 50-100
Butcher & Butcher Cnstr Co Inc	B&B Glass	Rochester	MI	48309	60	3. 50-100
Sogefi Air & Cooling Usa Inc		Rochester	MI	48309	56	3. 50-100
Continental Cregars LLC		Rochester	MI	48309	63	3. 50-100
OReilly Rancilio PC	OReilly Rancilio PC	Sterling Heights	MI	48313	70	3. 50-100
Uhy Advisors Mi Inc		Sterling Heights	MI	48313	80	3. 50-100
JM Adjustment Services LLC	Jma Outreach Solutions	Sterling Heights	MI	48313	53	3. 50-100
Lowell Park Eye Clinic PC	Vision Institute of Michigan	Sterling Heights	MI	48313	50	3. 50-100

Business Name	Secondary Name	City	State	Zip	Employee Here	Employee Bucket
American Home Fitness Co LLC		Sterling Heights	MI	48313	51	3. 50-100
Utica Community Schools	Burr Elementary School	Sterling Heights	MI	48314	61	3. 50-100
Tedesco Building Services Inc		Sterling Heights	MI	48314	83	3. 50-100
Thread-Craft Inc		Sterling Heights	MI	48314	70	3. 50-100
Hard Rock Stone Works Inc		Sterling Heights	MI	48314	50	3. 50-100
J G Kern Enterprises Inc		Sterling Heights	MI	48314	62	3. 50-100
William Beaumont Hospital	Family Practice	Sterling Heights	MI	48314	70	3. 50-100
Intec Automated Controls Inc		Sterling Heights	MI	48314	50	3. 50-100
Arbor Plastic Technologies LLC		Sterling Heights	MI	48314	50	3. 50-100
Cellco Partnership	Verizon Wireless	Sterling Heights	MI	48314	71	3. 50-100
Trillion LLC		Sterling Heights	MI	48314	57	3. 50-100
American Multi-Cinema Inc	AMC	Sterling Heights	MI	48314	63	3. 50-100
Texas Roadhouse Holdings LLC	Texas Roadhouse	Sterling Heights	MI	48314	90	3. 50-100
Sterling Logistics Co		Sterling Heights	MI	48314	50	3. 50-100
Gb Sales & Service Inc	Fraza Forklifts	Sterling Heights	MI	48314	50	3. 50-100
Scotts Company LLC		Sterling Heights	MI	48314	54	3. 50-100
Simone Company		Sterling Heights	MI	48314	90	3. 50-100
Mahar Tool Supply Company Inc		Sterling Heights	MI	48314	56	3. 50-100
F & M Contractors Inc		Utica	MI	48317	60	3. 50-100
F & M Poured Walls Inc		Utica	MI	48317	80	3. 50-100
J D Russell Company		Utica	MI	48317	61	3. 50-100
Heartland Payment Systems LLC		Utica	MI	48317	78	3. 50-100
Filippas Wine Barrel Inc	Filippas Wine Barrel Rest	Utica	MI	48317	60	3. 50-100
Trinity Lutheran Church Inc	Trinity Lutheran Church/School	Utica	MI	48317	87	3. 50-100
Utica Community Schools	Eppler Junior High School	Utica	MI	48317	56	3. 50-100
Weingartz Supply Co	Weingartz	Utica	MI	48317	50	3. 50-100
Sinacori Landscaping Inc		Utica	MI	48317	60	3. 50-100
Utica Community Schools	West Utica Elementary School	Utica	MI	48317	56	3. 50-100
Cad Engineering Resources Inc	CER - Cad Engrg Resources	Utica	MI	48317	70	3. 50-100
Drayton Group Inc	Coolant Connections	Utica	MI	48317	53	3. 50-100
Old Carco Motors LLC	Dodge Dakota	Auburn Hills	MI	48326	50	3. 50-100
Perspecta Entp Solutions LLC		Auburn Hills	MI	48326	80	3. 50-100
Genisys Credit Union		Auburn Hills	MI	48326	89	3. 50-100
Android Industries LLC		Auburn Hills	MI	48326	60	3. 50-100
Huntsman-Cooper LLC	Huntsman Polyurethanes	Auburn Hills	MI	48326	81	3. 50-100
Valiant International Inc	Valmation	Auburn Hills	MI	48326	55	3. 50-100
Merrill Lynch Prce Fnrer Smith	Merrill Lynch	Auburn Hills	MI	48326	72	3. 50-100
Marpos Corporation		Auburn Hills	MI	48326	90	3. 50-100
Pepsi-Cola Metro Btlg Co Inc	Pepsico	Auburn Hills	MI	48326	73	3. 50-100
N D P S Cmrica Mrch Alance LLC		Auburn Hills	MI	48326	60	3. 50-100
Volkswagen Group America Inc	Volkswagen Auto Securitization	Auburn Hills	MI	48326	62	3. 50-100
Volkswagen Credit Leasing	Volkswagen Lease Finance	Auburn Hills	MI	48326	70	3. 50-100
Solero Technologies LLC	Solero Technologies	Auburn Hills	MI	48326	86	3. 50-100
Bluebird Turf Products Llp		Auburn Hills	MI	48326	60	3. 50-100
Mfgx LLC		Auburn Hills	MI	48326	50	3. 50-100
Old Carco Motors LLC	Fleet Operations	Auburn Hills	MI	48326	72	3. 50-100

Churches



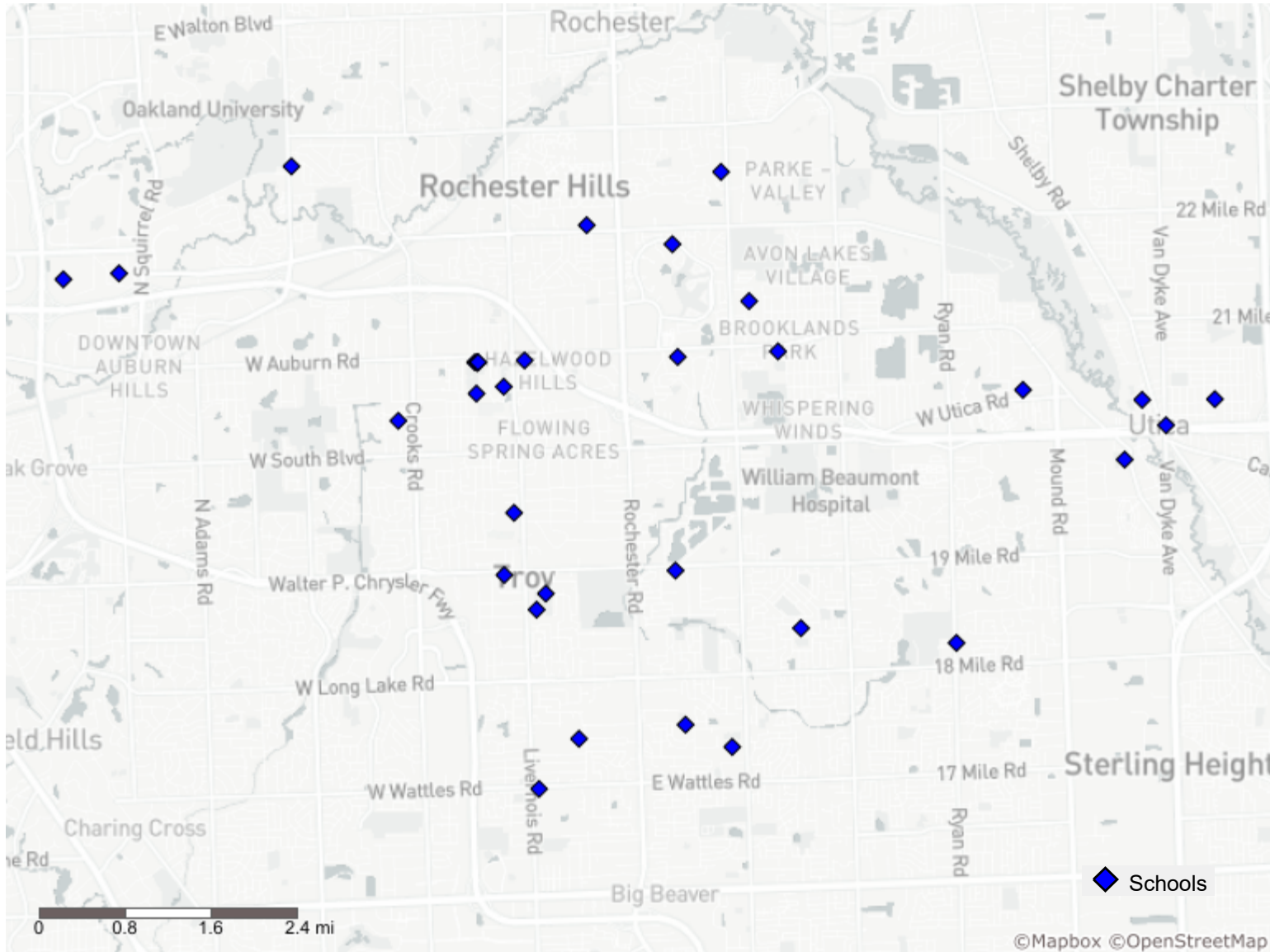
Count	Average Taziki's Count for all stores	Index
66	45	147
Name	DistanceMiles	Direction
CHURCH IN TROY	0.38	NW

WOODSIDE BIBLE CHURCH OF TROY	0.67	N
SIKH GURDWARA	0.78	S
ROCHESTER HILLS BAPTIST CHURCH	1.08	E
SUMMER FUN FOR JESUS INC	1.15	E
JOHN R BETHESEDA CHURCH	1.21	NW
LUTHERAN HIGH SCHOOL ASSOCIATION OF GREATER DETROIT	1.46	SE
LUTHERAN CHURCH OF THE INCARNATE WORD	1.47	SE
KENSINGTON COMMUNITY CHURCH	1.66	NW
BRIDGE COMMUNITY CHURCH OF THE CHRISTIAN AND MISSIONARY ALLIANCE	1.69	N
DETROIT CHINESE ALLIANCE CHURCH NORTH	1.71	SE
LANGERON CHARITIES INC	1.72	SE
NATIONAL ALLIANCE OF PARISHES RESTRUCTURING INTO COMMUNITIES	1.73	N
LIVING STONES FELLOWSHIP	1.75	NE
BAPTIST TEMPLE OF TROY VILLAS	1.76	N
ARYA PRATINIDHI SABHA AMERICA	1.87	NE
FAITH CHURCH EPC	1.87	S
ST MARK ORTHODOX CHURCH	1.90	S
TROY CHURCH OF THE NAZARENE	1.95	E
ST MINA AND POPE KYRILLOS VI COPTIC ORTHODOX CHURCH	1.95	SW
SAINT AUGUSTINE LUTHERAN CHURCH	2.06	NE
ST AUGUSTINE LUTHERAN PRESCHOOL	2.06	NE
COVENANT CHRISTIAN CHURCH	2.06	SE
EVANSWOOD CHURCH OF GOD	2.08	NW
GARFIELD COMMUNITY CHURCH	2.09	SW
GETHSEMANE LUTHERAN CHURCH	2.11	SW
ST NICHOLAS ROMANIAN ORTHODOX CHURCH	2.22	NE
SHIRDI SAI SOCIETY OF TROY	2.22	SE
HAN-BIT KOREAN CHRISTIAN REFORMED CHURCH OF DETROIT	2.25	SE
ALL WORLD GAYATRI PARIWAR-MICHIGAN	2.28	NW
EPIC LUTHERAN CHURCH	2.33	SW
OAKLAND FELLOWSHIP	2.35	N
TROY CHRISTIAN CHAPEL	2.37	N
ZEN MEDITATION CENTER OF MICHIGAN	2.64	S
MUKEKU MINISTRIES	2.69	NW
KOREAN FIRST BAPTIST CHURCH	2.83	S
CPM CHURCH PLANTING MINISTRIES	2.93	SE
BUDDHIST MEDITATION CENTER	3.05	SE
DETROIT MEETING ROOMS INCORPORATED	3.08	E
SHERMAN PROGRAM INC	3.08	E
NEWLIFE CHRISTIAN CHURCH	3.11	SE
MI SAI SEVA	3.12	N
GATE OF GRACE COMMUNITY CHURCH	3.17	N
SOLOMONS PORCH MINISTRIES	3.19	E
INTERNATIONAL CHRISTIAN FELLOWSHIP	3.24	N
MACEDONIAN ORTHODOX CHURCH ST NATIVITY OF THE VIRGIN MARY	3.29	W
INDIA FULL GOSPEL ASSEMBLY	3.32	N

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OUR LADY OF THE MOST BLESSED SACRAMENT APOSTOLATE INC	3.46	W
FAITH AT WORK	3.46	N
COMMUNITY CHRISTIAN CHURCH OF STERLING HEIGHTS	3.47	NW
VAISHNAV SAMAJ OF MICHIGAN	3.51	W
OUR LADY OF CZESTOCHOWA	3.52	NW
ANCHOR ASSEMBLY MINISTRIES	3.60	E
WARREN ASSEMBLY OF GOD	3.73	NW
SAINT MARY COPTIC ORTHODOX CHURCH	3.88	N
ST MARK COPTIC ORTHODOX CHURCH	3.88	N
VICTORIOUS WOMEN OF VIRTUE	3.92	W
LIFE CHRISTIAN CHURCH INTERNATIONAL INC	4.16	N
ST LAWRENCEN PARISH	4.76	W
FISHERMANS NET CHURCH	4.92	W
GREATER LIFE MINISTRIES INC	5.02	W
SHILOH TEMPLE	5.02	W
TRINITY LUTHERAN CHURCH	5.07	W
STONY CREEK CHURCH	5.08	W
CHRIST LUTHERAN CHURCH OF STERLING HEIGHTS MICHIGAN	6.58	W
EAST SIDE CHURCH OF CHRIST	7.06	E

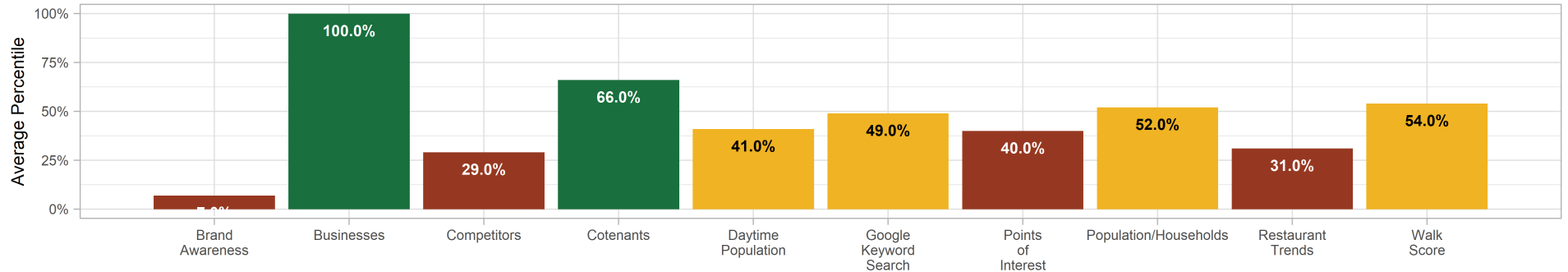
Schools



Count	Average Taziki's Count for all stores	Index
33	15	215
Name	DistanceMiles	Direction
BROOKLANDS ELEMENTARY SCHOOL	0.86	SW

NOOR ACADEMY	1.09	SE
ROCHESTER HILLS CHRISTIAN SCHOOL	1.15	E
WOODLAND ELEMENTARY SCHOOL	1.26	NE
AVONDALE MIDDLE SCHOOL	1.37	E
TROY UNION ELEMENTARY SCHOOL	1.42	N
AVONDALE GIFTED AND TALENTED EDUCATION	1.46	SE
MEADOWS SCHOOL	1.46	SE
AVONDALE ACADEMY	1.47	SE
DIPLOMA AND CAREERS INSTITUTE	1.48	SE
REUTHER MIDDLE SCHOOL	1.64	SW
SMITH MIDDLE SCHOOL	1.68	NE
HOLY FAMILY REGIONAL SCHOOL	1.70	SW
TROY COLLEGE AND CAREER HIGH SCHOOL	1.73	NE
HAMPTON ELEMENTARY SCHOOL	1.79	S
MARTELL ELEMENTARY SCHOOL	1.85	NE
HAMLIN ELEMENTARY SCHOOL	1.93	S
DEERFIELD ELEMENTARY SCHOOL	2.06	E
WASS ELEMENTARY SCHOOL	2.51	NW
JOHN M SCHULTZ EDUCATIONAL CAMPUS	2.58	S
COSTELLO ELEMENTARY SCHOOL	2.82	N
LEONARD ELEMENTARY SCHOOL	2.91	N
ATHENS HIGH SCHOOL	3.14	N
BROOKFIELD ACADEMY - TROY	3.44	N
BURR ELEMENTARY SCHOOL	3.72	NW
WEST UTICA ELEMENTARY SCHOOL	3.77	W
BROOKFIELD ACADEMY - ROCHESTER HILLS	3.92	SE
ST LAWRENCE ELEMENTARY SCHOOL	4.71	W
EPPLER JUNIOR HIGH SCHOOL	4.87	W
OAKLAND COMMUNITY COLLEGE - AUBURN HILLS CAMPUS	4.88	E
TRINITY LUTHERAN SCHOOL	5.09	W
THOMAS M COOLEY LAW SCHOO - WESTERN MICHIGAN UNIVERSITY AUBURN HILLS CAMPUS	5.37	E
FLICKINGER ELEMENTARY SCHOOL	5.55	W

APPENDIX: All High Impact Model Variables



Category	Description	Site Impact Category	Site Value	Top	Middle	Bottom	Percentile	0	100
Brand Awareness	Count of Stores in Market	Medium Negative Impact	1.0	7.1	3.8	1.9	13%		
Brand Awareness	Age of Oldest Store in Market	Medium Negative Impact	3.4	17.2	10.1	7.5	1%		
Businesses	% Health Services (Establishments) within 30 T2T	Medium Positive Impact	31.6	14.4	11.5	10.8	100%		
Competitors	Count of competitors for negatively correlated brands within 0.25 Mi	Minimal Impact	0.0	0.0	0.1	0.2	57%		
Competitors	Top Profiles per competitor within 15 Min	Minimal Impact	6,799.0	6,884.0	6,606.5	5,718.5	65%		
Competitors	Count of competitors for negatively correlated brands within 15 T2T	Small Negative Impact	3.0	0.7	1.1	1.1	5%		
Competitors	Count of competitors for positively correlated brands within 15 T2T	Small Negative Impact	0.0	1.2	0.8	0.6	22%		
Competitors	Count of competitors for positively correlated brands within 50 T2T	Small Negative Impact	0.0	2.7	1.2	0.9	19%		
Competitors	Count of competitors for positively correlated brands within 01 Mi	Medium Negative Impact	0.0	1.8	1.2	0.9	17%		
Competitors	Count of competitors for positively correlated brands within 05 Min	Medium Negative Impact	0.0	1.5	1.1	0.8	20%		
Cotenants	Count of brands in category Breakfast within 0.25 Mi	Small Positive Impact	0.0	0.3	0.2	0.7	66%		
Daytime Population	% A Power Elite within 01 Mi	Small Positive Impact	17.8	18.6	16.1	11.5	65%		
Daytime Population	% A Power Elite within 80 T2T	Small Positive Impact	17.1	17.8	15.5	11.8	60%		
Daytime Population	% A Power Elite within 10 Min	Minimal Impact	16.1	17.9	15.7	11.1	62%		
Daytime Population	Civilian 16+, Unemployed within 15 Min	Small Negative Impact	4,403.0	1,759.6	2,595.4	2,548.0	7%		
Daytime Population	% Health Services (Employees) within 80 T2T	Medium Negative Impact	6.5	16.5	12.9	13.2	11%		
Google Keyword Search	Google Trends Index for GreekFoodNearMe	Small Positive Impact	1.0	1.3	1.4	1.6	68%		
Google Keyword Search	Google Trends Index for Tazikis	Small Negative Impact	1.0	3.2	1.7	1.0	29%		
Points of Interest	Distance to Nearest Natural/Organic Grocer, Straight line miles	Small Positive Impact	1.8	5.9	23.6	42.4	85%		
Points of Interest	Distance to Nearest Luxury (Retail Category) in Straight Line Miles, Straight line miles	Small Positive Impact	3.8	3.5	5.0	13.5	42%		
Points of Interest	Distance to Nearest High End/Specialty Grocer, Straight line miles	Minimal Impact	4.9	3.7	6.3	11.9	29%		
Points of Interest	Count of Club Grocers within 5 mins	Minimal Impact	0.0	0.0	0.1	0.3	56%		
Points of Interest	Count of High End Specialty Grocers within 30% T2T	Small Negative Impact	0.0	1.4	1.0	1.1	18%		
Points of Interest	Count of High End Specialty Grocers within 50% T2T	Medium Negative Impact	0.0	2.1	1.6	1.4	14%		
Population/Households	Workplace Percent of Suburban Family Mosaics (Groups D and F) within 50 T2T	Large Positive Impact	23.5	13.9	12.8	11.8	100%		
Population/Households	% Management, professional, and related within 50 T2T	Large Positive Impact	75.4	52.5	50.9	46.9	100%		
Population/Households	Workplace Percent of Younger Mosaics (Groups G, K and O) within 01 Mi	Medium Positive Impact	12.1	14.0	16.8	16.9	79%		
Population/Households	Workplace Percent of Affluent Mosaics (Groups A and B) within 80 T2T	Small Positive Impact	26.0	23.5	22.3	18.3	71%		

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Category	Description	Site Impact Category	Site Value	Top	Middle	Bottom	Percentile	0	100
Population/Households	Workplace Percent of Younger Mosaics (Groups G, K and O) within 05 Min	Small Positive Impact	11.4	14.0	16.5	16.8	87%		
Population/Households	Residential Percent of Affluent Mosaics (Groups A and B) within 10 Min	Small Positive Impact	31.7	30.3	28.2	20.2	63%		
Population/Households	Top Profiles Per Negative Competitors within 10 Min	Small Positive Impact	9,522.4	12,337.7	8,506.5	6,281.6	74%		
Population/Households	Percent of Homes Valued under 100K within 50 T2T	Minimal Impact	4.9	6.0	6.3	9.8	49%		
Population/Households	Workplace Percent of Older Less Affluent Mosaics (Groups J, L and Q) within 15 T2T	Minimal Impact	10.7	9.4	10.8	13.6	54%		
Population/Households	% A Power Elite within 10 Min	Minimal Impact	20.3	25.6	20.5	12.8	60%		
Population/Households	Daytime and Residential Population Per Negative Competitors within 10 Min	Minimal Impact	23,596.0	30,287.5	23,624.3	20,502.5	65%		
Population/Households	Daytime and Residential Population Per Negative Competitors within 80 T2T	Small Negative Impact	23,995.1	39,961.7	31,400.0	30,156.2	36%		
Population/Households	Workplace Count of Blue Collar Mosaics (Groups M and N) within 80 T2T	Small Negative Impact	5,087.0	7,822.0	6,560.1	4,964.1	38%		
Population/Households	Workplace Count of Blue Collar Mosaics (Groups M and N) within 50 T2T	Small Negative Impact	958.0	2,475.7	1,589.7	1,291.4	32%		
Population/Households	Top Profiles Per Negative Competitors within 80 T2T	Medium Negative Impact	9,129.7	15,875.5	11,064.8	9,489.9	48%		
Population/Households	Average Household Spend on Alcoholic beverages within 80 T2T	Medium Negative Impact	536.5	351.1	373.6	433.0	10%		
Population/Households	Average Household Spend on Alcoholic beverages within 15 Min	Medium Negative Impact	522.3	339.0	367.9	417.9	10%		
Population/Households	Total Household Spend on Alcoholic beverages within 15 Min (M)	Large Negative Impact	59.1	14.8	23.1	22.7	5%		
Population/Households	High school graduate/GED within 15 Min	Large Negative Impact	44,362.0	13,064.2	17,069.2	18,776.9	5%		
Restaurant Trends	Average Restaurant Trends Index, FSR within 15 T2T	Small Positive Impact	92.0	92.7	97.1	103.6	70%		
Restaurant Trends	Average Restaurant Trends Index, QSR within 80 T2T	Small Negative Impact	94.5	101.4	100.0	98.2	17%		
Restaurant Trends	Median Restaurant Trends Index, QSR within 65 T2T	Medium Negative Impact	89.0	100.2	96.0	96.0	8%		
Walk Score	Bike Score	Minimal Impact	41.0	39.0	46.9	52.8	54%		