

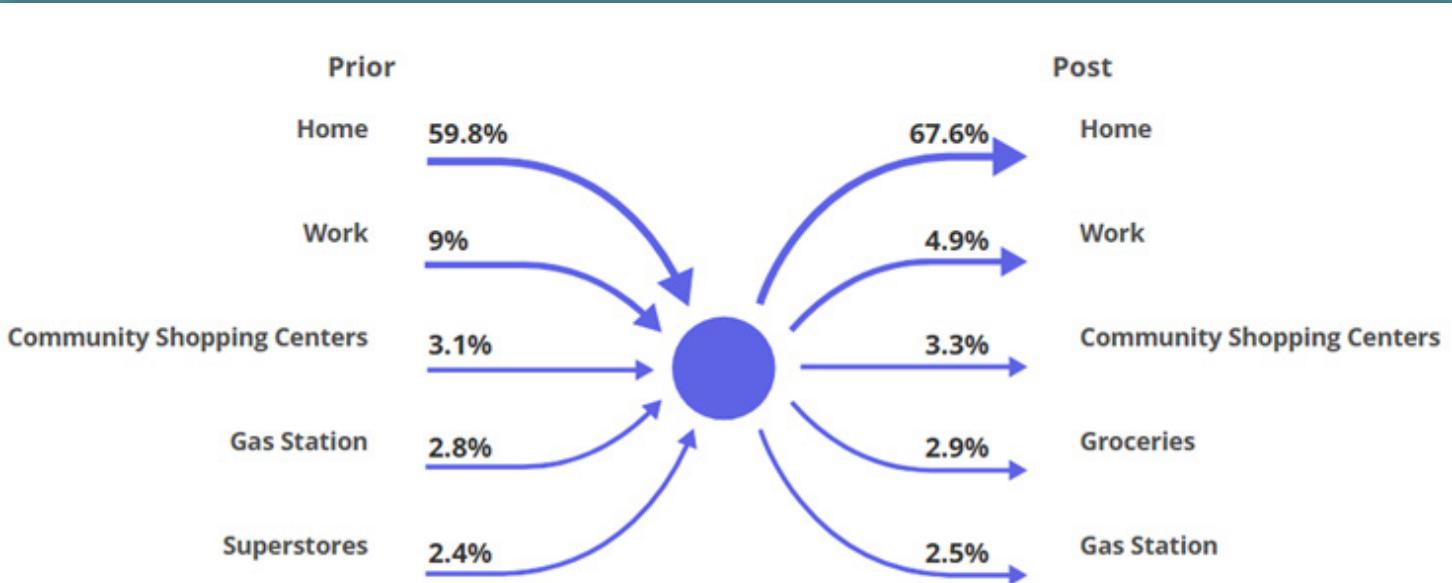
Over **3 million** people have visited the **Ford Road District** so far for the year, with each visitor estimated to have visited about 6 times, spending at least 1 hour. **This represents a 7% growth in visitation compared to last year.**

Your DDA is happy to share general information about visitation to the Ford Road District (FRD)!

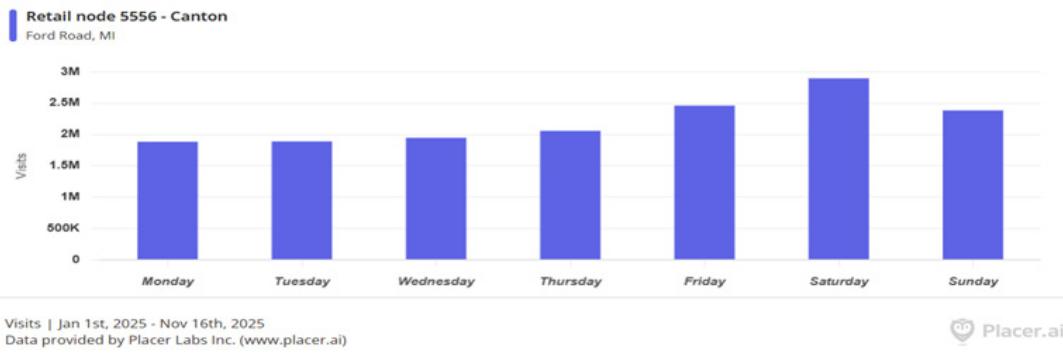
Our visitors have a **Median Household Income of \$75,000,** with a **Median Age of 37 years.**

37% of our visitors have a Bachelor's Degree or higher educational level.

Where are our visitors coming from and going to?

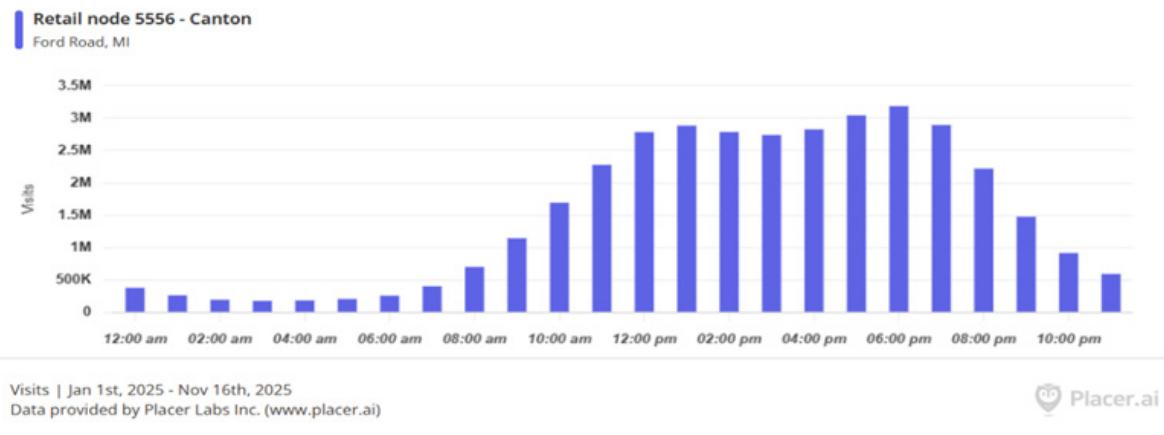


Daily Visits

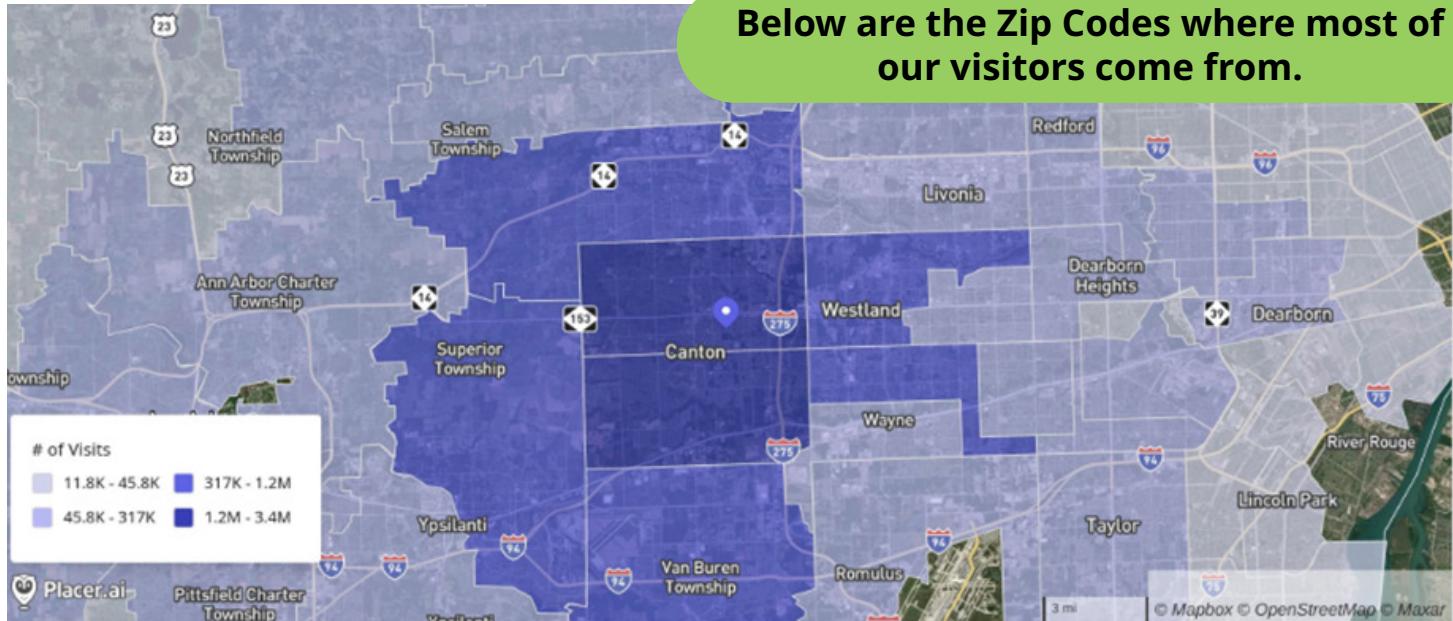


FRD receives most of its visitors between Noon and 7PM, with Friday, Saturday, and Sunday being the most popular days.

Hourly Visits



Below are the Zip Codes where most of our visitors come from.



Zip Code

Visits (% of Total)

48185

Westland, MI

696K (4.5%)

48188
Canton, MI

3.4M (21.9%)

48111

Belleville, MI

562K (3.6%)

48187
Canton, MI

2.7 (17.3%)

48186

Westland, MI

525K (3.4%)

48170
Plymouth, MI

1.1M (7.2%)

48198

Ypsilanti, MI

327K (2.1%)