

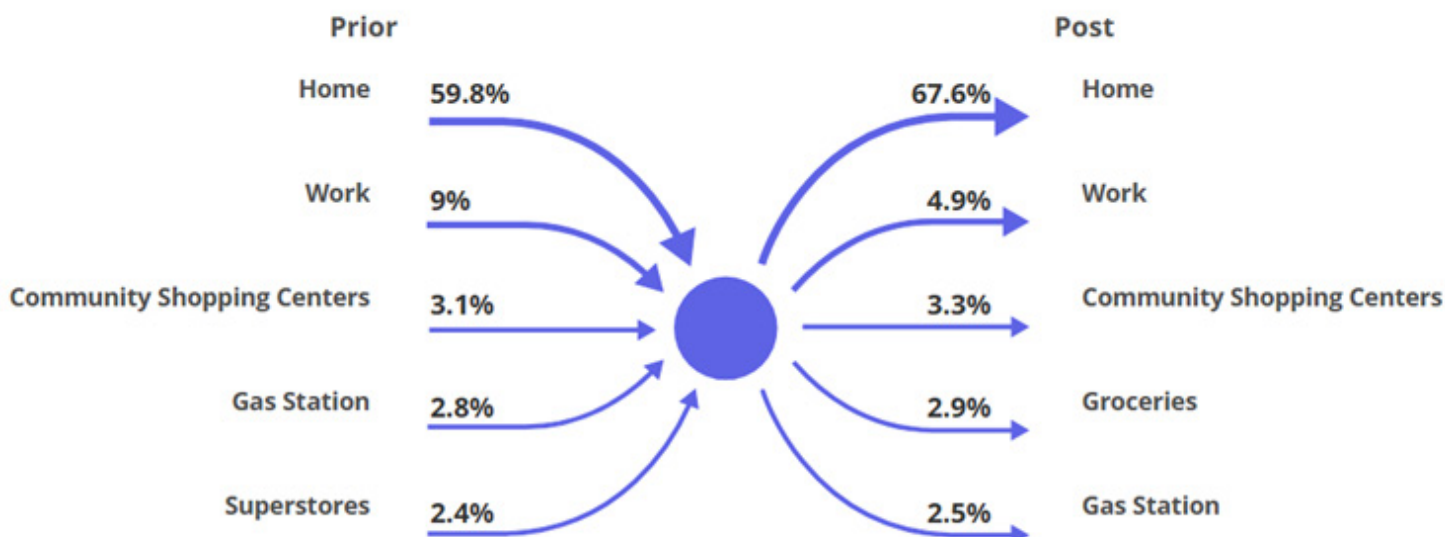
Your DDA is happy to share
general information
about visitation to the
Ford Road District (FRD)!

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 a least 1
hour. **This represents a
7% growth in visitation
compared to last year.**

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

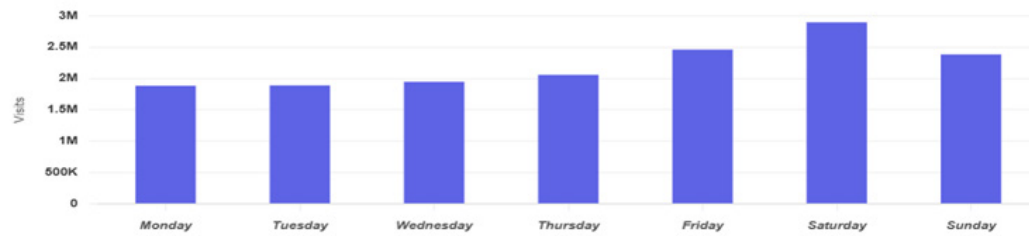
37% of our visitors have a
Bachelor's Degree or higher
educational level.

Where are our visitors coming from and going to?



Daily Visits

Retail node 5556 - Canton
Ford Road, MI



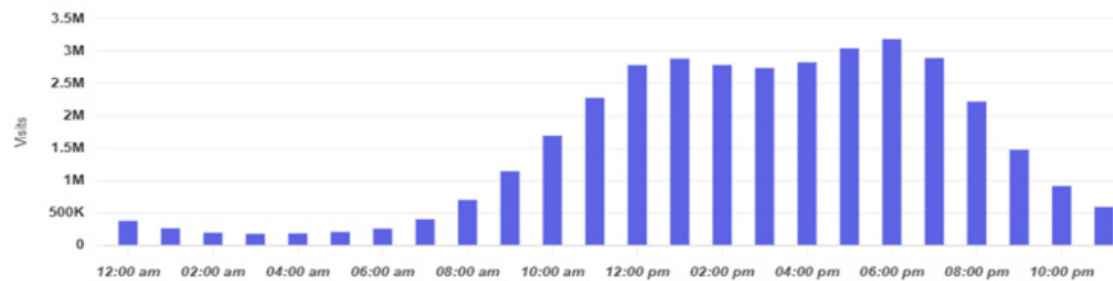
Visits | Jan 1st, 2025 - Nov 16th, 2025
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

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

Hourly Visits

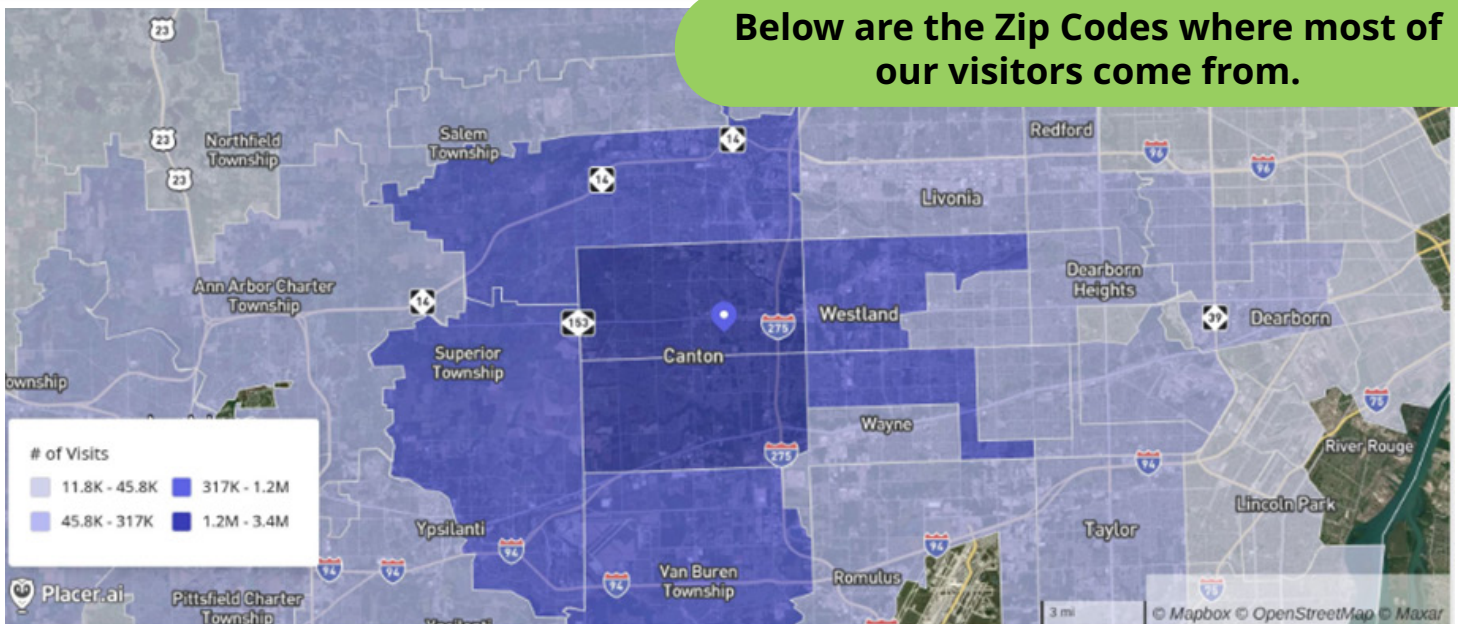
Retail node 5556 - Canton
Ford Road, MI



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Placer.ai

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



Zip Code

Visits (% of Total)

48188

Canton, MI

3.4M (21.9%)

48187

Canton, MI

2.7 (17.3%)

48170

Plymouth, MI

1.1M (7.2%)

48185

Westland, MI

696K (4.5%)

48111

Belleville, MI

562K (3.6%)

48186

Westland, MI

525K (3.4%)

48198

Ypsilanti, MI

327K (2.1%)