Diabetes Risk Factors Community Profile
Wayne County, Detroit, and Inkster and Eastern Detroit

August 2013

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The National Association of Chronic Disease Directors (NACDD) has contracted with the Directors of Health Promotion and Education (DHPE) to provide the following data and recommendations to identify:

- target audiences for the Diabetes Prevention Programs (DPP)
- how to reach the target audience
- health care facilities in the area that can refer to DPPs.
- locations of select business that may be useful in promoting DPPs

This report uses PRIZM segment descriptions to determine where people at risk for diabetes may be located. Each segment has unique demographic descriptions based on income, life stage, age range, presence of children in the household, home ownership, employment, education, and race and ethnicity; there are 66 PRIZM segments. Based on the segment profiles the following questions can be examined:

- Where is the target population located?
- How would you reach them?
- What else is in the area?

Target Population

Approximately 441,700[1] prediabetic adults 21 years old and older live in Wayne County. In Detroit, there are approximately 164,500 prediabetic adults 21 year old and older. Inkster and Eastern Detroit is a target area within Wayne County. The following zip codes: 48188, 48187, 48150, 48174, 48154, 48152, 48186, 48239, 48135, 48240, 48185, 48184, 48124, 48180, 48127, 48125, 48223, 48126, 48141, 48219, and 48228 make up Inkster and Eastern Detroit. There are approximately 183,700 prediabetic adults 21 year old and older in Inkster and Eastern Detroit.

Approximately 50% of adults 65 and older are estimated to have prediabetes.[1] People with prediabetes have an increased risk of developing type 2 diabetes, heart disease, and stroke. Studies have shown that people with prediabetes who lose weight and increase their physical activity can prevent or delay type 2 diabetes and in some cases return their blood glucose levels to normal.

If the modifiable risk factors for type 2 diabetes (being overweight or obese and physical inactive) continue to increase, so will the prevalence of type 2 diabetes. The adult obesity prevalence in Michigan has increased from 18.2 to 31.7 percent between 1995 and 2010.[2]

Individuals at greatest risk of developing diabetes in Michigan are:

- African Americans
- Individuals with no college education
- Households that earn less than $25,000 per year

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[1]Estimate is based on multiplying the population for those 21 years old and older by 35%. The estimated number of persons with prediabetes was calculated by applying the national estimate of prediabetes from NHANES III to the 2013 population estimate for adults aged 21 years and older in the geography of interest. This is the same methodology as was used in the Centers for Disease Control and Prevention. National diabetes fact sheet: national estimates and general information on diabetes and prediabetes in the United States, 2011. Atlanta, GA: U.S. Department of Health and Human Services, Centers for Disease Control and Prevention, 2011. Available at: http://www.cdc.gov/diabetes/pubs/pdf/ndfs_2011.pdf.

[2]Michigan Behavioral Risk Factor Surveillance System, 1995-2010. Available at http://apps.nccd.cdc.gov/BRFSS.

Table 1 provides a summary of some of the demographic factors associated with a higher risk of developing diabetes. **Appendix 2** contains a detailed report of demographics and household characteristics for the areas of interest.

Table 1. Demographics

	Detroit	Inkster and Eastern Detroit	Wayne County	Michigan
Total Population	684,784	737,981	1,779,086	9,862,679
Age				
< 21 years old	31.33%	28.85%	29.07%	27.69%
21-44	31.14%	30.95%	30.57%	29.70%
45-64	25.24%	26.90%	26.85%	27.87%
65-84	10.62%	11.32%	11.51%	12.69%
85+	1.68%	1.98%	1.99%	2.05%
Race				
White	10.85%	66.07%	52.57%	78.56%
Black or African American	82.07%	26.83%	39.97%	14.21%
American Indian and Alaska Native	0.41%	0.34%	0.39%	0.64%
Asian	1.15%	3.33%	2.71%	2.56%
Native Hawaiian and Other Pacific Islander	0.02%	0.02%	0.02%	0.03%
Some Other Race	3.19%	0.92%	1.95%	1.57%
Two or More Races	2.32%	2.49%	2.38%	2.43%
Ethnicity				
Hispanic	7.34%	3.50%	5.59%	4.69%
Not Hispanic	92.66%	96.50%	94.41%	95.31%
Household Income				
Average	$36,168	$56,673	$53,494	$58,514
Median	$25,472	$44,490	$38,610	$43,691
Population 25 and older with less than a four-year college degree	87.63%	78.04%	79.47%	74.90%

DPP= Diabetes Prevention Program
Data Source: 2013 The Nielsen Company Enhanced Demographic Report

Approximately 1 in 4 individuals in Wayne County are between 45 and 64 years old. This age group is an ideal target group as the prevalence of diabetes goes up dramatically in the population 65 and older.[3] Compared to the state, Wayne County has a lower median average household income and higher percent of adults with less than a four-year college degree. This suggests that the population that lives in Wayne County may be at higher risk of developing diabetes compared to the state as a whole. The economic conditions are even worse in Detroit.

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[3] Michigan Behavioral Risk Factor Surveillance System, 1995-2010. Available at http://apps.nccd.cdc.gov/BRFSS.

Map 1.1 shows Wayne County maps 2.1 and 3.1 show two specific areas within Wayne County.

There are several Federally Qualified Health Centers (FQHC) located in Wayne County and four YMCA's. Most of the FQHC's are located in Detroit.

Map 1.1 Wayne County

FQHC
YMCA
Wayne County
Highway

Map 2.1 shows Detroit.
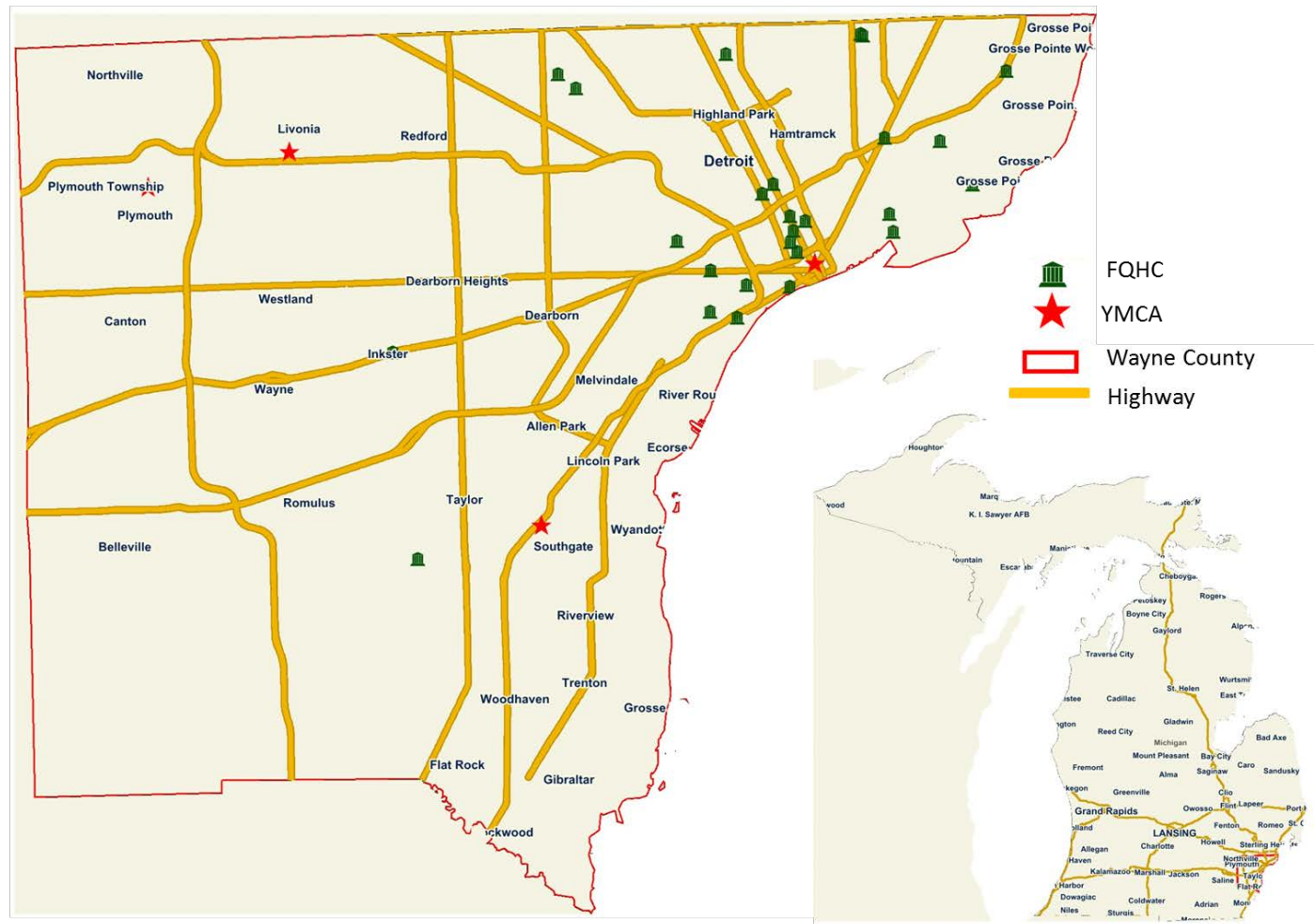
Most of the FQHC in Wayne County are located in Detroit. Detroit is 142 square miles and surrounds two cities (Highland Park and Hamtramck). There has been a 25% decline in Detroit's population since 2000 and a 4% decrease since 2010.

Map 2.1 Detroit

FQHC

YMCA

Detroit

Highway

Map 3.1 shows zip codes 48188, 48187, 48150, 48174, 48154, 48152, 48186, 48239, 48135, 48240, 48185, 48184, 48124, 48180, 48127, 48125, 48223, 48126, 48141, 48219, 48228. The Michigan Department of Community Health identified these zip codes as being an area of interest within Wayne County.

There is one YMCA and one FQHC located within the Inkster and Eastern Detroit.

Map 3.1 Inkster and Eastern Detroit Area*

* The Michigan Department of Community Health identified the target zip codes.
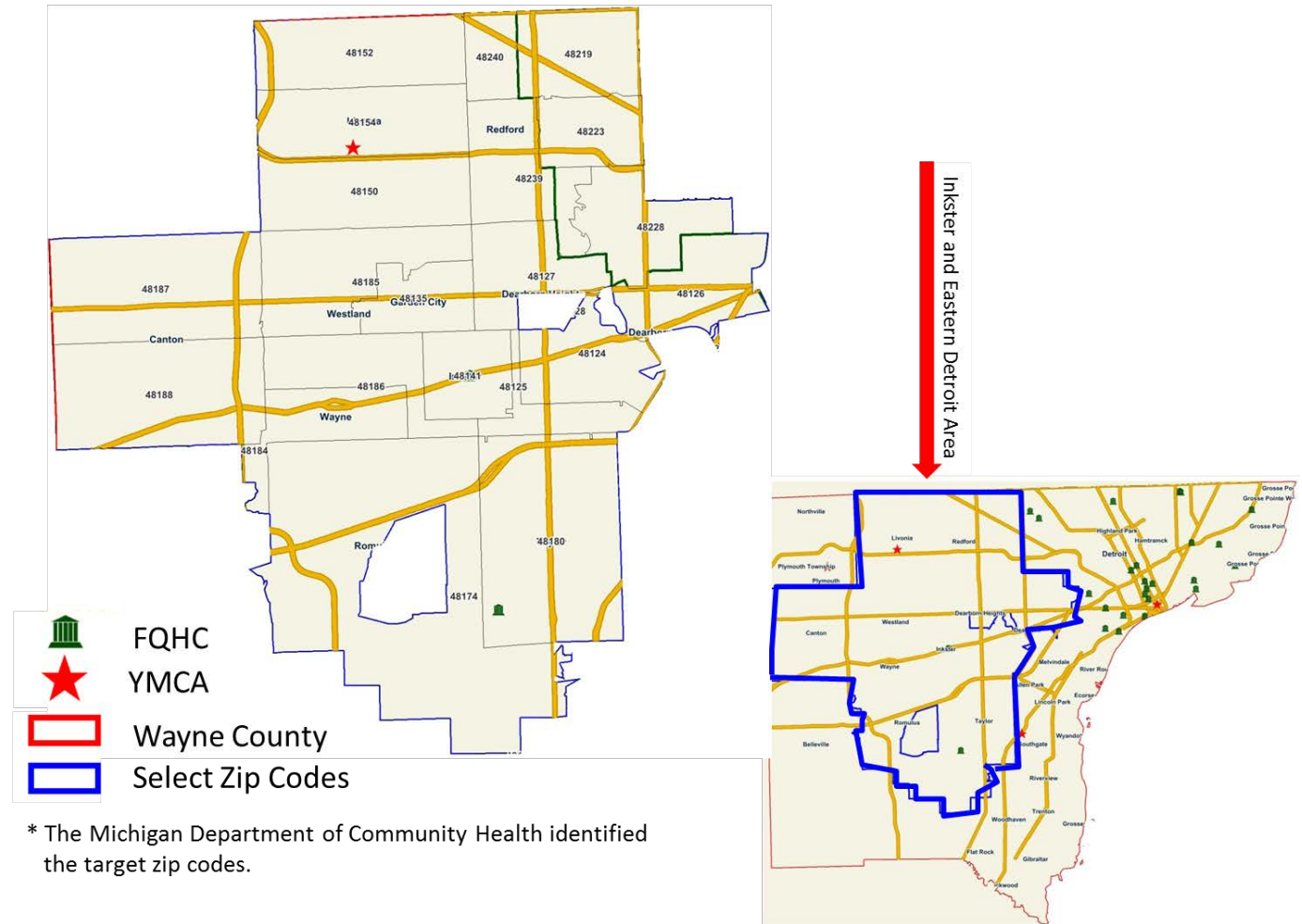
Location of People with Diabetes Risk Factors

The target population is individuals with risk factors for diabetes. The target population was determined using the demographic description and lifestyle preferences of each PRIZM segment found in Wayne County. Detroit, and Inkster and Eastern Detroit were also examined separately to see were the highest concentration of the target populations are located within these geographic areas. Segments with demographic characteristics associated with a higher prevalence of diabetes were combined to form a profile. The demographic and socioeconomic characteristics included are:
- Education Attainment: less than a four-year college degree
- Household Income: $50,000 or less per year
- Age: segment age ranges that overlapped or contained the age group of 45 to 84 year olds

Based on these three characteristics the following PRIZM segments were found to be at high risk of developing diabetes: 38,39,40,41,42,43,44,45,46,48,49,52,53,54,55,56,57,58,59,60,61,64,65,66. There are 66 PRIZM segments. In general, as the segment number increases, the socioeconomic status decreases. As mentioned previously each segment has a unique demographic and socioeconomic description based on several indicators including income, life stage, age range, presence of kids in the household, home ownership, employment, education, and race and ethnicity. For a detailed description of each segment, visit **http://www.claritas.com/MyBestSegments/Default.jsp?ID=30&id1=1027&id2=&webid =1**

To verify that these segments also had high-risk lifestyle behaviors that could lead to diabetes additional analyses examined their likelihood of being physically active, consuming fruits and vegetables, and watching over 20 hours of television per week. It was found that these segments were among the least likely to be physically active and to consume fruits and vegetables, and among the most likely to watch more than 20 hours of television per week.

Map 1.2.a shows the concentration of the target segments within each zip code in Wayne County and **Map 1.2.b** shows the concentration within each census tract; the darker the orange the higher the concentration of the target segments. **Appendix 3** provides a list of all the zip codes and census tracts in Wayne County and the number of households that are at high risk of developing diabetes.

The zip codes within Wayne County where 90% or more households have one or more adults that fit this profile are 48209, 48212,

Map 1.2.a Concentration of Target Population by Zip Code

HH/ 100 HH*	Index †
92.48	168
72.10	131
42.16	76
12.08	22

*Number of households per 100 households
† Likelihood that the target population is located in a particular zip code compared to all zip codes in the area of interest.

Map 1.2.b Concentration of Target Population by Census Tract

HH/ 100 HH*	Index †
98.72	176
79.59	142
39.27	70
6.88	12
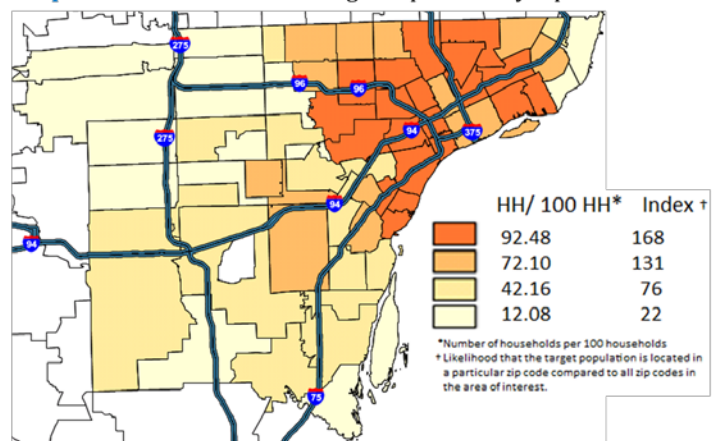
*Number of households per 100 households
† Likelihood that the target population is located in a particular census tract compared to all census tracts in the area of interest.

48213, 48218, 48210, 48238, 48234, 48217, 48204, 48203, 48211, 48228, and 48206.

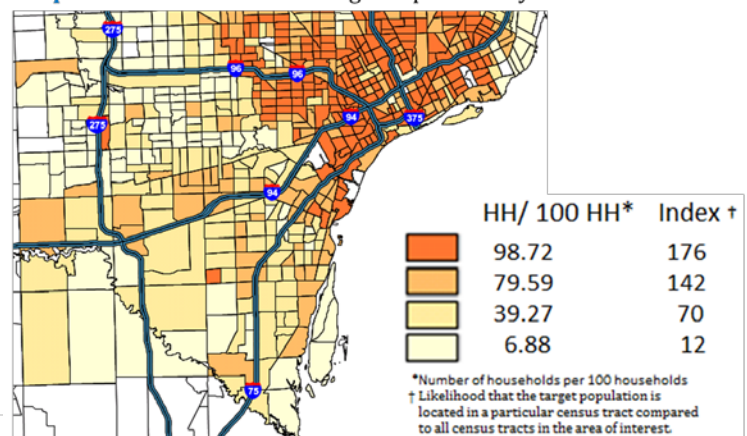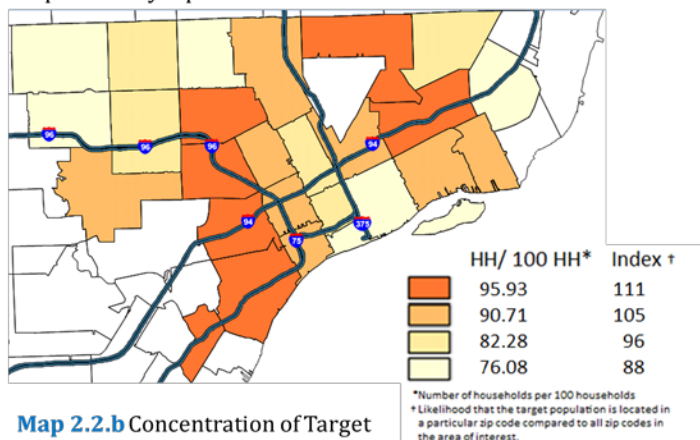Taking a closer look at the census tracts in these areas may help narrow the focus highest risk areas further.
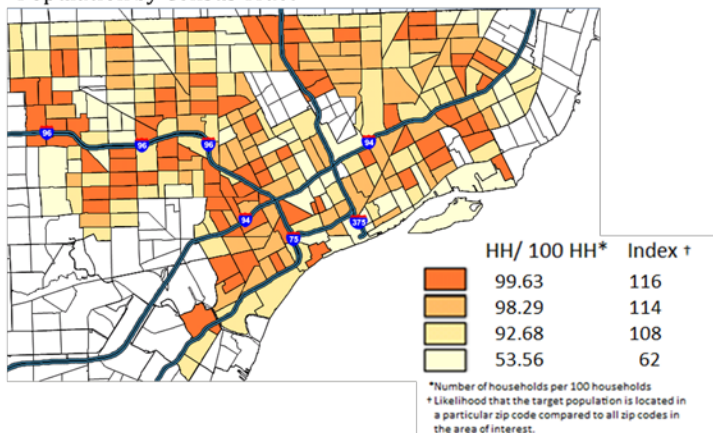
Map 2.2.a shows the concentration of the target segments within each zip code in Detroit and **Map 2.2.b** shows the concentration within each census tract. The indices are lower in these maps compared to map 1.2.a and b because each zip code and census tract is compared only to those within Detroit instead of Wayne County.

The likelihood of finding the target population in all of these areas is relatively high. The index is based on comparing the likelihood of finding the target population in any zip code and census tract to the larger area of interest, which in this case is Detroit. Because the average concentration is high in all areas, the index is closer to 100.

Map 2.2.a Concentration of Target Population by Zip Code

HH/ 100 HH*	Index †
95.93	111
90.71	105
82.28	96
76.08	88

*Number of households per 100 households
† Likelihood that the target population is located in a particular zip code compared to all zip codes in the area of interest.

Map 2.2.b Concentration of Target Population by Census Tract

HH/ 100 HH*	Index †
99.63	116
98.29	114
92.68	108
53.56	62

*Number of households per 100 households
† Likelihood that the target population is located in a particular zip code compared to all zip codes in the area of interest.

Map 3.2.a Concentration of Target Population by Zip Code

HH/ 100 HH*	Index †
79.68	190
52.07	124
31.86	76
11.36	27

*Number of households per 100 households
† Likelihood that the target population is located in a particular zip code compared to all zip codes in the area of interest.
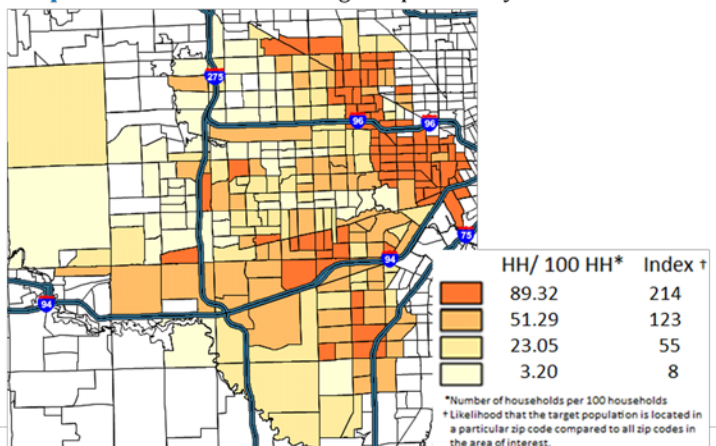
Map 3.2.a shows the concentration of the target segments within each zip code in Inkster and Eastern Detroit and **Map 3.2.b** shows the concentration within each census tract.

Again, the indices vary here compared to previous maps. There is greater variation in the concentration of the target population among the zip codes and census tracts in this area, which is reflected in the index. The target population is nearly twice as likely to reside in the dark orange areas compared to all other areas within these maps.

Map 3.2.b Concentration of Target Population by Census Tract

HH/ 100 HH*	Index †
89.32	214
51.29	123
23.05	55
3.20	8

*Number of households per 100 households
† Likelihood that the target population is located in a particular zip code compared to all zip codes in the area of interest.

Marketing[4]

Below are ways to reach your target audience. There are descriptions of how often and the types of print, radio, and television stations they read, listen to, and watch. For radio and television, the times and days of the week the audience is most likely to listen to or watch are listed as well.

See **Appendix 4** for detailed tables and information for the source information the descriptions below are based on. The majority of findings are based on the number of adults per 100 households. For these findings, it is possible to have more than 100 adults per 100 households as multiple adults can live in a household. A few of the findings are based on household consumption, for these findings the number of households cannot exceed 100.

Print Media Profile:
Among the segments at high risk for diabetes that live:

Detroit	Inkster and Eastern Detroit	Wayne County
Over 60 adults per 100 households in the target PRIZM segments read the Sunday newspaper, women's magazines, and general editorials.	Approximately 70 adults per 100 households in the target PRIZM segments read the Sunday newspaper, women's magazines, and general editorials.	Over 60 adults per 100 households in the target PRIZM segments read the Sunday newspaper, women's magazines, and general editorials.
Approximately the 72 adults per 100 households report frequently reading the newspaper; however, 100 adults per 100 households report reading the newspaper infrequently.	Approximately the 81 adults per 100 households report frequently reading the newspaper; however, 93 adults per 100 households report reading the newspaper infrequently.	Approximately the 76 adults per 100 households report frequently reading the newspaper; however, 96 adults per 100 households report reading the newspaper infrequently.
Approximately 64 adults per 100 households report reading the Sunday newspaper and 50 adults per 100 households report reading the daily newspaper.	Approximately 75 adults per 100 households report reading the Sunday newspaper and 58 adults per 100 households report reading the daily newspaper.	Approximately 69 adults per 100 households report reading the Sunday newspaper and 54 adults per 100 households report reading the daily newspaper.

 If using print media as a method for reaching the target population, the Sunday newspaper has the most reach.

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[4] Marketing Profile is based on the PRIZM segments that are least likely to report exercising: segments 26, 31, 38-40, 42-49, 52-66. There are 66 PRIZM segments the higher the number the lower the social-economic status. The segments are defined based on a combination of household characteristics (e.g., presence of kids), demographic characteristics, and economic characteristics. Nielsen's segmentation system has been tested and verified in various settings and geographic locations. The selected marketing avenues were selected based both on a high Market Potential Index as well as the number of people that could be reached.

Radio Media Profile:
Among the segments at high risk for diabetes that live:

Detroit	Inkster and Eastern Detroit	Wayne County
Approximately 91 adults per 100 households listen to the radio less than 20 hours a week for men and less than 15 for women; however, 81 adults per 100 households listen to the radio more than 20 hours a week for men and more than 15 hours for women.	Approximately 93 adults per 100 households listen to the radio less than 20 hours a week for men and less than 15 for women; however, 81 adults per 100 households listen to the radio more than 20 hours a week for men and more than 15 hours for women.	Approximately 92 adults per 100 households listen to the radio less than 20 hours a week for men and less than 15 for women; however, 81 adults per 100 households listen to the radio more than 20 hours a week for men and more than 15 hours for women.
The highest number of adults per 100 households listens to the radio Monday through Friday from 6 am to 10am, and Saturday and Sunday from 10am to 3pm.	The highest number of adults per 100 households listens to the radio Monday through Friday from 6 am to 10am, and Saturday and Sunday from 10am to 3pm.	The highest number of adults per 100 households listens to the radio Monday through Friday from 6 am to 10am, and Saturday and Sunday from 10am to 3pm.
The most frequently listened to radio stations are urban contemporary radio stations	The most frequently listened to radio stations are urban contemporary radio stations	The most frequently listened to radio stations are urban contemporary radio stations

The target segments in all three geographic areas (Detroit, Inkster and Eastern Detroit, and Wayne County) have similar radio preferences. If using radio media as a method for reaching the target population, the best time of day is 6 a.m. to 10 a.m. Monday through Friday on urban contemporary radio stations.

Television Media Profile:
Note this profile captures usage of specific channels if you want to know the shows watched or frequency of viewing different shows, let DHPE know and additional analysis can be run.

Among the Segments at High Risk for Diabetes that live in:

Detroit	Inkster and Eastern Detroit	Wayne County
Over 105 adults per 100 households watch 23.5 hours or more of television per week for men and 24.5 hours or more per week for women.	Over 106 adults per 100 households watch 23.5 hours or more of television per week for men and 24.5 hours or more per week for women.	Over 106 adults per 100 households watch 23.5 hours or more of television per week for men and 24.5 hours or more per week for women.
Over 85 adults per 100 households average at least a half hour of television between 8 p.m. and 11 p.m., 7:30 p.m. and 8 p.m., and 7 p.m.-7:30 p.m. Monday through Friday. Weekend viewing during these time periods is also around 80 adults per 100 households.	Over 85 adults per 100 households average at least a half hour of television between 8 p.m. and 11 p.m., 7:30 p.m. and 8 p.m., and 7 p.m.-7:30 p.m. Monday through Friday. Weekend viewing during these time periods is also around 80 adults per 100 households.	Over 85 adults per 100 households average at least a half hour of television between 8 p.m. and 11 p.m., 7:30 p.m. and 8 p.m., and 7 p.m.-7:30 p.m. Monday through Friday. Weekend viewing during these time periods is also around 80 adults per 100 households.
Approximately 73% of households subscribe to cable or satellite television.	Approximately 74% of households subscribe to cable or satellite television.	Approximately 75% of households subscribe to cable or satellite television.
Because most of the households in Detroit have one or more members that fit the target profile there isn't a significant difference between those who fit this profile and all segment in the area.	Compared to all segments the segments at highest risk of developing diabetes in Inkster and Easter Detroit Area are 24% more likely to watch more than 45 hours of television a week.	Compared to all segments the segments at highest risk of developing diabetes in Wayne County are 19% more likely to watch more than 45 hours of television a week.

If using television media as a method for reaching the target population, the best time of day is 7 p.m. -11 p.m. Monday through Friday.

Internet Media Profile:
Among the Segments at High Risk for Diabetes that live in:

Detroit	Inkster and Eastern Detroit	Wayne County
Over 116 adults per 100 households use the internet 0 to 17 times per month.	Over 115 adults per 100 households use the internet 0 to 17 times per month.	Over 114 adults per 100 households use the internet 0 to 17 times per month.
Approximately 60% own their own computer.	Approximately 66% own their own computer.	Approximately 62% own their own computer.
Approximately 56 adults per 100 households use the internet frequently – 28 or more times per month.	Approximately 60 adults per 100 households use the internet frequently – 28 or more times per month.	Approximately 57 adults per 100 households use the internet frequently – 28 or more times per month.
Just over half of households (51%) have access to the internet at home.	Just over half of households (58%) have access to the internet at home.	Just over half of households (54%) have access to the internet at home.
Approximately 28 adults per	Approximately 27 adults per	Approximately 27 adults per

100 households use the internet via a cell phone or smart phone.	100 households use the internet via a cell phone or smart phone.	100 households use the internet via a cell phone or smart phone.
Since the target segments make up 86% of the households in Detroit, the internet use described above is more or less what is true for all segments in Detroit.	Compared to all segments the segments at highest risk of developing diabetes are 41% more likely to visit the internet zero times a month. They are also 18% less likely to own a computer and 22% less likely to have access to the internet at home.	Compared to all segments the segments at highest risk of developing diabetes are 30% more likely to visit the internet zero times a month. They are also 17% less likely to own a computer and 22% less likely to have access to the internet at home.

If using the internet as a method for reaching the target population keep in mind that just over half of the target segment has access to the internet at home. Internet use for most users in the target segments is low.

Attitude Towards Media:

Detroit	Inkster and Eastern Detroit	Wayne County
Over 55 users per 100 households in the target population feel magazines, newspapers, radio, and television ads give useful information. The target segments are more likely to agree that television is the most trusted media.	Over 55 users per 100 households in the target population feel magazines, newspapers, radio, and television ads give useful information; however they are less likely to feel this way compared to all segments. The target segments are more likely to agree that television is the most trusted media.	Over 55 users per 100 households in the target population feel magazines, newspapers, radio, and television ads give useful information; however they are less likely to feel this way compared to all segments. The target segments are more likely to agree that television is the most trusted media.

Grocery Shopping Habits

Detroit	Inkster and Eastern Detroit	Wayne County
Over 54 users per 100 households in the target segments grocery shop at a Walmart Suppercenter or similar store (e.g. Meijer or Target Supper Store).	Over 69 users per 100 households in the target segments grocery shop at a Walmart Suppercenter or similar store (e.g. Meijer or Target Supper Store).	Over 61 users per 100 households in the target segments grocery shop at a Walmart Suppercenter or similar store (e.g. Meijer or Target Supper Store).
Approximately 44 users per 100 households in the target segments do their grocery shopping within two miles of their home.	Approximately 40 users per 100 households in the target segments do their grocery shopping within five miles of their home	Approximately 45 users per 100 households in the target segments do their grocery shopping within two miles of their home.

Retailer and Shopping Habits:
Walmart and Target appear to be the store that the target segments shop at most often. Meijer was not included in the survey but since it has similar attributes as Walmart and Target it would have likely ranked high among the stores most frequented.

Restaurants:
McDonalds and Burger King are the two fast food restaurants where the highest number of users per household frequent. However, the target segments are less likely to frequent these restaurants compared to all segments.

Maps

The following maps may be useful in program planning efforts to identify potential target areas. **Maps 1.3.a through 3.8.c** highlight geographic areas with demographic and socioeconomic status data that are associated with a higher risk of developing diabetes. **Maps 1.9.a through 1.12.c** highlights geographic areas where health behaviors are exhibited that are associated with higher risk of developing diabetes. **Appendix 5** contains the demographic and socioeconomic status data provided in **Maps 1.3.a through 3.8.c**. **Appendix 6.1a-6.3.b** contains the health behavior data provided in **Maps 1.9.a through 1.12.c**.

Demographic and Socioeconomic Status Associated with Higher Risk of Diabetes

Map 1.3.a shows the percent of families living below poverty by zip code. The zip codes in red have the highest percent of families living below poverty, between 38.4% and 51.1%.

The zip codes in Detroit have the highest percent of families below poverty.

At least 40% of the families in the following zip codes are below poverty: 48201, 48208, 48212, 48213, 48211, 48216, 48203, and 48210.

Map 1.3.b shows the percent of families living below poverty by census tract.

Map 1.3.c shows the number of families living below poverty.

Map 1.3.a Percent of Families Living Below Poverty by Zip Code
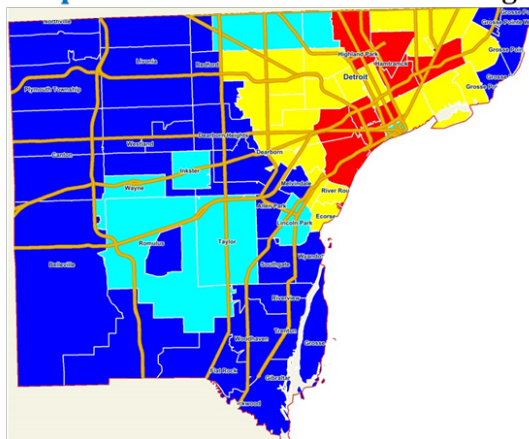
Percent of Families Living Below Poverty

- ▮ -- <= 12.8
- ▮ 12.9 <= 25.6
- ▮ 25.7 <= 38.3
- ▮ 38.4 <= 51.1

Map 1.3.b Percent of Families Living Below Poverty by Census Tract

Percent of Families Living Below Poverty

- ▮ -- <= 15.2
- ▮ 15.3 <= 30.4
- ▮ 30.5 <= 45.6
- ▮ 45.7 <= 60.8
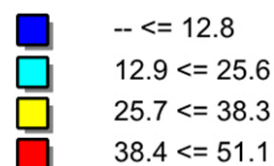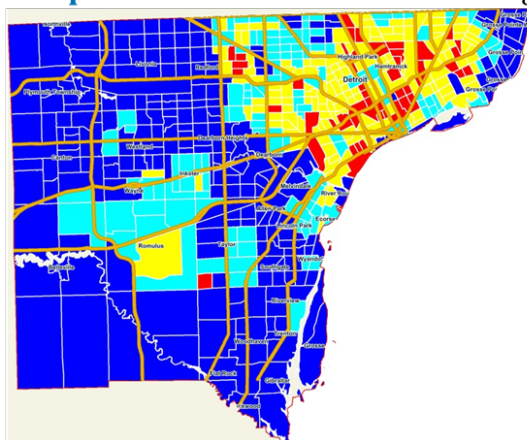
Map 1.3.c Number of Families Living Below Poverty

● 1 dot = 100 Families Living Below Poverty

Maps 2.3.a – 2.3.c are zoomed in views of Detroit.

Maps 2.3.a and b show the percent of families living below poverty by zip code and census tract respectively.

Map 2.3.c shows the number of families living below poverty.

Map 2.3.a Percent of Families Living Below Poverty by Zip Code

Percent of Families Living Below Poverty
- -- <= 12.8
- 12.9 <= 25.6
- 25.7 <= 38.3
- 38.4 <= 51.1
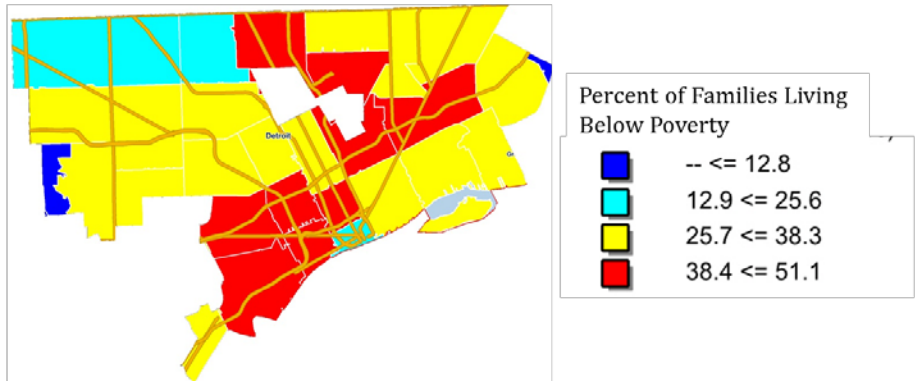
Map 2.3.b Percent of Families Living Below Poverty by Census Tract

Percent of Families Living Below Poverty
- -- <= 15.2
- 15.3 <= 30.4
- 30.5 <= 45.6
- 45.7 <= 60.8

Map 2.3.c Number of Families Living Below Poverty
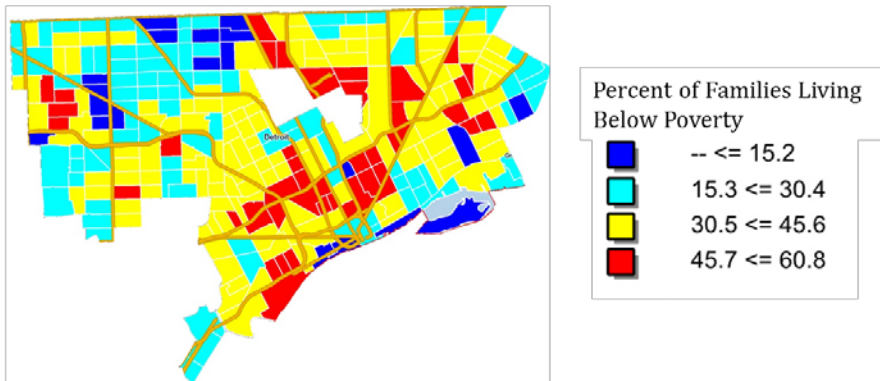
● 1 dot = 100 Families Living Below Poverty

Maps 3.3.a –3.3.c are zoomed in views of Inkster and Eastern Detroit.

Maps 3.3.a and b show the percent of families living below poverty by zip code and census tract respectively.
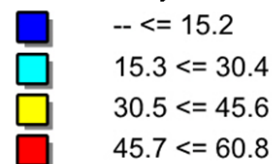
Map 3.3.c shows the number of families living below poverty.

Map 3.3.a Percent of Families Living Below Poverty by Zip Code
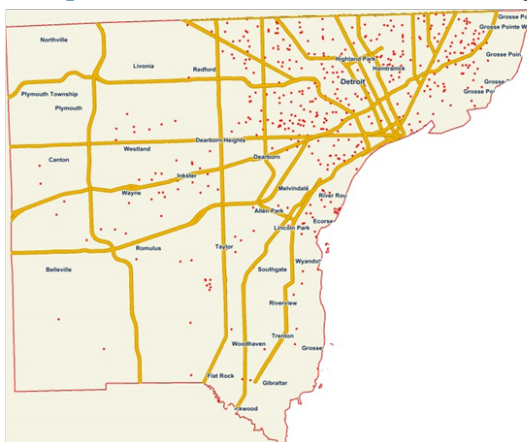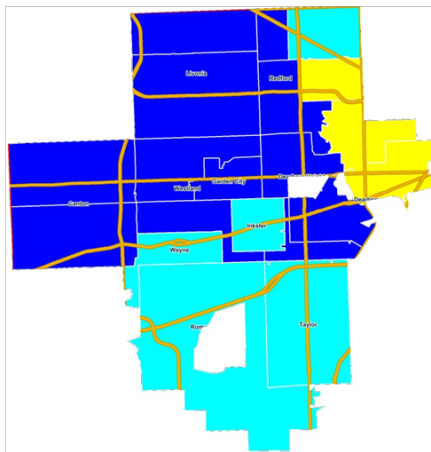

Percent of Families Living Below Poverty

- -- <= 12.8
- 12.9 <= 25.6
- 25.7 <= 38.3
- 38.4 <= 51.1

Map 3.3.b Percent of Families Living Below Poverty by Census Tract

Percent of Families Living Below Poverty

- -- <= 15.2
- 15.3 <= 30.4
- 30.5 <= 45.6
- 45.7 <= 60.8
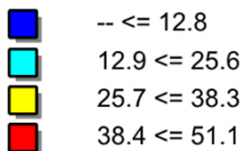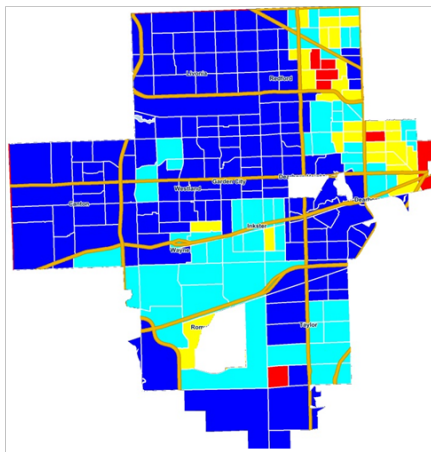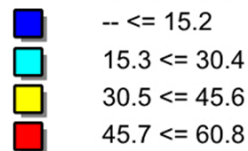
Map 3.3.c Number of Families Living Below Poverty
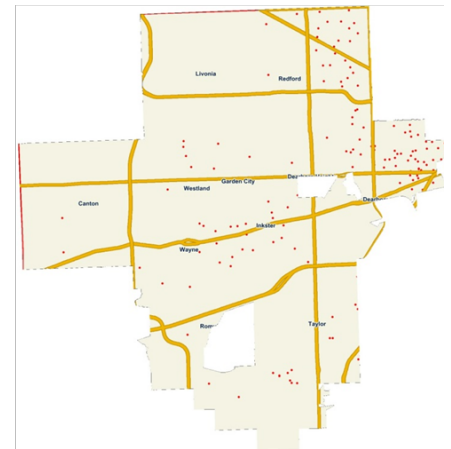
- 1 dot = 100 Families Living Below Poverty

Map 1.4.a shows the average annual household income and percent of adults 25 and older who have less than a four-year college degree by zip code. The areas with the darkest bluish-green color have the lowest average household income, and the areas with the darkest lines have the highest percent of adults without a four-year college degree.

The following zip codes had average household income less than $35,000 per year: 48242, 48201, 48208, 48216, 48211, 48210, 48206, 48213, 48202, 48238, 48209, 48212, 48204, 48203, 48207, 48218, 48215, and 48234.

At least 90% of adults 25 years old and older have less than a four-year college degree in the following zip codes: 48209, 48210, 48213, 48217, 48218, 48205, 48204, 48234, 48211, 48212, 48229, 48238, and 48146.

Map 1.4.a Average Household Income and Percent of Adults with Less than a Four-Year College Degree by Zip Code

Average annual household income
- $0 <= $35,739
- $35,740 <= $71,479
- $71,480 <= $107,218
- $107,219 <= $142,957

Percent of Adults 25 and older with less than a four-year degree
- -- <= 24.1
- 24.2 <= 48.2
- 48.3 <= 72.3
- 72.4 <= 96.4

Map 1.4.b Average Household Income and Percent of Adults with Less than a Four-Year College Degree by Census Tract

Average annual household income
- $0 <= $51,664
- $51,665 <= $103,329
- $103,330 <= $154,993
- $154,994 <= $206,657

Percent of Adults 25 and older with less than a four-year degree
- -- <= 25
- 25.1 <= 50
- 50.1 <= 75
- 75.1 <= 100
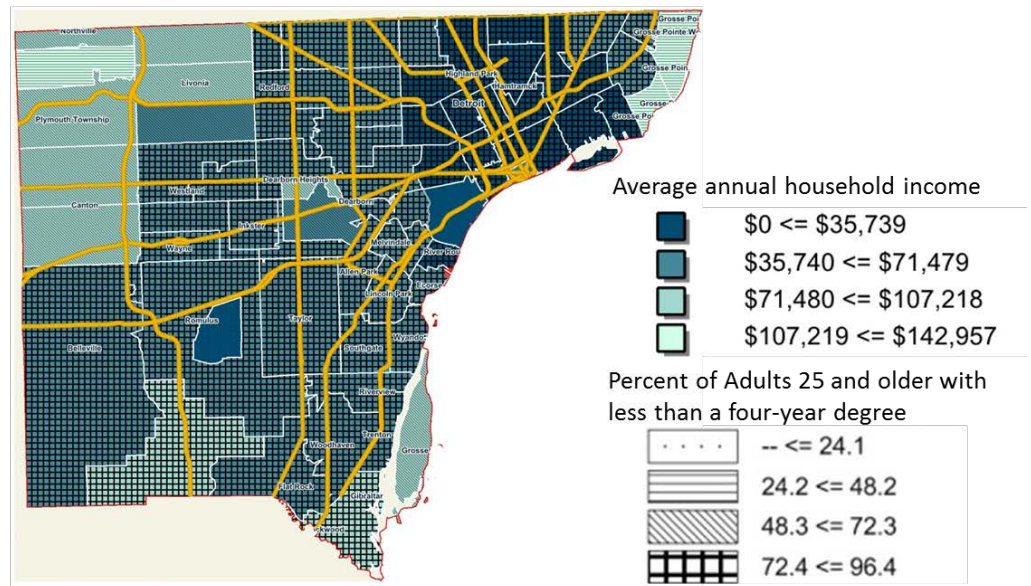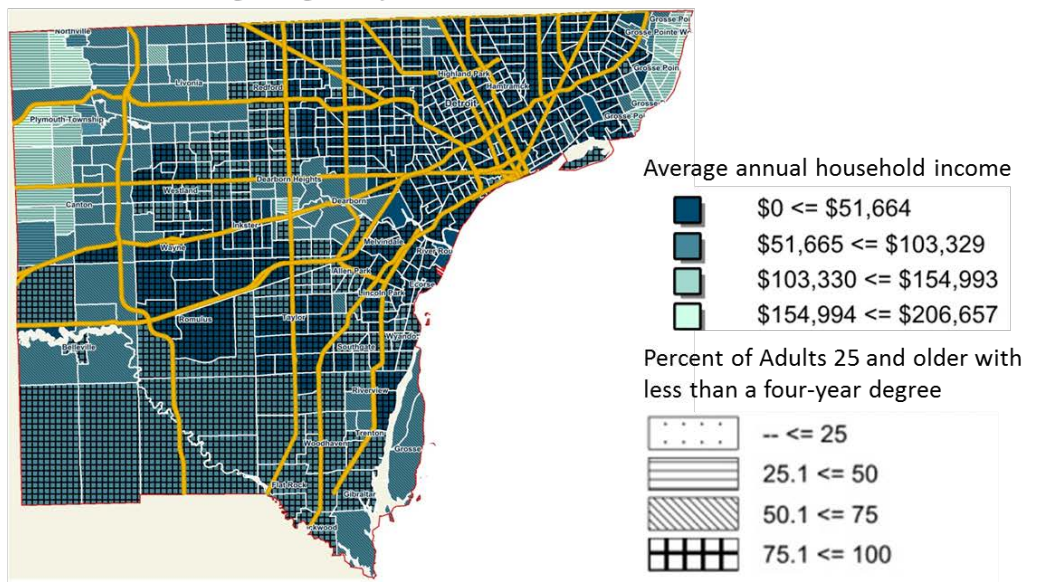
Map 1.4.b shows the average annual household income and percent of adults 25 and older who have less than a four-year college degree by census tract.

Maps 2.4.a and 2.4.b are zoomed in views of Detroit.

They show the average annual household income and percent of adults 25 and older who have less than a four-year college degree by zip code and census tract respectively.

Map 2.4.a Average Household Income and Percent of Adults with Less than a Four-Year College Degree by Zip Code

Average annual household income

- $0 <= $35,739
- $35,740 <= $71,479
- $71,480 <= $107,218
- $107,219 <= $142,957

Percent of Adults 25 and older with less than a four-year degree

- -- <= 24.1
- 24.2 <= 48.2
- 48.3 <= 72.3
- 72.4 <= 96.4

Map 2.4.b Average Household Income and Percent of Adults with Less than a Four-Year College Degree by Census Tract

Average annual household income

- $0 <= $51,664
- $51,665 <= $103,329
- $103,330 <= $154,993
- $154,994 <= $206,657

Percent of Adults 25 and older with less than a four-year degree

- -- <= 25
- 25.1 <= 50
- 50.1 <= 75
- 75.1 <= 100
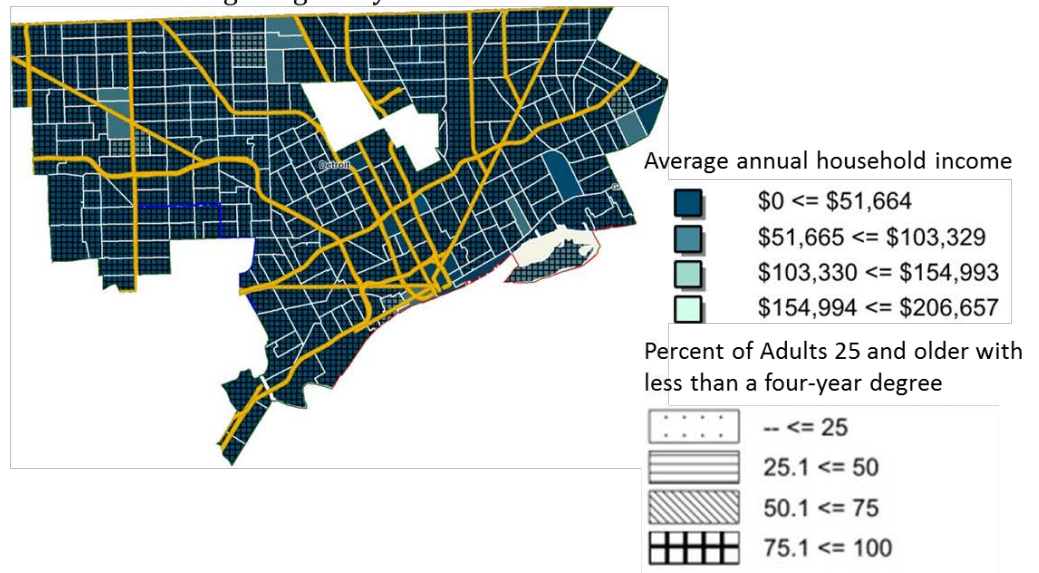
Maps 3.4.a and 3.4.b are zoomed in views of Inkster and Eastern Detroit.

They shows the average annual household income and percent of adults 25 and older who have less than a four-year college degree by zip code and census tract respectively.

Map 3.4.a Average Household Income and Percent of Adults with Less than a Four-Year College Degree by Zip Code

Map 3.4.b Average Household Income and Percent of Adults with Less than a Four-Year College Degree by Census Tract
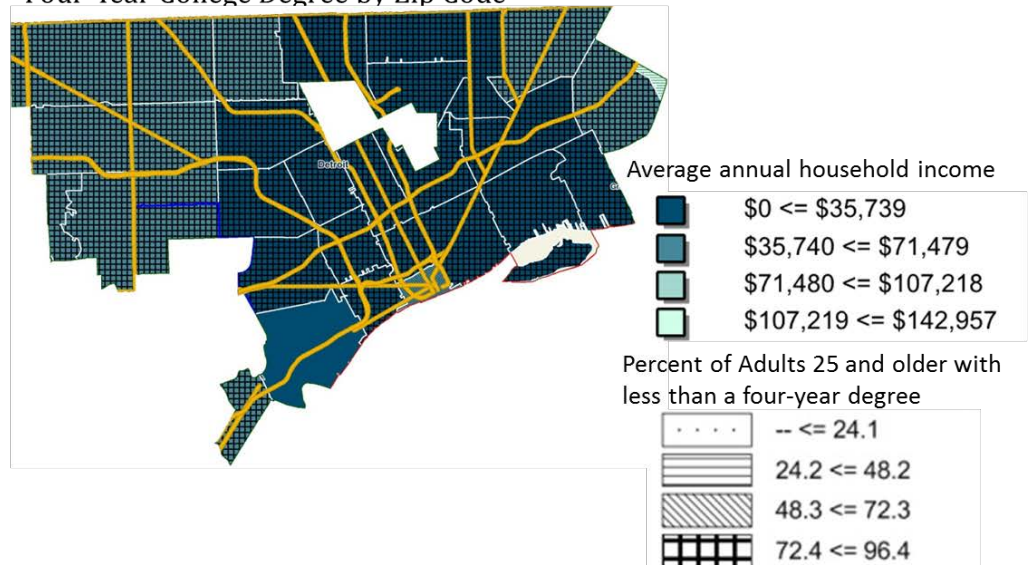

Average annual household income

■	$0 <= $35,739
■	$35,740 <= $71,479
■	$71,480 <= $107,218
□	$107,219 <= $142,957

Percent of Adults 25 and older with less than a four-year degree

	-- <= 24.1
	24.2 <= 48.2
	48.3 <= 72.3
	72.4 <= 96.4

Average annual household income

■	$0 <= $51,664
■	$51,665 <= $103,329
■	$103,330 <= $154,993
□	$154,994 <= $206,657

Percent of Adults 25 and older with less than a four-year degree

	-- <= 25
	25.1 <= 50
	50.1 <= 75
	75.1 <= 100
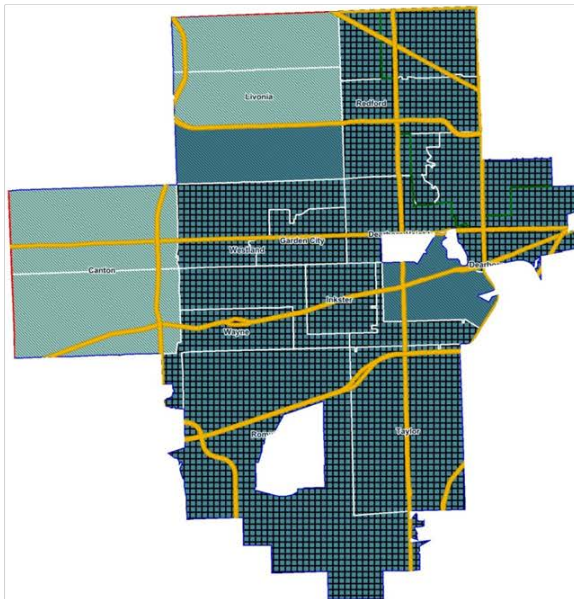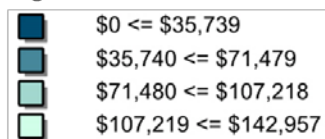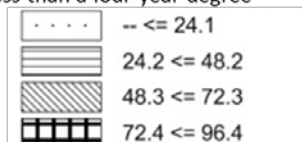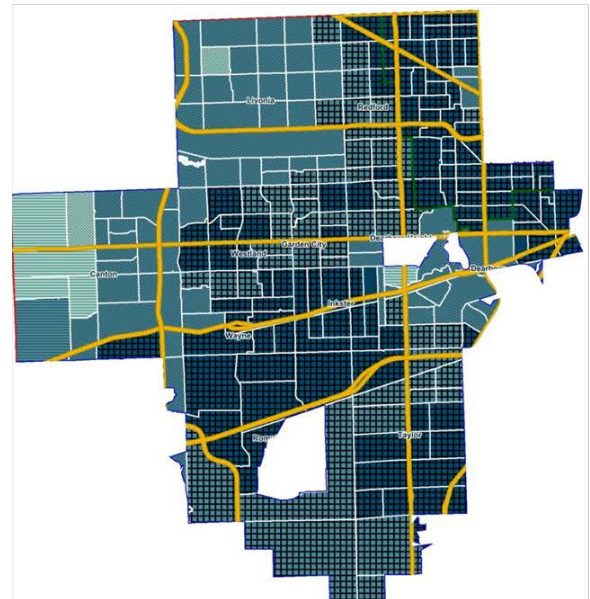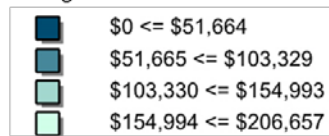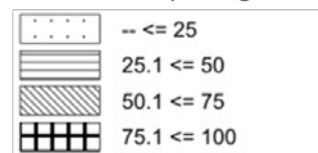
Map 1.5.a shows the percent of the population that is Hispanic by zip code. As the blue color darkens, the percent of the population that is Hispanic increases.

At least 10% of the population is Hispanic in the following zip codes: 48209, 48210, 48216, 48122, 48146, 48229, 48217, and 48218.

Nationally Hispanics have a higher risk of developing diabetes.

Map 1.5.b shows the percent of the population that is Hispanic by census tract.

Map 1.5.c shows the number of Hispanics.

Map 1.5.a Percent of the Population that is Hispanic by Zip Code
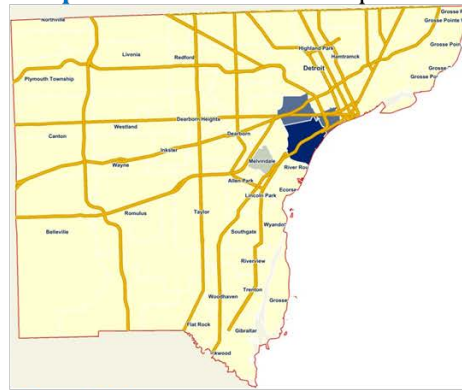
Percent of the Population that is Hispanic

	-- <= 18
	18.1 <= 35.9
	36 <= 53.9
	54 <= 71.8

Map 1.5.b Percent of the Population that is Hispanic by Census Tract

Percent of the Population that is Hispanic

	-- <= 19.7
	19.8 <= 39.5
	39.6 <= 59.2
	59.3 <= 78.9
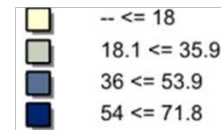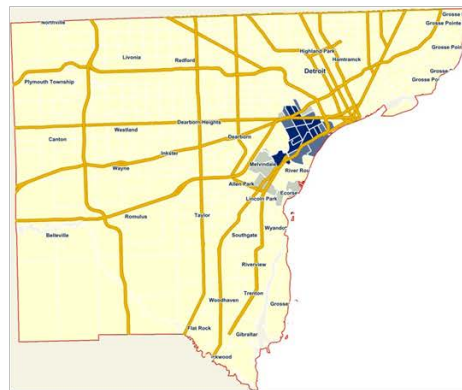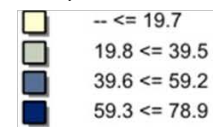
Map 1.5.c Number of Hispanics
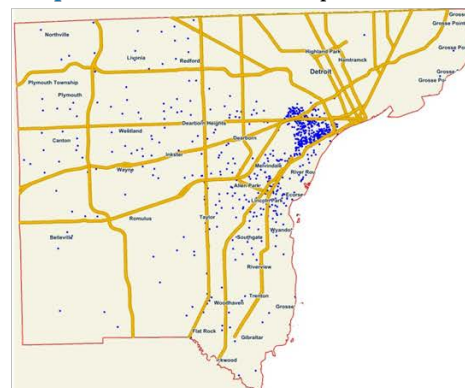
● 1 dot = 100 Hispanics

Maps 2.5.a - 2.5.c
are zoomed in views of
Detroit.

Maps 2.5.a and b show the
percent of the population
that is Hispanic by zip code
and census tract
respectively.

Map 2.5.c shows the
number of Hispanics.

Map 2.5.a Percent of the Population that is Hispanic by Zip Code

Percent of the Population that
is Hispanic

- -- <= 18
- 18.1 <= 35.9
- 36 <= 53.9
- 54 <= 71.8

Map 2.5.b Percent of the Population that is Hispanic by Census Tract

Percent of the Population that
is Hispanic

- -- <= 19.7
- 19.8 <= 39.5
- 39.6 <= 59.2
- 59.3 <= 78.9

Map 2.5.c Number of Hispanics

● 1 dot = 100 Hispanics

Maps 3.5.a - 3.5.c are zoomed in views of Inkster and Eastern Detroit.

Maps 3.5.a and b show the percent of the population that is Hispanic by zip code and census tract respectively.

Map 3.5.c shows the number of Hispanics.

Map 3.5.a Percent of the Population that is Hispanic by Zip Code

Map 3.5.b Percent of the Population that is Hispanic by Census Tract

Map 3.5.c Number of Hispanics

Percent of the Population that is Hispanic

	-- <= 18
	18.1 <= 35.9
	36 <= 53.9
	54 <= 71.8

Percent of the Population that is Hispanic

	-- <= 19.7
	19.8 <= 39.5
	39.6 <= 59.2
	59.3 <= 78.9
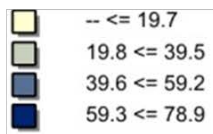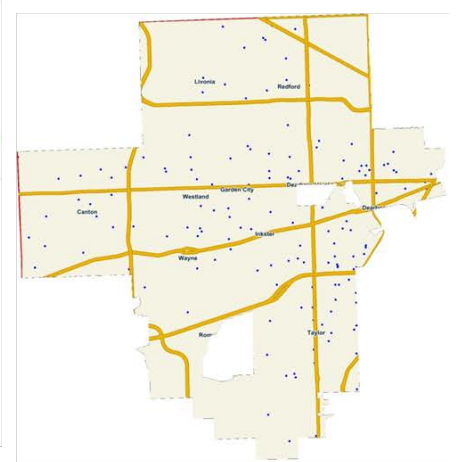
● 1 dot = 100 Hispanics

Map 1.6.a shows the percent of the population that is African American by zip code. As the red color darkens, the percent of the population that is African American increases.

At least 90 % of the population is African American in the following zip codes: 48235, 48204, 48227, 48213, 48238, 48234, 48206, 48221, 48205, 48203, 48219, 48215, 48214 and 48224.

Map 1.6.b shows the percent of the population that is African American by census tract.

Map 1.6.c shows the number of African Americans.

Map 1.6.a Percent of the Population that is African American by Zip Code
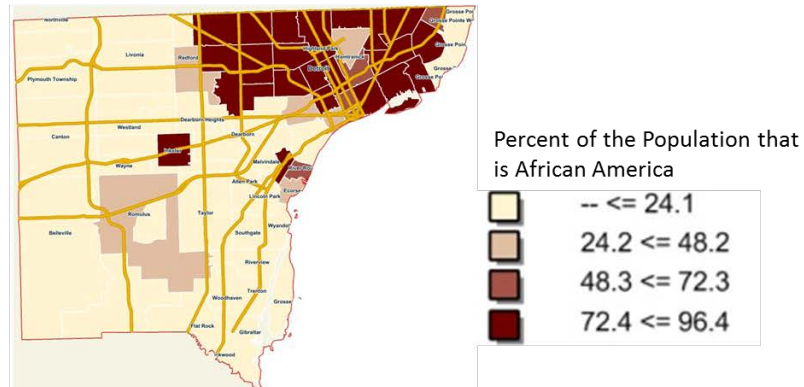
Percent of the Population that is African America

	-- <= 24.1
	24.2 <= 48.2
	48.3 <= 72.3
	72.4 <= 96.4

Map 1.6.b Percent of the Population that is African American by Census Tract

Percent of the Population that is African America

	-- <= 25
	25.1 <= 50
	50.1 <= 75
	75.1 <= 100

Map 1.6.c Number of African Americans
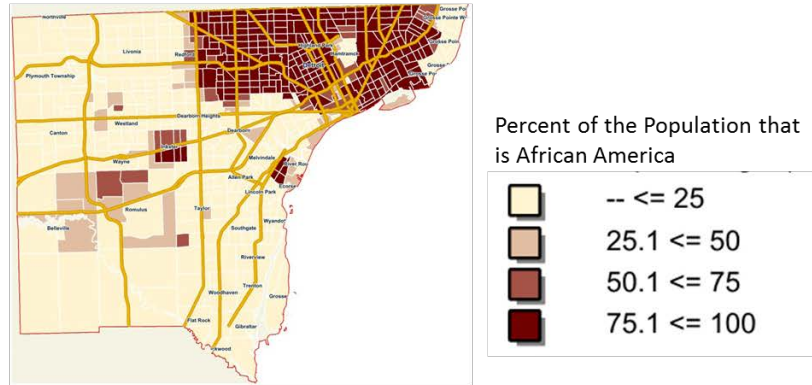
● 1 dot = 100 African Americans
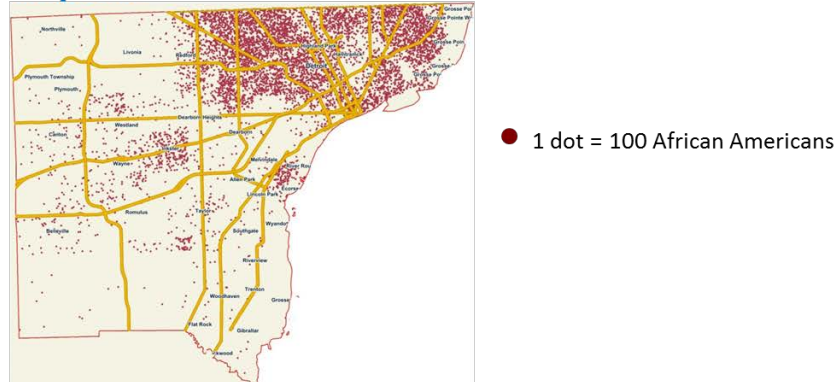
Maps 2.6.a -2.6.b are zoomed in views of Detroit.

Maps 2.6.a and b show the percent of the population that is African American by zip code and census tract respectively.

Map 2.6.c shows the number of African Americans.

Map 2.6.a Percent of the Population that is African American by Zip Code

Percent of the Population that is African America

	-- <= 24.1
	24.2 <= 48.2
	48.3 <= 72.3
	72.4 <= 96.4
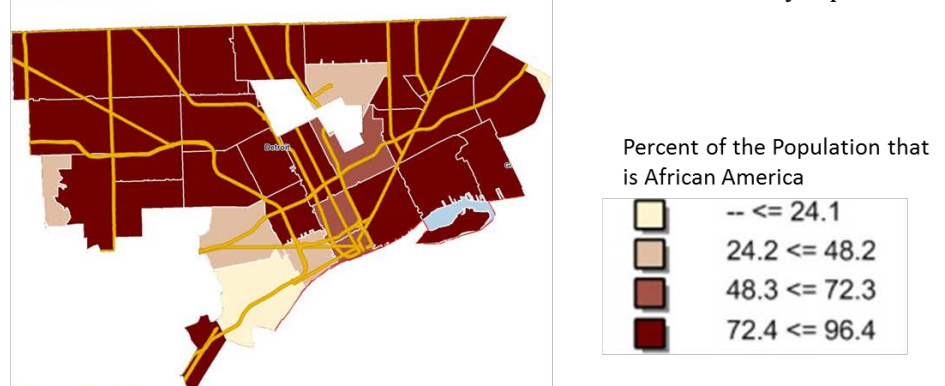
Map 2.6.b Percent of the Population that is African American by Census

Percent of the Population that is African America

	-- <= 25
	25.1 <= 50
	50.1 <= 75
	75.1 <= 100
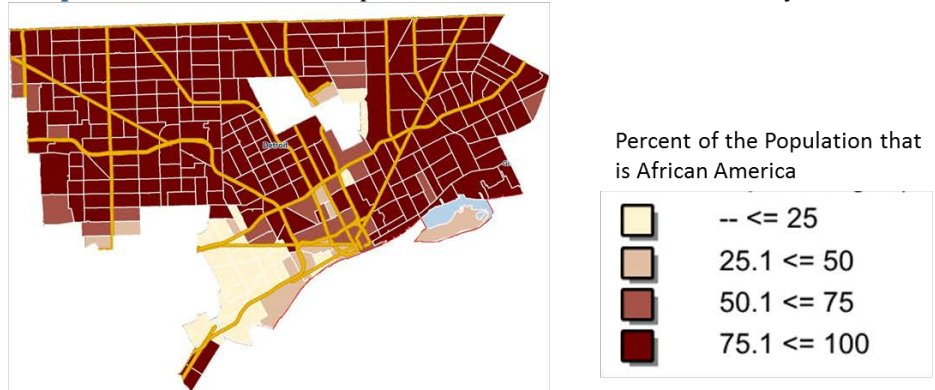
Map 2.6.c Number of African Americans

● 1 dot = 100 African Americans
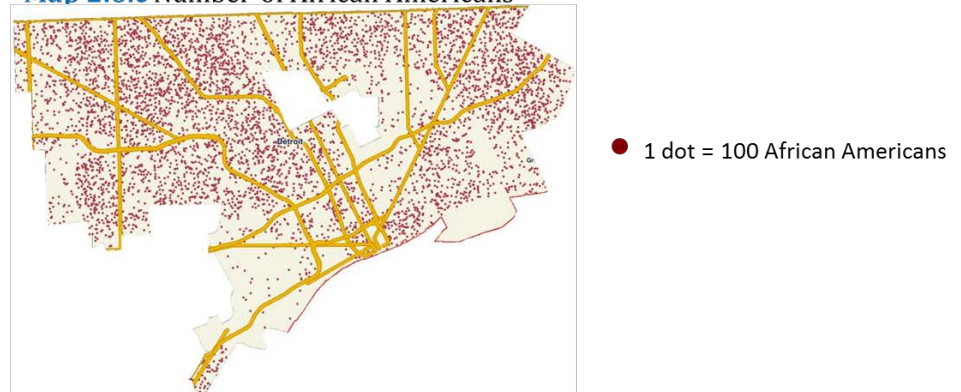
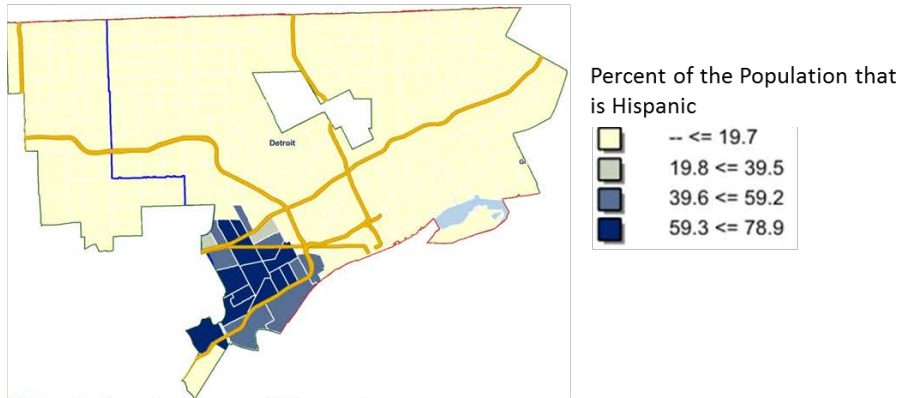Maps 3.6.a -3.6.b are zoomed in views of Inkster and Eastern Detroit.

Maps 3.6.a and b show the percent of the population that is African American by zip code and census tract respectively.
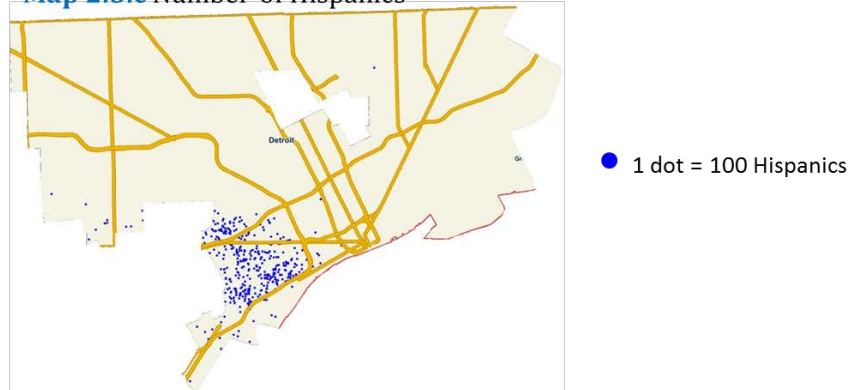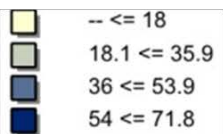
Map 3.6.c shows the number of African Americans.

Map 3.6.a Percent of the Population that is African American by Zip Code	**Map 3.6.b** Percent of the Population that is African American by Census Tract	**Map 3.6.c** Number of African Americans
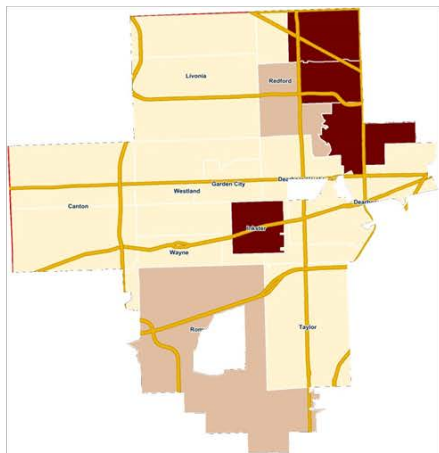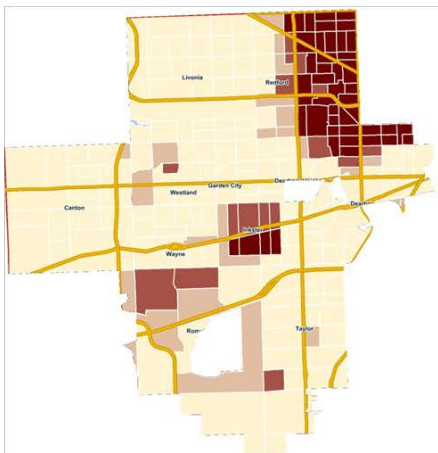
Percent of the Population that is African America

☐	-- <= 24.1
☐	24.2 <= 48.2
☐	48.3 <= 72.3
☐	72.4 <= 96.4

Percent of the Population that is African America

☐	-- <= 25
☐	25.1 <= 50
☐	50.1 <= 75
☐	75.1 <= 100
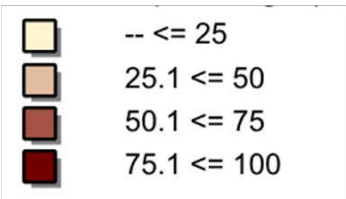
● 1 dot = 100 African Americans

Map 1.7.a shows the percent of the population 45 through 64 years old by zip code. As the orange color darkens, the percent of the population that is between 45 and 64 years old increases.

At least 30% of the population is 45 to 64 years in the following zip codes 48138, 48226, 48152, 48230, 48164, 48154, 48167, 48236, 48168, 48170, 48214 and 48336.

Map 1.7.b shows the percent of the population 45 through 64 years old by census tract.

Map 1.7.c shows the number of adults 45 through 64 years old.

Map 1.7.a Percent of the Population Age 45 to 64 Years Old by Zip Code
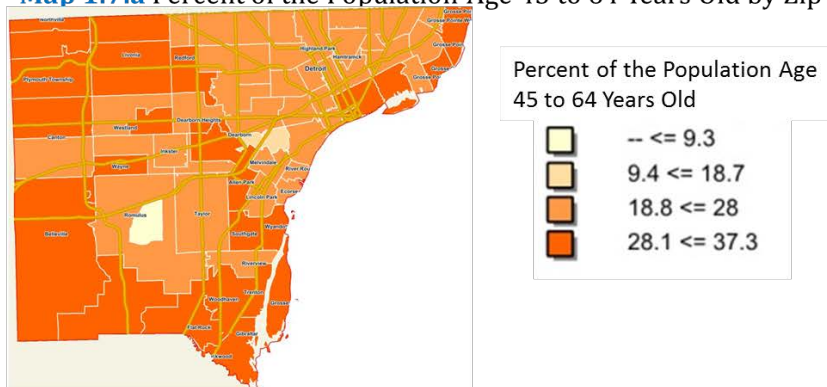
Percent of the Population Age 45 to 64 Years Old

- -- <= 9.3
- 9.4 <= 18.7
- 18.8 <= 28
- 28.1 <= 37.3

Map 1.7.b Percent of the Population Age 45 to 64 Years Old by Census Tract

Percent of the Population Age 45 to 64 Years Old

- -- <= 25
- 25.1 <= 50
- 50.1 <= 75
- 75.1 <= 100

Map 1.7.c Number of Adults Age 45 to 64 Years Old
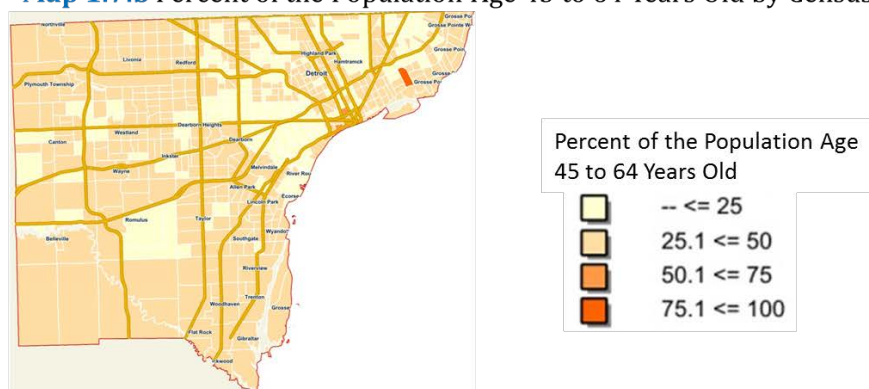
- 1 dot = 100 Adults 45 to 64 Years Old
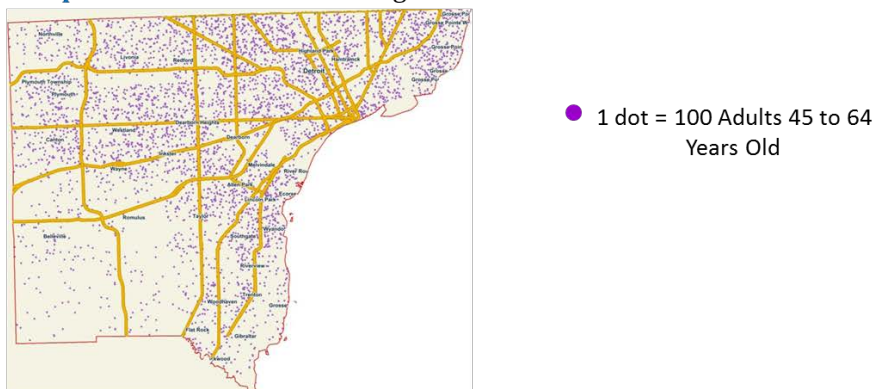
Maps 2.7.a -2.7.b are zoomed in views of Detroit.

Maps 2.7.a and b show the percent of the population age 45 to 64 years old by zip code and census tract respectively.

Map2.7.c shows the number of adults 45 to 64 years old.

Map 2.7.a Percent of the Population Age 45 to 64 Years Old by Zip Code

Percent of the Population Age 45 to 64 Years Old

- -- <= 9.3
- 9.4 <= 18.7
- 18.8 <= 28
- 28.1 <= 37.3
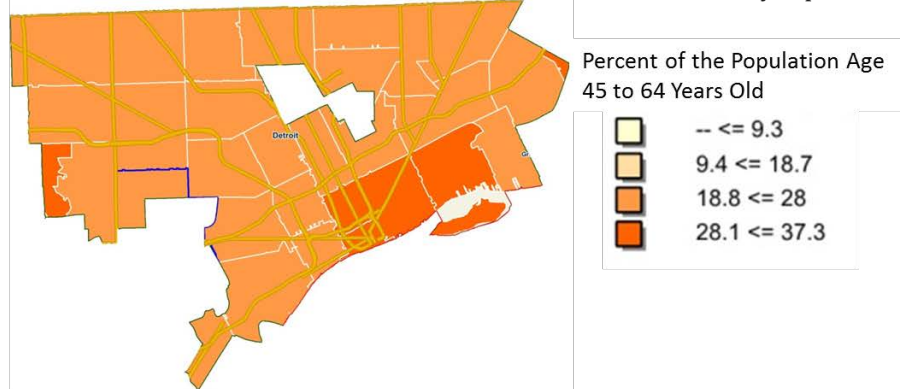
Map 2.7.b Percent of the Population Age 45 to 64 Years Old by Census Tract

Percent of the Population Age 45 to 64 Years Old

- -- <= 25
- 25.1 <= 50
- 50.1 <= 75
- 75.1 <= 100
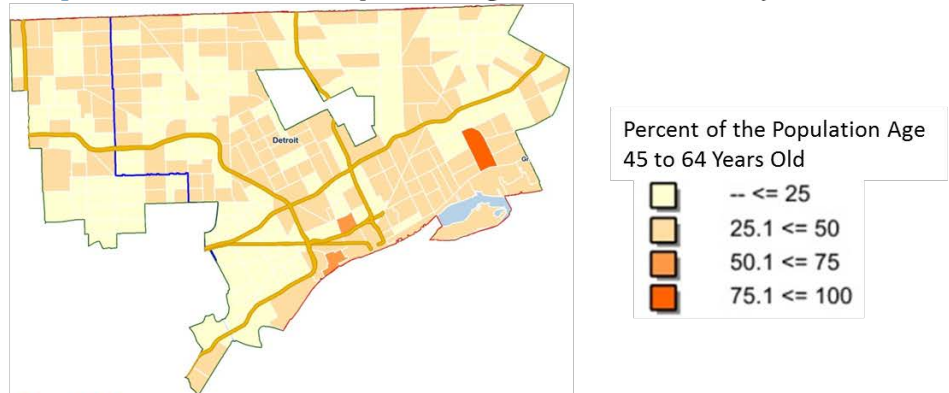
Map 2.7.c Number of Adults Age 45 to 64 Years Old

● 1 dot = 100 Adults 45 to 64 Years Old
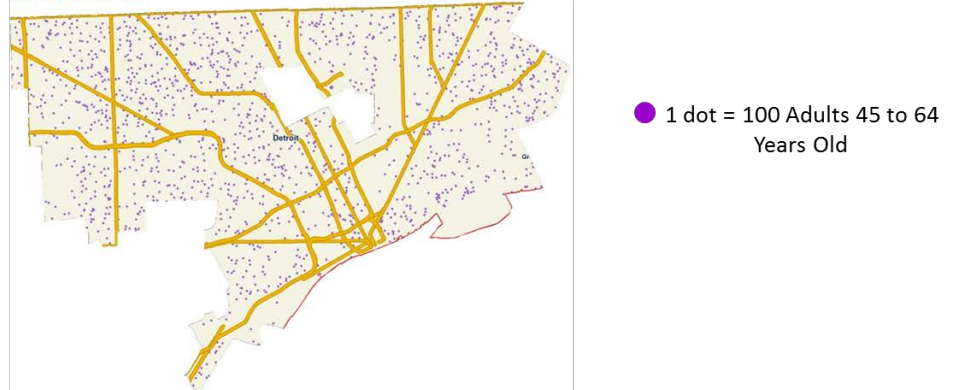
Maps 3.7.a -3.7.b are zoomed in views of Inkster and Eastern Detroit.

Maps 3.7.a and b show the percent of the population age 45 to 64 years old by zip code and census tract respectively.

Map 3.7.c shows the number of adults 45 to 64 years old.

Map 3.7.a Percent of the Population Age 45 to 64 Years Old by Zip Code

Map 3.7.b Percent of the Population Age 45 to 64 Years Old by Census Tract
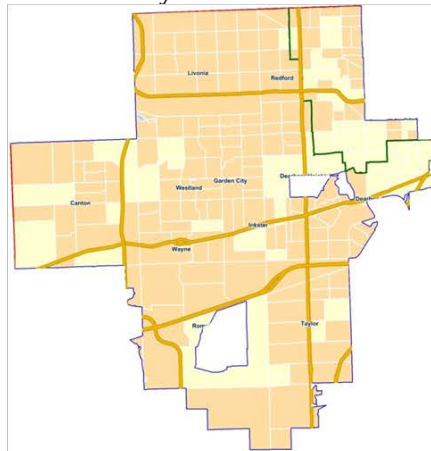
Map 3.7.c Number of Adults Age 45 to 64 Years Old

Percent of the Population Age 45 to 64 Years Old
- -- <= 9.3
- 9.4 <= 18.7
- 18.8 <= 28
- 28.1 <= 37.3

Percent of the Population Age 45 to 64 Years Old
- -- <= 25
- 25.1 <= 50
- 50.1 <= 75
- 75.1 <= 100
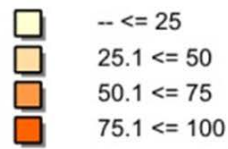
- 1 dot = 100 Adults 45 to 64 Years Old

Map 1.8.a shows the percent of the population 65 years old and older by zip code. As the orange color darkens, the percent of the population that is 65 years old and older increases.

At least 15% of the population is 65 years old and older in the following: 48193, 48138, 48154, 48080, 48236, 48207, 48221, 48152, 48214, 48101, 48235, 48170, 48127, 48195, 48167, 48124, 48217, 48185, 48183, 48150, 48168, 48336, 48204, 48120, and 48206.

Map 1.8.b shows the percent of the population 65 years old and older by census tract.

Map 1.8.c shows the number of adults 65 years old and older.

Map 1.8.a Percent of the Population 65 Years Old and Older by Zip Code
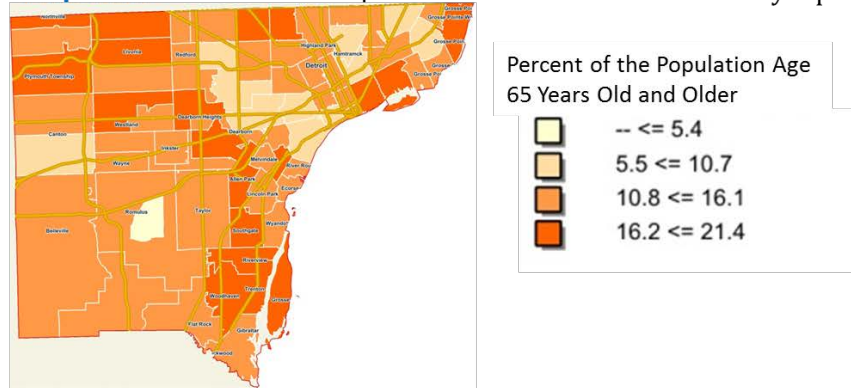
Percent of the Population Age 65 Years Old and Older

	-- <= 5.4
	5.5 <= 10.7
	10.8 <= 16.1
	16.2 <= 21.4

Map 1.8.b Percent of the Population 65 Years Old and Older by Census Tract

Percent of the Population Age 65 Years Old and Older

	-- <= 9
	9.1 <= 18.1
	18.2 <= 27.1
	27.2 <= 36.1

Map 1.8c. Number of Adults 65 Years Old and Older

● 1 dot = 100 Adults 45 to 64 Years Old
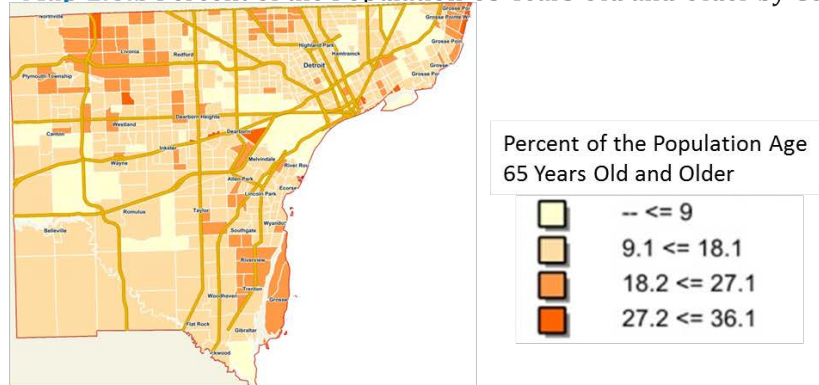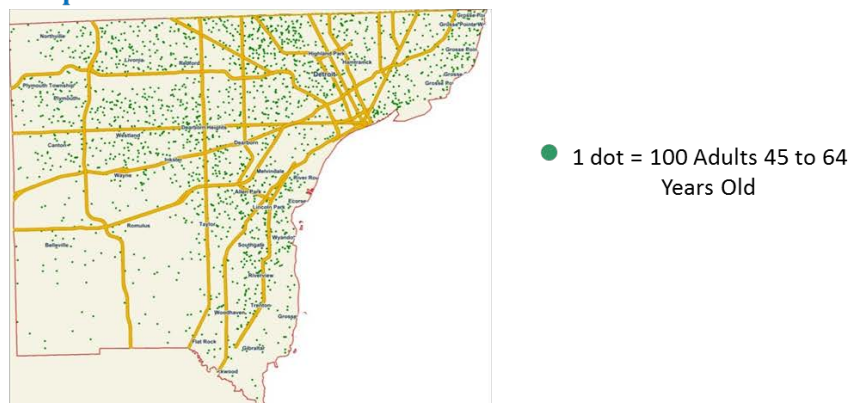
Maps 2.8.a -2.8.b are zoomed in views of Detroit.

Maps 2.8.a and b show the percent of the population age 65 years old and older by zip code and census tract respectively.

Map2.8.c shows the number of adults 65 years old and older.

Map 2.8.a Percent of the Population 65 Years Old and Older by Zip Code

Percent of the Population Age 45 to 64 Years Old

	-- <= 5.4
	5.5 <= 10.7
	10.8 <= 16.1
	16.2 <= 21.4
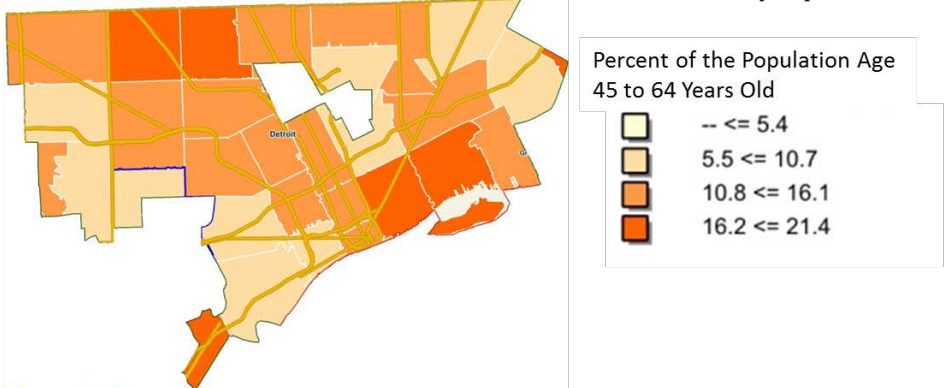
Map 2.8.b Percent of the Population 65 Years Old and Older by Census Tract

Percent of the Population Age 45 to 64 Years Old

	-- <= 9
	9.1 <= 18.1
	18.2 <= 27.1
	27.2 <= 36.1
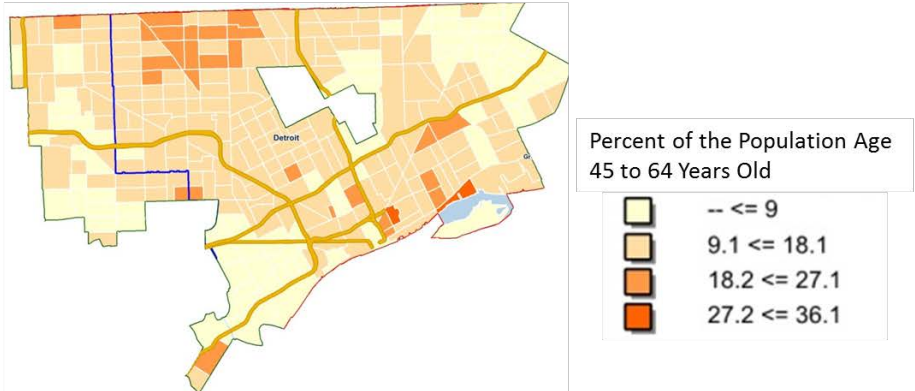
Map 2.8.c Number of Adults 65 Years Old and Older

● 1 dot = 100 Adults 45 to 64 Years Old
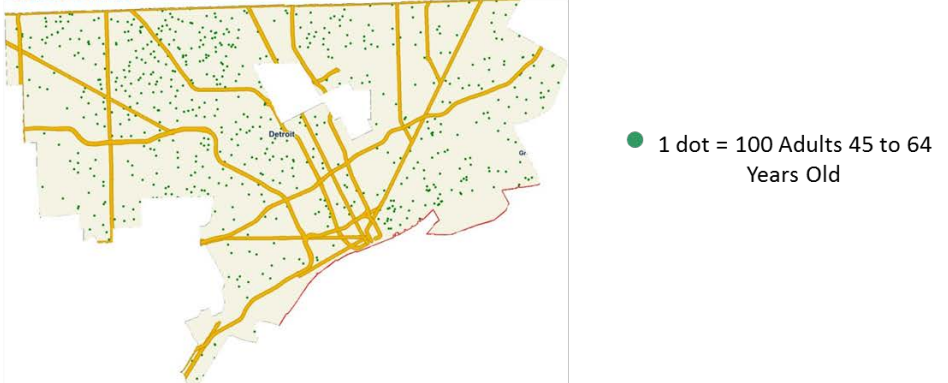
Maps 3.8.a -3.8.b are zoomed in views of Inkster and Eastern Detroit.

Maps 3.8.a and b show the percent of the population age 65 years old and older by zip code and census tract respectively.

Map 3.8.c shows the number of adults 65 years old and older.

Map 3.8.a Percent of the Population 65 Years Old and Older by Zip Code
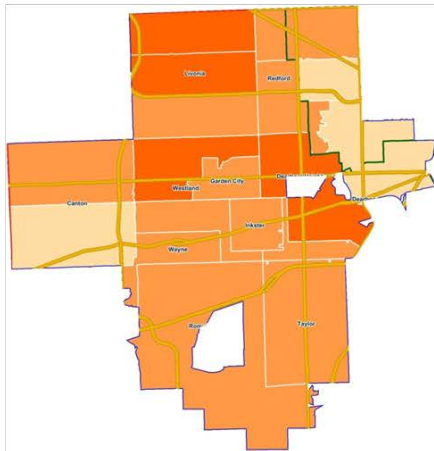
Map 3.8.b Percent of the Population 65 Years Old and Older by Census Tract
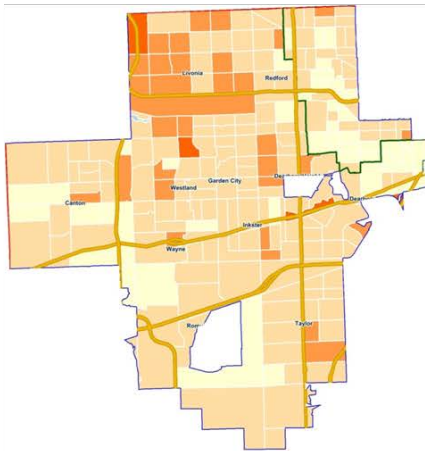
Map 3.8.c Number of Adults 65 Years Old and Older

Percent of the Population Age 45 to 64 Years Old

	-- <= 5.4
	5.5 <= 10.7
	10.8 <= 16.1
	16.2 <= 21.4

Percent of the Population Age 45 to 64 Years Old

	-- <= 9
	9.1 <= 18.1
	18.2 <= 27.1
	27.2 <= 36.1
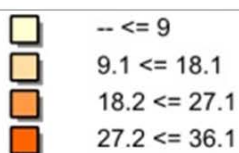
● 1 dot = 100 Adults 45 to 64 Years Old

Behaviors Associated with Higher Risk of Diabetes

Maps 1.9.a and 1.9.b show the likelihood adults have health insurance by zip code and census tract compared to the average adult within *Wayne County*. The darker the blue, the *less likely* they are to report having health insurance.

Market Potential Index (MPI) is calculated based on the number of users per 100 households in each zip code or census tract divided by number of users per 100 households in the geographic area of interest times 100. It indicates the likelihood that households in a zip code or census tract are to display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicates they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest. An MPI of 100 indicates that they are as likely to display the behavior of interest compared to the average household in the geography of interest.

Map 1.9.a Likelihood Adults Report Having Health Insurance by Zip Code Compared to the Average User in Wayne County

Users/100 HH*	MPI†
95.15	78
114.57	94
128.17	105
150.40	123

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Map 1.9.b Likelihood Adults Report Having Health Insurance by Census Tract Compared to the Average User in Wayne County

Users/100 HH*	MPI†
89.75	73
110.73	90
132.34	108
157.64	129

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

The behavior of interest in **Maps 1.9.a** and **1.9.b** is having health insurance and the geography of interest is *Wayne County*. The zip codes with the darkest blue color are 22% *less likely* to have insurance as compared to the average user for *Wayne County,* and the zip codes with the lightest blue shading are 123% *more likely* to have insurance as compared to the average user for *Wayne County*. The census tract with the darkest blue color are 27% *less likely* to have insurance as compared to the average user for *Wayne County,* and the census tract with the lightest blue shading are 29% *more likely* to have insurance as compared to the average user for *Wayne County*.

Maps 2.9.a and 2.9.b show the likelihood adults have health insurance by zip code and census tract compared to the average adult within **Detroit**. The darker the blue, the **less likely** they are to report having health insurance.

Map 2.9.a Likelihood Adults Report Having Health Insurance by Zip Code Compared to the Average User in Detroit

	Users/100 HH*	MPI†
	87.99	86
	95.14	93
	108.61	106
	116.07	113

† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Map 2.9.b Likelihood Adults Report Having Health Insurance by Census Tract Compared to the Average User in Detroit

	Users/100 HH*	MPI†
	83.31	81
	95.35	92
	105.16	102
	128.68	125

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Maps 3.9.a and 3.9.b show the likelihood adults have health insurance by zip code and census tract compared to the average adult within **Inkster and Eastern Detroit**. The darker the blue, the *less likely* they are to report having health insurance.

Map 3.9.a Likelihood Adults Report Having Health Insurance by Zip Code Compared to the Average User in the Selected Zip Codes
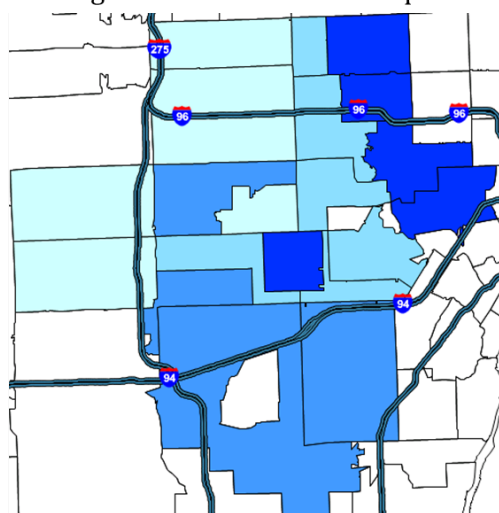
Users/100 HH*	MPI†
109.45	84
120.76	93
134.43	103
150.50	116

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Map 3.9.b Likelihood Adults Report Having Health Insurance by Census Tract Compared to the Average User in the Selected Zip Codes

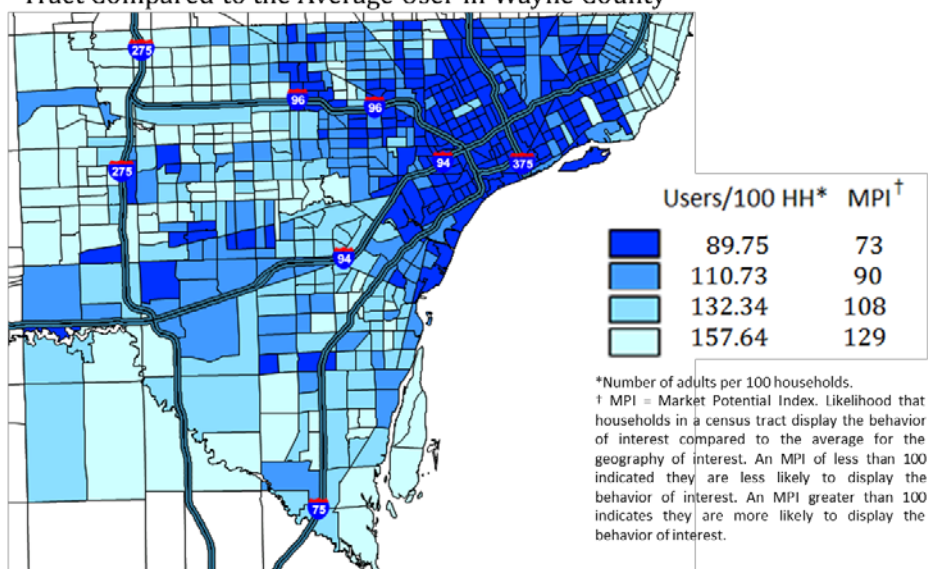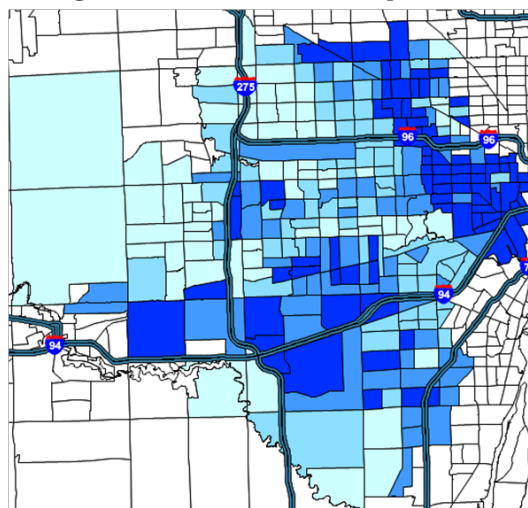| Users/100 HH*	MPI†
100.23	77
122.66	94
139.22	106
161.29	123

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Maps 1.10.a and 1.10.b show the likelihood households consume more or less fresh fruits and vegetables per month by zip code and census tract as compared to the average household in *Wayne County*. The darker the green, the *less likely* the households are to consume as much fresh fruits and vegetables as the average household in *Wayne County.*

Market Demand Index (MDI) is calculated based on the average consumption per household in each zip code compared to the average consumption in the geography of interest. It indicates the likelihood that households in a zip code or census tract have a higher or lower demand (or rate of consumption) for a particular product compared to the average for the geography of interest. An MDI of less than 100 indicates households are less likely to consume the product of interest. An MDI greater than 100 indicates households are more likely to consume the product of interest. A MDI of 100 indicates that they are as likely to consume the product of interest as the average household in the geography of interest.

Map 1.10.a Likelihood Households Consume More or Less Fresh Fruit and Vegetables in a One Month Period by Zip Code Compared to the Average User in Wayne County

Pounds/Month*	MDI†
28.02	89
29.37	97
30.42	102
32.03	110

- Average number of pounds of fresh fruits and vegetables per month per household
† MDI= Market Demand Index. MDI is calculated based on the average consumption per household in a zip code compared to the average consumption in the geography of interest. An MDI of less than 100 indicates adults are less likely to consume the product of interest. An MDI greater than 100 indicates households are more likely to consume the product of interest.

Map 1.1.0b Likelihood Households Consume More or Less Fresh Fruit and Vegetables in a One Month Period by Census Tract Compared to the Average User in Wayne County

Pounds/Month*	MDI†
27.27	86
28.93	95
30.66	104
32.89	114

- Average number of pounds of fresh fruits and vegetables per month per household
† MDI= Market Demand Index. MDI is calculated based on the average consumption per household in a census tract compared to the average consumption in the geography of interest. An MDI of less than 100 indicates adults are less likely to consume the product of interest. An MDI greater than 100 indicates households are more likely to consume the product of interest.

The product of interest in **Maps 1.10.a and 1.10.b** is pounds of fresh fruits and vegetables consumed per month per household and the geography of interest is *Wayne County*. The zip codes of darkest green are 11% *less likely* to consume fresh fruits and vegetables as compared to the average household in *Wayne County,* and the zip codes with the lightest yellow-green shading are 10% *more likely* to consume fresh fruits and vegetables as compared to the average household in *Wayne County*. The census tracts of darkest green are 14% *less likely* to consume fresh fruits and vegetables as compared to the average household in *Wayne County,* and the census tracts with the lightest yellow-green shading are 14% *more likely* to consume fresh fruits and vegetables as compared to the average household in *Wayne County*.

Maps 2.10.a and 2.10.b show the likelihood households consume more or less fresh fruits and vegetables per month by zip code and census tract as compared to the average household in **Detroit**. The darker the green, the **less likely** the households are to consume as much fresh fruits and vegetables as the average household in **Detroit.**

Map 2.10.a Likelihood Households Consume More or Less Pounds of Fresh Fruit and Vegetables in a One Month Period by Zip Code Compared to the Average User in Detroit

Pounds/Month*	MDI[†]
27.78	86
28.17	90
29.25	96
30.02	99

- Average number of pounds of fresh fruits and vegetables per month per household
† MDI= Market Demand Index. MDI is calculated based on the average consumption per household in a zip code compared to the average consumption in the geography of interest. An MDI of less than 100 indicates adults are less likely to consume the product of interest. An MDI greater than 100 indicates households are more likely to consume the product of interest.

Map 2.10.b Likelihood Households Consume More or Less Pounds of Fresh Fruit and Vegetables in a One Month Period by Census Tract Compared to the Average User in Detroit

Pounds/Month*	MDI[†]
27.78	86
28.17	90
29.25	96
30.02	99

- Average number of pounds of fresh fruits and vegetables per month per household
† MDI= Market Demand Index. MDI is calculated based on the average consumption per household in a census tract compared to the average consumption in the geography of interest. An MDI of less than 100 indicates adults are less likely to consume the product of interest. An MDI greater than 100 indicates households are more likely to consume the product of interest.

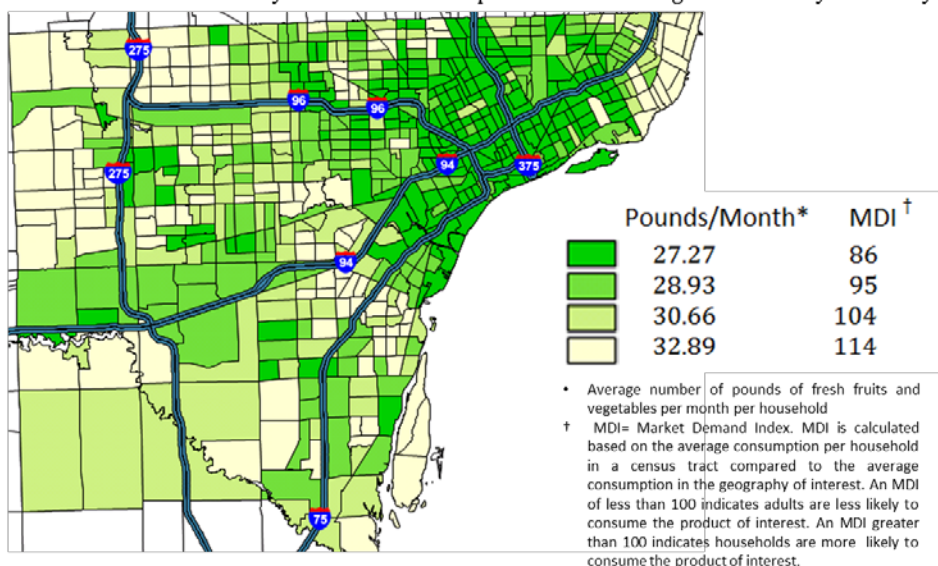**Maps 3.10.a and 3.10.b** show the likelihood households consume more or less fresh fruits and vegetables per month by zip code and census tract as compared to the average household in *Inkster and Eastern Detroit*. The darker the green, the *less likely* the households are to consume as much fresh fruits and vegetables as the average household in *Inkster and Eastern Detroit.*

Map 3.10.a Likelihood Households Consume More or Less Fresh Fruit and Vegetables in a One Month Period by Zip Code Compared to the Average User in the Selected Zip Codes

Pounds/Month*	MDI†
28.76	93
29.91	99
30.61	104
31.91	109

- Average number of pounds of fresh fruits and vegetables per month per household
- † MDI= Market Demand Index. MDI is calculated based on the average consumption per household in a zip code compared to the average consumption in the geography of interest. An MDI of less than 100 indicates adults are less likely to consume the product of interest. An MDI greater than 100 indicates households are more likely to consume the product of interest.

Map 3.10.b Likelihood Households Consume More or Less Fresh Fruit and Vegetables in a One Month Period by Census Tract Compared to the Average User in the Selected Zip Codes

Pounds/Month*	MDI†
27.75	89
29.54	98
30.90	105
32.83	114

- Average number of pounds of fresh fruits and vegetables per month per household
- † MDI= Market Demand Index. MDI is calculated based on the average consumption per household in a census tract compared to the average consumption in the geography of interest. An MDI of less than 100 indicates adults are less likely to consume the product of interest. An MDI greater than 100 indicates households are more likely to consume the product of interest.

Maps 1.11.a and 1.11.b show the likelihood adults in exercise 2 or more times per week at home by zip code and census tract compared to the average user in ***Wayne County***. The darker the purple, the ***less likely*** they are to report exercising two or more times per week.

Market Potential Index (MPI) is calculated based on the number of users per 100 households in each zip code or census tract divided by number of users per 100 households in the geographic area of interest times 100. It indicates the likelihood that households in a zip code or census tract are to display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicates they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest. An MPI of 100 indicates that they are as likely to display the behavior of interest

Map 1.11.a Likelihood Adults Exercise 2 or More Times per Week at Home by Zip Code Compared to the Average Adult in Wayne County

	Users/ 100 HH*	MPI†
	33.15	69
	42.08	87
	52.33	109
	66.51	138

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Map 1.11.b Likelihood Adults Exercise 2 or More Times per Week at Home by Census Tract Compared to the Average Adult in Wayne County

	Users/ 100 HH*	MPI†
	31.02	64
	39.74	82
	53.00	110
	69.49	114

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

compared to the average household in the geography of interest.

The behavior of interest in **Maps 1.11.a** and **1.11.b** is exercising two more times per week at home and the geography of interest is ***Wayne County***. The darkest purple zip codes are 31% ***less likely*** to exercise 2 or more times per week at home as compared to the average adult in ***Wayne County,*** and the zip codes with the lightest purple shading are 38% ***more likely*** to exercise 2 or more times per week at home as compared to the average adult in ***Wayne County***. The darkest purple census tract are 36% ***less likely*** to exercise 2 or more times per week at home as compared to the average census tract in ***Wayne County,*** and the areas with the lightest purple shading are 14% ***more likely*** to exercise 2 or more times per week at home as compared to the average adult in ***Wayne County***.

Maps 2.11.a and 2.11.b
show the likelihood adults in exercise 2 or more times per week at home by zip code and census tract compared to the average user in *Detroit*. The darker the purple, the *less likely* they are to report exercising 2 or more times per week.

Map 2.11.a Likelihood Adults Exercise 2 or More Times per Week at Home by Zip Code Compared to the Average Adult in Detroit

	Users/ 100 HH*	MPI[†]
	31.36	87
	33.95	95
	38.04	106
	41.39	115

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Map 2. 11.b Likelihood Adults Exercise 2 or More Times per Week at Home by Census Tract Compared to the Average Adult in Detroit

	Users/ 100 HH*	MPI[†]
	29.08	81
	32.06	89
	35.40	98
	47.98	133

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.
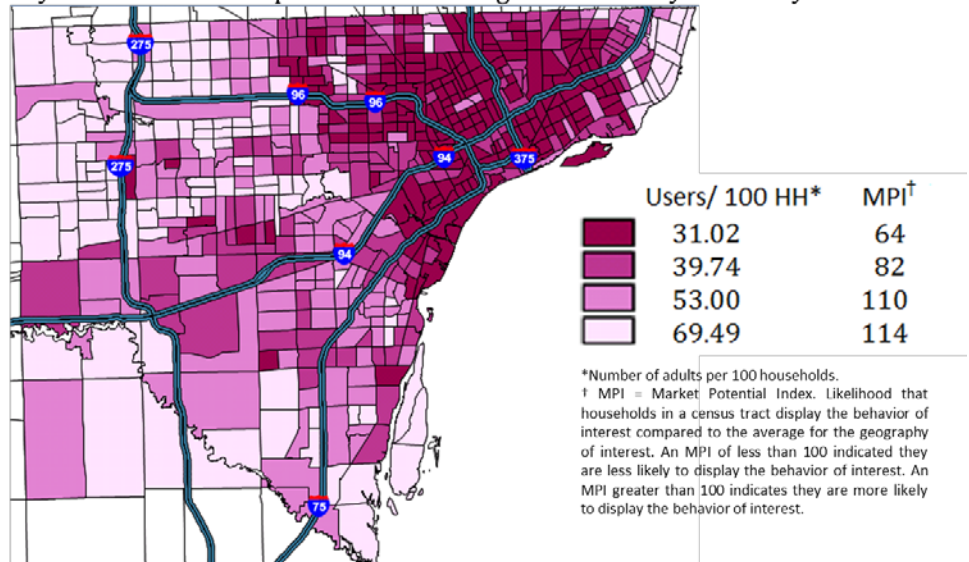
Maps 3.11.a and 3.11.b show the likelihood adults in exercise 2 or more times per week at home by zip code and census tract compared to the average user in ***Inkster and Eastern Detroit***. The darker the purple, the ***less likely*** they are to report exercising 2 or more times per week.

Map 3.11.a Likelihood Adults Exercise 2 or More Times per Week at Home by Zip Code Compared to the Average Adult in the Selected Zip Codes

Users/ 100 HH*	MPI†
39.31	74
49.38	93
55.40	105
67.05	127
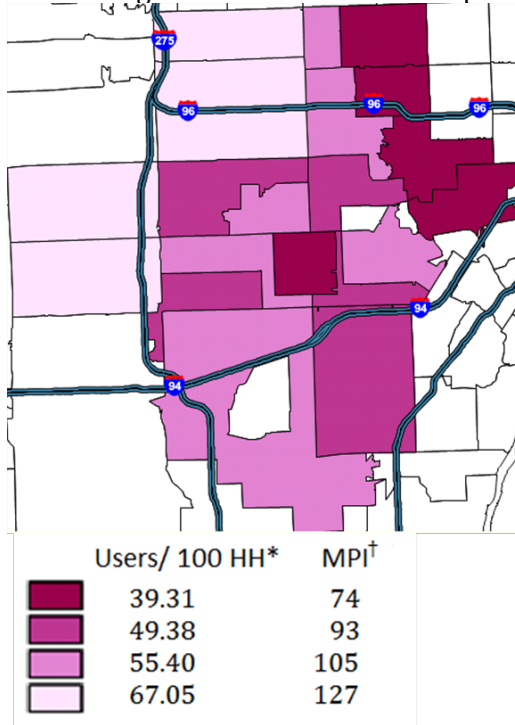
*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.
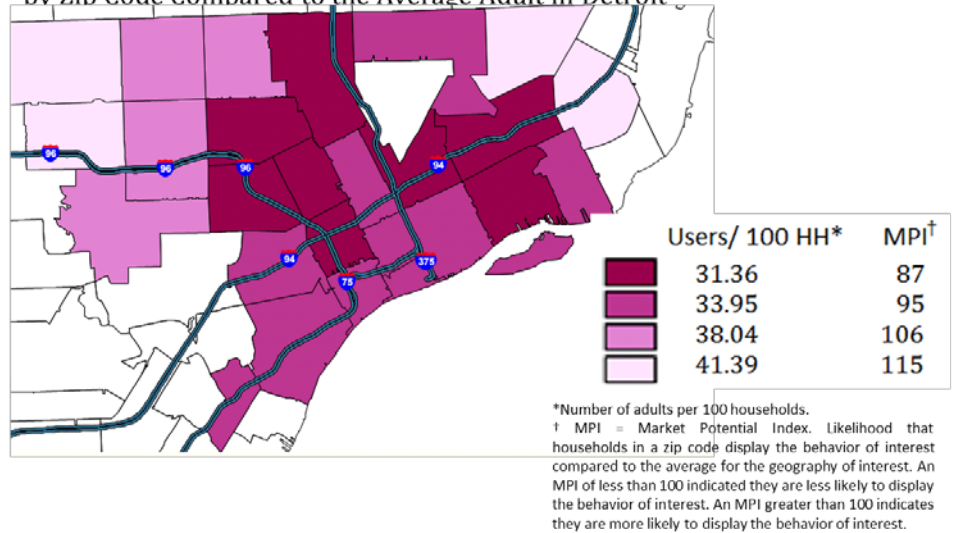
Map 3.11.b Likelihood Adults Exercise 2 or More Times per Week at Home by Census Tract Compared to the Average Adult in the Selected Zip Codes

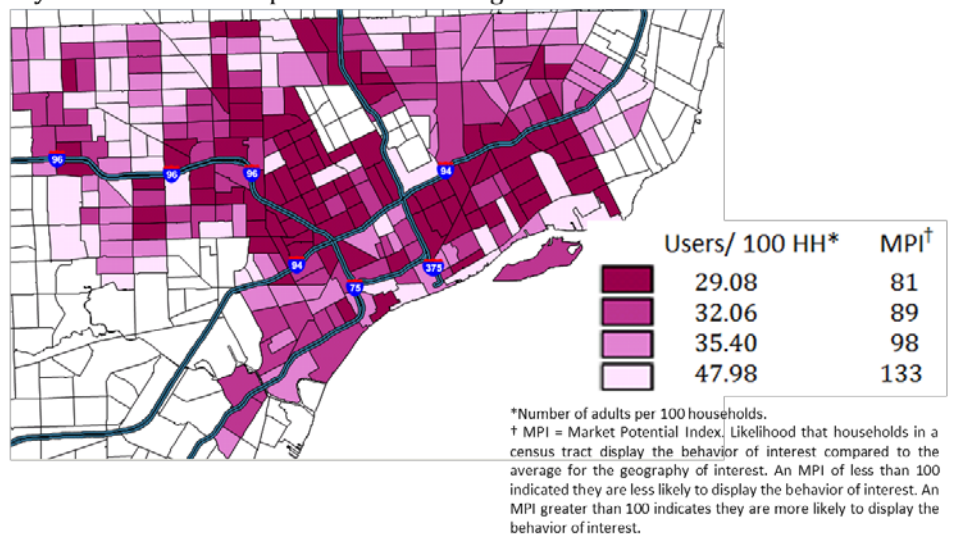| Users/ 100 HH*	MPI†
36.17	68
48.09	90
57.63	108
72.32	135

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Maps 1.12.a and 1.12.b show the likelihood adults watch 45 or more hours of television per week by zip code and census tract compared to *Wayne County*. The red areas are *more likely* to report watching 45 or more hours of television per week.

Market Potential Index (MPI) is calculated based on the number of users per 100 households in each zip code or census tract divided by number of users per 100 households in the geographic area of interest times 100. It indicates the likelihood that households in a zip code or census tract are to display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicates they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest. An MPI of 100 indicates that they are as likely to display the behavior of interest as compared to the average household in the geography of interest.

Map 1.12.a Likelihood Adults Watch More Than 45 Hours of TV per Week by Zip Code Compared to the Average User in Wayne County

	Users/ 100 HH*	MPI †
	53.88	118
	48.73	107
	44.26	97
	35.50	78

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Map 1.12.b Likelihood Adults Watch More Than 45 Hours of TV per Week by Census Tract Compared to the Average User in Wayne County

	Users/ 100 HH*	MPI †
	55.32	121
	49.61	109
	43.23	95
	34.14	75

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

The behavior of interest in **Maps 1.12.a** and **1.12.b** is watching 45 or more hours of television per week and the geography of interest is *Wayne County*. The red zip codes are 18% *more likely* to watch 45 or more hours of television per week as compared to the average user household in *Wayne County,* and the zip codes in light blue are 22% *less likely* to watch 45 or more hours of television per week as compared to the average household in *Wayne County*. The red census tracts are 21% *more likely* to watch 45 or more hours of television per week as compared to the average user household in *Wayne County,* and the census tracts in light blue are 25% *less likely* to watch 45 or more hours of television per week as compared to the average household in *Wayne County*.

Maps 2.12.a and 2.12.b show the likelihood adults watch 45 or more hours of television per week by zip code and census tract compared to *Detroit*. The red areas are *more likely* to report watching 45 or more hours of television per week.

Map 2.12.a Likelihood Adults Watch More Than 45 Hours of TV per Week by Zip Code Compared to the Average User in Detroit
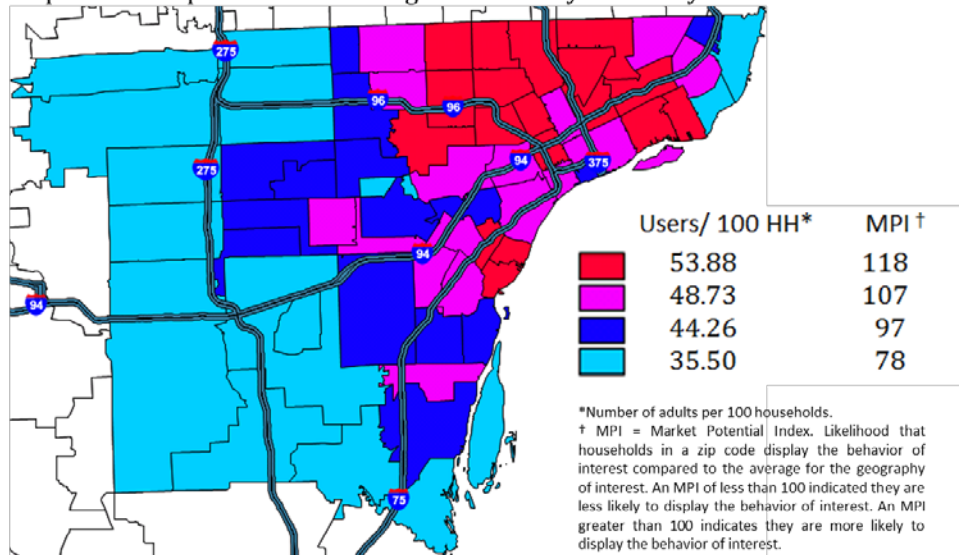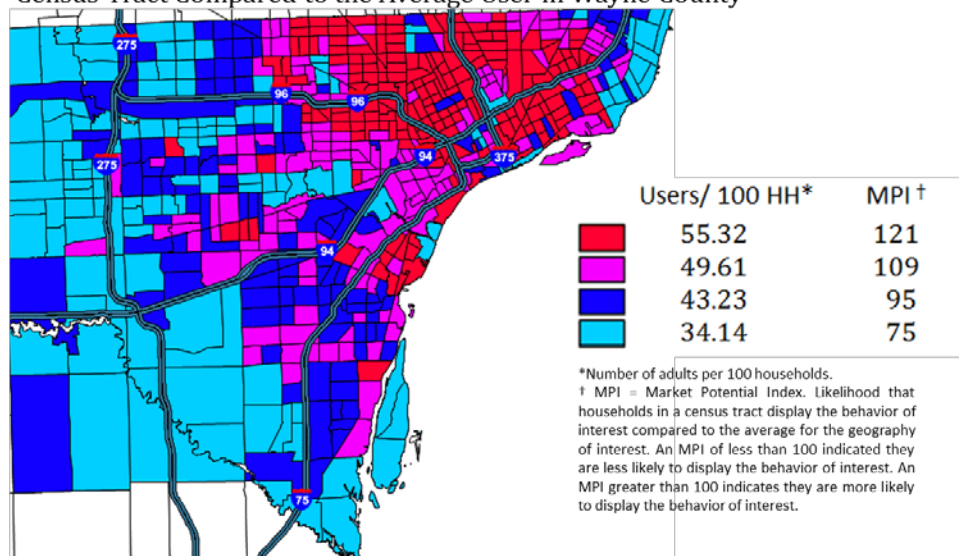

	Users/ 100 HH*	MPI†
red	55.60	107
magenta	53.45	103
blue	51.07	98
cyan	48.51	93

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

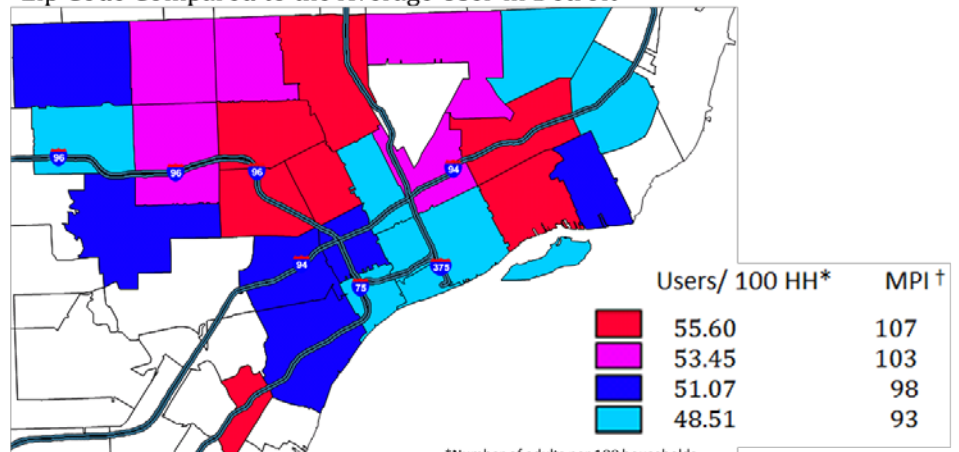**Map 2.12.b** Likelihood Adults Watch More Than 45 Hours of TV per Week by Census Tract Compared to the Average User in Detroit

	Users/ 100 HH*	MPI†
red	57.40	110
magenta	54.24	104
blue	51.61	99
cyan	44.49	86

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Maps 3.12.a and 3.12.b show the likelihood adults watch 45 or more hours of television per week by zip code and census tract compared to *Inkster and Eastern Detroit*. The red areas are *more likely* to report watching 45 or more hours of television per week.
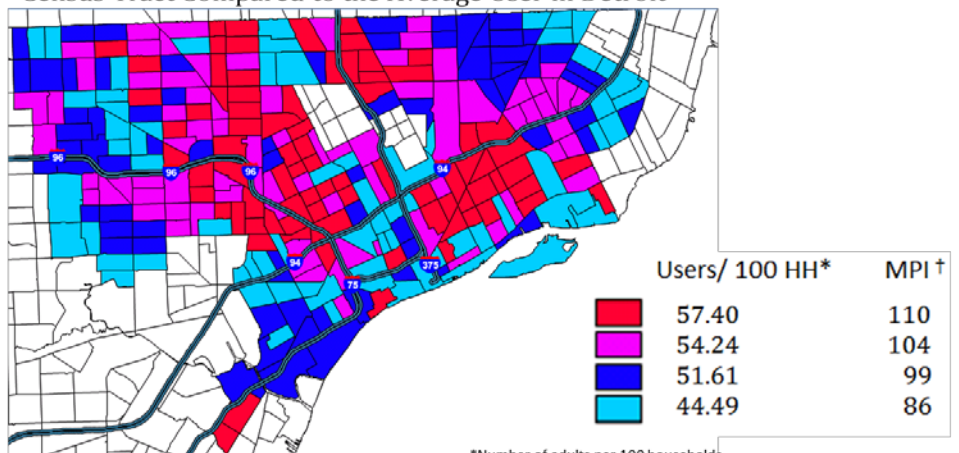
Map 3.12.a Likelihood Adults Watch More Than 45 Hours of TV per Week by Zip Code Compared to the Average User in the Selected Zip Codes

	Users/ 100 HH*	MPI †
🟥	49.65	115
🟪	46.00	107
🟦	42.41	98
🟦	36.16	84

*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a zip code display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Map 3.12.b Likelihood Adults Watch More Than 45 Hours of TV per Week by Census Tract Compared to the Average User in the Selected Zip C

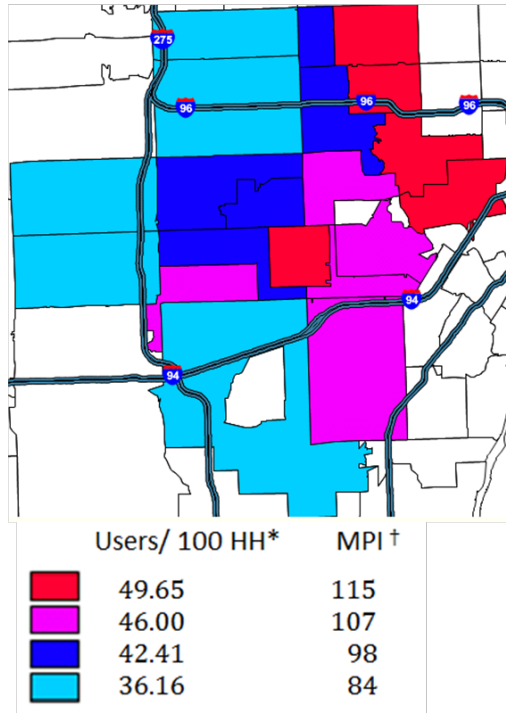|	Users/ 100 HH*	MPI †
🟥	51.48	120
🟪	46.08	108
🟦	40.29	94
🟦	33.11	77
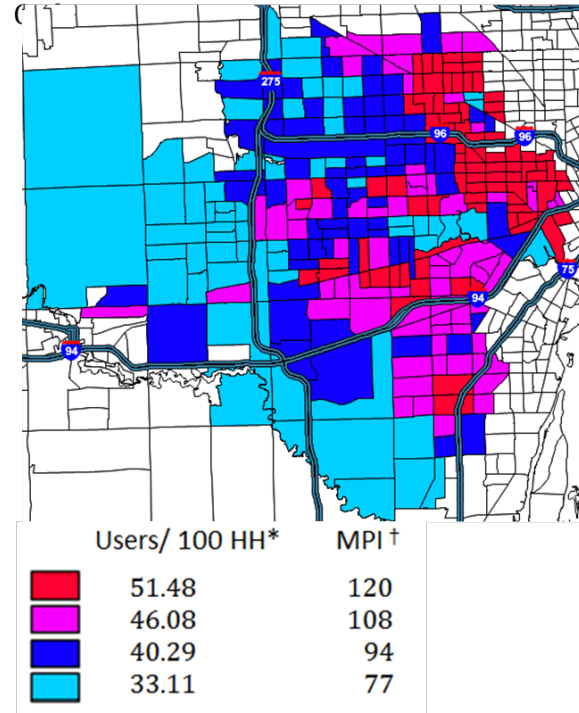
*Number of adults per 100 households.
† MPI = Market Potential Index. Likelihood that households in a census tract display the behavior of interest compared to the average for the geography of interest. An MPI of less than 100 indicated they are less likely to display the behavior of interest. An MPI greater than 100 indicates they are more likely to display the behavior of interest.

Understanding the Built Environment

Table 2 below provides a list of the number of certain types of businesses located in ***Wayne County***. The North American Industry Classification System (NAICS) codes were used to identify businesses. The following NAICS codes were used:

- 621111   Medical Offices (except Mental Health Specialist)
- 445120   Convenience food stores
- 447110   Gasoline stations with convenience stores
- 445110   Grocery stores
- 813110   Churches
- 722511 - 722515   Restaurants
- 722515   Coffee shops
- 812112 - 812113   Beauty Salons
- 611110   Elementary and Secondary Schools
- 713940   Fitness Centers

Appendix 7 provides a list of each of these types of businesses that are in *Wayne County*.

Table 2. Number of Select Types of Businesses within the *Wayne County*

	Number of Businesses
Medical Offices (except Mental Health Specialist)*	1,598
Federally Qualified Health Centers ǂ	26
Farmer's Markets	29
Grocery Stores	520
Churches	2,243
Elementary and Secondary Schools	960
YMCA	5
Fitness Centers	239
Senior Centers	67

* This includes dermatologists, cardiologist, and other specialty offices in addition to primary care offices. Due to changes in coding, it is not easy to separate the type of medical office based on the NAICS codes. Also medical offices are listed multiple times because each provider can register themselves as a business. Attempts were made to de-duplicate the number based on the street address. However, all listings are provided in Appendix 7.

ǂ Health Resource and Service Administration Data Warehouse http://datawarehouse.hrsa.gov/Download_HCC_LookALikes.aspx. Accessed March 8, 2013
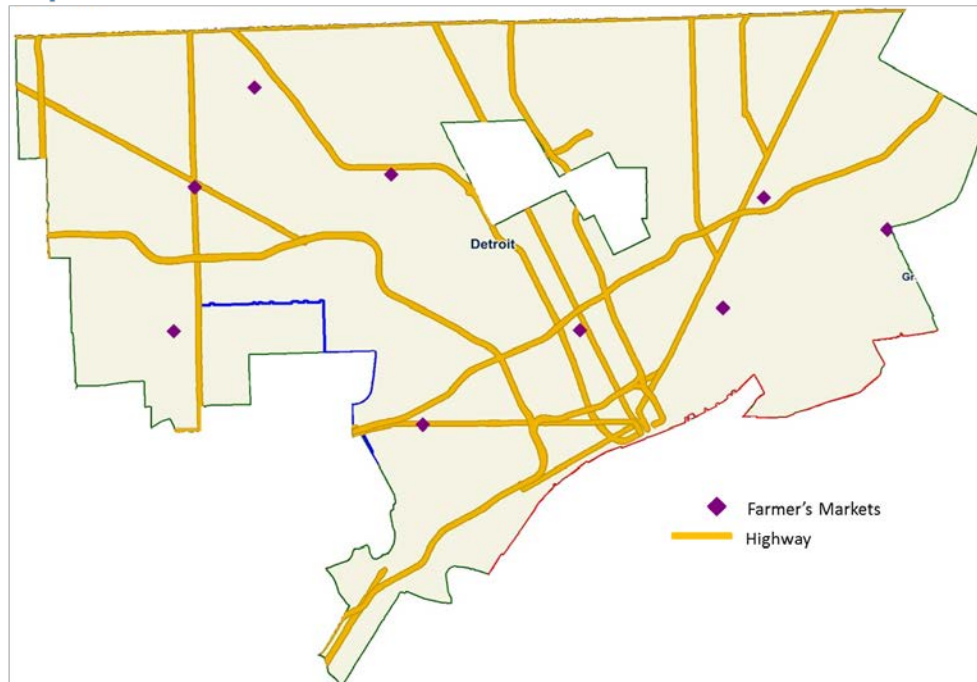
Farmer's Markets

Map 1.13 shows the locations of farmer's markets throughout Wayne County.

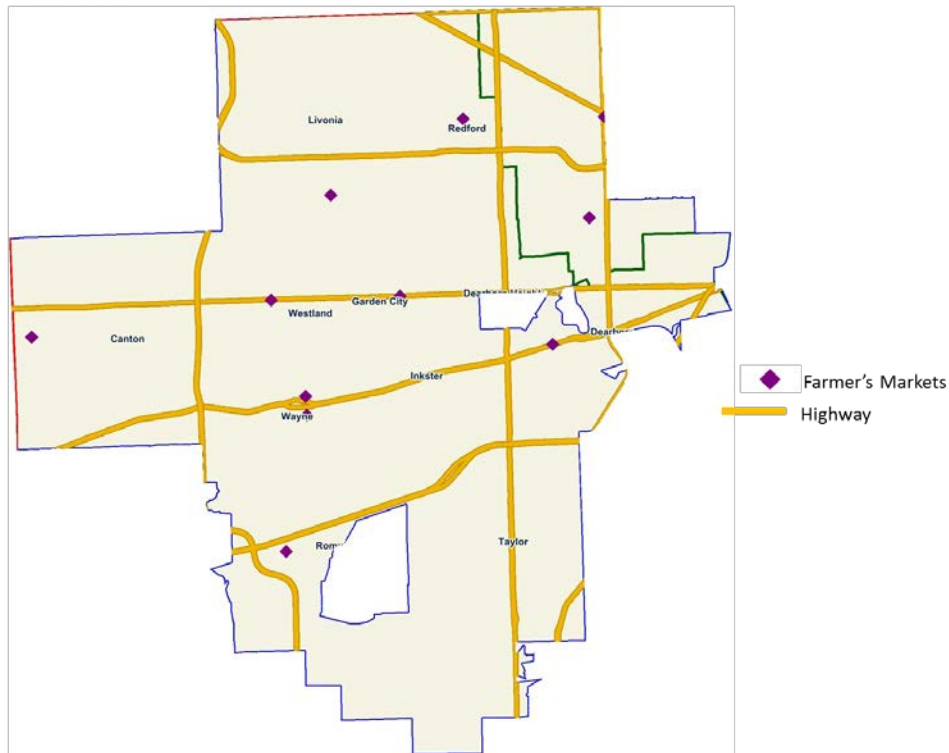
Map 1.13 Farmers Markets

Map 2.13 shows the locations of farmer's markets throughout Detroit.

Map 2.13 Farmers Markets

Map 3.13 shows the locations of farmer's markets throughout Inkster and Eastern Detroit.

Map 3.13 Farmers Markets

Large Employers

Table 3 below provides a list of business that have 500 or more employees within *Wayne County*. Businesses with multiple locations may have registered the number of employees for each location OR the number for all locations. (e.g., McDonald's might say it has 10,000 employees because all locations combined have 10,000). **Appendix 8** provides a list of all businesses, large employers, and business with multiple locations. The business lists may contain the same business multiple times for several reasons: 1) they have multiple locations, 2) different spellings of the same business were registered with the same address, 3) the business is registered under more than one NASIC code, and 4) it was register with the same name more than once or with a different employee size.

Table 3. Large Employers within *Wayne County*

Company Name	Address	City/State	Zip Code
ST JOHN HOSPITAL & MEDICAL CTR	22101 MOROSS RD	Grosse Pointe, MI	48236
CHRYSLER TRANSPORT INC	8555 LYNCH RD	Detroit, MI	48234
CHRYSLER DETROIT AXLE PLANT	6700 LYNCH RD	Detroit, MI	48234
ST JOHN DETROIT RIVERVIEW CTR	7733 E JEFFERSON AVE	Detroit, MI	48214
UAW	8000 E JEFFERSON AVE	Detroit, MI	48214
LASCO ENGINEERING SVC LLC	1111 BELLEVUE ST	Detroit, MI	48207
GENERAL MOTORS CO	300 RENAISSANCE CTR # L1	Detroit, MI	48243
BLUE CROSS & BLUE SHIELD OF MI	600 E LAFAYETTE BLVD	Detroit, MI	48226
COMERICA BANK MICHIGAN	500 WOODWARD AVE	Detroit, MI	48226

Company Name	Address	City/State	Zip Code
DELOITTE	600 RENAISSANCE CTR # 900	Detroit, MI	48243
QUICKEN LOANS	1050 WOODWARD AVE	Detroit, MI	48226
MARRIOTT-RENAISSANCE CTR	100 RENAISSANCE CTR	Detroit, MI	48243
WAYNE COUNTY CIRCUIT COURT	2 WOODWARD AVE # 711	Detroit, MI	48226
DETROIT POLICE DEPT	1300 BEAUBIEN ST	Detroit, MI	48226
36TH DISTRICT COURT	421 MADISON ST	Detroit, MI	48226
COMERICA PARK	2100 WOODWARD AVE	Detroit, MI	48201
PRICEWATERHOUSE COOPERS	1900 SAINT ANTOINE ST	Detroit, MI	48226
JOHN D DINGELL VA MEDICAL CTR	4646 JOHN R ST	Detroit, MI	48201
CHILDRENS HOSPITAL	3901 BEAUBIEN ST # 4C19	Detroit, MI	48201
DETROIT RECEIVING HOSPITAL	4201 SAINT ANTOINE ST	Detroit, MI	48201
FAYGO BEVERAGES INC	3579 GRATIOT AVE	Detroit, MI	48207
US FEDERAL RESERVE	1600 E WARREN AVE	Detroit, MI	48207
WAYNE COUNTY SHERIFF-WARRANTS	4747 WOODWARD AVE	Detroit, MI	48201
DETROIT PUBLIC LIBRARY	5201 WOODWARD AVE	Detroit, MI	48202
AT&T	444 MICHIGAN AVE	Detroit, MI	48226
FOX OFFICE CTR	2211 WOODWARD AVE	Detroit, MI	48201
ILITCH HOLDINGS INC	2211 WOODWARD AVE	Detroit, MI	48201
DTE ENERGY CO	1 ENERGY PLZ	Detroit, MI	48226
MGM GRAND DETROIT	1777 3RD ST	Detroit, MI	48226
ERNST & YOUNG	777 WOODWARD AVE # 1000	Detroit, MI	48226
WALBRIDGE	777 WOODWARD AVE # 300	Detroit, MI	48226
COBO ARENA	301 CIVIC CENTER DR	Detroit, MI	48226
OLYMPIA ENTERTAINMENT INC	301 CIVIC CENTER DR	Detroit, MI	48226
COMPUWARE CORP	1 CAMPUS MARTIUS	Detroit, MI	48226
DETROIT NEWS	615 W LAFAYETTE BLVD	Detroit, MI	48226
JOE LOUIS ARENA	600 CIVIC CENTER DR	Detroit, MI	48226
SMART	535 GRISWOLD ST # 600	Detroit, MI	48226
WAYNE COUNTY HEALTH-HUMAN SVC	500 GRISWOLD ST # 10	Detroit, MI	48226
SOUND BOARD THEATER	2901 GRAND RIVER AVE	Detroit, MI	48201
US STEEL CORP	1300 ZUG ISLAND RD	Detroit, MI	48209
ACE-TEX ENTERPRISES	7601 CENTRAL ST	Detroit, MI	48210
FOCUS HOPE	1355 OAKMAN BLVD	Detroit, MI	48238
GENERAL MOTORS TECHNICAL CTR	30001 VAN DYKE AVE	Detroit, MI	48202
HENRY FORD HOSPITAL	2799 W GRAND BLVD	Detroit, MI	48202
HERMAN KIEFER HEALTH COMPLEX	1151 TAYLOR ST # 7B	Detroit, MI	48202
HENRY FORD HEALTH SYSTEM INC	1 FORD PL # 5B	Detroit, MI	48202
ATTORNEY GENERAL	3030 W GRAND BLVD # 10200	Detroit, MI	48202
MICHIGAN FIRST CREDIT UNION	7700 PURITAN ST	Detroit, MI	48238
TOGNUM AMERICA	13400 W OUTER DR	Redford, MI	48239
DETROIT DIESEL CORP	13400 W OUTER DR # 1	Redford, MI	48239

Company Name	Address	City/State	Zip Code
SHERWOOD FOOD DISTRIBUTORS	12499 EVERGREEN AVE	Detroit, MI	48228
BEAUMONT HOSPITAL	468 CADIEUX RD	Grosse Pointe, MI	48230
HENRY FORD MEDICAL CTR COTTAGE	159 KERCHEVAL AVE	Grosse Pointe, MI	48236
MACY'S	18000 VERNIER RD # A100	Harper Woods, MI	48225
AMERICAN AXLE & MFG INC	1840 HOLBROOK ST	Hamtramck, MI	48212
BUDCO	13700 OAKLAND ST	Highland Park, MI	48203
G4S SECURE SOLUTIONS USA	29200 VASSAR ST # 240	Livonia, MI	48152
SIETAM CORP	17875 UNIVERSITY PARK DR	Livonia, MI	48152
VALASSIS COMMUNICATIONS INC	19975 VICTOR PKWY	Livonia, MI	48152
VICTOR CORPORATE CTR	20255 VICTOR PKWY # 165	Livonia, MI	48152
BARTECH GROUP INC	17199 N LAUREL PARK DR # 224	Livonia, MI	48152
COMMUNITY LIVING CONCEPTS INC	32625 7 MILE RD # 10	Livonia, MI	48152
MADONNA UNIVERSITY	36600 SCHOOLCRAFT RD	Livonia, MI	48150
ST MARY MERCY HOSPITAL ICU	36475 5 MILE RD	Livonia, MI	48154
PHILLIPS SERVICE INDUSTRIES	11878 HUBBARD ST	Livonia, MI	48150
TRW AUTOMOTIVE	12001 TECH CENTER DR	Livonia, MI	48150
TRW AUTOMOTIVE HOLDINGS CORP	12001 TECH CENTER DR	Livonia, MI	48150
COPIER TECHNICAL SVC INC	12025 TECH CENTER DR	Livonia, MI	48150
TECHNICOLOR	28301 SCHOOLCRAFT RD # 300	Livonia, MI	48150
VALASSIS	35955 SCHOOLCRAFT RD	Livonia, MI	48150
NORTHVILLE PUBLIC SCHOOL ADMIN	501 W MAIN ST	Northville, MI	48167
MEIJER	20401 HAGGERTY RD	Northville, MI	48167
MASTER AUTOMATIC	40485 SCHOOLCRAFT RD	Plymouth, MI	48170
METALDYNE LLC	47659 HALYARD DR	Plymouth, MI	48170
JOHNSON CONTROLS AUTOMOTIVE	49200 HALYARD DR	Plymouth, MI	48170
JOHNSON CONTROLS INTERIOR MFG	45000 HELM ST # 200	Plymouth, MI	48170
BRODER BROS CO	45555 PORT ST	Plymouth, MI	48170
YAZAKI NORTH AMERICA INC	6801 N HAGGERTY RD	Canton, MI	48187
BACK & PAIN CTR	1051 N CANTON CENTER RD	Canton, MI	48187
SYSCO DETROIT LLC	41600 VAN BORN RD	Canton, MI	48188
FORD MOTOR CO	37500 VAN BORN RD	Wayne, MI	48184
FORD MOTOR CO	38303 MICHIGAN AVE	Wayne, MI	48184
OAKWOOD ANNAPOLIS HOSPITAL	33155 ANNAPOLIS ST	Wayne, MI	48184
GARDEN CITY HOSPITAL	6245 INKSTER RD	Garden City, MI	48135
GARDEN CITY HOSP COMM EDU DEPT	1425 INKSTER RD	Garden City, MI	48135
RENAISSANCE GARDENS	15101 FORD RD	Dearborn, MI	48126
HENRY FORD VILLAGE CONTINUING	15101 FORD RD	Dearborn, MI	48126
HOLLINGSWORTH LOGISTICS MGMT	14225 W WARREN AVE	Dearborn, MI	48126
SEVERSTAL NORTH AMERICA INC	14661 ROTUNDA DR	Dearborn, MI	48120
FORD MOTOR CO	15031 S COMMERCE DR	Dearborn, MI	48120
FORD MOTOR CO	1 AMERICAN RD	Dearborn, MI	48126

Company Name	Address	City/State	Zip Code
FORD MOTOR CO	15700 LUNDY PKWY # 200	Dearborn, MI	48126
FORD MOTOR CREDIT CO LLC	1 AMERICAN RD	Dearborn, MI	48126
FORD MOTOR CO	1 AMERICAN RD # 904	Dearborn, MI	48126
FORD MOTOR CO	20600 ROTUNDA DR	Dearborn, MI	48124
FORD MOTOR CO	21500 OAKWOOD BLVD	Dearborn, MI	48124
FORD MOTOR CO	20000 ROTUNDA DR	Dearborn, MI	48124
GREENFIELD VILLAGE	20900 OAKWOOD BLVD	Dearborn, MI	48124
MATHA MARY CHAPEL-GREENFIELD	20900 OAKWOOD BLVD	Dearborn, MI	48124
HENRY FORD	20900 OAKWOOD BLVD	Dearborn, MI	48124
OAKWOOD HOSPITAL & MEDICAL CTR	18101 OAKWOOD BLVD # 1	Dearborn, MI	48124
UNITED STATES GYPSUM CO	2 DIVISION ST	River Rouge, MI	48218
US STEEL CORP	1 QUALITY DR	Ecorse, MI	48229
AAA MICHIGAN	1 AUTO CLUB DR # 2	Dearborn, MI	48126
HENRY FORD FAIRLANE MED CTR	19401 HUBBARD DR	Dearborn, MI	48126
HENRY FORD COMMUNITY COLLEGE	5101 EVERGREEN RD	Dearborn, MI	48128
HENRY FORD WYANDOTTE HOSPITAL	2333 BIDDLE AVE	Wyandotte, MI	48192
GUIDANCE CENTER	13101 ALLEN RD	Southgate, MI	48195
MEIJER	16300 FORT ST # 2	Southgate, MI	48195
MASCO CORP	21001 VAN BORN RD	Taylor, MI	48180
ARROW UNIFORM RENTAL	6400 MONROE BLVD	Taylor, MI	48180
BJERKE FORGINGS INC	20257 ECORSE RD	Taylor, MI	48180
OAKWOOD HERITAGE HOSPITAL	10000 TELEGRAPH RD	Taylor, MI	48180
NATIONAL GUARD	12450 BEECH DALY RD	Taylor, MI	48180
GM POWERTRAIN	36880 ECORSE RD	Romulus, MI	48174
FORD MOTOR CO	7655 HAGGERTY RD	Belleville, MI	48111
VISTEON CORP	1 VILLAGE CENTER DR	Belleville, MI	48111
HURON VALLEY STEEL CORP	41000 E HURON RIVER DR	Belleville, MI	48111
SAM'S CLUB DISTRIBUTION CTR	18650 DIX TOLEDO HWY	Riverview, MI	48193
FORD MOTOR CO	25555 PENNSYLVANIA RD	Romulus, MI	48174
MEIJER	22600 ALLEN RD	Trenton, MI	48183
OAKWOOD SOUTHSHORE MED CTR	5450 FORT ST	Trenton, MI	48183
MANHEIM METRO DETROIT	29500 GATEWAY DR	Flat Rock, MI	48134
AUTO ALLIANCE INTL INC	1 INTERNATIONAL DR	Flat Rock, MI	48134
GM DETROIT HAMTRAMCK ASSEMBLY	2500 E GRAND BLVD	Detroit, MI	48211
AMERICAN AXLE & MFG INC	8435 SAINT AUBIN ST	Hamtramck, MI	48212
AMERICAN AXLE & MFG HOLDINGS	1 DAUCH DR	Detroit, MI	48211
AMERICAN AXLE & MFG INC	1 DAUCH DR	Detroit, MI	48211
CHRYSLER GROUP LLC	2101 CONNER ST	Detroit, MI	48215
LSG SKY CHEFS INC	505 DETROIT METRO AIRPORT	Detroit, MI	48242
FORD MOTOR CO	3001 MILLER RD	Dearborn, MI	48120

Appendix 1: Project and Technical Notes:

Behavioral Risk Factor Surveillance System (BRFSS) is a primary source of diabetes data at the county and state level for local health departments and other agencies. Through a grant award, from NACDD the Directors of Health Promotion and Education (DHPE) are able to offer data and analysis at smaller units of geography through a database maintained by the Nielsen Company.

Technical Background
Nielsen is a global marketing and advertising research company that offers software to businesses and government agencies through two software programs: ConsumerPoint and PrimeLocation. Nielsen is one of the world's leading suppliers of marketing information, media information and TV ratings, online intelligence, and mobile measurement.

Nielsen PRIZM Segments
Community populations are categorized into 66 segments based on socioeconomic rank, life stage, and urbanization. The 66 segments each have unique demographic descriptions based on income, age class, age range, presence of kids in the household, home ownership, employment, education, and race and ethnicity. Each segment also has specific lifestyle preferences that are typical for the segment such as media preferences, shopping preferences, and typical behaviors. More information may be accessed at the following site: http://www.claritas.com/MyBestSegments/Default.jsp?ID=30&SubID=&pageName=Segment%2BLook-up

Appendix 2: Enhanced Demographics

Due to the length of this appendix it is in a separate accompanying document. This appendix contains detailed demographics and socioeconomic characteristics beyond those provided in **Table 1**.

Appendix 3: Target Concentration Reports

There are approximately 677,844 households in **Wayne County**. Of these, approximately 379,546 households (or 56%) have one or more members who are at high risk of developing prediabetes. In **Detroit**, there are 259,514 households and 223,507 (or 86%) have one or more members who are at high risk of developing prediabetes. In **Inkster and Eastern Detroit**, 284,997 households and 119,785 (or 42%) have one or more members who are at high risk of developing prediabetes.

Due to the length of this appendix. it is in a separate accompanying document. The information in this appendix was used create Maps 2.1 and 2.2.

Appendix 4.1 through 4.3: Media Profiles

Media profiles were conducted for the target area of interest using PRIZM household segments that have characteristics associated with a higher risk of developing prediabetes and diabetes as the target population. For this report, the geographies of interest are *Wayne County, Detroit, and Inkster and Eastern Detroit*.

Due to the length of these appendices, they are in a separate accompanying documents. The information in these appendices were used create the marketing descriptions provided in the Marketing section of this report.

Appendix 5: Select Demographics by Zip Code

Due to the length of this appendix it is in a separate accompanying document. This information in this appendix was used in the creation of Maps 1.3.a through 3.8.c.

Appendix 6.1.a through 6.3.b Behaviors Associated with Higher Risk of Diabetes

Due to the length of these appendices, they are in a separate accompanying document. The information in there appendices were used create Maps 1.9.a through 3.13.b v.

Appendix 7. List of Select Businesses

Due to the length of this appendix it is in a separate accompanying document. The information in this appendix was used to estimate the number of business in **Table 2**.

Appendix 8. Large and Multi Site Businesses

Due to the length of this appendix it is in a separate accompanying document. The information in this appendix was used to develop the large employer list in **Table 3**.