



# Executive Summary

Prepared by John McGraw

**Trowbridge, East Lansing**  
**940 Trowbridge Rd, East Lansing, MI, 48823, Mixed-Use**  
**Ring: 1, 3, 5 Miles**

**Latitude: 42.719897**  
**Longitude: -84.494905**

	1 mile radius	3 miles radius	5 miles radius
<b>2010 Population</b>			
Total Population	10,302	88,159	179,281
Male Population	48.6%	49.3%	48.7%
Female Population	51.4%	50.7%	51.3%
Median Age	20.7	24.7	29.3
<b>2010 Income</b>			
Median HH Income	\$19,470	\$41,981	\$46,281
Per Capita Income	\$15,196	\$22,294	\$24,187
Average HH Income	\$30,384	\$54,129	\$57,494
<b>2010 Households</b>			
Total Households	2,381	32,505	71,983
Average Household Size	1.87	2.25	2.27
<b>2010 Housing</b>			
Owner Occupied Housing Units	7.0%	40.1%	46.8%
Renter Occupied Housing Units	71.3%	49.3%	42.0%
Vacant Housing Units	21.7%	10.6%	11.2%
<b>Population</b>			
1990 Population	13,618	97,054	189,322
2000 Population	10,728	88,348	180,951
2010 Population	10,302	88,159	179,281
2015 Population	10,141	87,651	177,888
1990-2000 Annual Rate	-2.36%	-0.94%	-0.45%
2000-2010 Annual Rate	-0.39%	-0.02%	-0.09%
2010-2015 Annual Rate	-0.31%	-0.12%	-0.16%

In the identified market area, the current year population is 179,281. In 2000, the Census count in the market area was 180,951. The rate of change since 2000 was -0.09 percent annually. The five-year projection for the population in the market area is 177,888, representing a change of -0.16 percent annually from 2010 to 2015. Currently, the population is 48.7 percent male and 51.3 percent female.

<b>Households</b>			
1990 Households	2,790	32,271	69,938
2000 Households	2,601	32,297	71,911
2010 Households	2,381	32,505	71,983
2015 Households	2,307	32,389	71,607
1990-2000 Annual Rate	-0.7%	0.01%	0.28%
2000-2010 Annual Rate	-0.86%	0.06%	0.01%
2010-2015 Annual Rate	-0.63%	-0.07%	-0.1%

The household count in this market area has changed from 71,911 in 2000 to 71,983 in the current year, a change of 0.01 percent annually. The five-year projection of households is 71,607, a change of -0.1 percent annually from the current year total. Average household size is currently 2.27, compared to 2.30 in the year 2000. The number of families in the current year is 36,541 in the market area.

## Housing

Currently, 46.8 percent of the 81,057 housing units in the market area are owner occupied; 42.0 percent, renter occupied; and 11.2 percent are vacant. In 2000, there were 76,847 housing units - 49.8 percent owner occupied, 43.9 percent renter occupied and 6.3 percent vacant. The rate of change in housing units since 2000 is 0.52 percent. Median home value in the market area is \$94,877, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 0.85 percent annually to \$98,969. From 2000 to the current year, median home value changed by 0.77 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



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<b>Median Household Income</b>			
1990 Median HH Income	\$14,392	\$25,585	\$27,271
2000 Median HH Income	\$16,440	\$32,893	\$36,196
2010 Median HH Income	\$19,470	\$41,981	\$46,281
2015 Median HH Income	\$21,315	\$50,681	\$53,358
1990-2000 Annual Rate	1.34%	2.54%	2.87%
2000-2010 Annual Rate	1.66%	2.41%	2.43%
2010-2015 Annual Rate	1.83%	3.84%	2.89%
<b>Per Capita Income</b>			
1990 Per Capita Income	\$5,992	\$12,337	\$13,301
2000 Per Capita Income	\$8,646	\$18,139	\$20,164
2010 Per Capita Income	\$15,196	\$22,294	\$24,187
2015 Per Capita Income	\$17,367	\$25,619	\$27,726
1990-2000 Annual Rate	3.73%	3.93%	4.25%
2000-2010 Annual Rate	5.66%	2.03%	1.79%
2010-2015 Annual Rate	2.71%	2.82%	2.77%
<b>Average Household Income</b>			
1990 Average Household Income	\$20,465	\$34,659	\$34,957
2000 Average Household Income	\$24,302	\$47,236	\$49,703
2010 Average HH Income	\$30,384	\$54,129	\$57,494
2015 Average HH Income	\$34,850	\$62,136	\$65,746
1990-2000 Annual Rate	1.73%	3.14%	3.58%
2000-2010 Annual Rate	2.2%	1.34%	1.43%
2010-2015 Annual Rate	2.78%	2.8%	2.72%
<b>Households by Income</b>			
Current median household income is \$46,281 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$53,358 in five years. In 2000, median household income was \$36,196, compared to \$27,271 in 1990.			
Current average household income is \$57,494 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$65,746 in five years. In 2000, average household income was \$49,703, compared to \$34,957 in 1990.			
Current per capita income is \$24,187 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$27,726 in five years. In 2000, the per capita income was \$20,164, compared to \$13,301 in 1990.			
<b>Population by Employment</b>			
Total Businesses	151	3,308	8,312
Total Employees	4,136	56,762	144,919

Currently, 84.4 percent of the civilian labor force in the identified market area is employed and 15.6 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 87.4 percent of the civilian labor force, and unemployment will be 12.6 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 67.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 66.4 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 20.3 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 13.4 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 75.5 percent of the market area population drove alone to work, and 2.8 percent worked at home. The average travel time to work in 2000 was 18.0 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 9.8 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 21.0 percent were high school graduates only (29.6 percent in the U.S.)
- 7.7 percent had completed an Associate degree (7.7 percent in the U.S.)
- 21.9 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 18.5 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)