



Retail MarketPlace Profile

Trowbridge, East Lansing
 940 Trowbridge Rd, East Lansing, MI, 48823, Mixed-Use
 Ring: 1 mile radius

Prepared by John McGraw
 Latitude: 42.719897315
 Longitude: -84.49490538

Summary Demographics

2013 Population	10,405
2013 Households	2,034
2013 Median Disposable Income	\$17,603
2013 Per Capita Income	\$12,712

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$31,691,205	\$34,235,255	-\$2,544,051	-3.9	21
Total Retail Trade	44-45	\$28,329,760	\$25,874,027	\$2,455,732	4.5	11
Total Food & Drink	722	\$3,361,445	\$8,361,228	-\$4,999,783	-42.7	9

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$4,978,670	\$1,499,518	\$3,479,152	53.7	0
Automobile Dealers	4411	\$4,306,692	\$1,499,518	\$2,807,174	48.3	0
Other Motor Vehicle Dealers	4412	\$234,842	\$0	\$234,842	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$437,136	\$0	\$437,136	100.0	0
Furniture & Home Furnishings Stores	442	\$551,767	\$30,406	\$521,361	89.6	0
Furniture Stores	4421	\$365,116	\$0	\$365,116	100.0	0
Home Furnishings Stores	4422	\$186,651	\$30,406	\$156,245	72.0	0
Electronics & Appliance Stores	4431	\$869,548	\$356,724	\$512,824	41.8	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$616,534	\$232,295	\$384,239	45.3	1
Bldg Material & Supplies Dealers	4441	\$504,631	\$232,295	\$272,335	37.0	1
Lawn & Garden Equip & Supply Stores	4442	\$111,904	\$0	\$111,904	100.0	0
Food & Beverage Stores	445	\$4,109,485	\$13,925,183	-\$9,815,698	-54.4	5
Grocery Stores	4451	\$3,418,569	\$13,854,671	-\$10,436,102	-60.4	4
Specialty Food Stores	4452	\$190,858	\$70,512	\$120,346	46.0	1
Beer, Wine & Liquor Stores	4453	\$500,058	\$0	\$500,058	100.0	0
Health & Personal Care Stores	446,4461	\$2,051,905	\$1,258,008	\$793,897	24.0	0
Gasoline Stations	447,4471	\$2,980,581	\$426,396	\$2,554,185	75.0	0
Clothing & Clothing Accessories Stores	448	\$1,808,238	\$1,214,807	\$593,431	19.6	2
Clothing Stores	4481	\$1,313,673	\$1,164,643	\$149,030	6.0	2
Shoe Stores	4482	\$249,777	\$50,164	\$199,613	66.6	0
Jewelry, Luggage & Leather Goods Stores	4483	\$244,788	\$0	\$244,788	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$941,334	\$1,255,954	-\$314,620	-14.3	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$651,653	\$1,255,954	-\$604,301	-31.7	1
Book, Periodical & Music Stores	4512	\$289,681	\$0	\$289,681	100.0	0
General Merchandise Stores	452	\$6,899,679	\$5,462,444	\$1,437,235	11.6	0
Department Stores Excluding Leased Depts.	4521	\$2,164,413	\$5,422,765	-\$3,258,352	-42.9	0
Other General Merchandise Stores	4529	\$4,735,266	\$39,679	\$4,695,587	98.3	0
Miscellaneous Store Retailers	453	\$712,833	\$203,245	\$509,589	55.6	1
Florists	4531	\$31,853	\$0	\$31,853	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$200,505	\$18,593	\$181,913	83.0	0
Used Merchandise Stores	4533	\$82,475	\$4,370	\$78,105	89.9	0
Other Miscellaneous Store Retailers	4539	\$398,001	\$180,283	\$217,718	37.6	1
Nonstore Retailers	454	\$1,809,184	\$9,047	\$1,800,137	99.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,447,068	\$0	\$1,447,068	100.0	0
Vending Machine Operators	4542	\$138,660	\$0	\$138,660	100.0	0
Direct Selling Establishments	4543	\$223,456	\$9,047	\$214,409	92.2	0
Food Services & Drinking Places	722	\$3,361,445	\$8,361,228	-\$4,999,783	-42.7	9
Full-Service Restaurants	7221	\$1,386,124	\$1,612,158	-\$226,034	-7.5	3
Limited-Service Eating Places	7222	\$1,596,296	\$6,070,575	-\$4,474,279	-58.4	5
Special Food Services	7223	\$161,520	\$0	\$161,520	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$217,504	\$678,495	-\$460,991	-51.4	1

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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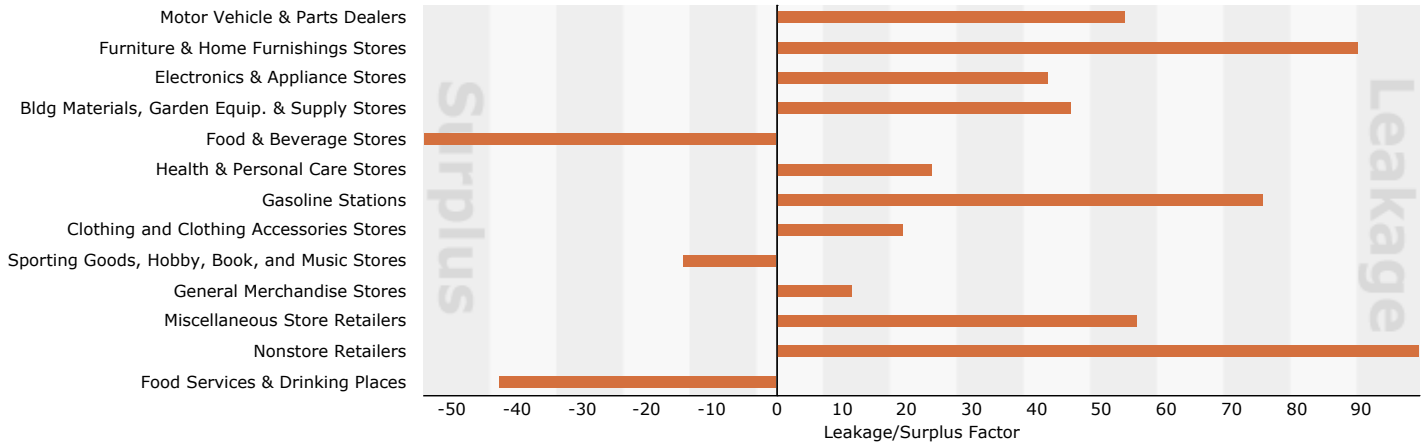


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 Ring: 1 mile radius

Prepared by John McGraw
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Trowbridge, East Lansing
 940 Trowbridge Rd, East Lansing, MI, 48823, Mixed-Use
 Ring: 3 mile radius

Prepared by John McGraw
 Latitude: 42.719897315
 Longitude: -84.49490538

Summary Demographics

2013 Population	86,594
2013 Households	31,784
2013 Median Disposable Income	\$27,191
2013 Per Capita Income	\$19,836

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$689,062,483	\$647,749,708	\$41,312,775	3.1	558
Total Retail Trade	44-45	\$619,899,445	\$497,874,271	\$122,025,174	10.9	404
Total Food & Drink	722	\$69,163,038	\$149,875,437	-\$80,712,399	-36.8	154

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$111,361,579	\$38,943,157	\$72,418,422	48.2	31
Automobile Dealers	4411	\$95,378,112	\$24,201,482	\$71,176,630	59.5	10
Other Motor Vehicle Dealers	4412	\$6,191,939	\$1,627,659	\$4,564,280	58.4	7
Auto Parts, Accessories & Tire Stores	4413	\$9,791,529	\$13,114,017	-\$3,322,488	-14.5	14
Furniture & Home Furnishings Stores	442	\$11,981,128	\$7,327,446	\$4,653,682	24.1	20
Furniture Stores	4421	\$7,707,154	\$2,891,438	\$4,815,717	45.4	4
Home Furnishings Stores	4422	\$4,273,973	\$4,436,008	-\$162,035	-1.9	16
Electronics & Appliance Stores	4431	\$18,066,110	\$15,938,168	\$2,127,942	6.3	14
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,226,297	\$3,981,702	\$13,244,595	62.5	19
Bldg Material & Supplies Dealers	4441	\$14,235,910	\$3,647,499	\$10,588,411	59.2	18
Lawn & Garden Equip & Supply Stores	4442	\$2,990,387	\$334,202	\$2,656,185	79.9	1
Food & Beverage Stores	445	\$88,120,849	\$81,953,322	\$6,167,527	3.6	54
Grocery Stores	4451	\$73,541,696	\$72,816,366	\$725,331	0.5	32
Specialty Food Stores	4452	\$4,119,724	\$3,821,668	\$298,056	3.8	17
Beer, Wine & Liquor Stores	4453	\$10,459,428	\$5,315,288	\$5,144,140	32.6	5
Health & Personal Care Stores	446,4461	\$49,651,086	\$123,447,624	-\$73,796,539	-42.6	33
Gasoline Stations	447,4471	\$63,339,975	\$57,217,860	\$6,122,115	5.1	16
Clothing & Clothing Accessories Stores	448	\$37,214,430	\$24,024,204	\$13,190,227	21.5	48
Clothing Stores	4481	\$26,866,212	\$19,333,573	\$7,532,640	16.3	31
Shoe Stores	4482	\$5,081,537	\$2,342,364	\$2,739,172	36.9	6
Jewelry, Luggage & Leather Goods Stores	4483	\$5,266,681	\$2,348,267	\$2,918,415	38.3	11
Sporting Goods, Hobby, Book & Music Stores	451	\$18,119,790	\$27,445,559	-\$9,325,769	-20.5	45
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,344,427	\$23,337,517	-\$9,993,090	-27.2	33
Book, Periodical & Music Stores	4512	\$4,775,363	\$4,108,042	\$667,321	7.5	12
General Merchandise Stores	452	\$147,226,863	\$91,308,948	\$55,917,915	23.4	9
Department Stores Excluding Leased Depts.	4521	\$45,913,201	\$63,966,486	-\$18,053,285	-16.4	4
Other General Merchandise Stores	4529	\$101,313,662	\$27,342,462	\$73,971,199	57.5	5
Miscellaneous Store Retailers	453	\$15,824,656	\$21,186,660	-\$5,362,003	-14.5	95
Florists	4531	\$912,323	\$2,730,593	-\$1,818,270	-49.9	6
Office Supplies, Stationery & Gift Stores	4532	\$4,389,648	\$9,703,686	-\$5,314,038	-37.7	18
Used Merchandise Stores	4533	\$1,547,392	\$1,930,564	-\$383,171	-11.0	11
Other Miscellaneous Store Retailers	4539	\$8,975,293	\$6,821,817	\$2,153,475	13.6	60
Nonstore Retailers	454	\$41,766,682	\$5,099,622	\$36,667,060	78.2	21
Electronic Shopping & Mail-Order Houses	4541	\$32,939,136	\$2,839,404	\$30,099,733	84.1	3
Vending Machine Operators	4542	\$2,971,732	\$1,262,723	\$1,709,009	40.4	5
Direct Selling Establishments	4543	\$5,855,814	\$997,495	\$4,858,318	70.9	12
Food Services & Drinking Places	722	\$69,163,038	\$149,875,437	-\$80,712,399	-36.8	154
Full-Service Restaurants	7221	\$28,273,561	\$70,046,181	-\$41,772,620	-42.5	67
Limited-Service Eating Places	7222	\$33,105,140	\$67,980,102	-\$34,874,962	-34.5	57
Special Food Services	7223	\$3,254,024	\$3,719,755	-\$465,730	-6.7	4
Drinking Places - Alcoholic Beverages	7224	\$4,530,313	\$8,129,399	-\$3,599,087	-28.4	27

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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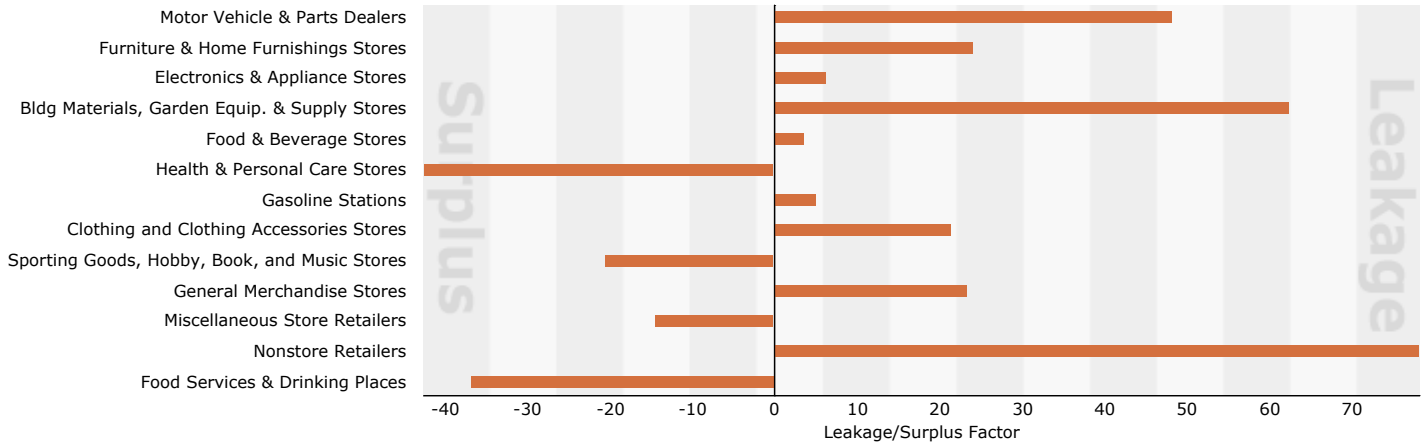


Retail MarketPlace Profile

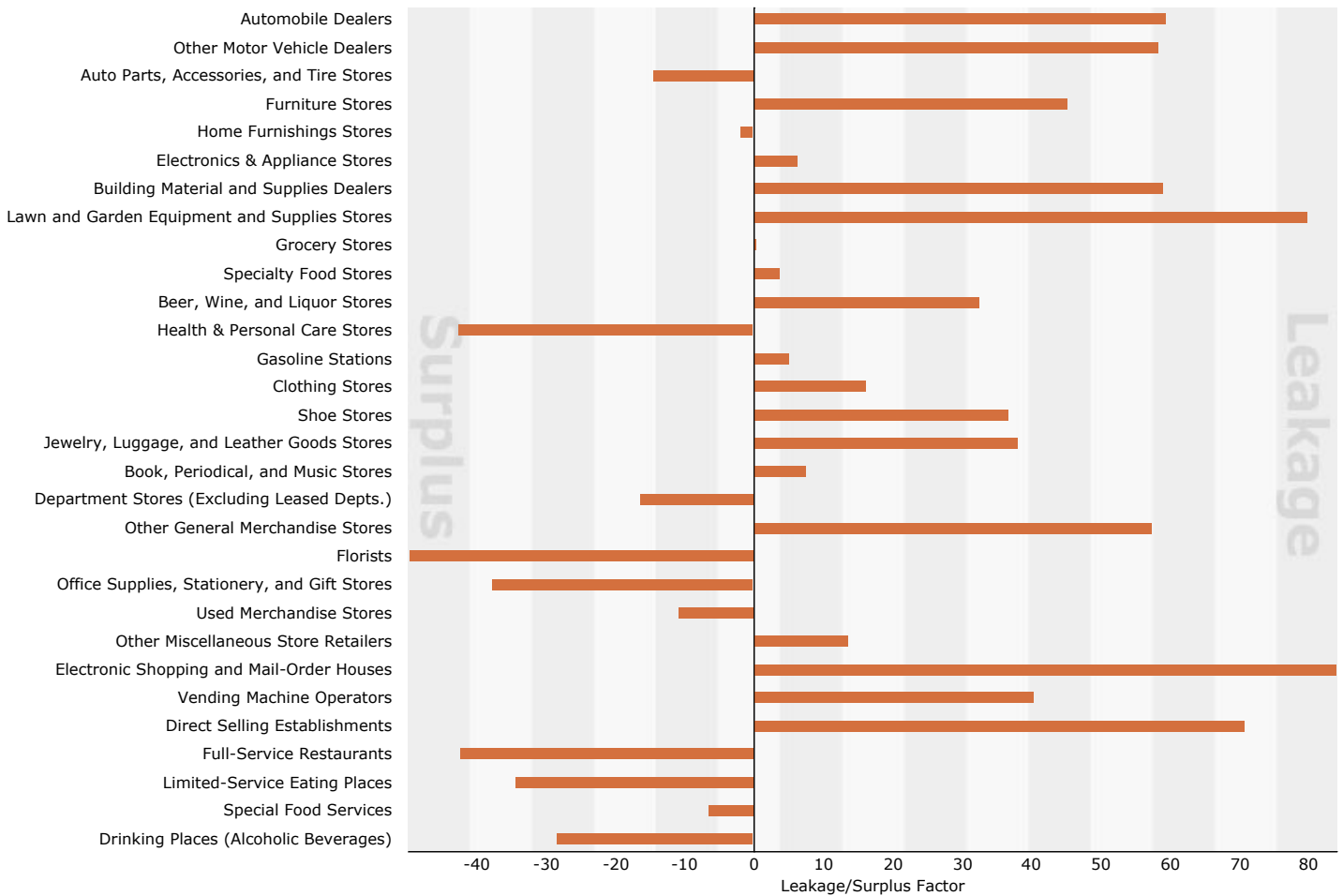
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



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Retail MarketPlace Profile

Trowbridge, East Lansing
 940 Trowbridge Rd, East Lansing, MI, 48823, Mixed-Use
 Ring: 5 mile radius

Prepared by John McGraw
 Latitude: 42.719897315
 Longitude: -84.49490538

Summary Demographics

2013 Population	182,123
2013 Households	73,357
2013 Median Disposable Income	\$31,322
2013 Per Capita Income	\$22,886

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,646,062,277	\$2,153,992,480	-\$507,930,204	-13.4	1,378
Total Retail Trade	44-45	\$1,483,816,826	\$1,859,101,606	-\$375,284,780	-11.2	1,054
Total Food & Drink	722	\$162,245,451	\$294,890,875	-\$132,645,424	-29.0	324

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$269,056,899	\$147,867,823	\$121,189,076	29.1	84
Automobile Dealers	4411	\$229,909,358	\$111,739,300	\$118,170,058	34.6	35
Other Motor Vehicle Dealers	4412	\$15,619,411	\$2,783,641	\$12,835,770	69.7	16
Auto Parts, Accessories & Tire Stores	4413	\$23,528,130	\$33,344,882	-\$9,816,752	-17.3	33
Furniture & Home Furnishings Stores	442	\$28,602,549	\$25,574,548	\$3,028,001	5.6	52
Furniture Stores	4421	\$18,273,317	\$10,037,509	\$8,235,808	29.1	19
Home Furnishings Stores	4422	\$10,329,232	\$15,537,039	-\$5,207,807	-20.1	33
Electronics & Appliance Stores	4431	\$42,613,145	\$87,401,202	-\$44,788,057	-34.4	39
Bldg Materials, Garden Equip. & Supply Stores	444	\$44,064,253	\$43,217,417	\$846,836	1.0	57
Bldg Material & Supplies Dealers	4441	\$36,497,816	\$40,604,341	-\$4,106,524	-5.3	51
Lawn & Garden Equip & Supply Stores	4442	\$7,566,437	\$2,613,076	\$4,953,361	48.7	6
Food & Beverage Stores	445	\$209,126,746	\$316,728,318	-\$107,601,573	-20.5	125
Grocery Stores	4451	\$174,681,600	\$280,417,695	-\$105,736,096	-23.2	66
Specialty Food Stores	4452	\$9,791,045	\$11,561,451	-\$1,770,406	-8.3	44
Beer, Wine & Liquor Stores	4453	\$24,654,101	\$24,749,172	-\$95,071	-0.2	15
Health & Personal Care Stores	446,4461	\$121,610,640	\$204,383,247	-\$82,772,606	-25.4	79
Gasoline Stations	447,4471	\$150,792,277	\$134,656,056	\$16,136,221	5.7	37
Clothing & Clothing Accessories Stores	448	\$87,327,610	\$150,729,357	-\$63,401,747	-26.6	165
Clothing Stores	4481	\$62,882,680	\$116,223,233	-\$53,340,553	-29.8	110
Shoe Stores	4482	\$11,871,628	\$26,754,904	-\$14,883,277	-38.5	22
Jewelry, Luggage & Leather Goods Stores	4483	\$12,573,302	\$7,751,220	\$4,822,082	23.7	33
Sporting Goods, Hobby, Book & Music Stores	451	\$41,863,150	\$98,364,735	-\$56,501,585	-40.3	115
Sporting Goods/Hobby/Musical Instr Stores	4511	\$31,441,672	\$86,036,506	-\$54,594,834	-46.5	86
Book, Periodical & Music Stores	4512	\$10,421,478	\$12,328,229	-\$1,906,751	-8.4	29
General Merchandise Stores	452	\$349,586,479	\$591,743,002	-\$242,156,523	-25.7	30
Department Stores Excluding Leased Depts.	4521	\$108,919,131	\$218,770,725	-\$109,851,594	-33.5	15
Other General Merchandise Stores	4529	\$240,667,348	\$372,972,277	-\$132,304,929	-21.6	15
Miscellaneous Store Retailers	453	\$38,114,119	\$43,727,279	-\$5,613,160	-6.9	218
Florists	4531	\$2,330,033	\$4,092,388	-\$1,762,355	-27.4	16
Office Supplies, Stationery & Gift Stores	4532	\$10,503,029	\$17,621,929	-\$7,118,901	-25.3	60
Used Merchandise Stores	4533	\$3,538,263	\$3,867,882	-\$329,619	-4.5	25
Other Miscellaneous Store Retailers	4539	\$21,742,794	\$18,145,080	\$3,597,715	9.0	116
Nonstore Retailers	454	\$101,058,958	\$14,708,623	\$86,350,336	74.6	54
Electronic Shopping & Mail-Order Houses	4541	\$79,653,029	\$6,539,777	\$73,113,252	84.8	7
Vending Machine Operators	4542	\$7,048,195	\$5,196,999	\$1,851,196	15.1	18
Direct Selling Establishments	4543	\$14,357,734	\$2,971,847	\$11,385,887	65.7	30
Food Services & Drinking Places	722	\$162,245,451	\$294,890,875	-\$132,645,424	-29.0	324
Full-Service Restaurants	7221	\$66,126,496	\$135,868,695	-\$69,742,200	-34.5	131
Limited-Service Eating Places	7222	\$77,850,482	\$136,659,115	-\$58,808,633	-27.4	125
Special Food Services	7223	\$7,609,044	\$9,514,095	-\$1,905,051	-11.1	19
Drinking Places - Alcoholic Beverages	7224	\$10,659,429	\$12,848,969	-\$2,189,540	-9.3	49

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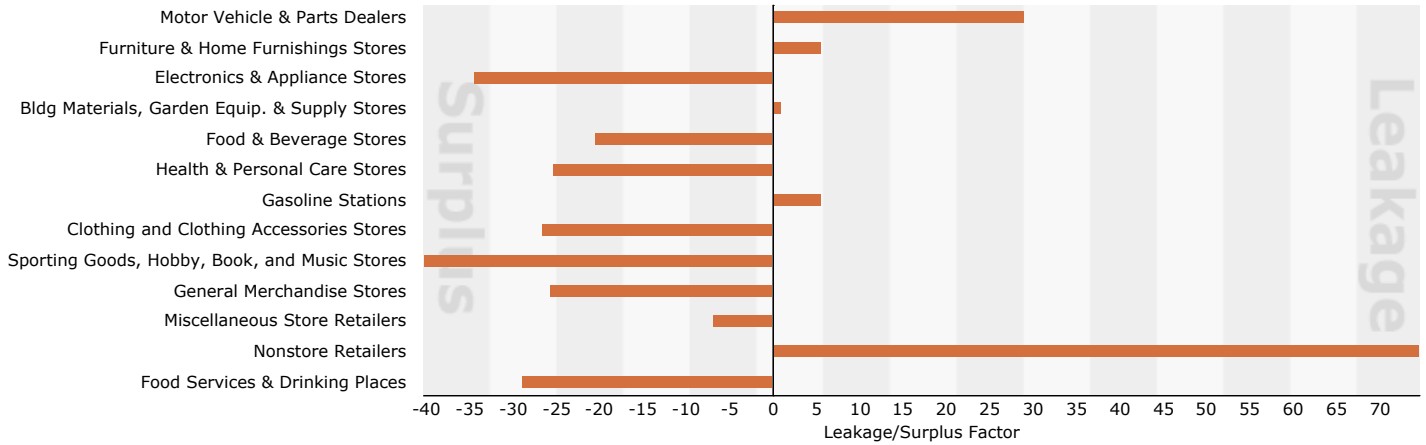


Retail MarketPlace Profile

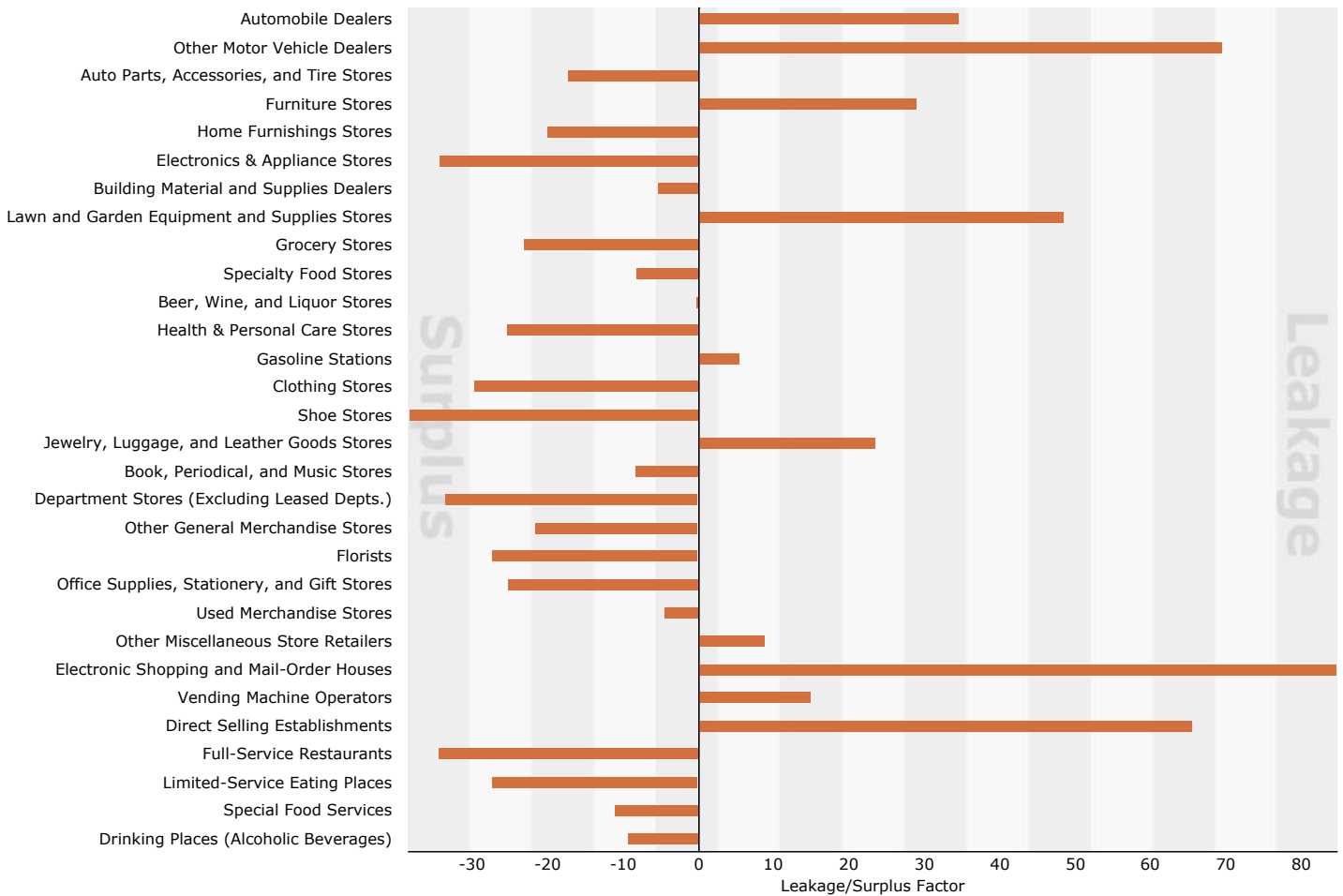
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 Ring: 5 mile radius

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