



Retail MarketPlace Profile

1595 Lake Lansing, East Lansing, MI 48823
 1595 W Lake Lansing Rd, East Lansing, Michigan, 48823,
 Ring: 1 mile radius

Prepared by John McGraw
 Latitude: 42.760725824
 Longitude: -84.50596801

Summary Demographics

2013 Population	8,272
2013 Households	3,987
2013 Median Disposable Income	\$32,353
2013 Per Capita Income	\$29,208

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	\$102,669,308	\$299,324,349	-\$196,655,041	-48.9	72
Total Retail Trade	44-45	\$92,550,940	\$281,410,451	-\$188,859,511	-50.5	58
Total Food & Drink	722	\$10,118,367	\$17,913,898	-\$7,795,530	-27.8	14

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$16,742,157	\$259,636	\$16,482,521	96.9	1
Automobile Dealers	4411	\$14,285,617	\$2,859	\$14,282,758	100.0	0
Other Motor Vehicle Dealers	4412	\$985,146	\$155,944	\$829,202	72.7	1
Auto Parts, Accessories & Tire Stores	4413	\$1,471,394	\$100,833	\$1,370,561	87.2	0
Furniture & Home Furnishings Stores	442	\$1,792,299	\$3,644,202	-\$1,851,904	-34.1	3
Furniture Stores	4421	\$1,138,999	\$0	\$1,138,999	100.0	0
Home Furnishings Stores	4422	\$653,300	\$3,644,202	-\$2,990,902	-69.6	3
Electronics & Appliance Stores	4431	\$2,664,788	\$709,960	\$1,954,829	57.9	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,754,100	\$216,455	\$2,537,645	85.4	1
Bldg Material & Supplies Dealers	4441	\$2,272,045	\$10,154	\$2,261,891	99.1	0
Lawn & Garden Equip & Supply Stores	4442	\$482,055	\$206,301	\$275,755	40.1	1
Food & Beverage Stores	445	\$13,007,670	\$61,366,455	-\$48,358,785	-65.0	6
Grocery Stores	4451	\$10,858,886	\$60,122,555	-\$49,263,669	-69.4	4
Specialty Food Stores	4452	\$608,603	\$1,243,900	-\$635,297	-34.3	2
Beer, Wine & Liquor Stores	4453	\$1,540,181	\$0	\$1,540,181	100.0	0
Health & Personal Care Stores	446,4461	\$7,581,231	\$3,190,300	\$4,390,931	40.8	6
Gasoline Stations	447,4471	\$9,383,184	\$11,532,037	-\$2,148,853	-10.3	2
Clothing & Clothing Accessories Stores	448	\$5,459,339	\$29,925,610	-\$24,466,271	-69.1	18
Clothing Stores	4481	\$3,938,525	\$24,724,600	-\$20,786,075	-72.5	13
Shoe Stores	4482	\$742,735	\$4,576,939	-\$3,834,204	-72.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$778,080	\$624,071	\$154,009	11.0	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,645,258	\$12,307,555	-\$9,662,297	-64.6	6
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,972,773	\$11,275,195	-\$9,302,422	-70.2	5
Book, Periodical & Music Stores	4512	\$672,485	\$1,032,360	-\$359,875	-21.1	1
General Merchandise Stores	452	\$21,755,973	\$157,184,913	-\$135,428,940	-75.7	4
Department Stores Excluding Leased Depts.	4521	\$6,781,703	\$33,182,916	-\$26,401,213	-66.1	1
Other General Merchandise Stores	4529	\$14,974,270	\$124,001,997	-\$109,027,727	-78.5	3
Miscellaneous Store Retailers	453	\$2,380,711	\$835,120	\$1,545,590	48.1	7
Florists	4531	\$148,736	\$0	\$148,736	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$655,894	\$353,988	\$301,906	29.9	2
Used Merchandise Stores	4533	\$224,208	\$68,083	\$156,125	53.4	1
Other Miscellaneous Store Retailers	4539	\$1,351,873	\$413,050	\$938,824	53.2	4
Nonstore Retailers	454	\$6,384,231	\$238,207	\$6,146,023	92.8	2
Electronic Shopping & Mail-Order Houses	4541	\$4,980,111	\$0	\$4,980,111	100.0	0
Vending Machine Operators	4542	\$437,866	\$129,280	\$308,585	54.4	1
Direct Selling Establishments	4543	\$966,255	\$108,927	\$857,328	79.7	1
Food Services & Drinking Places	722	\$10,118,367	\$17,913,898	-\$7,795,530	-27.8	14
Full-Service Restaurants	7221	\$4,125,901	\$15,301,733	-\$11,175,832	-57.5	7
Limited-Service Eating Places	7222	\$4,842,515	\$2,525,294	\$2,317,220	31.5	6
Special Food Services	7223	\$479,188	\$0	\$479,188	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$670,764	\$86,871	\$583,893	77.1	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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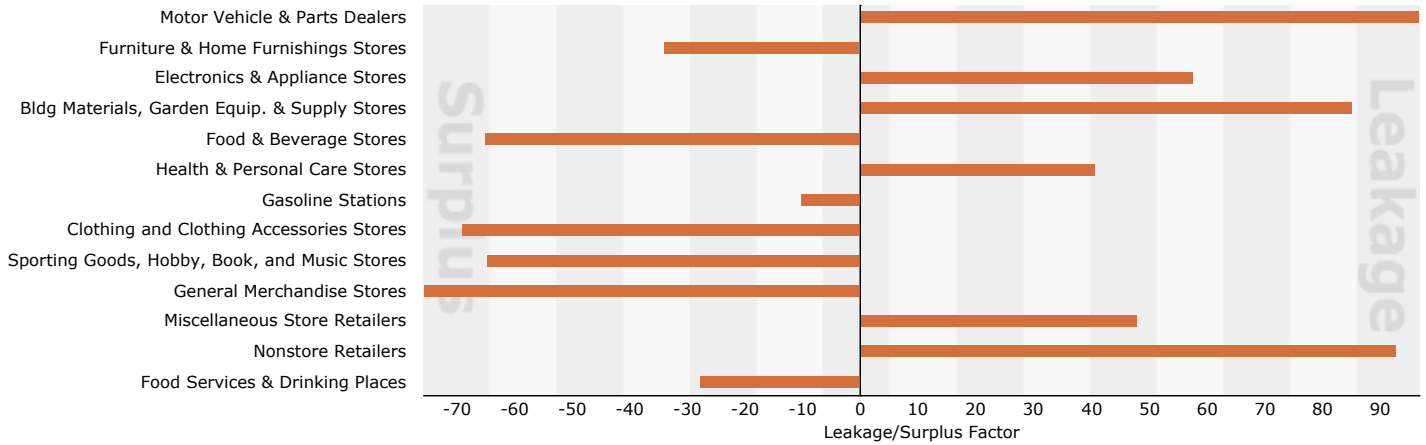


Retail MarketPlace Profile

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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

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 1595 W Lake Lansing Rd, East Lansing, Michigan, 48823,
 Ring: 3 mile radius

Prepared by John McGraw
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Summary Demographics

2013 Population	82,239
2013 Households	31,175
2013 Median Disposable Income	\$26,303
2013 Per Capita Income	\$19,621

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	\$682,579,008	\$1,015,975,326	-\$333,396,318	-19.6	594
Total Retail Trade	44-45	\$614,291,564	\$860,819,059	-\$246,527,495	-16.7	430
Total Food & Drink	722	\$68,287,444	\$155,156,267	-\$86,868,823	-38.9	164

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$110,174,330	\$58,102,355	\$52,071,974	30.9	31
Automobile Dealers	4411	\$94,387,756	\$42,831,762	\$51,555,993	37.6	11
Other Motor Vehicle Dealers	4412	\$6,118,562	\$1,709,065	\$4,409,497	56.3	8
Auto Parts, Accessories & Tire Stores	4413	\$9,668,012	\$13,561,528	-\$3,893,516	-16.8	12
Furniture & Home Furnishings Stores	442	\$11,799,075	\$11,436,347	\$362,729	1.6	23
Furniture Stores	4421	\$7,597,935	\$3,047,376	\$4,550,559	42.7	4
Home Furnishings Stores	4422	\$4,201,140	\$8,388,971	-\$4,187,831	-33.3	19
Electronics & Appliance Stores	4431	\$17,832,498	\$18,349,498	-\$517,000	-1.4	12
Bldg Materials, Garden Equip. & Supply Stores	444	\$17,058,461	\$9,996,444	\$7,062,017	26.1	24
Bldg Material & Supplies Dealers	4441	\$14,074,645	\$9,222,871	\$4,851,774	20.8	21
Lawn & Garden Equip & Supply Stores	4442	\$2,983,816	\$773,573	\$2,210,243	58.8	3
Food & Beverage Stores	445	\$87,452,494	\$142,380,651	-\$54,928,157	-23.9	54
Grocery Stores	4451	\$72,999,012	\$134,394,649	-\$61,395,637	-29.6	36
Specialty Food Stores	4452	\$4,088,981	\$5,411,423	-\$1,322,441	-13.9	17
Beer, Wine & Liquor Stores	4453	\$10,364,501	\$2,574,580	\$7,789,921	60.2	2
Health & Personal Care Stores	446,4461	\$49,259,481	\$124,182,782	-\$74,923,301	-43.2	33
Gasoline Stations	447,4471	\$63,019,884	\$79,541,023	-\$16,521,139	-11.6	19
Clothing & Clothing Accessories Stores	448	\$36,705,782	\$72,497,837	-\$35,792,056	-32.8	62
Clothing Stores	4481	\$26,497,535	\$62,559,426	-\$36,061,891	-40.5	43
Shoe Stores	4482	\$5,026,553	\$7,253,046	-\$2,226,494	-18.1	6
Jewelry, Luggage & Leather Goods Stores	4483	\$5,181,694	\$2,685,365	\$2,496,329	31.7	14
Sporting Goods, Hobby, Book & Music Stores	451	\$17,911,592	\$51,650,101	-\$33,738,509	-48.5	50
Sporting Goods/Hobby/Musical Instr Stores	4511	\$13,202,929	\$46,518,703	-\$33,315,774	-55.8	39
Book, Periodical & Music Stores	4512	\$4,708,663	\$5,131,398	-\$422,735	-4.3	11
General Merchandise Stores	452	\$145,988,511	\$264,618,925	-\$118,630,414	-28.9	10
Department Stores Excluding Leased Depts.	4521	\$45,387,343	\$103,015,234	-\$57,627,891	-38.8	4
Other General Merchandise Stores	4529	\$100,601,167	\$161,603,691	-\$61,002,523	-23.3	6
Miscellaneous Store Retailers	453	\$15,724,145	\$23,330,790	-\$7,606,645	-19.5	95
Florists	4531	\$903,109	\$2,380,238	-\$1,477,129	-45.0	7
Office Supplies, Stationery & Gift Stores	4532	\$4,344,956	\$10,358,207	-\$6,013,252	-40.9	23
Used Merchandise Stores	4533	\$1,526,819	\$1,236,477	\$290,342	10.5	8
Other Miscellaneous Store Retailers	4539	\$8,949,261	\$9,355,867	-\$406,606	-2.2	57
Nonstore Retailers	454	\$41,365,311	\$4,732,306	\$36,633,005	79.5	17
Electronic Shopping & Mail-Order Houses	4541	\$32,602,635	\$2,935,150	\$29,667,485	83.5	3
Vending Machine Operators	4542	\$2,948,756	\$1,064,084	\$1,884,672	47.0	4
Direct Selling Establishments	4543	\$5,813,920	\$733,072	\$5,080,848	77.6	10
Food Services & Drinking Places	722	\$68,287,444	\$155,156,267	-\$86,868,823	-38.9	164
Full-Service Restaurants	7221	\$27,916,618	\$81,993,887	-\$54,077,269	-49.2	68
Limited-Service Eating Places	7222	\$32,716,710	\$59,242,867	-\$26,526,157	-28.8	63
Special Food Services	7223	\$3,210,454	\$5,244,468	-\$2,034,014	-24.1	6
Drinking Places - Alcoholic Beverages	7224	\$4,443,662	\$8,675,045	-\$4,231,383	-32.3	27

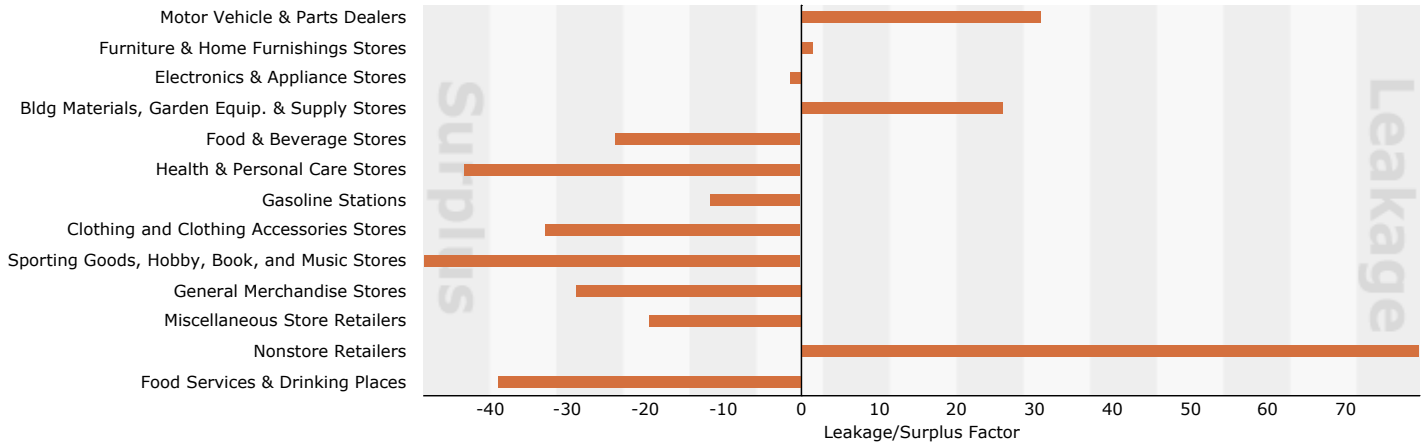
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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

1595 Lake Lansing, East Lansing, MI 48823
 1595 W Lake Lansing Rd, East Lansing, Michigan, 48823,
 Ring: 5 mile radius

Prepared by John McGraw
 Latitude: 42.760725824
 Longitude: -84.50596801

Summary Demographics

2013 Population	152,152
2013 Households	60,469
2013 Median Disposable Income	\$30,555
2013 Per Capita Income	\$21,826

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	\$1,340,542,581	\$1,398,488,520	-\$57,945,939	-2.1	1,025
Total Retail Trade	44-45	\$1,208,692,013	\$1,173,270,292	\$35,421,721	1.5	772
Total Food & Drink	722	\$131,850,569	\$225,218,228	-\$93,367,659	-26.1	253

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$218,575,940	\$70,979,061	\$147,596,878	51.0	55
Automobile Dealers	4411	\$186,795,541	\$47,891,424	\$138,904,117	59.2	17
Other Motor Vehicle Dealers	4412	\$12,650,744	\$5,795,574	\$6,855,171	37.2	15
Auto Parts, Accessories & Tire Stores	4413	\$19,129,654	\$17,292,064	\$1,837,590	5.0	23
Furniture & Home Furnishings Stores	442	\$23,224,457	\$19,361,271	\$3,863,186	9.1	41
Furniture Stores	4421	\$14,841,275	\$7,615,015	\$7,226,260	32.2	12
Home Furnishings Stores	4422	\$8,383,183	\$11,746,256	-\$3,363,073	-16.7	28
Electronics & Appliance Stores	4431	\$34,676,388	\$56,167,698	-\$21,491,310	-23.7	29
Bldg Materials, Garden Equip. & Supply Stores	444	\$35,674,661	\$14,441,429	\$21,233,232	42.4	40
Bldg Material & Supplies Dealers	4441	\$29,474,729	\$12,097,014	\$17,377,715	41.8	34
Lawn & Garden Equip & Supply Stores	4442	\$6,199,932	\$2,344,415	\$3,855,517	45.1	6
Food & Beverage Stores	445	\$170,641,989	\$170,372,424	\$269,565	0.1	101
Grocery Stores	4451	\$142,552,487	\$149,234,536	-\$6,682,049	-2.3	55
Specialty Food Stores	4452	\$7,990,768	\$8,540,542	-\$549,774	-3.3	35
Beer, Wine & Liquor Stores	4453	\$20,098,734	\$12,597,345	\$7,501,389	22.9	11
Health & Personal Care Stores	446,4461	\$99,175,673	\$160,698,684	-\$61,523,011	-23.7	53
Gasoline Stations	447,4471	\$123,040,547	\$144,075,939	-\$21,035,392	-7.9	33
Clothing & Clothing Accessories Stores	448	\$71,009,742	\$83,763,685	-\$12,753,943	-8.2	103
Clothing Stores	4481	\$51,174,438	\$70,817,692	-\$19,643,254	-16.1	73
Shoe Stores	4482	\$9,672,665	\$8,860,176	\$812,488	4.4	10
Jewelry, Luggage & Leather Goods Stores	4483	\$10,162,639	\$4,085,817	\$6,076,822	42.6	20
Sporting Goods, Hobby, Book & Music Stores	451	\$34,170,170	\$60,674,829	-\$26,504,659	-27.9	81
Sporting Goods/Hobby/Musical Instr Stores	4511	\$25,590,480	\$54,698,594	-\$29,108,115	-36.3	61
Book, Periodical & Music Stores	4512	\$8,579,691	\$5,976,235	\$2,603,456	17.9	20
General Merchandise Stores	452	\$285,005,209	\$341,451,701	-\$56,446,492	-9.0	18
Department Stores Excluding Leased Depts.	4521	\$88,601,856	\$107,780,794	-\$19,178,937	-9.8	6
Other General Merchandise Stores	4529	\$196,403,353	\$233,670,907	-\$37,267,554	-8.7	11
Miscellaneous Store Retailers	453	\$31,077,146	\$34,482,268	-\$3,405,122	-5.2	177
Florists	4531	\$1,903,504	\$3,845,980	-\$1,942,476	-33.8	13
Office Supplies, Stationery & Gift Stores	4532	\$8,550,538	\$12,744,642	-\$4,194,104	-19.7	42
Used Merchandise Stores	4533	\$2,890,838	\$3,553,516	-\$662,677	-10.3	24
Other Miscellaneous Store Retailers	4539	\$17,732,266	\$14,338,130	\$3,394,135	10.6	99
Nonstore Retailers	454	\$82,420,090	\$16,801,302	\$65,618,789	66.1	42
Electronic Shopping & Mail-Order Houses	4541	\$64,841,324	\$6,212,443	\$58,628,881	82.5	6
Vending Machine Operators	4542	\$5,750,064	\$4,544,643	\$1,205,421	11.7	12
Direct Selling Establishments	4543	\$11,828,702	\$6,044,216	\$5,784,486	32.4	24
Food Services & Drinking Places	722	\$131,850,569	\$225,218,228	-\$93,367,659	-26.1	253
Full-Service Restaurants	7221	\$53,751,892	\$95,467,123	-\$41,715,231	-28.0	100
Limited-Service Eating Places	7222	\$63,260,180	\$110,005,255	-\$46,745,075	-27.0	92
Special Food Services	7223	\$6,197,505	\$7,091,566	-\$894,061	-6.7	15
Drinking Places - Alcoholic Beverages	7224	\$8,640,991	\$12,654,283	-\$4,013,292	-18.8	46

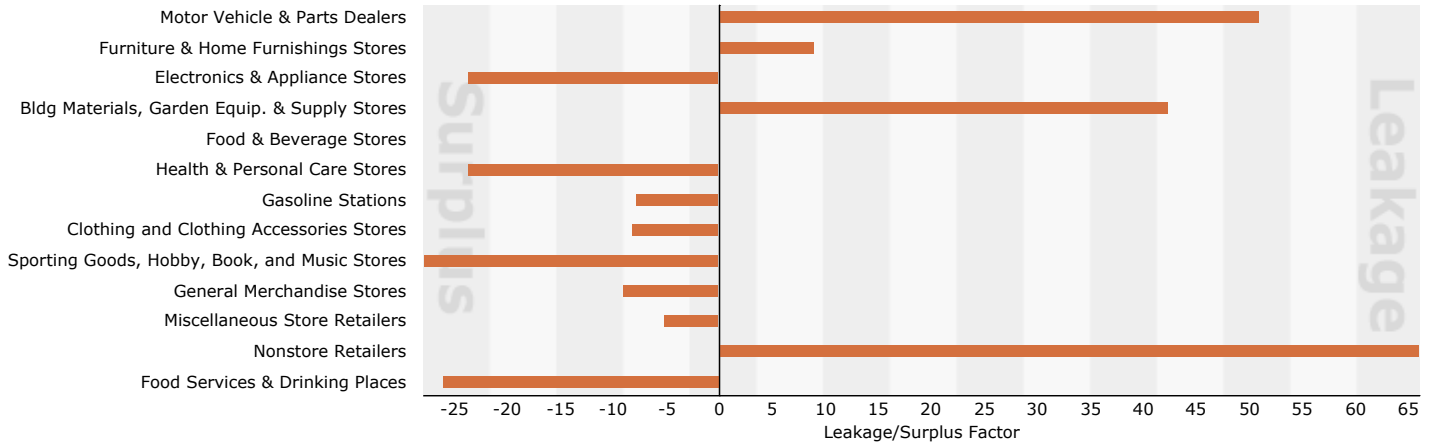
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Leakage/Surplus Factor by Industry Group

