



THE DOWNTOWN MARKET IN VIEW

The Downtown “Live Here, Work Here” Markets

Downtown Lansing Inc. commissioned an update to the 2009 Downtown Lansing Market Profile to track changes in the marketplace which could impact future marketing and business development strategies. The information is also valuable to business owners, property owners and media representatives as they assess their own marketing strategies and opportunities for growth and expansion.

The Downtown Lansing Market Profile:

- ▶ Recognizes and analyzes two distinct markets: the “live here” Downtown Lansing Drive Time Market, largely representative of the Lansing Metro Region; and the “work here” Downtown Lansing Workplace Market
- ▶ Analyzes and tracks the demographic composition of the trade area’s population
- ▶ Goes beyond basic demographic data and brings color to the picture by identifying the lifestyle traits of prevalent consumer market segments
- ▶ Tracks and analyzes retail performance and trends for major retail categories and subcategories

The Market Profile report, slated for completion in early summer, is packed full of information and market insights.

We would love to share and tell you more. Contact us today to learn more about this valuable business resource.

Downtown Lansing Drive Time Market Snapshot

| 2012 Estimates | 5 Minutes | 10 Minutes | 20 Minutes |
|--------------------------|-----------|------------|------------|
| Population | 41,206 | 153,917 | 340,690 |
| Households | 17,426 | 62,551 | 137,212 |
| Average Household Income | \$41,370 | \$47,813 | \$58,931 |
| Median Household Income | \$32,716 | \$37,883 | \$45,500 |

Source: Nielsen Claritas — Pop-Facts Demographic Snapshot Report 2012

Top Drive Time Market Consumer Lifestyle Segments

Top Three PRIZM Segments | Twenty-minute Drive Time Area | Nielsen Claritas 2011

Mobility Blues 10.29% of 20 Minute Drive Time Area Households

Mobility Blues is a segment of younger singles in working-class neighborhoods in America’s satellite cities. Ethnically diverse, these transient Americans tend to have modest lifestyles due to their downscale jobs. Surveys show they excel in going to movies, playing basketball, and shooting pool.

Demographic Traits

| | |
|--------------------------|----------------------------|
| Median HH Income (2010): | \$30,719 |
| Age Ranges: | <35 |
| Presence of Kids: | Households without Kids |
| Employment Levels: | White Collar, Service, Mix |
| Education Levels: | Some College |

Lifestyle Traits

| |
|-----------------------|
| Shop at Circuit City |
| Go whitewater rafting |
| Read WWE Magazine |
| Watch Telemundo |
| Hyundai Tiburon |

New Beginnings 5.65% of 20 Minute Drive Time Area Households

Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths--or starting over after recent divorces or company transfers. Ethnically diverse--with nearly half its residents Hispanic, Asian, or African-American--New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.

Demographic Traits

| | |
|--------------------------|----------------------------|
| Median HH Income (2010): | \$32,558 |
| Age Ranges: | <55 |
| Presence of Kids: | Family Mix |
| Employment Levels: | White Collar, Service, Mix |
| Education Levels: | Some College |

Lifestyle Traits

| |
|------------------|
| Shop at Express |
| Read comic books |
| Read Vibe |
| Watch Maury |
| Kia Spectra |

Suburban Pioneers 4.14% of 20 Minute Drive Time Area Households

Suburban Pioneers represents one of the nation’s eclectic lifestyles, a mix of singles, recent divorcees, and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings, where the jobs are scarce and the money is tight. But what unites these residents--a diverse mix of whites, Asians, Hispanics, and African-Americans--is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.

Demographic Traits

| | |
|--------------------------|----------------------------|
| Median HH Income (2010): | \$35,221 |
| Age Ranges: | <55 |
| Presence of Kids: | Family Mix |
| Employment Levels: | White Collar, Service, Mix |
| Education Levels: | Some College |

Lifestyle Traits

| |
|----------------------|
| Shop at Lane Bryant |
| Mail order toys |
| Read OK! Magazine |
| Watch Sabado Gigante |
| Dodge Charger |



THE DOWNTOWN MARKET IN VIEW

The Downtown Lansing Workplace Market

The Downtown Lansing Workplace Market, with nearly 34,000 employees within a half-mile radius, and more than 67,000 located within a two-mile radius, is an attractive market for retail, eating & drinking and service establishments.

The economic impacts of the Workplace Market are evident in Nielsen Claritas Retail Market Power (RMP) estimates showing an overall “sales surplus” for retail and eating & drinking places ranging from about \$107 million in the half-mile radius, to \$85 million in the one-mile radius, to \$56 million in the two-mile radius.

Need more proof of the Workplace Market’s powerful impacts on downtown businesses? Nielsen Claritas Retail Market Power reports show that 2011 estimates of total retail and foodservice & drinking places sales in the half-mile radius were more than 50% higher than estimates reported for 2008.

Have we whet your appetite? We haven’t even scratched the surface. This fact sheet contains just a few morsels of information about this important market. The complete profile is a smorgasbord of information and market insights for businesses to better understand—and connect with—the more than 67,000 employees which are part of the Downtown Lansing Workplace Market.

Let’s Grow. Together!

Contact us now to learn more.



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Downtown Lansing Workplace Market Snapshot

| 2011 Estimates | 0.5 Mile | 1 Mile | 2 Miles |
|--------------------|--------------|---------------|---------------|
| Establishments | 1,193 | 1,832 | 2,967 |
| Employees | 33,925 | 48,828 | 67,454 |
| Retail Sales | \$98,528,792 | \$173,901,678 | \$535,740,240 |
| Food & Drink Sales | \$26,959,558 | \$46,318,889 | \$107,398,686 |

Source: Nielsen Claritas — Pop-Facts WorkPlace and Employment Summary 2011; and RMP Opportunity Gap—Retail Stores 2011

Top Workplace Market Consumer Lifestyle Segments

Top Three PRIZM Segments | One Mile Radius | Nielsen Claritas 2011

Mayberry-ville

5.89% of One Mile Radius Employees

Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, upper-middle-class couples like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles, and pickup trucks.

Demographic Traits

Median HH Income (2010): \$56,558
 Age Ranges: 45—64
 Presence of Kids: Households without Kids
 Employment Levels: White Collar, Service, Mix
 Education Levels: High School Graduate

Lifestyle Traits

Shop at Sherwin-Williams
 Go hunting with a gun
 Read Bassmaster
 Watch Daytona 500
 GMC Sierra Diesel

Greenbelt Sports

5.04% of One Mile Radius Employees

A segment of upscale exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated, and own new homes. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating, and mountain biking.

Demographic Traits

Median HH Income (2010): \$60,401
 Age Ranges: <55
 Presence of Kids: Households without Kids
 Employment Levels: White Collar, Mix
 Education Levels: College Graduate

Lifestyle Traits

Order from Land’s End
 Go horseback riding
 Read Modern Bride
 Watch Fox Sports Net
 Subaru Legacy

Big Sky Families

4.94% of One Mile Radius Employees

Scattered in placid towns across the American heartland, Big Sky Families is a segment of middle age rural families who have turned high school educations and blue-collar jobs into busy, upper-middle-class lifestyles. Residents enjoy baseball, basketball, and volleyball, as well as fishing, hunting, and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.

Demographic Traits

Median HH Income (2010): \$58,421
 Age Ranges: <55
 Presence of Kids: Households with Kids
 Employment Levels: Blue Collar, Service, Mix
 Education Levels: Some College

Lifestyle Traits

Order from eBay
 Attend high school sports
 Read Field & Stream
 Watch X Games
 Chevrolet Silverado Diesel