

Target Market Analysis Newaygo County, MI TMA Workbook

July 18, 2014



Sections AA – BB



Prepared by:



Prepared for:



Acknowledgements

Local Funding Partners

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Project Support

Prepared by:



Prepared for:



Acknowledgements

Michigan State Housing Development Authority

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Project Support

Prepared by:



Prepared for:



The TMA Workbook

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--	Narrative Report
AA	Existing Lifestyle Clusters (histograms)
B B	Target Markets by Location (with photos of typical building formats)

Introduction

Two Workbooks have been prepared as supporting documentation for the Target Market Analysis (TMA) for Newaygo County, including its partner communities of Grant, Newaygo, Fremont, Hesperia, and White Cloud, Michigan.

TMA Newaygo County - Work Products

Target Market Analysis	Draft and Interim Report
Target Market Analysis	Workbook (Sections AA – DD)
Supply-Demand Analysis	Workbook (Sections A – T)

The following narratives provide succinct descriptions of key observations from the analyses. These materials are for optional review, and are available for any stakeholders interested in having a more complete understanding of the methodological approach behind the Target Market Analysis. Stakeholders interested mainly in the study results and key findings should reference the interim report, which has a draft date of June 23, 2014 and will be completed in July 2014.

Section AA – Lifestyle Clusters

AA.1 Experian Decision Analytics classifies all households and populations (by block group) into 71 unique Mosaics, or lifestyle clusters that are based on: a) income; b) population density; and c) other socio-economic factors.

In Newaygo County, some of the more prevalent lifestyle clusters have a high propensity to choose rural locations, and others include households with a higher propensity for urban places. Later steps of the analysis will show that urban target markets are more likely to be renters in attached housing products; are more likely to be younger singles with moderate incomes; and have higher movership rates. The more urban lifestyle clusters represent better target markets for urban places.

AA.1 – AA.4 In Newaygo County, the Rural Escape lifestyle cluster is the most prevalent with 13.3% of all households. This is followed by Town Elders with 7.2%, Unspoiled Splendor with 6.5%, and Enduring Hardships with 2.6%.

The top lifestyle clusters present in Newaygo County are unique from those present in Kent County. Newaygo County is more similar to Muskegon County in prevalence of households in the Unspoiled Splendor and Town Elders clusters

AA.5 – AA.9 Compared to Newaygo County, each of the five partner communities has a slight variation in the presence of the most predominant lifestyle clusters. For example, the City of White Cloud has more households falling within the Diapers and Debit Cards (9.1%) than Newaygo County (0.5%); and the City of Fremont has significantly more Town Elders (10.5%).

Section BB – Target Markets by Location

BB.1 – B.20 The locations of populations in each Target Market for Newaygo County and the Competitive Region have also been mapped and studied spatially. These spatial patterns are used to deduce estimate the likelihood that Newaygo County and the five partner communities could intercept households that are on the move, and that likely fall within these clusters. Each map is preceded by a profile showing some of the target market's attributes.

While certain Target Markets, such as “Colleges and Cafes” and “Dare to Dream,” do not represent a large portion currently living in Newaygo County, these populations are highly mobile. The prevalence of these groups in the region suggests that it is possible to intercept these markets while they are on the move from the regional Draw Area.

Section CC – Target Market Population Profiles

CC.1 Ten unique lifestyle clusters have been identified that represent the Target Markets for new housing projects in Newaygo County. These Target Markets are each unique and have different renter occupancy rates and income profiles, but all have fairly high population densities.

Of these lifestyle clusters, “Dare to Dream” and “Senior Discounts” have the highest propensity to live in higher densities; however, these two Target Markets represent the “bookends” in age brackets. These opposite end of the spectrum lifestyles both demand similar living situations (young singles vs. active seniors). Therefore, it is important that housing projects are developed that meet a variety of these target markets, rather than singling out any one discrete market, and to not be labeled according to the target markets descriptions. Labeling or differentiating projects as “affordable”, “subsidized”, “senior”, “student” or “worker” housing should be avoided so that projects are marketed towards young singles and active seniors alike.

~ End of Draft Narrative ~

Target Market Analysis

Newaygo Co., MI

TMA Workbook

July 18, 2014



AA

Contents:

**Existing
Lifestyle Clusters
(histograms)**

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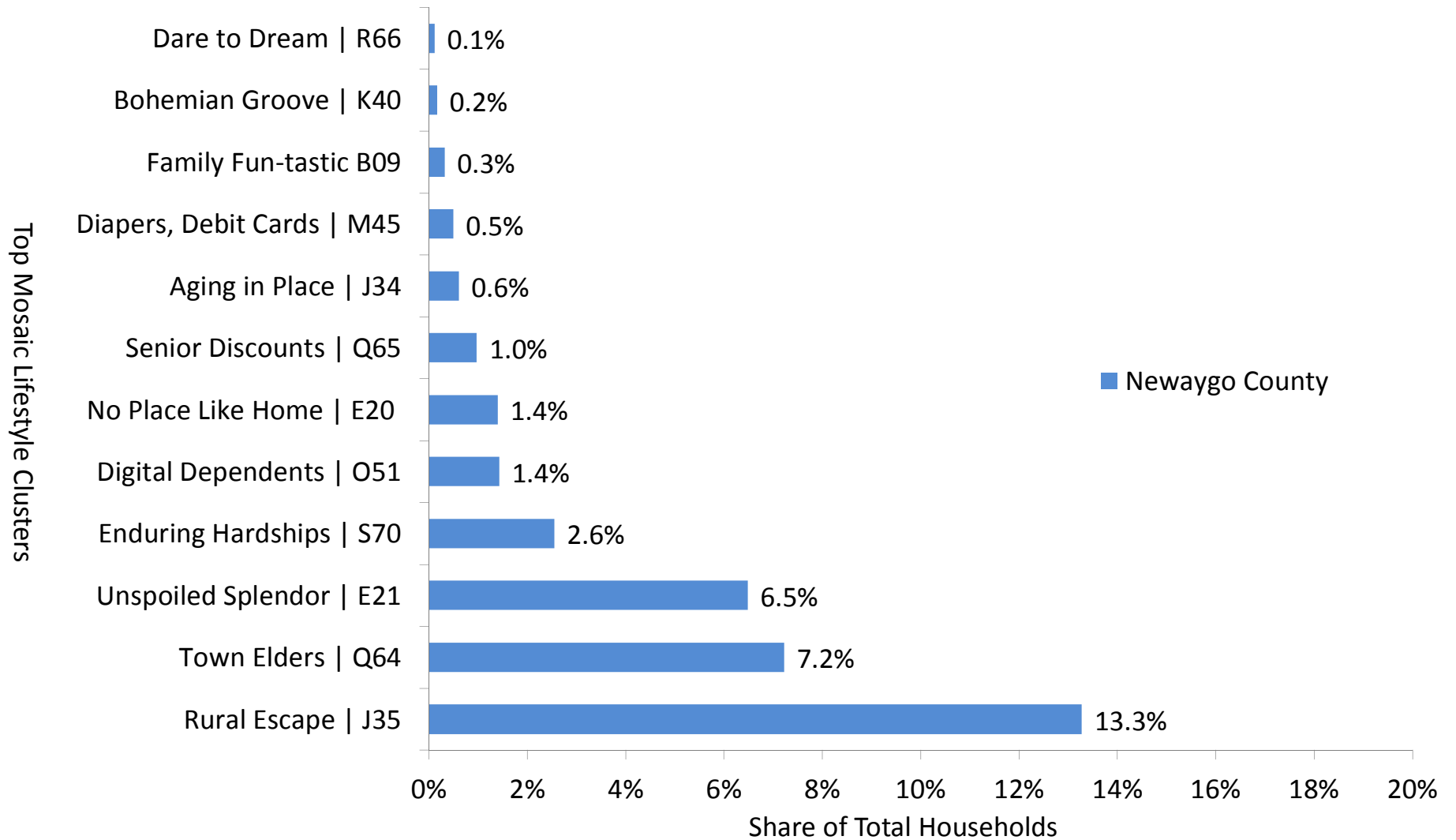


Prepared for:



Households by Mosaic Lifestyle Clusters - 2013 Averages for Newaygo County, Michigan

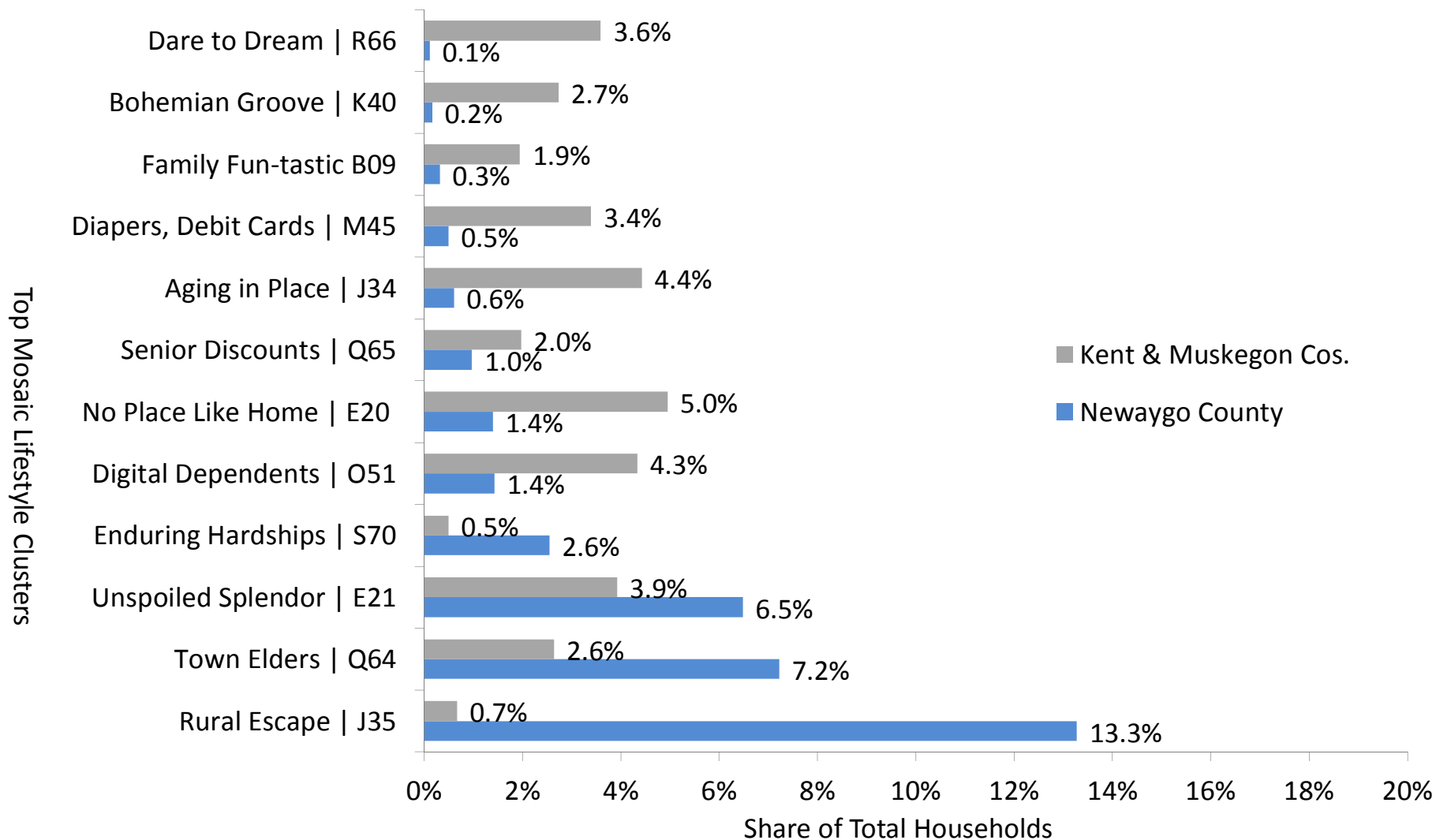
Exhibit AA.1



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Households by Mosaic Lifestyle Clusters - 2013 Newaygo County v. Kent and Muskegon Counties

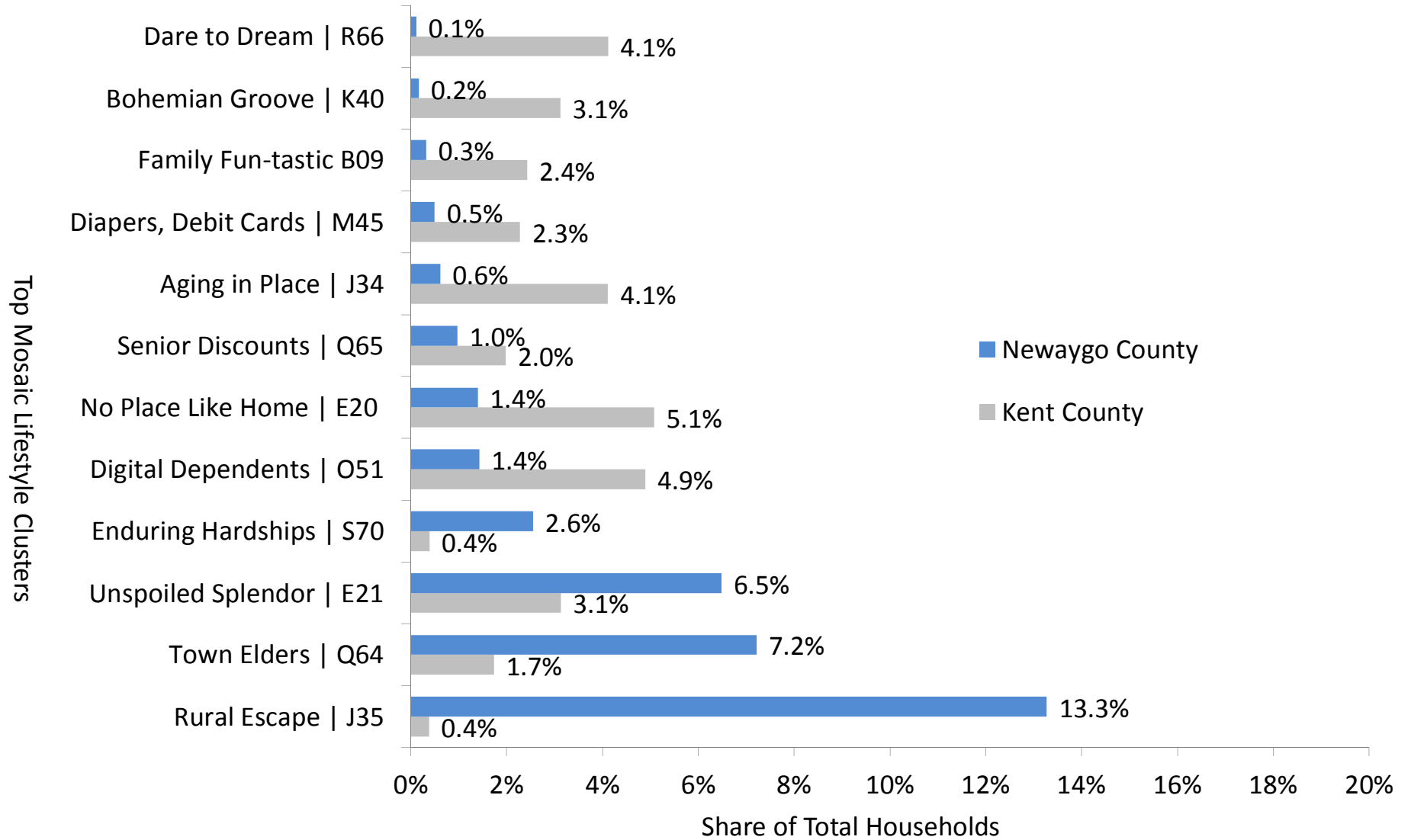
Exhibit AA.2



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Households by Mosaic Lifestyle Cluster - 2013 Newaygo County v. Kent County

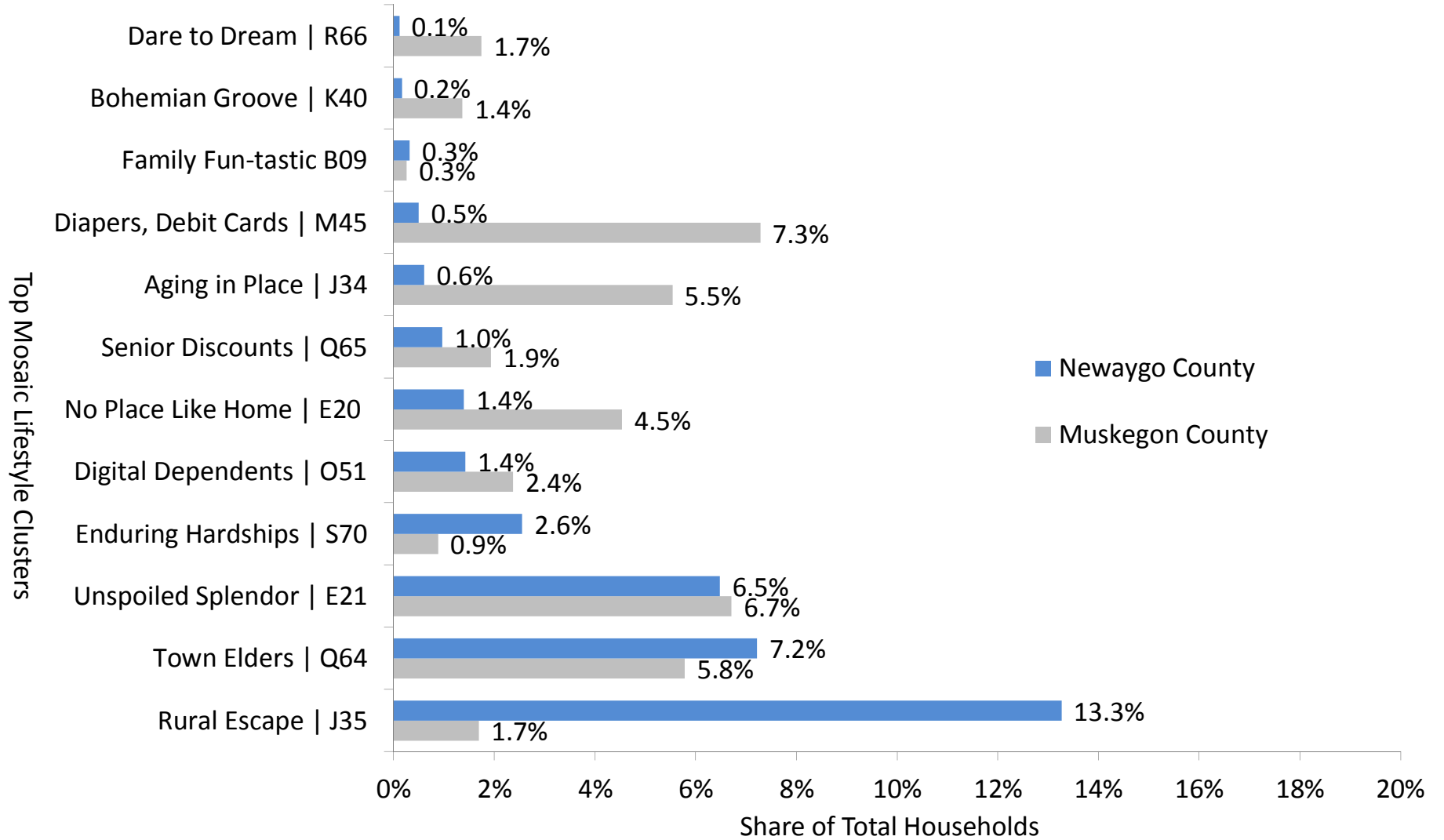
Exhibit AA.3



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Households by Mosaic Lifestyle Cluster - 2013 Newaygo County v. Muskegon County

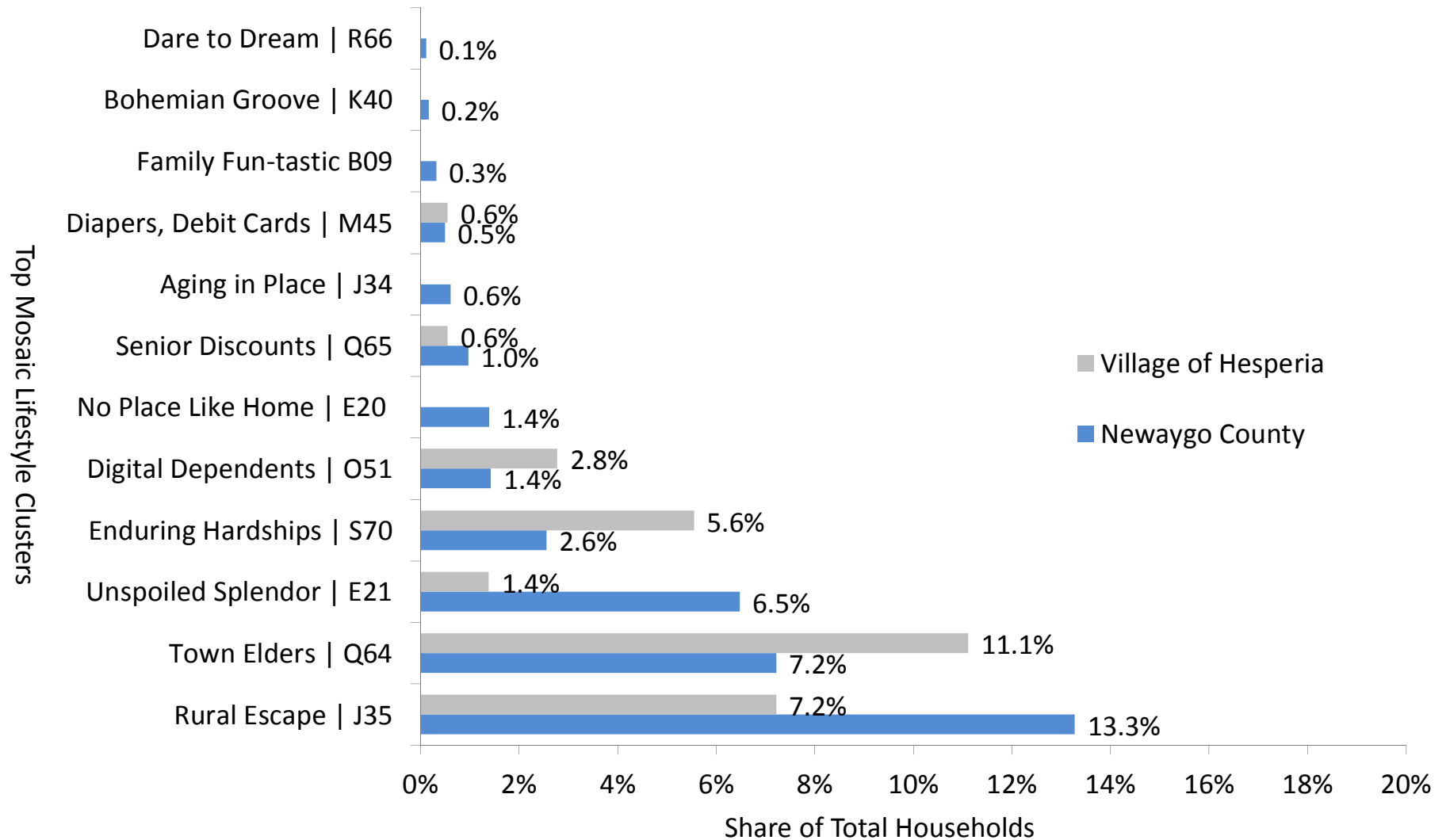
Exhibit AA.4



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Households by Mosaic Lifestyle Cluster - 2013 Village of Hesperia v. Newaygo County

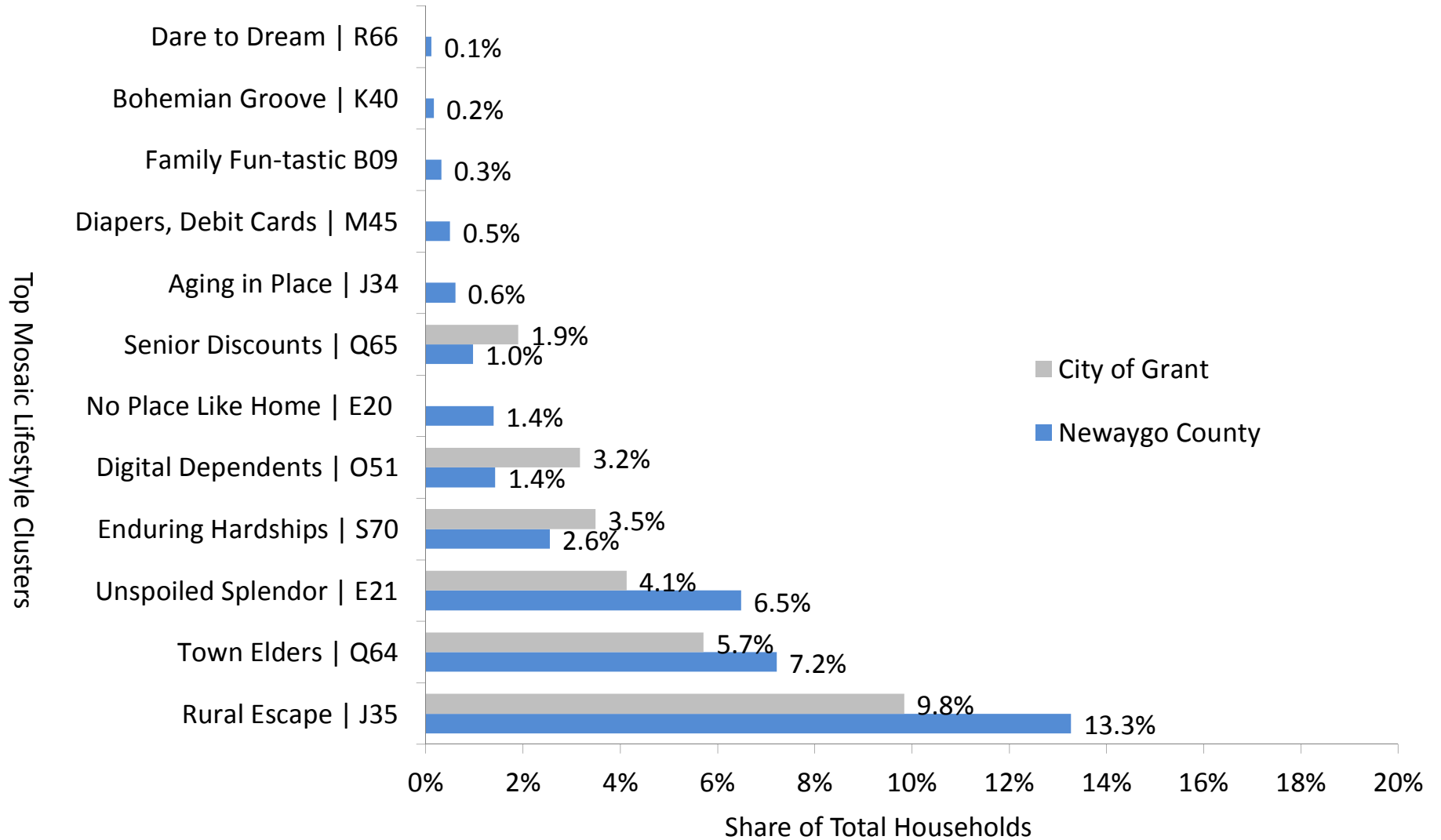
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Households by Mosaic Lifestyle Cluster - 2013 City of Grant v. Newaygo County

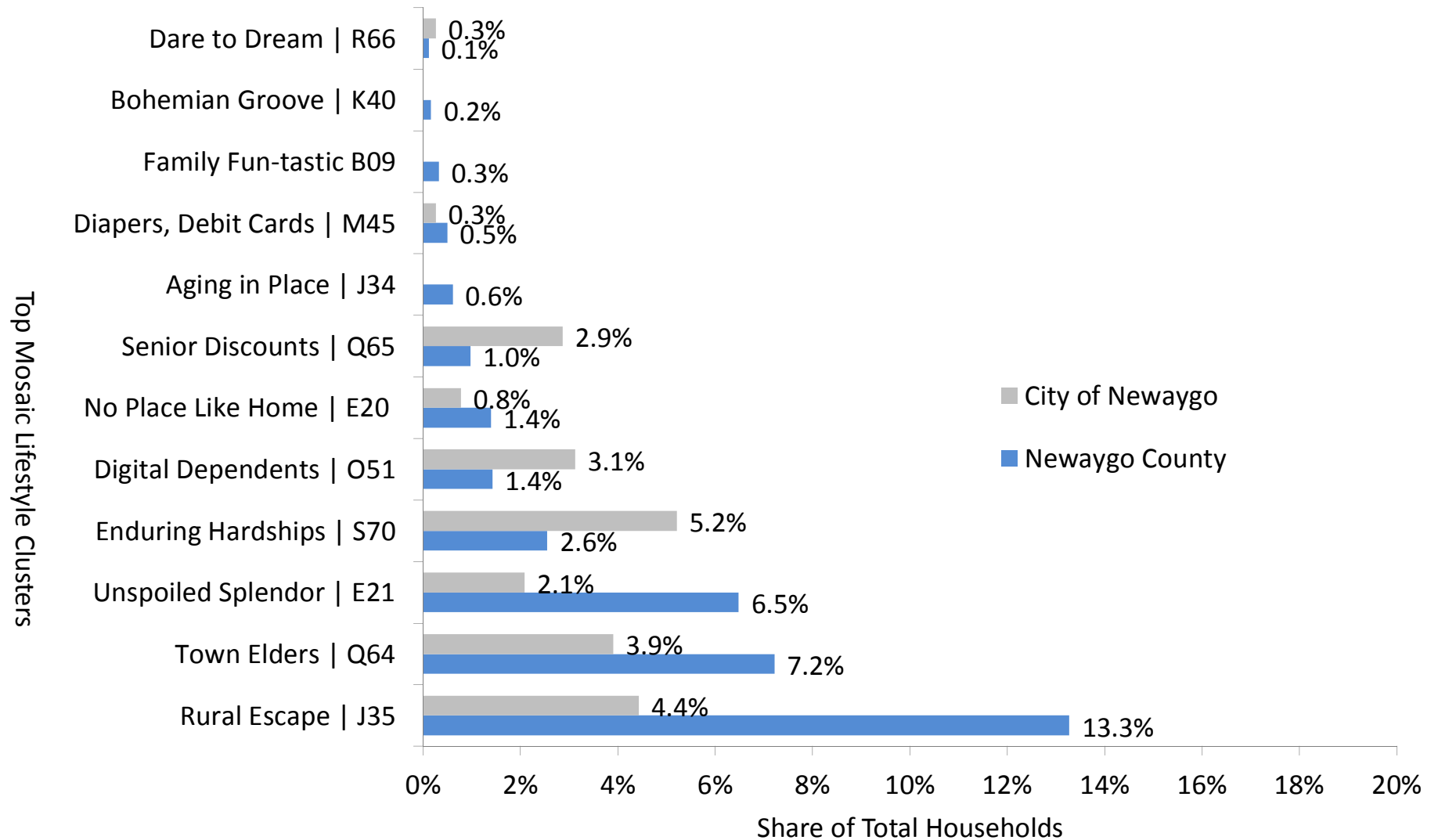
Exhibit AA.6



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Households by Mosaic Lifestyle Cluster - 2013 City of Newaygo v. Newaygo County

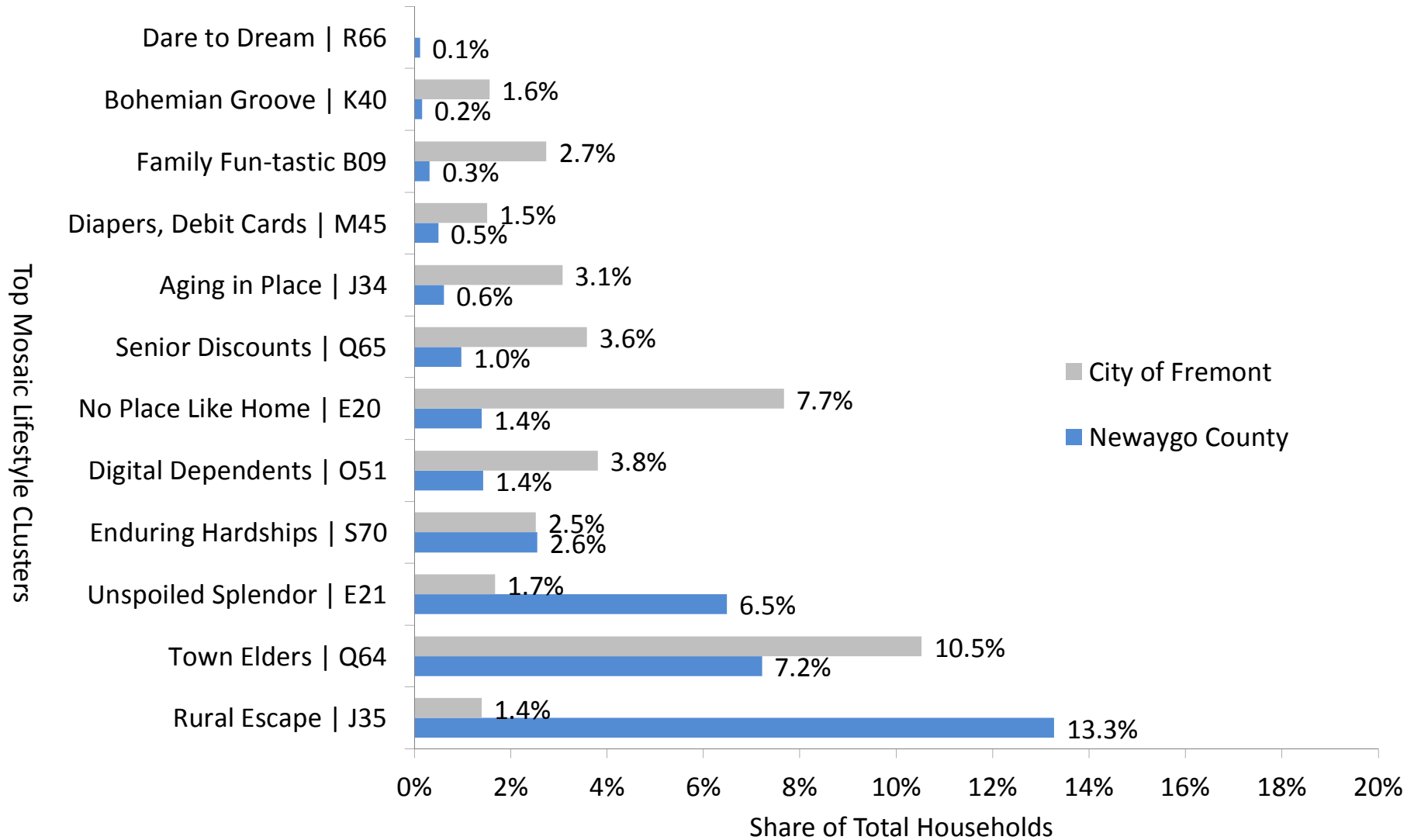
Exhibit AA.7



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Households by Mosaic Lifestyle Cluster - 2013 City of Fremont v. Newaygo County

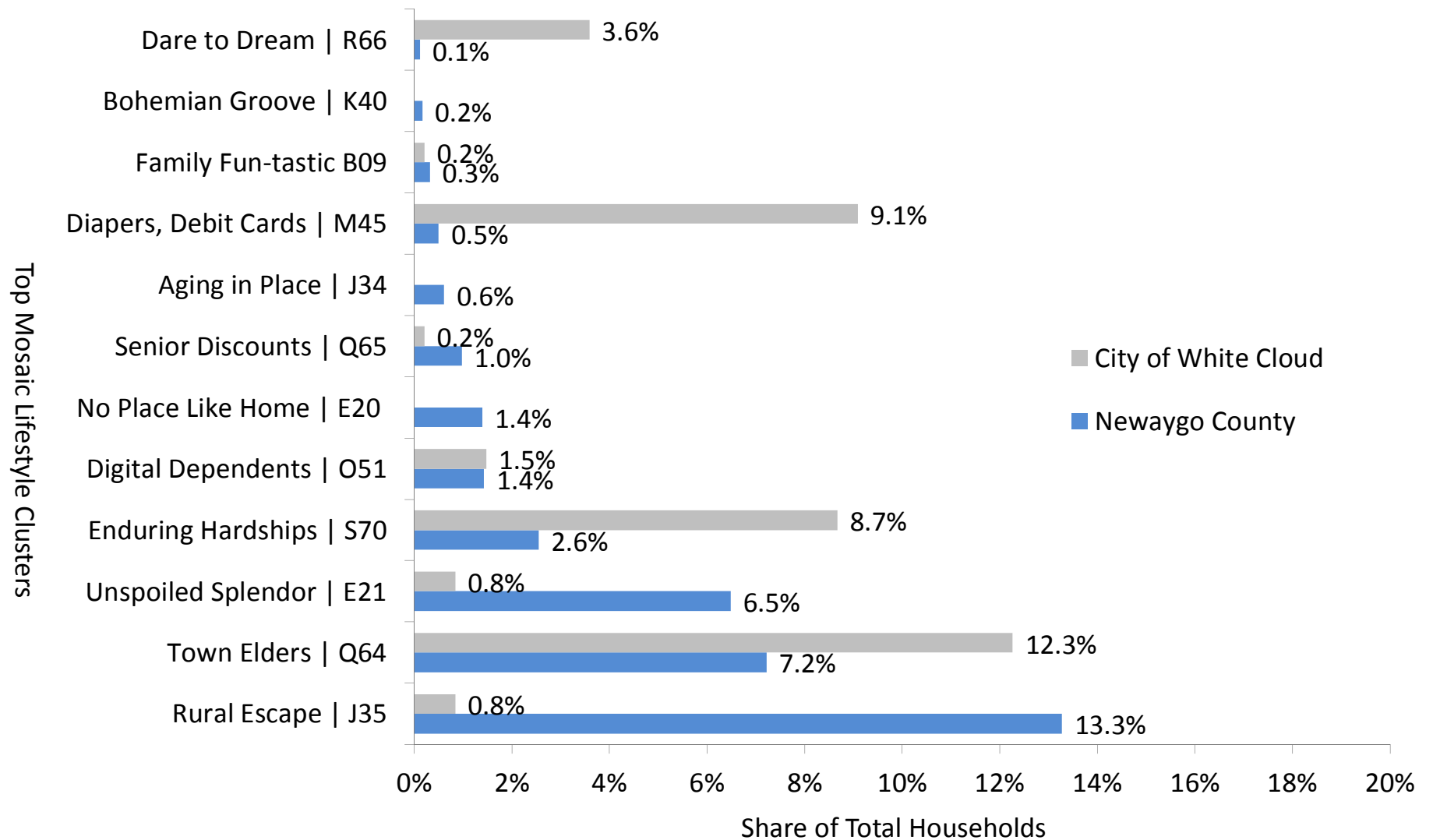
Exhibit AA.8



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Households by Mosaic Lifestyle Cluster - 2013 City of White Cloud v. Newaygo County

Exhibit AA.9



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Target Market Analysis

Newaygo Co., MI

TMA Workbook

July 18, 2014



BB

Contents:

**Target Markets
by Current Location
(with photos of typical
housing formats)**

Prepared by:



Prepared for:



Group S: **Struggling Societies**

Type S70: **Enduring Hardships**

Middle-aged, down-scale singles and divorced individuals in transitional small town and exurban apartments

Exhibit BB.1

Overview

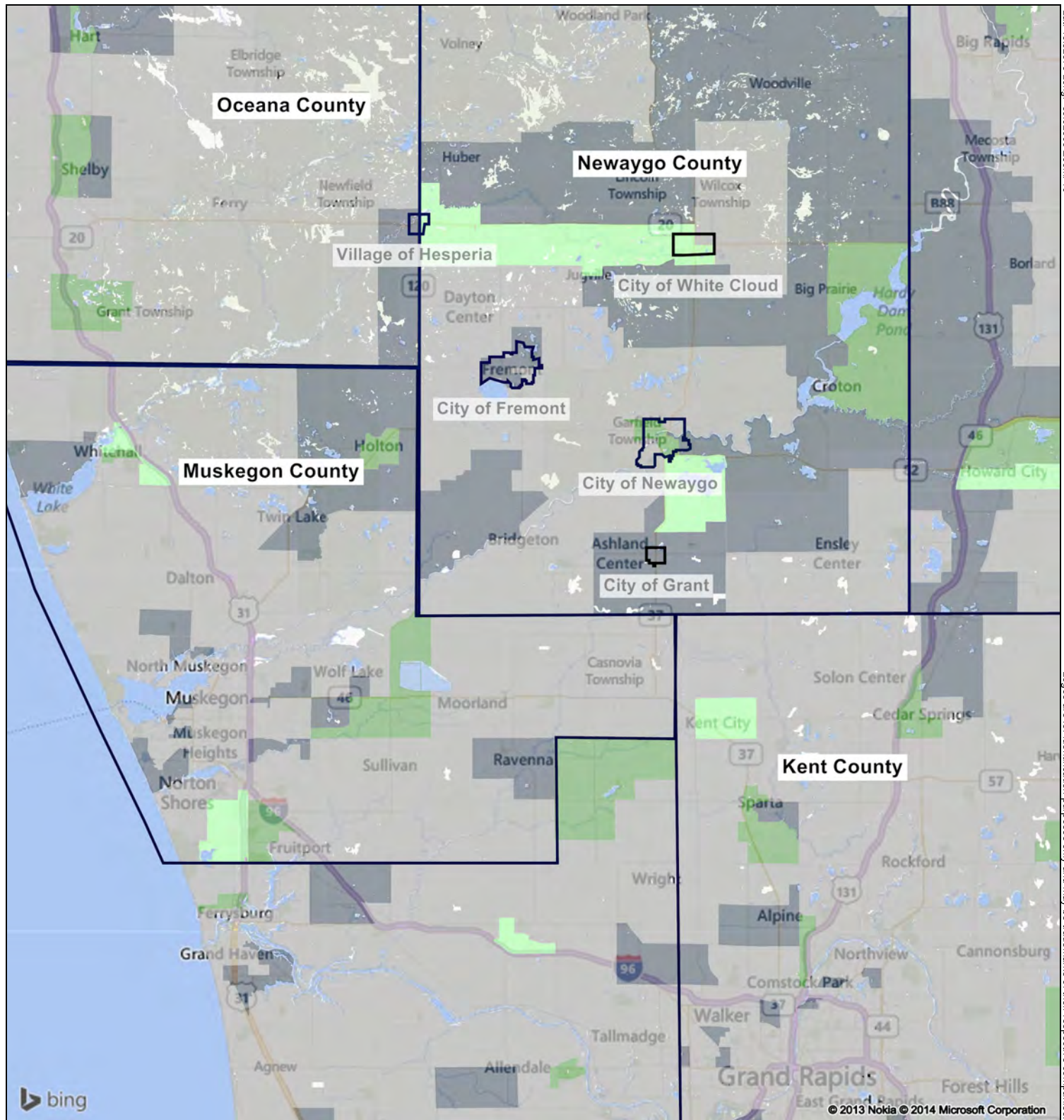
Key Traits

- Exurban renters
- Transient
- Simple lifestyles
- Home-focused activities
- Television entertainment
- Gaming
- Ad-conscious
- Liberal views
- Meager means
- Strive for more

Rankings

Metropolitan City: Top 10 CBSA Markets	62/71
Internet: Changed the Way I Shop for Products/Services	52/71
GreenAware SM : Behavioral Greens	66/71
Exercise: Regularly	70/71
Income: Estimated Household	70/71
Age: Head of Household	32/71
Children: Presence	29/71





Lat: 43.328731 Long: -86.92865 Zoom: 10
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Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan

Exhibit BB.2

Group Q: Golden Year Guardians

Type Q64: Town Elders

Stable, minimalist seniors living in older residences and leading sedentary lifestyles

Exhibit BB.3

Overview

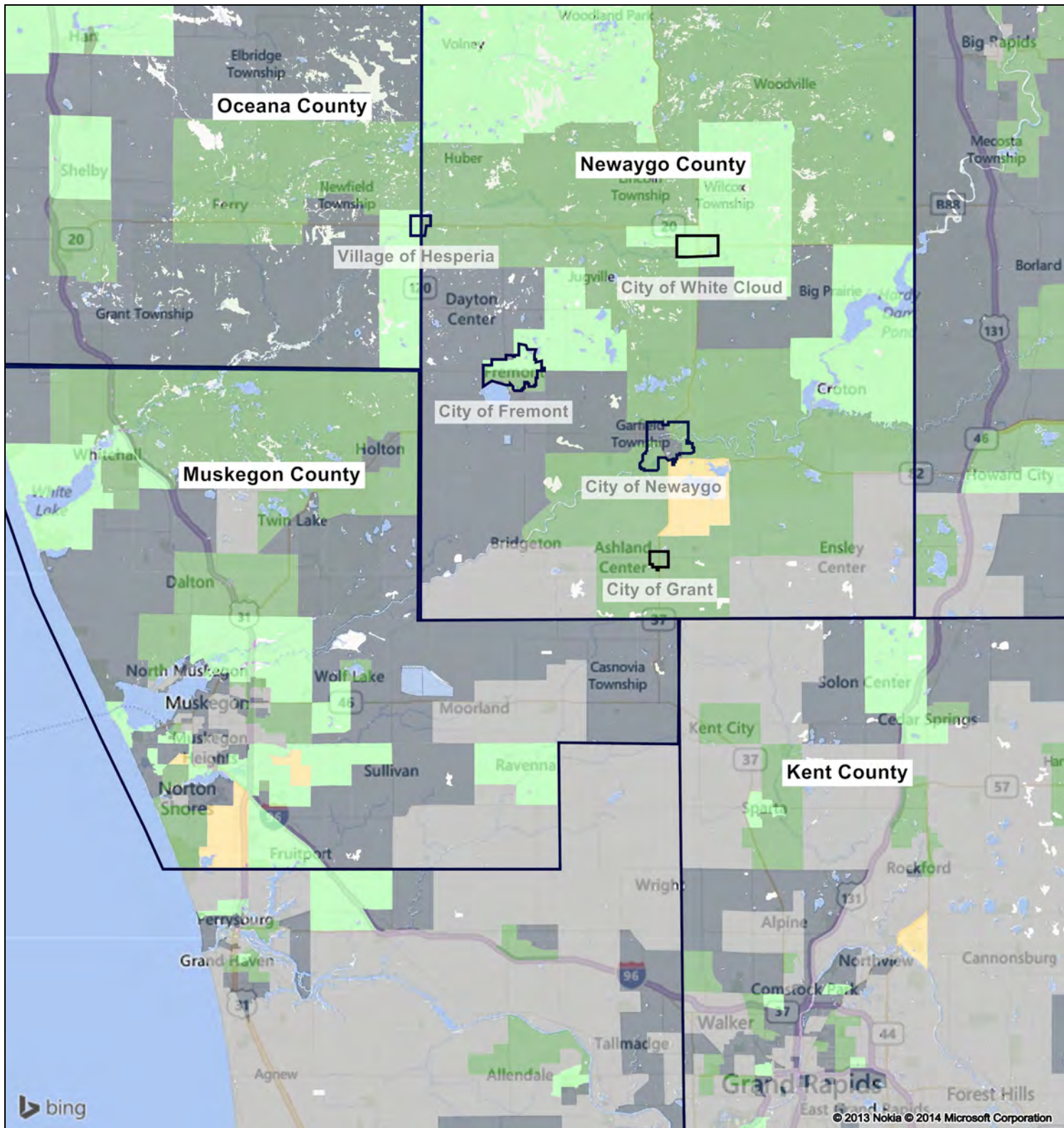
Key Traits

- Seniors
- Home-centered
- Stable
- Comfort over style
- Traditionalists
- Patriotic
- Cautious money managers
- Family pride
- Community roots
- Spiritual

Rankings

Metropolitan City: Top 10 CBSA Markets	50/71
Internet: Changed the Way I Shop for Products/Services	67/71
GreenAware SM : Behavioral Greens	6/71
Exercise: Regularly	66/71
Income: Estimated Household	64/71
Age: Head of Household	71/71
Children: Presence	71/71





Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan

Exhibit BB.4

Group J: Autumn Years

Type J34: Aging in Place

Middle-class seniors living solid, suburban lifestyles

Exhibit BB.5

Overview

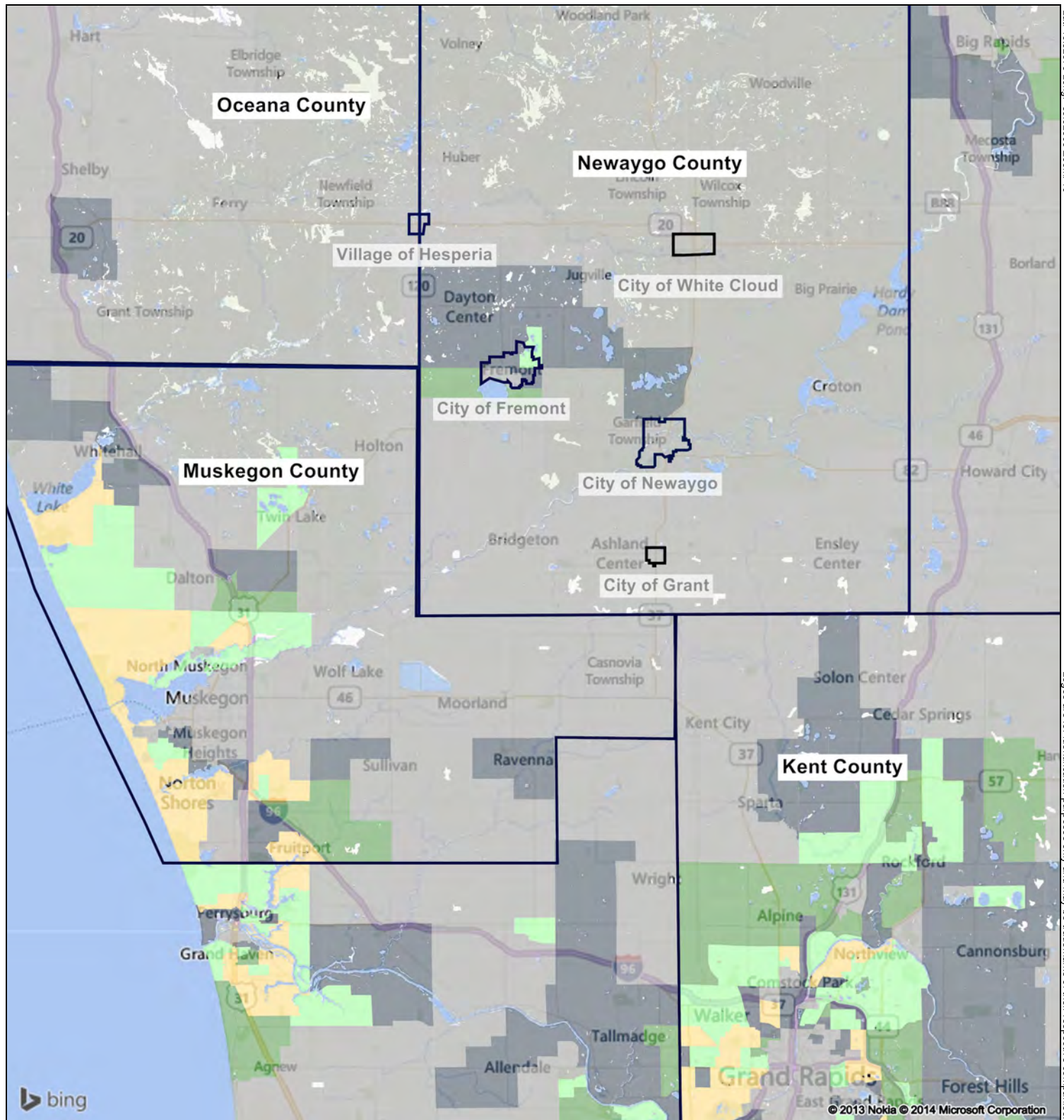
Key Traits

- Social conservatives
- Active retirees
- Stable neighborhoods
- Cruises
- Traditionalists
- Charitable donors
- Healthy living
- Mid-scale incomes
- Community service
- Substantial nest eggs

Rankings

Metropolitan City: Top 10 CBSA Markets	48/71
Internet: Changed the Way I Shop for Products/Services	58/71
GreenAware SM : Behavioral Greens	2/71
Exercise: Regularly	42/71
Income: Estimated Household	34/71
Age: Head of Household	67/71
Children: Presence	66/71





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Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan

Exhibit BB.6

Group M: Families in Motion

Type M45: Diapers and Debit Cards

Young, working-class families and single parent households living in small established, city residences

Exhibit BB.7

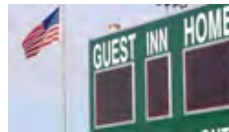
Overview

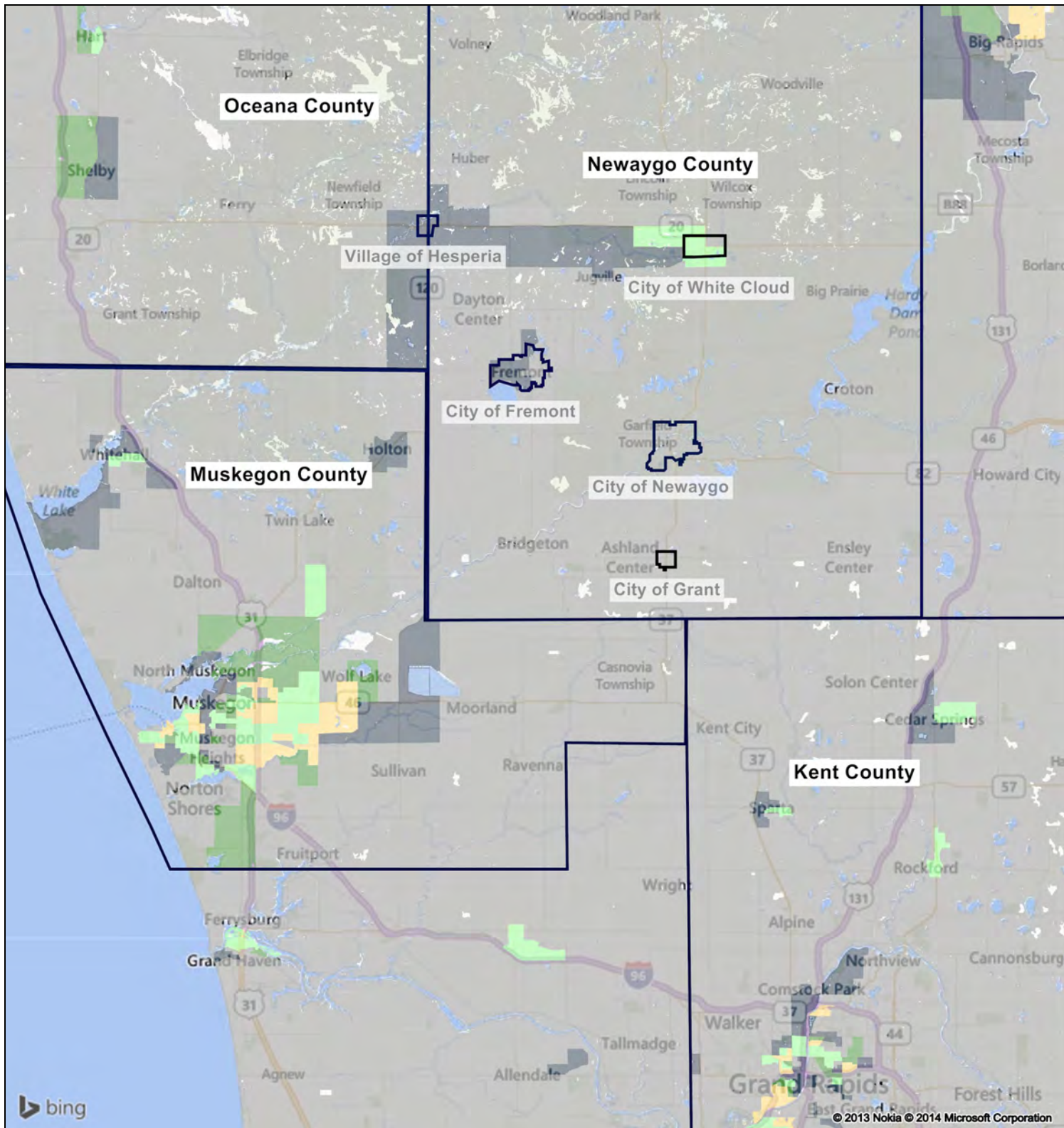
Key Traits

- Early childrearing years
- Team sports
- Utilitarian Internet use
- Hectic lifestyles
- Fixer-upper communities
- Enjoy bargain hunting
- Home-based family activities
- Convenience food
- Political centrists
- Shallow pockets

Rankings

Metropolitan City: Top 10 CBSA Markets	59/71
Internet: Changed the Way I Shop for Products/Services	46/71
GreenAware SM : Behavioral Greens	54/71
Exercise: Regularly	59/71
Income: Estimated Household	45/71
Age: Head of Household	6/71
Children: Presence	10/71





M45 Diapers and Debit Cards

By Block Groups



**Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan**

Exhibit BB.8

Group O: Singles and Starters

Type O51: Digital Dependents

Mix of Generation Y and X singles who live digital-driven, urban lifestyles

Exhibit BB.9

Overview

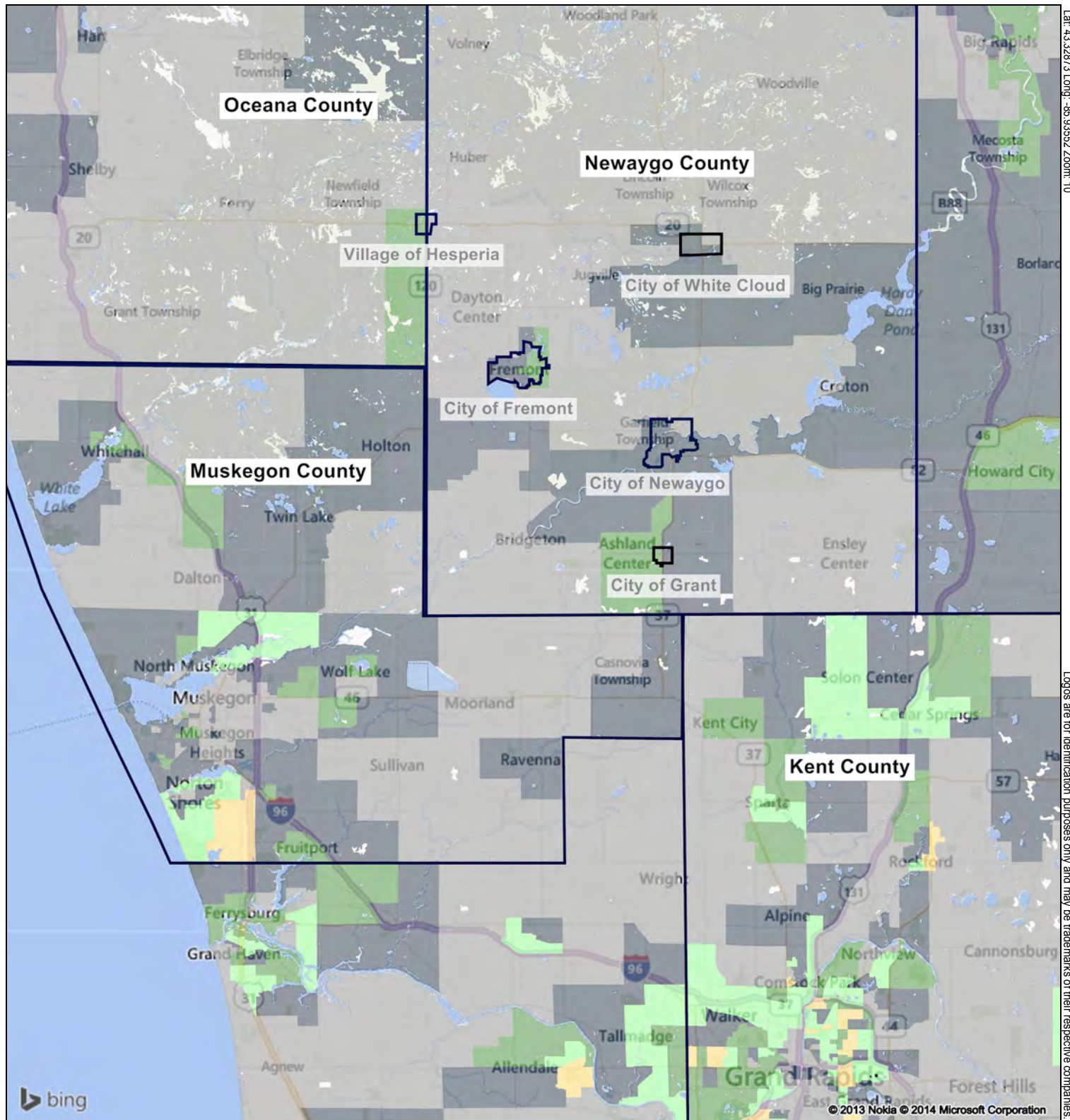
Key Traits

- Eco-minded
- Outdoor activities
- Gamers and bloggers
- Digital trendsetters
- Risk takers
- Ubiquitous internet use
- Generation X and Y
- Active social lives
- Appearances are important
- Artistic

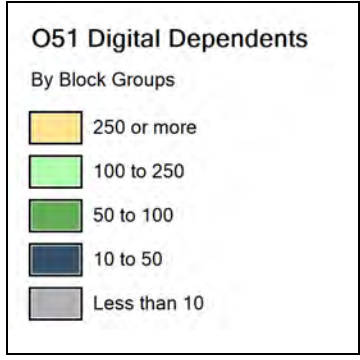
Rankings

Metropolitan City: Top 10 CBSA Markets	54/71
Internet: Changed the Way I Shop for Products/Services	28/71
GreenAware SM : Behavioral Greens	55/71
Exercise: Regularly	16/71
Income: Estimated Household	51/71
Age: Head of Household	1/71
Children: Presence	37/71





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Distribution of Selected Lifestyle Cluster Newaygo County and Surrounding Areas Southwest Michigan

Exhibit BB.10

Group B: Flourishing Families

Type B09: Family Fun-tastic

Upscale, middle-aged families with older children pursuing busy kid-centered lives in satellite cities

Exhibit BB.11

Overview

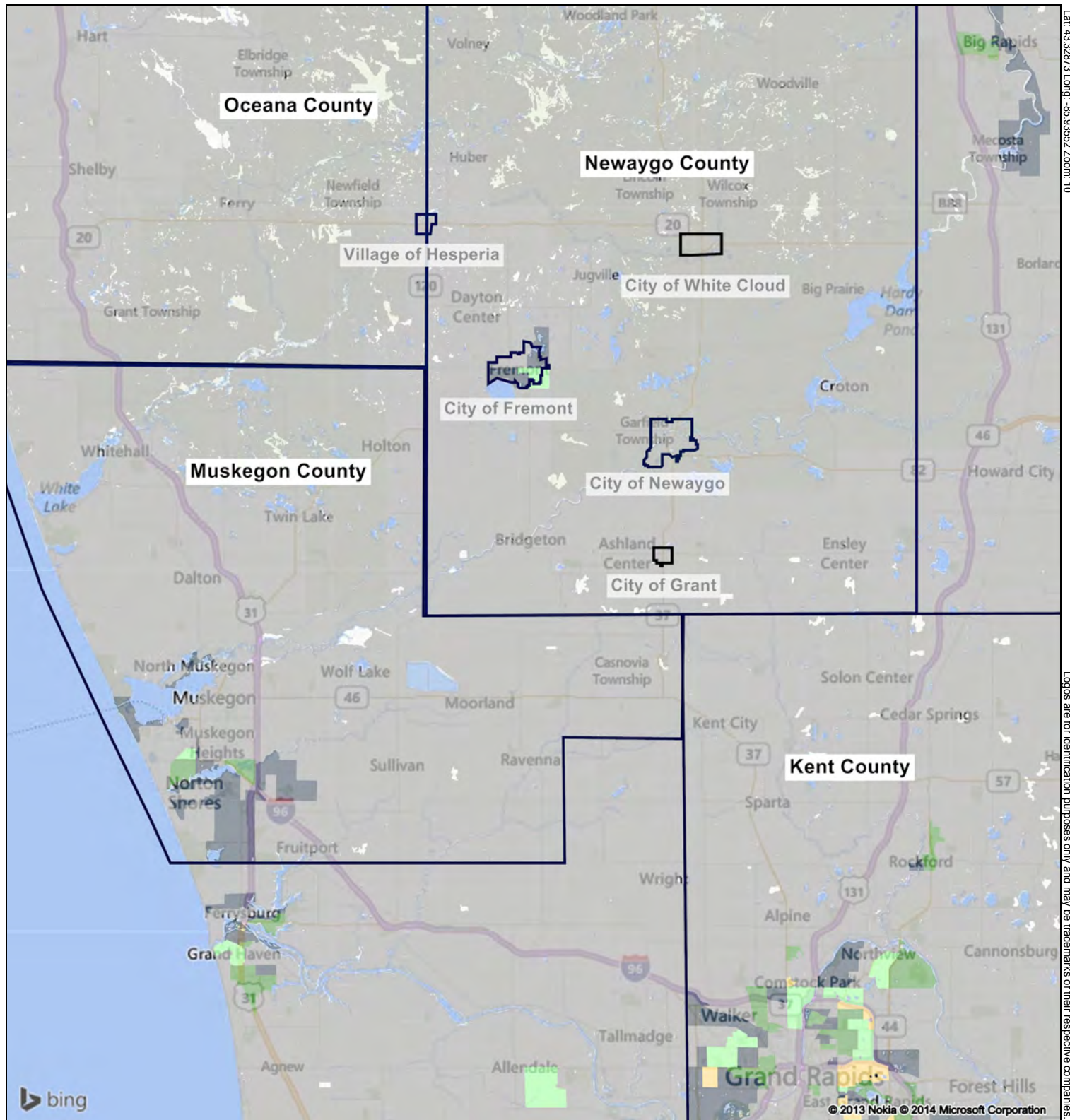
Key Traits

- Established couples
- Family-centric
- Faith-based views
- Sports enthusiasts
- Older children
- Political moderates
- Bargain hunters
- Music lovers
- Online shoppers
- Pro-green attitudes

Rankings

Metropolitan City: Top 10 CBSA Markets	41/71
Internet: Changed the Way I Shop for Products/Services	11/71
GreenAware SM : Behavioral Greens	18/71
Exercise: Regularly	28/71
Income: Estimated Household	9/71
Age: Head of Household	33/71
Children: Presence	19/71





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Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan

Exhibit BB.12

Group O: Singles and Starters

Type O53: Colleges and Cafes

Young singles and recent college graduates living in college communities

Exhibit BB.13

Overview

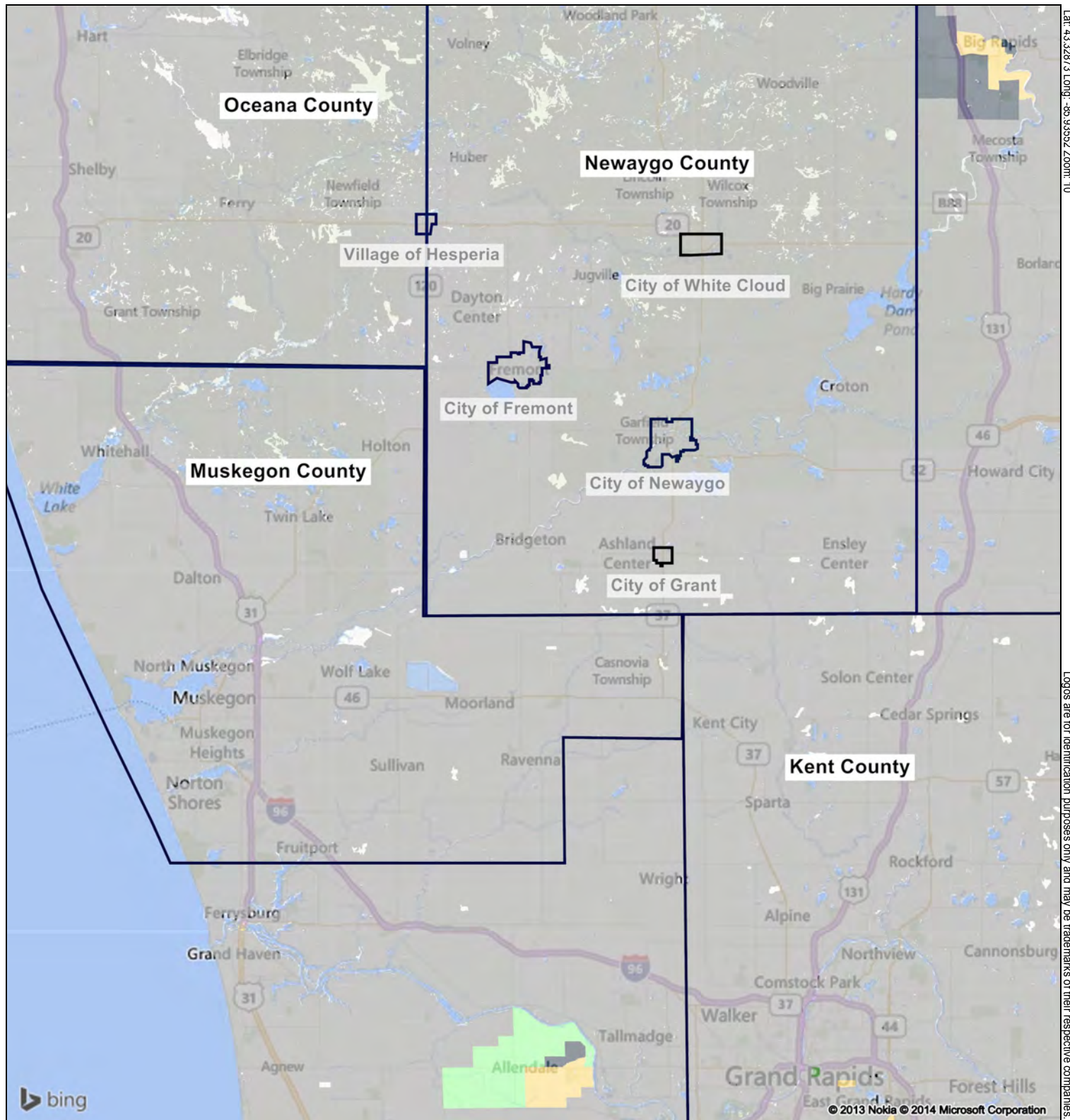
Key Traits

- University towns
- Bargain shoppers
- Modest digital use
- Internet for communication
- Charitable donors
- Well-educated
- Risk takers
- Nonconformists
- Convenience foods
- Disengaged politically

Rankings

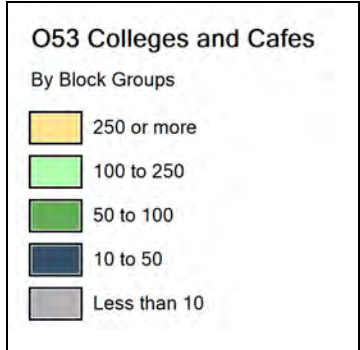
Metropolitan City: Top 10 CBSA Markets	37/71
Internet: Changed the Way I Shop for Products/Services	4/71
GreenAware SM : Behavioral Greens	34/71
Exercise: Regularly	69/71
Income: Estimated Household	53/71
Age: Head of Household	10/71
Children: Presence	47/71





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Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan

Exhibit BB.14

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Group K: Significant Singles

Type K40: Bohemian Groove

Older divorced and widowed individuals enjoying settled urban lives

Exhibit BB.15

Overview

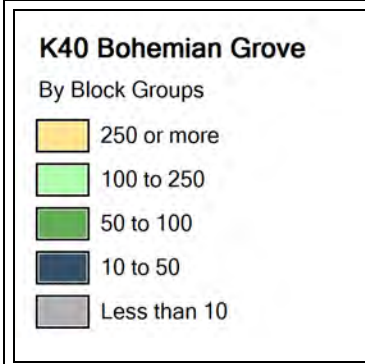
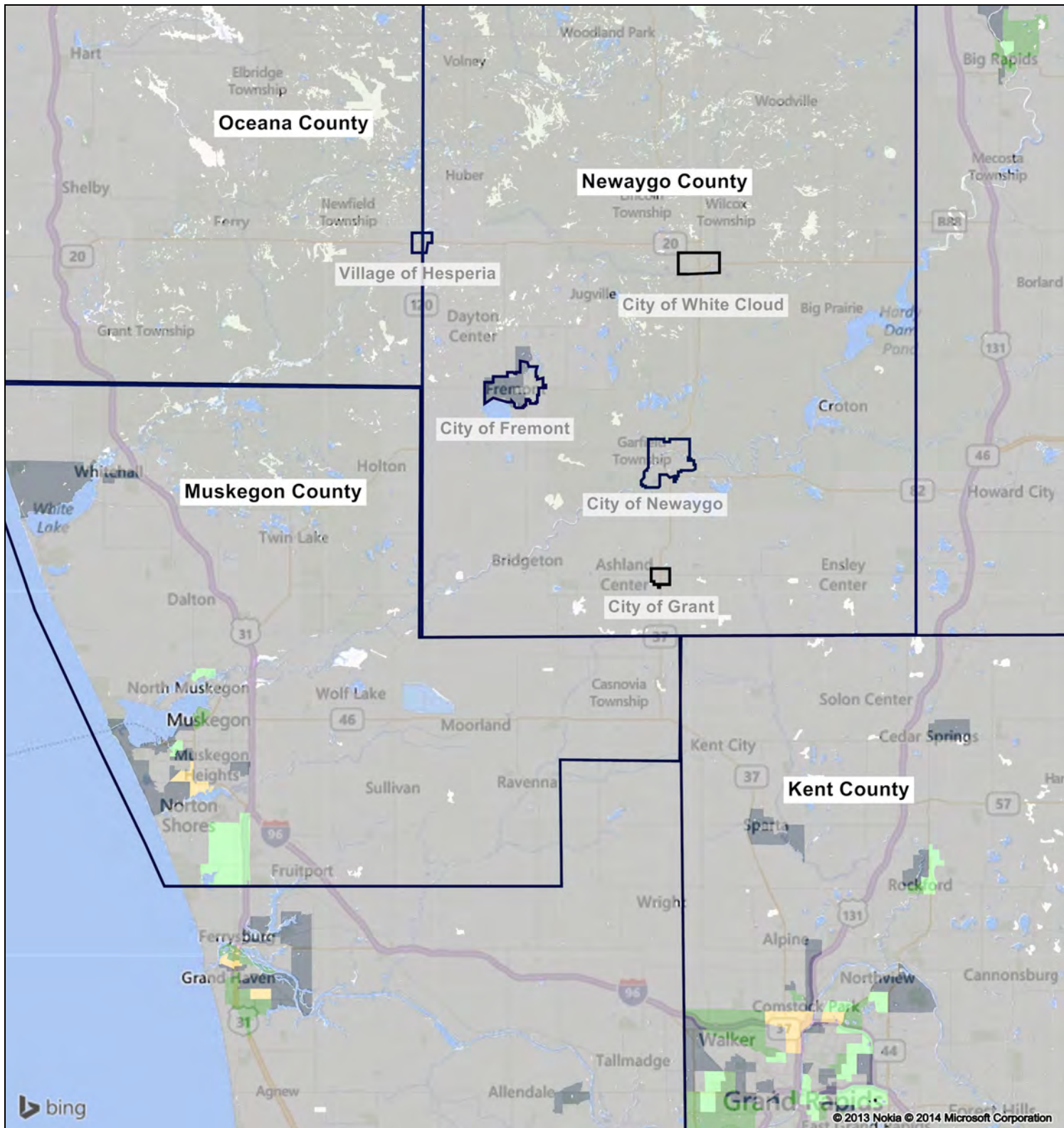
Key Traits

- Older singles
- Eclectic interests
- Value-conscious shoppers
- Modest finances
- Apartment-dwellers
- Proud individualists
- Influencers
- Nutritionists
- Music aficionados
- Unconventional

Rankings

Metropolitan City: Top 10 CBSA Markets	39/71
Internet: Changed the Way I Shop for Products/Services	56/71
GreenAware SM : Behavioral Greens	42/71
Exercise: Regularly	62/71
Income: Estimated Household	40/71
Age: Head of Household	46/71
Children: Presence	52/71





Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan

Exhibit BB.16

Group Q: Golden Year Guardians

Type Q65: Senior Discounts

Downscale, settled retirees in metro apartment communities

Exhibit BB.17

Overview

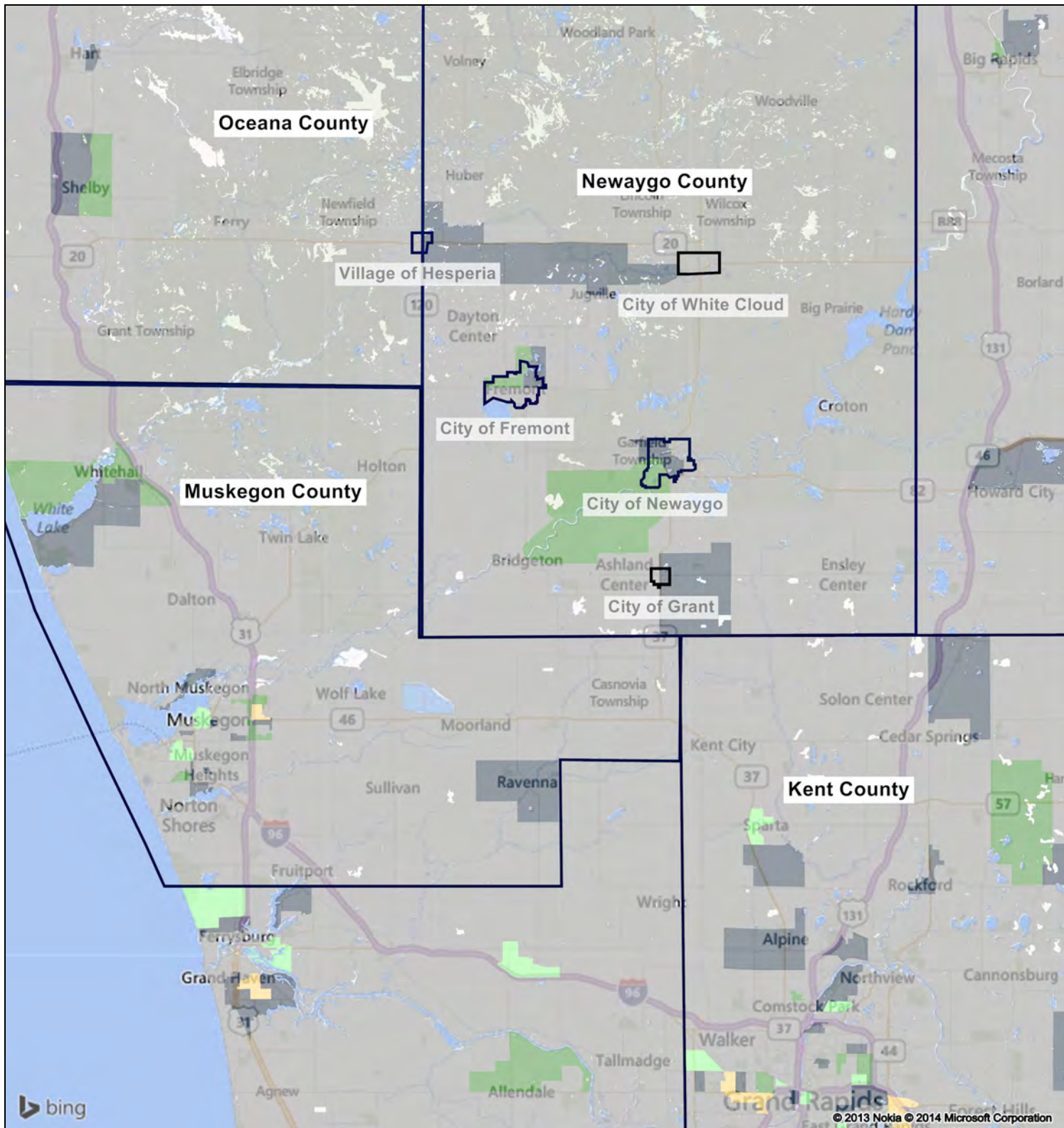
Key Traits

- Seniors
- City-dwellers
- Renters
- Active leisure lives
- Discount shoppers
- Solid media market
- Advertising skeptics
- Health-conscious
- Budget-minded
- Optimistic

Rankings

Metropolitan City: Top 10 CBSA Markets	24/71
Internet: Changed the Way I Shop for Products/Services	66/71
GreenAware SM : Behavioral Greens	12/71
Exercise: Regularly	68/71
Income: Estimated Household	65/71
Age: Head of Household	69/71
Children: Presence	68/71





Q65 Senior Discounts

By Block Groups

- 250 or more
- 100 to 250
- 50 to 100
- 10 to 50
- Less than 10

Distribution of Selected Lifestyle Cluster
Newaygo County and Surrounding Areas
Southwest Michigan

Exhibit BB.18

Group R: Aspirational Fusion

Type R66: Dare to Dream

Young singles, couples and single parents with lower incomes starting out in city apartments

Exhibit BB.19

Overview

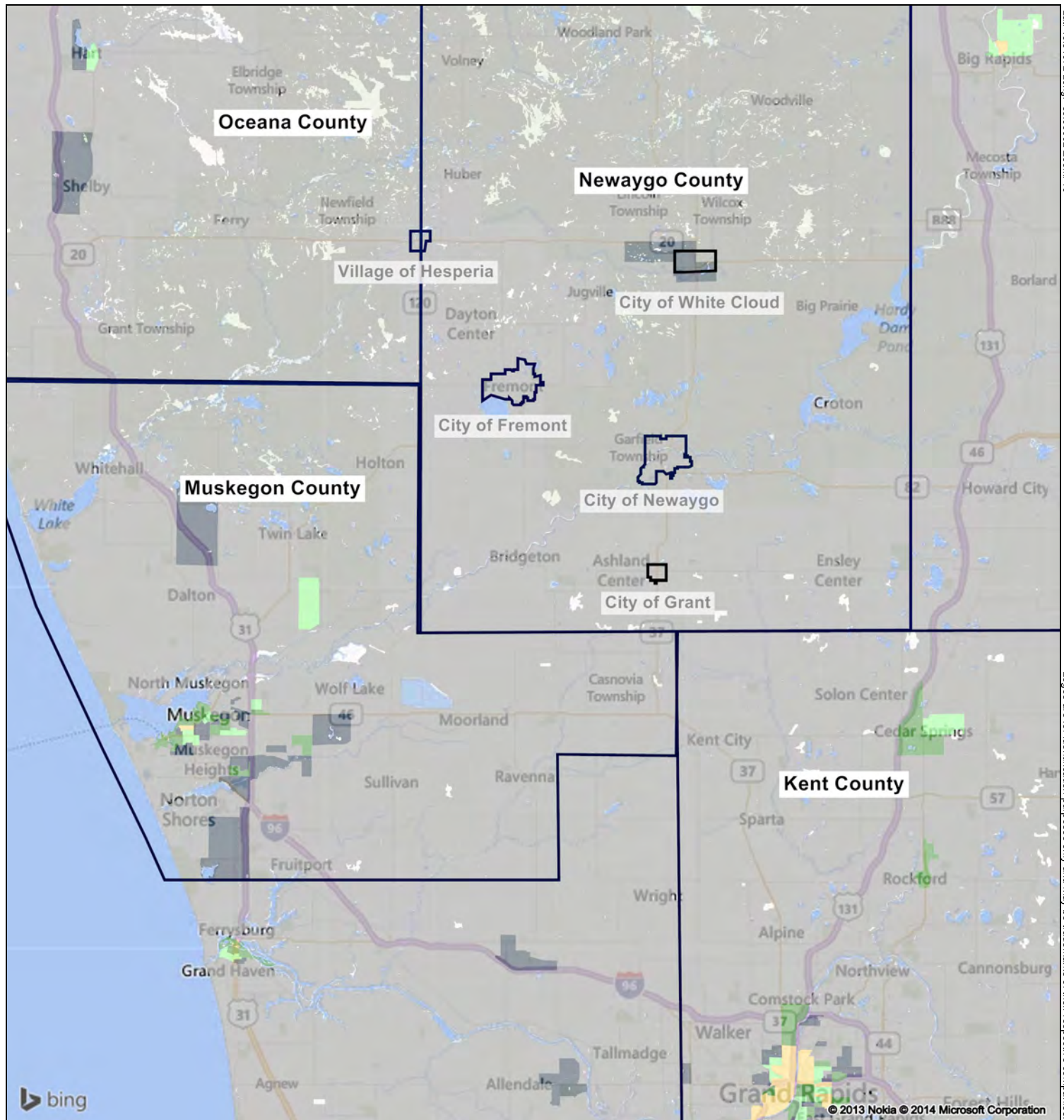
Key Traits

- Younger
- Single families
- Mobile singles
- Active lifestyles
- Team sports
- Electronics
- Crowded households
- Online gaming
- Optimistic
- Internet-savvy

Rankings

Metropolitan City: Top 10 CBSA Markets	40/71
Internet: Changed the Way I Shop for Products/Services	69/71
GreenAware SM : Behavioral Greens	67/71
Exercise: Regularly	67/71
Income: Estimated Household	66/71
Age: Head of Household	13/71
Children: Presence	20/71





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Distribution of Selected Lifestyle Cluster
 Newaygo County and Surrounding Areas
 Southwest Michigan

Exhibit BB.20

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