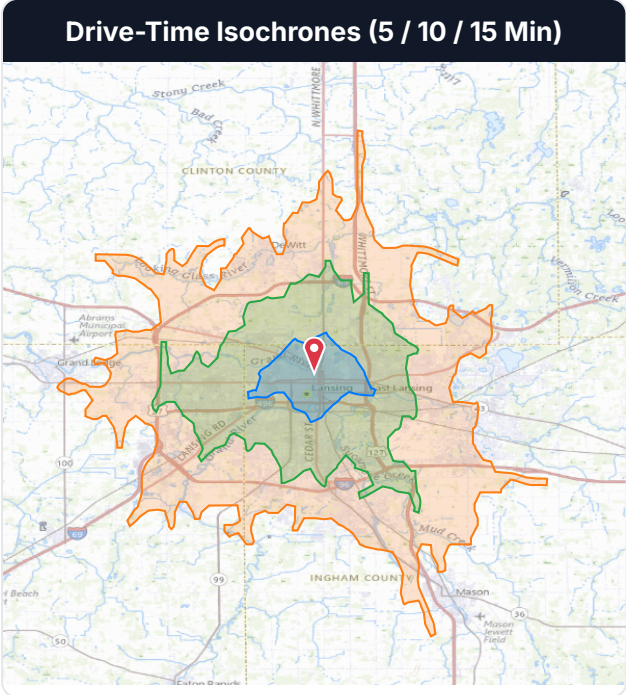
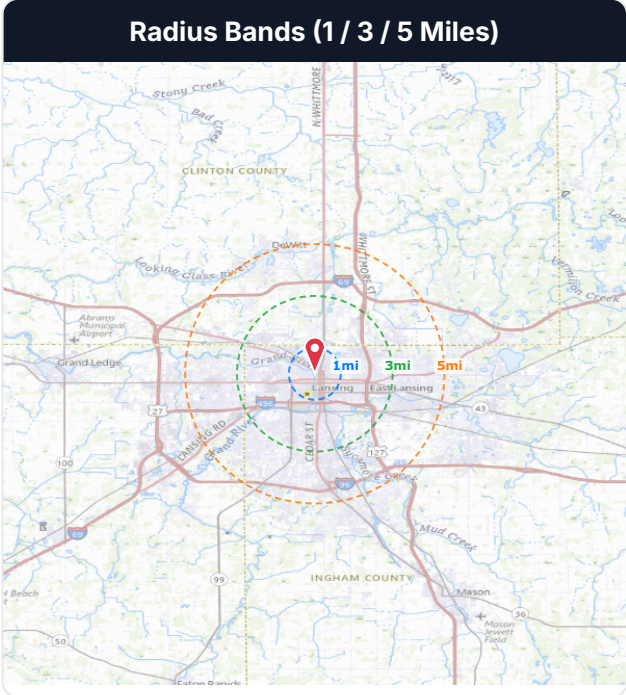


Market Intelligence 3.0: 1234 Turner St, Lansing, MI

Generated: 2026-05-10 | Focus: RESTAURANT Analysis

Trade Area Visualizations



1. Target Audience Analysis

Focuses on the core demographics, diversity, and psychographic proxies within the trade area radiuses.

METRIC	RADIUS BANDS			DRIVE TIME ISOCHRONES		
	1 MILE	3 MILES	5 MILES	5 MIN	10 MIN	15 MIN
Total Population (Est)	16,808	65,625	130,095	19,248	70,009	149,276
Median Household Income	\$46,695 ▼	\$52,324 ▲	\$50,912	\$43,250	\$47,553	\$52,287
Diversity (% Non-White)	47.6% ▲	38.2%	38.5% ▼	44.4%	39.7%	37.4%
Senior Population (% 65+)	10.4% ▼	14.2% ▲	14.0%	9.9%	12.8%	14.1%
Single Parent Households	8.1%	6.8% ▼	6.4% ▲	9.3%	6.4%	6.6%
Transit Dependent	15.3%	10.9% ▼	11.0% ▲	14.7%	10.8%	10.5%
No Internet Access (Digital Divide)	14.5% (Census Tract Baseline)					
Foot Traffic Potential (Walk Score)	83/100 - Very Walkable					
Mobility Accessibility (Transit Score)	44/100 - Some Transit					

2. Market Size and Growth

Measures Addressable Market proxies and historical institutional development momentum.

METRIC	RADIUS BANDS			DRIVE TIME ISOCHRONES		
	1 MILE	3 MILES	5 MILES	5 MIN	10 MIN	15 MIN
Estimated Retail TAM	\$94M	\$412M	\$795M	\$100M	\$399M	\$937M
Median Home Value	\$102,238	\$123,568 ▼	\$135,126 ▲	\$89,818	\$113,418	\$140,652
Median Rent	\$1,049	\$938 ▼	\$899 ▲	\$951	\$926	\$915
Housing Cost Burden	35.7% ▼	30.7% ▲	32.8%	33.5%	33.2%	32.2%
Business Investment (PPP)	\$14.1M+ within 5 miles					
Institutional Capital (Federal Awards)	\$14.2M (Simulated) (Municipality Total)					

3. Competitive Analysis

Evaluates competitor density and market saturation.

METRIC	RADIUS BANDS			DRIVE TIME ISOCHRONES		
	1 MILE	3 MILES	5 MILES	5 MIN	10 MIN	15 MIN
Active POIs (Total Facilities)	303	1616	3442	N/A (Spatial Data)		
Dining & Hospitality Licenses	13	31	53	N/A (Spatial Data)		
Market Saturation Index	Market shows moderate density. Standard competitive environment.					
Local Traffic Capacity	Moderate Flow (15,000 AADT) (OSM Profile)					

Detected Local Facilities: 1216 and 1218 Turner Road, 1214 Turner Road, MEAT, ESQUIRE BAR, THE CREOLE

4. Industry Overview and Trends

Deterministic Analysis: **Market shows moderate density. Standard competitive environment.** With 31 dedicated dining & hospitality licenses within the primary trade area radius and an Economic Vitality Score of 42/100, strategic positioning must rely on rapid market capture strategies before competitor expansion fills the underserved gap.

5. External Environmental Factors (PESTLE)

Analyzes macro factors affecting the industry (Political, Economic, Social, Environmental).

METRIC	RADIUS BANDS			DRIVE TIME ISOCHRONES		
	1 MILE	3 MILES	5 MILES	5 MIN	10 MIN	15 MIN
Political: Influence Entities	N/A active power players within 3 miles					
Economic: ALICE Vulnerability	58% ▲	50%	50% ▼	56%	52%	50%
Social: SVI (Overall Vulnerability)	0.75 ▼	0.61 ▲	0.59	0.74	0.60	0.58
Environmental: EJ Index (MI Rank)	81 ▲	68	64 ▼	78	71	62
Environmental: Air Quality (PM2.5)	7.45	7.46 ▼	7.47 ▲	7.45	7.47	7.47
Environmental: PFAS Exceedances	29 recorded within 10 miles					

6. Public Health & Community Wellness

Leveraging local Federal Health Professional Shortage Area designations and CDC Social Vulnerability indexing.

METRIC	RADIUS BANDS			DRIVE TIME ISOCHRONES		
	1 MILE	3 MILES	5 MILES	5 MIN	10 MIN	15 MIN
Life Expectancy Percentile	0.2 ▲	0.2	0.1 ▼	0.2	0.2	0.1
Primary Care Access (HPSA)	Designated Shortage	Designated Shortage	Designated Shortage	Designated Shortage	Designated Shortage	Designated Shortage
Mental Health Access (HPSA)	Designated Shortage	Designated Shortage	Designated Shortage	Designated Shortage	Designated Shortage	Designated Shortage
Socioeconomic Vulnerability (SVI Theme 1)	0.79	0.60 ▼	0.59 ▲	0.74	0.62	0.57

RESTAURANT MARKET INTELLIGENCE

This restaurant market analysis covers **1234 Turner St, Lansing, MI** across 1-, 3-, and 5-mile radius bands and 5-, 10-, and 15-minute drive-time isochrones. The trade area records a median household income of **\$52,324** (3-mile radius), an Economic Vitality Score of **42/100**, and a Consumer Friction Index of **62/100**. Displacement pressure is **elevated** (71/100). Overall market posture: **Moderate**.

PROPRIETARY INDEXES

Consumer Friction Index

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INDUSTRY FOCUS

Saturation vs. Spending Power

↓ DENSITY
SATURATED / LOW SPEND

