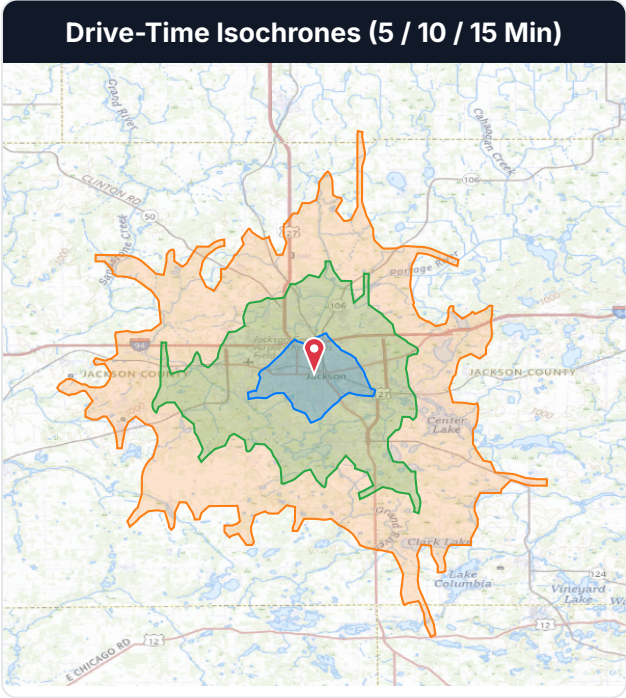
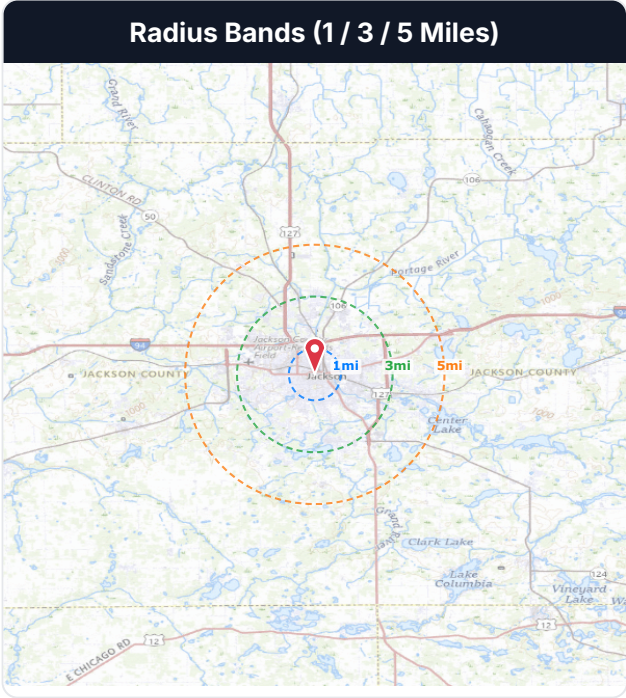


Market Intelligence 3.0: 222 W Michigan Ave, Jackson, MI

Generated: 2026-05-10 | Focus: RETAIL 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)	N/A	N/A	N/A	N/A	N/A	N/A
Median Household Income	N/A ▼	N/A ▲	N/A	N/A	N/A	N/A
Diversity (% Non-White)	N/A ▲	N/A	N/A ▼	N/A	N/A	N/A
Senior Population (% 65+)	N/A ▼	N/A ▲	N/A	N/A	N/A	N/A
Single Parent Households	N/A	N/A ▼	N/A ▲	N/A	N/A	N/A
Transit Dependent	N/A	N/A ▼	N/A ▲	N/A	N/A	N/A
No Internet Access (Digital Divide)	10.4% (Census Tract Baseline)					
Foot Traffic Potential (Walk Score)	86/100 - Very Walkable					
Mobility Accessibility (Transit Score)	N/A					

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	-	-	-	-	-	-
Median Home Value	N/A	N/A ▼	N/A ▲	N/A	N/A	N/A
Median Rent	N/A	N/A ▼	N/A ▲	N/A	N/A	N/A
Housing Cost Burden	N/A ▼	N/A ▲	N/A	N/A	N/A	N/A
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)	251	839	1183	N/A (Spatial Data)		
Retail Stores	81	260	364	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: 228 W Michigan , 228 West Michigan Avenue NE corner of W Michigan & Hayes Street, 212 - 222 West Michigan Avenue, , Blackman Park

4. Industry Overview and Trends

Deterministic Analysis: **Market shows moderate density. Standard competitive environment.** With 260 dedicated retail stores within the primary trade area radius and an Economic Vitality Score of NaN/100, strategic positioning must rely on niche differentiation and localized marketing to penetrate the saturated base.

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	N/A ▲	N/A	N/A ▼	N/A	N/A	N/A
Social: SVI (Overall Vulnerability)	N/A ▼	N/A ▲	N/A	N/A	N/A	N/A
Environmental: EJ Index (MI Rank)	N/A ▲	N/A	N/A ▼	N/A	N/A	N/A
Environmental: Air Quality (PM2.5)	N/A	N/A ▼	N/A ▲	N/A	N/A	N/A
Environmental: PFAS Exceedances	0 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	N/A ▲	N/A	N/A ▼	N/A	N/A	N/A
Primary Care Access (HPSA)	Adequate	Adequate	Adequate	Adequate	Adequate	Adequate
Mental Health Access (HPSA)	Adequate	Adequate	Adequate	Adequate	Adequate	Adequate
Socioeconomic Vulnerability (SVI Theme 1)	N/A	N/A ▼	N/A ▲	N/A	N/A	N/A

RETAIL MARKET INTELLIGENCE

This retail market analysis covers **222 W Michigan Ave, Jackson, 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 **\$NaN** (3-mile radius), an Economic Vitality Score of **NaN/100**, and a Consumer Friction Index of **NaN/100**. Displacement pressure is **moderate** (NaN/100). Overall market posture: **Moderate**.

PROPRIETARY INDEXES

Consumer Friction Index

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INDUSTRY FOCUS

Purchasing Pipeline

TOTAL POPULATION (5 MI)



CAR OWNERS (LIKELY PATRONS)



EST. ADDRESSABLE RETAIL TAM (3 MI)

