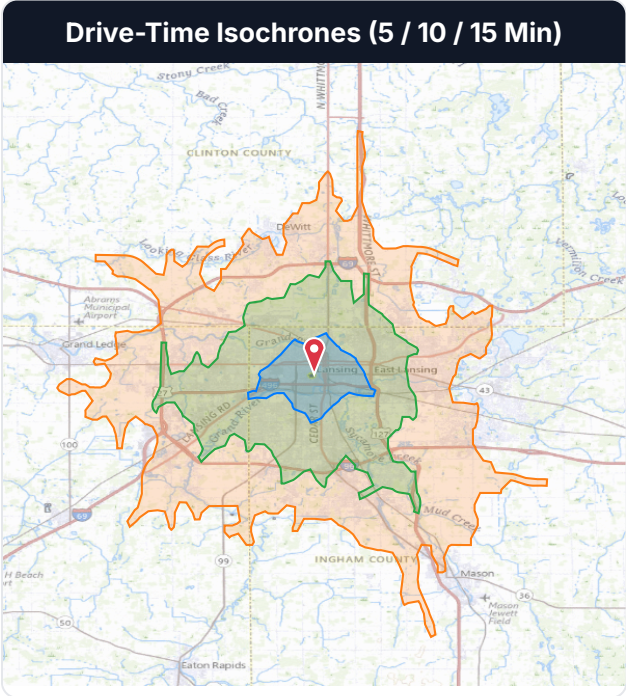
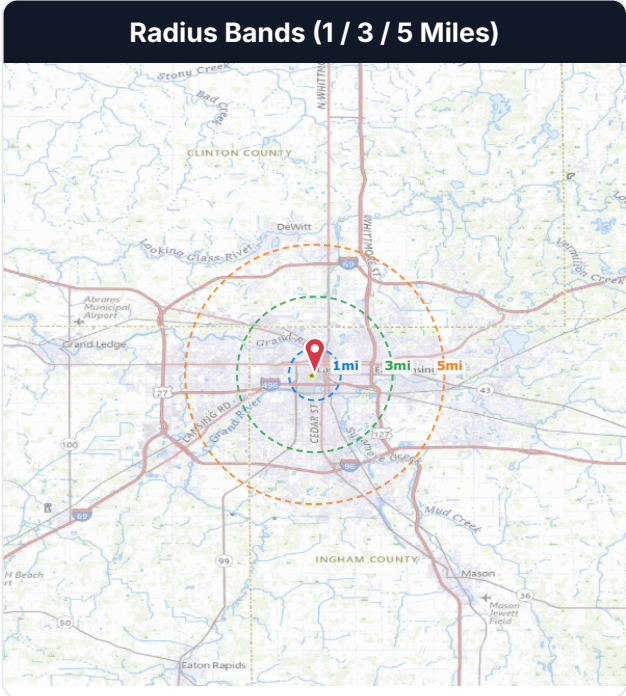


# Market Intelligence 3.0: 124 W Michigan Ave, Lansing, MI

Generated: 2026-05-09 | 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)	16,190	79,600	137,677	25,797	86,275	155,863
Median Household Income	\$40,249 ▼	\$50,762 ▲	\$50,487	\$43,923	\$48,906	\$53,487
Diversity (% Non-White)	44.3% ▲	40.1%	38.5% ▼	45.8%	41.4%	37.4%
Senior Population (% 65+)	8.3% ▼	13.2% ▲	14.1%	9.4%	13.6%	14.3%
Single Parent Households	10.9%	6.8% ▼	6.6% ▲	8.2%	6.7%	6.4%
Transit Dependent	15.7%	10.7% ▼	10.8% ▲	13.4%	10.8%	10.5%
No Internet Access (Digital Divide)	10.8% (Census Tract Baseline)					
Foot Traffic Potential (Walk Score)	85/100 - Very Walkable					
Mobility Accessibility (Transit Score)	56/100 - Good 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	\$78M	\$485M	\$834M	\$136M	\$506M	\$1000M
Median Home Value	\$97,133	\$123,307 ▼	\$135,876 ▲	\$92,443	\$117,105	\$145,388
Median Rent	\$940	\$967 ▼	\$904 ▲	\$964	\$915	\$943
Housing Cost Burden	36.8% ▼	32.6% ▲	33.0%	35.2%	32.0%	31.7%
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)	379	1759	3823	N/A (Spatial Data)		
Dining & Hospitality Licenses	14	28	58	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:** , Lansing City Hall, Romney Building, State of Michigan, Comerica Bank

## 4. Industry Overview and Trends

Deterministic Analysis: **Market shows moderate density. Standard competitive environment.** With 28 dedicated dining & hospitality licenses within the primary trade area radius and an Economic Vitality Score of 41/100, 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% ▲	51%	50% ▼	57%	51%	49%
Social: SVI (Overall Vulnerability)	0.79 ▼	0.61 ▲	0.60	0.76	0.62	0.57
Environmental: EJ Index (MI Rank)	78 ▲	71	64 ▼	79	70	62
Environmental: Air Quality (PM2.5)	7.47	7.47 ▼	7.47 ▲	7.47	7.48	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)	0.75	0.62 ▼	0.59 ▲	0.75	0.63	0.56

# RESTAURANT MARKET INTELLIGENCE

This restaurant market analysis covers **124 W Michigan Ave, 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 **\$50,762** (3-mile radius), an Economic Vitality Score of **41/100**, and a Consumer Friction Index of **54/100**. Displacement pressure is **elevated** (74/100). Overall market posture: **Moderate**.

## PROPRIETARY INDEXES

### Consumer Friction Index

```
</div>  
</div>
```

```
<div style="background: white; padding: 12pt 14pt; border-radius: 6pt; border: 1px solid #e5e7eb; margin-bottom: 6pt;">  
  <div style="display: flex; justify-content: space-between; align-items: baseline; margin-bottom: 6pt;">  
    <span style="font-family: 'Inter', sans-serif; font-size: 8.5pt; font-weight: 600; color: #374151;">Displacement  
    <span style="font-family: 'Space Grotesk', 'Inter', sans-serif; font-size: 10pt; font-weight: 700; color: #b91c1c;">  
  </div>  
  <div style="background: #f3f4f6; border-radius: 3pt; height: 10pt; overflow: hidden; width: 100%; position: relative;">  
    <div style="background: #e5e7eb; height: 100%; width: 50%; position: absolute; opacity: 0.5;"></div>  
    <div style="background: #b91c1c; height: 100%; width: 74%; border-radius: 3pt; position: relative;"></div>  
  </div>  
</div>
```

```
<div style="background: white; padding: 12pt 14pt; border-radius: 6pt; border: 1px solid #e5e7eb; margin-bottom: 6pt;">  
  <div style="display: flex; justify-content: space-between; align-items: baseline; margin-bottom: 6pt;">  
    <span style="font-family: 'Inter', sans-serif; font-size: 8.5pt; font-weight: 600; color: #374151;">Economic  
    <span style="font-family: 'Space Grotesk', 'Inter', sans-serif; font-size: 10pt; font-weight: 700; color: #b41010;">  
  </div>  
  <div style="background: #f3f4f6; border-radius: 3pt; height: 10pt; overflow: hidden; width: 100%; position: relative;">  
    <div style="background: #e5e7eb; height: 100%; width: 50%; position: absolute; opacity: 0.5;"></div>  
    <div style="background: #b45309; height: 100%; width: 41%; border-radius: 3pt; position: relative;"></div>  
  </div>  
</div>
```

## INDUSTRY FOCUS

### Saturation vs. Spending Power

---

↓ DENSITY  
SATURATED / LOW SPEND

