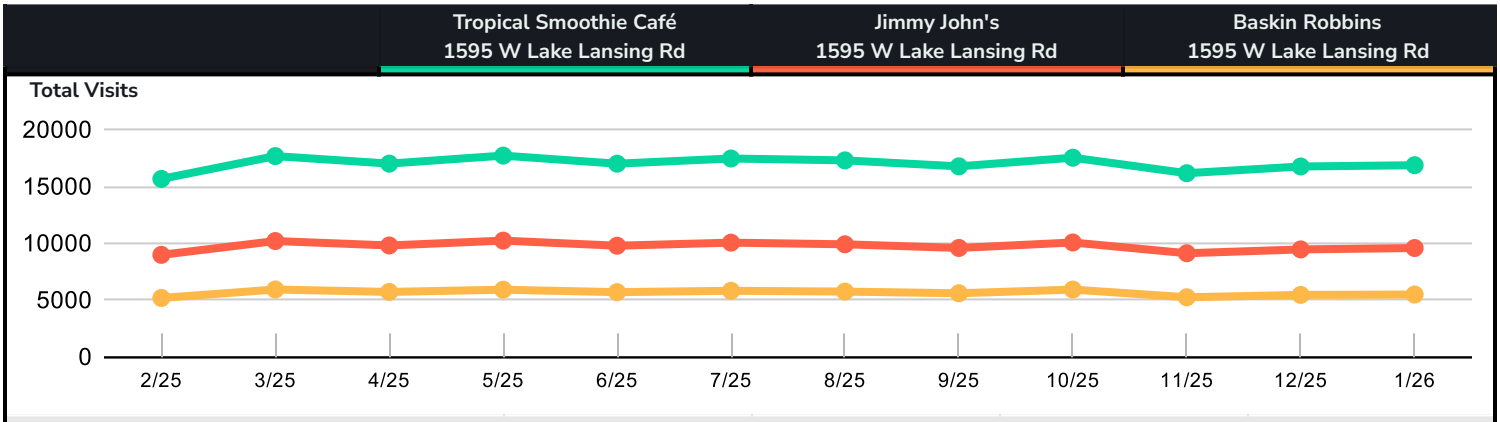
Mobile Data Report

2010 - 2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups
Mobile Data as of 1-2026



	Tropical Smoothie Café 1595 W Lake Lansing Rd	Jimmy John's 1595 W Lake Lansing Rd	Baskin Robbins 1595 W Lake Lansing Rd
3 Month Visits	*49,831*	*28,196*	*16,222*
6 Month Visits	*101,466*	*57,796*	*33,525*
9 Month Visits	*153,683*	*87,903*	*50,986*
1 Year Visits	*204,066*	*116,920*	*67,851*
Average Monthly Visits	*17,006*	*9,743*	*5,654*
Median Daily Visits	*553*	*316*	*186*
Same Month Retailers - Top retailers visited by each brand			
1	*McDonald's*	*Sam's Club Fuel Ce...*	*Speedway*
2	*Speedway*	*Taco Bell*	*Dick's Sporting Go...*
3	*Target*	*Starbucks*	*McDonald's*
4	*HomeGoods*	*7-Eleven*	*Arby's*
Ranking - Store locations rank by geography			
MSA	5 / 5	4 / 7	2 / 3
State	97 / 111	153 / 202	25 / 40
USA	1,054 / 1,298	1,544 / 2,459	552 / 1,841
Zip Codes - Top areas of visitor origin			
Home 1	48823 - 32%	48823 - 32%	48823 - 32%
2	48906 - 18%	48906 - 18%	48906 - 18%
3	48912 - 15%	48912 - 15%	48912 - 15%
Work 1	48823 - 31%	48823 - 31%	48823 - 31%
2	48906 - 15%	48906 - 15%	48906 - 15%
3	48912 - 13%	48912 - 13%	48912 - 13%
Demographics - 5 mi radius			
2025 Population	*159,784*	*159,830*	*159,784*
2030 Population	*159,147*	*159,189*	*159,147*
% Population Change 2025-2030	-0.4%	-0.4%	-0.4%
2025 Adult Population Age 18+	132,205	132,242	132,205
2025 Population Age 0-19	24.80%	24.79%	24.80%
2025 Population Age 20-35	34.07%	34.07%	34.07%
2025 Population Age 35-50	15.29%	15.30%	15.29%
2025 Population Age 50-65	12.67%	12.67%	12.67%
2025 Population Age 65+	13.17%	13.17%	13.17%
2025 Population Hispanic	14,085	14,091	14,085
2025 Population Male	88,147	88,169	88,147
2025 Population Female	71,638	71,661	71,638
2025 Households	65,807	65,826	65,807
2025 Median Household Income	$63,879	$63,880	$63,879
2025 Average Household Income	$83,792	$83,789	$83,792

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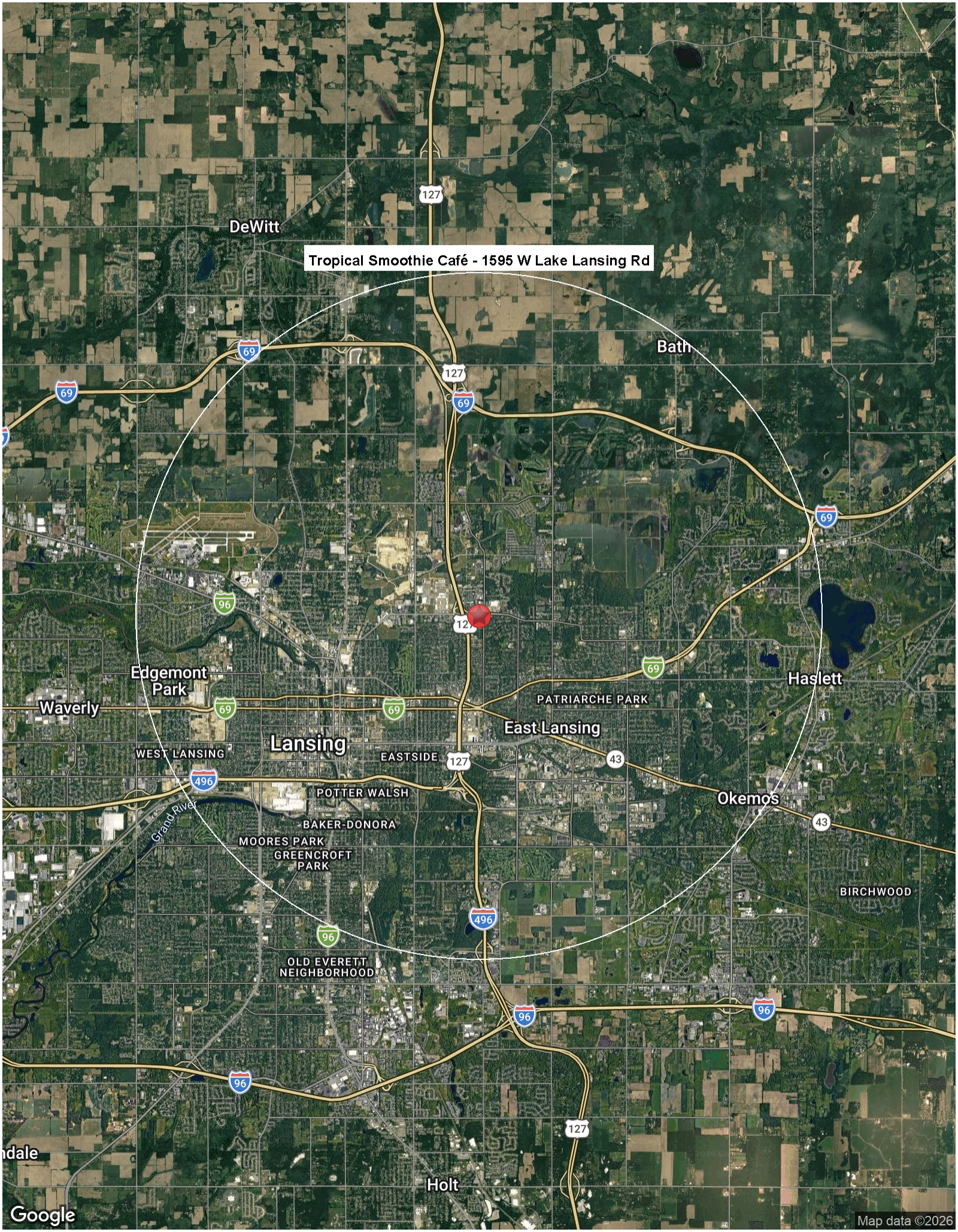
Tropical Smoothie Café - 1595 W Lake Lansing Rd
DeWitt
Bath
Edgemont Park
Waverly
Lansing
WEST LANSING
EASTSIDE
PATRIARCHE PARK
East Lansing
Haslett
Okemos
POTTER WALSH
BAKER-DONORA
MOORES PARK
GREENCROFT PARK
Grand River
BIRCHWOOD
OLD EVERETT NEIGHBORHOOD
Holt
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