

MultiCultural® | CY Population By Generation



Trade Area: 8044 Montgomery Rd - 1 mi.

| | Total | | White Alone | | Black or African American Alone | | Asian Alone | | Hispanic or Latino | |
|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2025 Estimate | 11,776 | 100.00 | 9,577 | 100.00 | 479 | 100.00 | 692 | 100.00 | 569 | 100.00 |
| Generation Alpha | 2,110 | 17.92 | 1,588 | 13.48 | 72 | 0.61 | 126 | 1.07 | 156 | 1.32 |
| Generation Z | 2,023 | 17.18 | 1,519 | 12.90 | 84 | 0.71 | 146 | 1.24 | 153 | 1.30 |
| Millennial Generation | 2,269 | 19.27 | 1,826 | 15.51 | 83 | 0.70 | 174 | 1.48 | 124 | 1.05 |
| Generation X | 2,179 | 18.50 | 1,784 | 15.15 | 79 | 0.67 | 163 | 1.38 | 85 | 0.72 |
| Baby Boomer Generation | 2,229 | 18.93 | 1,968 | 16.71 | 111 | 0.94 | 75 | 0.64 | 40 | 0.34 |
| The Silent Generation | 966 | 8.20 | 891 | 7.57 | 50 | 0.42 | 7 | 0.06 | 12 | 0.10 |

Benchmark: USA

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|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2030 Projection | 11,758 | 100.00 | 9,406 | 100.00 | 478 | 100.00 | 658 | 100.00 | 692 | 100.00 |
| Generation Alpha | 2,825 | 24.03 | 2,027 | 17.24 | 103 | 0.88 | 185 | 1.57 | 255 | 2.17 |
| Generation Z | 1,926 | 16.38 | 1,483 | 12.61 | 82 | 0.70 | 111 | 0.94 | 148 | 1.26 |
| Millennial Generation | 2,268 | 19.29 | 1,765 | 15.01 | 75 | 0.64 | 191 | 1.62 | 160 | 1.36 |
| Generation X | 2,076 | 17.66 | 1,758 | 14.95 | 76 | 0.65 | 109 | 0.93 | 68 | 0.58 |
| Baby Boomer Generation | 2,018 | 17.16 | 1,772 | 15.07 | 111 | 0.94 | 57 | 0.48 | 56 | 0.48 |
| The Silent Generation | 645 | 5.49 | 602 | 5.12 | 31 | 0.26 | 5 | 0.04 | 5 | 0.04 |

Benchmark: USA

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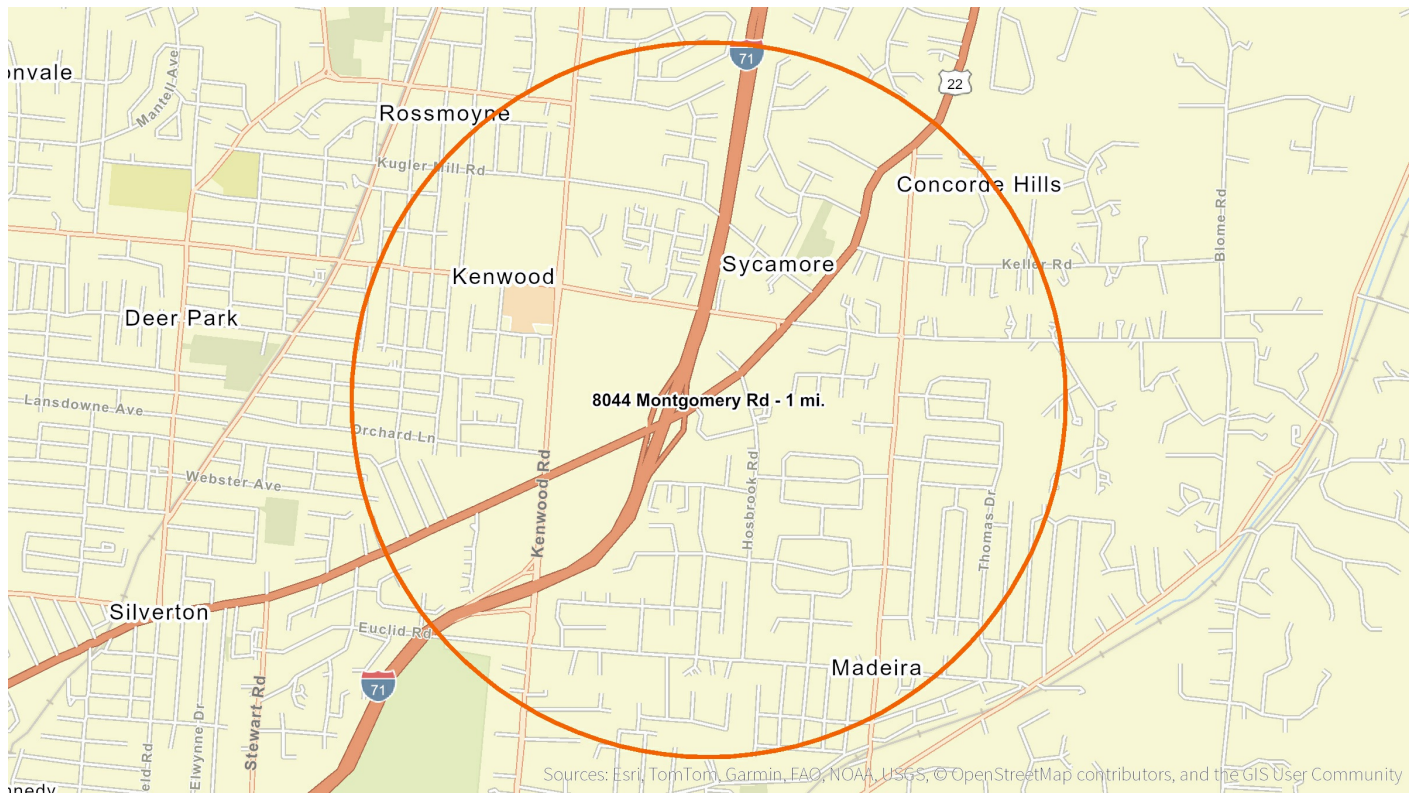
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| Description | Definition |
|-------------------------|---|
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Trade Area: 8044 Montgomery Rd - 1 mi.



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MultiCultural® | CY Population By Generation



Trade Area: 8044 Montgomery Rd - 3 mi.

| | Total | | White Alone | | Black or African American Alone | | Asian Alone | | Hispanic or Latino | |
|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2025 Estimate | 61,760 | 100.00 | 45,524 | 100.00 | 7,833 | 100.00 | 2,984 | 100.00 | 2,807 | 100.00 |
| Generation Alpha | 9,710 | 15.72 | 6,549 | 10.60 | 1,070 | 1.73 | 508 | 0.82 | 722 | 1.17 |
| Generation Z | 10,469 | 16.95 | 7,262 | 11.76 | 1,273 | 2.06 | 555 | 0.90 | 697 | 1.13 |
| Millennial Generation | 12,938 | 20.95 | 9,396 | 15.21 | 1,504 | 2.44 | 884 | 1.43 | 748 | 1.21 |
| Generation X | 11,806 | 19.12 | 8,861 | 14.35 | 1,547 | 2.50 | 616 | 1.00 | 407 | 0.66 |
| Baby Boomer Generation | 12,917 | 20.91 | 10,210 | 16.53 | 1,890 | 3.06 | 357 | 0.58 | 198 | 0.32 |
| The Silent Generation | 3,921 | 6.35 | 3,246 | 5.26 | 549 | 0.89 | 63 | 0.10 | 35 | 0.06 |

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|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2030 Projection | 62,326 | 100.00 | 45,639 | 100.00 | 7,457 | 100.00 | 2,879 | 100.00 | 3,462 | 100.00 |
| Generation Alpha | 13,332 | 21.39 | 8,729 | 14.01 | 1,429 | 2.29 | 679 | 1.09 | 1,219 | 1.96 |
| Generation Z | 10,421 | 16.72 | 7,446 | 11.95 | 1,111 | 1.78 | 544 | 0.87 | 747 | 1.20 |
| Millennial Generation | 12,966 | 20.80 | 9,208 | 14.77 | 1,498 | 2.40 | 871 | 1.40 | 913 | 1.47 |
| Generation X | 11,547 | 18.53 | 8,945 | 14.35 | 1,467 | 2.35 | 428 | 0.69 | 347 | 0.56 |
| Baby Boomer Generation | 11,704 | 18.78 | 9,285 | 14.90 | 1,685 | 2.70 | 331 | 0.53 | 213 | 0.34 |
| The Silent Generation | 2,356 | 3.78 | 2,027 | 3.25 | 267 | 0.43 | 26 | 0.04 | 22 | 0.04 |

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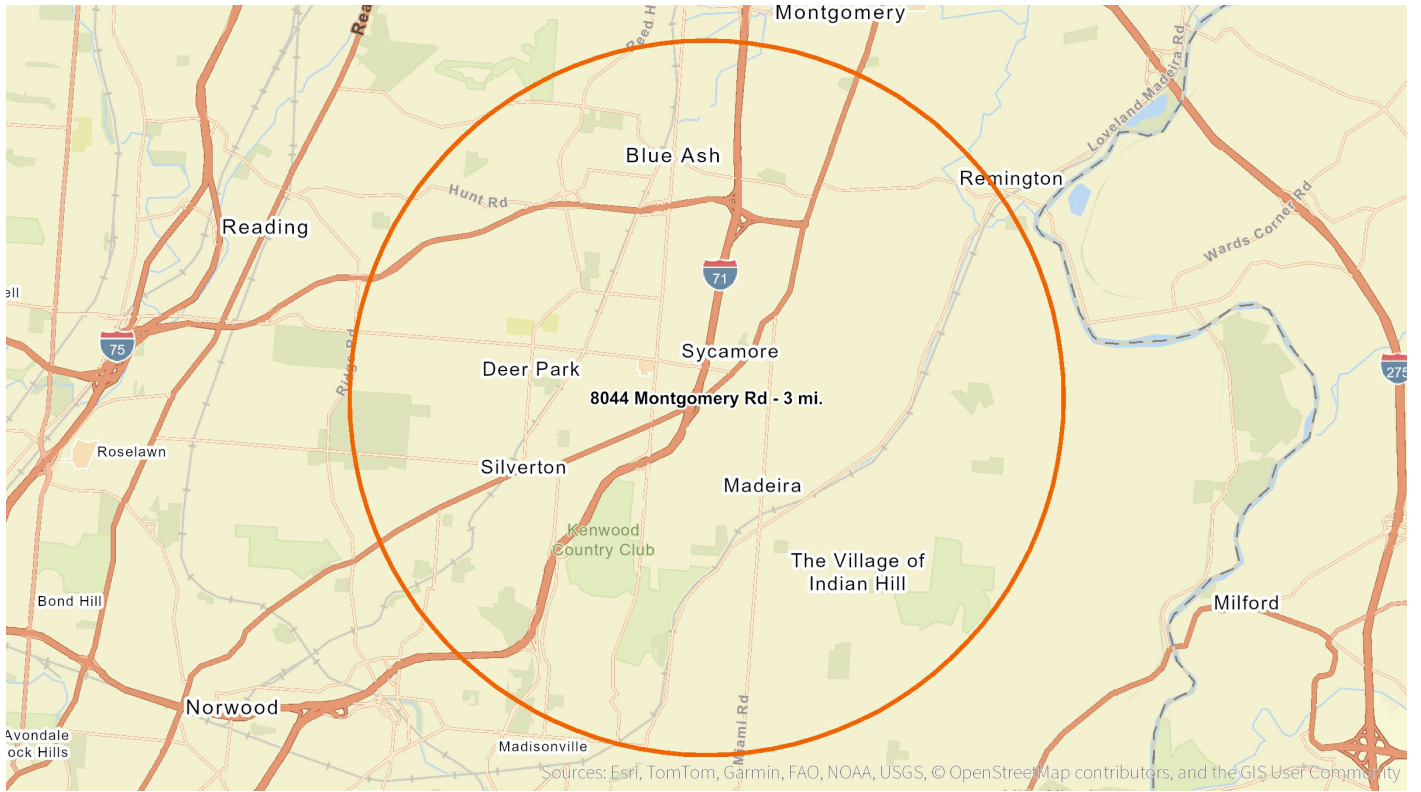
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Trade Area: 8044 Montgomery Rd - 3 mi.



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MultiCultural® | CY Population By Generation



Trade Area: 8044 Montgomery Rd - 5 mi.

| | Total | | White Alone | | Black or African American Alone | | Asian Alone | | Hispanic or Latino | |
|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2025 Estimate | 160,106 | 100.00 | 113,509 | 100.00 | 26,125 | 100.00 | 6,478 | 100.00 | 7,278 | 100.00 |
| Generation Alpha | 24,620 | 15.38 | 15,700 | 9.81 | 3,969 | 2.48 | 1,096 | 0.69 | 1,826 | 1.14 |
| Generation Z | 28,853 | 18.02 | 19,311 | 12.06 | 4,698 | 2.93 | 1,306 | 0.82 | 1,851 | 1.16 |
| Millennial Generation | 36,187 | 22.60 | 25,595 | 15.99 | 5,377 | 3.36 | 1,959 | 1.22 | 2,026 | 1.26 |
| Generation X | 29,506 | 18.43 | 21,239 | 13.27 | 5,025 | 3.14 | 1,270 | 0.79 | 991 | 0.62 |
| Baby Boomer Generation | 32,405 | 20.24 | 24,669 | 15.41 | 5,819 | 3.63 | 713 | 0.45 | 495 | 0.31 |
| The Silent Generation | 8,535 | 5.33 | 6,995 | 4.37 | 1,237 | 0.77 | 134 | 0.08 | 89 | 0.06 |

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|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2030 Projection | 161,982 | 100.00 | 114,039 | 100.00 | 25,317 | 100.00 | 6,285 | 100.00 | 8,961 | 100.00 |
| Generation Alpha | 33,795 | 20.86 | 20,975 | 12.95 | 5,353 | 3.31 | 1,452 | 0.90 | 3,062 | 1.89 |
| Generation Z | 30,051 | 18.55 | 20,893 | 12.90 | 4,235 | 2.62 | 1,391 | 0.86 | 2,032 | 1.25 |
| Millennial Generation | 34,973 | 21.59 | 24,074 | 14.86 | 5,347 | 3.30 | 1,820 | 1.12 | 2,379 | 1.47 |
| Generation X | 28,906 | 17.84 | 21,318 | 13.16 | 4,821 | 2.98 | 908 | 0.56 | 875 | 0.54 |
| Baby Boomer Generation | 29,215 | 18.04 | 22,497 | 13.89 | 4,961 | 3.06 | 654 | 0.40 | 541 | 0.33 |
| The Silent Generation | 5,042 | 3.11 | 4,281 | 2.64 | 599 | 0.37 | 60 | 0.04 | 72 | 0.04 |

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Report Details

Name: MultiCultural® Generation
Date / Time: 3/27/2025 12:34:02 PM
Workspace Vintage: 2025

Trade Area

| Name | Level | Geographies |
|----------------------------|-------|-------------|
| 8044 Montgomery Rd - 1 mi. | | N/A |
| 8044 Montgomery Rd - 3 mi. | | N/A |
| 8044 Montgomery Rd - 5 mi. | | N/A |

Benchmark

| Name | Level | Geographies |
|------|-----------|---------------|
| USA | Entire US | United States |

DataSource

| Product | Provider | Copyright |
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