

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 | % |
| 2026 Estimate | 11,900 | 100.00 | 9,693 | 100.00 | 483 | 100.00 | 678 | 100.00 | 560 | 100.00 |
| Generation Alpha | 2,314 | 19.45 | 1,738 | 14.61 | 84 | 0.71 | 135 | 1.13 | 178 | 1.50 |
| Generation Z | 2,024 | 17.01 | 1,535 | 12.90 | 81 | 0.68 | 139 | 1.17 | 140 | 1.18 |
| Millennial Generation | 2,295 | 19.29 | 1,844 | 15.50 | 86 | 0.72 | 178 | 1.50 | 117 | 0.98 |
| Generation X | 2,191 | 18.41 | 1,810 | 15.21 | 83 | 0.70 | 151 | 1.27 | 82 | 0.69 |
| Baby Boomer Generation | 2,210 | 18.57 | 1,965 | 16.51 | 104 | 0.87 | 68 | 0.57 | 36 | 0.30 |
| The Silent Generation | 865 | 7.27 | 801 | 6.73 | 46 | 0.39 | 6 | 0.05 | 8 | 0.07 |

Benchmark: USA

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|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2031 Projection | 11,905 | 100.00 | 9,583 | 100.00 | 483 | 100.00 | 637 | 100.00 | 650 | 100.00 |
| Generation Alpha | 3,024 | 25.40 | 2,183 | 18.34 | 118 | 0.99 | 190 | 1.60 | 260 | 2.18 |
| Generation Z | 1,948 | 16.36 | 1,522 | 12.78 | 75 | 0.63 | 116 | 0.97 | 130 | 1.09 |
| Millennial Generation | 2,304 | 19.35 | 1,801 | 15.13 | 81 | 0.68 | 183 | 1.54 | 156 | 1.31 |
| Generation X | 2,074 | 17.42 | 1,773 | 14.89 | 80 | 0.67 | 95 | 0.80 | 56 | 0.47 |
| Baby Boomer Generation | 2,029 | 17.04 | 1,813 | 15.23 | 105 | 0.88 | 48 | 0.40 | 44 | 0.37 |
| The Silent Generation | 527 | 4.43 | 490 | 4.12 | 22 | 0.18 | 5 | 0.04 | 2 | 0.02 |

Benchmark: USA

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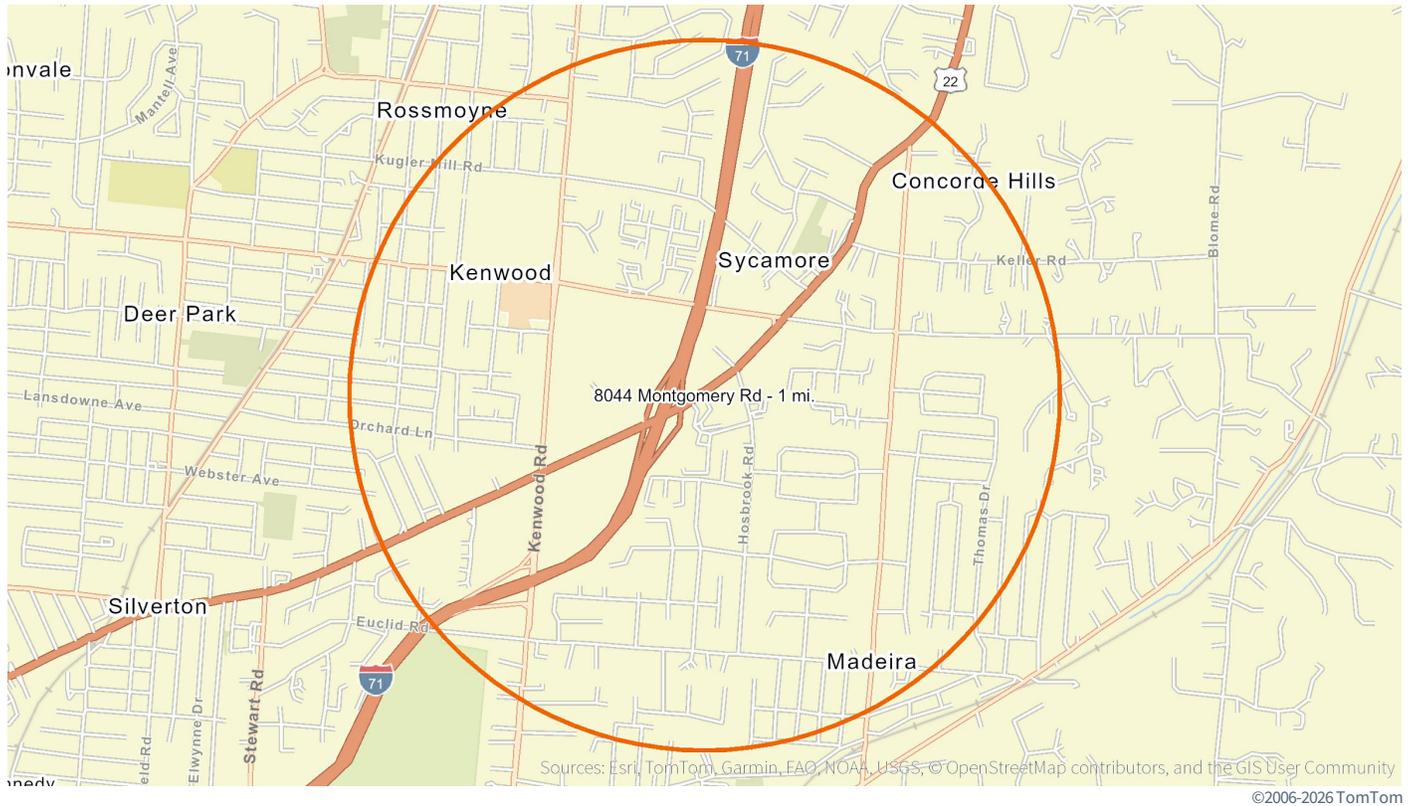
Trade Area: 8044 Montgomery Rd - 1 mi.

| Description | Definition |
|-------------------------|---|
| Generation | A generation is the population born within a specific period of time who share similar life experiences. |
| Generation Alpha | The sum of the population born between 2013 and today. This group is characterized by a strong background in digital technology. |
| Generation Z | The sum of the population born between 1997 and 2012. This group is characterized for their immersion in technology and communications from infancy. |
| Millennial Generation | The sum of the population born between 1981 and 1996, whose formative years came in the mid-90's and into the new millennium. This group is characterized by their optimism and pluralism. |
| Generation X | The sum of the population born between 1965 and 1980, whose formative years came in the mid-70's to the mid-80's. This group is characterized by high levels of education, individuality and a strong personal ethic. |
| Baby Boomer Generation | The sum of the population born between 1946 and 1964, whose formative years came in the mid-60's to the mid-70's. This group is characterized by their advocacy for equality, individual competition and a strong sense of personal achievement. |
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Trade Area: 8044 Montgomery Rd - 1 mi.



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 | % |
| 2026 Estimate | 62,354 | 100.00 | 46,143 | 100.00 | 7,758 | 100.00 | 2,933 | 100.00 | 2,798 | 100.00 |
| Generation Alpha | 10,688 | 17.14 | 7,217 | 11.57 | 1,170 | 1.88 | 533 | 0.85 | 802 | 1.29 |
| Generation Z | 10,571 | 16.95 | 7,430 | 11.92 | 1,241 | 1.99 | 552 | 0.89 | 669 | 1.07 |
| Millennial Generation | 13,052 | 20.93 | 9,513 | 15.26 | 1,521 | 2.44 | 867 | 1.39 | 723 | 1.16 |
| Generation X | 11,864 | 19.03 | 9,008 | 14.45 | 1,520 | 2.44 | 574 | 0.92 | 385 | 0.62 |
| Baby Boomer Generation | 12,704 | 20.37 | 10,087 | 16.18 | 1,830 | 2.94 | 353 | 0.57 | 190 | 0.30 |
| The Silent Generation | 3,474 | 5.57 | 2,888 | 4.63 | 477 | 0.77 | 53 | 0.09 | 30 | 0.05 |

Benchmark: USA

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MultiCultural® | FY Population By Generation



Trade Area: 8044 Montgomery Rd - 3 mi.

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|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2031 Projection | 62,833 | 100.00 | 46,385 | 100.00 | 7,341 | 100.00 | 2,778 | 100.00 | 3,305 | 100.00 |
| Generation Alpha | 14,262 | 22.70 | 9,442 | 15.03 | 1,501 | 2.39 | 699 | 1.11 | 1,221 | 1.94 |
| Generation Z | 10,560 | 16.81 | 7,669 | 12.21 | 1,086 | 1.73 | 530 | 0.84 | 716 | 1.14 |
| Millennial Generation | 13,084 | 20.82 | 9,375 | 14.92 | 1,514 | 2.41 | 840 | 1.34 | 848 | 1.35 |
| Generation X | 11,544 | 18.37 | 9,045 | 14.39 | 1,436 | 2.29 | 384 | 0.61 | 313 | 0.50 |
| Baby Boomer Generation | 11,450 | 18.22 | 9,202 | 14.64 | 1,585 | 2.52 | 301 | 0.48 | 193 | 0.31 |
| The Silent Generation | 1,933 | 3.08 | 1,651 | 2.63 | 219 | 0.35 | 25 | 0.04 | 15 | 0.02 |

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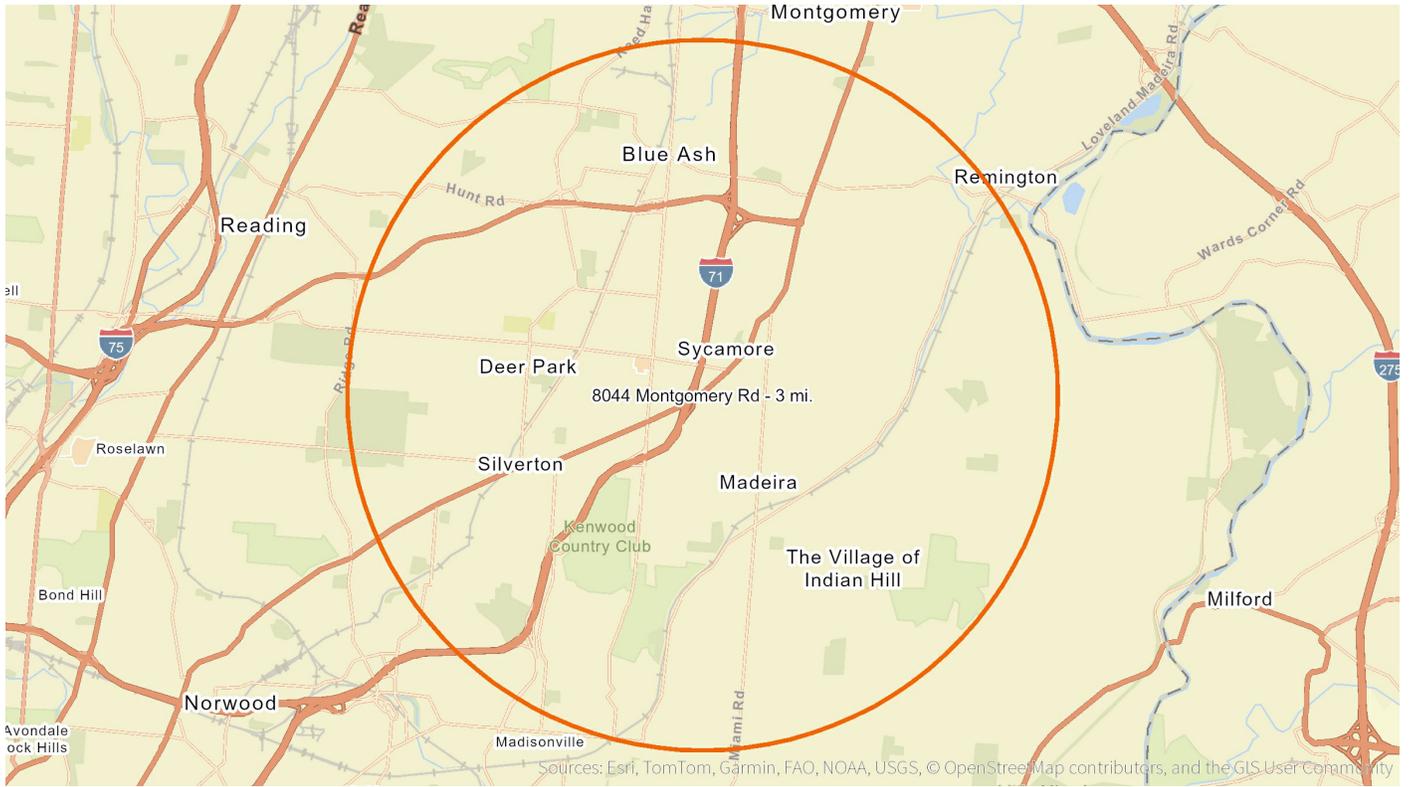
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Trade Area: 8044 Montgomery Rd - 3 mi.



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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 | % |
| 2026 Estimate | 161,624 | 100.00 | 114,869 | 100.00 | 26,130 | 100.00 | 6,370 | 100.00 | 7,255 | 100.00 |
| Generation Alpha | 27,002 | 16.71 | 17,245 | 10.67 | 4,355 | 2.69 | 1,142 | 0.71 | 1,995 | 1.23 |
| Generation Z | 29,424 | 18.20 | 19,941 | 12.34 | 4,650 | 2.88 | 1,305 | 0.81 | 1,813 | 1.12 |
| Millennial Generation | 36,094 | 22.33 | 25,526 | 15.79 | 5,409 | 3.35 | 1,916 | 1.19 | 1,953 | 1.21 |
| Generation X | 29,733 | 18.40 | 21,585 | 13.36 | 5,010 | 3.10 | 1,195 | 0.74 | 950 | 0.59 |
| Baby Boomer Generation | 31,797 | 19.67 | 24,336 | 15.06 | 5,640 | 3.49 | 697 | 0.43 | 464 | 0.29 |
| The Silent Generation | 7,573 | 4.69 | 6,237 | 3.86 | 1,067 | 0.66 | 114 | 0.07 | 80 | 0.05 |

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|------------------------|------------|--------|-------------|--------|---------------------------------|--------|-------------|--------|--------------------|--------|
| | Population | % | Population | % | Population | % | Population | % | Population | % |
| 2031 Projection | 163,162 | 100.00 | 115,531 | 100.00 | 25,279 | 100.00 | 6,063 | 100.00 | 8,565 | 100.00 |
| Generation Alpha | 36,146 | 22.15 | 22,594 | 13.85 | 5,699 | 3.49 | 1,490 | 0.91 | 3,102 | 1.90 |
| Generation Z | 30,446 | 18.66 | 21,472 | 13.16 | 4,197 | 2.57 | 1,354 | 0.83 | 1,933 | 1.19 |
| Millennial Generation | 34,976 | 21.44 | 24,195 | 14.83 | 5,407 | 3.31 | 1,734 | 1.06 | 2,170 | 1.33 |
| Generation X | 28,969 | 17.75 | 21,603 | 13.24 | 4,791 | 2.94 | 829 | 0.51 | 816 | 0.50 |
| Baby Boomer Generation | 28,475 | 17.45 | 22,134 | 13.57 | 4,708 | 2.89 | 604 | 0.37 | 487 | 0.30 |
| The Silent Generation | 4,150 | 2.54 | 3,534 | 2.17 | 476 | 0.29 | 52 | 0.03 | 58 | 0.04 |

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Report Details

Name: MultiCultural® Generation
Date / Time: 3/5/2026 11:03:18 AM
Workspace Vintage: 2026

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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