

Trade Area: 123 Main St - 1 mi.

	Total		White Alone		Black or African American Alone		Asian Alone		Hispanic or Latino	
	Population	%	Population	%	Population	%	Population	%	Population	%
2023 Estimate	36,407	100.00	15,036	100.00	891	100.00	14,729	100.00	5,233	100.00
Generation Alpha	2,710	7.44	754	2.07	43	0.12	1,034	2.84	702	1.93
Generation Z	13,537	37.18	4,434	12.18	336	0.92	6,304	17.32	2,312	6.35
Millennial Generation	10,748	29.52	4,047	11.12	252	0.69	5,032	13.82	1,289	3.54
Generation X	5,869	16.12	3,130	8.60	205	0.56	1,787	4.91	712	1.96
Baby Boomer Generation	2,561	7.03	1,848	5.08	36	0.10	488	1.34	180	0.49
The Silent Generation	983	2.70	824	2.26	19	0.05	83	0.23	38	0.10

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	Total		White Alone		Black or African American Alone		Asian Alone		Hispanic or Latino	
	Population	%	Population	%	Population	%	Population	%	Population	%
2028 Projection	37,389	100.00	14,866	100.00	1,015	100.00	15,055	100.00	6,176	100.00
Generation Alpha	4,065	10.87	1,083	2.90	87	0.23	1,438	3.85	1,219	3.26
Generation Z	14,874	39.78	4,869	13.02	410	1.10	6,990	18.70	2,666	7.13
Millennial Generation	9,736	26.04	3,616	9.67	275	0.74	4,424	11.83	1,353	3.62
Generation X	5,826	15.58	3,191	8.54	200	0.54	1,727	4.62	727	1.94
Baby Boomer Generation	2,277	6.09	1,603	4.29	30	0.08	424	1.13	186	0.50
The Silent Generation	611	1.63	504	1.35	13	0.04	52	0.14	25	0.07

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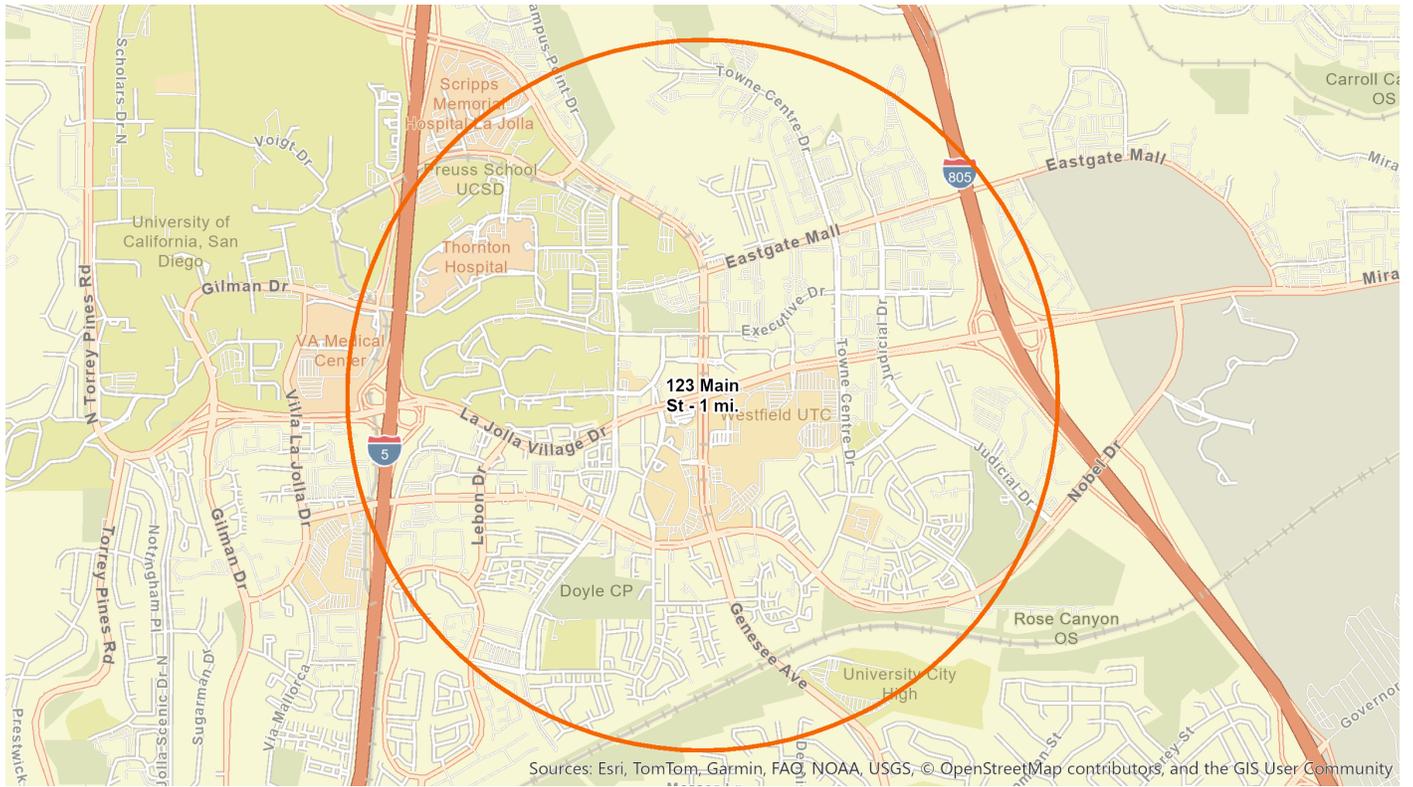
Trade Area: 123 Main St - 1 mi.

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.
The Silent Generation	The sum of the population born before 1945, whose formative years were in the mid-40's to the mid 50's. This group is characterized by their loyalty and conventionalism.
The Greatest Generation	The sum of the population born before 1925, whose formative years came in the mid-20's to the mid-30's. This group is characterized by their resilience to adversity, stoicism and bravery especially in regard to their involvement in World War II.

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Trade Area: 123 Main St - 3 mi.

	Total		White Alone		Black or African American Alone		Asian Alone		Hispanic or Latino	
	Population	%	Population	%	Population	%	Population	%	Population	%
2023 Estimate	91,327	100.00	49,336	100.00	2,110	100.00	23,765	100.00	15,006	100.00
Generation Alpha	7,236	7.92	2,723	2.98	95	0.10	1,532	1.68	2,072	2.27
Generation Z	30,345	33.23	13,525	14.81	952	1.04	9,912	10.85	6,311	6.91
Millennial Generation	21,241	23.26	9,912	10.85	465	0.51	7,164	7.84	3,288	3.60
Generation X	14,772	16.18	9,185	10.06	371	0.41	3,042	3.33	2,013	2.20
Baby Boomer Generation	13,162	14.41	10,189	11.16	160	0.17	1,730	1.89	1,050	1.15
The Silent Generation	4,572	5.01	3,802	4.16	68	0.07	386	0.42	272	0.30

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	Total		White Alone		Black or African American Alone		Asian Alone		Hispanic or Latino	
	Population	%	Population	%	Population	%	Population	%	Population	%
2028 Projection	92,444	100.00	48,522	100.00	2,364	100.00	23,718	100.00	17,542	100.00
Generation Alpha	10,734	11.61	3,836	4.15	167	0.18	2,218	2.40	3,313	3.58
Generation Z	31,989	34.60	14,601	15.79	1,127	1.22	10,233	11.07	7,468	8.08
Millennial Generation	20,053	21.69	9,238	9.99	501	0.54	6,411	6.93	3,553	3.84
Generation X	14,758	15.96	9,360	10.13	370	0.40	2,976	3.22	1,962	2.12
Baby Boomer Generation	12,345	13.35	9,368	10.13	164	0.18	1,666	1.80	1,087	1.18
The Silent Generation	2,565	2.77	2,120	2.29	35	0.04	213	0.23	159	0.17

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Trade Area: 123 Main St - 5 mi.

	Total		White Alone		Black or African American Alone		Asian Alone		Hispanic or Latino	
	Population	%	Population	%	Population	%	Population	%	Population	%
2023 Estimate	224,593	100.00	123,800	100.00	5,388	100.00	53,260	100.00	37,795	100.00
Generation Alpha	22,467	10.00	8,727	3.89	483	0.21	4,525	2.02	6,270	2.79
Generation Z	57,217	25.48	27,036	12.04	1,897	0.84	15,214	6.77	13,324	5.93
Millennial Generation	52,052	23.18	25,701	11.44	1,332	0.59	14,777	6.58	9,150	4.07
Generation X	41,611	18.53	24,924	11.10	1,057	0.47	9,528	4.24	5,423	2.42
Baby Boomer Generation	38,625	17.20	27,259	12.14	502	0.22	7,624	3.40	2,944	1.31
The Silent Generation	12,620	5.62	10,153	4.52	117	0.05	1,591	0.71	683	0.30

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	Population	%	Population	%	Population	%	Population	%	Population	%
2028 Projection	226,927	100.00	120,494	100.00	5,720	100.00	54,577	100.00	42,862	100.00
Generation Alpha	32,591	14.36	11,924	5.25	762	0.34	6,717	2.96	9,685	4.27
Generation Z	60,117	26.49	29,068	12.81	2,107	0.93	15,977	7.04	15,316	6.75
Millennial Generation	50,003	22.04	23,891	10.53	1,345	0.59	14,150	6.24	9,479	4.18
Generation X	41,125	18.12	25,087	11.05	990	0.44	9,433	4.16	5,015	2.21
Baby Boomer Generation	35,842	15.79	24,666	10.87	453	0.20	7,438	3.28	2,961	1.30
The Silent Generation	7,249	3.19	5,859	2.58	63	0.03	863	0.38	406	0.18

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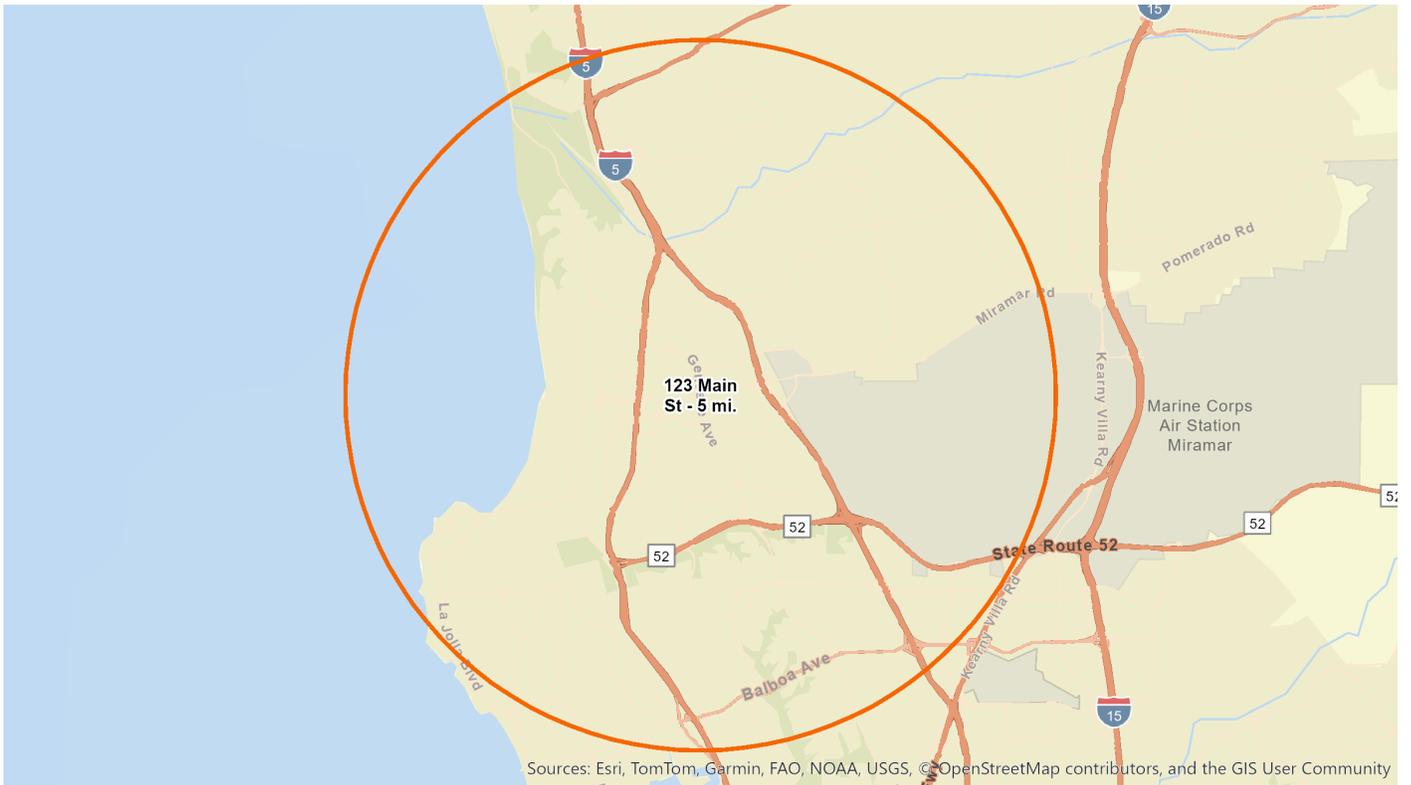
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Report Details

Name: MultiCultural® Generation
Date / Time: 2/26/2024 7:19:21 PM
Workspace Vintage: 2023

Trade Area

Name	Level	Geographies
123 Main St - 1 mi.		N/A
123 Main St - 3 mi.		N/A
123 Main St - 5 mi.		N/A

Benchmark

Name	Level	Geographies
USA	Entire US	United States

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