

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Overview

Population	6,321		58,549		172,645	
Households	2,004		24,726		69,096	
Persons per Household	2.26	89	2.27	89	2.26	89
Household Median Income	\$77,101.03	101	\$71,858.6	94	\$54,638.85	72
Household Median Disposable Income	\$65,000	99	\$60,538.78	92	\$46,270.5	70
Household Median Discretionary Income	\$48,817.42	101	\$44,166.5	92	\$31,420.63	65
Average Income Per Person	\$41,998.39	102	\$42,894.89	104	\$33,919.14	82
Median Rent	\$957.18	75	\$1,101.59	86	\$996.92	74
Median House Value	\$271,647.51	75	\$232,751.5	64	\$212,775.35	59
Households in Poverty	206 (10.3%)	8	3,269 (13.2%)	105	14,460 (20.9%)	166
Household Median Wealth	\$81,591.41	101	\$81,761	102	\$61,817.81	71
Average Age	37.48	92	41.43	102	38.77	95
Median Age	28.27	73	38.73	99	35.01	90
Households with Children	588 (29.3%)	109	5,559 (22.5%)	83	15,471 (22.4%)	83
High School Graduate or Higher	3,333 (93.1%)	104	36,753 (91.4%)	103	94,677 (86.2%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	1,527 (42.6%)	17,643 (43.9%)	39,393 (35.9%)
Pop density (per sq mi)	1,636	1,654	2,189
Area (based on blockgroups)	4	35	79

### Population

Population 2023 Q4	6,321	58,549	172,645
Population 2023 Q3	6,326	58,704	173,048
Population 2023 Q2	6,319	58,758	173,294
Population 2023 Q1	6,319	58,804	173,129
Population 2022 Q4	6,319	58,779	173,699
Population 2022 Q3	6,321	58,779	173,678
Population 2022 Q2	6,323	58,738	173,528
Population 2022 Q1	6,323	58,718	173,527
Population 2021 Q4	6,325	58,810	174,267
Population 5 Years Forecast	6,231	58,133	172,412
Population 10 Years Forecast	6,189	57,939	172,409
Persons per Household	2.26	2.27	2.26

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Group Quarters	1,799	(28.5%)	1198	2,428	(4.1%)	175	16,209	(9.4%)	395
Transient Population - Average Last 4 Quarters	64	(1%)	7	2,243	(3.8%)	292	4,072	(2.4%)	180

### Households

Households 2023 Q4	2,004		24,726		69,096
Households 2023 Q3	2,005		24,763		69,222
Households 2023 Q2	2,001		24,790		69,332
Households 2023 Q1	2,002		24,808		69,229
Households 2022 Q4	2,003		24,804		69,484
Households 2022 Q3	2,003		24,801		69,466
Households 2022 Q2	2,006		24,786		69,389
Households 2022 Q1	2,006		24,781		69,402
Households 2021 Q4	2,006		24,822		69,709
Households 5 Years Forecast	1,961		24,536		69,135
Households 10 Years Forecast	1,940		24,443		69,204

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Gender

Male	2,799	(44.3%)	90	27,955	(47.7%)	97	83,013	(48.1%)	98
Female	3,522	(55.7%)	109	30,594	(52.3%)	103	89,632	(51.9%)	102

### Ethnicity

White	4,128	(65.3%)	112	40,558	(69.3%)	119	99,284	(57.5%)	99
Black	947	(15%)	127	8,046	(13.7%)	116	36,441	(21.1%)	178
Hispanic (Ethnic)	477	(7.5%)	39	3,522	(6%)	31	13,280	(7.7%)	40
Other	458	(7.2%)	145	3,688	(6.3%)	126	10,881	(6.3%)	126
Asian	311	(4.9%)	86	2,735	(4.7%)	8	12,759	(7.4%)	129

### Household by Ethnicity

White	1,363	(68%)	109	18,890	(76.4%)	122	44,525	(64.4%)	103
Black	347	(17.3%)	154	2,854	(11.5%)	103	13,148	(19%)	170
Other	127	(6.3%)	93	1,330	(5.4%)	74	4,562	(6.6%)	97
Hispanic (Ethnic)	95	(4.7%)	32	1,005	(4.1%)	28	3,803	(5.5%)	37
Asian	72	(3.6%)	7	647	(2.6%)	58	3,058	(4.4%)	98

### Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$102,357.35	96	\$98,224.13	92	\$81,122.6	74
Average Income Per Person	\$41,998.39	102	\$42,894.89	104	\$33,919.14	8
Household Median Income	\$77,101.03	101	\$71,858.6	94	\$54,638.85	72
<\$15K	168 (8.4%)	100	2,103 (8.5%)	102	9,778 (14.2%)	169
\$15K - \$25K	180 (9%)	129	1,917 (7.8%)	112	7,316 (10.6%)	152
\$25K - \$35K	232 (11.6%)	159	2,002 (8.1%)	111	6,705 (9.7%)	133
\$35K - \$50K	73 (3.6%)	34	2,712 (11%)	103	8,598 (12.4%)	117
\$50K - \$75K	320 (16%)	99	4,070 (16.5%)	102	10,514 (15.2%)	94
\$75K - \$100K	304 (15.2%)	117	3,483 (14.1%)	109	7,547 (10.9%)	85
\$100K - \$150K	326 (16.3%)	94	3,943 (15.9%)	92	9,350 (13.5%)	74
\$150K - \$175K	136 (6.8%)	114	1,517 (6.1%)	103	2,994 (4.3%)	73
\$175K - \$200K	188 (9.4%)	146	1,287 (5.2%)	8	2,426 (3.5%)	55
\$200K - \$250K	44 (2.2%)	49	948 (3.8%)	85	2,169 (3.1%)	70
\$250K - \$500K	18 (0.9%)	47	403 (1.6%)	85	921 (1.3%)	70
>\$500K	15 (0.7%)	47	341 (1.4%)	86	778 (1.1%)	70

### Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$73,045.7		92	\$73,051.48		92	\$62,041.99		7
Household Median Disposable Income	\$65,000		99	\$60,538.78		92	\$46,270.5		70
<\$15K	180	(9%)	99	2,290	(9.3%)	102	10,568	(15.3%)	168
\$15K - \$25K	207	(10.3%)	126	2,202	(8.9%)	109	8,470	(12.3%)	149
\$25K - \$35K	195	(9.7%)	116	2,505	(10.1%)	121	7,914	(11.5%)	137
\$35K - \$50K	191	(9.5%)	75	3,256	(13.2%)	104	9,662	(14%)	110
\$50K - \$75K	391	(19.5%)	109	4,825	(19.5%)	109	11,233	(16.3%)	90
\$75K - \$100K	321	(16%)	113	3,447	(13.9%)	98	8,120	(11.8%)	83
\$100K - \$150K	428	(21.4%)	124	4,240	(17.1%)	99	8,666	(12.5%)	73
\$150K - \$175K	37	(1.8%)	32	765	(3.1%)	54	1,720	(2.5%)	43
\$175K - \$200K	11	(0.5%)	29	280	(1.1%)	60	646	(0.9%)	50
\$200K - \$250K	16	(0.8%)	43	367	(1.5%)	8	841	(1.2%)	66
\$250K - \$500K	24	(1.2%)	48	506	(2%)	8	1,158	(1.7%)	67
>\$500K	3	(<0.5%)	68	43	(<0.5%)	7	98	(<0.5%)	64

### Discretionary Households Income

Household Average Discretionary Income	\$56,285.23		99	\$54,196.83		95	\$43,729.96		7
----------------------------------------	-------------	--	----	-------------	--	----	-------------	--	---

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$48,817.42	101	\$44,166.5	92	\$31,420.63	65
<\$10K	163 (8.1%)	91	2,199 (8.9%)	99	12,389 (17.9%)	200
\$10K - \$20K	284 (14.2%)	124	3,093 (12.5%)	110	12,101 (17.5%)	153
\$20K - \$30K	167 (8.3%)	74	3,271 (13.2%)	117	8,998 (13%)	115
\$30K - \$40K	201 (10%)	93	2,759 (11.2%)	104	7,137 (10.3%)	96
\$40K - \$50K	213 (10.6%)	114	2,439 (9.9%)	106	5,664 (8.2%)	88
\$50K - \$75K	404 (20.2%)	109	4,586 (18.5%)	100	9,841 (14.2%)	7
\$75K - \$100K	228 (11.4%)	97	2,721 (11%)	94	5,630 (8.1%)	70
\$100K - \$125K	267 (13.3%)	166	1,800 (7.3%)	91	3,575 (5.2%)	65
\$125K - \$150K	58 (2.9%)	53	942 (3.8%)	70	1,770 (2.6%)	47
>\$150K	19 (0.9%)	25	916 (3.7%)	99	1,991 (2.9%)	7

### Households Income by Ethnicity

Average Income - White	\$86,514.64	94	\$86,882.73	94	\$79,630.97	86
Median Income - White	\$77,163.38	93	\$74,504.27	90	\$65,079.02	7
Average Income - Black	\$75,983.8	115	\$69,165.82	104	\$49,701.98	75
Median Income - Black	\$52,031.05	99	\$51,774.02	98	\$36,965.96	70

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$83,071.39 (76)	\$97,035.05 (89)	\$75,172.57 (69)
Median Income - Asian	\$84,721.83 (77)	\$91,405.59 (84)	\$63,821.66 (59)
Average Income - Hispanic	\$86,556.19 (112)	\$67,406.48 (88)	\$51,713.91 (67)
Median Income - Hispanic	\$79,910.52 (122)	\$63,626.81 (97)	\$39,212.12 (60)
Average Income - Other	\$92,630.09 (108)	\$72,523.2 (85)	\$55,707.84 (65)
Median Income - Other	\$90,508.64 (121)	\$66,922.62 (90)	\$37,828.38 (51)

### Age

Average Age	37.48 (92)	41.43 (102)	38.77 (95)
Median Age	28.27 (73)	38.73 (99)	35.01 (90)
0-4	265 (4.2%) (71)	2,947 (5%) (93)	9,073 (5.3%) (97)
5-13	456 (7.2%) (69)	5,390 (9.2%) (87)	17,317 (10%) (95)
14-17	594 (9.4%) (177)	3,023 (5.2%) (97)	11,405 (6.6%) (125)
18-21	788 (12.5%) (228)	3,760 (6.4%) (118)	13,767 (8%) (146)
22-24	637 (10.1%) (245)	3,222 (5.5%) (134)	11,206 (6.5%) (158)
25-29	515 (8.1%) (134)	3,510 (6%) (98)	11,107 (6.4%) (106)
30-34	302 (4.8%) (73)	3,999 (6.8%) (104)	12,431 (7.2%) (109)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats





# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
35-39	285	(4.5%)	3,669	(6.3%)	10,748	(6.2%)
40-44	243	(3.8%)	3,236	(5.5%)	9,160	(5.3%)
45-49	254	(4%)	3,100	(5.3%)	8,262	(4.8%)
50-54	251	(4%)	3,189	(5.4%)	8,449	(4.9%)
55-59	322	(5.1%)	3,662	(6.3%)	9,559	(5.5%)
60-64	347	(5.5%)	3,903	(6.7%)	10,021	(5.8%)
65-69	281	(4.4%)	3,688	(6.3%)	9,344	(5.4%)
70-74	238	(3.8%)	3,024	(5.2%)	7,255	(4.2%)
75-79	177	(2.8%)	2,148	(3.7%)	5,218	(3%)
80-84	148	(2.3%)	1,446	(2.5%)	3,596	(2.1%)
85+	218	(3.4%)	1,633	(2.8%)	4,727	(2.7%)

### Age - Male

Male Average Age	36.96		40.11		37.6	
Male Median Age	28.37		37.48		33.14	
0-4	130	(4.6%)	1,518	(5.4%)	4,626	(5.6%)
5-13	216	(7.7%)	2,761	(9.9%)	8,826	(10.6%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	242	(8.6%)	157	1,468	(5.3%)	95	5,629	(6.8%)	123
18-21	330	(11.8%)	207	1,850	(6.6%)	116	6,737	(8.1%)	143
22-24	280	(10%)	232	1,620	(5.8%)	35	5,482	(6.6%)	153
25-29	239	(8.5%)	35	1,696	(6.1%)	96	5,409	(6.5%)	103
30-34	142	(5.1%)	75	1,954	(7%)	104	6,117	(7.4%)	109
35-39	135	(4.8%)	72	1,794	(6.4%)	96	5,236	(6.3%)	94
40-44	113	(4%)	63	1,592	(5.7%)	89	4,493	(5.4%)	85
45-49	118	(4.2%)	70	1,487	(5.3%)	88	3,971	(4.8%)	7
50-54	109	(3.9%)	65	1,491	(5.3%)	88	4,041	(4.9%)	6
55-59	151	(5.4%)	87	1,737	(6.2%)	100	4,663	(5.6%)	90
60-64	150	(5.4%)	85	1,813	(6.5%)	103	4,759	(5.7%)	91
65-69	125	(4.5%)	72	1,726	(6.2%)	108	4,409	(5.3%)	93
70-74	109	(3.9%)	84	1,373	(4.9%)	106	3,361	(4%)	87
75-79	82	(2.9%)	87	935	(3.3%)	100	2,260	(2.7%)	8
80-84	60	(2.1%)	108	578	(2.1%)	104	1,487	(1.8%)	90
85+	68	(2.4%)	167	562	(2%)	38	1,507	(1.8%)	24

### Age - Female

Female Average Age	37.88		91	42.63		102	39.86		95
Female Median Age	28.17		65	41.07		100	35.97		88
0-4	135	(3.8%)	74	1,429	(4.7%)	90	4,447	(5%)	95
5-13	240	(6.8%)	67	2,629	(8.6%)	85	8,491	(9.5%)	94
14-17	352	(10%)	196	1,555	(5.1%)	100	5,776	(6.4%)	26
18-21	458	(13%)	248	1,910	(6.2%)	119	7,030	(7.8%)	150
22-24	357	(10.1%)	258	1,602	(5.2%)	33	5,724	(6.4%)	163
25-29	276	(7.8%)	34	1,814	(5.9%)	101	5,698	(6.4%)	108
30-34	160	(4.5%)	71	2,045	(6.7%)	104	6,314	(7%)	109
35-39	150	(4.3%)	65	1,875	(6.1%)	94	5,512	(6.1%)	94
40-44	130	(3.7%)	59	1,644	(5.4%)	85	4,667	(5.2%)	83
45-49	136	(3.9%)	64	1,613	(5.3%)	88	4,291	(4.8%)	8
50-54	142	(4%)	67	1,698	(5.6%)	92	4,408	(4.9%)	6
55-59	171	(4.9%)	7	1,925	(6.3%)	100	4,896	(5.5%)	87
60-64	197	(5.6%)	86	2,090	(6.8%)	104	5,262	(5.9%)	90
65-69	156	(4.4%)	72	1,962	(6.4%)	104	4,935	(5.5%)	89
70-74	129	(3.7%)	71	1,651	(5.4%)	104	3,894	(4.3%)	84
75-79	95	(2.7%)	68	1,213	(4%)	100	2,958	(3.3%)	83
80-84	88	(2.5%)	97	868	(2.8%)	110	2,109	(2.4%)	91
85+	150	(4.3%)	169	1,071	(3.5%)	39	3,220	(3.6%)	142

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	3,059	30,027	79,828
Professional Specialty	937 (30.6%)	9,336 (31.1%)	23,706 (29.7%)
Managerial/Executive	446 (14.6%)	5,007 (16.7%)	10,785 (13.5%)
Office Admin	365 (11.9%)	3,613 (12%)	8,967 (11.2%)
Food Preparation & Serving	265 (8.7%)	1,469 (4.9%)	4,480 (5.6%)
Sales	219 (7.2%)	2,526 (8.4%)	6,658 (8.3%)
Personal Care	205 (6.7%)	942 (3.1%)	3,039 (3.8%)
Healthcare support	193 (6.3%)	982 (3.3%)	3,889 (4.9%)
Production & Transportation	184 (6%)	3,247 (10.8%)	9,382 (11.8%)
Protective	128 (4.2%)	630 (2.1%)	1,680 (2.1%)
Building Maintenance & Cleaning	74 (2.4%)	827 (2.8%)	3,005 (3.8%)
Construction	43 (1.4%)	1,394 (4.6%)	4,092 (5.1%)
Farming, Fishing & Forestry		54 (<0.5%)	145 (<0.5%)

### Employment by Industry

Total Employees (16+ Years Old)	3,059	30,027	79,828
---------------------------------	-------	--------	--------

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Educational Services	1,186	(38.8%)	166	10,019	(33.4%)	143	27,942	(35%)	150
Entertainment Services	525	(17.2%)	193	2,715	(9%)	102	7,281	(9.1%)	103
Wholesale Retail	212	(6.9%)	52	3,440	(11.5%)	86	9,934	(12.4%)	93
Other Professional Services	183	(6%)	127	1,505	(5%)	106	3,847	(4.8%)	102
Public Administration	179	(5.9%)	123	1,158	(3.9%)	8	2,705	(3.4%)	71
Manufacturing	157	(5.1%)	51	2,295	(7.6%)	7	5,812	(7.3%)	73
Financial, Insurance & Real Estate	149	(4.9%)	73	1,800	(6%)	89	4,108	(5.1%)	7
Professional Services	140	(4.6%)	58	2,593	(8.6%)	110	5,554	(7%)	89
Transportation	103	(3.4%)	59	1,777	(5.9%)	103	4,157	(5.2%)	91
Agriculture/Mining/Construction	81	(2.6%)	31	1,397	(4.7%)	55	4,048	(5.1%)	60
Information	76	(2.5%)	132	632	(2.1%)	111	1,796	(2.2%)	119
Administrative/Waste Services	68	(2.2%)	53	677	(2.3%)	54	2,597	(3.3%)	7
Management Services				19	(<0.5%)	46	47	(<0.5%)	42

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Language Spoken

Speak English at Home	4,825	(79.7%)	103	47,837	(86%)	111	134,590	(82.3%)	106
Speak Other Language at Home	696	(11.5%)	137	5,782	(10.4%)	124	21,196	(13%)	155
Speak Spanish at Home	535	(8.8%)	63	1,983	(3.6%)	26	7,786	(4.8%)	34

### Ancestry

Other	1,522	(24.1%)	114	11,835	(20.2%)	96	43,389	(25.1%)	119
Unclassified	1,254	(19.8%)	122	9,010	(15.4%)	95	29,367	(17%)	104
Scottish/Irish	588	(9.3%)	139	7,036	(12%)	180	15,947	(9.2%)	138
Italian	461	(7.3%)	244	5,574	(9.5%)	318	15,026	(8.7%)	291
Other European (e.g. Greek/Russian)	398	(6.3%)	198	2,983	(5.1%)	160	6,225	(3.6%)	113
German	346	(5.5%)	70	4,907	(8.4%)	107	11,094	(6.4%)	82
British	248	(3.9%)	74	3,895	(6.7%)	125	8,607	(5%)	94
Polish	244	(3.9%)	250	2,019	(3.4%)	224	4,729	(2.7%)	178
Dominican	178	(2.8%)	446	457	(0.8%)	124	1,657	(1%)	152
American	138	(2.2%)	46	1,432	(2.4%)	51	3,660	(2.1%)	44
Chinese	130	(2.1%)	163	530	(0.9%)	72	3,058	(1.8%)	140

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Middle Eastern	121	(1.9%)	307	1,114	(1.9%)	305	2,488	(1.4%)	231
South Central Asian (e.g. Indian)	91	(1.4%)	93	1,047	(1.8%)	115	2,641	(1.5%)	98
South East Asian (e.g. Vietnamese)	82	(1.3%)	74	639	(1.1%)	62	3,340	(1.9%)	110
French	78	(1.2%)	99	1,053	(1.8%)	145	2,496	(1.4%)	116
Cuban	72	(1.1%)	159	500	(0.9%)	120	1,164	(0.7%)	94
Scandinavian	66	(1%)	55	661	(1.1%)	59	1,473	(0.9%)	45
Other Hispanic	62	(1%)	69	327	(0.6%)	39	1,069	(0.6%)	44
Puerto Rican	55	(0.9%)	31	1,051	(1.8%)	64	6,583	(3.8%)	136
Mexican	53	(0.8%)	8	454	(0.8%)	7	1,138	(0.7%)	6
Dutch	43	(0.7%)	112	505	(0.9%)	142	1,039	(0.6%)	99
South American	42	(0.7%)	54	586	(1%)	8	1,121	(0.6%)	53
Native American (Indian/Eskimo)	21	(<0.5%)	53	260	(<0.5%)	71	1,011	(0.6%)	94
Central American	15	(<0.5%)	15	147	(<0.5%)	15	548	(<0.5%)	20
Korean	5	(<0.5%)	16	181	(<0.5%)	61	748	(<0.5%)	85
Hawaiian/Pacific Islander	5	(<0.5%)	45	8	(<0.5%)	8	55	(<0.5%)	18
Japanese	2	(<0.5%)	13	22	(<0.5%)	16	105	(<0.5%)	25

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Other Asian	1 (<0.5%)	316 (0.5%)	2,867 (1.7%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	3,581	40,207	109,877
Elementary (0 to 8 Years)	86 (2.4%)	1,315 (3.3%)	5,676 (5.2%)
Some High School (9 to 11 Years)	162 (4.5%)	2,139 (5.3%)	9,524 (8.7%)
High School Graduate (12 Years)	879 (24.5%)	8,107 (20.2%)	26,685 (24.3%)
Some College (13 to 16 Years)	463 (12.9%)	6,875 (17.1%)	18,212 (16.6%)
Associates Degree Only	464 (13%)	4,128 (10.3%)	10,387 (9.5%)
Bachelor's Degree Only	683 (19.1%)	8,275 (20.6%)	19,394 (17.7%)
Graduate Degree	844 (23.6%)	9,368 (23.3%)	19,999 (18.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	2,004	24,726	69,096
One Person Households	711 (35.5%)	8,676 (35.1%)	27,036 (39.1%)
Married Couple	808 (40.3%)	9,173 (37.1%)	21,082 (30.5%)
Male Householder	72 (3.6%)	1,388 (5.6%)	3,505 (5.1%)
Female Householder	323 (16.1%)	2,888 (11.7%)	10,432 (15.1%)
Non Family Households	90 (4.5%)	2,601 (10.5%)	7,041 (10.2%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	2,004	24,726	69,096
1 Person Household	711 (35.5%)	8,676 (35.1%)	27,036 (39.1%)
2 Person Household	649 (32.4%)	8,106 (32.8%)	20,403 (29.5%)
3 Person Household	306 (15.3%)	3,667 (14.8%)	9,414 (13.6%)
4 Person Household	200 (10%)	2,550 (10.3%)	6,854 (9.9%)
5 Person Household	68 (3.4%)	1,047 (4.2%)	3,031 (4.4%)
6 Person Household	35 (1.7%)	417 (1.7%)	1,356 (2%)
7+ Person Household	35 (1.7%)	263 (1.1%)	1,002 (1.5%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	2,159	26,555	76,669
Owner Occupied Housing	1,194	15,366	34,107
Renter Occupied Housing	810	9,360	34,989
Vacant Housing	155	1,829	7,573

### Housing Rent

Average Rent	\$1,251.88	89	\$1,208.03	86	\$1,084.38	7
Median Rent	\$957.18	75	\$1,101.59	86	\$996.92	7
Total Cash Rents Housing	810	9,085	33,960			
<\$300	128 (15.8%)	510	411 (4.5%)	146	2,368 (7%)	225
\$300-\$500	73 (9%)	212	442 (4.9%)	114	2,300 (6.8%)	159
\$500-\$750	54 (6.7%)	63	1,014 (11.2%)	105	4,688 (13.8%)	129
\$750-\$1000	181 (22.3%)	142	2,018 (22.2%)	141	7,719 (22.7%)	145
\$1000-\$1500	192 (23.7%)	8	3,236 (35.6%)	122	10,938 (32.2%)	110
\$1500-\$2000	52 (6.4%)	33	1,176 (12.9%)	66	3,950 (11.6%)	60
\$2000-\$2500	14 (1.7%)	19	354 (3.9%)	42	1,166 (3.4%)	37

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	8	(1%)	24	152	(1.7%)	41	379	(1.1%)	27
\$3000-\$3500	32	(4%)	197	76	(0.8%)	42	159	(<0.5%)	23
>\$3500	76	(9.4%)	430	206	(2.3%)	104	293	(0.9%)	40

### Value of Owner-Occupied Housing Units

Average House Value	\$293,478.17	59	\$292,826.41	59	\$269,757.89	54			
Median House Value	\$271,647.51	75	\$232,751.5	64	\$212,775.35	59			
Owner Occupied Housing	1,194		15,366		34,107				
<\$100K	20	(1.7%)	18	1,108	(7.2%)	7	4,344	(12.7%)	140
\$100K - \$200K	266	(22.3%)	149	4,830	(31.4%)	211	11,422	(33.5%)	224
\$200K - \$300K	459	(38.4%)	228	4,449	(29%)	172	8,273	(24.3%)	144
\$300K - \$400K	351	(29.4%)	202	2,526	(16.4%)	113	4,985	(14.6%)	100
\$400K - \$500K	56	(4.7%)	42	922	(6%)	53	2,047	(6%)	53
\$500K - \$1000K	19	(1.6%)	7	1,174	(7.6%)	32	2,391	(7%)	30
>\$1000K	23	(1.9%)	20	357	(2.3%)	24	645	(1.9%)	20

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	206	(10.3%)	8	3,269	(13.2%)	105	14,460	(20.9%)	166
Households Above Poverty	1,798	(89.7%)	103	21,457	(86.8%)	99	54,636	(79.1%)	91
Households in Poverty (Married)	20	(1%)	46	260	(1.1%)	48	1,220	(1.8%)	8
Households in Poverty (Male Householder)	14	(0.7%)	109	121	(<0.5%)	7	619	(0.9%)	140
Households in Poverty (Female Householder)	54	(2.7%)	90	746	(3%)	101	3,646	(5.3%)	176
Households in Poverty (Non-Family)	103	(5.1%)	83	1,765	(7.1%)	116	7,263	(10.5%)	171
Households in Poverty (Non-Family Student)	15	(0.7%)	116	377	(1.5%)	237	1,712	(2.5%)	385

### Wealth per Household

Household Average Wealth	\$244,628.24		102	\$244,520.85		101	\$220,495.76		92
Household Median Wealth	\$81,591.41		101	\$81,761		102	\$61,817.81		7
<\$0K	349	(17.4%)	100	4,313	(17.4%)	100	13,210	(19.1%)	110
\$0K - \$5K	174	(8.7%)	101	2,118	(8.6%)	99	6,910	(10%)	116
\$5K - \$10K	92	(4.6%)	100	1,123	(4.5%)	99	3,514	(5.1%)	111
\$10K - \$25K	127	(6.3%)	100	1,566	(6.3%)	100	4,629	(6.7%)	105
\$25K - \$50K	133	(6.6%)	98	1,660	(6.7%)	99	4,669	(6.8%)	100

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	201	(10%)	98	2,492	(10.1%)	99	6,837	(9.9%)	97
\$100K - \$250K	359	(17.9%)	99	4,435	(17.9%)	99	11,755	(17%)	94
\$250K - \$500K	264	(13.2%)	100	3,263	(13.2%)	100	8,330	(12.1%)	92
>\$500K	305	(15.2%)	103	3,756	(15.2%)	103	9,242	(13.4%)	90

### Vehicles per Household

Total Number of Vehicles	2,813			37,252			87,606		
Average Number of Vehicles	1.4		71	1.51		81	1.27		69
No Vehicles	327	(16.3%)	197	3,043	(12.3%)	148	14,638	(21.2%)	256
1 Vehicle	837	(41.8%)	128	10,087	(40.8%)	125	29,284	(42.4%)	130
2 Vehicles	552	(27.5%)	74	8,436	(34.1%)	92	18,962	(27.4%)	74
3 or more Vehicles	288	(14.4%)	65	3,160	(12.8%)	58	6,212	(9%)	41

### Population Change

Births	59			591			1,815		
Deaths	45			521			1,236		
Migration	-13			-228			-1,501		

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	372	2,227	7,081
Total Employees	7,537	38,362	136,728

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

