

Complete Profile



2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 43.6232/-83.89

Mattress Firm/Soldan's Bay City, MI	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Population								
Estimated Population (2023)	6,092		44,633		68,314		92,973	
Projected Population (2028)	5,884		43,187		66,351		90,660	
Census Population (2020)	6,164		45,373		69,404		93,660	
Census Population (2010)	6,507		47,833		72,604		95,595	
Projected Annual Growth (2023-2028)	-208	-0.7%	-1,446	-0.6%	-1,963	-0.6%	-2,313	-0.5%
Historical Annual Growth (2020-2023)	-72	-0.4%	-740	-0.5%	-1,089	-0.5%	-687	-0.2%
Historical Annual Growth (2010-2020)	-343	-0.5%	-2,460	-0.5%	-3,201	-0.4%	-1,935	-0.2%
Estimated Population Density (2023)	1,940	psm	1,579	psm	870	psm	296	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households								
Estimated Households (2023)	2,706		20,108		30,528		40,109	
Projected Households (2028)	2,564		19,098		29,103		38,347	
Census Households (2020)	2,707		20,180		30,639		40,112	
Census Households (2010)	2,723		20,251		30,519		39,034	
Projected Annual Growth (2023-2028)	-142	-1.1%	-1,010	-1.0%	-1,425	-0.9%	-1,763	-0.9%
Historical Annual Change (2010-2023)	-16	-	-143	-	9	-	1,075	0.2%
Average Household Income								
Estimated Average Household Income (2023)	\$65,662		\$74,043		\$76,534		\$80,857	
Projected Average Household Income (2028)	\$70,772		\$81,730		\$84,064		\$88,699	
Census Average Household Income (2010)	\$44,053		\$47,099		\$48,956		\$51,786	
Census Average Household Income (2000)	\$45,166		\$45,962		\$47,121		\$48,381	
Projected Annual Change (2023-2028)	\$5,110	1.6%	\$7,687	2.1%	\$7,530	2.0%	\$7,841	1.9%
Historical Annual Change (2000-2023)	\$20,496	2.0%	\$28,081	2.7%	\$29,413	2.7%	\$32,476	2.9%
Median Household Income								
Estimated Median Household Income (2023)	\$48,258		\$50,082		\$52,836		\$56,436	
Projected Median Household Income (2028)	\$43,238		\$45,293		\$48,072		\$51,624	
Census Median Household Income (2010)	\$35,340		\$37,935		\$39,635		\$41,898	
Census Median Household Income (2000)	\$35,767		\$36,112		\$37,444		\$39,121	
Projected Annual Change (2023-2028)	-\$5,020	-2.1%	-\$4,789	-1.9%	-\$4,763	-1.8%	-\$4,812	-1.7%
Historical Annual Change (2000-2023)	\$12,491	1.5%	\$13,970	1.7%	\$15,392	1.8%	\$17,315	1.9%
Per Capita Income								
Estimated Per Capita Income (2023)	\$29,297		\$33,510		\$34,382		\$35,337	
Projected Per Capita Income (2028)	\$30,975		\$36,299		\$37,059		\$37,983	
Census Per Capita Income (2010)	\$18,433		\$19,940		\$20,576		\$21,144	
Census Per Capita Income (2000)	\$18,332		\$19,054		\$19,289		\$19,461	
Projected Annual Change (2023-2028)	\$1,678	1.1%	\$2,789	1.7%	\$2,676	1.6%	\$2,646	1.5%
Historical Annual Change (2000-2023)	\$10,965	2.6%	\$14,456	3.3%	\$15,093	3.4%	\$15,876	3.5%
Estimated Average Household Net Worth (2023)	\$171,877		\$258,464		\$270,641		\$299,198	

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Mattress Firm/Soldan's Bay City, MI	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Race and Ethnicity								
Total Population (2023)	6,092		44,633		68,314		92,973	
White (2023)	5,530	90.8%	40,125	89.9%	61,677	90.3%	82,237	88.5%
Black or African American (2023)	132	2.2%	1,335	3.0%	1,848	2.7%	2,538	2.7%
American Indian or Alaska Native (2023)	31	0.5%	138	0.3%	205	0.3%	259	0.3%
Asian (2023)	22	0.4%	303	0.7%	431	0.6%	2,689	2.9%
Hawaiian or Pacific Islander (2023)	-	-	-	-	5	-	6	-
Other Race (2023)	65	1.1%	495	1.1%	742	1.1%	996	1.1%
Two or More Races (2023)	312	5.1%	2,237	5.0%	3,406	5.0%	4,247	4.6%
Population < 18 (2023)	1,239 20.3%		9,021 20.2%		13,533 19.8%		17,675 19.0%	
White Not Hispanic	983	79.3%	7,026	77.9%	10,693	79.0%	14,162	80.1%
Black or African American	31	2.5%	409	4.5%	547	4.0%	727	4.1%
Asian	6	0.5%	43	0.5%	58	0.4%	94	0.5%
Other Race Not Hispanic	58	4.7%	469	5.2%	682	5.0%	852	4.8%
Hispanic	161	13.0%	1,074	11.9%	1,552	11.5%	1,841	10.4%
Not Hispanic or Latino Population (2023)	5,608 92.1%		41,425 92.8%		63,412 92.8%		86,948 93.5%	
Not Hispanic White	5,301	94.5%	38,702	93.4%	59,518	93.9%	79,649	91.6%
Not Hispanic Black or African American	127	2.3%	1,246	3.0%	1,718	2.7%	2,396	2.8%
Not Hispanic American Indian or Alaska Native	18	0.3%	85	0.2%	120	0.2%	156	0.2%
Not Hispanic Asian	22	0.4%	303	0.7%	431	0.7%	2,688	3.1%
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	-	-
Not Hispanic Other Race	2	-	29	-	58	-	97	0.1%
Not Hispanic Two or More Races	139	2.5%	1,059	2.6%	1,567	2.5%	1,962	2.3%
Hispanic or Latino Population (2023)	484 7.9%		3,208 7.2%		4,902 7.2%		6,025 6.5%	
Hispanic White	229	47.3%	1,423	44.4%	2,159	44.0%	2,588	43.0%
Hispanic Black or African American	4	0.9%	89	2.8%	130	2.6%	142	2.4%
Hispanic American Indian or Alaska Native	14	2.8%	53	1.7%	85	1.7%	103	1.7%
Hispanic Asian	-	-	-	-	-	-	-	-
Hispanic Hawaiian or Pacific Islander	-	-	-	-	5	-	6	-
Hispanic Other Race	63	13.0%	466	14.5%	684	14.0%	899	14.9%
Hispanic Two or More Races	174	35.9%	1,177	36.7%	1,839	37.5%	2,285	37.9%
Not Hispanic or Latino Population (2020)	5,699 92.5%		41,960 92.5%		64,506 92.9%		87,823 93.8%	
Hispanic or Latino Population (2020)	464 7.5%		3,414 7.5%		4,897 7.1%		5,837 6.2%	
Not Hispanic or Latino Population (2010)	6,158 94.6%		44,866 93.8%		68,363 94.2%		90,717 94.9%	
Hispanic or Latino Population (2010)	349 5.4%		2,967 6.2%		4,241 5.8%		4,878 5.1%	
Not Hispanic or Latino Population (2028)	5,416 92.0%		40,075 92.8%		61,583 92.8%		84,781 93.5%	
Hispanic or Latino Population (2028)	468 8.0%		3,112 7.2%		4,768 7.2%		5,879 6.5%	
Projected Annual Growth (2023-2028)	-16	-0.6%	-96	-0.6%	-134	-0.5%	-146	-0.5%
Historical Annual Growth (2010-2020)	116	3.3%	447	1.5%	656	1.5%	959	2.0%

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Mattress Firm/Soldan's Bay City, MI		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Total Age Distribution (2023)									
Total Population	6,092		44,633		68,314		92,973		
Age Under 5 Years	333	5.5%	2,295	5.1%	3,291	4.8%	4,254	4.6%	
Age 5 to 9 Years	299	4.9%	2,337	5.2%	3,543	5.2%	4,630	5.0%	
Age 10 to 14 Years	392	6.4%	2,655	5.9%	4,082	6.0%	5,351	5.8%	
Age 15 to 19 Years	330	5.4%	2,657	6.0%	3,986	5.8%	6,534	7.0%	
Age 20 to 24 Years	346	5.7%	2,764	6.2%	4,012	5.9%	6,517	7.0%	
Age 25 to 29 Years	456	7.5%	3,080	6.9%	4,435	6.5%	5,719	6.2%	
Age 30 to 34 Years	459	7.5%	3,035	6.8%	4,353	6.4%	5,555	6.0%	
Age 35 to 39 Years	391	6.4%	2,761	6.2%	4,021	5.9%	5,254	5.7%	
Age 40 to 44 Years	357	5.9%	2,593	5.8%	3,945	5.8%	5,279	5.7%	
Age 45 to 49 Years	337	5.5%	2,437	5.5%	3,698	5.4%	5,069	5.5%	
Age 50 to 54 Years	358	5.9%	2,773	6.2%	4,223	6.2%	5,698	6.1%	
Age 55 to 59 Years	415	6.8%	3,141	7.0%	4,852	7.1%	6,570	7.1%	
Age 60 to 64 Years	436	7.2%	3,285	7.4%	5,153	7.5%	6,943	7.5%	
Age 65 to 69 Years	410	6.7%	2,924	6.6%	4,686	6.9%	6,371	6.9%	
Age 70 to 74 Years	312	5.1%	2,357	5.3%	3,937	5.8%	5,317	5.7%	
Age 75 to 79 Years	214	3.5%	1,532	3.4%	2,583	3.8%	3,436	3.7%	
Age 80 to 84 Years	135	2.2%	1,049	2.3%	1,773	2.6%	2,267	2.4%	
Age 85 Years or Over	113	1.8%	959	2.1%	1,742	2.5%	2,209	2.4%	
Median Age	40.3		41.0		42.6		41.7		
Age 19 Years or Less	1,354	22.2%	9,944	22.3%	14,902	21.8%	20,768	22.3%	
Age 20 to 64 Years	3,555	58.4%	25,869	58.0%	38,692	56.6%	52,605	56.6%	
Age 65 Years or Over	1,183	19.4%	8,820	19.8%	14,720	21.5%	19,600	21.1%	
Female Age Distribution (2023)									
Female Population	3,168	52.0%	22,825	51.1%	34,997	51.2%	47,456	51.0%	
Age Under 5 Years	163	5.1%	1,135	5.0%	1,621	4.6%	2,069	4.4%	
Age 5 to 9 Years	146	4.6%	1,153	5.1%	1,754	5.0%	2,270	4.8%	
Age 10 to 14 Years	200	6.3%	1,258	5.5%	1,913	5.5%	2,526	5.3%	
Age 15 to 19 Years	168	5.3%	1,318	5.8%	1,959	5.6%	3,326	7.0%	
Age 20 to 24 Years	166	5.2%	1,374	6.0%	2,003	5.7%	3,377	7.1%	
Age 25 to 29 Years	246	7.8%	1,548	6.8%	2,195	6.3%	2,796	5.9%	
Age 30 to 34 Years	221	7.0%	1,473	6.5%	2,138	6.1%	2,743	5.8%	
Age 35 to 39 Years	195	6.2%	1,363	6.0%	1,988	5.7%	2,578	5.4%	
Age 40 to 44 Years	185	5.9%	1,266	5.5%	1,943	5.6%	2,614	5.5%	
Age 45 to 49 Years	175	5.5%	1,244	5.5%	1,874	5.4%	2,534	5.3%	
Age 50 to 54 Years	185	5.8%	1,393	6.1%	2,108	6.0%	2,811	5.9%	
Age 55 to 59 Years	223	7.0%	1,666	7.3%	2,510	7.2%	3,362	7.1%	
Age 60 to 64 Years	244	7.7%	1,760	7.7%	2,717	7.8%	3,594	7.6%	
Age 65 to 69 Years	221	7.0%	1,535	6.7%	2,500	7.1%	3,385	7.1%	
Age 70 to 74 Years	161	5.1%	1,269	5.6%	2,126	6.1%	2,802	5.9%	
Age 75 to 79 Years	126	4.0%	833	3.7%	1,398	4.0%	1,861	3.9%	
Age 80 to 84 Years	68	2.1%	580	2.5%	1,029	2.9%	1,288	2.7%	
Age 85 Years or Over	75	2.4%	656	2.9%	1,222	3.5%	1,522	3.2%	
Female Median Age	41.8		42.6		44.4		43.1		
Age 19 Years or Less	676	21.3%	4,864	21.3%	7,247	20.7%	10,190	21.5%	
Age 20 to 64 Years	1,840	58.1%	13,088	57.3%	19,476	55.7%	26,408	55.6%	
Age 65 Years or Over	651	20.6%	4,873	21.4%	8,274	23.6%	10,857	22.9%	

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Male Age Distribution (2023)									
Male Population	2,924	48.0%	21,808	48.9%	33,317	48.8%	45,518	49.0%	
Age Under 5 Years	170	5.8%	1,161	5.3%	1,670	5.0%	2,185	4.8%	
Age 5 to 9 Years	153	5.2%	1,184	5.4%	1,789	5.4%	2,360	5.2%	
Age 10 to 14 Years	192	6.6%	1,397	6.4%	2,169	6.5%	2,825	6.2%	
Age 15 to 19 Years	162	5.5%	1,339	6.1%	2,027	6.1%	3,208	7.0%	
Age 20 to 24 Years	180	6.2%	1,390	6.4%	2,009	6.0%	3,140	6.9%	
Age 25 to 29 Years	210	7.2%	1,531	7.0%	2,240	6.7%	2,923	6.4%	
Age 30 to 34 Years	238	8.1%	1,562	7.2%	2,215	6.6%	2,813	6.2%	
Age 35 to 39 Years	196	6.7%	1,398	6.4%	2,033	6.1%	2,677	5.9%	
Age 40 to 44 Years	172	5.9%	1,327	6.1%	2,002	6.0%	2,665	5.9%	
Age 45 to 49 Years	162	5.6%	1,193	5.5%	1,824	5.5%	2,535	5.6%	
Age 50 to 54 Years	172	5.9%	1,380	6.3%	2,114	6.3%	2,887	6.3%	
Age 55 to 59 Years	192	6.6%	1,475	6.8%	2,342	7.0%	3,208	7.0%	
Age 60 to 64 Years	192	6.6%	1,524	7.0%	2,435	7.3%	3,350	7.4%	
Age 65 to 69 Years	189	6.4%	1,388	6.4%	2,186	6.6%	2,986	6.6%	
Age 70 to 74 Years	151	5.2%	1,088	5.0%	1,811	5.4%	2,515	5.5%	
Age 75 to 79 Years	87	3.0%	699	3.2%	1,185	3.6%	1,576	3.5%	
Age 80 to 84 Years	67	2.3%	469	2.1%	744	2.2%	979	2.2%	
Age 85 Years or Over	37	1.3%	303	1.4%	520	1.6%	687	1.5%	
Male Median Age	38.7		39.4		40.9		40.4		
Age 19 Years or Less	677	23.2%	5,080	23.3%	7,655	23.0%	10,578	23.2%	
Age 20 to 64 Years	1,715	58.6%	12,781	58.6%	19,216	57.7%	26,196	57.6%	
Age 65 Years or Over	532	18.2%	3,947	18.1%	6,446	19.3%	8,743	19.2%	
Males per 100 Females (2023)									
Overall Comparison	92		96		95		96		
Age Under 5 Years	105	51.1%	102	50.6%	103	50.8%	106	51.4%	
Age 5 to 9 Years	105	51.2%	103	50.7%	102	50.5%	104	51.0%	
Age 10 to 14 Years	96	49.0%	111	52.6%	113	53.1%	112	52.8%	
Age 15 to 19 Years	97	49.1%	102	50.4%	103	50.8%	96	49.1%	
Age 20 to 24 Years	109	52.1%	101	50.3%	100	50.1%	93	48.2%	
Age 25 to 29 Years	85	46.1%	99	49.7%	102	50.5%	105	51.1%	
Age 30 to 34 Years	108	51.9%	106	51.5%	104	50.9%	103	50.6%	
Age 35 to 39 Years	100	50.1%	103	50.6%	102	50.6%	104	50.9%	
Age 40 to 44 Years	93	48.1%	105	51.2%	103	50.7%	102	50.5%	
Age 45 to 49 Years	93	48.2%	96	48.9%	97	49.3%	100	50.0%	
Age 50 to 54 Years	93	48.2%	99	49.8%	100	50.1%	103	50.7%	
Age 55 to 59 Years	86	46.3%	89	47.0%	93	48.3%	95	48.8%	
Age 60 to 64 Years	79	44.0%	87	46.4%	90	47.3%	93	48.2%	
Age 65 to 69 Years	85	46.0%	90	47.5%	87	46.7%	88	46.9%	
Age 70 to 74 Years	94	48.5%	86	46.2%	85	46.0%	90	47.3%	
Age 75 to 79 Years	69	40.9%	84	45.6%	85	45.9%	85	45.9%	
Age 80 to 84 Years	100	50.0%	81	44.7%	72	42.0%	76	43.2%	
Age 85 Years or Over	49	33.0%	46	31.6%	43	29.8%	45	31.1%	
Age 19 Years or Less	100	50.0%	104	51.1%	106	51.4%	104	50.9%	
Age 20 to 39 Years	100	49.9%	102	50.5%	102	50.5%	101	50.1%	
Age 40 to 64 Years	88	46.8%	94	48.5%	96	49.0%	98	49.5%	
Age 65 Years or Over	82	44.9%	81	44.7%	78	43.8%	81	44.6%	

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Household Type (2023)								
Total Households	2,706		20,108		30,528		40,109	
Households with Children	770	28.5%	5,295	26.3%	7,851	25.7%	10,243	25.5%
Average Household Size	2.2		2.2		2.2		2.2	
Household Density per Square Mile	862		711		389		128	
Population Family	4,735	77.7%	34,019	76.2%	52,402	76.7%	70,041	75.3%
Population Non-Family	1,306	21.4%	10,141	22.7%	14,955	21.9%	19,749	21.2%
Population Group Quarters	51	0.8%	473	1.1%	957	1.4%	3,184	3.4%
Family Households	1,616	59.7%	11,653	58.0%	18,040	59.1%	24,312	60.6%
Married Couple Households	1,037	64.2%	7,734	66.4%	12,557	69.6%	17,464	71.8%
Other Family Households with Children	579	35.8%	3,919	33.6%	5,483	30.4%	6,848	28.2%
Family Households with Children	769	47.6%	5,283	45.3%	7,833	43.4%	10,217	42.0%
Married Couple with Children	403	52.4%	2,804	53.1%	4,439	56.7%	6,083	59.5%
Other Family Households with Children	366	47.6%	2,479	46.9%	3,394	43.3%	4,133	40.5%
Family Households No Children	846	52.4%	6,370	54.7%	10,207	56.6%	14,095	58.0%
Married Couple No Children	634	74.9%	4,930	77.4%	8,118	79.5%	11,381	80.7%
Other Family Households No Children	212	25.1%	1,440	22.6%	2,089	20.5%	2,714	19.3%
Non-Family Households	1,091	40.3%	8,455	42.0%	12,488	40.9%	15,798	39.4%
Non-Family Households with Children	1	0.1%	12	0.1%	18	0.1%	26	0.2%
Non-Family Households No Children	1,090	99.9%	8,443	99.9%	12,470	99.9%	15,772	99.8%
Average Family Household Size	2.9		2.9		2.9		2.9	
Average Family Income	\$74,744		\$89,656		\$93,630		\$100,017	
Median Family Income	\$56,014		\$66,591		\$70,606		\$75,850	
Average Non-Family Household Size	1.2		1.2		1.2		1.3	
Marital Status (2023)								
Population Age 15 Years or Over	5,068		37,346		57,398		78,739	
Never Married	1,999	39.4%	13,665	36.6%	19,930	34.7%	28,421	36.1%
Currently Married	1,803	35.6%	14,638	39.2%	23,868	41.6%	33,556	42.6%
Previously Married	1,266	25.0%	9,042	24.2%	13,600	23.7%	16,762	21.3%
Separated	76	6.0%	604	6.7%	949	7.0%	1,214	7.2%
Widowed	328	25.9%	2,675	29.6%	4,174	30.7%	5,221	31.1%
Divorced	862	68.1%	5,764	63.7%	8,478	62.3%	10,327	61.6%
Educational Attainment (2023)								
Adult Population Age 25 Years or Over	4,393		31,925		49,400		65,688	
Elementary (Grade Level 0 to 8)	170	3.9%	828	2.6%	1,223	2.5%	1,422	2.2%
Some High School (Grade Level 9 to 11)	406	9.2%	2,266	7.1%	3,365	6.8%	4,051	6.2%
High School Graduate	1,466	33.4%	10,720	33.6%	16,776	34.0%	22,150	33.7%
Some College	1,265	28.8%	8,402	26.3%	12,905	26.1%	16,664	25.4%
Associate Degree Only	418	9.5%	3,136	9.8%	5,148	10.4%	7,270	11.1%
Bachelor Degree Only	537	12.2%	4,300	13.5%	6,507	13.2%	9,427	14.4%
Graduate Degree	130	3.0%	2,272	7.1%	3,475	7.0%	4,704	7.2%
Any College (Some College or Higher)	2,350	53.5%	18,110	56.7%	28,035	56.8%	38,066	57.9%
College Degree + (Bachelor Degree or Higher)	667	15.2%	6,572	20.6%	9,983	20.2%	14,131	21.5%

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Complete Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
 Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 43.6232/-83.89

Mattress Firm/Soldan's Bay City, MI	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Housing								
Total Housing Units (2023)	2,904		21,882		33,015		43,314	
Total Housing Units (2020)	2,915		22,020		33,207		43,332	
Historical Annual Growth (2020-2023)	-12	-0.1%	-137	-0.2%	-193	-0.2%	-18	-
Housing Units Occupied (2023)	2,706	93.2%	20,108	91.9%	30,528	92.5%	40,109	92.6%
Housing Units Owner-Occupied	1,942	71.8%	13,953	69.4%	22,058	72.3%	29,337	73.1%
Housing Units Renter-Occupied	764	28.2%	6,155	30.6%	8,470	27.7%	10,772	26.9%
Housing Units Vacant (2023)	197	6.8%	1,774	8.1%	2,486	7.5%	3,205	7.4%
Household Size (2023)								
Total Households	2,706		20,108		30,528		40,109	
1 Person Households	941	34.8%	7,315	36.4%	10,829	35.5%	13,403	33.4%
2 Person Households	957	35.4%	7,125	35.4%	11,157	36.5%	14,978	37.3%
3 Person Households	382	14.1%	2,658	13.2%	3,939	12.9%	5,289	13.2%
4 Person Households	291	10.8%	1,881	9.4%	2,876	9.4%	4,190	10.4%
5 Person Households	97	3.6%	791	3.9%	1,211	4.0%	1,601	4.0%
6 Person Households	30	1.1%	236	1.2%	366	1.2%	466	1.2%
7 or More Person Households	9	0.3%	102	0.5%	150	0.5%	183	0.5%
Household Income Distribution (2023)								
HH Income \$200,000 or More	28	1.0%	739	3.7%	1,194	3.9%	1,902	4.7%
HH Income \$150,000 to \$199,999	24	0.9%	875	4.4%	1,638	5.4%	2,413	6.0%
HH Income \$125,000 to \$149,999	68	2.5%	877	4.4%	1,339	4.4%	1,900	4.7%
HH Income \$100,000 to \$124,999	188	7.0%	1,339	6.7%	2,120	6.9%	2,982	7.4%
HH Income \$75,000 to \$99,999	387	14.3%	2,264	11.3%	3,418	11.2%	4,677	11.7%
HH Income \$50,000 to \$74,999	625	23.1%	3,503	17.4%	5,425	17.8%	7,347	18.3%
HH Income \$35,000 to \$49,999	393	14.5%	2,729	13.6%	4,211	13.8%	5,473	13.6%
HH Income \$25,000 to \$34,999	473	17.5%	2,608	13.0%	3,651	12.0%	4,411	11.0%
HH Income \$15,000 to \$24,999	282	10.4%	1,864	9.3%	2,886	9.5%	3,675	9.2%
HH Income \$10,000 to \$14,999	69	2.6%	1,536	7.6%	1,966	6.4%	2,196	5.5%
HH Income Under \$10,000	168	6.2%	1,775	8.8%	2,680	8.8%	3,133	7.8%
Household Vehicles (2023)								
Households 0 Vehicles Available	202	7.5%	1,887	9.4%	2,741	9.0%	3,071	7.7%
Households 1 Vehicle Available	1,113	41.1%	8,037	40.0%	11,799	38.6%	14,339	35.7%
Households 2 Vehicles Available	1,030	38.0%	7,313	36.4%	11,236	36.8%	15,286	38.1%
Households 3 or More Vehicles Available	362	13.4%	2,870	14.3%	4,752	15.6%	7,413	18.5%
Total Vehicles Available	4,334		32,351		50,206		69,913	
Average Vehicles per Household	1.6		1.6		1.6		1.7	
Owner-Occupied Household Vehicles	3,349	77.3%	25,901	80.1%	40,970	81.6%	56,633	81.0%
Average Vehicles per Owner-Occupied Household	1.7		1.9		1.9		1.9	
Renter-Occupied Household Vehicles	985	22.7%	6,450	19.9%	9,236	18.4%	13,280	19.0%
Average Vehicles per Renter-Occupied Household	1.3		1.0		1.1		1.2	
Travel Time (2023)								
Worker Base Age 16 years or Over	3,008		20,587		30,640		42,083	
Travel to Work in 14 Minutes or Less	1,293	43.0%	8,973	43.6%	13,136	42.9%	17,406	41.4%
Travel to Work in 15 to 29 Minutes	1,154	38.4%	6,307	30.6%	9,625	31.4%	13,754	32.7%
Travel to Work in 30 to 59 Minutes	326	10.9%	3,344	16.2%	4,828	15.8%	6,703	15.9%
Travel to Work in 60 Minutes or More	81	2.7%	682	3.3%	1,199	3.9%	1,532	3.6%
Work at Home	154	5.1%	1,281	6.2%	1,851	6.0%	2,687	6.4%
Average Minutes Travel to Work	15.6		15.4		15.6		16.0	

Complete Profile

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Mattress Firm/Soldan's Bay City, MI	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Transportation To Work (2023)								
Worker Base Age 16 years or Over	3,008		20,587		30,640		42,083	
Drive to Work Alone	2,536	84.3%	16,955	82.4%	25,512	83.3%	34,584	82.2%
Drive to Work in Carpool	243	8.1%	1,489	7.2%	2,091	6.8%	2,683	6.4%
Travel to Work by Public Transportation	5	0.2%	122	0.6%	216	0.7%	255	0.6%
Drive to Work on Motorcycle	-	-	-	-	-	-	-	-
Bicycle to Work	11	0.4%	202	1.0%	254	0.8%	297	0.7%
Walk to Work	30	1.0%	378	1.8%	516	1.7%	1,329	3.2%
Other Means	29	1.0%	159	0.8%	200	0.7%	248	0.6%
Work at Home	154	5.1%	1,281	6.2%	1,851	6.0%	2,687	6.4%
Daytime Demographics (2023)								
Total Businesses	210		1,631		2,172		2,673	
Total Employees	2,199		17,612		23,497		29,428	
Company Headquarter Businesses	7	3.5%	77	4.7%	105	4.8%	137	5.1%
Company Headquarter Employees	332	15.1%	2,356	13.4%	3,186	13.6%	4,308	14.6%
Employee Population per Business	10.5 to 1		10.8 to 1		10.8 to 1		11.0 to 1	
Residential Population per Business	29.0 to 1		27.4 to 1		31.5 to 1		34.8 to 1	
Adj. Daytime Demographics Age 16 Years or Over	4,183		33,788		49,343		64,897	
Labor Force								
Labor Population Age 16 Years or Over (2023)	4,992		36,781		56,524		77,603	
Labor Force Total Males (2023)	2,371	47.5%	17,794	48.4%	27,250	48.2%	37,568	48.4%
Male Civilian Employed	1,438	60.6%	10,359	58.2%	15,490	56.8%	21,093	56.1%
Male Civilian Unemployed	88	3.7%	1,083	6.1%	1,516	5.6%	1,874	5.0%
Males in Armed Forces	-	-	16	-	35	0.1%	48	0.1%
Males Not in Labor Force	845	35.6%	6,336	35.6%	10,210	37.5%	14,554	38.7%
Labor Force Total Females (2023)	2,621	52.5%	18,988	51.6%	29,274	51.8%	40,035	51.6%
Female Civilian Employed	1,570	59.9%	10,231	53.9%	15,153	51.8%	20,993	52.4%
Female Civilian Unemployed	65	2.5%	610	3.2%	910	3.1%	1,120	2.8%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	986	37.6%	8,146	42.9%	13,211	45.1%	17,923	44.8%
Unemployment Rate	153	3.1%	1,693	4.6%	2,426	4.3%	2,993	3.9%
Occupation (2023)								
Occupation Population Age 16 Years or Over	3,008		20,587		30,640		42,083	
Occupation Total Males	1,438	47.8%	10,357	50.3%	15,488	50.5%	21,091	50.1%
Occupation Total Females	1,570	52.2%	10,230	49.7%	15,152	49.5%	20,992	49.9%
Management, Business, Financial Operations	198	-	1,796	8.7%	2,688	8.8%	3,827	9.1%
Professional, Related	535	17.8%	3,805	18.5%	5,949	19.4%	8,510	20.2%
Service	711	23.6%	4,412	21.4%	6,350	20.7%	8,343	19.8%
Sales, Office	661	22.0%	4,641	22.5%	6,995	22.8%	9,534	22.7%
Farming, Fishing, Forestry	-	-	8	-	45	0.1%	59	0.1%
Construction, Extraction, Maintenance	345	11.5%	1,539	7.5%	2,455	8.0%	3,582	8.5%
Production, Transport, Material Moving	557	18.5%	4,387	21.3%	6,159	20.1%	8,228	19.6%
White Collar Workers	1,395	46.4%	10,241	49.7%	15,632	51.0%	21,871	52.0%
Blue Collar Workers	1,613	53.6%	10,346	50.3%	15,008	49.0%	20,212	48.0%

Complete Profile

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Mattress Firm/Soldan's Bay City, MI	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Units In Structure (2023)								
Total Units	2,706		20,108		30,528		40,109	
1 Detached Unit	1,974	72.9%	13,754	68.4%	21,671	71.0%	28,531	71.1%
1 Attached Unit	140	5.2%	783	3.9%	1,303	4.3%	1,710	4.3%
2 Units	41	1.5%	831	4.1%	997	3.3%	1,238	3.1%
3 to 4 Units	89	3.3%	976	4.9%	1,259	4.1%	1,508	3.8%
5 to 9 Units	30	1.1%	424	2.1%	602	2.0%	948	2.4%
10 to 19 Units	145	5.3%	750	3.7%	972	3.2%	1,224	3.1%
20 to 49 Units	40	1.5%	530	2.6%	808	2.6%	1,216	3.0%
50 or More Units	154	5.7%	1,316	6.5%	1,875	6.1%	2,062	5.1%
Mobile Home or Trailer	95	3.5%	743	3.7%	1,042	3.4%	1,675	4.2%
Other Structure	-	-	-	-	-	-	-	-
Homes Built By Year (2023)								
Homes Built 2020 or later	-	-	1	-	1	-	1	-
Homes Built 2010 to 2019	27	0.9%	374	1.7%	584	1.8%	1,095	2.5%
Homes Built 2000 to 2009	104	3.6%	584	2.7%	1,436	4.3%	2,693	6.2%
Homes Built 1990 to 1999	139	4.8%	811	3.7%	1,290	3.9%	2,012	4.6%
Homes Built 1980 to 1989	212	7.3%	1,292	5.9%	1,939	5.9%	2,880	6.6%
Homes Built 1970 to 1979	371	12.8%	2,740	12.5%	4,392	13.3%	6,085	14.0%
Homes Built 1960 to 1969	358	12.3%	2,365	10.8%	4,046	12.3%	5,341	12.3%
Homes Built 1950 to 1959	486	16.7%	2,775	12.7%	4,627	14.0%	5,718	13.2%
Homes Built 1940 to 1949	323	11.1%	2,172	9.9%	3,109	9.4%	3,668	8.5%
Homes Built Before 1939	686	23.6%	6,993	32.0%	9,105	27.6%	10,616	24.5%
Median Age of Homes	65.3 yrs		68.0 yrs		65.7 yrs		62.7 yrs	
Home Values (2023)								
Owner Specified Housing Units	1,942		13,953		22,058		29,337	
Home Values \$1,000,000 or More	1	-	54	0.4%	94	0.4%	127	0.4%
Home Values \$750,000 to \$999,999	2	-	68	0.5%	86	0.4%	88	0.3%
Home Values \$500,000 to \$749,999	49	2.5%	173	1.2%	278	1.3%	428	1.5%
Home Values \$400,000 to \$499,999	7	0.4%	217	1.6%	380	1.7%	597	2.0%
Home Values \$300,000 to \$399,999	19	1.0%	515	3.7%	918	4.2%	1,462	5.0%
Home Values \$250,000 to \$299,999	51	2.6%	708	5.1%	1,380	6.3%	1,946	6.6%
Home Values \$200,000 to \$249,999	79	4.1%	675	4.8%	1,406	6.4%	2,130	7.3%
Home Values \$175,000 to \$199,999	71	3.7%	670	4.8%	1,219	5.5%	1,865	6.4%
Home Values \$150,000 to \$174,999	140	7.2%	1,156	8.3%	1,863	8.4%	2,865	9.8%
Home Values \$125,000 to \$149,999	73	3.8%	765	5.5%	1,447	6.6%	2,144	7.3%
Home Values \$100,000 to \$124,999	169	8.7%	1,525	10.9%	2,459	11.1%	3,234	11.0%
Home Values \$90,000 to \$99,999	204	10.5%	1,141	8.2%	1,646	7.5%	2,006	6.8%
Home Values \$80,000 to \$89,999	294	15.1%	1,887	13.5%	2,719	12.3%	3,194	10.9%
Home Values \$70,000 to \$79,999	215	11.1%	1,220	8.7%	1,673	7.6%	1,928	6.6%
Home Values \$60,000 to \$69,999	142	7.3%	766	5.5%	1,063	4.8%	1,158	3.9%
Home Values \$50,000 to \$59,999	100	5.1%	588	4.2%	823	3.7%	898	3.1%
Home Values \$35,000 to \$49,999	128	6.6%	783	5.6%	1,048	4.8%	1,125	3.8%
Home Values \$25,000 to \$34,999	51	2.6%	323	2.3%	482	2.2%	572	2.0%
Home Values \$10,000 to \$24,999	67	3.4%	260	1.9%	375	1.7%	577	2.0%
Home Values Under \$10,000	79	4.1%	460	3.3%	699	3.2%	994	3.4%
Owner-Occupied Median Home Value	\$90,453		\$105,951		\$117,093		\$127,255	
Renter-Occupied Median Rent	\$624		\$550		\$552		\$562	

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Lat/Lon: 43.6232/-83.89

Mattress Firm/Soldan's Bay City, MI		1 mi radius	3 mi radius	5 mi radius	10 mi radius
Total Annual Consumer Expenditure (2023)					
Total Household Expenditure		\$142.44 M	\$1.14 B	\$1.77 B	\$2.42 B
Total Non-Retail Expenditure		\$74.93 M	\$604.71 M	\$937.43 M	\$1.28 B
Total Retail Expenditure		\$67.51 M	\$539.34 M	\$836.52 M	\$1.14 B
Apparel		\$4.87 M	\$39.62 M	\$61.51 M	\$84.13 M
Contributions		\$4.41 M	\$36.56 M	\$57.12 M	\$78.57 M
Education		\$3.6 M	\$32.28 M	\$50.46 M	\$69.62 M
Entertainment		\$7.81 M	\$63.57 M	\$99.03 M	\$135.78 M
Food and Beverages		\$21.28 M	\$169.65 M	\$262.5 M	\$357.46 M
Furnishings and Equipment		\$4.87 M	\$39.56 M	\$61.62 M	\$84.45 M
Gifts		\$3.24 M	\$27.07 M	\$42.06 M	\$58 M
Health Care		\$12.68 M	\$99.44 M	\$154.08 M	\$209.54 M
Household Operations		\$5.51 M	\$44.71 M	\$69.53 M	\$95.07 M
Miscellaneous Expenses		\$2.68 M	\$21.64 M	\$33.63 M	\$45.93 M
Personal Care		\$1.91 M	\$15.36 M	\$23.82 M	\$32.5 M
Personal Insurance		\$929.66 K	\$7.76 M	\$12.16 M	\$16.79 M
Reading		\$311.11 K	\$2.51 M	\$3.91 M	\$5.33 M
Shelter		\$30.04 M	\$242.18 M	\$374.68 M	\$510.43 M
Tobacco		\$997.14 K	\$7.56 M	\$11.51 M	\$15.4 M
Transportation		\$26.08 M	\$206.97 M	\$321.25 M	\$439.33 M
Utilities		\$11.23 M	\$87.62 M	\$135.08 M	\$182.87 M
Monthly Household Consumer Expenditure (2023)					
Total Household Expenditure		\$4,386	\$4,741	\$4,842	\$5,030
Total Non-Retail Expenditure		\$2,307 52.6%	\$2,506 52.9%	\$2,559 52.8%	\$2,657 52.8%
Total Retail Expenditures		\$2,079 47.4%	\$2,235 47.1%	\$2,283 47.2%	\$2,373 47.2%
Apparel		\$150 3.4%	\$164 3.5%	\$168 3.5%	\$175 3.5%
Contributions		\$136 3.1%	\$151 3.2%	\$156 3.2%	\$163 3.2%
Education		\$111 2.5%	\$134 2.8%	\$138 2.8%	\$145 2.9%
Entertainment		\$240 5.5%	\$263 5.6%	\$270 5.6%	\$282 5.6%
Food and Beverages		\$655 14.9%	\$703 14.8%	\$717 14.8%	\$743 14.8%
Furnishings and Equipment		\$150 3.4%	\$164 3.5%	\$168 3.5%	\$175 3.5%
Gifts		\$100 2.3%	\$112 2.4%	\$115 2.4%	\$121 2.4%
Health Care		\$390 8.9%	\$412 8.7%	\$421 8.7%	\$435 8.7%
Household Operations		\$170 3.9%	\$185 3.9%	\$190 3.9%	\$198 3.9%
Miscellaneous Expenses		\$83 1.9%	\$90 1.9%	\$92 1.9%	\$95 1.9%
Personal Care		\$59 1.3%	\$64 1.3%	\$65 1.3%	\$68 1.3%
Personal Insurance		\$29 0.7%	\$32 0.7%	\$33 0.7%	\$35 0.7%
Reading		\$10 0.2%	\$10 0.2%	\$11 0.2%	\$11 0.2%
Shelter		\$925 21.1%	\$1,004 21.2%	\$1,023 21.1%	\$1,060 21.1%
Tobacco		\$31 0.7%	\$31 0.7%	\$31 0.6%	\$32 0.6%
Transportation		\$803 18.3%	\$858 18.1%	\$877 18.1%	\$913 18.1%
Utilities		\$346 7.9%	\$363 7.7%	\$369 7.6%	\$380 7.6%