

Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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 (2024)	6,153	45,276	69,028	91,901
Projected Population (2029)	6,040	44,696	68,033	90,677
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 (2024-2029)	-113 -0.4%	-579 -0.3%	-995 -0.3%	-1,224 -0.3%
Historical Annual Growth (2020-2024)	-10 -	-98 -	-376 -0.1%	-1,759 -0.5%
Historical Annual Growth (2010-2020)	-343 -0.5%	-2,460 -0.5%	-3,201 -0.4%	-1,935 -0.2%
Estimated Population Density (2024)	1,960 <i>psm</i>	1,602 <i>psm</i>	879 <i>psm</i>	293 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>	314.0 <i>sq mi</i>
Households				
Estimated Households (2024)	2,742	20,445	30,978	40,335
Projected Households (2029)	2,683	20,224	30,579	39,871
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 (2024-2029)	-59 -0.4%	-221 -0.2%	-398 -0.3%	-464 -0.2%
Historical Annual Change (2010-2024)	19 -	195 -	459 0.1%	1,300 0.2%
Average Household Income				
Estimated Average Household Income (2024)	\$73,507	\$80,716	\$84,298	\$89,006
Projected Average Household Income (2029)	\$78,693	\$85,666	\$89,686	\$94,820
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 (2024-2029)	\$5,186 1.4%	\$4,950 1.2%	\$5,388 1.3%	\$5,814 1.3%
Historical Annual Change (2000-2024)	\$28,341 2.6%	\$34,754 3.2%	\$37,177 3.3%	\$40,625 3.5%
Median Household Income				
Estimated Median Household Income (2024)	\$57,233	\$57,068	\$59,916	\$63,608
Projected Median Household Income (2029)	\$56,688	\$56,774	\$59,826	\$63,729
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 (2024-2029)	-\$545 -0.2%	-\$294 -0.1%	-\$90 -	\$121 -
Historical Annual Change (2000-2024)	\$21,466 2.5%	\$20,955 2.4%	\$22,472 2.5%	\$24,487 2.6%
Per Capita Income				
Estimated Per Capita Income (2024)	\$32,894	\$36,560	\$37,987	\$39,494
Projected Per Capita Income (2029)	\$35,093	\$38,874	\$40,471	\$42,127
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 (2024-2029)	\$2,199 1.3%	\$2,315 1.3%	\$2,484 1.3%	\$2,634 1.3%
Historical Annual Change (2000-2024)	\$14,561 3.3%	\$17,506 3.8%	\$18,698 4.0%	\$20,033 4.3%
Estimated Average Household Net Worth (2024)	\$685,885	\$786,209	\$864,185	\$920,587

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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 (2024)	6,153		45,276		69,028		91,901		
White (2024)	5,507	89.5%	41,400	91.4%	63,376	91.8%	83,198	90.5%	
Black or African American (2024)	180	2.9%	1,025	2.3%	1,507	2.2%	2,989	3.3%	
American Indian or Alaska Native (2024)	29	0.5%	115	0.3%	174	0.3%	237	0.3%	
Asian (2024)	29	0.5%	244	0.5%	373	0.5%	605	0.7%	
Hawaiian or Pacific Islander (2024)	-	-	-	-	-	-	3	-	
Other Race (2024)	68	1.1%	433	1.0%	623	0.9%	957	1.0%	
Two or More Races (2024)	341	5.5%	2,059	4.5%	2,974	4.3%	3,914	4.3%	
Population < 18 (2024)	1,121	18.2%	8,480	18.7%	12,926	18.7%	17,925	19.5%	
White Not Hispanic	865	77.2%	6,737	79.4%	10,405	80.5%	14,347	80.0%	
Black or African American	32	2.8%	334	3.9%	441	3.4%	805	4.5%	
Asian	2	0.2%	26	0.3%	32	0.2%	74	0.4%	
Other Race Not Hispanic	133	11.9%	465	5.5%	706	5.5%	945	5.3%	
Hispanic	89	7.9%	919	10.8%	1,342	10.4%	1,754	9.8%	
Not Hispanic or Latino Population (2024)	5,840	94.9%	42,558	94.0%	65,019	94.2%	86,476	94.1%	
Not Hispanic White	5,350	91.6%	40,082	94.2%	61,394	94.4%	80,593	93.2%	
Not Hispanic Black or African American	175	3.0%	984	2.3%	1,432	2.2%	2,848	3.3%	
Not Hispanic American Indian or Alaska Native	21	0.4%	76	0.2%	116	0.2%	159	0.2%	
Not Hispanic Asian	29	0.5%	242	0.6%	371	0.6%	602	0.7%	
Not Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	1	-	
Not Hispanic Other Race	26	0.5%	54	0.1%	90	0.1%	188	0.2%	
Not Hispanic Two or More Races	240	4.1%	1,121	2.6%	1,615	2.5%	2,086	2.4%	
Hispanic or Latino Population (2024)	313	5.1%	2,718	6.0%	4,009	5.8%	5,425	5.9%	
Hispanic White	157	50.2%	1,318	48.5%	1,982	49.4%	2,605	48.0%	
Hispanic Black or African American	5	1.4%	41	1.5%	75	1.9%	141	2.6%	
Hispanic American Indian or Alaska Native	8	2.5%	39	1.4%	58	1.4%	78	1.4%	
Hispanic Asian	-	-	2	-	2	-	3	-	
Hispanic Hawaiian or Pacific Islander	-	-	-	-	-	-	2	-	
Hispanic Other Race	42	13.3%	379	14.0%	532	13.3%	769	14.2%	
Hispanic Two or More Races	102	32.5%	938	34.5%	1,360	33.9%	1,828	33.7%	
Not Hispanic or Latino Population (2020)	5,734	93.0%	41,975	92.5%	64,522	93.0%	87,843	93.8%	
Hispanic or Latino Population (2020)	429	7.0%	3,398	7.5%	4,881	7.0%	5,817	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 (2029)	5,635	93.3%	41,705	93.3%	63,493	93.3%	84,548	93.2%	
Hispanic or Latino Population (2029)	405	6.7%	2,992	6.7%	4,540	6.7%	6,129	6.8%	
Projected Annual Growth (2024-2029)	92	5.9%	274	2.0%	531	2.6%	704	2.6%	
Historical Annual Growth (2010-2020)	81	2.3%	431	1.5%	640	1.5%	939	1.9%	

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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 (2024)								
Total Population	6,153		45,276		69,028		91,901	
Age Under 5 Years	275	4.5%	2,080	4.6%	3,198	4.6%	4,140	4.5%
Age 5 to 9 Years	307	5.0%	2,292	5.1%	3,433	5.0%	4,582	5.0%
Age 10 to 14 Years	325	5.3%	2,471	5.5%	3,811	5.5%	5,051	5.5%
Age 15 to 19 Years	356	5.8%	2,640	5.8%	4,016	5.8%	6,996	7.6%
Age 20 to 24 Years	380	6.2%	2,709	6.0%	3,984	5.8%	5,828	6.3%
Age 25 to 29 Years	450	7.3%	3,061	6.8%	4,381	6.3%	5,485	6.0%
Age 30 to 34 Years	426	6.9%	3,192	7.1%	4,642	6.7%	5,751	6.3%
Age 35 to 39 Years	381	6.2%	2,778	6.1%	4,112	6.0%	5,283	5.7%
Age 40 to 44 Years	383	6.2%	2,851	6.3%	4,173	6.0%	5,352	5.8%
Age 45 to 49 Years	347	5.6%	2,561	5.7%	3,807	5.5%	4,894	5.3%
Age 50 to 54 Years	412	6.7%	2,815	6.2%	4,256	6.2%	5,529	6.0%
Age 55 to 59 Years	435	7.1%	3,007	6.6%	4,575	6.6%	6,078	6.6%
Age 60 to 64 Years	434	7.1%	3,363	7.4%	5,172	7.5%	6,836	7.4%
Age 65 to 69 Years	416	6.8%	3,136	6.9%	4,951	7.2%	6,421	7.0%
Age 70 to 74 Years	313	5.1%	2,552	5.6%	4,063	5.9%	5,323	5.8%
Age 75 to 79 Years	239	3.9%	1,773	3.9%	2,962	4.3%	3,834	4.2%
Age 80 to 84 Years	158	2.6%	1,035	2.3%	1,815	2.6%	2,384	2.6%
Age 85 Years or Over	117	1.9%	958	2.1%	1,674	2.4%	2,133	2.3%
Median Age	41.7		41.9		43.0		42.1	
Age 19 Years or Less	1,263	20.5%	9,485	20.9%	14,458	20.9%	20,769	22.6%
Age 20 to 64 Years	3,648	59.3%	26,337	58.2%	39,103	56.6%	51,036	55.5%
Age 65 Years or Over	1,243	20.2%	9,453	20.9%	15,467	22.4%	20,097	21.9%
Female Age Distribution (2024)								
Female Population	3,195	51.9%	23,059	50.9%	34,915	50.6%	45,342	49.3%
Age Under 5 Years	133	4.2%	1,016	4.4%	1,562	4.5%	2,034	4.5%
Age 5 to 9 Years	156	4.9%	1,093	4.7%	1,649	4.7%	2,230	4.9%
Age 10 to 14 Years	162	5.1%	1,186	5.1%	1,799	5.2%	2,367	5.2%
Age 15 to 19 Years	160	5.0%	1,269	5.5%	1,932	5.5%	2,594	5.7%
Age 20 to 24 Years	184	5.8%	1,360	5.9%	1,981	5.7%	2,816	6.2%
Age 25 to 29 Years	242	7.6%	1,524	6.6%	2,171	6.2%	2,701	6.0%
Age 30 to 34 Years	200	6.3%	1,604	7.0%	2,341	6.7%	2,864	6.3%
Age 35 to 39 Years	212	6.6%	1,370	5.9%	1,997	5.7%	2,591	5.7%
Age 40 to 44 Years	182	5.7%	1,416	6.1%	2,113	6.1%	2,707	6.0%
Age 45 to 49 Years	188	5.9%	1,305	5.7%	1,918	5.5%	2,440	5.4%
Age 50 to 54 Years	209	6.5%	1,396	6.1%	2,108	6.0%	2,764	6.1%
Age 55 to 59 Years	234	7.3%	1,548	6.7%	2,329	6.7%	3,044	6.7%
Age 60 to 64 Years	231	7.2%	1,781	7.7%	2,734	7.8%	3,537	7.8%
Age 65 to 69 Years	226	7.1%	1,691	7.3%	2,607	7.5%	3,361	7.4%
Age 70 to 74 Years	178	5.6%	1,387	6.0%	2,191	6.3%	2,823	6.2%
Age 75 to 79 Years	141	4.4%	978	4.2%	1,611	4.6%	2,065	4.6%
Age 80 to 84 Years	88	2.7%	569	2.5%	966	2.8%	1,242	2.7%
Age 85 Years or Over	68	2.1%	568	2.5%	907	2.6%	1,161	2.6%
Female Median Age	43.0		43.2		44.1		43.7	
Age 19 Years or Less	611	19.1%	4,563	19.8%	6,941	19.9%	9,225	20.3%
Age 20 to 64 Years	1,883	59.0%	13,302	57.7%	19,692	56.4%	25,465	56.2%
Age 65 Years or Over	701	21.9%	5,193	22.5%	8,282	23.7%	10,652	23.5%

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MATTRESS FIRM/SOLDAN'S BAY CITY, MI	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Male Age Distribution (2024)								
Male Population	2,958	48.1%	22,217	49.1%	34,113	49.4%	46,559	50.7%
Age Under 5 Years	142	4.8%	1,065	4.8%	1,637	4.8%	2,106	4.5%
Age 5 to 9 Years	151	5.1%	1,200	5.4%	1,785	5.2%	2,352	5.1%
Age 10 to 14 Years	163	5.5%	1,285	5.8%	2,012	5.9%	2,684	5.8%
Age 15 to 19 Years	196	6.6%	1,371	6.2%	2,084	6.1%	4,402	9.5%
Age 20 to 24 Years	196	6.6%	1,348	6.1%	2,003	5.9%	3,011	6.5%
Age 25 to 29 Years	208	7.0%	1,537	6.9%	2,210	6.5%	2,784	6.0%
Age 30 to 34 Years	225	7.6%	1,588	7.1%	2,301	6.7%	2,887	6.2%
Age 35 to 39 Years	169	5.7%	1,408	6.3%	2,115	6.2%	2,692	5.8%
Age 40 to 44 Years	201	6.8%	1,435	6.5%	2,060	6.0%	2,645	5.7%
Age 45 to 49 Years	159	5.4%	1,257	5.7%	1,889	5.5%	2,454	5.3%
Age 50 to 54 Years	203	6.9%	1,419	6.4%	2,148	6.3%	2,765	5.9%
Age 55 to 59 Years	201	6.8%	1,460	6.6%	2,246	6.6%	3,034	6.5%
Age 60 to 64 Years	203	6.9%	1,583	7.1%	2,438	7.1%	3,298	7.1%
Age 65 to 69 Years	190	6.4%	1,445	6.5%	2,344	6.9%	3,060	6.6%
Age 70 to 74 Years	135	4.6%	1,165	5.2%	1,872	5.5%	2,500	5.4%
Age 75 to 79 Years	98	3.3%	795	3.6%	1,351	4.0%	1,769	3.8%
Age 80 to 84 Years	70	2.4%	466	2.1%	850	2.5%	1,142	2.5%
Age 85 Years or Over	48	1.6%	390	1.8%	767	2.2%	972	2.1%
Male Median Age	40.1		40.5		41.8		40.7	
Age 19 Years or Less	652	22.0%	4,921	22.2%	7,517	22.0%	11,544	24.8%
Age 20 to 64 Years	1,764	59.6%	13,035	58.7%	19,411	56.9%	25,571	54.9%
Age 65 Years or Over	542	18.3%	4,261	19.2%	7,185	21.1%	9,444	20.3%
Males per 100 Females (2024)								
Overall Comparison	93		96		98		103	
Age Under 5 Years	107	51.6%	105	51.2%	105	51.2%	104	50.9%
Age 5 to 9 Years	97	49.2%	110	52.3%	108	52.0%	105	51.3%
Age 10 to 14 Years	101	50.2%	108	52.0%	112	52.8%	113	53.1%
Age 15 to 19 Years	122	55.0%	108	51.9%	108	51.9%	170	62.9%
Age 20 to 24 Years	106	51.5%	99	49.8%	101	50.3%	107	51.7%
Age 25 to 29 Years	86	46.1%	101	50.2%	102	50.4%	103	50.8%
Age 30 to 34 Years	112	52.9%	99	49.8%	98	49.6%	101	50.2%
Age 35 to 39 Years	79	44.3%	103	50.7%	106	51.4%	104	51.0%
Age 40 to 44 Years	111	52.6%	101	50.3%	98	49.4%	98	49.4%
Age 45 to 49 Years	84	45.8%	96	49.1%	99	49.6%	101	50.1%
Age 50 to 54 Years	97	49.3%	102	50.4%	102	50.5%	100	50.0%
Age 55 to 59 Years	86	46.2%	94	48.5%	96	49.1%	100	49.9%
Age 60 to 64 Years	88	46.7%	89	47.1%	89	47.1%	93	48.3%
Age 65 to 69 Years	84	45.6%	85	46.1%	90	47.3%	91	47.7%
Age 70 to 74 Years	76	43.2%	84	45.6%	85	46.1%	89	47.0%
Age 75 to 79 Years	70	41.1%	81	44.8%	84	45.6%	86	46.1%
Age 80 to 84 Years	80	44.5%	82	45.0%	88	46.8%	92	47.9%
Age 85 Years or Over	71	41.5%	69	40.7%	85	45.8%	84	45.6%
Age 19 Years or Less	107	51.6%	108	51.9%	108	52.0%	125	55.6%
Age 20 to 39 Years	95	48.7%	100	50.1%	102	50.4%	104	50.9%
Age 40 to 64 Years	93	48.1%	96	49.0%	96	49.0%	98	49.5%
Age 65 Years or Over	77	43.6%	82	45.1%	87	46.5%	89	47.0%

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MATTRESS FIRM/SOLDAN'S BAY CITY, MI	1 mi radius		3 mi radius		5 mi radius		10 mi radius	
Household Type (2024)								
Total Households	2,742		20,445		30,978		40,335	
Households with Children	622	22.7%	4,615	22.6%	6,993	22.6%	8,969	22.2%
Average Household Size	2.2		2.2		2.2		2.2	
Household Density per Square Mile	873		723		395		128	
Population Family	4,632	75.3%	33,797	74.6%	51,410	74.5%	66,895	72.8%
Population Non-Family	1,470	23.9%	11,009	24.3%	16,667	24.1%	21,935	23.9%
Population Group Quarters	52	0.8%	469	1.0%	951	1.4%	3,071	3.3%
Family Households	1,531	55.8%	11,214	54.8%	17,099	55.2%	22,300	55.3%
Married Couple Households	989	64.6%	7,383	65.8%	11,613	67.9%	15,653	70.2%
Other Family Households with Children	541	35.4%	3,832	34.2%	5,486	32.1%	6,648	29.8%
Family Households with Children	621	40.6%	4,607	41.1%	6,984	40.8%	8,954	40.2%
Married Couple with Children	344	55.4%	2,584	56.1%	4,079	58.4%	5,522	61.7%
Other Family Households with Children	277	44.6%	2,023	43.9%	2,904	41.6%	3,432	38.3%
Family Households No Children	909	59.4%	6,607	58.9%	10,116	59.2%	13,346	59.8%
Married Couple No Children	645	71.0%	4,799	72.6%	7,534	74.5%	10,130	75.9%
Other Family Households No Children	264	29.0%	1,809	27.4%	2,582	25.5%	3,216	24.1%
Non-Family Households	1,211	44.2%	9,231	45.2%	13,878	44.8%	18,035	44.7%
Non-Family Households with Children	-	-	8	-	9	-	15	-
Non-Family Households No Children	1,211	100.0%	9,223	99.9%	13,869	99.9%	18,020	99.9%
Average Family Household Size	3.0		3.0		3.0		3.0	
Average Family Income	\$91,865		\$103,310		\$110,054		\$119,929	
Median Family Income	\$71,818		\$71,639		\$77,881		\$84,256	
Average Non-Family Household Size	1.2		1.2		1.2		1.2	
Marital Status (2024)								
Population Age 15 Years or Over	5,246		38,431		58,585		78,129	
Never Married	2,064	39.3%	14,137	36.8%	20,423	34.9%	27,721	35.5%
Currently Married	1,865	35.5%	15,007	39.0%	24,276	41.4%	33,526	42.9%
Previously Married	1,318	25.1%	9,287	24.2%	13,887	23.7%	16,881	21.6%
Separated	79	6.0%	624	6.7%	979	7.1%	1,232	7.3%
Widowed	341	25.9%	2,705	29.1%	4,207	30.3%	5,191	30.8%
Divorced	898	68.1%	5,958	64.2%	8,701	62.7%	10,458	62.0%
Educational Attainment (2024)								
Adult Population Age 25 Years or Over	4,510		33,082		50,586		65,305	
Elementary (Grade Level 0 to 8)	195	4.3%	997	3.0%	1,402	2.8%	1,587	2.4%
Some High School (Grade Level 9 to 11)	351	7.8%	2,099	6.3%	3,166	6.3%	3,813	5.8%
High School Graduate	1,423	31.6%	10,544	31.9%	16,031	31.7%	20,331	31.1%
Some College	1,160	25.7%	8,687	26.3%	13,163	26.0%	16,452	25.2%
Associate Degree Only	595	13.2%	3,467	10.5%	5,603	11.1%	7,654	11.7%
Bachelor Degree Only	593	13.1%	4,691	14.2%	7,256	14.3%	10,215	15.6%
Graduate Degree	193	4.3%	2,597	7.9%	3,965	7.8%	5,252	8.0%
Any College (Some College or Higher)	2,541	56.3%	19,442	58.8%	29,986	59.3%	39,574	60.6%
College Degree + (Bachelor Degree or Higher)	786	17.4%	7,289	22.0%	11,221	22.2%	15,468	23.7%

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Complete Profile

2010-2020 Census, 2024 Estimates with 2029 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 (2024)	2,929		22,079		33,273		43,610	
Total Housing Units (2020)	2,915		22,020		33,207		43,332	
Historical Annual Growth (2020-2024)	14	0.1%	59	-	65	-	278	0.2%
Housing Units Occupied (2024)	2,742	93.6%	20,445	92.6%	30,978	93.1%	40,335	92.5%
Housing Units Owner-Occupied	2,017	73.6%	14,044	68.7%	22,149	71.5%	29,507	73.2%
Housing Units Renter-Occupied	725	26.4%	6,401	31.3%	8,829	28.5%	10,828	26.8%
Housing Units Vacant (2024)	187	6.4%	1,634	7.4%	2,295	6.9%	3,275	7.5%
Household Size (2024)								
Total Households	2,742		20,445		30,978		40,335	
1 Person Households	1,059	38.6%	8,129	39.8%	12,263	39.6%	15,929	39.5%
2 Person Households	959	35.0%	7,144	34.9%	11,106	35.9%	14,788	36.7%
3 Person Households	363	13.3%	2,520	12.3%	3,628	11.7%	4,522	11.2%
4 Person Households	237	8.7%	1,651	8.1%	2,493	8.0%	3,200	7.9%
5 Person Households	83	3.0%	698	3.4%	1,016	3.3%	1,277	3.2%
6 Person Households	25	0.9%	210	1.0%	323	1.0%	432	1.1%
7 or More Person Households	16	0.6%	95	0.5%	148	0.5%	187	0.5%
Household Income Distribution (2024)								
HH Income \$200,000 or More	25	0.9%	1,005	4.9%	1,776	5.7%	2,577	6.4%
HH Income \$150,000 to \$199,999	55	2.0%	1,011	4.9%	1,640	5.3%	2,474	6.1%
HH Income \$125,000 to \$149,999	102	3.7%	917	4.5%	1,527	4.9%	2,204	5.5%
HH Income \$100,000 to \$124,999	209	7.6%	1,489	7.3%	2,329	7.5%	3,289	8.2%
HH Income \$75,000 to \$99,999	555	20.2%	2,672	13.1%	4,157	13.4%	5,658	14.0%
HH Income \$50,000 to \$74,999	539	19.7%	3,589	17.6%	5,404	17.4%	6,947	17.2%
HH Income \$35,000 to \$49,999	516	18.8%	2,826	13.8%	4,283	13.8%	5,422	13.4%
HH Income \$25,000 to \$34,999	339	12.4%	2,556	12.5%	3,533	11.4%	4,241	10.5%
HH Income \$15,000 to \$24,999	202	7.4%	1,529	7.5%	2,458	7.9%	3,005	7.4%
HH Income \$10,000 to \$14,999	49	1.8%	1,421	6.9%	1,870	6.0%	2,048	5.1%
HH Income Under \$10,000	152	5.5%	1,431	7.0%	2,000	6.5%	2,470	6.1%
Household Vehicles (2024)								
Households 0 Vehicles Available	163	5.9%	1,775	8.7%	2,609	8.4%	2,818	7.0%
Households 1 Vehicle Available	1,060	38.7%	8,205	40.1%	12,000	38.7%	14,624	36.3%
Households 2 Vehicles Available	1,135	41.4%	7,562	37.0%	11,683	37.7%	15,634	38.8%
Households 3 or More Vehicles Available	384	14.0%	2,902	14.2%	4,686	15.1%	7,258	18.0%
Total Vehicles Available	4,577		33,242		51,132		70,359	
Average Vehicles per Household	1.7		1.6		1.7		1.7	
Owner-Occupied Household Vehicles	3,597	78.6%	26,338	79.2%	41,357	80.9%	56,857	80.8%
Average Vehicles per Owner-Occupied Household	1.8		1.9		1.9		1.9	
Renter-Occupied Household Vehicles	980	21.4%	6,904	20.8%	9,776	19.1%	13,502	19.2%
Average Vehicles per Renter-Occupied Household	1.4		1.1		1.1		1.2	
Travel Time (2024)								
Worker Base Age 16 years or Over	3,244		21,424		31,951		43,322	
Travel to Work in 14 Minutes or Less	992	30.6%	7,257	33.9%	10,512	32.9%	13,836	31.9%
Travel to Work in 15 to 29 Minutes	1,432	44.1%	7,658	35.7%	11,523	36.1%	16,131	37.2%
Travel to Work in 30 to 59 Minutes	489	15.1%	3,888	18.1%	5,718	17.9%	7,763	17.9%
Travel to Work in 60 Minutes or More	129	4.0%	1,149	5.4%	2,074	6.5%	2,662	6.1%
Work at Home	202	6.2%	1,471	6.9%	2,124	6.6%	2,930	6.8%
Average Minutes Travel to Work	19.3		18.9		19.0		19.1	

Complete Profile

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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	
Transportation To Work (2024)								
Worker Base Age 16 years or Over	3,244		21,424		31,951		43,322	
Drive to Work Alone	2,725	84.0%	17,619	82.2%	26,468	82.8%	35,563	82.1%
Drive to Work in Carpool	250	7.7%	1,418	6.6%	2,106	6.6%	2,730	6.3%
Travel to Work by Public Transportation	6	0.2%	92	0.4%	171	0.5%	197	0.5%
Drive to Work on Motorcycle	-	-	1	-	1	-	1	-
Bicycle to Work	13	0.4%	220	1.0%	291	0.9%	310	0.7%
Walk to Work	35	1.1%	440	2.1%	577	1.8%	1,318	3.0%
Other Means	12	0.4%	162	0.8%	213	0.7%	274	0.6%
Work at Home	202	6.2%	1,471	6.9%	2,124	6.6%	2,930	6.8%
Daytime Demographics (2024)								
Total Businesses	209		1,657		2,194		2,705	
Total Employees	2,197		17,867		23,725		29,796	
Company Headquarter Businesses	7	3.5%	78	4.7%	106	4.8%	138	5.1%
Company Headquarter Employees	332	15.1%	2,381	13.3%	3,208	13.5%	4,345	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	29.4 to 1		27.3 to 1		31.5 to 1		34.0 to 1	
Adj. Daytime Demographics Age 16 Years or Over	4,125		34,340		49,515		63,529	
Labor Force								
Labor Population Age 16 Years or Over (2024)	5,172		37,908		57,764		77,088	
Labor Force Total Males (2024)	2,472	47.8%	18,403	48.5%	28,253	48.9%	38,883	50.4%
Male Civilian Employed	1,556	63.0%	10,776	58.6%	16,324	57.8%	22,537	58.0%
Male Civilian Unemployed	57	2.3%	895	4.9%	1,281	4.5%	1,655	4.3%
Males in Armed Forces	-	-	10	-	23	-	31	-
Males Not in Labor Force	858	34.7%	6,722	36.5%	10,625	37.6%	14,660	37.7%
Labor Force Total Females (2024)	2,701	52.2%	19,505	51.5%	29,511	51.1%	38,205	49.6%
Female Civilian Employed	1,688	62.5%	10,649	54.6%	15,628	53.0%	20,786	54.4%
Female Civilian Unemployed	18	0.7%	397	2.0%	612	2.1%	766	2.0%
Females in Armed Forces	-	-	-	-	-	-	-	-
Females Not in Labor Force	995	36.9%	8,460	43.4%	13,272	45.0%	16,652	43.6%
Unemployment Rate	75	1.4%	1,292	3.4%	1,893	3.3%	2,421	3.1%
Occupation (2024)								
Occupation Population Age 16 Years or Over	3,244		21,424		31,951		43,322	
Occupation Total Males	1,556	48.0%	10,775	50.3%	16,323	51.1%	22,536	52.0%
Occupation Total Females	1,688	52.0%	10,649	49.7%	15,628	48.9%	20,786	48.0%
Management, Business, Financial Operations	334	10.3%	2,525	11.8%	3,807	11.9%	5,130	11.8%
Professional, Related	547	16.9%	4,459	20.8%	7,047	22.1%	9,723	22.4%
Service	633	19.5%	3,635	17.0%	5,194	16.3%	6,961	16.1%
Sales, Office	908	28.0%	5,550	25.9%	8,332	26.1%	10,869	25.1%
Farming, Fishing, Forestry	3	-	18	-	88	0.3%	127	0.3%
Construction, Extraction, Maintenance	308	9.5%	1,332	6.2%	2,066	6.5%	3,240	7.5%
Production, Transport, Material Moving	511	15.8%	3,905	18.2%	5,416	17.0%	7,273	16.8%
White Collar Workers	1,789	55.1%	12,534	58.5%	19,186	60.0%	25,722	59.4%
Blue Collar Workers	1,456	44.9%	8,890	41.5%	12,764	40.0%	17,600	40.6%

Complete Profile

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Lat/Lon: 43.6232/-83.89

MATTRESS FIRM/SOLDAN'S		1 mi radius		3 mi radius		5 mi radius		10 mi radius	
BAY CITY, MI									
Units In Structure (2024)									
Total Units		2,742		20,445		30,978		40,335	
1 Detached Unit		2,119	77.3%	14,534	71.1%	22,584	72.9%	29,605	73.4%
1 Attached Unit		173	6.3%	943	4.6%	1,579	5.1%	2,052	5.1%
2 Units		47	1.7%	1,052	5.1%	1,224	4.0%	1,363	3.4%
3 to 4 Units		25	0.9%	350	1.7%	463	1.5%	540	1.3%
5 to 9 Units		36	1.3%	694	3.4%	916	3.0%	1,321	3.3%
10 to 19 Units		115	4.2%	674	3.3%	948	3.1%	1,257	3.1%
20 to 49 Units		25	0.9%	587	2.9%	875	2.8%	1,121	2.8%
50 or More Units		99	3.6%	835	4.1%	1,189	3.8%	1,272	3.2%
Mobile Home or Trailer		103	3.7%	776	3.8%	1,199	3.9%	1,804	4.5%
Other Structure		-	-	-	-	-	-	-	-
Homes Built By Year (2024)									
Homes Built 2020 or later		37	1.3%	81	0.4%	88	0.3%	119	0.3%
Homes Built 2010 to 2019		85	2.9%	602	2.7%	865	2.6%	1,606	3.7%
Homes Built 2000 to 2009		68	2.3%	548	2.5%	1,369	4.1%	2,501	5.7%
Homes Built 1990 to 1999		187	6.4%	1,191	5.4%	1,914	5.8%	2,768	6.3%
Homes Built 1980 to 1989		238	8.1%	1,576	7.1%	2,520	7.6%	3,504	8.0%
Homes Built 1970 to 1979		412	14.1%	3,071	13.9%	5,007	15.0%	6,792	15.6%
Homes Built 1960 to 1969		303	10.3%	2,065	9.4%	3,478	10.5%	4,463	10.2%
Homes Built 1950 to 1959		664	22.7%	4,025	18.2%	6,136	18.4%	7,397	17.0%
Homes Built 1940 to 1949		258	8.8%	1,686	7.6%	2,320	7.0%	2,763	6.3%
Homes Built Before 1939		490	16.7%	5,599	25.4%	7,281	21.9%	8,421	19.3%
Median Age of Homes		61.1 yrs		64.3 yrs		62.1 yrs		59.3 yrs	
Home Values (2024)									
Owner Specified Housing Units		2,017		14,044		22,149		29,507	
Home Values \$1,000,000 or More		2	-	61	0.4%	83	0.4%	103	0.4%
Home Values \$750,000 to \$999,999		2	-	62	0.4%	65	0.3%	68	0.2%
Home Values \$500,000 to \$749,999		52	2.6%	315	2.2%	490	2.2%	799	2.7%
Home Values \$400,000 to \$499,999		24	1.2%	327	2.3%	608	2.7%	944	3.2%
Home Values \$300,000 to \$399,999		68	3.4%	739	5.3%	1,416	6.4%	2,145	7.3%
Home Values \$250,000 to \$299,999		89	4.4%	983	7.0%	1,817	8.2%	2,506	8.5%
Home Values \$200,000 to \$249,999		92	4.5%	841	6.0%	1,782	8.0%	2,710	9.2%
Home Values \$175,000 to \$199,999		109	5.4%	935	6.7%	1,391	6.3%	1,942	6.6%
Home Values \$150,000 to \$174,999		178	8.8%	1,037	7.4%	1,729	7.8%	2,689	9.1%
Home Values \$125,000 to \$149,999		130	6.5%	958	6.8%	1,653	7.5%	2,281	7.7%
Home Values \$100,000 to \$124,999		228	11.3%	1,846	13.1%	2,768	12.5%	3,602	12.2%
Home Values \$90,000 to \$99,999		166	8.2%	847	6.0%	1,252	5.7%	1,452	4.9%
Home Values \$80,000 to \$89,999		254	12.6%	1,173	8.3%	1,658	7.5%	1,927	6.5%
Home Values \$70,000 to \$79,999		157	7.8%	1,341	9.6%	1,723	7.8%	1,931	6.5%
Home Values \$60,000 to \$69,999		148	7.3%	739	5.3%	1,014	4.6%	1,142	3.9%
Home Values \$50,000 to \$59,999		123	6.1%	737	5.2%	996	4.5%	1,065	3.6%
Home Values \$35,000 to \$49,999		64	3.2%	305	2.2%	442	2.0%	479	1.6%
Home Values \$25,000 to \$34,999		21	1.0%	188	1.3%	267	1.2%	336	1.1%
Home Values \$10,000 to \$24,999		49	2.4%	320	2.3%	543	2.4%	771	2.6%
Home Values Under \$10,000		62	3.1%	291	2.1%	451	2.0%	616	2.1%
Owner-Occupied Median Home Value		\$106,704		\$126,591		\$140,205		\$150,500	
Renter-Occupied Median Rent		\$787		\$669		\$657		\$658	

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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 (2024)								
Total Household Expenditure	\$156.27 M		\$1.24 B		\$1.93 B		\$2.61 B	
Total Non-Retail Expenditure	\$82.11 M		\$654.32 M		\$1.02 B		\$1.38 B	
Total Retail Expenditure	\$74.16 M		\$583.38 M		\$908.62 M		\$1.23 B	
Apparel	\$5.36 M		\$42.96 M		\$66.96 M		\$90.78 M	
Contributions	\$4.87 M		\$40.01 M		\$63.01 M		\$85.97 M	
Education	\$3.98 M		\$35.2 M		\$55.43 M		\$75.88 M	
Entertainment	\$8.63 M		\$69.13 M		\$108.15 M		\$147.06 M	
Food and Beverages	\$23.29 M		\$182.94 M		\$284.19 M		\$383.75 M	
Furnishings and Equipment	\$5.39 M		\$43.01 M		\$67.28 M		\$91.47 M	
Gifts	\$3.58 M		\$29.71 M		\$46.77 M		\$63.82 M	
Health Care	\$13.86 M		\$107.19 M		\$166.73 M		\$224.89 M	
Household Operations	\$6.04 M		\$48.5 M		\$75.8 M		\$102.78 M	
Miscellaneous Expenses	\$2.96 M		\$23.5 M		\$36.66 M		\$49.67 M	
Personal Care	\$2.1 M		\$16.62 M		\$25.89 M		\$35.05 M	
Personal Insurance	\$1.04 M		\$8.48 M		\$13.37 M		\$18.29 M	
Reading	\$342.46 K		\$2.73 M		\$4.26 M		\$5.78 M	
Shelter	\$32.87 M		\$261.67 M		\$406.66 M		\$549.51 M	
Tobacco	\$1.07 M		\$8 M		\$12.2 M		\$16.18 M	
Transportation	\$28.7 M		\$224.14 M		\$349.24 M		\$473.36 M	
Utilities	\$12.2 M		\$93.9 M		\$145.23 M		\$194.96 M	
Monthly Household Consumer Expenditure (2024)								
Total Household Expenditure	\$4,749		\$5,045		\$5,186		\$5,391	
Total Non-Retail Expenditure	\$2,495	52.5%	\$2,667	52.9%	\$2,742	52.9%	\$2,849	52.9%
Total Retail Expenditures	\$2,254	47.5%	\$2,378	47.1%	\$2,444	47.1%	\$2,542	47.1%
Apparel	\$163	3.4%	\$175	3.5%	\$180	3.5%	\$188	3.5%
Contributions	\$148	3.1%	\$163	3.2%	\$170	3.3%	\$178	3.3%
Education	\$121	2.5%	\$143	2.8%	\$149	2.9%	\$157	2.9%
Entertainment	\$262	5.5%	\$282	5.6%	\$291	5.6%	\$304	5.6%
Food and Beverages	\$708	14.9%	\$746	14.8%	\$765	14.7%	\$793	14.7%
Furnishings and Equipment	\$164	3.4%	\$175	3.5%	\$181	3.5%	\$189	3.5%
Gifts	\$109	2.3%	\$121	2.4%	\$126	2.4%	\$132	2.4%
Health Care	\$421	8.9%	\$437	8.7%	\$449	8.6%	\$465	8.6%
Household Operations	\$184	3.9%	\$198	3.9%	\$204	3.9%	\$212	3.9%
Miscellaneous Expenses	\$90	1.9%	\$96	1.9%	\$99	1.9%	\$103	1.9%
Personal Care	\$64	1.3%	\$68	1.3%	\$70	1.3%	\$72	1.3%
Personal Insurance	\$32	0.7%	\$35	0.7%	\$36	0.7%	\$38	0.7%
Reading	\$10	0.2%	\$11	0.2%	\$11	0.2%	\$12	0.2%
Shelter	\$999	21.0%	\$1,067	21.1%	\$1,094	21.1%	\$1,135	21.1%
Tobacco	\$33	0.7%	\$33	0.6%	\$33	0.6%	\$33	0.6%
Transportation	\$872	18.4%	\$914	18.1%	\$939	18.1%	\$978	18.1%
Utilities	\$371	7.8%	\$383	7.6%	\$391	7.5%	\$403	7.5%