



Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide



Overview									
Population	6,338			58,689			172,359		
Households	2,010			24,790			69,001		
Persons per Household	2.26		89	2.27		89	2.26		89
Household Median Income	\$82,459.83		104	\$76,123.37		96	\$57,325.4		72
Household Median Disposable Income	\$68,721.48		100	\$64,201.58		94	\$48,628.31		71
Household Median Discretionary Income	\$50,395.96		99	\$45,511.15		89	\$31,047.11		61
Average Income Per Person	\$43,715.17		101	\$45,393.93		105	\$35,238.37		82
Median Rent	\$1,334.63		95	\$1,231.18		87	\$1,120.85		80
Median House Value	\$285,569.11		75	\$254,805.79		67	\$231,981.21		61
Households in Poverty	191	(9.5%)	75	3,285	(13.3%)	105	14,661	(21.2%)	168
Household Median Wealth	\$83,083.92		102	\$83,359.3		103	\$62,560.01		71
Average Age	37.54		92	41.56		101	38.93		95
Median Age	28.32		71	38.81		97	35.23		88
Households with Children	613	(30.5%)	114	5,299	(21.4%)	81	15,010	(21.8%)	81
High School Graduate or Higher	3,394	(93%)	104	37,107	(92%)	103	95,492	(86.8%)	97

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



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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Bachelor's Degree or Higher	1,647	(45.1%)	17,947	(44.5%)	39,854	(36.2%)
Pop density (per sq mi)	1,640		1,658		2,185	
Area (based on blockgroups)	4		35		79	

Population

Population 2024 Q4	6,338	58,689	172,359
Population 2024 Q3	6,337	58,648	172,100
Population 2024 Q2	6,335	58,694	172,116
Population 2024 Q1	6,329	58,623	172,701
Population 2023 Q4	6,320	58,622	172,785
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 5 Years Forecast	6,250	58,516	172,383
Population 10 Years Forecast	6,208	58,443	172,477
Persons per Household	2.26	2.27	2.26

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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	1 Mile			3 Mile			5 Mile		
Group Quarters	1,799	(28.4%)	1202	2,428	(4.1%)	175	16,209	(9.4%)	398
Transient Population - Average Last 4 Quarters	63	(1%)	7	2,225	(3.8%)	293	4,042	(2.3%)	181

### Households

Households 2024 Q4	2,010	24,790	69,001
Households 2024 Q3	2,011	24,738	68,803
Households 2024 Q2	2,009	24,757	68,809
Households 2024 Q1	2,007	24,725	69,061
Households 2023 Q4	2,004	24,723	69,101
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 5 Years Forecast	1,971	24,703	69,152
Households 10 Years Forecast	1,952	24,665	69,271

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Benchmark: Nationwide



### Gender

Male	2,805	(44.3%)	<div><div>90</div></div>	28,047	(47.8%)	<div><div>98</div></div>	82,915	(48.1%)	<div><div>98</div></div>
Female	3,533	(55.7%)	<div><div>109</div></div>	30,642	(52.2%)	<div><div>102</div></div>	89,444	(51.9%)	<div><div>102</div></div>

### Ethnicity

White	4,274	(67.4%)	<div><div>117</div></div>	40,639	(69.2%)	<div><div>120</div></div>	98,997	(57.4%)	<div><div>99</div></div>
Black	842	(13.3%)	<div><div>113</div></div>	7,959	(13.6%)	<div><div>115</div></div>	35,683	(20.7%)	<div><div>176</div></div>
Hispanic (Ethnic)	474	(7.5%)	<div><div>38</div></div>	3,587	(6.1%)	<div><div>31</div></div>	13,546	(7.9%)	<div><div>40</div></div>
Other	430	(6.8%)	<div><div>130</div></div>	3,719	(6.3%)	<div><div>122</div></div>	11,348	(6.6%)	<div><div>127</div></div>
Asian	318	(5%)	<div><div>87</div></div>	2,785	(4.7%)	<div><div>82</div></div>	12,785	(7.4%)	<div><div>129</div></div>

### Household by Ethnicity

White	1,381	(68.7%)	<div><div>112</div></div>	18,907	(76.3%)	<div><div>124</div></div>	44,535	(64.5%)	<div><div>105</div></div>
Black	297	(14.8%)	<div><div>133</div></div>	2,720	(11%)	<div><div>99</div></div>	12,091	(17.5%)	<div><div>158</div></div>
Other	165	(8.2%)	<div><div>108</div></div>	1,564	(6.3%)	<div><div>83</div></div>	5,266	(7.6%)	<div><div>101</div></div>
Asian	92	(4.6%)	<div><div>101</div></div>	686	(2.8%)	<div><div>61</div></div>	3,127	(4.5%)	<div><div>100</div></div>
Hispanic (Ethnic)	75	(3.7%)	<div><div>25</div></div>	913	(3.7%)	<div><div>24</div></div>	3,982	(5.8%)	<div><div>38</div></div>

### Households Income

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



# Audience Profile

Jan 1 - Dec 31, 2024

## Marshall Plaza - Best Buy

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$107,820.44		97	\$104,129.13		94	\$84,389.02		74
Average Income Per Person	\$43,715.17		101	\$45,393.93		105	\$35,238.37		89
Household Median Income	\$82,459.83		104	\$76,123.37		96	\$57,325.4		72
<\$15K	156	(7.8%)	96	1,918	(7.7%)	96	9,491	(13.8%)	170
\$15K - \$25K	134	(6.7%)	103	1,677	(6.8%)	105	7,017	(10.2%)	157
\$25K - \$35K	205	(10.2%)	152	1,843	(7.4%)	111	5,998	(8.7%)	129
\$35K - \$50K	106	(5.3%)	51	2,725	(11%)	107	8,616	(12.5%)	121
\$50K - \$75K	308	(15.3%)	97	4,052	(16.3%)	104	10,826	(15.7%)	100
\$75K - \$100K	290	(14.4%)	113	3,466	(14%)	109	7,648	(11.1%)	86
\$100K - \$150K	324	(16.1%)	91	3,963	(16%)	90	9,255	(13.4%)	74
\$150K - \$175K	179	(8.9%)	142	1,612	(6.5%)	104	3,193	(4.6%)	74
\$175K - \$200K	217	(10.8%)	164	1,506	(6.1%)	93	2,601	(3.8%)	57
\$200K - \$250K	51	(2.5%)	49	1,133	(4.6%)	88	2,440	(3.5%)	68
\$250K - \$500K	22	(1.1%)	49	485	(2%)	88	1,044	(1.5%)	68
>\$500K	18	(0.9%)	48	410	(1.7%)	89	872	(1.3%)	68

### Disposable Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$77,434.62		94	\$77,086.5		94	\$64,270.85		71
Household Median Disposable Income	\$68,721.48		100	\$64,201.58		94	\$48,628.31		71
<\$15K	168	(8.4%)	95	2,114	(8.5%)	97	10,220	(14.8%)	169
\$15K - \$25K	168	(8.4%)	110	1,973	(8%)	104	8,026	(11.6%)	153
\$25K - \$35K	240	(11.9%)	152	2,251	(9.1%)	115	7,282	(10.6%)	34
\$35K - \$50K	116	(5.8%)	47	3,330	(13.4%)	110	9,712	(14.1%)	115
\$50K - \$75K	405	(20.1%)	114	4,775	(19.3%)	109	11,673	(16.9%)	95
\$75K - \$100K	350	(17.4%)	122	3,535	(14.3%)	100	8,088	(11.7%)	82
\$100K - \$150K	372	(18.5%)	103	4,402	(17.8%)	99	9,072	(13.1%)	73
\$150K - \$175K	129	(6.4%)	105	974	(3.9%)	65	1,833	(2.7%)	44
\$175K - \$200K	15	(0.7%)	34	347	(1.4%)	64	749	(1.1%)	49
\$200K - \$250K	18	(0.9%)	42	436	(1.8%)	82	939	(1.4%)	64
\$250K - \$500K	26	(1.3%)	44	598	(2.4%)	82	1,292	(1.9%)	64
>\$500K	3	(<0.5%)	58	55	(<0.5%)	86	115	(<0.5%)	65

### Discretionary Households Income

Household Average Discretionary Income	\$56,939.57		93	\$57,535.37		94	\$44,733.08		73
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Benchmark: Nationwide

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Household Median Discretionary Income	\$50,395.96		99	\$45,511.15		89	\$31,047.11		61
<\$10K	155	(7.7%)	83	2,109	(8.5%)	92	13,320	(19.3%)	208
\$10K - \$20K	267	(13.3%)	125	2,788	(11.2%)	106	11,141	(16.1%)	153
\$20K - \$30K	171	(8.5%)	8	3,279	(13.2%)	125	9,205	(13.3%)	126
\$30K - \$40K	173	(8.6%)	87	2,969	(12%)	120	7,373	(10.7%)	108
\$40K - \$50K	231	(11.5%)	130	2,207	(8.9%)	100	5,081	(7.4%)	83
\$50K - \$75K	432	(21.5%)	123	4,381	(17.7%)	101	9,245	(13.4%)	7
\$75K - \$100K	244	(12.1%)	103	2,818	(11.4%)	97	5,514	(8%)	68
\$100K - \$125K	260	(12.9%)	160	1,892	(7.6%)	94	3,671	(5.3%)	66
\$125K - \$150K	42	(2.1%)	31	1,010	(4.1%)	61	1,939	(2.8%)	42
>\$150K	35	(1.7%)	29	1,337	(5.4%)	91	2,512	(3.6%)	62

Households Income by Ethnicity

Average Income - White	\$91,435.08		96	\$90,541.13		95	\$81,926.86		86
Median Income - White	\$81,590.65		94	\$77,822.31		90	\$66,981.11		7
Average Income - Black	\$84,217.55		122	\$72,992.9		106	\$50,452.3		73
Median Income - Black	\$48,213.64		87	\$49,449.66		89	\$37,340.75		67

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URBAN EDGE

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$85,632.2576	\$110,053.9597	\$83,455.7374
Median Income - Asian	\$81,817.9172	\$110,713.8597	\$70,503.1362
Average Income - Hispanic	\$94,066.12116	\$78,799.2597	\$54,217.2967
Median Income - Hispanic	\$92,904.69134	\$80,604.93116	\$39,99958
Average Income - Other	\$92,769.75104	\$73,974.1383	\$56,630.3863
Median Income - Other	\$90,177.96113	\$67,142.3884	\$42,592.0754

### Age

Average Age	37.5492	41.56101	38.9395
Median Age	28.3271	38.8197	35.2388
0-4	265 (4.2%)71	2,957 (5%)93	8,901 (5.2%)96
5-13	457 (7.2%)70	5,349 (9.1%)88	17,178 (10%)97
14-17	558 (8.8%)166	3,005 (5.1%)96	11,407 (6.6%)125
18-21	770 (12.1%)221	3,782 (6.4%)117	13,752 (8%)145
22-24	639 (10.1%)243	3,265 (5.6%)134	11,138 (6.5%)156
25-29	578 (9.1%)154	3,333 (5.7%)96	10,462 (6.1%)102
30-34	307 (4.8%)74	4,062 (6.9%)106	12,698 (7.4%)113

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Audience Profile

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	1 Mile			3 Mile			5 Mile		
35-39	294	(4.6%)	<div><div>70</div></div>	3,773	(6.4%)	<div><div>97</div></div>	11,033	(6.4%)	<div><div>97</div></div>
40-44	241	(3.8%)	<div><div>59</div></div>	3,298	(5.6%)	<div><div>88</div></div>	9,365	(5.4%)	<div><div>85</div></div>
45-49	257	(4.1%)	<div><div>68</div></div>	3,108	(5.3%)	<div><div>88</div></div>	8,259	(4.8%)	<div><div>8</div></div>
50-54	238	(3.8%)	<div><div>63</div></div>	3,077	(5.2%)	<div><div>88</div></div>	8,130	(4.7%)	<div><div>7</div></div>
55-59	316	(5%)	<div><div>8</div></div>	3,584	(6.1%)	<div><div>100</div></div>	9,295	(5.4%)	<div><div>88</div></div>
60-64	348	(5.5%)	<div><div>86</div></div>	3,863	(6.6%)	<div><div>103</div></div>	9,937	(5.8%)	<div><div>90</div></div>
65-69	279	(4.4%)	<div><div>73</div></div>	3,755	(6.4%)	<div><div>106</div></div>	9,584	(5.6%)	<div><div>92</div></div>
70-74	250	(3.9%)	<div><div>7</div></div>	3,142	(5.4%)	<div><div>107</div></div>	7,473	(4.3%)	<div><div>86</div></div>
75-79	176	(2.8%)	<div><div>72</div></div>	2,245	(3.8%)	<div><div>99</div></div>	5,433	(3.2%)	<div><div>8</div></div>
80-84	150	(2.4%)	<div><div>99</div></div>	1,470	(2.5%)	<div><div>104</div></div>	3,651	(2.1%)	<div><div>88</div></div>
85+	215	(3.4%)	<div><div>167</div></div>	1,621	(2.8%)	<div><div>136</div></div>	4,663	(2.7%)	<div><div>34</div></div>

Age - Male

Male Average Age	36.97	<div><div>93</div></div>	40.22	<div><div>101</div></div>	37.76	<div><div>95</div></div>			
Male Median Age	28.37	<div><div>75</div></div>	37.57	<div><div>99</div></div>	33.34	<div><div>88</div></div>			
0-4	133	(4.7%)	<div><div>84</div></div>	1,521	(5.4%)	<div><div>96</div></div>	4,557	(5.5%)	<div><div>97</div></div>
5-13	210	(7.5%)	<div><div>70</div></div>	2,747	(9.8%)	<div><div>91</div></div>	8,716	(10.5%)	<div><div>98</div></div>

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14-17	226	(8.1%)	146	1,460	(5.2%)	94	5,644	(6.8%)	123
18-21	325	(11.6%)	202	1,871	(6.7%)	116	6,756	(8.1%)	142
22-24	281	(10%)	230	1,651	(5.9%)	35	5,484	(6.6%)	152
25-29	270	(9.6%)	156	1,602	(5.7%)	93	5,069	(6.1%)	99
30-34	142	(5.1%)	76	1,989	(7.1%)	106	6,270	(7.6%)	113
35-39	140	(5%)	75	1,841	(6.6%)	98	5,359	(6.5%)	97
40-44	114	(4.1%)	63	1,629	(5.8%)	90	4,616	(5.6%)	86
45-49	120	(4.3%)	71	1,500	(5.3%)	89	3,978	(4.8%)	8
50-54	101	(3.6%)	60	1,423	(5.1%)	85	3,841	(4.6%)	7
55-59	152	(5.4%)	89	1,713	(6.1%)	100	4,559	(5.5%)	90
60-64	149	(5.3%)	84	1,786	(6.4%)	101	4,714	(5.7%)	90
65-69	119	(4.2%)	72	1,767	(6.3%)	108	4,512	(5.4%)	93
70-74	112	(4%)	84	1,423	(5.1%)	107	3,487	(4.2%)	89
75-79	83	(3%)	84	988	(3.5%)	100	2,357	(2.8%)	8
80-84	62	(2.2%)	106	588	(2.1%)	101	1,521	(1.8%)	88
85+	66	(2.4%)	160	548	(2%)	33	1,475	(1.8%)	121

**Age - Female**

Female Average Age	37.98		90	42.79		102	40.02		95
Female Median Age	28.28		65	41.14		100	36.19		88
0-4	132	(3.7%)	72	1,436	(4.7%)	91	4,344	(4.9%)	94
5-13	247	(7%)	71	2,602	(8.5%)	86	8,462	(9.5%)	96
14-17	332	(9.4%)	184	1,545	(5%)	99	5,763	(6.4%)	126
18-21	445	(12.6%)	239	1,911	(6.2%)	118	6,996	(7.8%)	148
22-24	358	(10.1%)	256	1,614	(5.3%)	33	5,654	(6.3%)	160
25-29	308	(8.7%)	153	1,731	(5.6%)	99	5,393	(6%)	106
30-34	165	(4.7%)	72	2,073	(6.8%)	106	6,428	(7.2%)	113
35-39	154	(4.4%)	67	1,932	(6.3%)	97	5,674	(6.3%)	97
40-44	127	(3.6%)	57	1,669	(5.4%)	86	4,749	(5.3%)	84
45-49	137	(3.9%)	65	1,608	(5.2%)	88	4,281	(4.8%)	8
50-54	137	(3.9%)	65	1,654	(5.4%)	90	4,289	(4.8%)	8
55-59	164	(4.6%)	72	1,871	(6.1%)	99	4,736	(5.3%)	86
60-64	199	(5.6%)	86	2,077	(6.8%)	104	5,223	(5.8%)	89
65-69	160	(4.5%)	72	1,988	(6.5%)	103	5,072	(5.7%)	90
70-74	138	(3.9%)	72	1,719	(5.6%)	106	3,986	(4.5%)	84
75-79	93	(2.6%)	63	1,257	(4.1%)	99	3,076	(3.4%)	83
80-84	88	(2.5%)	92	882	(2.9%)	106	2,130	(2.4%)	88
85+	149	(4.2%)	165	1,073	(3.5%)	37	3,188	(3.6%)	139

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URBAN EDGE

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Benchmark: Nationwide



### Employment by Occupation

Total Employees (16+ Years Old)	3,051			30,148			79,956		
Professional Specialty	930	(30.5%)	<div><div>123</div></div>	9,505	(31.5%)	<div><div>128</div></div>	23,774	(29.7%)	<div><div>120</div></div>
Managerial/Executive	513	(16.8%)	<div><div>97</div></div>	5,562	(18.4%)	<div><div>106</div></div>	11,680	(14.6%)	<div><div>84</div></div>
Office Admin	284	(9.3%)	<div><div>88</div></div>	3,258	(10.8%)	<div><div>102</div></div>	8,569	(10.7%)	<div><div>101</div></div>
Food Preparation & Serving	259	(8.5%)	<div><div>166</div></div>	1,336	(4.4%)	<div><div>87</div></div>	4,466	(5.6%)	<div><div>109</div></div>
Sales	247	(8.1%)	<div><div>87</div></div>	2,804	(9.3%)	<div><div>100</div></div>	6,770	(8.5%)	<div><div>91</div></div>
Production & Transportation	195	(6.4%)	<div><div>49</div></div>	3,265	(10.8%)	<div><div>84</div></div>	9,652	(12.1%)	<div><div>93</div></div>
Personal Care	182	(6%)	<div><div>239</div></div>	789	(2.6%)	<div><div>105</div></div>	3,057	(3.8%)	<div><div>153</div></div>
Healthcare support	178	(5.8%)	<div><div>178</div></div>	960	(3.2%)	<div><div>97</div></div>	3,809	(4.8%)	<div><div>145</div></div>
Protective	123	(4%)	<div><div>186</div></div>	571	(1.9%)	<div><div>87</div></div>	1,685	(2.1%)	<div><div>97</div></div>
Construction	87	(2.9%)	<div><div>36</div></div>	1,330	(4.4%)	<div><div>55</div></div>	3,753	(4.7%)	<div><div>59</div></div>
Building Maintenance & Cleaning	53	(1.7%)	<div><div>51</div></div>	720	(2.4%)	<div><div>70</div></div>	2,586	(3.2%)	<div><div>95</div></div>
Farming, Fishing & Forestry				48	(<0.5%)	<div><div>28</div></div>	155	(<0.5%)	<div><div>34</div></div>

### Employment by Industry

Total Employees (16+ Years Old)	3,051			30,148			79,956		
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2024

Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	1,068	(35%)	149	9,986	(33.1%)	141	27,467	(34.4%)	147
Entertainment Services	494	(16.2%)	187	2,338	(7.8%)	89	7,258	(9.1%)	105
Public Administration	280	(9.2%)	192	1,278	(4.2%)	89	2,745	(3.4%)	72
Wholesale Retail	259	(8.5%)	65	3,667	(12.2%)	92	10,304	(12.9%)	98
Manufacturing	210	(6.9%)	69	2,304	(7.6%)	71	5,899	(7.4%)	74
Professional Services	187	(6.1%)	76	2,837	(9.4%)	117	5,905	(7.4%)	92
Other Professional Services	163	(5.3%)	114	1,466	(4.9%)	103	3,868	(4.8%)	103
Agriculture/Mining/Construction	113	(3.7%)	44	1,317	(4.4%)	51	3,925	(4.9%)	58
Financial, Insurance & Real Estate	107	(3.5%)	52	1,721	(5.7%)	85	4,024	(5%)	75
Information	61	(2%)	107	572	(1.9%)	102	1,497	(1.9%)	100
Administrative/Waste Services	55	(1.8%)	43	655	(2.2%)	52	2,537	(3.2%)	74
Transportation	54	(1.8%)	30	1,981	(6.6%)	112	4,487	(5.6%)	96
Management Services				26	(<0.5%)	68	40	(<0.5%)	40

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



Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide



Language Spoken

Speak English at Home	4,892	(80.6%)	104	48,512	(87%)	112	134,619	(82.4%)	106
Speak Other Language at Home	605	(10%)	118	5,287	(9.5%)	112	20,321	(12.4%)	147
Speak Spanish at Home	576	(9.5%)	67	1,933	(3.5%)	25	8,518	(5.2%)	37

Ancestry

Other	1,527	(24.1%)	114	11,930	(20.3%)	96	43,324	(25.1%)	119
Unclassified	1,257	(19.8%)	122	9,021	(15.4%)	95	29,287	(17%)	105
Scottish/Irish	593	(9.4%)	141	7,017	(12%)	180	15,839	(9.2%)	138
Italian	463	(7.3%)	245	5,553	(9.5%)	318	14,915	(8.7%)	291
Other European (e.g. Greek/Russian)	398	(6.3%)	198	2,975	(5.1%)	160	6,185	(3.6%)	113
German	346	(5.5%)	70	4,885	(8.3%)	107	11,015	(6.4%)	82
British	248	(3.9%)	74	3,888	(6.6%)	125	8,537	(5%)	93
Polish	244	(3.8%)	251	2,010	(3.4%)	223	4,696	(2.7%)	178
Dominican	178	(2.8%)	440	453	(0.8%)	121	1,609	(0.9%)	146
American	139	(2.2%)	46	1,433	(2.4%)	51	3,639	(2.1%)	44
Chinese	126	(2%)	159	517	(0.9%)	71	2,991	(1.7%)	139

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



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Middle Eastern	121	(1.9%)	<div><div>308</div></div>	1,122	(1.9%)	<div><div>308</div></div>	2,505	(1.5%)	<div><div>234</div></div>
South Central Asian (e.g. Indian)	98	(1.5%)	<div><div>99</div></div>	1,047	(1.8%)	<div><div>114</div></div>	2,741	(1.6%)	<div><div>102</div></div>
South East Asian (e.g. Vietnamese)	80	(1.3%)	<div><div>72</div></div>	701	(1.2%)	<div><div>68</div></div>	3,506	(2%)	<div><div>116</div></div>
French	77	(1.2%)	<div><div>98</div></div>	1,049	(1.8%)	<div><div>144</div></div>	2,478	(1.4%)	<div><div>116</div></div>
Cuban	71	(1.1%)	<div><div>155</div></div>	511	(0.9%)	<div><div>120</div></div>	1,237	(0.7%)	<div><div>99</div></div>
Scandinavian	66	(1%)	<div><div>55</div></div>	656	(1.1%)	<div><div>59</div></div>	1,453	(0.8%)	<div><div>44</div></div>
Other Hispanic	63	(1%)	<div><div>69</div></div>	333	(0.6%)	<div><div>40</div></div>	1,052	(0.6%)	<div><div>43</div></div>
Puerto Rican	54	(0.9%)	<div><div>30</div></div>	1,066	(1.8%)	<div><div>65</div></div>	6,812	(4%)	<div><div>140</div></div>
Mexican	52	(0.8%)	<div><div>7</div></div>	492	(0.8%)	<div><div>8</div></div>	1,206	(0.7%)	<div><div>6</div></div>
Dutch	43	(0.7%)	<div><div>112</div></div>	503	(0.9%)	<div><div>142</div></div>	1,032	(0.6%)	<div><div>99</div></div>
South American	42	(0.7%)	<div><div>53</div></div>	590	(1%)	<div><div>8</div></div>	1,127	(0.7%)	<div><div>52</div></div>
Native American (Indian/Eskimo)	20	(<0.5%)	<div><div>50</div></div>	267	(<0.5%)	<div><div>72</div></div>	1,067	(0.6%)	<div><div>97</div></div>
Central American	14	(<0.5%)	<div><div>13</div></div>	142	(<0.5%)	<div><div>15</div></div>	503	(<0.5%)	<div><div>18</div></div>
Korean	9	(<0.5%)	<div><div>27</div></div>	174	(<0.5%)	<div><div>57</div></div>	736	(<0.5%)	<div><div>8</div></div>
Hawaiian/Pacific Islander	4	(<0.5%)	<div><div>35</div></div>	8	(<0.5%)	<div><div>8</div></div>	56	(<0.5%)	<div><div>18</div></div>
Japanese	3	(<0.5%)	<div><div>20</div></div>	22	(<0.5%)	<div><div>16</div></div>	99	(<0.5%)	<div><div>24</div></div>

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other Asian	2	(<0.5%)	7	324	(0.6%)	129	2,712	(1.6%)	368

### Education (Age 25+)

Total Educated Population	3,649			40,331			109,983		
Elementary (0 to 8 Years)	64	(1.8%)	37	1,286	(3.2%)	67	5,771	(5.2%)	110
Some High School (9 to 11 Years)	191	(5.2%)	89	1,938	(4.8%)	8	8,720	(7.9%)	34
High School Graduate (12 Years)	721	(19.8%)	76	7,681	(19%)	73	26,188	(23.8%)	91
Some College (13 to 16 Years)	512	(14%)	73	7,124	(17.7%)	91	18,284	(16.6%)	86
Associates Degree Only	514	(14.1%)	160	4,355	(10.8%)	123	11,166	(10.2%)	115
Bachelor's Degree Only	753	(20.6%)	97	8,586	(21.3%)	100	20,145	(18.3%)	86
Graduate Degree	894	(24.5%)	178	9,361	(23.2%)	169	19,709	(17.9%)	130

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Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide



Household Type

Households	2,010			24,790			69,001		
One Person Households	716	(35.6%)	<div><div>130</div></div>	8,694	(35.1%)	<div><div>128</div></div>	27,029	(39.2%)	<div><div>143</div></div>
Married Couple	788	(39.2%)	<div><div>8</div></div>	9,168	(37%)	<div><div>7</div></div>	21,122	(30.6%)	<div><div>64</div></div>
Male Householder	105	(5.2%)	<div><div>103</div></div>	1,543	(6.2%)	<div><div>122</div></div>	3,972	(5.8%)	<div><div>113</div></div>
Female Householder	323	(16.1%)	<div><div>129</div></div>	2,765	(11.2%)	<div><div>90</div></div>	9,933	(14.4%)	<div><div>116</div></div>
Non Family Households	78	(3.9%)	<div><div>55</div></div>	2,620	(10.6%)	<div><div>149</div></div>	6,945	(10.1%)	<div><div>142</div></div>

Household Size

Households	2,010			24,790			69,001		
1 Person Household	716	(35.6%)	<div><div>130</div></div>	8,694	(35.1%)	<div><div>128</div></div>	27,029	(39.2%)	<div><div>143</div></div>
2 Person Household	650	(32.3%)	<div><div>98</div></div>	8,121	(32.8%)	<div><div>100</div></div>	20,344	(29.5%)	<div><div>90</div></div>
3 Person Household	306	(15.2%)	<div><div>97</div></div>	3,681	(14.8%)	<div><div>95</div></div>	9,404	(13.6%)	<div><div>87</div></div>
4 Person Household	200	(10%)	<div><div>76</div></div>	2,560	(10.3%)	<div><div>74</div></div>	6,841	(9.9%)	<div><div>74</div></div>
5 Person Household	68	(3.4%)	<div><div>54</div></div>	1,051	(4.2%)	<div><div>67</div></div>	3,025	(4.4%)	<div><div>69</div></div>
6 Person Household	35	(1.7%)	<div><div>64</div></div>	419	(1.7%)	<div><div>62</div></div>	1,355	(2%)	<div><div>72</div></div>
7+ Person Household	35	(1.7%)	<div><div>96</div></div>	264	(1.1%)	<div><div>59</div></div>	1,003	(1.5%)	<div><div>8</div></div>

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Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide



Housing Units

Total Housing Units	2,166	26,628	76,598
Owner Occupied Housing	1,198	15,387	34,056
Renter Occupied Housing	812	9,403	34,945
Vacant Housing	156	1,838	7,597

Housing Rent

Average Rent	\$1,557.27	<div><div></div><div>101</div></div>	\$1,361.2	<div><div></div><div>88</div></div>	\$1,204.07	<div><div></div><div>7</div></div>			
Median Rent	\$1,334.63	<div><div></div><div>95</div></div>	\$1,231.18	<div><div></div><div>87</div></div>	\$1,120.85	<div><div></div><div>8</div></div>			
Total Cash Rents Housing	812		9,097		33,773				
<\$300	30	(3.7%)	<div><div></div><div>132</div></div>	232	(2.6%)	<div><div></div><div>91</div></div>	1,503	(4.5%)	<div><div></div><div>159</div></div>
\$300-\$500	60	(7.4%)	<div><div></div><div>191</div></div>	345	(3.8%)	<div><div></div><div>98</div></div>	1,906	(5.6%)	<div><div></div><div>146</div></div>
\$500-\$750	70	(8.6%)	<div><div></div><div>99</div></div>	809	(8.9%)	<div><div></div><div>102</div></div>	4,201	(12.4%)	<div><div></div><div>142</div></div>
\$750-\$1000	74	(9.1%)	<div><div></div><div>70</div></div>	1,713	(18.8%)	<div><div></div><div>144</div></div>	6,515	(19.3%)	<div><div></div><div>148</div></div>
\$1000-\$1500	257	(31.7%)	<div><div></div><div>120</div></div>	3,135	(34.5%)	<div><div></div><div>131</div></div>	11,425	(33.8%)	<div><div></div><div>128</div></div>
\$1500-\$2000	147	(18.1%)	<div><div></div><div>86</div></div>	1,545	(17%)	<div><div></div><div>8</div></div>	5,156	(15.3%)	<div><div></div><div>73</div></div>
\$2000-\$2500	61	(7.5%)	<div><div></div><div>64</div></div>	719	(7.9%)	<div><div></div><div>68</div></div>	1,830	(5.4%)	<div><div></div><div>46</div></div>

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



Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	8	(1%)	17	223	(2.5%)	43	571	(1.7%)	29
\$3000-\$3500	8	(1%)	32	116	(1.3%)	42	277	(0.8%)	27
>\$3500	97	(11.9%)	328	260	(2.9%)	74	389	(1.2%)	32

Value of Owner-Occupied Housing Units

Average House Value	\$313,541.72	<div><div>60</div></div>	\$326,832.75	<div><div>63</div></div>	\$296,832.03	<div><div>57</div></div>			
Median House Value	\$285,569.11	<div><div>75</div></div>	\$254,805.79	<div><div>67</div></div>	\$231,981.21	<div><div>61</div></div>			
Owner Occupied Housing	1,198		15,387		34,056				
<\$100K	16	(1.3%)	<div><div>16</div></div>	759	(4.9%)	<div><div>58</div></div>	3,451	(10.1%)	<div><div>118</div></div>
\$100K - \$200K	209	(17.4%)	<div><div>129</div></div>	4,252	(27.6%)	<div><div>205</div></div>	10,581	(31.1%)	<div><div>230</div></div>
\$200K - \$300K	445	(37.1%)	<div><div>229</div></div>	4,521	(29.4%)	<div><div>181</div></div>	8,532	(25.1%)	<div><div>155</div></div>
\$300K - \$400K	375	(31.3%)	<div><div>215</div></div>	2,768	(18%)	<div><div>123</div></div>	5,489	(16.1%)	<div><div>111</div></div>
\$400K - \$500K	89	(7.4%)	<div><div>64</div></div>	1,049	(6.8%)	<div><div>59</div></div>	2,282	(6.7%)	<div><div>58</div></div>
\$500K - \$1000K	41	(3.4%)	<div><div>14</div></div>	1,595	(10.4%)	<div><div>42</div></div>	2,948	(8.7%)	<div><div>35</div></div>
>\$1000K	23	(1.9%)	<div><div>18</div></div>	443	(2.9%)	<div><div>26</div></div>	773	(2.3%)	<div><div>21</div></div>

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



Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide



Poverty

Households in Poverty	191	(9.5%)	<div><div>75</div></div>	3,285	(13.3%)	<div><div>105</div></div>	14,661	(21.2%)	<div><div>168</div></div>
Households Above Poverty	1,819	(90.5%)	<div><div>104</div></div>	21,505	(86.7%)	<div><div>99</div></div>	54,340	(78.8%)	<div><div>90</div></div>
Households in Poverty (Married)	8	(<0.5%)	<div><div>18</div></div>	162	(0.7%)	<div><div>30</div></div>	1,344	(1.9%)	<div><div>89</div></div>
Households in Poverty (Male Householder)	12	(0.6%)	<div><div>94</div></div>	148	(0.6%)	<div><div>94</div></div>	626	(0.9%)	<div><div>142</div></div>
Households in Poverty (Female Householder)	40	(2%)	<div><div>67</div></div>	725	(2.9%)	<div><div>99</div></div>	3,486	(5.1%)	<div><div>171</div></div>
Households in Poverty (Non-Family)	113	(5.6%)	<div><div>90</div></div>	1,927	(7.8%)	<div><div>124</div></div>	7,501	(10.9%)	<div><div>173</div></div>
Households in Poverty (Non-Family Student)	18	(0.9%)	<div><div>144</div></div>	323	(1.3%)	<div><div>209</div></div>	1,704	(2.5%)	<div><div>397</div></div>

Wealth per Household

Household Average Wealth	\$247,435.32	<div><div></div><div>102</div></div>	\$246,503.63	<div><div></div><div>102</div></div>	\$221,137.34	<div><div></div><div>91</div></div>			
Household Median Wealth	\$83,083.92	<div><div></div><div>102</div></div>	\$83,359.3	<div><div></div><div>103</div></div>	\$62,560.01	<div><div></div><div>7</div></div>			
<\$0K	350	(17.4%)	<div><div></div><div>100</div></div>	4,293	(17.3%)	<div><div></div><div>100</div></div>	13,178	(19.1%)	<div><div></div><div>110</div></div>
\$0K - \$5K	171	(8.5%)	<div><div></div><div>99</div></div>	2,088	(8.4%)	<div><div></div><div>98</div></div>	6,830	(9.9%)	<div><div></div><div>116</div></div>
\$5K - \$10K	91	(4.5%)	<div><div></div><div>99</div></div>	1,118	(4.5%)	<div><div></div><div>99</div></div>	3,494	(5.1%)	<div><div></div><div>111</div></div>
\$10K - \$25K	127	(6.3%)	<div><div></div><div>100</div></div>	1,564	(6.3%)	<div><div></div><div>99</div></div>	4,616	(6.7%)	<div><div></div><div>105</div></div>
\$25K - \$50K	133	(6.6%)	<div><div></div><div>97</div></div>	1,662	(6.7%)	<div><div></div><div>99</div></div>	4,663	(6.8%)	<div><div></div><div>100</div></div>

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



Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	201	(10%)	98	2,503	(10.1%)	99	6,845	(9.9%)	97
\$100K - \$250K	359	(17.9%)	99	4,461	(18%)	100	11,768	(17.1%)	94
\$250K - \$500K	267	(13.3%)	101	3,299	(13.3%)	101	8,352	(12.1%)	92
>\$500K	311	(15.5%)	104	3,802	(15.3%)	103	9,255	(13.4%)	90

Vehicles per Household

Total Number of Vehicles	2,810			37,313			87,962		
Average Number of Vehicles	1.4		76	1.51		87	1.27		70
No Vehicles	297	(14.8%)	179	2,914	(11.8%)	142	14,074	(20.4%)	247
1 Vehicle	863	(42.9%)	131	10,239	(41.3%)	126	29,675	(43%)	131
2 Vehicles	617	(30.7%)	83	8,701	(35.1%)	95	19,392	(28.1%)	76
3 or more Vehicles	233	(11.6%)	53	2,936	(11.8%)	54	5,860	(8.5%)	39

Population Change

Births	61			589			1,801		
Deaths	41			492			1,153		
Migration	-3			42			-942		

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Marshall Plaza - Best Buy

3401 Erie Blvd E, Dewitt, NY 13214

Benchmark: Nationwide



Workplace

Total Businesses	375	2,257	7,098
Total Employees	7,639	39,093	138,748

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