



Store Demographic Report

Title: Bondsteel Properties

Sub Title:

Store Number: 0062

Country: United States
Brand: Planet Fitness

Longitude: -84.430677
Latitude: 42.275106
Store Name: JACKSON, MI

Demographics	Primary	1 miles	3 miles	5 miles
Total Population	99,435	4,103	49,271	75,537
Trade Area Pop 18+	78,790	3,137	38,864	59,406
Effective Population 18+	84,951	3,695	38,883	61,901
Effective Index	107.82	117.78	100.05	104.2
Population density	567	919.45	1,652.5	941.09
Pop growth	-0.13	0.09	-0.12	-0.21
Total Households	37,587	2,086	17,961	28,369
Persons per Household	2.65	1.97	2.74	2.66
% Female	47.98	52.82	44.71	47.15
% Male	52.02	47.18	55.29	52.85
% Asian	0.96	2.14	1.06	0.97
% Black	11.91	8.15	16.66	15.09
% White	79.88	81.71	73.54	75.76
% Other	3.4	4.23	4.05	3.77
% Hispanic	3.85	3.76	4.69	4.4
Diversity Dispersion Indicator	0.65	0.68	0.57	0.6
Workplace employees	51,825	3,900	34,093	45,382
% White Collar	58.31	55.92	55.92	56.31
% Blue Collar	41.69	44.08	44.08	43.69
College/Graduate/Professional School (Residential Population)	6,252	368	3,245	4,679
College/Graduate/Professional School (Daytime Population)	15,545	1,569	4,383	5,497
College Estimate (Group Quarters)	316	0	119	125
% Bachelor's Degree+	19.96	18.9	16.25	18.56
Median Household Income	48,348	37,464	39,193	44,023
Household Income < \$25,000	9,951	686	5,914	8,402
Household Income \$25,000 - \$50,000	10,591	780	5,501	8,190
Household Income \$50,000 - \$75,000	7,002	326	3,225	5,345
Household Income \$75,000 - \$100,000	4,318	138	1,650	2,921
Household Income > \$100,000	5,725	157	1,672	3,511
Median Age	40	38	38	39

Source: STI Q1 2020

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% Age 16 - 84	79.91	75.53	79.71	79.35
% AGE 0 -17	20.76	23.55	21.12	21.35
% AGE 18 -29	17.77	13.47	17.69	17.61
% AGE 30 -39	12.84	16.81	15.65	13.92
% AGE 40 - 49	12.66	11.48	14.1	13.21
% AGE 50 - 59	12.89	11.46	12.01	12.31
% AGE 60 -64	6.51	5.95	5.65	6.08
% AGE 65+	16.56	17.28	13.78	15.52



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