

POPULATION REACH

2023 POPULATION
Within a 15 mile radius

MILLENNIALS
(Born 1981 - 1998)
28.2%

GENERATION Z
(Born 1999 - 2016)
21.9%

GENERATION X
(Born 1965 - 1980)
19.1%

BABY BOOMERS
(Born 1946 - 1964)
18.2%

