

Audience Profile ?

Jackson Plaza

W Jackson St, Cookeville, TN

View:

Potential Market

Based On:

Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi

Map

Placer.ai

Mapbox © OpenStreetMap

Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

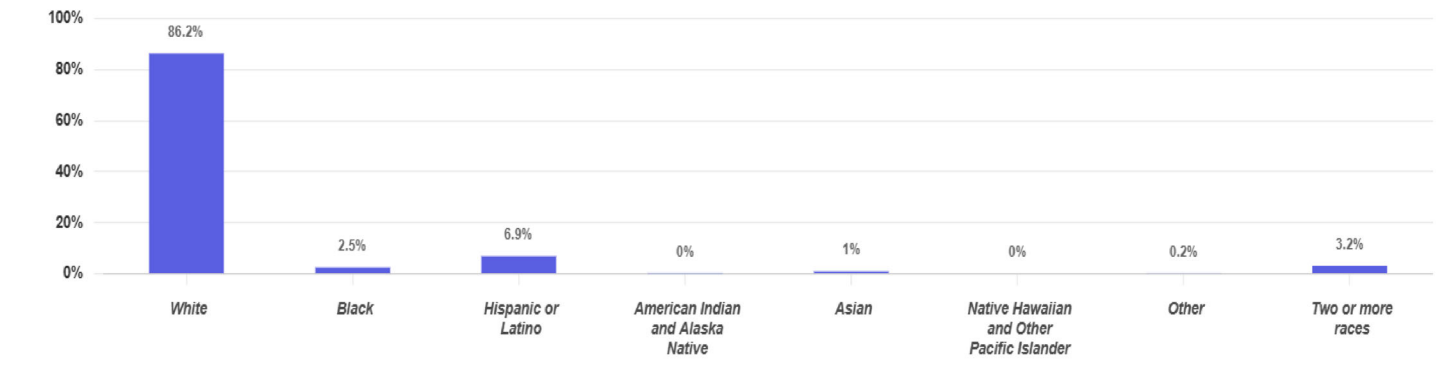
Overview			
Population	37,703	53,996	69,363
Pop density (per sq mile)	1,099	582	336
Area (sq mi) - based on Census Block Groups	34.3	92.73	206.61
Households			
Households	15,289	22,160	28,511
Family Households	8,024 (52.5%) 8	12,646 (57.1%) 88	16,965 (59.5%) 92
Non-Family Households	7,265 (47.5%) 134	9,514 (42.9%) 121	11,546 (40.5%) 114
Persons per Household	2.47 95	2.44 93	2.43 93
Gender			
Age			
Age - Male			
Age - Female			
Population by Generation			
Ethnicity			
White	29,846 (79.2%) 136	44,968 (83.3%) 143	58,831 (84.8%) 146
Hispanic or Latino	4,123 (10.9%) 58	4,543 (8.4%) 44	5,497 (7.9%) 42

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Two or more races	1,527 (4.1%) 105	1,728 (3.2%) 83	2,084 (3%) 75
Black	1,464 (3.9%) 32	1,768 (3.3%) 27	1,938 (2.8%) 23
Asian	683 (1.8%) 32	877 (1.6%) 28	896 (1.3%) 22
Other	55 (<0.5%) 29	107 (<0.5%) 40	107 (<0.5%) 31
American Indian and Alaska Native	5 (<0.5%) 3	5 (<0.5%) 2	10 (<0.5%) 3
Native Hawaiian and Other Pacific Islander	--	--	--
Hispanic or Latino			
Household Income			
Household Average Income	\$67,493.73 61	\$72,710.87 66	\$75,527.15 68
Average Income per Person	\$27,384.42 63	\$29,773.52 69	\$30,974.07 72
Household Median Income	\$49,495.56 63	\$53,821.35 68	\$55,815.33 71
<\$10K	1,432 (9.4%) 192	1,829 (8.3%) 169	2,133 (7.5%) 153
\$10K - \$15K	824 (5.4%) 152	1,163 (5.2%) 148	1,413 (5%) 139
\$15K - \$20K	1,026 (6.7%) 215	1,341 (6.1%) 194	1,738 (6.1%) 195
\$20K - \$25K	899 (5.9%) 171	1,065 (4.8%) 140	1,452 (5.1%) 148
\$25K - \$30K	677 (4.4%) 129	986 (4.4%) 130	1,233 (4.3%) 126
\$30K - \$35K	714 (4.7%) 137	943 (4.3%) 125	1,138 (4%) 117
\$35K - \$40K	696 (4.6%) 130	904 (4.1%) 117	1,240 (4.3%) 124
\$40K - \$45K	668 (4.4%) 125	996 (4.5%) 129	1,231 (4.3%) 124
\$45K - \$50K	788 (5.2%) 149	1,130 (5.1%) 148	1,251 (4.4%) 127
\$50K - \$60K	1,388 (9.1%) 137	1,892 (8.5%) 129	2,453 (8.6%) 130
\$60K - \$75K	1,144 (7.5%) 82	2,141 (9.7%) 106	2,796 (9.8%) 107
\$75K - \$100K	1,952 (12.8%) 100	2,886 (13%) 102	3,539 (12.4%) 98
\$100K - \$125K	1,042 (6.8%) 68	1,531 (6.9%) 69	2,165 (7.6%) 75
\$125K - \$150K	784 (5.1%) 70	1,192 (5.4%) 73	1,692 (5.9%) 8
\$150K - \$200K	587 (3.8%) 41	1,112 (5%) 54	1,617 (5.7%) 61
>\$200K	668 (4.4%) 35	1,049 (4.7%) 38	1,420 (5%) 40
Household Size			
Education			
Elementary	2,457 (11.5%) 109	3,718 (11.2%) 106	4,771 (10.8%) 102
High School Graduate	5,938 (27.8%) 106	9,930 (30%) 115	14,029 (31.7%) 121
College / Associate Degree	5,859 (27.5%) 97	8,625 (26.1%) 92	11,546 (26.1%) 92

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Ethnicity ?

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