

Audience Profile ?

Mama's Oakdale

Montauk Hwy, Oakdale, NY

View: Potential Market

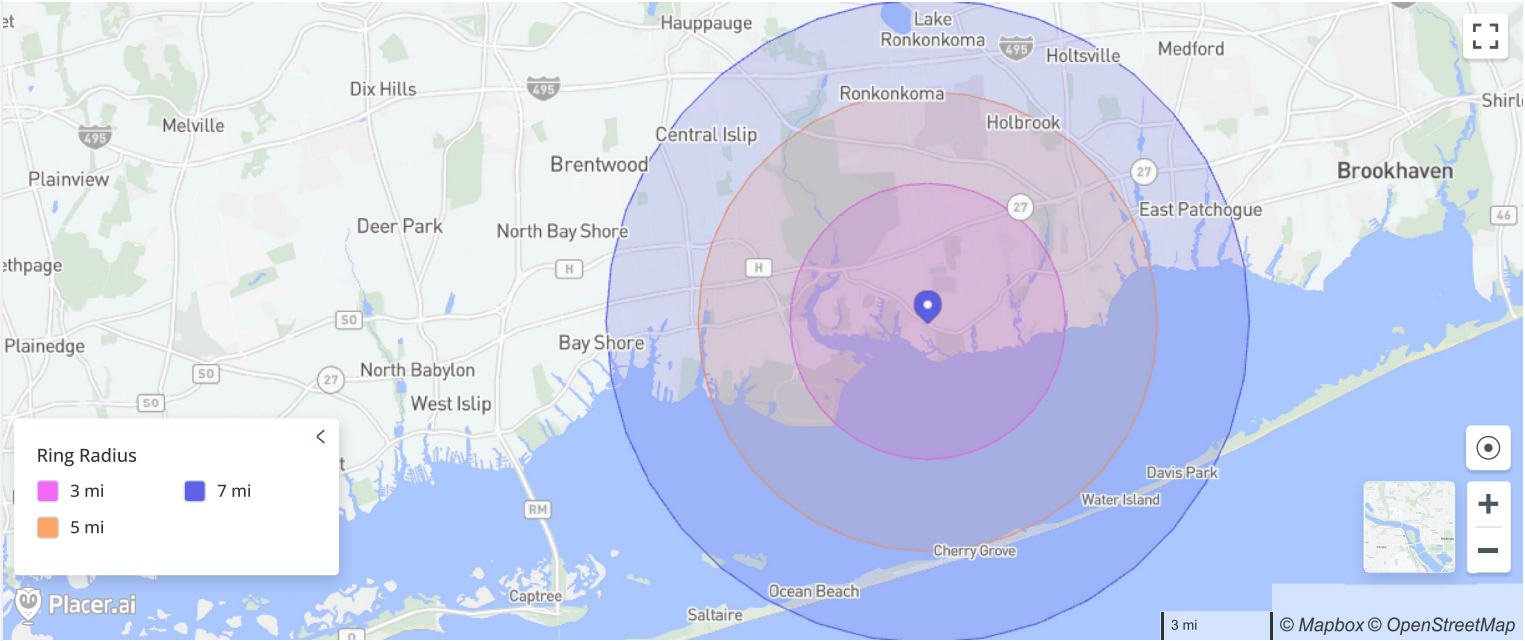
Based On: Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset: Census 2023 (ACS)

Benchmark with: Nationwide State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

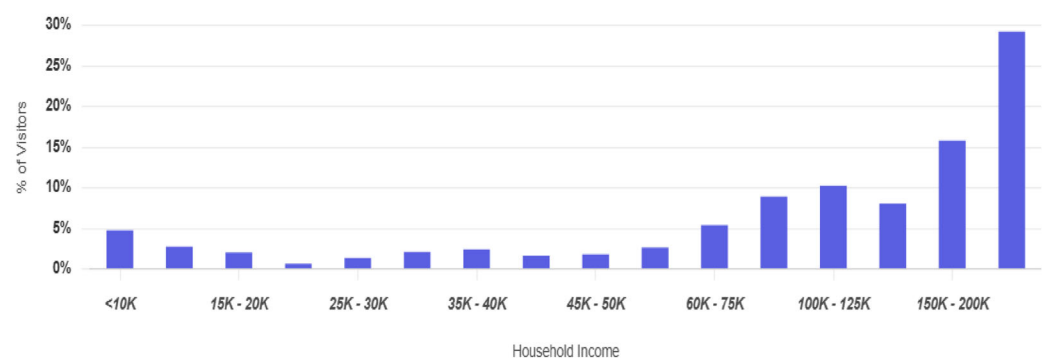
| Overview                                    |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  | ^ |   |
|---------------------------------------------|--|-----------------------------------------------------------------|--|--|--|-----------------------------------------------------------------|--|--|--|------------------------------------------------------------------|--|---|---|
| Population                                  |  | 37,083                                                          |  |  |  | 101,379                                                         |  |  |  | 254,690                                                          |  |   |   |
| Pop density (per sq mile)                   |  | 1,985                                                           |  |  |  | 2,142                                                           |  |  |  | 2,814                                                            |  |   |   |
| Area (sq mi) - based on Census Block Groups |  | 18.68                                                           |  |  |  | 47.33                                                           |  |  |  | 90.5                                                             |  |   |   |
| Households                                  |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  |   | ^ |
| Households                                  |  | 13,610                                                          |  |  |  | 36,880                                                          |  |  |  | 86,170                                                           |  |   |   |
| Family Households                           |  | 9,757 (71.7%) <div><div></div><div></div><div></div></div> 111  |  |  |  | 25,741 (69.8%) <div><div></div><div></div><div></div></div> 108 |  |  |  | 60,981 (70.8%) <div><div></div><div></div><div></div></div> 110  |  |   |   |
| Non-Family Households                       |  | 3,853 (28.3%) <div><div></div><div></div><div></div></div> 80   |  |  |  | 11,139 (30.2%) <div><div></div><div></div><div></div></div> 85  |  |  |  | 25,189 (29.2%) <div><div></div><div></div><div></div></div> 80   |  |   |   |
| Persons per Household                       |  | 2.72 <div><div></div><div></div><div></div></div> 105           |  |  |  | 2.75 <div><div></div><div></div><div></div></div> 105           |  |  |  | 2.96 <div><div></div><div></div><div></div></div> 113            |  |   |   |
| Gender                                      |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  |   | ▼ |
| Age                                         |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  |   | ▼ |
| Age - Male                                  |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  |   | ▼ |
| Age - Female                                |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  |   | ▼ |
| Population by Generation                    |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  |   | ▼ |
| Ethnicity                                   |  |                                                                 |  |  |  |                                                                 |  |  |  |                                                                  |  |   | ^ |
| White                                       |  | 31,918 (86.1%) <div><div></div><div></div><div></div></div> 148 |  |  |  | 80,772 (79.7%) <div><div></div><div></div><div></div></div> 137 |  |  |  | 156,415 (61.4%) <div><div></div><div></div><div></div></div> 106 |  |   |   |
| Hispanic or Latino                          |  | 2,483 (6.7%) <div><div></div><div></div><div></div></div> 35    |  |  |  | 12,847 (12.7%) <div><div></div><div></div><div></div></div> 67  |  |  |  | 67,906 (26.7%) <div><div></div><div></div><div></div></div> 140  |  |   |   |

| Search Group or Attribute                  | 3 Mile                                             | 5 Mile                                              | 7 Mile                                              |
|--------------------------------------------|----------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|
| Two or more races                          | 1,046 (2.8%) <div><div></div><div>73</div></div>   | 2,486 (2.5%) <div><div></div><div>63</div></div>    | 5,287 (2.1%) <div><div></div><div>54</div></div>    |
| Asian                                      | 800 (2.2%) <div><div></div><div>38</div></div>     | 2,201 (2.2%) <div><div></div><div>38</div></div>    | 8,333 (3.3%) <div><div></div><div>57</div></div>    |
| Black                                      | 669 (1.8%) <div><div></div><div>15</div></div>     | 2,395 (2.4%) <div><div></div><div>20</div></div>    | 14,710 (5.8%) <div><div></div><div>48</div></div>   |
| Other                                      | 167 (<0.5%) <div><div></div><div>91</div></div>    | 629 (0.6%) <div><div></div><div>125</div></div>     | 1,776 (0.7%) <div><div></div><div>141</div></div>   |
| Native Hawaiian and Other Pacific Islander | --                                                 | --                                                  | 14 (<0.5%) <div><div></div><div>3</div></div>       |
| American Indian and Alaska Native          | --                                                 | 49 (<0.5%) <div><div></div><div>9</div></div>       | 249 (<0.5%) <div><div></div><div>19</div></div>     |
| Hispanic or Latino                         |                                                    |                                                     |                                                     |
| Household Income                           |                                                    |                                                     |                                                     |
| Household Average Income                   | \$168,340.48 <div><div></div><div>152</div></div>  | \$160,202.35 <div><div></div><div>145</div></div>   | \$146,457.06 <div><div></div><div>133</div></div>   |
| Average Income per Person                  | \$63,111.5 <div><div></div><div>146</div></div>    | \$59,534.28 <div><div></div><div>138</div></div>    | \$50,754.57 <div><div></div><div>117</div></div>    |
| Household Median Income                    | \$134,219.7 <div><div></div><div>170</div></div>   | \$135,055.04 <div><div></div><div>171</div></div>   | \$122,217.15 <div><div></div><div>155</div></div>   |
| <\$10K                                     | 477 (3.5%) <div><div></div><div>72</div></div>     | 1,006 (2.7%) <div><div></div><div>56</div></div>    | 2,535 (2.9%) <div><div></div><div>60</div></div>    |
| \$10K - \$15K                              | 335 (2.5%) <div><div></div><div>69</div></div>     | 772 (2.1%) <div><div></div><div>59</div></div>      | 1,746 (2%) <div><div></div><div>57</div></div>      |
| \$15K - \$20K                              | 221 (1.6%) <div><div></div><div>52</div></div>     | 561 (1.5%) <div><div></div><div>49</div></div>      | 1,578 (1.8%) <div><div></div><div>59</div></div>    |
| \$20K - \$25K                              | 176 (1.3%) <div><div></div><div>38</div></div>     | 538 (1.5%) <div><div></div><div>42</div></div>      | 1,469 (1.7%) <div><div></div><div>50</div></div>    |
| \$25K - \$30K                              | 212 (1.6%) <div><div></div><div>45</div></div>     | 677 (1.8%) <div><div></div><div>53</div></div>      | 1,639 (1.9%) <div><div></div><div>55</div></div>    |
| \$30K - \$35K                              | 284 (2.1%) <div><div></div><div>61</div></div>     | 732 (2%) <div><div></div><div>58</div></div>        | 1,452 (1.7%) <div><div></div><div>49</div></div>    |
| \$35K - \$40K                              | 304 (2.2%) <div><div></div><div>64</div></div>     | 654 (1.8%) <div><div></div><div>51</div></div>      | 1,623 (1.9%) <div><div></div><div>54</div></div>    |
| \$40K - \$45K                              | 310 (2.3%) <div><div></div><div>65</div></div>     | 663 (1.8%) <div><div></div><div>51</div></div>      | 1,515 (1.8%) <div><div></div><div>50</div></div>    |
| \$45K - \$50K                              | 257 (1.9%) <div><div></div><div>55</div></div>     | 717 (1.9%) <div><div></div><div>56</div></div>      | 1,874 (2.2%) <div><div></div><div>63</div></div>    |
| \$50K - \$60K                              | 428 (3.1%) <div><div></div><div>48</div></div>     | 1,032 (2.8%) <div><div></div><div>42</div></div>    | 4,311 (5%) <div><div></div><div>70</div></div>      |
| \$60K - \$75K                              | 770 (5.7%) <div><div></div><div>62</div></div>     | 2,263 (6.1%) <div><div></div><div>67</div></div>    | 5,949 (6.9%) <div><div></div><div>75</div></div>    |
| \$75K - \$100K                             | 1,324 (9.7%) <div><div></div><div>77</div></div>   | 3,713 (10.1%) <div><div></div><div>70</div></div>   | 9,123 (10.6%) <div><div></div><div>83</div></div>   |
| \$100K - \$125K                            | 1,284 (9.4%) <div><div></div><div>94</div></div>   | 3,687 (10%) <div><div></div><div>99</div></div>     | 9,307 (10.8%) <div><div></div><div>107</div></div>  |
| \$125K - \$150K                            | 1,147 (8.4%) <div><div></div><div>115</div></div>  | 3,543 (9.6%) <div><div></div><div>131</div></div>   | 8,722 (10.1%) <div><div></div><div>138</div></div>  |
| \$150K - \$200K                            | 1,987 (14.6%) <div><div></div><div>157</div></div> | 6,291 (17.1%) <div><div></div><div>184</div></div>  | 13,390 (15.5%) <div><div></div><div>167</div></div> |
| >\$200K                                    | 4,094 (30.1%) <div><div></div><div>240</div></div> | 10,031 (27.2%) <div><div></div><div>217</div></div> | 19,937 (23.1%) <div><div></div><div>184</div></div> |
| Household Size                             |                                                    |                                                     |                                                     |
| Education                                  |                                                    |                                                     |                                                     |
| Elementary                                 | 1,171 (4.3%) <div><div></div><div>41</div></div>   | 3,782 (5.2%) <div><div></div><div>49</div></div>    | 20,880 (11.6%) <div><div></div><div>109</div></div> |
| High School Graduate                       | 5,242 (19.4%) <div><div></div><div>74</div></div>  | 17,444 (23.9%) <div><div></div><div>91</div></div>  | 48,392 (26.8%) <div><div></div><div>102</div></div> |
| College / Associate Degree                 | 7,064 (26.2%) <div><div></div><div>93</div></div>  | 20,459 (28%) <div><div></div><div>99</div></div>    | 50,881 (28.2%) <div><div></div><div>100</div></div> |

| Search Group or Attribute             | 3 Mile                                              | 5 Mile                                              | 7 Mile                                               |  |
|---------------------------------------|-----------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|--|
| Bachelor Degree                       | 7,422 (27.5%) <div><div></div><div>129</div></div>  | 17,441 (23.9%) <div><div></div><div>112</div></div> | 33,676 (18.6%) <div><div></div><div>88</div></div>   |  |
| Advanced Degree                       | 6,087 (22.6%) <div><div></div><div>164</div></div>  | 13,998 (19.1%) <div><div></div><div>139</div></div> | 26,781 (14.8%) <div><div></div><div>108</div></div>  |  |
| Labor Force                           |                                                     |                                                     |                                                      |  |
| Marital Status                        |                                                     |                                                     |                                                      |  |
| Married                               | 17,568 (56.4%) <div><div></div><div>114</div></div> | 45,720 (54.1%) <div><div></div><div>109</div></div> | 106,082 (50.2%) <div><div></div><div>101</div></div> |  |
| Never Married                         | 8,997 (28.9%) <div><div></div><div>85</div></div>   | 25,915 (30.7%) <div><div></div><div>90</div></div>  | 74,357 (35.2%) <div><div></div><div>103</div></div>  |  |
| Divorced                              | 2,349 (7.5%) <div><div></div><div>71</div></div>    | 7,701 (9.1%) <div><div></div><div>85</div></div>    | 19,416 (9.2%) <div><div></div><div>86</div></div>    |  |
| Widowed                               | 2,225 (7.1%) <div><div></div><div>128</div></div>   | 5,153 (6.1%) <div><div></div><div>110</div></div>   | 11,482 (5.4%) <div><div></div><div>98</div></div>    |  |
| Family Households                     |                                                     |                                                     |                                                      |  |
| Married-couple Family                 | 7,954 (81.5%) <div><div></div><div>111</div></div>  | 20,207 (78.5%) <div><div></div><div>107</div></div> | 45,419 (74.5%) <div><div></div><div>102</div></div>  |  |
| Female Householder                    | 1,347 (13.8%) <div><div></div><div>73</div></div>   | 3,973 (15.4%) <div><div></div><div>8</div></div>    | 10,485 (17.2%) <div><div></div><div>91</div></div>   |  |
| Male Householder                      | 456 (4.7%) <div><div></div><div>60</div></div>      | 1,561 (6.1%) <div><div></div><div>7</div></div>     | 5,077 (8.3%) <div><div></div><div>106</div></div>    |  |
| Transport to Work                     |                                                     |                                                     |                                                      |  |
| Travel Time to Work                   |                                                     |                                                     |                                                      |  |
| Housing Units                         |                                                     |                                                     |                                                      |  |
| Occupied Housing Units                |                                                     |                                                     |                                                      |  |
| Vacant Housing Units                  |                                                     |                                                     |                                                      |  |
| Value of Owner-Occupied Housing Units |                                                     |                                                     |                                                      |  |
| Types of Housing Units Structure      |                                                     |                                                     |                                                      |  |
| Health Insurance                      |                                                     |                                                     |                                                      |  |
| SNAP Households                       |                                                     |                                                     |                                                      |  |

Household Income ?

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Montauk Hwy, Oakdale, NY

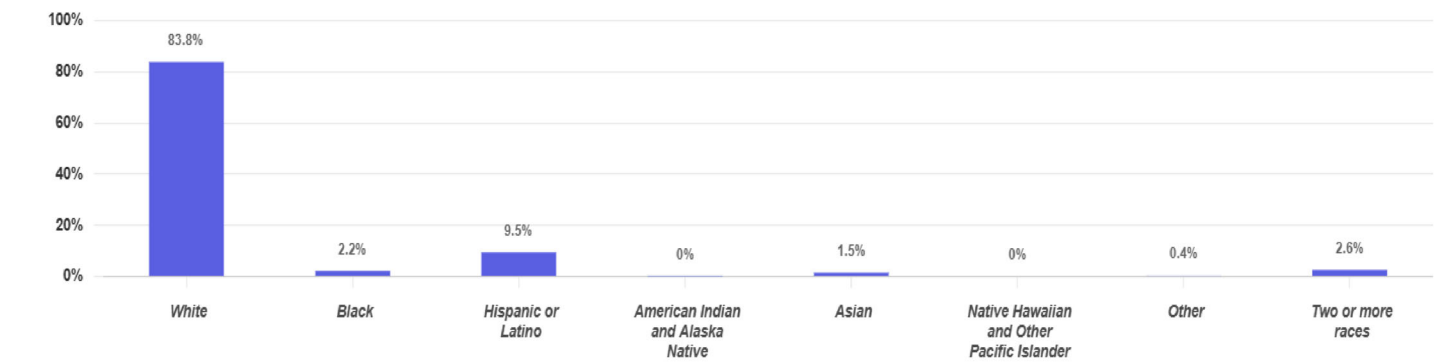


|                |      |
|----------------|------|
| Average Income | 166K |
| Median Income  | 135K |

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

Ethnicity ?

Mama's Oakdale  
Montauk Hwy, Oakdale, NY



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