

Audience Profile ?

Northwest Crossing

Clinton Hwy, Knoxville, TN

View:

Potential Market

Based On:

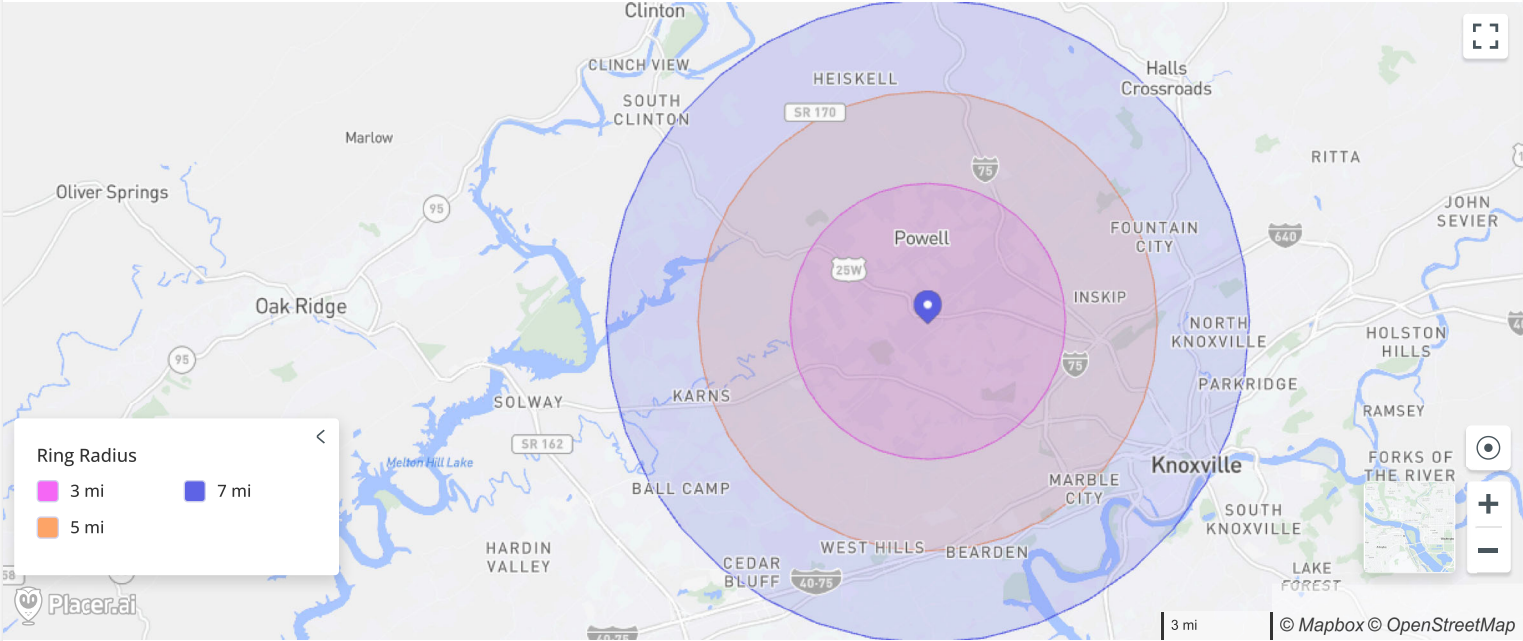
Distance in Miles

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

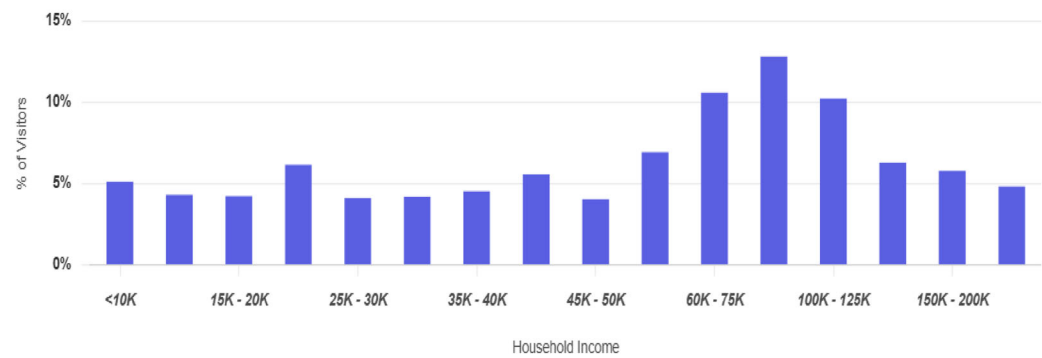
Overview			
Population	46,819	123,570	240,549
Pop density (per sq mile)	1,449	1,588	1,611
Area (sq mi) - based on Census Block Groups	32.32	77.83	149.29
Households			
Households	18,673	51,401	99,181
Family Households	11,894 (63.7%) 99	29,449 (57.3%) 89	54,803 (55.3%) 86
Non-Family Households	6,779 (36.3%) 102	21,952 (42.7%) 120	44,378 (44.7%) 126
Persons per Household	2.51 96	2.4 92	2.43 93
Gender			
Age			
Age - Male			
Age - Female			
Population by Generation			
Ethnicity			
White	36,707 (78.4%) 135	96,451 (78.1%) 134	188,251 (78.3%) 135
Black	4,595 (9.8%) 82	11,603 (9.4%) 74	19,665 (8.2%) 68

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Hispanic or Latino	3,045 (6.5%) 34	9,061 (7.3%) 39	18,426 (7.7%) 40
Two or more races	1,972 (4.2%) 109	4,634 (3.8%) 97	9,206 (3.8%) 99
Asian	420 (0.9%) 16	1,337 (1.1%) 19	3,855 (1.6%) 28
Other	67 (<0.5%) 29	391 (<0.5%) 64	875 (<0.5%) 73
American Indian and Alaska Native	13 (<0.5%) 5	51 (<0.5%) 8	190 (<0.5%) 15
Native Hawaiian and Other Pacific Islander	--	42 (<0.5%) 20	81 (<0.5%) 20
Hispanic or Latino			
Household Income			
Household Average Income	\$88,365.72 80	\$83,725.09 76	\$87,462.59 71
Average Income per Person	\$35,948.92 83	\$35,514.06 82	\$37,052.39 86
Household Median Income	\$71,675.18 91	\$63,765.09 81	\$64,080.71 81
<\$10K	693 (3.7%) 76	2,138 (4.2%) 85	5,454 (5.5%) 113
\$10K - \$15K	635 (3.4%) 96	1,952 (3.8%) 107	4,189 (4.2%) 119
\$15K - \$20K	661 (3.5%) 113	2,162 (4.2%) 135	3,726 (3.8%) 120
\$20K - \$25K	801 (4.3%) 125	2,388 (4.6%) 135	4,694 (4.7%) 138
\$25K - \$30K	689 (3.7%) 107	2,290 (4.5%) 130	4,288 (4.3%) 126
\$30K - \$35K	561 (3%) 88	2,295 (4.5%) 131	4,647 (4.7%) 137
\$35K - \$40K	988 (5.3%) 151	2,762 (5.4%) 154	4,909 (4.9%) 142
\$40K - \$45K	893 (4.8%) 137	2,378 (4.6%) 132	3,890 (3.9%) 112
\$45K - \$50K	576 (3.1%) 89	2,070 (4%) 117	4,017 (4.1%) 117
\$50K - \$60K	1,240 (6.6%) 101	3,768 (7.3%) 111	7,031 (7.1%) 107
\$60K - \$75K	2,055 (11%) 120	5,966 (11.6%) 127	10,092 (10.2%) 111
\$75K - \$100K	2,797 (15%) 118	6,421 (12.5%) 98	11,922 (12%) 95
\$100K - \$125K	2,099 (11.2%) 112	5,104 (9.9%) 99	10,730 (10.8%) 108
\$125K - \$150K	1,696 (9.1%) 124	3,618 (7%) 96	6,500 (6.6%) 89
\$150K - \$200K	1,234 (6.6%) 71	3,296 (6.4%) 69	6,222 (6.3%) 68
>\$200K	1,055 (5.6%) 45	2,793 (5.4%) 43	6,870 (6.9%) 55
Household Size			
1 Person Household	5,627 (30.1%) 106	17,752 (34.5%) 121	34,562 (34.8%) 122
2 Persons Household	6,181 (33.1%) 98	16,578 (32.3%) 95	33,165 (33.4%) 99
3 Persons Household	3,270 (17.5%) 114	7,576 (14.7%) 96	14,203 (14.3%) 93
4 Persons Household	1,955 (10.5%) 83	5,352 (10.4%) 81	10,178 (10.3%) 81

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
5 Persons Household	973 (5.2%) 88	2,784 (5.4%) 92	4,893 (4.9%) 84	
6 Persons Household	338 (1.8%) 80	833 (1.6%) 71	1,298 (1.3%) 58	
7+ Persons Household	329 (1.8%) 122	526 (1%) 71	882 (0.9%) 61	
Education				
Elementary	2,154 (6.7%) 64	7,456 (8.9%) 84	12,805 (8.2%) 77	
High School Graduate	9,396 (29.3%) 112	23,329 (27.9%) 107	40,263 (25.8%) 98	
College / Associate Degree	10,692 (33.4%) 118	25,618 (30.7%) 109	45,540 (29.1%) 103	
Bachelor Degree	6,489 (20.3%) 95	17,413 (20.8%) 98	35,755 (22.9%) 108	
Advanced Degree	3,301 (10.3%) 75	9,741 (11.7%) 85	21,967 (14.1%) 102	
Labor Force				
Marital Status				
Married	19,440 (50.8%) 102	47,089 (46.6%) 94	88,027 (44%) 89	
Never Married	12,063 (31.5%) 92	34,942 (34.6%) 101	77,135 (38.6%) 113	
Divorced	4,576 (12%) 112	12,521 (12.4%) 116	24,029 (12%) 112	
Widowed	2,195 (5.7%) 103	6,416 (6.4%) 114	10,863 (5.4%) 98	
Family Households				
Married-couple Family	8,787 (73.9%) 101	21,286 (72.3%) 99	39,835 (72.7%) 99	
Female Householder	2,200 (18.5%) 98	6,000 (20.4%) 107	11,069 (20.2%) 107	
Male Householder	907 (7.6%) 97	2,163 (7.3%) 94	3,899 (7.1%) 91	
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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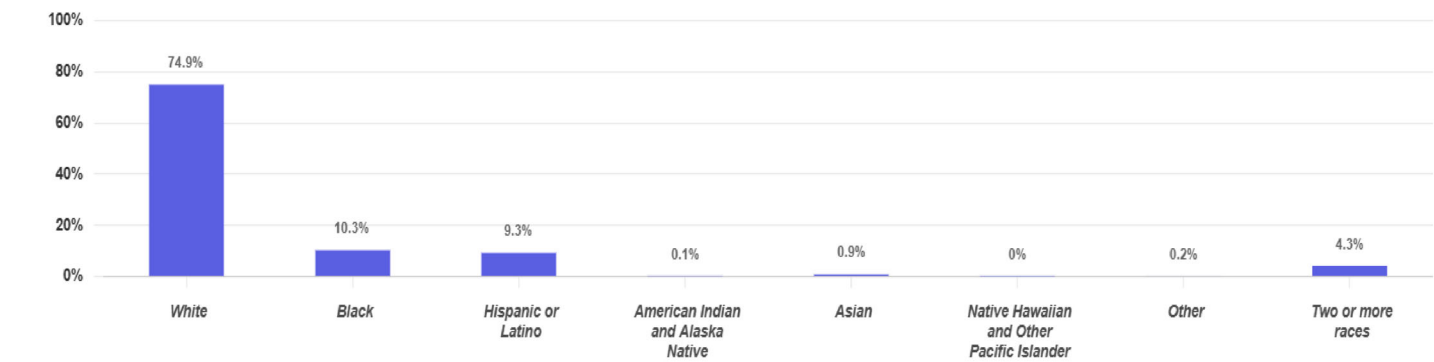


Average Income	78K
Median Income	61K

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

Ethnicity ?

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