

Audience Profile ?

Caraway Plaza

S. Caraway Road, Jonesboro, AR

View:

Potential Market

Based On:

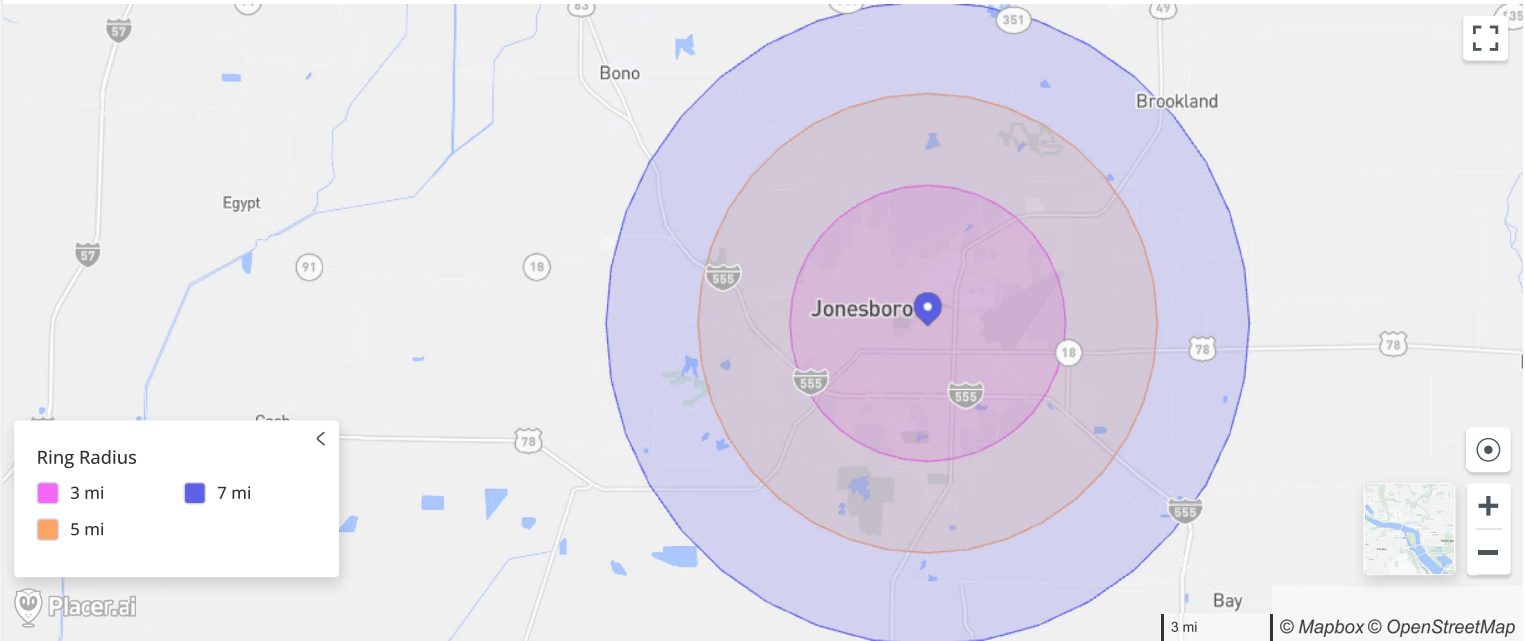
Distance in Miles

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

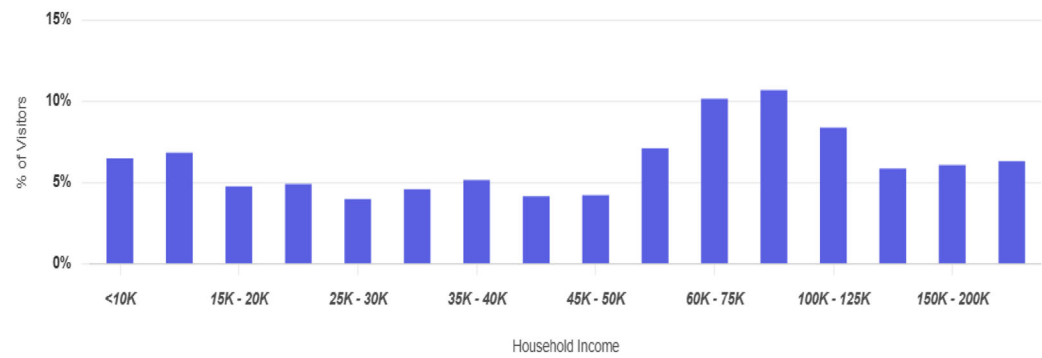
Overview						
Population	52,671	80,306	87,691			
Pop density (per sq mile)	1,689	663	543			
Area (sq mi) - based on Census Block Groups	31.19	121.2	161.38			
Households						
Gender						
Age						
Age - Male						
Age - Female						
Population by Generation						
Ethnicity						
White	30,321 (57.6%)	51,589 (64.2%)	58,369 (66.6%)	99	110	114
Black	15,119 (28.7%)	17,870 (22.3%)	18,063 (20.6%)	239	185	171
Hispanic or Latino	4,381 (8.3%)	6,227 (7.8%)	6,340 (7.2%)	44	41	38
Two or more races	2,013 (3.8%)	3,114 (3.9%)	3,344 (3.8%)	99	100	99
Asian	671 (1.3%)	1,147 (1.4%)	1,216 (1.4%)	22	25	24
Other	84 (<0.5%)	123 (<0.5%)	123 (<0.5%)	32	31	28

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
American Indian and Alaska Native	82 (<0.5%) 30	198 (<0.5%) 47	198 (<0.5%) 43	
Native Hawaiian and Other Pacific Islander	--	38 (<0.5%) 28	38 (<0.5%) 25	
Hispanic or Latino				
Household Income				
Household Average Income	\$62,895.54 57	\$78,974.71 71	\$81,909.23 74	
Average Income per Person	\$26,257.76 61	\$31,302.97 72	\$32,381.23 75	
Household Median Income	\$42,743.85 54	\$53,294.84 68	\$55,554.26 70	
<\$10K	1,793 (8.4%) 172	2,070 (6.6%) 136	2,228 (6.5%) 134	
\$10K - \$15K	1,543 (7.2%) 203	1,784 (5.7%) 161	1,818 (5.3%) 150	
\$15K - \$20K	1,253 (5.9%) 187	1,496 (4.8%) 153	1,585 (4.7%) 149	
\$20K - \$25K	1,455 (6.8%) 198	1,838 (5.9%) 171	1,985 (5.8%) 170	
\$25K - \$30K	833 (3.9%) 113	1,202 (3.9%) 112	1,263 (3.7%) 108	
\$30K - \$35K	1,675 (7.8%) 229	2,003 (6.4%) 188	2,126 (6.2%) 183	
\$35K - \$40K	1,525 (7.1%) 204	1,978 (6.3%) 181	2,122 (6.2%) 178	
\$40K - \$45K	1,138 (5.3%) 152	1,403 (4.5%) 129	1,445 (4.2%) 121	
\$45K - \$50K	849 (4%) 115	1,161 (3.7%) 108	1,257 (3.7%) 107	
\$50K - \$60K	1,389 (6.5%) 98	2,035 (6.5%) 99	2,138 (6.3%) 95	
\$60K - \$75K	2,058 (9.6%) 105	2,641 (8.5%) 93	2,767 (8.1%) 89	
\$75K - \$100K	2,244 (10.5%) 82	3,360 (10.8%) 85	3,754 (11%) 87	
\$100K - \$125K	1,359 (6.3%) 63	2,735 (8.8%) 87	3,086 (9.1%) 90	
\$125K - \$150K	790 (3.7%) 50	1,877 (6%) 80	2,253 (6.6%) 90	
\$150K - \$200K	746 (3.5%) 38	1,688 (5.4%) 58	1,858 (5.5%) 59	
>\$200K	753 (3.5%) 28	1,940 (6.2%) 49	2,348 (6.9%) 55	
Household Size				
Education				
Elementary	3,530 (11.2%) 106	4,515 (9%) 85	4,973 (9%) 85	
High School Graduate	9,776 (31%) 118	14,979 (29.9%) 114	16,541 (30%) 114	
College / Associate Degree	10,518 (33.3%) 118	15,788 (31.5%) 111	17,103 (31%) 110	
Bachelor Degree	4,670 (14.8%) 70	8,744 (17.4%) 80	9,839 (17.8%) 84	
Advanced Degree	3,058 (9.7%) 71	6,153 (12.3%) 89	6,754 (12.2%) 89	
Labor Force				
Marital Status				

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Never Married	17,778 (42.4%) 124	22,987 (36.1%) 106	23,775 (34.3%) 101	
Married	16,092 (38.4%) 77	30,086 (47.2%) 95	33,866 (48.8%) 98	
Divorced	5,328 (12.7%) 119	7,255 (11.4%) 106	7,942 (11.5%) 107	
Widowed	2,724 (6.5%) 117	3,418 (5.4%) 96	3,776 (5.4%) 98	
Family Households				
Married-couple Family	6,977 (56.5%) 77	13,513 (67.6%) 92	15,304 (69.4%) 95	
Female Householder	4,487 (36.3%) 192	5,215 (26.1%) 138	5,413 (24.6%) 129	
Male Householder	882 (7.1%) 91	1,256 (6.3%) 80	1,326 (6%) 77	
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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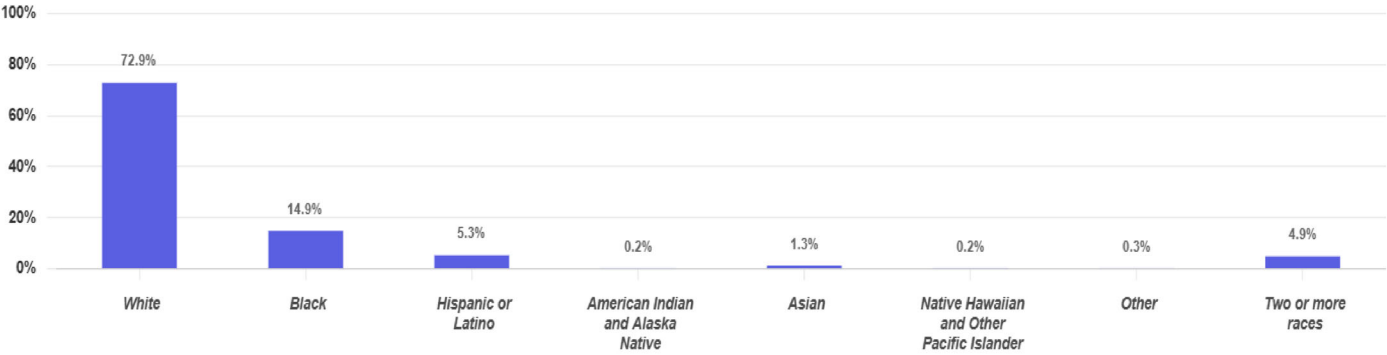


Average Income	80K
Median Income	57K

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

Ethnicity ?

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