



Southern Tier Crossing

1400 County Rd 64, Horseheads, NY 14845

Year to Date

All Visit Durations

Add Filter



Audience Profile ?

Southern Tier Crossing

County Rd 64, Horseheads, NY

View:

Potential Market

Based On:

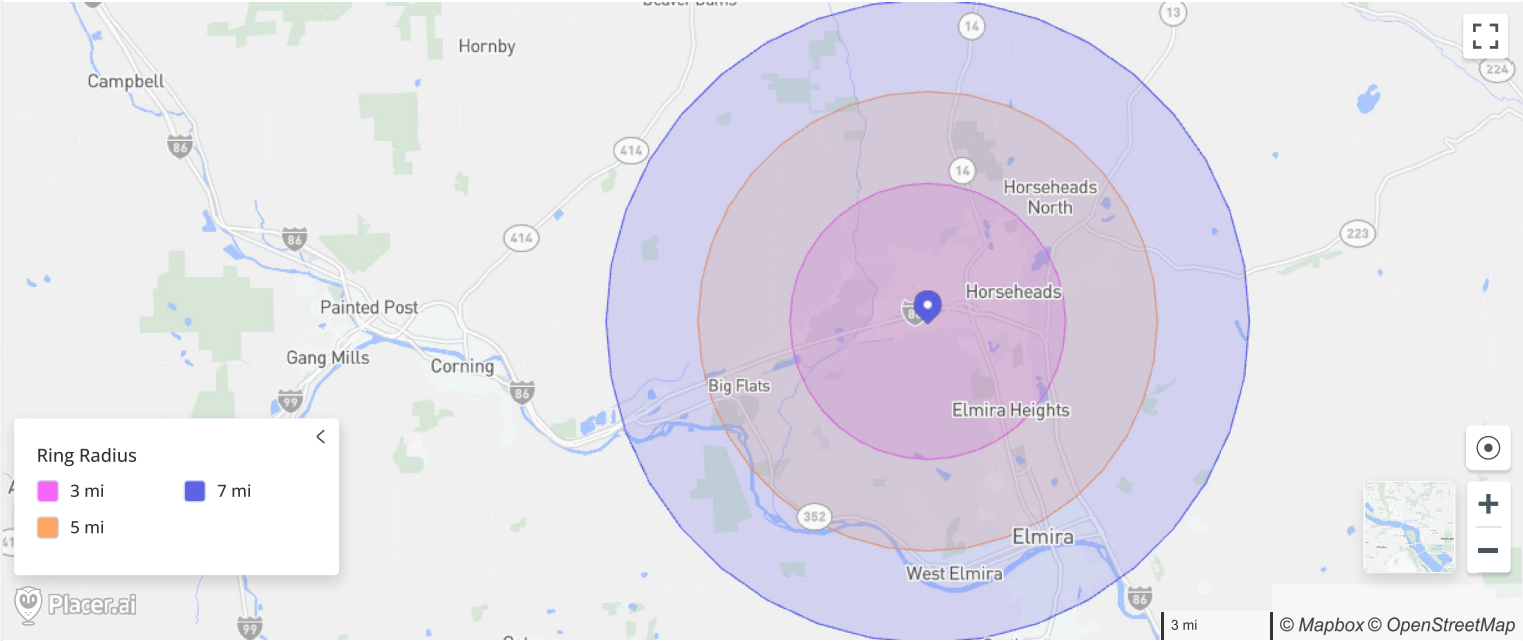
Distance in Miles

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

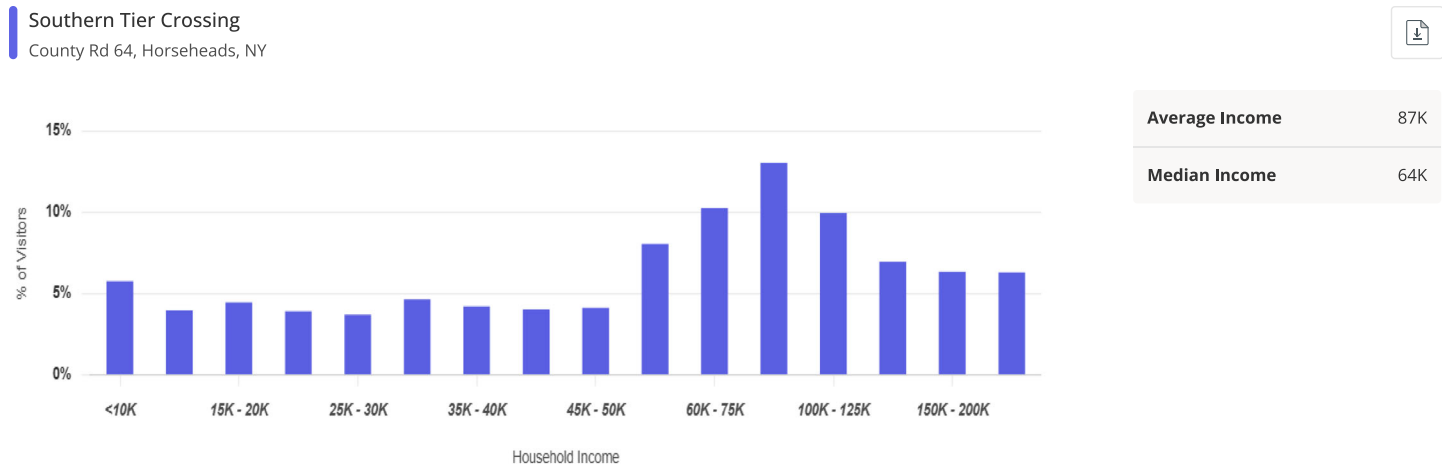
7 Mile

Overview			
Population	17,276	40,731	65,893
Pop density (per sq mile)	972	486	422
Area (sq mi) - based on Census Block Groups	17.78	83.86	156.31
Households			
Households	7,605	16,753	27,780
Family Households	4,158 (54.7%) 85	9,731 (58.1%) 90	15,745 (56.7%) 88
Non-Family Households	3,447 (45.3%) 128	7,022 (41.9%) 118	12,035 (43.3%) 122
Persons per Household	2.27 87	2.43 93	2.37 91
Gender			
Male	8,263 (47.8%) 97	19,908 (48.9%) 99	32,535 (49.4%) 100
Female	9,013 (52.2%) 103	20,823 (51.1%) 101	33,358 (50.6%) 100
Age			
Age - Male			
Age - Female			
Population by Generation			
Gen Alpha	2,627 (15.2%) 83	7,088 (17.4%) 95	11,564 (17.5%) 96

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Gen Z	2,183 (12.6%) 97	5,141 (12.6%) 97	8,106 (12.3%) 94
Millennials	3,172 (18.4%) 90	7,728 (19%) 93	12,576 (19.1%) 94
Gen X	3,202 (18.5%) 99	7,453 (18.3%) 98	11,832 (18%) 96
Baby Boomers	4,263 (24.7%) 108	10,018 (24.6%) 108	16,575 (25.2%) 110
Silent & Greatest	1,829 (10.6%) 155	3,303 (8.1%) 119	5,240 (8%) 117
Ethnicity ^			
White	14,348 (83.1%) 143	33,006 (81%) 139	54,024 (82%) 141
Two or more races	940 (5.4%) 141	1,876 (4.6%) 119	3,107 (4.7%) 122
Black	823 (4.8%) 40	2,867 (7%) 59	4,635 (7%) 58
Hispanic or Latino	661 (3.8%) 20	1,763 (4.3%) 23	2,640 (4%) 21
Asian	494 (2.9%) 50	1,066 (2.6%) 46	1,216 (1.8%) 32
Other	10 (<0.5%) 12	109 (<0.5%) 54	216 (<0.5%) 66
Native Hawaiian and Other Pacific Islander	--	--	--
American Indian and Alaska Native	--	44 (<0.5%) 21	55 (<0.5%) 16
Hispanic or Latino v			
Household Income v			
Household Size ^			
1 Person Household	2,721 (35.8%) 126	5,844 (34.9%) 122	9,903 (35.6%) 125
2 Persons Household	2,827 (37.2%) 110	5,796 (34.6%) 102	9,338 (33.6%) 99
3 Persons Household	870 (11.4%) 74	2,058 (12.3%) 86	3,289 (11.8%) 77
4 Persons Household	749 (9.8%) 78	1,908 (11.4%) 90	3,264 (11.7%) 93
5 Persons Household	280 (3.7%) 62	738 (4.4%) 75	1,388 (5%) 85
6 Persons Household	107 (1.4%) 62	270 (1.6%) 71	346 (1.2%) 55
7+ Persons Household	51 (0.7%) 46	139 (0.8%) 57	252 (0.9%) 63
Education ^			
Elementary	531 (4.3%) 40	2,457 (8.6%) 8	4,160 (9%) 85
High School Graduate	4,014 (32.2%) 123	8,739 (30.7%) 117	14,434 (31.2%) 119
College / Associate Degree	4,360 (35%) 124	8,898 (31.2%) 111	14,279 (30.9%) 109
Bachelor Degree	2,234 (17.9%) 84	4,950 (17.4%) 86	7,510 (16.2%) 76
Advanced Degree	1,327 (10.6%) 78	3,458 (12.1%) 88	5,840 (12.6%) 92
Labor Force v			
Marital Status ^			

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Married	6,844 (46.7%) 94	15,539 (46.2%) 93	24,566 (45.2%) 91
Never Married	5,044 (34.4%) 101	11,868 (35.3%) 103	19,222 (35.4%) 104
Divorced	1,517 (10.4%) 97	4,011 (11.9%) 111	6,917 (12.7%) 119
Widowed	1,244 (8.5%) 153	2,225 (6.6%) 119	3,624 (6.7%) 120
Family Households			
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			

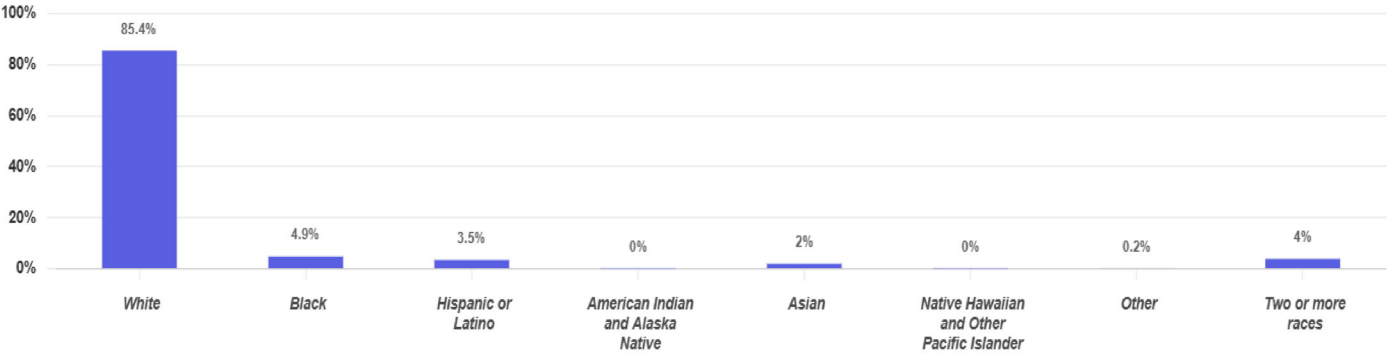
Household Income ?



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

Ethnicity ?

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