

Audience Profile ?

Price Chopper Supermarkets

Glenwood Ave, Binghamton, NY

View:

Potential Market

Based On:

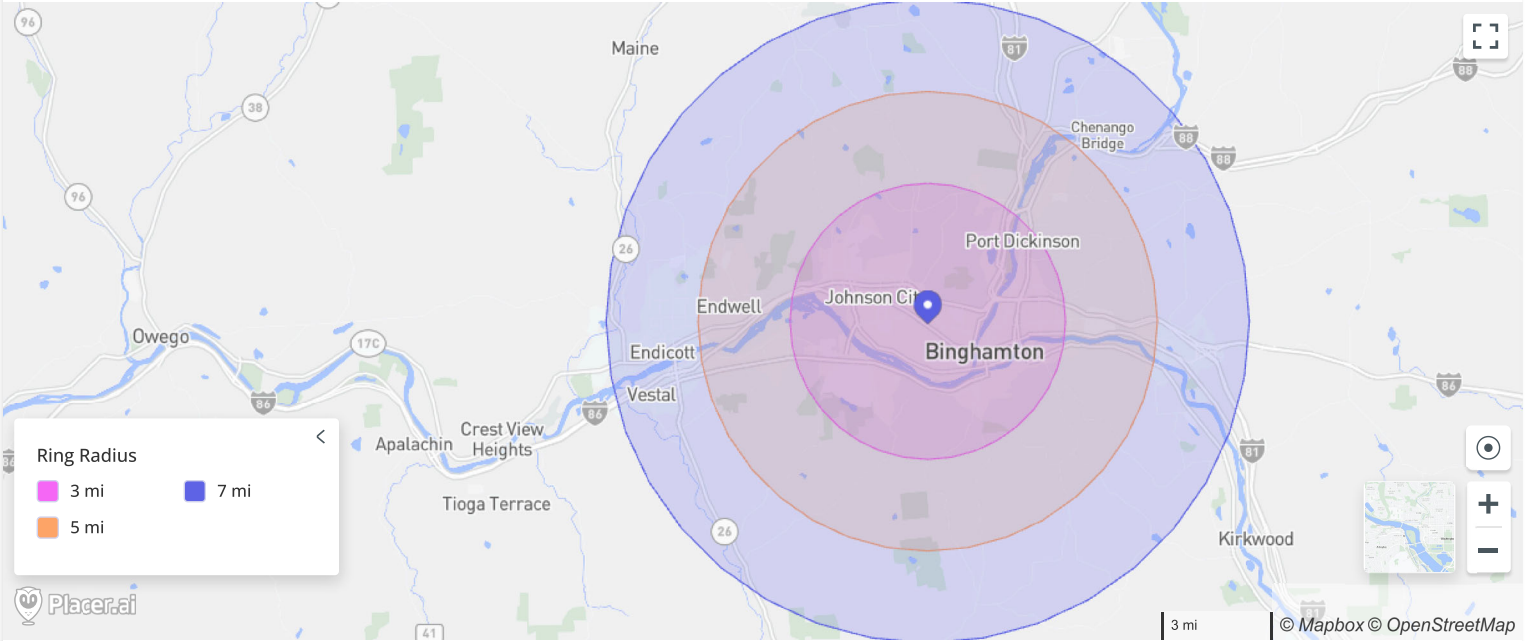
Distance in Miles

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

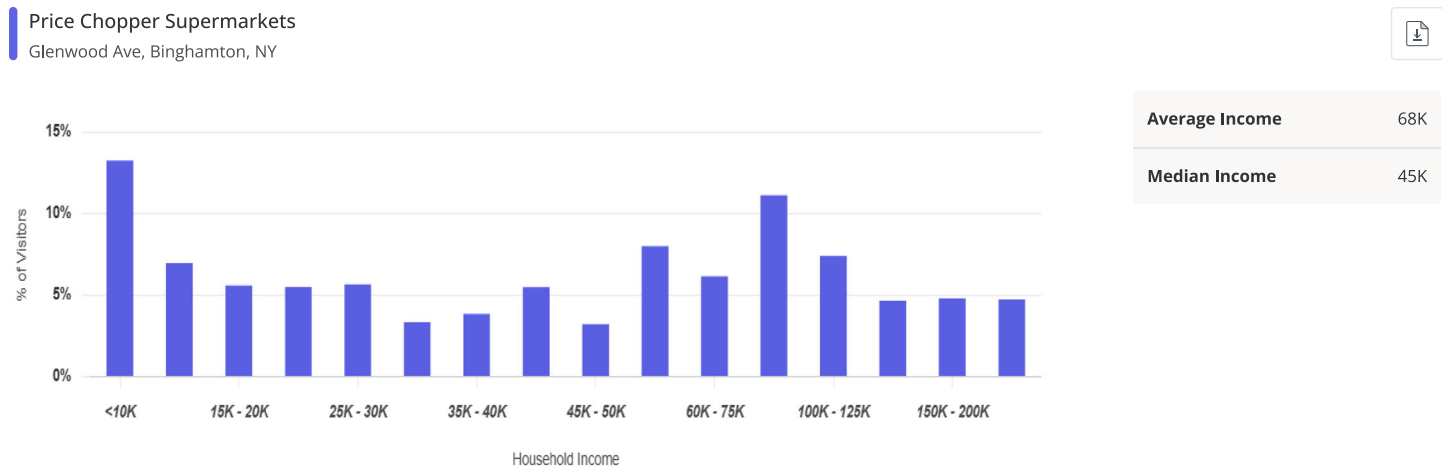
7 Mile

Overview						^
Population	75,952		108,968		147,033	
Pop density (per sq mile)	3,030		1,426		1,048	
Area (sq mi) - based on Census Block Groups	25.06		76.44		140.36	
Households						▼
Gender						▼
Age						▼
Age - Male						▼
Age - Female						▼
Population by Generation						▼
Ethnicity						^
White	53,348 (70.2%)	121	80,578 (73.9%)	127	111,371 (75.7%)	130
Asian	6,828 (9%)	156	8,853 (8.1%)	141	9,514 (6.5%)	113
Black	6,819 (9%)	75	7,918 (7.3%)	60	9,729 (6.6%)	55
Hispanic or Latino	4,925 (6.5%)	34	6,489 (6%)	31	9,269 (6.3%)	33
Two or more races	3,667 (4.8%)	125	4,546 (4.2%)	108	6,274 (4.3%)	110
Other	245 (<0.5%)	65	391 (<0.5%)	72	664 (<0.5%)	91

Search Group or Attribute	3 Mile	5 Mile	7 Mile
American Indian and Alaska Native	78 (<0.5%) 19	107 (<0.5%) 19	126 (<0.5%) 16
Native Hawaiian and Other Pacific Islander	42 (<0.5%) 32	86 (<0.5%) 46	86 (<0.5%) 34
Hispanic or Latino			
Household Income			
Household Average Income	\$72,465.06 66	\$81,382.01 74	\$83,254.23 75
Average Income per Person	\$28,897.84 67	\$33,185.55 71	\$34,555.64 81
Household Median Income	\$48,106.31 61	\$55,599.38 70	\$57,820.34 73
<\$10K	3,407 (11.3%) 232	3,880 (8.8%) 181	4,630 (7.6%) 157
\$10K - \$15K	2,023 (6.7%) 189	2,648 (6%) 169	3,187 (5.3%) 148
\$15K - \$20K	1,480 (4.9%) 157	1,957 (4.4%) 142	2,807 (4.6%) 148
\$20K - \$25K	1,977 (6.6%) 191	2,545 (5.8%) 168	3,460 (5.7%) 166
\$25K - \$30K	1,189 (4%) 115	1,689 (3.8%) 112	2,241 (3.7%) 108
\$30K - \$35K	1,397 (4.6%) 136	1,938 (4.4%) 129	2,633 (4.3%) 127
\$35K - \$40K	1,515 (5%) 144	1,894 (4.3%) 123	2,700 (4.5%) 128
\$40K - \$45K	1,500 (5%) 143	2,124 (4.8%) 138	2,761 (4.6%) 130
\$45K - \$50K	903 (3%) 87	1,511 (3.4%) 100	2,363 (3.9%) 113
\$50K - \$60K	2,089 (6.9%) 105	3,245 (7.4%) 112	4,503 (7.4%) 113
\$60K - \$75K	2,881 (9.6%) 105	4,070 (9.2%) 101	5,809 (9.6%) 105
\$75K - \$100K	3,027 (10.1%) 79	4,934 (11.2%) 88	6,719 (11.1%) 87
\$100K - \$125K	2,089 (6.9%) 69	3,666 (8.3%) 83	5,265 (8.7%) 86
\$125K - \$150K	1,431 (4.8%) 65	2,249 (5.1%) 70	3,433 (5.7%) 71
\$150K - \$200K	1,548 (5.1%) 55	2,714 (6.2%) 66	4,090 (6.7%) 73
>\$200K	1,642 (5.5%) 43	2,942 (6.7%) 53	4,006 (6.6%) 53
Household Size			
1 Person Household	12,085 (40.2%) 141	16,582 (37.7%) 132	22,332 (36.8%) 129
2 Persons Household	9,387 (31.2%) 92	14,254 (32.4%) 96	20,051 (33.1%) 98
3 Persons Household	3,609 (12%) 76	5,919 (13.5%) 87	8,219 (13.6%) 88
4 Persons Household	2,871 (9.5%) 75	4,209 (9.6%) 76	5,731 (9.5%) 75
5 Persons Household	1,113 (3.7%) 63	1,718 (3.9%) 66	2,453 (4%) 69
6 Persons Household	584 (1.9%) 85	734 (1.7%) 73	1,177 (1.9%) 86
7+ Persons Household	449 (1.5%) 103	590 (1.3%) 93	644 (1.1%) 73
Education			

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Elementary	5,457 (12.3%) 116	7,319 (10.7%) 101	9,142 (9.6%) 91
High School Graduate	12,102 (27.2%) 104	18,210 (26.7%) 102	25,287 (26.7%) 102
College / Associate Degree	12,605 (28.3%) 100	18,997 (27.8%) 99	28,528 (30.1%) 107
Bachelor Degree	7,261 (16.3%) 7	12,233 (17.9%) 84	16,970 (17.9%) 84
Advanced Degree	7,055 (15.9%) 116	11,538 (16.9%) 123	14,892 (15.7%) 114
Labor Force			
Marital Status			
Family Households			
Married-couple Family	8,466 (62%) 85	14,957 (68.2%) 93	21,819 (69.2%) 95
Female Householder	3,835 (28.1%) 148	5,203 (23.7%) 125	7,271 (23.1%) 122
Male Householder	1,345 (9.9%) 126	1,763 (8%) 103	2,419 (7.7%) 98
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 ?



% of Visitors

15%

10%

5%

0%

<10K

15K - 20K

25K - 30K

35K - 40K

45K - 50K

60K - 75K

100K - 125K

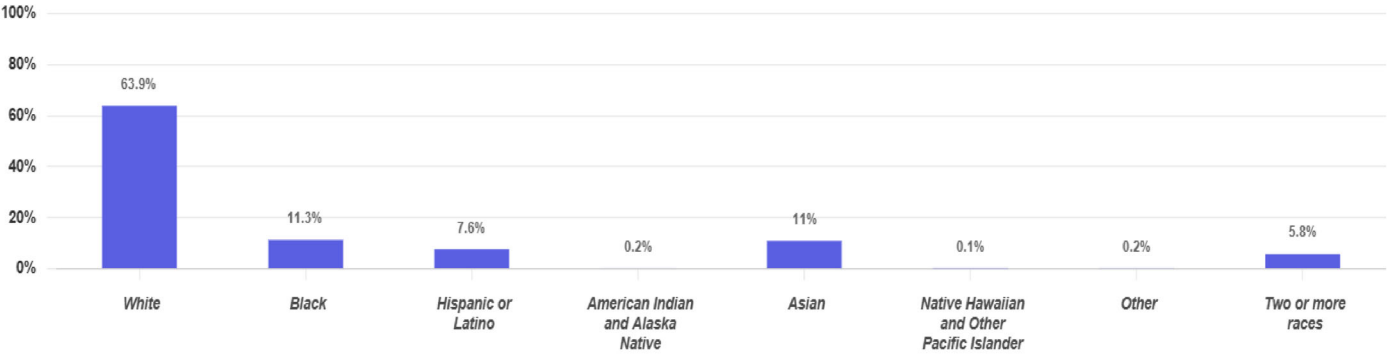
150K - 200K

Household Income

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

Ethnicity ?

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Glenwood Ave, Binghamton, NY



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