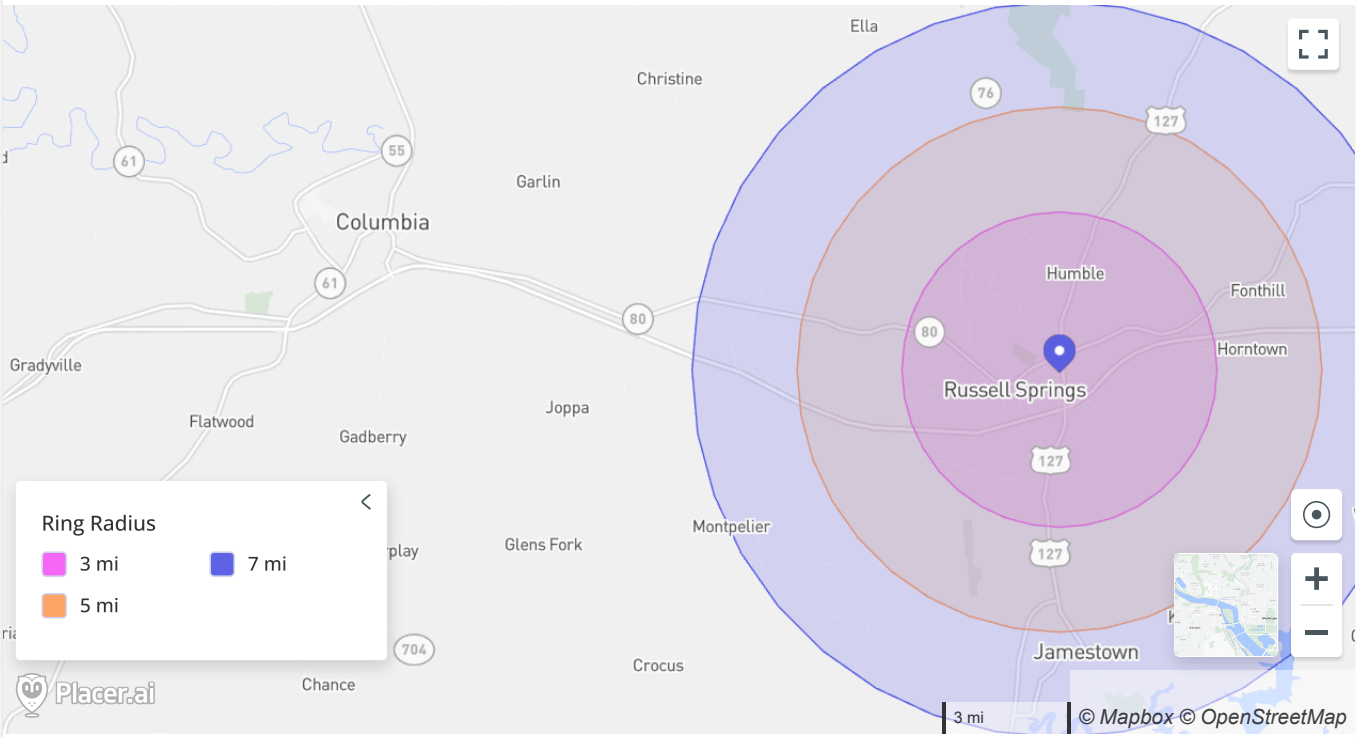
Audience Profile ?

Northridge Shopping Center
S Highway 127, Russell Springs, KY

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	8,081	11,657	17,863
Pop density (per sq mile)	176	135	97
Area (sq mi) - based on Census...	46	86.14	183.78
Households			
Households	2,988	4,423	6,994
Family Households	1,982 (66.3%) 103	2,774 (62.7%) 97	4,471 (63.9%) 99

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Non-Family Households	1,006 (33.7%) 95	1,649 (37.3%) 105	2,523 (36.1%) 102
Persons per Household	2.7 104	2.64 101	2.55 98
Gender			
Age			
Age - Male			
Age - Female			
Population by Generation			
Ethnicity			
White	7,509 (92.9%) 160	10,571 (90.7%) 156	16,243 (90.9%) 156
Hispanic or Latino	345 (4.3%) 22	645 (5.5%) 29	817 (4.6%) 24
Two or more races	186 (2.3%) 59	260 (2.2%) 58	576 (3.2%) 83
Black	26 (<0.5%) 3	156 (1.3%) 11	202 (1.1%) 9
Native Hawaiian and Other Pacific Islander	10 (<0.5%) 73	10 (<0.5%) 50	10 (<0.5%) 33
American Indian and Alaska Native	3 (<0.5%) 7	7 (<0.5%) 11	7 (<0.5%) 7
Asian	2 (<0.5%)	2 (<0.5%)	2 (<0.5%)
Other	--	6 (<0.5%) 10	6 (<0.5%) 7
Hispanic or Latino			
Household Income			
Household Average Income	$65,670.38 59	$64,571.35 58	$68,657.19 62
Average Income per Person	$25,278.96 58	$25,456.75 58	$28,104.67 65
Household Median Income	$55,409.84 70	$53,129.33 67	$51,850.15 66
<$10K	149 (5%) 102	254 (5.7%) 118	486 (6.9%) 143
$10K - $15K	131 (4.4%) 123	273 (6.2%) 174	514 (7.3%) 207
$15K - $20K	285 (9.5%) 305	400 (9%) 289	527 (7.5%) 241

Search Group or Attribute	3 Mile	5 Mile	7 Mile
$20K - $25K	91 (3%)	192 (4.3%)	405 (5.8%)
$25K - $30K	107 (3.6%)	222 (5%)	332 (4.7%)
$30K - $35K	214 (7.2%)	291 (6.6%)	357 (5.1%)
$35K - $40K	154 (5.2%)	154 (3.5%)	288 (4.1%)
$40K - $45K	120 (4%)	176 (4%)	288 (4.1%)
$45K - $50K	78 (2.6%)	114 (2.6%)	179 (2.6%)
$50K - $60K	305 (10.2%)	433 (9.8%)	654 (9.4%)
$60K - $75K	270 (9%)	399 (9%)	584 (8.4%)
$75K - $100K	493 (16.5%)	687 (15.5%)	992 (14.2%)
$100K - $125K	242 (8.1%)	296 (6.7%)	499 (7.1%)
$125K - $150K	121 (4%)	190 (4.3%)	250 (3.6%)
$150K - $200K	137 (4.6%)	195 (4.4%)	350 (5%)
>$200K	91 (3%)	147 (3.3%)	289 (4.1%)
Household Size			
Education			
Elementary	951 (18%)	1,424 (18.6%)	2,049 (16.8%)
High School Graduate	1,941 (36.8%)	2,897 (37.8%)	4,564 (37.5%)
College / Associate Degree	1,451 (27.5%)	2,039 (26.6%)	3,672 (30.1%)
Bachelor Degree	432 (8.2%)	687 (9%)	1,069 (8.8%)
Advanced Degree	494 (9.4%)	607 (7.9%)	828 (6.8%)
Labor Force			
Marital Status			
Family Households			
Transport to Work			
Travel Time to Work			
Housing Units			

Search Group or Attribute	3 Mile	5 Mile	7 Mile

- **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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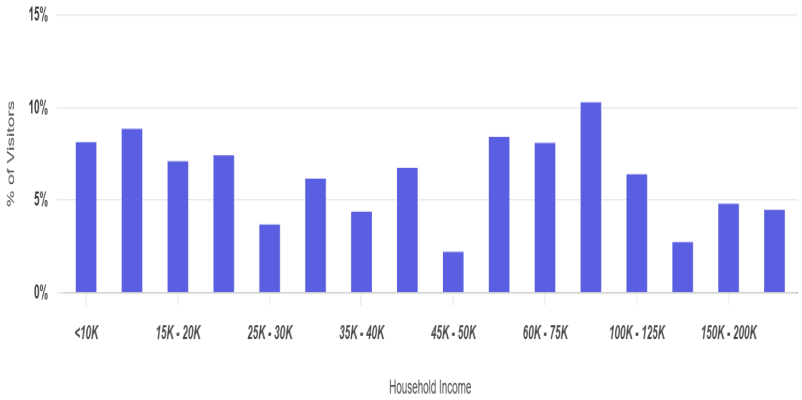

Average Income	65K
Median Income	43K

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

Ethnicity ?

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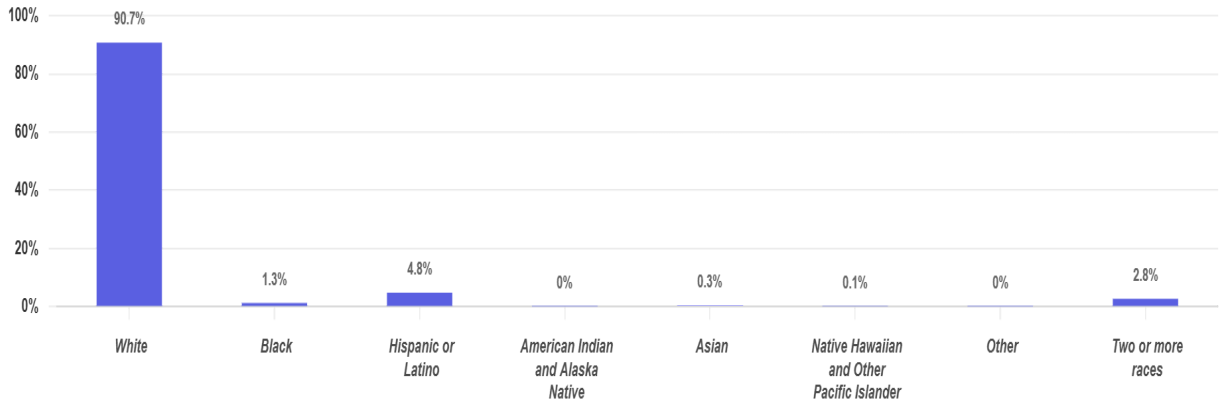

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