

Audience Profile ?

Shoppes at South Main

S Main St, Bowling Green, OH

View:

Potential Market

Based On:

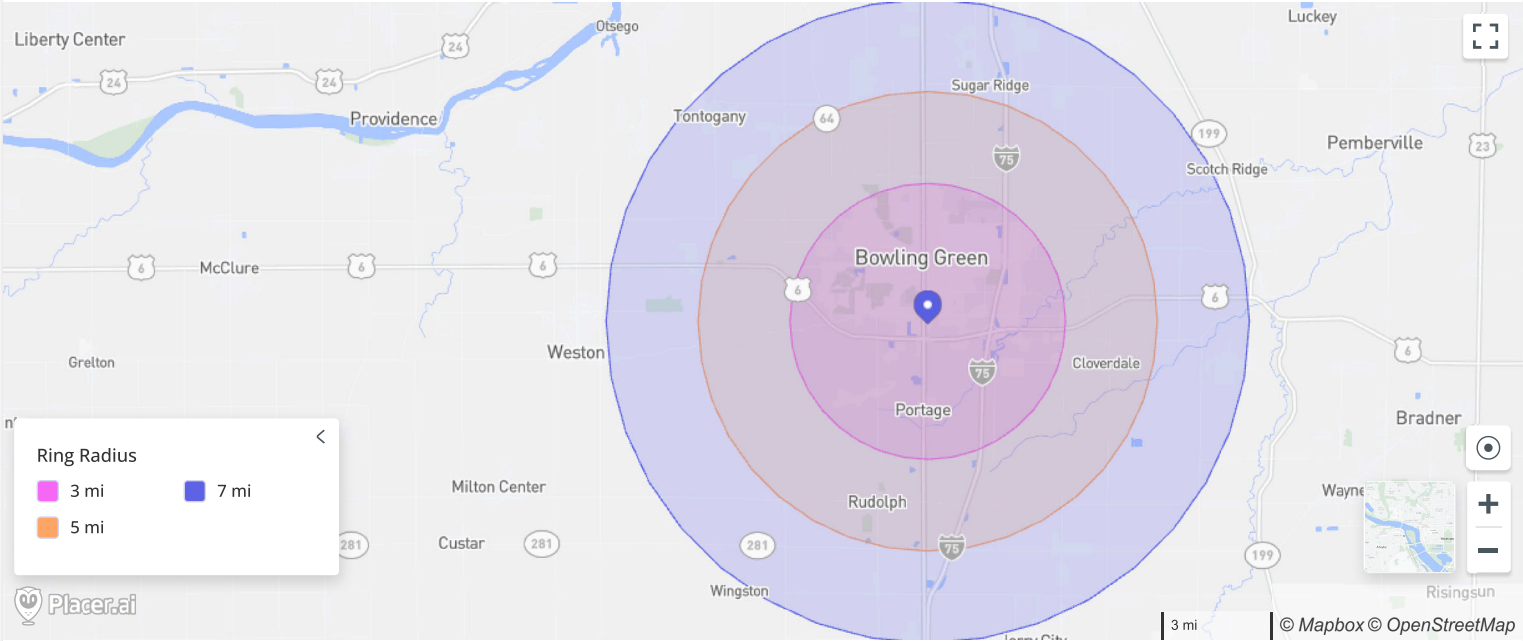
Distance in Miles

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	29,864			34,152			35,430			
Pop density (per sq mile)	744			335			262			
Area (sq mi) - based on Census Block Groups	40.12			102.1			135			
Households										^
Households	12,061			13,763			14,233			
Family Households	4,460 (37%) 57			5,667 (41.2%) 64			6,020 (42.3%) 66			
Non-Family Households	7,601 (63%) 178			8,096 (58.8%) 166			8,213 (57.7%) 163			
Persons per Household	2.48 95 0100200+			2.48 95 0100200+			2.49 95 0100200+			
Gender										^
Age										^
Age - Male										^
Age - Female										^
Population by Generation										^
Ethnicity										^
White	24,769 (82.9%) 143			28,494 (83.4%) 143			29,601 (83.5%) 144			
Hispanic or Latino	1,771 (5.9%) 31			2,277 (6.7%) 35			2,360 (6.7%) 35			

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Black	1,552 (5.2%) 43	1,569 (4.6%) 38	1,571 (4.4%) 37	
Two or more races	1,263 (4.2%) 109	1,301 (3.8%) 98	1,387 (3.9%) 101	
Asian	382 (1.3%) 22	382 (1.1%) 19	382 (1.1%) 19	
American Indian and Alaska Native	90 (<0.5%) 57	92 (<0.5%) 51	92 (<0.5%) 49	
Other	28 (<0.5%) 19	28 (<0.5%) 17	28 (<0.5%) 16	
Native Hawaiian and Other Pacific Islander	9 (<0.5%) 18	9 (<0.5%) 15	9 (<0.5%) 15	
Hispanic or Latino				
Household Income				
Household Size				
1 Person Household	4,703 (39%) 137	5,081 (36.9%) 130	5,175 (36.4%) 128	
2 Persons Household	4,120 (34.2%) 101	4,805 (34.9%) 103	4,959 (34.8%) 103	
3 Persons Household	1,344 (11.1%) 72	1,553 (11.3%) 73	1,649 (11.6%) 75	
4 Persons Household	1,395 (11.6%) 91	1,634 (11.9%) 94	1,702 (12%) 94	
5 Persons Household	322 (2.7%) 45	513 (3.7%) 63	568 (4%) 68	
6 Persons Household	171 (1.4%) 62	171 (1.2%) 55	174 (1.2%) 54	
7+ Persons Household	6 (<0.5%) 3	6 (<0.5%) 3	6 (<0.5%) 3	
Education				
Elementary	661 (4.8%) 45	910 (5.5%) 52	952 (5.5%) 52	
High School Graduate	3,422 (24.8%) 95	4,579 (27.5%) 105	4,877 (28%) 107	
College / Associate Degree	3,154 (22.8%) 8	3,847 (23.1%) 8	4,129 (23.7%) 84	
Bachelor Degree	3,539 (25.6%) 120	3,941 (23.7%) 111	4,063 (23.3%) 110	
Advanced Degree	3,034 (22%) 160	3,386 (20.3%) 148	3,407 (19.5%) 142	
Labor Force				
Marital Status				
Never Married	16,873 (63%) 185	17,809 (58.9%) 173	18,063 (58%) 170	
Married	6,856 (25.6%) 52	8,708 (28.8%) 58	9,323 (29.9%) 60	
Divorced	2,173 (8.1%) 76	2,647 (8.8%) 8	2,673 (8.6%) 8	
Widowed	899 (3.4%) 60	1,051 (3.5%) 63	1,103 (3.5%) 64	
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



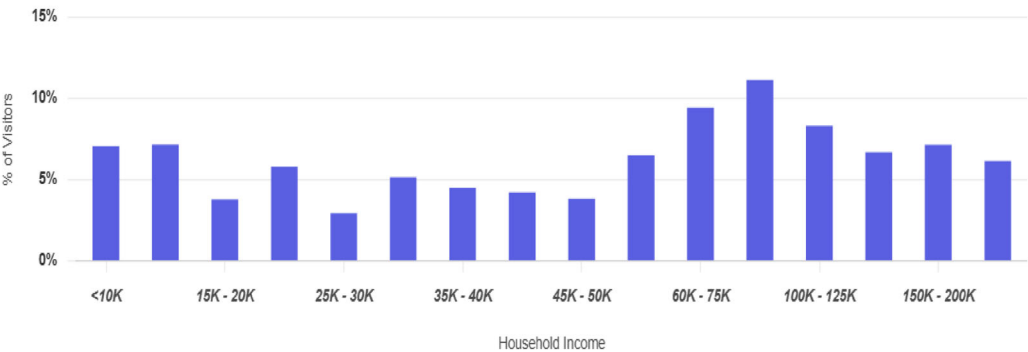
SNAP Households



Household Income ?

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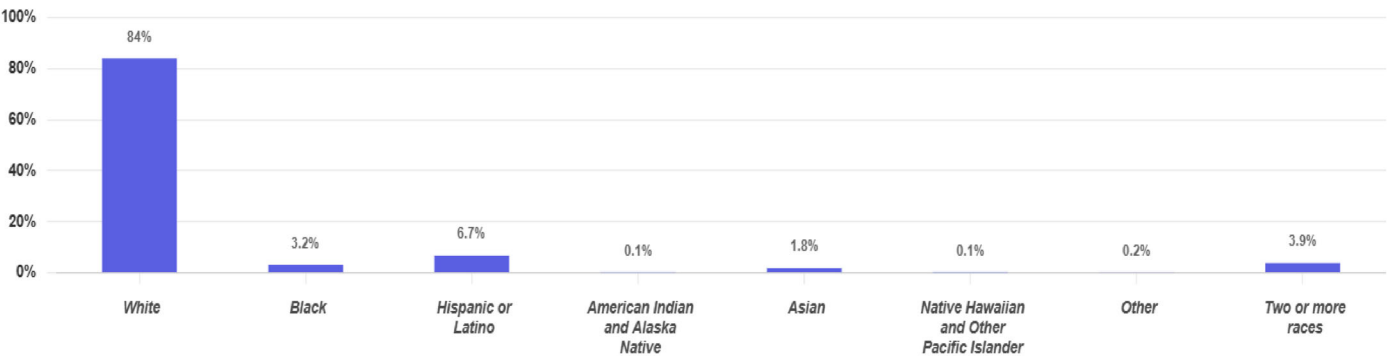
Average Income	82K
Median Income	58K

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

Ethnicity ?

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