



Audience Profile

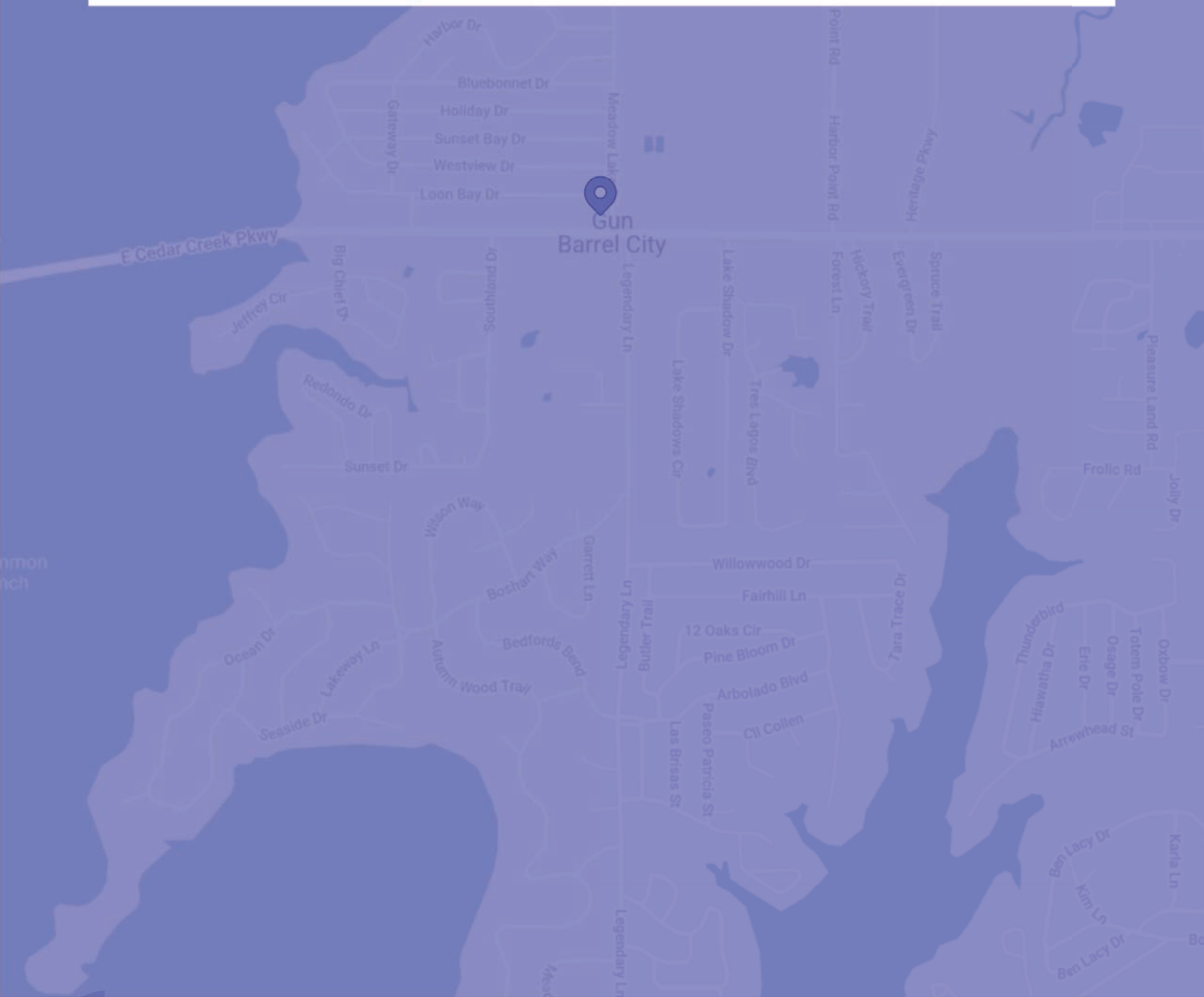
Dec 1, 2021 - Nov 30, 2022

Property:

2W

2400 W Main St

2400 West Main Street, Gun Barrel City, TX 75156

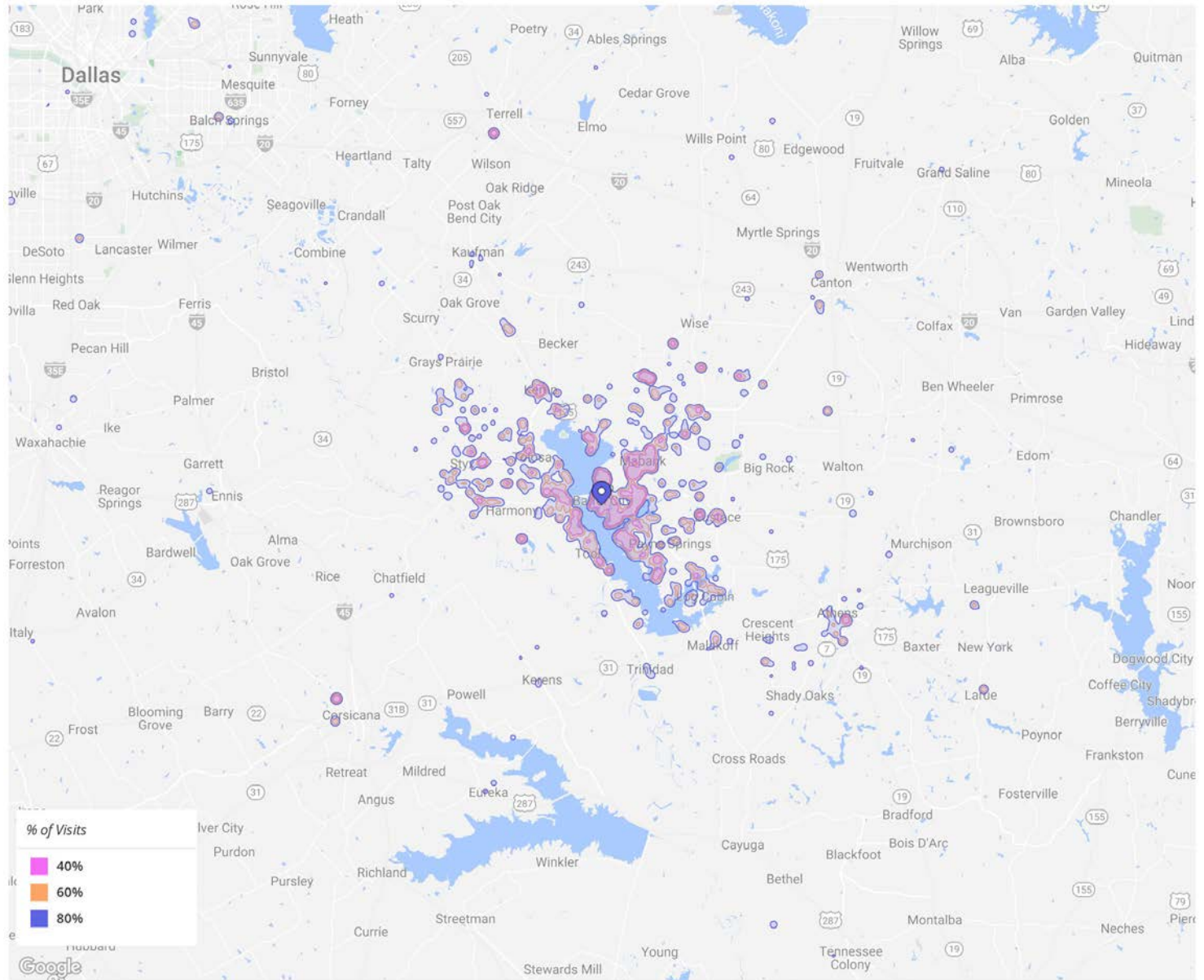


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2400 W Main St (Nearby Activity 250 ft) / 2400 West Main Street, Gun Barrel City, TX 75156



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.





2400 W Main St (Nearby Activity 250 ft)

2400 West Main Street, Gun Barrel City, TX 75156

Benchmark: Nationwide



Overview

Population	13,713	26,609	52,066
Pop density (per sq mile)	378	349	280
Area (based on blockgroups) sq mi	36.3	76.35	185.68

Households

Households	5,519	10,438	19,422
Family households	3,732 (67.6%) 103	7,108 (68.1%) 103	13,600 (70%) 106
Non Family households	1,787 (32.4%) 95	3,330 (31.9%) 94	5,822 (30%) 88
Persons per Household	2.48 92	2.55 94	2.68 99

Gender

Male	6,555 (47.8%) 97	12,538 (47.1%) 96	24,594 (47.2%) 96
Female	7,158 (52.2%) 103	14,071 (52.9%) 104	27,472 (52.8%) 104

Calculated using Weighted Centroid from Block Groups | DataSet: Census 2017 (ACS)

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Age

Median Age	45.8		122	45.05		120	41.48		110
0-18	2,819	(20.6%)	90	5,568	(20.9%)	91	12,045	(23.1%)	101
18-25	977	(7.1%)	75	2,026	(7.6%)	76	4,468	(8.6%)	88
25-35	1,220	(8.9%)	65	2,486	(9.3%)	68	5,108	(9.8%)	72
35-45	1,707	(12.4%)	98	3,208	(12.1%)	95	6,132	(11.8%)	93
45-55	1,510	(11%)	8	3,224	(12.1%)	90	6,522	(12.5%)	93
55-65	2,089	(15.2%)	120	4,053	(15.2%)	120	7,135	(13.7%)	108
65+	3,391	(24.7%)	166	6,044	(22.7%)	152	10,656	(20.5%)	137

Population by Generation

Gen Alpha & Gen Z	2,819	(20.6%)	90	5,568	(20.9%)	91	12,045	(23.1%)	101
Millennials	2,197	(16%)	68	4,512	(17%)	72	9,576	(18.4%)	7
Gen X	3,217	(23.5%)	90	6,432	(24.2%)	93	12,654	(24.3%)	93
Baby Boomers	2,089	(15.2%)	120	4,053	(15.2%)	120	7,135	(13.7%)	108
Silent & Greatest	3,391	(24.7%)	166	6,044	(22.7%)	152	10,656	(20.5%)	137

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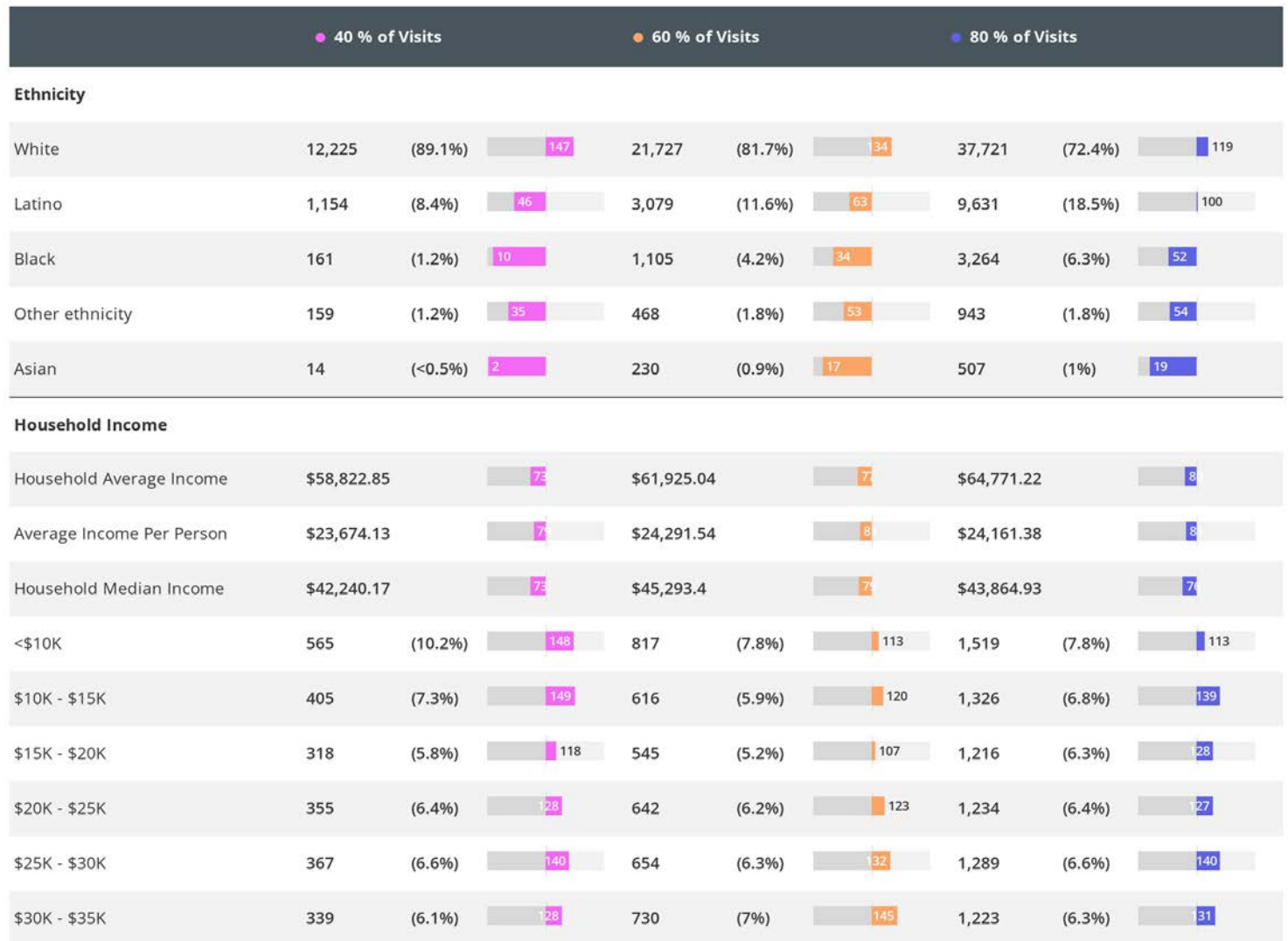
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	40 % of Visits			60 % of Visits			80 % of Visits		
\$35K - \$40K	251	(4.5%)	101	451	(4.3%)	96	954	(4.9%)	109
\$40K - \$45K	356	(6.5%)	143	740	(7.1%)	158	1,229	(6.3%)	141
\$45K - \$50K	243	(4.4%)	111	409	(3.9%)	99	647	(3.3%)	84
\$50K - \$60K	529	(9.6%)	125	854	(8.2%)	106	1,665	(8.6%)	111
\$60K - \$75K	514	(9.3%)	94	1,302	(12.5%)	126	2,050	(10.6%)	107
\$75K - \$100K	521	(9.4%)	7	1,095	(10.5%)	86	2,017	(10.4%)	85
\$100K - \$125K	337	(6.1%)	71	698	(6.7%)	74	1,145	(5.9%)	69
\$125K - \$150K	147	(2.7%)	50	263	(2.5%)	47	611	(3.1%)	59
\$150K - \$200K	149	(2.7%)	47	313	(3%)	52	591	(3%)	53
>\$200K	123	(2.2%)	36	309	(3%)	48	706	(3.6%)	58

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40 % of Visits

60 % of Visits

80 % of Visits

Family Size

2 Persons	1,865	(50%)	115	3,521	(49.5%)	114	6,375	(46.9%)	108
3 Persons	773	(20.7%)	91	1,302	(18.3%)	8	2,538	(18.7%)	8
4 Persons	518	(13.9%)	72	1,104	(15.5%)	8	2,297	(16.9%)	87
5 Persons	391	(10.5%)	117	917	(12.9%)	143	1,575	(11.6%)	29
6 Persons	89	(2.4%)	69	138	(1.9%)	56	601	(4.4%)	28
7+ Persons	96	(2.6%)	119	126	(1.8%)	8	214	(1.6%)	75

Education

Elementary	2,390	(17.4%)	131	4,342	(16.3%)	123	9,795	(18.8%)	142
High School Graduate	5,615	(40.9%)	150	9,343	(35.1%)	129	17,209	(33.1%)	121
College / Associate Degree	3,656	(26.7%)	92	7,802	(29.3%)	101	15,257	(29.3%)	101
Bachelor Degree	1,334	(9.7%)	52	3,248	(12.2%)	65	6,462	(12.4%)	66
Advanced Degree	717	(5.2%)	45	1,874	(7%)	61	3,343	(6.4%)	56

Labor Force

Unemployment	1,283	(9.4%)	135	1,974	(7.4%)	107	4,308	(8.3%)	120
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Marital Status

Married	7,303	(53.3%)	106	14,596	(54.9%)	109	27,731	(53.3%)	106
Never Married	2,965	(21.6%)	65	6,153	(23.1%)	70	13,755	(26.4%)	8
Divorced	1,949	(14.2%)	131	3,258	(12.2%)	113	6,206	(11.9%)	110
Widowed	1,495	(10.9%)	189	2,603	(9.8%)	169	4,373	(8.4%)	146

Transport to Work

Drove alone	4,152	(84.3%)	110	8,720	(83.8%)	110	16,673	(82.9%)	108
Carpool	462	(9.4%)	103	1,074	(10.3%)	113	2,317	(11.5%)	126
Worked at home	203	(4.1%)	87	434	(4.2%)	88	796	(4%)	84
Other	50	(1%)	8	79	(0.8%)	62	165	(0.8%)	67
Walked	46	(0.9%)	34	46	(<0.5%)	16	104	(0.5%)	19
Bicycle	12	(<0.5%)	42	24	(<0.5%)	39	24	(<0.5%)	20
Public transport				32	(<0.5%)	6	43	(<0.5%)	4

Housing Units

Occupied	5,519	10,438	19,422
Vacant	2,015	3,177	6,491

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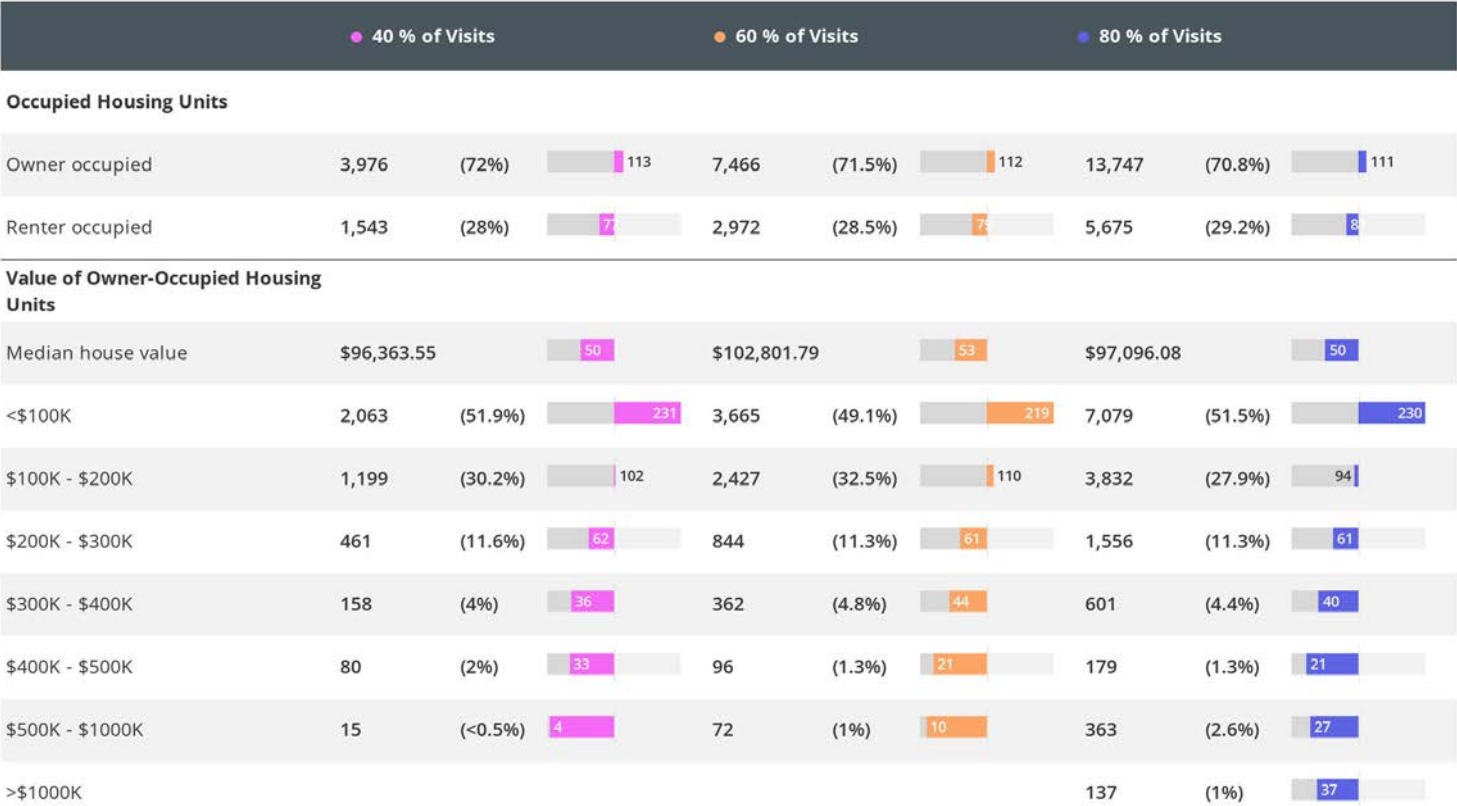




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Types of Housing Units Structure

Single Unit	4,516	(59.9%)	89	8,907	(65.4%)	97	17,485	(67.5%)	100
Mobile home	2,425	(32.2%)	518	3,456	(25.4%)	408	5,580	(21.5%)	346
Multi-unit	561	(7.4%)	29	1,220	(9%)	34	2,784	(10.7%)	41
Boat, RV, van, etc.	32	(<0.5%)	506	32	(<0.5%)	280	64	(<0.5%)	294

SNAP Households

Non-snap households	4,518	(81.9%)	94	8,967	(85.9%)	99	16,249	(83.7%)	96
Snap households	1,001	(18.1%)	140	1,471	(14.1%)	109	3,173	(16.3%)	127

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