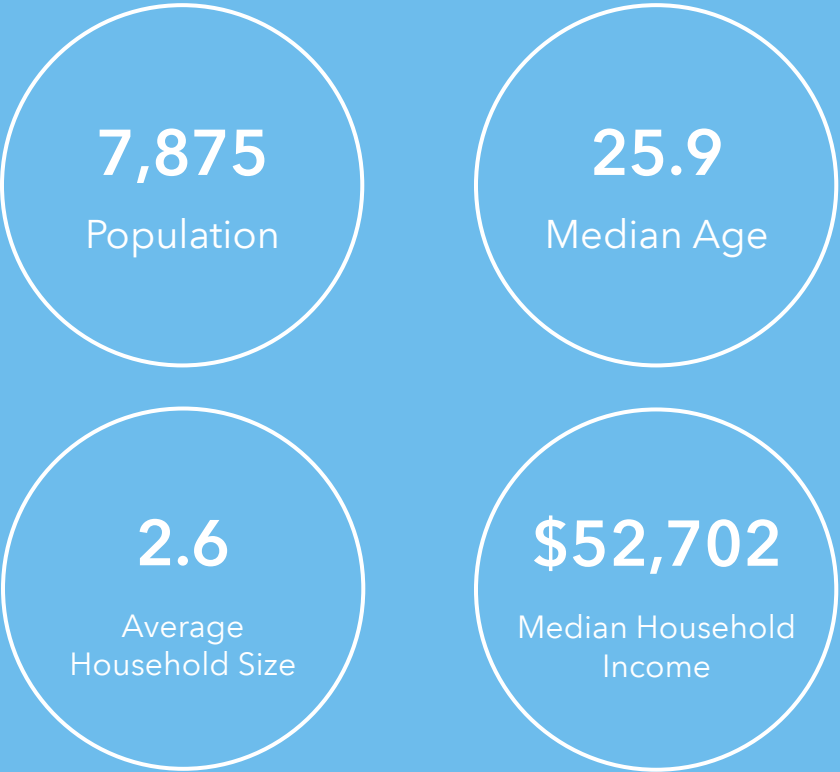


# TARGET MARKET SUMMARY

107 Waterford Dr, Oak Grove, Kentucky, 42262

Drive time of 5 minutes

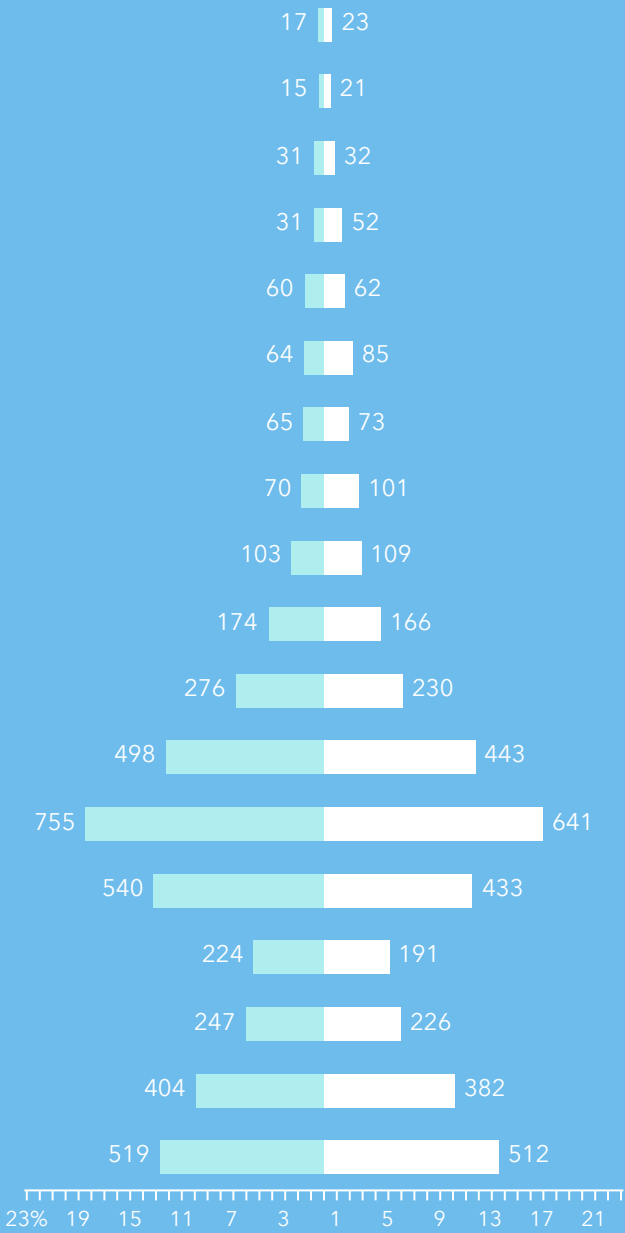
## Key Facts



Source: This infographic contains data provided by Esri (2024, 2029), Esri-U.S. BLS (2024), Esri-MRI-Simmons (2024).

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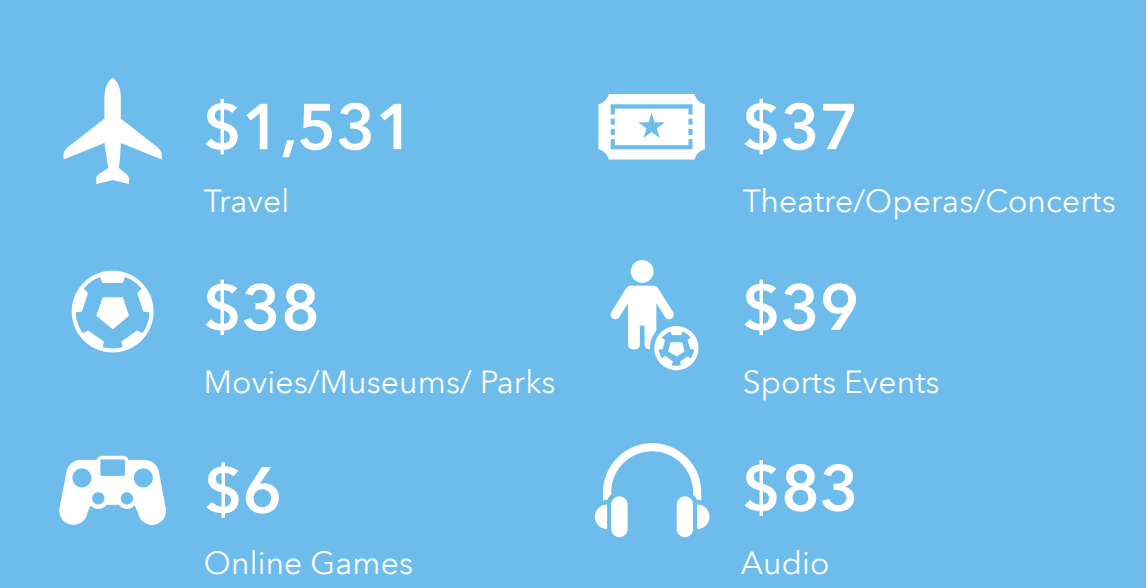
## Age Pyramid



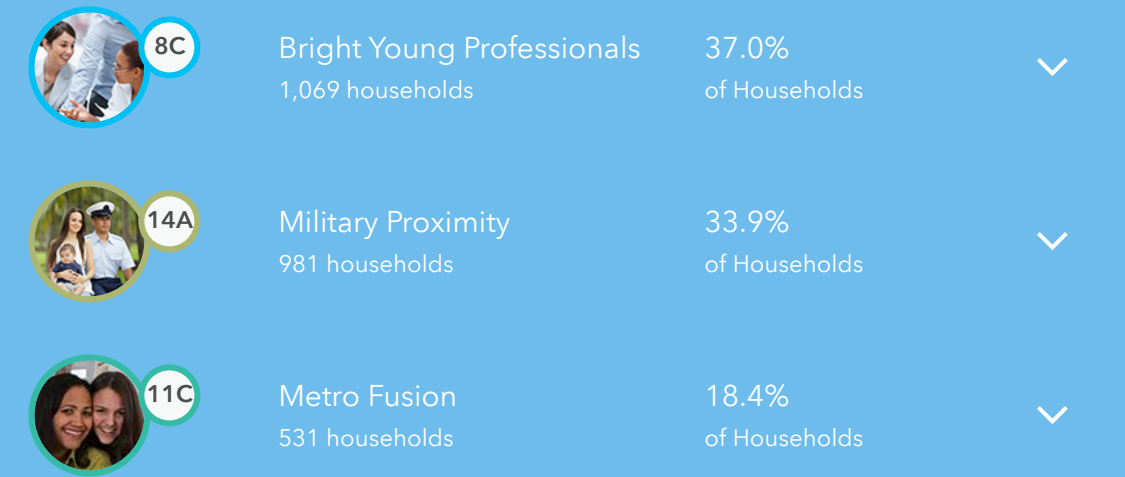
The largest group:  
2024 Males Age 25-29

The smallest group:  
2024 Males Age 80-84

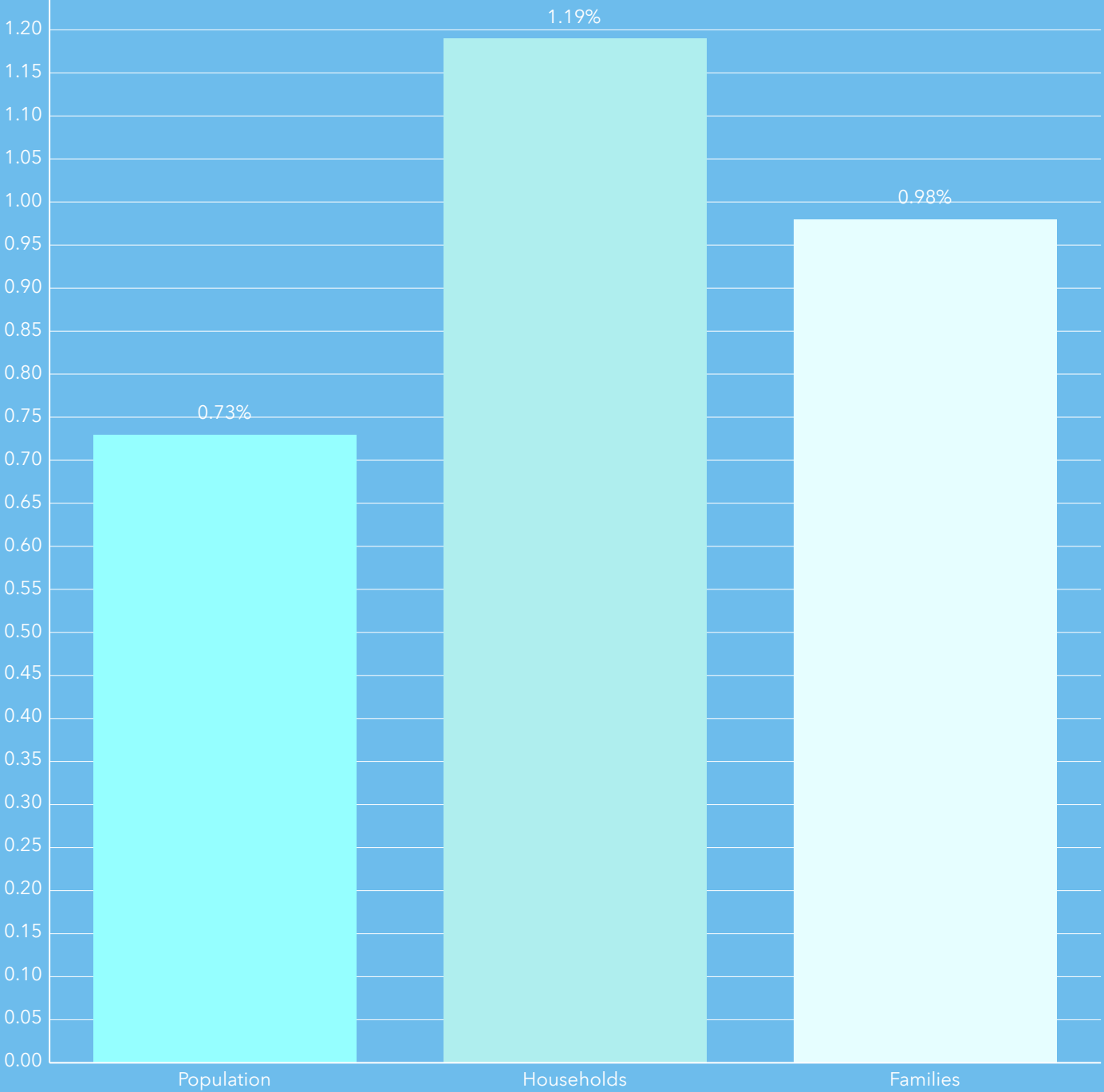
## Annual Lifestyle Spending



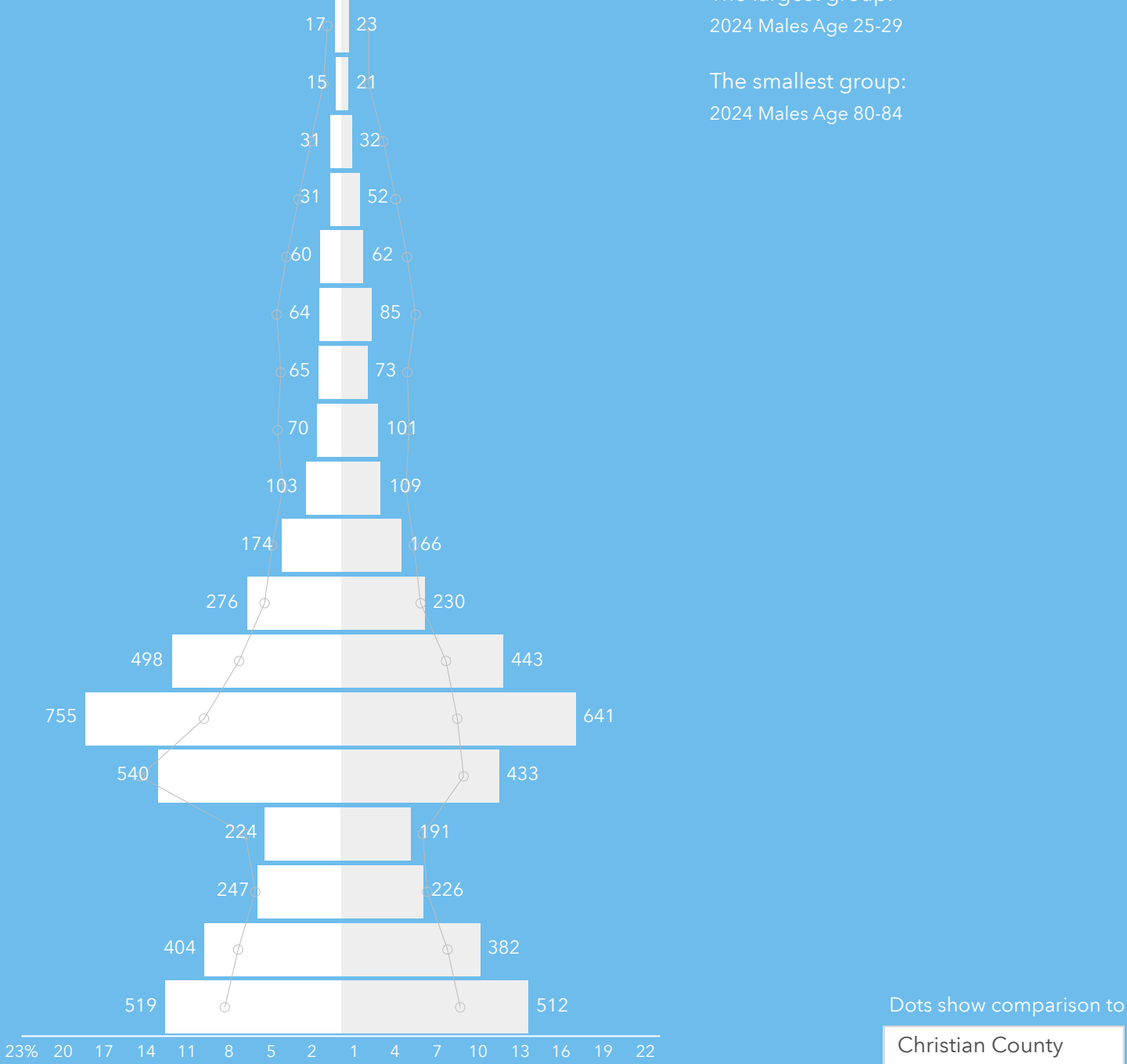
## Tapestry segments



Annual Growth Rate



Age pyramid



Average Household Size

for this area

2.63 which is more than the average for United States

Area	Value ▼	0.00	4.00
This area	2.63	<div></div>	
Christian County	2.54	<div></div>	
United States	2.53	<div></div>	
Kentucky	2.43	<div></div>	

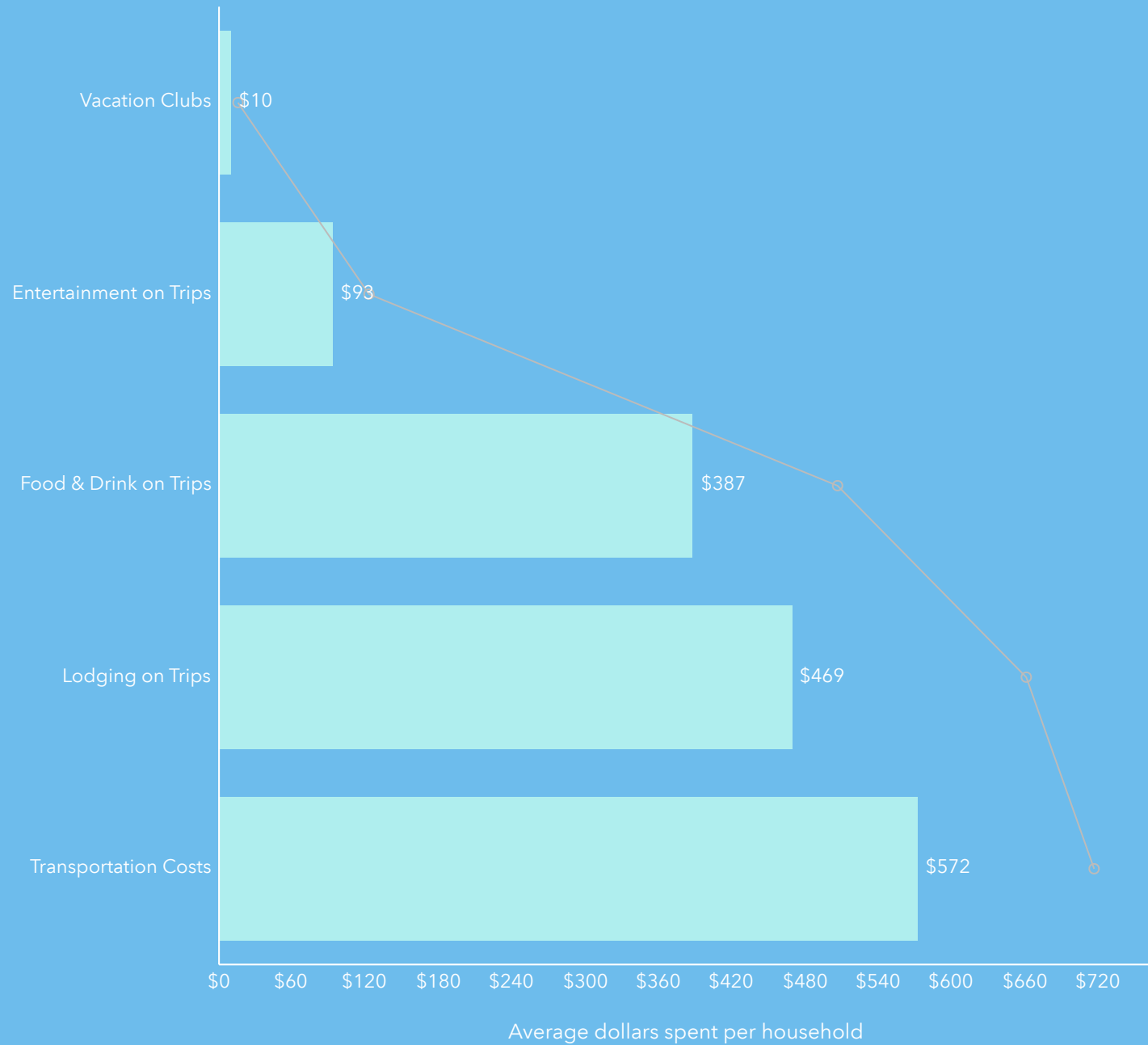
2024 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (26.0%)

The smallest group: \$200,000+ (0.0%)

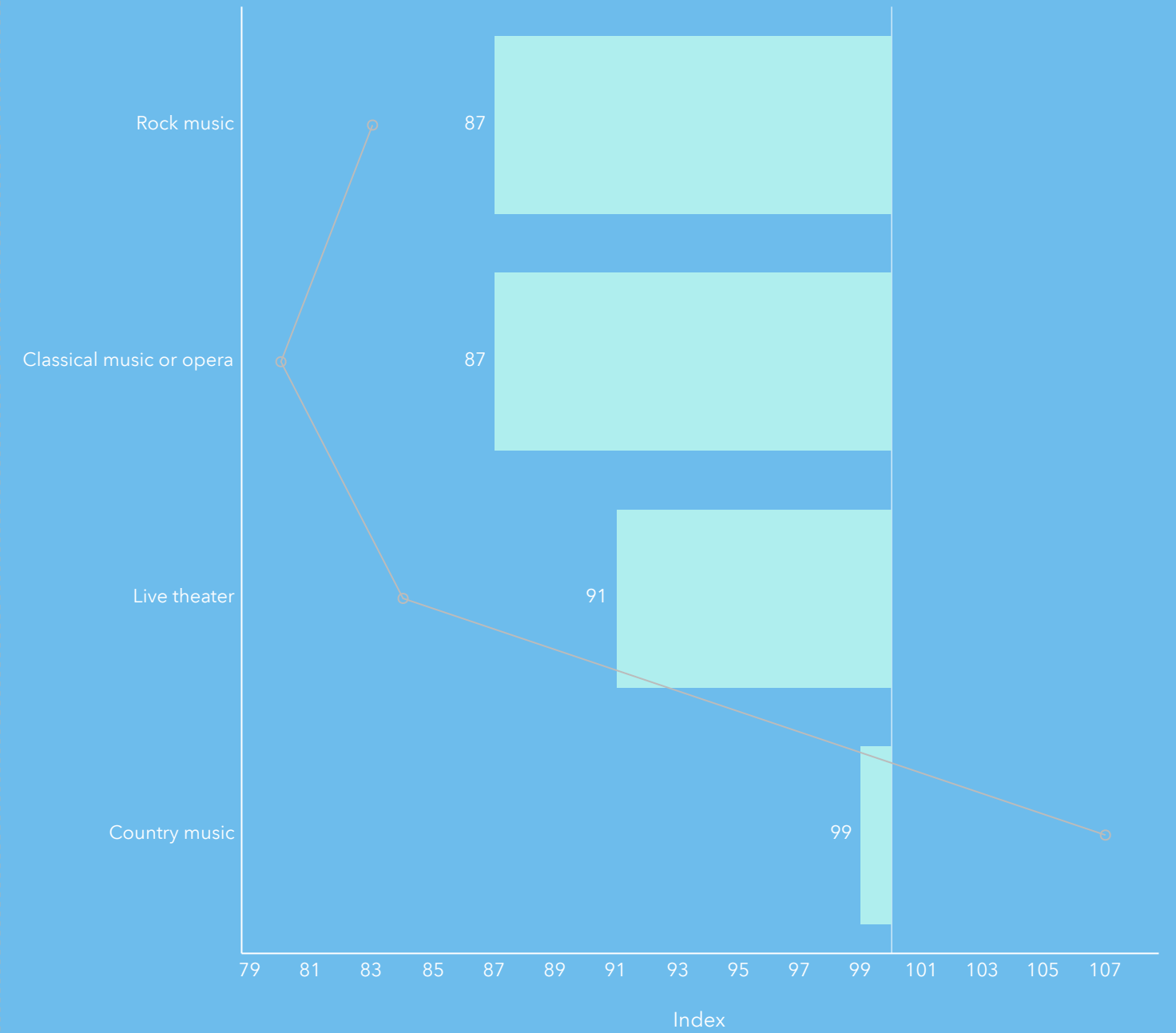
Indicator ▲	Value	Diff		
<\$15,000	10.8%	-2.8%	<div></div>	
\$15,000 - \$24,999	6.0%	-2.0%	<div></div>	
\$25,000 - \$34,999	8.2%	-0.4%	<div></div>	
\$35,000 - \$49,999	20.7%	+8.4%	<div></div>	
\$50,000 - \$74,999	26.0%	+7.0%	<div></div>	
\$75,000 - \$99,999	16.3%	+2.0%	<div></div>	
\$100,000 - \$149,999	11.7%	-2.0%	<div></div>	
\$150,000 - \$199,999	0.3%	-5.9%	<div></div>	
\$200,000+	0.0%	-4.4%	<div></div>	

Spending on Travel (Avg)



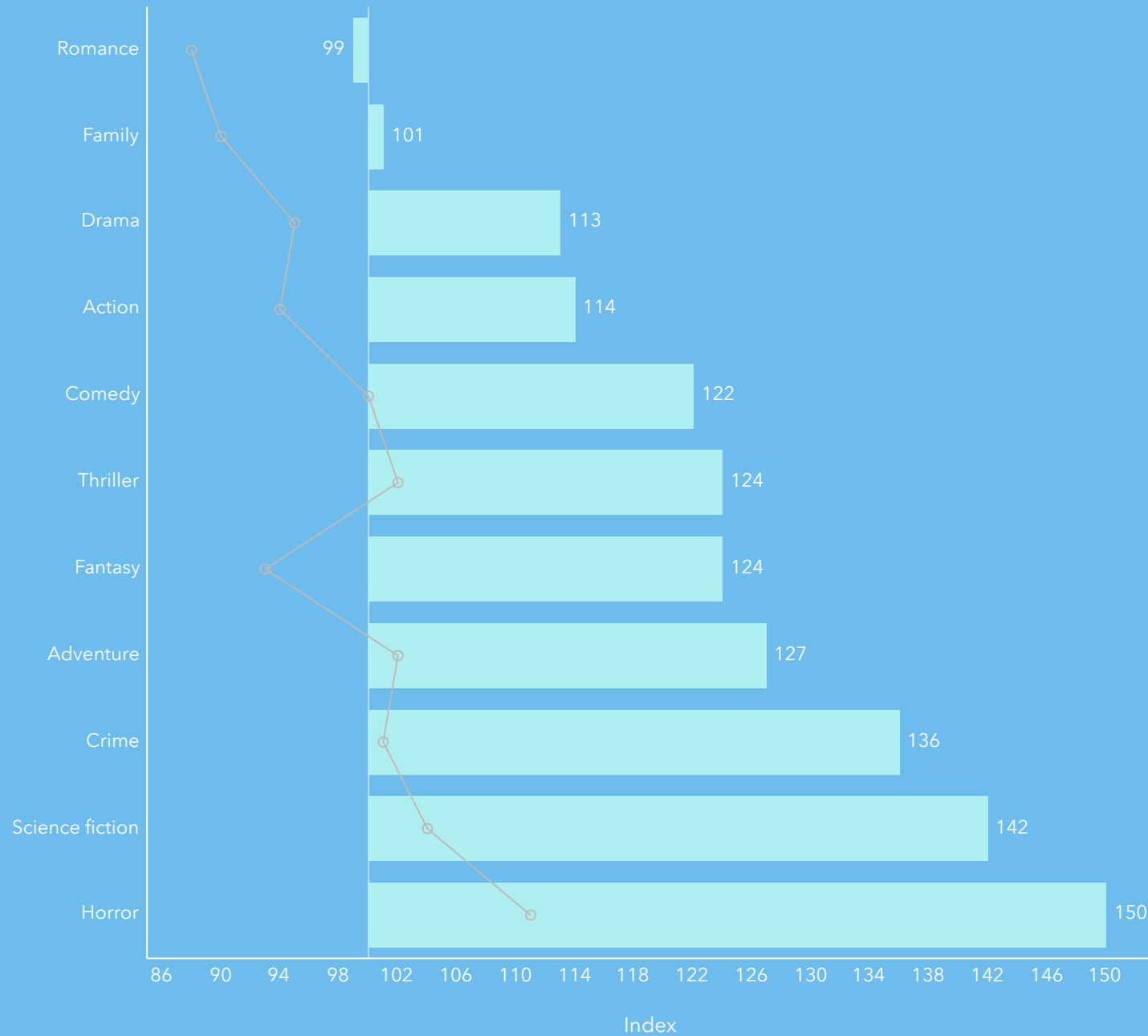
Dots show comparison to **Christian County**

Attended Performance in last 12 months (Index)



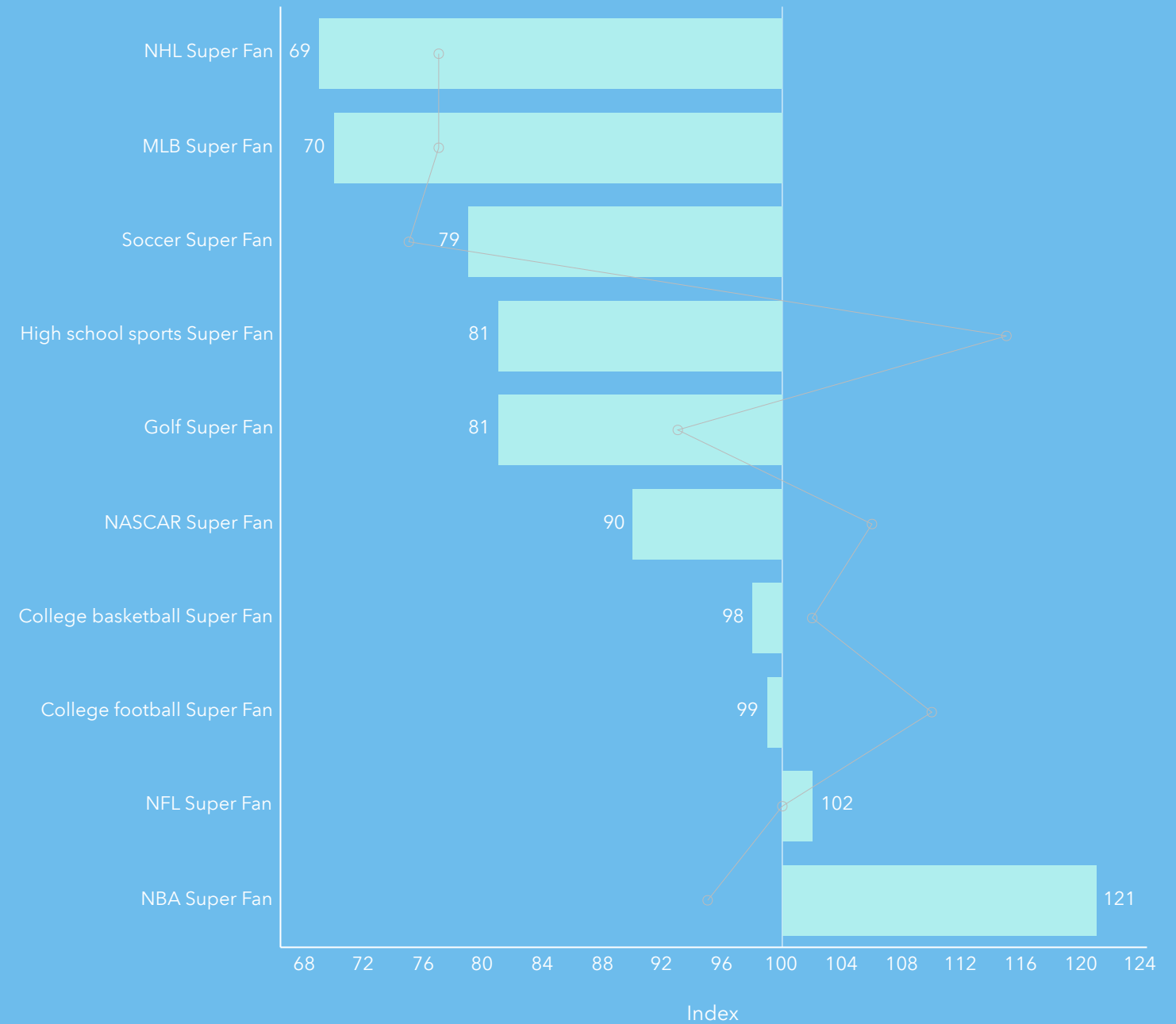
Dots show comparison to **Christian County**

Movie Genre - Watched in the last 6 Months (Index)



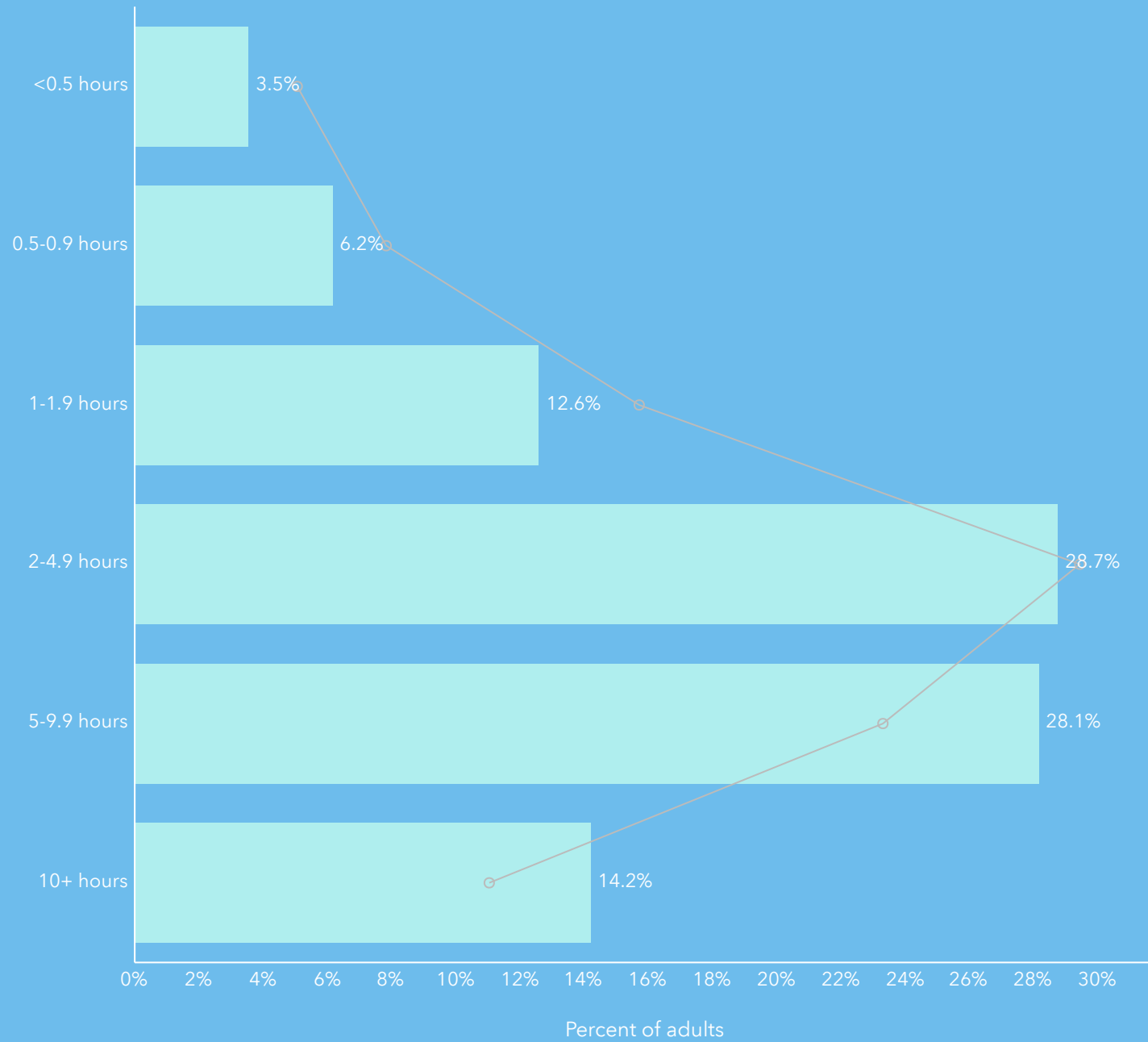
Dots show comparison to **Christian County**

Interest in Sports (Market Potential) (Index)



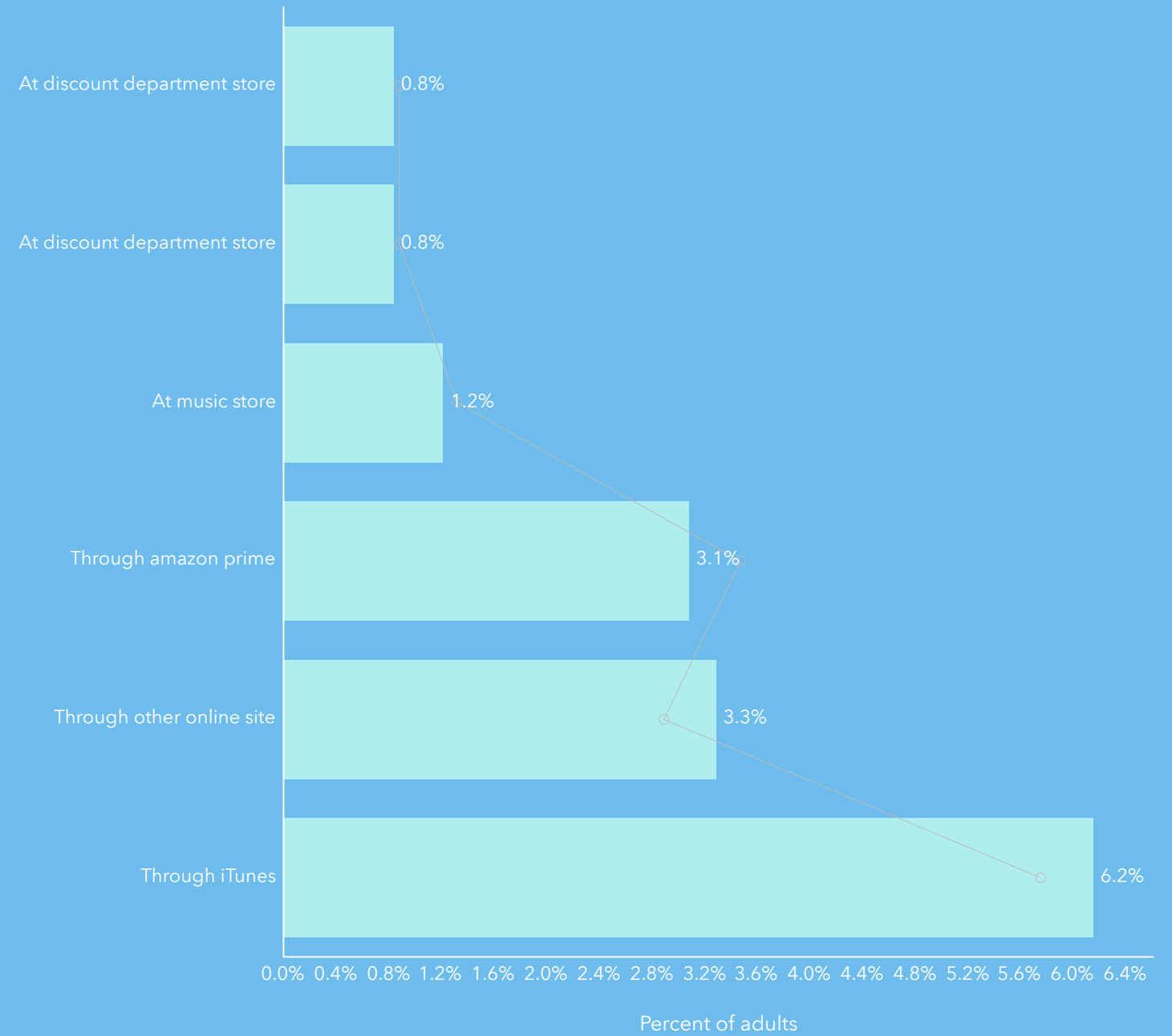
Dots show comparison to **Christian County**

Time Online (%)



Dots show comparison to **Christian County**

Purchased Music (%)



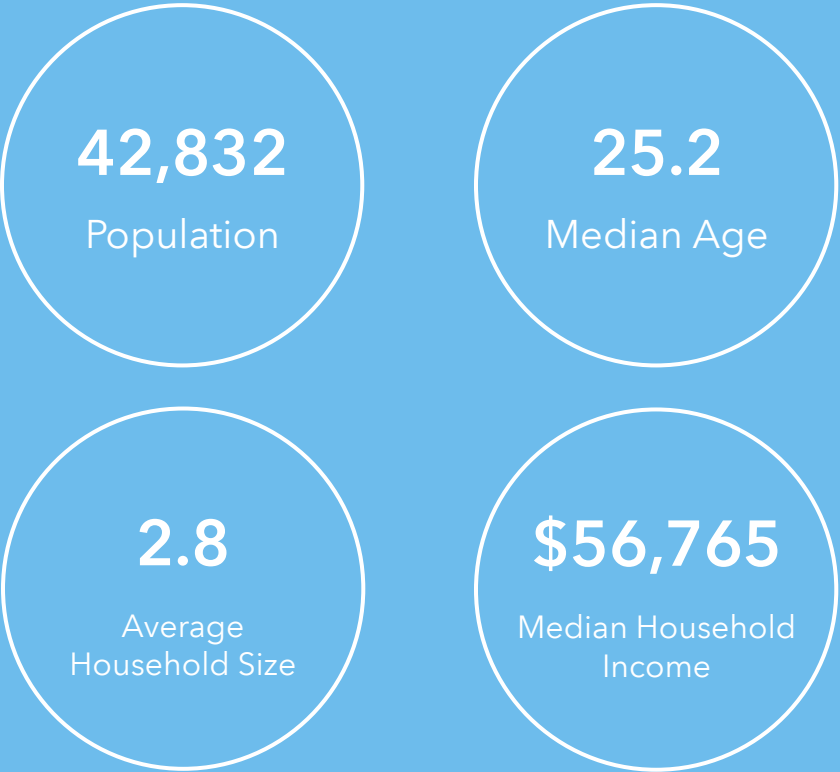
Dots show comparison to **Christian County**

# TARGET MARKET SUMMARY

107 Waterford Dr, Oak Grove, Kentucky, 42262

Drive time of 10 minutes

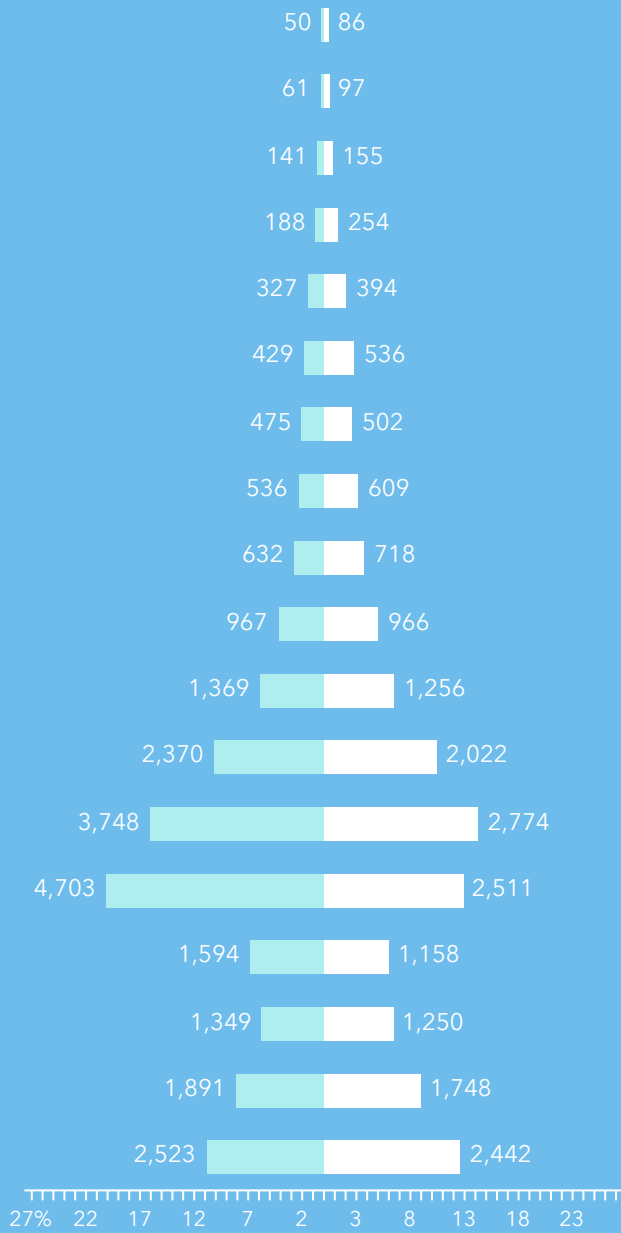
## Key Facts



Source: This infographic contains data provided by Esri (2024, 2029), Esri-U.S. BLS (2024), Esri-MRI-Simmons (2024).

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## Age Pyramid



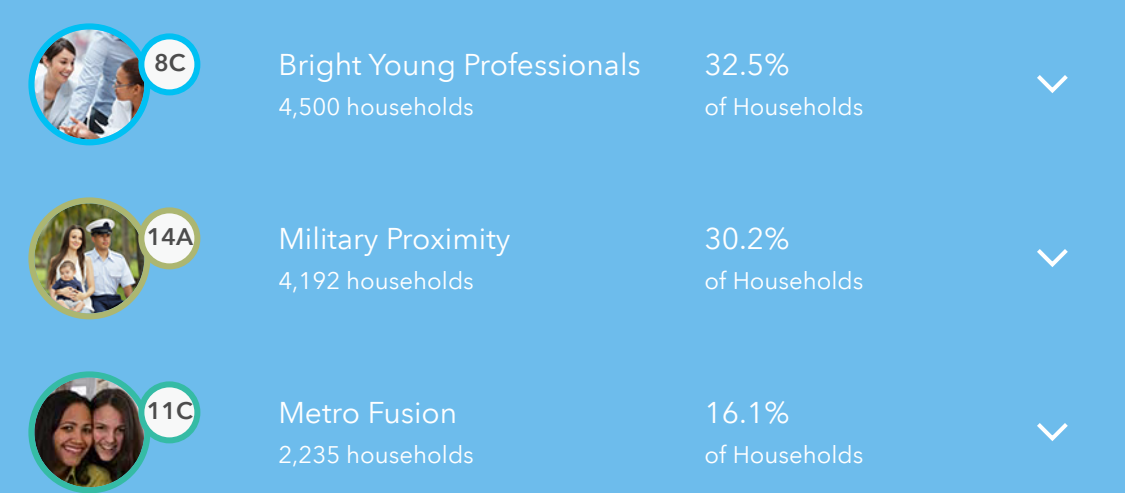
The largest group:  
2024 Males Age 20-24

The smallest group:  
2024 Males Age 85+

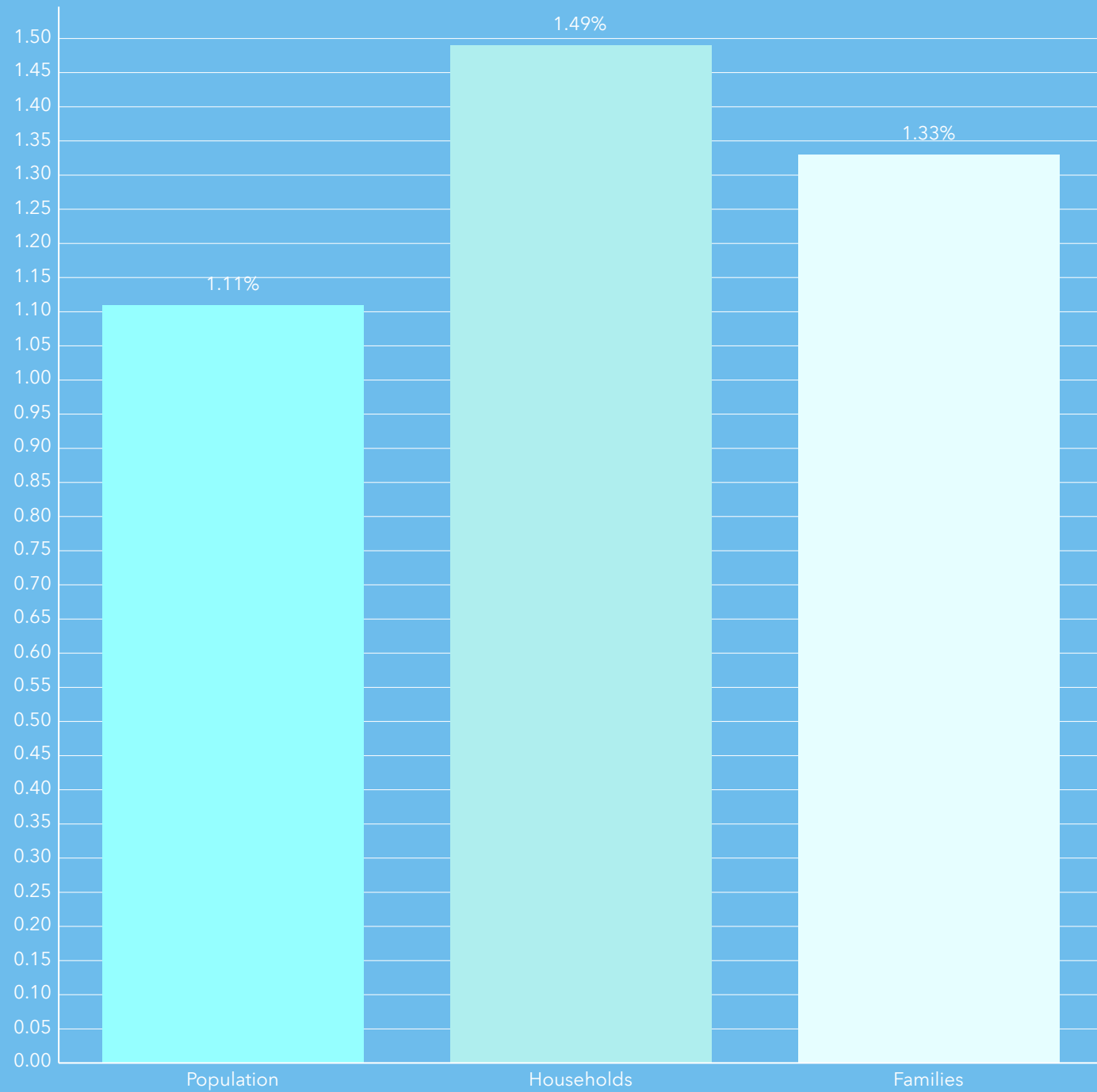
## Annual Lifestyle Spending



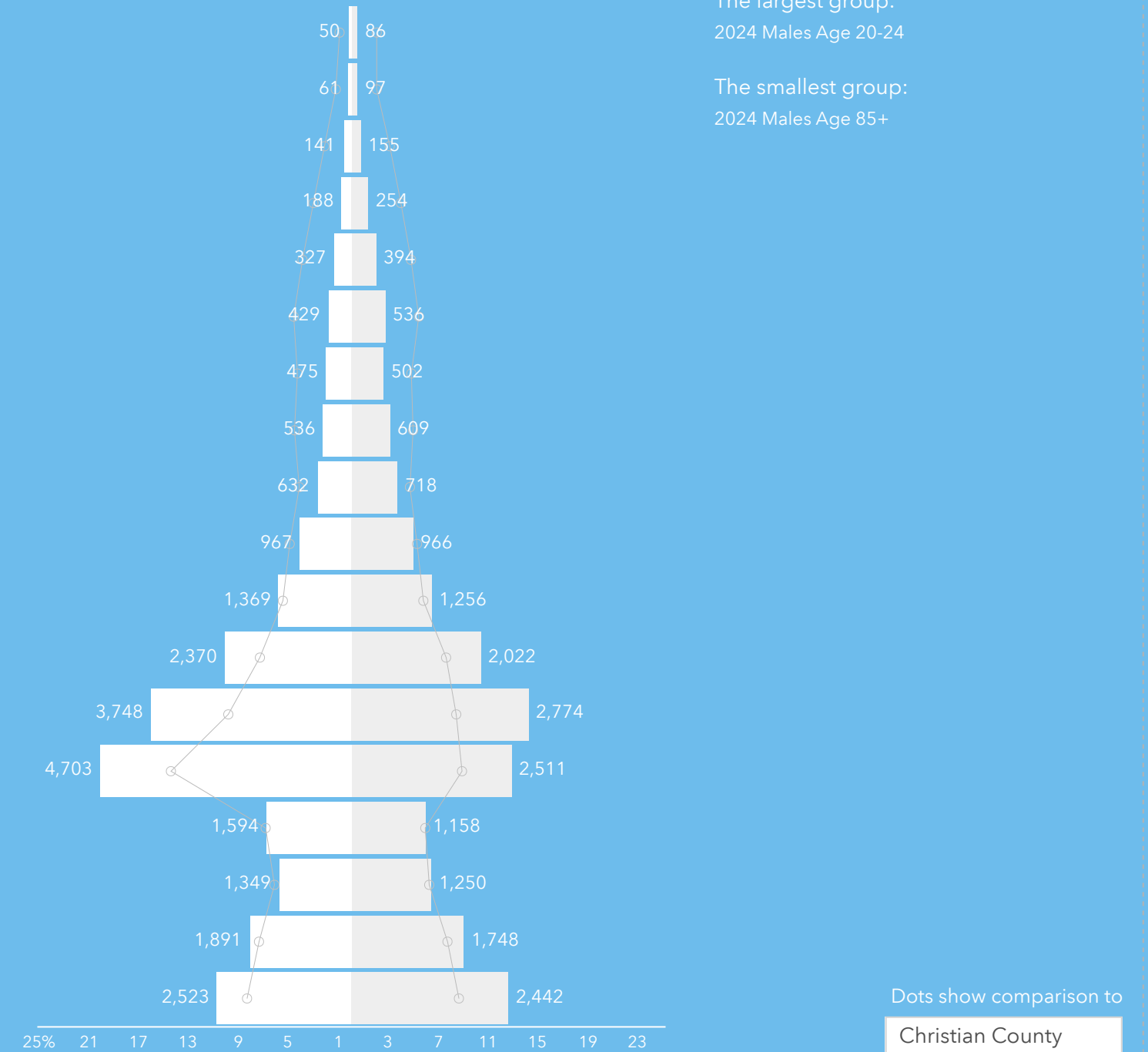
## Tapestry segments



# Annual Growth Rate



# Age pyramid





Average Household Size

for this area

2.80 which is more than the average for United States

Area	Value ▼	0.00	4.00
This area	2.80		
Christian County	2.54		
United States	2.53		
Kentucky	2.43		

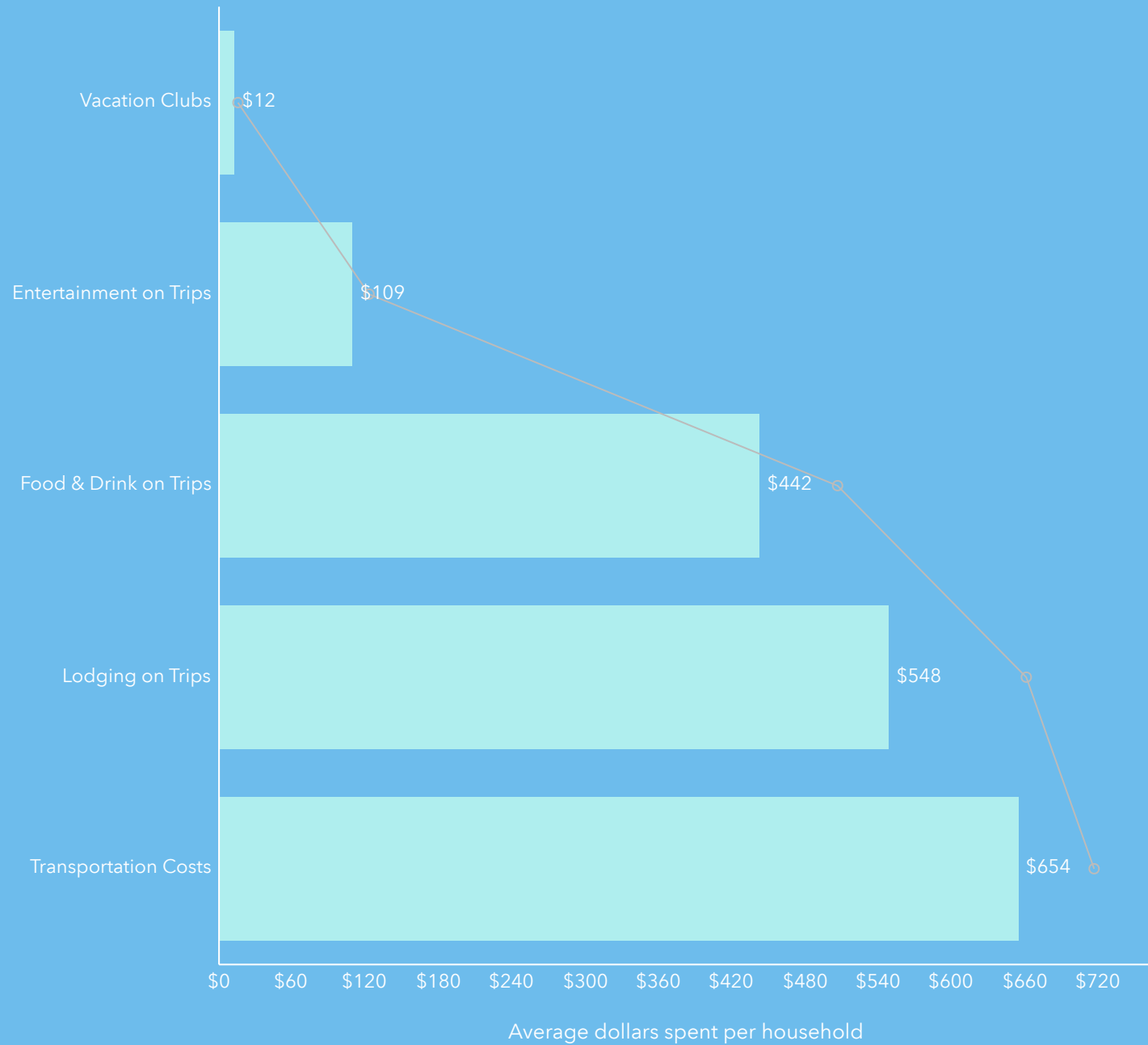
2024 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (24.9%)

The smallest group: \$200,000+ (0.9%)

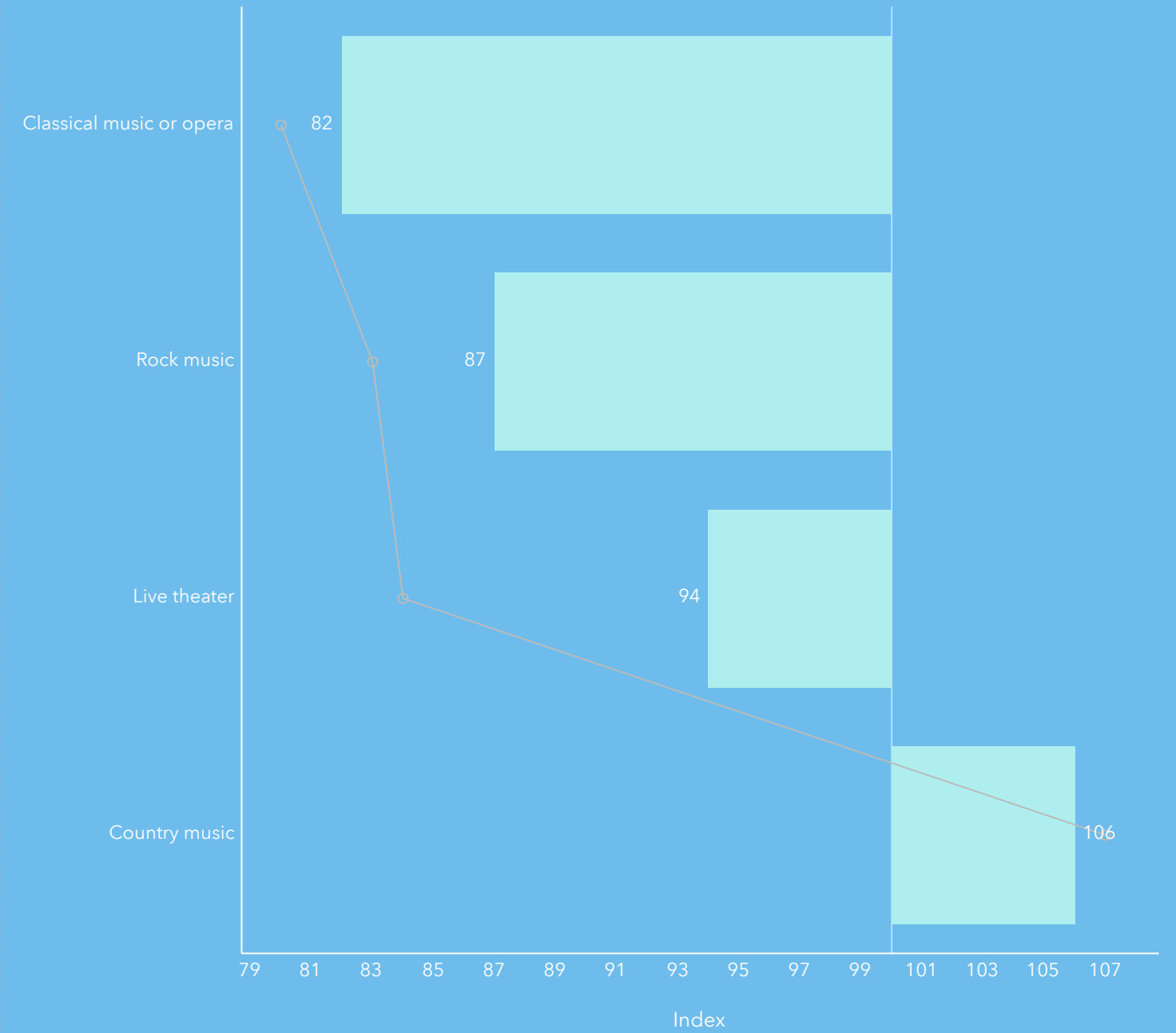
Indicator ▲	Value	Diff		
<\$15,000	9.0%	-4.6%		
\$15,000 - \$24,999	5.2%	-2.8%		
\$25,000 - \$34,999	7.4%	-1.2%		
\$35,000 - \$49,999	19.1%	+6.8%		
\$50,000 - \$74,999	24.9%	+5.9%		
\$75,000 - \$99,999	16.1%	+1.8%		
\$100,000 - \$149,999	14.4%	+0.7%		
\$150,000 - \$199,999	3.0%	-3.2%		
\$200,000+	0.9%	-3.5%		

Spending on Travel (Avg)



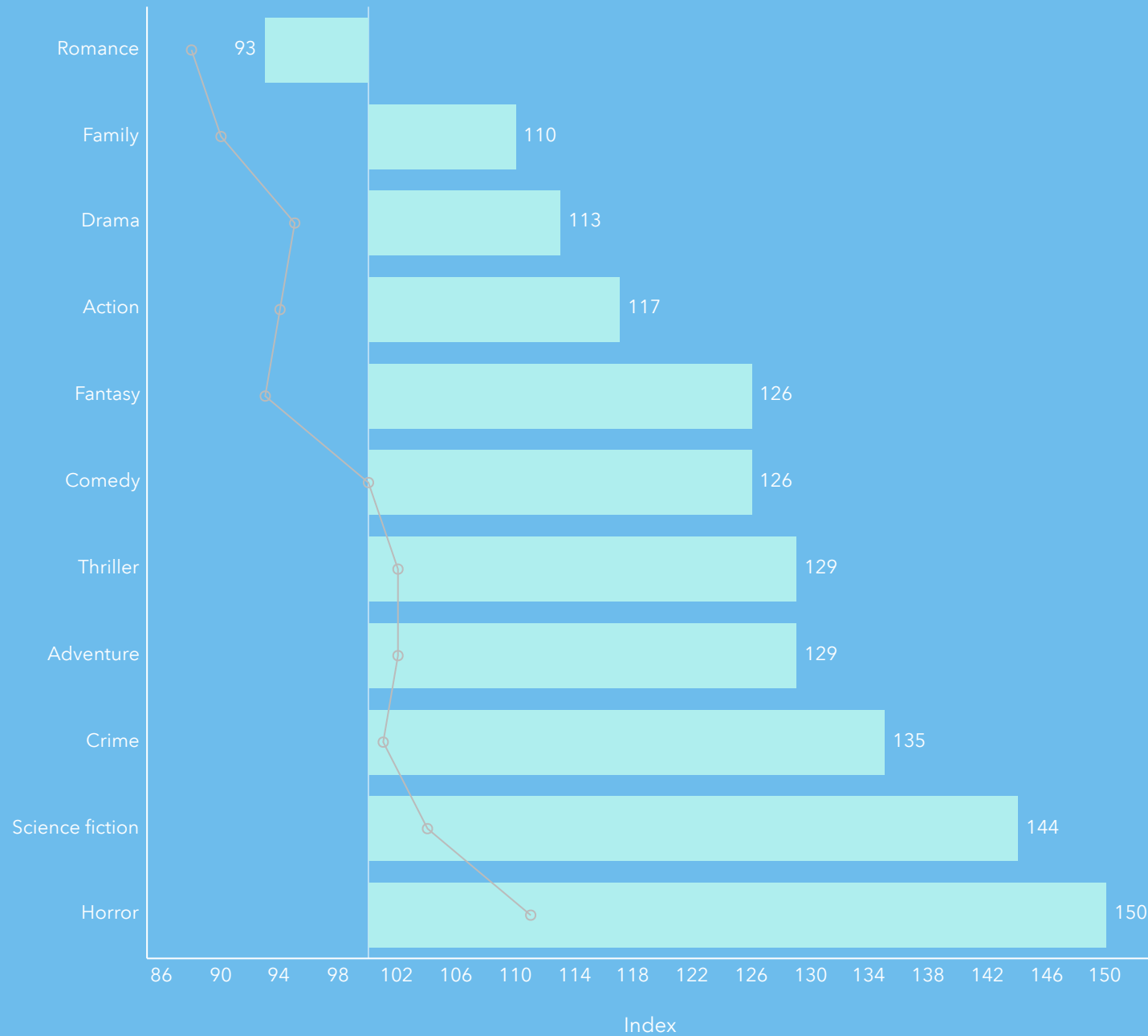
Dots show comparison to **Christian County**

Attended Performance in last 12 months (Index)



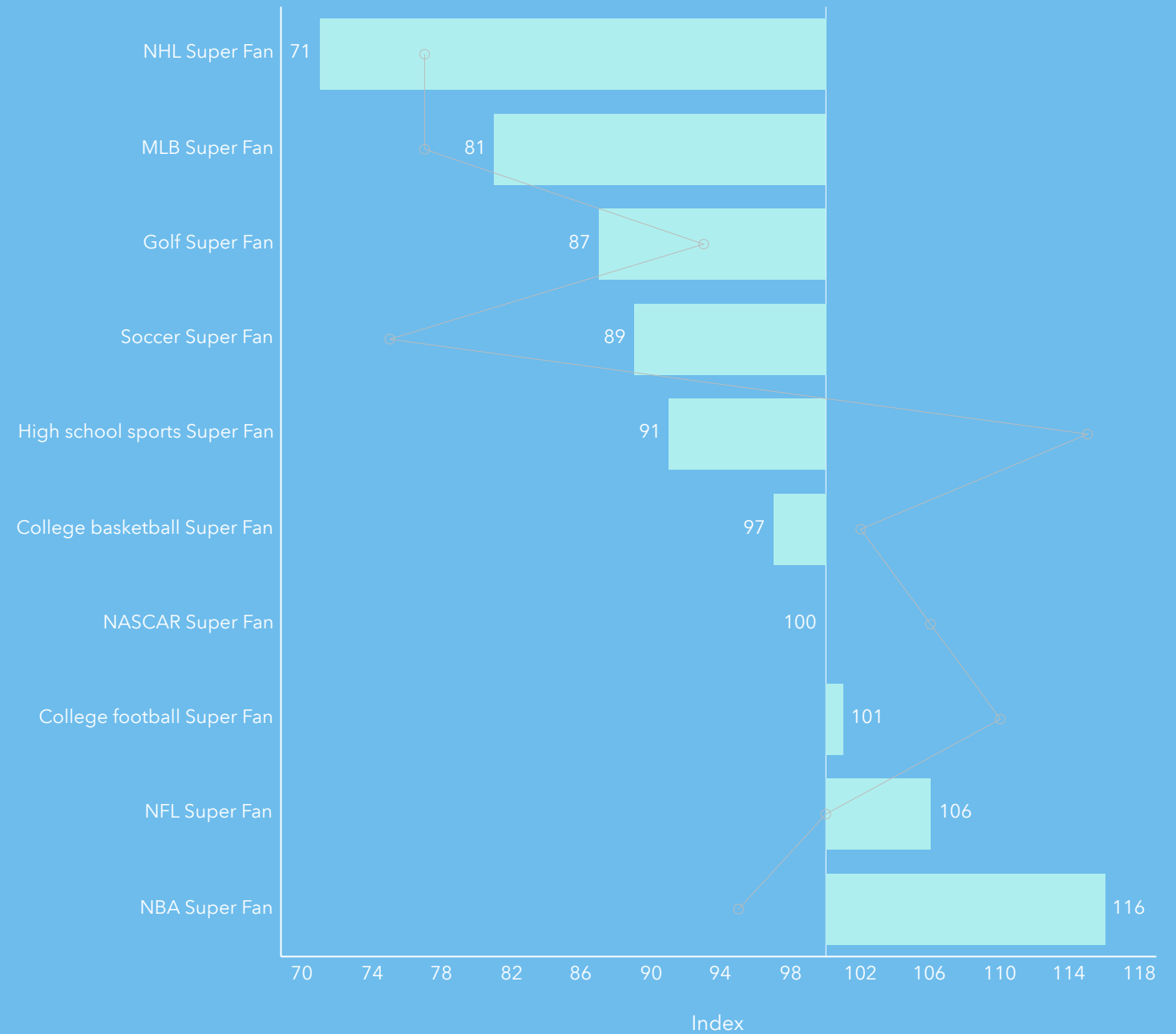
Dots show comparison to **Christian County**

Movie Genre - Watched in the last 6 Months (Index)



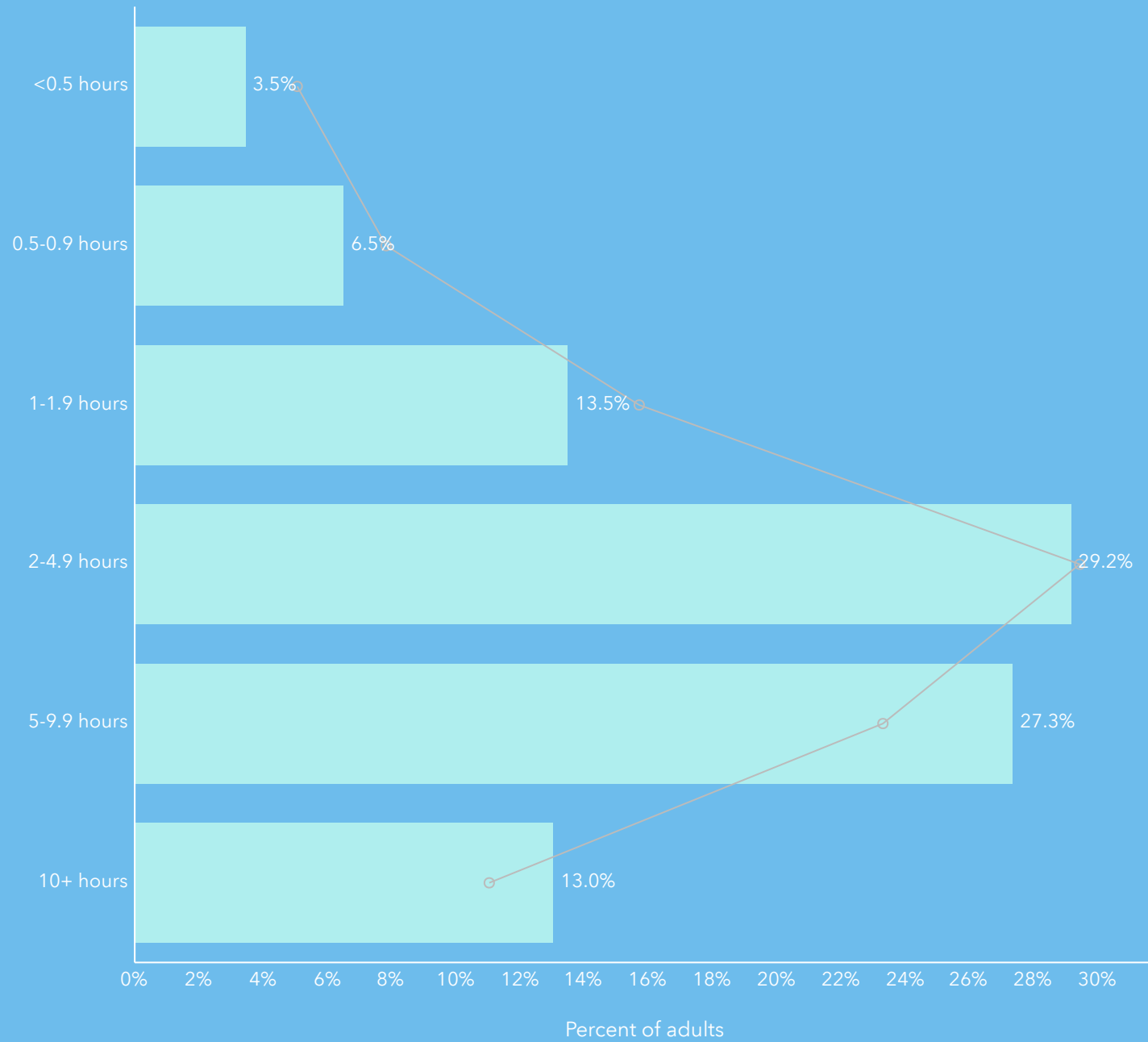
Dots show comparison to Christian County

Interest in Sports (Market Potential) (Index)



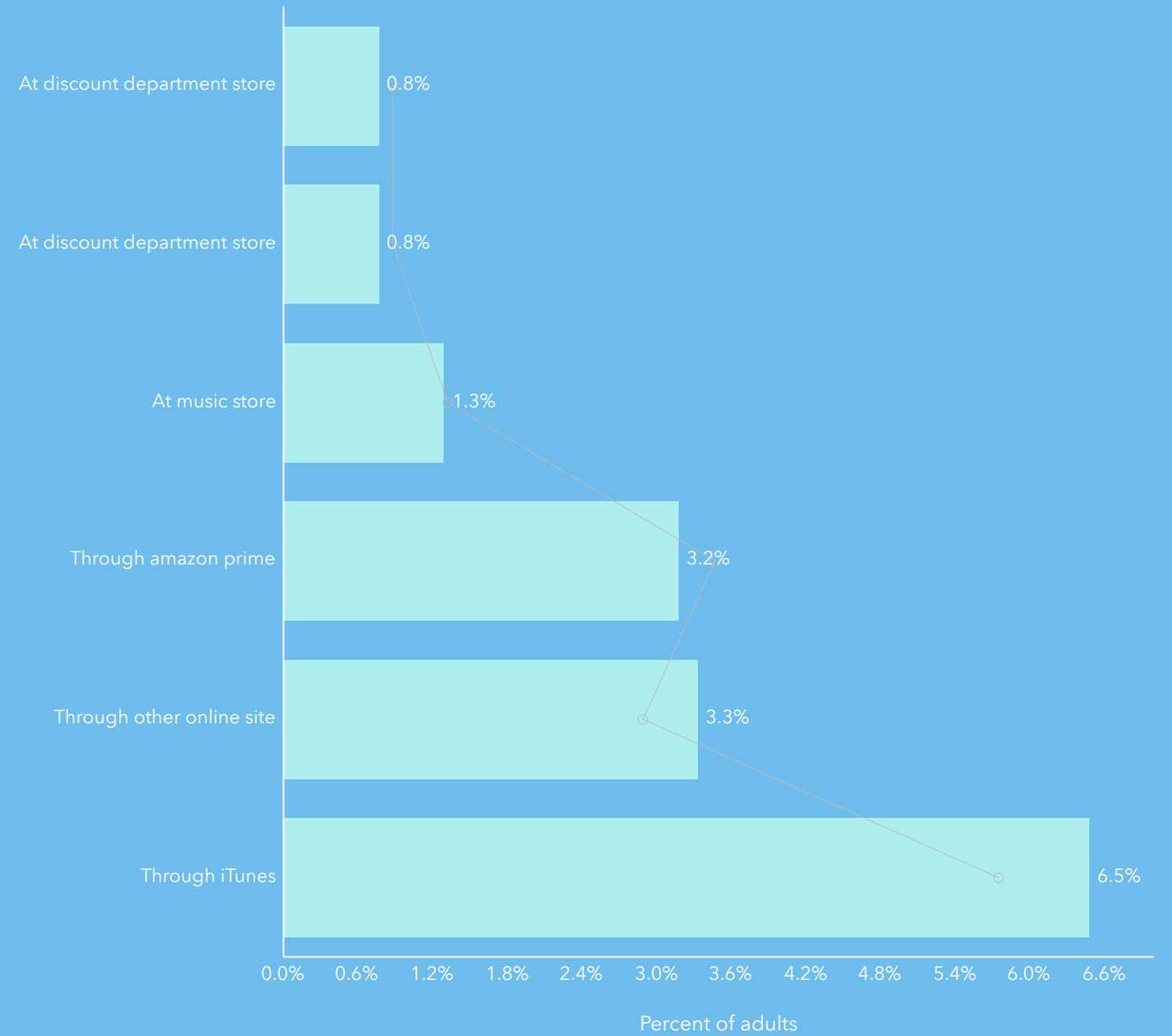
Dots show comparison to Christian County

Time Online (%)



Dots show comparison to Christian County

Purchased Music (%)



Dots show comparison to Christian County

# TARGET MARKET SUMMARY

107 Waterford Dr, Oak Grove, Kentucky, 42262

Drive time of 15 minutes

## Key Facts

90,629

Population

27.0

Median Age

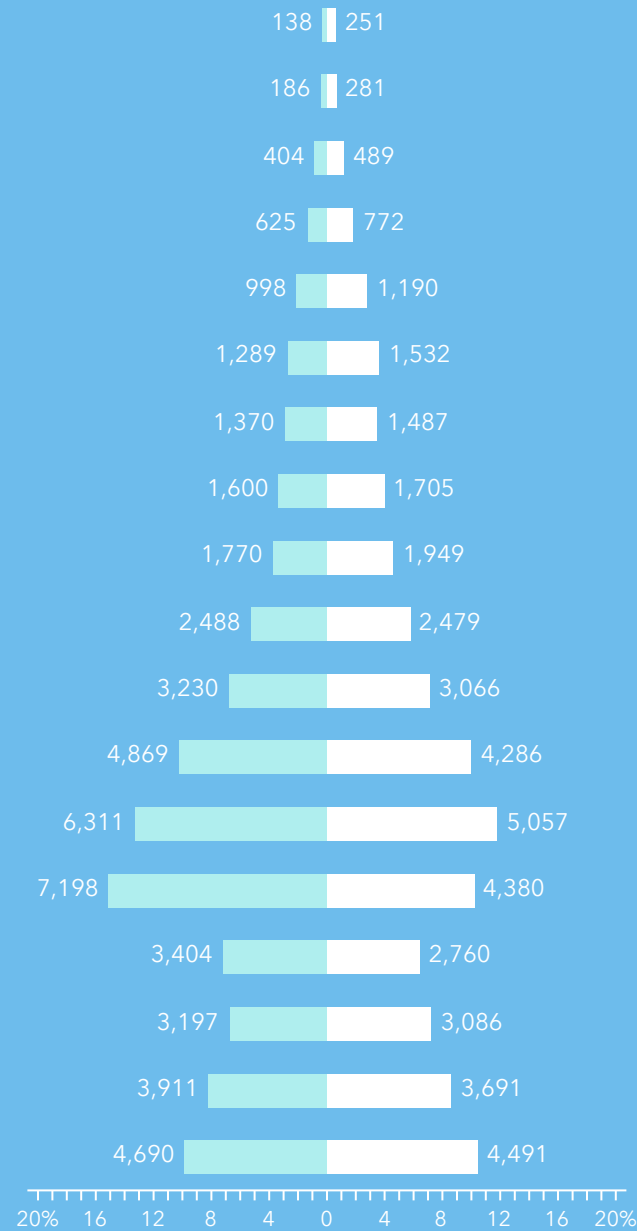
2.8

Average Household Size

\$62,387

Median Household Income

## Age Pyramid



The largest group:

2024 Males Age 20-24

The smallest group:

2024 Males Age 85+

## Annual Lifestyle Spending



\$1,934

Travel



\$46

Theatre/Operas/Concerts



\$45

Movies/Museums/ Parks



\$51

Sports Events



\$7


Online Games



\$100

Audio

## Tapestry segments




8C

Bright Young Professionals

8,528 households

28.1% of Households

▼




7A

Up and Coming Families

7,937 households

26.1% of Households

▼



14A

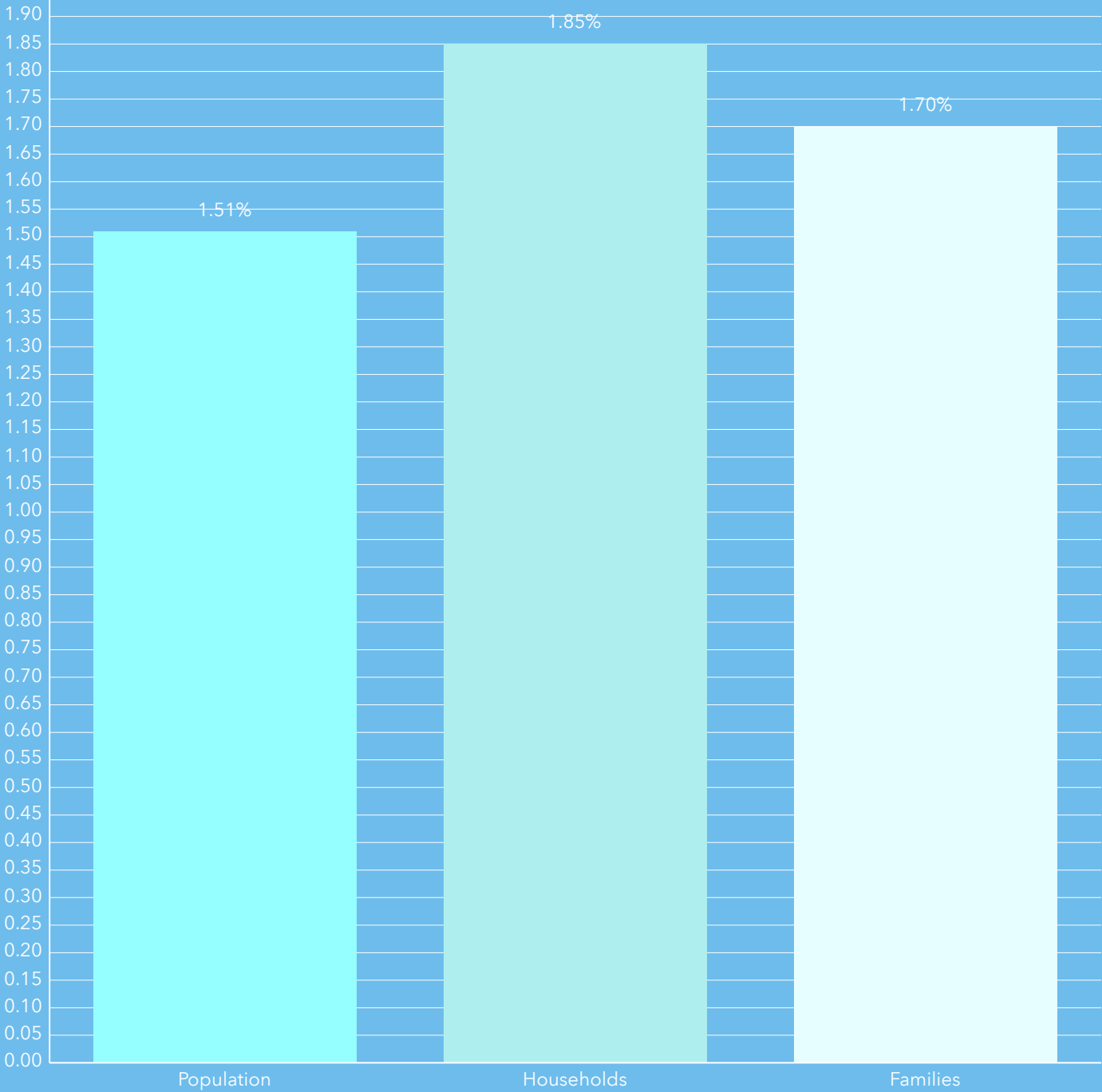
Military Proximity

5,076 households

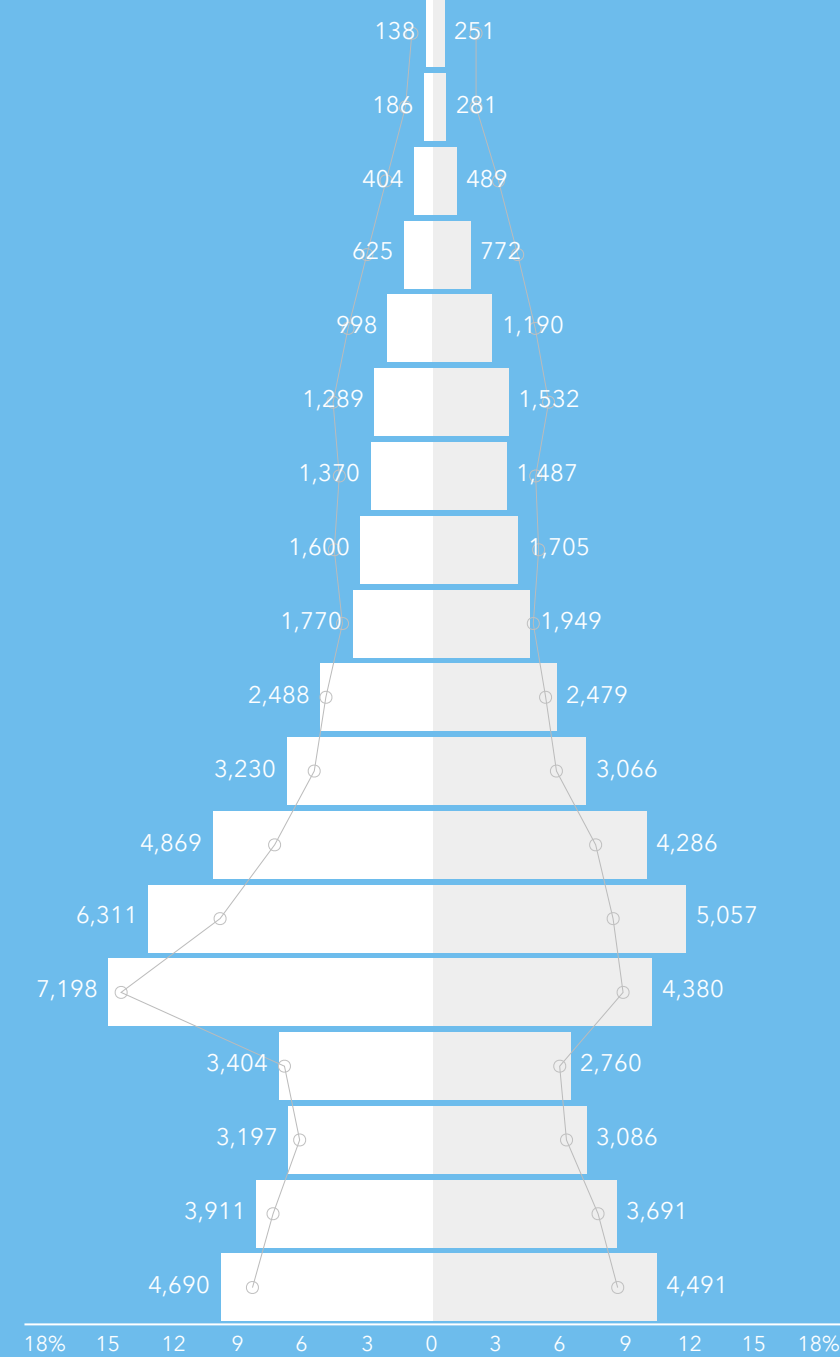
16.7% of Households

▼

Annual Growth Rate



Age pyramid



The largest group:  
2024 Males Age 20-24

The smallest group:  
2024 Males Age 85+

Dots show comparison to  
Christian County

Average Household Size

for this area

2.81

which is more than the average for United States

Area	Value ▼	0.00	4.00
This area	2.81		
Christian County	2.54		
United States	2.53		
Kentucky	2.43		

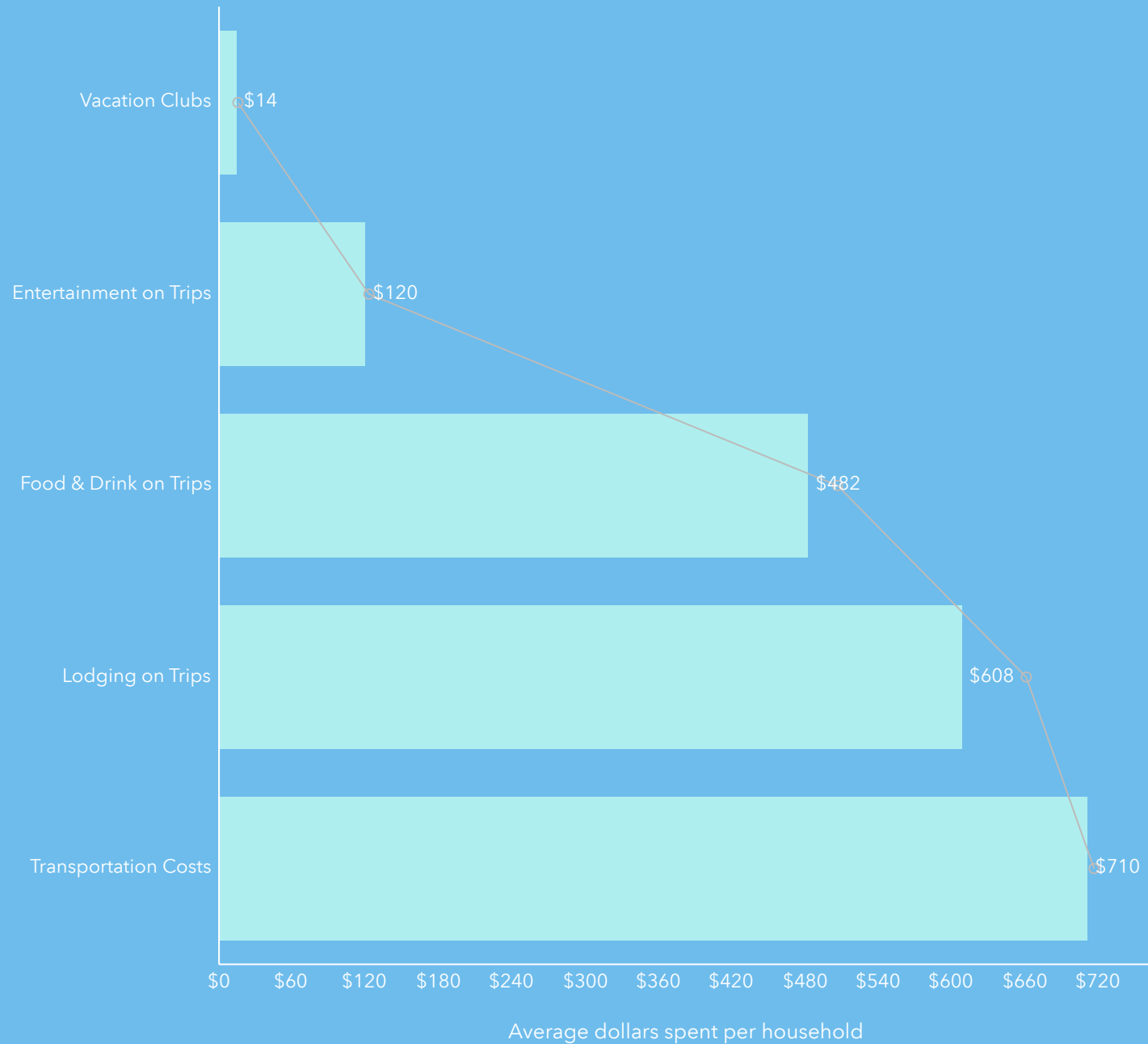
2024 Households By Income (Esri)

The largest group: \$50,000 - \$74,999 (22.9%)

The smallest group: \$200,000+ (1.5%)

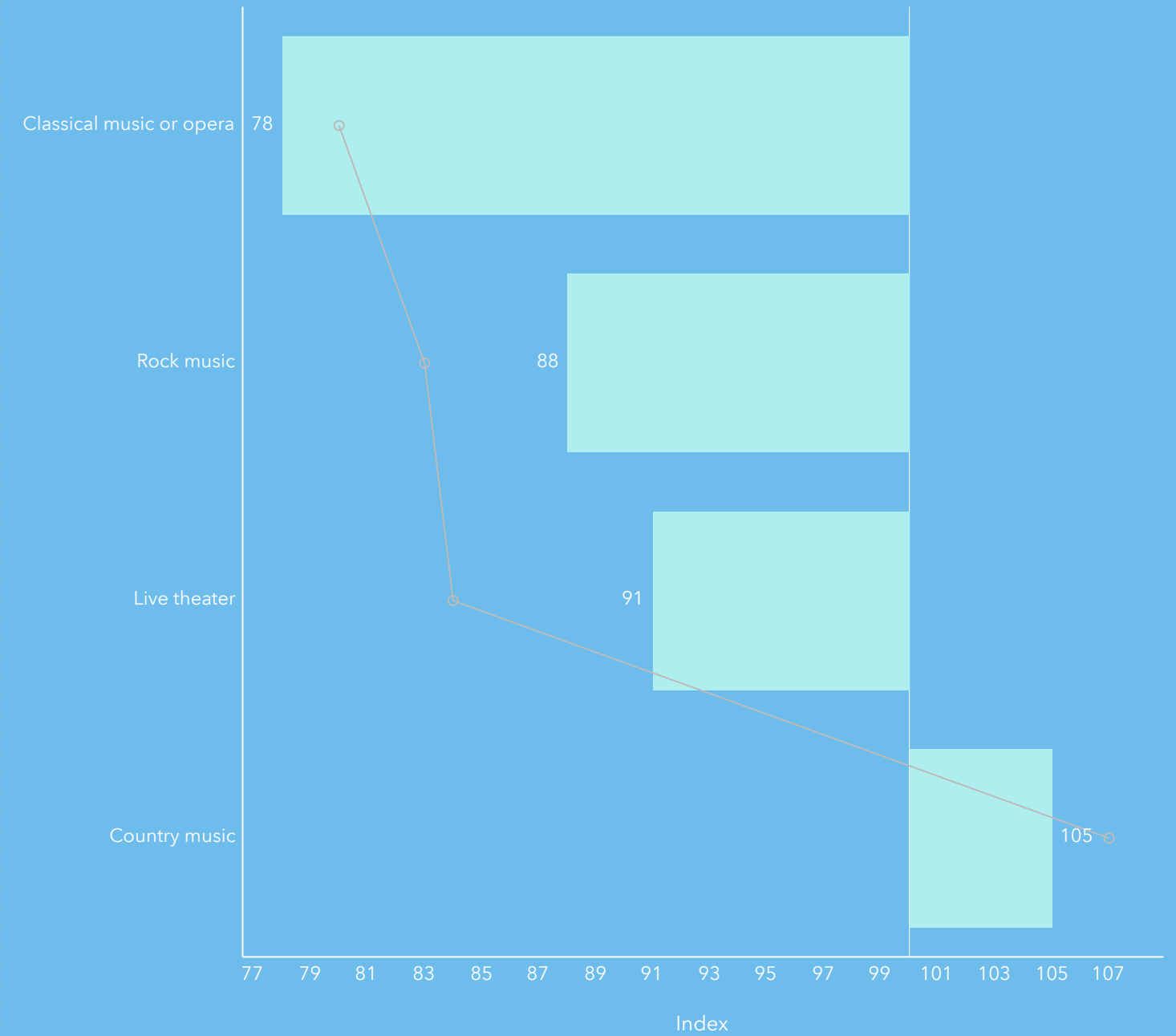
Indicator ▲	Value	Diff		
<\$15,000	7.4%	-6.2%		
\$15,000 - \$24,999	4.9%	-3.1%		
\$25,000 - \$34,999	7.0%	-1.6%		
\$35,000 - \$49,999	17.0%	+4.7%		
\$50,000 - \$74,999	22.9%	+3.9%		
\$75,000 - \$99,999	17.9%	+3.6%		
\$100,000 - \$149,999	17.0%	+3.3%		
\$150,000 - \$199,999	4.4%	-1.8%		
\$200,000+	1.5%	-2.9%		

Spending on Travel (Avg)



Dots show comparison to **Christian County**

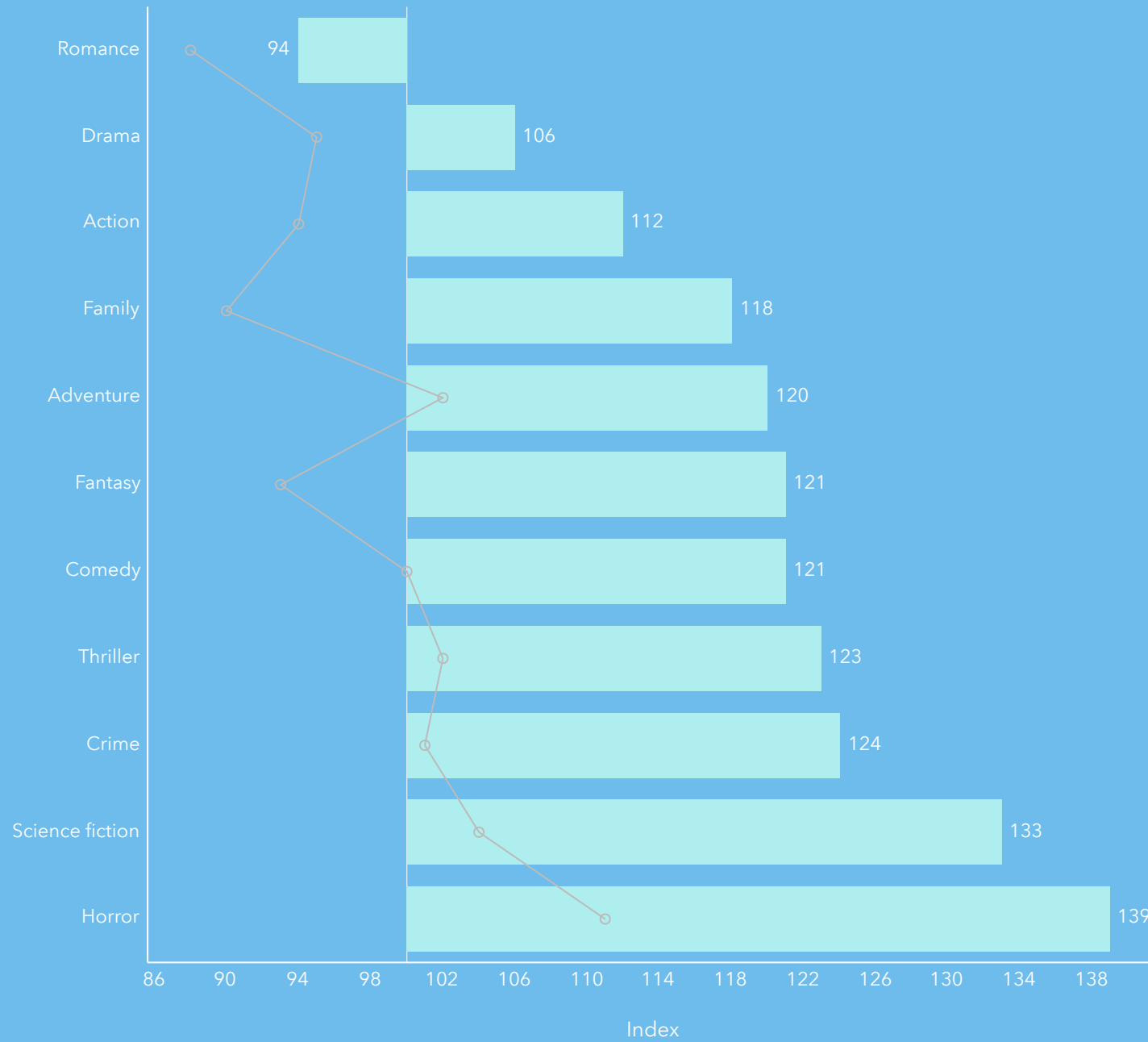
Attended Performance in last 12 months (Index)



Dots show comparison to **Christian County**

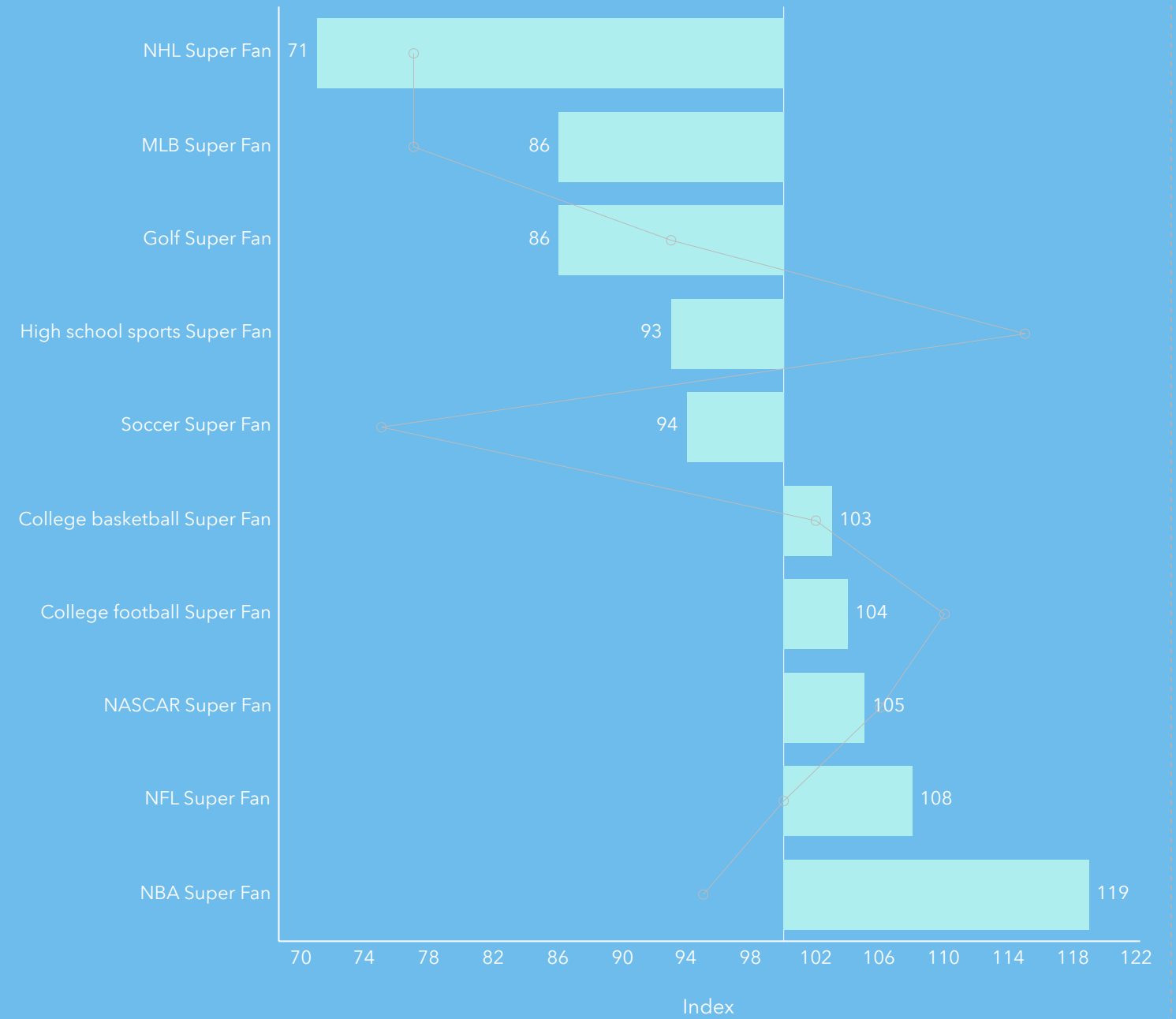


Movie Genre - Watched in the last 6 Months (Index)



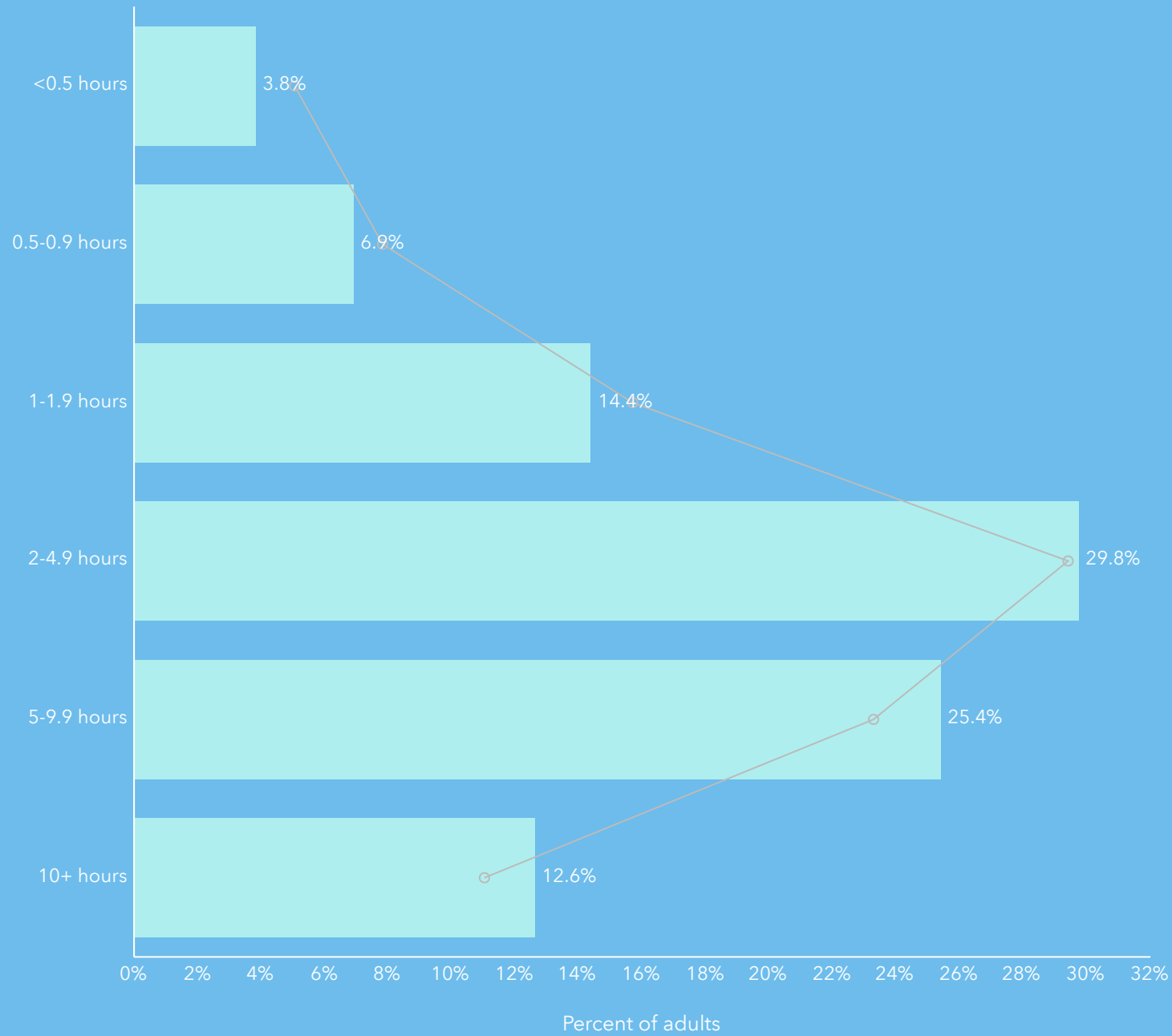
Dots show comparison to Christian County

Interest in Sports (Market Potential) (Index)



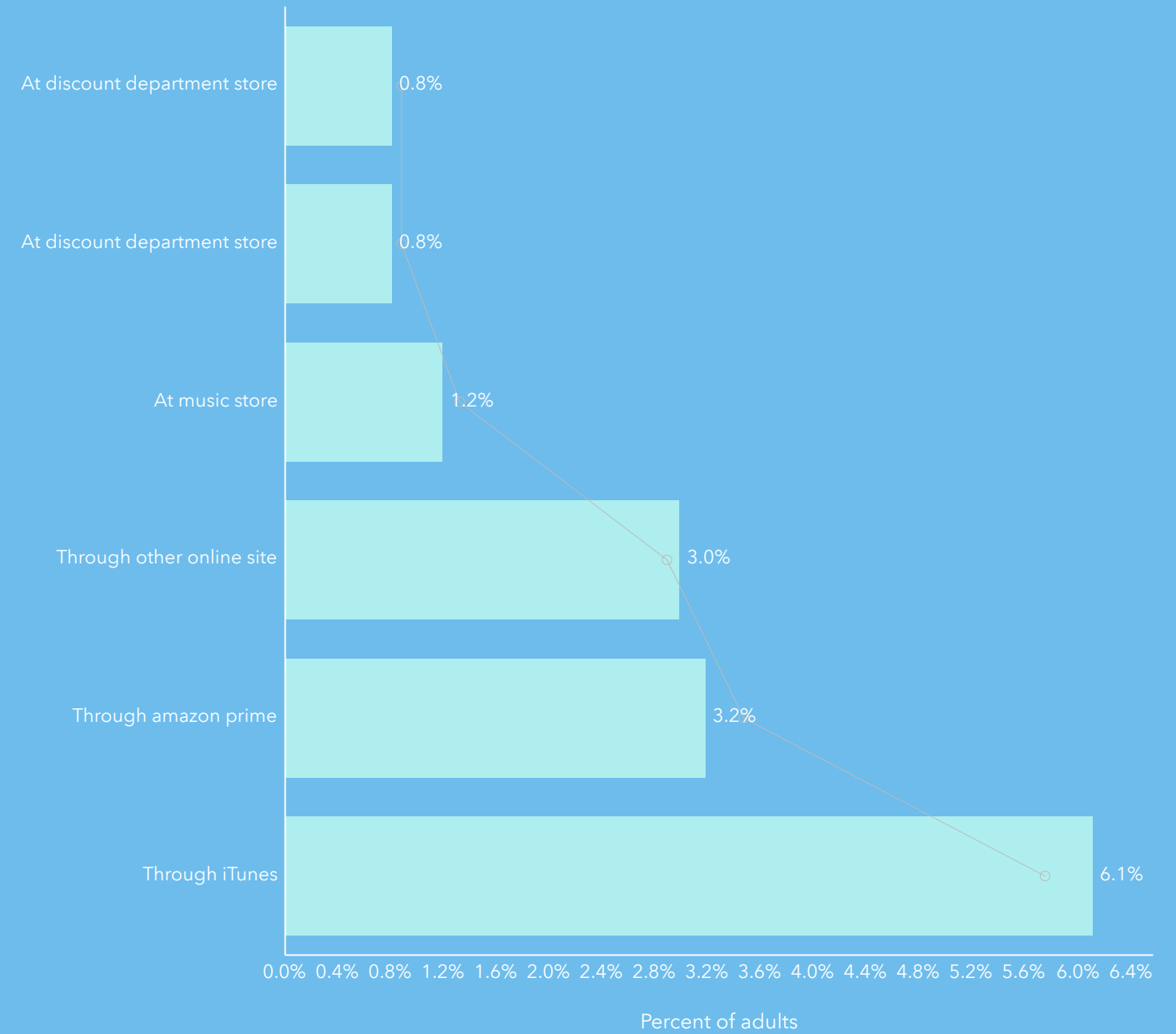
Dots show comparison to Christian County

Time Online (%)



Dots show comparison to Christian County

Purchased Music (%)



Dots show comparison to Christian County