

Audience Profile

Jan 1 - Dec 31, 2023

Garfield Commons

174 Passaic Street, Garfield, NJ 07026

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	41,498		288,494		610,824	
Households	14,650		102,037		218,904	
Persons per Household	2.83	109	2.81	109	2.77	107
Household Median Income	\$65,671.01	94	\$73,580.59	106	\$81,065.04	117
Household Median Disposable Income	\$56,406.62	94	\$62,544.3	104	\$68,370.78	114
Household Median Discretionary Income	\$32,416.85	76	\$38,878.19	91	\$43,776.09	102
Average Income Per Person	\$30,144.59	8	\$34,742.63	93	\$38,389.47	103
Median Rent	\$1,387.3	109	\$1,477.63	116	\$1,485.7	117
Median House Value	\$626,855.52	152	\$629,351.41	153	\$624,747.19	152
Households in Poverty	2,549 (17.4%)	138	13,333 (13.1%)	104	25,997 (11.9%)	94
Household Median Wealth	\$49,900.19	64	\$64,183.89	8	\$72,570.39	92
Average Age	37.86	95	39.07	98	39.97	100
Median Age	37.29	97	38.3	100	40.13	104
Households with Children	5,235 (35.7%)	130	32,091 (31.5%)	114	65,344 (29.9%)	108
High School Graduate or Higher	22,004 (80.7%)	91	162,433 (83.5%)	94	360,300 (86.2%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile		3 Mile		5 Mile	
Bachelor's Degree or Higher	6,869 (25.2%)	76	56,593 (29.1%)	88	140,348 (33.6%)	101
Pop density (per sq mi)	15,002		8,765		7,989	
Area (based on blockgroups)	3		33		76	

Population

Population 2022 Q4	41,498		288,494		610,824	
Population 2022 Q3	41,146		287,384		608,338	
Population 2022 Q2	41,046		286,785		606,991	
Population 2022 Q1	40,948		286,765		607,703	
Population 2021 Q4	40,996		286,866		607,839	
Population 2021 Q3	41,053		287,195		608,231	
Population 2021 Q2	41,011		287,349		609,007	
Population 2021 Q1	41,150		287,960		610,016	
Population 2020 Q4	41,156		288,714		611,033	
Population 5 Years Forecast	42,861		293,646		620,227	
Population 10 Years Forecast	44,064		298,858		630,356	
Persons per Household	2.83	109	2.81	109	2.77	107

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Group Quarters	106	(<0.5%) 	1,274	(<0.5%) 	4,923	(0.8%) 
Transient Population - Average Last 4 Quarters			2,410	(0.8%) 	4,340	(0.7%) 

Households

Households 2022 Q4	14,650		102,037		218,904
Households 2022 Q3	14,522		101,630		217,960
Households 2022 Q2	14,480		101,366		217,418
Households 2022 Q1	14,444		101,352		217,679
Households 2021 Q4	14,460		101,400		217,753
Households 2021 Q3	14,484		101,507		217,908
Households 2021 Q2	14,463		101,551		218,163
Households 2021 Q1	14,507		101,763		218,518
Households 2020 Q4	14,509		102,051		218,936
Households 5 Years Forecast	15,138		103,979		222,490
Households 10 Years Forecast	15,566		105,922		226,295

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Gender

Male	20,275	(48.9%)	99	141,691	(49.1%)	100	298,439	(48.9%)	99
Female	21,223	(51.1%)	101	146,803	(50.9%)	100	312,385	(51.1%)	101

Ethnicity

Hispanic (Ethnic)	19,425	(46.8%)	258	119,593	(41.5%)	229	227,371	(37.2%)	205
White	16,178	(39%)	64	125,407	(43.5%)	71	266,493	(43.6%)	71
Black	2,821	(6.8%)	57	18,239	(6.3%)	53	55,681	(9.1%)	7
Asian	2,387	(5.8%)	113	20,589	(7.1%)	140	49,771	(8.1%)	160
Other	687	(1.7%)	46	4,666	(1.6%)	45	11,508	(1.9%)	52

Household by Ethnicity

Hispanic (Ethnic)	6,590	(45%)	303	40,114	(39.3%)	265	79,071	(36.1%)	243
White	5,664	(38.7%)	60	43,476	(42.6%)	67	94,985	(43.4%)	68
Black	1,064	(7.3%)	65	7,430	(7.3%)	65	18,881	(8.6%)	7
Asian	668	(4.6%)	103	6,871	(6.7%)	153	16,281	(7.4%)	169
Other	664	(4.5%)	83	4,146	(4.1%)	75	9,686	(4.4%)	8

Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile		3 Mile		5 Mile	
Household Average Income	\$85,162.05	87	\$97,786.23	100	\$106,550.19	109
Average Income Per Person	\$30,144.59	8	\$34,742.63	93	\$38,389.47	103
Household Median Income	\$65,671.01	94	\$73,580.59	106	\$81,065.04	117
<\$15K	1,319 (9%)	99	8,264 (8.1%)	89	17,031 (7.8%)	85
\$15K - \$25K	1,227 (8.4%)	109	8,136 (8%)	104	15,633 (7.1%)	93
\$25K - \$35K	1,245 (8.5%)	105	8,121 (8%)	98	15,264 (7%)	86
\$35K - \$50K	1,692 (11.5%)	101	10,116 (9.9%)	87	20,354 (9.3%)	8
\$50K - \$75K	2,924 (20%)	118	17,233 (16.9%)	100	33,659 (15.4%)	91
\$75K - \$100K	2,031 (13.9%)	107	12,755 (12.5%)	96	27,440 (12.5%)	97
\$100K - \$150K	2,171 (14.8%)	90	17,723 (17.4%)	105	40,171 (18.4%)	111
\$150K - \$175K	667 (4.6%)	87	6,107 (6%)	114	15,035 (6.9%)	31
\$175K - \$200K	616 (4.2%)	7	5,690 (5.6%)	103	14,773 (6.7%)	25
\$200K - \$250K	426 (2.9%)	7	4,423 (4.3%)	116	10,949 (5%)	34
\$250K - \$500K	183 (1.2%)	7	1,881 (1.8%)	116	4,671 (2.1%)	34
>\$500K	149 (1%)	7	1,588 (1.6%)	117	3,924 (1.8%)	34

Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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Household Average Disposable Income	\$67,505.52		91	\$76,176.41		103	\$81,227.18		110
Household Median Disposable Income	\$56,406.62		94	\$62,544.3		104	\$68,370.78		114
<\$15K	1,443	(9.8%)	99	9,003	(8.8%)	89	18,486	(8.4%)	85
\$15K - \$25K	1,447	(9.9%)	109	9,705	(9.5%)	105	18,527	(8.5%)	93
\$25K - \$35K	1,381	(9.4%)	102	9,710	(9.5%)	103	18,460	(8.4%)	91
\$35K - \$50K	2,106	(14.4%)	107	12,160	(11.9%)	89	24,340	(11.1%)	83
\$50K - \$75K	3,243	(22.1%)	120	18,997	(18.6%)	101	38,684	(17.7%)	96
\$75K - \$100K	2,236	(15.3%)	110	14,843	(14.5%)	105	32,404	(14.8%)	106
\$100K - \$150K	1,764	(12%)	77	16,805	(16.5%)	105	40,388	(18.5%)	118
\$150K - \$175K	471	(3.2%)	67	4,884	(4.8%)	99	12,916	(5.9%)	122
\$175K - \$200K	146	(1%)	64	1,590	(1.6%)	100	3,953	(1.8%)	116
\$200K - \$250K	167	(1.1%)	75	1,744	(1.7%)	112	4,307	(2%)	129
\$250K - \$500K	225	(1.5%)	75	2,385	(2.3%)	112	5,909	(2.7%)	129
>\$500K	21	(<0.5%)	7	211	(<0.5%)	113	530	(<0.5%)	32

Discretionary Households Income

Household Average Discretionary Income	\$41,014.39		77	\$48,373.68		93	\$52,820.41		102
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Household Median Discretionary Income	\$32,416.85	76	\$38,878.19	91	\$43,776.09	102
<\$10K	2,187 (14.9%)	146	12,097 (11.9%)	116	24,372 (11.1%)	109
\$10K - \$20K	2,428 (16.6%)	128	15,455 (15.1%)	117	28,763 (13.1%)	101
\$20K - \$30K	2,169 (14.8%)	118	12,915 (12.7%)	101	25,793 (11.8%)	94
\$30K - \$40K	2,047 (14%)	123	11,788 (11.6%)	102	23,033 (10.5%)	93
\$40K - \$50K	1,500 (10.2%)	107	9,864 (9.7%)	101	19,759 (9%)	94
\$50K - \$75K	2,157 (14.7%)	8	17,558 (17.2%)	95	39,278 (17.9%)	99
\$75K - \$100K	992 (6.8%)	64	10,238 (10%)	95	25,316 (11.6%)	109
\$100K - \$125K	729 (5%)	73	6,855 (6.7%)	99	18,630 (8.5%)	126
\$125K - \$150K	429 (2.9%)	66	4,633 (4.5%)	103	11,193 (5.1%)	116
>\$150K	12 (<0.5%)	3	634 (0.6%)	25	2,767 (1.3%)	50

Households Income by Ethnicity

Average Income - White	\$84,537.67	97	\$93,664.92	108	\$98,733.85	113
Median Income - White	\$73,421.67	97	\$85,389.95	112	\$93,076.15	122
Average Income - Black	\$77,851.46	127	\$72,822.52	119	\$75,364.6	123
Median Income - Black	\$67,018.76	140	\$59,104.78	123	\$62,287.35	30

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Average Income - Asian	\$103,016.61 (99)	\$109,361.41 (106)	\$114,357.02 (110)
Median Income - Asian	\$98,420.12 (99)	\$108,706.98 (110)	\$116,234.98 (117)
Average Income - Hispanic	\$66,851.49 (94)	\$75,288.42 (106)	\$80,508.44 (113)
Median Income - Hispanic	\$59,929.68 (101)	\$62,867.3 (106)	\$68,290 (116)
Average Income - Other	\$76,874.51 (97)	\$88,222.63 (112)	\$96,472.85 (122)
Median Income - Other	\$67,572.31 (100)	\$77,605.9 (115)	\$89,939.88 (33)

Age

Average Age	37.86 (95)	39.07 (98)	39.97 (100)
Median Age	37.29 (97)	38.3 (100)	40.13 (104)
0-4	2,898 (7%) (115)	19,248 (6.7%) (109)	39,132 (6.4%) (105)
5-13	5,357 (12.9%) (117)	35,278 (12.2%) (111)	72,111 (11.8%) (107)
14-17	2,363 (5.7%) (115)	15,043 (5.2%) (105)	30,138 (4.9%) (100)
18-21	2,187 (5.3%) (87)	14,238 (4.9%) (8)	29,396 (4.8%) (8)
22-24	1,442 (3.5%) (85)	10,198 (3.5%) (86)	21,935 (3.6%) (87)
25-29	2,401 (5.8%) (89)	17,051 (5.9%) (91)	36,468 (6%) (92)
30-34	2,461 (5.9%) (97)	17,418 (6%) (99)	36,569 (6%) (98)

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35-39	2,869	(6.9%)	115	19,131	(6.6%)	110	38,309	(6.3%)	104
40-44	3,182	(7.7%)	126	20,640	(7.2%)	118	40,732	(6.7%)	110
45-49	2,927	(7.1%)	117	19,683	(6.8%)	113	40,308	(6.6%)	110
50-54	2,599	(6.3%)	102	18,363	(6.4%)	104	39,689	(6.5%)	106
55-59	2,466	(5.9%)	93	18,128	(6.3%)	98	40,069	(6.6%)	102
60-64	2,317	(5.6%)	86	17,584	(6.1%)	94	39,404	(6.5%)	100
65-69	2,059	(5%)	85	15,720	(5.4%)	93	35,481	(5.8%)	99
70-74	1,680	(4%)	84	12,619	(4.4%)	91	28,780	(4.7%)	98
75-79	1,115	(2.7%)	76	8,623	(3%)	85	20,105	(3.3%)	94
80-84	641	(1.5%)	69	5,191	(1.8%)	8	12,220	(2%)	90
85+	534	(1.3%)	75	4,338	(1.5%)	88	9,978	(1.6%)	95

Age - Male

Male Average Age	36.7		95	37.87		98	38.65		100
Male Median Age	36.17		97	37.16		100	37.76		102
0-4	1,490	(7.3%)	116	9,899	(7%)	110	20,125	(6.7%)	106
5-13	2,734	(13.5%)	118	18,123	(12.8%)	112	37,069	(12.4%)	108

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14-17	1,188	(5.9%)	114	7,666	(5.4%)	105	15,372	(5.2%)	100
18-21	1,120	(5.5%)	88	7,256	(5.1%)	8	14,926	(5%)	6
22-24	731	(3.6%)	83	5,191	(3.7%)	84	11,206	(3.8%)	86
25-29	1,202	(5.9%)	87	8,687	(6.1%)	90	18,703	(6.3%)	92
30-34	1,255	(6.2%)	97	8,876	(6.3%)	98	18,678	(6.3%)	98
35-39	1,429	(7%)	115	9,539	(6.7%)	110	19,031	(6.4%)	104
40-44	1,522	(7.5%)	122	10,136	(7.2%)	116	19,905	(6.7%)	109
45-49	1,415	(7%)	116	9,744	(6.9%)	114	19,819	(6.6%)	110
50-54	1,274	(6.3%)	103	9,056	(6.4%)	104	19,413	(6.5%)	106
55-59	1,204	(5.9%)	94	8,859	(6.3%)	99	19,381	(6.5%)	103
60-64	1,113	(5.5%)	87	8,438	(6%)	95	18,679	(6.3%)	99
65-69	958	(4.7%)	85	7,360	(5.2%)	93	16,474	(5.5%)	99
70-74	754	(3.7%)	83	5,744	(4.1%)	91	13,020	(4.4%)	98
75-79	473	(2.3%)	7	3,733	(2.6%)	84	8,650	(2.9%)	92
80-84	250	(1.2%)	6	2,036	(1.4%)	7	4,845	(1.6%)	87
85+	163	(0.8%)	7	1,348	(1%)	84	3,143	(1.1%)	93

Age - Female

Female Average Age	38.97	94	40.22	97	41.23	100			
Female Median Age	38.4	94	40.39	99	41.39	101			
0-4	1,408	(6.6%)	113	9,349	(6.4%)	109	19,007	(6.1%)	104
5-13	2,623	(12.4%)	117	17,155	(11.7%)	110	35,042	(11.2%)	106
14-17	1,175	(5.5%)	116	7,377	(5%)	106	14,766	(4.7%)	99
18-21	1,067	(5%)	86	6,982	(4.8%)	8	14,470	(4.6%)	6
22-24	711	(3.4%)	87	5,007	(3.4%)	88	10,729	(3.4%)	89
25-29	1,199	(5.6%)	92	8,364	(5.7%)	93	17,765	(5.7%)	93
30-34	1,206	(5.7%)	97	8,542	(5.8%)	100	17,891	(5.7%)	98
35-39	1,440	(6.8%)	115	9,592	(6.5%)	111	19,278	(6.2%)	105
40-44	1,660	(7.8%)	10	10,504	(7.2%)	119	20,827	(6.7%)	111
45-49	1,512	(7.1%)	119	9,939	(6.8%)	113	20,489	(6.6%)	109
50-54	1,325	(6.2%)	102	9,307	(6.3%)	103	20,276	(6.5%)	106
55-59	1,262	(5.9%)	92	9,269	(6.3%)	97	20,688	(6.6%)	102
60-64	1,204	(5.7%)	86	9,146	(6.2%)	94	20,725	(6.6%)	100
65-69	1,101	(5.2%)	85	8,360	(5.7%)	93	19,007	(6.1%)	100
70-74	926	(4.4%)	85	6,875	(4.7%)	91	15,760	(5%)	98
75-79	642	(3%)	7	4,890	(3.3%)	86	11,455	(3.7%)	95
80-84	391	(1.8%)	7	3,155	(2.1%)	83	7,375	(2.4%)	91
85+	371	(1.7%)	7	2,990	(2%)	89	6,835	(2.2%)	96

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Employment by Occupation

Occupation	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Total Employees (16+ Years Old)	20,243		146,980		315,087	
Production & Transportation	3,750 (18.5%)	141	26,668 (18.1%)	138	52,853 (16.8%)	127
Professional Specialty	3,438 (17%)	72	29,405 (20%)	85	70,929 (22.5%)	95
Office Admin	2,608 (12.9%)	116	17,232 (11.7%)	106	37,182 (11.8%)	106
Sales	2,233 (11%)	113	13,797 (9.4%)	96	29,674 (9.4%)	96
Managerial/Executive	2,170 (10.7%)	65	20,884 (14.2%)	87	49,752 (15.8%)	96
Construction	1,923 (9.5%)	116	12,833 (8.7%)	106	24,154 (7.7%)	93
Building Maintenance & Cleaning	1,345 (6.6%)	183	6,959 (4.7%)	131	11,860 (3.8%)	104
Food Preparation & Serving	832 (4.1%)	71	7,008 (4.8%)	89	13,096 (4.2%)	71
Healthcare support	736 (3.6%)	111	4,996 (3.4%)	104	10,992 (3.5%)	107
Personal Care	634 (3.1%)	119	4,100 (2.8%)	106	8,342 (2.6%)	101
Protective	503 (2.5%)	114	2,969 (2%)	93	5,953 (1.9%)	87
Farming, Fishing & Forestry	71 (<0.5%)	54	129 (<0.5%)	13	300 (<0.5%)	15

Employment by Industry

Total Employees (16+ Years Old)	20,243	146,980	315,087
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Educational Services	3,965	(19.6%)	32,114	(21.8%)	74,641	(23.7%)
Wholesale Retail	3,695	(18.3%)	22,840	(15.5%)	46,386	(14.7%)
Manufacturing	2,640	(13%)	18,643	(12.7%)	37,225	(11.8%)
Agriculture/Mining/Construction	1,806	(8.9%)	10,068	(6.8%)	19,533	(6.2%)
Entertainment Services	1,766	(8.7%)	11,092	(7.5%)	22,657	(7.2%)
Transportation	1,330	(6.6%)	10,013	(6.8%)	21,172	(6.7%)
Financial, Insurance & Real Estate	1,256	(6.2%)	9,008	(6.1%)	21,374	(6.8%)
Administrative/Waste Services	1,095	(5.4%)	7,648	(5.2%)	13,517	(4.3%)
Professional Services	982	(4.9%)	9,937	(6.8%)	23,632	(7.5%)
Public Administration	689	(3.4%)	4,558	(3.1%)	10,521	(3.3%)
Other Professional Services	630	(3.1%)	6,971	(4.7%)	15,440	(4.9%)
Information	350	(1.7%)	3,981	(2.7%)	8,597	(2.7%)
Management Services	39	(<0.5%)	107	(<0.5%)	392	(<0.5%)

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Language Spoken

Speak Spanish at Home	16,723	(43.3%)	311	102,810	(38.2%)	274	196,205	(34.3%)	246
Speak English at Home	13,548	(35.1%)	45	113,609	(42.2%)	54	269,606	(47.2%)	60
Speak Other Language at Home	8,329	(21.6%)	266	52,827	(19.6%)	242	105,881	(18.5%)	228

Ancestry

Other	8,187	(19.7%)	91	58,027	(20.1%)	92	137,108	(22.4%)	103
Mexican	4,874	(11.7%)	112	26,920	(9.3%)	89	34,427	(5.6%)	54
Dominican	4,446	(10.7%)	1884	29,569	(10.2%)	1803	64,404	(10.5%)	1854
South American	3,905	(9.4%)	882	28,381	(9.8%)	922	55,805	(9.1%)	856
Puerto Rican	3,415	(8.2%)	320	18,677	(6.5%)	252	39,629	(6.5%)	253
Italian	2,664	(6.4%)	215	19,758	(6.8%)	229	45,984	(7.5%)	252
Polish	2,469	(5.9%)	384	14,869	(5.2%)	332	22,146	(3.6%)	234
Unclassified	2,169	(5.2%)	31	20,185	(7%)	42	44,070	(7.2%)	43
Other European (e.g. Greek/Russian)	1,562	(3.8%)	117	10,164	(3.5%)	110	21,904	(3.6%)	112
Central American	1,248	(3%)	203	6,421	(2.2%)	150	11,216	(1.8%)	124
South Central Asian (e.g. Indian)	1,192	(2.9%)	219	9,337	(3.2%)	247	20,575	(3.4%)	257

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Audience Profile

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Garfield Commons

174 Passaic Street, Garfield, NJ 07026

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other Hispanic	1,082	(2.6%)	198	6,798	(2.4%)	179	14,360	(2.4%)	178
Scottish/Irish	859	(2.1%)	30	8,055	(2.8%)	41	20,490	(3.4%)	49
Middle Eastern	573	(1.4%)	219	4,480	(1.6%)	246	10,942	(1.8%)	284
German	532	(1.3%)	16	5,612	(1.9%)	24	13,670	(2.2%)	28
South East Asian (e.g. Vietnamese)	471	(1.1%)	70	5,687	(2%)	122	13,672	(2.2%)	139
Cuban	455	(1.1%)	167	2,827	(1%)	149	7,530	(1.2%)	188
Korean	368	(0.9%)	209	2,673	(0.9%)	218	7,628	(1.2%)	294
Chinese	289	(0.7%)	58	2,290	(0.8%)	67	5,885	(1%)	8
American	288	(0.7%)	14	3,269	(1.1%)	23	7,212	(1.2%)	24
British	159	(<0.5%)	7	1,645	(0.6%)	11	4,953	(0.8%)	15
Dutch	102	(<0.5%)	39	752	(<0.5%)	42	1,616	(<0.5%)	43
French	42	(<0.5%)	8	642	(<0.5%)	18	1,400	(<0.5%)	18
Native American (Indian/Eskimo)	42	(<0.5%)	13	276	(<0.5%)	12	684	(<0.5%)	14
Scandinavian	35	(<0.5%)	4	543	(<0.5%)	10	1,410	(<0.5%)	12
Japanese	35	(<0.5%)	36	286	(<0.5%)	43	954	(<0.5%)	67
Other Asian	32	(<0.5%)	25	316	(<0.5%)	35	1,057	(<0.5%)	56

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	3 (<0.5%)	35 (<0.5%)	93 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	27,251	194,489	418,112
Elementary (0 to 8 Years)	2,876 (10.6%)	19,443 (10%)	33,771 (8.1%)
Some High School (9 to 11 Years)	2,371 (8.7%)	12,613 (6.5%)	24,041 (5.7%)
High School Graduate (12 Years)	9,216 (33.8%)	63,581 (32.7%)	128,226 (30.7%)
Some College (13 to 16 Years)	4,162 (15.3%)	29,768 (15.3%)	66,664 (15.9%)
Associates Degree Only	1,757 (6.4%)	12,491 (6.4%)	25,062 (6%)
Bachelor's Degree Only	4,400 (16.1%)	37,463 (19.3%)	89,506 (21.4%)
Graduate Degree	2,469 (9.1%)	19,130 (9.8%)	50,842 (12.2%)

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Audience Profile

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174 Passaic Street, Garfield, NJ 07026

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	14,650	102,037	218,904
One Person Households	3,704 (25.3%)	26,593 (26.1%)	56,772 (25.9%)
Married Couple	5,736 (39.2%)	45,509 (44.6%)	101,420 (46.3%)
Male Householder	1,245 (8.5%)	6,743 (6.6%)	13,203 (6%)
Female Householder	3,271 (22.3%)	18,134 (17.8%)	36,909 (16.9%)
Non Family Households	694 (4.7%)	5,058 (5%)	10,600 (4.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	14,650	102,037	218,904
1 Person Household	3,704 (25.3%)	26,593 (26.1%)	56,772 (25.9%)
2 Person Household	3,741 (25.5%)	26,962 (26.4%)	59,694 (27.3%)
3 Person Household	2,716 (18.5%)	17,813 (17.5%)	38,457 (17.6%)
4 Person Household	2,317 (15.8%)	15,232 (14.9%)	33,135 (15.1%)
5 Person Household	1,160 (7.9%)	7,912 (7.8%)	16,748 (7.7%)
6 Person Household	566 (3.9%)	3,905 (3.8%)	7,556 (3.5%)
7+ Person Household	446 (3%)	3,620 (3.5%)	6,542 (3%)

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Audience Profile

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	15,508	107,172	229,483
Renter Occupied Housing	9,833	56,077	105,006
Owner Occupied Housing	4,817	45,960	113,898
Vacant Housing	858	5,135	10,579

Housing Rent

Average Rent	\$1,422.23	102	\$1,503.16	108	\$1,529.15	110
Median Rent	\$1,387.3	109	\$1,477.63	116	\$1,485.7	117
Total Cash Rents Housing	9,623	54,785	102,087			
<\$300	202 (2.1%)	66	1,665 (3%)	95	2,810 (2.8%)	86
\$300-\$500	453 (4.7%)	108	1,656 (3%)	69	2,847 (2.8%)	64
\$500-\$750	371 (3.9%)	35	2,147 (3.9%)	36	3,898 (3.8%)	35
\$750-\$1000	976 (10.1%)	64	3,788 (6.9%)	44	6,490 (6.4%)	40
\$1000-\$1500	3,627 (37.7%)	30	18,986 (34.7%)	120	36,029 (35.3%)	122
\$1500-\$2000	2,718 (28.2%)	147	17,120 (31.2%)	162	31,736 (31.1%)	161
\$2000-\$2500	938 (9.7%)	106	6,658 (12.2%)	132	11,909 (11.7%)	127

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$2500-\$3000	258	(2.7%)	1,938	(3.5%)	4,034	(4%)
\$3000-\$3500	43	(<0.5%)	643	(1.2%)	1,568	(1.5%)
>\$3500	37	(<0.5%)	184	(<0.5%)	766	(0.8%)

Value of Owner-Occupied Housing Units

Average House Value	\$646,380.81	122	\$649,728.92	123	\$637,258.28	121
Median House Value	\$626,855.52	152	\$629,351.41	153	\$624,747.19	152
Owner Occupied Housing	4,817		45,960		113,898	
<\$100K	100	(2.1%)	1,145	(2.5%)	2,382	(2.1%)
\$100K - \$200K	12	(<0.5%)	499	(1.1%)	1,469	(1.3%)
\$200K - \$300K	252	(5.2%)	1,702	(3.7%)	3,974	(3.5%)
\$300K - \$400K	297	(6.2%)	2,838	(6.2%)	7,094	(6.2%)
\$400K - \$500K	722	(15%)	6,258	(13.6%)	16,124	(14.2%)
\$500K - \$1000K	2,889	(60%)	27,475	(59.8%)	68,461	(60.1%)
>\$1000K	545	(11.3%)	6,043	(13.1%)	14,394	(12.6%)

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	2,549	(17.4%)	138	13,333	(13.1%)	104	25,997	(11.9%)	94
Households Above Poverty	12,101	(82.6%)	95	88,704	(86.9%)	99	192,907	(88.1%)	101
Households in Poverty (Married)	340	(2.3%)	104	2,425	(2.4%)	107	4,898	(2.2%)	101
Households in Poverty (Male Householder)	224	(1.5%)	238	801	(0.8%)	122	1,405	(0.6%)	100
Households in Poverty (Female Householder)	1,226	(8.4%)	272	4,611	(4.5%)	147	8,275	(3.8%)	123
Households in Poverty (Non-Family)	718	(4.9%)	8	5,150	(5%)	83	10,682	(4.9%)	8
Households in Poverty (Non-Family Student)	41	(<0.5%)	45	346	(<0.5%)	54	737	(<0.5%)	54

Wealth per Household

Household Average Wealth	\$204,458.36	86	\$221,390.45	93	\$232,028.29	98			
Household Median Wealth	\$49,900.19	64	\$64,183.89	8	\$72,570.39	92			
<\$0K	2,933	(20%)	114	19,206	(18.8%)	107	39,740	(18.2%)	103
\$0K - \$5K	1,572	(10.7%)	124	10,008	(9.8%)	113	20,191	(9.2%)	106
\$5K - \$10K	795	(5.4%)	118	5,127	(5%)	109	10,492	(4.8%)	104
\$10K - \$25K	1,017	(6.9%)	108	6,794	(6.7%)	104	14,198	(6.5%)	101
\$25K - \$50K	1,012	(6.9%)	101	6,980	(6.8%)	100	14,875	(6.8%)	99

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
\$50K - \$100K	1,453	(9.9%)	96	10,235	(10%)	98	22,055	(10.1%)	98
\$100K - \$250K	2,424	(16.5%)	92	17,578	(17.2%)	95	38,497	(17.6%)	97
\$250K - \$500K	1,676	(11.4%)	88	12,491	(12.2%)	94	27,825	(12.7%)	97
>\$500K	1,768	(12.1%)	83	13,618	(13.3%)	92	31,031	(14.2%)	98

Vehicles per Household

Total Number of Vehicles	20,218		153,223		340,837				
Average Number of Vehicles	1.38	75	1.5	8	1.56	85			
No Vehicles	2,552	(17.4%)	212	14,453	(14.2%)	172	29,094	(13.3%)	162
1 Vehicle	6,092	(41.6%)	129	41,532	(40.7%)	126	84,752	(38.7%)	120
2 Vehicles	4,360	(29.8%)	8	31,800	(31.2%)	84	71,564	(32.7%)	88
3 or more Vehicles	1,646	(11.2%)	50	14,252	(14%)	63	33,494	(15.3%)	69

Population Change

Births	492		3,377		7,034
Deaths	286		2,166		4,932
Migration	296		417		883

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	785	8,750	19,289
Total Employees	7,340	126,509	278,132

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