

Audience Profile

Jan 1 - Dec 31, 2023



Heritage Square

1640 US-22, Watchung, NJ 07069

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	16,661	112,853	255,646
Households	5,721	37,375	87,276
Persons per Household	2.89 112	2.99 116	2.9 112
Household Median Income	\$92,442.37 133	\$108,394.6 156	\$119,581.6 172
Household Median Disposable Income	\$77,267.69 128	\$88,549.63 147	\$97,428.32 162
Household Median Discretionary Income	\$50,179.09 117	\$60,284.25 140	\$69,383.33 162
Average Income Per Person	\$43,260.45 116	\$50,389.18 135	\$57,854.49 155
Median Rent	\$1,635.58 129	\$1,509.08 119	\$1,643.4 129
Median House Value	\$578,820.94 141	\$717,234.69 174	\$785,141.78 191
Households in Poverty	448 (7.8%) 62	3,220 (8.6%) 68	5,929 (6.8%) 54
Household Median Wealth	\$86,420.59 110	\$92,928.76 118	\$101,718.95 129
Average Age	40.55 101	40.46 101	41.24 103
Median Age	40.53 105	40.55 105	41.53 108
Households with Children	1,855 (32.4%) 118	13,058 (34.9%) 127	30,482 (34.9%) 127
High School Graduate or Higher	10,091 (88.4%) 100	67,683 (87.8%) 99	160,756 (91.2%) 103

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	4,237 (37.1%)	34,606 (44.9%)	89,404 (50.7%)
Pop density (per sq mi)	3,441	3,936	3,191
Area (based on blockgroups)	5	29	80

Population

Population 2022 Q4	16,661	112,853	255,646
Population 2022 Q3	16,705	112,901	255,323
Population 2022 Q2	16,724	112,856	255,403
Population 2022 Q1	16,746	112,813	254,858
Population 2021 Q4	16,783	112,987	255,166
Population 2021 Q3	16,848	113,271	255,653
Population 2021 Q2	16,940	113,408	255,708
Population 2021 Q1	16,979	113,271	255,686
Population 2020 Q4	16,895	113,313	255,956
Population 5 Years Forecast	16,689	112,746	256,296
Population 10 Years Forecast	16,844	113,570	258,835
Persons per Household	2.89	2.99	2.9

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	136	(0.8%)	1,272	(1.1%)	2,481	(1%)
Transient Population - Average Last 4 Quarters			150	(<0.5%)	560	(<0.5%)

Households

Households 2022 Q4	5,721	37,375	87,276
Households 2022 Q3	5,736	37,395	87,168
Households 2022 Q2	5,743	37,393	87,221
Households 2022 Q1	5,750	37,380	86,982
Households 2021 Q4	5,762	37,434	87,089
Households 2021 Q3	5,785	37,531	87,262
Households 2021 Q2	5,814	37,571	87,271
Households 2021 Q1	5,828	37,540	87,271
Households 2020 Q4	5,798	37,552	87,366
Households 5 Years Forecast	5,732	37,361	87,548
Households 10 Years Forecast	5,784	37,656	88,458

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Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	8,009	(48.1%)	98	55,801 (49.4%)	101
Female	8,652	(51.9%)	102	57,052 (50.6%)	100

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Black	5,822	(34.9%)	295	23,641 (20.9%)	177
White	5,356	(32.1%)	52	48,237 (42.7%)	70
Hispanic (Ethnic)	3,875	(23.3%)	128	31,497 (27.9%)	154
Asian	1,018	(6.1%)	120	6,485 (5.7%)	113
Other	590	(3.5%)	98	2,993 (2.7%)	73

Household by Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	2,050	(35.8%)	56	16,424 (43.9%)	69
Black	1,670	(29.2%)	260	6,780 (18.1%)	161
Hispanic (Ethnic)	1,401	(24.5%)	165	10,083 (27%)	182
Other	383	(6.7%)	123	1,980 (5.3%)	97
Asian	217	(3.8%)	86	2,108 (5.6%)	128

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	\$124,415.63	128	\$150,574.2	155	\$168,030	173
Average Income Per Person	\$43,260.45	116	\$50,389.18	135	\$57,854.49	155
Household Median Income	\$92,442.37	133	\$108,394.6	156	\$119,581.6	172
<\$15K	391 (6.8%)	75	2,060 (5.5%)	60	4,012 (4.6%)	50
\$15K - \$25K	249 (4.4%)	57	1,691 (4.5%)	59	3,812 (4.4%)	57
\$25K - \$35K	172 (3%)	37	1,697 (4.5%)	56	3,469 (4%)	49
\$35K - \$50K	261 (4.6%)	40	3,016 (8.1%)	71	6,091 (7%)	61
\$50K - \$75K	1,097 (19.2%)	114	4,610 (12.3%)	73	10,418 (11.9%)	71
\$75K - \$100K	941 (16.4%)	127	4,546 (12.2%)	94	9,684 (11.1%)	86
\$100K - \$150K	1,208 (21.1%)	128	6,516 (17.4%)	106	15,812 (18.1%)	110
\$150K - \$175K	372 (6.5%)	124	2,942 (7.9%)	150	6,846 (7.8%)	149
\$175K - \$200K	508 (8.9%)	165	4,232 (11.3%)	210	12,365 (14.2%)	263
\$200K - \$250K	294 (5.1%)	138	3,401 (9.1%)	244	8,278 (9.5%)	254
\$250K - \$500K	126 (2.2%)	138	1,456 (3.9%)	245	3,540 (4.1%)	255
>\$500K	102 (1.8%)	134	1,208 (3.2%)	242	2,949 (3.4%)	253

Disposable Households Income

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

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Household Average Disposable Income	\$88,717.11	120	\$100,975.19	136	\$105,774.44	143
Household Median Disposable Income	\$77,267.69	128	\$88,549.63	147	\$97,428.32	162
<\$15K	418 (7.3%)	73	2,227 (6%)	60	4,404 (5%)	51
\$15K - \$25K	285 (5%)	55	2,080 (5.6%)	61	4,533 (5.2%)	57
\$25K - \$35K	214 (3.7%)	40	2,140 (5.7%)	62	4,449 (5.1%)	55
\$35K - \$50K	626 (10.9%)	8	3,652 (9.8%)	73	7,559 (8.7%)	64
\$50K - \$75K	1,205 (21.1%)	114	5,716 (15.3%)	83	12,658 (14.5%)	7
\$75K - \$100K	955 (16.7%)	120	4,691 (12.6%)	90	10,992 (12.6%)	91
\$100K - \$150K	1,260 (22%)	140	8,156 (21.8%)	139	19,901 (22.8%)	145
\$150K - \$175K	369 (6.4%)	34	4,140 (11.1%)	230	11,631 (13.3%)	277
\$175K - \$200K	104 (1.8%)	117	1,238 (3.3%)	213	3,020 (3.5%)	222
\$200K - \$250K	114 (2%)	131	1,343 (3.6%)	236	3,278 (3.8%)	246
\$250K - \$500K	157 (2.7%)	131	1,834 (4.9%)	234	4,467 (5.1%)	244
>\$500K	14 (<0.5%)	33	158 (<0.5%)	230	384 (<0.5%)	240

Discretionary Households Income

Household Average Discretionary Income	\$59,383.39	115	\$69,050.19	133	\$74,791.22	144
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Household Median Discretionary Income	\$50,179.09	117	\$60,284.25	140	\$69,383.33	162
<\$10K	449 (7.8%)	7	2,869 (7.7%)	75	4,984 (5.7%)	56
\$10K - \$20K	376 (6.6%)	51	3,696 (9.9%)	76	7,017 (8%)	62
\$20K - \$30K	583 (10.2%)	8	3,479 (9.3%)	74	7,209 (8.3%)	66
\$30K - \$40K	739 (12.9%)	114	3,152 (8.4%)	74	6,859 (7.9%)	69
\$40K - \$50K	702 (12.3%)	128	2,966 (7.9%)	83	6,461 (7.4%)	7
\$50K - \$75K	1,167 (20.4%)	113	5,673 (15.2%)	84	14,100 (16.2%)	89
\$75K - \$100K	702 (12.3%)	116	4,658 (12.5%)	118	11,828 (13.6%)	128
\$100K - \$125K	547 (9.6%)	141	5,285 (14.1%)	209	13,477 (15.4%)	228
\$125K - \$150K	205 (3.6%)	8	2,987 (8%)	181	9,129 (10.5%)	237
>\$150K	251 (4.4%)	175	2,610 (7%)	278	6,212 (7.1%)	283

Households Income by Ethnicity

Average Income - White	\$119,602.71	137	\$133,307.73	153	\$127,083.29	146
Median Income - White	\$130,516.21	172	\$151,981.82	200	\$141,556.88	186
Average Income - Black	\$86,313.8	141	\$92,339.15	151	\$93,218.84	152
Median Income - Black	\$86,351.9	180	\$87,234.07	182	\$85,630.98	179

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Average Income - Asian	\$156,396.6 (151)	\$149,549.16 (144)	\$137,710.31 (33)
Median Income - Asian	\$173,550.26 (175)	\$171,744.72 (173)	\$161,349.59 (163)
Average Income - Hispanic	\$83,186.47 (117)	\$80,084.23 (112)	\$87,955.56 (123)
Median Income - Hispanic	\$74,961.5 (127)	\$68,927 (117)	\$78,122.34 (32)
Average Income - Other	\$82,747.62 (105)	\$95,329.26 (121)	\$103,010.13 (30)
Median Income - Other	\$68,914.5 (102)	\$82,714.53 (123)	\$94,315.27 (140)

Age

Average Age	40.55 (101)	40.46 (101)	41.24 (103)
Median Age	40.53 (105)	40.55 (105)	41.53 (108)
0-4	977 (5.9%) (96)	6,204 (5.5%) (90)	13,480 (5.3%) (87)
5-13	1,860 (11.2%) (101)	12,213 (10.8%) (98)	26,559 (10.4%) (94)
14-17	852 (5.1%) (103)	6,162 (5.5%) (110)	13,275 (5.2%) (105)
18-21	885 (5.3%) (88)	6,497 (5.8%) (95)	14,864 (5.8%) (96)
22-24	669 (4%) (98)	4,702 (4.2%) (101)	11,158 (4.4%) (106)
25-29	1,090 (6.5%) (101)	7,438 (6.6%) (102)	17,384 (6.8%) (105)
30-34	966 (5.8%) (95)	6,398 (5.7%) (93)	14,102 (5.5%) (90)

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35-39	906	(5.4%)	5,963	(5.3%)	12,142	(4.7%)
40-44	946	(5.7%)	6,223	(5.5%)	12,712	(5%)
45-49	1,013	(6.1%)	6,933	(6.1%)	14,989	(5.9%)
50-54	1,117	(6.7%)	7,934	(7%)	18,126	(7.1%)
55-59	1,199	(7.2%)	8,478	(7.5%)	19,931	(7.8%)
60-64	1,164	(7%)	8,026	(7.1%)	19,194	(7.5%)
65-69	1,007	(6%)	6,740	(6%)	16,313	(6.4%)
70-74	781	(4.7%)	5,231	(4.6%)	12,622	(4.9%)
75-79	580	(3.5%)	3,750	(3.3%)	8,905	(3.5%)
80-84	369	(2.2%)	2,207	(2%)	5,361	(2.1%)
85+	280	(1.7%)	1,754	(1.6%)	4,529	(1.8%)

Age - Male

Male Average Age	38.74		39.28		39.96	
Male Median Age	37.22		38.04		38.67	
0-4	502	(6.3%)	3,187	(5.7%)	6,928	(5.5%)
5-13	964	(12%)	6,268	(11.2%)	13,625	(10.9%)

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14-17	433	(5.4%)	105	3,128	(5.6%)	109	6,772	(5.4%)	105
18-21	438	(5.5%)	88	3,278	(5.9%)	94	7,538	(6%)	96
22-24	349	(4.4%)	100	2,421	(4.3%)	100	5,697	(4.5%)	104
25-29	577	(7.2%)	105	3,855	(6.9%)	101	8,929	(7.1%)	104
30-34	492	(6.1%)	96	3,373	(6%)	95	7,371	(5.9%)	92
35-39	450	(5.6%)	91	3,149	(5.6%)	92	6,293	(5%)	8
40-44	458	(5.7%)	93	3,182	(5.7%)	93	6,306	(5%)	8
45-49	487	(6.1%)	101	3,446	(6.2%)	102	7,255	(5.8%)	96
50-54	526	(6.6%)	107	3,892	(7%)	114	8,745	(7%)	114
55-59	558	(7%)	110	4,112	(7.4%)	116	9,598	(7.7%)	121
60-64	535	(6.7%)	106	3,855	(6.9%)	110	9,219	(7.4%)	117
65-69	443	(5.5%)	99	3,169	(5.7%)	102	7,718	(6.2%)	111
70-74	339	(4.2%)	95	2,389	(4.3%)	96	5,778	(4.6%)	103
75-79	237	(3%)	94	1,632	(2.9%)	93	3,868	(3.1%)	98
80-84	137	(1.7%)	92	901	(1.6%)	87	2,173	(1.7%)	93
85+	84	(1%)	93	564	(1%)	89	1,442	(1.2%)	102

Age - Female

Female Average Age	42.23		102	41.63		101	42.47		103
Female Median Age	42.67		104	42.12		103	43.36		106
0-4	475	(5.5%)	94	3,017	(5.3%)	90	6,552	(5%)	86
5-13	896	(10.4%)	98	5,945	(10.4%)	98	12,934	(9.9%)	94
14-17	419	(4.8%)	102	3,034	(5.3%)	112	6,503	(5%)	105
18-21	447	(5.2%)	89	3,219	(5.6%)	97	7,326	(5.6%)	96
22-24	320	(3.7%)	96	2,281	(4%)	103	5,461	(4.2%)	108
25-29	513	(5.9%)	97	3,583	(6.3%)	103	8,455	(6.5%)	106
30-34	474	(5.5%)	94	3,025	(5.3%)	91	6,731	(5.2%)	89
35-39	456	(5.3%)	90	2,814	(4.9%)	84	5,849	(4.5%)	7
40-44	488	(5.6%)	94	3,041	(5.3%)	89	6,406	(4.9%)	8
45-49	526	(6.1%)	101	3,487	(6.1%)	102	7,734	(5.9%)	99
50-54	591	(6.8%)	111	4,042	(7.1%)	115	9,381	(7.2%)	117
55-59	641	(7.4%)	114	4,366	(7.7%)	118	10,333	(7.9%)	122
60-64	629	(7.3%)	110	4,171	(7.3%)	111	9,975	(7.7%)	116
65-69	564	(6.5%)	107	3,571	(6.3%)	102	8,595	(6.6%)	108
70-74	442	(5.1%)	99	2,842	(5%)	97	6,844	(5.2%)	102
75-79	343	(4%)	102	2,118	(3.7%)	96	5,037	(3.9%)	100
80-84	232	(2.7%)	104	1,306	(2.3%)	89	3,188	(2.4%)	95
85+	196	(2.3%)	99	1,190	(2.1%)	91	3,087	(2.4%)	104

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	9,301	61,117	137,785
Professional Specialty	2,171 (23.3%)	14,630 (23.9%)	36,955 (26.8%)
Managerial/Executive	1,484 (16%)	12,813 (21%)	31,192 (22.6%)
Production & Transportation	1,454 (15.6%)	8,162 (13.4%)	14,733 (10.7%)
Office Admin	1,163 (12.5%)	6,513 (10.7%)	15,034 (10.9%)
Building Maintenance & Cleaning	670 (7.2%)	2,865 (4.7%)	4,637 (3.4%)
Sales	649 (7%)	5,506 (9%)	13,890 (10.1%)
Construction	610 (6.6%)	4,529 (7.4%)	8,448 (6.1%)
Personal Care	329 (3.5%)	1,471 (2.4%)	3,374 (2.4%)
Food Preparation & Serving	328 (3.5%)	1,850 (3%)	4,076 (3%)
Healthcare support	222 (2.4%)	1,458 (2.4%)	2,441 (1.8%)
Protective	219 (2.4%)	1,222 (2%)	2,897 (2.1%)
Farming, Fishing & Forestry	2 (<0.5%)	98 (<0.5%)	108 (<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	9,301	61,117	137,785
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Educational Services	2,140	(23%)	99	12,410	(20.3%)	87	27,652	(20.1%)	86
Wholesale Retail	1,332	(14.3%)	106	7,814	(12.8%)	95	18,389	(13.3%)	99
Manufacturing	978	(10.5%)	104	5,712	(9.3%)	93	12,825	(9.3%)	92
Transportation	755	(8.1%)	144	4,861	(8%)	141	8,875	(6.4%)	114
Financial, Insurance & Real Estate	753	(8.1%)	122	6,603	(10.8%)	163	16,836	(12.2%)	185
Professional Services	704	(7.6%)	101	5,840	(9.6%)	128	15,575	(11.3%)	151
Administrative/Waste Services	694	(7.5%)	179	3,242	(5.3%)	127	5,789	(4.2%)	101
Entertainment Services	642	(6.9%)	76	3,795	(6.2%)	69	8,463	(6.1%)	68
Agriculture/Mining/Construction	535	(5.8%)	67	4,016	(6.6%)	70	8,071	(5.9%)	68
Other Professional Services	325	(3.5%)	73	2,697	(4.4%)	93	5,446	(4%)	83
Information	239	(2.6%)	137	1,937	(3.2%)	169	4,513	(3.3%)	175
Public Administration	204	(2.2%)	46	2,002	(3.3%)	68	5,025	(3.6%)	74
Management Services				188	(<0.5%)	219	326	(<0.5%)	169

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Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	10,463	(66.7%)	86	66,003	(61.9%)	74	161,440	(66.7%)	86
Speak Spanish at Home	3,886	(24.8%)	178	29,594	(27.7%)	199	44,456	(18.4%)	32
Speak Other Language at Home	1,335	(8.5%)	105	11,052	(10.4%)	128	36,270	(15%)	185

Ancestry

Other	5,973	(35.9%)	165	31,405	(27.8%)	128	63,224	(24.7%)	114
Unclassified	1,849	(11.1%)	66	11,435	(10.1%)	61	25,415	(9.9%)	60
Central American	1,406	(8.4%)	569	12,309	(10.9%)	735	16,972	(6.6%)	447
Italian	981	(5.9%)	197	7,445	(6.6%)	221	21,952	(8.6%)	287
Scottish/Irish	783	(4.7%)	69	6,201	(5.5%)	8	17,840	(7%)	103
South American	705	(4.2%)	397	7,357	(6.5%)	611	12,437	(4.9%)	456
South Central Asian (e.g. Indian)	551	(3.3%)	252	2,879	(2.6%)	195	13,000	(5.1%)	388
German	515	(3.1%)	39	3,961	(3.5%)	44	11,570	(4.5%)	56
Dominican	508	(3%)	536	3,178	(2.8%)	495	4,477	(1.8%)	308
Mexican	460	(2.8%)	26	2,151	(1.9%)	18	3,213	(1.3%)	12
Other European (e.g. Greek/Russian)	430	(2.6%)	8	4,314	(3.8%)	119	12,448	(4.9%)	151

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	● 1 Mile		● 3 Mile		● 5 Mile				
Puerto Rican	376	(2.3%)	88	2,949	(2.6%)	102	6,711	(2.6%)	102
American	364	(2.2%)	44	2,671	(2.4%)	48	6,839	(2.7%)	54
Polish	332	(2%)	128	2,548	(2.3%)	146	7,587	(3%)	191
Other Hispanic	313	(1.9%)	142	2,603	(2.3%)	175	5,036	(2%)	149
Chinese	263	(1.6%)	132	1,955	(1.7%)	145	6,899	(2.7%)	226
British	224	(1.3%)	25	2,567	(2.3%)	42	6,884	(2.7%)	50
South East Asian (e.g. Vietnamese)	144	(0.9%)	54	944	(0.8%)	52	2,686	(1.1%)	65
Middle Eastern	112	(0.7%)	107	739	(0.7%)	104	2,000	(0.8%)	124
Cuban	107	(0.6%)	98	950	(0.8%)	128	2,084	(0.8%)	124
Scandinavian	72	(<0.5%)	22	614	(0.5%)	28	1,871	(0.7%)	38
Dutch	56	(<0.5%)	54	372	(<0.5%)	53	890	(<0.5%)	56
Native American (Indian/Eskimo)	44	(<0.5%)	33	171	(<0.5%)	19	366	(<0.5%)	18
Korean	35	(<0.5%)	50	393	(<0.5%)	8	1,251	(<0.5%)	115
French	33	(<0.5%)	16	398	(<0.5%)	28	1,074	(<0.5%)	33
Other Asian	17	(<0.5%)	33	219	(<0.5%)	63	535	(<0.5%)	68
Japanese	8	(<0.5%)	21	95	(<0.5%)	36	310	(<0.5%)	52

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Audience Profile

Jan 1 - Dec 31, 2023



Heritage Square

1640 US-22, Watchung, NJ 07069

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	30 (<0.5%)	15	75 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	11,418	77,075	176,310
Elementary (0 to 8 Years)	508 (4.4%)	5,217 (6.8%)	8,362 (4.7%)
Some High School (9 to 11 Years)	819 (7.2%)	4,175 (5.4%)	7,192 (4.1%)
High School Graduate (12 Years)	3,066 (26.9%)	17,716 (23%)	37,309 (21.2%)
Some College (13 to 16 Years)	1,912 (16.7%)	10,886 (14.1%)	23,727 (13.5%)
Associates Degree Only	876 (7.7%)	4,475 (5.8%)	10,316 (5.9%)
Bachelor's Degree Only	2,654 (23.2%)	19,826 (25.7%)	49,690 (28.2%)
Graduate Degree	1,583 (13.9%)	14,780 (19.2%)	39,714 (22.5%)

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Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,721	37,375	87,276
One Person Households	1,211 (21.2%)	7,302 (19.5%)	17,626 (20.2%)
Married Couple	2,769 (48.4%)	21,203 (56.7%)	52,353 (60%)
Male Householder	392 (6.9%)	2,304 (6.2%)	4,269 (4.9%)
Female Householder	1,004 (17.5%)	5,078 (13.6%)	10,132 (11.6%)
Non Family Households	345 (6%)	1,488 (4%)	2,896 (3.3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,721	37,375	87,276
1 Person Household	1,211 (21.2%)	7,302 (19.5%)	17,626 (20.2%)
2 Person Household	1,654 (28.9%)	10,320 (27.6%)	24,714 (28.3%)
3 Person Household	1,053 (18.4%)	6,931 (18.5%)	15,895 (18.2%)
4 Person Household	930 (16.3%)	6,852 (18.3%)	16,504 (18.9%)
5 Person Household	476 (8.3%)	3,275 (8.8%)	7,531 (8.6%)
6 Person Household	213 (3.7%)	1,364 (3.6%)	2,802 (3.2%)
7+ Person Household	184 (3.2%)	1,331 (3.6%)	2,204 (2.5%)

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Heritage Square

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Benchmark: Nationwide



Housing Units

Total Housing Units	6,079	39,226	90,926
Owner Occupied Housing	4,002	25,775	64,699
Renter Occupied Housing	1,719	11,600	22,577
Vacant Housing	358	1,851	3,650

Housing Rent

Average Rent	\$1,790.12	\$1,610.41	\$1,709.88
Median Rent	\$1,635.58	\$1,509.08	\$1,643.4
Total Cash Rents Housing	1,629	11,120	21,572
<\$300	33 (2%)	351 (3.2%)	689 (3.2%)
\$300-\$500	6 (<0.5%)	473 (4.3%)	728 (3.4%)
\$500-\$750	26 (1.6%)	485 (4.4%)	678 (3.1%)
\$750-\$1000	60 (3.7%)	700 (6.3%)	1,156 (5.4%)
\$1000-\$1500	587 (36%)	3,499 (31.5%)	5,797 (26.9%)
\$1500-\$2000	378 (23.2%)	2,865 (25.8%)	6,060 (28.1%)
\$2000-\$2500	257 (15.8%)	1,519 (13.7%)	3,501 (16.2%)

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Heritage Square

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	157	(9.6%)	237	534	(4.8%)	118	1,483	(6.9%)	169
\$3000-\$3500	68	(4.2%)	210	252	(2.3%)	114	602	(2.8%)	140
>\$3500	57	(3.5%)	163	442	(4%)	185	878	(4.1%)	190

Value of Owner-Occupied Housing Units

Average House Value	\$669,020.99	127	\$752,014.48	142	\$854,746.68	162			
Median House Value	\$578,820.94	141	\$717,234.69	174	\$785,141.78	191			
Owner Occupied Housing	4,002		25,775		64,699				
<\$100K	58	(1.4%)	15	394	(1.5%)	16	763	(1.2%)	13
\$100K - \$200K	101	(2.5%)	18	525	(2%)	15	762	(1.2%)	9
\$200K - \$300K	327	(8.2%)	58	1,012	(3.9%)	28	1,661	(2.6%)	18
\$300K - \$400K	449	(11.2%)	96	2,199	(8.5%)	73	4,035	(6.2%)	54
\$400K - \$500K	705	(17.6%)	185	3,059	(11.9%)	125	5,906	(9.1%)	96
\$500K - \$1000K	1,526	(38.1%)	147	10,357	(40.2%)	155	28,953	(44.8%)	173
>\$1000K	836	(20.9%)	33	8,229	(31.9%)	204	22,619	(35%)	223

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Heritage Square

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Benchmark: Nationwide



Poverty

	1 Mile	3 Mile	5 Mile
Households in Poverty	448 (7.8%)	3,220 (8.6%)	5,929 (6.8%)
Households Above Poverty	5,273 (92.2%)	34,155 (91.4%)	81,347 (93.2%)
Households in Poverty (Married)	47 (0.8%)	833 (2.2%)	1,613 (1.8%)
Households in Poverty (Male Householder)	22 (<0.5%)	312 (0.8%)	404 (<0.5%)
Households in Poverty (Female Householder)	92 (1.6%)	658 (1.8%)	1,167 (1.3%)
Households in Poverty (Non-Family)	280 (4.9%)	1,365 (3.7%)	2,619 (3%)
Households in Poverty (Non-Family Student)	7 (<0.5%)	52 (<0.5%)	126 (<0.5%)

Wealth per Household

	1 Mile	3 Mile	5 Mile
Household Average Wealth	\$248,377.91	\$259,076.12	\$270,084.44
Household Median Wealth	\$86,420.59	\$92,928.76	\$101,718.95
<\$0K	968 (16.9%)	6,172 (16.5%)	13,843 (15.9%)
\$0K - \$5K	463 (8.1%)	2,910 (7.8%)	6,298 (7.2%)
\$5K - \$10K	251 (4.4%)	1,578 (4.2%)	3,495 (4%)
\$10K - \$25K	356 (6.2%)	2,267 (6.1%)	5,159 (5.9%)
\$25K - \$50K	392 (6.9%)	2,503 (6.7%)	5,792 (6.6%)

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Heritage Square

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
\$50K - \$100K	591	(10.3%)	3,794	(10.2%)	8,864	(10.2%)
\$100K - \$250K	1,046	(18.3%)	6,873	(18.4%)	16,318	(18.7%)
\$250K - \$500K	775	(13.5%)	5,176	(13.8%)	12,488	(14.3%)
>\$500K	879	(15.4%)	6,102	(16.3%)	15,019	(17.2%)

Vehicles per Household

Total Number of Vehicles	10,223		69,118		167,894	
Average Number of Vehicles	1.79		1.85		1.92	
No Vehicles	550	(9.6%)	3,172	(8.5%)	5,735	(6.6%)
1 Vehicle	1,733	(30.3%)	10,752	(28.8%)	23,195	(26.6%)
2 Vehicles	2,368	(41.4%)	15,548	(41.6%)	38,282	(43.9%)
3 or more Vehicles	1,070	(18.7%)	7,903	(21.1%)	20,064	(23%)

Population Change

Births	199		1,309		2,981
Deaths	135		887		2,152
Migration	-186		-556		-349

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Audience Profile

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Heritage Square

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	505	2,411	6,594
Total Employees	5,855	28,247	93,089

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