

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	37,047		248,797		706,905	
Households	12,258		84,393		240,723	
Persons per Household	2.92	113	2.89	112	2.9	112
Household Median Income	\$125,958.61	181	\$113,919.69	164	\$108,597.12	156
Household Median Disposable Income	\$101,162.74	168	\$91,621.48	152	\$88,059.91	146
Household Median Discretionary Income	\$70,108.09	163	\$62,049.87	145	\$58,580.17	137
Average Income Per Person	\$49,363.25	32	\$49,754.46	33	\$49,420.48	32
Median Rent	\$1,870.19	147	\$1,927.76	152	\$1,876.56	148
Median House Value	\$870,092.53	212	\$858,681.2	209	\$833,882.08	203
Households in Poverty	574 (4.7%)	37	4,944 (5.9%)	46	17,678 (7.3%)	58
Household Median Wealth	\$111,039.72	141	\$103,902.59	132	\$96,767.59	123
Average Age	44.16	110	43.14	108	42.59	106
Median Age	45.06	117	43.09	112	42.49	110
Households with Children	3,601 (29.4%)	107	23,646 (28%)	102	66,723 (27.7%)	101
High School Graduate or Higher	24,110 (88.1%)	99	160,910 (89.5%)	101	451,066 (88.9%)	100

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

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Bachelor's Degree or Higher	13,691 (50%)	83,672 (46.5%)	223,528 (44%)
Pop density (per sq mi)	11,409	9,341	9,520
Area (based on blockgroups)	3	27	74

Population

Population 2022 Q4	37,047	248,797	706,905
Population 2022 Q3	37,179	249,513	708,925
Population 2022 Q2	37,187	249,877	709,626
Population 2022 Q1	37,277	250,480	711,133
Population 2021 Q4	37,365	251,206	712,945
Population 2021 Q3	37,400	251,341	713,299
Population 2021 Q2	37,406	251,381	713,497
Population 2021 Q1	37,415	251,536	713,499
Population 2020 Q4	37,484	251,978	714,681
Population 5 Years Forecast	36,563	246,663	703,380
Population 10 Years Forecast	36,364	245,753	702,643
Persons per Household	2.92	2.89	2.9

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Group Quarters	1,214 (3.3%)	4,500 (1.8%)	7,887 (1.1%)
Transient Population - Average Last 4 Quarters		122 (<0.5%)	1,050 (<0.5%)

Households

Households 2022 Q4	12,258	84,393	240,723
Households 2022 Q3	12,302	84,647	241,430
Households 2022 Q2	12,308	84,783	241,701
Households 2022 Q1	12,344	85,001	242,242
Households 2021 Q4	12,376	85,264	242,888
Households 2021 Q3	12,391	85,311	243,035
Households 2021 Q2	12,390	85,330	243,096
Households 2021 Q1	12,393	85,371	243,112
Households 2020 Q4	12,418	85,534	243,550
Households 5 Years Forecast	12,093	83,674	239,661
Households 10 Years Forecast	12,030	83,387	239,518

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	17,970 (48.5%)	119,849 (48.2%)	338,700 (47.9%)
Female	19,077 (51.5%)	128,948 (51.8%)	368,205 (52.1%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	15,694 (42.4%)	106,825 (42.9%)	273,538 (38.7%)
Asian	15,184 (41%)	70,299 (28.3%)	148,245 (21%)
Hispanic (Ethnic)	3,764 (10.2%)	35,646 (14.3%)	103,508 (14.6%)
Other	1,569 (4.2%)	11,572 (4.7%)	29,632 (4.2%)
Black	836 (2.3%)	24,455 (9.8%)	151,982 (21.5%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	5,588 (45.6%)	38,924 (46.1%)	99,260 (41.2%)
Asian	4,312 (35.2%)	20,133 (23.9%)	45,124 (18.7%)
Hispanic (Ethnic)	1,253 (10.2%)	11,393 (13.5%)	33,752 (14%)
Other	896 (7.3%)	7,212 (8.5%)	17,956 (7.5%)
Black	209 (1.7%)	6,731 (8%)	44,631 (18.5%)

Households Income

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

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Household Average Income	\$145,553.85	149	\$145,085.02	149	\$143,989.61	148
Average Income Per Person	\$49,363.25	32	\$49,754.46	33	\$49,420.48	32
Household Median Income	\$125,958.61	181	\$113,919.69	164	\$108,597.12	156
<\$15K	374 (3.1%)	33	3,464 (4.1%)	45	12,609 (5.2%)	57
\$15K - \$25K	447 (3.6%)	47	3,187 (3.8%)	49	9,279 (3.9%)	50
\$25K - \$35K	476 (3.9%)	48	3,733 (4.4%)	55	11,932 (5%)	61
\$35K - \$50K	721 (5.9%)	51	5,961 (7.1%)	62	17,892 (7.4%)	65
\$50K - \$75K	1,601 (13.1%)	71	10,984 (13%)	71	30,814 (12.8%)	76
\$75K - \$100K	1,202 (9.8%)	76	9,565 (11.3%)	87	28,336 (11.8%)	91
\$100K - \$150K	2,587 (21.1%)	128	17,002 (20.1%)	122	48,558 (20.2%)	122
\$150K - \$175K	1,247 (10.2%)	194	7,929 (9.4%)	179	21,286 (8.8%)	168
\$175K - \$200K	1,882 (15.4%)	285	8,928 (10.6%)	196	24,022 (10%)	185
\$200K - \$250K	967 (7.9%)	211	7,637 (9%)	242	20,153 (8.4%)	224
\$250K - \$500K	414 (3.4%)	212	3,273 (3.9%)	243	8,638 (3.6%)	225
>\$500K	340 (2.8%)	208	2,730 (3.2%)	242	7,204 (3%)	224

Disposable Households Income

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

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Household Average Disposable Income	\$105,298.43	142	\$102,143.24	138	\$98,542.12	33
Household Median Disposable Income	\$101,162.74	168	\$91,621.48	152	\$88,059.91	146
<\$15K	402 (3.3%)	33	3,791 (4.5%)	45	13,560 (5.6%)	57
\$15K - \$25K	574 (4.7%)	52	4,092 (4.8%)	54	11,949 (5%)	55
\$25K - \$35K	675 (5.5%)	59	4,670 (5.5%)	60	14,327 (6%)	64
\$35K - \$50K	846 (6.9%)	51	7,309 (8.7%)	64	22,517 (9.4%)	70
\$50K - \$75K	1,889 (15.4%)	83	13,556 (16.1%)	87	38,452 (16%)	86
\$75K - \$100K	1,655 (13.5%)	97	12,735 (15.1%)	108	36,928 (15.3%)	110
\$100K - \$150K	3,494 (28.5%)	182	20,957 (24.8%)	158	56,592 (23.5%)	150
\$150K - \$175K	1,504 (12.3%)	255	7,555 (9%)	186	20,738 (8.6%)	179
\$175K - \$200K	303 (2.5%)	159	2,382 (2.8%)	181	6,274 (2.6%)	167
\$200K - \$250K	369 (3%)	197	2,949 (3.5%)	229	7,790 (3.2%)	212
\$250K - \$500K	503 (4.1%)	196	4,031 (4.8%)	228	10,656 (4.4%)	211
>\$500K	44 (<0.5%)	196	366 (<0.5%)	236	940 (<0.5%)	213

Discretionary Households Income

Household Average Discretionary Income	\$71,017.13	137	\$67,969.21	131	\$65,098.34	126
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Household Median Discretionary Income	\$70,108.09	163	\$62,049.87	145	\$58,580.17	137
<\$10K	421 (3.4%)	34	3,862 (4.6%)	45	15,176 (6.3%)	62
\$10K - \$20K	792 (6.5%)	50	6,233 (7.4%)	57	19,824 (8.2%)	63
\$20K - \$30K	971 (7.9%)	63	7,609 (9%)	72	22,749 (9.5%)	75
\$30K - \$40K	1,021 (8.3%)	75	7,688 (9.1%)	84	22,134 (9.2%)	84
\$40K - \$50K	998 (8.1%)	85	7,852 (9.3%)	97	22,310 (9.3%)	97
\$50K - \$75K	2,469 (20.1%)	111	17,233 (20.4%)	113	49,108 (20.4%)	113
\$75K - \$100K	2,325 (19%)	179	13,846 (16.4%)	155	36,347 (15.1%)	143
\$100K - \$125K	2,074 (16.9%)	250	10,538 (12.5%)	184	27,449 (11.4%)	168
\$125K - \$150K	989 (8.1%)	183	7,131 (8.4%)	192	18,367 (7.6%)	173
>\$150K	198 (1.6%)	64	2,401 (2.8%)	113	7,259 (3%)	120

Households Income by Ethnicity

Average Income - White	\$111,779.18	128	\$112,873.74	130	\$115,329.5	32
Median Income - White	\$114,973.8	151	\$112,956.4	149	\$117,089.46	154
Average Income - Black	\$103,198.23	168	\$105,685.33	172	\$100,940.42	165
Median Income - Black	\$118,054.83	247	\$101,924.25	213	\$97,275.25	203

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Average Income - Asian	\$126,284.26 (122)	\$120,637.29 (116)	\$112,313.7 (108)
Median Income - Asian	\$137,193.28 (139)	\$125,202.5 (126)	\$112,071.12 (113)
Average Income - Hispanic	\$121,505.41 (171)	\$111,867.06 (157)	\$104,955.55 (147)
Median Income - Hispanic	\$132,867.34 (225)	\$110,474.8 (187)	\$100,703.47 (170)
Average Income - Other	\$119,822.41 (152)	\$108,832.44 (138)	\$105,861.4 (134)
Median Income - Other	\$129,952.63 (193)	\$107,810.75 (160)	\$102,371.67 (152)

Age

Average Age	44.16 (110)	43.14 (108)	42.59 (106)
Median Age	45.06 (117)	43.09 (112)	42.49 (110)
0-4	1,927 (5.2%) (85)	13,161 (5.3%) (87)	38,635 (5.5%) (90)
5-13	3,434 (9.3%) (84)	23,957 (9.6%) (87)	70,492 (10%) (91)
14-17	1,376 (3.7%) (75)	10,122 (4.1%) (8)	29,962 (4.2%) (86)
18-21	1,509 (4.1%) (67)	11,929 (4.8%) (7)	32,861 (4.6%) (7)
22-24	1,425 (3.8%) (94)	9,819 (3.9%) (96)	27,436 (3.9%) (95)
25-29	2,392 (6.5%) (100)	15,792 (6.3%) (98)	45,184 (6.4%) (99)
30-34	2,316 (6.3%) (102)	15,036 (6%) (99)	43,421 (6.1%) (101)

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35-39	2,103	(5.7%)	94	13,988	(5.6%)	94	40,649	(5.8%)	96
40-44	2,009	(5.4%)	89	13,726	(5.5%)	91	39,899	(5.6%)	93
45-49	2,009	(5.4%)	90	14,074	(5.7%)	94	40,913	(5.8%)	96
50-54	2,230	(6%)	98	15,528	(6.2%)	102	44,825	(6.3%)	103
55-59	2,612	(7.1%)	110	17,578	(7.1%)	110	50,076	(7.1%)	111
60-64	2,754	(7.4%)	115	18,526	(7.4%)	115	51,732	(7.3%)	113
65-69	2,679	(7.2%)	124	17,352	(7%)	119	47,437	(6.7%)	115
70-74	2,322	(6.3%)	130	14,574	(5.9%)	122	39,463	(5.6%)	116
75-79	1,630	(4.4%)	125	10,453	(4.2%)	119	28,691	(4.1%)	115
80-84	1,129	(3%)	137	6,729	(2.7%)	121	18,467	(2.6%)	117
85+	1,191	(3.2%)	187	6,453	(2.6%)	151	16,762	(2.4%)	138

Age - Male

Male Average Age	42.42		109	41.52		107	40.86		105
Male Median Age	41.74		112	41.03		111	40.31		109
0-4	986	(5.5%)	86	6,736	(5.6%)	89	19,789	(5.8%)	92
5-13	1,766	(9.8%)	86	12,285	(10.3%)	90	36,090	(10.7%)	93

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14-17	725	(4%)	72	5,220	(4.4%)	85	15,351	(4.5%)	88
18-21	796	(4.4%)	72	5,978	(5%)	85	16,713	(4.9%)	77
22-24	741	(4.1%)	95	5,017	(4.2%)	96	14,126	(4.2%)	96
25-29	1,251	(7%)	102	8,175	(6.8%)	100	23,370	(6.9%)	101
30-34	1,234	(6.9%)	108	7,738	(6.5%)	101	22,166	(6.5%)	103
35-39	1,062	(5.9%)	96	7,036	(5.9%)	96	20,238	(6%)	97
40-44	975	(5.4%)	88	6,771	(5.6%)	92	19,375	(5.7%)	93
45-49	952	(5.3%)	88	6,754	(5.6%)	93	19,464	(5.7%)	95
50-54	1,026	(5.7%)	93	7,270	(6.1%)	99	20,872	(6.2%)	101
55-59	1,233	(6.9%)	108	8,204	(6.8%)	108	23,140	(6.8%)	108
60-64	1,336	(7.4%)	118	8,740	(7.3%)	116	24,061	(7.1%)	113
65-69	1,278	(7.1%)	105	8,089	(6.7%)	121	21,792	(6.4%)	116
70-74	1,085	(6%)	103	6,644	(5.5%)	104	17,692	(5.2%)	117
75-79	728	(4.1%)	103	4,569	(3.8%)	121	12,225	(3.6%)	115
80-84	437	(2.4%)	111	2,679	(2.2%)	120	7,206	(2.1%)	115
85+	359	(2%)	177	1,944	(1.6%)	143	5,030	(1.5%)	111

Age - Female

Female Average Age	45.81		111	44.65		108	44.18		107
Female Median Age	47.21		116	46.04		113	45.52		111
0-4	941	(4.9%)	84	6,425	(5%)	85	18,846	(5.1%)	87
5-13	1,668	(8.7%)	83	11,672	(9.1%)	85	34,402	(9.3%)	88
14-17	651	(3.4%)	72	4,902	(3.8%)	74	14,611	(4%)	83
18-21	713	(3.7%)	64	5,951	(4.6%)	75	16,148	(4.4%)	77
22-24	684	(3.6%)	93	4,802	(3.7%)	96	13,310	(3.6%)	93
25-29	1,141	(6%)	98	7,617	(5.9%)	96	21,814	(5.9%)	97
30-34	1,082	(5.7%)	97	7,298	(5.7%)	97	21,255	(5.8%)	99
35-39	1,041	(5.5%)	93	6,952	(5.4%)	92	20,411	(5.5%)	94
40-44	1,034	(5.4%)	90	6,955	(5.4%)	90	20,524	(5.6%)	93
45-49	1,057	(5.5%)	92	7,320	(5.7%)	95	21,449	(5.8%)	97
50-54	1,204	(6.3%)	103	8,258	(6.4%)	104	23,953	(6.5%)	106
55-59	1,379	(7.2%)	111	9,374	(7.3%)	112	26,936	(7.3%)	113
60-64	1,418	(7.4%)	112	9,786	(7.6%)	115	27,671	(7.5%)	114
65-69	1,401	(7.3%)	120	9,263	(7.2%)	117	25,645	(7%)	114
70-74	1,237	(6.5%)	105	7,930	(6.1%)	119	21,771	(5.9%)	115
75-79	902	(4.7%)	122	5,884	(4.6%)	118	16,466	(4.5%)	115
80-84	692	(3.6%)	140	4,050	(3.1%)	122	11,261	(3.1%)	118
85+	832	(4.4%)	191	4,509	(3.5%)	151	11,732	(3.2%)	140

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	18,783	124,423	356,984
Professional Specialty	6,423 (34.2%)	38,201 (30.7%)	104,115 (29.2%)
Managerial/Executive	3,223 (17.2%)	21,380 (17.2%)	60,912 (17.1%)
Office Admin	2,250 (12%)	14,327 (11.5%)	41,791 (11.7%)
Sales	2,034 (10.8%)	12,754 (10.3%)	34,769 (9.7%)
Production & Transportation	1,686 (9%)	11,561 (9.3%)	32,190 (9%)
Construction	770 (4.1%)	7,410 (6%)	22,480 (6.3%)
Building Maintenance & Cleaning	616 (3.3%)	3,949 (3.2%)	11,635 (3.3%)
Healthcare support	525 (2.8%)	4,372 (3.5%)	16,227 (4.5%)
Food Preparation & Serving	490 (2.6%)	2,932 (2.4%)	11,159 (3.1%)
Protective	443 (2.4%)	4,048 (3.3%)	11,524 (3.2%)
Personal Care	318 (1.7%)	3,401 (2.7%)	9,883 (2.8%)
Farming, Fishing & Forestry	5 (<0.5%)	88 (<0.5%)	299 (<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	18,783	124,423	356,984
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Educational Services	6,302	(33.6%)	144	39,180	(31.5%)	135	110,274	(30.9%)	32
Wholesale Retail	2,197	(11.7%)	87	15,258	(12.3%)	91	42,567	(11.9%)	89
Professional Services	1,829	(9.7%)	30	10,562	(8.5%)	113	29,614	(8.3%)	111
Financial, Insurance & Real Estate	1,579	(8.4%)	127	12,898	(10.4%)	157	35,957	(10.1%)	152
Transportation	1,561	(8.3%)	147	8,997	(7.2%)	128	25,999	(7.3%)	29
Entertainment Services	927	(4.9%)	55	6,924	(5.6%)	62	22,973	(6.4%)	71
Public Administration	914	(4.9%)	101	6,618	(5.3%)	111	18,972	(5.3%)	111
Agriculture/Mining/Construction	892	(4.7%)	55	6,829	(5.5%)	64	20,558	(5.8%)	67
Manufacturing	724	(3.9%)	38	4,892	(3.9%)	39	12,813	(3.6%)	36
Administrative/Waste Services	697	(3.7%)	89	3,852	(3.1%)	74	12,140	(3.4%)	8
Information	647	(3.4%)	184	3,392	(2.7%)	145	9,052	(2.5%)	35
Other Professional Services	508	(2.7%)	57	4,947	(4%)	84	15,595	(4.4%)	92
Management Services	6	(<0.5%)	23	74	(<0.5%)	42	470	(<0.5%)	94

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Language Spoken

Speak English at Home	17,648	(50.3%)	64	132,495	(56.2%)	72	395,335	(59.2%)	74
Speak Other Language at Home	14,738	(42%)	517	76,353	(32.4%)	400	194,886	(29.2%)	360
Speak Spanish at Home	2,734	(7.8%)	56	26,788	(11.4%)	8	78,049	(11.7%)	84

Ancestry

South Central Asian (e.g. Indian)	10,693	(28.9%)	2201	36,166	(14.5%)	1109	58,284	(8.2%)	629
Other	7,296	(19.7%)	91	59,376	(23.9%)	110	221,191	(31.3%)	144
Chinese	2,957	(8%)	669	19,168	(7.7%)	646	52,014	(7.4%)	617
Italian	2,781	(7.5%)	251	19,911	(8%)	268	45,660	(6.5%)	216
Unclassified	2,661	(7.2%)	43	21,005	(8.4%)	51	70,845	(10%)	60
Scottish/Irish	1,754	(4.7%)	70	13,830	(5.6%)	8	29,567	(4.2%)	62
South American	1,118	(3%)	283	11,354	(4.6%)	428	26,429	(3.7%)	350
Other European (e.g. Greek/Russian)	985	(2.7%)	83	8,230	(3.3%)	103	27,847	(3.9%)	123
German	932	(2.5%)	31	6,875	(2.8%)	34	16,121	(2.3%)	28
South East Asian (e.g. Vietnamese)	861	(2.3%)	144	5,950	(2.4%)	148	13,207	(1.9%)	116
Puerto Rican	850	(2.3%)	89	7,178	(2.9%)	112	19,165	(2.7%)	106

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

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Central American	545	(1.5%)	99	6,512	(2.6%)	176	27,483	(3.9%)	262
Polish	521	(1.4%)	91	3,621	(1.5%)	94	9,224	(1.3%)	84
Dominican	495	(1.3%)	235	4,600	(1.8%)	325	13,039	(1.8%)	324
American	450	(1.2%)	25	3,955	(1.6%)	32	14,457	(2%)	42
Korean	408	(1.1%)	260	6,976	(2.8%)	661	20,083	(2.8%)	670
Other Hispanic	370	(1%)	76	3,520	(1.4%)	107	10,318	(1.5%)	111
Cuban	277	(0.7%)	114	1,189	(<0.5%)	75	3,058	(<0.5%)	66
Middle Eastern	274	(0.7%)	117	1,677	(0.7%)	107	9,293	(1.3%)	209
Other Asian	248	(0.7%)	217	1,791	(0.7%)	233	3,850	(0.5%)	176
British	170	(<0.5%)	8	2,056	(0.8%)	15	5,251	(0.7%)	14
Native American (Indian/Eskimo)	116	(<0.5%)	39	639	(<0.5%)	32	1,744	(<0.5%)	31
Mexican	109	(<0.5%)	3	1,293	(0.5%)	5	4,016	(0.6%)	5
Scandinavian	89	(<0.5%)	12	785	(<0.5%)	16	1,789	(<0.5%)	13
French	57	(<0.5%)	12	560	(<0.5%)	18	1,357	(<0.5%)	15
Japanese	17	(<0.5%)	20	248	(<0.5%)	43	807	(<0.5%)	49
Dutch	8	(<0.5%)	3	188	(<0.5%)	12	502	(<0.5%)	11

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

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	5	(<0.5%)	144	(<0.5%)	304	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	27,376		179,809		507,519	
Elementary (0 to 8 Years)	1,790	(6.5%)	9,835	(5.5%)	29,497	(5.8%)
Some High School (9 to 11 Years)	1,476	(5.4%)	9,064	(5%)	26,956	(5.3%)
High School Graduate (12 Years)	5,481	(20%)	38,903	(21.6%)	111,442	(22%)
Some College (13 to 16 Years)	3,355	(12.3%)	25,129	(14%)	76,916	(15.2%)
Associates Degree Only	1,583	(5.8%)	13,206	(7.3%)	39,180	(7.7%)
Bachelor's Degree Only	8,192	(29.9%)	48,150	(26.8%)	126,033	(24.8%)
Graduate Degree	5,499	(20.1%)	35,522	(19.8%)	97,495	(19.2%)

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

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	12,258	84,393	240,723
One Person Households	2,562 (20.9%)	18,406 (21.8%)	54,111 (22.5%)
Married Couple	7,890 (64.4%)	50,952 (60.4%)	132,746 (55.1%)
Male Householder	523 (4.3%)	3,760 (4.5%)	12,178 (5.1%)
Female Householder	872 (7.1%)	8,525 (10.1%)	33,257 (13.8%)
Non Family Households	411 (3.4%)	2,750 (3.3%)	8,431 (3.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	12,258	84,393	240,723
1 Person Household	2,562 (20.9%)	18,406 (21.8%)	54,111 (22.5%)
2 Person Household	3,332 (27.2%)	23,025 (27.3%)	64,932 (27%)
3 Person Household	2,175 (17.7%)	14,977 (17.7%)	42,562 (17.7%)
4 Person Household	2,283 (18.6%)	15,037 (17.8%)	40,630 (16.9%)
5 Person Household	1,134 (9.3%)	7,599 (9%)	21,808 (9.1%)
6 Person Household	450 (3.7%)	3,114 (3.7%)	9,205 (3.8%)
7+ Person Household	322 (2.6%)	2,235 (2.6%)	7,475 (3.1%)

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

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	12,678	88,077	251,895
Owner Occupied Housing	9,968	65,064	175,253
Renter Occupied Housing	2,290	19,329	65,470
Vacant Housing	420	3,684	11,172

Housing Rent

Average Rent	\$1,979.33	\$2,003.89	\$1,958.12
Median Rent	\$1,870.19	\$1,927.76	\$1,876.56
Total Cash Rents Housing	2,062	17,968	61,385
<\$300	136 (0.8%)	702 (1.1%)	
\$300-\$500	45 (2.2%)	873 (1.4%)	
\$500-\$750	59 (2.9%)	1,713 (2.8%)	
\$750-\$1000	64 (3.1%)	3,002 (4.9%)	
\$1000-\$1500	401 (19.4%)	10,838 (17.7%)	
\$1500-\$2000	624 (30.3%)	18,011 (29.3%)	
\$2000-\$2500	406 (19.7%)	13,136 (21.4%)	

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

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	208	(10.1%)	248	1,898	(10.6%)	260	6,065	(9.9%)	243
\$3000-\$3500	129	(6.3%)	315	1,090	(6.1%)	305	3,346	(5.5%)	274
>\$3500	126	(6.1%)	285	1,078	(6%)	279	3,699	(6%)	281

Value of Owner-Occupied Housing Units

Average House Value	\$878,542.8	166	\$856,663.2	162	\$917,729.19	174			
Median House Value	\$870,092.53	212	\$858,681.2	209	\$833,882.08	203			
Owner Occupied Housing	9,968		65,064		175,253				
<\$100K	117	(1.2%)	12	753	(1.2%)	12	2,348	(1.3%)	14
\$100K - \$200K	32	(<0.5%)	2	1,010	(1.6%)	11	2,859	(1.6%)	12
\$200K - \$300K	240	(2.4%)	17	2,424	(3.7%)	26	5,680	(3.2%)	23
\$300K - \$400K	308	(3.1%)	27	3,137	(4.8%)	41	7,929	(4.5%)	39
\$400K - \$500K	325	(3.3%)	34	3,793	(5.8%)	61	11,852	(6.8%)	71
\$500K - \$1000K	5,815	(58.3%)	225	31,192	(47.9%)	185	84,154	(48%)	186
>\$1000K	3,131	(31.4%)	201	22,755	(35%)	223	60,431	(34.5%)	220

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

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	574	(4.7%)	37	4,944	(5.9%)	46	17,678	(7.3%)	58
Households Above Poverty	11,684	(95.3%)	109	79,449	(94.1%)	108	223,045	(92.7%)	106
Households in Poverty (Married)	146	(1.2%)	54	1,574	(1.9%)	84	4,496	(1.9%)	84
Households in Poverty (Male Householder)	33	(<0.5%)	42	267	(<0.5%)	49	816	(<0.5%)	53
Households in Poverty (Female Householder)	73	(0.6%)	19	580	(0.7%)	22	3,654	(1.5%)	49
Households in Poverty (Non-Family)	296	(2.4%)	40	2,339	(2.8%)	46	8,138	(3.4%)	56
Households in Poverty (Non-Family Student)	26	(<0.5%)	34	184	(<0.5%)	35	574	(<0.5%)	38

Wealth per Household

Household Average Wealth	\$276,795.97		117	\$270,426.49		114	\$263,276.61		111
Household Median Wealth	\$111,039.72		141	\$103,902.59		132	\$96,767.59		123
<\$0K	1,867	(15.2%)	87	13,170	(15.6%)	89	38,847	(16.1%)	92
\$0K - \$5K	838	(6.8%)	7	6,028	(7.1%)	8	18,137	(7.5%)	87
\$5K - \$10K	468	(3.8%)	83	3,344	(4%)	86	9,904	(4.1%)	89
\$10K - \$25K	707	(5.8%)	90	4,953	(5.9%)	92	14,385	(6%)	93
\$25K - \$50K	817	(6.7%)	97	5,628	(6.7%)	97	16,084	(6.7%)	98

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

Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

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\$50K - \$100K	1,260	(10.3%)	8,658	(10.3%)	24,594	(10.2%)
\$100K - \$250K	2,337	(19.1%)	15,970	(18.9%)	44,881	(18.6%)
\$250K - \$500K	1,797	(14.7%)	12,163	(14.4%)	33,900	(14.1%)
>\$500K	2,167	(17.7%)	14,479	(17.2%)	39,991	(16.6%)

Vehicles per Household

Total Number of Vehicles	22,319		146,080		391,066	
Average Number of Vehicles	1.82		1.73		1.62	
No Vehicles	1,038	(8.5%)	7,657	(9.1%)	27,886	(11.6%)
1 Vehicle	3,679	(30%)	28,191	(33.4%)	87,903	(36.5%)
2 Vehicles	4,706	(38.4%)	32,901	(39%)	85,207	(35.4%)
3 or more Vehicles	2,835	(23.1%)	15,644	(18.5%)	39,727	(16.5%)

Population Change

Births	380		2,624		7,613
Deaths	387		2,561		7,016
Migration	-311		-2,472		-6,637

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Audience Profile

Jan 1 - Dec 31, 2023

New Hyde Park

653 Hillside Ave, New Hyde Park, NY 11040

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	1,203	7,330	21,884
Total Employees	17,119	98,677	267,885

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