

Audience Profile

Jan 1 - Dec 31, 2023

Newington Commons

3164 Berlin Turnpike, Newington, CT 06111

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	6,418		60,978		195,685	
Households	2,664		24,299		79,259	
Persons per Household	2.35	91	2.49	96	2.4	93
Household Median Income	\$93,193.81	34	\$80,339.4	116	\$75,637.13	109
Household Median Disposable Income	\$77,128.29	28	\$66,916.54	111	\$62,763.24	104
Household Median Discretionary Income	\$54,928.09	28	\$46,505.6	108	\$42,846.18	100
Average Income Per Person	\$44,997.98	121	\$40,017.97	107	\$39,072.41	105
Median Rent	\$1,485.38	117	\$1,330.18	105	\$1,302.94	103
Median House Value	\$405,608.6	99	\$366,764.99	89	\$341,026.41	83
Households in Poverty	97 (3.6%)	29	2,497 (10.3%)	8	8,398 (10.6%)	84
Household Median Wealth	\$94,707.14	121	\$82,727.89	105	\$79,577.52	101
Average Age	44.45	111	41.97	105	41.81	104
Median Age	46.08	120	41.54	108	41.5	108
Households with Children	489 (18.4%)	67	6,051 (24.9%)	90	20,190 (25.5%)	92
High School Graduate or Higher	4,312 (91.5%)	103	38,344 (89.3%)	101	122,089 (89%)	100

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	2,204 (46.8%)	15,907 (37%)	49,029 (35.7%)
Pop density (per sq mi)	2,614	2,510	2,362
Area (based on blockgroups)	2	24	83

Population

Population 2022 Q4	6,418	60,978	195,685
Population 2022 Q3	6,385	60,560	193,950
Population 2022 Q2	6,421	60,942	195,244
Population 2022 Q1	6,418	60,954	195,004
Population 2021 Q4	6,422	61,008	194,801
Population 2021 Q3	6,420	60,933	194,352
Population 2021 Q2	6,413	60,871	194,140
Population 2021 Q1	6,413	60,897	194,097
Population 2020 Q4	6,414	60,867	193,930
Population 5 Years Forecast	6,451	60,940	196,509
Population 10 Years Forecast	6,499	61,249	197,873
Persons per Household	2.35 (91)	2.49 (96)	2.4 (93)

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	1 Mile		3 Mile		5 Mile				
Group Quarters	169	(2.6%)	113	460	(0.8%)	32	5,165	(2.6%)	113
Transient Population - Average Last 4 Quarters							1,560	(0.8%)	64

Households

Households 2022 Q4	2,664		24,299		79,259
Households 2022 Q3	2,648		24,124		78,500
Households 2022 Q2	2,665		24,279		79,067
Households 2022 Q1	2,664		24,287		78,964
Households 2021 Q4	2,666		24,308		78,851
Households 2021 Q3	2,666		24,283		78,674
Households 2021 Q2	2,662		24,254		78,583
Households 2021 Q1	2,662		24,265		78,560
Households 2020 Q4	2,663		24,255		78,483
Households 5 Years Forecast	2,680		24,288		79,613
Households 10 Years Forecast	2,700		24,417		80,196

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● 1 Mile ● 3 Mile ● 5 Mile

Gender

Gender	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Male	3,008	(46.9%)	95	29,458	(48.3%)	98	94,842	(48.5%)	99
Female	3,410	(53.1%)	105	31,520	(51.7%)	102	100,843	(51.5%)	101

Ethnicity

White	5,028	(78.3%)	128	40,129	(65.8%)	107	126,161	(64.5%)	105
Asian	477	(7.4%)	146	3,852	(6.3%)	124	10,123	(5.2%)	102
Hispanic (Ethnic)	377	(5.9%)	32	11,491	(18.8%)	104	40,109	(20.5%)	113
Other	343	(5.3%)	148	2,015	(3.3%)	91	5,544	(2.8%)	7
Black	193	(3%)	25	3,491	(5.7%)	48	13,748	(7%)	59

Household by Ethnicity

White	2,237	(84%)	131	15,860	(65.3%)	102	50,919	(64.2%)	100
Hispanic (Ethnic)	160	(6%)	40	4,383	(18%)	122	15,351	(19.4%)	30
Asian	137	(5.1%)	117	1,419	(5.8%)	133	3,672	(4.6%)	105
Other	86	(3.2%)	59	1,415	(5.8%)	107	4,110	(5.2%)	95
Black	44	(1.7%)	15	1,222	(5%)	45	5,207	(6.6%)	58

Households Income

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

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$105,925.33	109	\$99,636.03	102	\$95,023.95	98
Average Income Per Person	\$44,997.98	121	\$40,017.97	107	\$39,072.41	105
Household Median Income	\$93,193.81	34	\$80,339.4	116	\$75,637.13	109
<\$15K	93 (3.5%)	38	1,973 (8.1%)	89	6,388 (8.1%)	88
\$15K - \$25K	99 (3.7%)	48	1,681 (6.9%)	90	5,523 (7%)	91
\$25K - \$35K	103 (3.9%)	48	1,732 (7.1%)	88	5,827 (7.4%)	91
\$35K - \$50K	368 (13.8%)	121	2,176 (9%)	74	8,456 (10.7%)	93
\$50K - \$75K	370 (13.9%)	8	3,702 (15.2%)	90	13,104 (16.5%)	98
\$75K - \$100K	392 (14.7%)	113	3,635 (15%)	115	11,368 (14.3%)	111
\$100K - \$150K	555 (20.8%)	126	4,296 (17.7%)	107	14,500 (18.3%)	111
\$150K - \$175K	262 (9.8%)	187	1,734 (7.1%)	136	4,983 (6.3%)	120
\$175K - \$200K	142 (5.3%)	99	1,379 (5.7%)	105	4,664 (5.9%)	109
\$200K - \$250K	157 (5.9%)	158	1,117 (4.6%)	123	2,491 (3.1%)	84
\$250K - \$500K	68 (2.6%)	160	477 (2%)	123	1,055 (1.3%)	84
>\$500K	55 (2.1%)	155	397 (1.6%)	122	900 (1.1%)	85

Disposable Households Income

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

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Household Average Disposable Income	\$87,879.99	119	\$78,455.37	106	\$73,694.8	100
Household Median Disposable Income	\$77,128.29	128	\$66,916.54	111	\$62,763.24	104
<\$15K	101 (3.8%)	38	2,146 (8.8%)	89	6,959 (8.8%)	88
\$15K - \$25K	117 (4.4%)	49	2,057 (8.5%)	93	6,972 (8.8%)	97
\$25K - \$35K	192 (7.2%)	77	1,916 (7.9%)	85	6,718 (8.5%)	91
\$35K - \$50K	418 (15.7%)	117	2,916 (12%)	89	10,931 (13.8%)	103
\$50K - \$75K	461 (17.3%)	94	4,595 (18.9%)	102	15,058 (19%)	103
\$75K - \$100K	522 (19.6%)	141	3,832 (15.8%)	113	12,563 (15.9%)	114
\$100K - \$150K	548 (20.6%)	31	4,379 (18%)	115	13,684 (17.3%)	110
\$150K - \$175K	95 (3.6%)	74	966 (4%)	83	3,048 (3.8%)	8
\$175K - \$200K	56 (2.1%)	135	401 (1.7%)	106	889 (1.1%)	72
\$200K - \$250K	62 (2.3%)	153	438 (1.8%)	118	973 (1.2%)	8
\$250K - \$500K	84 (3.2%)	150	603 (2.5%)	118	1,347 (1.7%)	8
>\$500K	8 (<0.5%)	164	50 (<0.5%)	112	117 (<0.5%)	8

Discretionary Households Income

Household Average Discretionary Income	\$61,482.28	119	\$53,571.56	103	\$50,530.27	98
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Household Median Discretionary Income	\$54,928.09	128	\$46,505.6	108	\$42,846.18	100
<\$10K	95 (3.6%)	35	2,737 (11.3%)	110	8,379 (10.6%)	103
\$10K - \$20K	168 (6.3%)	49	2,878 (11.8%)	91	10,277 (13%)	100
\$20K - \$30K	399 (15%)	120	2,750 (11.3%)	90	9,836 (12.4%)	99
\$30K - \$40K	267 (10%)	88	2,501 (10.3%)	91	9,044 (11.4%)	101
\$40K - \$50K	264 (9.9%)	103	2,171 (8.9%)	93	7,866 (9.9%)	103
\$50K - \$75K	662 (24.8%)	137	4,901 (20.2%)	112	15,345 (19.4%)	107
\$75K - \$100K	410 (15.4%)	145	2,885 (11.9%)	112	9,352 (11.8%)	111
\$100K - \$125K	159 (6%)	88	1,671 (6.9%)	102	5,304 (6.7%)	99
\$125K - \$150K	97 (3.6%)	83	1,281 (5.3%)	120	2,899 (3.7%)	83
>\$150K	143 (5.4%)	214	524 (2.2%)	86	957 (1.2%)	48

Households Income by Ethnicity

Average Income - White	\$103,039.33	118	\$98,825.91	113	\$93,051.28	107
Median Income - White	\$97,444.61	128	\$92,447.31	122	\$86,293.79	114
Average Income - Black	\$99,652.68	163	\$73,230.43	119	\$68,637.81	112
Median Income - Black	\$72,856.29	152	\$65,677.59	137	\$61,114.14	128

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$98,566.27 (95)	\$104,089.23 (100)	\$97,192.76 (94)
Median Income - Asian	\$108,653.5 (110)	\$108,837.22 (110)	\$90,867.36 (92)
Average Income - Hispanic	\$63,053.83 (89)	\$60,016.68 (84)	\$62,805.1 (88)
Median Income - Hispanic	\$42,072.76 (71)	\$41,776.37 (71)	\$48,078.83 (8)
Average Income - Other	\$92,781.72 (117)	\$71,637.2 (91)	\$75,175.93 (95)
Median Income - Other	\$83,333 (124)	\$65,973.44 (98)	\$64,886.04 (96)

Age

Average Age	44.45 (111)	41.97 (105)	41.81 (104)
Median Age	46.08 (120)	41.54 (108)	41.5 (108)
0-4	332 (5.2%) (85)	3,350 (5.5%) (90)	11,169 (5.7%) (94)
5-13	633 (9.9%) (90)	6,135 (10.1%) (91)	20,159 (10.3%) (94)
14-17	249 (3.9%) (7)	2,697 (4.4%) (89)	8,475 (4.3%) (88)
18-21	268 (4.2%) (69)	3,462 (5.7%) (94)	11,182 (5.7%) (95)
22-24	226 (3.5%) (86)	2,396 (3.9%) (96)	7,464 (3.8%) (93)
25-29	368 (5.7%) (88)	3,861 (6.3%) (98)	11,476 (5.9%) (91)
30-34	340 (5.3%) (87)	3,633 (6%) (98)	11,319 (5.8%) (95)

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35-39	329	(5.1%)	85	3,598	(5.9%)	98	12,015	(6.1%)	102
40-44	361	(5.6%)	92	3,530	(5.8%)	95	12,202	(6.2%)	103
45-49	381	(5.9%)	99	3,458	(5.7%)	94	11,557	(5.9%)	98
50-54	425	(6.6%)	108	3,725	(6.1%)	100	11,926	(6.1%)	99
55-59	460	(7.2%)	112	4,241	(7%)	109	13,081	(6.7%)	104
60-64	446	(6.9%)	108	4,339	(7.1%)	110	13,509	(6.9%)	107
65-69	448	(7%)	119	3,920	(6.4%)	110	12,680	(6.5%)	111
70-74	428	(6.7%)	138	3,264	(5.4%)	111	10,485	(5.4%)	111
75-79	335	(5.2%)	148	2,373	(3.9%)	111	7,458	(3.8%)	108
80-84	212	(3.3%)	148	1,534	(2.5%)	113	4,698	(2.4%)	108
85+	177	(2.8%)	161	1,462	(2.4%)	140	4,830	(2.5%)	144

Age - Male

Male Average Age	42.37		109	40.28		104	40.26		104
Male Median Age	42.45		114	38.5		104	38.91		105
0-4	171	(5.7%)	90	1,723	(5.8%)	92	5,736	(6%)	95
5-13	323	(10.7%)	94	3,133	(10.6%)	93	10,277	(10.8%)	95

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3194 Berlin Turnpike, Newington, CT 06111

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	1 Mile			3 Mile			5 Mile		
14-17	127	(4.2%)	84	1,379	(4.7%)	91	4,283	(4.5%)	88
18-21	138	(4.6%)	72	1,787	(6.1%)	97	5,768	(6.1%)	97
22-24	111	(3.7%)	85	1,227	(4.2%)	96	3,882	(4.1%)	94
25-29	182	(6.1%)	88	1,988	(6.7%)	99	5,913	(6.2%)	91
30-34	174	(5.8%)	91	1,888	(6.4%)	100	5,756	(6.1%)	95
35-39	169	(5.6%)	91	1,831	(6.2%)	101	5,934	(6.3%)	102
40-44	178	(5.9%)	96	1,729	(5.9%)	95	5,975	(6.3%)	103
45-49	178	(5.9%)	98	1,653	(5.6%)	93	5,660	(6%)	99
50-54	191	(6.3%)	104	1,767	(6%)	98	5,778	(6.1%)	100
55-59	210	(7%)	110	1,989	(6.8%)	107	6,302	(6.6%)	105
60-64	203	(6.7%)	107	2,033	(6.9%)	110	6,458	(6.8%)	108
65-69	190	(6.3%)	114	1,809	(6.1%)	110	5,910	(6.2%)	112
70-74	181	(6%)	133	1,469	(5%)	111	4,754	(5%)	112
75-79	146	(4.9%)	154	1,019	(3.5%)	110	3,232	(3.4%)	108
80-84	86	(2.9%)	154	605	(2.1%)	111	1,839	(1.9%)	104
85+	50	(1.7%)	147	429	(1.5%)	99	1,385	(1.5%)	99

Age - Female

Female Average Age	46.29		112	43.54		106	43.28		105
Female Median Age	48.39		118	43.52		107	43.03		105
0-4	161	(4.7%)	8	1,627	(5.2%)	88	5,433	(5.4%)	92
5-13	310	(9.1%)	86	3,002	(9.5%)	90	9,882	(9.8%)	93
14-17	122	(3.6%)	72	1,318	(4.2%)	88	4,192	(4.2%)	87
18-21	130	(3.8%)	65	1,675	(5.3%)	91	5,414	(5.4%)	92
22-24	115	(3.4%)	87	1,169	(3.7%)	96	3,582	(3.6%)	92
25-29	186	(5.5%)	89	1,873	(5.9%)	97	5,563	(5.5%)	90
30-34	166	(4.9%)	84	1,745	(5.5%)	95	5,563	(5.5%)	95
35-39	160	(4.7%)	8	1,767	(5.6%)	95	6,081	(6%)	103
40-44	183	(5.4%)	89	1,801	(5.7%)	95	6,227	(6.2%)	103
45-49	203	(6%)	99	1,805	(5.7%)	96	5,897	(5.8%)	98
50-54	234	(6.9%)	112	1,958	(6.2%)	101	6,148	(6.1%)	99
55-59	250	(7.3%)	113	2,252	(7.1%)	110	6,779	(6.7%)	104
60-64	243	(7.1%)	108	2,306	(7.3%)	111	7,051	(7%)	106
65-69	258	(7.6%)	131	2,111	(6.7%)	110	6,770	(6.7%)	110
70-74	247	(7.2%)	141	1,795	(5.7%)	111	5,731	(5.7%)	110
75-79	189	(5.5%)	143	1,354	(4.3%)	111	4,226	(4.2%)	108
80-84	126	(3.7%)	143	929	(2.9%)	114	2,859	(2.8%)	110
85+	127	(3.7%)	163	1,033	(3.3%)	104	3,445	(3.4%)	150

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Employment by Occupation

Total Employees (16+ Years Old)	3,442			31,565			100,989		
Managerial/Executive	992	(28.8%)	176	6,020	(19.1%)	116	16,632	(16.5%)	101
Professional Specialty	936	(27.2%)	115	7,610	(24.1%)	102	24,357	(24.1%)	102
Office Admin	455	(13.2%)	119	3,492	(11.1%)	100	11,888	(11.8%)	106
Production & Transportation	307	(8.9%)	68	3,932	(12.5%)	95	12,380	(12.3%)	93
Sales	291	(8.5%)	86	3,155	(10%)	102	9,938	(9.8%)	101
Personal Care	128	(3.7%)	141	1,050	(3.3%)	127	3,009	(3%)	113
Healthcare support	80	(2.3%)	71	1,372	(4.3%)	133	4,721	(4.7%)	143
Building Maintenance & Cleaning	76	(2.2%)	61	1,038	(3.3%)	91	3,679	(3.6%)	100
Food Preparation & Serving	70	(2%)	38	1,481	(4.7%)	88	5,675	(5.6%)	105
Protective	55	(1.6%)	73	562	(1.8%)	8	2,067	(2%)	94
Construction	52	(1.5%)	18	1,853	(5.9%)	72	6,578	(6.5%)	7
Farming, Fishing & Forestry							65	(<0.5%)	10

Employment by Industry

Total Employees (16+ Years Old)	3,442			31,565			100,989		
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Educational Services	861	(25%)	107	8,064	(25.5%)	110	26,651	(26.4%)	113
Manufacturing	632	(18.4%)	182	4,174	(13.2%)	131	12,564	(12.4%)	123
Wholesale Retail	405	(11.8%)	87	3,873	(12.3%)	91	12,723	(12.6%)	94
Financial, Insurance & Real Estate	383	(11.1%)	168	3,294	(10.4%)	158	9,386	(9.3%)	140
Professional Services	314	(9.1%)	122	2,201	(7%)	93	6,034	(6%)	8
Entertainment Services	255	(7.4%)	8	2,575	(8.2%)	90	8,419	(8.3%)	92
Public Administration	184	(5.3%)	111	1,348	(4.3%)	89	4,397	(4.4%)	91
Other Professional Services	158	(4.6%)	96	1,698	(5.4%)	113	4,516	(4.5%)	94
Transportation	109	(3.2%)	56	1,262	(4%)	71	4,768	(4.7%)	84
Administrative/Waste Services	63	(1.8%)	44	1,161	(3.7%)	88	4,314	(4.3%)	102
Information	41	(1.2%)	63	378	(1.2%)	64	1,501	(1.5%)	7
Agriculture/Mining/Construction	37	(1.1%)	12	1,537	(4.9%)	57	5,631	(5.6%)	65
Management Services							85	(<0.5%)	60

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Language Spoken

Speak English at Home	4,282	(70.4%)	90	37,978	(65.9%)	85	122,192	(66.2%)	85
Speak Other Language at Home	1,583	(26%)	321	11,308	(19.6%)	242	32,724	(17.7%)	219
Speak Spanish at Home	221	(3.6%)	26	8,342	(14.5%)	104	29,600	(16%)	115

Ancestry

Other	1,219	(19%)	87	13,082	(21.5%)	99	41,809	(21.4%)	98
Italian	953	(14.8%)	496	7,268	(11.9%)	399	20,650	(10.6%)	353
Polish	826	(12.9%)	830	5,027	(8.2%)	532	16,196	(8.3%)	534
Unclassified	608	(9.5%)	57	5,424	(8.9%)	53	19,421	(9.9%)	59
Scottish/Irish	544	(8.5%)	125	4,378	(7.2%)	106	13,496	(6.9%)	102
British	339	(5.3%)	97	2,116	(3.5%)	64	6,550	(3.3%)	62
Other European (e.g. Greek/Russian)	336	(5.2%)	163	2,500	(4.1%)	128	8,110	(4.1%)	129
South Central Asian (e.g. Indian)	247	(3.8%)	293	2,613	(4.3%)	327	5,869	(3%)	229
German	236	(3.7%)	46	1,692	(2.8%)	35	5,824	(3%)	37
French	227	(3.5%)	281	1,690	(2.8%)	220	4,854	(2.5%)	197
South East Asian (e.g. Vietnamese)	153	(2.4%)	148	552	(0.9%)	56	1,850	(0.9%)	59

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Audience Profile

Jan 1 - Dec 31, 2023

Newington Commons

3164 Berlin Turnpike, Newington, CT 06111

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
American	131	(2%)	41	1,138	(1.9%)	38	4,123	(2.1%)	43
Puerto Rican	120	(1.9%)	73	8,243	(13.5%)	526	29,164	(14.9%)	580
South American	118	(1.8%)	172	1,344	(2.2%)	207	4,100	(2.1%)	196
Scandinavian	82	(1.3%)	66	711	(1.2%)	60	2,378	(1.2%)	62
Other Hispanic	75	(1.2%)	89	416	(0.7%)	52	1,725	(0.9%)	67
Cuban	57	(0.9%)	35	181	(<0.5%)	45	818	(<0.5%)	64
Chinese	53	(0.8%)	69	430	(0.7%)	59	1,383	(0.7%)	59
Middle Eastern	37	(0.6%)	91	393	(0.6%)	102	1,341	(0.7%)	109
Native American (Indian/Eskimo)	18	(<0.5%)	35	133	(<0.5%)	27	346	(<0.5%)	22
Korean	15	(<0.5%)	55	238	(<0.5%)	92	513	(<0.5%)	62
Other Asian	8	(<0.5%)	40	13	(<0.5%)	7	416	(<0.5%)	69
Dutch	7	(<0.5%)	18	71	(<0.5%)	19	318	(<0.5%)	26
Mexican	7	(<0.5%)	1	554	(0.9%)	9	1,903	(1%)	9
Japanese	1	(<0.5%)	7	6	(<0.5%)	4	92	(<0.5%)	20
Hawaiian/Pacific Islander	1	(<0.5%)	9	12	(<0.5%)	11	37	(<0.5%)	11
Central American				232	(<0.5%)	26	774	(<0.5%)	27

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Audience Profile

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Newington Commons

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Dominican	521 (0.9%)	1,625 (0.8%)	146
Education (Age 25+)			
Total Educated Population	4,710	42,938	137,236
Elementary (0 to 8 Years)	253 (5.4%)	1,961 (4.6%)	7,008 (5.1%)
Some High School (9 to 11 Years)	145 (3.1%)	2,633 (6.1%)	8,139 (5.9%)
High School Graduate (12 Years)	903 (19.2%)	11,329 (26.4%)	38,822 (28.3%)
Some College (13 to 16 Years)	820 (17.4%)	6,976 (16.2%)	22,489 (16.4%)
Associates Degree Only	385 (8.2%)	4,132 (9.6%)	11,749 (8.6%)
Bachelor's Degree Only	1,163 (24.7%)	8,819 (20.5%)	28,290 (20.6%)
Graduate Degree	1,041 (22.1%)	7,088 (16.5%)	20,739 (15.1%)

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Audience Profile

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Newington Commons

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Households	2,664		24,299		79,259	
One Person Households	781 (29.3%)	111	6,756 (27.8%)	105	24,384 (30.8%)	116
Married Couple	1,134 (42.6%)	87	10,903 (44.9%)	92	34,287 (43.3%)	88
Male Householder	185 (6.9%)	37	1,654 (6.8%)	35	4,154 (5.2%)	104
Female Householder	358 (13.4%)	106	3,534 (14.5%)	115	11,524 (14.5%)	115
Non Family Households	206 (7.7%)	112	1,452 (6%)	87	4,910 (6.2%)	90

Household Size

Households	2,664		24,299		79,259	
1 Person Household	781 (29.3%)	111	6,756 (27.8%)	105	24,384 (30.8%)	116
2 Person Household	930 (34.9%)	106	7,778 (32%)	98	25,301 (31.9%)	97
3 Person Household	435 (16.3%)	101	4,076 (16.8%)	104	12,721 (16%)	99
4 Person Household	351 (13.2%)	97	3,562 (14.7%)	108	10,422 (13.1%)	97
5 Person Household	119 (4.5%)	69	1,410 (5.8%)	89	4,207 (5.3%)	8
6 Person Household	32 (1.2%)	45	477 (2%)	74	1,459 (1.8%)	70
7+ Person Household	16 (0.6%)	31	240 (1%)	51	765 (1%)	50

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Audience Profile

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	2,766	25,711	84,115
Owner Occupied Housing	1,897	16,121	51,232
Renter Occupied Housing	767	8,178	28,027
Vacant Housing	102	1,412	4,856

Housing Rent

Average Rent	\$1,540.55	111	\$1,325.02	95	\$1,325.42	95
Median Rent	\$1,485.38	117	\$1,330.18	105	\$1,302.94	103
Total Cash Rents Housing	757	7,816	26,767			
<\$300		374 (4.8%)	1,022 (3.8%)	120		
\$300-\$500	8 (1.1%)	24	340 (4.4%)	99	1,028 (3.8%)	88
\$500-\$750	10 (1.3%)	12	267 (3.4%)	31	1,605 (6%)	55
\$750-\$1000	12 (1.6%)	10	693 (8.9%)	56	3,071 (11.5%)	72
\$1000-\$1500	359 (47.4%)	164	3,383 (43.3%)	150	10,988 (41.1%)	142
\$1500-\$2000	284 (37.5%)	195	2,225 (28.5%)	148	6,889 (25.7%)	34
\$2000-\$2500	73 (9.6%)	105	452 (5.8%)	63	1,553 (5.8%)	63

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	5	(0.7%)	16	54	(0.7%)	17	278	(1%)	26
\$3000-\$3500				4	(<0.5%)	3	151	(0.6%)	28
>\$3500	6	(0.8%)	37	24	(<0.5%)	14	182	(0.7%)	32

Value of Owner-Occupied Housing Units

Average House Value	\$419,263.18		7	\$374,192.59		71	\$347,191.9		66
Median House Value	\$405,608.6		99	\$366,764.99		89	\$341,026.41		83
Owner Occupied Housing	1,897			16,121			51,232		
<\$100K	11	(0.6%)	6	309	(1.9%)	20	1,429	(2.8%)	30
\$100K - \$200K	132	(7%)	51	1,264	(7.8%)	57	5,168	(10.1%)	74
\$200K - \$300K	298	(15.7%)	111	3,658	(22.7%)	160	13,551	(26.5%)	187
\$300K - \$400K	484	(25.5%)	219	4,238	(26.3%)	226	13,328	(26%)	223
\$400K - \$500K	419	(22.1%)	232	2,764	(17.1%)	180	8,180	(16%)	168
\$500K - \$1000K	527	(27.8%)	107	3,551	(22%)	85	8,460	(16.5%)	64
>\$1000K	26	(1.4%)	9	337	(2.1%)	13	1,116	(2.2%)	14

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	97	(3.6%)	29	2,497	(10.3%)	8	8,398	(10.6%)	84
Households Above Poverty	2,567	(96.4%)	110	21,802	(89.7%)	103	70,861	(89.4%)	102
Households in Poverty (Married)				357	(1.5%)	66	1,103	(1.4%)	63
Households in Poverty (Male Householder)				264	(1.1%)	169	463	(0.6%)	91
Households in Poverty (Female Householder)	28	(1.1%)	34	727	(3%)	97	2,427	(3.1%)	100
Households in Poverty (Non-Family)	61	(2.3%)	38	1,095	(4.5%)	74	4,130	(5.2%)	86
Households in Poverty (Non-Family Student)	8	(<0.5%)	48	54	(<0.5%)	36	275	(<0.5%)	55

Wealth per Household

Household Average Wealth	\$259,800.11		110	\$243,582.35		103	\$239,010.05		101
Household Median Wealth	\$94,707.14		121	\$82,727.89		105	\$79,577.52		101
<\$0K	434	(16.3%)	93	4,194	(17.3%)	98	13,872	(17.5%)	100
\$0K - \$5K	201	(7.5%)	87	2,050	(8.4%)	97	6,847	(8.6%)	99
\$5K - \$10K	111	(4.2%)	90	1,094	(4.5%)	98	3,637	(4.6%)	100
\$10K - \$25K	162	(6.1%)	95	1,528	(6.3%)	98	5,048	(6.4%)	99
\$25K - \$50K	179	(6.7%)	98	1,651	(6.8%)	99	5,409	(6.8%)	100

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\$50K - \$100K	274	(10.3%)	100	2,494	(10.3%)	100	8,142	(10.3%)	100
\$100K - \$250K	496	(18.6%)	103	4,413	(18.2%)	101	14,317	(18.1%)	100
\$250K - \$500K	373	(14%)	107	3,228	(13.3%)	102	10,392	(13.1%)	100
>\$500K	434	(16.3%)	113	3,647	(15%)	104	11,595	(14.6%)	101

Vehicles per Household

Total Number of Vehicles	4,499			41,910			132,709		
Average Number of Vehicles	1.69		92	1.72		94	1.67		91
No Vehicles	147	(5.5%)	67	2,224	(9.2%)	111	7,802	(9.8%)	120
1 Vehicle	1,013	(38%)	118	8,726	(35.9%)	111	29,497	(37.2%)	115
2 Vehicles	1,065	(40%)	108	8,581	(35.3%)	95	27,565	(34.8%)	94
3 or more Vehicles	439	(16.5%)	74	4,768	(19.6%)	88	14,395	(18.2%)	8

Population Change

Births	57			616			1,891		
Deaths	68			599			1,846		
Migration	7			-47			839		

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Workplace

Total Businesses	130	1,340	5,377
Total Employees	2,064	20,148	82,567

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