

Audience Profile

Jan 1 - Dec 31, 2023

West End Commons

1200 Route 22 East, North Plainfield, NJ 07060

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	11,896		116,957		229,220	
Households	3,944		37,943		77,389	
Persons per Household	3.02	117	3.06	118	2.94	114
Household Median Income	\$89,769.16	129	\$84,608.06	122	\$105,820.55	152
Household Median Disposable Income	\$75,486.63	125	\$71,282.18	118	\$86,921.84	144
Household Median Discretionary Income	\$48,264.65	112	\$44,444.87	104	\$60,077.47	140
Average Income Per Person	\$36,675.23	98	\$37,687.93	101	\$48,015.17	129
Median Rent	\$1,386.93	109	\$1,494.12	118	\$1,618.85	128
Median House Value	\$581,206.2	141	\$592,125.6	144	\$657,283.77	160
Households in Poverty	307 (7.8%)	62	4,281 (11.3%)	89	5,951 (7.7%)	61
Household Median Wealth	\$81,558.77	104	\$78,421.63	100	\$93,180.38	119
Average Age	39.46	98	39.79	99	40.74	102
Median Age	40.08	104	38.78	101	40.97	106
Households with Children	1,357 (34.4%)	125	12,175 (32.1%)	116	25,880 (33.4%)	121
High School Graduate or Higher	6,931 (86.1%)	97	67,603 (84.4%)	95	141,447 (89.3%)	101

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	2,683 (33.3%)	100	24,766 (30.9%)	93	68,032 (43%)	29
Pop density (per sq mi)	3,242		3,437		2,757	
Area (based on blockgroups)	4		34		83	

Population

Population 2022 Q4	11,896		116,957		229,220	
Population 2022 Q3	11,900		116,866		229,027	
Population 2022 Q2	11,844		116,604		228,813	
Population 2022 Q1	11,836		116,645		228,411	
Population 2021 Q4	11,912		116,819		228,686	
Population 2021 Q3	11,905		116,668		228,196	
Population 2021 Q2	11,886		116,819		228,351	
Population 2021 Q1	11,826		116,609		228,309	
Population 2020 Q4	11,828		116,740		228,611	
Population 5 Years Forecast	11,798		117,033		230,532	
Population 10 Years Forecast	11,891		118,420		233,711	
Persons per Household	3.02	117	3.06	118	2.94	114

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters	1,007 (0.9%) 	2,063 (0.9%) 	
Transient Population - Average Last 4 Quarters	78 (0.7%) 	228 (<0.5%) 	921 (<0.5%) 

Households

Households 2022 Q4	3,944	37,943	77,389
Households 2022 Q3	3,945	37,912	77,334
Households 2022 Q2	3,932	37,837	77,273
Households 2022 Q1	3,928	37,847	77,122
Households 2021 Q4	3,952	37,905	77,218
Households 2021 Q3	3,951	37,850	77,031
Households 2021 Q2	3,943	37,897	77,076
Households 2021 Q1	3,926	37,835	77,072
Households 2020 Q4	3,927	37,877	77,179
Households 5 Years Forecast	3,913	37,992	77,884
Households 10 Years Forecast	3,945	38,476	79,013

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Gender	1 Mile	3 Mile	5 Mile
Male	5,948 (50%)	58,369 (49.9%)	112,627 (49.1%)
Female	5,948 (50%)	58,588 (50.1%)	116,593 (50.9%)

Ethnicity	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	4,121 (34.6%)	40,911 (35%)	54,142 (23.6%)
White	3,637 (30.6%)	38,239 (32.7%)	98,837 (43.1%)
Black	2,919 (24.5%)	26,802 (22.9%)	40,028 (17.5%)
Asian	1,027 (8.6%)	7,929 (6.8%)	29,983 (13.1%)
Other	192 (1.6%)	3,076 (2.6%)	6,230 (2.7%)

Household by Ethnicity	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	1,464 (37.1%)	13,132 (34.6%)	17,405 (22.5%)
White	1,207 (30.6%)	12,516 (33%)	34,567 (44.7%)
Black	867 (22%)	7,655 (20.2%)	12,107 (15.6%)
Asian	225 (5.7%)	2,166 (5.7%)	8,956 (11.6%)
Other	181 (4.6%)	2,474 (6.5%)	4,354 (5.6%)

Households Income

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$110,620.83	114	\$115,228.99	118	\$140,960.19	145
Average Income Per Person	\$36,675.23	98	\$37,687.93	101	\$48,015.17	29
Household Median Income	\$89,769.16	129	\$84,608.06	122	\$105,820.55	152
<\$15K	202 (5.1%)	56	2,419 (6.4%)	70	3,628 (4.7%)	51
\$15K - \$25K	179 (4.5%)	59	2,233 (5.9%)	77	3,447 (4.5%)	58
\$25K - \$35K	218 (5.5%)	68	2,294 (6%)	75	3,577 (4.6%)	57
\$35K - \$50K	392 (9.9%)	87	4,084 (10.8%)	94	6,144 (7.9%)	69
\$50K - \$75K	696 (17.6%)	105	5,920 (15.6%)	92	10,021 (12.9%)	7
\$75K - \$100K	442 (11.2%)	86	4,795 (12.6%)	97	10,084 (13%)	100
\$100K - \$150K	684 (17.3%)	105	6,962 (18.3%)	111	15,608 (20.2%)	122
\$150K - \$175K	434 (11%)	210	2,692 (7.1%)	135	6,180 (8%)	152
\$175K - \$200K	470 (11.9%)	221	3,876 (10.2%)	189	8,928 (11.5%)	214
\$200K - \$250K	128 (3.2%)	87	1,499 (4%)	106	5,481 (7.1%)	190
\$250K - \$500K	55 (1.4%)	88	640 (1.7%)	106	2,344 (3%)	190
>\$500K	44 (1.1%)	84	529 (1.4%)	104	1,947 (2.5%)	188

Disposable Households Income

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

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	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$86,327.15	117	\$83,190.53	112	\$97,347	32
Household Median Disposable Income	\$75,486.63	125	\$71,282.18	118	\$86,921.84	144
<\$15K	217 (5.5%)	55	2,658 (7%)	70	4,010 (5.2%)	52
\$15K - \$25K	271 (6.9%)	76	2,696 (7.1%)	76	4,060 (5.2%)	58
\$25K - \$35K	287 (7.3%)	77	2,952 (7.8%)	84	4,612 (6%)	64
\$35K - \$50K	422 (10.7%)	88	4,700 (12.4%)	92	7,595 (9.8%)	73
\$50K - \$75K	764 (19.4%)	105	6,825 (18%)	97	12,576 (16.3%)	88
\$75K - \$100K	416 (10.5%)	76	4,988 (13.1%)	95	11,037 (14.3%)	103
\$100K - \$150K	1,058 (26.8%)	171	7,738 (20.4%)	130	17,579 (22.7%)	145
\$150K - \$175K	341 (8.6%)	179	3,385 (8.9%)	185	8,567 (11.1%)	230
\$175K - \$200K	44 (1.1%)	72	536 (1.4%)	91	1,982 (2.6%)	164
\$200K - \$250K	49 (1.2%)	8	591 (1.6%)	102	2,162 (2.8%)	183
\$250K - \$500K	68 (1.7%)	8	804 (2.1%)	101	2,953 (3.8%)	182
>\$500K	7 (<0.5%)	97	70 (<0.5%)	101	256 (<0.5%)	180

Discretionary Households Income

Household Average Discretionary Income	\$55,859.31	108	\$54,608	105	\$67,145.61	30
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Household Median Discretionary Income	\$48,264.65	112	\$44,444.87	104	\$60,077.47	140
<\$10K	263 (6.7%)	65	3,426 (9%)	88	4,707 (6.1%)	60
\$10K - \$20K	390 (9.9%)	76	4,799 (12.6%)	97	6,722 (8.7%)	67
\$20K - \$30K	554 (14%)	112	4,950 (13%)	104	7,522 (9.7%)	71
\$30K - \$40K	496 (12.6%)	111	4,108 (10.8%)	95	6,855 (8.9%)	71
\$40K - \$50K	320 (8.1%)	85	3,502 (9.2%)	96	6,718 (8.7%)	90
\$50K - \$75K	650 (16.5%)	91	6,291 (16.6%)	92	14,411 (18.6%)	103
\$75K - \$100K	697 (17.7%)	167	4,679 (12.3%)	116	11,143 (14.4%)	136
\$100K - \$125K	462 (11.7%)	173	4,457 (11.7%)	173	10,695 (13.8%)	204
\$125K - \$150K	112 (2.8%)	64	1,214 (3.2%)	73	5,312 (6.9%)	156
>\$150K			517 (1.4%)	54	3,304 (4.3%)	170

Households Income by Ethnicity

Average Income - White	\$107,029.52	123	\$111,793.82	128	\$120,310.56	138
Median Income - White	\$106,527.52	140	\$115,324.07	152	\$127,732.01	168
Average Income - Black	\$115,597.73	189	\$89,942.06	147	\$95,375.1	156
Median Income - Black	\$126,185.3	264	\$79,950.73	167	\$88,711.9	185

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$101,764.84 (98)	\$120,436.11 (116)	\$130,337.74 (126)
Median Income - Asian	\$127,430.46 (129)	\$144,209.76 (146)	\$148,610.17 (150)
Average Income - Hispanic	\$84,161.68 (118)	\$77,575.23 (109)	\$83,853.42 (118)
Median Income - Hispanic	\$71,968.11 (122)	\$68,627.36 (116)	\$75,583.89 (128)
Average Income - Other	\$92,990.86 (118)	\$85,161.25 (108)	\$98,488.3 (125)
Median Income - Other	\$84,658.7 (126)	\$75,923.26 (113)	\$91,994.94 (136)

Age

Average Age	39.46 (98)	39.79 (99)	40.74 (102)
Median Age	40.08 (104)	38.78 (101)	40.97 (106)
0-4	717 (6%) (99)	7,012 (6%) (98)	13,184 (5.8%) (94)
5-13	1,421 (11.9%) (108)	13,181 (11.3%) (102)	25,150 (11%) (100)
14-17	671 (5.6%) (114)	6,035 (5.2%) (104)	11,461 (5%) (101)
18-21	624 (5.2%) (87)	6,010 (5.1%) (85)	11,915 (5.2%) (86)
22-24	415 (3.5%) (85)	4,617 (3.9%) (96)	9,186 (4%) (98)
25-29	689 (5.8%) (89)	7,587 (6.5%) (100)	14,763 (6.4%) (99)
30-34	677 (5.7%) (93)	7,242 (6.2%) (101)	13,238 (5.8%) (95)

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35-39	718	(6%)	100	7,186	(6.1%)	102	12,517	(5.5%)	91
40-44	767	(6.4%)	106	7,324	(6.3%)	103	13,175	(5.7%)	94
45-49	800	(6.7%)	112	7,424	(6.3%)	106	14,292	(6.2%)	104
50-54	866	(7.3%)	119	7,913	(6.8%)	110	15,669	(6.8%)	111
55-59	882	(7.4%)	116	8,366	(7.2%)	112	16,889	(7.4%)	115
60-64	799	(6.7%)	104	7,976	(6.8%)	106	16,571	(7.2%)	112
65-69	655	(5.5%)	94	6,696	(5.7%)	98	14,252	(6.2%)	106
70-74	513	(4.3%)	90	5,102	(4.4%)	91	11,047	(4.8%)	100
75-79	356	(3%)	85	3,586	(3.1%)	87	7,720	(3.4%)	96
80-84	194	(1.6%)	73	2,095	(1.8%)	84	4,552	(2%)	89
85+	132	(1.1%)	65	1,605	(1.4%)	84	3,639	(1.6%)	93

Age - Male

Male Average Age	38.26		99	38.7		100	39.55		102
Male Median Age	37.65		101	37.63		101	38.54		104
0-4	370	(6.2%)	98	3,610	(6.2%)	97	6,779	(6%)	95
5-13	734	(12.3%)	108	6,787	(11.6%)	102	12,911	(11.5%)	100

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14-17	360	(6.1%)	118	3,096	(5.3%)	103	5,801	(5.2%)	100
18-21	330	(5.5%)	89	3,057	(5.2%)	84	5,997	(5.3%)	85
22-24	212	(3.6%)	7	2,373	(4.1%)	93	4,697	(4.2%)	96
25-29	351	(5.9%)	86	3,915	(6.7%)	98	7,599	(6.7%)	99
30-34	364	(6.1%)	96	3,837	(6.6%)	103	6,865	(6.1%)	96
35-39	382	(6.4%)	104	3,817	(6.5%)	106	6,398	(5.7%)	92
40-44	390	(6.6%)	107	3,795	(6.5%)	106	6,586	(5.8%)	95
45-49	392	(6.6%)	109	3,770	(6.5%)	107	7,068	(6.3%)	104
50-54	417	(7%)	115	3,910	(6.7%)	109	7,667	(6.8%)	111
55-59	438	(7.4%)	116	4,082	(7%)	110	8,145	(7.2%)	114
60-64	399	(6.7%)	107	3,856	(6.6%)	105	7,909	(7%)	112
65-69	310	(5.2%)	94	3,183	(5.5%)	98	6,739	(6%)	108
70-74	227	(3.8%)	85	2,354	(4%)	90	5,083	(4.5%)	101
75-79	149	(2.5%)	7	1,562	(2.7%)	85	3,354	(3%)	95
80-84	77	(1.3%)	2	845	(1.4%)	7	1,845	(1.6%)	88
85+	46	(0.8%)	2	520	(0.9%)	6	1,184	(1.1%)	93

Age - Female

Female Average Age	40.66	99	40.88	99	41.89	102			
Female Median Age	41.54	102	41.04	100	42.39	104			
0-4	347	(5.8%)	100	3,402	(5.8%)	99	6,405	(5.5%)	94
5-13	687	(11.6%)	109	6,394	(10.9%)	103	12,239	(10.5%)	99
14-17	311	(5.2%)	110	2,939	(5%)	105	5,660	(4.9%)	102
18-21	294	(4.9%)	85	2,953	(5%)	86	5,918	(5.1%)	87
22-24	203	(3.4%)	88	2,244	(3.8%)	99	4,489	(3.9%)	100
25-29	338	(5.7%)	93	3,672	(6.3%)	102	7,164	(6.1%)	100
30-34	313	(5.3%)	90	3,405	(5.8%)	100	6,373	(5.5%)	94
35-39	336	(5.6%)	96	3,369	(5.8%)	98	6,119	(5.2%)	89
40-44	377	(6.3%)	105	3,529	(6%)	100	6,589	(5.7%)	94
45-49	408	(6.9%)	115	3,654	(6.2%)	104	7,224	(6.2%)	103
50-54	449	(7.5%)	123	4,003	(6.8%)	111	8,002	(6.9%)	112
55-59	444	(7.5%)	115	4,284	(7.3%)	113	8,744	(7.5%)	116
60-64	400	(6.7%)	102	4,120	(7%)	106	8,662	(7.4%)	112
65-69	345	(5.8%)	95	3,513	(6%)	98	7,513	(6.4%)	105
70-74	286	(4.8%)	93	2,748	(4.7%)	91	5,964	(5.1%)	99
75-79	207	(3.5%)	90	2,024	(3.5%)	89	4,366	(3.7%)	97
80-84	117	(2%)	7	1,250	(2.1%)	83	2,707	(2.3%)	90
85+	86	(1.4%)	3	1,085	(1.9%)	6	2,455	(2.1%)	92

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	6,744	63,418	125,768
Professional Specialty	1,435 (21.3%)	12,072 (19%)	31,998 (25.4%)
Production & Transportation	1,101 (16.3%)	11,095 (17.5%)	16,079 (12.8%)
Managerial/Executive	1,096 (16.3%)	9,500 (15%)	24,654 (19.6%)
Sales	771 (11.4%)	6,326 (10%)	12,241 (9.7%)
Office Admin	651 (9.7%)	7,261 (11.4%)	14,017 (11.1%)
Construction	599 (8.9%)	6,055 (9.5%)	8,881 (7.1%)
Food Preparation & Serving	300 (4.4%)	2,656 (4.2%)	4,092 (3.3%)
Protective	253 (3.8%)	1,476 (2.3%)	2,883 (2.3%)
Building Maintenance & Cleaning	245 (3.6%)	3,837 (6.1%)	5,171 (4.1%)
Healthcare support	194 (2.9%)	1,688 (2.7%)	2,706 (2.2%)
Personal Care	89 (1.3%)	1,318 (2.1%)	2,900 (2.3%)
Farming, Fishing & Forestry	10 (<0.5%)	134 (<0.5%)	146 (<0.5%)

Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	6,744	63,418	125,768

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Educational Services	1,444	(21.4%)	92	11,661	(18.4%)	7	25,752	(20.5%)	88
Wholesale Retail	979	(14.5%)	108	9,591	(15.1%)	112	17,446	(13.9%)	103
Manufacturing	595	(8.8%)	87	6,410	(10.1%)	100	12,382	(9.8%)	98
Financial, Insurance & Real Estate	549	(8.1%)	123	4,584	(7.2%)	109	11,944	(9.5%)	144
Agriculture/Mining/Construction	530	(7.9%)	91	5,574	(8.8%)	102	8,942	(7.1%)	83
Transportation	529	(7.8%)	139	5,747	(9.1%)	161	8,999	(7.2%)	127
Professional Services	511	(7.6%)	101	4,268	(6.7%)	90	12,939	(10.3%)	137
Entertainment Services	495	(7.3%)	8	4,560	(7.2%)	8	7,639	(6.1%)	67
Administrative/Waste Services	391	(5.8%)	139	4,056	(6.4%)	153	6,222	(4.9%)	118
Public Administration	294	(4.4%)	91	2,202	(3.5%)	72	4,552	(3.6%)	75
Information	238	(3.5%)	188	1,713	(2.7%)	144	3,630	(2.9%)	154
Other Professional Services	183	(2.7%)	57	2,852	(4.5%)	94	5,034	(4%)	84
Management Services	6	(<0.5%)	63	200	(<0.5%)	225	287	(<0.5%)	163

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Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	5,704	(51%)	65	57,661	(52.4%)	67	128,262	(59.4%)	74
Speak Spanish at Home	3,958	(35.4%)	254	38,573	(35.1%)	252	48,336	(22.4%)	161
Speak Other Language at Home	1,517	(13.6%)	167	13,711	(12.5%)	154	39,438	(18.3%)	225

Ancestry

Other	3,608	(30.3%)	139	34,675	(29.6%)	136	60,848	(26.5%)	122
Central American	1,308	(11%)	741	15,761	(13.5%)	908	17,764	(7.7%)	522
South American	1,155	(9.7%)	910	10,444	(8.9%)	837	13,777	(6%)	563
Unclassified	1,031	(8.7%)	52	10,852	(9.3%)	56	21,283	(9.3%)	56
Puerto Rican	681	(5.7%)	223	4,435	(3.8%)	148	7,470	(3.3%)	127
Dominican	498	(4.2%)	736	3,661	(3.1%)	550	5,334	(2.3%)	409
Italian	488	(4.1%)	137	5,776	(4.9%)	165	16,500	(7.2%)	241
Chinese	450	(3.8%)	317	2,351	(2%)	169	5,880	(2.6%)	215
Scottish/Irish	403	(3.4%)	50	3,995	(3.4%)	50	11,588	(5.1%)	74
South Central Asian (e.g. Indian)	355	(3%)	228	3,805	(3.3%)	248	18,744	(8.2%)	624
Other Hispanic	354	(3%)	226	3,365	(2.9%)	218	4,684	(2%)	155

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Audience Profile

Jan 1 - Dec 31, 2023

West End Commons

1200 Route 22 East, North Plainfield, NJ 07060

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
German	310	(2.6%)	32	3,059	(2.6%)	33	8,209	(3.6%)	45
Other European (e.g. Greek/Russian)	220	(1.8%)	58	2,805	(2.4%)	75	8,087	(3.5%)	110
Middle Eastern	190	(1.6%)	253	834	(0.7%)	113	1,767	(0.8%)	122
South East Asian (e.g. Vietnamese)	148	(1.2%)	77	1,181	(1%)	63	3,757	(1.6%)	101
Polish	146	(1.2%)	77	1,908	(1.6%)	105	5,671	(2.5%)	160
American	146	(1.2%)	25	1,656	(1.4%)	29	4,037	(1.8%)	36
British	107	(0.9%)	17	1,396	(1.2%)	22	3,963	(1.7%)	32
Cuban	71	(0.6%)	91	744	(0.6%)	97	1,744	(0.8%)	116
Mexican	54	(<0.5%)	4	2,501	(2.1%)	20	3,369	(1.5%)	14
Korean	43	(<0.5%)	85	352	(<0.5%)	71	900	(<0.5%)	93
French	37	(<0.5%)	25	272	(<0.5%)	18	790	(<0.5%)	27
Scandinavian	32	(<0.5%)	14	387	(<0.5%)	17	1,227	(0.5%)	28
Other Asian	23	(<0.5%)	63	171	(<0.5%)	47	480	(<0.5%)	68
Dutch	13	(<0.5%)	18	263	(<0.5%)	36	665	(<0.5%)	47
Hawaiian/Pacific Islander	9	(<0.5%)	43	54	(<0.5%)	26	69	(<0.5%)	17
Japanese	8	(<0.5%)	29	69	(<0.5%)	25	222	(<0.5%)	42

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West End Commons

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Native American (Indian/Eskimo)	8 (<0.5%)	185 (<0.5%)	391 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	8,048	80,102	158,324
Elementary (0 to 8 Years)	521 (6.5%)	7,124 (8.9%)	9,054 (5.7%)
Some High School (9 to 11 Years)	596 (7.4%)	5,375 (6.7%)	7,823 (4.9%)
High School Graduate (12 Years)	2,150 (26.7%)	24,006 (30%)	38,445 (24.3%)
Some College (13 to 16 Years)	1,511 (18.8%)	13,557 (16.9%)	24,094 (15.2%)
Associates Degree Only	587 (7.3%)	5,274 (6.6%)	10,876 (6.9%)
Bachelor's Degree Only	1,592 (19.8%)	16,063 (20.1%)	40,722 (25.7%)
Graduate Degree	1,091 (13.6%)	8,703 (10.9%)	27,310 (17.2%)

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,944	37,943	77,389
One Person Households	782 (19.8%)	7,667 (20.2%)	15,302 (19.8%)
Married Couple	1,897 (48.1%)	19,009 (50.1%)	43,796 (56.6%)
Male Householder	269 (6.8%)	2,874 (7.6%)	4,755 (6.1%)
Female Householder	807 (20.5%)	6,672 (17.6%)	10,329 (13.3%)
Non Family Households	189 (4.8%)	1,721 (4.5%)	3,207 (4.1%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,944	37,943	77,389
1 Person Household	782 (19.8%)	7,667 (20.2%)	15,302 (19.8%)
2 Person Household	1,102 (27.9%)	10,010 (26.4%)	21,674 (28%)
3 Person Household	722 (18.3%)	7,014 (18.5%)	14,794 (19.1%)
4 Person Household	662 (16.8%)	6,409 (16.9%)	14,091 (18.2%)
5 Person Household	340 (8.6%)	3,440 (9.1%)	6,484 (8.4%)
6 Person Household	159 (4%)	1,630 (4.3%)	2,689 (3.5%)
7+ Person Household	177 (4.5%)	1,773 (4.7%)	2,355 (3%)

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	4,090	39,988	80,655
Owner Occupied Housing	2,689	24,546	55,364
Renter Occupied Housing	1,255	13,397	22,025
Vacant Housing	146	2,045	3,266

Housing Rent

Average Rent	\$1,450.06	104	\$1,530.44	110	\$1,661.61	119
Median Rent	\$1,386.93	109	\$1,494.12	118	\$1,618.85	128
Total Cash Rents Housing	1,185	12,921	21,200			
<\$300	13 (1.1%)	34	415 (3.2%)	101	471 (2.2%)	70
\$300-\$500			551 (4.3%)	98	576 (2.7%)	62
\$500-\$750	132 (11.1%)	102	553 (4.3%)	39	618 (2.9%)	27
\$750-\$1000	107 (9%)	57	868 (6.7%)	42	1,081 (5.1%)	32
\$1000-\$1500	440 (37.1%)	128	4,122 (31.9%)	110	6,307 (29.8%)	103
\$1500-\$2000	318 (26.8%)	139	3,558 (27.5%)	143	6,508 (30.7%)	159
\$2000-\$2500	119 (10%)	109	1,939 (15%)	163	3,546 (16.7%)	182

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	39	(3.3%)	8	706	(5.5%)	34	1,267	(6%)	147
\$3000-\$3500	10	(0.8%)	42	160	(1.2%)	62	480	(2.3%)	114
>\$3500	7	(0.6%)	28	49	(<0.5%)	18	346	(1.6%)	7

Value of Owner-Occupied Housing Units

Average House Value	\$658,423.48	125	\$610,418.59	116	\$704,530.2	33			
Median House Value	\$581,206.2	141	\$592,125.6	144	\$657,283.77	160			
Owner Occupied Housing	2,689		24,546		55,364				
<\$100K	26	(1%)	10	480	(2%)	21	771	(1.4%)	15
\$100K - \$200K	73	(2.7%)	20	571	(2.3%)	17	768	(1.4%)	10
\$200K - \$300K	84	(3.1%)	22	960	(3.9%)	28	1,562	(2.8%)	20
\$300K - \$400K	332	(12.3%)	106	2,964	(12.1%)	104	4,527	(8.2%)	70
\$400K - \$500K	505	(18.8%)	197	4,200	(17.1%)	180	7,616	(13.8%)	144
\$500K - \$1000K	1,280	(47.6%)	184	10,335	(42.1%)	163	26,937	(48.7%)	188
>\$1000K	389	(14.5%)	92	5,036	(20.5%)	31	13,183	(23.8%)	152

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● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	307	(7.8%)	62	4,281	(11.3%)	89	5,951	(7.7%)	61
Households Above Poverty	3,637	(92.2%)	106	33,662	(88.7%)	102	71,438	(92.3%)	106
Households in Poverty (Married)	49	(1.2%)	56	1,306	(3.4%)	155	1,819	(2.4%)	106
Households in Poverty (Male Householder)	34	(0.9%)	34	385	(1%)	158	476	(0.6%)	96
Households in Poverty (Female Householder)	44	(1.1%)	36	997	(2.6%)	86	1,296	(1.7%)	55
Households in Poverty (Non-Family)	171	(4.3%)	72	1,525	(4%)	66	2,253	(2.9%)	48
Households in Poverty (Non-Family Student)	9	(<0.5%)	36	68	(<0.5%)	29	107	(<0.5%)	22

Wealth per Household

Household Average Wealth	\$242,619.17	102	\$237,476.94	100	\$258,436.6	109			
Household Median Wealth	\$81,558.77	104	\$78,421.63	100	\$93,180.38	119			
<\$0K	687	(17.4%)	99	6,669	(17.6%)	100	12,710	(16.4%)	93
\$0K - \$5K	334	(8.5%)	97	3,318	(8.7%)	101	5,957	(7.7%)	89
\$5K - \$10K	178	(4.5%)	98	1,747	(4.6%)	100	3,258	(4.2%)	91
\$10K - \$25K	249	(6.3%)	99	2,423	(6.4%)	100	4,707	(6.1%)	95
\$25K - \$50K	269	(6.8%)	100	2,597	(6.8%)	100	5,220	(6.7%)	98

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\$50K - \$100K	404	(10.2%)	100	3,901	(10.3%)	100	7,923	(10.2%)	100
\$100K - \$250K	712	(18.1%)	100	6,834	(18%)	100	14,312	(18.5%)	102
\$250K - \$500K	521	(13.2%)	101	4,949	(13%)	100	10,749	(13.9%)	106
>\$500K	590	(15%)	103	5,505	(14.5%)	100	12,553	(16.2%)	112

Vehicles per Household

Total Number of Vehicles	7,496			69,827			149,724		
Average Number of Vehicles	1.9		104	1.84		100	1.93		105
No Vehicles	245	(6.2%)	76	3,496	(9.2%)	112	5,129	(6.6%)	8
1 Vehicle	1,240	(31.4%)	97	11,435	(30.1%)	93	21,480	(27.8%)	86
2 Vehicles	1,359	(34.5%)	93	14,526	(38.3%)	103	32,097	(41.5%)	112
3 or more Vehicles	1,100	(27.9%)	125	8,486	(22.4%)	100	18,683	(24.1%)	108

Population Change

Births	132			1,374			2,634		
Deaths	85			876			1,853		
Migration	-63			-360			-247		

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● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	194	2,961	7,044
Total Employees	2,611	43,812	115,617

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