

Audience Profile

Jan 1 - Dec 31, 2023

Gun Hill Commons

1750-1780 Gun Hill Road, Bronx, NY 10469

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	67,661		607,284		1.5M	
Households	26,738		223,484		549,076	
Persons per Household	2.41	93	2.66	103	2.73	106
Household Median Income	\$68,595.13	99	\$56,722.2	8	\$53,109.38	76
Household Median Disposable Income	\$57,984.61	96	\$48,055.12	8	\$45,045.08	75
Household Median Discretionary Income	\$38,089.6	89	\$26,123.07	61	\$23,782.31	55
Average Income Per Person	\$35,202.14	94	\$28,548.91	76	\$27,652.65	74
Median Rent	\$1,380.27	109	\$1,442.79	114	\$1,371.52	108
Median House Value	\$390,150.19	95	\$623,287.68	152	\$612,287.22	149
Households in Poverty	2,888 (10.8%)	86	46,691 (20.9%)	166	129,157 (23.5%)	186
Household Median Wealth	\$68,849.05	88	\$45,208.03	58	\$42,688.48	54
Average Age	43.43	108	39.3	98	38.7	97
Median Age	43.22	112	37.68	98	37	96
Households with Children	4,935 (18.5%)	67	62,659 (28%)	102	163,866 (29.8%)	108
High School Graduate or Higher	42,393 (86.2%)	97	324,934 (78.7%)	89	783,914 (75.9%)	86

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

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


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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	15,062 (30.6%) 	98,686 (23.9%) 	246,515 (23.9%) 
Pop density (per sq mi)	24,699	26,781	27,280
Area (based on blockgroups)	3	23	56

Population

Population 2022 Q4	67,661	607,284	1.5M
Population 2022 Q3	67,764	607,450	1.5M
Population 2022 Q2	67,878	609,022	1.5M
Population 2022 Q1	68,252	611,997	1.5M
Population 2021 Q4	68,571	615,948	1.6M
Population 2021 Q3	68,836	619,066	1.6M
Population 2021 Q2	69,025	621,765	1.6M
Population 2021 Q1	69,456	625,273	1.6M
Population 2020 Q4	69,287	624,511	1.6M
Population 5 Years Forecast	67,354	610,309	1.6M
Population 10 Years Forecast	67,668	616,594	1.6M
Persons per Household	2.41 	2.66 	2.73 

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Group Quarters	3,273 (4.8%) 	12,997 (2.1%) 	37,377 (2.4%) 
Transient Population - Average Last 4 Quarters			332 (<0.5%) 

Households

Households 2022 Q4	26,738	223,484	549,076
Households 2022 Q3	26,777	223,557	549,325
Households 2022 Q2	26,831	224,154	549,919
Households 2022 Q1	26,982	225,342	552,545
Households 2021 Q4	27,115	226,815	555,550
Households 2021 Q3	27,230	228,027	558,445
Households 2021 Q2	27,318	229,053	561,282
Households 2021 Q1	27,509	230,431	564,521
Households 2020 Q4	27,440	230,132	564,522
Households 5 Years Forecast	26,603	224,516	554,209
Households 10 Years Forecast	26,723	226,819	560,688

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Gender

Male	30,882	(45.6%)	93	285,450	(47%)	96	726,528	(47.3%)	96
Female	36,779	(54.4%)	107	321,834	(53%)	104	808,413	(52.7%)	104

Ethnicity

Black	32,068	(47.4%)	400	207,553	(34.2%)	289	428,576	(27.9%)	236
Hispanic (Ethnic)	19,405	(28.7%)	158	261,568	(43.1%)	238	790,261	(51.5%)	284
White	10,427	(15.4%)	25	83,240	(13.7%)	22	216,920	(14.1%)	23
Asian	3,742	(5.5%)	109	36,476	(6%)	118	60,457	(3.9%)	7
Other	2,019	(3%)	83	18,447	(3%)	84	38,727	(2.5%)	70

Household by Ethnicity

Black	11,742	(43.9%)	391	69,005	(30.9%)	275	141,443	(25.8%)	229
Hispanic (Ethnic)	9,142	(34.2%)	230	103,550	(46.3%)	312	280,609	(51.1%)	344
White	3,014	(11.3%)	18	25,668	(11.5%)	18	76,739	(14%)	22
Other	1,812	(6.8%)	125	16,482	(7.4%)	136	35,136	(6.4%)	118
Asian	1,028	(3.8%)	87	8,779	(3.9%)	89	15,149	(2.8%)	63

Households Income

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

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Household Average Income	\$86,082.59	88	\$76,481.95	74	\$75,888.3	74
Average Income Per Person	\$35,202.14	94	\$28,548.91	74	\$27,652.65	74
Household Median Income	\$68,595.13	99	\$56,722.2	84	\$53,109.38	74
<\$15K	2,566 (9.6%)	105	32,399 (14.5%)	159	91,462 (16.7%)	182
\$15K - \$25K	1,932 (7.2%)	94	22,544 (10.1%)	131	56,883 (10.4%)	135
\$25K - \$35K	2,010 (7.5%)	93	19,698 (8.8%)	109	48,530 (8.8%)	109
\$35K - \$50K	3,075 (11.5%)	101	26,018 (11.6%)	102	65,761 (12%)	105
\$50K - \$75K	4,957 (18.5%)	110	38,334 (17.2%)	102	87,875 (16%)	95
\$75K - \$100K	3,699 (13.8%)	107	27,165 (12.2%)	94	62,274 (11.3%)	87
\$100K - \$150K	4,691 (17.5%)	106	31,629 (14.2%)	86	71,928 (13.1%)	74
\$150K - \$175K	1,440 (5.4%)	103	9,023 (4%)	74	21,878 (4%)	74
\$175K - \$200K	856 (3.2%)	59	6,646 (3%)	55	17,107 (3.1%)	58
\$200K - \$250K	847 (3.2%)	85	5,622 (2.5%)	67	14,222 (2.6%)	69
\$250K - \$500K	360 (1.3%)	85	2,379 (1.1%)	67	6,055 (1.1%)	69
>\$500K	305 (1.1%)	85	2,027 (0.9%)	68	5,101 (0.9%)	70

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	\$69,083.88		93	\$60,545.66		8	\$59,087.12		8
Household Median Disposable Income	\$57,984.61		96	\$48,055.12		8	\$45,045.08		75
<\$15K	2,771	(10.4%)	104	34,799	(15.6%)	156	97,642	(17.8%)	179
\$15K - \$25K	2,325	(8.7%)	96	25,837	(11.6%)	128	65,320	(11.9%)	31
\$25K - \$35K	2,566	(9.6%)	103	23,386	(10.5%)	113	56,915	(10.4%)	112
\$35K - \$50K	3,732	(14%)	104	31,509	(14.1%)	105	77,078	(14%)	104
\$50K - \$75K	5,594	(20.9%)	113	41,097	(18.4%)	99	94,016	(17.1%)	93
\$75K - \$100K	3,887	(14.5%)	105	28,273	(12.7%)	91	64,024	(11.7%)	84
\$100K - \$150K	4,210	(15.7%)	100	27,052	(12.1%)	7	64,320	(11.7%)	75
\$150K - \$175K	587	(2.2%)	46	4,473	(2%)	42	11,828	(2.2%)	45
\$175K - \$200K	250	(0.9%)	60	1,651	(0.7%)	47	4,254	(0.8%)	50
\$200K - \$250K	325	(1.2%)	8	2,151	(1%)	63	5,446	(1%)	65
\$250K - \$500K	446	(1.7%)	8	2,969	(1.3%)	63	7,529	(1.4%)	65
>\$500K	45	(<0.5%)	92	287	(<0.5%)	70	704	(<0.5%)	70

Discretionary Households Income

Household Average Discretionary Income	\$44,692.06		86	\$34,789.71		67	\$34,122.28		66
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Household Median Discretionary Income	\$38,089.6	89	\$26,123.07	61	\$23,782.31	55
<\$10K	2,864 (10.7%)	105	49,852 (22.3%)	218	144,428 (26.3%)	257
\$10K - \$20K	3,599 (13.5%)	104	41,403 (18.5%)	143	99,620 (18.1%)	140
\$20K - \$30K	3,958 (14.8%)	118	32,542 (14.6%)	116	75,084 (13.7%)	109
\$30K - \$40K	3,600 (13.5%)	119	25,489 (11.4%)	100	56,486 (10.3%)	91
\$40K - \$50K	3,118 (11.7%)	121	19,735 (8.8%)	92	42,169 (7.7%)	8
\$50K - \$75K	5,306 (19.8%)	110	29,784 (13.3%)	74	66,293 (12.1%)	67
\$75K - \$100K	2,521 (9.4%)	89	13,536 (6.1%)	57	32,789 (6%)	56
\$100K - \$125K	1,032 (3.9%)	57	7,231 (3.2%)	48	18,715 (3.4%)	50
\$125K - \$150K	740 (2.8%)	63	3,337 (1.5%)	34	10,271 (1.9%)	42
>\$150K			575 (<0.5%)	10	3,221 (0.6%)	23

Households Income by Ethnicity

Average Income - White	\$80,466.78	92	\$84,239.67	97	\$93,410.92	107
Median Income - White	\$70,206.98	92	\$71,952.55	95	\$84,458.45	111
Average Income - Black	\$77,948.56	127	\$71,715.62	117	\$66,802.73	109
Median Income - Black	\$67,604.42	141	\$60,807.4	127	\$54,016	113

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Average Income - Asian	\$91,754.83 (89)	\$84,621.17 (8)	\$92,259.44 (89)
Median Income - Asian	\$77,499.9 (7)	\$70,087.42 (71)	\$78,835.64 (8)
Average Income - Hispanic	\$80,142.29 (112)	\$63,011.46 (88)	\$59,494.89 (84)
Median Income - Hispanic	\$70,329.5 (119)	\$50,416.19 (85)	\$45,744.65 (7)
Average Income - Other	\$78,524.12 (99)	\$68,515.8 (87)	\$67,108.22 (85)
Median Income - Other	\$67,999.47 (101)	\$54,594.6 (8)	\$53,235.64 (7)

Age

Average Age	43.43 (108)	39.3 (98)	38.7 (97)
Median Age	43.22 (112)	37.68 (98)	37 (96)
0-4	3,752 (5.5%) (91)	38,770 (6.4%) (105)	99,229 (6.5%) (106)
5-13	6,881 (10.2%) (92)	69,457 (11.4%) (104)	177,026 (11.5%) (105)
14-17	2,665 (3.9%) (8)	30,207 (5%) (101)	80,092 (5.2%) (106)
18-21	2,593 (3.8%) (64)	32,060 (5.3%) (87)	83,623 (5.4%) (90)
22-24	2,562 (3.8%) (92)	24,130 (4%) (97)	61,990 (4%) (98)
25-29	4,345 (6.4%) (99)	40,549 (6.7%) (103)	104,677 (6.8%) (105)
30-34	4,079 (6%) (99)	41,283 (6.8%) (111)	108,091 (7%) (115)

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35-39	3,829	(5.7%)	94	40,640	(6.7%)	111	105,463	(6.9%)	114
40-44	3,879	(5.7%)	94	39,770	(6.5%)	108	101,086	(6.6%)	108
45-49	3,890	(5.7%)	96	37,367	(6.2%)	102	94,952	(6.2%)	103
50-54	4,070	(6%)	98	37,153	(6.1%)	100	93,691	(6.1%)	100
55-59	4,625	(6.8%)	107	38,647	(6.4%)	99	95,144	(6.2%)	97
60-64	4,717	(7%)	108	37,012	(6.1%)	94	89,988	(5.9%)	91
65-69	4,494	(6.6%)	114	32,154	(5.3%)	91	77,781	(5.1%)	87
70-74	3,949	(5.8%)	121	25,890	(4.3%)	88	62,301	(4.1%)	84
75-79	3,106	(4.6%)	130	19,019	(3.1%)	89	45,119	(2.9%)	84
80-84	2,165	(3.2%)	144	12,476	(2.1%)	92	29,548	(1.9%)	86
85+	2,060	(3%)	177	10,700	(1.8%)	103	25,140	(1.6%)	95

Age - Male

Male Average Age	40.81		105	37.34		96	36.8		95
Male Median Age	39		105	35.47		96	33.94		91
0-4	1,920	(6.2%)	98	19,863	(7%)	110	50,844	(7%)	110
5-13	3,519	(11.4%)	100	35,465	(12.4%)	109	90,475	(12.5%)	109

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14-17	1,333	(4.3%)	84	15,291	(5.4%)	104	40,743	(5.6%)	109
18-21	1,307	(4.2%)	90	16,306	(5.7%)	92	42,947	(5.9%)	95
22-24	1,302	(4.2%)	97	12,317	(4.3%)	99	31,864	(4.4%)	101
25-29	2,200	(7.1%)	104	20,687	(7.2%)	106	53,303	(7.3%)	107
30-34	2,020	(6.5%)	103	20,549	(7.2%)	113	53,886	(7.4%)	116
35-39	1,841	(6%)	97	19,241	(6.7%)	110	50,268	(6.9%)	113
40-44	1,769	(5.7%)	93	18,091	(6.3%)	103	46,386	(6.4%)	104
45-49	1,728	(5.6%)	93	16,755	(5.9%)	97	43,228	(5.9%)	99
50-54	1,823	(5.9%)	96	16,753	(5.9%)	96	42,790	(5.9%)	96
55-59	2,026	(6.6%)	104	17,381	(6.1%)	96	43,210	(5.9%)	94
60-64	2,013	(6.5%)	104	16,431	(5.8%)	91	40,293	(5.5%)	88
65-69	1,919	(6.2%)	112	14,066	(4.9%)	89	34,081	(4.7%)	84
70-74	1,634	(5.3%)	118	10,975	(3.8%)	86	26,360	(3.6%)	80
75-79	1,186	(3.8%)	122	7,619	(2.7%)	85	17,969	(2.5%)	77
80-84	775	(2.5%)	135	4,586	(1.6%)	86	10,749	(1.5%)	80
85+	567	(1.8%)	152	3,074	(1.1%)	95	7,132	(1%)	87

Age - Female

Female Average Age	45.63		111	41.04		99	40.41		98
Female Median Age	46.88		115	40.65		100	38.88		95
0-4	1,832	(5%)	85	18,907	(5.9%)	100	48,385	(6%)	102
5-13	3,362	(9.1%)	86	33,992	(10.6%)	100	86,551	(10.7%)	101
14-17	1,332	(3.6%)	71	14,916	(4.6%)	97	39,349	(4.9%)	102
18-21	1,286	(3.5%)	60	15,754	(4.9%)	84	40,676	(5%)	86
22-24	1,260	(3.4%)	89	11,813	(3.7%)	95	30,126	(3.7%)	96
25-29	2,145	(5.8%)	95	19,862	(6.2%)	101	51,374	(6.4%)	104
30-34	2,059	(5.6%)	96	20,734	(6.4%)	111	54,205	(6.7%)	115
35-39	1,988	(5.4%)	92	21,399	(6.6%)	113	55,195	(6.8%)	116
40-44	2,110	(5.7%)	95	21,679	(6.7%)	112	54,700	(6.8%)	112
45-49	2,162	(5.9%)	98	20,612	(6.4%)	107	51,724	(6.4%)	107
50-54	2,247	(6.1%)	99	20,400	(6.3%)	103	50,901	(6.3%)	102
55-59	2,599	(7.1%)	109	21,266	(6.6%)	102	51,934	(6.4%)	99
60-64	2,704	(7.4%)	111	20,581	(6.4%)	97	49,695	(6.1%)	93
65-69	2,575	(7%)	115	18,088	(5.6%)	92	43,700	(5.4%)	88
70-74	2,315	(6.3%)	122	14,915	(4.6%)	90	35,941	(4.4%)	86
75-79	1,920	(5.2%)	135	11,400	(3.5%)	91	27,150	(3.4%)	87
80-84	1,390	(3.8%)	146	7,890	(2.5%)	95	18,799	(2.3%)	90
85+	1,493	(4.1%)	178	7,626	(2.4%)	104	18,008	(2.2%)	98

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Employment by Occupation

Occupation	Local Count	Local %	Local Count (1 Mile)	National Count	National %	National Count (1 Mile)	National Count (3 Mile)	National % (3 Mile)	National Count (5 Mile)
Total Employees (16+ Years Old)	30,170			272,511					686,316
Professional Specialty	7,254	(24%)	102	51,216	(18.8%)	7			130,586 (19%)
Office Admin	4,554	(15.1%)	136	36,292	(13.3%)	120			80,737 (11.8%)
Managerial/Executive	3,546	(11.8%)	72	28,960	(10.6%)	65			73,101 (10.7%)
Healthcare support	2,832	(9.4%)	267	28,219	(10.4%)	317			69,639 (10.1%)
Sales	2,771	(9.2%)	94	23,082	(8.5%)	87			59,395 (8.7%)
Production & Transportation	2,196	(7.3%)	55	30,472	(11.2%)	85			80,728 (11.8%)
Construction	1,620	(5.4%)	65	17,806	(6.5%)	8			44,190 (6.4%)
Building Maintenance & Cleaning	1,570	(5.2%)	143	17,290	(6.3%)	175			46,072 (6.7%)
Protective	1,361	(4.5%)	207	10,910	(4%)	183			27,295 (4%)
Personal Care	1,134	(3.8%)	143	11,725	(4.3%)	164			29,683 (4.3%)
Food Preparation & Serving	1,034	(3.4%)	64	15,995	(5.9%)	110			43,974 (6.4%)
Farming, Fishing & Forestry	298	(1%)	152	544	(<0.5%)	31			916 (<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	30,170			272,511					686,316
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Educational Services	12,688	(42.1%)	96,291	(35.3%)	231,057	(33.7%)
Wholesale Retail	3,437	(11.4%)	31,418	(11.5%)	81,832	(11.9%)
Financial, Insurance & Real Estate	2,267	(7.5%)	17,283	(6.3%)	44,453	(6.5%)
Transportation	2,076	(6.9%)	22,738	(8.3%)	52,429	(7.6%)
Agriculture/Mining/Construction	1,930	(6.4%)	15,271	(5.6%)	38,770	(5.6%)
Administrative/Waste Services	1,418	(4.7%)	14,502	(5.3%)	36,547	(5.3%)
Entertainment Services	1,408	(4.7%)	26,244	(9.6%)	73,528	(10.7%)
Public Administration	1,342	(4.4%)	10,469	(3.8%)	25,386	(3.7%)
Professional Services	1,276	(4.2%)	11,510	(4.2%)	30,053	(4.4%)
Other Professional Services	1,096	(3.6%)	14,093	(5.2%)	37,072	(5.4%)
Manufacturing	825	(2.7%)	8,215	(3%)	22,585	(3.3%)
Information	402	(1.3%)	4,150	(1.5%)	11,788	(1.7%)
Management Services	5	(<0.5%)	327	(<0.5%)	816	(<0.5%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Gun Hill Commons

1750-1780 Gun Hill Road, Bronx, NY 10469

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Language Spoken

Speak English at Home	38,765	(60.7%)	7	280,276	(49.3%)	63	626,355	(43.6%)	56
Speak Spanish at Home	15,313	(24%)	172	206,784	(36.4%)	261	640,860	(44.6%)	320
Speak Other Language at Home	9,831	(15.4%)	190	81,454	(14.3%)	177	168,497	(11.7%)	145

Ancestry

Other	30,446	(45%)	207	208,014	(34.3%)	157	446,963	(29.1%)	34
Puerto Rican	10,607	(15.7%)	610	110,640	(18.2%)	709	261,326	(17%)	663
Unclassified	7,271	(10.7%)	64	49,854	(8.2%)	49	107,237	(7%)	42
Dominican	4,598	(6.8%)	1195	80,019	(13.2%)	2317	304,994	(19.9%)	3494
Italian	2,140	(3.2%)	106	17,439	(2.9%)	96	37,624	(2.5%)	8
South American	1,557	(2.3%)	216	17,283	(2.8%)	267	47,094	(3.1%)	288
Other European (e.g. Greek/Russian)	1,530	(2.3%)	70	8,518	(1.4%)	44	20,778	(1.4%)	42
American	1,514	(2.2%)	45	7,721	(1.3%)	26	17,562	(1.1%)	23
South East Asian (e.g. Vietnamese)	1,466	(2.2%)	34	6,911	(1.1%)	70	12,913	(0.8%)	52
South Central Asian (e.g. Indian)	1,329	(2%)	150	22,070	(3.6%)	277	31,939	(2.1%)	159
Other Hispanic	1,255	(1.9%)	141	13,990	(2.3%)	175	51,208	(3.3%)	253

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Central American	700	(1%)	12,098	(2%)	39,220	(2.6%)
Chinese	692	(1%)	4,052	(0.7%)	8,180	(0.5%)
Mexican	485	(0.7%)	23,648	(3.9%)	75,645	(4.9%)
Scottish/Irish	391	(0.6%)	7,337	(1.2%)	24,745	(1.6%)
German	221	(<0.5%)	2,643	(<0.5%)	8,544	(0.6%)
Native American (Indian/Eskimo)	220	(<0.5%)	1,944	(<0.5%)	4,260	(<0.5%)
Polish	204	(<0.5%)	1,170	(<0.5%)	3,986	(<0.5%)
Cuban	203	(<0.5%)	3,890	(0.6%)	10,774	(0.7%)
Middle Eastern	178	(<0.5%)	2,035	(<0.5%)	4,155	(<0.5%)
British	165	(<0.5%)	1,264	(<0.5%)	4,461	(<0.5%)
French	145	(<0.5%)	627	(<0.5%)	1,755	(<0.5%)
Korean	127	(<0.5%)	1,110	(<0.5%)	3,017	(<0.5%)
Other Asian	114	(<0.5%)	2,070	(<0.5%)	3,377	(<0.5%)
Hawaiian/Pacific Islander	44	(<0.5%)	216	(<0.5%)	514	(<0.5%)
Scandinavian	35	(<0.5%)	379	(<0.5%)	1,301	(<0.5%)
Japanese	14	(<0.5%)	263	(<0.5%)	1,031	(<0.5%)

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	1 Mile	3 Mile	5 Mile
Dutch	10 (<0.5%)	79 (<0.5%)	338 (<0.5%)

Education (Age 25+)

Total Educated Population	49,208	412,660	1M
Elementary (0 to 8 Years)	2,949 (6%)	42,706 (10.3%)	125,593 (12.2%)
Some High School (9 to 11 Years)	3,866 (7.9%)	45,020 (10.9%)	123,474 (12%)
High School Graduate (12 Years)	12,545 (25.5%)	116,682 (28.3%)	278,611 (27%)
Some College (13 to 16 Years)	9,549 (19.4%)	74,212 (18%)	177,769 (17.2%)
Associates Degree Only	5,237 (10.6%)	35,354 (8.6%)	81,019 (7.8%)
Bachelor's Degree Only	9,701 (19.7%)	62,245 (15.1%)	150,354 (14.6%)
Graduate Degree	5,361 (10.9%)	36,441 (8.8%)	96,161 (9.3%)

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Audience Profile

Jan 1 - Dec 31, 2023
















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



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	26,738	223,484	549,076
One Person Households	9,070 (33.9%) 	66,667 (29.8%) 	158,073 (28.8%) 
Married Couple	9,287 (34.7%) 	70,891 (31.7%) 	168,708 (30.7%) 
Male Householder	1,969 (7.4%) 	17,770 (8%) 	42,432 (7.7%) 
Female Householder	5,545 (20.7%) 	57,601 (25.8%) 	152,601 (27.8%) 
Non Family Households	867 (3.2%) 	10,555 (4.7%) 	27,262 (5%) 

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	26,738	223,484	549,076
1 Person Household	9,070 (33.9%) 	66,667 (29.8%) 	158,073 (28.8%) 
2 Person Household	7,631 (28.5%) 	57,370 (25.7%) 	137,802 (25.1%) 
3 Person Household	4,399 (16.5%) 	39,763 (17.8%) 	98,168 (17.9%) 
4 Person Household	3,155 (11.8%) 	30,051 (13.4%) 	75,979 (13.8%) 
5 Person Household	1,496 (5.6%) 	16,441 (7.4%) 	42,659 (7.8%) 
6 Person Household	568 (2.1%) 	7,105 (3.2%) 	19,327 (3.5%) 
7+ Person Household	419 (1.6%) 	6,087 (2.7%) 	17,068 (3.1%) 

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Audience Profile

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	27,678	235,377	578,091
Renter Occupied Housing	13,406	163,126	420,834
Owner Occupied Housing	13,332	60,358	128,242
Vacant Housing	940	11,893	29,015

Housing Rent

Average Rent	\$1,453.5	104	\$1,438.84	103	\$1,378.64	99
Median Rent	\$1,380.27	109	\$1,442.79	114	\$1,371.52	108
Total Cash Rents Housing	13,095	159,212	410,629			
<\$300	209 (1.6%)	50	7,073 (4.4%)	139	23,416 (5.7%)	179
\$300-\$500	149 (1.1%)	26	7,766 (4.9%)	112	23,869 (5.8%)	33
\$500-\$750	777 (5.9%)	54	8,208 (5.2%)	47	27,090 (6.6%)	60
\$750-\$1000	1,984 (15.2%)	95	13,488 (8.5%)	53	39,508 (9.6%)	61
\$1000-\$1500	4,508 (34.4%)	119	48,636 (30.5%)	106	123,049 (30%)	104
\$1500-\$2000	3,404 (26%)	135	48,014 (30.2%)	157	112,970 (27.5%)	143
\$2000-\$2500	1,375 (10.5%)	114	19,235 (12.1%)	131	42,602 (10.4%)	113

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$2500-\$3000	483	(3.7%)	4,977	(3.1%)	11,991	(2.9%)
\$3000-\$3500	131	(1%)	1,221	(0.8%)	3,588	(0.9%)
>\$3500	75	(0.6%)	594	(<0.5%)	2,546	(0.6%)

Value of Owner-Occupied Housing Units

Average House Value	\$437,116.48		\$621,150.45		\$639,715.13	
Median House Value	\$390,150.19		\$623,287.68		\$612,287.22	
Owner Occupied Housing	13,332		60,358		128,242	
<\$100K	4,122	(30.9%)	6,820	(11.3%)	10,139	(7.9%)
\$100K - \$200K	1,203	(9%)	3,341	(5.5%)	7,608	(5.9%)
\$200K - \$300K	801	(6%)	3,603	(6%)	9,895	(7.7%)
\$300K - \$400K	599	(4.5%)	3,226	(5.3%)	9,309	(7.3%)
\$400K - \$500K	609	(4.6%)	4,657	(7.7%)	11,576	(9%)
\$500K - \$1000K	4,868	(36.5%)	30,907	(51.2%)	61,235	(47.7%)
>\$1000K	1,130	(8.5%)	7,804	(12.9%)	18,480	(14.4%)

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	2,888	(10.8%)	86	46,691	(20.9%)	166	129,157	(23.5%)	186
Households Above Poverty	23,850	(89.2%)	102	176,793	(79.1%)	91	419,919	(76.5%)	88
Households in Poverty (Married)	500	(1.9%)	84	6,638	(3%)	134	16,825	(3.1%)	138
Households in Poverty (Male Householder)	231	(0.9%)	135	2,532	(1.1%)	177	6,288	(1.1%)	178
Households in Poverty (Female Householder)	390	(1.5%)	47	14,660	(6.6%)	214	45,309	(8.3%)	269
Households in Poverty (Non-Family)	1,616	(6%)	100	20,920	(9.4%)	155	56,212	(10.2%)	169
Households in Poverty (Non-Family Student)	151	(0.6%)	90	1,941	(0.9%)	139	4,523	(0.8%)	32

Wealth per Household

Household Average Wealth	\$225,879.46	95	\$198,026.35	83	\$194,811.08	8			
Household Median Wealth	\$68,849.05	88	\$45,208.03	58	\$42,688.48	54			
<\$0K	4,918	(18.4%)	105	46,044	(20.6%)	117	114,896	(20.9%)	119
\$0K - \$5K	2,547	(9.5%)	110	25,229	(11.3%)	130	63,475	(11.6%)	33
\$5K - \$10K	1,315	(4.9%)	107	12,445	(5.6%)	121	30,978	(5.6%)	122
\$10K - \$25K	1,752	(6.6%)	102	15,657	(7%)	109	38,663	(7%)	110
\$25K - \$50K	1,818	(6.8%)	99	15,299	(6.8%)	100	37,489	(6.8%)	100

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	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	2,703	(10.1%)	21,815	(9.8%)	53,238	(9.7%)
\$100K - \$250K	4,688	(17.5%)	36,207	(16.2%)	87,783	(16%)
\$250K - \$500K	3,353	(12.5%)	24,814	(11.1%)	59,866	(10.9%)
>\$500K	3,644	(13.6%)	25,974	(11.6%)	62,688	(11.4%)

Vehicles per Household

Total Number of Vehicles	25,122		163,223		366,416	
Average Number of Vehicles	0.94		0.73		0.67	
No Vehicles	9,422	(35.2%)	109,059	(48.8%)	290,300	(52.9%)
1 Vehicle	11,341	(42.4%)	77,773	(34.8%)	178,953	(32.6%)
2 Vehicles	4,524	(16.9%)	27,515	(12.3%)	59,349	(10.8%)
3 or more Vehicles	1,451	(5.4%)	9,137	(4.1%)	20,474	(3.7%)

Population Change

Births	682		7,211		18,563
Deaths	669		4,615		11,131
Migration	-923		-11,260		-25,306

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● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	566	7,876	21,563
Total Employees	11,048	139,163	328,565

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