

Audience Profile

Jan 1 - Dec 31, 2023

Kingswood Crossing

1715 E 13th St, Brooklyn, NY 11229

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	126,782		896,923		1.7M	
Households	46,502		317,682		608,088	
Persons per Household	2.72	105	2.81	109	2.73	106
Household Median Income	\$69,564.83	100	\$67,918.3	98	\$70,781.47	102
Household Median Disposable Income	\$58,811.19	98	\$57,428.14	95	\$59,759.43	99
Household Median Discretionary Income	\$36,417.37	85	\$34,037.31	74	\$35,570.27	83
Average Income Per Person	\$36,604.73	98	\$34,150.71	91	\$37,280.12	100
Median Rent	\$1,648.53	30	\$1,613.49	127	\$1,628.71	28
Median House Value	\$845,129.93	206	\$747,241.98	182	\$750,333.44	183
Households in Poverty	8,705 (18.7%)	148	55,736 (17.5%)	139	103,570 (17%)	135
Household Median Wealth	\$66,861.93	85	\$62,594.12	84	\$59,174.36	74
Average Age	40.05	100	40.15	100	39.65	99
Median Age	37.87	98	38.35	100	38.34	100
Households with Children	13,580 (29.2%)	106	90,171 (28.4%)	103	161,101 (26.5%)	96
High School Graduate or Higher	74,209 (85.3%)	96	508,854 (82.6%)	93	951,174 (82.6%)	93

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	36,261 (41.7%)	221,809 (36%)	423,839 (36.8%)
Pop density (per sq mi)	39,570	36,352	34,071
Area (based on blockgroups)	3	25	49

Population

Population 2022 Q4	126,782	896,923	1.7M
Population 2022 Q3	128,009	903,276	1.7M
Population 2022 Q2	129,083	909,016	1.7M
Population 2022 Q1	130,095	915,185	1.7M
Population 2021 Q4	130,975	919,650	1.7M
Population 2021 Q3	132,448	927,041	1.7M
Population 2021 Q2	133,447	933,283	1.7M
Population 2021 Q1	134,502	940,293	1.8M
Population 2020 Q4	136,087	948,726	1.8M
Population 5 Years Forecast	123,398	875,104	1.6M
Population 10 Years Forecast	121,961	865,826	1.6M
Persons per Household	2.72	2.81	2.73

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	1 Mile		3 Mile		5 Mile
Group Quarters	203	(<0.5%)	5,426	(0.6%)	17,508
Transient Population - Average Last 4 Quarters			75	(<0.5%)	331

Households

Households 2022 Q4	46,502		317,682		608,088
Households 2022 Q3	46,969		320,060		612,183
Households 2022 Q2	47,379		322,170		616,111
Households 2022 Q1	47,749		324,445		620,196
Households 2021 Q4	48,075		326,111		623,310
Households 2021 Q3	48,619		328,782		627,655
Households 2021 Q2	48,984		331,100		632,115
Households 2021 Q1	49,373		333,649		636,780
Households 2020 Q4	49,950		336,784		642,141
Households 5 Years Forecast	45,267		309,936		597,720
Households 10 Years Forecast	44,737		306,651		593,728

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Gender	1 Mile	3 Mile	5 Mile
Male	62,052 (48.9%)	432,594 (48.2%)	801,361 (47.7%)
Female	64,730 (51.1%)	464,329 (51.8%)	877,745 (52.3%)

Ethnicity	1 Mile	3 Mile	5 Mile
White	91,510 (72.2%)	450,413 (50.2%)	650,996 (38.8%)
Asian	18,922 (14.9%)	154,085 (17.2%)	237,651 (14.2%)
Hispanic (Ethnic)	10,543 (8.3%)	107,110 (11.9%)	244,956 (14.6%)
Other	3,323 (2.6%)	26,129 (2.9%)	50,657 (3%)
Black	2,484 (2%)	159,186 (17.7%)	494,846 (29.5%)

Household by Ethnicity	1 Mile	3 Mile	5 Mile
White	33,638 (72.3%)	162,537 (51.2%)	248,545 (40.9%)
Asian	6,203 (13.3%)	46,852 (14.7%)	71,036 (11.7%)
Hispanic (Ethnic)	3,368 (7.2%)	38,349 (12.1%)	85,617 (14.1%)
Other	2,129 (4.6%)	17,803 (5.6%)	35,368 (5.8%)
Black	1,164 (2.5%)	52,141 (16.4%)	167,522 (27.5%)

Households Income

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Household Average Income	\$99,669.07	102	\$95,959.57	99	\$102,113.05	105
Average Income Per Person	\$36,604.73	98	\$34,150.71	91	\$37,280.12	100
Household Median Income	\$69,564.83	100	\$67,918.3	98	\$70,781.47	102
<\$15K	5,768 (12.4%)	136	34,953 (11%)	120	68,021 (11.2%)	122
\$15K - \$25K	3,995 (8.6%)	112	28,091 (8.8%)	115	49,695 (8.2%)	106
\$25K - \$35K	3,568 (7.7%)	95	24,823 (7.8%)	97	46,246 (7.6%)	94
\$35K - \$50K	4,507 (9.7%)	85	33,706 (10.6%)	93	63,296 (10.4%)	91
\$50K - \$75K	6,664 (14.3%)	85	48,923 (15.4%)	91	89,404 (14.7%)	87
\$75K - \$100K	5,378 (11.6%)	89	37,640 (11.8%)	91	71,131 (11.7%)	90
\$100K - \$150K	7,508 (16.1%)	98	51,070 (16.1%)	97	98,152 (16.1%)	98
\$150K - \$175K	2,480 (5.3%)	102	17,331 (5.5%)	104	34,205 (5.6%)	107
\$175K - \$200K	1,586 (3.4%)	63	12,768 (4%)	75	26,844 (4.4%)	8
\$200K - \$250K	2,828 (6.1%)	163	15,892 (5%)	134	34,210 (5.6%)	151
\$250K - \$500K	1,216 (2.6%)	164	6,803 (2.1%)	134	14,649 (2.4%)	151
>\$500K	1,004 (2.2%)	162	5,682 (1.8%)	134	12,235 (2%)	151

Disposable Households Income

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

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Household Average Disposable Income	\$75,315.62		102	\$73,064.67		99	\$75,593.12		102
Household Median Disposable Income	\$58,811.19		98	\$57,428.14		95	\$59,759.43		99
<\$15K	6,244	(13.4%)	35	38,114	(12%)	121	73,517	(12.1%)	121
\$15K - \$25K	4,534	(9.8%)	108	32,686	(10.3%)	114	58,618	(9.6%)	106
\$25K - \$35K	4,160	(8.9%)	96	28,510	(9%)	97	53,465	(8.8%)	95
\$35K - \$50K	5,520	(11.9%)	88	42,229	(13.3%)	99	77,664	(12.8%)	95
\$50K - \$75K	7,552	(16.2%)	88	53,273	(16.8%)	91	99,244	(16.3%)	88
\$75K - \$100K	5,841	(12.6%)	90	42,500	(13.4%)	96	81,275	(13.4%)	96
\$100K - \$150K	7,313	(15.7%)	100	48,596	(15.3%)	97	95,637	(15.7%)	100
\$150K - \$175K	1,738	(3.7%)	74	11,575	(3.6%)	76	25,090	(4.1%)	86
\$175K - \$200K	883	(1.9%)	122	4,948	(1.6%)	100	10,652	(1.8%)	112
\$200K - \$250K	1,093	(2.4%)	154	6,110	(1.9%)	126	13,198	(2.2%)	142
\$250K - \$500K	1,490	(3.2%)	153	8,375	(2.6%)	126	18,087	(3%)	142
>\$500K	134	(<0.5%)	157	766	(<0.5%)	131	1,641	(<0.5%)	147

Discretionary Households Income

Household Average Discretionary Income	\$46,478.21		90	\$44,191.23		85	\$46,814.7		90
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Household Median Discretionary Income	\$36,417.37	85	\$34,037.31	74	\$35,570.27	83
<\$10K	6,962 (15%)	147	49,249 (15.5%)	152	94,395 (15.5%)	152
\$10K - \$20K	7,242 (15.6%)	120	51,084 (16.1%)	124	93,576 (15.4%)	118
\$20K - \$30K	5,764 (12.4%)	99	44,461 (14%)	112	80,431 (13.2%)	106
\$30K - \$40K	4,923 (10.6%)	93	33,132 (10.4%)	92	61,534 (10.1%)	89
\$40K - \$50K	4,222 (9.1%)	95	29,327 (9.2%)	96	53,981 (8.9%)	92
\$50K - \$75K	7,747 (16.7%)	92	52,015 (16.4%)	91	97,956 (16.1%)	89
\$75K - \$100K	4,379 (9.4%)	89	26,740 (8.4%)	74	52,026 (8.6%)	8
\$100K - \$125K	2,714 (5.8%)	86	18,145 (5.7%)	84	36,771 (6%)	89
\$125K - \$150K	2,229 (4.8%)	109	11,081 (3.5%)	74	26,672 (4.4%)	100
>\$150K	320 (0.7%)	27	2,448 (0.8%)	31	10,746 (1.8%)	70

Households Income by Ethnicity

Average Income - White	\$85,007.86	98	\$83,984.63	96	\$94,408.09	108
Median Income - White	\$70,514.4	93	\$68,833.24	91	\$83,881.72	110
Average Income - Black	\$67,500.79	110	\$81,830.61	133	\$75,259.17	123
Median Income - Black	\$56,299.37	118	\$69,745.72	146	\$62,057.54	30

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$88,841.37 (86)	\$86,557.95 (84)	\$87,561.06 (85)
Median Income - Asian	\$80,231.27 (8)	\$73,644.33 (7)	\$74,038.07 (7)
Average Income - Hispanic	\$75,776.39 (106)	\$73,038.32 (103)	\$74,469.37 (105)
Median Income - Hispanic	\$61,764.59 (105)	\$61,743.3 (105)	\$60,891.41 (103)
Average Income - Other	\$75,249.63 (95)	\$76,721.28 (97)	\$80,350.27 (102)
Median Income - Other	\$59,406.28 (88)	\$66,071.23 (98)	\$67,713.21 (100)

Age

Average Age	40.05 (100)	40.15 (100)	39.65 (99)
Median Age	37.87 (98)	38.35 (100)	38.34 (100)
0-4	7,794 (6.1%) (101)	54,805 (6.1%) (100)	108,010 (6.4%) (106)
5-13	13,670 (10.8%) (98)	98,613 (11%) (100)	195,033 (11.6%) (105)
14-17	6,942 (5.5%) (111)	48,307 (5.4%) (109)	85,848 (5.1%) (103)
18-21	6,639 (5.2%) (87)	46,083 (5.1%) (85)	79,843 (4.8%) (7)
22-24	4,720 (3.7%) (91)	32,897 (3.7%) (89)	58,936 (3.5%) (85)
25-29	8,225 (6.5%) (100)	56,340 (6.3%) (97)	101,413 (6%) (93)
30-34	8,870 (7%) (115)	59,733 (6.7%) (109)	109,966 (6.5%) (107)

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35-39	9,087	(7.2%)	61,801	(6.9%)	120,226	(7.2%)
40-44	8,331	(6.6%)	59,047	(6.6%)	120,009	(7.1%)
45-49	7,335	(5.8%)	55,002	(6.1%)	109,789	(6.5%)
50-54	6,879	(5.4%)	51,968	(5.8%)	101,286	(6%)
55-59	6,987	(5.5%)	51,822	(5.8%)	98,664	(5.9%)
60-64	7,368	(5.8%)	53,554	(6%)	98,929	(5.9%)
65-69	7,216	(5.7%)	51,374	(5.7%)	92,175	(5.5%)
70-74	6,505	(5.1%)	45,323	(5.1%)	78,208	(4.7%)
75-79	4,506	(3.6%)	31,628	(3.5%)	54,964	(3.3%)
80-84	2,940	(2.3%)	20,151	(2.2%)	35,178	(2.1%)
85+	2,768	(2.2%)	18,475	(2.1%)	30,629	(1.8%)

Age - Male

Male Average Age	38.65		38.49		37.85	
Male Median Age	36.67		36.74		36.59	
0-4	3,992	(6.4%)	28,076	(6.5%)	55,318	(6.9%)
5-13	6,998	(11.3%)	50,451	(11.7%)	99,751	(12.4%)

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	1 Mile			3 Mile			5 Mile		
14-17	3,589	(5.8%)	113	24,748	(5.7%)	111	43,937	(5.5%)	107
18-21	3,442	(5.5%)	89	23,559	(5.4%)	87	40,824	(5.1%)	85
22-24	2,423	(3.9%)	90	16,772	(3.9%)	89	30,103	(3.8%)	86
25-29	4,202	(6.8%)	99	28,807	(6.7%)	97	51,852	(6.5%)	95
30-34	4,494	(7.2%)	114	30,461	(7%)	110	55,590	(6.9%)	109
35-39	4,527	(7.3%)	119	30,780	(7.1%)	116	58,611	(7.3%)	119
40-44	4,144	(6.7%)	109	28,756	(6.6%)	108	57,160	(7.1%)	116
45-49	3,657	(5.9%)	98	26,479	(6.1%)	101	51,866	(6.5%)	107
50-54	3,383	(5.5%)	89	24,806	(5.7%)	94	47,349	(5.9%)	97
55-59	3,356	(5.4%)	85	24,389	(5.6%)	89	45,419	(5.7%)	90
60-64	3,475	(5.6%)	89	24,699	(5.7%)	91	44,609	(5.6%)	88
65-69	3,379	(5.4%)	98	23,141	(5.3%)	96	40,526	(5.1%)	91
70-74	2,964	(4.8%)	107	19,894	(4.6%)	103	33,505	(4.2%)	93
75-79	1,954	(3.1%)	100	13,274	(3.1%)	97	22,497	(2.8%)	89
80-84	1,180	(1.9%)	102	7,823	(1.8%)	97	13,283	(1.7%)	89
85+	893	(1.4%)	77	5,679	(1.3%)	116	9,161	(1.1%)	101

Age - Female

Female Average Age	41.39		100	41.7		101	41.29		100
Female Median Age	40.08		98	40.96		100	40.99		100
0-4	3,802	(5.9%)	100	26,729	(5.8%)	98	52,692	(6%)	103
5-13	6,672	(10.3%)	97	48,162	(10.4%)	98	95,282	(10.9%)	103
14-17	3,353	(5.2%)	109	23,559	(5.1%)	107	41,911	(4.8%)	100
18-21	3,197	(4.9%)	85	22,524	(4.9%)	83	39,019	(4.4%)	79
22-24	2,297	(3.5%)	92	16,125	(3.5%)	90	28,833	(3.3%)	85
25-29	4,023	(6.2%)	101	27,533	(5.9%)	97	49,561	(5.6%)	92
30-34	4,376	(6.8%)	116	29,272	(6.3%)	108	54,376	(6.2%)	106
35-39	4,560	(7%)	120	31,021	(6.7%)	114	61,615	(7%)	119
40-44	4,187	(6.5%)	107	30,291	(6.5%)	108	62,849	(7.2%)	119
45-49	3,678	(5.7%)	95	28,523	(6.1%)	103	57,923	(6.6%)	110
50-54	3,496	(5.4%)	88	27,162	(5.8%)	95	53,937	(6.1%)	100
55-59	3,631	(5.6%)	87	27,433	(5.9%)	91	53,245	(6.1%)	94
60-64	3,893	(6%)	91	28,855	(6.2%)	94	54,320	(6.2%)	94
65-69	3,837	(5.9%)	97	28,233	(6.1%)	99	51,649	(5.9%)	96
70-74	3,541	(5.5%)	106	25,429	(5.5%)	106	44,703	(5.1%)	99
75-79	2,552	(3.9%)	102	18,354	(4%)	102	32,467	(3.7%)	95
80-84	1,760	(2.7%)	105	12,328	(2.7%)	103	21,895	(2.5%)	97
85+	1,875	(2.9%)	77	12,796	(2.8%)	121	21,468	(2.4%)	107

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	57,393	407,303	778,361
Professional Specialty	15,681 (27.3%)	105,293 (25.9%)	215,307 (27.7%)
Managerial/Executive	9,020 (15.7%)	56,293 (13.8%)	112,228 (14.4%)
Office Admin	7,082 (12.3%)	49,176 (12.1%)	87,346 (11.2%)
Sales	6,494 (11.3%)	36,974 (9.1%)	64,960 (8.3%)
Production & Transportation	5,091 (8.9%)	41,346 (10.2%)	70,520 (9.1%)
Healthcare support	4,972 (8.7%)	35,976 (8.8%)	64,128 (8.2%)
Construction	3,101 (5.4%)	28,681 (7%)	49,491 (6.4%)
Food Preparation & Serving	1,948 (3.4%)	18,052 (4.4%)	38,577 (5%)
Building Maintenance & Cleaning	1,943 (3.4%)	14,190 (3.5%)	28,160 (3.6%)
Personal Care	1,322 (2.3%)	11,754 (2.9%)	25,016 (3.2%)
Protective	739 (1.3%)	9,208 (2.3%)	22,083 (2.8%)
Farming, Fishing & Forestry	360 (<0.5%)	360 (<0.5%)	545 (<0.5%)

Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	57,393	407,303	778,361

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Educational Services	18,978	(33.1%)	142	133,649	(32.8%)	141	248,372	(31.9%)	137
Wholesale Retail	8,847	(15.4%)	114	50,746	(12.5%)	93	86,620	(11.1%)	83
Financial, Insurance & Real Estate	4,664	(8.1%)	123	30,083	(7.4%)	112	57,592	(7.4%)	112
Professional Services	4,482	(7.8%)	104	30,592	(7.5%)	100	66,089	(8.5%)	113
Transportation	4,435	(7.7%)	137	33,235	(8.2%)	145	56,957	(7.3%)	130
Entertainment Services	4,032	(7%)	74	31,785	(7.8%)	86	69,502	(8.9%)	99
Agriculture/Mining/Construction	3,033	(5.3%)	61	26,522	(6.5%)	76	44,491	(5.7%)	66
Other Professional Services	2,031	(3.5%)	74	18,811	(4.6%)	97	39,007	(5%)	105
Manufacturing	1,927	(3.4%)	33	13,417	(3.3%)	33	23,394	(3%)	30
Administrative/Waste Services	1,792	(3.1%)	75	12,978	(3.2%)	76	27,285	(3.5%)	84
Public Administration	1,658	(2.9%)	60	14,098	(3.5%)	72	30,471	(3.9%)	8
Information	1,455	(2.5%)	135	10,942	(2.7%)	143	27,540	(3.5%)	189
Management Services	59	(<0.5%)	73	445	(<0.5%)	74	1,041	(<0.5%)	95

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Language Spoken

Speak Other Language at Home	59,752	(50.2%)	619	407,676	(48.4%)	597	572,132	(36.4%)	449
Speak English at Home	50,781	(42.7%)	55	356,456	(42.3%)	54	823,105	(52.4%)	67
Speak Spanish at Home	8,455	(7.1%)	51	77,986	(9.3%)	66	175,859	(11.2%)	8

Ancestry

Other	37,605	(29.7%)	136	310,601	(34.6%)	159	647,040	(38.5%)	177
Unclassified	18,953	(14.9%)	90	112,889	(12.6%)	75	206,379	(12.3%)	74
Other European (e.g. Greek/Russian)	16,819	(13.3%)	413	83,428	(9.3%)	289	110,006	(6.6%)	204
Chinese	12,400	(9.8%)	820	104,090	(11.6%)	973	167,733	(10%)	838
Middle Eastern	7,275	(5.7%)	910	19,257	(2.1%)	341	30,305	(1.8%)	286
American	6,871	(5.4%)	110	33,088	(3.7%)	75	52,572	(3.1%)	64
Mexican	4,421	(3.5%)	33	30,304	(3.4%)	32	61,468	(3.7%)	35
Italian	4,319	(3.4%)	114	36,861	(4.1%)	137	56,183	(3.3%)	112
South Central Asian (e.g. Indian)	3,667	(2.9%)	221	35,154	(3.9%)	299	45,125	(2.7%)	205
Polish	2,350	(1.9%)	120	14,632	(1.6%)	105	21,174	(1.3%)	8
Puerto Rican	2,064	(1.6%)	63	30,695	(3.4%)	133	71,882	(4.3%)	167

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

Audience Profile

Jan 1 - Dec 31, 2023

Kingswood Crossing

1715 E 13th St, Brooklyn, NY 11229

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Other Asian	1,810	(1.4%)	463	7,202	(0.8%)	260	9,149	(0.5%)	177
Scottish/Irish	1,309	(1%)	15	11,103	(1.2%)	18	30,640	(1.8%)	27
Central American	1,133	(0.9%)	60	14,693	(1.6%)	110	29,438	(1.8%)	118
South American	1,130	(0.9%)	84	12,781	(1.4%)	134	28,002	(1.7%)	156
German	991	(0.8%)	10	6,026	(0.7%)	8	15,764	(0.9%)	12
Other Hispanic	878	(0.7%)	53	8,120	(0.9%)	69	20,642	(1.2%)	93
Dominican	801	(0.6%)	111	8,503	(0.9%)	167	28,477	(1.7%)	298
South East Asian (e.g. Vietnamese)	619	(<0.5%)	30	5,123	(0.6%)	35	9,483	(0.6%)	35
Korean	408	(<0.5%)	7	2,172	(<0.5%)	57	4,563	(<0.5%)	64
British	378	(<0.5%)	6	2,946	(<0.5%)	6	11,994	(0.7%)	13
French	150	(<0.5%)	9	1,205	(<0.5%)	11	3,797	(<0.5%)	18
Native American (Indian/Eskimo)	123	(<0.5%)	12	1,778	(<0.5%)	25	3,790	(<0.5%)	28
Cuban	116	(<0.5%)	14	2,014	(<0.5%)	34	5,047	(<0.5%)	46
Scandinavian	96	(<0.5%)	4	1,162	(<0.5%)	7	4,824	(<0.5%)	15
Dutch	45	(<0.5%)	6	516	(<0.5%)	9	1,537	(<0.5%)	15
Hawaiian/Pacific Islander	33	(<0.5%)	15	236	(<0.5%)	15	494	(<0.5%)	17

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

Audience Profile

Jan 1 - Dec 31, 2023

Kingswood Crossing

1715 E 13th St, Brooklyn, NY 11229

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Japanese	18	(<0.5%)	344	(<0.5%)	1,598	(<0.5%)

Education (Age 25+)

Total Educated Population	87,017		616,218		1.2M	
Elementary (0 to 8 Years)	7,784	(8.9%)	60,933	(9.9%)	106,681	(9.3%)
Some High School (9 to 11 Years)	5,024	(5.8%)	46,431	(7.5%)	93,581	(8.1%)
High School Graduate (12 Years)	21,676	(24.9%)	168,388	(27.3%)	300,981	(26.1%)
Some College (13 to 16 Years)	10,185	(11.7%)	76,633	(12.4%)	149,989	(13%)
Associates Degree Only	6,087	(7%)	42,024	(6.8%)	76,365	(6.6%)
Bachelor's Degree Only	21,135	(24.3%)	133,447	(21.7%)	251,290	(21.8%)
Graduate Degree	15,126	(17.4%)	88,362	(14.3%)	172,549	(15%)

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Audience Profile

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Kingswood Crossing

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	46,502	317,682	608,088
One Person Households	13,400 (28.8%)	86,277 (27.2%)	172,051 (28.3%)
Married Couple	24,217 (52.1%)	152,313 (47.9%)	253,396 (41.7%)
Male Householder	1,874 (4%)	17,831 (5.6%)	34,866 (5.7%)
Female Householder	5,148 (11.1%)	46,776 (14.7%)	106,341 (17.5%)
Non Family Households	1,863 (4%)	14,485 (4.6%)	41,434 (6.8%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	46,502	317,682	608,088
1 Person Household	13,400 (28.8%)	86,277 (27.2%)	172,051 (28.3%)
2 Person Household	13,398 (28.8%)	87,050 (27.4%)	167,490 (27.5%)
3 Person Household	7,197 (15.5%)	53,083 (16.7%)	103,196 (17%)
4 Person Household	5,468 (11.8%)	41,700 (13.1%)	77,953 (12.8%)
5 Person Household	3,187 (6.9%)	23,223 (7.3%)	42,612 (7%)
6 Person Household	1,958 (4.2%)	12,441 (3.9%)	21,551 (3.5%)
7+ Person Household	1,894 (4.1%)	13,908 (4.4%)	23,235 (3.8%)

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Audience Profile

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Kingswood Crossing

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	51,722	345,108	656,961
Renter Occupied Housing	30,305	204,997	417,314
Owner Occupied Housing	16,197	112,685	190,774
Vacant Housing	5,220	27,426	48,873

Housing Rent

Average Rent	\$1,654.52	119	\$1,608.04	115	\$1,649.35	118
Median Rent	\$1,648.53	30	\$1,613.49	127	\$1,628.71	128
Total Cash Rents Housing	28,957	197,402	404,279			
<\$300	847 (2.9%)	92	6,635 (3.4%)	105	15,004 (3.7%)	116
\$300-\$500	793 (2.7%)	63	6,106 (3.1%)	71	14,019 (3.5%)	71
\$500-\$750	1,061 (3.7%)	33	8,011 (4.1%)	37	18,156 (4.5%)	41
\$750-\$1000	1,769 (6.1%)	38	13,290 (6.7%)	42	28,035 (6.9%)	44
\$1000-\$1500	7,039 (24.3%)	84	49,812 (25.2%)	87	95,424 (23.6%)	88
\$1500-\$2000	9,996 (34.5%)	179	65,411 (33.1%)	172	122,377 (30.3%)	157
\$2000-\$2500	4,764 (16.5%)	179	31,388 (15.9%)	173	64,025 (15.8%)	172

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Kingswood Crossing

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	1,553	(5.4%)	32	11,055	(5.6%)	138	25,946	(6.4%)	158
\$3000-\$3500	566	(2%)	98	3,507	(1.8%)	89	11,270	(2.8%)	140
>\$3500	569	(2%)	92	2,187	(1.1%)	52	10,023	(2.5%)	115

Value of Owner-Occupied Housing Units

Average House Value	\$953,387.71	180	\$829,693.91	157	\$872,694.07	165			
Median House Value	\$845,129.93	206	\$747,241.98	182	\$750,333.44	183			
Owner Occupied Housing	16,197		112,685		190,774				
<\$100K	383	(2.4%)	25	2,972	(2.6%)	28	5,130	(2.7%)	29
\$100K - \$200K	528	(3.3%)	24	3,771	(3.3%)	24	5,441	(2.9%)	21
\$200K - \$300K	932	(5.8%)	41	5,723	(5.1%)	36	7,996	(4.2%)	30
\$300K - \$400K	692	(4.3%)	37	6,539	(5.8%)	50	11,615	(6.1%)	52
\$400K - \$500K	612	(3.8%)	40	8,696	(7.7%)	8	16,304	(8.5%)	90
\$500K - \$1000K	8,122	(50.1%)	194	58,744	(52.1%)	201	96,073	(50.4%)	195
>\$1000K	4,934	(30.5%)	195	26,246	(23.3%)	149	48,221	(25.3%)	161

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

Audience Profile

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Kingswood Crossing

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	8,705	(18.7%)	148	55,736	(17.5%)	139	103,570	(17%)	135
Households Above Poverty	37,797	(81.3%)	93	261,946	(82.5%)	94	504,518	(83%)	95
Households in Poverty (Married)	2,779	(6%)	269	19,501	(6.1%)	276	27,873	(4.6%)	206
Households in Poverty (Male Householder)	233	(0.5%)	7	1,995	(0.6%)	98	3,958	(0.7%)	101
Households in Poverty (Female Householder)	1,016	(2.2%)	71	9,018	(2.8%)	92	20,439	(3.4%)	109
Households in Poverty (Non-Family)	4,336	(9.3%)	154	23,577	(7.4%)	123	48,004	(7.9%)	30
Households in Poverty (Non-Family Student)	341	(0.7%)	117	1,645	(0.5%)	83	3,296	(0.5%)	87

Wealth per Household

Household Average Wealth	\$229,042.73	97	\$222,428.33	94	\$219,756.32	93			
Household Median Wealth	\$66,861.93	85	\$62,594.12	84	\$59,174.36	75			
<\$0K	8,700	(18.7%)	106	60,425	(19%)	108	117,748	(19.4%)	110
\$0K - \$5K	4,555	(9.8%)	113	31,891	(10%)	116	62,277	(10.2%)	118
\$5K - \$10K	2,312	(5%)	108	16,123	(5.1%)	110	31,432	(5.2%)	112
\$10K - \$25K	3,056	(6.6%)	103	21,163	(6.7%)	104	40,837	(6.7%)	105
\$25K - \$50K	3,105	(6.7%)	97	21,398	(6.7%)	98	40,920	(6.7%)	98

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Kingswood Crossing

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	4,516	(9.7%)	31,129	(9.8%)	59,022	(9.7%)
\$100K - \$250K	7,922	(17%)	53,870	(17%)	101,534	(16.7%)
\$250K - \$500K	5,774	(12.4%)	38,651	(12.2%)	72,836	(12%)
>\$500K	6,562	(14.1%)	43,032	(13.5%)	81,482	(13.4%)

Vehicles per Household

Total Number of Vehicles	37,516		237,094		397,932	
Average Number of Vehicles	0.81		0.75		0.65	
No Vehicles	19,057	(41%)	139,497	(43.9%)	304,213	(50%)
1 Vehicle	19,417	(41.8%)	131,028	(41.2%)	229,455	(37.7%)
2 Vehicles	6,500	(14%)	38,199	(12%)	59,544	(9.8%)
3 or more Vehicles	1,528	(3.3%)	8,958	(2.8%)	14,876	(2.4%)

Population Change

Births	1,514		10,407		19,085
Deaths	1,163		7,900		13,721
Migration	-4,544		-25,234		-45,345

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Kingswood Crossing

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	4,050	23,431	39,177
Total Employees	38,767	234,369	442,697

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