



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Totowa Commons

545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	5,240			85,749			358,995		
Households	2,083			30,400			123,298		
Persons per Household	2.52	99		2.73	107		2.82	111	
Household Median Income	\$95,037.87	119		\$117,031.01	147		\$97,016.21	122	
Household Median Disposable Income	\$79,479.3	116		\$95,368.88	139		\$80,711.26	118	
Household Median Discretionary Income	\$61,499.7	121		\$73,460.02	144		\$55,411.51	109	
Average Income Per Person	\$46,235.42	107		\$53,272.76	124		\$47,931.22	111	
Median Rent	\$1,832.49	130		\$1,856.27	132		\$1,661.36	118	
Median House Value	\$558,083.51	147		\$659,302.57	173		\$651,446.74	171	
Households in Poverty	111	(5.3%)	42	2,199	(7.2%)	57	16,611	(13.5%)	106
Household Median Wealth	\$87,499.25	108		\$98,220.25	121		\$80,104.74	99	
Average Age	43.56	106		42.56	104		40.5	99	
Median Age	43.79	109		42.16	105		38.82	97	
Households with Children	640	(30.7%)	115	8,439	(27.8%)	104	39,584	(32.1%)	120
High School Graduate or Higher	3,751	(95.6%)	107	56,422	(92.9%)	104	215,462	(87.8%)	98

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



Totowa Commons

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	1,279 (32.6%) 93	26,646 (43.9%) 125	91,259 (37.2%) 106
Pop density (per sq mi)	1,395	2,775	4,627
Area (based on blockgroups)	4	31	78

Population

Population 2024 Q4	5,240	85,749	358,995
Population 2024 Q3	5,244	85,712	358,855
Population 2024 Q2	5,240	85,940	359,196
Population 2024 Q1	5,242	85,960	359,014
Population 2023 Q4	5,241	85,848	358,636
Population 2023 Q3	4,962	85,338	358,275
Population 2023 Q2	5,132	86,104	358,643
Population 2023 Q1	5,124	86,116	358,690
Population 2022 Q4	5,124	86,146	359,324
Population 5 Years Forecast	5,312	87,453	363,187
Population 10 Years Forecast	5,374	88,802	367,322
Persons per Household	2.52 99	2.73 107	2.82 111

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Group Quarters				2,664	(3.1%)	132	10,692	(3%)	126
Transient Population - Average Last 4 Quarters	226	(4.3%)	333	734	(0.9%)	66	1,418	(<0.5%)	30

Households

Households 2024 Q4	2,083		30,400		123,298
Households 2024 Q3	2,082		30,374		123,209
Households 2024 Q2	2,082		30,466		123,342
Households 2024 Q1	2,082		30,471		123,268
Households 2023 Q4	2,082		30,435		123,103
Households 2023 Q3	1,952		30,211		122,932
Households 2023 Q2	2,032		30,535		123,129
Households 2023 Q1	2,026		30,533		123,138
Households 2022 Q4	2,026		30,544		123,397
Households 5 Years Forecast	2,114		31,029		124,774
Households 10 Years Forecast	2,139		31,526		126,237

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Gender

Male	2,577	(49.2%)	100	41,019	(47.8%)	98	172,543	(48.1%)	98
Female	2,663	(50.8%)	100	44,730	(52.2%)	102	186,452	(51.9%)	102

Ethnicity

White	3,396	(64.8%)	112	52,813	(61.6%)	107	162,907	(45.4%)	7
Hispanic (Ethnic)	1,322	(25.2%)	129	19,653	(22.9%)	117	124,332	(34.6%)	177
Asian	222	(4.2%)	74	7,208	(8.4%)	146	24,297	(6.8%)	118
Other	190	(3.6%)	70	2,282	(2.7%)	51	10,214	(2.8%)	55
Black	110	(2.1%)	18	3,793	(4.4%)	38	37,245	(10.4%)	88

Household by Ethnicity

White	1,300	(62.4%)	101	19,469	(64%)	104	59,834	(48.5%)	7
Hispanic (Ethnic)	469	(22.5%)	148	6,101	(20.1%)	132	40,302	(32.7%)	215
Other	158	(7.6%)	100	1,926	(6.3%)	83	7,492	(6.1%)	8
Asian	89	(4.3%)	94	1,956	(6.4%)	142	6,080	(4.9%)	109
Black	67	(3.2%)	29	948	(3.1%)	28	9,590	(7.8%)	70

Households Income

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



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Household Average Income	\$116,309.94		105	\$146,725.91		132	\$136,806.82		123
Average Income Per Person	\$46,235.42		107	\$53,272.76		124	\$47,931.22		111
Household Median Income	\$95,037.87		119	\$117,031.01		147	\$97,016.21		122
<\$15K	83	(4%)	49	1,353	(4.5%)	55	10,208	(8.3%)	102
\$15K - \$25K	70	(3.4%)	52	1,290	(4.2%)	66	6,630	(5.4%)	83
\$25K - \$35K	58	(2.8%)	41	1,270	(4.2%)	62	6,540	(5.3%)	7
\$35K - \$50K	312	(15%)	146	2,237	(7.4%)	71	10,858	(8.8%)	86
\$50K - \$75K	186	(8.9%)	57	3,694	(12.2%)	7	15,202	(12.3%)	7
\$75K - \$100K	398	(19.1%)	149	3,163	(10.4%)	8	13,612	(11%)	86
\$100K - \$150K	431	(20.7%)	117	5,979	(19.7%)	111	20,409	(16.6%)	93
\$150K - \$175K	133	(6.4%)	102	2,853	(9.4%)	150	9,510	(7.7%)	123
\$175K - \$200K	85	(4.1%)	62	3,191	(10.5%)	160	11,411	(9.3%)	141
\$200K - \$250K	184	(8.8%)	169	3,010	(9.9%)	190	10,600	(8.6%)	165
\$250K - \$500K	80	(3.8%)	172	1,289	(4.2%)	190	4,540	(3.7%)	165
>\$500K	63	(3%)	162	1,071	(3.5%)	189	3,778	(3.1%)	164

Disposable Households Income

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



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Household Average Disposable Income	\$95,926.49		116	\$105,066.57		127	\$94,678.31		115
Household Median Disposable Income	\$79,479.3		116	\$95,368.88		139	\$80,711.26		118
<\$15K	91	(4.4%)	50	1,475	(4.9%)	55	10,888	(8.8%)	101
\$15K - \$25K	80	(3.8%)	50	1,458	(4.8%)	63	7,941	(6.4%)	85
\$25K - \$35K	90	(4.3%)	55	1,706	(5.6%)	71	8,486	(6.9%)	87
\$35K - \$50K	324	(15.6%)	128	2,722	(9%)	73	11,929	(9.7%)	7
\$50K - \$75K	366	(17.6%)	99	4,405	(14.5%)	8	18,458	(15%)	84
\$75K - \$100K	328	(15.7%)	110	4,162	(13.7%)	96	15,787	(12.8%)	90
\$100K - \$150K	451	(21.7%)	121	7,428	(24.4%)	136	24,268	(19.7%)	110
\$150K - \$175K	102	(4.9%)	8	2,973	(9.8%)	161	11,257	(9.1%)	150
\$175K - \$200K	70	(3.4%)	153	1,104	(3.6%)	165	3,850	(3.1%)	142
\$200K - \$250K	73	(3.5%)	164	1,198	(3.9%)	184	4,193	(3.4%)	159
\$250K - \$500K	99	(4.8%)	162	1,629	(5.4%)	183	5,734	(4.7%)	159
>\$500K	9	(<0.5%)	168	140	(<0.5%)	179	507	(<0.5%)	160

Discretionary Households Income

Household Average Discretionary Income	\$70,733.81		115	\$79,794.54		130	\$68,163.72		111
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Household Median Discretionary Income	\$61,499.7		121	\$73,460.02		144	\$55,411.51		109
<\$10K	81	(3.9%)	42	1,429	(4.7%)	51	15,216	(12.3%)	133
\$10K - \$20K	167	(8%)	76	2,104	(6.9%)	65	13,415	(10.9%)	103
\$20K - \$30K	269	(12.9%)	122	2,588	(8.5%)	81	10,905	(8.8%)	84
\$30K - \$40K	121	(5.8%)	58	2,425	(8%)	81	9,651	(7.8%)	71
\$40K - \$50K	143	(6.9%)	71	1,989	(6.5%)	74	8,160	(6.6%)	75
\$50K - \$75K	529	(25.4%)	146	4,951	(16.3%)	94	17,889	(14.5%)	83
\$75K - \$100K	295	(14.2%)	121	4,623	(15.2%)	130	13,554	(11%)	94
\$100K - \$125K	170	(8.2%)	101	3,597	(11.8%)	146	11,154	(9%)	112
\$125K - \$150K	125	(6%)	90	3,758	(12.4%)	186	12,122	(9.8%)	148
>\$150K	183	(8.8%)	149	2,936	(9.7%)	163	11,232	(9.1%)	154

Households Income by Ethnicity

Average Income - White	\$109,598.32		115	\$118,421.25		124	\$119,511.19		125
Median Income - White	\$105,720.11		122	\$124,879.12		144	\$126,930.09		146
Average Income - Black	\$90,083.78		130	\$109,080.01		158	\$70,972.02		103
Median Income - Black	\$87,499.5		158	\$113,957.78		206	\$51,799.82		93

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Average Income - Asian	\$131,115.67116	\$106,463.3294	\$116,341.28103
Median Income - Asian	\$132,737.78116	\$102,624.290	\$118,920.63104
Average Income - Hispanic	\$92,100.02114	\$104,675.61129	\$84,413.4104
Median Income - Hispanic	\$82,247.61118	\$97,097.33140	\$71,798.54103
Average Income - Other	\$100,935.22113	\$122,686.1137	\$109,359.12122
Median Income - Other	\$89,215.12112	\$125,462.94158	\$108,312.32136

Age

Average Age	43.56106	42.56104	40.599
Median Age	43.79109	42.16105	38.8297
0-4	281 (5.4%)99	4,391 (5.1%)95	19,910 (5.5%)103
5-13	402 (7.7%)74	7,775 (9.1%)88	37,741 (10.5%)102
14-17	216 (4.1%)71	4,380 (5.1%)96	19,643 (5.5%)103
18-21	235 (4.5%)8	4,785 (5.6%)101	20,612 (5.7%)104
22-24	183 (3.5%)84	3,686 (4.3%)104	15,593 (4.3%)105
25-29	355 (6.8%)114	5,220 (6.1%)103	22,707 (6.3%)107
30-34	355 (6.8%)104	4,799 (5.6%)86	22,021 (6.1%)94

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35-39	326	(6.2%)	94	5,149	(6%)	91	22,289	(6.2%)	94
40-44	282	(5.4%)	84	4,987	(5.8%)	91	21,863	(6.1%)	95
45-49	329	(6.3%)	105	5,175	(6%)	101	21,954	(6.1%)	102
50-54	367	(7%)	117	5,385	(6.3%)	105	22,359	(6.2%)	104
55-59	410	(7.8%)	128	5,859	(6.8%)	111	23,496	(6.5%)	107
60-64	397	(7.6%)	118	5,920	(6.9%)	108	23,249	(6.5%)	101
65-69	361	(6.9%)	114	5,462	(6.4%)	105	20,761	(5.8%)	95
70-74	260	(5%)	99	4,412	(5.1%)	102	16,205	(4.5%)	90
75-79	221	(4.2%)	110	3,610	(4.2%)	109	12,543	(3.5%)	91
80-84	123	(2.3%)	98	2,395	(2.8%)	116	8,138	(2.3%)	94
85+	137	(2.6%)	129	2,359	(2.8%)	136	7,911	(2.2%)	109

Age - Male

Male Average Age	41.66		105	41.16		103	39.23		98
Male Median Age	41.23		108	40.61		107	37.47		98
0-4	145	(5.6%)	100	2,250	(5.5%)	97	10,230	(5.9%)	105
5-13	213	(8.3%)	7	3,969	(9.7%)	90	19,327	(11.2%)	104

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14-17	124	(4.8%)	87	2,168	(5.3%)	96	9,801	(5.7%)	103
18-21	135	(5.2%)	91	2,337	(5.7%)	99	10,258	(5.9%)	103
22-24	101	(3.9%)	90	1,786	(4.4%)	100	7,799	(4.5%)	104
25-29	185	(7.2%)	116	2,690	(6.6%)	106	11,459	(6.6%)	108
30-34	183	(7.1%)	106	2,396	(5.8%)	87	10,722	(6.2%)	93
35-39	160	(6.2%)	93	2,551	(6.2%)	93	10,790	(6.3%)	93
40-44	138	(5.4%)	83	2,376	(5.8%)	90	10,392	(6%)	93
45-49	153	(5.9%)	99	2,453	(6%)	100	10,342	(6%)	100
50-54	171	(6.6%)	111	2,581	(6.3%)	106	10,638	(6.2%)	103
55-59	211	(8.2%)	124	2,818	(6.9%)	113	11,224	(6.5%)	107
60-64	192	(7.5%)	118	2,829	(6.9%)	110	11,031	(6.4%)	102
65-69	155	(6%)	103	2,567	(6.3%)	108	9,698	(5.6%)	97
70-74	129	(5%)	106	2,013	(4.9%)	104	7,487	(4.3%)	92
75-79	85	(3.3%)	94	1,529	(3.7%)	106	5,412	(3.1%)	89
80-84	52	(2%)	97	925	(2.3%)	108	3,237	(1.9%)	90
85+	45	(1.7%)	118	781	(1.9%)	129	2,696	(1.6%)	106

Age - Female

Female Average Age	45.4		108	43.84		104	41.68		99
Female Median Age	46.83		113	43.56		106	41.08		100
0-4	136	(5.1%)	99	2,141	(4.8%)	93	9,680	(5.2%)	100
5-13	189	(7.1%)	127	3,806	(8.5%)	86	18,414	(9.9%)	100
14-17	92	(3.5%)	68	2,212	(4.9%)	97	9,842	(5.3%)	103
18-21	100	(3.8%)	71	2,448	(5.5%)	104	10,354	(5.6%)	105
22-24	82	(3.1%)	72	1,900	(4.2%)	107	7,794	(4.2%)	106
25-29	170	(6.4%)	112	2,530	(5.7%)	99	11,248	(6%)	106
30-34	172	(6.5%)	101	2,403	(5.4%)	84	11,299	(6.1%)	95
35-39	166	(6.2%)	96	2,598	(5.8%)	89	11,499	(6.2%)	95
40-44	144	(5.4%)	85	2,611	(5.8%)	92	11,471	(6.2%)	97
45-49	176	(6.6%)	111	2,722	(6.1%)	102	11,612	(6.2%)	104
50-54	196	(7.4%)	123	2,804	(6.3%)	105	11,721	(6.3%)	105
55-59	199	(7.5%)	121	3,041	(6.8%)	110	12,272	(6.6%)	107
60-64	205	(7.7%)	118	3,091	(6.9%)	106	12,218	(6.6%)	100
65-69	206	(7.7%)	123	2,895	(6.5%)	103	11,063	(5.9%)	94
70-74	131	(4.9%)	93	2,399	(5.4%)	101	8,718	(4.7%)	88
75-79	136	(5.1%)	123	2,081	(4.7%)	112	7,131	(3.8%)	92
80-84	71	(2.7%)	99	1,470	(3.3%)	121	4,901	(2.6%)	97
85+	92	(3.5%)	135	1,578	(3.5%)	138	5,215	(2.8%)	109

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Employment by Occupation

Total Employees (16+ Years Old)	3,011			45,149			181,315		
Managerial/Executive	695	(23.1%)	<						

Employment by Industry

Total Employees (16+ Years Old)	3,011	45,149	181,315
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Educational Services	563	(18.7%)	8	11,471	(25.4%)	108	42,867	(23.6%)	101
Manufacturing	423	(14%)	141	4,413	(9.8%)	98	20,333	(11.2%)	113
Wholesale Retail	400	(13.3%)	101	7,062	(15.6%)	119	26,197	(14.4%)	110
Transportation	344	(11.4%)	195	2,537	(5.6%)	96	12,995	(7.2%)	123
Agriculture/Mining/Construction	327	(10.9%)	128	2,553	(5.7%)	66	10,239	(5.6%)	66
Financial, Insurance & Real Estate	274	(9.1%)	135	3,922	(8.7%)	129	13,346	(7.4%)	109
Entertainment Services	142	(4.7%)	54	3,035	(6.7%)	7	13,210	(7.3%)	84
Information	128	(4.3%)	228	969	(2.1%)	115	3,982	(2.2%)	118
Other Professional Services	126	(4.2%)	89	2,091	(4.6%)	98	8,718	(4.8%)	102
Professional Services	120	(4%)	49	3,889	(8.6%)	107	15,855	(8.7%)	108
Public Administration	95	(3.2%)	66	1,873	(4.1%)	87	6,044	(3.3%)	70
Administrative/Waste Services	53	(1.8%)	42	1,293	(2.9%)	69	7,212	(4%)	95
Management Services	16	(0.5%)	420	41	(<0.5%)	72	317	(<0.5%)	138

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Language Spoken									
Speak English at Home	3,300	(66.5%)	86	51,808	(63.7%)	86	190,207	(56.1%)	72
Speak Other Language at Home	944	(19%)	225	15,702	(19.3%)	228	51,084	(15.1%)	178
Speak Spanish at Home	715	(14.4%)	102	13,848	(17%)	120	97,794	(28.8%)	204
Ancestry									
Italian	787	(15%)	504	13,617	(15.9%)	533	36,990	(10.3%)	346
Other	769	(14.7%)	70	12,777	(14.9%)	71	67,476	(18.8%)	89
Unclassified	608	(11.6%)	71	9,027	(10.5%)	65	29,726	(8.3%)	51
South American	553	(10.6%)	846	6,383	(7.4%)	597	30,466	(8.5%)	681
Scottish/Irish	340	(6.5%)	97	5,141	(6%)	90	17,285	(4.8%)	72
Puerto Rican	323	(6.2%)	219	5,096	(5.9%)	211	28,021	(7.8%)	277
Middle Eastern	321	(6.1%)	987	2,939	(3.4%)	552	8,797	(2.5%)	395
Other European (e.g. Greek/Russian)	222	(4.2%)	134	4,313	(5%)	159	14,192	(4%)	125
Central American	216	(4.1%)	248	1,357	(1.6%)	95	5,923	(1.6%)	99
German	200	(3.8%)	49	3,607	(4.2%)	54	11,497	(3.2%)	41
Polish	164	(3.1%)	204	2,715	(3.2%)	206	8,522	(2.4%)	155

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	1 Mile			3 Mile			5 Mile		
British	128	(2.4%)	46	1,753	(2%)	38	5,775	(1.6%)	30
Other Hispanic	125	(2.4%)	167	1,641	(1.9%)	134	7,550	(2.1%)	147
South East Asian (e.g. Vietnamese)	92	(1.8%)	100	1,781	(2.1%)	118	4,435	(1.2%)	70
South Central Asian (e.g. Indian)	76	(1.5%)	93	3,437	(4%)	257	14,165	(3.9%)	253
American	72	(1.4%)	29	1,514	(1.8%)	37	4,823	(1.3%)	28
Dominican	64	(1.2%)	192	2,927	(3.4%)	535	37,212	(10.4%)	1625
Dutch	43	(0.8%)	136	649	(0.8%)	125	2,266	(0.6%)	104
Chinese	28	(0.5%)	43	865	(1%)	8	2,667	(0.7%)	60
French	27	(0.5%)	42	332	(<0.5%)	31	1,118	(<0.5%)	25
Korean	23	(<0.5%)	85	521	(0.6%)	117	1,610	(<0.5%)	87
Cuban	21	(<0.5%)	55	1,134	(1.3%)	183	4,539	(1.3%)	174
Mexican	20	(<0.5%)	3	1,115	(1.3%)	12	10,621	(3%)	27
Scandinavian	14	(<0.5%)	14	445	(0.5%)	27	1,574	(<0.5%)	23
Japanese	2	(<0.5%)	16	106	(<0.5%)	52	313	(<0.5%)	36
Other Asian	1	(<0.5%)	4	498	(0.6%)	136	1,107	(<0.5%)	72
Native American (Indian/Eskimo)	1	(<0.5%)	3	54	(<0.5%)	10	289	(<0.5%)	13

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Totowa Commons

545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	5 (<0.5%)	3 (<0.5%)	36 (<0.5%)

Education (Age 25+)

Total Educated Population	3,923	60,732	245,496
Elementary (0 to 8 Years)	109 (2.8%)	2,193 (3.6%)	16,341 (6.7%)
Some High School (9 to 11 Years)	63 (1.6%)	2,117 (3.5%)	13,693 (5.6%)
High School Graduate (12 Years)	1,319 (33.6%)	16,298 (26.8%)	74,543 (30.4%)
Some College (13 to 16 Years)	893 (22.8%)	9,640 (15.9%)	36,565 (14.9%)
Associates Degree Only	260 (6.6%)	3,838 (6.3%)	13,095 (5.3%)
Bachelor's Degree Only	864 (22%)	16,685 (27.5%)	55,985 (22.8%)
Graduate Degree	415 (10.6%)	9,961 (16.4%)	35,274 (14.4%)

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Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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Benchmark: Nationwide



Household Type

Households	2,083			30,400			123,298		
One Person Households	646	(31%)	113	7,217	(23.7%)	86	29,565	(24%)	87
Married Couple	963	(46.2%)	96	17,521	(57.6%)	120	60,714	(49.2%)	103
Male Householder	77	(3.7%)	75	1,272	(4.2%)	8	6,987	(5.7%)	112
Female Householder	361	(17.3%)	139	3,174	(10.4%)	84	20,673	(16.8%)	135
Non Family Households	36	(1.7%)	24	1,216	(4%)	56	5,359	(4.3%)	61

Household Size

Households	2,083			30,400			123,298		
1 Person Household	646	(31%)	113	7,217	(23.7%)	86	29,565	(24%)	87
2 Person Household	609	(29.2%)	89	8,895	(29.3%)	89	33,087	(26.8%)	8
3 Person Household	297	(14.3%)	91	5,151	(16.9%)	108	21,430	(17.4%)	111
4 Person Household	325	(15.6%)	119	5,120	(16.8%)	128	21,188	(17.2%)	131
5 Person Household	123	(5.9%)	93	2,306	(7.6%)	120	10,356	(8.4%)	133
6 Person Household	50	(2.4%)	88	1,065	(3.5%)	128	4,484	(3.6%)	133
7+ Person Household	33	(1.6%)	87	646	(2.1%)	117	3,188	(2.6%)	142

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Audience Profile

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Benchmark: Nationwide



Housing Units

Total Housing Units	2,149	31,463	128,232
Owner Occupied Housing	1,427	21,629	69,026
Renter Occupied Housing	656	8,771	54,272
Vacant Housing	66	1,063	4,934

Housing Rent

Average Rent	\$1,905.17	
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Audience Profile

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	53	(8.3%)	<						

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Benchmark: Nationwide



Poverty

Households in Poverty	111	(5.3%)	42	2,199	(7.2%)	57	16,611	(13.5%)	106
Households Above Poverty	1,972	(94.7%)	108	28,201	(92.8%)	106	106,687	(86.5%)	99
Households in Poverty (Married)				532	(1.8%)	8	2,494	(2%)	93
Households in Poverty (Male Householder)	17	(0.8%)	128	67	(<0.5%)	35	724	(0.6%)	92
Households in Poverty (Female Householder)				456	(1.5%)	51	5,339	(4.3%)	147
Households in Poverty (Non-Family)	91	(4.4%)	70	1,044	(3.4%)	55	7,558	(6.1%)	98
Households in Poverty (Non-Family Student)	3	(<0.5%)	23	100	(<0.5%)	53	496	(<0.5%)	65

Wealth per Household

Household Average Wealth	\$248,407.35		103	\$265,162.99		110	\$242,833.38		100
Household Median Wealth	\$87,499.25		108	\$98,220.25		121	\$80,104.74		99
<\$0K	350	(16.8%)	97	4,848	(15.9%)	92	21,639	(17.6%)	101
\$0K - \$5K	167	(8%)	94	2,277	(7.5%)	87	10,858	(8.8%)	103
\$5K - \$10K	92	(4.4%)	97	1,247	(4.1%)	90	5,677	(4.6%)	101
\$10K - \$25K	130	(6.2%)	98	1,817	(6%)	94	7,782	(6.3%)	99
\$25K - \$50K	142	(6.8%)	100	2,029	(6.7%)	98	8,263	(6.7%)	99

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Audience Profile

Jan 1 - Dec 31, 2024

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	214	(10.3%)	101	3,092	(10.2%)	100	12,340	(10%)	98
\$100K - \$250K	386	(18.5%)	103	5,685	(18.7%)	104	21,972	(17.8%)	99
\$250K - \$500K	283	(13.6%)	103	4,310	(14.2%)	107	16,180	(13.1%)	99
>\$500K	319	(15.3%)	103	5,095	(16.8%)	113	18,587	(15.1%)	101

Vehicles per Household

Total Number of Vehicles	3,736		56,945		199,878				
Average Number of Vehicles	1.79	98	1.87	102	1.62	89			
No Vehicles	41	(2%)	24	1,650	(5.4%)	66	16,862	(13.7%)	165
1 Vehicle	1,091	(52.4%)	160	9,963	(32.8%)	100	42,755	(34.7%)	106
2 Vehicles	452	(21.7%)	59	12,090	(39.8%)	108	42,729	(34.7%)	94
3 or more Vehicles	499	(24%)	109	6,697	(22%)	100	20,952	(17%)	7

Population Change

Births	55	871	3,959
Deaths	43	723	2,575
Migration	-9	-208	-873

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Workplace

Total Businesses	703	3,268	11,340
Total Employees	9,241	41,363	126,615

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