



Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

Visitation data for Huntington Commons is adjusted to exclude restricted locations. For additional info, please visit <https://www.placer.ai/company/privacy-faq>

Benchmark: Nationwide



	1 Mile	3 Mile	5 Mile
Overview			
Population	18,302	77,665	161,305
Households	5,985	26,248	55,560
Persons per Household	3.03 119	2.93 115	2.86 112
Household Median Income	\$154,558.39 177	\$165,456.6 190	\$177,839.22 204
Household Median Disposable Income	\$121,176.84 162	\$129,772.33 173	\$138,206.06 184
Household Median Discretionary Income	\$94,658.16 163	\$108,807.58 188	\$117,698.03 203
Average Income Per Person	\$58,408.18 124	\$72,788.1 155	\$83,580.29 177
Median Rent	\$1,965.38 139	\$2,232.69 158	\$2,377.17 168
Median House Value	\$820,167.03 209	\$876,609.52 224	\$964,542.07 246
Households in Poverty	514 (8.6%) 68	1,485 (5.7%) 45	3,181 (5.7%) 45
Household Median Wealth	\$96,629.69 118	\$119,628.83 146	\$129,472.31 158
Average Age	40.58 99	42.83 104	44.35 108
Median Age	40.26 100	42.68 106	45.81 113
Households with Children	1,284 (21.5%) 8	6,649 (25.3%) 94	15,486 (27.9%) 104
High School Graduate or Higher	11,031 (85.7%) 96	51,339 (91.7%) 103	110,254 (93.9%) 105

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



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Bachelor's Degree or Higher	5,853 (45.5%)	29,866 (53.3%)	68,432 (58.3%)
Pop density (per sq mi)	5,765	3,175	2,129
Area (based on blockgroups)	3	24	76

Population

Population 2025 Q4	18,302	77,665	161,305
Population 2025 Q3	18,366	77,846	161,612
Population 2025 Q2	18,394	77,925	161,731
Population 2025 Q1	18,491	78,231	162,235
Population 2024 Q4	18,579	78,509	162,527
Population 2024 Q3	18,597	78,592	162,633
Population 2024 Q2	18,735	78,273	162,598
Population 2024 Q1	18,699	78,191	162,526
Population 2023 Q4	18,732	78,246	162,573
Population 5 Years Forecast	18,225	77,335	160,600
Population 10 Years Forecast	18,214	77,281	160,363
Persons per Household	3.03	2.93	2.86

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Group Quarters	161	(0.9%) 	732	(0.9%) 	2,338	(1.4%) 
Transient Population - Average Last 4 Quarters			230	(<0.5%) 	1,683	(1%) 

Households

Households 2025 Q4	5,985	26,248	55,560
Households 2025 Q3	5,992	26,276	55,623
Households 2025 Q2	6,000	26,298	55,658
Households 2025 Q1	6,027	26,394	55,827
Households 2024 Q4	6,049	26,478	55,925
Households 2024 Q3	6,057	26,508	55,966
Households 2024 Q2	6,083	26,400	55,984
Households 2024 Q1	6,073	26,377	55,960
Households 2023 Q4	6,086	26,403	55,984
Households 5 Years Forecast	5,954	26,119	55,312
Households 10 Years Forecast	5,950	26,094	55,226

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Benchmark: Nationwide



Gender

Gender	1 Mile	3 Mile	5 Mile
Male	9,178 (50.1%)	38,340 (49.4%)	78,782 (48.8%)
Female	9,124 (49.9%)	39,325 (50.6%)	82,523 (51.2%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	8,665 (47.3%)	47,738 (61.5%)	111,882 (69.4%)
Hispanic (Ethnic)	6,968 (38.1%)	18,210 (23.4%)	24,686 (15.3%)
Black	1,548 (8.5%)	5,027 (6.5%)	7,036 (4.4%)
Asian	565 (3.1%)	3,459 (4.5%)	11,569 (7.2%)
Other	556 (3%)	3,231 (4.2%)	6,132 (3.8%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	3,835 (64.1%)	18,246 (69.5%)	42,079 (75.7%)
Hispanic (Ethnic)	1,117 (18.7%)	3,856 (14.7%)	5,387 (9.7%)
Black	442 (7.4%)	1,257 (4.8%)	1,701 (3.1%)
Other	422 (7.1%)	2,040 (7.8%)	3,418 (6.2%)
Asian	169 (2.8%)	849 (3.2%)	2,975 (5.4%)

Households Income

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$177,304.69	146	\$213,939.85	176	\$239,816.84	197
Average Income Per Person	\$58,408.18	124	\$72,788.1	155	\$83,580.29	177
Household Median Income	\$154,558.39	177	\$165,456.6	190	\$177,839.22	204
<\$15K	265 (4.4%)	61	902 (3.4%)	48	2,061 (3.7%)	51
\$15K - \$25K	238 (4%)	68	600 (2.3%)	39	1,315 (2.4%)	40
\$25K - \$35K	239 (4%)	65	770 (2.9%)	48	1,531 (2.8%)	45
\$35K - \$50K	215 (3.6%)	38	1,094 (4.2%)	44	1,972 (3.5%)	38
\$50K - \$75K	478 (8%)	53	1,960 (7.5%)	50	3,714 (6.7%)	45
\$75K - \$100K	405 (6.8%)	54	2,030 (7.7%)	61	4,032 (7.3%)	58
\$100K - \$150K	1,042 (17.4%)	96	4,294 (16.4%)	90	8,119 (14.6%)	8
\$150K - \$175K	606 (10.1%)	161	2,384 (9.1%)	144	4,503 (8.1%)	129
\$175K - \$200K	460 (7.7%)	154	2,182 (8.3%)	167	4,693 (8.4%)	169
\$200K - \$250K	1,141 (19.1%)	236	5,618 (21.4%)	265	13,227 (23.8%)	295
\$250K - \$500K	487 (8.1%)	236	2,404 (9.2%)	265	5,666 (10.2%)	295
>\$500K	409 (6.8%)	237	2,010 (7.7%)	266	4,727 (8.5%)	295

Disposable Households Income

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$127,651.38	141	\$134,960.03	149	\$140,235.56	155
Household Median Disposable Income	\$121,176.84	162	\$129,772.33	173	\$138,206.06	184
<\$15K	277 (4.6%)	59	923 (3.5%)	45	2,101 (3.8%)	48
\$15K - \$25K	330 (5.5%)	8	849 (3.2%)	47	1,732 (3.1%)	45
\$25K - \$35K	253 (4.2%)	59	837 (3.2%)	45	1,716 (3.1%)	43
\$35K - \$50K	264 (4.4%)	39	1,298 (4.9%)	44	2,468 (4.4%)	39
\$50K - \$75K	567 (9.5%)	56	2,698 (10.3%)	61	5,049 (9.1%)	54
\$75K - \$100K	584 (9.8%)	68	2,799 (10.7%)	74	5,591 (10.1%)	70
\$100K - \$150K	1,594 (26.6%)	141	6,441 (24.5%)	130	12,361 (22.2%)	118
\$150K - \$175K	649 (10.8%)	211	3,209 (12.2%)	238	7,613 (13.7%)	267
\$175K - \$200K	362 (6%)	177	1,766 (6.7%)	196	4,157 (7.5%)	218
\$200K - \$250K	445 (7.4%)	224	2,186 (8.3%)	251	5,142 (9.3%)	279
\$250K - \$500K	608 (10.2%)	224	2,983 (11.4%)	251	7,023 (12.6%)	279
>\$500K	52 (0.9%)	219	259 (1%)	248	607 (1.1%)	275

Discretionary Households Income

Household Average Discretionary Income	\$95,573.21	140	\$106,705.21	156	\$111,710.13	163
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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$94,658.16	163	\$108,807.58	188	\$117,698.03	203
<\$10K	240 (4%)	52	823 (3.1%)	40	1,856 (3.3%)	43
\$10K - \$20K	365 (6.1%)	67	914 (3.5%)	38	1,842 (3.3%)	36
\$20K - \$30K	304 (5.1%)	54	1,145 (4.4%)	46	2,168 (3.9%)	41
\$30K - \$40K	236 (3.9%)	43	893 (3.4%)	37	1,694 (3%)	33
\$40K - \$50K	347 (5.8%)	69	1,189 (4.5%)	54	2,204 (4%)	47
\$50K - \$75K	637 (10.6%)	61	3,182 (12.1%)	69	6,306 (11.3%)	65
\$75K - \$100K	1,075 (18%)	144	3,716 (14.2%)	114	6,714 (12.1%)	97
\$100K - \$125K	784 (13.1%)	154	3,582 (13.6%)	161	7,057 (12.7%)	149
\$125K - \$150K	794 (13.3%)	205	3,930 (15%)	231	8,545 (15.4%)	237
>\$150K	1,203 (20.1%)	199	6,874 (26.2%)	259	17,174 (30.9%)	306

Households Income by Ethnicity

Average Income - White	\$141,259.74	138	\$144,576.2	141	\$145,888.49	142
Median Income - White	\$165,611.04	175	\$174,434.35	184	\$181,390.32	192
Average Income - Black	\$105,956.78	142	\$121,999.21	164	\$125,088.94	168
Median Income - Black	\$110,344.42	183	\$135,298.88	225	\$140,121.77	233

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$153,498.15 (127)	\$144,899.21 (120)	\$148,745.96 (123)
Median Income - Asian	\$227,777.78 (181)	\$208,315.34 (165)	\$203,220.56 (161)
Average Income - Hispanic	\$121,404.71 (140)	\$128,579.53 (148)	\$135,148.12 (156)
Median Income - Hispanic	\$135,253.49 (180)	\$143,243.96 (191)	\$155,397.36 (207)
Average Income - Other	\$128,208.34 (134)	\$137,922.87 (144)	\$145,647.4 (152)
Median Income - Other	\$149,998.99 (173)	\$161,879.92 (187)	\$173,081.64 (200)

Age

Average Age	40.58 (99)	42.83 (104)	44.35 (108)
Median Age	40.26 (100)	42.68 (106)	45.81 (113)
0-4	960 (5.2%) (98)	3,690 (4.8%) (88)	7,007 (4.3%) (8)
5-13	1,883 (10.3%) (101)	7,219 (9.3%) (92)	14,008 (8.7%) (86)
14-17	941 (5.1%) (98)	3,761 (4.8%) (92)	7,811 (4.8%) (92)
18-21	950 (5.2%) (94)	3,961 (5.1%) (92)	8,461 (5.2%) (95)
22-24	697 (3.8%) (91)	3,021 (3.9%) (93)	6,567 (4.1%) (97)
25-29	1,115 (6.1%) (104)	4,808 (6.2%) (105)	10,051 (6.2%) (106)
30-34	1,232 (6.7%) (105)	4,551 (5.9%) (91)	8,359 (5.2%) (8)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
35-39	1,291	(7.1%)	107	4,636	(6%)	91	7,932	(4.9%)	75
40-44	1,285	(7%)	109	4,752	(6.1%)	95	8,606	(5.3%)	83
45-49	1,239	(6.8%)	113	4,657	(6%)	100	9,174	(5.7%)	95
50-54	1,119	(6.1%)	103	4,790	(6.2%)	104	10,016	(6.2%)	105
55-59	1,211	(6.6%)	109	5,428	(7%)	116	11,862	(7.4%)	122
60-64	1,202	(6.6%)	103	5,959	(7.7%)	121	12,927	(8%)	126
65-69	1,123	(6.1%)	100	5,574	(7.2%)	117	12,212	(7.6%)	124
70-74	766	(4.2%)	87	4,098	(5.3%)	103	9,212	(5.7%)	111
75-79	623	(3.4%)	85	2,956	(3.8%)	95	7,162	(4.4%)	111
80-84	375	(2%)	87	1,984	(2.6%)	101	4,982	(3.1%)	122
85+	290	(1.6%)	76	1,820	(2.3%)	113	4,956	(3.1%)	148

Age - Male

Male Average Age	39.59		99	41.59		104	42.96		107
Male Median Age	38.35		100	41.26		108	43.05		113
0-4	491	(5.3%)	95	1,890	(4.9%)	88	3,589	(4.6%)	87
5-13	957	(10.4%)	99	3,669	(9.6%)	91	7,154	(9.1%)	86

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14-17	492	(5.4%)	98	1,943	(5.1%)	93	4,013	(5.1%)	93
18-21	503	(5.5%)	95	2,085	(5.4%)	94	4,415	(5.6%)	97
22-24	370	(4%)	92	1,612	(4.2%)	96	3,470	(4.4%)	100
25-29	594	(6.5%)	105	2,512	(6.6%)	107	5,222	(6.6%)	108
30-34	644	(7%)	106	2,432	(6.3%)	96	4,436	(5.6%)	85
35-39	642	(7%)	105	2,293	(6%)	89	3,931	(5%)	75
40-44	653	(7.1%)	110	2,339	(6.1%)	94	4,148	(5.3%)	81
45-49	638	(7%)	115	2,335	(6.1%)	101	4,454	(5.7%)	94
50-54	549	(6%)	101	2,340	(6.1%)	103	4,807	(6.1%)	103
55-59	627	(6.8%)	114	2,640	(6.9%)	115	5,685	(7.2%)	120
60-64	580	(6.3%)	101	2,876	(7.5%)	120	6,226	(7.9%)	127
65-69	549	(6%)	102	2,674	(7%)	119	5,852	(7.4%)	126
70-74	369	(4%)	83	1,960	(5.1%)	106	4,424	(5.6%)	116
75-79	268	(2.9%)	81	1,296	(3.4%)	93	3,228	(4.1%)	112
80-84	149	(1.6%)	74	816	(2.1%)	97	2,049	(2.6%)	119
85+	103	(1.1%)	74	628	(1.6%)	108	1,679	(2.1%)	141

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Benchmark: Nationwide



Age - Female

	1 Mile	3 Mile	5 Mile
Female Average Age	41.58	44.05	45.68
Female Median Age	41.18	45.07	47.4
0-4	469 (5.1%)	1,800 (4.6%)	3,418 (4.1%)
5-13	926 (10.1%)	3,550 (9%)	6,854 (8.3%)
14-17	449 (4.9%)	1,818 (4.6%)	3,798 (4.6%)
18-21	447 (4.9%)	1,876 (4.8%)	4,046 (4.9%)
22-24	327 (3.6%)	1,409 (3.6%)	3,097 (3.8%)
25-29	521 (5.7%)	2,296 (5.8%)	4,829 (5.9%)
30-34	588 (6.4%)	2,119 (5.4%)	3,923 (4.8%)
35-39	649 (7.1%)	2,343 (6%)	4,001 (4.8%)
40-44	632 (6.9%)	2,413 (6.1%)	4,458 (5.4%)
45-49	601 (6.6%)	2,322 (5.9%)	4,720 (5.7%)
50-54	570 (6.2%)	2,450 (6.2%)	5,209 (6.3%)
55-59	584 (6.4%)	2,788 (7.1%)	6,177 (7.5%)
60-64	622 (6.8%)	3,083 (7.8%)	6,701 (8.1%)

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65-69	574	(6.3%)	2,900	(7.4%)	6,360	(7.7%)
70-74	397	(4.4%)	2,138	(5.4%)	4,788	(5.8%)
75-79	355	(3.9%)	1,660	(4.2%)	3,934	(4.8%)
80-84	226	(2.5%)	1,168	(3%)	2,933	(3.6%)
85+	187	(2%)	1,192	(3%)	3,277	(4%)

Employment by Occupation

	1 Mile		3 Mile		5 Mile	
Total Employees (16+ Years Old)	10,263		42,678		86,876	
Professional Specialty	2,986	(29.1%)	13,166	(30.8%)	29,220	(33.6%)
Managerial/Executive	1,694	(16.5%)	8,255	(19.3%)	19,438	(22.4%)
Sales	1,307	(12.7%)	4,886	(11.4%)	9,901	(11.4%)
Production & Transportation	888	(8.7%)	3,199	(7.5%)	4,777	(5.5%)
Construction	880	(8.6%)	2,832	(6.6%)	4,778	(5.5%)
Office Admin	778	(7.6%)	4,331	(10.1%)	8,468	(9.7%)
Food Preparation & Serving	462	(4.5%)	1,480	(3.5%)	2,637	(3%)
Building Maintenance & Cleaning	406	(4%)	1,124	(2.6%)	1,500	(1.7%)
Personal Care	349	(3.4%)	1,134	(2.7%)	2,255	(2.6%)

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	1 Mile			3 Mile			5 Mile		
Healthcare support	308	(3%)	92	1,344	(3.1%)	96	2,041	(2.3%)	72
Protective	198	(1.9%)	89	905	(2.1%)	98	1,794	(2.1%)	95
Farming, Fishing & Forestry	7	(<0.5%)	12	22	(<0.5%)	9	67	(<0.5%)	13

Employment by Industry

	1 Mile			3 Mile			5 Mile		
Total Employees (16+ Years Old)	10,263			42,678			86,876		
Educational Services	2,649	(25.8%)	110	11,548	(27.1%)	116	25,088	(28.9%)	123
Wholesale Retail	1,606	(15.6%)	119	5,641	(13.2%)	100	10,453	(12%)	91
Professional Services	1,034	(10.1%)	125	5,408	(12.7%)	157	11,892	(13.7%)	169
Agriculture/Mining/Construction	983	(9.6%)	112	2,800	(6.6%)	7	5,216	(6%)	70
Entertainment Services	961	(9.4%)	108	3,131	(7.3%)	85	5,374	(6.2%)	71
Manufacturing	748	(7.3%)	73	2,529	(5.9%)	60	4,494	(5.2%)	52
Transportation	559	(5.4%)	93	1,837	(4.3%)	74	3,178	(3.7%)	63
Financial, Insurance & Real Estate	439	(4.3%)	63	4,332	(10.2%)	150	10,136	(11.7%)	173
Other Professional Services	400	(3.9%)	83	1,381	(3.2%)	69	2,987	(3.4%)	73
Administrative/Waste Services	357	(3.5%)	83	1,375	(3.2%)	7	2,381	(2.7%)	66
Public Administration	349	(3.4%)	71	1,478	(3.5%)	75	3,240	(3.7%)	7

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Information	165	(1.6%)	86	1,163	(2.7%)	146	2,289	(2.6%)	141
Management Services	13	(<0.5%)	100	55	(<0.5%)	102	148	(<0.5%)	34

Language Spoken

Speak English at Home	11,463	(66.1%)	85	54,799	(74.1%)	96	120,285	(78%)	101
Speak Spanish at Home	4,390	(25.3%)	179	12,202	(16.5%)	116	16,304	(10.6%)	75
Speak Other Language at Home	1,489	(8.6%)	101	6,974	(9.4%)	111	17,709	(11.5%)	35

Ancestry

Central American	3,611	(19.7%)	1107	8,422	(10.8%)	608	9,040	(5.6%)	314
Other	2,579	(14.1%)	103	9,598	(12.4%)	90	21,551	(13.4%)	98
Unclassified	1,853	(10.1%)	69	9,732	(12.5%)	85	23,041	(14.3%)	97
Scottish/Irish	1,077	(5.9%)	98	6,950	(8.9%)	150	14,362	(8.9%)	149
Italian	1,038	(5.7%)	212	8,643	(11.1%)	416	19,370	(12%)	449
Mexican	1,014	(5.5%)	50	1,920	(2.5%)	22	2,265	(1.4%)	13
South American	841	(4.6%)	336	3,524	(4.5%)	332	5,221	(3.2%)	237
German	670	(3.7%)	52	4,294	(5.5%)	74	9,681	(6%)	85
Puerto Rican	665	(3.6%)	129	1,983	(2.6%)	91	4,089	(2.5%)	90

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



Audience Profile

Jan 1 - Dec 31, 2025

URBAN EDGE

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Other Hispanic	595	(3.3%)	306	1,209	(1.6%)	146	1,875	(1.2%)	109
Other European (e.g. Greek/Russian)	549	(3%)	108	3,535	(4.6%)	164	10,740	(6.7%)	240
Polish	370	(2%)	148	1,800	(2.3%)	169	4,077	(2.5%)	185
British	358	(2%)	38	2,105	(2.7%)	52	4,339	(2.7%)	52
American	297	(1.6%)	41	1,850	(2.4%)	60	5,181	(3.2%)	8
South Central Asian (e.g. Indian)	161	(0.9%)	56	1,386	(1.8%)	113	4,974	(3.1%)	195
Chinese	160	(0.9%)	68	947	(1.2%)	95	3,478	(2.2%)	168
Scandinavian	142	(0.8%)	45	785	(1%)	59	1,689	(1%)	61
Middle Eastern	124	(0.7%)	122	694	(0.9%)	160	1,684	(1%)	187
Cuban	122	(0.7%)	88	351	(<0.5%)	59	546	(<0.5%)	45
Dominican	120	(0.7%)	98	801	(1%)	154	1,650	(1%)	153
French	95	(0.5%)	49	415	(0.5%)	50	912	(0.6%)	53
Korean	59	(<0.5%)	73	440	(0.6%)	128	1,421	(0.9%)	199
Dutch	23	(<0.5%)	24	207	(<0.5%)	51	418	(<0.5%)	49
Native American (Indian/Eskimo)	15	(<0.5%)	13	102	(<0.5%)	21	152	(<0.5%)	15
Other Asian	10	(<0.5%)	15	106	(<0.5%)	39	497	(<0.5%)	87

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	8	(<0.5%)	20	(<0.5%)	23	(<0.5%)
Japanese	7	(<0.5%)	83	(<0.5%)	162	(<0.5%)
South East Asian (e.g. Vietnamese)	5	(<0.5%)	110	(<0.5%)	195	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	12,871		56,013		117,451	
Elementary (0 to 8 Years)	1,280	(9.9%)	3,084	(5.5%)	4,713	(4%)
Some High School (9 to 11 Years)	560	(4.4%)	1,590	(2.8%)	2,484	(2.1%)
High School Graduate (12 Years)	1,946	(15.1%)	8,927	(15.9%)	17,079	(14.5%)
Some College (13 to 16 Years)	2,025	(15.7%)	7,931	(14.2%)	15,334	(13.1%)
Associates Degree Only	1,207	(9.4%)	4,615	(8.2%)	9,409	(8%)
Bachelor's Degree Only	3,114	(24.2%)	16,029	(28.6%)	35,615	(30.3%)
Graduate Degree	2,739	(21.3%)	13,837	(24.7%)	32,817	(27.9%)

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Benchmark: Nationwide



Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,985	26,248	55,560
One Person Households	1,464 (24.5%)	5,583 (21.3%)	11,427 (20.6%)
Married Couple	2,464 (41.2%)	14,779 (56.3%)	34,302 (61.7%)
Male Householder	424 (7.1%)	1,070 (4.1%)	1,783 (3.2%)
Female Householder	818 (13.7%)	2,787 (10.6%)	5,096 (9.2%)
Non Family Households	815 (13.6%)	2,029 (7.7%)	2,952 (5.3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,985	26,248	55,560
1 Person Household	1,464 (24.5%)	5,583 (21.3%)	11,427 (20.6%)
2 Person Household	1,762 (29.4%)	7,948 (30.3%)	17,128 (30.8%)
3 Person Household	943 (15.8%)	4,532 (17.3%)	9,416 (16.9%)
4 Person Household	796 (13.3%)	4,280 (16.3%)	9,836 (17.7%)
5 Person Household	462 (7.7%)	2,128 (8.1%)	4,741 (8.5%)
6 Person Household	258 (4.3%)	927 (3.5%)	1,748 (3.1%)
7+ Person Household	300 (5%)	850 (3.2%)	1,264 (2.3%)

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Benchmark: Nationwide



Housing Units

Total Housing Units	6,270	27,287	57,967
Owner Occupied Housing	4,249	21,527	47,642
Renter Occupied Housing	1,736	4,721	7,918
Vacant Housing	285	1,039	2,407

Housing Rent

Average Rent	\$2,024.86	\$2,303.03	\$2,341.53
Median Rent	\$1,965.38	\$2,232.69	\$2,377.17
Total Cash Rents Housing	1,606	4,239	7,135
<\$300	37 (2.3%)	45 (1.1%)	144 (2%)
\$300-\$500	10 (0.6%)	37 (0.9%)	149 (2.1%)
\$500-\$750	54 (3.4%)	81 (1.9%)	233 (3.3%)
\$750-\$1000	147 (9.2%)	195 (4.6%)	298 (4.2%)
\$1000-\$1500	313 (19.5%)	618 (14.6%)	789 (11.1%)
\$1500-\$2000	260 (16.2%)	794 (18.7%)	1,127 (15.8%)
\$2000-\$2500	278 (17.3%)	751 (17.7%)	1,097 (15.4%)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	245	(15.3%)	264	566	(13.4%)	231	1,133	(15.9%)	274
\$3000-\$3500	96	(6%)	195	417	(9.8%)	321	884	(12.4%)	404
>\$3500	166	(10.3%)	281	735	(17.3%)	471	1,281	(18%)	488

Value of Owner-Occupied Housing Units

Average House Value	\$831,814.79	155	\$1.01M	187	\$1.14M	212			
Median House Value	\$820,167.03	209	\$876,609.52	224	\$964,542.07	246			
Owner Occupied Housing	4,249		21,527		47,642				
<\$100K	34	(0.8%)	10	273	(1.3%)	15	588	(1.2%)	15
\$100K - \$200K	2	(<0.5%)		47	(<0.5%)	2	350	(0.7%)	6
\$200K - \$300K	24	(0.6%)	4	201	(0.9%)	6	558	(1.2%)	8
\$300K - \$400K	98	(2.3%)	16	379	(1.8%)	12	971	(2%)	14
\$400K - \$500K	213	(5%)	43	997	(4.6%)	40	1,454	(3.1%)	26
\$500K - \$1000K	3,067	(72.2%)	282	12,163	(56.5%)	221	21,698	(45.5%)	178
>\$1000K	811	(19.1%)	165	7,467	(34.7%)	299	22,023	(46.2%)	399

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Audience Profile

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Benchmark: Nationwide



Poverty

	1 Mile	3 Mile	5 Mile
Households in Poverty	514 (8.6%)	1,485 (5.7%)	3,181 (5.7%)
Households Above Poverty	5,471 (91.4%)	24,763 (94.3%)	52,379 (94.3%)
Households in Poverty (Married)	68 (1.1%)	323 (1.2%)	662 (1.2%)
Households in Poverty (Male Householder)	24 (<0.5%)	35 (<0.5%)	52 (<0.5%)
Households in Poverty (Female Householder)	244 (4.1%)	361 (1.4%)	612 (1.1%)
Households in Poverty (Non-Family)	172 (2.9%)	734 (2.8%)	1,768 (3.2%)
Households in Poverty (Non-Family Student)	6 (<0.5%)	32 (<0.5%)	87 (<0.5%)

Wealth per Household

	1 Mile	3 Mile	5 Mile
Household Average Wealth	\$266,195.07	\$285,559.76	\$294,195.15
Household Median Wealth	\$96,629.69	\$119,628.83	\$129,472.31
<\$0K	981 (16.4%)	3,930 (15%)	8,038 (14.5%)
\$0K - \$5K	452 (7.6%)	1,704 (6.5%)	3,376 (6.1%)
\$5K - \$10K	248 (4.1%)	971 (3.7%)	1,956 (3.5%)
\$10K - \$25K	355 (5.9%)	1,481 (5.6%)	3,057 (5.5%)
\$25K - \$50K	396 (6.6%)	1,717 (6.5%)	3,604 (6.5%)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	601	(10%)	98	2,665	(10.2%)	99	5,637	(10.1%)	99
\$100K - \$250K	1,096	(18.3%)	101	5,013	(19.1%)	105	10,749	(19.3%)	107
\$250K - \$500K	838	(14%)	106	3,921	(14.9%)	113	8,501	(15.3%)	115
>\$500K	1,018	(17%)	114	4,846	(18.5%)	124	10,642	(19.2%)	128

Vehicles per Household

Total Number of Vehicles	10,282		51,810		113,440				
Average Number of Vehicles	1.72	94	1.97	108	2.04	112			
No Vehicles	649	(10.8%)	131	1,407	(5.4%)	65	2,726	(4.9%)	59
1 Vehicle	2,287	(38.2%)	116	7,586	(28.9%)	88	14,368	(25.9%)	7
2 Vehicles	1,920	(32.1%)	87	10,309	(39.3%)	106	23,049	(41.5%)	112
3 or more Vehicles	1,129	(18.9%)	86	6,946	(26.5%)	120	15,417	(27.7%)	126

Population Change

Births	180		715		1,422
Deaths	125		635		1,506
Migration	-314		-861		-1,026

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	959	3,652	7,752
Total Employees	7,718	27,581	84,346

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