

## ROOKWOOD VS. KENWOOD

### Population and Household Income

SITES	POPULATION				AVERAGE HH INCOME				MEDIAN HH INCOME			
	3 Mile	5 Mile	7 Mile	10 Mile	3 Mile	5 Mile	7 Mile	10 Mile	3 Mile	5 Mile	7 Mile	10 Mile
ROOKWOOD	121,966	274,451	471,959	789,631	\$58,739	\$56,273	\$59,895	\$62,490	\$45,861	\$44,284	\$48,682	\$53,265
Kenwood Towne Center	67,341	173,899	323,662	693,420	\$74,021	\$70,128	\$71,876	\$64,762	\$56,917	\$53,669	\$55,617	\$54,032

### Who has the Households with Real Wealth?

# of HH Incomes Above \$50K, \$75K, and \$100K

SITES	# of HH INCOMES ABOVE \$50,000				# of HH INCOMES ABOVE \$75,000				# of HH INCOMES ABOVE \$100,000			
	3 Mile	5 Mile	7 Mile	10 Mile	3 Mile	5 Mile	7 Mile	10 Mile	3 Mile	5 Mile	7 Mile	10 Mile
ROOKWOOD	22,943	48,683	86,000	155,015	14,069	29,605	53,565	96,999	8,999	18,432	34,241	61,046
Kenwood Towne Center	13,825	34,599	64,335	132,613	10,734	25,142	47,767	97,538	7,070	17,299	33,889	67,895