

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	2,429		58,780		148,863	
Households	1,029		21,911		56,453	
Persons per Household	2.36	91	2.63	102	2.58	100
Household Median Income	\$127,277.69	183	\$125,017.92	180	\$130,962.85	188
Household Median Disposable Income	\$102,649.89	171	\$101,750.62	169	\$105,932.54	176
Household Median Discretionary Income	\$73,749.25	172	\$75,373.62	176	\$79,466.57	185
Average Income Per Person	\$58,612.6	157	\$59,276.3	159	\$64,044.18	172
Median Rent	\$2,760.87	218	\$1,958.93	154	\$1,805.98	142
Median House Value	\$784,239.12	191	\$766,026.58	186	\$817,829.01	199
Households in Poverty	24 (2.3%)	18	883 (4%)	32	3,013 (5.3%)	42
Household Median Wealth	\$121,590.76	155	\$108,672.03	138	\$110,501.21	141
Average Age	44.88	112	41.99	105	42.27	105
Median Age	47.76	124	42.86	111	43.05	112
Households with Children	196 (19%)	69	6,707 (30.6%)	111	16,365 (29%)	105
High School Graduate or Higher	1,677 (95%)	107	38,467 (92.6%)	104	99,027 (94.2%)	106

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	1,086 (61.5%) 	23,771 (57.2%) 	63,644 (60.5%) 
Pop density (per sq mi)	1,451	2,312	1,977
Area (based on blockgroups)	2	25	75

### Population

Population 2022 Q4	2,429	58,780	148,863
Population 2022 Q3	2,406	58,422	147,986
Population 2022 Q2	2,340	58,156	147,529
Population 2022 Q1	2,317	58,114	147,628
Population 2021 Q4	2,317	57,993	147,378
Population 2021 Q3	2,318	57,944	147,271
Population 2021 Q2	2,318	57,919	146,964
Population 2021 Q1	2,315	57,951	147,023
Population 2020 Q4	2,314	57,883	146,882
Population 5 Years Forecast	2,505	60,383	152,822
Population 10 Years Forecast	2,577	62,053	157,093
Persons per Household	2.36 	2.63 	2.58 

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

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Group Quarters	4	(<0.5%)	1,091	(1.9%)	3,006	(2%)
Transient Population - Average Last 4 Quarters	376	(15.5%)	1,762	(3%)	4,074	(2.7%)

### Households

Households 2022 Q4	1,029	21,911	56,453
Households 2022 Q3	1,018	21,771	56,095
Households 2022 Q2	988	21,672	55,933
Households 2022 Q1	978	21,655	55,961
Households 2021 Q4	978	21,610	55,860
Households 2021 Q3	978	21,595	55,827
Households 2021 Q2	978	21,588	55,700
Households 2021 Q1	977	21,595	55,715
Households 2020 Q4	977	21,575	55,664
Households 5 Years Forecast	1,062	22,529	58,091
Households 10 Years Forecast	1,093	23,174	59,811

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### Gender

Gender	Count	Percentage	1 Mile	3 Mile	Percentage	5 Mile	Count	Percentage	5 Mile
Male	1,136	(46.8%)	95	28,959	(49.3%)	100	73,375	(49.3%)	100
Female	1,293	(53.2%)	105	29,821	(50.7%)	100	75,488	(50.7%)	100

### Ethnicity

White	2,003	(82.5%)	134	35,961	(61.2%)	100	99,238	(66.7%)	109
Hispanic (Ethnic)	179	(7.4%)	41	7,590	(12.9%)	71	18,458	(12.4%)	68
Asian	175	(7.2%)	142	10,524	(17.9%)	352	21,535	(14.5%)	285
Black	40	(1.6%)	14	3,128	(5.3%)	45	5,944	(4%)	34
Other	32	(1.3%)	36	1,577	(2.7%)	74	3,688	(2.5%)	69

### Household by Ethnicity

White	850	(82.6%)	129	14,248	(65%)	101	38,576	(68.3%)	107
Asian	80	(7.8%)	176	3,389	(15.5%)	351	7,833	(13.9%)	315
Hispanic (Ethnic)	49	(4.8%)	32	2,370	(10.8%)	73	6,133	(10.9%)	73
Other	32	(3.1%)	57	979	(4.5%)	8	2,125	(3.8%)	69
Black	18	(1.7%)	16	925	(4.2%)	38	1,786	(3.2%)	28

### Households Income

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

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$138,131.21	142	\$156,773.3	161	\$165,531.52	170
Average Income Per Person	\$58,612.6	157	\$59,276.3	159	\$64,044.18	172
Household Median Income	\$127,277.69	183	\$125,017.92	180	\$130,962.85	188
<\$15K	8 (0.8%)	9	685 (3.1%)	34	2,254 (4%)	44
\$15K - \$25K	52 (5.1%)	66	613 (2.8%)	36	1,903 (3.4%)	44
\$25K - \$35K	35 (3.4%)	42	992 (4.5%)	56	2,056 (3.6%)	45
\$35K - \$50K	74 (7.2%)	63	1,348 (6.2%)	54	3,014 (5.3%)	47
\$50K - \$75K	55 (5.3%)	32	2,278 (10.4%)	62	5,578 (9.9%)	59
\$75K - \$100K	186 (18.1%)	139	2,804 (12.8%)	99	6,814 (12.1%)	93
\$100K - \$150K	309 (30%)	182	4,326 (19.7%)	120	10,290 (18.2%)	110
\$150K - \$175K	69 (6.7%)	128	2,177 (9.9%)	189	5,829 (10.3%)	197
\$175K - \$200K	36 (3.5%)	65	2,648 (12.1%)	224	8,953 (15.9%)	294
\$200K - \$250K	114 (11.1%)	297	2,261 (10.3%)	276	5,464 (9.7%)	259
\$250K - \$500K	50 (4.9%)	305	973 (4.4%)	279	2,348 (4.2%)	261
>\$500K	41 (4%)	299	806 (3.7%)	276	1,950 (3.5%)	259

### Disposable Households Income

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

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$109,053.98	147	\$110,096.55	149	\$111,140.59	150
Household Median Disposable Income	\$102,649.89	171	\$101,750.62	169	\$105,932.54	176
<\$15K	10 (1%)	10	743 (3.4%)	34	2,437 (4.3%)	43
\$15K - \$25K	61 (5.9%)	65	768 (3.5%)	39	2,253 (4%)	44
\$25K - \$35K	55 (5.3%)	58	1,254 (5.7%)	62	2,570 (4.6%)	49
\$35K - \$50K	74 (7.2%)	54	1,657 (7.6%)	56	3,748 (6.6%)	49
\$50K - \$75K	139 (13.5%)	75	3,186 (14.5%)	71	7,897 (14%)	76
\$75K - \$100K	149 (14.5%)	104	3,144 (14.3%)	103	7,671 (13.6%)	98
\$100K - \$150K	328 (31.9%)	203	5,292 (24.2%)	154	14,134 (25%)	160
\$150K - \$175K	59 (5.7%)	119	2,811 (12.8%)	266	8,370 (14.8%)	308
\$175K - \$200K	42 (4.1%)	262	829 (3.8%)	243	1,996 (3.5%)	227
\$200K - \$250K	45 (4.4%)	287	896 (4.1%)	268	2,162 (3.8%)	251
\$250K - \$500K	61 (5.9%)	283	1,223 (5.6%)	266	2,951 (5.2%)	249
>\$500K	6 (0.6%)	318	108 (<0.5%)	269	264 (<0.5%)	255

### Discretionary Households Income

Household Average Discretionary Income	\$74,045.49	143	\$78,765.89	152	\$81,020.04	156
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Household Median Discretionary Income	\$73,749.25	172	\$75,373.62	176	\$79,466.57	185
<\$10K	8 (0.8%)	8	684 (3.1%)	31	2,241 (4%)	39
\$10K - \$20K	77 (7.5%)	58	1,129 (5.2%)	40	3,044 (5.4%)	42
\$20K - \$30K	78 (7.6%)	61	1,784 (8.1%)	65	3,635 (6.4%)	51
\$30K - \$40K	51 (5%)	44	1,461 (6.7%)	59	3,340 (5.9%)	52
\$40K - \$50K	63 (6.1%)	64	1,616 (7.4%)	71	3,962 (7%)	73
\$50K - \$75K	246 (23.9%)	132	4,217 (19.2%)	106	10,398 (18.4%)	102
\$75K - \$100K	266 (25.9%)	244	3,687 (16.8%)	159	8,968 (15.9%)	150
\$100K - \$125K	85 (8.3%)	122	3,818 (17.4%)	257	10,792 (19.1%)	282
\$125K - \$150K	155 (15.1%)	342	2,063 (9.4%)	214	6,059 (10.7%)	244
>\$150K			1,452 (6.6%)	264	4,014 (7.1%)	283

### Households Income by Ethnicity

Average Income - White	\$120,158.75	138	\$121,761.72	140	\$123,692.61	142
Median Income - White	\$128,921.41	170	\$125,436.03	165	\$134,273.71	177
Average Income - Black	\$27,759.44	45	\$89,270.89	146	\$89,374.64	146
Median Income - Black	\$19,999	42	\$78,699.85	164	\$80,905.28	169

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$150,946.94 (146)	\$132,088.12 (127)	\$133,471.61 (29)
Median Income - Asian	\$149,999 (152)	\$147,478.94 (149)	\$152,771.59 (154)
Average Income - Hispanic	\$108,531.39 (152)	\$106,797.48 (150)	\$105,594.15 (148)
Median Income - Hispanic	\$93,228.44 (158)	\$104,726.7 (177)	\$101,702.66 (172)
Average Income - Other	\$94,664.72 (120)	\$122,299.62 (155)	\$120,367.63 (152)
Median Income - Other	\$87,499.5 (30)	\$132,601.05 (197)	\$126,508.56 (188)

## Age

Average Age	44.88 (112)	41.99 (105)	42.27 (105)
Median Age	47.76 (124)	42.86 (111)	43.05 (112)
0-4	114 (4.7%) (7)	3,216 (5.5%) (90)	8,017 (5.4%) (88)
5-13	237 (9.8%) (89)	6,353 (10.8%) (98)	15,754 (10.6%) (96)
14-17	108 (4.4%) (90)	2,647 (4.5%) (91)	6,790 (4.6%) (92)
18-21	113 (4.7%) (7)	2,838 (4.8%) (8)	7,474 (5%) (83)
22-24	91 (3.7%) (91)	2,203 (3.7%) (91)	5,712 (3.8%) (93)
25-29	148 (6.1%) (94)	3,423 (5.8%) (90)	8,805 (5.9%) (91)
30-34	112 (4.6%) (7)	2,964 (5%) (83)	7,418 (5%) (8)

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35-39	82	(3.4%)	3,171	(5.4%)	7,761	(5.2%)
40-44	113	(4.7%)	3,604	(6.1%)	8,790	(5.9%)
45-49	140	(5.8%)	3,800	(6.5%)	9,220	(6.2%)
50-54	153	(6.3%)	4,201	(7.1%)	10,474	(7%)
55-59	188	(7.7%)	4,500	(7.7%)	11,455	(7.7%)
60-64	217	(8.9%)	4,371	(7.4%)	11,073	(7.4%)
65-69	196	(8.1%)	3,819	(6.5%)	9,789	(6.6%)
70-74	162	(6.7%)	3,100	(5.3%)	8,011	(5.4%)
75-79	123	(5.1%)	2,232	(3.8%)	5,807	(3.9%)
80-84	68	(2.8%)	1,339	(2.3%)	3,596	(2.4%)
85+	64	(2.6%)	999	(1.7%)	2,917	(2%)

### Age - Male

Male Average Age	43.13		40.7		40.93	
Male Median Age	45.69		41.29		41.42	
0-4	59	(5.2%)	1,653	(5.7%)	4,124	(5.6%)
5-13	120	(10.6%)	3,256	(11.2%)	8,091	(11%)

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14-17	53	(4.7%)	91	1,330	(4.6%)	89	3,445	(4.7%)	91
18-21	54	(4.8%)	7	1,415	(4.9%)	7	3,779	(5.2%)	6
22-24	44	(3.9%)	89	1,148	(4%)	91	2,951	(4%)	92
25-29	74	(6.5%)	95	1,811	(6.3%)	91	4,607	(6.3%)	92
30-34	60	(5.3%)	83	1,590	(5.5%)	86	4,000	(5.5%)	85
35-39	39	(3.4%)	55	1,679	(5.8%)	94	4,096	(5.6%)	91
40-44	54	(4.8%)	7	1,853	(6.4%)	104	4,483	(6.1%)	99
45-49	64	(5.6%)	93	1,882	(6.5%)	108	4,553	(6.2%)	103
50-54	72	(6.3%)	104	2,044	(7.1%)	115	5,112	(7%)	114
55-59	89	(7.8%)	34	2,174	(7.5%)	119	5,588	(7.6%)	120
60-64	99	(8.7%)	35	2,082	(7.2%)	114	5,333	(7.3%)	115
65-69	89	(7.8%)	141	1,795	(6.2%)	111	4,634	(6.3%)	114
70-74	68	(6%)	34	1,399	(4.8%)	108	3,684	(5%)	112
75-79	50	(4.4%)	140	961	(3.3%)	105	2,504	(3.4%)	108
80-84	28	(2.5%)	11	549	(1.9%)	102	1,432	(2%)	105
85+	20	(1.8%)	150	338	(1.2%)	103	959	(1.3%)	115

## Age - Female

Female Average Age	46.43		113	43.25		105	43.57		106
Female Median Age	50.47		3	45.47		111	45.68		112
0-4	55	(4.3%)	7	1,563	(5.2%)	90	3,893	(5.2%)	88
5-13	117	(9%)	85	3,097	(10.4%)	98	7,663	(10.2%)	96
14-17	55	(4.3%)	89	1,317	(4.4%)	93	3,345	(4.4%)	93
18-21	59	(4.6%)	7	1,423	(4.8%)	7	3,695	(4.9%)	84
22-24	47	(3.6%)	94	1,055	(3.5%)	92	2,761	(3.7%)	95
25-29	74	(5.7%)	93	1,612	(5.4%)	88	4,198	(5.6%)	91
30-34	52	(4%)	67	1,374	(4.6%)	7	3,418	(4.5%)	7
35-39	43	(3.3%)	57	1,492	(5%)	85	3,665	(4.9%)	83
40-44	59	(4.6%)	7	1,751	(5.9%)	97	4,307	(5.7%)	95
45-49	76	(5.9%)	98	1,918	(6.4%)	107	4,667	(6.2%)	103
50-54	81	(6.3%)	102	2,157	(7.2%)	118	5,362	(7.1%)	116
55-59	99	(7.7%)	118	2,326	(7.8%)	120	5,867	(7.8%)	120
60-64	118	(9.1%)	35	2,289	(7.7%)	116	5,740	(7.6%)	115
65-69	107	(8.3%)	35	2,024	(6.8%)	111	5,155	(6.8%)	112
70-74	94	(7.3%)	141	1,701	(5.7%)	111	4,327	(5.7%)	111
75-79	73	(5.6%)	140	1,271	(4.3%)	110	3,303	(4.4%)	113
80-84	40	(3.1%)	120	790	(2.6%)	102	2,164	(2.9%)	111
85+	44	(3.4%)	149	661	(2.2%)	97	1,958	(2.6%)	114

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### Employment by Occupation

Occupation	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Total Employees (16+ Years Old)	1,296		31,807		82,082	
Professional Specialty	374 (28.9%)	122	10,354 (32.6%)	138	26,099 (31.8%)	34
Managerial/Executive	307 (23.7%)	145	7,729 (24.3%)	148	22,439 (27.3%)	167
Office Admin	183 (14.1%)	127	3,075 (9.7%)	87	7,921 (9.7%)	87
Sales	141 (10.9%)	111	3,239 (10.2%)	104	8,481 (10.3%)	106
Construction	114 (8.8%)	107	1,507 (4.7%)	58	3,287 (4%)	49
Building Maintenance & Cleaning	55 (4.2%)	117	861 (2.7%)	75	2,226 (2.7%)	75
Production & Transportation	44 (3.4%)	26	2,068 (6.5%)	49	4,880 (5.9%)	45
Protective	34 (2.6%)	120	552 (1.7%)	81	1,252 (1.5%)	70
Food Preparation & Serving	32 (2.5%)	46	1,261 (4%)	74	2,491 (3%)	57
Personal Care	12 (0.9%)	35	544 (1.7%)	65	1,566 (1.9%)	73
Farming, Fishing & Forestry					18 (<0.5%)	3
Healthcare support			617 (1.9%)	59	1,422 (1.7%)	53

### Employment by Industry

Total Employees (16+ Years Old)	1,296	31,807	82,082
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Educational Services	285	(22%)	94	7,148	(22.5%)	96	19,450	(23.7%)	102
Professional Services	245	(18.9%)	252	4,827	(15.2%)	203	11,692	(14.2%)	190
Financial, Insurance & Real Estate	137	(10.6%)	160	3,009	(9.5%)	143	8,367	(10.2%)	154
Wholesale Retail	126	(9.7%)	72	3,833	(12.1%)	89	9,381	(11.4%)	85
Agriculture/Mining/Construction	126	(9.7%)	113	1,566	(4.9%)	57	3,673	(4.5%)	52
Manufacturing	85	(6.6%)	65	3,493	(11%)	109	9,759	(11.9%)	118
Transportation	77	(5.9%)	105	1,011	(3.2%)	56	3,170	(3.9%)	68
Public Administration	64	(4.9%)	103	1,285	(4%)	84	2,812	(3.4%)	71
Entertainment Services	61	(4.7%)	52	2,076	(6.5%)	72	5,084	(6.2%)	69
Information	49	(3.8%)	202	1,231	(3.9%)	206	2,810	(3.4%)	182
Administrative/Waste Services	37	(2.9%)	68	1,317	(4.1%)	99	3,223	(3.9%)	94
Other Professional Services	4	(<0.5%)	6	961	(3%)	63	2,504	(3.1%)	64
Management Services				50	(<0.5%)	112	157	(<0.5%)	136

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Benchmark: Nationwide



### Language Spoken

Language Spoken	Count	Percentage	1 Mile	3 Mile	5 Mile
Speak English at Home	1,854	(80.1%)	103	37,051	(66.7%)
Speak Other Language at Home	363	(15.7%)	193	12,659	(22.8%)
Speak Spanish at Home	98	(4.2%)	30	5,854	(10.5%)

### Ancestry

Ancestry	Count	Percentage	1 Mile	3 Mile	5 Mile
Scottish/Irish	410	(16.9%)	248	5,239	(8.9%)
Other	364	(15%)	69	12,382	(21.1%)
Italian	342	(14.1%)	471	6,597	(11.2%)
Unclassified	230	(9.5%)	57	5,098	(8.7%)
German	193	(7.9%)	99	3,016	(5.1%)
Polish	143	(5.9%)	380	1,749	(3%)
British	129	(5.3%)	98	1,653	(2.8%)
Other European (e.g. Greek/Russian)	126	(5.2%)	161	2,508	(4.3%)
South American	111	(4.6%)	428	2,073	(3.5%)
South Central Asian (e.g. Indian)	76	(3.1%)	239	6,295	(10.7%)
American	49	(2%)	41	811	(1.4%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
South East Asian (e.g. Vietnamese)	38	(1.6%)	97	703	(1.2%)	74	1,817	(1.2%)	74
Puerto Rican	37	(1.5%)	59	939	(1.6%)	62	3,248	(2.2%)	85
Chinese	31	(1.3%)	107	2,915	(5%)	416	5,718	(3.8%)	322
Middle Eastern	30	(1.2%)	196	494	(0.8%)	133	1,313	(0.9%)	140
Scandinavian	25	(1%)	53	507	(0.9%)	44	1,527	(1%)	53
French	17	(0.7%)	56	283	(<0.5%)	38	1,023	(0.7%)	55
Dutch	17	(0.7%)	112	251	(<0.5%)	69	801	(0.5%)	86
Other Asian	14	(0.6%)	187	174	(<0.5%)	96	378	(<0.5%)	8
Korean	11	(<0.5%)	107	365	(0.6%)	146	863	(0.6%)	137
Cuban	10	(<0.5%)	63	202	(<0.5%)	52	586	(<0.5%)	60
Other Hispanic	8	(<0.5%)	25	828	(1.4%)	107	2,137	(1.4%)	109
Central American	8	(<0.5%)	22	2,385	(4.1%)	273	4,609	(3.1%)	209
Japanese	5	(<0.5%)	89	72	(<0.5%)	53	223	(<0.5%)	65
Mexican	3	(<0.5%)	1	841	(1.4%)	14	1,241	(0.8%)	8
Dominican	2	(<0.5%)	14	322	(0.5%)	96	936	(0.6%)	111
Hawaiian/Pacific Islander				9	(<0.5%)	9	34	(<0.5%)	13

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile
Native American (Indian/Eskimo)	69	(<0.5%)	15	158	(<0.5%) 13
<b>Education (Age 25+)</b>					
Total Educated Population	1,766		41,523		105,116
Elementary (0 to 8 Years)	23	(1.3%) 26	1,534	(3.7%) 75	3,154 (3%) 61
Some High School (9 to 11 Years)	66	(3.7%) 58	1,522	(3.7%) 57	2,935 (2.8%) 44
High School Graduate (12 Years)	215	(12.2%) 46	7,500	(18.1%) 68	17,245 (16.4%) 62
Some College (13 to 16 Years)	244	(13.8%) 69	4,920	(11.8%) 59	12,674 (12.1%) 60
Associates Degree Only	132	(7.5%) 85	2,276	(5.5%) 63	5,464 (5.2%) 59
Bachelor's Degree Only	661	(37.4%) 184	12,928	(31.1%) 153	34,879 (33.2%) 163
Graduate Degree	425	(24.1%) 187	10,843	(26.1%) 203	28,765 (27.4%) 213

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,029	21,911	56,453
One Person Households	338 (32.8%)	5,336 (24.4%)	14,784 (26.2%)
Married Couple	445 (43.2%)	12,698 (58%)	32,190 (57%)
Male Householder	21 (2%)	608 (2.8%)	1,701 (3%)
Female Householder	106 (10.3%)	2,022 (9.2%)	4,296 (7.6%)
Non Family Households	119 (11.6%)	1,247 (5.7%)	3,482 (6.2%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,029	21,911	56,453
1 Person Household	338 (32.8%)	5,336 (24.4%)	14,784 (26.2%)
2 Person Household	326 (31.7%)	6,877 (31.4%)	17,510 (31%)
3 Person Household	149 (14.5%)	3,862 (17.6%)	9,474 (16.8%)
4 Person Household	139 (13.5%)	3,563 (16.3%)	9,011 (16%)
5 Person Household	50 (4.9%)	1,450 (6.6%)	3,751 (6.6%)
6 Person Household	13 (1.3%)	516 (2.4%)	1,195 (2.1%)
7+ Person Household	14 (1.4%)	307 (1.4%)	728 (1.3%)

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	1,058	22,780	59,134
Owner Occupied Housing	867	15,883	40,238
Renter Occupied Housing	162	6,028	16,215
Vacant Housing	29	869	2,681

### Housing Rent

Average Rent	\$2,706.56	194	\$2,036.51	146	\$1,883.71	135			
Median Rent	\$2,760.87	218	\$1,958.93	154	\$1,805.98	142			
Total Cash Rents Housing	160	5,856	15,916						
<\$300	75	(1.3%)	40	518	(3.3%)	102			
\$300-\$500	2	(1.3%)	29	68	(1.2%)	27	424	(2.7%)	61
\$500-\$750	2	(1.3%)	11	106	(1.8%)	17	316	(2%)	18
\$750-\$1000	4	(2.5%)	16	123	(2.1%)	13	466	(2.9%)	18
\$1000-\$1500	6	(3.8%)	13	947	(16.2%)	56	3,482	(21.9%)	74
\$1500-\$2000	1,753	(29.9%)	155	4,497	(28.3%)	147			
\$2000-\$2500	42	(26.3%)	285	1,191	(20.3%)	221	2,677	(16.8%)	183

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	46	(28.8%)	707	999	(17.1%)	420	1,931	(12.1%)	298
\$3000-\$3500	37	(23.1%)	1164	385	(6.6%)	331	892	(5.6%)	282
>\$3500	21	(13.1%)	611	209	(3.6%)	166	713	(4.5%)	209

### Value of Owner-Occupied Housing Units

Average House Value	\$795,092.91	151	\$725,497.01	137	\$800,781.76	152			
Median House Value	\$784,239.12	191	\$766,026.58	186	\$817,829.01	199			
Owner Occupied Housing	867		15,883		40,238				
<\$100K	7	(0.8%)	9	126	(0.8%)	8	334	(0.8%)	9
\$100K - \$200K				169	(1.1%)	8	461	(1.1%)	8
\$200K - \$300K				396	(2.5%)	18	810	(2%)	14
\$300K - \$400K	51	(5.9%)	50	461	(2.9%)	25	996	(2.5%)	21
\$400K - \$500K	46	(5.3%)	56	803	(5.1%)	53	2,260	(5.6%)	59
\$500K - \$1000K	528	(60.9%)	235	9,264	(58.3%)	225	21,736	(54%)	209
>\$1000K	235	(27.1%)	173	4,664	(29.4%)	188	13,641	(33.9%)	217

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide



### Poverty

Category	1 Mile	3 Mile	5 Mile
Households in Poverty	24 (2.3%)	883 (4%)	3,013 (5.3%)
Households Above Poverty	1,005 (97.7%)	21,028 (96%)	53,440 (94.7%)
Households in Poverty (Married)	18	52	63
Households in Poverty (Male Householder)	9 (<0.5%)	6 (<0.5%)	11 (<0.5%)
Households in Poverty (Female Householder)	16 (1.6%)	208 (0.9%)	604 (1.1%)
Households in Poverty (Non-Family)	8 (0.8%)	384 (1.8%)	1,441 (2.6%)
Households in Poverty (Non-Family Student)	13	29	42
Households in Poverty (Non-Family Student)	31 (<0.5%)	23 (<0.5%)	133 (<0.5%)

### Wealth per Household

Category	1 Mile	3 Mile	5 Mile
Household Average Wealth	\$286,421.28	\$276,828.65	\$279,016.22
Household Median Wealth	\$121,590.76	\$108,672.03	\$110,501.21
<\$0K	153 (14.9%)	3,405 (15.5%)	8,767 (15.5%)
\$0K - \$5K	64 (6.2%)	1,516 (6.9%)	3,878 (6.9%)
\$5K - \$10K	37 (3.6%)	856 (3.9%)	2,192 (3.9%)
\$10K - \$25K	58 (5.6%)	1,279 (5.8%)	3,276 (5.8%)
\$25K - \$50K	68 (6.6%)	1,448 (6.6%)	3,713 (6.6%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	106	(10.3%)	2,214	(10.1%)	5,661	(10%)
\$100K - \$250K	198	(19.2%)	4,108	(18.7%)	10,563	(18.7%)
\$250K - \$500K	155	(15.1%)	3,186	(14.5%)	8,236	(14.6%)
>\$500K	190	(18.5%)	3,899	(17.8%)	10,167	(18%)

## Vehicles per Household

Total Number of Vehicles	1,949	41,184	105,482
Average Number of Vehicles	1.89	1.88	1.87
No Vehicles	62 (6%)	822 (3.8%)	3,270 (5.8%)
1 Vehicle	300 (29.2%)	7,619 (34.8%)	18,165 (32.2%)
2 Vehicles	403 (39.2%)	8,755 (40%)	22,620 (40.1%)
3 or more Vehicles	264 (25.7%)	4,715 (21.5%)	12,398 (22%)

## Population Change

Births	26	598	1,552
Deaths	28	527	1,350
Migration	114	716	1,283

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Workplace

Total Businesses	234	2,674	6,953
Total Employees	5,559	70,737	160,260

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