

Audience Profile

Jan 1 - Dec 31, 2023

Carlstadt Commons

675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	34,656		246,853		558,660	
Households	13,673		87,127		205,109	
Persons per Household	2.51	97	2.82	109	2.71	105
Household Median Income	\$97,148.4	140	\$76,767.03	110	\$83,452.3	120
Household Median Disposable Income	\$80,700.61	34	\$64,824.57	108	\$70,338.77	117
Household Median Discretionary Income	\$55,615.2	30	\$40,712.84	95	\$45,639.59	106
Average Income Per Person	\$47,102.13	126	\$36,112.88	97	\$39,559.54	106
Median Rent	\$1,629.33	128	\$1,438.95	113	\$1,527.51	120
Median House Value	\$688,769.93	168	\$646,894.1	157	\$609,802.53	148
Households in Poverty	986 (7.2%)	57	11,180 (12.8%)	102	21,720 (10.6%)	84
Household Median Wealth	\$81,676.95	104	\$66,732.04	85	\$74,141.82	94
Average Age	41.11	103	39.1	98	40.1	100
Median Age	41.76	109	38.3	100	40.52	105
Households with Children	3,583 (26.2%)	95	28,042 (32.2%)	117	59,591 (29.1%)	105
High School Graduate or Higher	22,714 (93.3%)	105	138,945 (83.5%)	94	334,107 (87%)	98

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	10,253 (42.1%)	127	50,848 (30.6%)	92	131,539 (34.2%)	103
Pop density (per sq mi)	3,652		7,844		7,438	
Area (based on blockgroups)	9		31		75	

Population

Population 2022 Q4	34,656		246,853		558,660	
Population 2022 Q3	34,699		246,573		556,384	
Population 2022 Q2	34,507		246,294		556,063	
Population 2022 Q1	34,543		246,395		556,677	
Population 2021 Q4	34,574		246,629		557,179	
Population 2021 Q3	34,192		246,786		557,667	
Population 2021 Q2	34,134		246,871		558,517	
Population 2021 Q1	34,167		247,397		559,677	
Population 2020 Q4	34,309		248,107		560,958	
Population 5 Years Forecast	35,757		250,944		567,118	
Population 10 Years Forecast	36,727		255,227		576,234	
Persons per Household	2.51	97	2.82	109	2.71	105

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Group Quarters	289	(0.8%)	36	886	(<0.5%)	15	3,529	(0.6%)	27
Transient Population - Average Last 4 Quarters	1,167	(3.4%)	272	2,680	(1.1%)	88	5,858	(1%)	85

Households

Households 2022 Q4	13,673		87,127		205,109
Households 2022 Q3	13,692		87,023		204,245
Households 2022 Q2	13,615		86,898		204,083
Households 2022 Q1	13,628		86,923		204,333
Households 2021 Q4	13,642		87,016		204,532
Households 2021 Q3	13,490		87,062		204,741
Households 2021 Q2	13,464		87,080		205,038
Households 2021 Q1	13,477		87,261		205,462
Households 2020 Q4	13,536		87,531		205,970
Households 5 Years Forecast	14,111		88,694		208,367
Households 10 Years Forecast	14,492		90,309		211,844

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	16,944 (48.9%)	121,167 (49.1%)	273,624 (49%)
Female	17,712 (51.1%)	125,686 (50.9%)	285,036 (51%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	24,238 (69.9%)	112,582 (45.6%)	263,575 (47.2%)
Hispanic (Ethnic)	5,032 (14.5%)	100,374 (40.7%)	197,751 (35.4%)
Asian	3,626 (10.5%)	17,936 (7.3%)	49,846 (8.9%)
Black	1,099 (3.2%)	12,033 (4.9%)	35,888 (6.4%)
Other	661 (1.9%)	3,928 (1.6%)	11,600 (2.1%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	8,749 (64%)	38,774 (44.5%)	94,474 (46.1%)
Hispanic (Ethnic)	2,477 (18.1%)	34,389 (39.5%)	70,139 (34.2%)
Asian	1,335 (9.8%)	5,813 (6.7%)	16,480 (8%)
Other	608 (4.4%)	3,589 (4.1%)	9,949 (4.9%)
Black	504 (3.7%)	4,562 (5.2%)	14,067 (6.9%)

Households Income

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

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Household Average Income	\$118,315.68	121	\$101,995.3	105	\$107,268.72	110
Average Income Per Person	\$47,102.13	126	\$36,112.88	97	\$39,559.54	106
Household Median Income	\$97,148.4	140	\$76,767.03	110	\$83,452.3	120
<\$15K	798 (5.8%)	64	6,642 (7.6%)	83	14,111 (6.9%)	75
\$15K - \$25K	866 (6.3%)	8	6,698 (7.7%)	100	14,007 (6.8%)	89
\$25K - \$35K	577 (4.2%)	52	6,649 (7.6%)	94	13,843 (6.7%)	83
\$35K - \$50K	1,057 (7.7%)	68	8,157 (9.4%)	8	18,760 (9.1%)	8
\$50K - \$75K	1,946 (14.2%)	84	14,543 (16.7%)	99	32,202 (15.7%)	93
\$75K - \$100K	1,763 (12.9%)	99	10,871 (12.5%)	96	25,840 (12.6%)	97
\$100K - \$150K	2,736 (20%)	121	15,505 (17.8%)	108	39,053 (19%)	115
\$150K - \$175K	1,243 (9.1%)	173	5,354 (6.1%)	117	14,593 (7.1%)	136
\$175K - \$200K	1,324 (9.7%)	180	5,630 (6.5%)	120	14,150 (6.9%)	128
\$200K - \$250K	761 (5.6%)	149	3,968 (4.6%)	122	10,392 (5.1%)	136
\$250K - \$500K	324 (2.4%)	149	1,691 (1.9%)	122	4,439 (2.2%)	136
>\$500K	278 (2%)	152	1,419 (1.6%)	122	3,719 (1.8%)	136

Disposable Households Income

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

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	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$90,452.43	122	\$78,494.14	106	\$82,682.85	112
Household Median Disposable Income	\$80,700.61	34	\$64,824.57	108	\$70,338.77	117
<\$15K	877 (6.4%)	64	7,208 (8.3%)	83	15,343 (7.5%)	75
\$15K - \$25K	896 (6.6%)	72	7,960 (9.1%)	101	16,829 (8.2%)	91
\$25K - \$35K	897 (6.6%)	71	7,908 (9.1%)	98	16,632 (8.1%)	87
\$35K - \$50K	1,191 (8.7%)	65	10,123 (11.6%)	86	23,375 (11.4%)	85
\$50K - \$75K	2,467 (18%)	98	16,029 (18.4%)	99	36,270 (17.7%)	96
\$75K - \$100K	2,162 (15.8%)	114	13,037 (15%)	108	31,233 (15.2%)	109
\$100K - \$150K	3,011 (22%)	140	14,466 (16.6%)	106	39,115 (19.1%)	122
\$150K - \$175K	1,139 (8.3%)	173	5,075 (5.8%)	121	12,350 (6%)	125
\$175K - \$200K	280 (2%)	31	1,433 (1.6%)	106	3,757 (1.8%)	118
\$200K - \$250K	303 (2.2%)	145	1,563 (1.8%)	118	4,096 (2%)	31
\$250K - \$500K	416 (3%)	145	2,138 (2.5%)	117	5,612 (2.7%)	31
>\$500K	34 (<0.5%)	136	187 (<0.5%)	117	497 (<0.5%)	32

Discretionary Households Income

Household Average Discretionary Income	\$61,766.97	119	\$50,488.11	97	\$53,920.54	104
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Household Median Discretionary Income	\$55,615.2	130	\$40,712.84	95	\$45,639.59	106
<\$10K	871 (6.4%)	62	10,021 (11.5%)	113	19,220 (9.4%)	92
\$10K - \$20K	1,271 (9.3%)	72	12,626 (14.5%)	112	26,441 (12.9%)	99
\$20K - \$30K	1,209 (8.8%)	71	10,089 (11.6%)	93	23,783 (11.6%)	93
\$30K - \$40K	1,348 (9.9%)	87	10,241 (11.8%)	104	22,270 (10.9%)	96
\$40K - \$50K	1,372 (10%)	105	8,079 (9.3%)	97	19,248 (9.4%)	98
\$50K - \$75K	2,876 (21%)	116	15,249 (17.5%)	97	38,907 (19%)	105
\$75K - \$100K	2,025 (14.8%)	140	9,025 (10.4%)	98	24,904 (12.1%)	115
\$100K - \$125K	1,564 (11.4%)	169	6,830 (7.8%)	116	17,376 (8.5%)	125
\$125K - \$150K	1,123 (8.2%)	186	4,361 (5%)	114	10,722 (5.2%)	119
>\$150K	14 (<0.5%)	4	606 (0.7%)	28	2,238 (1.1%)	43

Households Income by Ethnicity

Average Income - White	\$101,975.57	117	\$97,528.22	112	\$97,160.03	112
Median Income - White	\$96,087.83	126	\$91,189.39	120	\$90,515.01	119
Average Income - Black	\$60,271.55	98	\$67,787.94	111	\$77,236.53	126
Median Income - Black	\$48,973.56	102	\$55,779.64	117	\$64,555.29	135

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Average Income - Asian	\$109,941.83 (106)	\$112,644.96 (109)	\$113,376.3 (109)
Median Income - Asian	\$113,557.16 (115)	\$112,481.79 (114)	\$115,030.96 (116)
Average Income - Hispanic	\$103,213.86 (145)	\$75,780.29 (106)	\$84,785.63 (119)
Median Income - Hispanic	\$101,370.27 (172)	\$63,630.03 (108)	\$73,169.56 (124)
Average Income - Other	\$112,429.72 (142)	\$92,948.85 (118)	\$98,033.02 (124)
Median Income - Other	\$111,999.52 (166)	\$83,525.82 (124)	\$91,100.89 (135)

Age

Average Age	41.11 (103)	39.1 (98)	40.1 (100)
Median Age	41.76 (109)	38.3 (100)	40.52 (105)
0-4	2,217 (6.4%) (105)	16,312 (6.6%) (108)	36,162 (6.5%) (106)
5-13	4,083 (11.8%) (107)	29,982 (12.1%) (110)	66,964 (12%) (109)
14-17	1,439 (4.2%) (84)	12,956 (5.2%) (106)	27,056 (4.8%) (98)
18-21	1,413 (4.1%) (68)	12,409 (5%) (83)	25,390 (4.5%) (75)
22-24	1,159 (3.3%) (8)	8,874 (3.6%) (88)	19,019 (3.4%) (83)
25-29	1,868 (5.4%) (83)	14,752 (6%) (92)	31,877 (5.7%) (88)
30-34	1,934 (5.6%) (91)	14,884 (6%) (99)	32,433 (5.8%) (95)

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35-39	2,146	(6.2%)	103	16,088	(6.5%)	108	35,414	(6.3%)	105
40-44	2,431	(7%)	115	17,345	(7%)	116	38,651	(6.9%)	114
45-49	2,417	(7%)	116	16,785	(6.8%)	113	38,084	(6.8%)	113
50-54	2,300	(6.6%)	108	15,802	(6.4%)	104	36,799	(6.6%)	107
55-59	2,363	(6.8%)	106	15,522	(6.3%)	98	36,806	(6.6%)	103
60-64	2,430	(7%)	109	15,209	(6.2%)	95	36,238	(6.5%)	100
65-69	2,166	(6.3%)	107	13,641	(5.5%)	95	32,722	(5.9%)	100
70-74	1,704	(4.9%)	102	10,851	(4.4%)	91	26,433	(4.7%)	98
75-79	1,191	(3.4%)	98	7,389	(3%)	85	18,307	(3.3%)	93
80-84	740	(2.1%)	96	4,434	(1.8%)	8	11,071	(2%)	89
85+	655	(1.9%)	110	3,618	(1.5%)	85	9,234	(1.7%)	96

Age - Male

Male Average Age	39.95		103	37.92		98	38.79		100
Male Median Age	40.73		110	37.13		100	38.23		103
0-4	1,139	(6.7%)	106	8,385	(6.9%)	109	18,599	(6.8%)	107
5-13	2,101	(12.4%)	108	15,402	(12.7%)	111	34,462	(12.6%)	110

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14-17	729	(4.3%)	84	6,598	(5.4%)	106	13,835	(5.1%)	98
18-21	699	(4.1%)	62	6,308	(5.2%)	83	12,952	(4.7%)	77
22-24	586	(3.5%)	52	4,513	(3.7%)	86	9,760	(3.6%)	74
25-29	958	(5.7%)	83	7,516	(6.2%)	91	16,373	(6%)	87
30-34	991	(5.8%)	92	7,584	(6.3%)	98	16,610	(6.1%)	95
35-39	1,056	(6.2%)	101	8,028	(6.6%)	108	17,635	(6.4%)	105
40-44	1,169	(6.9%)	112	8,504	(7%)	114	18,906	(6.9%)	112
45-49	1,191	(7%)	116	8,287	(6.8%)	113	18,849	(6.9%)	114
50-54	1,133	(6.7%)	109	7,788	(6.4%)	105	18,144	(6.6%)	108
55-59	1,152	(6.8%)	107	7,566	(6.2%)	99	17,905	(6.5%)	103
60-64	1,171	(6.9%)	110	7,263	(6%)	95	17,258	(6.3%)	100
65-69	1,045	(6.2%)	111	6,382	(5.3%)	95	15,197	(5.6%)	100
70-74	807	(4.8%)	106	4,956	(4.1%)	91	11,965	(4.4%)	98
75-79	516	(3%)	97	3,200	(2.6%)	84	7,908	(2.9%)	92
80-84	286	(1.7%)	91	1,746	(1.4%)	77	4,375	(1.6%)	86
85+	215	(1.3%)	112	1,141	(0.9%)	83	2,891	(1.1%)	93

Age - Female

Female Average Age	42.21		102	40.24		98	41.36		100
Female Median Age	42.71		105	40.42		99	41.71		102
0-4	1,078	(6.1%)	104	7,927	(6.3%)	108	17,563	(6.2%)	105
5-13	1,982	(11.2%)	106	14,580	(11.6%)	110	32,502	(11.4%)	108
14-17	710	(4%)	84	6,358	(5.1%)	106	13,221	(4.6%)	98
18-21	714	(4%)	62	6,101	(4.9%)	83	12,438	(4.4%)	77
22-24	573	(3.2%)	84	4,361	(3.5%)	90	9,259	(3.2%)	84
25-29	910	(5.1%)	84	7,236	(5.8%)	94	15,504	(5.4%)	89
30-34	943	(5.3%)	91	7,300	(5.8%)	100	15,823	(5.6%)	95
35-39	1,090	(6.2%)	105	8,060	(6.4%)	109	17,779	(6.2%)	106
40-44	1,262	(7.1%)	118	8,841	(7%)	117	19,745	(6.9%)	115
45-49	1,226	(6.9%)	116	8,498	(6.8%)	113	19,235	(6.7%)	113
50-54	1,167	(6.6%)	107	8,014	(6.4%)	104	18,655	(6.5%)	107
55-59	1,211	(6.8%)	105	7,956	(6.3%)	98	18,901	(6.6%)	102
60-64	1,259	(7.1%)	107	7,946	(6.3%)	96	18,980	(6.7%)	101
65-69	1,121	(6.3%)	104	7,259	(5.8%)	94	17,525	(6.1%)	101
70-74	897	(5.1%)	98	5,895	(4.7%)	91	14,468	(5.1%)	99
75-79	675	(3.8%)	98	4,189	(3.3%)	86	10,399	(3.6%)	94
80-84	454	(2.6%)	99	2,688	(2.1%)	83	6,696	(2.3%)	91
85+	440	(2.5%)	109	2,477	(2%)	86	6,343	(2.2%)	98

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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)	18,593		126,152		291,051	
Professional Specialty	4,899 (26.3%)	111	26,648 (21.1%)	89	66,930 (23%)	97
Managerial/Executive	3,718 (20%)	122	19,293 (15.3%)	93	47,506 (16.3%)	100
Office Admin	2,188 (11.8%)	106	14,620 (11.6%)	104	35,136 (12.1%)	109
Sales	2,045 (11%)	112	11,439 (9.1%)	93	27,174 (9.3%)	95
Production & Transportation	1,723 (9.3%)	70	22,334 (17.7%)	134	44,747 (15.4%)	117
Construction	1,396 (7.5%)	92	10,573 (8.4%)	102	23,199 (8%)	97
Protective	743 (4%)	183	2,664 (2.1%)	97	6,549 (2.3%)	103
Food Preparation & Serving	673 (3.6%)	68	5,519 (4.4%)	8	12,296 (4.2%)	7
Building Maintenance & Cleaning	532 (2.9%)	7	5,582 (4.4%)	122	10,683 (3.7%)	101
Personal Care	374 (2%)	7	3,287 (2.6%)	99	7,408 (2.5%)	97
Healthcare support	299 (1.6%)	49	4,050 (3.2%)	98	9,217 (3.2%)	97
Farming, Fishing & Forestry	3 (<0.5%)	2	143 (<0.5%)	17	206 (<0.5%)	11

Employment by Industry

Total Employees (16+ Years Old)	18,593	126,152	291,051
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Educational Services	3,341	(18%)	27,105	(21.5%)	66,604	(22.9%)
Wholesale Retail	3,097	(16.7%)	19,594	(15.5%)	42,806	(14.7%)
Professional Services	1,912	(10.3%)	9,004	(7.1%)	22,919	(7.9%)
Financial, Insurance & Real Estate	1,562	(8.4%)	8,561	(6.8%)	19,952	(6.9%)
Manufacturing	1,534	(8.3%)	15,862	(12.6%)	31,621	(10.9%)
Agriculture/Mining/Construction	1,356	(7.3%)	8,723	(6.9%)	18,580	(6.4%)
Entertainment Services	1,235	(6.6%)	9,477	(7.5%)	21,231	(7.3%)
Transportation	1,038	(5.6%)	8,338	(6.6%)	19,715	(6.8%)
Other Professional Services	1,015	(5.5%)	5,636	(4.5%)	14,576	(5%)
Information	910	(4.9%)	3,087	(2.4%)	8,479	(2.9%)
Public Administration	836	(4.5%)	4,152	(3.3%)	11,552	(4%)
Administrative/Waste Services	746	(4%)	6,523	(5.2%)	12,589	(4.3%)
Management Services	11	(<0.5%)	90	(<0.5%)	427	(<0.5%)

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Language Spoken

Speak English at Home	19,656	(60.6%)	7	101,437	(44%)	56	248,973	(47.7%)	61
Speak Other Language at Home	8,981	(27.7%)	341	41,846	(18.2%)	224	103,861	(19.9%)	245
Speak Spanish at Home	3,802	(11.7%)	84	87,258	(37.8%)	272	169,664	(32.5%)	233

Ancestry

Other	7,379	(21.3%)	98	48,088	(19.5%)	90	119,914	(21.5%)	99
Italian	4,056	(11.7%)	391	19,652	(8%)	266	48,287	(8.6%)	289
Polish	4,029	(11.6%)	750	12,282	(5%)	321	21,844	(3.9%)	252
Unclassified	3,461	(10%)	60	17,653	(7.2%)	43	40,952	(7.3%)	44
Scottish/Irish	2,133	(6.2%)	91	8,272	(3.4%)	49	21,823	(3.9%)	57
South American	2,027	(5.8%)	548	20,966	(8.5%)	796	54,243	(9.7%)	910
South Central Asian (e.g. Indian)	1,589	(4.6%)	350	7,999	(3.2%)	247	20,446	(3.7%)	279
German	1,372	(4%)	49	4,879	(2%)	25	12,940	(2.3%)	29
Other European (e.g. Greek/Russian)	1,303	(3.8%)	117	8,089	(3.3%)	102	18,654	(3.3%)	104
Puerto Rican	1,136	(3.3%)	128	15,775	(6.4%)	249	35,636	(6.4%)	248
Middle Eastern	819	(2.4%)	375	3,357	(1.4%)	216	10,611	(1.9%)	301

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Audience Profile

Jan 1 - Dec 31, 2023

Carlstadt Commons

675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Korean	773	(2.2%)	526	2,533	(1%)	242	6,871	(1.2%)	290
Dominican	616	(1.8%)	313	24,338	(9.9%)	1734	45,914	(8.2%)	1445
Chinese	606	(1.7%)	147	1,977	(0.8%)	67	5,477	(1%)	8
South East Asian (e.g. Vietnamese)	584	(1.7%)	104	4,747	(1.9%)	119	15,265	(2.7%)	169
American	544	(1.6%)	32	2,549	(1%)	21	6,375	(1.1%)	23
Other Hispanic	472	(1.4%)	103	5,999	(2.4%)	184	12,926	(2.3%)	175
Cuban	472	(1.4%)	208	3,118	(1.3%)	193	7,562	(1.4%)	206
British	403	(1.2%)	21	1,817	(0.7%)	14	4,876	(0.9%)	16
Mexican	216	(0.6%)	6	25,329	(10.3%)	98	30,352	(5.4%)	52
French	185	(0.5%)	42	593	(<0.5%)	19	1,306	(<0.5%)	19
Scandinavian	159	(<0.5%)	24	514	(<0.5%)	11	1,333	(<0.5%)	12
Dutch	120	(<0.5%)	56	563	(<0.5%)	37	1,436	(<0.5%)	41
Central American	93	(<0.5%)	18	4,849	(2%)	32	11,118	(2%)	34
Other Asian	48	(<0.5%)	45	372	(<0.5%)	49	1,047	(<0.5%)	61
Native American (Indian/Eskimo)	31	(<0.5%)	11	202	(<0.5%)	10	638	(<0.5%)	14
Japanese	26	(<0.5%)	32	308	(<0.5%)	54	740	(<0.5%)	57

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Audience Profile

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Carlstadt Commons

675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	4	(<0.5%)	33	(<0.5%)	74	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	24,345		166,320		384,069	
Elementary (0 to 8 Years)	857	(3.5%)	16,755	(10.1%)	29,025	(7.6%)
Some High School (9 to 11 Years)	774	(3.2%)	10,620	(6.4%)	20,937	(5.5%)
High School Graduate (12 Years)	6,551	(26.9%)	53,389	(32.1%)	116,906	(30.4%)
Some College (13 to 16 Years)	3,839	(15.8%)	24,456	(14.7%)	61,090	(15.9%)
Associates Degree Only	2,071	(8.5%)	10,252	(6.2%)	24,572	(6.4%)
Bachelor's Degree Only	6,885	(28.3%)	33,282	(20%)	85,476	(22.3%)
Graduate Degree	3,368	(13.8%)	17,566	(10.6%)	46,063	(12%)

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Audience Profile

Jan 1 - Dec 31, 2023

Carlstadt Commons

675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	13,673	87,127	205,109
One Person Households	3,857 (28.2%)	22,319 (25.6%)	54,945 (26.8%)
Married Couple	6,395 (46.8%)	39,945 (45.8%)	95,480 (46.6%)
Male Householder	1,022 (7.5%)	5,454 (6.3%)	12,477 (6.1%)
Female Householder	1,407 (10.3%)	15,574 (17.9%)	31,446 (15.3%)
Non Family Households	992 (7.3%)	3,835 (4.4%)	10,761 (5.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	13,673	87,127	205,109
1 Person Household	3,857 (28.2%)	22,319 (25.6%)	54,945 (26.8%)
2 Person Household	4,120 (30.1%)	23,232 (26.7%)	57,001 (27.8%)
3 Person Household	2,450 (17.9%)	15,315 (17.6%)	35,975 (17.5%)
4 Person Household	1,987 (14.5%)	13,134 (15.1%)	30,541 (14.9%)
5 Person Household	817 (6%)	6,748 (7.7%)	14,792 (7.2%)
6 Person Household	303 (2.2%)	3,256 (3.7%)	6,459 (3.1%)
7+ Person Household	139 (1%)	3,123 (3.6%)	5,396 (2.6%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Carlstadt Commons

675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	14,348	91,542	215,086
Owner Occupied Housing	7,521	41,047	108,178
Renter Occupied Housing	6,152	46,080	96,931
Vacant Housing	675	4,415	9,977

Housing Rent

Average Rent	\$1,699.42	122	\$1,487.9	107	\$1,571.12	113
Median Rent	\$1,629.33	128	\$1,438.95	113	\$1,527.51	120
Total Cash Rents Housing	5,959	45,016	94,467			
<\$300	76 (1.3%)	40	1,275 (2.8%)	89	1,998 (2.1%)	66
\$300-\$500	78 (1.3%)	30	1,391 (3.1%)	71	2,189 (2.3%)	53
\$500-\$750	83 (1.4%)	13	1,840 (4.1%)	37	2,962 (3.1%)	29
\$750-\$1000	407 (6.8%)	43	3,256 (7.2%)	46	5,344 (5.7%)	36
\$1000-\$1500	1,858 (31.2%)	108	16,797 (37.3%)	129	33,070 (35%)	121
\$1500-\$2000	1,846 (31%)	161	13,189 (29.3%)	152	30,360 (32.1%)	167
\$2000-\$2500	973 (16.3%)	178	4,792 (10.6%)	116	12,274 (13%)	141

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

Audience Profile

Jan 1 - Dec 31, 2023

Carlstadt Commons

675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	348	(5.8%)	144	1,615	(3.6%)	88	4,116	(4.4%)	107
\$3000-\$3500	221	(3.7%)	187	593	(1.3%)	66	1,528	(1.6%)	8
>\$3500	69	(1.2%)	54	268	(0.6%)	28	626	(0.7%)	31

Value of Owner-Occupied Housing Units

Average House Value	\$751,171.85	142	\$676,259.59	128	\$622,622.92	118			
Median House Value	\$688,769.93	168	\$646,894.1	157	\$609,802.53	148			
Owner Occupied Housing	7,521		41,047		108,178				
<\$100K	190	(2.5%)	27	902	(2.2%)	23	2,244	(2.1%)	22
\$100K - \$200K	16	(<0.5%)	2	388	(0.9%)	7	1,348	(1.2%)	9
\$200K - \$300K	116	(1.5%)	11	1,409	(3.4%)	24	4,307	(4%)	28
\$300K - \$400K	271	(3.6%)	31	2,264	(5.5%)	47	7,896	(7.3%)	63
\$400K - \$500K	752	(10%)	105	5,094	(12.4%)	130	17,298	(16%)	168
\$500K - \$1000K	4,868	(64.7%)	250	25,123	(61.2%)	237	63,220	(58.4%)	226
>\$1000K	1,308	(17.4%)	111	5,867	(14.3%)	91	11,865	(11%)	70

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Audience Profile

Jan 1 - Dec 31, 2023

Carlstadt Commons

675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	986	(7.2%)	57	11,180	(12.8%)	102	21,720	(10.6%)	84
Households Above Poverty	12,687	(92.8%)	106	75,947	(87.2%)	100	183,389	(89.4%)	102
Households in Poverty (Married)	173	(1.3%)	57	1,807	(2.1%)	93	4,584	(2.2%)	101
Households in Poverty (Male Householder)	126	(0.9%)	144	653	(0.7%)	117	1,096	(0.5%)	83
Households in Poverty (Female Householder)	46	(<0.5%)	11	4,169	(4.8%)	156	6,314	(3.1%)	100
Households in Poverty (Non-Family)	592	(4.3%)	71	4,250	(4.9%)	8	9,082	(4.4%)	73
Households in Poverty (Non-Family Student)	49	(<0.5%)	57	301	(<0.5%)	55	644	(<0.5%)	50

Wealth per Household

Household Average Wealth	\$244,632.67		103	\$224,696.48		95	\$233,940.84		99
Household Median Wealth	\$81,676.95		104	\$66,732.04		85	\$74,141.82		94
<\$0K	2,385	(17.4%)	99	16,225	(18.6%)	106	36,915	(18%)	102
\$0K - \$5K	1,163	(8.5%)	98	8,385	(9.6%)	111	18,652	(9.1%)	105
\$5K - \$10K	627	(4.6%)	100	4,315	(5%)	108	9,763	(4.8%)	103
\$10K - \$25K	868	(6.3%)	99	5,756	(6.6%)	103	13,274	(6.5%)	101
\$25K - \$50K	923	(6.8%)	99	5,954	(6.8%)	100	13,958	(6.8%)	99

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Audience Profile

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675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

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\$50K - \$100K	1,374	(10%)	98	8,751	(10%)	98	20,695	(10.1%)	98
\$100K - \$250K	2,443	(17.9%)	99	15,097	(17.3%)	96	36,216	(17.7%)	98
\$250K - \$500K	1,813	(13.3%)	102	10,788	(12.4%)	95	26,269	(12.8%)	98
>\$500K	2,077	(15.2%)	105	11,856	(13.6%)	94	29,367	(14.3%)	99

Vehicles per Household

Total Number of Vehicles	22,750			132,494			327,692		
Average Number of Vehicles	1.66		91	1.52		83	1.6		87
No Vehicles	1,205	(8.8%)	107	12,173	(14%)	170	23,259	(11.3%)	138
1 Vehicle	5,419	(39.6%)	123	34,568	(39.7%)	123	80,061	(39%)	121
2 Vehicles	4,727	(34.6%)	93	27,671	(31.8%)	85	69,736	(34%)	92
3 or more Vehicles	2,322	(17%)	76	12,715	(14.6%)	65	32,053	(15.6%)	70

Population Change

Births	367			2,896			6,256		
Deaths	302			1,867			4,532		
Migration	17			-805			-243		

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Audience Profile

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675 Paterson Ave, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses

1,459

6,901

17,680

Total Employees

28,922

100,406

261,622

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