

# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	14,930		109,331		247,991	
Households	5,254		36,199		84,616	
Persons per Household	2.82	109	2.99	115	2.9	112
Household Median Income	\$83,792.34	121	\$99,877.9	144	\$118,524.63	170
Household Median Disposable Income	\$70,349.93	117	\$83,151.88	138	\$96,503.54	160
Household Median Discretionary Income	\$45,255.05	105	\$55,197.16	129	\$68,572.49	160
Average Income Per Person	\$41,121.5	110	\$47,369.32	127	\$56,634.7	152
Median Rent	\$1,676.64	32	\$1,483.89	117	\$1,638.42	29
Median House Value	\$535,729.7	30	\$679,286.67	165	\$775,357.15	189
Households in Poverty	364 (6.9%)	55	3,303 (9.1%)	72	5,827 (6.9%)	55
Household Median Wealth	\$82,935.12	106	\$88,970.41	113	\$100,474.71	128
Average Age	40.39	101	40.21	100	41.19	103
Median Age	40.57	105	40.33	105	41.46	108
Households with Children	1,434 (27.3%)	99	12,248 (33.8%)	123	29,406 (34.8%)	126
High School Graduate or Higher	9,097 (88.9%)	100	64,914 (87%)	98	155,487 (90.9%)	103

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	3,533 (34.5%)	31,559 (42.3%)	85,473 (50%)
Pop density (per sq mi)	3,445	4,146	3,148
Area (based on blockgroups)	4	26	79

### Population

Population 2022 Q4	14,930	109,331	247,991
Population 2022 Q3	14,965	109,369	247,622
Population 2022 Q2	14,967	109,276	247,665
Population 2022 Q1	14,985	109,215	247,175
Population 2021 Q4	15,029	109,377	247,476
Population 2021 Q3	15,077	109,590	247,929
Population 2021 Q2	15,138	109,701	247,981
Population 2021 Q1	15,145	109,556	247,996
Population 2020 Q4	15,105	109,566	248,248
Population 5 Years Forecast	14,890	108,843	248,598
Population 10 Years Forecast	15,033	109,464	251,055
Persons per Household	2.82	2.99	2.9

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters	122 (0.8%)	1,267 (1.2%)	2,352 (0.9%)
Transient Population - Average Last 4 Quarters		228 (<0.5%)	368 (<0.5%)

### Households

Households 2022 Q4	5,254	36,199	84,616
Households 2022 Q3	5,267	36,218	84,494
Households 2022 Q2	5,269	36,198	84,531
Households 2022 Q1	5,276	36,178	84,317
Households 2021 Q4	5,292	36,230	84,423
Households 2021 Q3	5,312	36,304	84,583
Households 2021 Q2	5,331	36,333	84,592
Households 2021 Q1	5,332	36,296	84,607
Households 2020 Q4	5,318	36,299	84,695
Households 5 Years Forecast	5,245	36,051	84,863
Households 10 Years Forecast	5,301	36,276	85,738

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Gender	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Male	7,136	(47.8%)	97	54,228	(49.6%)	101	121,553	(49%)	100
Female	7,794	(52.2%)	103	55,103	(50.4%)	99	126,438	(51%)	100

Ethnicity	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Black	5,621	(37.6%)	318	24,409	(22.3%)	189	36,658	(14.8%)	125
Hispanic (Ethnic)	4,044	(27.1%)	149	32,678	(29.9%)	165	50,745	(20.5%)	113
White	3,901	(26.1%)	43	43,196	(39.5%)	64	129,666	(52.3%)	85
Asian	898	(6%)	118	6,005	(5.5%)	108	24,195	(9.8%)	192
Other	466	(3.1%)	86	3,043	(2.8%)	7	6,727	(2.7%)	75

Household by Ethnicity	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Hispanic (Ethnic)	1,601	(30.5%)	205	10,344	(28.6%)	193	16,115	(19%)	128
White	1,594	(30.3%)	47	14,882	(41.1%)	64	45,544	(53.8%)	84
Black	1,546	(29.4%)	262	7,051	(19.5%)	173	10,866	(12.8%)	114
Other	342	(6.5%)	120	2,077	(5.7%)	105	4,140	(4.9%)	90
Asian	171	(3.3%)	72	1,845	(5.1%)	116	7,951	(9.4%)	213

### 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	\$115,251.29	118	\$141,451.17	145	\$164,555.3	169
Average Income Per Person	\$41,121.5	110	\$47,369.32	127	\$56,634.7	152
Household Median Income	\$83,792.34	121	\$99,877.9	144	\$118,524.63	170
<\$15K	319 (6.1%)	66	2,101 (5.8%)	64	3,941 (4.7%)	51
\$15K - \$25K	245 (4.7%)	61	1,739 (4.8%)	62	3,732 (4.4%)	57
\$25K - \$35K	264 (5%)	62	1,791 (4.9%)	61	3,421 (4%)	50
\$35K - \$50K	325 (6.2%)	54	3,060 (8.5%)	74	5,964 (7%)	62
\$50K - \$75K	1,163 (22.1%)	31	4,874 (13.5%)	86	10,144 (12%)	71
\$75K - \$100K	810 (15.4%)	119	4,554 (12.6%)	97	9,395 (11.1%)	86
\$100K - \$150K	1,059 (20.2%)	122	6,313 (17.4%)	106	15,652 (18.5%)	112
\$150K - \$175K	300 (5.7%)	109	2,814 (7.8%)	148	6,590 (7.8%)	148
\$175K - \$200K	285 (5.4%)	101	3,518 (9.7%)	180	11,840 (14%)	259
\$200K - \$250K	273 (5.2%)	139	3,048 (8.4%)	226	7,812 (9.2%)	247
\$250K - \$500K	117 (2.2%)	140	1,305 (3.6%)	226	3,343 (4%)	248
>\$500K	94 (1.8%)	34	1,082 (3%)	224	2,782 (3.3%)	246

### 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	\$84,040.36	114	\$96,980.34	131	\$104,937.33	142
Household Median Disposable Income	\$70,349.93	117	\$83,151.88	138	\$96,503.54	160
<\$15K	342 (6.5%)	65	2,276 (6.3%)	63	4,323 (5.1%)	51
\$15K - \$25K	271 (5.2%)	57	2,167 (6%)	66	4,450 (5.3%)	58
\$25K - \$35K	333 (6.3%)	68	2,209 (6.1%)	66	4,356 (5.1%)	55
\$35K - \$50K	665 (12.7%)	94	3,734 (10.3%)	77	7,447 (8.8%)	65
\$50K - \$75K	1,202 (22.9%)	124	5,929 (16.4%)	89	12,259 (14.5%)	77
\$75K - \$100K	783 (14.9%)	107	4,658 (12.9%)	93	10,747 (12.7%)	91
\$100K - \$150K	1,007 (19.2%)	122	7,785 (21.5%)	137	19,498 (23%)	147
\$150K - \$175K	288 (5.5%)	114	3,352 (9.3%)	192	11,019 (13%)	270
\$175K - \$200K	96 (1.8%)	117	1,102 (3%)	195	2,847 (3.4%)	216
\$200K - \$250K	107 (2%)	134	1,201 (3.3%)	218	3,092 (3.7%)	240
\$250K - \$500K	147 (2.8%)	134	1,643 (4.5%)	217	4,214 (5%)	238
>\$500K	13 (<0.5%)	135	143 (<0.5%)	215	364 (<0.5%)	234

### Discretionary Households Income

Household Average Discretionary Income	\$55,513.35	107	\$65,554.85	127	\$73,948.26	143
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Household Median Discretionary Income	\$45,255.05	105	\$55,197.16	129	\$68,572.49	160
<\$10K	384 (7.3%)	72	2,960 (8.2%)	84	4,916 (5.8%)	57
\$10K - \$20K	474 (9%)	69	3,853 (10.6%)	84	6,918 (8.2%)	63
\$20K - \$30K	657 (12.5%)	100	3,671 (10.1%)	84	7,065 (8.3%)	67
\$30K - \$40K	746 (14.2%)	125	3,313 (9.2%)	84	6,752 (8%)	70
\$40K - \$50K	645 (12.3%)	128	2,978 (8.2%)	86	6,264 (7.4%)	71
\$50K - \$75K	1,024 (19.5%)	108	5,618 (15.5%)	86	13,846 (16.4%)	90
\$75K - \$100K	561 (10.7%)	101	4,428 (12.2%)	115	11,495 (13.6%)	128
\$100K - \$125K	340 (6.5%)	96	4,495 (12.4%)	183	13,046 (15.4%)	228
\$125K - \$150K	176 (3.3%)	76	2,572 (7.1%)	161	8,723 (10.3%)	234
>\$150K	247 (4.7%)	187	2,311 (6.4%)	254	5,591 (6.6%)	263

## Households Income by Ethnicity

Average Income - White	\$114,722.3	132	\$130,205.09	149	\$126,540.97	145
Median Income - White	\$112,397.88	148	\$145,801.84	192	\$140,339.79	185
Average Income - Black	\$83,752.21	137	\$91,383.7	149	\$93,511.53	153
Median Income - Black	\$82,324.55	172	\$85,488.36	179	\$86,150.76	180

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Average Income - Asian	\$153,623.37 (148)	\$147,061.03 (142)	\$138,077.6 (33)
Median Income - Asian	\$177,205.34 (179)	\$169,939.56 (172)	\$161,289.11 (163)
Average Income - Hispanic	\$80,895.89 (114)	\$78,136.83 (110)	\$87,478.55 (123)
Median Income - Hispanic	\$71,028.68 (120)	\$67,322.44 (114)	\$77,581.36 (31)
Average Income - Other	\$82,499.3 (104)	\$93,173.3 (118)	\$102,606.89 (30)
Median Income - Other	\$68,897.71 (102)	\$79,972.43 (119)	\$93,948.59 (139)

### Age

Average Age	40.39 (101)	40.21 (100)	41.19 (103)
Median Age	40.57 (105)	40.33 (105)	41.46 (108)
0-4	903 (6%) (99)	6,178 (5.7%) (93)	13,155 (5.3%) (87)
5-13	1,723 (11.5%) (105)	12,090 (11.1%) (100)	25,875 (10.4%) (95)
14-17	744 (5%) (101)	5,972 (5.5%) (110)	12,893 (5.2%) (105)
18-21	751 (5%) (83)	6,100 (5.6%) (92)	14,345 (5.8%) (96)
22-24	578 (3.9%) (94)	4,405 (4%) (98)	10,746 (4.3%) (106)
25-29	944 (6.3%) (98)	7,061 (6.5%) (100)	16,779 (6.8%) (104)
30-34	849 (5.7%) (93)	6,290 (5.8%) (94)	13,720 (5.5%) (91)

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35-39	844	(5.7%)	6,049	(5.5%)	11,917	(4.8%)
40-44	899	(6%)	6,337	(5.8%)	12,477	(5%)
45-49	931	(6.2%)	6,880	(6.3%)	14,610	(5.9%)
50-54	1,012	(6.8%)	7,649	(7%)	17,522	(7.1%)
55-59	1,064	(7.1%)	8,090	(7.4%)	19,257	(7.8%)
60-64	1,019	(6.8%)	7,625	(7%)	18,567	(7.5%)
65-69	902	(6%)	6,401	(5.9%)	15,768	(6.4%)
70-74	706	(4.7%)	4,960	(4.5%)	12,216	(4.9%)
75-79	509	(3.4%)	3,524	(3.2%)	8,630	(3.5%)
80-84	310	(2.1%)	2,064	(1.9%)	5,170	(2.1%)
85+	242	(1.6%)	1,656	(1.5%)	4,344	(1.8%)

### Age - Male

Male Average Age	38.56		39.02		39.93	
Male Median Age	37.3		37.91		38.64	
0-4	463	(6.5%)	3,175	(5.9%)	6,762	(5.6%)
5-13	891	(12.5%)	6,206	(11.4%)	13,279	(10.9%)

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14-17	373	(5.2%)	102	3,039	(5.6%)	109	6,583	(5.4%)	105
18-21	371	(5.2%)	83	3,096	(5.7%)	91	7,267	(6%)	96
22-24	302	(4.2%)	97	2,283	(4.2%)	97	5,474	(4.5%)	103
25-29	497	(7%)	102	3,678	(6.8%)	99	8,609	(7.1%)	103
30-34	430	(6%)	94	3,316	(6.1%)	96	7,175	(5.9%)	93
35-39	419	(5.9%)	96	3,191	(5.9%)	96	6,183	(5.1%)	83
40-44	428	(6%)	98	3,250	(6%)	98	6,196	(5.1%)	83
45-49	441	(6.2%)	102	3,441	(6.3%)	105	7,081	(5.8%)	96
50-54	472	(6.6%)	108	3,778	(7%)	114	8,451	(7%)	114
55-59	490	(6.9%)	108	3,942	(7.3%)	115	9,275	(7.6%)	121
60-64	468	(6.6%)	104	3,676	(6.8%)	108	8,926	(7.3%)	117
65-69	396	(5.5%)	100	3,019	(5.6%)	100	7,466	(6.1%)	110
70-74	303	(4.2%)	95	2,256	(4.2%)	93	5,593	(4.6%)	103
75-79	206	(2.9%)	92	1,522	(2.8%)	89	3,751	(3.1%)	98
80-84	114	(1.6%)	86	835	(1.5%)	83	2,100	(1.7%)	93
85+	72	(1%)	89	525	(1%)	86	1,382	(1.1%)	100

## Age - Female

Female Average Age	42.07		102	41.38		100	42.42		103
Female Median Age	42.61		104	41.8		102	43.26		106
0-4	440	(5.6%)	96	3,003	(5.4%)	93	6,393	(5.1%)	86
5-13	832	(10.7%)	101	5,884	(10.7%)	101	12,596	(10%)	94
14-17	371	(4.8%)	100	2,933	(5.3%)	112	6,310	(5%)	105
18-21	380	(4.9%)	84	3,004	(5.5%)	93	7,078	(5.6%)	96
22-24	276	(3.5%)	92	2,122	(3.9%)	100	5,272	(4.2%)	108
25-29	447	(5.7%)	94	3,383	(6.1%)	100	8,170	(6.5%)	105
30-34	419	(5.4%)	92	2,974	(5.4%)	93	6,545	(5.2%)	89
35-39	425	(5.5%)	93	2,858	(5.2%)	88	5,734	(4.5%)	7
40-44	471	(6%)	100	3,087	(5.6%)	93	6,281	(5%)	6
45-49	490	(6.3%)	105	3,439	(6.2%)	104	7,529	(6%)	99
50-54	540	(6.9%)	113	3,871	(7%)	114	9,071	(7.2%)	117
55-59	574	(7.4%)	114	4,148	(7.5%)	116	9,982	(7.9%)	122
60-64	551	(7.1%)	107	3,949	(7.2%)	108	9,641	(7.6%)	115
65-69	506	(6.5%)	106	3,382	(6.1%)	100	8,302	(6.6%)	107
70-74	403	(5.2%)	100	2,704	(4.9%)	95	6,623	(5.2%)	102
75-79	303	(3.9%)	100	2,002	(3.6%)	94	4,879	(3.9%)	99
80-84	196	(2.5%)	97	1,229	(2.2%)	86	3,070	(2.4%)	94
85+	170	(2.2%)	96	1,131	(2.1%)	90	2,962	(2.3%)	103

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### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	8,356	59,345	133,477
Professional Specialty	1,859 (22.2%)	13,503 (22.8%)	35,403 (26.5%)
Production & Transportation	1,460 (17.5%)	8,494 (14.3%)	14,617 (11%)
Office Admin	1,287 (15.4%)	6,394 (10.8%)	14,429 (10.8%)
Managerial/Executive	1,105 (13.2%)	11,831 (19.9%)	30,080 (22.5%)
Building Maintenance & Cleaning	658 (7.9%)	2,921 (4.9%)	4,618 (3.5%)
Sales	568 (6.8%)	5,378 (9.1%)	13,305 (10%)
Construction	539 (6.5%)	4,681 (7.9%)	8,356 (6.3%)
Food Preparation & Serving	303 (3.6%)	1,968 (3.3%)	3,963 (3%)
Personal Care	226 (2.7%)	1,428 (2.4%)	3,317 (2.5%)
Healthcare support	190 (2.3%)	1,447 (2.4%)	2,405 (1.8%)
Protective	159 (1.9%)	1,202 (2%)	2,850 (2.1%)
Farming, Fishing & Forestry	2 (<0.5%)	98 (<0.5%)	134 (<0.5%)

### Employment by Industry

Total Employees (16+ Years Old)	8,356	59,345	133,477
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Educational Services	1,929	(23.1%)	11,961	(20.2%)	26,624	(19.9%)
Wholesale Retail	1,283	(15.4%)	7,642	(12.9%)	17,659	(13.2%)
Manufacturing	858	(10.3%)	5,714	(9.6%)	12,564	(9.4%)
Transportation	829	(9.9%)	5,086	(8.6%)	8,715	(6.5%)
Administrative/Waste Services	661	(7.9%)	3,228	(5.4%)	5,678	(4.3%)
Financial, Insurance & Real Estate	575	(6.9%)	5,894	(9.9%)	16,328	(12.2%)
Professional Services	562	(6.7%)	5,316	(9%)	14,705	(11%)
Entertainment Services	539	(6.5%)	3,586	(6%)	8,249	(6.2%)
Agriculture/Mining/Construction	382	(4.6%)	4,221	(7.1%)	8,030	(6%)
Information	280	(3.4%)	1,981	(3.3%)	4,403	(3.3%)
Other Professional Services	240	(2.9%)	2,732	(4.6%)	5,344	(4%)
Public Administration	218	(2.6%)	1,797	(3%)	4,852	(3.6%)
Management Services			187	(<0.5%)	326	(<0.5%)

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### Language Spoken

Speak English at Home	8,503	(60.6%)	7	62,341	(60.4%)	7	155,000	(66%)	85
Speak Spanish at Home	4,330	(30.9%)	221	30,558	(29.6%)	213	44,509	(19%)	136
Speak Other Language at Home	1,194	(8.5%)	105	10,254	(9.9%)	123	35,327	(15%)	186

### Ancestry

Other	5,565	(37.3%)	171	31,078	(28.4%)	131	62,124	(25.1%)	115
Unclassified	1,600	(10.7%)	64	10,741	(9.8%)	59	24,468	(9.9%)	59
Central American	1,445	(9.7%)	652	12,962	(11.9%)	799	16,959	(6.8%)	461
South American	904	(6.1%)	568	7,584	(6.9%)	650	12,278	(5%)	464
Italian	662	(4.4%)	148	6,899	(6.3%)	211	20,844	(8.4%)	281
Scottish/Irish	546	(3.7%)	54	5,615	(5.1%)	76	16,760	(6.8%)	99
South Central Asian (e.g. Indian)	503	(3.4%)	257	2,836	(2.6%)	198	12,763	(5.1%)	392
Dominican	496	(3.3%)	584	3,333	(3%)	536	4,549	(1.8%)	323
Mexican	416	(2.8%)	27	2,245	(2.1%)	20	3,275	(1.3%)	13
Puerto Rican	399	(2.7%)	104	3,033	(2.8%)	108	6,659	(2.7%)	105
German	361	(2.4%)	30	3,562	(3.3%)	41	10,958	(4.4%)	55

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other European (e.g. Greek/Russian)	306	(2%)	64	3,704	(3.4%)	105	11,817	(4.8%)	148
Other Hispanic	299	(2%)	152	2,692	(2.5%)	187	4,999	(2%)	153
American	263	(1.8%)	36	2,435	(2.2%)	45	6,354	(2.6%)	52
Polish	249	(1.7%)	108	2,173	(2%)	128	7,106	(2.9%)	185
Chinese	239	(1.6%)	34	1,693	(1.5%)	130	6,817	(2.7%)	231
British	167	(1.1%)	21	2,204	(2%)	37	6,544	(2.6%)	49
Middle Eastern	113	(0.8%)	120	719	(0.7%)	104	1,941	(0.8%)	124
South East Asian (e.g. Vietnamese)	109	(0.7%)	45	864	(0.8%)	49	2,621	(1.1%)	65
Cuban	85	(0.6%)	87	829	(0.8%)	116	2,026	(0.8%)	125
Scandinavian	59	(<0.5%)	20	575	(0.5%)	27	1,792	(0.7%)	37
Native American (Indian/Eskimo)	35	(<0.5%)	29	187	(<0.5%)	21	363	(<0.5%)	18
Dutch	33	(<0.5%)	36	332	(<0.5%)	49	857	(<0.5%)	56
French	29	(<0.5%)	15	377	(<0.5%)	27	1,049	(<0.5%)	34
Korean	28	(<0.5%)	44	342	(<0.5%)	74	1,154	(<0.5%)	110
Other Asian	12	(<0.5%)	26	176	(<0.5%)	52	530	(<0.5%)	69
Japanese	7	(<0.5%)	20	94	(<0.5%)	37	310	(<0.5%)	54

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	47 (<0.5%)	25	74 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	10,231	74,586	170,977
Elementary (0 to 8 Years)	399 (3.9%)	5,360 (7.2%)	8,389 (4.9%)
Some High School (9 to 11 Years)	735 (7.2%)	4,312 (5.8%)	7,101 (4.2%)
High School Graduate (12 Years)	2,966 (29%)	18,044 (24.2%)	36,551 (21.4%)
Some College (13 to 16 Years)	1,882 (18.4%)	10,894 (14.6%)	23,261 (13.6%)
Associates Degree Only	716 (7%)	4,417 (5.9%)	10,202 (6%)
Bachelor's Degree Only	2,302 (22.5%)	18,245 (24.5%)	47,589 (27.8%)
Graduate Degree	1,231 (12%)	13,314 (17.9%)	37,884 (22.2%)

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,254	36,199	84,616
One Person Households	1,223 (23.3%)	7,336 (20.3%)	17,159 (20.3%)
Married Couple	2,243 (42.7%)	19,537 (54%)	50,400 (59.6%)
Male Householder	408 (7.8%)	2,396 (6.6%)	4,252 (5%)
Female Householder	978 (18.6%)	5,402 (14.9%)	9,983 (11.8%)
Non Family Households	402 (7.7%)	1,528 (4.2%)	2,822 (3.3%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,254	36,199	84,616
1 Person Household	1,223 (23.3%)	7,336 (20.3%)	17,159 (20.3%)
2 Person Household	1,517 (28.9%)	9,834 (27.2%)	23,907 (28.3%)
3 Person Household	961 (18.3%)	6,680 (18.5%)	15,420 (18.2%)
4 Person Household	785 (14.9%)	6,463 (17.9%)	15,899 (18.8%)
5 Person Household	417 (7.9%)	3,146 (8.7%)	7,294 (8.6%)
6 Person Household	185 (3.5%)	1,369 (3.8%)	2,747 (3.2%)
7+ Person Household	166 (3.2%)	1,371 (3.8%)	2,190 (2.6%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	5,595	38,014	88,215
Owner Occupied Housing	3,589	24,129	62,349
Renter Occupied Housing	1,665	12,070	22,267
Vacant Housing	341	1,815	3,599

### Housing Rent

Average Rent	\$1,782.71	\$1,565.07	\$1,703.24
Median Rent	\$1,676.64	\$1,483.89	\$1,638.42
Total Cash Rents Housing	1,617	11,624	21,271
<\$300	28 (1.7%)	363 (3.1%)	689 (3.2%)
\$300-\$500	3 (<0.5%)	473 (4.1%)	728 (3.4%)
\$500-\$750	16 (1%)	492 (4.2%)	678 (3.2%)
\$750-\$1000	58 (3.6%)	790 (6.8%)	1,142 (5.4%)
\$1000-\$1500	553 (34.2%)	3,817 (32.8%)	5,725 (26.9%)
\$1500-\$2000	426 (26.3%)	3,088 (26.6%)	6,045 (28.4%)
\$2000-\$2500	299 (18.5%)	1,544 (13.3%)	3,398 (16%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	144	(8.9%)	219	540	(4.6%)	114	1,424	(6.7%)	165
\$3000-\$3500	53	(3.3%)	165	246	(2.1%)	107	584	(2.7%)	138
>\$3500	37	(2.3%)	107	271	(2.3%)	109	858	(4%)	188

### Value of Owner-Occupied Housing Units

Average House Value	\$678,005.49	28	\$723,232.77	37	\$842,381.5	159			
Median House Value	\$535,729.7	30	\$679,286.67	165	\$775,357.15	189			
Owner Occupied Housing	3,589		24,129		62,349				
<\$100K	51	(1.4%)	15	333	(1.4%)	15	717	(1.1%)	12
\$100K - \$200K	182	(5.1%)	37	523	(2.2%)	16	778	(1.2%)	9
\$200K - \$300K	308	(8.6%)	61	1,003	(4.2%)	29	1,648	(2.6%)	19
\$300K - \$400K	412	(11.5%)	98	2,250	(9.3%)	84	4,018	(6.4%)	55
\$400K - \$500K	676	(18.8%)	198	3,175	(13.2%)	138	5,881	(9.4%)	99
\$500K - \$1000K	1,369	(38.1%)	147	10,219	(42.4%)	164	27,882	(44.7%)	173
>\$1000K	591	(16.5%)	105	6,626	(27.5%)	175	21,425	(34.4%)	220

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	364	(6.9%)	55	3,303	(9.1%)	72	5,827	(6.9%)	55
Households Above Poverty	4,890	(93.1%)	107	32,896	(90.9%)	104	78,789	(93.1%)	107
Households in Poverty (Married)	74	(1.4%)	63	833	(2.3%)	103	1,614	(1.9%)	86
Households in Poverty (Male Householder)	22	(<0.5%)	65	312	(0.9%)	34	404	(<0.5%)	74
Households in Poverty (Female Householder)	77	(1.5%)	48	701	(1.9%)	63	1,158	(1.4%)	45
Households in Poverty (Non-Family)	185	(3.5%)	58	1,405	(3.9%)	64	2,533	(3%)	49
Households in Poverty (Non-Family Student)	6	(<0.5%)	18	52	(<0.5%)	23	118	(<0.5%)	22

### Wealth per Household

Household Average Wealth	\$242,795.96	102	\$253,579.73	107	\$269,013.57	113			
Household Median Wealth	\$82,935.12	106	\$88,970.41	113	\$100,474.71	128			
<\$0K	900	(17.1%)	97	6,089	(16.8%)	96	13,474	(15.9%)	91
\$0K - \$5K	438	(8.3%)	96	2,915	(8.1%)	93	6,151	(7.3%)	84
\$5K - \$10K	236	(4.5%)	98	1,567	(4.3%)	94	3,404	(4%)	87
\$10K - \$25K	332	(6.3%)	99	2,226	(6.1%)	96	5,014	(5.9%)	93
\$25K - \$50K	362	(6.9%)	101	2,435	(6.7%)	98	5,620	(6.6%)	97

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	545	(10.4%)	3,679	(10.2%)	8,595	(10.2%)
\$100K - \$250K	958	(18.2%)	6,607	(18.3%)	15,799	(18.7%)
\$250K - \$500K	701	(13.3%)	4,933	(13.6%)	12,072	(14.3%)
>\$500K	782	(14.9%)	5,748	(15.9%)	14,487	(17.1%)

## Vehicles per Household

Total Number of Vehicles	8,972		65,859		162,722	
Average Number of Vehicles	1.71		1.82		1.92	
No Vehicles	407	(7.7%)	3,284	(9.1%)	5,602	(6.6%)
1 Vehicle	1,864	(35.5%)	10,991	(30.4%)	22,534	(26.6%)
2 Vehicles	2,181	(41.5%)	14,326	(39.6%)	36,976	(43.7%)
3 or more Vehicles	802	(15.3%)	7,598	(21%)	19,504	(23.1%)

## Population Change

Births	175		1,264		2,889
Deaths	118		840		2,081
Migration	-156		-470		-293

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# Audience Profile

Jan 1 - Dec 31, 2023

## Greenbrook Commons

1601 Highway 22 West, Watchung, NJ 07069

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	355	2,407	6,624
Total Employees	4,452	28,158	93,872

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