

# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Overview

Population	30,580		254,404		740,054	
Households	9,649		97,067		301,587	
Persons per Household	2.9	112	2.54	98	2.37	92
Household Median Income	\$70,215.61	101	\$74,717.17	107	\$90,090.45	30
Household Median Disposable Income	\$60,182.08	100	\$63,346.56	105	\$75,679.85	26
Household Median Discretionary Income	\$37,949.75	88	\$39,623.83	92	\$49,702.6	116
Average Income Per Person	\$31,156.91	83	\$41,583.73	111	\$60,093.79	161
Median Rent	\$1,490.81	117	\$1,546.48	122	\$1,758.73	139
Median House Value	\$458,051.35	111	\$550,904.16	134	\$647,787.76	158
Households in Poverty	1,623 (16.8%)	33	17,087 (17.6%)	139	40,943 (13.6%)	108
Household Median Wealth	\$58,760.28	75	\$59,626.49	76	\$63,834.76	8
Average Age	38.03	95	38	95	37.62	94
Median Age	36.69	95	37.93	99	38.15	99
Households with Children	3,072 (31.8%)	115	26,491 (27.3%)	99	74,091 (24.6%)	89
High School Graduate or Higher	18,221 (88.4%)	100	149,351 (87%)	98	433,506 (86.9%)	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	7,070 (34.3%) 	72,949 (42.5%) 	235,922 (47.3%) 
Pop density (per sq mi)	9,685	11,623	14,909
Area (based on blockgroups)	3	22	50

### Population

Population 2022 Q4	30,580	254,404	740,054
Population 2022 Q3	30,548	252,624	736,677
Population 2022 Q2	30,989	253,164	740,057
Population 2022 Q1	30,721	253,833	742,992
Population 2021 Q4	30,783	255,167	746,734
Population 2021 Q3	31,127	256,282	752,497
Population 2021 Q2	31,227	256,830	757,457
Population 2021 Q1	31,396	258,418	763,345
Population 2020 Q4	31,302	256,866	762,983
Population 5 Years Forecast	31,138	262,805	758,304
Population 10 Years Forecast	31,658	269,587	773,828
Persons per Household	2.9 	2.54 	2.37 

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Group Quarters	2,594 (8.5%) 	7,507 (3%) 	24,562 (3.3%) 
Transient Population - Average Last 4 Quarters		181 (<0.5%) 	9,397 (1.3%) 

### Households

Households 2022 Q4	9,649	97,067	301,587
Households 2022 Q3	9,635	96,189	299,886
Households 2022 Q2	9,790	96,308	301,070
Households 2022 Q1	9,716	96,634	302,421
Households 2021 Q4	9,735	97,217	304,146
Households 2021 Q3	9,854	97,661	306,781
Households 2021 Q2	9,889	97,913	309,111
Households 2021 Q1	9,948	98,577	311,905
Households 2020 Q4	9,917	97,891	311,903
Households 5 Years Forecast	9,838	101,066	310,723
Households 10 Years Forecast	10,020	104,149	317,995

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● 1 Mile ● 3 Mile ● 5 Mile

### Gender

Male	15,866	(51.9%)	105	127,897	(50.3%)	102	374,101	(50.6%)	103
Female	14,714	(48.1%)	95	126,507	(49.7%)	98	365,953	(49.4%)	97

### Ethnicity

Black	9,228	(30.2%)	255	62,088	(24.4%)	206	104,991	(14.2%)	120
Hispanic (Ethnic)	8,280	(27.1%)	149	71,565	(28.1%)	155	234,752	(31.7%)	175
Asian	7,460	(24.4%)	480	51,199	(20.1%)	396	110,888	(15%)	295
White	4,369	(14.3%)	23	58,584	(23%)	38	260,806	(35.2%)	57
Other	1,243	(4.1%)	113	10,968	(4.3%)	119	28,617	(3.9%)	107

### Household by Ethnicity

Black	3,122	(32.4%)	288	20,354	(21%)	187	36,230	(12%)	107
Hispanic (Ethnic)	2,272	(23.5%)	159	26,194	(27%)	182	85,735	(28.4%)	192
Asian	1,728	(17.9%)	406	17,102	(17.6%)	400	43,108	(14.3%)	324
White	1,512	(15.7%)	24	23,979	(24.7%)	39	112,983	(37.5%)	58
Other	1,015	(10.5%)	193	9,438	(9.7%)	179	23,531	(7.8%)	143

### 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 Income	\$94,067.66	97	\$106,999.86	110	\$144,724.09	149
Average Income Per Person	\$31,156.91	83	\$41,583.73	111	\$60,093.79	161
Household Median Income	\$70,215.61	101	\$74,717.17	107	\$90,090.45	30
<\$15K	1,060 (11%)	120	11,360 (11.7%)	128	27,874 (9.2%)	101
\$15K - \$25K	768 (8%)	103	6,996 (7.2%)	94	19,143 (6.3%)	83
\$25K - \$35K	768 (8%)	98	7,236 (7.5%)	92	18,640 (6.2%)	76
\$35K - \$50K	942 (9.8%)	85	9,319 (9.6%)	84	25,803 (8.6%)	75
\$50K - \$75K	1,586 (16.4%)	97	13,775 (14.2%)	84	38,683 (12.8%)	76
\$75K - \$100K	1,373 (14.2%)	110	11,228 (11.6%)	89	31,885 (10.6%)	8
\$100K - \$150K	1,528 (15.8%)	96	15,905 (16.4%)	99	47,266 (15.7%)	95
\$150K - \$175K	414 (4.3%)	8	5,554 (5.7%)	109	19,357 (6.4%)	122
\$175K - \$200K	392 (4.1%)	75	5,403 (5.6%)	103	21,157 (7%)	30
\$200K - \$250K	458 (4.7%)	127	5,763 (5.9%)	159	28,988 (9.6%)	258
\$250K - \$500K	196 (2%)	127	2,471 (2.5%)	160	12,423 (4.1%)	259
>\$500K	164 (1.7%)	127	2,057 (2.1%)	159	10,368 (3.4%)	258

### 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	\$73,097.9		99	\$78,942.27		107	\$92,700.92		125
Household Median Disposable Income	\$60,182.08		100	\$63,346.56		105	\$75,679.85		126
<\$15K	1,158	(12%)	121	12,104	(12.5%)	125	29,969	(9.9%)	100
\$15K - \$25K	882	(9.1%)	101	8,313	(8.6%)	95	22,699	(7.5%)	83
\$25K - \$35K	986	(10.2%)	110	8,550	(8.8%)	95	21,688	(7.2%)	7
\$35K - \$50K	945	(9.8%)	72	10,089	(10.4%)	7	29,877	(9.9%)	74
\$50K - \$75K	1,996	(20.7%)	112	16,532	(17%)	92	45,449	(15.1%)	8
\$75K - \$100K	1,348	(14%)	100	12,740	(13.1%)	94	36,884	(12.2%)	88
\$100K - \$150K	1,280	(13.3%)	85	15,549	(16%)	102	53,765	(17.8%)	114
\$150K - \$175K	437	(4.5%)	94	5,409	(5.6%)	116	22,845	(7.6%)	157
\$175K - \$200K	167	(1.7%)	111	2,114	(2.2%)	140	10,055	(3.3%)	214
\$200K - \$250K	183	(1.9%)	124	2,281	(2.3%)	154	11,408	(3.8%)	248
\$250K - \$500K	248	(2.6%)	123	3,112	(3.2%)	153	15,582	(5.2%)	247
>\$500K	19	(<0.5%)	107	274	(<0.5%)	154	1,366	(<0.5%)	247

### Discretionary Households Income

Household Average Discretionary Income	\$45,271.34		87	\$51,342.82		99	\$63,566.67		123
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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Median Discretionary Income	\$37,949.75	88	\$39,623.83	92	\$49,702.6	116
<\$10K	1,333 (13.8%)	35	14,639 (15.1%)	148	35,920 (11.9%)	117
\$10K - \$20K	1,445 (15%)	115	13,209 (13.6%)	105	35,843 (11.9%)	91
\$20K - \$30K	1,085 (11.2%)	90	11,253 (11.6%)	93	30,655 (10.2%)	8
\$30K - \$40K	1,205 (12.5%)	110	9,782 (10.1%)	89	26,509 (8.8%)	7
\$40K - \$50K	1,064 (11%)	115	8,161 (8.4%)	88	22,488 (7.5%)	7
\$50K - \$75K	1,723 (17.9%)	99	15,484 (16%)	88	43,621 (14.5%)	8
\$75K - \$100K	833 (8.6%)	8	9,374 (9.7%)	91	30,275 (10%)	95
\$100K - \$125K	646 (6.7%)	99	7,575 (7.8%)	115	27,819 (9.2%)	136
\$125K - \$150K	266 (2.8%)	63	4,761 (4.9%)	111	23,910 (7.9%)	180
>\$150K	49 (0.5%)	20	2,829 (2.9%)	116	24,547 (8.1%)	324

## Households Income by Ethnicity

Average Income - White	\$73,544.48	84	\$104,599.58	120	\$121,859.2	140
Median Income - White	\$56,955.83	75	\$99,953.08	132	\$128,950.57	170
Average Income - Black	\$82,201.36	134	\$69,380.06	113	\$70,033.83	114
Median Income - Black	\$72,625.31	152	\$57,644.67	120	\$55,690.68	116

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Average Income - Asian	\$104,929.58 (101)	\$113,544.16 (110)	\$125,618.7 (121)
Median Income - Asian	\$96,208.17 (97)	\$116,247.07 (117)	\$138,233.26 (140)
Average Income - Hispanic	\$70,624.95 (99)	\$72,317.11 (102)	\$76,273.03 (107)
Median Income - Hispanic	\$59,144.39 (100)	\$58,645.27 (99)	\$61,943.64 (105)
Average Income - Other	\$75,181.61 (95)	\$77,162.11 (98)	\$86,123.97 (109)
Median Income - Other	\$70,026.51 (104)	\$65,225.55 (97)	\$70,406.46 (104)

## Age

Average Age	38.03 (95)	38 (95)	37.62 (94)
Median Age	36.69 (95)	37.93 (99)	38.15 (99)
0-4	1,969 (6.4%) (106)	18,505 (7.3%) (119)	56,134 (7.6%) (124)
5-13	3,509 (11.5%) (104)	33,125 (13%) (118)	100,599 (13.6%) (123)
14-17	1,392 (4.6%) (92)	11,817 (4.6%) (94)	33,081 (4.5%) (90)
18-21	1,486 (4.9%) (8)	10,717 (4.2%) (70)	30,033 (4.1%) (67)
22-24	1,617 (5.3%) (129)	8,493 (3.3%) (8)	21,583 (2.9%) (71)
25-29	2,188 (7.2%) (110)	14,070 (5.5%) (85)	35,096 (4.7%) (75)
30-34	2,206 (7.2%) (118)	15,856 (6.2%) (102)	43,980 (5.9%) (97)

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35-39	2,184	(7.1%)	119	19,950	(7.8%)	131	62,959	(8.5%)	142
40-44	2,258	(7.4%)	121	22,278	(8.8%)	144	71,771	(9.7%)	159
45-49	2,128	(7%)	116	19,507	(7.7%)	128	61,029	(8.2%)	137
50-54	1,890	(6.2%)	101	16,371	(6.4%)	105	48,990	(6.6%)	108
55-59	1,742	(5.7%)	89	14,865	(5.8%)	91	42,124	(5.7%)	89
60-64	1,692	(5.5%)	86	13,650	(5.4%)	83	37,642	(5.1%)	7
65-69	1,511	(4.9%)	85	11,836	(4.7%)	86	32,190	(4.3%)	74
70-74	1,225	(4%)	83	9,535	(3.7%)	74	25,642	(3.5%)	72
75-79	829	(2.7%)	7	6,702	(2.6%)	75	17,927	(2.4%)	69
80-84	460	(1.5%)	68	4,134	(1.6%)	73	11,021	(1.5%)	67
85+	294	(1%)	56	2,993	(1.2%)	69	8,253	(1.1%)	65

### Age - Male

Male Average Age	36.59	94	36.88	95	36.75	95			
Male Median Age	33.99	92	37.07	100	37.6	101			
0-4	1,013	(6.4%)	101	9,526	(7.4%)	117	28,885	(7.7%)	122
5-13	1,787	(11.3%)	98	16,999	(13.3%)	116	51,748	(13.8%)	121

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14-17	692	(4.4%)	85	5,983	(4.7%)	91	16,943	(4.5%)	88
18-21	851	(5.4%)	86	5,658	(4.4%)	74	15,794	(4.2%)	68
22-24	1,101	(6.9%)	139	4,776	(3.7%)	86	11,799	(3.2%)	72
25-29	1,266	(8%)	117	7,518	(5.9%)	86	18,678	(5%)	72
30-34	1,225	(7.7%)	121	8,212	(6.4%)	101	22,624	(6%)	95
35-39	1,166	(7.3%)	120	10,192	(8%)	59	31,716	(8.5%)	138
40-44	1,191	(7.5%)	122	11,518	(9%)	141	36,728	(9.8%)	160
45-49	1,113	(7%)	116	10,092	(7.9%)	31	31,867	(8.5%)	141
50-54	956	(6%)	98	8,326	(6.5%)	106	25,565	(6.8%)	112
55-59	852	(5.4%)	85	7,389	(5.8%)	91	21,484	(5.7%)	91
60-64	790	(5%)	7	6,601	(5.2%)	8	18,588	(5%)	7
65-69	685	(4.3%)	7	5,509	(4.3%)	7	15,307	(4.1%)	7
70-74	548	(3.5%)	7	4,258	(3.3%)	7	11,695	(3.1%)	70
75-79	358	(2.3%)	7	2,853	(2.2%)	7	7,728	(2.1%)	66
80-84	181	(1.1%)	6	1,583	(1.2%)	6	4,333	(1.2%)	62
85+	91	(0.6%)	5	904	(0.7%)	6	2,619	(0.7%)	62

## Age - Female

Female Average Age	39.59		96	39.13		95	38.5		93
Female Median Age	38.63		95	38.83		95	38.71		95
0-4	956	(6.5%)	111	8,979	(7.1%)	121	27,249	(7.4%)	27
5-13	1,722	(11.7%)	111	16,126	(12.7%)	120	48,851	(13.3%)	20
14-17	700	(4.8%)	100	5,834	(4.6%)	97	16,138	(4.4%)	93
18-21	635	(4.3%)	7	5,059	(4%)	70	14,239	(3.9%)	67
22-24	516	(3.5%)	91	3,717	(2.9%)	7	9,784	(2.7%)	60
25-29	922	(6.3%)	102	6,552	(5.2%)	85	16,418	(4.5%)	72
30-34	981	(6.7%)	114	7,644	(6%)	104	21,356	(5.8%)	100
35-39	1,018	(6.9%)	118	9,758	(7.7%)	31	31,243	(8.5%)	145
40-44	1,067	(7.3%)	120	10,760	(8.5%)	141	35,043	(9.6%)	159
45-49	1,015	(6.9%)	115	9,415	(7.4%)	7	29,162	(8%)	33
50-54	934	(6.3%)	103	8,045	(6.4%)	103	23,425	(6.4%)	104
55-59	890	(6%)	93	7,476	(5.9%)	91	20,640	(5.6%)	87
60-64	902	(6.1%)	93	7,049	(5.6%)	84	19,054	(5.2%)	7
65-69	826	(5.6%)	92	6,327	(5%)	7	16,883	(4.6%)	72
70-74	677	(4.6%)	89	5,277	(4.2%)	7	13,947	(3.8%)	7
75-79	471	(3.2%)	83	3,849	(3%)	7	10,199	(2.8%)	72
80-84	279	(1.9%)	7	2,551	(2%)	7	6,688	(1.8%)	7
85+	203	(1.4%)	60	2,089	(1.7%)	7	5,634	(1.5%)	67

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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)	15,039		125,301		378,604	
Professional Specialty	3,109 (20.7%)	87	33,988 (27.1%)	115	96,838 (25.6%)	108
Production & Transportation	2,576 (17.1%)	30	15,738 (12.6%)	95	43,075 (11.4%)	86
Office Admin	2,182 (14.5%)	31	13,370 (10.7%)	96	37,819 (10%)	90
Managerial/Executive	1,606 (10.7%)	65	20,902 (16.7%)	102	81,920 (21.6%)	32
Sales	1,217 (8.1%)	83	11,058 (8.8%)	90	34,516 (9.1%)	93
Construction	919 (6.1%)	75	8,343 (6.7%)	8	26,139 (6.9%)	84
Building Maintenance & Cleaning	761 (5.1%)	140	5,221 (4.2%)	115	14,454 (3.8%)	105
Healthcare support	721 (4.8%)	147	4,670 (3.7%)	114	10,699 (2.8%)	86
Protective	711 (4.7%)	217	3,722 (3%)	136	8,614 (2.3%)	104
Food Preparation & Serving	622 (4.1%)	7	4,489 (3.6%)	67	14,548 (3.8%)	72
Personal Care	615 (4.1%)	156	3,695 (2.9%)	112	9,644 (2.5%)	97
Farming, Fishing & Forestry	105 (<0.5%)		105 (<0.5%)	13	338 (<0.5%)	14

### Employment by Industry

Total Employees (16+ Years Old)	15,039	125,301	378,604
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Educational Services	4,028	(26.8%)	115	26,988	(21.5%)	92	69,558	(18.4%)	7
Transportation	1,878	(12.5%)	221	10,766	(8.6%)	152	28,104	(7.4%)	32
Wholesale Retail	1,817	(12.1%)	90	14,769	(11.8%)	88	42,145	(11.1%)	83
Financial, Insurance & Real Estate	1,029	(6.8%)	103	12,906	(10.3%)	156	51,445	(13.6%)	205
Entertainment Services	1,006	(6.7%)	74	9,235	(7.4%)	8	28,967	(7.7%)	85
Agriculture/Mining/Construction	920	(6.1%)	71	6,962	(5.6%)	65	23,290	(6.2%)	71
Manufacturing	915	(6.1%)	60	6,536	(5.2%)	52	22,034	(5.8%)	58
Administrative/Waste Services	913	(6.1%)	145	6,710	(5.4%)	128	18,077	(4.8%)	114
Professional Services	824	(5.5%)	75	15,367	(12.3%)	164	50,980	(13.5%)	180
Public Administration	780	(5.2%)	108	4,821	(3.8%)	8	12,370	(3.3%)	68
Other Professional Services	645	(4.3%)	90	6,077	(4.8%)	102	16,411	(4.3%)	91
Information	275	(1.8%)	97	4,074	(3.3%)	173	14,457	(3.8%)	204
Management Services	9	(<0.5%)	43	90	(<0.5%)	51	766	(<0.5%)	144

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### Language Spoken

Speak English at Home	13,642	(47.7%)	61	112,945	(47.9%)	61	329,453	(48.2%)	62
Speak Other Language at Home	8,905	(31.1%)	384	68,578	(29.1%)	358	167,040	(24.4%)	301
Speak Spanish at Home	6,064	(21.2%)	152	54,376	(23.1%)	165	187,427	(27.4%)	197

### Ancestry

Other	9,978	(32.6%)	150	85,393	(33.6%)	154	207,104	(28%)	29
South East Asian (e.g. Vietnamese)	5,355	(17.5%)	1084	18,001	(7.1%)	438	23,179	(3.1%)	194
Puerto Rican	3,765	(12.3%)	479	24,404	(9.6%)	374	62,225	(8.4%)	327
Unclassified	2,477	(8.1%)	49	18,624	(7.3%)	44	58,720	(7.9%)	48
Dominican	1,865	(6.1%)	1073	16,155	(6.4%)	1117	39,383	(5.3%)	936
South American	1,429	(4.7%)	438	14,069	(5.5%)	518	61,685	(8.3%)	781
South Central Asian (e.g. Indian)	1,404	(4.6%)	350	25,186	(9.9%)	755	52,877	(7.1%)	545
Middle Eastern	778	(2.5%)	404	4,774	(1.9%)	298	9,813	(1.3%)	210
Central American	514	(1.7%)	113	6,317	(2.5%)	167	23,352	(3.2%)	213
Chinese	436	(1.4%)	120	4,855	(1.9%)	160	24,853	(3.4%)	282
Scottish/Irish	408	(1.3%)	20	4,707	(1.9%)	27	23,163	(3.1%)	46

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Other Hispanic	368	(1.2%)	91	5,337	(2.1%)	159	22,529	(3%)	231
Italian	295	(1%)	32	5,035	(2%)	66	25,023	(3.4%)	113
Mexican	256	(0.8%)	8	3,115	(1.2%)	12	13,694	(1.9%)	18
American	222	(0.7%)	15	2,625	(1%)	21	9,457	(1.3%)	26
Polish	184	(0.6%)	39	2,415	(0.9%)	61	11,041	(1.5%)	96
German	183	(0.6%)	7	2,291	(0.9%)	11	12,329	(1.7%)	21
Other European (e.g. Greek/Russian)	141	(<0.5%)	14	2,723	(1.1%)	33	18,306	(2.5%)	7
Korean	128	(<0.5%)	99	1,516	(0.6%)	140	5,648	(0.8%)	180
Cuban	83	(<0.5%)	41	2,168	(0.9%)	30	11,884	(1.6%)	245
Other Asian	80	(<0.5%)	85	1,012	(<0.5%)	129	2,319	(<0.5%)	102
Native American (Indian/Eskimo)	64	(<0.5%)	26	620	(<0.5%)	30	1,380	(<0.5%)	23
Japanese	57	(<0.5%)	8	629	(<0.5%)	107	2,012	(<0.5%)	117
British	51	(<0.5%)	3	1,240	(<0.5%)	9	10,694	(1.4%)	27
Hawaiian/Pacific Islander	33	(<0.5%)	62	121	(<0.5%)	27	264	(<0.5%)	20
Scandinavian	13	(<0.5%)	2	427	(<0.5%)	9	2,858	(<0.5%)	20
French	11	(<0.5%)	3	502	(<0.5%)	16	3,086	(<0.5%)	33

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Dutch	2	(<0.5%)	143	(<0.5%)	1,176	(<0.5%)

### Education (Age 25+)

Total Educated Population	20,607		171,747		498,624	
Elementary (0 to 8 Years)	1,064	(5.2%)	11,878	(6.9%)	37,226	(7.5%)
Some High School (9 to 11 Years)	1,322	(6.4%)	10,518	(6.1%)	27,892	(5.6%)
High School Graduate (12 Years)	6,961	(33.8%)	45,106	(26.3%)	117,561	(23.6%)
Some College (13 to 16 Years)	2,973	(14.4%)	22,563	(13.1%)	58,155	(11.7%)
Associates Degree Only	1,217	(5.9%)	8,733	(5.1%)	21,868	(4.4%)
Bachelor's Degree Only	5,347	(25.9%)	45,887	(26.7%)	140,825	(28.2%)
Graduate Degree	1,723	(8.4%)	27,062	(15.8%)	95,097	(19.1%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	9,649	97,067	301,587
One Person Households	2,324 (24.1%)	29,449 (30.3%)	101,240 (33.6%)
Married Couple	4,069 (42.2%)	37,681 (38.8%)	113,452 (37.6%)
Male Householder	788 (8.2%)	5,835 (6%)	15,244 (5.1%)
Female Householder	2,010 (20.8%)	15,718 (16.2%)	38,508 (12.8%)
Non Family Households	458 (4.7%)	8,384 (8.6%)	33,143 (11%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,649	97,067	301,587
1 Person Household	2,324 (24.1%)	29,449 (30.3%)	101,240 (33.6%)
2 Person Household	2,347 (24.3%)	27,390 (28.2%)	91,248 (30.3%)
3 Person Household	1,863 (19.3%)	17,037 (17.6%)	49,180 (16.3%)
4 Person Household	1,530 (15.9%)	12,529 (12.9%)	34,119 (11.3%)
5 Person Household	860 (8.9%)	6,067 (6.3%)	15,114 (5%)
6 Person Household	410 (4.2%)	2,662 (2.7%)	6,193 (2.1%)
7+ Person Household	315 (3.3%)	1,933 (2%)	4,493 (1.5%)

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	10,486	106,739	332,815
Renter Occupied Housing	6,028	67,147	213,176
Owner Occupied Housing	3,621	29,920	88,411
Vacant Housing	837	9,672	31,228

### Housing Rent

Average Rent	\$1,541.8	111	\$1,613.68	116	\$1,942.57	140
Median Rent	\$1,490.81	117	\$1,546.48	122	\$1,758.73	139
Total Cash Rents Housing	5,907	66,147	209,572			
<\$300	93 (1.6%)	49	2,453 (3.7%)	116	6,526 (3.1%)	98
\$300-\$500	59 (1%)	23	2,104 (3.2%)	73	5,420 (2.6%)	59
\$500-\$750	236 (4%)	36	3,810 (5.8%)	53	8,637 (4.1%)	38
\$750-\$1000	669 (11.3%)	71	5,036 (7.6%)	48	13,644 (6.5%)	41
\$1000-\$1500	1,932 (32.7%)	113	18,086 (27.3%)	94	48,192 (23%)	7
\$1500-\$2000	1,740 (29.5%)	153	17,044 (25.8%)	134	43,224 (20.6%)	107
\$2000-\$2500	869 (14.7%)	160	9,735 (14.7%)	160	25,813 (12.3%)	134

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	212	(3.6%)	88	4,343	(6.6%)	162	18,196	(8.7%)	214
\$3000-\$3500	50	(0.8%)	43	1,598	(2.4%)	122	14,149	(6.8%)	340
>\$3500	47	(0.8%)	37	1,938	(2.9%)	136	25,771	(12.3%)	573

### Value of Owner-Occupied Housing Units

Average House Value	\$475,137.25	90	\$633,072.13	120	\$795,946.59	151			
Median House Value	\$458,051.35	111	\$550,904.16	134	\$647,787.76	158			
Owner Occupied Housing	3,621		29,920		88,411				
<\$100K	154	(4.3%)	45	841	(2.8%)	30	2,088	(2.4%)	25
\$100K - \$200K	155	(4.3%)	31	825	(2.8%)	20	1,727	(2%)	14
\$200K - \$300K	288	(8%)	96	2,147	(7.2%)	51	5,184	(5.9%)	41
\$300K - \$400K	716	(19.8%)	170	4,054	(13.5%)	116	8,934	(10.1%)	87
\$400K - \$500K	857	(23.7%)	248	5,404	(18.1%)	190	12,945	(14.6%)	154
\$500K - \$1000K	1,361	(37.6%)	145	12,647	(42.3%)	163	43,098	(48.7%)	188
>\$1000K	90	(2.5%)	16	4,002	(13.4%)	85	14,435	(16.3%)	104

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	1,623	(16.8%)	33	17,087	(17.6%)	139	40,943	(13.6%)	108
Households Above Poverty	8,026	(83.2%)	95	79,980	(82.4%)	94	260,644	(86.4%)	99
Households in Poverty (Married)	495	(5.1%)	231	3,220	(3.3%)	149	7,116	(2.4%)	106
Households in Poverty (Male Householder)	124	(1.3%)	200	854	(0.9%)	137	1,972	(0.7%)	102
Households in Poverty (Female Householder)	553	(5.7%)	187	4,769	(4.9%)	160	9,629	(3.2%)	104
Households in Poverty (Non-Family)	420	(4.4%)	72	7,687	(7.9%)	131	20,579	(6.8%)	113
Households in Poverty (Non-Family Student)	31	(<0.5%)	51	557	(0.6%)	92	1,647	(0.5%)	87

### Wealth per Household

Household Average Wealth	\$215,795.42	91	\$221,647.29	93	\$229,393.48	97			
Household Median Wealth	\$58,760.28	75	\$59,626.49	76	\$63,834.76	8			
<\$0K	1,863	(19.3%)	110	18,836	(19.4%)	110	57,726	(19.1%)	109
\$0K - \$5K	972	(10.1%)	116	9,781	(10.1%)	116	29,621	(9.8%)	113
\$5K - \$10K	501	(5.2%)	113	5,018	(5.2%)	112	15,287	(5.1%)	110
\$10K - \$25K	657	(6.8%)	106	6,535	(6.7%)	105	20,052	(6.6%)	104
\$25K - \$50K	664	(6.9%)	100	6,561	(6.8%)	99	20,172	(6.7%)	98

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	956	(9.9%)	9,362	(9.6%)	28,679	(9.5%)
\$100K - \$250K	1,631	(16.9%)	16,120	(16.6%)	49,987	(16.6%)
\$250K - \$500K	1,156	(12%)	11,656	(12%)	36,921	(12.2%)
>\$500K	1,249	(12.9%)	13,198	(13.6%)	43,142	(14.3%)

## Vehicles per Household

Total Number of Vehicles	11,011		88,359		245,014	
Average Number of Vehicles	1.14	62	0.91	50	0.81	44
No Vehicles	2,556	(26.5%)	35,018	(36.1%)	127,654	(42.3%)
1 Vehicle	4,160	(43.1%)	42,044	(43.3%)	120,291	(39.9%)
2 Vehicles	2,159	(22.4%)	15,021	(15.5%)	40,412	(13.4%)
3 or more Vehicles	774	(8%)	4,984	(5.1%)	13,230	(4.4%)

## Population Change

Births	348		2,781		7,592
Deaths	195		1,654		4,612
Migration	-356		-1,890		-9,660

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# Audience Profile

Jan 1 - Dec 31, 2023

## Hudson Mall

701 Route 440, Jersey City, NJ 07304

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	543	4,840	27,201
Total Employees	8,397	80,948	622,213

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