

Audience Profile

Jan 1 - Dec 31, 2023

Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	71,808		367,643		736,382	
Households	23,880		132,556		267,298	
Persons per Household	2.97	115	2.7	104	2.67	103
Household Median Income	\$57,804.96	83	\$56,133.55	8	\$62,089.17	89
Household Median Disposable Income	\$49,789.19	83	\$48,400.74	8	\$53,383.09	89
Household Median Discretionary Income	\$26,819.64	63	\$26,759.71	62	\$30,601.57	71
Average Income Per Person	\$24,834.76	67	\$27,126.93	72	\$32,054.07	86
Median Rent	\$1,358.99	107	\$1,346.61	106	\$1,378.73	109
Median House Value	\$460,005.93	112	\$446,251.85	109	\$475,974.27	116
Households in Poverty	4,831 (20.2%)	160	26,881 (20.3%)	161	48,171 (18%)	143
Household Median Wealth	\$45,734.2	58	\$45,981.11	59	\$53,300.59	68
Average Age	37.88	95	38.05	95	38.5	96
Median Age	37.07	96	37.23	97	37.51	97
Households with Children	8,090 (33.9%)	123	39,406 (29.7%)	108	80,778 (30.2%)	110
High School Graduate or Higher	37,285 (77.7%)	88	194,944 (79.5%)	90	415,698 (84.1%)	95

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

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Bachelor's Degree or Higher	10,084 (21%) 	55,110 (22.5%) 	137,933 (27.9%) 
Pop density (per sq mi)	23,857	12,838	9,971
Area (based on blockgroups)	3	29	74

Population

Population 2022 Q4	71,808	367,643	736,382
Population 2022 Q3	71,761	367,787	735,937
Population 2022 Q2	72,850	371,308	741,345
Population 2022 Q1	73,235	371,982	742,195
Population 2021 Q4	73,733	373,969	745,632
Population 2021 Q3	74,281	375,700	747,757
Population 2021 Q2	74,763	377,021	749,093
Population 2021 Q1	74,805	378,121	751,128
Population 2020 Q4	75,014	379,380	752,673
Population 5 Years Forecast	73,215	373,808	744,801
Population 10 Years Forecast	74,525	379,468	753,768
Persons per Household	2.97 	2.7	2.67

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Group Quarters	978	(1.4%)	58	9,898	(2.7%)	115	22,767	(3.1%)	32
Transient Population - Average Last 4 Quarters	427	(0.6%)	48	1,490	(<0.5%)	33	5,771	(0.8%)	63

Households

Households 2022 Q4	23,880		132,556		267,298
Households 2022 Q3	23,865		132,554		267,073
Households 2022 Q2	24,230		133,784		269,035
Households 2022 Q1	24,356		134,015		269,403
Households 2021 Q4	24,521		134,754		270,661
Households 2021 Q3	24,705		135,398		271,473
Households 2021 Q2	24,862		135,830		271,929
Households 2021 Q1	24,886		136,257		272,690
Households 2020 Q4	24,954		136,706		273,304
Households 5 Years Forecast	24,334		135,161		270,801
Households 10 Years Forecast	24,765		137,438		274,356

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Gender

Male	35,935	(50%)	102	181,082	(49.3%)	100	360,763	(49%)	100
Female	35,873	(50%)	98	186,561	(50.7%)	100	375,619	(51%)	100

Ethnicity

Hispanic (Ethnic)	44,611	(62.1%)	343	153,958	(41.9%)	231	211,905	(28.8%)	159
White	13,965	(19.4%)	32	75,928	(20.7%)	34	168,625	(22.9%)	37
Black	8,646	(12%)	102	107,812	(29.3%)	248	293,159	(39.8%)	336
Asian	2,636	(3.7%)	72	14,953	(4.1%)	86	36,240	(4.9%)	97
Other	1,950	(2.7%)	75	14,992	(4.1%)	113	26,453	(3.6%)	99

Household by Ethnicity

Hispanic (Ethnic)	15,076	(63.1%)	425	52,449	(39.6%)	267	73,549	(27.5%)	185
White	3,774	(15.8%)	25	24,261	(18.3%)	29	58,988	(22.1%)	34
Black	2,350	(9.8%)	88	38,224	(28.8%)	257	101,938	(38.1%)	339
Other	1,939	(8.1%)	149	12,920	(9.7%)	179	21,246	(7.9%)	146
Asian	741	(3.1%)	70	4,702	(3.5%)	8	11,577	(4.3%)	98

Households Income

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Household Average Income	\$73,859.31	76	\$73,784.52	76	\$86,823.41	89
Average Income Per Person	\$24,834.76	67	\$27,126.93	73	\$32,054.07	86
Household Median Income	\$57,804.96	83	\$56,133.55	8	\$62,089.17	89
<\$15K	3,201 (13.4%)	147	18,847 (14.2%)	156	34,977 (13.1%)	143
\$15K - \$25K	2,117 (8.9%)	115	13,054 (9.8%)	128	22,978 (8.6%)	112
\$25K - \$35K	2,046 (8.6%)	106	11,677 (8.8%)	109	21,620 (8.1%)	100
\$35K - \$50K	3,223 (13.5%)	118	16,120 (12.2%)	106	29,916 (11.2%)	98
\$50K - \$75K	4,170 (17.5%)	104	23,966 (18.1%)	107	45,853 (17.2%)	102
\$75K - \$100K	3,337 (14%)	108	15,952 (12%)	93	32,495 (12.2%)	94
\$100K - \$150K	3,299 (13.8%)	84	18,732 (14.1%)	86	39,373 (14.7%)	89
\$150K - \$175K	942 (3.9%)	75	5,062 (3.8%)	73	12,523 (4.7%)	89
\$175K - \$200K	595 (2.5%)	46	3,650 (2.8%)	51	11,737 (4.4%)	8
\$200K - \$250K	530 (2.2%)	59	3,081 (2.3%)	62	8,865 (3.3%)	89
\$250K - \$500K	228 (1%)	60	1,312 (1%)	62	3,786 (1.4%)	89
>\$500K	192 (0.8%)	60	1,103 (0.8%)	62	3,175 (1.2%)	89

Disposable Households Income

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

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Household Average Disposable Income	\$60,815.8	8	\$60,215.92	8	\$67,007.2	91
Household Median Disposable Income	\$49,789.19	83	\$48,400.74	8	\$53,383.09	89
<\$15K	3,379 (14.1%)	142	20,206 (15.2%)	153	37,314 (14%)	140
\$15K - \$25K	2,661 (11.1%)	123	15,579 (11.8%)	130	27,680 (10.4%)	114
\$25K - \$35K	2,277 (9.5%)	103	12,992 (9.8%)	106	24,493 (9.2%)	99
\$35K - \$50K	3,669 (15.4%)	114	19,567 (14.8%)	110	36,267 (13.6%)	101
\$50K - \$75K	4,744 (19.9%)	107	25,037 (18.9%)	102	49,305 (18.4%)	100
\$75K - \$100K	2,925 (12.2%)	88	16,488 (12.4%)	89	34,000 (12.7%)	91
\$100K - \$150K	3,116 (13%)	83	15,759 (11.9%)	76	36,425 (13.6%)	87
\$150K - \$175K	394 (1.6%)	34	2,809 (2.1%)	44	9,936 (3.7%)	7
\$175K - \$200K	192 (0.8%)	52	1,097 (0.8%)	53	3,174 (1.2%)	7
\$200K - \$250K	211 (0.9%)	58	1,209 (0.9%)	60	3,495 (1.3%)	86
\$250K - \$500K	287 (1.2%)	57	1,659 (1.3%)	60	4,788 (1.8%)	85
>\$500K	25 (<0.5%)	57	154 (<0.5%)	63	421 (<0.5%)	86

Discretionary Households Income

Household Average Discretionary Income	\$34,091.56	66	\$34,910.57	67	\$40,959.02	7
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Household Median Discretionary Income	\$26,819.64	63	\$26,759.71	62	\$30,601.57	71
<\$10K	4,537 (19%)	186	26,995 (20.4%)	199	49,701 (18.6%)	182
\$10K - \$20K	4,640 (19.4%)	150	25,200 (19%)	146	44,618 (16.7%)	128
\$20K - \$30K	4,035 (16.9%)	135	20,443 (15.4%)	123	37,339 (14%)	112
\$30K - \$40K	3,215 (13.5%)	119	16,380 (12.4%)	109	30,713 (11.5%)	101
\$40K - \$50K	2,217 (9.3%)	97	11,860 (8.9%)	93	23,453 (8.8%)	91
\$50K - \$75K	2,974 (12.5%)	69	17,609 (13.3%)	75	38,458 (14.4%)	8
\$75K - \$100K	1,310 (5.5%)	52	7,796 (5.9%)	56	19,474 (7.3%)	69
\$100K - \$125K	613 (2.6%)	38	4,053 (3.1%)	45	13,367 (5%)	74
\$125K - \$150K	334 (1.4%)	32	2,006 (1.5%)	34	7,836 (2.9%)	67
>\$150K	5 (<0.5%)	1	214 (<0.5%)	6	2,339 (0.9%)	35

Households Income by Ethnicity

Average Income - White	\$77,930.66	89	\$80,620.66	93	\$95,994.12	110
Median Income - White	\$68,955.72	91	\$68,683.79	90	\$87,531.45	115
Average Income - Black	\$62,759.71	102	\$58,527.22	95	\$63,248.81	103
Median Income - Black	\$54,607.97	114	\$46,969.67	98	\$52,039.88	109

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Average Income - Asian	\$90,669.52 (88)	\$97,954.39 (95)	\$106,789.89 (103)
Median Income - Asian	\$89,662.88 (91)	\$98,303.41 (99)	\$104,432.52 (105)
Average Income - Hispanic	\$67,180.09 (94)	\$68,104.81 (96)	\$72,299.71 (101)
Median Income - Hispanic	\$55,138.24 (93)	\$55,587.89 (94)	\$59,407.27 (101)
Average Income - Other	\$69,899.08 (88)	\$66,526.99 (84)	\$73,188.41 (93)
Median Income - Other	\$58,483.02 (87)	\$55,602.22 (8)	\$60,662.53 (90)

Age

Average Age	37.88 (95)	38.05 (95)	38.5 (96)
Median Age	37.07 (96)	37.23 (97)	37.51 (97)
0-4	4,966 (6.9%) (113)	25,612 (7%) (114)	49,589 (6.7%) (110)
5-13	8,885 (12.4%) (112)	45,640 (12.4%) (113)	89,748 (12.2%) (111)
14-17	3,809 (5.3%) (107)	18,502 (5%) (102)	36,599 (5%) (101)
18-21	3,568 (5%) (8)	18,730 (5.1%) (84)	37,467 (5.1%) (84)
22-24	2,596 (3.6%) (88)	13,987 (3.8%) (93)	28,825 (3.9%) (95)
25-29	4,410 (6.1%) (95)	22,484 (6.1%) (94)	46,555 (6.3%) (98)
30-34	4,856 (6.8%) (111)	24,104 (6.6%) (107)	47,899 (6.5%) (107)

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35-39	5,431	(7.6%)	26,481	(7.2%)	50,282	(6.8%)
40-44	5,369	(7.5%)	27,143	(7.4%)	51,855	(7%)
45-49	4,852	(6.8%)	25,257	(6.9%)	49,711	(6.8%)
50-54	4,545	(6.3%)	23,670	(6.4%)	47,657	(6.5%)
55-59	4,401	(6.1%)	22,545	(6.1%)	46,231	(6.3%)
60-64	4,157	(5.8%)	21,143	(5.8%)	43,789	(5.9%)
65-69	3,509	(4.9%)	17,984	(4.9%)	37,711	(5.1%)
70-74	2,691	(3.7%)	13,877	(3.8%)	29,521	(4%)
75-79	1,847	(2.6%)	9,749	(2.7%)	20,635	(2.8%)
80-84	1,099	(1.5%)	6,120	(1.7%)	12,663	(1.7%)
85+	817	(1.1%)	4,615	(1.3%)	9,645	(1.3%)

Age - Male

Male Average Age	36.85		36.81		37.01	
Male Median Age	36.22		36.13		35.97	
0-4	2,559	(7.1%)	13,190	(7.3%)	25,530	(7.1%)
5-13	4,570	(12.7%)	23,532	(13%)	46,151	(12.8%)

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14-17	1,945	(5.4%)	105	9,565	(5.3%)	103	18,747	(5.2%)	101
18-21	1,838	(5.1%)	92	9,772	(5.4%)	86	19,382	(5.4%)	86
22-24	1,351	(3.8%)	86	7,218	(4%)	92	15,380	(4.3%)	98
25-29	2,296	(6.4%)	93	11,449	(6.3%)	92	24,408	(6.8%)	99
30-34	2,544	(7.1%)	111	12,114	(6.7%)	105	24,722	(6.9%)	107
35-39	2,833	(7.9%)	123	13,107	(7.2%)	118	25,034	(6.9%)	113
40-44	2,723	(7.6%)	123	13,355	(7.4%)	120	25,339	(7%)	114
45-49	2,430	(6.8%)	112	12,523	(6.9%)	115	24,270	(6.7%)	111
50-54	2,292	(6.4%)	104	11,789	(6.5%)	106	23,136	(6.4%)	105
55-59	2,180	(6.1%)	96	11,003	(6.1%)	96	22,063	(6.1%)	97
60-64	2,000	(5.6%)	88	10,051	(5.6%)	88	20,427	(5.7%)	90
65-69	1,649	(4.6%)	77	8,297	(4.6%)	77	17,039	(4.7%)	85
70-74	1,243	(3.5%)	72	6,196	(3.4%)	72	12,865	(3.6%)	77
75-79	808	(2.2%)	70	4,124	(2.3%)	72	8,564	(2.4%)	72
80-84	426	(1.2%)	64	2,357	(1.3%)	67	4,780	(1.3%)	72
85+	248	(0.7%)	61	1,440	(0.8%)	67	2,926	(0.8%)	72

Age - Female

Female Average Age	38.92		94	39.26		95	39.92		97
Female Median Age	38		93	38.31		94	40.03		98
0-4	2,407	(6.7%)	115	12,422	(6.7%)	114	24,059	(6.4%)	109
5-13	4,315	(12%)	114	22,108	(11.9%)	112	43,597	(11.6%)	110
14-17	1,864	(5.2%)	109	8,937	(4.8%)	101	17,852	(4.8%)	100
18-21	1,730	(4.8%)	83	8,958	(4.8%)	83	18,085	(4.8%)	83
22-24	1,245	(3.5%)	90	6,769	(3.6%)	94	13,445	(3.6%)	93
25-29	2,114	(5.9%)	96	11,035	(5.9%)	97	22,147	(5.9%)	96
30-34	2,312	(6.4%)	111	11,990	(6.4%)	110	23,177	(6.2%)	106
35-39	2,598	(7.2%)	123	13,374	(7.2%)	122	25,248	(6.7%)	114
40-44	2,646	(7.4%)	122	13,788	(7.4%)	123	26,516	(7.1%)	117
45-49	2,422	(6.8%)	113	12,734	(6.8%)	114	25,441	(6.8%)	113
50-54	2,253	(6.3%)	102	11,881	(6.4%)	104	24,521	(6.5%)	106
55-59	2,221	(6.2%)	95	11,542	(6.2%)	95	24,168	(6.4%)	99
60-64	2,157	(6%)	91	11,092	(5.9%)	90	23,362	(6.2%)	94
65-69	1,860	(5.2%)	85	9,687	(5.2%)	85	20,672	(5.5%)	90
70-74	1,448	(4%)	77	7,681	(4.1%)	77	16,656	(4.4%)	86
75-79	1,039	(2.9%)	72	5,625	(3%)	72	12,071	(3.2%)	83
80-84	673	(1.9%)	72	3,763	(2%)	72	7,883	(2.1%)	77
85+	569	(1.6%)	70	3,175	(1.7%)	72	6,719	(1.8%)	77

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	35,243	178,956	364,025
Production & Transportation	8,094 (23%)	32,877 (18.4%)	57,836 (15.9%)
Professional Specialty	5,835 (16.6%)	31,511 (17.6%)	75,887 (20.8%)
Office Admin	4,339 (12.3%)	20,951 (11.7%)	44,730 (12.3%)
Construction	3,490 (9.9%)	20,265 (11.3%)	32,279 (8.9%)
Managerial/Executive	3,252 (9.2%)	19,124 (10.7%)	47,193 (13%)
Sales	2,872 (8.1%)	14,249 (8%)	29,796 (8.2%)
Building Maintenance & Cleaning	2,306 (6.5%)	11,111 (6.2%)	17,560 (4.8%)
Healthcare support	1,525 (4.3%)	8,714 (4.9%)	18,845 (5.2%)
Personal Care	1,248 (3.5%)	5,405 (3%)	10,506 (2.9%)
Food Preparation & Serving	1,202 (3.4%)	7,924 (4.4%)	15,690 (4.3%)
Protective	1,080 (3.1%)	6,612 (3.7%)	13,254 (3.6%)
Farming, Fishing & Forestry	213 (<0.5%)	449 (<0.5%)	

Employment by Industry

Total Employees (16+ Years Old)	35,243	178,956	364,025
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Educational Services	7,156	(20.3%)	38,461	(21.5%)	88,395	(24.3%)
Wholesale Retail	4,987	(14.2%)	23,225	(13%)	46,681	(12.8%)
Manufacturing	4,052	(11.5%)	14,627	(8.2%)	24,962	(6.9%)
Transportation	3,793	(10.8%)	19,300	(10.8%)	36,536	(10%)
Agriculture/Mining/Construction	3,203	(9.1%)	18,363	(10.3%)	28,199	(7.7%)
Other Professional Services	2,529	(7.2%)	10,509	(5.9%)	18,689	(5.1%)
Entertainment Services	2,393	(6.8%)	13,259	(7.4%)	27,389	(7.5%)
Administrative/Waste Services	2,132	(6%)	10,844	(6.1%)	20,256	(5.6%)
Financial, Insurance & Real Estate	1,855	(5.3%)	9,199	(5.1%)	23,266	(6.4%)
Professional Services	1,643	(4.7%)	9,401	(5.3%)	22,774	(6.3%)
Public Administration	1,034	(2.9%)	8,617	(4.8%)	18,711	(5.1%)
Information	409	(1.2%)	2,939	(1.6%)	7,743	(2.1%)
Management Services	57	(<0.5%)	212	(<0.5%)	424	(<0.5%)

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Language Spoken

Speak Spanish at Home	38,163	(57.1%)	410	132,873	(38.8%)	279	181,399	(26.4%)	190
Speak English at Home	19,506	(29.2%)	37	149,060	(43.6%)	56	379,804	(55.3%)	71
Speak Other Language at Home	9,173	(13.7%)	169	60,098	(17.6%)	217	125,590	(18.3%)	225

Ancestry

Other	16,204	(22.6%)	104	137,949	(37.5%)	173	317,519	(43.1%)	198
South American	14,843	(20.7%)	1938	50,800	(13.8%)	1295	66,127	(9%)	842
Puerto Rican	13,529	(18.8%)	734	43,827	(11.9%)	464	59,005	(8%)	312
Dominican	5,898	(8.2%)	1444	22,961	(6.2%)	1098	31,186	(4.2%)	745
Unclassified	4,231	(5.9%)	35	31,726	(8.6%)	52	75,358	(10.2%)	61
Other Hispanic	4,111	(5.7%)	434	13,994	(3.8%)	289	19,724	(2.7%)	203
Central American	2,475	(3.4%)	232	11,897	(3.2%)	218	19,835	(2.7%)	182
Mexican	1,913	(2.7%)	25	5,746	(1.6%)	15	8,895	(1.2%)	12
Cuban	1,842	(2.6%)	391	4,733	(1.3%)	196	7,133	(1%)	148
South Central Asian (e.g. Indian)	1,097	(1.5%)	117	5,838	(1.6%)	121	14,363	(2%)	149
Chinese	1,071	(1.5%)	125	3,264	(0.9%)	74	5,410	(0.7%)	62

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

Audience Profile

Jan 1 - Dec 31, 2023

Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Italian	990	(1.4%)	46	8,511	(2.3%)	7	28,944	(3.9%)	31
Scottish/Irish	806	(1.1%)	17	5,033	(1.4%)	20	16,707	(2.3%)	33
Polish	631	(0.9%)	57	2,755	(0.7%)	48	7,259	(1%)	64
American	625	(0.9%)	18	3,912	(1.1%)	22	11,506	(1.6%)	32
Other European (e.g. Greek/Russian)	326	(<0.5%)	14	2,236	(0.6%)	19	8,990	(1.2%)	38
South East Asian (e.g. Vietnamese)	276	(<0.5%)	24	4,325	(1.2%)	75	12,567	(1.7%)	106
German	271	(<0.5%)	5	2,078	(0.6%)	7	7,811	(1.1%)	13
British	148	(<0.5%)	4	1,199	(<0.5%)	6	4,949	(0.7%)	12
Native American (Indian/Eskimo)	127	(<0.5%)	22	951	(<0.5%)	32	2,005	(<0.5%)	34
Middle Eastern	106	(<0.5%)	23	1,475	(<0.5%)	64	4,074	(0.6%)	88
Korean	86	(<0.5%)	28	761	(<0.5%)	49	2,053	(<0.5%)	66
Other Asian	62	(<0.5%)	28	592	(<0.5%)	52	1,444	(<0.5%)	64
French	56	(<0.5%)	6	311	(<0.5%)	7	1,022	(<0.5%)	11
Japanese	44	(<0.5%)	26	173	(<0.5%)	20	403	(<0.5%)	24
Scandinavian	21	(<0.5%)	2	270	(<0.5%)	4	1,259	(<0.5%)	9
Dutch	12	(<0.5%)	3	190	(<0.5%)	8	575	(<0.5%)	13

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Audience Profile

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Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	7 (<0.5%)	136 (<0.5%)	259 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	47,984	245,172	494,154
Elementary (0 to 8 Years)	6,241 (13%)	27,546 (11.2%)	41,090 (8.3%)
Some High School (9 to 11 Years)	4,458 (9.3%)	22,682 (9.3%)	37,366 (7.6%)
High School Graduate (12 Years)	16,473 (34.3%)	84,277 (34.4%)	160,700 (32.5%)
Some College (13 to 16 Years)	7,825 (16.3%)	40,573 (16.5%)	85,014 (17.2%)
Associates Degree Only	2,903 (6%)	14,984 (6.1%)	32,051 (6.5%)
Bachelor's Degree Only	6,937 (14.5%)	36,169 (14.8%)	88,889 (18%)
Graduate Degree	3,147 (6.6%)	18,941 (7.7%)	49,044 (9.9%)

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Audience Profile

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Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	23,880	132,556	267,298
One Person Households	5,249 (22%)	38,068 (28.7%)	76,955 (28.8%)
Married Couple	9,671 (40.5%)	48,600 (36.7%)	97,875 (36.6%)
Male Householder	1,924 (8.1%)	9,672 (7.3%)	19,812 (7.4%)
Female Householder	5,522 (23.1%)	28,930 (21.8%)	57,904 (21.7%)
Non Family Households	1,514 (6.3%)	7,286 (5.5%)	14,752 (5.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	23,880	132,556	267,298
1 Person Household	5,249 (22%)	38,068 (28.7%)	76,955 (28.8%)
2 Person Household	5,714 (23.9%)	33,106 (25%)	69,241 (25.9%)
3 Person Household	4,885 (20.5%)	24,547 (18.5%)	48,721 (18.2%)
4 Person Household	4,116 (17.2%)	19,113 (14.4%)	37,932 (14.2%)
5 Person Household	2,149 (9%)	9,876 (7.5%)	19,372 (7.2%)
6 Person Household	905 (3.8%)	4,285 (3.2%)	8,324 (3.1%)
7+ Person Household	862 (3.6%)	3,561 (2.7%)	6,753 (2.5%)

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Audience Profile

Jan 1 - Dec 31, 2023

Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	25,825	145,661	294,166
Renter Occupied Housing	16,809	91,768	169,367
Owner Occupied Housing	7,071	40,788	97,931
Vacant Housing	1,945	13,105	26,868

Housing Rent

Average Rent	\$1,368.3	98	\$1,356.46	97	\$1,405.91	101
Median Rent	\$1,358.99	107	\$1,346.61	106	\$1,378.73	109
Total Cash Rents Housing	16,330		89,886		166,096	
<\$300	627 (3.8%)	120	5,947 (6.6%)	208	8,730 (5.3%)	165
\$300-\$500	562 (3.4%)	71	4,365 (4.9%)	111	6,761 (4.1%)	93
\$500-\$750	724 (4.4%)	40	4,463 (5%)	45	8,536 (5.1%)	47
\$750-\$1000	1,830 (11.2%)	71	8,609 (9.6%)	60	16,808 (10.1%)	64
\$1000-\$1500	6,159 (37.7%)	30	31,100 (34.6%)	120	55,730 (33.6%)	116
\$1500-\$2000	4,873 (29.8%)	155	23,178 (25.8%)	34	43,717 (26.3%)	137
\$2000-\$2500	1,227 (7.5%)	8	9,251 (10.3%)	112	18,526 (11.2%)	121

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

Audience Profile

Jan 1 - Dec 31, 2023

Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	197	(1.2%)	30	2,197	(2.4%)	60	5,033	(3%)	75
\$3000-\$3500	97	(0.6%)	30	473	(0.5%)	26	1,376	(0.8%)	42
>\$3500	34	(<0.5%)	10	303	(<0.5%)	16	879	(0.5%)	25

Value of Owner-Occupied Housing Units

Average House Value	\$491,492.41	93	\$473,569.36	90	\$522,217.65	99			
Median House Value	\$460,005.93	112	\$446,251.85	109	\$475,974.27	116			
Owner Occupied Housing	7,071		40,788		97,931				
<\$100K	189	(2.7%)	28	1,438	(3.5%)	37	2,929	(3%)	32
\$100K - \$200K	226	(3.2%)	23	1,824	(4.5%)	33	4,265	(4.4%)	32
\$200K - \$300K	945	(13.4%)	94	5,647	(13.8%)	98	11,400	(11.6%)	8
\$300K - \$400K	1,162	(16.4%)	141	7,419	(18.2%)	156	15,672	(16%)	137
\$400K - \$500K	1,689	(23.9%)	251	8,791	(21.6%)	226	19,348	(19.8%)	207
\$500K - \$1000K	2,628	(37.2%)	144	14,083	(34.5%)	133	36,981	(37.8%)	146
>\$1000K	232	(3.3%)	21	1,586	(3.9%)	25	7,336	(7.5%)	48

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Audience Profile

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Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	4,831	(20.2%)	160	26,881	(20.3%)	161	48,171	(18%)	143
Households Above Poverty	19,049	(79.8%)	91	105,675	(79.7%)	91	219,127	(82%)	94
Households in Poverty (Married)	820	(3.4%)	154	3,715	(2.8%)	126	6,168	(2.3%)	104
Households in Poverty (Male Householder)	421	(1.8%)	275	1,333	(1%)	157	2,761	(1%)	161
Households in Poverty (Female Householder)	1,376	(5.8%)	188	8,549	(6.4%)	210	15,255	(5.7%)	186
Households in Poverty (Non-Family)	2,047	(8.6%)	142	12,386	(9.3%)	154	22,339	(8.4%)	138
Households in Poverty (Non-Family Student)	167	(0.7%)	112	898	(0.7%)	108	1,648	(0.6%)	99

Wealth per Household

Household Average Wealth	\$196,765.28	83	\$197,854.04	83	\$209,152.97	88			
Household Median Wealth	\$45,734.2	58	\$45,981.11	59	\$53,300.59	68			
<\$0K	4,882	(20.4%)	116	27,113	(20.5%)	116	52,863	(19.8%)	113
\$0K - \$5K	2,681	(11.2%)	129	14,837	(11.2%)	129	28,184	(10.5%)	121
\$5K - \$10K	1,324	(5.5%)	120	7,350	(5.5%)	120	14,220	(5.3%)	115
\$10K - \$25K	1,682	(7%)	110	9,307	(7%)	110	18,327	(6.9%)	107
\$25K - \$50K	1,653	(6.9%)	101	9,140	(6.9%)	101	18,311	(6.9%)	100

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175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	2,362	(9.9%)	13,057	(9.9%)	26,419	(9.9%)
\$100K - \$250K	3,906	(16.4%)	21,665	(16.3%)	44,600	(16.7%)
\$250K - \$500K	2,656	(11.1%)	14,766	(11.1%)	31,102	(11.6%)
>\$500K	2,734	(11.4%)	15,321	(11.6%)	33,272	(12.4%)

Vehicles per Household

Total Number of Vehicles	27,471		148,388		325,572	
Average Number of Vehicles	1.15		1.12		1.22	
No Vehicles	6,905	(28.9%)	38,578	(29.1%)	66,133	(24.7%)
1 Vehicle	9,097	(38.1%)	54,427	(41.1%)	110,782	(41.4%)
2 Vehicles	5,834	(24.4%)	28,383	(21.4%)	65,241	(24.4%)
3 or more Vehicles	2,044	(8.6%)	11,168	(8.4%)	25,142	(9.4%)

Population Change

Births	860		4,391		8,740
Deaths	456		2,458		5,139
Migration	-2,329		-8,259		-12,851

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Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	1,105	7,981	15,520
Total Employees	15,511	150,974	278,221

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