

Audience Profile

Jan 1 - Dec 31, 2023

Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	9,742		96,924		358,177	
Households	3,335		30,466		118,022	
Persons per Household	2.85	110	2.93	113	2.9	112
Household Median Income	\$98,060.98	141	\$111,400.41	160	\$95,613.91	138
Household Median Disposable Income	\$81,797.89	136	\$90,608.99	151	\$79,682.42	32
Household Median Discretionary Income	\$57,994	135	\$64,651.19	151	\$54,266.79	126
Average Income Per Person	\$40,001.01	107	\$41,305.6	111	\$40,217.75	108
Median Rent	\$1,695.59	134	\$1,886.88	149	\$1,724.38	136
Median House Value	\$629,239.77	153	\$620,294.07	151	\$617,006.42	150
Households in Poverty	238 (7.1%)	57	1,794 (5.9%)	47	12,288 (10.4%)	8
Household Median Wealth	\$89,924.57	114	\$95,963.42	122	\$84,910.13	108
Average Age	39.67	99	38.52	96	38.43	96
Median Age	40.68	106	37.1	96	37.09	96
Households with Children	1,348 (40.4%)	147	11,218 (36.8%)	134	38,765 (32.8%)	119
High School Graduate or Higher	6,255 (94.8%)	107	57,928 (92.4%)	104	205,062 (87.8%)	99

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

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Bachelor's Degree or Higher	3,949 (59.8%)	32,179 (51.3%)	104,906 (44.9%)
Pop density (per sq mi)	1,541	3,399	4,547
Area (based on blockgroups)	6	29	79

Population

Population 2022 Q4	9,742	96,924	358,177
Population 2022 Q3	9,754	96,983	357,656
Population 2022 Q2	9,755	96,995	357,453
Population 2022 Q1	9,719	96,595	357,008
Population 2021 Q4	9,723	96,656	357,249
Population 2021 Q3	9,716	96,571	356,471
Population 2021 Q2	9,733	96,765	357,331
Population 2021 Q1	9,740	96,862	357,315
Population 2020 Q4	9,794	97,241	357,819
Population 5 Years Forecast	10,167	98,557	363,770
Population 10 Years Forecast	10,507	100,535	370,933
Persons per Household	2.85	2.93	2.9

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Group Quarters	239	(2.5%)	105	7,572	(7.8%)	334	15,391	(4.3%)	184
Transient Population - Average Last 4 Quarters	693	(7.1%)	575	1,106	(1.1%)	92	2,637	(0.7%)	60

Households

Households 2022 Q4	3,335		30,466		118,022
Households 2022 Q3	3,340		30,487		117,822
Households 2022 Q2	3,340		30,494		117,766
Households 2022 Q1	3,329		30,347		117,584
Households 2021 Q4	3,330		30,370		117,673
Households 2021 Q3	3,327		30,336		117,377
Households 2021 Q2	3,333		30,404		117,503
Households 2021 Q1	3,336		30,437		117,510
Households 2020 Q4	3,354		30,567		117,717
Households 5 Years Forecast	3,489		31,032		120,015
Households 10 Years Forecast	3,613		31,714		122,544

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	4,734	(48.6%)	99	48,153 (49.7%)	101
Female	5,008	(51.4%)	101	48,771 (50.3%)	99

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Asian	3,865	(39.7%)	781	35,211 (36.3%)	715
White	2,474	(25.4%)	41	31,185 (32.2%)	52
Black	1,924	(19.7%)	167	13,706 (14.1%)	119
Hispanic (Ethnic)	1,132	(11.6%)	64	12,994 (13.4%)	74
Other	347	(3.6%)	99	3,828 (3.9%)	109

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Asian	1,151	(34.5%)	783	9,391 (30.8%)	700
White	1,054	(31.6%)	49	10,307 (33.8%)	53
Black	610	(18.3%)	163	4,604 (15.1%)	134
Hispanic (Ethnic)	303	(9.1%)	61	3,954 (13%)	87
Other	217	(6.5%)	120	2,210 (7.3%)	133

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	\$113,973.16	117	\$128,126.28	132	\$120,156.45	123
Average Income Per Person	\$40,001.01	107	\$41,305.6	111	\$40,217.75	108
Household Median Income	\$98,060.98	141	\$111,400.41	160	\$95,613.91	138
<\$15K	145 (4.3%)	48	1,186 (3.9%)	43	7,277 (6.2%)	67
\$15K - \$25K	156 (4.7%)	61	1,040 (3.4%)	44	5,712 (4.8%)	63
\$25K - \$35K	104 (3.1%)	39	1,165 (3.8%)	47	5,971 (5.1%)	63
\$35K - \$50K	278 (8.3%)	73	2,013 (6.6%)	58	10,238 (8.7%)	74
\$50K - \$75K	349 (10.5%)	62	3,587 (11.8%)	70	16,499 (14%)	83
\$75K - \$100K	689 (20.7%)	159	4,432 (14.5%)	112	15,814 (13.4%)	103
\$100K - \$150K	718 (21.5%)	130	7,703 (25.3%)	153	24,215 (20.5%)	124
\$150K - \$175K	355 (10.6%)	203	2,886 (9.5%)	180	9,298 (7.9%)	150
\$175K - \$200K	241 (7.2%)	34	3,116 (10.2%)	190	10,498 (8.9%)	165
\$200K - \$250K	169 (5.1%)	136	1,873 (6.1%)	165	7,008 (5.9%)	159
\$250K - \$500K	73 (2.2%)	137	801 (2.6%)	165	3,000 (2.5%)	160
>\$500K	58 (1.7%)	30	664 (2.2%)	163	2,492 (2.1%)	158

Disposable Households Income

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

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Household Average Disposable Income	\$91,067.75	123	\$98,185.38	133	\$90,254.81	122
Household Median Disposable Income	\$81,797.89	136	\$90,608.99	151	\$79,682.42	32
<\$15K	169 (5.1%)	51	1,281 (4.2%)	42	7,878 (6.7%)	67
\$15K - \$25K	153 (4.6%)	51	1,227 (4%)	44	6,812 (5.8%)	64
\$25K - \$35K	230 (6.9%)	74	1,659 (5.4%)	59	7,762 (6.6%)	71
\$35K - \$50K	237 (7.1%)	53	2,444 (8%)	60	12,432 (10.5%)	7
\$50K - \$75K	635 (19%)	103	5,037 (16.5%)	89	20,311 (17.2%)	93
\$75K - \$100K	693 (20.8%)	149	5,371 (17.6%)	127	18,216 (15.4%)	111
\$100K - \$150K	850 (25.5%)	162	8,299 (27.2%)	174	25,941 (22%)	140
\$150K - \$175K	144 (4.3%)	90	2,625 (8.6%)	179	9,246 (7.8%)	163
\$175K - \$200K	58 (1.7%)	112	673 (2.2%)	142	2,546 (2.2%)	138
\$200K - \$250K	67 (2%)	32	743 (2.4%)	160	2,768 (2.3%)	154
\$250K - \$500K	91 (2.7%)	130	1,012 (3.3%)	159	3,774 (3.2%)	153
>\$500K	8 (<0.5%)	31	95 (<0.5%)	170	336 (<0.5%)	155

Discretionary Households Income

Household Average Discretionary Income	\$62,536.54	121	\$68,096.19	131	\$60,855.44	117
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Household Median Discretionary Income	\$57,994	135	\$64,651.19	151	\$54,266.79	126
<\$10K	157 (4.7%)	46	1,256 (4.1%)	40	9,937 (8.4%)	8
\$10K - \$20K	206 (6.2%)	48	1,776 (5.8%)	45	10,737 (9.1%)	70
\$20K - \$30K	319 (9.6%)	76	2,374 (7.8%)	62	11,956 (10.1%)	8
\$30K - \$40K	230 (6.9%)	61	2,495 (8.2%)	72	11,308 (9.6%)	84
\$40K - \$50K	363 (10.9%)	113	2,802 (9.2%)	96	10,586 (9%)	93
\$50K - \$75K	919 (27.6%)	152	7,533 (24.7%)	137	23,511 (19.9%)	110
\$75K - \$100K	644 (19.3%)	182	5,818 (19.1%)	180	17,392 (14.7%)	139
\$100K - \$125K	269 (8.1%)	119	3,752 (12.3%)	182	12,787 (10.8%)	160
\$125K - \$150K	218 (6.5%)	148	2,117 (6.9%)	158	7,552 (6.4%)	145
>\$150K	10 (<0.5%)	12	543 (1.8%)	71	2,256 (1.9%)	74

Households Income by Ethnicity

Average Income - White	\$99,567.62	114	\$108,333.11	124	\$106,426.59	122
Median Income - White	\$93,242.51	123	\$105,368.73	139	\$102,373	135
Average Income - Black	\$100,479.3	164	\$103,098.72	168	\$92,598.48	151
Median Income - Black	\$91,037.09	190	\$97,702.73	204	\$84,132.03	176

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Average Income - Asian	\$108,640.85 (105)	\$123,233.35 (119)	\$119,487.44 (115)
Median Income - Asian	\$110,569.43 (112)	\$131,708.77 (133)	\$129,791.19 (31)
Average Income - Hispanic	\$108,329.19 (152)	\$99,328.46 (139)	\$80,796.26 (113)
Median Income - Hispanic	\$108,893.88 (184)	\$98,482.97 (167)	\$72,264.6 (122)
Average Income - Other	\$103,473.11 (31)	\$106,118.52 (134)	\$94,947.59 (120)
Median Income - Other	\$99,183.82 (147)	\$107,697.86 (160)	\$90,852.01 (35)

Age

Average Age	39.67 (99)	38.52 (96)	38.43 (96)
Median Age	40.68 (106)	37.1 (96)	37.09 (96)
0-4	659 (6.8%) (111)	5,908 (6.1%) (100)	22,255 (6.2%) (102)
5-13	1,257 (12.9%) (117)	10,958 (11.3%) (103)	40,687 (11.4%) (103)
14-17	487 (5%) (101)	4,567 (4.7%) (95)	17,216 (4.8%) (97)
18-21	441 (4.5%) (75)	8,370 (8.6%) (143)	29,815 (8.3%) (138)
22-24	299 (3.1%) (75)	4,428 (4.6%) (111)	14,608 (4.1%) (99)
25-29	486 (5%) (72)	5,650 (5.8%) (90)	20,340 (5.7%) (88)
30-34	485 (5%) (8)	5,608 (5.8%) (95)	21,833 (6.1%) (100)

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35-39	625	(6.4%)	107	5,664	(5.8%)	97	23,583	(6.6%)	110
40-44	781	(8%)	32	6,296	(6.5%)	107	23,925	(6.7%)	110
45-49	762	(7.8%)	30	6,536	(6.7%)	112	23,506	(6.6%)	109
50-54	647	(6.6%)	108	6,167	(6.4%)	104	22,590	(6.3%)	103
55-59	568	(5.8%)	91	5,860	(6%)	94	22,018	(6.1%)	96
60-64	550	(5.6%)	87	5,743	(5.9%)	92	21,284	(5.9%)	92
65-69	547	(5.6%)	96	5,244	(5.4%)	93	18,892	(5.3%)	90
70-74	451	(4.6%)	96	4,214	(4.3%)	90	14,794	(4.1%)	86
75-79	332	(3.4%)	97	2,833	(2.9%)	83	10,101	(2.8%)	8
80-84	202	(2.1%)	93	1,643	(1.7%)	76	5,999	(1.7%)	75
85+	163	(1.7%)	97	1,235	(1.3%)	74	4,731	(1.3%)	7

Age - Male

Male Average Age	38.63		99	37.37		96	37.38		96
Male Median Age	40.01		108	35.58		96	36.09		97
0-4	339	(7.2%)	113	3,034	(6.3%)	99	11,443	(6.4%)	101
5-13	643	(13.6%)	119	5,623	(11.7%)	102	20,898	(11.7%)	102

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14-17	239	(5%)	98	2,311	(4.8%)	93	8,782	(4.9%)	96
18-21	212	(4.5%)	72	4,553	(9.5%)	101	15,465	(8.6%)	139
22-24	149	(3.1%)	72	2,376	(4.9%)	113	7,519	(4.2%)	97
25-29	245	(5.2%)	74	2,911	(6%)	88	10,513	(5.9%)	86
30-34	238	(5%)	74	2,869	(6%)	93	11,488	(6.4%)	101
35-39	301	(6.4%)	103	2,742	(5.7%)	93	12,159	(6.8%)	111
40-44	387	(8.2%)	132	3,011	(6.3%)	102	12,036	(6.7%)	110
45-49	381	(8%)	132	3,275	(6.8%)	113	11,923	(6.7%)	110
50-54	319	(6.7%)	110	3,120	(6.5%)	106	11,406	(6.4%)	104
55-59	272	(5.7%)	91	2,843	(5.9%)	93	10,821	(6.1%)	96
60-64	264	(5.6%)	89	2,702	(5.6%)	89	10,218	(5.7%)	91
65-69	256	(5.4%)	97	2,467	(5.1%)	92	8,964	(5%)	90
70-74	205	(4.3%)	97	1,970	(4.1%)	91	6,841	(3.8%)	86
75-79	144	(3%)	97	1,258	(2.6%)	83	4,417	(2.5%)	77
80-84	83	(1.8%)	94	681	(1.4%)	75	2,416	(1.4%)	72
85+	57	(1.2%)	106	407	(0.8%)	72	1,505	(0.8%)	74

Age - Female

Female Average Age	40.66		99	39.66		96	39.48		96
Female Median Age	41.33		101	38.52		94	38.16		93
0-4	320	(6.4%)	109	2,874	(5.9%)	101	10,812	(6%)	103
5-13	614	(12.3%)	116	5,335	(10.9%)	103	19,789	(11%)	104
14-17	248	(5%)	104	2,256	(4.6%)	97	8,434	(4.7%)	99
18-21	229	(4.6%)	74	3,817	(7.8%)	104	14,350	(8%)	137
22-24	150	(3%)	74	2,052	(4.2%)	109	7,089	(4%)	102
25-29	241	(4.8%)	74	2,739	(5.6%)	92	9,827	(5.5%)	89
30-34	247	(4.9%)	85	2,739	(5.6%)	96	10,345	(5.8%)	99
35-39	324	(6.5%)	110	2,922	(6%)	102	11,424	(6.4%)	108
40-44	394	(7.9%)	111	3,285	(6.7%)	112	11,889	(6.6%)	110
45-49	381	(7.6%)	121	3,261	(6.7%)	112	11,583	(6.5%)	108
50-54	328	(6.5%)	107	3,047	(6.2%)	102	11,184	(6.2%)	101
55-59	296	(5.9%)	91	3,017	(6.2%)	95	11,197	(6.2%)	96
60-64	286	(5.7%)	86	3,041	(6.2%)	94	11,066	(6.2%)	93
65-69	291	(5.8%)	95	2,777	(5.7%)	93	9,928	(5.5%)	91
70-74	246	(4.9%)	95	2,244	(4.6%)	89	7,953	(4.4%)	86
75-79	188	(3.8%)	97	1,575	(3.2%)	83	5,684	(3.2%)	77
80-84	119	(2.4%)	92	962	(2%)	75	3,583	(2%)	72
85+	106	(2.1%)	93	828	(1.7%)	72	3,226	(1.8%)	74

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	5,377	49,693	186,502
Professional Specialty	2,088 (38.8%)	16,993 (34.2%)	55,610 (29.8%)
Managerial/Executive	1,012 (18.8%)	9,319 (18.8%)	32,409 (17.4%)
Sales	582 (10.8%)	4,444 (8.9%)	15,759 (8.4%)
Production & Transportation	555 (10.3%)	5,745 (11.6%)	26,331 (14.1%)
Office Admin	499 (9.3%)	5,033 (10.1%)	19,403 (10.4%)
Construction	249 (4.6%)	2,252 (4.5%)	11,683 (6.3%)
Building Maintenance & Cleaning	123 (2.3%)	1,371 (2.8%)	6,990 (3.7%)
Food Preparation & Serving	118 (2.2%)	1,185 (2.4%)	6,891 (3.7%)
Healthcare support	117 (2.2%)	1,276 (2.6%)	4,398 (2.4%)
Personal Care	20 (<0.5%)	897 (1.8%)	3,337 (1.8%)
Protective	14 (<0.5%)	1,146 (2.3%)	3,454 (1.9%)
Farming, Fishing & Forestry		32 (<0.5%)	237 (<0.5%)

Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	5,377	49,693	186,502

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Educational Services	1,333	(24.8%)	106	11,373	(22.9%)	98	43,084	(23.1%)	99
Professional Services	1,063	(19.8%)	264	7,583	(15.3%)	204	22,588	(12.1%)	162
Financial, Insurance & Real Estate	563	(10.5%)	158	4,310	(8.7%)	131	14,604	(7.8%)	118
Manufacturing	544	(10.1%)	100	5,167	(10.4%)	103	17,593	(9.4%)	94
Wholesale Retail	506	(9.4%)	70	6,657	(13.4%)	99	25,625	(13.7%)	102
Transportation	465	(8.6%)	153	3,392	(6.8%)	121	13,924	(7.5%)	32
Entertainment Services	188	(3.5%)	39	2,241	(4.5%)	50	11,160	(6%)	66
Administrative/Waste Services	175	(3.3%)	74	1,889	(3.8%)	91	9,312	(5%)	120
Information	169	(3.1%)	168	1,366	(2.7%)	147	5,206	(2.8%)	149
Agriculture/Mining/Construction	164	(3.1%)	35	2,234	(4.5%)	52	10,875	(5.8%)	68
Other Professional Services	122	(2.3%)	48	1,772	(3.6%)	75	6,662	(3.6%)	75
Public Administration	85	(1.6%)	33	1,656	(3.3%)	69	5,522	(3%)	62
Management Services				53	(<0.5%)	70	347	(<0.5%)	33

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Language Spoken

Speak Other Language at Home	4,362	(48%)	592	33,719	(37%)	457	87,437	(26%)	321
Speak English at Home	3,959	(43.6%)	56	47,050	(51.7%)	66	176,686	(52.6%)	67
Speak Spanish at Home	762	(8.4%)	60	10,247	(11.3%)	8	71,799	(21.4%)	153

Ancestry

South Central Asian (e.g. Indian)	2,842	(29.2%)	2225	25,689	(26.5%)	2021	55,294	(15.4%)	1177
Other	2,776	(28.5%)	31	24,400	(25.2%)	116	93,147	(26%)	120
Unclassified	711	(7.3%)	44	8,483	(8.8%)	52	31,485	(8.8%)	53
South East Asian (e.g. Vietnamese)	557	(5.7%)	354	3,395	(3.5%)	217	8,574	(2.4%)	148
South American	474	(4.9%)	456	3,430	(3.5%)	332	15,451	(4.3%)	404
Chinese	362	(3.7%)	312	4,562	(4.7%)	395	14,453	(4%)	338
Italian	345	(3.5%)	118	4,246	(4.4%)	146	15,578	(4.3%)	145
Scottish/Irish	204	(2.1%)	31	2,527	(2.6%)	38	11,861	(3.3%)	49
Dominican	183	(1.9%)	330	1,979	(2%)	359	11,568	(3.2%)	568
Other European (e.g. Greek/Russian)	174	(1.8%)	56	2,070	(2.1%)	66	10,620	(3%)	92
Puerto Rican	159	(1.6%)	64	2,866	(3%)	115	13,328	(3.7%)	145

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

Audience Profile

Jan 1 - Dec 31, 2023

Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Polish	147	(1.5%)	1,852	(1.9%)	6,871	(1.9%)
German	147	(1.5%)	1,999	(2.1%)	8,097	(2.3%)
Other Hispanic	122	(1.3%)	1,377	(1.4%)	6,195	(1.7%)
Central American	79	(0.8%)	1,924	(2%)	18,627	(5.2%)
Mexican	60	(0.6%)	941	(1%)	15,396	(4.3%)
Korean	56	(0.6%)	930	(1%)	2,933	(0.8%)
American	56	(0.6%)	889	(0.9%)	3,920	(1.1%)
Cuban	55	(0.6%)	477	(<0.5%)	2,144	(0.6%)
British	48	(<0.5%)	726	(0.7%)	3,865	(1.1%)
Native American (Indian/Eskimo)	41	(<0.5%)	284	(<0.5%)	690	(<0.5%)
Scandinavian	36	(<0.5%)	271	(<0.5%)	1,490	(<0.5%)
Other Asian	36	(<0.5%)	475	(<0.5%)	1,637	(<0.5%)
Middle Eastern	32	(<0.5%)	628	(0.6%)	2,813	(0.8%)
French	19	(<0.5%)	204	(<0.5%)	1,031	(<0.5%)
Japanese	12	(<0.5%)	160	(<0.5%)	426	(<0.5%)
Dutch	8	(<0.5%)	109	(<0.5%)	558	(<0.5%)

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Audience Profile

Jan 1 - Dec 31, 2023

Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	1	(<0.5%)	31	(<0.5%)	125	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	6,599		62,693		233,596	
Elementary (0 to 8 Years)	158	(2.4%)	2,065	(3.3%)	16,249	(7%)
Some High School (9 to 11 Years)	186	(2.8%)	2,700	(4.3%)	12,285	(5.3%)
High School Graduate (12 Years)	898	(13.6%)	12,349	(19.7%)	52,264	(22.4%)
Some College (13 to 16 Years)	863	(13.1%)	9,190	(14.7%)	32,906	(14.1%)
Associates Degree Only	545	(8.3%)	4,210	(6.7%)	14,986	(6.4%)
Bachelor's Degree Only	2,414	(36.6%)	18,901	(30.1%)	60,281	(25.8%)
Graduate Degree	1,535	(23.3%)	13,278	(21.2%)	44,625	(19.1%)

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Audience Profile

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Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,335	30,466	118,022
One Person Households	646 (19.4%)	5,316 (17.4%)	25,956 (22%)
Married Couple	1,940 (58.2%)	18,936 (62.2%)	62,376 (52.9%)
Male Householder	181 (5.4%)	1,666 (5.5%)	6,530 (5.5%)
Female Householder	262 (7.9%)	3,175 (10.4%)	15,246 (12.9%)
Non Family Households	306 (9.2%)	1,373 (4.5%)	7,914 (6.7%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,335	30,466	118,022
1 Person Household	646 (19.4%)	5,316 (17.4%)	25,956 (22%)
2 Person Household	974 (29.2%)	8,506 (27.9%)	32,401 (27.5%)
3 Person Household	743 (22.3%)	6,640 (21.8%)	22,262 (18.9%)
4 Person Household	536 (16.1%)	5,963 (19.6%)	19,866 (16.8%)
5 Person Household	239 (7.2%)	2,342 (7.7%)	9,160 (7.8%)
6 Person Household	112 (3.4%)	998 (3.3%)	4,170 (3.5%)
7+ Person Household	85 (2.5%)	701 (2.3%)	4,207 (3.6%)

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Audience Profile

Jan 1 - Dec 31, 2023

Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	3,437	31,609	123,353
Owner Occupied Housing	1,978	20,794	71,980
Renter Occupied Housing	1,357	9,672	46,042
Vacant Housing	102	1,143	5,331

Housing Rent

Average Rent	\$1,699.21	122	\$1,911.85	137	\$1,745.01	125			
Median Rent	\$1,695.59	34	\$1,886.88	149	\$1,724.38	136			
Total Cash Rents Housing	1,324	9,439	44,481						
<\$300	67	(0.7%)	22	928	(2.1%)	65			
\$300-\$500	17	(<0.5%)	4	728	(1.6%)	37			
\$500-\$750	28	(<0.5%)	3	1,050	(2.4%)	22			
\$750-\$1000	46	(3.5%)	22	159	(1.7%)	11	1,647	(3.7%)	23
\$1000-\$1500	341	(25.8%)	89	1,721	(18.2%)	63	11,113	(25%)	86
\$1500-\$2000	703	(53.1%)	276	3,525	(37.3%)	194	15,096	(33.9%)	176
\$2000-\$2500	190	(14.4%)	156	2,721	(28.8%)	313	9,145	(20.6%)	224

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

Audience Profile

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Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$2500-\$3000	35	(2.6%)	984	(10.4%)	3,200	(7.2%)
\$3000-\$3500	9	(0.7%)	179	(1.9%)	992	(2.2%)
>\$3500			38	(<0.5%)	582	(1.3%)

Value of Owner-Occupied Housing Units

Average House Value	\$567,351.93		\$618,540.18		\$628,410.09	
Median House Value	\$629,239.77		\$620,294.07		\$617,006.42	
Owner Occupied Housing	1,978		20,794		71,980	
<\$100K	24	(1.2%)	256	(1.2%)	1,059	(1.5%)
\$100K - \$200K	31	(1.6%)	170	(0.8%)	959	(1.3%)
\$200K - \$300K	43	(2.2%)	314	(1.5%)	2,084	(2.9%)
\$300K - \$400K	118	(6%)	1,410	(6.8%)	6,034	(8.4%)
\$400K - \$500K	331	(16.7%)	3,109	(15%)	11,114	(15.4%)
\$500K - \$1000K	1,094	(55.3%)	13,378	(64.3%)	40,735	(56.6%)
>\$1000K	337	(17%)	2,157	(10.4%)	9,995	(13.9%)

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Audience Profile

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Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	238	(7.1%)	57	1,794	(5.9%)	47	12,288	(10.4%)	8
Households Above Poverty	3,097	(92.9%)	106	28,672	(94.1%)	108	105,734	(89.6%)	103
Households in Poverty (Married)	28	(0.8%)	38	470	(1.5%)	69	2,659	(2.3%)	101
Households in Poverty (Male Householder)	23	(0.7%)	107	194	(0.6%)	99	906	(0.8%)	120
Households in Poverty (Female Householder)	30	(0.9%)	29	397	(1.3%)	42	2,553	(2.2%)	70
Households in Poverty (Non-Family)	147	(4.4%)	73	661	(2.2%)	36	4,877	(4.1%)	68
Households in Poverty (Non-Family Student)	10	(<0.5%)	48	72	(<0.5%)	38	1,293	(1.1%)	175

Wealth per Household

Household Average Wealth	\$257,374.81		108	\$263,640.7		111	\$249,436.59		105
Household Median Wealth	\$89,924.57		114	\$95,963.42		122	\$84,910.13		108
<\$0K	564	(16.9%)	96	4,968	(16.3%)	93	20,330	(17.2%)	98
\$0K - \$5K	257	(7.7%)	89	2,267	(7.4%)	86	9,758	(8.3%)	95
\$5K - \$10K	145	(4.3%)	94	1,268	(4.2%)	90	5,261	(4.5%)	97
\$10K - \$25K	208	(6.2%)	97	1,845	(6.1%)	95	7,393	(6.3%)	98
\$25K - \$50K	226	(6.8%)	99	2,049	(6.7%)	98	7,970	(6.8%)	99

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Audience Profile

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Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	335	(10%)	98	3,085	(10.1%)	98	11,886	(10.1%)	98
\$100K - \$250K	600	(18%)	100	5,613	(18.4%)	102	21,199	(18%)	99
\$250K - \$500K	457	(13.7%)	105	4,283	(14.1%)	108	15,807	(13.4%)	103
>\$500K	543	(16.3%)	113	5,088	(16.7%)	115	18,418	(15.6%)	108

Vehicles per Household

Total Number of Vehicles	6,144			58,857			206,046		
Average Number of Vehicles	1.84		100	1.93		105	1.75		95
No Vehicles	217	(6.5%)	7	1,540	(5.1%)	62	11,400	(9.7%)	118
1 Vehicle	1,010	(30.3%)	94	9,506	(31.2%)	97	40,141	(34%)	105
2 Vehicles	1,399	(41.9%)	113	12,226	(40.1%)	108	43,200	(36.6%)	99
3 or more Vehicles	709	(21.3%)	95	7,194	(23.6%)	106	23,281	(19.7%)	88

Population Change

Births	96			1,001			4,006		
Deaths	69			681			2,501		
Migration	-8			-52			-577		

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Audience Profile

Jan 1 - Dec 31, 2023

Stelton Commons

7000 Hadley Rd, South Plainfield, NJ 07080

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	1,162	3,365	10,683
Total Employees	29,860	82,747	216,767

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