

# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	19,526		146,553		340,364	
Households	7,332		51,543		118,379	
Persons per Household	2.66	103	2.76	107	2.82	109
Household Median Income	\$101,556.23	146	\$98,460.06	142	\$94,030.18	135
Household Median Disposable Income	\$84,260.75	140	\$81,812.18	136	\$78,523.47	131
Household Median Discretionary Income	\$59,370.47	138	\$56,109.82	131	\$52,686.83	123
Average Income Per Person	\$44,347.39	119	\$42,899.06	115	\$41,163.85	110
Median Rent	\$2,231.99	176	\$1,787.17	141	\$1,712.81	135
Median House Value	\$518,735.18	126	\$584,075.94	142	\$612,744.85	149
Households in Poverty	493 (6.7%)	53	3,475 (6.7%)	53	10,563 (8.9%)	71
Household Median Wealth	\$88,428.98	113	\$89,763.7	114	\$86,162.11	110
Average Age	38.66	97	40.84	102	40.36	101
Median Age	40.58	105	41.44	108	40.75	106
Households with Children	2,329 (31.8%)	115	17,191 (33.4%)	121	39,594 (33.4%)	121
High School Graduate or Higher	12,249 (95%)	107	92,271 (90.1%)	102	207,660 (88.2%)	99

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	6,702 (52%)	43,412 (42.4%)	94,598 (40.2%)
Pop density (per sq mi)	5,358	4,103	4,773
Area (based on blockgroups)	4	36	71

### Population

Population 2022 Q4	19,526	146,553	340,364
Population 2022 Q3	19,249	146,052	340,085
Population 2022 Q2	19,265	146,129	341,177
Population 2022 Q1	19,155	145,442	339,687
Population 2021 Q4	19,131	144,912	338,953
Population 2021 Q3	19,115	144,296	337,903
Population 2021 Q2	19,149	144,417	337,045
Population 2021 Q1	19,168	144,425	337,268
Population 2020 Q4	19,207	144,247	336,635
Population 5 Years Forecast	19,910	149,486	347,725
Population 10 Years Forecast	20,328	152,690	355,157
Persons per Household	2.66	2.76	2.82

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Group Quarters			4,048	(2.8%)	118	6,091	(1.8%)	7	
Transient Population - Average Last 4 Quarters	538	(2.8%)	223	1,437	(1%)	7	2,575	(0.8%)	61

### Households

Households 2022 Q4	7,332		51,543		118,379
Households 2022 Q3	7,232		51,367		118,297
Households 2022 Q2	7,237		51,392		118,675
Households 2022 Q1	7,201		51,163		118,174
Households 2021 Q4	7,190		50,959		117,897
Households 2021 Q3	7,187		50,727		117,474
Households 2021 Q2	7,197		50,774		117,222
Households 2021 Q1	7,205		50,784		117,320
Households 2020 Q4	7,220		50,696		117,081
Households 5 Years Forecast	7,468		52,644		121,056
Households 10 Years Forecast	7,621		53,821		123,708

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### Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	9,567	(49%)	100	73,066 (49.9%)	101 168,111 (49.4%)
Female	9,959	(51%)	100	73,487 (50.1%)	99 172,253 (50.6%)

### Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Asian	9,389	(48.1%)	946	39,934 (27.2%)	536 72,349 (21.3%)
White	5,523	(28.3%)	46	59,775 (40.8%)	66 138,007 (40.5%)
Hispanic (Ethnic)	2,062	(10.6%)	58	30,106 (20.5%)	113 88,444 (26%)
Black	1,862	(9.5%)	8	12,659 (8.6%)	75 33,152 (9.7%)
Other	690	(3.5%)	98	4,079 (2.8%)	7 8,412 (2.5%)

### Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Asian	2,565	(35%)	794	11,808 (22.9%)	520 21,481 (18.1%)
White	2,399	(32.7%)	51	21,191 (41.1%)	64 49,750 (42%)
Black	963	(13.1%)	117	4,353 (8.4%)	75 11,408 (9.6%)
Hispanic (Ethnic)	892	(12.2%)	8	11,442 (22.2%)	150 30,226 (25.5%)
Other	513	(7%)	129	2,749 (5.3%)	98 5,514 (4.7%)

### 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	\$118,102.44	121	\$121,175.67	124	\$117,320.36	120
Average Income Per Person	\$44,347.39	119	\$42,899.06	115	\$41,163.85	110
Household Median Income	\$101,556.23	146	\$98,460.06	142	\$94,030.18	135
<\$15K	378 (5.2%)	56	2,431 (4.7%)	52	7,506 (6.3%)	69
\$15K - \$25K	438 (6%)	71	2,962 (5.7%)	75	6,753 (5.7%)	74
\$25K - \$35K	383 (5.2%)	65	2,733 (5.3%)	66	6,549 (5.5%)	68
\$35K - \$50K	439 (6%)	52	3,834 (7.4%)	65	9,611 (8.1%)	71
\$50K - \$75K	879 (12%)	71	7,186 (13.9%)	83	16,480 (13.9%)	83
\$75K - \$100K	1,102 (15%)	116	7,006 (13.6%)	105	15,559 (13.1%)	101
\$100K - \$150K	1,608 (21.9%)	33	11,142 (21.6%)	131	24,394 (20.6%)	125
\$150K - \$175K	693 (9.5%)	180	4,323 (8.4%)	160	9,318 (7.9%)	150
\$175K - \$200K	955 (13%)	241	5,938 (11.5%)	214	10,772 (9.1%)	169
\$200K - \$250K	256 (3.5%)	94	2,236 (4.3%)	116	6,408 (5.4%)	145
\$250K - \$500K	108 (1.5%)	92	955 (1.9%)	116	2,738 (2.3%)	145
>\$500K	93 (1.3%)	95	797 (1.5%)	116	2,291 (1.9%)	145

### Disposable Households Income

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

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Household Average Disposable Income	\$90,093.49	122	\$89,749.52	121	\$88,522.21	120
Household Median Disposable Income	\$84,260.75	140	\$81,812.18	136	\$78,523.47	31
<\$15K	452 (6.2%)	62	2,695 (5.2%)	53	8,139 (6.9%)	69
\$15K - \$25K	510 (7%)	7	3,462 (6.7%)	74	8,189 (6.9%)	7
\$25K - \$35K	437 (6%)	64	3,548 (6.9%)	74	8,306 (7%)	7
\$35K - \$50K	471 (6.4%)	48	4,207 (8.2%)	61	11,015 (9.3%)	69
\$50K - \$75K	1,300 (17.7%)	96	9,500 (18.4%)	100	20,712 (17.5%)	95
\$75K - \$100K	1,142 (15.6%)	112	8,158 (15.8%)	114	17,788 (15%)	108
\$100K - \$150K	2,050 (28%)	178	12,582 (24.4%)	156	27,342 (23.1%)	147
\$150K - \$175K	619 (8.4%)	175	4,384 (8.5%)	177	8,277 (7%)	145
\$175K - \$200K	102 (1.4%)	89	811 (1.6%)	101	2,319 (2%)	126
\$200K - \$250K	100 (1.4%)	89	879 (1.7%)	112	2,524 (2.1%)	140
\$250K - \$500K	136 (1.9%)	89	1,201 (2.3%)	111	3,450 (2.9%)	139
>\$500K	13 (<0.5%)	97	116 (<0.5%)	123	318 (<0.5%)	146

### Discretionary Households Income

Household Average Discretionary Income	\$61,669.33	119	\$61,449.38	119	\$59,449.98	115
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Household Median Discretionary Income	\$59,370.47	138	\$56,109.82	131	\$52,686.83	123
<\$10K	536 (7.3%)	72	2,808 (5.4%)	53	9,725 (8.2%)	8
\$10K - \$20K	671 (9.2%)	70	5,094 (9.9%)	76	12,756 (10.8%)	83
\$20K - \$30K	425 (5.8%)	46	4,341 (8.4%)	67	11,146 (9.4%)	75
\$30K - \$40K	653 (8.9%)	71	5,274 (10.2%)	90	11,633 (9.8%)	87
\$40K - \$50K	727 (9.9%)	103	5,269 (10.2%)	107	11,190 (9.5%)	98
\$50K - \$75K	1,688 (23%)	127	11,161 (21.7%)	120	23,188 (19.6%)	108
\$75K - \$100K	1,312 (17.9%)	169	8,151 (15.8%)	149	17,408 (14.7%)	139
\$100K - \$125K	1,004 (13.7%)	202	6,132 (11.9%)	176	12,381 (10.5%)	154
\$125K - \$150K	294 (4%)	91	2,704 (5.2%)	119	6,481 (5.5%)	124
>\$150K	22 (<0.5%)	12	609 (1.2%)	47	2,471 (2.1%)	83

### Households Income by Ethnicity

Average Income - White	\$89,204.83	102	\$100,505.7	115	\$103,440.83	119
Median Income - White	\$79,489.76	105	\$95,346.84	125	\$99,370.89	31
Average Income - Black	\$99,197.52	162	\$95,991.39	157	\$87,418.23	143
Median Income - Black	\$94,311.73	197	\$95,176.48	199	\$82,225.88	172

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$121,343.62 (117)	\$121,617.6 (117)	\$124,643.17 (120)
Median Income - Asian	\$131,843.08 (33)	\$131,996.42 (133)	\$136,347.58 (138)
Average Income - Hispanic	\$104,675.26 (147)	\$88,549.61 (124)	\$81,107.62 (114)
Median Income - Hispanic	\$104,430.2 (177)	\$81,822.96 (139)	\$72,629.18 (123)
Average Income - Other	\$86,458.15 (109)	\$95,799.73 (121)	\$96,861.35 (123)
Median Income - Other	\$89,673.33 (33)	\$93,619.72 (139)	\$93,910.69 (139)

### Age

Average Age	38.66 (97)	40.84 (102)	40.36 (101)
Median Age	40.58 (105)	41.44 (108)	40.75 (106)
0-4	1,421 (7.3%) (119)	9,067 (6.2%) (101)	21,008 (6.2%) (101)
5-13	2,769 (14.2%) (129)	16,923 (11.5%) (105)	39,259 (11.5%) (105)
14-17	1,135 (5.8%) (118)	6,894 (4.7%) (95)	16,263 (4.8%) (97)
18-21	837 (4.3%) (71)	6,333 (4.3%) (72)	15,814 (4.6%) (7)
22-24	476 (2.4%) (59)	4,900 (3.3%) (8)	12,522 (3.7%) (90)
25-29	814 (4.2%) (64)	8,435 (5.8%) (89)	21,047 (6.2%) (95)
30-34	825 (4.2%) (69)	8,286 (5.7%) (93)	20,061 (5.9%) (97)

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35-39	1,225	(6.3%)	104	8,769	(6%)	100	20,017	(5.9%)	98
40-44	1,807	(9.3%)	152	10,163	(6.9%)	114	22,221	(6.5%)	107
45-49	1,731	(8.9%)	147	10,225	(7%)	116	23,147	(6.8%)	113
50-54	1,236	(6.3%)	103	9,791	(6.7%)	109	23,056	(6.8%)	110
55-59	1,071	(5.5%)	86	10,045	(6.9%)	107	23,357	(6.9%)	107
60-64	1,053	(5.4%)	84	10,085	(6.9%)	107	23,041	(6.8%)	105
65-69	1,012	(5.2%)	89	9,075	(6.2%)	106	20,447	(6%)	103
70-74	865	(4.4%)	92	7,040	(4.8%)	100	15,804	(4.6%)	96
75-79	591	(3%)	86	4,804	(3.3%)	93	10,780	(3.2%)	90
80-84	369	(1.9%)	85	3,020	(2.1%)	93	6,698	(2%)	88
85+	289	(1.5%)	86	2,698	(1.8%)	107	5,822	(1.7%)	100

### Age - Male

Male Average Age	37.7		97	39.77		102	39.17		101
Male Median Age	40.24		108	40.55		109	38.5		104
0-4	730	(7.6%)	120	4,658	(6.4%)	100	10,793	(6.4%)	101
5-13	1,415	(14.8%)	129	8,680	(11.9%)	104	20,140	(12%)	105

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14-17	562	(5.9%)	114	3,501	(4.8%)	93	8,281	(4.9%)	96
18-21	418	(4.4%)	70	3,230	(4.4%)	70	8,077	(4.8%)	7
22-24	241	(2.5%)	33	2,537	(3.5%)	10	6,501	(3.9%)	89
25-29	416	(4.3%)	64	4,422	(6.1%)	88	10,985	(6.5%)	95
30-34	426	(4.5%)	70	4,397	(6%)	94	10,500	(6.2%)	98
35-39	526	(5.5%)	89	4,402	(6%)	98	10,027	(6%)	97
40-44	835	(8.7%)	140	5,102	(7%)	114	10,961	(6.5%)	106
45-49	928	(9.7%)	141	5,357	(7.3%)	121	11,651	(6.9%)	115
50-54	678	(7.1%)	116	5,050	(6.9%)	113	11,502	(6.8%)	112
55-59	533	(5.6%)	88	5,002	(6.8%)	108	11,424	(6.8%)	107
60-64	497	(5.2%)	83	4,913	(6.7%)	107	11,096	(6.6%)	105
65-69	473	(4.9%)	89	4,346	(5.9%)	107	9,632	(5.7%)	103
70-74	392	(4.1%)	92	3,259	(4.5%)	100	7,281	(4.3%)	97
75-79	261	(2.7%)	87	2,109	(2.9%)	92	4,735	(2.8%)	89
80-84	143	(1.5%)	10	1,226	(1.7%)	90	2,672	(1.6%)	86
85+	93	(1%)	86	875	(1.2%)	106	1,853	(1.1%)	97

### Age - Female

Female Average Age	39.59		96	41.91		102	41.53		101
Female Median Age	40.87		100	42.34		104	41.93		103
0-4	691	(6.9%)	119	4,409	(6%)	102	10,215	(5.9%)	101
5-13	1,354	(13.6%)	23	8,243	(11.2%)	106	19,119	(11.1%)	105
14-17	573	(5.8%)	121	3,393	(4.6%)	97	7,982	(4.6%)	97
18-21	419	(4.2%)	70	3,103	(4.2%)	70	7,737	(4.5%)	7
22-24	235	(2.4%)	31	2,363	(3.2%)	83	6,021	(3.5%)	90
25-29	398	(4%)	60	4,013	(5.5%)	89	10,062	(5.8%)	95
30-34	399	(4%)	60	3,889	(5.3%)	91	9,561	(5.6%)	95
35-39	699	(7%)	119	4,367	(5.9%)	101	9,990	(5.8%)	99
40-44	972	(9.8%)	102	5,061	(6.9%)	114	11,260	(6.5%)	109
45-49	803	(8.1%)	33	4,868	(6.6%)	111	11,496	(6.7%)	111
50-54	558	(5.6%)	91	4,741	(6.5%)	105	11,554	(6.7%)	109
55-59	538	(5.4%)	83	5,043	(6.9%)	106	11,933	(6.9%)	107
60-64	556	(5.6%)	84	5,172	(7%)	106	11,945	(6.9%)	105
65-69	539	(5.4%)	89	4,729	(6.4%)	105	10,815	(6.3%)	103
70-74	473	(4.7%)	92	3,781	(5.1%)	100	8,523	(4.9%)	96
75-79	330	(3.3%)	85	2,695	(3.7%)	95	6,045	(3.5%)	90
80-84	226	(2.3%)	88	1,794	(2.4%)	94	4,026	(2.3%)	90
85+	196	(2%)	86	1,823	(2.5%)	109	3,969	(2.3%)	101

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### Employment by Occupation

Occupation	Local (1 Mile)	Local (%)	Local Count	Local (%)	Local Count	Local (%)	Local Count	Local (%)	Local Count
Total Employees (16+ Years Old)	9,621			75,411			174,202		
Professional Specialty	2,977	(30.9%)	31	22,414	(29.7%)	126	48,251	(27.7%)	117
Managerial/Executive	2,402	(25%)	152	14,348	(19%)	116	30,126	(17.3%)	106
Office Admin	1,274	(13.2%)	119	8,937	(11.9%)	107	21,044	(12.1%)	109
Production & Transportation	1,102	(11.5%)	87	10,164	(13.5%)	102	27,423	(15.7%)	120
Sales	947	(9.8%)	101	6,874	(9.1%)	93	15,184	(8.7%)	89
Food Preparation & Serving	293	(3%)	57	2,030	(2.7%)	50	5,085	(2.9%)	55
Construction	203	(2.1%)	26	3,965	(5.3%)	64	10,373	(6%)	73
Protective	179	(1.9%)	85	1,630	(2.2%)	99	4,732	(2.7%)	124
Personal Care	106	(1.1%)	42	1,516	(2%)	76	3,582	(2.1%)	71
Building Maintenance & Cleaning	75	(0.8%)	21	1,885	(2.5%)	69	4,295	(2.5%)	68
Healthcare support	57	(0.6%)	18	1,471	(2%)	60	3,872	(2.2%)	68
Farming, Fishing & Forestry	6	(<0.5%)	10	177	(<0.5%)	36	235	(<0.5%)	21

### Employment by Industry

Total Employees (16+ Years Old)	9,621			75,411			174,202		
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Educational Services	1,762	(18.3%)	16,882	(22.4%)	37,571	(21.6%)
Professional Services	1,654	(17.2%)	9,755	(12.9%)	19,458	(11.2%)
Financial, Insurance & Real Estate	1,140	(11.8%)	7,061	(9.4%)	15,261	(8.8%)
Wholesale Retail	1,115	(11.6%)	11,115	(14.7%)	25,670	(14.7%)
Manufacturing	1,100	(11.4%)	6,579	(8.7%)	15,194	(8.7%)
Transportation	1,003	(10.4%)	7,146	(9.5%)	17,339	(10%)
Entertainment Services	479	(5%)	3,832	(5.1%)	9,126	(5.2%)
Public Administration	376	(3.9%)	2,853	(3.8%)	7,374	(4.2%)
Information	296	(3.1%)	1,882	(2.5%)	4,317	(2.5%)
Administrative/Waste Services	286	(3%)	2,219	(2.9%)	7,221	(4.1%)
Agriculture/Mining/Construction	211	(2.2%)	3,149	(4.2%)	9,271	(5.3%)
Other Professional Services	199	(2.1%)	2,871	(3.8%)	6,102	(3.5%)
Management Services			67	(<0.5%)	298	(<0.5%)

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### Language Spoken

Speak Other Language at Home	8,689	(48%)	592	43,607	(31.7%)	391	85,723	(26.8%)	331
Speak English at Home	7,848	(43.3%)	56	68,705	(50%)	64	159,958	(50.1%)	64
Speak Spanish at Home	1,568	(8.7%)	62	25,174	(18.3%)	131	73,675	(23.1%)	166

### Ancestry

South Central Asian (e.g. Indian)	7,962	(40.8%)	3110	31,210	(21.3%)	1624	53,514	(15.7%)	1199
Other	4,236	(21.7%)	100	32,327	(22.1%)	101	73,050	(21.5%)	99
Unclassified	1,150	(5.9%)	35	11,940	(8.1%)	49	26,609	(7.8%)	47
South East Asian (e.g. Vietnamese)	735	(3.8%)	233	3,674	(2.5%)	155	7,002	(2.1%)	27
Puerto Rican	625	(3.2%)	125	10,469	(7.1%)	278	26,937	(7.9%)	308
Italian	604	(3.1%)	103	7,381	(5%)	168	23,209	(6.8%)	228
Dominican	534	(2.7%)	481	7,759	(5.3%)	931	27,244	(8%)	1408
Scottish/Irish	505	(2.6%)	38	6,143	(4.2%)	62	13,850	(4.1%)	60
Other European (e.g. Greek/Russian)	435	(2.2%)	69	5,684	(3.9%)	121	12,334	(3.6%)	113
Chinese	339	(1.7%)	146	2,862	(2%)	164	7,914	(2.3%)	195
South American	315	(1.6%)	151	6,269	(4.3%)	401	13,523	(4%)	372

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Polish	303	(1.6%)	100	4,208	(2.9%)	185	9,214	(2.7%)	175
German	287	(1.5%)	18	3,396	(2.3%)	29	7,853	(2.3%)	29
Mexican	227	(1.2%)	11	1,599	(1.1%)	10	6,456	(1.9%)	18
Other Asian	188	(1%)	312	903	(0.6%)	200	1,458	(<0.5%)	139
Korean	158	(0.8%)	191	1,204	(0.8%)	194	2,203	(0.6%)	153
Middle Eastern	151	(0.8%)	123	903	(0.6%)	98	2,175	(0.6%)	101
Other Hispanic	146	(0.7%)	57	1,597	(1.1%)	83	5,530	(1.6%)	123
Cuban	146	(0.7%)	114	1,140	(0.8%)	119	3,832	(1.1%)	172
American	134	(0.7%)	14	1,798	(1.2%)	25	5,194	(1.5%)	31
British	94	(<0.5%)	9	1,203	(0.8%)	15	2,945	(0.9%)	16
Native American (Indian/Eskimo)	80	(<0.5%)	51	290	(<0.5%)	25	553	(<0.5%)	20
Central American	69	(<0.5%)	24	1,273	(0.9%)	59	4,922	(1.4%)	97
Scandinavian	48	(<0.5%)	13	702	(<0.5%)	25	1,322	(<0.5%)	20
French	37	(<0.5%)	15	325	(<0.5%)	18	769	(<0.5%)	18
Dutch	11	(<0.5%)	9	170	(<0.5%)	19	420	(<0.5%)	20
Japanese	7	(<0.5%)	15	81	(<0.5%)	24	258	(<0.5%)	33

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



# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	43 (<0.5%)	17	74 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	12,888	102,436	235,498
Elementary (0 to 8 Years)	152 (1.2%) 24	4,116 (4%) 8	13,518 (5.7%) 116
Some High School (9 to 11 Years)	487 (3.8%) 59	6,049 (5.9%) 92	14,320 (6.1%) 95
High School Graduate (12 Years)	2,800 (21.7%) 8	27,059 (26.4%) 99	61,943 (26.3%) 99
Some College (13 to 16 Years)	2,051 (15.9%) 8	14,776 (14.4%) 72	35,163 (14.9%) 75
Associates Degree Only	696 (5.4%) 62	7,024 (6.9%) 74	15,956 (6.8%) 7
Bachelor's Degree Only	4,030 (31.3%) 153	25,626 (25%) 123	56,253 (23.9%) 117
Graduate Degree	2,672 (20.7%) 161	17,786 (17.4%) 135	38,345 (16.3%) 127

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



# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Household Type

Household Type	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Households	7,332		51,543		118,379	
One Person Households	1,696 (23.1%)	88	11,421 (22.2%)	84	26,483 (22.4%)	85
Married Couple	4,379 (59.7%)	122	29,143 (56.5%)	115	64,024 (54.1%)	110
Male Householder	343 (4.7%)	93	2,543 (4.9%)	98	6,419 (5.4%)	107
Female Householder	511 (7%)	55	6,263 (12.2%)	96	16,406 (13.9%)	109
Non Family Households	403 (5.5%)	8	2,173 (4.2%)	61	5,047 (4.3%)	62

### Household Size

Household Size	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Households	7,332		51,543		118,379	
1 Person Household	1,696 (23.1%)	88	11,421 (22.2%)	84	26,483 (22.4%)	85
2 Person Household	2,127 (29%)	88	14,663 (28.4%)	87	32,319 (27.3%)	83
3 Person Household	1,596 (21.8%)	135	10,276 (19.9%)	123	22,767 (19.2%)	119
4 Person Household	1,232 (16.8%)	124	9,000 (17.5%)	129	21,051 (17.8%)	31
5 Person Household	424 (5.8%)	89	3,805 (7.4%)	113	9,258 (7.8%)	120
6 Person Household	154 (2.1%)	7	1,516 (2.9%)	111	3,839 (3.2%)	123
7+ Person Household	103 (1.4%)	72	862 (1.7%)	87	2,662 (2.2%)	117

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide



### Housing Units

	1 Mile	3 Mile	5 Mile
Total Housing Units	7,690	53,830	123,829
Owner Occupied Housing	3,849	33,968	76,253
Renter Occupied Housing	3,483	17,575	42,126
Vacant Housing	358	2,287	5,450

### Housing Rent

	1 Mile	3 Mile	5 Mile
Average Rent	\$2,228.16 (160)	\$1,808.49 (30)	\$1,722.09 (124)
Median Rent	\$2,231.99 (176)	\$1,787.17 (141)	\$1,712.81 (135)
Total Cash Rents Housing	3,423	16,894	40,687
<\$300	199 (1.2%) (37)	924 (2.3%) (71)	
\$300-\$500	241 (1.4%) (33)	875 (2.2%) (49)	
\$500-\$750	282 (1.7%) (15)	963 (2.4%) (22)	
\$750-\$1000	10 (<0.5%) (2)	489 (2.9%) (18)	1,604 (3.9%) (25)
\$1000-\$1500	167 (4.9%) (17)	4,088 (24.2%) (84)	10,515 (25.8%) (89)
\$1500-\$2000	813 (23.8%) (123)	5,481 (32.4%) (169)	12,834 (31.5%) (164)
\$2000-\$2500	1,555 (45.4%) (494)	4,101 (24.3%) (264)	8,733 (21.5%) (233)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	746	(21.8%)	536	1,453	(8.6%)	212	3,192	(7.8%)	193
\$3000-\$3500	117	(3.4%)	172	405	(2.4%)	121	768	(1.9%)	95
>\$3500	15	(<0.5%)	20	155	(0.9%)	43	279	(0.7%)	32

### Value of Owner-Occupied Housing Units

Average House Value	\$552,770.3	105	\$598,621.91	113	\$634,065.9	120			
Median House Value	\$518,735.18	126	\$584,075.94	142	\$612,744.85	149			
Owner Occupied Housing	3,849		33,968		76,253				
<\$100K	56	(1.5%)	15	779	(2.3%)	24	1,578	(2.1%)	22
\$100K - \$200K	25	(0.6%)	5	716	(2.1%)	15	1,205	(1.6%)	12
\$200K - \$300K	108	(2.8%)	20	1,330	(3.9%)	28	2,659	(3.5%)	25
\$300K - \$400K	622	(16.2%)	139	3,181	(9.4%)	84	6,670	(8.7%)	73
\$400K - \$500K	987	(25.6%)	269	6,336	(18.7%)	196	12,454	(16.3%)	171
\$500K - \$1000K	1,940	(50.4%)	195	17,193	(50.6%)	196	40,425	(53%)	205
>\$1000K	111	(2.9%)	18	4,433	(13.1%)	83	11,262	(14.8%)	94

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	493	(6.7%)	53	3,475	(6.7%)	53	10,563	(8.9%)	71
Households Above Poverty	6,839	(93.3%)	107	48,068	(93.3%)	107	107,816	(91.1%)	104
Households in Poverty (Married)	265	(3.6%)	163	973	(1.9%)	85	2,237	(1.9%)	85
Households in Poverty (Male Householder)	49	(0.7%)	104	123	(<0.5%)	37	273	(<0.5%)	36
Households in Poverty (Female Householder)	13	(<0.5%)	6	937	(1.8%)	59	3,249	(2.7%)	89
Households in Poverty (Non-Family)	161	(2.2%)	36	1,365	(2.6%)	44	4,492	(3.8%)	63
Households in Poverty (Non-Family Student)	5	(<0.5%)	11	77	(<0.5%)	24	312	(<0.5%)	42

### Wealth per Household

Household Average Wealth	\$255,412.58	108	\$254,337.16	107	\$249,527.05	105			
Household Median Wealth	\$88,428.98	113	\$89,763.7	114	\$86,162.11	110			
<\$0K	1,242	(16.9%)	96	8,619	(16.7%)	95	20,153	(17%)	97
\$0K - \$5K	595	(8.1%)	93	4,100	(8%)	92	9,741	(8.2%)	95
\$5K - \$10K	324	(4.4%)	96	2,230	(4.3%)	94	5,231	(4.4%)	96
\$10K - \$25K	456	(6.2%)	97	3,175	(6.2%)	96	7,363	(6.2%)	97
\$25K - \$50K	491	(6.7%)	98	3,477	(6.7%)	98	8,000	(6.8%)	99

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# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	726	(9.9%)	5,244	(10.2%)	12,031	(10.2%)
\$100K - \$250K	1,316	(17.9%)	9,434	(18.3%)	21,505	(18.2%)
\$250K - \$500K	999	(13.6%)	7,059	(13.7%)	15,959	(13.5%)
>\$500K	1,183	(16.1%)	8,205	(15.9%)	18,396	(15.5%)

### Vehicles per Household

Total Number of Vehicles	11,448		90,609		204,961	
Average Number of Vehicles	1.56		1.76		1.73	
No Vehicles	504	(6.9%)	3,450	(6.7%)	9,881	(8.3%)
1 Vehicle	3,383	(46.1%)	18,753	(36.4%)	42,180	(35.6%)
2 Vehicles	2,633	(35.9%)	19,997	(38.8%)	44,863	(37.9%)
3 or more Vehicles	812	(11.1%)	9,343	(18.1%)	21,455	(18.1%)

### Population Change

Births	186		1,565		3,809
Deaths	150		1,196		2,722
Migration	359		1,272		324

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

# Audience Profile

Jan 1 - Dec 31, 2023

## The Plaza at Woodbridge

675 US-1, Woodbridge, NJ 07095

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses

992

5,705

10,739

Total Employees

18,571

111,567

190,843

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