



Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide



Overview									
Population	21,348			189,575			547,236		
Households	7,978			69,268			193,767		
Persons per Household	2.67		105	2.68		105	2.8		110
Household Median Income	\$131,006.06		165	\$115,190.57		145	\$108,845.79		137
Household Median Disposable Income	\$105,834.64		154	\$93,885.1		137	\$88,979.47		130
Household Median Discretionary Income	\$79,010.19		155	\$69,344.63		136	\$63,784.01		125
Average Income Per Person	\$59,510.32		138	\$54,815.83		127	\$50,853.78		118
Median Rent	\$1,880.66		134	\$1,845.05		131	\$1,771.4		126
Median House Value	\$683,115.62		179	\$668,696.93		176	\$663,649.12		174
Households in Poverty	644	(8.1%)	64	5,455	(7.9%)	62	18,299	(9.4%)	75
Household Median Wealth	\$100,202.97		124	\$91,260.74		113	\$87,087.76		107
Average Age	43.28		106	42.21		103	41.43		101
Median Age	43.96		109	42		105	41.35		103
Households with Children	2,107	(26.4%)	99	19,437	(28.1%)	105	59,034	(30.5%)	114
High School Graduate or Higher	14,467	(92.1%)	103	124,878	(91.8%)	103	348,847	(90.2%)	101

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



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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Bachelor's Degree or Higher	8,359	(53.2%)	65,434	(48.1%)	166,940	(43.2%)
Pop density (per sq mi)	7,117		6,679		7,202	
Area (based on blockgroups)	3		28		76	

Population

Population 2024 Q4	21,348	189,575	547,236
Population 2024 Q3	21,314	189,219	546,501
Population 2024 Q2	21,279	188,483	546,518
Population 2024 Q1	21,237	188,258	546,054
Population 2023 Q4	21,249	188,181	545,788
Population 2023 Q3	21,228	187,907	544,623
Population 2023 Q2	20,830	187,069	543,639
Population 2023 Q1	20,841	187,207	543,730
Population 2022 Q4	20,851	186,789	543,277
Population 5 Years Forecast	21,946	194,336	554,866
Population 10 Years Forecast	22,526	199,129	564,788
Persons per Household	2.67	2.68	2.8

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	1 Mile			3 Mile			5 Mile		
Group Quarters	17	(<0.5%)	<div><div>3</div></div>	4,033	(2.1%)	<div><div>90</div></div>	5,536	(1%)	<div><div>43</div></div>
Transient Population - Average Last 4 Quarters	126	(0.6%)	<div><div>46</div></div>	1,749	(0.9%)	<div><div>71</div></div>	3,316	(0.6%)	<div><div>47</div></div>

Households

Households 2024 Q4	7,978		69,268		193,767
Households 2024 Q3	7,957		69,075		193,381
Households 2024 Q2	7,945		68,787		193,318
Households 2024 Q1	7,925		68,685		193,123
Households 2023 Q4	7,931		68,661		193,028
Households 2023 Q3	7,921		68,561		192,615
Households 2023 Q2	7,735		68,186		192,175
Households 2023 Q1	7,740		68,253		192,236
Households 2022 Q4	7,746		68,058		192,087
Households 5 Years Forecast	8,248		71,307		196,766
Households 10 Years Forecast	8,491		73,248		200,499

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Benchmark: Nationwide



Gender

Male	10,348	(48.5%)	<div><div>99</div></div>	91,972	(48.5%)	<div><div>99</div></div>	264,423	(48.3%)	<div><div>99</div></div>
Female	11,000	(51.5%)	<div><div>101</div></div>	97,603	(51.5%)	<div><div>101</div></div>	282,813	(51.7%)	<div><div>101</div></div>

Ethnicity

White	9,792	(45.9%)	<div><div>7</div></div>	86,023	(45.4%)	<div><div>7</div></div>	233,415	(42.7%)	<div><div>74</div></div>
Hispanic (Ethnic)	4,753	(22.3%)	<div><div>114</div></div>	49,502	(26.1%)	<div><div>134</div></div>	173,156	(31.6%)	<div><div>162</div></div>
Asian	3,976	(18.6%)	<div><div>324</div></div>	27,725	(14.6%)	<div><div>254</div></div>	71,082	(13%)	<div><div>226</div></div>
Black	2,222	(10.4%)	<div><div>88</div></div>	19,222	(10.1%)	<div><div>86</div></div>	52,158	(9.5%)	<div><div>8</div></div>
Other	605	(2.8%)	<div><div>55</div></div>	7,103	(3.7%)	<div><div>72</div></div>	17,425	(3.2%)	<div><div>61</div></div>

Household by Ethnicity

White	3,982	(49.9%)	<div><div>8</div></div>	32,292	(46.6%)	<div><div>76</div></div>	84,972	(43.9%)	<div><div>71</div></div>
Hispanic (Ethnic)	1,644	(20.6%)	<div><div>135</div></div>	16,510	(23.8%)	<div><div>157</div></div>	58,499	(30.2%)	<div><div>198</div></div>
Asian	1,131	(14.2%)	<div><div>313</div></div>	8,101	(11.7%)	<div><div>258</div></div>	19,765	(10.2%)	<div><div>225</div></div>
Black	785	(9.8%)	<div><div>89</div></div>	7,024	(10.1%)	<div><div>91</div></div>	16,735	(8.6%)	<div><div>7</div></div>
Other	436	(5.5%)	<div><div>72</div></div>	5,341	(7.7%)	<div><div>102</div></div>	13,796	(7.1%)	<div><div>94</div></div>

Households Income

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



Audience Profile

Jan 1 - Dec 31, 2024

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$159,168.35		143	\$148,194.02		133	\$142,563.81		128
Average Income Per Person	\$59,510.32		138	\$54,815.83		127	\$50,853.78		118
Household Median Income	\$131,006.06		165	\$115,190.57		145	\$108,845.79		137
<\$15K	433	(5.4%)	67	3,169	(4.6%)	57	10,464	(5.4%)	67
\$15K - \$25K	411	(5.2%)	8	3,057	(4.4%)	68	8,639	(4.5%)	69
\$25K - \$35K	359	(4.5%)	67	3,033	(4.4%)	65	9,501	(4.9%)	73
\$35K - \$50K	534	(6.7%)	65	4,510	(6.5%)	63	15,063	(7.8%)	76
\$50K - \$75K	734	(9.2%)	58	8,495	(12.3%)	76	24,233	(12.5%)	80
\$75K - \$100K	598	(7.5%)	58	8,238	(11.9%)	93	22,161	(11.4%)	89
\$100K - \$150K	1,524	(19.1%)	108	13,371	(19.3%)	109	36,723	(19%)	107
\$150K - \$175K	792	(9.9%)	158	6,051	(8.7%)	139	15,734	(8.1%)	129
\$175K - \$200K	1,014	(12.7%)	194	7,073	(10.2%)	156	18,964	(9.8%)	149
\$200K - \$250K	886	(11.1%)	213	6,875	(9.9%)	190	18,084	(9.3%)	179
\$250K - \$500K	377	(4.7%)	212	2,942	(4.2%)	190	7,749	(4%)	179
>\$500K	316	(4%)	212	2,454	(3.5%)	190	6,452	(3.3%)	179

Disposable Households Income

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



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Jan 1 - Dec 31, 2024

Bergen Town Center East

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$109,960.65		133	\$104,515.11		127	\$100,931.48		122
Household Median Disposable Income	\$105,834.64		154	\$93,885.1		137	\$88,979.47		130
<\$15K	484	(6.1%)	69	3,433	(5%)	56	11,351	(5.9%)	67
\$15K - \$25K	456	(5.7%)	75	3,638	(5.3%)	69	10,619	(5.5%)	72
\$25K - \$35K	378	(4.7%)	60	3,521	(5.1%)	65	11,860	(6.1%)	74
\$35K - \$50K	618	(7.7%)	64	5,991	(8.6%)	71	17,366	(9%)	74
\$50K - \$75K	899	(11.3%)	64	10,663	(15.4%)	87	30,010	(15.5%)	87
\$75K - \$100K	901	(11.3%)	79	9,448	(13.6%)	96	26,319	(13.6%)	95
\$100K - \$150K	1,967	(24.7%)	138	16,812	(24.3%)	135	43,319	(22.4%)	125
\$150K - \$175K	1,080	(13.5%)	222	6,503	(9.4%)	154	18,536	(9.6%)	157
\$175K - \$200K	322	(4%)	183	2,499	(3.6%)	164	6,605	(3.4%)	155
\$200K - \$250K	350	(4.4%)	205	2,723	(3.9%)	184	7,152	(3.7%)	173
\$250K - \$500K	480	(6%)	205	3,711	(5.4%)	183	9,766	(5%)	172
>\$500K	43	(0.5%)	210	326	(<0.5%)	183	864	(<0.5%)	173

Discretionary Households Income

Household Average Discretionary Income	\$81,949.83		134	\$76,236.81		124	\$72,682.74		118
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	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$79,010.19		155	\$69,344.63		136	\$63,784.01		125
<\$10K	424	(5.3%)	57	4,020	(5.8%)	63	13,357	(6.9%)	74
\$10K - \$20K	654	(8.2%)	77	5,128	(7.4%)	70	16,206	(8.4%)	77
\$20K - \$30K	477	(6%)	56	5,295	(7.6%)	72	17,233	(8.9%)	84
\$30K - \$40K	653	(8.2%)	88	5,571	(8%)	88	16,421	(8.5%)	85
\$40K - \$50K	390	(4.9%)	55	5,225	(7.5%)	85	15,469	(8%)	90
\$50K - \$75K	1,172	(14.7%)	84	12,123	(17.5%)	100	31,761	(16.4%)	94
\$75K - \$100K	1,308	(16.4%)	140	9,792	(14.1%)	120	26,196	(13.5%)	115
\$100K - \$125K	1,037	(13%)	161	8,495	(12.3%)	152	21,693	(11.2%)	138
\$125K - \$150K	1,139	(14.3%)	215	7,823	(11.3%)	170	20,112	(10.4%)	156
>\$150K	724	(9.1%)	154	5,796	(8.4%)	142	15,319	(7.9%)	134

Households Income by Ethnicity

Average Income - White	\$110,084.62		115	\$115,777.3		121	\$115,074.6		121
Median Income - White	\$110,808.59		128	\$118,238.78		136	\$117,617.4		136
Average Income - Black	\$103,030.53		149	\$100,095.19		145	\$97,318.74		141
Median Income - Black	\$110,252.4		199	\$94,182.55		170	\$90,243.44		163

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$136,763.54121	\$131,031.43116	\$129,276.23114
Median Income - Asian	\$160,244.64140	\$147,013.81128	\$143,353.6125
Average Income - Hispanic	\$132,953.13164	\$107,725.89133	\$99,594.85123
Median Income - Hispanic	\$156,225.55225	\$103,619.34149	\$92,825.62133
Average Income - Other	\$137,551.34154	\$117,602.49131	\$115,161.9129
Median Income - Other	\$155,172.31195	\$119,568.58150	\$115,715145

Age

Average Age	43.28106	42.21103	41.43101
Median Age	43.96109	42105	41.35103
0-4	1,091 (5.1%)95	10,256 (5.4%)100	30,144 (5.5%)102
5-13	1,991 (9.3%)90	18,069 (9.5%)92	54,860 (10%)97
14-17	971 (4.5%)86	9,092 (4.8%)90	27,626 (5%)95
18-21	936 (4.4%)81	9,246 (4.9%)89	27,706 (5.1%)92
22-24	659 (3.1%)74	6,857 (3.6%)87	20,364 (3.7%)90
25-29	1,117 (5.2%)88	10,685 (5.6%)95	31,933 (5.8%)98
30-34	1,185 (5.6%)85	11,885 (6.3%)96	33,510 (6.1%)94

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Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

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	1 Mile			3 Mile			5 Mile		
35-39	1,303	(6.1%)	92	12,524	(6.6%)	100	35,370	(6.5%)	98
40-44	1,436	(6.7%)	105	12,320	(6.5%)	102	35,922	(6.6%)	103
45-49	1,492	(7%)	117	12,246	(6.5%)	108	36,158	(6.6%)	110
50-54	1,597	(7.5%)	125	12,005	(6.3%)	106	35,877	(6.6%)	110
55-59	1,573	(7.4%)	120	12,942	(6.8%)	111	37,245	(6.8%)	111
60-64	1,553	(7.3%)	113	13,238	(7%)	109	37,329	(6.8%)	106
65-69	1,430	(6.7%)	110	12,488	(6.6%)	109	34,212	(6.3%)	103
70-74	1,173	(5.5%)	109	9,599	(5.1%)	101	25,968	(4.7%)	95
75-79	896	(4.2%)	109	7,103	(3.7%)	97	19,046	(3.5%)	90
80-84	481	(2.3%)	94	4,440	(2.3%)	98	11,966	(2.2%)	91
85+	464	(2.2%)	107	4,580	(2.4%)	119	12,000	(2.2%)	108

Age - Male

Male Average Age	41.79		105	40.79		102	40.05		100
Male Median Age	42.44		111	40.53		106	38.92		102
0-4	562	(5.4%)	96	5,275	(5.7%)	102	15,490	(5.9%)	104
5-13	1,062	(10.3%)	96	9,250	(10.1%)	94	28,028	(10.6%)	99

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	1 Mile			3 Mile			5 Mile		
14-17	502	(4.9%)	88	4,647	(5.1%)	92	14,130	(5.3%)	97
18-21	476	(4.6%)	8	4,782	(5.2%)	90	14,273	(5.4%)	94
22-24	333	(3.2%)	72	3,587	(3.9%)	89	10,570	(4%)	92
25-29	570	(5.5%)	89	5,538	(6%)	98	16,300	(6.2%)	100
30-34	615	(5.9%)	89	5,880	(6.4%)	96	16,538	(6.3%)	94
35-39	631	(6.1%)	91	6,222	(6.8%)	101	17,240	(6.5%)	97
40-44	693	(6.7%)	104	6,051	(6.6%)	102	17,312	(6.5%)	102
45-49	720	(7%)	116	5,877	(6.4%)	106	17,243	(6.5%)	109
50-54	773	(7.5%)	125	5,838	(6.3%)	107	17,260	(6.5%)	110
55-59	734	(7.1%)	116	6,146	(6.7%)	110	17,626	(6.7%)	109
60-64	730	(7.1%)	112	6,233	(6.8%)	108	17,598	(6.7%)	106
65-69	681	(6.6%)	113	5,810	(6.3%)	109	15,819	(6%)	103
70-74	519	(5%)	106	4,445	(4.8%)	102	11,892	(4.5%)	95
75-79	371	(3.6%)	102	3,118	(3.4%)	96	8,330	(3.2%)	89
80-84	214	(2.1%)	99	1,780	(1.9%)	93	4,763	(1.8%)	87
85+	162	(1.6%)	106	1,493	(1.6%)	110	4,011	(1.5%)	103

Age - Female

Female Average Age	44.69		106	43.55		104	42.72		102
Female Median Age	46.32		112	43.43		105	42.68		103
0-4	529	(4.8%)	93	4,981	(5.1%)	99	14,654	(5.2%)	100
5-13	929	(8.4%)	85	8,819	(9%)	91	26,832	(9.5%)	96
14-17	469	(4.3%)	83	4,445	(4.6%)	89	13,496	(4.8%)	93
18-21	460	(4.2%)	7	4,464	(4.6%)	87	13,433	(4.7%)	90
22-24	326	(3%)	72	3,270	(3.4%)	85	9,794	(3.5%)	88
25-29	547	(5%)	87	5,147	(5.3%)	93	15,633	(5.5%)	97
30-34	570	(5.2%)	8	6,005	(6.2%)	97	16,972	(6%)	94
35-39	672	(6.1%)	94	6,302	(6.5%)	99	18,130	(6.4%)	98
40-44	743	(6.8%)	106	6,269	(6.4%)	101	18,610	(6.6%)	104
45-49	772	(7%)	117	6,369	(6.5%)	109	18,915	(6.7%)	112
50-54	824	(7.5%)	126	6,167	(6.3%)	106	18,617	(6.6%)	110
55-59	839	(7.6%)	124	6,796	(7%)	113	19,619	(6.9%)	112
60-64	823	(7.5%)	115	7,005	(7.2%)	110	19,731	(7%)	107
65-69	749	(6.8%)	108	6,678	(6.8%)	109	18,393	(6.5%)	103
70-74	654	(5.9%)	112	5,154	(5.3%)	100	14,076	(5%)	94
75-79	525	(4.8%)	115	3,985	(4.1%)	98	10,716	(3.8%)	91
80-84	267	(2.4%)	90	2,660	(2.7%)	101	7,203	(2.5%)	94
85+	302	(2.7%)	107	3,087	(3.2%)	124	7,989	(2.8%)	110

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Employment by Occupation

Total Employees (16+ Years Old)	11,633			102,081			291,791		
Professional Specialty	3,298	(28.4%)	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div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Employment by Industry

Total Employees (16+ Years Old)	11,633		102,081		291,791
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2024

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	3,292	(28.3%)	121	28,325	(27.7%)	118	76,507	(26.2%)	112
Wholesale Retail	1,479	(12.7%)	97	13,309	(13%)	99	40,433	(13.9%)	105
Professional Services	1,290	(11.1%)	138	11,423	(11.2%)	139	28,555	(9.8%)	121
Financial, Insurance & Real Estate	1,271	(10.9%)	162	9,149	(9%)	133	25,264	(8.7%)	129
Manufacturing	1,083	(9.3%)	94	7,187	(7%)	71	25,065	(8.6%)	86
Entertainment Services	624	(5.4%)	62	6,873	(6.7%)	76	20,882	(7.2%)	82
Other Professional Services	577	(5%)	105	5,367	(5.3%)	112	13,237	(4.5%)	96
Transportation	572	(4.9%)	84	5,661	(5.5%)	95	17,701	(6.1%)	104
Agriculture/Mining/Construction	486	(4.2%)	49	5,399	(5.3%)	62	16,549	(5.7%)	67
Information	358	(3.1%)	165	2,540	(2.5%)	133	7,146	(2.4%)	131
Public Administration	298	(2.6%)	54	3,455	(3.4%)	71	9,318	(3.2%)	67
Administrative/Waste Services	212	(1.8%)	44	3,059	(3%)	72	10,601	(3.6%)	87
Management Services	91	(0.8%)	619	334	(<0.5%)	259	533	(<0.5%)	144

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



Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide



Language Spoken

Speak English at Home	12,551	(62%)	8	103,486	(57.7%)	75	268,756	(52%)	67
Speak Other Language at Home	4,646	(22.9%)	271	39,391	(22%)	260	113,957	(22%)	261
Speak Spanish at Home	3,060	(15.1%)	107	36,442	(20.3%)	144	134,379	(26%)	184

Ancestry

Other	4,800	(22.5%)	107	44,621	(23.5%)	112	121,533	(22.2%)	105
Italian	1,983	(9.3%)	312	13,763	(7.3%)	244	36,591	(6.7%)	225
Unclassified	1,744	(8.2%)	50	16,225	(8.6%)	53	41,341	(7.6%)	47
South American	1,358	(6.4%)	510	15,926	(8.4%)	674	48,077	(8.8%)	705
Puerto Rican	1,317	(6.2%)	219	9,874	(5.2%)	185	28,605	(5.2%)	186
Scottish/Irish	1,244	(5.8%)	88	8,483	(4.5%)	67	21,620	(4%)	59
Korean	1,137	(5.3%)	1028	4,635	(2.4%)	472	17,163	(3.1%)	605
South East Asian (e.g. Vietnamese)	972	(4.6%)	259	8,661	(4.6%)	259	20,054	(3.7%)	208
South Central Asian (e.g. Indian)	850	(4%)	255	9,329	(4.9%)	315	21,020	(3.8%)	246
Dominican	807	(3.8%)	593	11,913	(6.3%)	985	45,356	(8.3%)	1300
Chinese	754	(3.5%)	283	3,673	(1.9%)	155	8,189	(1.5%)	120

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



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Other European (e.g. Greek/Russian)	745	(3.5%)	<div><div>110</div></div>	8,545	(4.5%)	<div><div>142</div></div>	24,784	(4.5%)	<div><div>143</div></div>
German	667	(3.1%)	<div><div>40</div></div>	5,842	(3.1%)	<div><div>40</div></div>	14,426	(2.6%)	<div><div>34</div></div>
Cuban	584	(2.7%)	<div><div>378</div></div>	2,217	(1.2%)	<div><div>161</div></div>	7,811	(1.4%)	<div><div>197</div></div>
Other Hispanic	350	(1.6%)	<div><div>114</div></div>	4,100	(2.2%)	<div><div>151</div></div>	11,897	(2.2%)	<div><div>152</div></div>
Middle Eastern	349	(1.6%)	<div><div>263</div></div>	3,597	(1.9%)	<div><div>306</div></div>	9,003	(1.6%)	<div><div>265</div></div>
British	313	(1.5%)	<div><div>28</div></div>	1,949	(1%)	<div><div>19</div></div>	5,292	(1%)	<div><div>18</div></div>
Polish	263	(1.2%)	<div><div>8</div></div>	4,013	(2.1%)	<div><div>138</div></div>	14,843	(2.7%)	<div><div>177</div></div>
American	254	(1.2%)	<div><div>25</div></div>	3,244	(1.7%)	<div><div>36</div></div>	8,314	(1.5%)	<div><div>32</div></div>
Mexican	193	(0.9%)	<div><div>8</div></div>	2,305	(1.2%)	<div><div>11</div></div>	19,430	(3.6%)	<div><div>32</div></div>
Japanese	181	(0.8%)	<div><div>353</div></div>	711	(<0.5%)	<div><div>156</div></div>	2,243	(<0.5%)	<div><div>171</div></div>
Central American	144	(0.7%)	<div><div>41</div></div>	3,167	(1.7%)	<div><div>100</div></div>	11,980	(2.2%)	<div><div>132</div></div>
Scandinavian	89	(<0.5%)	<div><div>22</div></div>	721	(<0.5%)	<div><div>20</div></div>	1,669	(<0.5%)	<div><div>16</div></div>
French	85	(<0.5%)	<div><div>32</div></div>	583	(<0.5%)	<div><div>25</div></div>	1,596	(<0.5%)	<div><div>24</div></div>
Other Asian	82	(<0.5%)	<div><div>90</div></div>	716	(<0.5%)	<div><div>88</div></div>	2,413	(<0.5%)	<div><div>103</div></div>
Dutch	59	(<0.5%)	<div><div>46</div></div>	525	(<0.5%)	<div><div>46</div></div>	1,407	(<0.5%)	<div><div>43</div></div>
Native American (Indian/Eskimo)	23	(<0.5%)	<div><div>17</div></div>	213	(<0.5%)	<div><div>18</div></div>	506	(<0.5%)	<div><div>15</div></div>

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



Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile				3 Mile				5 Mile			
Hawaiian/Pacific Islander	1	(<0.5%)	3		24	(<0.5%)	7		73	(<0.5%)	7	

Education (Age 25+)

Total Educated Population	15,700			136,055			386,536		
Elementary (0 to 8 Years)	662	(4.2%)	88	6,006	(4.4%)	92	21,540	(5.6%)	117
Some High School (9 to 11 Years)	571	(3.6%)	62	5,171	(3.8%)	64	16,149	(4.2%)	71
High School Graduate (12 Years)	2,695	(17.2%)	66	29,114	(21.4%)	8	95,209	(24.6%)	94
Some College (13 to 16 Years)	2,486	(15.8%)	8	20,548	(15.1%)	7	58,635	(15.2%)	7
Associates Degree Only	927	(5.9%)	67	9,782	(7.2%)	8	28,063	(7.3%)	8
Bachelor's Degree Only	5,615	(35.8%)	168	39,722	(29.2%)	137	101,206	(26.2%)	123
Graduate Degree	2,744	(17.5%)	127	25,712	(18.9%)	137	65,734	(17%)	124

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



Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide



Household Type

Households	7,978			69,268			193,767		
One Person Households	1,947	(24.4%)	89	18,369	(26.5%)	97	45,846	(23.7%)	86
Married Couple	4,376	(54.9%)	114	35,066	(50.6%)	106	100,081	(51.7%)	108
Male Householder	197	(2.5%)	49	2,951	(4.3%)	84	9,651	(5%)	98
Female Householder	967	(12.1%)	97	8,865	(12.8%)	103	28,522	(14.7%)	118
Non Family Households	491	(6.2%)	87	4,017	(5.8%)	8	9,667	(5%)	70

Household Size

Households	7,978			69,268			193,767		
1 Person Household	1,947	(24.4%)	89	18,369	(26.5%)	97	45,846	(23.7%)	86
2 Person Household	2,328	(29.2%)	89	19,730	(28.5%)	87	53,612	(27.7%)	84
3 Person Household	1,457	(18.3%)	117	11,757	(17%)	109	35,286	(18.2%)	116
4 Person Household	1,411	(17.7%)	135	10,992	(15.9%)	121	33,301	(17.2%)	131
5 Person Household	534	(6.7%)	106	5,123	(7.4%)	117	15,659	(8.1%)	128
6 Person Household	173	(2.2%)	7	2,161	(3.1%)	114	6,341	(3.3%)	120
7+ Person Household	128	(1.6%)	88	1,136	(1.6%)	90	3,722	(1.9%)	106

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



Audience Profile

Jan 1 - Dec 31, 2024

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide



Housing Units

Total Housing Units	8,231	71,978	201,734
Owner Occupied Housing	5,512	42,036	114,393
Renter Occupied Housing	2,466	27,232	79,374
Vacant Housing	253	2,710	7,967

Housing Rent

Average Rent	\$1,926.43	<div><div>125</div></div>	\$1,937.85	<div><div>126</div></div>	\$1,855.68	<div><div>120</div></div>			
Median Rent	\$1,880.66	<div><div>134</div></div>	\$1,845.05	<div><div>131</div></div>	\$1,771.4	<div><div>126</div></div>			
Total Cash Rents Housing	2,388		26,541		77,119				
<\$300	92	(3.9%)	<div><div>137</div></div>	328	(1.2%)	<div><div>44</div></div>	1,155	(1.5%)	<div><div>53</div></div>
\$300-\$500	56	(2.3%)	<div><div>61</div></div>	422	(1.6%)	<div><div>41</div></div>	1,372	(1.8%)	<div><div>46</div></div>
\$500-\$750	46	(1.9%)	<div><div>22</div></div>	650	(2.4%)	<div><div>28</div></div>	2,332	(3%)	<div><div>35</div></div>
\$750-\$1000	63	(2.6%)	<div><div>20</div></div>	823	(3.1%)	<div><div>24</div></div>	3,220	(4.2%)	<div><div>32</div></div>
\$1000-\$1500	315	(13.2%)	<div><div>50</div></div>	4,644	(17.5%)	<div><div>66</div></div>	16,880	(21.9%)	<div><div>83</div></div>
\$1500-\$2000	817	(34.2%)	<div><div>163</div></div>	9,279	(35%)	<div><div>166</div></div>	25,056	(32.5%)	<div><div>154</div></div>
\$2000-\$2500	537	(22.5%)	<div><div>192</div></div>	5,192	(19.6%)	<div><div>167</div></div>	13,736	(17.8%)	<div><div>152</div></div>

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Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	211	(8.8%)	154	2,563	(9.7%)	168	6,394	(8.3%)	144
\$3000-\$3500	146	(6.1%)	201	1,171	(4.4%)	145	2,957	(3.8%)	126
>\$3500	105	(4.4%)	121	1,469	(5.5%)	152	4,017	(5.2%)	143
Value of Owner-Occupied Housing Units									
Average House Value	\$705,288.9		135	\$709,485.6		136	\$718,792.01		138
Median House Value	\$683,115.62		179	\$668,696.93		176	\$663,649.12		174
Owner Occupied Housing	5,512			42,036			114,393		
<\$100K	61	(1.1%)	13	1,030	(2.5%)	29	2,680	(2.3%)	27
\$100K - \$200K	58	(1.1%)	8	523	(1.2%)	9	1,281	(1.1%)	8
\$200K - \$300K	228	(4.1%)	26	1,635	(3.9%)	24	3,621	(3.2%)	20
\$300K - \$400K	310	(5.6%)	39	2,977	(7.1%)	49	8,604	(7.5%)	52
\$400K - \$500K	585	(10.6%)	92	4,522	(10.8%)	93	14,066	(12.3%)	107
\$500K - \$1000K	3,552	(64.4%)	261	25,502	(60.7%)	245	66,957	(58.5%)	237
>\$1000K	718	(13%)	119	5,847	(13.9%)	127	17,184	(15%)	138

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Bergen Town Center East

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Poverty

Households in Poverty	644	(8.1%)	<div><div>64</div></div>	5,455	(7.9%)	<div><div>62</div></div>	18,299	(9.4%)	<div><div>75</div></div>
Households Above Poverty	7,334	(91.9%)	<div><div>105</div></div>	63,813	(92.1%)	<div><div>105</div></div>	175,468	(90.6%)	<div><div>104</div></div>
Households in Poverty (Married)	81	(1%)	<div><div>47</div></div>	1,198	(1.7%)	<div><div>7</div></div>	3,967	(2%)	<div><div>94</div></div>
Households in Poverty (Male Householder)	51	(0.6%)	<div><div>100</div></div>	255	(<0.5%)	<div><div>58</div></div>	1,014	(0.5%)	<div><div>8</div></div>
Households in Poverty (Female Householder)	38	(<0.5%)	<div><div>16</div></div>	1,094	(1.6%)	<div><div>53</div></div>	5,150	(2.7%)	<div><div>90</div></div>
Households in Poverty (Non-Family)	442	(5.5%)	<div><div>88</div></div>	2,719	(3.9%)	<div><div>63</div></div>	7,649	(3.9%)	<div><div>63</div></div>
Households in Poverty (Non-Family Student)	32	(<0.5%)	<div><div>64</div></div>	189	(<0.5%)	<div><div>44</div></div>	519	(<0.5%)	<div><div>43</div></div>

Wealth per Household

Household Average Wealth	\$269,729.88	<div><div></div><div>112</div></div>	\$258,531.18	<div><div></div><div>107</div></div>	\$252,550.99	<div><div></div><div>104</div></div>			
Household Median Wealth	\$100,202.97	<div><div>124</div><div></div></div>	\$91,260.74	<div><div></div><div>113</div></div>	\$87,087.76	<div><div></div><div>107</div></div>			
<\$0K	1,274	(16%)	<div><div>92</div><div></div></div>	11,597	(16.7%)	<div><div>96</div><div></div></div>	33,031	(17%)	<div><div>98</div><div></div></div>
\$0K - \$5K	590	(7.4%)	<div><div>86</div><div></div></div>	5,516	(8%)	<div><div>93</div><div></div></div>	16,005	(8.3%)	<div><div>96</div><div></div></div>
\$5K - \$10K	321	(4%)	<div><div>88</div><div></div></div>	2,985	(4.3%)	<div><div>95</div><div></div></div>	8,565	(4.4%)	<div><div>97</div><div></div></div>
\$10K - \$25K	472	(5.9%)	<div><div>93</div><div></div></div>	4,237	(6.1%)	<div><div>96</div><div></div></div>	11,987	(6.2%)	<div><div>97</div><div></div></div>
\$25K - \$50K	527	(6.6%)	<div><div>97</div><div></div></div>	4,595	(6.6%)	<div><div>98</div><div></div></div>	12,920	(6.7%)	<div><div>98</div><div></div></div>

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Bergen Town Center East

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	803	(10.1%)	99	6,912	(10%)	98	19,380	(10%)	98
\$100K - \$250K	1,478	(18.5%)	103	12,558	(18.1%)	100	34,928	(18%)	100
\$250K - \$500K	1,139	(14.3%)	108	9,534	(13.8%)	104	26,207	(13.5%)	102
>\$500K	1,374	(17.2%)	116	11,334	(16.4%)	110	30,744	(15.9%)	107

Vehicles per Household

Total Number of Vehicles	13,783			116,256			325,384		
Average Number of Vehicles	1.73		94	1.68		92	1.68		92
No Vehicles	675	(8.5%)	102	5,695	(8.2%)	99	18,448	(9.5%)	115
1 Vehicle	2,891	(36.2%)	110	27,158	(39.2%)	120	70,928	(36.6%)	112
2 Vehicles	2,896	(36.3%)	98	24,319	(35.1%)	95	70,829	(36.6%)	99
3 or more Vehicles	1,516	(19%)	86	12,096	(17.5%)	74	33,562	(17.3%)	71

Population Change

Births	205			1,953			5,787		
Deaths	171			1,438			4,012		
Migration	75			978			-38		

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Workplace

Total Businesses	775	8,576	18,689
Total Employees	9,878	105,955	207,759

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