



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Overview									
Population	5,200			43,118			156,092		
Households	1,914			15,420			56,315		
Persons per Household	2.72	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></d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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Bachelor's Degree or Higher	2,484	(62.6%)	19,619	(63.3%)	71,432	(65.2%)
Pop density (per sq mi)	1,289		1,412		2,085	
Area (based on blockgroups)	4		31		75	

Population

Population 2024 Q4	5,200	43,118	156,092
Population 2024 Q3	5,188	43,089	156,019
Population 2024 Q2	5,093	42,783	154,802
Population 2024 Q1	5,091	42,815	154,475
Population 2023 Q4	5,087	42,565	153,980
Population 2023 Q3	5,081	42,449	153,576
Population 2023 Q2	5,084	42,414	153,378
Population 2023 Q1	5,087	42,412	153,241
Population 2022 Q4	5,089	42,459	153,537
Population 5 Years Forecast	5,219	44,450	160,834
Population 10 Years Forecast	5,303	45,677	165,483
Persons per Household	2.72	2.78	2.7

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters				267	(0.6%)	<div><div>26</div></div>	4,175	(2.7%)	<div><div>113</div></div>
Transient Population - Average Last 4 Quarters	174	(3.3%)	<div><div>258</div></div>	1,018	(2.4%)	<div><div>182</div></div>	3,638	(2.3%)	<div><div>180</div></div>

Households

Households 2024 Q4	1,914		15,420		56,315
Households 2024 Q3	1,910		15,401		56,249
Households 2024 Q2	1,877		15,294		55,846
Households 2024 Q1	1,876		15,301		55,717
Households 2023 Q4	1,874		15,205		55,509
Households 2023 Q3	1,873		15,162		55,342
Households 2023 Q2	1,874		15,150		55,271
Households 2023 Q1	1,875		15,144		55,220
Households 2022 Q4	1,875		15,158		55,320
Households 5 Years Forecast	1,920		15,937		58,146
Households 10 Years Forecast	1,951		16,404		59,934

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200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide



Gender

Male	2,484	(47.8%)	97	20,964	(48.6%)	99	75,614	(48.4%)	99
Female	2,716	(52.2%)	102	22,154	(51.4%)	101	80,478	(51.6%)	101

Ethnicity

White	3,930	(75.6%)	131	29,595	(68.6%)	119	98,028	(62.8%)	109
Asian	716	(13.8%)	239	7,862	(18.2%)	317	32,963	(21.1%)	367
Hispanic (Ethnic)	367	(7.1%)	36	3,119	(7.2%)	37	13,924	(8.9%)	46
Other	147	(2.8%)	54	1,599	(3.7%)	71	5,485	(3.5%)	68
Black	40	(0.8%)	7	943	(2.2%)	19	5,692	(3.6%)	31

Household by Ethnicity

White	1,464	(76.5%)	124	10,854	(70.4%)	114	37,526	(66.6%)	108
Asian	264	(13.8%)	304	2,533	(16.4%)	362	9,630	(17.1%)	377
Other	124	(6.5%)	85	901	(5.8%)	7	3,175	(5.6%)	74
Hispanic (Ethnic)	62	(3.2%)	21	835	(5.4%)	36	4,239	(7.5%)	49
Black				297	(1.9%)	17	1,745	(3.1%)	28

Households Income

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



Audience Profile

Jan 1 - Dec 31, 2024

Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$210,585.36		189	\$217,926.75		196	\$210,671.48		189
Average Income Per Person	\$77,511.61		180	\$78,304.44		182	\$77,205.47		179
Household Median Income	\$163,226.22		205	\$163,377.39		205	\$155,704.45		196
<\$15K	62	(3.2%)	40	607	(3.9%)	49	2,246	(4%)	49
\$15K - \$25K	19	(1%)	15	253	(1.6%)	25	886	(1.6%)	24
\$25K - \$35K	40	(2.1%)	31	401	(2.6%)	39	1,753	(3.1%)	46
\$35K - \$50K	74	(3.9%)	38	455	(3%)	29	2,070	(3.7%)	36
\$50K - \$75K	101	(5.3%)	34	1,121	(7.3%)	46	4,553	(8.1%)	51
\$75K - \$100K	91	(4.8%)	37	1,157	(7.5%)	59	4,870	(8.6%)	67
\$100K - \$150K	479	(25%)	141	2,916	(18.9%)	107	10,600	(18.8%)	106
\$150K - \$175K	172	(9%)	143	1,495	(9.7%)	154	5,169	(9.2%)	146
\$175K - \$200K	458	(23.9%)	364	2,937	(19%)	290	9,662	(17.2%)	261
\$200K - \$250K	234	(12.2%)	234	2,283	(14.8%)	284	8,120	(14.4%)	276
\$250K - \$500K	101	(5.3%)	237	981	(6.4%)	285	3,482	(6.2%)	277
>\$500K	83	(4.3%)	233	814	(5.3%)	283	2,904	(5.2%)	277

Disposable Households Income

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



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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$128,213.88		156	\$129,489.01		157	\$125,998.71		153
Household Median Disposable Income	\$130,555.34		190	\$130,045.44		190	\$124,079.84		181
<\$15K	61	(3.2%)	36	609	(3.9%)	45	2,304	(4.1%)	47
\$15K - \$25K	31	(1.6%)	21	365	(2.4%)	31	1,442	(2.6%)	34
\$25K - \$35K	40	(2.1%)	27	377	(2.4%)	31	1,849	(3.3%)	42
\$35K - \$50K	90	(4.7%)	39	743	(4.8%)	40	2,837	(5%)	41
\$50K - \$75K	122	(6.4%)	36	1,421	(9.2%)	52	6,001	(10.7%)	60
\$75K - \$100K	355	(18.5%)	130	1,842	(11.9%)	84	6,900	(12.3%)	86
\$100K - \$150K	405	(21.2%)	118	3,927	(25.5%)	142	13,717	(24.4%)	136
\$150K - \$175K	493	(25.8%)	423	3,039	(19.7%)	324	10,279	(18.3%)	300
\$175K - \$200K	87	(4.5%)	206	845	(5.5%)	249	2,977	(5.3%)	240
\$200K - \$250K	93	(4.9%)	227	907	(5.9%)	275	3,223	(5.7%)	268
\$250K - \$500K	126	(6.6%)	225	1,238	(8%)	274	4,403	(7.8%)	267
>\$500K	11	(0.6%)	223	107	(0.7%)	270	383	(0.7%)	264

Discretionary Households Income

Household Average Discretionary Income	\$112,574.98		184	\$109,468.87		178	\$103,074.1		168
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Household Median Discretionary Income	\$118,990.65		233	\$113,692.26		223	\$105,422.11		207
<\$10K	45	(2.4%)	25	570	(3.7%)	40	2,102	(3.7%)	40
\$10K - \$20K	34	(1.8%)	17	345	(2.2%)	21	1,510	(2.7%)	25
\$20K - \$30K	41	(2.1%)	20	414	(2.7%)	25	2,154	(3.8%)	36
\$30K - \$40K	74	(3.9%)	39	518	(3.4%)	34	2,429	(4.3%)	43
\$40K - \$50K	50	(2.6%)	29	621	(4%)	45	2,894	(5.1%)	58
\$50K - \$75K	123	(6.4%)	37	1,647	(10.7%)	61	7,219	(12.8%)	74
\$75K - \$100K	413	(21.6%)	184	2,338	(15.2%)	129	8,174	(14.5%)	124
\$100K - \$125K	233	(12.2%)	151	2,295	(14.9%)	184	7,725	(13.7%)	170
\$125K - \$150K	531	(27.7%)	417	3,119	(20.2%)	304	10,747	(19.1%)	287
>\$150K	370	(19.3%)	327	3,553	(23%)	390	11,361	(20.2%)	341

Households Income by Ethnicity

Average Income - White	\$142,617.22		149	\$133,530.1		140	\$134,108.99		140
Median Income - White	\$160,551.12		185	\$154,086.68		178	\$153,757.7		177
Average Income - Black				\$127,795.88		185	\$118,484.25		171
Median Income - Black				\$153,308.76		277	\$119,210.64		215

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$147,340.57130	\$160,322.2142	\$145,884.13129
Median Income - Asian	\$164,903.55144	\$193,930.81169	\$172,517.41151
Average Income - Hispanic	\$76,904.2195	\$142,007.08176	\$124,626.1154
Median Income - Hispanic	\$34,99950	\$150,304.87216	\$131,337.43189
Average Income - Other	\$108,674.26121	\$132,303.55148	\$127,088.45142
Median Income - Other	\$114,893.02144	\$136,647.26172	\$132,725.16167

Age

Average Age	47.21115	44.55109	42.66104
Median Age	50.78126	46.85117	42.96107
0-4	227(4.4%)8	1,841(4.3%)7	7,362(4.7%)87
5-13	383(7.4%)71	4,040(9.4%)91	14,861(9.5%)92
14-17	207(4%)75	2,242(5.2%)98	8,615(5.5%)104
18-21	232(4.5%)8	2,291(5.3%)97	9,008(5.8%)105
22-24	183(3.5%)85	1,718(4%)96	6,768(4.3%)104
25-29	334(6.4%)108	2,403(5.6%)94	8,629(5.5%)93
30-34	253(4.9%)75	1,671(3.9%)59	7,538(4.8%)74

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



Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
35-39	221	(4.3%)	<div><div>64</div></div>	1,764	(4.1%)	<div><div>62</div></div>	8,235	(5.3%)	<div><div>8</div></div>
40-44	263	(5.1%)	<div><div>74</div></div>	2,364	(5.5%)	<div><div>86</div></div>	9,494	(6.1%)	<div><div>95</div></div>
45-49	235	(4.5%)	<div><div>75</div></div>	2,650	(6.1%)	<div><div>103</div></div>	10,163	(6.5%)	<div><div>109</div></div>
50-54	318	(6.1%)	<div><div>103</div></div>	3,157	(7.3%)	<div><div>123</div></div>	10,677	(6.8%)	<div><div>115</div></div>
55-59	394	(7.6%)	<div><div>124</div></div>	3,406	(7.9%)	<div><div>129</div></div>	11,316	(7.2%)	<div><div>118</div></div>
60-64	433	(8.3%)	<div><div>130</div></div>	3,342	(7.8%)	<div><div>121</div></div>	11,046	(7.1%)	<div><div>110</div></div>
65-69	446	(8.6%)	<div><div>141</div></div>	3,018	(7%)	<div><div>115</div></div>	9,669	(6.2%)	<div><div>102</div></div>
70-74	335	(6.4%)	<div><div>128</div></div>	2,307	(5.4%)	<div><div>107</div></div>	7,541	(4.8%)	<div><div>96</div></div>
75-79	307	(5.9%)	<div><div>153</div></div>	2,015	(4.7%)	<div><div>121</div></div>	6,241	(4%)	<div><div>104</div></div>
80-84	228	(4.4%)	<div><div>183</div></div>	1,454	(3.4%)	<div><div>141</div></div>	4,356	(2.8%)	<div><div>116</div></div>
85+	201	(3.9%)	<div><div>191</div></div>	1,435	(3.3%)	<div><div>164</div></div>	4,573	(2.9%)	<div><div>145</div></div>

Age - Male

Male Average Age	45.79	<div><div>115</div></div>	43.24	<div><div>108</div></div>	41.39	<div><div>104</div></div>
Male Median Age	47.99	<div><div>126</div></div>	45.57	<div><div>120</div></div>	41.63	<div><div>109</div></div>
0-4	116	(4.7%) <div><div>83</div></div>	948	(4.5%) <div><div>8</div></div>	3,782	(5%) <div><div>89</div></div>
5-13	193	(7.8%) <div><div>72</div></div>	2,090	(10%) <div><div>93</div></div>	7,630	(10.1%) <div><div>94</div></div>

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



Audience Profile

Jan 1 - Dec 31, 2024

Hanover Commons
200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	101	(4.1%)	74	1,166	(5.6%)	101	4,374	(5.8%)	105
18-21	117	(4.7%)	6	1,197	(5.7%)	99	4,558	(6%)	105
22-24	95	(3.8%)	88	896	(4.3%)	98	3,416	(4.5%)	104
25-29	166	(6.7%)	108	1,218	(5.8%)	94	4,430	(5.9%)	95
30-34	139	(5.6%)	84	855	(4.1%)	61	3,738	(4.9%)	74
35-39	109	(4.4%)	66	848	(4%)	60	4,030	(5.3%)	8
40-44	129	(5.2%)	8	1,085	(5.2%)	8	4,546	(6%)	93
45-49	103	(4.1%)	60	1,267	(6%)	101	4,854	(6.4%)	107
50-54	159	(6.4%)	107	1,515	(7.2%)	121	5,109	(6.8%)	113
55-59	179	(7.2%)	118	1,658	(7.9%)	130	5,455	(7.2%)	118
60-64	203	(8.2%)	130	1,638	(7.8%)	124	5,386	(7.1%)	113
65-69	222	(8.9%)	154	1,444	(6.9%)	118	4,660	(6.2%)	106
70-74	156	(6.3%)	133	1,084	(5.2%)	109	3,538	(4.7%)	99
75-79	127	(5.1%)	145	887	(4.2%)	120	2,693	(3.6%)	101
80-84	93	(3.7%)	180	614	(2.9%)	141	1,814	(2.4%)	115
85+	77	(3.1%)	210	554	(2.6%)	179	1,601	(2.1%)	144

Age - Female

Female Average Age	48.51		<div><div></div><div>115</div></div>	45.8		<div><div></div><div>109</div></div>	43.85		<div><div></div><div>104</div></div>
Female Median Age	52.21		<div><div></div><div>127</div></div>	48.03		<div><div></div><div>116</div></div>	45.18		<div><div></div><div>109</div></div>
0-4	111	(4.1%)	<div><div></div><div>7</div></div>	893	(4%)	<div><div></div><div>7</div></div>	3,580	(4.4%)	<div><div></div><div>86</div></div>
5-13	190	(7%)	<div><div></div><div>71</div></div>	1,950	(8.8%)	<div><div></div><div>89</div></div>	7,231	(9%)	<div><div></div><div>91</div></div>
14-17	106	(3.9%)	<div><div></div><div>7</div></div>	1,076	(4.9%)	<div><div></div><div>95</div></div>	4,241	(5.3%)	<div><div></div><div>103</div></div>
18-21	115	(4.2%)	<div><div></div><div>8</div></div>	1,094	(4.9%)	<div><div></div><div>94</div></div>	4,450	(5.5%)	<div><div></div><div>105</div></div>
22-24	88	(3.2%)	<div><div></div><div>6</div></div>	822	(3.7%)	<div><div></div><div>94</div></div>	3,352	(4.2%)	<div><div></div><div>105</div></div>
25-29	168	(6.2%)	<div><div></div><div>109</div></div>	1,185	(5.3%)	<div><div></div><div>94</div></div>	4,199	(5.2%)	<div><div></div><div>92</div></div>
30-34	114	(4.2%)	<div><div></div><div>66</div></div>	816	(3.7%)	<div><div></div><div>58</div></div>	3,800	(4.7%)	<div><div></div><div>74</div></div>
35-39	112	(4.1%)	<div><div></div><div>63</div></div>	916	(4.1%)	<div><div></div><div>63</div></div>	4,205	(5.2%)	<div><div></div><div>8</div></div>
40-44	134	(4.9%)	<div><div></div><div>7</div></div>	1,279	(5.8%)	<div><div></div><div>91</div></div>	4,948	(6.1%)	<div><div></div><div>97</div></div>
45-49	132	(4.9%)	<div><div></div><div>8</div></div>	1,383	(6.2%)	<div><div></div><div>104</div></div>	5,309	(6.6%)	<div><div></div><div>110</div></div>
50-54	159	(5.9%)	<div><div></div><div>98</div></div>	1,642	(7.4%)	<div><div></div><div>124</div></div>	5,568	(6.9%)	<div><div></div><div>116</div></div>
55-59	215	(7.9%)	<div><div></div><div>138</div></div>	1,748	(7.9%)	<div><div></div><div>128</div></div>	5,861	(7.3%)	<div><div></div><div>118</div></div>
60-64	230	(8.5%)	<div><div></div><div>130</div></div>	1,704	(7.7%)	<div><div></div><div>118</div></div>	5,660	(7%)	<div><div></div><div>108</div></div>
65-69	224	(8.2%)	<div><div></div><div>11</div></div>	1,574	(7.1%)	<div><div></div><div>113</div></div>	5,009	(6.2%)	<div><div></div><div>99</div></div>
70-74	179	(6.6%)	<div><div></div><div>124</div></div>	1,223	(5.5%)	<div><div></div><div>104</div></div>	4,003	(5%)	<div><div></div><div>94</div></div>
75-79	180	(6.6%)	<div><div></div><div>159</div></div>	1,128	(5.1%)	<div><div></div><div>122</div></div>	3,548	(4.4%)	<div><div></div><div>106</div></div>
80-84	135	(5%)	<div><div></div><div>184</div></div>	840	(3.8%)	<div><div></div><div>140</div></div>	2,542	(3.2%)	<div><div></div><div>117</div></div>
85+	124	(4.6%)	<div><div></div><div>179</div></div>	881	(4%)	<div><div></div><div>156</div></div>	2,972	(3.7%)	<div><div></div><div>144</div></div>

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



Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	3,032			22,613			84,289		
Professional Specialty	1,118	(36.9%)	<div><div></div><div></div><div>149</div></div>	7,947	(35.1%)	<div><div></div><div></div><div>142</div></div>	29,641	(35.2%)	<div><div></div><div></div><div>142</div></div>
Managerial/Executive	932	(30.7%)	<div><div></div><div></div><div>177</div></div>	7,027	(31.1%)	<div><div></div><div></div><div>179</div></div>	25,547	(30.3%)	<div><div></div><div></div><div>175</div></div>
Sales	370	(12.2%)	<div><div></div><div></div><div>131</div></div>	2,324	(10.3%)	<div><div></div><div></div><div>110</div></div>	8,186	(9.7%)	<div><div></div><div></div><div>104</div></div>
Office Admin	246	(8.1%)	<div><div></div><div></div><div>76</div></div>	1,658	(7.3%)	<div><div></div><div></div><div>69</div></div>	6,672	(7.9%)	<div><div></div><div></div><div>74</div></div>
Production & Transportation	102	(3.4%)	<div><div></div><div></div><div>26</div></div>	1,081	(4.8%)	<div><div></div><div></div><div>37</div></div>	4,091	(4.9%)	<div><div></div><div></div><div>38</div></div>
Construction	92	(3%)	<div><div></div><div></div><div>38</div></div>	745	(3.3%)	<div><div></div><div></div><div>41</div></div>	2,619	(3.1%)	<div><div></div><div></div><div>39</div></div>
Protective	73	(2.4%)	<div><div></div><div></div><div>111</div></div>	482	(2.1%)	<div><div></div><div></div><div>98</div></div>	1,361	(1.6%)	<div><div></div><div></div><div>79</div></div>
Personal Care	52	(1.7%)	<div><div></div><div></div><div>69</div></div>	266	(1.2%)	<div><div></div><div></div><div>47</div></div>	1,516	(1.8%)	<div><div></div><div></div><div>72</div></div>
Building Maintenance & Cleaning	25	(0.8%)	<div><div></div><div></div><div>24</div></div>	375	(1.7%)	<div><div></div><div></div><div>49</div></div>	1,445	(1.7%)	<div><div></div><div></div><div>50</div></div>
Healthcare support	22	(0.7%)	<div><div></div><div></div><div>22</div></div>	256	(1.1%)	<div><div></div><div></div><div>34</div></div>	983	(1.2%)	<div><div></div><div></div><div>36</div></div>
Farming, Fishing & Forestry							4	(<0.5%)	<div><div></div><div></div><div>1</div></div>
Food Preparation & Serving				452	(2%)	<div><div></div><div></div><div>39</div></div>	2,224	(2.6%)	<div><div></div><div></div><div>52</div></div>

Employment by Industry

Total Employees (16+ Years Old)	3,032		22,613		84,289
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



Audience Profile

Jan 1 - Dec 31, 2024

Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	1,073	(35.4%)	151	5,759	(25.5%)	109	20,326	(24.1%)	103
Financial, Insurance & Real Estate	346	(11.4%)	170	3,363	(14.9%)	221	11,851	(14.1%)	209
Professional Services	305	(10.1%)	125	3,308	(14.6%)	181	13,546	(16.1%)	199
Wholesale Retail	302	(10%)	76	2,168	(9.6%)	73	8,347	(9.9%)	75
Manufacturing	260	(8.6%)	86	2,142	(9.5%)	95	8,229	(9.8%)	98
Entertainment Services	223	(7.4%)	85	1,091	(4.8%)	56	4,766	(5.7%)	65
Public Administration	95	(3.1%)	66	837	(3.7%)	71	2,410	(2.9%)	60
Information	95	(3.1%)	168	709	(3.1%)	168	3,173	(3.8%)	202
Agriculture/Mining/Construction	92	(3%)	36	855	(3.8%)	44	3,131	(3.7%)	44
Transportation	90	(3%)	51	877	(3.9%)	66	2,934	(3.5%)	60
Administrative/Waste Services	85	(2.8%)	67	759	(3.4%)	81	2,886	(3.4%)	82
Other Professional Services	66	(2.2%)	46	684	(3%)	64	2,508	(3%)	63
Management Services				61	(<0.5%)	213	182	(<0.5%)	171

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



Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide



Language Spoken

Speak English at Home	3,821	(76.8%)	99	29,911	(72.5%)	94	103,912	(69.9%)	90
Speak Other Language at Home	992	(19.9%)	236	9,291	(22.5%)	266	35,363	(23.8%)	281
Speak Spanish at Home	160	(3.2%)	23	2,075	(5%)	36	9,455	(6.4%)	45

Ancestry

Italian	1,139	(21.9%)	736	6,796	(15.8%)	529	18,555	(11.9%)	399
Other	1,017	(19.6%)	93	8,465	(19.6%)	93	30,086	(19.3%)	91
Unclassified	610	(11.7%)	72	4,190	(9.7%)	60	15,615	(10%)	62
Scottish/Irish	374	(7.2%)	108	3,344	(7.8%)	116	12,553	(8%)	121
Chinese	361	(6.9%)	556	3,294	(7.6%)	612	10,589	(6.8%)	543
Other European (e.g. Greek/Russian)	224	(4.3%)	136	2,963	(6.9%)	217	9,316	(6%)	188
German	212	(4.1%)	52	1,804	(4.2%)	54	6,870	(4.4%)	57
South Central Asian (e.g. Indian)	183	(3.5%)	225	2,679	(6.2%)	398	16,356	(10.5%)	671
American	166	(3.2%)	67	1,161	(2.7%)	56	3,522	(2.3%)	47
South American	146	(2.8%)	225	1,010	(2.3%)	188	4,788	(3.1%)	246
Polish	142	(2.7%)	178	1,392	(3.2%)	211	4,237	(2.7%)	177

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Audience Profile

Jan 1 - Dec 31, 2024

Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
British	104	(2%)	<div><div>38</div></div>	982	(2.3%)	<div><div>43</div></div>	4,202	(2.7%)	<div><div>51</div></div>
South East Asian (e.g. Vietnamese)	103	(2%)	<div><div>112</div></div>	960	(2.2%)	<div><div>126</div></div>	3,191	(2%)	<div><div>116</div></div>
Other Hispanic	81	(1.6%)	<div><div>109</div></div>	304	(0.7%)	<div><div>49</div></div>	1,575	(1%)	<div><div>70</div></div>
Middle Eastern	77	(1.5%)	<div><div>239</div></div>	499	(1.2%)	<div><div>186</div></div>	1,757	(1.1%)	<div><div>181</div></div>
Puerto Rican	65	(1.3%)	<div><div>44</div></div>	489	(1.1%)	<div><div>40</div></div>	2,491	(1.6%)	<div><div>57</div></div>
Korean	50	(1%)	<div><div>186</div></div>	711	(1.6%)	<div><div>318</div></div>	1,868	(1.2%)	<div><div>231</div></div>
Cuban	47	(0.9%)	<div><div>125</div></div>	743	(1.7%)	<div><div>238</div></div>	1,642	(1.1%)	<div><div>145</div></div>
French	27	(0.5%)	<div><div>42</div></div>	193	(<0.5%)	<div><div>36</div></div>	797	(0.5%)	<div><div>41</div></div>
Other Asian	18	(<0.5%)	<div><div>8</div></div>	193	(<0.5%)	<div><div>105</div></div>	765	(<0.5%)	<div><div>115</div></div>
Dominican	16	(<0.5%)	<div><div>48</div></div>	238	(0.6%)	<div><div>87</div></div>	855	(0.5%)	<div><div>86</div></div>
Dutch	11	(<0.5%)	<div><div>35</div></div>	129	(<0.5%)	<div><div>50</div></div>	444	(<0.5%)	<div><div>47</div></div>
Central American	9	(<0.5%)	<div><div>10</div></div>	197	(<0.5%)	<div><div>27</div></div>	1,843	(1.2%)	<div><div>71</div></div>
Scandinavian	8	(<0.5%)	<div><div>8</div></div>	178	(<0.5%)	<div><div>22</div></div>	1,097	(0.7%)	<div><div>37</div></div>
Native American (Indian/Eskimo)	6	(<0.5%)	<div><div>18</div></div>	33	(<0.5%)	<div><div>12</div></div>	113	(<0.5%)	<div><div>11</div></div>
Mexican	3	(<0.5%)	<div><div>1</div></div>	138	(<0.5%)	<div><div>3</div></div>	730	(<0.5%)	<div><div>4</div></div>
Japanese	1	(<0.5%)	<div><div>8</div></div>	25	(<0.5%)	<div><div>24</div></div>	194	(<0.5%)	<div><div>52</div></div>

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



Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Hawaiian/Pacific Islander				8	(<0.5%)	10	41	(<0.5%)	15
Education (Age 25+)									
Total Educated Population	3,968			30,986			109,478		
Elementary (0 to 8 Years)	43	(1.1%)	23	449	(1.4%)	30	2,218	(2%)	42
Some High School (9 to 11 Years)	48	(1.2%)	20	466	(1.5%)	25	2,166	(2%)	34
High School Graduate (12 Years)	808	(20.4%)	76	5,974	(19.3%)	74	16,871	(15.4%)	59
Some College (13 to 16 Years)	345	(8.7%)	45	3,045	(9.8%)	51	11,432	(10.4%)	54
Associates Degree Only	240	(6%)	69	1,433	(4.6%)	53	5,359	(4.9%)	56
Bachelor's Degree Only	1,205	(30.4%)	143	10,230	(33%)	155	38,161	(34.9%)	164
Graduate Degree	1,279	(32.2%)	234	9,389	(30.3%)	220	33,271	(30.4%)	221

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



Hanover Commons

200-240 Route 10 West, East Hanover, NJ 07936

Benchmark: Nationwide



Household Type

Households	1,914			15,420			56,315		
One Person Households	357	(18.7%)	<div><div>68</div></div>	2,921	(18.9%)	<div><div>69</div></div>	12,446	(22.1%)	<div><div>8</div></div>
Married Couple	1,326	(69.3%)	<div><div>145</div></div>	10,357	(67.2%)	<div><div>140</div></div>	35,516	(63.1%)	<div><div>132</div></div>
Male Householder	55	(2.9%)	<div><div>57</div></div>	324	(2.1%)	<div><div>41</div></div>	1,376	(2.4%)	<div><div>48</div></div>
Female Householder	126	(6.6%)	<div><div>53</div></div>	1,315	(8.5%)	<div><div>68</div></div>	4,127	(7.3%)	<div><div>59</div></div>
Non Family Households	50	(2.6%)	<div><div>37</div></div>	503	(3.3%)	<div><div>46</div></div>	2,850	(5.1%)	<div><div>71</div></div>

Household Size

Households	1,914			15,420			56,315		
1 Person Household	357	(18.7%)	<div><div>68</div></div>	2,921	(18.9%)	<div><div>69</div></div>	12,446	(22.1%)	<div><div>8</div></div>
2 Person Household	687	(35.9%)	<div><div>109</div></div>	4,829	(31.3%)	<div><div>95</div></div>	17,014	(30.2%)	<div><div>92</div></div>
3 Person Household	353	(18.4%)	<div><div>118</div></div>	2,759	(17.9%)	<div><div>114</div></div>	10,037	(17.8%)	<div><div>114</div></div>
4 Person Household	348	(18.2%)	<div><div>139</div></div>	3,225	(20.9%)	<div><div>160</div></div>	10,976	(19.5%)	<div><div>149</div></div>
5 Person Household	111	(5.8%)	<div><div>92</div></div>	1,191	(7.7%)	<div><div>122</div></div>	4,000	(7.1%)	<div><div>112</div></div>
6 Person Household	38	(2%)	<div><div>73</div></div>	344	(2.2%)	<div><div>8</div></div>	1,255	(2.2%)	<div><div>8</div></div>
7+ Person Household	20	(1%)	<div><div>58</div></div>	151	(1%)	<div><div>54</div></div>	587	(1%)	<div><div>57</div></div>

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Housing Units

Total Housing Units	1,971	15,954	58,496
Owner Occupied Housing	1,712	12,653	41,179
Renter Occupied Housing	202	2,767	15,136
Vacant Housing	57	534	2,181

Housing Rent

Average Rent	\$3,262.9	<div><div>211</div></div>	\$3,028.77	<div><div>196</div></div>	\$2,377.6	<div><div>154</div></div>
Median Rent	\$3,291.67	<div><div>234</div></div>	\$3,409.93	<div><div>242</div></div>	\$2,314.85	<div><div>164</div></div>
Total Cash Rents Housing	155		2,634		14,510	
<\$300					188	(1.3%) <div><div>46</div></div>
\$300-\$500			6	(<0.5%) <div><div>6</div></div>	132	(0.9%) <div><div>23</div></div>
\$500-\$750			2	(<0.5%) <div><div>1</div></div>	116	(0.8%) <div><div>9</div></div>
\$750-\$1000			81	(3.1%) <div><div>24</div></div>	352	(2.4%) <div><div>19</div></div>
\$1000-\$1500			217	(8.2%) <div><div>31</div></div>	1,707	(11.8%) <div><div>45</div></div>
\$1500-\$2000			136	(5.2%) <div><div>25</div></div>	3,289	(22.7%) <div><div>108</div></div>
\$2000-\$2500	5	(3.2%) <div><div>28</div></div>	179	(6.8%) <div><div>58</div></div>	2,336	(16.1%) <div><div>138</div></div>

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Audience Profile

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	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	41	(26.5%)	460	341	(12.9%)	225	2,299	(15.8%)	276
\$3000-\$3500	54	(34.8%)	1145	433	(16.4%)	540	1,543	(10.6%)	350
>\$3500	55	(35.5%)	973	1,239	(47%)	1290	2,548	(17.6%)	482
Value of Owner-Occupied Housing Units									
Average House Value	\$994,410.73			\$1.03M			\$1.03M		
Median House Value	\$933,682.37			\$942,767.86			\$929,770.99		
Owner Occupied Housing	1,712			12,653			41,179		
<\$100K	24	(1.4%)	16	113	(0.9%)	10	357	(0.9%)	10
\$100K - \$200K	5	(<0.5%)	2	26	(<0.5%)	2	335	(0.8%)	6
\$200K - \$300K	41	(2.4%)	15	96	(0.8%)	5	251	(0.6%)	4
\$300K - \$400K				108	(0.9%)	6	483	(1.2%)	8
\$400K - \$500K	29	(1.7%)	15	336	(2.7%)	23	1,564	(3.8%)	33
\$500K - \$1000K	909	(53.1%)	215	6,609	(52.2%)	211	21,016	(51%)	206
>\$1000K	704	(41.1%)	377	5,365	(42.4%)	388	17,173	(41.7%)	382

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Poverty

Households in Poverty	65	(3.4%)	<div><div>27</div></div>	740	(4.8%)	<div><div>38</div></div>	2,968	(5.3%)	<div><div>42</div></div>
Households Above Poverty	1,849	(96.6%)	<div><div>111</div></div>	14,680	(95.2%)	<div><div>109</div></div>	53,347	(94.7%)	<div><div>108</div></div>
Households in Poverty (Married)	27	(1.4%)	<div><div>65</div></div>	192	(1.2%)	<div><div>57</div></div>	663	(1.2%)	<div><div>54</div></div>
Households in Poverty (Male Householder)				19	(<0.5%)	<div><div>19</div></div>	86	(<0.5%)	<div><div>24</div></div>
Households in Poverty (Female Householder)				61	(<0.5%)	<div><div>13</div></div>	418	(0.7%)	<div><div>25</div></div>
Households in Poverty (Non-Family)	36	(1.9%)	<div><div>30</div></div>	456	(3%)	<div><div>47</div></div>	1,657	(2.9%)	<div><div>47</div></div>
Households in Poverty (Non-Family Student)	2	(<0.5%)	<div><div>17</div></div>	12	(<0.5%)	<div><div>13</div></div>	144	(<0.5%)	<div><div>41</div></div>

Wealth per Household

Household Average Wealth	\$303,286.31	<div><div>125</div></div>	\$298,224.06	<div><div>123</div></div>	\$290,296.19	<div><div>120</div></div>			
Household Median Wealth	\$139,199.75	<div><div>172</div></div>	\$133,198.97	<div><div>164</div></div>	\$122,807.22	<div><div>151</div></div>			
<\$0K	265	(13.8%)	<div><div>8</div></div>	2,201	(14.3%)	<div><div>8</div></div>	8,434	(15%)	<div><div>86</div></div>
\$0K - \$5K	108	(5.6%)	<div><div>66</div></div>	924	(6%)	<div><div>70</div></div>	3,634	(6.5%)	<div><div>75</div></div>
\$5K - \$10K	65	(3.4%)	<div><div>75</div></div>	542	(3.5%)	<div><div>7</div></div>	2,087	(3.7%)	<div><div>8</div></div>
\$10K - \$25K	104	(5.4%)	<div><div>86</div></div>	843	(5.5%)	<div><div>86</div></div>	3,171	(5.6%)	<div><div>89</div></div>
\$25K - \$50K	123	(6.4%)	<div><div>95</div></div>	993	(6.4%)	<div><div>95</div></div>	3,634	(6.5%)	<div><div>95</div></div>

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	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	194	(10.1%)	99	1,547	(10%)	98	5,580	(9.9%)	97
\$100K - \$250K	375	(19.6%)	108	2,982	(19.3%)	107	10,638	(18.9%)	105
\$250K - \$500K	299	(15.6%)	118	2,377	(15.4%)	117	8,457	(15%)	114
>\$500K	381	(19.9%)	134	3,011	(19.5%)	131	10,680	(19%)	127

Vehicles per Household

Total Number of Vehicles	3,927			30,628			105,199		
Average Number of Vehicles	2.05		112	1.99		109	1.87		102
No Vehicles	80	(4.2%)	51	479	(3.1%)	38	3,112	(5.5%)	67
1 Vehicle	398	(20.8%)	63	4,308	(27.9%)	85	16,139	(28.7%)	87
2 Vehicles	963	(50.3%)	136	6,931	(44.9%)	122	26,085	(46.3%)	126
3 or more Vehicles	473	(24.7%)	112	3,702	(24%)	109	10,979	(19.5%)	88

Population Change

Births	50			390			1,488		
Deaths	60			422			1,329		
Migration	123			599			2,034		

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Workplace

Total Businesses	373	2,242	7,519
Total Employees	6,940	40,548	135,819

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