



# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide



Overview									
Population	71,682			379,130			769,391		
Households	25,369			140,727			281,626		
Persons per Household	2.79		110	2.62		103	2.65		104
Household Median Income	\$63,972.82		8	\$65,411.74		8	\$71,219.23		90
Household Median Disposable Income	\$54,960.67		8	\$56,198.1		8	\$60,851.92		89
Household Median Discretionary Income	\$28,818.68		57	\$31,014.41		61	\$34,524.2		68
Average Income Per Person	\$28,633.84		66	\$32,165.32		75	\$36,644.21		85
Median Rent	\$1,556.43		111	\$1,554.07		110	\$1,587.68		113
Median House Value	\$490,666.67		129	\$492,710.65		129	\$532,533.07		140
Households in Poverty	4,911	(19.4%)	153	26,132	(18.6%)	147	50,045	(17.8%)	140
Household Median Wealth	\$48,160.21		59	\$48,510.38		60	\$55,489.35		68
Average Age	38.14		93	38.02		93	38.41		94
Median Age	36.76		92	36.6		91	37.04		92
Households with Children	7,991	(31.5%)	118	41,018	(29.1%)	109	83,917	(29.8%)	111
High School Graduate or Higher	37,693	(77%)	86	207,996	(80.7%)	90	442,995	(84.3%)	94

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



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175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	11,412 (23.3%) 66	65,587 (25.4%) 75	156,425 (29.8%) 85
Pop density (per sq mi)	23,547	12,652	10,602
Area (based on blockgroups)	3	30	73

### Population

Population 2024 Q4	71,682	379,130	769,391
Population 2024 Q3	71,674	378,727	768,659
Population 2024 Q2	71,676	378,929	768,615
Population 2024 Q1	71,601	378,335	767,235
Population 2023 Q4	71,237	377,202	765,417
Population 2023 Q3	71,187	376,475	764,757
Population 2023 Q2	71,268	376,888	765,282
Population 2023 Q1	71,132	376,574	764,282
Population 2022 Q4	71,394	377,745	766,239
Population 5 Years Forecast	72,240	383,853	779,317
Population 10 Years Forecast	73,038	388,721	789,269
Persons per Household	2.79 110	2.62 103	2.65 104

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175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Group Quarters	792	(1.1%)	47	10,390	(2.7%)	116	23,629	(3.1%)	130
Transient Population - Average Last 4 Quarters	444	(0.6%)	48	1,552	(<0.5%)	32	5,071	(0.7%)	51

### Households

Households 2024 Q4	25,369		140,727		281,626
Households 2024 Q3	25,348		140,517		281,226
Households 2024 Q2	25,346		140,564		281,179
Households 2024 Q1	25,315		140,340		280,663
Households 2023 Q4	25,197		139,921		279,987
Households 2023 Q3	25,178		139,585		279,687
Households 2023 Q2	25,208		139,749		279,897
Households 2023 Q1	25,161		139,630		279,537
Households 2022 Q4	25,246		140,113		280,375
Households 5 Years Forecast	25,575		142,895		285,631
Households 10 Years Forecast	25,864		144,964		289,537

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## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide



### Gender

Male	35,329	(49.3%)	<div><div>101</div></div>	184,959	(48.8%)	<div><div>100</div></div>	373,836	(48.6%)	<div><div>99</div></div>
Female	36,353	(50.7%)	<div><div>99</div></div>	194,171	(51.2%)	<div><div>100</div></div>	395,555	(51.4%)	<div><div>101</div></div>

### Ethnicity

Hispanic (Ethnic)	44,015	(61.4%)	<div><div>315</div></div>	164,445	(43.4%)	<div><div>222</div></div>	238,446	(31%)	<div><div>159</div></div>
White	12,372	(17.3%)	<div><div>30</div></div>	66,751	(17.6%)	<div><div>30</div></div>	150,087	(19.5%)	<div><div>34</div></div>
Black	8,685	(12.1%)	<div><div>103</div></div>	105,057	(27.7%)	<div><div>235</div></div>	294,585	(38.3%)	<div><div>325</div></div>
Other	3,858	(5.4%)	<div><div>104</div></div>	25,379	(6.7%)	<div><div>129</div></div>	44,043	(5.7%)	<div><div>110</div></div>
Asian	2,752	(3.8%)	<div><div>67</div></div>	17,498	(4.6%)	<div><div>8</div></div>	42,230	(5.5%)	<div><div>95</div></div>

### Household by Ethnicity

Hispanic (Ethnic)	14,289	(56.3%)	<div><div>370</div></div>	51,240	(36.4%)	<div><div>239</div></div>	75,864	(26.9%)	<div><div>177</div></div>
White	4,233	(16.7%)	<div><div>27</div></div>	25,033	(17.8%)	<div><div>29</div></div>	55,887	(19.8%)	<div><div>32</div></div>
Other	3,851	(15.2%)	<div><div>200</div></div>	20,905	(14.9%)	<div><div>196</div></div>	34,258	(12.2%)	<div><div>160</div></div>
Black	2,355	(9.3%)	<div><div>84</div></div>	38,114	(27.1%)	<div><div>244</div></div>	102,539	(36.4%)	<div><div>328</div></div>
Asian	641	(2.5%)	<div><div>56</div></div>	5,435	(3.9%)	<div><div>85</div></div>	13,078	(4.6%)	<div><div>102</div></div>

### Households Income

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



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URBAN EDGE

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Income	\$80,249.58		72	\$85,373.68		7	\$98,896.76		89
Average Income Per Person	\$28,633.84		66	\$32,165.32		75	\$36,644.21		85
Household Median Income	\$63,972.82		8	\$65,411.74		8	\$71,219.23		90
<\$15K	3,059	(12.1%)	149	16,989	(12.1%)	149	32,650	(11.6%)	143
\$15K - \$25K	1,795	(7.1%)	109	11,621	(8.3%)	128	20,347	(7.2%)	112
\$25K - \$35K	2,283	(9%)	134	10,318	(7.3%)	109	20,083	(7.1%)	106
\$35K - \$50K	2,826	(11.1%)	108	15,809	(11.2%)	109	28,923	(10.3%)	100
\$50K - \$75K	5,013	(19.8%)	126	24,331	(17.3%)	110	45,125	(16%)	102
\$75K - \$100K	3,489	(13.8%)	107	18,757	(13.3%)	104	35,834	(12.7%)	99
\$100K - \$150K	3,581	(14.1%)	8	22,775	(16.2%)	91	45,285	(16.1%)	91
\$150K - \$175K	1,234	(4.9%)	7	6,701	(4.8%)	76	15,103	(5.4%)	85
\$175K - \$200K	742	(2.9%)	45	4,446	(3.2%)	48	13,927	(4.9%)	75
\$200K - \$250K	754	(3%)	57	5,034	(3.6%)	69	13,644	(4.8%)	93
\$250K - \$500K	325	(1.3%)	57	2,161	(1.5%)	69	5,841	(2.1%)	93
>\$500K	268	(1.1%)	57	1,785	(1.3%)	68	4,864	(1.7%)	93

### Disposable Households Income

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



# Audience Profile

Jan 1 - Dec 31, 2024

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$65,693.67		8	\$68,356.08		83	\$74,870.23		91
Household Median Disposable Income	\$54,960.67		8	\$56,198.1		8	\$60,851.92		89
<\$15K	3,230	(12.7%)	145	18,183	(12.9%)	147	34,785	(12.4%)	141
\$15K - \$25K	2,257	(8.9%)	117	13,446	(9.6%)	125	24,231	(8.6%)	113
\$25K - \$35K	2,398	(9.5%)	120	12,318	(8.8%)	111	23,588	(8.4%)	106
\$35K - \$50K	3,570	(14.1%)	115	18,946	(13.5%)	110	34,251	(12.2%)	100
\$50K - \$75K	5,629	(22.2%)	125	27,628	(19.6%)	111	52,330	(18.6%)	105
\$75K - \$100K	3,320	(13.1%)	92	19,606	(13.9%)	98	37,906	(13.5%)	94
\$100K - \$150K	3,396	(13.4%)	75	20,035	(14.2%)	71	44,168	(15.7%)	88
\$150K - \$175K	566	(2.2%)	37	3,813	(2.7%)	44	12,019	(4.3%)	70
\$175K - \$200K	268	(1.1%)	48	1,834	(1.3%)	59	4,976	(1.8%)	8
\$200K - \$250K	293	(1.2%)	54	1,968	(1.4%)	65	5,365	(1.9%)	89
\$250K - \$500K	404	(1.6%)	54	2,701	(1.9%)	66	7,347	(2.6%)	89
>\$500K	38	(<0.5%)	58	249	(<0.5%)	69	660	(<0.5%)	91

### Discretionary Households Income

Household Average Discretionary Income	\$35,578.49		58	\$39,917.66		65	\$46,315.08		76
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# Audience Profile

Jan 1 - Dec 31, 2024

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Household Median Discretionary Income	\$28,818.68		57	\$31,014.41		61	\$34,524.2		68
<\$10K	4,597	(18.1%)	196	24,945	(17.7%)	191	48,156	(17.1%)	185
\$10K - \$20K	4,730	(18.6%)	176	22,688	(16.1%)	152	40,840	(14.5%)	137
\$20K - \$30K	3,825	(15.1%)	142	20,918	(14.9%)	140	37,324	(13.3%)	125
\$30K - \$40K	3,663	(14.4%)	145	16,977	(12.1%)	121	30,482	(10.8%)	109
\$40K - \$50K	2,519	(9.9%)	112	13,782	(9.8%)	111	25,702	(9.1%)	103
\$50K - \$75K	3,281	(12.9%)	74	21,205	(15.1%)	87	41,553	(14.8%)	85
\$75K - \$100K	1,603	(6.3%)	54	10,231	(7.3%)	62	23,377	(8.3%)	71
\$100K - \$125K	772	(3%)	38	5,568	(4%)	49	16,308	(5.8%)	72
\$125K - \$150K	379	(1.5%)	22	3,383	(2.4%)	36	11,246	(4%)	60
>\$150K				1,030	(0.7%)	12	6,638	(2.4%)	40

## Households Income by Ethnicity

Average Income - White	\$83,055.09		87	\$88,985.66		93	\$102,501.32		107
Median Income - White	\$69,221.72		8	\$77,088.68		89	\$95,959.16		111
Average Income - Black	\$70,717.69		102	\$66,802.05		97	\$70,591.1		102
Median Income - Black	\$60,863.43		110	\$53,742.26		97	\$57,950.5		105

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Audience Profile

Jan 1 - Dec 31, 2024

Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Average Income - Asian	\$97,207.75	86	\$108,643.07	96	\$118,276.48	105
Median Income - Asian	\$87,715	77	\$109,454.96	96	\$123,649.57	108
Average Income - Hispanic	\$71,103.89	88	\$76,135.77	94	\$81,991.45	101
Median Income - Hispanic	\$62,148.96	89	\$65,110.46	94	\$69,845.76	100
Average Income - Other	\$76,992	86	\$76,727.39	86	\$82,674.12	92
Median Income - Other	\$67,515.59	85	\$66,705.33	84	\$71,504.89	90

Age

Average Age	38.14	93	38.02	93	38.41	94
Median Age	36.76	92	36.6	91	37.04	92
0-4	4,639 (6.5%)	120	25,002 (6.6%)	122	49,514 (6.4%)	119
5-13	7,762 (10.8%)	105	40,222 (10.6%)	103	83,145 (10.8%)	105
14-17	3,715 (5.2%)	98	20,287 (5.4%)	101	40,695 (5.3%)	100
18-21	3,766 (5.3%)	95	20,599 (5.4%)	99	40,790 (5.3%)	96
22-24	2,825 (3.9%)	95	15,197 (4%)	97	29,920 (3.9%)	94
25-29	4,919 (6.9%)	116	25,426 (6.7%)	113	50,413 (6.6%)	111
30-34	5,736 (8%)	123	30,482 (8%)	123	59,473 (7.7%)	118

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	1 Mile			3 Mile			5 Mile		
35-39	5,639	(7.9%)	<div><div>119</div></div>	30,818	(8.1%)	<div><div>123</div></div>	60,279	(7.8%)	<div><div>119</div></div>
40-44	5,113	(7.1%)	<div><div>111</div></div>	27,495	(7.3%)	<div><div>113</div></div>	55,665	(7.2%)	<div><div>113</div></div>
45-49	4,797	(6.7%)	<div><div>112</div></div>	24,764	(6.5%)	<div><div>109</div></div>	50,768	(6.6%)	<div><div>110</div></div>
50-54	4,478	(6.2%)	<div><div>105</div></div>	22,914	(6%)	<div><div>101</div></div>	47,671	(6.2%)	<div><div>104</div></div>
55-59	4,455	(6.2%)	<div><div>101</div></div>	22,662	(6%)	<div><div>97</div></div>	47,098	(6.1%)	<div><div>100</div></div>
60-64	4,105	(5.7%)	<div><div>89</div></div>	21,473	(5.7%)	<div><div>88</div></div>	44,402	(5.8%)	<div><div>90</div></div>
65-69	3,560	(5%)	<div><div>8</div></div>	18,626	(4.9%)	<div><div>8</div></div>	38,663	(5%)	<div><div>83</div></div>
70-74	2,421	(3.4%)	<div><div>67</div></div>	13,400	(3.5%)	<div><div>70</div></div>	28,299	(3.7%)	<div><div>73</div></div>
75-79	1,755	(2.4%)	<div><div>64</div></div>	9,385	(2.5%)	<div><div>64</div></div>	20,233	(2.6%)	<div><div>68</div></div>
80-84	1,105	(1.5%)	<div><div>64</div></div>	5,674	(1.5%)	<div><div>62</div></div>	12,191	(1.6%)	<div><div>66</div></div>
85+	892	(1.2%)	<div><div>61</div></div>	4,704	(1.2%)	<div><div>61</div></div>	10,172	(1.3%)	<div><div>65</div></div>

### Age - Male

Male Average Age	37.04	<div><div>93</div></div>	36.84	<div><div>92</div></div>	37.16	<div><div>93</div></div>			
Male Median Age	35.68	<div><div>94</div></div>	35.59	<div><div>94</div></div>	35.96	<div><div>94</div></div>			
0-4	2,388	(6.8%)	<div><div>120</div></div>	12,850	(6.9%)	<div><div>123</div></div>	25,447	(6.8%)	<div><div>121</div></div>
5-13	3,990	(11.3%)	<div><div>105</div></div>	20,336	(11%)	<div><div>102</div></div>	42,120	(11.3%)	<div><div>105</div></div>

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	1 Mile			3 Mile			5 Mile		
14-17	1,949	(5.5%)	100	10,561	(5.7%)	103	20,886	(5.6%)	101
18-21	1,945	(5.5%)	96	10,778	(5.8%)	101	21,101	(5.6%)	98
22-24	1,437	(4.1%)	93	7,937	(4.3%)	98	15,571	(4.2%)	96
25-29	2,522	(7.1%)	116	12,936	(7%)	113	25,665	(6.9%)	111
30-34	2,965	(8.4%)	123	14,857	(8%)	120	29,117	(7.8%)	116
35-39	2,771	(7.8%)	117	14,957	(8.1%)	121	29,199	(7.8%)	117
40-44	2,487	(7%)	109	13,316	(7.2%)	112	27,105	(7.3%)	112
45-49	2,299	(6.5%)	108	12,033	(6.5%)	108	24,657	(6.6%)	110
50-54	2,161	(6.1%)	103	11,042	(6%)	100	23,007	(6.2%)	103
55-59	2,122	(6%)	98	10,862	(5.9%)	96	22,420	(6%)	98
60-64	1,990	(5.6%)	89	10,198	(5.5%)	88	20,972	(5.6%)	89
65-69	1,675	(4.7%)	8	8,535	(4.6%)	7	17,544	(4.7%)	8
70-74	1,109	(3.1%)	66	5,982	(3.2%)	68	12,513	(3.3%)	71
75-79	771	(2.2%)	62	4,037	(2.2%)	62	8,472	(2.3%)	64
80-84	438	(1.2%)	60	2,171	(1.2%)	56	4,700	(1.3%)	60
85+	310	(0.9%)	60	1,571	(0.8%)	58	3,340	(0.9%)	61

**Age - Female**

Female Average Age	39.2		93	39.13		93	39.59		94
Female Median Age	37.8		92	37.55		91	38.05		92
0-4	2,251	(6.2%)	120	12,152	(6.3%)	121	24,067	(6.1%)	118
5-13	3,772	(10.4%)	105	19,886	(10.2%)	103	41,025	(10.4%)	105
14-17	1,766	(4.9%)	95	9,726	(5%)	98	19,809	(5%)	98
18-21	1,821	(5%)	95	9,821	(5.1%)	96	19,689	(5%)	94
22-24	1,388	(3.8%)	97	7,260	(3.7%)	95	14,349	(3.6%)	92
25-29	2,397	(6.6%)	116	12,490	(6.4%)	113	24,748	(6.3%)	110
30-34	2,771	(7.6%)	120	15,625	(8%)	126	30,356	(7.7%)	120
35-39	2,868	(7.9%)	121	15,861	(8.2%)	125	31,080	(7.9%)	121
40-44	2,626	(7.2%)	114	14,179	(7.3%)	115	28,560	(7.2%)	114
45-49	2,498	(6.9%)	115	12,731	(6.6%)	110	26,111	(6.6%)	110
50-54	2,317	(6.4%)	107	11,872	(6.1%)	102	24,664	(6.2%)	104
55-59	2,333	(6.4%)	104	11,800	(6.1%)	99	24,678	(6.2%)	101
60-64	2,115	(5.8%)	89	11,275	(5.8%)	89	23,430	(5.9%)	91
65-69	1,885	(5.2%)	8	10,091	(5.2%)	83	21,119	(5.3%)	85
70-74	1,312	(3.6%)	68	7,418	(3.8%)	72	15,786	(4%)	71
75-79	984	(2.7%)	65	5,348	(2.8%)	66	11,761	(3%)	71
80-84	667	(1.8%)	68	3,503	(1.8%)	67	7,491	(1.9%)	70
85+	582	(1.6%)	63	3,133	(1.6%)	63	6,832	(1.7%)	68

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



# Audience Profile

Jan 1 - Dec 31, 2024

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide



### Employment by Occupation

Total Employees (16+ Years Old)	35,511			188,290			382,669		
Production & Transportation	8,066	(22.7%)	<div><div></div><div></div><div>176</div></div>	34,452	(18.3%)	<div><div></div><div></div><div>142</div></div>	59,659	(15.6%)	<div><div></div><div></div><div>121</div></div>
Professional Specialty	5,877	(16.5%)	<div><div></div><div></div><div>67</div></div>	35,557	(18.9%)	<div><div></div><div></div><div>76</div></div>	82,876	(21.7%)	<div><div></div><div></div><div>88</div></div>
Office Admin	4,995	(14.1%)	<div><div></div><div></div><div>132</div></div>	21,254	(11.3%)	<div><div></div><div></div><div>106</div></div>	45,124	(11.8%)	<div><div></div><div></div><div>111</div></div>
Managerial/Executive	3,861	(10.9%)	<div><div></div><div></div><div>63</div></div>	22,949	(12.2%)	<div><div></div><div></div><div>70</div></div>	54,574	(14.3%)	<div><div></div><div></div><div>82</div></div>
Construction	3,776	(10.6%)	<div><div></div><div></div><div>133</div></div>	22,119	(11.7%)	<div><div></div><div></div><div>147</div></div>	34,219	(8.9%)	<div><div></div><div></div><div>112</div></div>
Sales	2,217	(6.2%)	<div><div></div><div></div><div>67</div></div>	13,216	(7%)	<div><div></div><div></div><div>75</div></div>	29,240	(7.6%)	<div><div></div><div></div><div>82</div></div>
Building Maintenance & Cleaning	1,797	(5.1%)	<div><div></div><div></div><div>149</div></div>	9,576	(5.1%)	<div><div></div><div></div><div>150</div></div>	16,447	(4.3%)	<div><div></div><div></div><div>127</div></div>
Food Preparation & Serving	1,536	(4.3%)	<div><div></div><div></div><div>85</div></div>	8,480	(4.5%)	<div><div></div><div></div><div>88</div></div>	16,118	(4.2%)	<div><div></div><div></div><div>82</div></div>
Personal Care	1,267	(3.6%)	<div><div></div><div></div><div>143</div></div>	5,350	(2.8%)	<div><div></div><div></div><div>114</div></div>	11,153	(2.9%)	<div><div></div><div></div><div>117</div></div>
Healthcare support	1,259	(3.5%)	<div><div></div><div></div><div>108</div></div>	8,308	(4.4%)	<div><div></div><div></div><div>134</div></div>	19,480	(5.1%)	<div><div></div><div></div><div>155</div></div>
Protective	860	(2.4%)	<div><div></div><div></div><div>112</div></div>	6,913	(3.7%)	<div><div></div><div></div><div>170</div></div>	13,507	(3.5%)	<div><div></div><div></div><div>163</div></div>
Farming, Fishing & Forestry				116	(<0.5%)	<div><div></div><div></div><div>11</div></div>	272	(<0.5%)	<div><div></div><div></div><div>12</div></div>

### Employment by Industry

Total Employees (16+ Years Old)	35,511	188,290	382,669
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Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2024

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	7,027	(19.8%)	84	39,388	(20.9%)	89	91,648	(23.9%)	102
Wholesale Retail	5,118	(14.4%)	110	23,611	(12.5%)	95	47,586	(12.4%)	95
Manufacturing	4,188	(11.8%)	119	15,261	(8.1%)	8	26,495	(6.9%)	70
Transportation	3,770	(10.6%)	182	20,755	(11%)	189	39,636	(10.4%)	177
Agriculture/Mining/Construction	3,591	(10.1%)	119	20,666	(11%)	129	30,695	(8%)	94
Professional Services	2,176	(6.1%)	76	11,257	(6%)	74	26,922	(7%)	87
Administrative/Waste Services	2,160	(6.1%)	146	11,505	(6.1%)	146	21,821	(5.7%)	136
Entertainment Services	2,071	(5.8%)	67	12,909	(6.9%)	7	25,584	(6.7%)	7
Other Professional Services	2,035	(5.7%)	122	10,045	(5.3%)	113	19,575	(5.1%)	109
Financial, Insurance & Real Estate	1,900	(5.4%)	7	10,526	(5.6%)	83	25,146	(6.6%)	98
Public Administration	1,080	(3%)	64	8,870	(4.7%)	99	18,339	(4.8%)	100
Information	365	(1%)	55	3,345	(1.8%)	95	8,773	(2.3%)	123
Management Services	30	(<0.5%)	67	152	(<0.5%)	64	449	(<0.5%)	93

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



Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide



Language Spoken

Speak Spanish at Home	35,962	(53.6%)	<div><div>380</div></div>	128,472	(36.3%)	<div><div>257</div></div>	183,627	(25.5%)	<div><div>181</div></div>
Speak English at Home	20,614	(30.7%)	<div><div>40</div></div>	160,902	(45.4%)	<div><div>59</div></div>	403,671	(56.1%)	<div><div>72</div></div>
Speak Other Language at Home	10,467	(15.6%)	<div><div>185</div></div>	64,754	(18.3%)	<div><div>216</div></div>	132,579	(18.4%)	<div><div>218</div></div>

Ancestry

Other	16,481	(23%)	<div><div>109</div></div>	137,497	(36.3%)	<div><div>172</div></div>	323,604	(42.1%)	<div><div>199</div></div>
South American	15,142	(21.1%)	<div><div>1694</div></div>	54,655	(14.4%)	<div><div>1156</div></div>	74,069	(9.6%)	<div><div>772</div></div>
Puerto Rican	12,689	(17.7%)	<div><div>629</div></div>	46,081	(12.2%)	<div><div>432</div></div>	65,656	(8.5%)	<div><div>303</div></div>
Dominican	5,745	(8%)	<div><div>1257</div></div>	24,536	(6.5%)	<div><div>1015</div></div>	35,218	(4.6%)	<div><div>718</div></div>
Unclassified	4,280	(6%)	<div><div>37</div></div>	31,594	(8.3%)	<div><div>51</div></div>	75,579	(9.8%)	<div><div>60</div></div>
Other Hispanic	4,223	(5.9%)	<div><div>411</div></div>	15,168	(4%)	<div><div>279</div></div>	22,272	(2.9%)	<div><div>202</div></div>
Central American	2,509	(3.5%)	<div><div>210</div></div>	12,620	(3.3%)	<div><div>200</div></div>	22,935	(3%)	<div><div>179</div></div>
Mexican	1,867	(2.6%)	<div><div>24</div></div>	6,230	(1.6%)	<div><div>15</div></div>	10,153	(1.3%)	<div><div>12</div></div>
Cuban	1,840	(2.6%)	<div><div>354</div></div>	5,155	(1.4%)	<div><div>188</div></div>	8,143	(1.1%)	<div><div>146</div></div>
South Central Asian (e.g. Indian)	1,180	(1.6%)	<div><div>105</div></div>	6,797	(1.8%)	<div><div>115</div></div>	16,729	(2.2%)	<div><div>139</div></div>
Chinese	1,041	(1.5%)	<div><div>116</div></div>	3,564	(0.9%)	<div><div>75</div></div>	5,889	(0.8%)	<div><div>61</div></div>

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



# Audience Profile

Jan 1 - Dec 31, 2024

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Italian	991	(1.4%)	46	8,117	(2.1%)	72	26,834	(3.5%)	117
Scottish/Irish	835	(1.2%)	17	4,960	(1.3%)	20	15,724	(2%)	31
American	648	(0.9%)	19	3,931	(1%)	22	11,665	(1.5%)	32
Polish	624	(0.9%)	57	2,705	(0.7%)	47	6,790	(0.9%)	58
South East Asian (e.g. Vietnamese)	335	(<0.5%)	27	4,866	(1.3%)	73	14,357	(1.9%)	106
Other European (e.g. Greek/Russian)	322	(<0.5%)	14	2,215	(0.6%)	18	8,491	(1.1%)	35
German	279	(<0.5%)	5	2,046	(0.5%)	7	7,294	(0.9%)	12
British	145	(<0.5%)	4	1,172	(<0.5%)	6	4,713	(0.6%)	12
Middle Eastern	111	(<0.5%)	25	1,447	(<0.5%)	61	3,900	(0.5%)	8
Native American (Indian/Eskimo)	91	(<0.5%)	20	623	(<0.5%)	26	1,214	(<0.5%)	25
Korean	85	(<0.5%)	23	1,114	(<0.5%)	57	2,838	(<0.5%)	71
Other Asian	66	(<0.5%)	22	1,000	(<0.5%)	62	2,003	(<0.5%)	61
French	62	(<0.5%)	7	320	(<0.5%)	7	998	(<0.5%)	10
Japanese	45	(<0.5%)	26	157	(<0.5%)	17	414	(<0.5%)	22
Scandinavian	19	(<0.5%)	1	284	(<0.5%)	4	1,189	(<0.5%)	8
Hawaiian/Pacific Islander	16	(<0.5%)	12	84	(<0.5%)	12	185	(<0.5%)	13

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# Audience Profile

Jan 1 - Dec 31, 2024

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Dutch	11	(<0.5%)	<div><div>3</div></div>	192	(<0.5%)	<div><div>8</div></div>	535	(<0.5%)	<div><div>12</div></div>

### Education (Age 25+)

Total Educated Population	48,975			257,823			525,327		
Elementary (0 to 8 Years)	6,816	(13.9%)	<div><div>292</div></div>	28,486	(11%)	<div><div>231</div></div>	43,563	(8.3%)	<div><div>174</div></div>
Some High School (9 to 11 Years)	4,466	(9.1%)	<div><div>154</div></div>	21,341	(8.3%)	<div><div>140</div></div>	38,769	(7.4%)	<div><div>125</div></div>
High School Graduate (12 Years)	15,818	(32.3%)	<div><div>124</div></div>	88,270	(34.2%)	<div><div>131</div></div>	167,119	(31.8%)	<div><div>122</div></div>
Some College (13 to 16 Years)	7,498	(15.3%)	<div><div>76</div></div>	39,905	(15.5%)	<div><div>86</div></div>	87,093	(16.6%)	<div><div>86</div></div>
Associates Degree Only	2,965	(6.1%)	<div><div>69</div></div>	14,234	(5.5%)	<div><div>63</div></div>	32,358	(6.2%)	<div><div>70</div></div>
Bachelor's Degree Only	7,471	(15.3%)	<div><div>72</div></div>	42,671	(16.6%)	<div><div>74</div></div>	99,015	(18.8%)	<div><div>88</div></div>
Graduate Degree	3,941	(8%)	<div><div>59</div></div>	22,916	(8.9%)	<div><div>65</div></div>	57,410	(10.9%)	<div><div>71</div></div>

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide



### Household Type

Households	25,369			140,727			281,626		
One Person Households	6,240	(24.6%)	90	41,891	(29.8%)	108	81,939	(29.1%)	106
Married Couple	10,163	(40.1%)	84	50,561	(35.9%)	75	102,553	(36.4%)	74
Male Householder	2,073	(8.2%)	161	11,068	(7.9%)	155	21,464	(7.6%)	150
Female Householder	5,194	(20.5%)	164	28,445	(20.2%)	162	58,475	(20.8%)	167
Non Family Households	1,699	(6.7%)	95	8,762	(6.2%)	88	17,195	(6.1%)	86

### Household Size

Households	25,369			140,727			281,626		
1 Person Household	6,240	(24.6%)	90	41,891	(29.8%)	108	81,939	(29.1%)	106
2 Person Household	6,668	(26.3%)	8	37,486	(26.6%)	8	74,588	(26.5%)	8
3 Person Household	5,018	(19.8%)	127	25,022	(17.8%)	114	50,874	(18.1%)	116
4 Person Household	3,925	(15.5%)	118	19,418	(13.8%)	105	39,691	(14.1%)	107
5 Person Household	1,964	(7.7%)	123	9,574	(6.8%)	108	19,881	(7.1%)	112
6 Person Household	899	(3.5%)	130	4,405	(3.1%)	115	8,759	(3.1%)	114
7+ Person Household	655	(2.6%)	142	2,931	(2.1%)	115	5,894	(2.1%)	115

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





Audience Profile

Jan 1 - Dec 31, 2024

Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide



Housing Units

Total Housing Units	26,834	149,820	301,379
Renter Occupied Housing	17,239	96,471	179,877
Owner Occupied Housing	8,130	44,256	101,749
Vacant Housing	1,465	9,093	19,753

Housing Rent

Average Rent	\$1,564.55	<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></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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# Audience Profile

Jan 1 - Dec 31, 2024

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	673	(4%)	<div><div>70</div></div>	5,704	(6%)	<div><div>105</div></div>	11,978	(6.8%)	<div><div>118</div></div>
\$3000-\$3500	130	(0.8%)	<div><div>26</div></div>	1,680	(1.8%)	<div><div>59</div></div>	3,717	(2.1%)	<div><div>69</div></div>
>\$3500	122	(0.7%)	<div><div>20</div></div>	944	(1%)	<div><div>27</div></div>	2,462	(1.4%)	<div><div>38</div></div>
Value of Owner-Occupied Housing Units									
Average House Value	\$524,484.54		<div><div>100</div></div>	\$526,990.94		<div><div>101</div></div>	\$588,380.81		<div><div>113</div></div>
Median House Value	\$490,666.67		<div><div>129</div></div>	\$492,710.65		<div><div>129</div></div>	\$532,533.07		<div><div>140</div></div>
Owner Occupied Housing	8,130			44,256			101,749		
<\$100K	210	(2.6%)	<div><div>30</div></div>	1,690	(3.8%)	<div><div>45</div></div>	3,431	(3.4%)	<div><div>39</div></div>
\$100K - \$200K	249	(3.1%)	<div><div>23</div></div>	1,454	(3.3%)	<div><div>24</div></div>	2,699	(2.7%)	<div><div>20</div></div>
\$200K - \$300K	912	(11.2%)	<div><div>69</div></div>	4,527	(10.2%)	<div><div>63</div></div>	8,867	(8.7%)	<div><div>54</div></div>
\$300K - \$400K	1,334	(16.4%)	<div><div>113</div></div>	6,953	(15.7%)	<div><div>108</div></div>	14,605	(14.4%)	<div><div>98</div></div>
\$400K - \$500K	1,500	(18.5%)	<div><div>160</div></div>	8,094	(18.3%)	<div><div>159</div></div>	17,130	(16.8%)	<div><div>146</div></div>
\$500K - \$1000K	3,602	(44.3%)	<div><div>179</div></div>	19,820	(44.8%)	<div><div>181</div></div>	47,159	(46.3%)	<div><div>187</div></div>
>\$1000K	323	(4%)	<div><div>36</div></div>	1,718	(3.9%)	<div><div>36</div></div>	7,858	(7.7%)	<div><div>71</div></div>

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# Audience Profile

Jan 1 - Dec 31, 2024

URBAN EDGE

## Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide



### Poverty

Households in Poverty	4,911	(19.4%)	<div><div>153</div></div>	26,132	(18.6%)	<div><div>147</div></div>	50,045	(17.8%)	<div><div>140</div></div>
Households Above Poverty	20,458	(80.6%)	<div><div>92</div></div>	114,595	(81.4%)	<div><div>93</div></div>	231,581	(82.2%)	<div><div>94</div></div>
Households in Poverty (Married)	845	(3.3%)	<div><div>153</div></div>	3,491	(2.5%)	<div><div>114</div></div>	6,089	(2.2%)	<div><div>99</div></div>
Households in Poverty (Male Householder)	233	(0.9%)	<div><div>144</div></div>	1,403	(1%)	<div><div>156</div></div>	3,053	(1.1%)	<div><div>170</div></div>
Households in Poverty (Female Householder)	1,424	(5.6%)	<div><div>190</div></div>	7,350	(5.2%)	<div><div>177</div></div>	14,829	(5.3%)	<div><div>178</div></div>
Households in Poverty (Non-Family)	2,203	(8.7%)	<div><div>138</div></div>	12,921	(9.2%)	<div><div>146</div></div>	24,235	(8.6%)	<div><div>137</div></div>
Households in Poverty (Non-Family Student)	206	(0.8%)	<div><div>131</div></div>	967	(0.7%)	<div><div>110</div></div>	1,839	(0.7%)	<div><div>105</div></div>

### Wealth per Household

Household Average Wealth	\$201,810.97	<div><div>83</div></div>	\$203,594.67	<div><div>84</div></div>	\$213,276.28	<div><div>88</div></div>			
Household Median Wealth	\$48,160.21	<div><div>59</div></div>	\$48,510.38	<div><div>60</div></div>	\$55,489.35	<div><div>68</div></div>			
<\$0K	5,114	(20.2%)	<div><div>116</div></div>	28,394	(20.2%)	<div><div>116</div></div>	55,211	(19.6%)	<div><div>113</div></div>
\$0K - \$5K	2,793	(11%)	<div><div>129</div></div>	15,412	(11%)	<div><div>128</div></div>	29,355	(10.4%)	<div><div>122</div></div>
\$5K - \$10K	1,386	(5.5%)	<div><div>120</div></div>	7,695	(5.5%)	<div><div>120</div></div>	14,860	(5.3%)	<div><div>116</div></div>
\$10K - \$25K	1,773	(7%)	<div><div>110</div></div>	9,805	(7%)	<div><div>110</div></div>	19,194	(6.8%)	<div><div>107</div></div>
\$25K - \$50K	1,747	(6.9%)	<div><div>101</div></div>	9,631	(6.8%)	<div><div>101</div></div>	19,157	(6.8%)	<div><div>100</div></div>

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Kearny Commons

175 Passaic Avenue, Kearny, NJ 7032

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	2,504	(9.9%)	97	13,796	(9.8%)	96	27,653	(9.8%)	96
\$100K - \$250K	4,173	(16.4%)	91	23,079	(16.4%)	91	46,981	(16.7%)	92
\$250K - \$500K	2,866	(11.3%)	86	15,946	(11.3%)	86	33,097	(11.8%)	89
>\$500K	3,013	(11.9%)	8	16,969	(12.1%)	8	36,118	(12.8%)	86

Vehicles per Household

Total Number of Vehicles	28,647			156,314			336,894		
Average Number of Vehicles	1.13		62	1.11		61	1.2		65
No Vehicles	7,524	(29.7%)	359	40,353	(28.7%)	347	69,610	(24.7%)	299
1 Vehicle	9,729	(38.3%)	117	59,274	(42.1%)	128	120,271	(42.7%)	130
2 Vehicles	5,896	(23.2%)	63	29,616	(21%)	57	66,908	(23.8%)	64
3 or more Vehicles	2,220	(8.8%)	40	11,484	(8.2%)	37	24,837	(8.8%)	40

Population Change

Births	898			4,758			9,385		
Deaths	374			2,016			4,280		
Migration	-40			-652			-800		

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175 Passaic Avenue, Kearny, NJ 7032

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Workplace

Total Businesses	1,108	8,756	16,461
Total Employees	11,093	130,538	247,308

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