



Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide



Overview									
Population	13,522			73,457			130,616		
Households	4,287			26,738			47,559		
Persons per Household	3.15	124		2.74	107		2.72	106	
Household Median Income	\$77,963.12	98		\$105,317.49	132		\$123,824.63	156	
Household Median Disposable Income	\$65,637.8	96		\$86,714.83	126		\$101,016.87	147	
Household Median Discretionary Income	\$39,217.11	71		\$64,979.18	128		\$82,159.2	161	
Average Income Per Person	\$34,051.42	79		\$49,785.32	115		\$60,469.82	140	
Median Rent	\$2,042.55	145		\$1,816.84	129		\$1,925.62	137	
Median House Value	\$534,836.07	141		\$598,542.2	157		\$672,944.31	177	
Households in Poverty	600 (14%)	111		2,301 (8.6%)	68		2,993 (6.3%)	50	
Household Median Wealth	\$73,865.73	91		\$91,184.31	112		\$104,386.97	129	
Average Age	39.66	97		41.93	102		42.34	103	
Median Age	38.93	97		41.93	104		42.6	106	
Households with Children	1,540 (35.9%)	134		8,233 (30.8%)	115		14,830 (31.2%)	116	
High School Graduate or Higher	7,694 (81.3%)	91		47,495 (89.8%)	101		86,871 (92.8%)	104	

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



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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,248 (23.8%) 68	21,517 (40.7%) 116	47,792 (51%) 146
Pop density (per sq mi)	6,394	2,844	1,979
Area (based on blockgroups)	2	26	66

Population

Population 2024 Q4	13,522	73,457	130,616
Population 2024 Q3	13,491	73,203	130,227
Population 2024 Q2	13,522	73,429	130,552
Population 2024 Q1	13,524	73,416	130,429
Population 2023 Q4	13,487	73,415	130,281
Population 2023 Q3	13,493	73,357	130,130
Population 2023 Q2	13,490	73,235	129,889
Population 2023 Q1	13,511	73,255	129,528
Population 2022 Q4	13,492	72,300	128,538
Population 5 Years Forecast	13,676	75,612	134,035
Population 10 Years Forecast	13,949	77,880	137,814
Persons per Household	3.15 124	2.74 107	2.72 106

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Group Quarters	15	(<0.5%)	5	305	(<0.5%)	18	1,481	(1.1%)	48
Transient Population - Average Last 4 Quarters				108	(<0.5%)	11	974	(0.7%)	58

Households

Households 2024 Q4	4,287		26,738		47,559
Households 2024 Q3	4,274		26,627		47,384
Households 2024 Q2	4,286		26,723		47,534
Households 2024 Q1	4,286		26,720		47,485
Households 2023 Q4	4,274		26,722		47,428
Households 2023 Q3	4,274		26,699		47,369
Households 2023 Q2	4,275		26,652		47,266
Households 2023 Q1	4,280		26,654		47,112
Households 2022 Q4	4,278		26,245		46,681
Households 5 Years Forecast	4,333		27,560		48,899
Households 10 Years Forecast	4,419		28,408		50,334

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Audience Profile

Jan 1 - Dec 31, 2024

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Gender

Male	6,814	(50.4%)	<div><div>103</div></div>	36,110	(49.2%)	<div><div>100</div></div>	64,128	(49.1%)	<div><div>100</div></div>
Female	6,708	(49.6%)	<div><div>97</div></div>	37,347	(50.8%)	<div><div>100</div></div>	66,488	(50.9%)	<div><div>100</div></div>

Ethnicity

Hispanic (Ethnic)	8,418	(62.3%)	<div><div>319</div></div>	27,919	(38%)	<div><div>195</div></div>	34,392	(26.3%)	<div><div>35</div></div>
White	3,523	(26.1%)	<div><div>45</div></div>	35,533	(48.4%)	<div><div>84</div></div>	74,647	(57.1%)	<div><div>99</div></div>
Other	607	(4.5%)	<div><div>86</div></div>	2,677	(3.6%)	<div><div>70</div></div>	5,375	(4.1%)	<div><div>7</div></div>
Asian	495	(3.7%)	<div><div>64</div></div>	5,241	(7.1%)	<div><div>124</div></div>	12,487	(9.6%)	<div><div>166</div></div>
Black	479	(3.5%)	<div><div>30</div></div>	2,087	(2.8%)	<div><div>24</div></div>	3,715	(2.8%)	<div><div>24</div></div>

Household by Ethnicity

Hispanic (Ethnic)	2,242	(52.3%)	<div><div>344</div></div>	8,623	(32.2%)	<div><div>212</div></div>	10,489	(22.1%)	<div><div>145</div></div>
White	1,226	(28.6%)	<div><div>46</div></div>	13,865	(51.9%)	<div><div>84</div></div>	28,817	(60.6%)	<div><div>98</div></div>
Other	534	(12.5%)	<div><div>164</div></div>	2,261	(8.5%)	<div><div>111</div></div>	3,899	(8.2%)	<div><div>108</div></div>
Asian	182	(4.2%)	<div><div>94</div></div>	1,462	(5.5%)	<div><div>121</div></div>	3,373	(7.1%)	<div><div>156</div></div>
Black	103	(2.4%)	<div><div>22</div></div>	527	(2%)	<div><div>18</div></div>	981	(2.1%)	<div><div>19</div></div>

Households Income

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



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	1 Mile			3 Mile			5 Mile		
Household Average Income	\$107,299.68		96	\$136,369.26		123	\$164,148.63		148
Average Income Per Person	\$34,051.42		7	\$49,785.32		115	\$60,469.82		140
Household Median Income	\$77,963.12		98	\$105,317.49		132	\$123,824.63		156
<\$15K	266	(6.2%)	7	1,153	(4.3%)	53	1,674	(3.5%)	44
\$15K - \$25K	183	(4.3%)	66	1,166	(4.4%)	67	1,503	(3.2%)	49
\$25K - \$35K	298	(7%)	103	1,516	(5.7%)	84	1,924	(4%)	60
\$35K - \$50K	431	(10.1%)	98	2,114	(7.9%)	7	3,312	(7%)	68
\$50K - \$75K	892	(20.8%)	132	3,693	(13.8%)	88	5,150	(10.8%)	69
\$75K - \$100K	526	(12.3%)	96	3,101	(11.6%)	90	5,236	(11%)	86
\$100K - \$150K	653	(15.2%)	86	5,022	(18.8%)	106	8,941	(18.8%)	106
\$150K - \$175K	313	(7.3%)	116	2,436	(9.1%)	145	4,482	(9.4%)	150
\$175K - \$200K	592	(13.8%)	210	3,108	(11.6%)	177	6,709	(14.1%)	215
\$200K - \$250K	75	(1.7%)	34	1,923	(7.2%)	138	4,834	(10.2%)	195
\$250K - \$500K	32	(0.7%)	33	823	(3.1%)	138	2,070	(4.4%)	195
>\$500K	26	(0.6%)	33	683	(2.6%)	137	1,724	(3.6%)	194

Disposable Households Income

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



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Household Average Disposable Income	\$79,817.54		97	\$97,443.74		118	\$109,963.23		133
Household Median Disposable Income	\$65,637.8		96	\$86,714.83		126	\$101,016.87		147
<\$15K	287	(6.7%)	76	1,255	(4.7%)	53	1,793	(3.8%)	43
\$15K - \$25K	227	(5.3%)	70	1,457	(5.4%)	72	1,932	(4.1%)	53
\$25K - \$35K	383	(8.9%)	113	1,618	(6.1%)	77	2,335	(4.9%)	62
\$35K - \$50K	407	(9.5%)	76	2,762	(10.3%)	85	3,951	(8.3%)	68
\$50K - \$75K	1,097	(25.6%)	144	4,445	(16.6%)	94	6,705	(14.1%)	77
\$75K - \$100K	547	(12.8%)	89	3,876	(14.5%)	102	6,841	(14.4%)	101
\$100K - \$150K	733	(17.1%)	95	5,765	(21.6%)	120	10,868	(22.9%)	128
\$150K - \$175K	506	(11.8%)	194	2,968	(11.1%)	182	6,608	(13.9%)	228
\$175K - \$200K	26	(0.6%)	28	705	(2.6%)	120	1,771	(3.7%)	169
\$200K - \$250K	29	(0.7%)	32	761	(2.8%)	133	1,914	(4%)	188
\$250K - \$500K	41	(1%)	33	1,037	(3.9%)	132	2,617	(5.5%)	188
>\$500K	4	(<0.5%)	36	89	(<0.5%)	129	224	(<0.5%)	183

Discretionary Households Income

Household Average Discretionary Income	\$54,168.44		88	\$73,821.71		120	\$87,578.34		143
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Household Median Discretionary Income	\$39,217.11		71	\$64,979.18		128	\$82,159.2		161
<\$10K	415	(9.7%)	105	1,369	(5.1%)	55	1,752	(3.7%)	40
\$10K - \$20K	667	(15.6%)	147	2,210	(8.3%)	74	2,733	(5.7%)	54
\$20K - \$30K	754	(17.6%)	166	2,565	(9.6%)	91	3,309	(7%)	66
\$30K - \$40K	338	(7.9%)	74	2,466	(9.2%)	93	3,476	(7.3%)	74
\$40K - \$50K	302	(7%)	74	2,018	(7.5%)	85	2,855	(6%)	68
\$50K - \$75K	500	(11.7%)	67	4,518	(16.9%)	97	7,687	(16.2%)	93
\$75K - \$100K	526	(12.3%)	105	3,282	(12.3%)	105	6,085	(12.8%)	109
\$100K - \$125K	254	(5.9%)	73	3,450	(12.9%)	160	6,566	(13.8%)	171
\$125K - \$150K	519	(12.1%)	182	2,685	(10%)	151	6,965	(14.6%)	220
>\$150K	12	(<0.5%)	5	2,175	(8.1%)	138	6,131	(12.9%)	218

Households Income by Ethnicity

Average Income - White	\$116,543.03		122	\$119,169.06		125	\$127,707.23		34
Median Income - White	\$123,483.91		142	\$123,841.32		143	\$142,140.76		164
Average Income - Black	\$116,336.21		168	\$105,927.19		153	\$110,332.37		160
Median Income - Black	\$150,531.9		272	\$92,830.17		168	\$101,584.44		183

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Average Income - Asian	\$96,051.07	85	\$126,926.23	112	\$141,848.05	126
Median Income - Asian	\$94,530.47	83	\$140,554.94	123	\$160,980.29	141
Average Income - Hispanic	\$74,623.14	92	\$87,868.67	109	\$94,263	117
Median Income - Hispanic	\$65,801.5	95	\$74,977.87	108	\$84,945.95	122
Average Income - Other	\$101,577.49	113	\$106,419.97	119	\$115,528.99	129
Median Income - Other	\$100,980.35	127	\$105,969.15	133	\$118,458.86	149

Age

Average Age	39.66	97	41.93	102	42.34	103
Median Age	38.93	97	41.93	104	42.6	106
0-4	772 (5.7%)	106	4,018 (5.5%)	101	6,777 (5.2%)	96
5-13	1,329 (9.8%)	95	6,942 (9.5%)	92	12,476 (9.6%)	93
14-17	686 (5.1%)	96	3,431 (4.7%)	88	6,315 (4.8%)	91
18-21	723 (5.3%)	97	3,531 (4.8%)	87	6,502 (5%)	90
22-24	552 (4.1%)	98	2,665 (3.6%)	87	4,904 (3.8%)	90
25-29	908 (6.7%)	113	4,253 (5.8%)	98	7,184 (5.5%)	93
30-34	899 (6.6%)	102	4,532 (6.2%)	95	7,302 (5.6%)	86

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35-39	907	(6.7%)	<div><div>102</div></div>	4,907	(6.7%)	<div><div>101</div></div>	8,204	(6.3%)	<div><div>95</div></div>
40-44	1,024	(7.6%)	<div><div>118</div></div>	5,088	(6.9%)	<div><div>108</div></div>	8,695	(6.7%)	<div><div>104</div></div>
45-49	919	(6.8%)	<div><div>113</div></div>	4,790	(6.5%)	<div><div>109</div></div>	8,561	(6.6%)	<div><div>109</div></div>
50-54	926	(6.8%)	<div><div>115</div></div>	4,863	(6.6%)	<div><div>111</div></div>	8,844	(6.8%)	<div><div>114</div></div>
55-59	1,014	(7.5%)	<div><div>122</div></div>	5,449	(7.4%)	<div><div>121</div></div>	9,793	(7.5%)	<div><div>122</div></div>
60-64	922	(6.8%)	<div><div>106</div></div>	5,267	(7.2%)	<div><div>112</div></div>	9,739	(7.5%)	<div><div>116</div></div>
65-69	734	(5.4%)	<div><div>90</div></div>	4,506	(6.1%)	<div><div>101</div></div>	8,234	(6.3%)	<div><div>104</div></div>
70-74	509	(3.8%)	<div><div>75</div></div>	3,325	(4.5%)	<div><div>90</div></div>	6,256	(4.8%)	<div><div>95</div></div>
75-79	302	(2.2%)	<div><div>58</div></div>	2,564	(3.5%)	<div><div>91</div></div>	4,724	(3.6%)	<div><div>94</div></div>
80-84	219	(1.6%)	<div><div>68</div></div>	1,737	(2.4%)	<div><div>99</div></div>	3,149	(2.4%)	<div><div>100</div></div>
85+	177	(1.3%)	<div><div>65</div></div>	1,589	(2.2%)	<div><div>107</div></div>	2,957	(2.3%)	<div><div>112</div></div>

Age - Male

Male Average Age	38.59	<div><div>97</div></div>	40.63	<div><div>102</div></div>	41.04	<div><div>103</div></div>			
Male Median Age	37.97	<div><div>100</div></div>	40.76	<div><div>107</div></div>	41.33	<div><div>109</div></div>			
0-4	399	(5.9%)	<div><div>104</div></div>	2,066	(5.7%)	<div><div>101</div></div>	3,488	(5.4%)	<div><div>96</div></div>
5-13	682	(10%)	<div><div>93</div></div>	3,564	(9.9%)	<div><div>92</div></div>	6,484	(10.1%)	<div><div>94</div></div>

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14-17	365	(5.4%)	97	1,757	(4.9%)	88	3,254	(5.1%)	92
18-21	390	(5.7%)	100	1,841	(5.1%)	89	3,377	(5.3%)	92
22-24	292	(4.3%)	98	1,408	(3.9%)	89	2,566	(4%)	92
25-29	458	(6.7%)	109	2,207	(6.1%)	99	3,739	(5.8%)	94
30-34	471	(6.9%)	103	2,288	(6.3%)	95	3,688	(5.8%)	86
35-39	472	(6.9%)	103	2,438	(6.8%)	101	4,034	(6.3%)	94
40-44	558	(8.2%)	127	2,567	(7.1%)	110	4,312	(6.7%)	104
45-49	459	(6.7%)	112	2,373	(6.6%)	109	4,215	(6.6%)	109
50-54	462	(6.8%)	114	2,394	(6.6%)	111	4,310	(6.7%)	113
55-59	507	(7.4%)	122	2,703	(7.5%)	123	4,828	(7.5%)	123
60-64	444	(6.5%)	103	2,542	(7%)	112	4,682	(7.3%)	116
65-69	346	(5.1%)	87	2,129	(5.9%)	101	3,903	(6.1%)	105
70-74	231	(3.4%)	72	1,540	(4.3%)	90	2,913	(4.5%)	96
75-79	134	(2%)	56	1,082	(3%)	85	2,021	(3.2%)	89
80-84	82	(1.2%)	58	669	(1.9%)	89	1,271	(2%)	95
85+	62	(0.9%)	62	542	(1.5%)	102	1,043	(1.6%)	110

Age - Female

Female Average Age	40.75		97	43.19		103	43.6		104
Female Median Age	40.92		99	43.12		104	43.84		106
0-4	373	(5.6%)	108	1,952	(5.2%)	101	3,289	(4.9%)	96
5-13	647	(9.6%)	97	3,378	(9%)	91	5,992	(9%)	91
14-17	321	(4.8%)	94	1,674	(4.5%)	88	3,061	(4.6%)	90
18-21	333	(5%)	94	1,690	(4.5%)	86	3,125	(4.7%)	89
22-24	260	(3.9%)	98	1,257	(3.4%)	85	2,338	(3.5%)	89
25-29	450	(6.7%)	118	2,046	(5.5%)	96	3,445	(5.2%)	91
30-34	428	(6.4%)	100	2,244	(6%)	94	3,614	(5.4%)	85
35-39	435	(6.5%)	100	2,469	(6.6%)	101	4,170	(6.3%)	96
40-44	466	(6.9%)	109	2,521	(6.8%)	106	4,383	(6.6%)	104
45-49	460	(6.9%)	115	2,417	(6.5%)	108	4,346	(6.5%)	109
50-54	464	(6.9%)	116	2,469	(6.6%)	111	4,534	(6.8%)	114
55-59	507	(7.6%)	123	2,746	(7.4%)	119	4,965	(7.5%)	121
60-64	478	(7.1%)	109	2,725	(7.3%)	112	5,057	(7.6%)	117
65-69	388	(5.8%)	92	2,377	(6.4%)	101	4,331	(6.5%)	103
70-74	278	(4.1%)	74	1,785	(4.8%)	90	3,343	(5%)	95
75-79	168	(2.5%)	60	1,482	(4%)	95	2,703	(4.1%)	98
80-84	137	(2%)	74	1,068	(2.9%)	106	1,878	(2.8%)	104
85+	115	(1.7%)	67	1,047	(2.8%)	110	1,914	(2.9%)	113

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Benchmark: Nationwide



Employment by Occupation

Total Employees (16+ Years Old)	7,830			41,297			73,047		
Production & Transportation	1,703	(21.7%)	<div><div></div><div></div><div>168</div></div>	5,920	(14.3%)	<div><div></div><div></div><div>111</div></div>	7,700	(10.5%)	<div><div></div><div></div><div>8</div></div>
Professional Specialty	1,153	(14.7%)	<div><div></div><div></div><div>60</div></div>	9,948	(24.1%)	<div><div></div><div></div><div>97</div></div>	20,929	(28.7%)	<div><div></div><div></div><div>116</div></div>
Construction	876	(11.2%)	<div><div></div><div></div><div>140</div></div>	3,408	(8.3%)	<div><div></div><div></div><div>103</div></div>	4,491	(6.1%)	<div><div></div><div></div><div>7</div></div>
Managerial/Executive	847	(10.8%)	<div><div></div><div></div><div>62</div></div>	7,449	(18%)	<div><div></div><div></div><div>104</div></div>	16,656	(22.8%)	<div><div></div><div></div><div>31</div></div>
Office Admin	840	(10.7%)	<div><div></div><div></div><div>101</div></div>	4,234	(10.3%)	<div><div></div><div></div><div>96</div></div>	7,000	(9.6%)	<div><div></div><div></div><div>90</div></div>
Building Maintenance & Cleaning	698	(8.9%)	<div><div></div><div></div><div>262</div></div>	2,478	(6%)	<div><div></div><div></div><div>177</div></div>	2,976	(4.1%)	<div><div></div><div></div><div>120</div></div>
Sales	633	(8.1%)	<div><div></div><div></div><div>87</div></div>	3,469	(8.4%)	<div><div></div><div></div><div>90</div></div>	6,256	(8.6%)	<div><div></div><div></div><div>92</div></div>
Food Preparation & Serving	541	(6.9%)	<div><div></div><div></div><div>135</div></div>	1,550	(3.8%)	<div><div></div><div></div><div>73</div></div>	2,181	(3%)	<div><div></div><div></div><div>58</div></div>
Personal Care	368	(4.7%)	<div><div></div><div></div><div>188</div></div>	1,269	(3.1%)	<div><div></div><div></div><div>123</div></div>	2,201	(3%)	<div><div></div><div></div><div>121</div></div>
Healthcare support	92	(1.2%)	<div><div></div><div></div><div>36</div></div>	760	(1.8%)	<div><div></div><div></div><div>56</div></div>	1,136	(1.6%)	<div><div></div><div></div><div>47</div></div>
Protective	55	(0.7%)	<div><div></div><div></div><div>32</div></div>	777	(1.9%)	<div><div></div><div></div><div>87</div></div>	1,486	(2%)	<div><div></div><div></div><div>94</div></div>
Farming, Fishing & Forestry	24	(<0.5%)	<div><div></div><div></div><div>53</div></div>	35	(<0.5%)	<div><div></div><div></div><div>15</div></div>	35	(<0.5%)	<div><div></div><div></div><div>8</div></div>

Employment by Industry

Total Employees (16+ Years Old)	7,830	41,297	73,047
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Audience Profile

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Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
Educational Services	1,327	(16.9%)	<div><div>72</div></div>	8,414	(20.4%)	<div><div>87</div></div>	16,646	(22.8%)	<div><div>97</div></div>
Wholesale Retail	1,140	(14.6%)	<div><div>111</div></div>	5,298	(12.8%)	<div><div>98</div></div>	8,439	(11.6%)	<div><div>88</div></div>
Manufacturing	1,062	(13.6%)	<div><div>136</div></div>	5,349	(13%)	<div><div>130</div></div>	8,732	(12%)	<div><div>120</div></div>
Administrative/Waste Services	907	(11.6%)	<div><div>277</div></div>	2,974	(7.2%)	<div><div>172</div></div>	3,821	(5.2%)	<div><div>125</div></div>
Agriculture/Mining/Construction	776	(9.9%)	<div><div>116</div></div>	3,033	(7.3%)	<div><div>86</div></div>	4,304	(5.9%)	<div><div>69</div></div>
Financial, Insurance & Real Estate	618	(7.9%)	<div><div>117</div></div>	2,798	(6.8%)	<div><div>101</div></div>	5,998	(8.2%)	<div><div>122</div></div>
Entertainment Services	596	(7.6%)	<div><div>88</div></div>	2,758	(6.7%)	<div><div>7</div></div>	4,574	(6.3%)	<div><div>73</div></div>
Transportation	527	(6.7%)	<div><div>115</div></div>	2,628	(6.4%)	<div><div>109</div></div>	3,745	(5.1%)	<div><div>88</div></div>
Other Professional Services	385	(4.9%)	<div><div>105</div></div>	2,047	(5%)	<div><div>105</div></div>	3,387	(4.6%)	<div><div>99</div></div>
Professional Services	252	(3.2%)	<div><div>40</div></div>	3,840	(9.3%)	<div><div>115</div></div>	8,595	(11.8%)	<div><div>146</div></div>
Information	140	(1.8%)	<div><div>96</div></div>	910	(2.2%)	<div><div>118</div></div>	2,035	(2.8%)	<div><div>149</div></div>
Public Administration	100	(1.3%)	<div><div>27</div></div>	1,194	(2.9%)	<div><div>61</div></div>	2,641	(3.6%)	<div><div>76</div></div>
Management Services				54	(<0.5%)	<div><div>103</div></div>	130	(<0.5%)	<div><div>141</div></div>

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Rockaway River Commons

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Language Spoken

Speak Spanish at Home	6,854	(53.8%)	380	24,190	(34.8%)	247	28,926	(23.4%)	165
Speak English at Home	5,073	(39.8%)	51	39,305	(56.6%)	73	80,760	(65.2%)	84
Speak Other Language at Home	823	(6.5%)	76	5,944	(8.6%)	101	14,153	(11.4%)	135

Ancestry

South American	2,962	(21.9%)	1757	10,430	(14.2%)	1139	12,776	(9.8%)	784
Central American	2,218	(16.4%)	986	5,361	(7.3%)	439	6,260	(4.8%)	288
Other	2,167	(16%)	76	12,997	(17.7%)	84	22,419	(17.2%)	8
Mexican	1,225	(9.1%)	8	3,474	(4.7%)	43	4,179	(3.2%)	29
Puerto Rican	1,163	(8.6%)	305	4,388	(6%)	212	5,687	(4.4%)	155
Other Hispanic	614	(4.5%)	317	2,291	(3.1%)	218	2,895	(2.2%)	155
Unclassified	572	(4.2%)	26	5,094	(6.9%)	43	10,659	(8.2%)	50
Scottish/Irish	421	(3.1%)	47	4,368	(5.9%)	89	10,879	(8.3%)	125
Italian	385	(2.8%)	96	5,919	(8.1%)	271	12,421	(9.5%)	319
German	324	(2.4%)	31	3,181	(4.3%)	56	7,300	(5.6%)	72
South Central Asian (e.g. Indian)	214	(1.6%)	101	2,362	(3.2%)	206	5,979	(4.6%)	293

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Audience Profile

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Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
American	158	(1.2%)	<div><div>24</div></div>	1,119	(1.5%)	<div><div>32</div></div>	2,250	(1.7%)	<div><div>36</div></div>
Other European (e.g. Greek/Russian)	148	(1.1%)	<div><div>35</div></div>	2,473	(3.4%)	<div><div>106</div></div>	6,084	(4.7%)	<div><div>147</div></div>
British	145	(1.1%)	<div><div>20</div></div>	1,808	(2.5%)	<div><div>46</div></div>	4,278	(3.3%)	<div><div>62</div></div>
Dominican	136	(1%)	<div><div>158</div></div>	1,496	(2%)	<div><div>319</div></div>	1,781	(1.4%)	<div><div>214</div></div>
Polish	132	(1%)	<div><div>64</div></div>	1,534	(2.1%)	<div><div>136</div></div>	3,572	(2.7%)	<div><div>178</div></div>
Cuban	100	(0.7%)	<div><div>102</div></div>	479	(0.7%)	<div><div>90</div></div>	814	(0.6%)	<div><div>86</div></div>
South East Asian (e.g. Vietnamese)	90	(0.7%)	<div><div>38</div></div>	1,232	(1.7%)	<div><div>95</div></div>	2,031	(1.6%)	<div><div>88</div></div>
Chinese	82	(0.6%)	<div><div>49</div></div>	1,033	(1.4%)	<div><div>113</div></div>	3,199	(2.4%)	<div><div>196</div></div>
Other Asian	68	(0.5%)	<div><div>118</div></div>	290	(<0.5%)	<div><div>92</div></div>	553	(<0.5%)	<div><div>99</div></div>
Scandinavian	66	(<0.5%)	<div><div>26</div></div>	696	(0.9%)	<div><div>50</div></div>	1,449	(1.1%)	<div><div>59</div></div>
Native American (Indian/Eskimo)	48	(<0.5%)	<div><div>56</div></div>	126	(<0.5%)	<div><div>27</div></div>	168	(<0.5%)	<div><div>20</div></div>
Korean	41	(<0.5%)	<div><div>59</div></div>	301	(<0.5%)	<div><div>74</div></div>	631	(<0.5%)	<div><div>93</div></div>
Middle Eastern	20	(<0.5%)	<div><div>24</div></div>	414	(0.6%)	<div><div>91</div></div>	936	(0.7%)	<div><div>115</div></div>
French	17	(<0.5%)	<div><div>10</div></div>	331	(<0.5%)	<div><div>36</div></div>	714	(0.5%)	<div><div>44</div></div>
Dutch	6	(<0.5%)	<div><div>7</div></div>	231	(<0.5%)	<div><div>52</div></div>	588	(<0.5%)	<div><div>75</div></div>
Japanese				23	(<0.5%)	<div><div>13</div></div>	94	(<0.5%)	<div><div>30</div></div>

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Rockaway River Commons

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	6 (<0.5%)	5 (<0.5%)	20 (<0.5%)

Education (Age 25+)

Total Educated Population	9,460	52,870	93,642
Elementary (0 to 8 Years)	693 (7.3%)	2,731 (5.2%)	3,450 (3.7%)
Some High School (9 to 11 Years)	1,073 (11.3%)	2,644 (5%)	3,321 (3.5%)
High School Graduate (12 Years)	3,185 (33.7%)	13,174 (24.9%)	19,184 (20.5%)
Some College (13 to 16 Years)	1,832 (19.4%)	9,070 (17.2%)	13,400 (14.3%)
Associates Degree Only	429 (4.5%)	3,734 (7.1%)	6,495 (6.9%)
Bachelor's Degree Only	1,462 (15.5%)	13,736 (26%)	28,518 (30.5%)
Graduate Degree	786 (8.3%)	7,781 (14.7%)	19,274 (20.6%)

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Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide



Household Type

Households	4,287			26,738			47,559		
One Person Households	795	(18.5%)	<div><div>67</div></div>	6,456	(24.1%)	<div><div>88</div></div>	10,897	(22.9%)	<div><div>83</div></div>
Married Couple	2,446	(57.1%)	<div><div>119</div></div>	14,841	(55.5%)	<div><div>116</div></div>	28,042	(59%)	<div><div>123</div></div>
Male Householder	280	(6.5%)	<div><div>129</div></div>	1,177	(4.4%)	<div><div>87</div></div>	1,919	(4%)	<div><div>7</div></div>
Female Householder	584	(13.6%)	<div><div>109</div></div>	2,821	(10.6%)	<div><div>85</div></div>	4,278	(9%)	<div><div>72</div></div>
Non Family Households	182	(4.2%)	<div><div>60</div></div>	1,443	(5.4%)	<div><div>76</div></div>	2,423	(5.1%)	<div><div>72</div></div>

Household Size

Households	4,287			26,738			47,559		
1 Person Household	795	(18.5%)	<div><div>67</div></div>	6,456	(24.1%)	<div><div>88</div></div>	10,897	(22.9%)	<div><div>83</div></div>
2 Person Household	1,097	(25.6%)	<div><div>74</div></div>	7,736	(28.9%)	<div><div>88</div></div>	14,155	(29.8%)	<div><div>90</div></div>
3 Person Household	852	(19.9%)	<div><div>127</div></div>	4,811	(18%)	<div><div>115</div></div>	8,737	(18.4%)	<div><div>118</div></div>
4 Person Household	829	(19.3%)	<div><div>147</div></div>	4,573	(17.1%)	<div><div>130</div></div>	8,529	(17.9%)	<div><div>137</div></div>
5 Person Household	407	(9.5%)	<div><div>150</div></div>	1,951	(7.3%)	<div><div>116</div></div>	3,386	(7.1%)	<div><div>113</div></div>
6 Person Household	176	(4.1%)	<div><div>150</div></div>	724	(2.7%)	<div><div>99</div></div>	1,168	(2.5%)	<div><div>90</div></div>
7+ Person Household	131	(3.1%)	<div><div>168</div></div>	487	(1.8%)	<div><div>100</div></div>	687	(1.4%)	<div><div>7</div></div>

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URBAN EDGE

Rockaway River Commons

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Housing Units

Total Housing Units	4,449	27,613	49,257
Owner Occupied Housing	2,538	17,625	34,637
Renter Occupied Housing	1,749	9,113	12,922
Vacant Housing	162	875	1,698

Housing Rent

Average Rent	\$2,000.64	<div><div></div><div>130</div></div>	\$1,863.3	<div><div></div><div>121</div></div>	\$2,020.45	<div><div></div><div>131</div></div>			
Median Rent	\$2,042.55	<div><div></div><div>145</div></div>	\$1,816.84	<div><div></div><div>129</div></div>	\$1,925.62	<div><div></div><div>137</div></div>			
Total Cash Rents Housing	1,718		8,891		12,623				
<\$300	65	(3.8%)	<div><div></div><div>135</div></div>	155	(1.7%)	<div><div></div><div>62</div></div>	208	(1.6%)	<div><div></div><div>59</div></div>
\$300-\$500	34	(2%)	<div><div></div><div>51</div></div>	124	(1.4%)	<div><div></div><div>36</div></div>	184	(1.5%)	<div><div></div><div>38</div></div>
\$500-\$750	20	(1.2%)	<div><div></div><div>13</div></div>	179	(2%)	<div><div></div><div>23</div></div>	236	(1.9%)	<div><div></div><div>21</div></div>
\$750-\$1000	16	(0.9%)	<div><div></div><div>7</div></div>	249	(2.8%)	<div><div></div><div>21</div></div>	325	(2.6%)	<div><div></div><div>20</div></div>
\$1000-\$1500	209	(12.2%)	<div><div></div><div>46</div></div>	1,674	(18.8%)	<div><div></div><div>71</div></div>	1,985	(15.7%)	<div><div></div><div>60</div></div>
\$1500-\$2000	471	(27.4%)	<div><div></div><div>130</div></div>	3,258	(36.6%)	<div><div></div><div>174</div></div>	3,963	(31.4%)	<div><div></div><div>149</div></div>
\$2000-\$2500	517	(30.1%)	<div><div></div><div>257</div></div>	1,867	(21%)	<div><div></div><div>179</div></div>	2,624	(20.8%)	<div><div></div><div>178</div></div>

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URBAN EDGE

Rockaway River Commons

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$2500-\$3000	273	(15.9%)	276	875	(9.8%)	171	1,576	(12.5%)	217
\$3000-\$3500	72	(4.2%)	138	299	(3.4%)	111	789	(6.3%)	205
>\$3500	41	(2.4%)	65	211	(2.4%)	65	733	(5.8%)	159
Value of Owner-Occupied Housing Units									
Average House Value	\$548,632.85		105	\$635,001.6		122	\$731,616.74		140
Median House Value	\$534,836.07		141	\$598,542.2		157	\$672,944.31		177
Owner Occupied Housing	2,538			17,625			34,637		
<\$100K	50	(2%)	23	407	(2.3%)	27	592	(1.7%)	20
\$100K - \$200K	29	(1.1%)	8	141	(0.8%)	6	233	(0.7%)	5
\$200K - \$300K	197	(7.8%)	48	826	(4.7%)	29	1,261	(3.6%)	22
\$300K - \$400K	292	(11.5%)	71	1,716	(9.7%)	67	2,566	(7.4%)	51
\$400K - \$500K	565	(22.3%)	193	3,093	(17.5%)	152	4,691	(13.5%)	118
\$500K - \$1000K	1,273	(50.2%)	203	9,664	(54.8%)	222	19,272	(55.6%)	225
>\$1000K	132	(5.2%)	48	1,778	(10.1%)	92	6,022	(17.4%)	159

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Poverty

Households in Poverty	600	(14%)	<div><div>111</div></div>	2,301	(8.6%)	<div><div>68</div></div>	2,993	(6.3%)	<div><div>50</div></div>
Households Above Poverty	3,687	(86%)	<div><div>98</div></div>	24,437	(91.4%)	<div><div>105</div></div>	44,566	(93.7%)	<div><div>107</div></div>
Households in Poverty (Married)	148	(3.5%)	<div><div>158</div></div>	752	(2.8%)	<div><div>129</div></div>	816	(1.7%)	<div><div>7</div></div>
Households in Poverty (Male Householder)				53	(<0.5%)	<div><div>31</div></div>	53	(<0.5%)	<div><div>17</div></div>
Households in Poverty (Female Householder)	199	(4.6%)	<div><div>157</div></div>	531	(2%)	<div><div>67</div></div>	709	(1.5%)	<div><div>50</div></div>
Households in Poverty (Non-Family)	246	(5.7%)	<div><div>91</div></div>	917	(3.4%)	<div><div>55</div></div>	1,340	(2.8%)	<div><div>45</div></div>
Households in Poverty (Non-Family Student)	7	(<0.5%)	<div><div>26</div></div>	48	(<0.5%)	<div><div>29</div></div>	75	(<0.5%)	<div><div>25</div></div>

Wealth per Household

Household Average Wealth	\$231,083.51	<div><div>96</div></div>	\$256,140.32	<div><div>106</div></div>	\$272,428.35	<div><div>113</div></div>			
Household Median Wealth	\$73,865.73	<div><div>91</div></div>	\$91,184.31	<div><div>112</div></div>	\$104,386.97	<div><div>129</div></div>			
<\$0K	765	(17.8%)	<div><div>103</div></div>	4,427	(16.6%)	<div><div>95</div></div>	7,467	(15.7%)	<div><div>90</div></div>
\$0K - \$5K	393	(9.2%)	<div><div>107</div></div>	2,120	(7.9%)	<div><div>93</div></div>	3,382	(7.1%)	<div><div>83</div></div>
\$5K - \$10K	202	(4.7%)	<div><div>103</div></div>	1,143	(4.3%)	<div><div>94</div></div>	1,888	(4%)	<div><div>87</div></div>
\$10K - \$25K	279	(6.5%)	<div><div>102</div></div>	1,644	(6.1%)	<div><div>97</div></div>	2,806	(5.9%)	<div><div>93</div></div>
\$25K - \$50K	294	(6.9%)	<div><div>101</div></div>	1,797	(6.7%)	<div><div>99</div></div>	3,156	(6.6%)	<div><div>98</div></div>

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	441	(10.3%)	101	2,717	(10.2%)	100	4,820	(10.1%)	99
\$100K - \$250K	766	(17.9%)	99	4,910	(18.4%)	102	8,907	(18.7%)	104
\$250K - \$500K	547	(12.8%)	97	3,687	(13.8%)	104	6,859	(14.4%)	109
>\$500K	600	(14%)	94	4,293	(16.1%)	108	8,274	(17.4%)	117

Vehicles per Household

Total Number of Vehicles	7,954			48,858			91,131		
Average Number of Vehicles	1.86		101	1.83		100	1.92		105
No Vehicles	457	(10.7%)	129	1,682	(6.3%)	76	2,237	(4.7%)	57
1 Vehicle	1,276	(29.8%)	91	9,212	(34.5%)	105	14,675	(30.9%)	94
2 Vehicles	1,545	(36%)	98	10,431	(39%)	106	20,246	(42.6%)	115
3 or more Vehicles	1,009	(23.5%)	107	5,413	(20.2%)	92	10,401	(21.9%)	99

Population Change

Births	156			778			1,315		
Deaths	78			549			985		
Migration	-36			-147			75		

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Workplace

Total Businesses	214	2,135	4,180
Total Employees	2,404	24,102	53,873

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