

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	11,255		177,128		555,938	
Households	4,124		66,019		196,985	
Persons per Household	2.73	106	2.64	102	2.8	108
Household Median Income	\$111,242.69	160	\$102,077.48	147	\$93,255.84	134
Household Median Disposable Income	\$90,585.82	151	\$84,791.85	141	\$78,039.2	130
Household Median Discretionary Income	\$65,239.19	152	\$58,044.45	135	\$51,569.72	120
Average Income Per Person	\$53,133.68	142	\$49,873.32	134	\$44,158.44	118
Median Rent	\$1,920.71	151	\$1,638.5	129	\$1,546.35	122
Median House Value	\$674,684.25	164	\$675,918.77	164	\$668,011.07	162
Households in Poverty	129 (3.1%)	25	5,189 (7.9%)	62	18,941 (9.6%)	74
Household Median Wealth	\$106,099.07	135	\$89,992.44	115	\$82,830.72	105
Average Age	43.02	107	41.63	104	40.8	102
Median Age	43.91	114	41.95	109	40.87	106
Households with Children	1,259 (30.5%)	111	18,605 (28.2%)	102	60,800 (30.9%)	112
High School Graduate or Higher	7,520 (93%)	105	113,554 (91.6%)	103	343,115 (89.2%)	101

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

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Bachelor's Degree or Higher	3,867 (47.8%)	58,855 (47.5%)	155,390 (40.4%)
Pop density (per sq mi)	5,486	6,312	7,340
Area (based on blockgroups)	2	28	76

### Population

Population 2022 Q4	11,255	177,128	555,938
Population 2022 Q3	11,278	176,061	553,169
Population 2022 Q2	11,254	175,225	551,845
Population 2022 Q1	11,280	175,443	551,320
Population 2021 Q4	11,297	175,485	550,795
Population 2021 Q3	11,331	175,746	551,536
Population 2021 Q2	11,338	175,846	551,961
Population 2021 Q1	11,345	175,850	552,682
Population 2020 Q4	11,361	176,009	553,288
Population 5 Years Forecast	11,245	179,832	563,445
Population 10 Years Forecast	11,378	183,235	573,160
Persons per Household	2.73	2.64	2.8

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	1 Mile		3 Mile		5 Mile	
Group Quarters	5	(<0.5%)	2,990	(1.7%)	5,229	(0.9%)
Transient Population - Average Last 4 Quarters	95	(0.8%)	1,592	(0.9%)	2,826	(0.5%)

### Households

Households 2022 Q4	4,124		66,019		196,985
Households 2022 Q3	4,132		65,580		195,934
Households 2022 Q2	4,124		65,243		195,397
Households 2022 Q1	4,135		65,333		195,247
Households 2021 Q4	4,143		65,358		195,093
Households 2021 Q3	4,155		65,476		195,376
Households 2021 Q2	4,153		65,516		195,509
Households 2021 Q1	4,158		65,524		195,762
Households 2020 Q4	4,163		65,592		196,005
Households 5 Years Forecast	4,123		67,066		199,798
Households 10 Years Forecast	4,172		68,359		203,369

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### Gender

Gender	1 Mile	3 Mile	5 Mile
Male	5,476 (48.7%)	86,216 (48.7%)	270,649 (48.7%)
Female	5,779 (51.3%)	90,912 (51.3%)	285,289 (51.3%)

### Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	6,069 (53.9%)	93,333 (52.7%)	252,882 (45.5%)
Hispanic (Ethnic)	2,114 (18.8%)	38,360 (21.7%)	169,799 (30.5%)
Asian	2,077 (18.5%)	25,049 (14.1%)	61,573 (11.1%)
Black	633 (5.6%)	16,091 (9.1%)	60,215 (10.8%)
Other	362 (3.2%)	4,295 (2.4%)	11,469 (2.1%)

### Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,260 (54.8%)	34,200 (51.8%)	89,282 (45.3%)
Hispanic (Ethnic)	741 (18%)	13,792 (20.9%)	59,452 (30.2%)
Asian	658 (16%)	8,328 (12.6%)	19,765 (10%)
Black	278 (6.7%)	6,802 (10.3%)	19,877 (10.1%)
Other	187 (4.5%)	2,897 (4.4%)	8,609 (4.4%)

### Households Income

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

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Household Average Income	\$144,956.19	149	\$132,367.81	136	\$123,770.39	127
Average Income Per Person	\$53,133.68	142	\$49,873.32	134	\$44,158.44	118
Household Median Income	\$111,242.69	160	\$102,077.48	147	\$93,255.84	134
<\$15K	133 (3.2%)	35	3,627 (5.5%)	60	12,084 (6.1%)	67
\$15K - \$25K	157 (3.8%)	49	3,875 (5.9%)	76	11,754 (6%)	71
\$25K - \$35K	249 (6%)	75	3,292 (5%)	62	12,185 (6.2%)	76
\$35K - \$50K	380 (9.2%)	81	5,221 (7.9%)	69	17,268 (8.8%)	71
\$50K - \$75K	390 (9.5%)	56	8,375 (12.7%)	75	27,287 (13.9%)	81
\$75K - \$100K	507 (12.3%)	95	8,020 (12.1%)	94	23,591 (12%)	92
\$100K - \$150K	1,007 (24.4%)	148	13,029 (19.7%)	120	38,087 (19.3%)	117
\$150K - \$175K	295 (7.2%)	136	5,548 (8.4%)	160	14,819 (7.5%)	143
\$175K - \$200K	452 (11%)	203	5,887 (8.9%)	165	16,054 (8.1%)	151
\$200K - \$250K	310 (7.5%)	201	5,123 (7.8%)	208	13,375 (6.8%)	182
\$250K - \$500K	135 (3.3%)	205	2,193 (3.3%)	208	5,713 (2.9%)	182
>\$500K	109 (2.6%)	198	1,829 (2.8%)	208	4,768 (2.4%)	181

### Disposable Households Income

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

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Household Average Disposable Income	\$99,739.71	35	\$95,503.53	129	\$90,153.31	122
Household Median Disposable Income	\$90,585.82	151	\$84,791.85	141	\$78,039.2	30
<\$15K	141 (3.4%)	34	3,980 (6%)	61	13,182 (6.7%)	67
\$15K - \$25K	211 (5.1%)	57	4,453 (6.7%)	74	14,118 (7.2%)	7
\$25K - \$35K	251 (6.1%)	66	4,233 (6.4%)	69	14,995 (7.6%)	8
\$35K - \$50K	430 (10.4%)	74	6,072 (9.2%)	68	19,677 (10%)	74
\$50K - \$75K	580 (14.1%)	76	10,471 (15.9%)	86	32,832 (16.7%)	90
\$75K - \$100K	691 (16.8%)	120	9,729 (14.7%)	106	29,111 (14.8%)	106
\$100K - \$150K	928 (22.5%)	143	15,036 (22.8%)	145	41,102 (20.9%)	33
\$150K - \$175K	476 (11.5%)	240	5,131 (7.8%)	161	13,982 (7.1%)	147
\$175K - \$200K	111 (2.7%)	173	1,876 (2.8%)	182	4,846 (2.5%)	158
\$200K - \$250K	121 (2.9%)	192	2,022 (3.1%)	201	5,271 (2.7%)	175
\$250K - \$500K	166 (4%)	192	2,773 (4.2%)	200	7,225 (3.7%)	175
>\$500K	18 (<0.5%)	238	243 (<0.5%)	201	644 (<0.5%)	178

### Discretionary Households Income

Household Average Discretionary Income	\$68,991.81	33	\$64,848.79	125	\$59,786.62	115
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Household Median Discretionary Income	\$65,239.19	152	\$58,044.45	135	\$51,569.72	120
<\$10K	133 (3.2%)	32	4,345 (6.6%)	64	16,451 (8.4%)	8
\$10K - \$20K	354 (8.6%)	66	6,488 (9.8%)	76	22,125 (11.2%)	86
\$20K - \$30K	402 (9.7%)	72	6,384 (9.7%)	77	21,340 (10.8%)	87
\$30K - \$40K	297 (7.2%)	63	5,571 (8.4%)	74	18,749 (9.5%)	84
\$40K - \$50K	374 (9.1%)	94	5,751 (8.7%)	91	17,274 (8.8%)	91
\$50K - \$75K	867 (21%)	116	12,738 (19.3%)	107	36,899 (18.7%)	104
\$75K - \$100K	695 (16.9%)	159	9,616 (14.6%)	137	25,267 (12.8%)	121
\$100K - \$125K	590 (14.3%)	211	7,901 (12%)	177	20,310 (10.3%)	152
\$125K - \$150K	276 (6.7%)	152	5,462 (8.3%)	188	14,310 (7.3%)	165
>\$150K	136 (3.3%)	31	1,763 (2.7%)	106	4,260 (2.2%)	86

## Households Income by Ethnicity

Average Income - White	\$103,436.72	119	\$107,979.42	124	\$106,987.29	123
Median Income - White	\$97,907.83	129	\$106,203.01	140	\$104,606.07	138
Average Income - Black	\$95,718.08	156	\$87,384.37	143	\$84,335.99	138
Median Income - Black	\$89,622.06	187	\$75,061.35	157	\$75,194.04	157

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$133,688.92	\$126,021.17	\$121,056.92
Median Income - Asian	\$142,889.19	\$136,413.86	\$126,863.07
Average Income - Hispanic	\$113,538.8	\$96,684.97	\$87,816.79
Median Income - Hispanic	\$116,299.35	\$89,027.7	\$76,486.04
Average Income - Other	\$125,333.05	\$104,315.06	\$102,265.64
Median Income - Other	\$120,832.5	\$100,108.38	\$97,661.4

## Age

Average Age	43.02	41.63	40.8
Median Age	43.91	41.95	40.87
0-4	608 (5.4%)	10,431 (5.9%)	33,520 (6%)
5-13	1,163 (10.3%)	19,544 (11%)	62,237 (11.2%)
14-17	463 (4.1%)	8,131 (4.6%)	26,562 (4.8%)
18-21	504 (4.5%)	8,618 (4.9%)	27,467 (4.9%)
22-24	432 (3.8%)	6,497 (3.7%)	21,381 (3.8%)
25-29	688 (6.1%)	10,354 (5.8%)	34,820 (6.3%)
30-34	594 (5.3%)	9,743 (5.5%)	32,620 (5.9%)

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35-39	577	(5.1%)	85	9,975	(5.6%)	94	32,074	(5.8%)	96
40-44	612	(5.4%)	89	10,794	(6.1%)	100	33,640	(6.1%)	99
45-49	659	(5.9%)	97	11,075	(6.3%)	104	34,546	(6.2%)	103
50-54	753	(6.7%)	109	11,690	(6.6%)	108	36,601	(6.6%)	107
55-59	861	(7.6%)	119	12,366	(7%)	109	38,718	(7%)	109
60-64	902	(8%)	124	12,485	(7%)	109	38,348	(6.9%)	107
65-69	805	(7.2%)	122	11,531	(6.5%)	111	34,393	(6.2%)	106
70-74	660	(5.9%)	122	9,415	(5.3%)	110	27,649	(5%)	103
75-79	468	(4.2%)	118	6,598	(3.7%)	106	19,312	(3.5%)	99
80-84	274	(2.4%)	109	4,105	(2.3%)	104	11,907	(2.1%)	96
85+	232	(2.1%)	120	3,776	(2.1%)	124	10,143	(1.8%)	106

### Age - Male

Male Average Age	41.6		107	40.26		104	39.41		101
Male Median Age	41.9		113	40.5		109	38.28		103
0-4	313	(5.7%)	90	5,370	(6.2%)	98	17,249	(6.4%)	100
5-13	594	(10.8%)	95	10,052	(11.7%)	102	31,981	(11.8%)	103

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14-17	237	(4.3%)	84	4,148	(4.8%)	94	13,581	(5%)	98
18-21	256	(4.7%)	72	4,299	(5%)	87	13,956	(5.2%)	83
22-24	222	(4.1%)	93	3,279	(3.8%)	87	10,885	(4%)	92
25-29	358	(6.5%)	96	5,331	(6.2%)	90	17,823	(6.6%)	96
30-34	320	(5.8%)	92	4,993	(5.8%)	91	16,669	(6.2%)	97
35-39	291	(5.3%)	86	4,966	(5.8%)	94	16,055	(5.9%)	97
40-44	309	(5.6%)	92	5,315	(6.2%)	100	16,525	(6.1%)	99
45-49	320	(5.8%)	97	5,478	(6.4%)	105	16,844	(6.2%)	103
50-54	352	(6.4%)	105	5,712	(6.6%)	108	17,640	(6.5%)	107
55-59	402	(7.3%)	116	5,929	(6.9%)	109	18,513	(6.8%)	108
60-64	427	(7.8%)	121	5,908	(6.9%)	109	18,094	(6.7%)	106
65-69	377	(6.9%)	113	5,372	(6.2%)	112	15,916	(5.9%)	106
70-74	293	(5.4%)	120	4,302	(5%)	112	12,553	(4.6%)	104
75-79	208	(3.8%)	121	2,868	(3.3%)	106	8,352	(3.1%)	98
80-84	117	(2.1%)	115	1,647	(1.9%)	103	4,737	(1.8%)	94
85+	80	(1.5%)	115	1,247	(1.4%)	103	3,276	(1.2%)	107

### Age - Female

Female Average Age	44.36		108	42.92		104	42.11		102
Female Median Age	46.75		114	43.36		106	42.38		104
0-4	295	(5.1%)	87	5,061	(5.6%)	95	16,271	(5.7%)	97
5-13	569	(9.8%)	93	9,492	(10.4%)	99	30,256	(10.6%)	100
14-17	226	(3.9%)	72	3,983	(4.4%)	92	12,981	(4.6%)	96
18-21	248	(4.3%)	72	4,319	(4.8%)	87	13,511	(4.7%)	83
22-24	210	(3.6%)	94	3,218	(3.5%)	92	10,496	(3.7%)	95
25-29	330	(5.7%)	93	5,023	(5.5%)	90	16,997	(6%)	97
30-34	274	(4.7%)	92	4,750	(5.2%)	90	15,951	(5.6%)	96
35-39	286	(4.9%)	84	5,009	(5.5%)	94	16,019	(5.6%)	96
40-44	303	(5.2%)	87	5,479	(6%)	100	17,115	(6%)	100
45-49	339	(5.9%)	98	5,597	(6.2%)	103	17,702	(6.2%)	104
50-54	401	(6.9%)	113	5,978	(6.6%)	107	18,961	(6.6%)	108
55-59	459	(7.9%)	122	6,437	(7.1%)	109	20,205	(7.1%)	109
60-64	475	(8.2%)	121	6,577	(7.2%)	109	20,254	(7.1%)	107
65-69	428	(7.4%)	121	6,159	(6.8%)	111	18,477	(6.5%)	106
70-74	367	(6.4%)	123	5,113	(5.6%)	109	15,096	(5.3%)	103
75-79	260	(4.5%)	116	3,730	(4.1%)	106	10,960	(3.8%)	99
80-84	157	(2.7%)	105	2,458	(2.7%)	105	7,170	(2.5%)	97
85+	152	(2.6%)	115	2,529	(2.8%)	122	6,867	(2.4%)	105

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### Employment by Occupation

Occupation	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Total Employees (16+ Years Old)	5,754		93,374		292,463	
Professional Specialty	1,716 (29.8%)	126	27,672 (29.6%)	125	74,622 (25.5%)	108
Managerial/Executive	1,172 (20.4%)	124	17,770 (19%)	116	51,301 (17.5%)	107
Sales	854 (14.8%)	152	9,540 (10.2%)	104	28,633 (9.8%)	100
Office Admin	681 (11.8%)	107	10,864 (11.6%)	105	34,983 (12%)	108
Production & Transportation	478 (8.3%)	63	8,699 (9.3%)	71	39,121 (13.4%)	102
Construction	364 (6.3%)	7	5,573 (6%)	75	19,261 (6.6%)	8
Personal Care	132 (2.3%)	87	2,946 (3.2%)	120	8,754 (3%)	114
Protective	120 (2.1%)	96	1,978 (2.1%)	97	5,245 (1.8%)	8
Healthcare support	96 (1.7%)	51	2,957 (3.2%)	97	9,420 (3.2%)	99
Food Preparation & Serving	75 (1.3%)	24	3,323 (3.6%)	67	11,059 (3.8%)	71
Building Maintenance & Cleaning	66 (1.1%)	32	1,988 (2.1%)	59	9,861 (3.4%)	93
Farming, Fishing & Forestry	64 (<0.5%)		64 (<0.5%)	11	203 (<0.5%)	11

### Employment by Industry

Total Employees (16+ Years Old)	5,754	93,374	292,463
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Educational Services	1,736	(30.2%)	129	26,513	(28.4%)	122	75,806	(25.9%)	111
Wholesale Retail	975	(16.9%)	126	13,707	(14.7%)	109	42,641	(14.6%)	108
Professional Services	476	(8.3%)	110	8,903	(9.5%)	127	24,928	(8.5%)	114
Financial, Insurance & Real Estate	455	(7.9%)	120	8,015	(8.6%)	130	22,886	(7.8%)	118
Manufacturing	405	(7%)	70	6,749	(7.2%)	72	27,399	(9.4%)	93
Entertainment Services	392	(6.8%)	75	5,981	(6.4%)	71	20,131	(6.9%)	74
Transportation	315	(5.5%)	97	4,761	(5.1%)	90	17,987	(6.2%)	109
Other Professional Services	298	(5.2%)	109	5,106	(5.5%)	115	14,352	(4.9%)	103
Agriculture/Mining/Construction	234	(4.1%)	47	4,901	(5.2%)	61	16,504	(5.6%)	66
Public Administration	223	(3.9%)	8	3,253	(3.5%)	73	9,497	(3.2%)	68
Information	161	(2.8%)	149	2,727	(2.9%)	156	8,135	(2.8%)	148
Administrative/Waste Services	84	(1.5%)	35	2,612	(2.8%)	67	11,714	(4%)	96
Management Services				146	(<0.5%)	111	483	(<0.5%)	118

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### Language Spoken

Speak English at Home	6,775	(63.6%)	8	99,250	(59.5%)	70	273,857	(52.4%)	67
Speak Other Language at Home	2,508	(23.6%)	290	37,542	(22.5%)	278	105,893	(20.3%)	250
Speak Spanish at Home	1,364	(12.8%)	92	29,905	(17.9%)	129	142,668	(27.3%)	196

### Ancestry

Other	2,517	(22.4%)	103	42,785	(24.2%)	111	134,257	(24.1%)	111
Italian	1,219	(10.8%)	362	15,051	(8.5%)	284	38,481	(6.9%)	231
Unclassified	998	(8.9%)	53	16,249	(9.2%)	55	43,970	(7.9%)	47
Scottish/Irish	691	(6.1%)	90	8,662	(4.9%)	72	22,697	(4.1%)	60
South American	646	(5.7%)	538	12,672	(7.2%)	671	44,663	(8%)	753
Puerto Rican	590	(5.2%)	204	7,454	(4.2%)	164	27,227	(4.9%)	191
South East Asian (e.g. Vietnamese)	553	(4.9%)	304	7,703	(4.3%)	269	18,347	(3.3%)	204
Korean	526	(4.7%)	1102	3,961	(2.2%)	527	12,966	(2.3%)	550
South Central Asian (e.g. Indian)	458	(4.1%)	310	8,783	(5%)	378	19,540	(3.5%)	268
Other European (e.g. Greek/Russian)	412	(3.7%)	114	8,995	(5.1%)	158	25,103	(4.5%)	140
German	408	(3.6%)	45	6,037	(3.4%)	43	14,965	(2.7%)	34

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Chinese	408	(3.6%)	304	3,402	(1.9%)	161	7,376	(1.3%)	111
Dominican	331	(2.9%)	517	9,094	(5.1%)	903	47,220	(8.5%)	1494
Cuban	209	(1.9%)	283	1,580	(0.9%)	136	6,528	(1.2%)	179
British	184	(1.6%)	30	2,005	(1.1%)	21	5,522	(1%)	18
Other Hispanic	179	(1.6%)	121	3,112	(1.8%)	33	11,098	(2%)	151
American	175	(1.6%)	32	3,448	(1.9%)	40	8,503	(1.5%)	31
Polish	174	(1.5%)	100	4,447	(2.5%)	162	15,831	(2.8%)	184
Middle Eastern	125	(1.1%)	176	3,938	(2.2%)	353	9,609	(1.7%)	274
Mexican	98	(0.9%)	8	1,812	(1%)	10	21,961	(4%)	38
Japanese	70	(0.6%)	268	659	(<0.5%)	161	1,953	(<0.5%)	152
Other Asian	62	(0.6%)	178	541	(<0.5%)	99	1,391	(<0.5%)	8
Central American	61	(0.5%)	37	2,636	(1.5%)	100	11,102	(2%)	135
Scandinavian	53	(<0.5%)	24	705	(<0.5%)	20	1,705	(<0.5%)	16
French	44	(<0.5%)	31	584	(<0.5%)	26	1,583	(<0.5%)	23
Dutch	38	(<0.5%)	54	546	(<0.5%)	50	1,545	(<0.5%)	45
Native American (Indian/Eskimo)	23	(<0.5%)	26	219	(<0.5%)	15	677	(<0.5%)	15

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	3	(<0.5%)	48	(<0.5%)	118	(<0.5%)

### Education (Age 25+)

Total Educated Population	8,085		123,907		384,771	
Elementary (0 to 8 Years)	364	(4.5%)	5,927	(4.8%)	23,747	(6.2%)
Some High School (9 to 11 Years)	201	(2.5%)	4,426	(3.6%)	17,909	(4.7%)
High School Graduate (12 Years)	1,737	(21.5%)	27,772	(22.4%)	102,273	(26.6%)
Some College (13 to 16 Years)	1,223	(15.1%)	18,886	(15.2%)	60,767	(15.8%)
Associates Degree Only	693	(8.6%)	8,041	(6.5%)	24,685	(6.4%)
Bachelor's Degree Only	2,388	(29.5%)	35,639	(28.8%)	94,641	(24.6%)
Graduate Degree	1,479	(18.3%)	23,216	(18.7%)	60,749	(15.8%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,124	66,019	196,985
One Person Households	829 (20.1%)	17,666 (26.8%)	47,093 (23.9%)
Married Couple	2,512 (60.9%)	33,892 (51.3%)	100,613 (51.1%)
Male Householder	147 (3.6%)	2,787 (4.2%)	10,277 (5.2%)
Female Householder	424 (10.3%)	8,291 (12.6%)	30,496 (15.5%)
Non Family Households	212 (5.1%)	3,383 (5.1%)	8,506 (4.3%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,124	66,019	196,985
1 Person Household	829 (20.1%)	17,666 (26.8%)	47,093 (23.9%)
2 Person Household	1,334 (32.3%)	19,268 (29.2%)	54,533 (27.7%)
3 Person Household	770 (18.7%)	11,355 (17.2%)	35,734 (18.1%)
4 Person Household	740 (17.9%)	9,953 (15.1%)	32,154 (16.3%)
5 Person Household	313 (7.6%)	4,725 (7.2%)	15,903 (8.1%)
6 Person Household	88 (2.1%)	1,903 (2.9%)	6,629 (3.4%)
7+ Person Household	50 (1.2%)	1,149 (1.7%)	4,939 (2.5%)

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	4,243	68,857	205,765
Owner Occupied Housing	3,223	41,822	116,210
Renter Occupied Housing	901	24,197	80,775
Vacant Housing	119	2,838	8,780

### Housing Rent

Average Rent	\$2,043.27	147	\$1,702.56	122	\$1,618.38	116
Median Rent	\$1,920.71	151	\$1,638.5	129	\$1,546.35	122
Total Cash Rents Housing	869	23,432	78,074			
<\$300	22 (2.5%)	74	471 (2%)	63	1,455 (1.9%)	58
\$300-\$500	2 (<0.5%)	5	427 (1.8%)	42	1,806 (2.3%)	53
\$500-\$750	6 (0.7%)	6	511 (2.2%)	20	2,506 (3.2%)	29
\$750-\$1000	24 (2.8%)	17	1,007 (4.3%)	27	4,511 (5.8%)	36
\$1000-\$1500	155 (17.8%)	62	7,194 (30.7%)	106	26,532 (34%)	117
\$1500-\$2000	268 (30.8%)	160	7,603 (32.4%)	169	24,023 (30.8%)	160
\$2000-\$2500	161 (18.5%)	201	3,648 (15.6%)	169	10,296 (13.2%)	143

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	121	(13.9%)	343	1,382	(5.9%)	145	3,654	(4.7%)	115
\$3000-\$3500	47	(5.4%)	272	625	(2.7%)	34	1,723	(2.2%)	111
>\$3500	63	(7.2%)	338	564	(2.4%)	112	1,568	(2%)	94

### Value of Owner-Occupied Housing Units

Average House Value	\$626,678.17	119	\$719,726.52	136	\$708,246.76	34			
Median House Value	\$674,684.25	164	\$675,918.77	164	\$668,011.07	162			
Owner Occupied Housing	3,223		41,822		116,210				
<\$100K	24	(0.7%)	8	654	(1.6%)	17	2,120	(1.8%)	19
\$100K - \$200K	55	(1.7%)	12	572	(1.4%)	10	1,212	(1%)	8
\$200K - \$300K	38	(1.2%)	8	1,225	(2.9%)	21	3,206	(2.8%)	19
\$300K - \$400K	105	(3.3%)	28	2,062	(4.9%)	42	5,887	(5.1%)	43
\$400K - \$500K	449	(13.9%)	146	4,584	(11%)	115	13,729	(11.8%)	124
\$500K - \$1000K	1,774	(55%)	213	24,089	(57.6%)	223	65,996	(56.8%)	219
>\$1000K	778	(24.1%)	154	8,636	(20.6%)	132	24,060	(20.7%)	32

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	129	(3.1%)	25	5,189	(7.9%)	62	18,941	(9.6%)	74
Households Above Poverty	3,995	(96.9%)	111	60,830	(92.1%)	105	178,044	(90.4%)	103
Households in Poverty (Married)	45	(1.1%)	49	1,210	(1.8%)	8	4,125	(2.1%)	94
Households in Poverty (Male Householder)	51	(1.2%)	193	256	(<0.5%)	60	1,174	(0.6%)	93
Households in Poverty (Female Householder)	19	(<0.5%)	15	1,186	(1.8%)	58	6,224	(3.2%)	103
Households in Poverty (Non-Family)	13	(<0.5%)	5	2,353	(3.6%)	59	6,915	(3.5%)	58
Households in Poverty (Non-Family Student)	1	(<0.5%)	4	184	(<0.5%)	45	503	(<0.5%)	41

### Wealth per Household

Household Average Wealth	\$270,963.26	114	\$255,634.97	108	\$245,773.49	104			
Household Median Wealth	\$106,099.07	135	\$89,992.44	115	\$82,830.72	105			
<\$0K	638	(15.5%)	88	11,086	(16.8%)	96	34,142	(17.3%)	99
\$0K - \$5K	289	(7%)	8	5,274	(8%)	92	16,751	(8.5%)	98
\$5K - \$10K	161	(3.9%)	85	2,856	(4.3%)	94	8,902	(4.5%)	98
\$10K - \$25K	242	(5.9%)	92	4,052	(6.1%)	96	12,372	(6.3%)	98
\$25K - \$50K	275	(6.7%)	97	4,420	(6.7%)	98	13,277	(6.7%)	98

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	425	(10.3%)	6,653	(10.1%)	19,872	(10.1%)
\$100K - \$250K	787	(19.1%)	12,023	(18.2%)	35,400	(18%)
\$250K - \$500K	601	(14.6%)	9,044	(13.7%)	26,182	(13.3%)
>\$500K	706	(17.1%)	10,611	(16.1%)	30,087	(15.3%)

## Vehicles per Household

Total Number of Vehicles	8,229		113,426		329,937	
Average Number of Vehicles	2		1.72		1.67	
No Vehicles	224	(5.4%)	5,539	(8.4%)	20,721	(10.5%)
1 Vehicle	1,131	(27.4%)	24,167	(36.6%)	69,788	(35.4%)
2 Vehicles	1,684	(40.8%)	24,256	(36.7%)	72,102	(36.6%)
3 or more Vehicles	1,085	(26.3%)	12,057	(18.3%)	34,374	(17.5%)

## Population Change

Births	119		1,934		6,464
Deaths	111		1,561		4,684
Migration	-50		1,270		3,363

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Bergen Town Center

One Bergen Town Center, Paramus, NJ 07652

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	600	7,512	17,901
Total Employees	8,918	112,396	236,750

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