

Audience Profile

Jan 1 - Dec 31, 2023

Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	16,793		205,720		484,299	
Households	5,971		74,787		178,510	
Persons per Household	2.65	102	2.71	105	2.69	104
Household Median Income	\$113,964.58	164	\$102,963.01	148	\$100,616.37	145
Household Median Disposable Income	\$92,499.5	154	\$85,339.61	142	\$83,536.28	139
Household Median Discretionary Income	\$64,943.45	151	\$57,816.33	135	\$56,697.56	32
Average Income Per Person	\$54,961.58	147	\$47,775.59	128	\$49,680.26	33
Median Rent	\$1,660.16	31	\$1,619.65	128	\$1,634.57	29
Median House Value	\$674,597.26	164	\$651,555.1	158	\$683,063.84	166
Households in Poverty	376 (6.3%)	50	5,761 (7.7%)	61	14,654 (8.2%)	65
Household Median Wealth	\$97,267.96	124	\$90,615.89	115	\$89,738.45	114
Average Age	40.72	102	41.33	103	41.62	104
Median Age	40.28	105	41.5	108	42.03	109
Households with Children	1,256 (21%)	7	20,680 (27.7%)	100	51,749 (29%)	105
High School Graduate or Higher	10,482 (93.6%)	106	131,494 (91.6%)	103	310,948 (91.6%)	103

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

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Bachelor's Degree or Higher	6,927 (61.8%)	68,698 (47.8%)	158,983 (46.8%)
Pop density (per sq mi)	6,946	7,391	6,287
Area (based on blockgroups)	2	28	77

Population

Population 2022 Q4	16,793	205,720	484,299
Population 2022 Q3	16,724	204,519	481,642
Population 2022 Q2	16,667	203,656	480,405
Population 2022 Q1	16,652	203,248	480,221
Population 2021 Q4	16,662	202,781	479,784
Population 2021 Q3	16,683	202,649	480,052
Population 2021 Q2	16,690	202,860	480,211
Population 2021 Q1	16,696	202,869	480,395
Population 2020 Q4	16,729	202,964	480,700
Population 5 Years Forecast	17,007	209,274	492,315
Population 10 Years Forecast	17,315	213,637	502,124
Persons per Household	2.65	2.71	2.69

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Group Quarters	996	(5.9%)	254	2,887	(1.4%)	60	4,836	(1%)	43
Transient Population - Average Last 4 Quarters			37	929	(<0.5%)		3,117	(0.6%)	52

Households

Households 2022 Q4	5,971		74,787		178,510
Households 2022 Q3	5,942		74,293		177,477
Households 2022 Q2	5,921		73,941		176,980
Households 2022 Q1	5,917		73,826		176,957
Households 2021 Q4	5,920		73,692		176,823
Households 2021 Q3	5,928		73,662		176,959
Households 2021 Q2	5,932		73,742		176,992
Households 2021 Q1	5,934		73,741		177,051
Households 2020 Q4	5,946		73,788		177,194
Households 5 Years Forecast	6,059		76,115		181,579
Households 10 Years Forecast	6,177		77,726		185,274

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	8,029	(47.8%)	97	100,058 (48.6%)	99
Female	8,764	(52.2%)	103	105,662 (51.4%)	101

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	9,631	(57.4%)	94	87,785 (42.7%)	70
Hispanic (Ethnic)	2,767	(16.5%)	91	50,686 (24.6%)	136
Asian	2,392	(14.2%)	280	31,320 (15.2%)	300
Black	1,536	(9.1%)	7	30,346 (14.8%)	125
Other	467	(2.8%)	7	5,583 (2.7%)	75

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,345	(56%)	87	31,465 (42.1%)	66
Hispanic (Ethnic)	1,198	(20.1%)	135	18,002 (24.1%)	162
Asian	653	(10.9%)	248	10,403 (13.9%)	316
Black	545	(9.1%)	8	10,840 (14.5%)	129
Other	230	(3.9%)	71	4,077 (5.5%)	100

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	\$151,155.97	155	\$130,424.59	134	\$133,891.27	137
Average Income Per Person	\$54,961.58	147	\$47,775.59	128	\$49,680.26	133
Household Median Income	\$113,964.58	164	\$102,963.01	148	\$100,616.37	145
<\$15K	300 (5%)	55	4,045 (5.4%)	59	10,405 (5.8%)	64
\$15K - \$25K	259 (4.3%)	56	4,144 (5.5%)	72	9,583 (5.4%)	70
\$25K - \$35K	396 (6.6%)	80	3,614 (4.8%)	60	9,883 (5.5%)	68
\$35K - \$50K	356 (6%)	52	6,190 (8.3%)	72	15,092 (8.5%)	74
\$50K - \$75K	805 (13.5%)	80	9,426 (12.6%)	75	23,018 (12.9%)	76
\$75K - \$100K	493 (8.3%)	64	8,970 (12%)	93	20,794 (11.6%)	90
\$100K - \$150K	1,042 (17.5%)	106	15,112 (20.2%)	122	35,144 (19.7%)	119
\$150K - \$175K	532 (8.9%)	170	6,693 (8.9%)	170	13,974 (7.8%)	149
\$175K - \$200K	494 (8.3%)	153	6,953 (9.3%)	172	16,042 (9%)	167
\$200K - \$250K	725 (12.1%)	325	5,405 (7.2%)	194	13,769 (7.7%)	207
\$250K - \$500K	311 (5.2%)	327	2,314 (3.1%)	194	5,891 (3.3%)	207
>\$500K	258 (4.3%)	324	1,921 (2.6%)	192	4,915 (2.8%)	206

Disposable Households Income

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

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Household Average Disposable Income	\$106,617.21	144	\$94,953.39	128	\$94,651.25	28
Household Median Disposable Income	\$92,499.5	154	\$85,339.61	142	\$83,536.28	139
<\$15K	334 (5.6%)	56	4,441 (5.9%)	60	11,324 (6.3%)	64
\$15K - \$25K	326 (5.5%)	60	4,712 (6.3%)	70	11,297 (6.3%)	70
\$25K - \$35K	422 (7.1%)	76	4,998 (6.7%)	72	12,818 (7.2%)	7
\$35K - \$50K	415 (7%)	52	6,911 (9.2%)	69	16,996 (9.5%)	71
\$50K - \$75K	925 (15.5%)	84	11,723 (15.7%)	85	28,132 (15.8%)	85
\$75K - \$100K	803 (13.4%)	97	11,296 (15.1%)	109	25,883 (14.5%)	104
\$100K - \$150K	1,321 (22.1%)	141	17,828 (23.8%)	152	38,742 (21.7%)	138
\$150K - \$175K	448 (7.5%)	156	5,604 (7.5%)	156	14,784 (8.3%)	172
\$175K - \$200K	265 (4.4%)	285	1,963 (2.6%)	168	4,996 (2.8%)	180
\$200K - \$250K	287 (4.8%)	315	2,132 (2.9%)	187	5,433 (3%)	200
\$250K - \$500K	391 (6.5%)	312	2,918 (3.9%)	186	7,443 (4.2%)	199
>\$500K	34 (0.6%)	310	261 (<0.5%)	190	662 (<0.5%)	202

Discretionary Households Income

Household Average Discretionary Income	\$73,243.89	141	\$63,946.89	123	\$64,009.19	124
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Household Median Discretionary Income	\$64,943.45	151	\$57,816.33	135	\$56,697.56	32
<\$10K	328 (5.5%)	54	4,802 (6.4%)	63	12,253 (6.9%)	67
\$10K - \$20K	606 (10.1%)	7	7,159 (9.6%)	74	17,332 (9.7%)	75
\$20K - \$30K	441 (7.4%)	59	7,643 (10.2%)	8	18,503 (10.4%)	83
\$30K - \$40K	471 (7.9%)	69	6,241 (8.3%)	74	16,064 (9%)	7
\$40K - \$50K	561 (9.4%)	98	6,594 (8.8%)	92	15,350 (8.6%)	90
\$50K - \$75K	959 (16.1%)	89	14,945 (20%)	111	34,311 (19.2%)	106
\$75K - \$100K	811 (13.6%)	128	11,098 (14.8%)	140	24,592 (13.8%)	30
\$100K - \$125K	667 (11.2%)	165	8,695 (11.6%)	172	19,845 (11.1%)	164
\$125K - \$150K	727 (12.2%)	276	6,140 (8.2%)	186	15,126 (8.5%)	192
>\$150K	400 (6.7%)	266	1,470 (2%)	7	5,134 (2.9%)	114

Households Income by Ethnicity

Average Income - White	\$121,432.75	139	\$107,269.58	123	\$108,006.55	124
Median Income - White	\$133,255.84	175	\$104,958.98	138	\$105,897.68	139
Average Income - Black	\$95,179.1	155	\$90,957.07	148	\$88,504.94	144
Median Income - Black	\$88,446.43	185	\$84,678.78	177	\$80,787.13	169

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$119,401.43 (115)	\$122,920.83 (119)	\$116,200.54 (112)
Median Income - Asian	\$119,757.27 (121)	\$131,549.6 (133)	\$120,075.22 (121)
Average Income - Hispanic	\$103,098.62 (145)	\$100,908.86 (142)	\$95,780.5 (134)
Median Income - Hispanic	\$100,441.16 (170)	\$96,029.34 (163)	\$88,946.54 (151)
Average Income - Other	\$107,998.22 (137)	\$108,734.5 (138)	\$103,892.98 (132)
Median Income - Other	\$97,057.94 (144)	\$108,657.55 (161)	\$99,564.01 (148)

Age

Average Age	40.72 (102)	41.33 (103)	41.62 (104)
Median Age	40.28 (105)	41.5 (108)	42.03 (109)
0-4	905 (5.4%) (88)	12,074 (5.9%) (96)	28,345 (5.9%) (96)
5-13	1,731 (10.3%) (94)	22,566 (11%) (100)	53,517 (11.1%) (100)
14-17	773 (4.6%) (93)	9,522 (4.6%) (94)	21,906 (4.5%) (91)
18-21	1,346 (8%) (33)	10,076 (4.9%) (8)	22,897 (4.7%) (7)
22-24	837 (5%) (121)	7,856 (3.8%) (93)	18,188 (3.8%) (91)
25-29	1,042 (6.2%) (96)	12,668 (6.2%) (95)	29,305 (6.1%) (93)
30-34	899 (5.4%) (88)	11,859 (5.8%) (94)	26,863 (5.5%) (91)

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35-39	799	(4.8%)	11,630	(5.7%)	26,533	(5.5%)
40-44	915	(5.4%)	12,295	(6%)	28,770	(5.9%)
45-49	1,009	(6%)	12,699	(6.2%)	30,411	(6.3%)
50-54	1,069	(6.4%)	13,586	(6.6%)	32,635	(6.7%)
55-59	1,090	(6.5%)	14,424	(7%)	34,610	(7.1%)
60-64	1,103	(6.6%)	14,469	(7%)	34,471	(7.1%)
65-69	1,051	(6.3%)	13,158	(6.4%)	31,239	(6.5%)
70-74	906	(5.4%)	10,672	(5.2%)	25,355	(5.2%)
75-79	640	(3.8%)	7,566	(3.7%)	18,047	(3.7%)
80-84	356	(2.1%)	4,667	(2.3%)	11,387	(2.4%)
85+	322	(1.9%)	3,933	(1.9%)	9,820	(2%)

Age - Male

Male Average Age	39.48		39.82		40.15	
Male Median Age	37.64		38.79		40.31	
0-4	466	(5.8%)	6,212	(6.2%)	14,584	(6.2%)
5-13	883	(11%)	11,609	(11.6%)	27,498	(11.7%)

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	1 Mile			3 Mile			5 Mile		
14-17	383	(4.8%)	93	4,876	(4.9%)	95	11,194	(4.8%)	93
18-21	607	(7.6%)	121	5,069	(5.1%)	95	11,598	(4.9%)	95
22-24	401	(5%)	115	4,004	(4%)	92	9,270	(3.9%)	91
25-29	551	(6.9%)	100	6,543	(6.5%)	96	15,069	(6.4%)	94
30-34	466	(5.8%)	91	6,132	(6.1%)	96	13,833	(5.9%)	92
35-39	390	(4.9%)	92	5,893	(5.9%)	96	13,304	(5.7%)	92
40-44	426	(5.3%)	86	6,140	(6.1%)	100	14,062	(6%)	97
45-49	476	(5.9%)	98	6,276	(6.3%)	104	14,749	(6.3%)	104
50-54	527	(6.6%)	107	6,543	(6.5%)	107	15,671	(6.7%)	109
55-59	536	(6.7%)	105	6,847	(6.8%)	108	16,459	(7%)	111
60-64	528	(6.6%)	104	6,806	(6.8%)	108	16,169	(6.9%)	109
65-69	472	(5.9%)	106	6,039	(6%)	108	14,416	(6.1%)	110
70-74	395	(4.9%)	110	4,780	(4.8%)	107	11,488	(4.9%)	109
75-79	279	(3.5%)	110	3,238	(3.2%)	103	7,790	(3.3%)	105
80-84	147	(1.8%)	99	1,825	(1.8%)	98	4,537	(1.9%)	104
85+	96	(1.2%)	106	1,226	(1.2%)	108	3,179	(1.4%)	120

Age - Female

Female Average Age	41.85		101	42.77		104	43.01		104
Female Median Age	41.61		102	43.2		106	43.67		107
0-4	439	(5%)	86	5,862	(5.5%)	95	13,761	(5.5%)	94
5-13	848	(9.7%)	91	10,957	(10.4%)	98	26,019	(10.4%)	99
14-17	390	(4.5%)	94	4,646	(4.4%)	92	10,712	(4.3%)	90
18-21	739	(8.4%)	143	5,007	(4.7%)	95	11,299	(4.5%)	95
22-24	436	(5%)	92	3,852	(3.6%)	94	8,918	(3.6%)	92
25-29	491	(5.6%)	91	6,125	(5.8%)	95	14,236	(5.7%)	93
30-34	433	(4.9%)	85	5,727	(5.4%)	93	13,030	(5.2%)	90
35-39	409	(4.7%)	92	5,737	(5.4%)	92	13,229	(5.3%)	90
40-44	489	(5.6%)	93	6,155	(5.8%)	97	14,708	(5.9%)	98
45-49	533	(6.1%)	102	6,423	(6.1%)	101	15,662	(6.3%)	105
50-54	542	(6.2%)	101	7,043	(6.7%)	108	16,964	(6.8%)	111
55-59	554	(6.3%)	97	7,577	(7.2%)	111	18,151	(7.3%)	112
60-64	575	(6.6%)	99	7,663	(7.3%)	110	18,302	(7.3%)	111
65-69	579	(6.6%)	108	7,119	(6.7%)	110	16,823	(6.7%)	110
70-74	511	(5.8%)	113	5,892	(5.6%)	108	13,867	(5.6%)	108
75-79	361	(4.1%)	106	4,328	(4.1%)	106	10,257	(4.1%)	106
80-84	209	(2.4%)	92	2,842	(2.7%)	104	6,850	(2.7%)	106
85+	226	(2.6%)	113	2,707	(2.6%)	112	6,641	(2.7%)	117

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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)	9,009		110,222		256,242	
Professional Specialty	2,747 (30.5%)	129	32,631 (29.6%)	125	71,545 (27.9%)	118
Managerial/Executive	2,017 (22.4%)	137	20,704 (18.8%)	115	51,436 (20.1%)	123
Office Admin	1,033 (11.5%)	103	13,213 (12%)	108	31,504 (12.3%)	111
Sales	815 (9%)	92	11,395 (10.3%)	106	26,083 (10.2%)	104
Production & Transportation	614 (6.8%)	52	10,660 (9.7%)	75	25,827 (10.1%)	7
Food Preparation & Serving	550 (6.1%)	114	3,988 (3.6%)	68	8,567 (3.3%)	63
Construction	465 (5.2%)	63	6,057 (5.5%)	67	14,823 (5.8%)	71
Healthcare support	391 (4.3%)	33	3,566 (3.2%)	99	7,190 (2.8%)	86
Personal Care	220 (2.4%)	93	3,287 (3%)	113	7,915 (3.1%)	118
Building Maintenance & Cleaning	102 (1.1%)	31	2,887 (2.6%)	72	6,595 (2.6%)	71
Protective	55 (0.6%)	28	1,759 (1.6%)	72	4,664 (1.8%)	83
Farming, Fishing & Forestry			75 (<0.5%)	10	93 (<0.5%)	6

Employment by Industry

Total Employees (16+ Years Old)	9,009	110,222	256,242
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Educational Services	2,843	(31.6%)	31,817	(28.9%)	68,087	(26.6%)
Financial, Insurance & Real Estate	1,128	(12.5%)	9,086	(8.2%)	23,255	(9.1%)
Professional Services	1,050	(11.7%)	10,894	(9.9%)	25,623	(10%)
Wholesale Retail	964	(10.7%)	15,544	(14.1%)	38,002	(14.8%)
Entertainment Services	721	(8%)	6,941	(6.3%)	17,065	(6.7%)
Manufacturing	622	(6.9%)	7,903	(7.2%)	19,503	(7.6%)
Agriculture/Mining/Construction	415	(4.6%)	5,404	(4.9%)	13,627	(5.3%)
Other Professional Services	408	(4.5%)	6,043	(5.5%)	12,876	(5%)
Transportation	331	(3.7%)	5,817	(5.3%)	13,999	(5.5%)
Administrative/Waste Services	237	(2.6%)	3,552	(3.2%)	7,957	(3.1%)
Public Administration	199	(2.2%)	3,441	(3.1%)	8,156	(3.2%)
Information	60	(0.7%)	3,580	(3.2%)	7,667	(3%)
Management Services	31	(<0.5%)	200	(<0.5%)	425	(<0.5%)

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Language Spoken

Speak English at Home	10,107	(63.6%)	8	113,816	(58.8%)	79	247,681	(54.3%)	70
Speak Other Language at Home	3,460	(21.8%)	269	40,614	(21%)	259	120,066	(26.3%)	325
Speak Spanish at Home	2,321	(14.6%)	105	39,216	(20.3%)	145	88,207	(19.3%)	139

Ancestry

Other	4,171	(24.8%)	114	56,648	(27.5%)	127	118,149	(24.4%)	112
Unclassified	2,061	(12.3%)	74	18,638	(9.1%)	54	39,409	(8.1%)	49
Other European (e.g. Greek/Russian)	1,383	(8.2%)	256	8,582	(4.2%)	130	23,835	(4.9%)	153
Italian	919	(5.5%)	183	11,424	(5.6%)	186	35,361	(7.3%)	244
South American	845	(5%)	472	15,464	(7.5%)	705	34,674	(7.2%)	671
Korean	734	(4.4%)	1031	5,256	(2.6%)	602	30,437	(6.3%)	1482
Dominican	699	(4.2%)	732	12,626	(6.1%)	1079	26,671	(5.5%)	969
Scottish/Irish	637	(3.8%)	56	8,796	(4.3%)	63	20,374	(4.2%)	62
German	635	(3.8%)	47	5,606	(2.7%)	34	13,911	(2.9%)	36
Puerto Rican	553	(3.3%)	128	9,546	(4.6%)	181	18,744	(3.9%)	151
Polish	541	(3.2%)	208	3,236	(1.6%)	101	12,729	(2.6%)	169

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

Audience Profile

Jan 1 - Dec 31, 2023

Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
South East Asian (e.g. Vietnamese)	531	(3.2%)	196	11,627	(5.7%)	350	18,932	(3.9%)	242
American	524	(3.1%)	63	3,331	(1.6%)	33	8,116	(1.7%)	34
South Central Asian (e.g. Indian)	521	(3.1%)	237	9,471	(4.6%)	351	19,076	(3.9%)	300
Chinese	423	(2.5%)	211	3,541	(1.7%)	144	10,616	(2.2%)	184
Middle Eastern	321	(1.9%)	303	3,220	(1.6%)	248	9,057	(1.9%)	297
British	227	(1.4%)	25	2,079	(1%)	19	4,794	(1%)	18
Other Hispanic	222	(1.3%)	100	3,976	(1.9%)	147	8,253	(1.7%)	129
Cuban	202	(1.2%)	183	1,989	(1%)	147	5,941	(1.2%)	187
Mexican	159	(0.9%)	9	2,830	(1.4%)	13	5,730	(1.2%)	11
Japanese	150	(0.9%)	386	731	(<0.5%)	153	3,021	(0.6%)	269
French	111	(0.7%)	52	610	(<0.5%)	24	1,585	(<0.5%)	26
Central American	87	(0.5%)	35	4,255	(2.1%)	139	9,737	(2%)	135
Scandinavian	44	(<0.5%)	13	714	(<0.5%)	18	1,659	(<0.5%)	18
Dutch	41	(<0.5%)	39	423	(<0.5%)	33	1,223	(<0.5%)	41
Other Asian	33	(<0.5%)	64	694	(<0.5%)	109	1,547	(<0.5%)	104
Hawaiian/Pacific Islander	11	(<0.5%)	38	67	(<0.5%)	19	109	(<0.5%)	13

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

Audience Profile

Jan 1 - Dec 31, 2023

Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Native American (Indian/Eskimo)	8	(<0.5%)	340	(<0.5%)	609	(<0.5%)

Education (Age 25+)

Total Educated Population	11,201		143,626		339,446	
Elementary (0 to 8 Years)	507	(4.5%)	6,707	(4.7%)	15,448	(4.6%)
Some High School (9 to 11 Years)	212	(1.9%)	5,425	(3.8%)	13,050	(3.8%)
High School Graduate (12 Years)	1,661	(14.8%)	30,971	(21.6%)	78,158	(23%)
Some College (13 to 16 Years)	1,433	(12.8%)	22,557	(15.7%)	50,609	(14.9%)
Associates Degree Only	461	(4.1%)	9,268	(6.5%)	23,198	(6.8%)
Bachelor's Degree Only	4,297	(38.4%)	41,343	(28.8%)	95,243	(28.1%)
Graduate Degree	2,630	(23.5%)	27,355	(19%)	63,740	(18.8%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	5,971	74,787	178,510
One Person Households	1,608 (26.9%)	19,432 (26%)	45,073 (25.2%)
Married Couple	3,025 (50.7%)	38,496 (51.5%)	94,379 (52.9%)
Male Householder	245 (4.1%)	3,098 (4.1%)	7,890 (4.4%)
Female Householder	811 (13.6%)	10,229 (13.7%)	23,036 (12.9%)
Non Family Households	282 (4.7%)	3,532 (4.7%)	8,132 (4.6%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	5,971	74,787	178,510
1 Person Household	1,608 (26.9%)	19,432 (26%)	45,073 (25.2%)
2 Person Household	1,794 (30%)	21,158 (28.3%)	51,301 (28.7%)
3 Person Household	982 (16.4%)	12,910 (17.3%)	32,100 (18%)
4 Person Household	830 (13.9%)	11,431 (15.3%)	28,633 (16%)
5 Person Household	428 (7.2%)	5,762 (7.7%)	13,214 (7.4%)
6 Person Household	212 (3.6%)	2,395 (3.2%)	5,044 (2.8%)
7+ Person Household	117 (2%)	1,699 (2.3%)	3,145 (1.8%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	6,200	77,971	186,696
Owner Occupied Housing	3,773	47,460	111,368
Renter Occupied Housing	2,198	27,327	67,142
Vacant Housing	229	3,184	8,186

Housing Rent

Average Rent	\$1,750.35	\$1,682.92	\$1,720.67
Median Rent	\$1,660.16	\$1,619.65	\$1,634.57
Total Cash Rents Housing	2,156	26,542	64,846
<\$300	10 (<0.5%)	555 (2.1%)	1,483 (2.3%)
\$300-\$500		505 (1.9%)	1,539 (2.4%)
\$500-\$750	3 (<0.5%)	673 (2.5%)	1,614 (2.5%)
\$750-\$1000	69 (3.2%)	1,115 (4.2%)	2,756 (4.3%)
\$1000-\$1500	684 (31.7%)	8,322 (31.4%)	19,767 (30.5%)
\$1500-\$2000	974 (45.2%)	8,780 (33.1%)	19,559 (30.2%)
\$2000-\$2500	225 (10.4%)	3,850 (14.5%)	9,514 (14.7%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	44	(2%)	50	1,352	(5.1%)	125	4,269	(6.6%)	162
\$3000-\$3500	56	(2.6%)	31	748	(2.8%)	142	2,114	(3.3%)	164
>\$3500	91	(4.2%)	197	642	(2.4%)	113	2,231	(3.4%)	160

Value of Owner-Occupied Housing Units

Average House Value	\$847,267.16		160	\$682,262.2		129	\$758,059.98		144
Median House Value	\$674,597.26		164	\$651,555.1		158	\$683,063.84		166
Owner Occupied Housing	3,773			47,460			111,368		
<\$100K				783	(1.6%)	17	1,857	(1.7%)	18
\$100K - \$200K	16	(<0.5%)	3	672	(1.4%)	10	2,073	(1.9%)	14
\$200K - \$300K	147	(3.9%)	27	1,574	(3.3%)	23	3,496	(3.1%)	22
\$300K - \$400K	137	(3.6%)	31	2,468	(5.2%)	45	5,434	(4.9%)	42
\$400K - \$500K	416	(11%)	116	5,934	(12.5%)	131	12,029	(10.8%)	113
\$500K - \$1000K	2,101	(55.7%)	215	26,952	(56.8%)	219	59,479	(53.4%)	206
>\$1000K	956	(25.3%)	162	9,077	(19.1%)	122	27,000	(24.2%)	155

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

Audience Profile

Jan 1 - Dec 31, 2023

Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	376	(6.3%)	50	5,761	(7.7%)	61	14,654	(8.2%)	65
Households Above Poverty	5,595	(93.7%)	107	69,026	(92.3%)	106	163,856	(91.8%)	105
Households in Poverty (Married)	162	(2.7%)	122	1,382	(1.8%)	83	3,189	(1.8%)	8
Households in Poverty (Male Householder)	51	(0.9%)	33	227	(<0.5%)	47	751	(<0.5%)	66
Households in Poverty (Female Householder)	9	(<0.5%)	5	1,259	(1.7%)	55	3,624	(2%)	66
Households in Poverty (Non-Family)	141	(2.4%)	39	2,688	(3.6%)	59	6,631	(3.7%)	61
Households in Poverty (Non-Family Student)	13	(<0.5%)	35	205	(<0.5%)	44	459	(<0.5%)	41

Wealth per Household

Household Average Wealth	\$267,010.13	113	\$256,531.12	108	\$255,246.51	108			
Household Median Wealth	\$97,267.96	124	\$90,615.89	115	\$89,738.45	114			
<\$0K	974	(16.3%)	93	12,510	(16.7%)	95	29,970	(16.8%)	96
\$0K - \$5K	449	(7.5%)	87	5,955	(8%)	92	14,328	(8%)	92
\$5K - \$10K	248	(4.2%)	90	3,225	(4.3%)	94	7,744	(4.3%)	94
\$10K - \$25K	357	(6%)	93	4,581	(6.1%)	96	10,966	(6.1%)	96
\$25K - \$50K	395	(6.6%)	97	5,004	(6.7%)	98	11,952	(6.7%)	98

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Audience Profile

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Hackensack Commons

450 Hackensack Avenue, Hackensack, NJ 07601

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	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	595	(10%)	97	7,532	(10.1%)	98	17,986	(10.1%)	98
\$100K - \$250K	1,093	(18.3%)	101	13,633	(18.2%)	101	32,502	(18.2%)	101
\$250K - \$500K	841	(14.1%)	108	10,271	(13.7%)	105	24,430	(13.7%)	105
>\$500K	1,019	(17.1%)	118	12,076	(16.1%)	112	28,632	(16%)	111

Vehicles per Household

Total Number of Vehicles	9,801			125,427			303,218		
Average Number of Vehicles	1.64		89	1.68		91	1.7		93
No Vehicles	449	(7.5%)	92	7,586	(10.1%)	123	15,922	(8.9%)	109
1 Vehicle	2,321	(38.9%)	120	26,752	(35.8%)	111	64,193	(36%)	111
2 Vehicles	2,374	(39.8%)	107	27,637	(37%)	99	67,180	(37.6%)	101
3 or more Vehicles	827	(13.9%)	62	12,812	(17.1%)	7	31,215	(17.5%)	7

Population Change

Births	188			2,311			5,377		
Deaths	136			1,807			4,360		
Migration	79			2,435			3,498		

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	497	7,753	17,978
Total Employees	6,993	107,542	229,149

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