

# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	5,234		39,095		150,458	
Households	1,903		13,940		54,784	
Persons per Household	2.75	106	2.79	108	2.66	103
Household Median Income	\$130,083.75	187	\$150,086.92	216	\$141,113.75	203
Household Median Disposable Income	\$104,934.01	174	\$119,626.53	199	\$113,623.77	189
Household Median Discretionary Income	\$78,696.07	183	\$91,395.07	213	\$85,895.77	200
Average Income Per Person	\$57,906.51	155	\$70,934.63	190	\$69,325.42	186
Median Rent	\$3,150	248	\$2,932.8	231	\$1,993.63	157
Median House Value	\$949,561.4	231	\$967,473.52	235	\$933,307.59	227
Households in Poverty	72 (3.8%)	30	573 (4.1%)	33	2,544 (4.6%)	37
Household Median Wealth	\$126,077.99	160	\$130,077.48	166	\$120,225.55	153
Average Age	45.15	113	43.94	110	42.41	106
Median Age	47.74	124	46.44	121	42.89	111
Households with Children	575 (30.2%)	110	4,529 (32.5%)	118	18,175 (33.2%)	120
High School Graduate or Higher	3,558 (92.9%)	105	26,726 (96%)	108	100,090 (95.7%)	108

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

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
## Hanover Commons

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,205 (57.6%) 	17,370 (62.4%) 	67,663 (64.7%) 
Pop density (per sq mi)	1,293	1,369	2,025
Area (based on blockgroups)	4	29	74

### Population

Population 2022 Q4	5,234	39,095	150,458
Population 2022 Q3	5,225	38,974	149,948
Population 2022 Q2	5,215	38,725	149,638
Population 2022 Q1	5,261	38,661	149,004
Population 2021 Q4	5,258	38,744	149,091
Population 2021 Q3	5,253	38,762	149,171
Population 2021 Q2	5,252	38,790	149,147
Population 2021 Q1	5,253	38,805	149,266
Population 2020 Q4	5,252	38,747	149,047
Population 5 Years Forecast	5,283	39,925	153,810
Population 10 Years Forecast	5,389	40,798	157,334
Persons per Household	2.75 	2.79 	2.66 

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	● 1 Mile	● 3 Mile	● 5 Mile
Group Quarters		197 (0.5%)	4,782 (3.2%)
Transient Population - Average Last 4 Quarters	165 (3.1%)	962 (2.5%)	3,468 (2.3%)

### Households

Households 2022 Q4	1,903	13,940	54,784
Households 2022 Q3	1,900	13,892	54,567
Households 2022 Q2	1,896	13,792	54,436
Households 2022 Q1	1,912	13,757	54,163
Households 2021 Q4	1,912	13,788	54,191
Households 2021 Q3	1,910	13,796	54,222
Households 2021 Q2	1,910	13,807	54,211
Households 2021 Q1	1,911	13,813	54,256
Households 2020 Q4	1,909	13,793	54,173
Households 5 Years Forecast	1,920	14,268	56,164
Households 10 Years Forecast	1,959	14,599	57,564

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### Gender

Gender	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Male	2,445	(46.7%)	95	18,838	(48.2%)	98	72,967	(48.5%)	99
Female	2,789	(53.3%)	105	20,257	(51.8%)	102	77,491	(51.5%)	101

### Ethnicity

White	4,001	(76.4%)	125	29,190	(74.7%)	122	103,826	(69%)	113
Asian	714	(13.6%)	268	5,988	(15.3%)	301	26,342	(17.5%)	344
Hispanic (Ethnic)	369	(7.1%)	39	2,599	(6.6%)	37	12,105	(8%)	44
Other	78	(1.5%)	41	818	(2.1%)	58	3,534	(2.3%)	65
Black	72	(1.4%)	12	500	(1.3%)	11	4,651	(3.1%)	26

### Household by Ethnicity

White	1,419	(74.6%)	116	10,223	(73.3%)	114	37,826	(69%)	108
Asian	269	(14.1%)	321	2,230	(16%)	363	9,365	(17.1%)	388
Hispanic (Ethnic)	96	(5%)	34	927	(6.6%)	45	4,304	(7.9%)	53
Other	78	(4.1%)	75	411	(2.9%)	54	1,827	(3.3%)	61
Black	41	(2.2%)	19	149	(1.1%)	10	1,462	(2.7%)	24

### Households Income

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

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$159,265.71	164	\$198,068.86	203	\$186,489.87	191
Average Income Per Person	\$57,906.51	155	\$70,934.63	190	\$69,325.42	186
Household Median Income	\$130,083.75	187	\$150,086.92	216	\$141,113.75	203
<\$15K	61 (3.2%)	35	377 (2.7%)	30	1,987 (3.6%)	40
\$15K - \$25K	31 (1.6%)	21	397 (2.8%)	37	1,577 (2.9%)	37
\$25K - \$35K	58 (3%)	38	419 (3%)	37	1,661 (3%)	37
\$35K - \$50K	89 (4.7%)	41	626 (4.5%)	39	2,621 (4.8%)	42
\$50K - \$75K	130 (6.8%)	40	1,024 (7.3%)	44	4,943 (9%)	53
\$75K - \$100K	385 (20.2%)	156	1,418 (10.2%)	74	5,797 (10.6%)	8
\$100K - \$150K	411 (21.6%)	131	2,704 (19.4%)	117	10,549 (19.3%)	117
\$150K - \$175K	201 (10.6%)	201	1,438 (10.3%)	196	5,137 (9.4%)	179
\$175K - \$200K	316 (16.6%)	308	2,014 (14.4%)	268	8,331 (15.2%)	282
\$200K - \$250K	125 (6.6%)	176	1,973 (14.2%)	379	6,823 (12.5%)	334
\$250K - \$500K	53 (2.8%)	175	846 (6.1%)	381	2,926 (5.3%)	335
>\$500K	43 (2.3%)	169	704 (5.1%)	378	2,432 (4.4%)	333

### Disposable Households Income

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

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Household Average Disposable Income	\$107,959.62	146	\$123,857.41	167	\$118,530.15	160
Household Median Disposable Income	\$104,934.01	174	\$119,626.53	199	\$113,623.77	189
<\$15K	61 (3.2%)	32	404 (2.9%)	29	2,123 (3.9%)	39
\$15K - \$25K	55 (2.9%)	32	470 (3.4%)	37	1,884 (3.4%)	38
\$25K - \$35K	91 (4.8%)	52	548 (3.9%)	42	2,109 (3.8%)	41
\$35K - \$50K	69 (3.6%)	27	758 (5.4%)	40	3,304 (6%)	45
\$50K - \$75K	325 (17.1%)	92	1,506 (10.8%)	58	6,824 (12.5%)	67
\$75K - \$100K	283 (14.9%)	107	1,841 (13.2%)	95	7,446 (13.6%)	98
\$100K - \$150K	564 (29.6%)	189	3,771 (27.1%)	172	13,808 (25.2%)	161
\$150K - \$175K	289 (15.2%)	315	1,979 (14.2%)	295	8,080 (14.7%)	306
\$175K - \$200K	45 (2.4%)	152	719 (5.2%)	331	2,489 (4.5%)	292
\$200K - \$250K	49 (2.6%)	169	782 (5.6%)	368	2,706 (4.9%)	324
\$250K - \$500K	66 (3.5%)	165	1,070 (7.7%)	366	3,691 (6.7%)	321
>\$500K	6 (<0.5%)	172	92 (0.7%)	360	320 (0.6%)	318

### Discretionary Households Income

Household Average Discretionary Income	\$78,235.33	151	\$89,958.48	174	\$86,215.14	166
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Household Median Discretionary Income	\$78,696.07	183	\$91,395.07	213	\$85,895.77	200
<\$10K	58 (3%)	30	366 (2.6%)	26	1,933 (3.5%)	35
\$10K - \$20K	69 (3.6%)	28	560 (4%)	31	2,426 (4.4%)	34
\$20K - \$30K	106 (5.6%)	44	751 (5.4%)	43	3,030 (5.5%)	44
\$30K - \$40K	69 (3.6%)	32	610 (4.4%)	39	2,881 (5.3%)	46
\$40K - \$50K	143 (7.5%)	77	738 (5.3%)	55	3,456 (6.3%)	66
\$50K - \$75K	437 (23%)	127	2,413 (17.3%)	96	9,797 (17.9%)	99
\$75K - \$100K	441 (23.2%)	219	2,392 (17.2%)	162	8,797 (16.1%)	152
\$100K - \$125K	392 (20.6%)	304	2,674 (19.2%)	283	10,329 (18.9%)	278
\$125K - \$150K	178 (9.4%)	212	2,076 (14.9%)	338	7,392 (13.5%)	306
>\$150K	10 (0.5%)	21	1,360 (9.8%)	388	4,743 (8.7%)	344

## Households Income by Ethnicity

Average Income - White	\$122,596.7	141	\$127,830.46	147	\$127,012.84	146
Median Income - White	\$132,132.87	174	\$139,207.28	183	\$138,690.93	182
Average Income - Black	\$153,627.39	251	\$147,811.34	241	\$107,389.98	175
Median Income - Black	\$153,409.02	320	\$161,274.28	337	\$106,217.37	222

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$130,738.45	\$160,330.11	\$144,193.54
Median Income - Asian	\$141,192.54	\$184,648.43	\$168,286.01
Average Income - Hispanic	\$94,836.03	\$130,167.69	\$113,832.21
Median Income - Hispanic	\$99,999	\$144,027.02	\$114,257.99
Average Income - Other	\$86,920.54	\$110,296.21	\$112,581.18
Median Income - Other	\$88,541.12	\$101,268.07	\$110,854.83

## Age

Average Age	45.15	43.94	42.41
Median Age	47.74	46.44	42.89
0-4	252 (4.8%)	1,766 (4.5%)	7,414 (4.9%)
5-13	480 (9.2%)	3,565 (9.1%)	14,667 (9.7%)
14-17	203 (3.9%)	1,734 (4.4%)	6,985 (4.6%)
18-21	247 (4.7%)	2,292 (5.9%)	9,692 (6.4%)
22-24	224 (4.3%)	1,891 (4.8%)	7,148 (4.8%)
25-29	351 (6.7%)	2,766 (7.1%)	9,872 (6.6%)
30-34	259 (4.9%)	1,892 (4.8%)	7,683 (5.1%)

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35-39	212	(4.1%)	1,406	(3.6%)	6,557	(4.4%)
40-44	219	(4.2%)	1,504	(3.8%)	7,209	(4.8%)
45-49	248	(4.7%)	2,031	(5.2%)	8,534	(5.7%)
50-54	336	(6.4%)	2,788	(7.1%)	10,445	(6.9%)
55-59	409	(7.8%)	3,212	(8.2%)	11,599	(7.7%)
60-64	433	(8.3%)	3,139	(8%)	11,240	(7.5%)
65-69	389	(7.4%)	2,717	(6.9%)	9,712	(6.5%)
70-74	343	(6.6%)	2,304	(5.9%)	8,008	(5.3%)
75-79	286	(5.5%)	1,827	(4.7%)	6,154	(4.1%)
80-84	192	(3.7%)	1,223	(3.1%)	4,037	(2.7%)
85+	151	(2.9%)	1,038	(2.7%)	3,502	(2.3%)

### Age - Male

Male Average Age	43.45		42.5		41.08	
Male Median Age	45.3		43.22		40.95	
0-4	129	(5.3%)	909	(4.8%)	3,816	(5.2%)
5-13	246	(10.1%)	1,829	(9.7%)	7,519	(10.3%)

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14-17	102	(4.2%)	█	887	(4.7%)	█ 92	3,558	(4.9%)	█ 95
18-21	116	(4.7%)	█ 7	1,137	(6%)	█ 97	4,686	(6.4%)	█ 103
22-24	107	(4.4%)	█ 101	948	(5%)	█ 116	3,589	(4.9%)	█ 113
25-29	175	(7.2%)	█ 105	1,413	(7.5%)	█ 110	5,123	(7%)	█ 103
30-34	138	(5.6%)	█ 88	994	(5.3%)	█ 83	4,006	(5.5%)	█ 86
35-39	103	(4.2%)	█ 65	714	(3.8%)	█ 61	3,345	(4.6%)	█ 7
40-44	98	(4%)	█ 65	730	(3.9%)	█ 63	3,558	(4.9%)	█ 7
45-49	114	(4.7%)	█ 7	940	(5%)	█ 83	4,086	(5.6%)	█ 93
50-54	152	(6.2%)	█ 102	1,307	(6.9%)	█ 113	4,963	(6.8%)	█ 111
55-59	189	(7.7%)	█ 122	1,545	(8.2%)	█ 122	5,559	(7.6%)	█ 120
60-64	199	(8.1%)	█ 29	1,505	(8%)	█ 37	5,403	(7.4%)	█ 118
65-69	177	(7.2%)	█ 30	1,268	(6.7%)	█ 121	4,597	(6.3%)	█ 113
70-74	154	(6.3%)	█ 141	1,048	(5.6%)	█ 94	3,678	(5%)	█ 113
75-79	119	(4.9%)	█ 155	804	(4.3%)	█ 106	2,689	(3.7%)	█ 117
80-84	75	(3.1%)	█ 162	500	(2.7%)	█ 143	1,629	(2.2%)	█ 120
85+	52	(2.1%)	█ 184	360	(1.9%)	█ 169	1,163	(1.6%)	█ 141

## Age - Female

Female Average Age	46.64	█ 113	45.29	█ 110	43.66	█ 106			
Female Median Age	50.6	█ 34	48.2	█ 118	45.65	█ 112			
0-4	123	(4.4%)	█ 7	857	(4.2%)	█ 7	3,598	(4.6%)	█ 7
5-13	234	(8.4%)	█ 7	1,736	(8.6%)	█ 8	7,148	(9.2%)	█ 87
14-17	101	(3.6%)	█ 7	847	(4.2%)	█ 88	3,427	(4.4%)	█ 93
18-21	131	(4.7%)	█ 6	1,155	(5.7%)	█ 98	5,006	(6.5%)	█ 111
22-24	117	(4.2%)	█ 109	943	(4.7%)	█ 120	3,559	(4.6%)	█ 119
25-29	176	(6.3%)	█ 103	1,353	(6.7%)	█ 109	4,749	(6.1%)	█ 100
30-34	121	(4.3%)	█ 7	898	(4.4%)	█ 7	3,677	(4.7%)	█ 6
35-39	109	(3.9%)	█ 67	692	(3.4%)	█ 58	3,212	(4.1%)	█ 7
40-44	121	(4.3%)	█ 7	774	(3.8%)	█ 63	3,651	(4.7%)	█ 7
45-49	134	(4.8%)	█ 8	1,091	(5.4%)	█ 90	4,448	(5.7%)	█ 96
50-54	184	(6.6%)	█ 107	1,481	(7.3%)	█ 119	5,482	(7.1%)	█ 115
55-59	220	(7.9%)	█ 122	1,667	(8.2%)	█ 122	6,040	(7.8%)	█ 120
60-64	234	(8.4%)	█ 27	1,634	(8.1%)	█ 122	5,837	(7.5%)	█ 114
65-69	212	(7.6%)	█ 34	1,449	(7.2%)	█ 117	5,115	(6.6%)	█ 108
70-74	189	(6.8%)	█ 32	1,256	(6.2%)	█ 120	4,330	(5.6%)	█ 108
75-79	167	(6%)	█ 154	1,023	(5.1%)	█ 90	3,465	(4.5%)	█ 115
80-84	117	(4.2%)	█ 162	723	(3.6%)	█ 138	2,408	(3.1%)	█ 120
85+	99	(3.5%)	█ 156	678	(3.3%)	█ 147	2,339	(3%)	█ 122

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### Employment by Occupation

Total Employees (16+ Years Old)	2,985			21,016			82,203		
Professional Specialty	996	(33.4%)	141	6,887	(32.8%)	138	28,699	(34.9%)	148
Managerial/Executive	793	(26.6%)	162	6,433	(30.6%)	187	23,141	(28.2%)	172
Sales	392	(13.1%)	34	2,093	(10%)	102	8,386	(10.2%)	104
Office Admin	279	(9.3%)	84	1,928	(9.2%)	83	7,260	(8.8%)	8
Construction	113	(3.8%)	46	691	(3.3%)	40	2,518	(3.1%)	37
Protective	110	(3.7%)	169	419	(2%)	91	1,413	(1.7%)	7
Production & Transportation	104	(3.5%)	26	930	(4.4%)	34	4,034	(4.9%)	37
Food Preparation & Serving	69	(2.3%)	43	498	(2.4%)	44	2,177	(2.6%)	50
Personal Care	68	(2.3%)	87	512	(2.4%)	93	1,851	(2.3%)	86
Building Maintenance & Cleaning	34	(1.1%)	31	384	(1.8%)	50	1,816	(2.2%)	61
Healthcare support	27	(0.9%)	28	241	(1.1%)	35	904	(1.1%)	34
Farming, Fishing & Forestry							4	(<0.5%)	1

### Employment by Industry

Total Employees (16+ Years Old)	2,985			21,016			82,203		
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Educational Services	988	(33.1%)	142	5,227	(24.9%)	107	19,479	(23.7%)	102
Wholesale Retail	336	(11.3%)	84	2,240	(10.7%)	7	9,009	(11%)	8
Professional Services	325	(10.9%)	145	3,609	(17.2%)	229	13,145	(16%)	214
Entertainment Services	297	(9.9%)	110	1,145	(5.4%)	60	4,700	(5.7%)	63
Financial, Insurance & Real Estate	269	(9%)	136	2,701	(12.9%)	194	11,072	(13.5%)	204
Manufacturing	230	(7.7%)	76	1,723	(8.2%)	8	7,827	(9.5%)	94
Other Professional Services	159	(5.3%)	112	740	(3.5%)	74	2,409	(2.9%)	62
Agriculture/Mining/Construction	141	(4.7%)	55	944	(4.5%)	52	3,256	(4%)	46
Public Administration	103	(3.5%)	72	780	(3.7%)	7	2,485	(3%)	63
Transportation	60	(2%)	36	676	(3.2%)	57	2,622	(3.2%)	57
Administrative/Waste Services	41	(1.4%)	33	766	(3.6%)	87	3,113	(3.8%)	91
Information	36	(1.2%)	64	439	(2.1%)	111	2,835	(3.4%)	184
Management Services				26	(<0.5%)	88	251	(<0.5%)	218

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### Language Spoken

Language Spoken	1 Mile	3 Mile	5 Mile
Speak English at Home	3,763 (75.5%)	27,752 (74.3%)	101,075 (70.7%)
Speak Other Language at Home	1,072 (21.5%)	7,700 (20.6%)	33,033 (23.1%)
Speak Spanish at Home	147 (3%)	1,877 (5%)	8,936 (6.2%)

### Ancestry

Ancestry	1 Mile	3 Mile	5 Mile
Italian	1,142 (21.8%)	6,324 (16.2%)	19,026 (12.6%)
Other	1,024 (19.6%)	8,185 (20.9%)	30,728 (20.4%)
Unclassified	614 (11.7%)	4,062 (10.4%)	16,096 (10.7%)
Scottish/Irish	378 (7.2%)	3,039 (7.8%)	12,746 (8.5%)
Chinese	354 (6.8%)	2,547 (6.5%)	8,811 (5.9%)
Other European (e.g. Greek/Russian)	226 (4.3%)	2,881 (7.4%)	9,699 (6.4%)
German	215 (4.1%)	1,685 (4.3%)	7,082 (4.7%)
South Central Asian (e.g. Indian)	187 (3.6%)	2,093 (5.4%)	13,139 (8.7%)
American	170 (3.2%)	1,158 (3%)	3,631 (2.4%)
Polish	144 (2.8%)	1,277 (3.3%)	4,366 (2.9%)
South American	143 (2.7%)	836 (2.1%)	4,168 (2.8%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
South East Asian (e.g. Vietnamese)	106	(2%)	125	656	(1.7%)	104	2,223	(1.5%)	91
British	105	(2%)	37	900	(2.3%)	42	4,282	(2.8%)	53
Other Hispanic	84	(1.6%)	122	258	(0.7%)	50	1,474	(1%)	74
Middle Eastern	79	(1.5%)	239	492	(1.3%)	200	1,792	(1.2%)	189
Puerto Rican	67	(1.3%)	50	422	(1.1%)	42	2,150	(1.4%)	56
Korean	48	(0.9%)	216	543	(1.4%)	327	1,458	(1%)	228
Cuban	47	(0.9%)	137	624	(1.6%)	243	1,466	(1%)	149
French	28	(0.5%)	42	186	(<0.5%)	38	824	(0.5%)	43
Other Asian	18	(<0.5%)	111	128	(<0.5%)	106	556	(<0.5%)	120
Dominican	16	(<0.5%)	54	193	(<0.5%)	87	771	(0.5%)	90
Dutch	11	(<0.5%)	34	108	(<0.5%)	44	452	(<0.5%)	48
Central American	9	(<0.5%)	12	152	(<0.5%)	26	1,425	(0.9%)	64
Scandinavian	8	(<0.5%)	8	158	(<0.5%)	21	1,118	(0.7%)	38
Native American (Indian/Eskimo)	7	(<0.5%)	17	35	(<0.5%)	11	127	(<0.5%)	11
Mexican	3	(<0.5%)	1	114	(<0.5%)	3	651	(<0.5%)	4
Japanese	1	(<0.5%)	8	21	(<0.5%)	23	155	(<0.5%)	44

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	18 (<0.5%)	26 (<0.5%)	42 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	3,828	27,847	104,552
Elementary (0 to 8 Years)	177 (4.6%)	707 (2.5%)	2,391 (2.3%)
Some High School (9 to 11 Years)	93 (2.4%)	414 (1.5%)	2,071 (2%)
High School Graduate (12 Years)	799 (20.9%)	5,284 (19%)	15,981 (15.3%)
Some College (13 to 16 Years)	423 (11.1%)	2,786 (10%)	10,906 (10.4%)
Associates Degree Only	131 (3.4%)	1,286 (4.6%)	5,540 (5.3%)
Bachelor's Degree Only	1,128 (29.5%)	9,551 (34.3%)	35,816 (34.3%)
Graduate Degree	1,077 (28.1%)	7,819 (28.1%)	31,847 (30.5%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,903	13,940	54,784
One Person Households	351 (18.4%)	2,552 (18.3%)	12,560 (22.9%)
Married Couple	1,286 (67.6%)	9,389 (67.4%)	34,233 (62.5%)
Male Householder	70 (3.7%)	452 (3.2%)	1,498 (2.7%)
Female Householder	121 (6.4%)	1,155 (8.3%)	4,132 (7.5%)
Non Family Households	75 (3.9%)	392 (2.8%)	2,361 (4.3%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,903	13,940	54,784
1 Person Household	351 (18.4%)	2,552 (18.3%)	12,560 (22.9%)
2 Person Household	622 (32.7%)	4,438 (31.8%)	17,152 (31.3%)
3 Person Household	382 (20.1%)	2,533 (18.2%)	9,500 (17.3%)
4 Person Household	337 (17.7%)	2,849 (20.4%)	10,007 (18.3%)
5 Person Household	138 (7.3%)	1,104 (7.9%)	3,903 (7.1%)
6 Person Household	61 (3.2%)	336 (2.4%)	1,166 (2.1%)
7+ Person Household	12 (0.6%)	128 (0.9%)	496 (0.9%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	1,939	14,350	57,193
Owner Occupied Housing	1,743	11,938	41,164
Renter Occupied Housing	160	2,002	13,620
Vacant Housing	36	410	2,409

### Housing Rent

Average Rent	\$3,124.1	\$2,855.46	\$2,119
Median Rent	\$3,150	\$2,932.8	\$1,993.63
Total Cash Rents Housing	139	1,896	13,142
<\$300	3	(<0.5%)	207
\$300-\$500			116
\$500-\$750	4	(<0.5%)	118
\$750-\$1000	30	(1.6%)	236
\$1000-\$1500	163	(8.6%)	2,563
\$1500-\$2000	95	(5%)	3,374
\$2000-\$2500	13	(9.4%)	2,673

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	40	(28.8%)	708	439	(23.2%)	570	1,716	(13.1%)	321
\$3000-\$3500	55	(39.6%)	1991	281	(14.8%)	746	745	(5.7%)	285
>\$3500	31	(22.3%)	1039	608	(32.1%)	1493	1,394	(10.6%)	494

### Value of Owner-Occupied Housing Units

Average House Value	\$948,150.48	179	\$944,928.03	179	\$957,166.8	181			
Median House Value	\$949,561.4	231	\$967,473.52	235	\$933,307.59	227			
Owner Occupied Housing	1,743		11,938		41,164				
<\$100K	6	(<0.5%)	4	37	(<0.5%)	3	207	(0.5%)	5
\$100K - \$200K	7	(<0.5%)	3	7	(<0.5%)		301	(0.7%)	5
\$200K - \$300K	37	(2.1%)	15	76	(0.6%)	4	276	(0.7%)	5
\$300K - \$400K				47	(<0.5%)	3	456	(1.1%)	10
\$400K - \$500K	14	(0.8%)	8	282	(2.4%)	25	1,541	(3.7%)	39
\$500K - \$1000K	888	(50.9%)	197	5,950	(49.8%)	193	20,565	(50%)	193
>\$1000K	791	(45.4%)	290	5,539	(46.4%)	296	17,818	(43.3%)	277

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	72	(3.8%)	30	573	(4.1%)	33	2,544	(4.6%)	37
Households Above Poverty	1,831	(96.2%)	110	13,367	(95.9%)	110	52,240	(95.4%)	109
Households in Poverty (Married)	50	(2.6%)	118	142	(1%)	46	515	(0.9%)	42
Households in Poverty (Male Householder)				31	(<0.5%)	35	71	(<0.5%)	20
Households in Poverty (Female Householder)				120	(0.9%)	28	586	(1.1%)	35
Households in Poverty (Non-Family)	21	(1.1%)	18	273	(2%)	32	1,299	(2.4%)	39
Households in Poverty (Non-Family Student)	1	(<0.5%)	8	7	(<0.5%)	8	73	(<0.5%)	21

### Wealth per Household

Household Average Wealth	\$289,756.96		122	\$294,539.45		124	\$287,432.23		121
Household Median Wealth	\$126,077.99		160	\$130,077.48		166	\$120,225.55		153
<\$0K	277	(14.6%)	83	2,005	(14.4%)	8	8,252	(15.1%)	86
\$0K - \$5K	115	(6%)	70	840	(6%)	69	3,551	(6.5%)	74
\$5K - \$10K	67	(3.5%)	76	492	(3.5%)	7	2,040	(3.7%)	8
\$10K - \$25K	106	(5.6%)	87	768	(5.5%)	86	3,102	(5.7%)	88
\$25K - \$50K	125	(6.6%)	96	906	(6.5%)	95	3,566	(6.5%)	95

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	197	(10.4%)	1,417	(10.2%)	5,483	(10%)
\$100K - \$250K	371	(19.5%)	2,703	(19.4%)	10,368	(18.9%)
\$250K - \$500K	289	(15.2%)	2,137	(15.3%)	8,181	(14.9%)
>\$500K	356	(18.7%)	2,672	(19.2%)	10,241	(18.7%)

## Vehicles per Household

Total Number of Vehicles	4,056	28,843	104,041
Average Number of Vehicles	2.13	2.07	1.9
No Vehicles	69 (3.6%)	374 (2.7%)	2,732 (5%)
1 Vehicle	360 (18.9%)	3,426 (24.6%)	15,619 (28.5%)
2 Vehicles	906 (47.6%)	6,215 (44.6%)	24,759 (45.2%)
3 or more Vehicles	568 (29.8%)	3,925 (28.2%)	11,674 (21.3%)

## Population Change

Births	56	447	1,637
Deaths	64	434	1,466
Migration	-16	338	1,196

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Hanover Commons

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

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	493	2,303	7,831
Total Employees	17,160	59,377	189,319

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