

# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	71,203		520,348		1.6M	
Households	25,444		232,446		765,895	
Persons per Household	2.79	108	2.2	85	2.02	7
Household Median Income	\$64,466.97	93	\$94,684.41	36	\$114,564.44	165
Household Median Disposable Income	\$55,300.62	92	\$78,907.27	31	\$92,606.4	154
Household Median Discretionary Income	\$32,534.87	76	\$54,680.05	27	\$70,219.26	164
Average Income Per Person	\$32,958.86	88	\$66,180.06	177	\$91,321.44	245
Median Rent	\$1,533.95	121	\$1,821.01	143	\$2,091.36	165
Median House Value	\$579,166.68	141	\$727,860.59	177	\$803,220.06	195
Households in Poverty	3,882 (15.3%)	121	32,114 (13.8%)	109	93,011 (12.1%)	96
Household Median Wealth	\$48,878.36	62	\$64,705.32	8	\$74,508.66	95
Average Age	38.47	96	38.54	96	39.57	99
Median Age	38.01	99	40.28	105	40.8	106
Households with Children	7,633 (30%)	109	45,610 (19.6%)	71	131,797 (17.2%)	62
High School Graduate or Higher	37,747 (78.3%)	88	313,806 (87.5%)	99	1M (90.1%)	102

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

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Bachelor's Degree or Higher	14,305 (29.7%) 	193,394 (53.9%) 	701,883 (63.2%) 
Pop density (per sq mi)	27,066	24,582	28,759
Area (based on blockgroups)	3	21	55

### Population

Population 2022 Q4	71,203	520,348	1.6M
Population 2022 Q3	71,165	517,125	1.6M
Population 2022 Q2	71,612	519,186	1.6M
Population 2022 Q1	71,764	522,843	1.6M
Population 2021 Q4	72,003	527,568	1.6M
Population 2021 Q3	72,185	534,300	1.6M
Population 2021 Q2	72,337	539,602	1.7M
Population 2021 Q1	72,711	546,218	1.7M
Population 2020 Q4	72,475	548,477	1.7M
Population 5 Years Forecast	69,684	530,025	1.6M
Population 10 Years Forecast	69,528	538,856	1.6M
Persons per Household	2.79 	2.2	2.02 

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Group Quarters	290	(<0.5%)	17	9,777	(1.9%)	8	49,925	(3.1%)	34
Transient Population - Average Last 4 Quarters	619	(0.9%)	70	16,750	(3.2%)	260	75,206	(4.7%)	381

### Households

Households 2022 Q4	25,444		232,446		765,895
Households 2022 Q3	25,429		230,873		762,878
Households 2022 Q2	25,600		231,773		763,948
Households 2022 Q1	25,656		233,463		766,116
Households 2021 Q4	25,745		235,825		772,713
Households 2021 Q3	25,807		239,530		785,026
Households 2021 Q2	25,839		242,450		798,008
Households 2021 Q1	25,972		245,979		811,557
Households 2020 Q4	25,871		247,659		821,858
Households 5 Years Forecast	24,973		238,173		781,325
Households 10 Years Forecast	24,954		242,749		792,525

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### Gender

Male	35,433	(49.8%)	101	263,048	(50.6%)	103	775,560	(48.6%)	99
Female	35,770	(50.2%)	99	257,300	(49.4%)	97	818,911	(51.4%)	101

### Ethnicity

Hispanic (Ethnic)	50,531	(71%)	392	207,042	(39.8%)	220	387,410	(24.3%)	34
White	12,586	(17.7%)	29	193,796	(37.2%)	61	793,418	(49.8%)	8
Asian	4,912	(6.9%)	36	80,522	(15.5%)	304	258,060	(16.2%)	318
Black	2,004	(2.8%)	24	24,144	(4.6%)	39	107,606	(6.7%)	57
Other	1,170	(1.6%)	45	14,844	(2.9%)	74	47,977	(3%)	83

### Household by Ethnicity

Hispanic (Ethnic)	17,318	(68.1%)	459	78,101	(33.6%)	226	157,411	(20.6%)	138
White	4,205	(16.5%)	26	96,726	(41.6%)	65	419,348	(54.8%)	85
Asian	1,504	(5.9%)	34	33,761	(14.5%)	330	112,318	(14.7%)	333
Black	1,247	(4.9%)	44	11,208	(4.8%)	43	40,256	(5.3%)	47
Other	1,170	(4.6%)	84	12,650	(5.4%)	100	36,562	(4.8%)	88

### Households Income

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

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Household Average Income	\$92,053.43	95	\$145,496.51	149	\$185,415.37	190
Average Income Per Person	\$32,958.86	88	\$66,180.06	177	\$91,321.44	245
Household Median Income	\$64,466.97	93	\$94,684.41	136	\$114,564.44	165
<\$15K	2,579 (10.1%)	111	22,310 (9.6%)	105	66,509 (8.7%)	95
\$15K - \$25K	2,307 (9.1%)	118	15,443 (6.6%)	86	40,916 (5.3%)	69
\$25K - \$35K	2,334 (9.2%)	113	12,876 (5.5%)	68	37,319 (4.9%)	60
\$35K - \$50K	2,821 (11.1%)	97	19,570 (8.4%)	74	49,095 (6.4%)	56
\$50K - \$75K	4,383 (17.2%)	102	25,703 (11.1%)	66	77,438 (10.1%)	60
\$75K - \$100K	3,003 (11.8%)	91	24,910 (10.7%)	83	72,705 (9.5%)	73
\$100K - \$150K	3,667 (14.4%)	87	36,603 (15.7%)	95	119,880 (15.7%)	95
\$150K - \$175K	1,174 (4.6%)	88	15,886 (6.8%)	130	56,801 (7.4%)	141
\$175K - \$200K	1,017 (4%)	74	15,665 (6.7%)	125	74,345 (9.7%)	180
\$200K - \$250K	1,208 (4.7%)	127	24,349 (10.5%)	281	95,681 (12.5%)	335
\$250K - \$500K	519 (2%)	128	10,437 (4.5%)	282	41,014 (5.4%)	336
>\$500K	432 (1.7%)	127	8,694 (3.7%)	280	34,192 (4.5%)	334

### Disposable Households Income

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

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Household Average Disposable Income	\$71,453.51	97	\$95,100.18	129	\$104,960.58	142
Household Median Disposable Income	\$55,300.62	92	\$78,907.27	131	\$92,606.4	154
<\$15K	2,794 (11%)	110	23,954 (10.3%)	104	70,779 (9.2%)	93
\$15K - \$25K	2,741 (10.8%)	119	17,610 (7.6%)	84	48,238 (6.3%)	70
\$25K - \$35K	2,563 (10.1%)	109	15,657 (6.7%)	75	41,624 (5.4%)	59
\$35K - \$50K	3,403 (13.4%)	100	21,567 (9.3%)	69	59,847 (7.8%)	58
\$50K - \$75K	4,792 (18.8%)	102	32,428 (14%)	75	96,117 (12.5%)	68
\$75K - \$100K	3,184 (12.5%)	90	29,165 (12.5%)	90	90,872 (11.9%)	85
\$100K - \$150K	3,357 (13.2%)	84	41,498 (17.9%)	114	157,610 (20.6%)	31
\$150K - \$175K	979 (3.8%)	8	18,389 (7.9%)	164	76,926 (10%)	208
\$175K - \$200K	444 (1.7%)	112	8,382 (3.6%)	231	31,065 (4.1%)	260
\$200K - \$250K	477 (1.9%)	123	9,576 (4.1%)	270	37,355 (4.9%)	320
\$250K - \$500K	651 (2.6%)	122	13,073 (5.6%)	268	51,015 (6.7%)	318
>\$500K	59 (<0.5%)	126	1,147 (<0.5%)	269	4,447 (0.6%)	316

### Discretionary Households Income

Household Average Discretionary Income	\$43,093.47	83	\$66,522.46	128	\$77,326.05	149
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Household Median Discretionary Income	\$32,534.87	76	\$54,680.05	127	\$70,219.26	164
<\$10K	3,869 (15.2%)	149	26,012 (11.2%)	110	73,673 (9.6%)	94
\$10K - \$20K	4,384 (17.2%)	133	26,484 (11.4%)	88	66,851 (8.7%)	67
\$20K - \$30K	3,609 (14.2%)	113	20,638 (8.9%)	71	55,014 (7.2%)	57
\$30K - \$40K	3,247 (12.8%)	112	19,005 (8.2%)	72	49,126 (6.4%)	57
\$40K - \$50K	2,514 (9.9%)	103	16,850 (7.2%)	76	48,522 (6.3%)	66
\$50K - \$75K	3,311 (13%)	72	34,650 (14.9%)	8	109,675 (14.3%)	7
\$75K - \$100K	1,942 (7.6%)	72	25,345 (10.9%)	103	89,135 (11.6%)	110
\$100K - \$125K	1,094 (4.3%)	64	21,097 (9.1%)	134	86,257 (11.3%)	166
\$125K - \$150K	1,368 (5.4%)	122	22,185 (9.5%)	217	93,334 (12.2%)	277
>\$150K	106 (<0.5%)	17	20,180 (8.7%)	345	94,308 (12.3%)	490

### Households Income by Ethnicity

Average Income - White	\$100,873.24	116	\$122,145.65	140	\$128,682.01	148
Median Income - White	\$89,643.01	118	\$130,037.65	171	\$146,391.23	193
Average Income - Black	\$72,760.01	119	\$78,843.95	129	\$76,293.32	124
Median Income - Black	\$50,608.05	106	\$59,494.14	124	\$58,398	122

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Average Income - Asian	\$108,876.14 (105)	\$124,411.66 (120)	\$116,723.27 (113)
Median Income - Asian	\$103,154.08 (104)	\$134,951.01 (136)	\$124,678.54 (126)
Average Income - Hispanic	\$71,662.1 (101)	\$74,221.69 (104)	\$79,938.14 (112)
Median Income - Hispanic	\$58,822.65 (100)	\$58,408.4 (99)	\$64,253.15 (109)
Average Income - Other	\$88,041.96 (111)	\$92,453.17 (117)	\$100,544.42 (127)
Median Income - Other	\$70,832.61 (105)	\$79,449.12 (118)	\$92,176.52 (137)

## Age

Average Age	38.47 (96)	38.54 (96)	39.57 (99)
Median Age	38.01 (99)	40.28 (105)	40.8 (106)
0-4	4,974 (7%) (115)	40,061 (7.7%) (126)	120,318 (7.5%) (124)
5-13	9,020 (12.7%) (115)	71,499 (13.7%) (125)	213,925 (13.4%) (122)
14-17	3,601 (5.1%) (102)	20,988 (4%) (8)	59,068 (3.7%) (75)
18-21	3,119 (4.4%) (73)	17,319 (3.3%) (55)	55,118 (3.5%) (57)
22-24	2,277 (3.2%) (7)	11,752 (2.3%) (55)	35,300 (2.2%) (54)
25-29	4,035 (5.7%) (87)	20,429 (3.9%) (61)	58,858 (3.7%) (57)
30-34	4,585 (6.4%) (106)	28,599 (5.5%) (90)	84,555 (5.3%) (87)

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35-39	5,296	(7.4%)	124	45,779	(8.8%)	146	138,320	(8.7%)	144
40-44	5,614	(7.9%)	130	53,467	(10.3%)	169	158,194	(9.9%)	163
45-49	5,167	(7.3%)	121	44,807	(8.6%)	143	131,663	(8.3%)	137
50-54	4,639	(6.5%)	106	35,471	(6.8%)	111	106,371	(6.7%)	109
55-59	4,391	(6.2%)	96	30,769	(5.9%)	92	92,929	(5.8%)	91
60-64	4,114	(5.8%)	89	27,585	(5.3%)	8	84,690	(5.3%)	8
65-69	3,520	(4.9%)	85	23,619	(4.5%)	74	76,125	(4.8%)	8
70-74	2,695	(3.8%)	7	18,807	(3.6%)	75	66,509	(4.2%)	87
75-79	1,876	(2.6%)	75	13,478	(2.6%)	74	51,130	(3.2%)	91
80-84	1,232	(1.7%)	7	8,847	(1.7%)	76	33,833	(2.1%)	95
85+	1,048	(1.5%)	86	7,072	(1.4%)	74	27,565	(1.7%)	101

### Age - Male

Male Average Age	37.23		96	37.88		98	38.46		99
Male Median Age	37.02		100	40.17		108	40.41		109
0-4	2,561	(7.2%)	114	20,596	(7.8%)	123	61,768	(8%)	126
5-13	4,634	(13.1%)	114	36,804	(14%)	122	109,780	(14.2%)	124

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14-17	1,854	(5.2%)	102	10,804	(4.1%)	4	30,238	(3.9%)	7
18-21	1,620	(4.6%)	7	8,698	(3.3%)	51	26,577	(3.4%)	50
22-24	1,189	(3.4%)	7	6,043	(2.3%)	51	17,807	(2.3%)	51
25-29	2,106	(5.9%)	87	10,552	(4%)	59	29,859	(3.8%)	50
30-34	2,377	(6.7%)	105	14,238	(5.4%)	85	39,814	(5.1%)	8
35-39	2,727	(7.7%)	23	22,658	(8.6%)	140	64,050	(8.3%)	34
40-44	2,898	(8.2%)	32	27,358	(10.4%)	169	76,766	(9.9%)	161
45-49	2,651	(7.5%)	21	23,805	(9%)	150	66,839	(8.6%)	143
50-54	2,335	(6.6%)	108	19,080	(7.3%)	119	54,638	(7%)	115
55-59	2,099	(5.9%)	94	16,355	(6.2%)	98	47,364	(6.1%)	96
60-64	1,922	(5.4%)	86	14,241	(5.4%)	86	41,884	(5.4%)	86
65-69	1,637	(4.6%)	83	11,584	(4.4%)	7	35,760	(4.6%)	83
70-74	1,225	(3.5%)	7	8,709	(3.3%)	7	29,338	(3.8%)	85
75-79	794	(2.2%)	7	5,796	(2.2%)	7	21,094	(2.7%)	86
80-84	473	(1.3%)	7	3,457	(1.3%)	7	13,095	(1.7%)	91
85+	331	(0.9%)	83	2,270	(0.9%)	7	8,889	(1.1%)	101

### Age - Female

Female Average Age	39.7		96	39.21		95	40.61		98
Female Median Age	40.07		98	40.4		99	41.17		101
0-4	2,413	(6.7%)	115	19,465	(7.6%)	29	58,550	(7.1%)	122
5-13	4,386	(12.3%)	116	34,695	(13.5%)	27	104,145	(12.7%)	120
14-17	1,747	(4.9%)	103	10,184	(4%)	83	28,830	(3.5%)	7
18-21	1,499	(4.2%)	7	8,621	(3.4%)	57	28,541	(3.5%)	60
22-24	1,088	(3%)	7	5,709	(2.2%)	57	17,493	(2.1%)	55
25-29	1,929	(5.4%)	88	9,877	(3.8%)	63	28,999	(3.5%)	58
30-34	2,208	(6.2%)	106	14,361	(5.6%)	96	44,741	(5.5%)	94
35-39	2,569	(7.2%)	122	23,121	(9%)	133	74,270	(9.1%)	154
40-44	2,716	(7.6%)	23	26,109	(10.1%)	168	81,428	(9.9%)	165
45-49	2,516	(7%)	117	21,002	(8.2%)	38	64,824	(7.9%)	32
50-54	2,304	(6.4%)	105	16,391	(6.4%)	104	51,733	(6.3%)	103
55-59	2,292	(6.4%)	99	14,414	(5.6%)	86	45,565	(5.6%)	86
60-64	2,192	(6.1%)	93	13,344	(5.2%)	7	42,806	(5.2%)	7
65-69	1,883	(5.3%)	86	12,035	(4.7%)	7	40,365	(4.9%)	7
70-74	1,470	(4.1%)	7	10,098	(3.9%)	7	37,171	(4.5%)	88
75-79	1,082	(3%)	7	7,682	(3%)	7	30,036	(3.7%)	95
80-84	759	(2.1%)	7	5,390	(2.1%)	7	20,738	(2.5%)	98
85+	717	(2%)	88	4,802	(1.9%)	7	18,676	(2.3%)	100

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### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	36,407	274,793	822,605
Production & Transportation	7,450 (20.5%) 155	27,681 (10.1%) 76	53,215 (6.5%) 49
Professional Specialty	6,069 (16.7%) 70	74,141 (27%) 114	265,640 (32.3%) 136
Managerial/Executive	5,260 (14.4%) 88	69,390 (25.3%) 154	234,614 (28.5%) 174
Office Admin	4,213 (11.6%) 104	25,733 (9.4%) 84	67,576 (8.2%) 74
Construction	3,164 (8.7%) 106	13,153 (4.8%) 58	25,893 (3.1%) 38
Sales	2,743 (7.5%) 77	27,091 (9.9%) 101	81,180 (9.9%) 101
Food Preparation & Serving	2,583 (7.1%) 33	11,520 (4.2%) 74	25,779 (3.1%) 59
Building Maintenance & Cleaning	1,924 (5.3%) 146	7,726 (2.8%) 74	17,277 (2.1%) 58
Personal Care	1,153 (3.2%) 120	7,325 (2.7%) 101	21,337 (2.6%) 99
Healthcare support	1,143 (3.1%) 96	6,957 (2.5%) 77	18,628 (2.3%) 69
Protective	615 (1.7%) 77	3,911 (1.4%) 65	11,174 (1.4%) 62
Farming, Fishing & Forestry	90 (<0.5%) 38	165 (<0.5%) 9	292 (<0.5%) 5

### Employment by Industry

Total Employees (16+ Years Old)	36,407	274,793	822,605
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Educational Services	5,826	(16%)	69	48,619	(17.7%)	76	164,244	(20%)	86
Wholesale Retail	5,382	(14.8%)	110	31,728	(11.5%)	86	79,194	(9.6%)	71
Entertainment Services	4,302	(11.8%)	131	25,085	(9.1%)	101	67,651	(8.2%)	91
Transportation	3,937	(10.8%)	192	14,884	(5.4%)	96	32,553	(4%)	70
Manufacturing	3,053	(8.4%)	83	15,850	(5.8%)	57	36,047	(4.4%)	43
Financial, Insurance & Real Estate	2,866	(7.9%)	119	39,679	(14.4%)	218	139,588	(17%)	257
Professional Services	2,644	(7.3%)	97	43,145	(15.7%)	210	148,864	(18.1%)	242
Agriculture/Mining/Construction	2,508	(6.9%)	8	11,915	(4.3%)	50	25,055	(3%)	35
Administrative/Waste Services	2,052	(5.6%)	135	11,443	(4.2%)	100	27,153	(3.3%)	7
Other Professional Services	1,591	(4.4%)	92	10,963	(4%)	84	32,198	(3.9%)	8
Public Administration	1,127	(3.1%)	64	7,522	(2.7%)	57	23,547	(2.9%)	60
Information	937	(2.6%)	137	13,374	(4.9%)	259	44,795	(5.4%)	290
Management Services	182	(<0.5%)	356	586	(<0.5%)	152	1,716	(<0.5%)	149

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### Language Spoken

Speak Spanish at Home	42,484	(64.1%)	460	163,261	(34%)	244	300,964	(20.4%)	146
Speak English at Home	17,154	(25.9%)	33	221,590	(46.1%)	59	857,305	(58.2%)	75
Speak Other Language at Home	6,591	(10%)	123	95,436	(19.9%)	245	315,884	(21.4%)	264

### Ancestry

Dominican	11,415	(16%)	2819	35,952	(6.9%)	1215	68,327	(4.3%)	754
South American	11,232	(15.8%)	1479	49,012	(9.4%)	883	79,075	(5%)	465
Other	9,952	(14%)	64	101,033	(19.4%)	89	354,750	(22.2%)	102
Puerto Rican	8,165	(11.5%)	447	38,701	(7.4%)	290	97,128	(6.1%)	237
Central American	7,424	(10.4%)	703	25,809	(5%)	334	41,001	(2.6%)	173
Cuban	5,175	(7.3%)	1108	25,084	(4.8%)	735	35,238	(2.2%)	337
Other Hispanic	4,207	(5.9%)	448	17,764	(3.4%)	259	38,276	(2.4%)	182
South Central Asian (e.g. Indian)	3,416	(4.8%)	366	41,182	(7.9%)	604	75,387	(4.7%)	361
Mexican	2,913	(4.1%)	39	14,720	(2.8%)	27	28,365	(1.8%)	17
Unclassified	2,152	(3%)	18	33,221	(6.4%)	38	152,267	(9.5%)	57
Italian	1,003	(1.4%)	47	18,771	(3.6%)	121	62,405	(3.9%)	31

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
South East Asian (e.g. Vietnamese)	644	(0.9%)	9,890	(1.9%)	27,880	(1.7%)
Scottish/Irish	612	(0.9%)	18,441	(3.5%)	69,208	(4.3%)
Chinese	547	(0.8%)	18,986	(3.6%)	112,974	(7.1%)
German	508	(0.7%)	10,888	(2.1%)	47,464	(3%)
American	423	(0.6%)	5,156	(1%)	31,949	(2%)
Other European (e.g. Greek/Russian)	331	(<0.5%)	15,443	(3%)	101,172	(6.3%)
Middle Eastern	305	(<0.5%)	5,680	(1.1%)	22,533	(1.4%)
Polish	142	(<0.5%)	6,514	(1.3%)	28,994	(1.8%)
Korean	136	(<0.5%)	5,846	(1.1%)	22,935	(1.4%)
British	122	(<0.5%)	10,059	(1.9%)	43,972	(2.8%)
Other Asian	103	(<0.5%)	1,949	(<0.5%)	5,914	(<0.5%)
Native American (Indian/Eskimo)	91	(<0.5%)	879	(<0.5%)	2,300	(<0.5%)
Japanese	66	(<0.5%)	2,669	(0.5%)	12,970	(0.8%)
Scandinavian	60	(<0.5%)	2,402	(<0.5%)	12,599	(0.8%)
French	22	(<0.5%)	3,026	(0.6%)	14,484	(0.9%)
Hawaiian/Pacific Islander	19	(<0.5%)	184	(<0.5%)	643	(<0.5%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Dutch	18 (<0.5%)	1,087 (<0.5%)	4,261 (<0.5%)

### Education (Age 25+)

Total Educated Population	48,212	358,729	1.1M
Elementary (0 to 8 Years)	7,180 (14.9%)	26,870 (7.5%)	62,733 (5.6%)
Some High School (9 to 11 Years)	3,285 (6.8%)	18,053 (5%)	47,714 (4.3%)
High School Graduate (12 Years)	15,171 (31.5%)	67,088 (18.7%)	153,739 (13.8%)
Some College (13 to 16 Years)	6,109 (12.7%)	39,108 (10.9%)	105,294 (9.5%)
Associates Degree Only	2,162 (4.5%)	14,216 (4%)	39,379 (3.5%)
Bachelor's Degree Only	8,710 (18.1%)	111,344 (31%)	372,206 (33.5%)
Graduate Degree	5,595 (11.6%)	82,050 (22.9%)	329,677 (29.7%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	25,444	232,446	765,895
One Person Households	6,625 (26%) <span>99</span>	92,185 (39.7%) <span>150</span>	339,687 (44.4%) <span>168</span>
Married Couple	10,470 (41.1%) <span>84</span>	75,501 (32.5%) <span>66</span>	247,943 (32.4%) <span>66</span>
Male Householder	2,349 (9.2%) <span>183</span>	10,372 (4.5%) <span>88</span>	25,270 (3.3%) <span>65</span>
Female Householder	4,239 (16.7%) <span>32</span>	24,643 (10.6%) <span>84</span>	64,865 (8.5%) <span>67</span>
Non Family Households	1,761 (6.9%) <span>101</span>	29,745 (12.8%) <span>186</span>	88,130 (11.5%) <span>167</span>

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	25,444	232,446	765,895
1 Person Household	6,625 (26%) <span>99</span>	92,185 (39.7%) <span>150</span>	339,687 (44.4%) <span>168</span>
2 Person Household	6,549 (25.7%) <span>7</span>	69,998 (30.1%) <span>92</span>	237,041 (30.9%) <span>94</span>
3 Person Household	4,780 (18.8%) <span>116</span>	32,323 (13.9%) <span>86</span>	92,183 (12%) <span>75</span>
4 Person Household	3,715 (14.6%) <span>108</span>	21,316 (9.2%) <span>68</span>	58,772 (7.7%) <span>57</span>
5 Person Household	2,059 (8.1%) <span>124</span>	9,436 (4.1%) <span>62</span>	22,739 (3%) <span>46</span>
6 Person Household	941 (3.7%) <span>140</span>	4,025 (1.7%) <span>66</span>	8,791 (1.1%) <span>43</span>
7+ Person Household	775 (3%) <span>158</span>	3,163 (1.4%) <span>71</span>	6,682 (0.9%) <span>45</span>

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	27,691	254,960	865,779
Renter Occupied Housing	18,706	171,142	547,739
Owner Occupied Housing	6,738	61,304	218,156
Vacant Housing	2,247	22,514	99,884

### Housing Rent

Average Rent	\$1,568.24	113	\$1,979.22	142	\$2,163.56	155
Median Rent	\$1,533.95	121	\$1,821.01	143	\$2,091.36	165
Total Cash Rents Housing	18,528	168,788	538,053			
<\$300	370 (2%)	63	5,197 (3.1%)	97	17,739 (3.3%)	103
\$300-\$500	422 (2.3%)	52	4,981 (3%)	67	16,608 (3.1%)	71
\$500-\$750	697 (3.8%)	34	8,320 (4.9%)	45	23,264 (4.3%)	39
\$750-\$1000	1,330 (7.2%)	45	10,788 (6.4%)	40	31,615 (5.9%)	37
\$1000-\$1500	6,043 (32.6%)	113	34,379 (20.4%)	70	84,262 (15.7%)	54
\$1500-\$2000	5,921 (32%)	166	32,287 (19.1%)	99	82,485 (15.3%)	8
\$2000-\$2500	2,479 (13.4%)	145	22,629 (13.4%)	146	71,437 (13.3%)	144

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	842	(4.5%)	112	15,845	(9.4%)	231	59,772	(11.1%)	273
\$3000-\$3500	332	(1.8%)	90	12,332	(7.3%)	368	55,889	(10.4%)	523
>\$3500	92	(<0.5%)	23	22,030	(13.1%)	608	94,982	(17.7%)	822

### Value of Owner-Occupied Housing Units

Average House Value	\$620,869.53	118	\$876,007.57	166	\$1.16M	220			
Median House Value	\$579,166.68	141	\$727,860.59	177	\$803,220.06	195			
Owner Occupied Housing	6,738		61,304		218,156				
<\$100K	141	(2.1%)	22	1,955	(3.2%)	34	5,550	(2.5%)	27
\$100K - \$200K	109	(1.6%)	12	1,525	(2.5%)	18	3,709	(1.7%)	12
\$200K - \$300K	394	(5.8%)	41	2,669	(4.4%)	31	6,273	(2.9%)	20
\$300K - \$400K	815	(12.1%)	104	4,185	(6.8%)	59	10,823	(5%)	43
\$400K - \$500K	1,245	(18.5%)	194	6,681	(10.9%)	114	16,373	(7.5%)	7
\$500K - \$1000K	3,100	(46%)	178	33,290	(54.3%)	210	146,955	(67.4%)	260
>\$1000K	934	(13.9%)	89	10,999	(17.9%)	115	28,473	(13.1%)	83

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	3,882	(15.3%)	121	32,114	(13.8%)	109	93,011	(12.1%)	96
Households Above Poverty	21,562	(84.7%)	97	200,332	(86.2%)	99	672,884	(87.9%)	101
Households in Poverty (Married)	1,119	(4.4%)	198	4,668	(2%)	90	12,871	(1.7%)	74
Households in Poverty (Male Householder)	409	(1.6%)	250	1,266	(0.5%)	85	3,079	(<0.5%)	63
Households in Poverty (Female Householder)	762	(3%)	97	5,694	(2.4%)	84	14,899	(1.9%)	63
Households in Poverty (Non-Family)	1,488	(5.8%)	97	19,104	(8.2%)	136	57,220	(7.5%)	123
Households in Poverty (Non-Family Student)	104	(<0.5%)	65	1,382	(0.6%)	95	4,942	(0.6%)	103

### Wealth per Household

Household Average Wealth	\$205,565.36	87	\$232,433.05	98	\$246,094.27	104			
Household Median Wealth	\$48,878.36	62	\$64,705.32	8	\$74,508.66	95			
<\$0K	5,136	(20.2%)	115	44,506	(19.1%)	109	141,418	(18.5%)	105
\$0K - \$5K	2,770	(10.9%)	125	22,800	(9.8%)	113	70,874	(9.3%)	107
\$5K - \$10K	1,384	(5.4%)	118	11,731	(5%)	110	36,887	(4.8%)	105
\$10K - \$25K	1,770	(7%)	109	15,370	(6.6%)	103	49,126	(6.4%)	100
\$25K - \$50K	1,740	(6.8%)	100	15,402	(6.6%)	97	49,790	(6.5%)	95

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# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	2,476	(9.7%)	21,808	(9.4%)	71,101	(9.3%)
\$100K - \$250K	4,156	(16.3%)	38,265	(16.5%)	127,790	(16.7%)
\$250K - \$500K	2,893	(11.4%)	28,575	(12.3%)	98,085	(12.8%)
>\$500K	3,119	(12.3%)	33,989	(14.6%)	120,824	(15.8%)

## Vehicles per Household

Total Number of Vehicles	24,643		148,151		362,189	
Average Number of Vehicles	0.97		0.64		0.47	
No Vehicles	8,580	(33.7%)	122,587	(52.7%)	488,081	(63.7%)
1 Vehicle	11,052	(43.4%)	80,337	(34.6%)	212,750	(27.8%)
2 Vehicles	4,405	(17.3%)	22,946	(9.9%)	50,326	(6.6%)
3 or more Vehicles	1,407	(5.5%)	6,576	(2.8%)	14,738	(1.9%)

## Population Change

Births	813		4,963		14,620
Deaths	496		3,564		12,540
Migration	-1,117		-8,619		-15,866

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Kennedy Commons

1445 Kennedy Boulevard, North Bergen, NJ 07047

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	1,072	21,907	101,450
Total Employees	12,609	417,375	2.2M

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