

# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Overview

Population	22,020		174,404		552,252	
Households	9,675		67,461		207,145	
Persons per Household	2.25	87	2.55	99	2.62	101
Household Median Income	\$132,819.96	191	\$112,426.98	162	\$87,107.69	125
Household Median Disposable Income	\$107,542.41	179	\$91,590.88	152	\$73,385.73	122
Household Median Discretionary Income	\$84,014.03	196	\$65,069.24	152	\$47,794.41	111
Average Income Per Person	\$82,747.4	222	\$61,639.21	165	\$47,708.14	128
Median Rent	\$1,995.38	157	\$1,723.74	136	\$1,480.83	117
Median House Value	\$775,470.89	189	\$654,041.16	159	\$613,394.13	149
Households in Poverty	635 (6.6%)	52	4,748 (7%)	56	23,787 (11.5%)	91
Household Median Wealth	\$94,794.14	121	\$94,005.54	120	\$77,778.7	99
Average Age	41.27	103	41.24	103	40.37	101
Median Age	42.29	110	41.72	108	40.4	105
Households with Children	2,835 (29.3%)	106	20,189 (29.9%)	109	59,578 (28.8%)	104
High School Graduate or Higher	14,881 (97%)	109	113,293 (94%)	106	335,985 (89.1%)	100

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

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Bachelor's Degree or Higher	10,142 (66.1%)	66,488 (55.2%)	156,357 (41.5%)
Pop density (per sq mi)	6,843	6,194	7,095
Area (based on blockgroups)	3	28	78

### Population

Population 2022 Q4	22,020	174,404	552,252
Population 2022 Q3	22,109	174,518	552,381
Population 2022 Q2	22,247	175,106	554,133
Population 2022 Q1	22,344	174,970	554,556
Population 2021 Q4	22,226	175,388	556,940
Population 2021 Q3	22,283	175,316	557,930
Population 2021 Q2	22,343	175,310	558,530
Population 2021 Q1	22,246	175,580	559,820
Population 2020 Q4	22,303	176,048	561,338
Population 5 Years Forecast	22,294	177,318	559,042
Population 10 Years Forecast	22,582	179,743	565,529
Persons per Household	2.25 (87)	2.55 (99)	2.62 (101)

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	225	(1%)	2,407	(1.4%)	9,390	(1.7%)
Transient Population - Average Last 4 Quarters			245	(<0.5%)	1,261	(<0.5%)

### Households

Households 2022 Q4	9,675	67,461	207,145
Households 2022 Q3	9,714	67,501	207,180
Households 2022 Q2	9,773	67,743	207,821
Households 2022 Q1	9,818	67,737	207,995
Households 2021 Q4	9,758	67,869	208,854
Households 2021 Q3	9,785	67,864	209,248
Households 2021 Q2	9,810	67,849	209,462
Households 2021 Q1	9,757	67,942	209,929
Households 2020 Q4	9,786	68,134	210,549
Households 5 Years Forecast	9,801	68,645	209,830
Households 10 Years Forecast	9,925	69,600	212,341

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### Gender

Gender	1 Mile	3 Mile	5 Mile
Male	10,372 (47.1%)	83,095 (47.6%)	264,309 (47.9%)
Female	11,648 (52.9%)	91,309 (52.4%)	287,943 (52.1%)

### Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	12,925 (58.7%)	95,323 (54.7%)	229,642 (41.6%)
Black	5,036 (22.9%)	36,482 (20.9%)	140,775 (25.5%)
Hispanic (Ethnic)	2,110 (9.6%)	26,105 (15%)	133,547 (24.2%)
Asian	1,183 (5.4%)	10,546 (6%)	32,175 (5.8%)
Other	766 (3.5%)	5,948 (3.4%)	16,113 (2.9%)

### Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	5,920 (61.2%)	37,350 (55.4%)	86,071 (41.6%)
Black	1,874 (19.4%)	12,892 (19.1%)	50,954 (24.6%)
Hispanic (Ethnic)	872 (9%)	9,763 (14.5%)	48,195 (23.3%)
Other	517 (5.3%)	4,104 (6.1%)	11,794 (5.7%)
Asian	492 (5.1%)	3,352 (5%)	10,131 (4.9%)

### Households Income

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

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Household Average Income	\$186,791.35	192	\$157,630.83	162	\$125,154.13	128
Average Income Per Person	\$82,747.4	222	\$61,639.21	165	\$47,708.14	128
Household Median Income	\$132,819.96	191	\$112,426.98	162	\$87,107.69	125
<\$15K	451 (4.7%)	51	3,682 (5.5%)	60	17,300 (8.4%)	91
\$15K - \$25K	390 (4%)	52	2,818 (4.2%)	54	12,930 (6.2%)	8
\$25K - \$35K	376 (3.9%)	48	3,149 (4.7%)	58	12,585 (6.1%)	75
\$35K - \$50K	512 (5.3%)	46	4,775 (7.1%)	62	18,005 (8.7%)	76
\$50K - \$75K	1,013 (10.5%)	62	8,299 (12.3%)	75	30,017 (14.5%)	86
\$75K - \$100K	1,033 (10.7%)	8	7,752 (11.5%)	89	24,254 (11.7%)	90
\$100K - \$150K	1,615 (16.7%)	101	11,958 (17.7%)	107	35,970 (17.4%)	105
\$150K - \$175K	894 (9.2%)	176	5,564 (8.2%)	157	13,469 (6.5%)	124
\$175K - \$200K	1,374 (14.2%)	263	8,373 (12.4%)	230	19,153 (9.2%)	171
\$200K - \$250K	1,129 (11.7%)	313	6,210 (9.2%)	247	13,137 (6.3%)	170
\$250K - \$500K	482 (5%)	313	2,658 (3.9%)	247	5,620 (2.7%)	170
>\$500K	406 (4.2%)	314	2,223 (3.3%)	247	4,705 (2.3%)	170

### Disposable Households Income

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

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Household Average Disposable Income	\$113,018.37	153	\$102,881.35	139	\$87,176.39	118
Household Median Disposable Income	\$107,542.41	179	\$91,590.88	152	\$73,385.73	122
<\$15K	465 (4.8%)	48	3,916 (5.8%)	58	18,484 (8.9%)	90
\$15K - \$25K	527 (5.4%)	60	3,767 (5.6%)	62	15,922 (7.7%)	85
\$25K - \$35K	377 (3.9%)	42	3,533 (5.2%)	56	14,199 (6.9%)	74
\$35K - \$50K	637 (6.6%)	49	5,843 (8.7%)	64	22,632 (10.9%)	8
\$50K - \$75K	1,351 (14%)	70	10,366 (15.4%)	83	34,256 (16.5%)	89
\$75K - \$100K	1,145 (11.8%)	85	8,968 (13.3%)	96	27,874 (13.5%)	97
\$100K - \$150K	2,262 (23.4%)	149	14,359 (21.3%)	136	38,847 (18.8%)	120
\$150K - \$175K	1,386 (14.3%)	297	8,333 (12.4%)	256	17,260 (8.3%)	173
\$175K - \$200K	412 (4.3%)	273	2,256 (3.3%)	215	4,742 (2.3%)	147
\$200K - \$250K	449 (4.6%)	304	2,461 (3.6%)	239	5,191 (2.5%)	164
\$250K - \$500K	612 (6.3%)	302	3,363 (5%)	238	7,110 (3.4%)	164
>\$500K	52 (0.5%)	293	296 (<0.5%)	239	628 (<0.5%)	165

### Discretionary Households Income

Household Average Discretionary Income	\$83,790.67	162	\$72,494.53	140	\$58,729.27	113
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	1 Mile		3 Mile		5 Mile	
Household Median Discretionary Income	\$84,014.03	196	\$65,069.24	152	\$47,794.41	111
<\$10K	413 (4.3%)	42	4,118 (6.1%)	60	22,751 (11%)	107
\$10K - \$20K	635 (6.6%)	51	5,280 (7.8%)	60	24,133 (11.7%)	90
\$20K - \$30K	549 (5.7%)	45	5,494 (8.1%)	65	21,821 (10.5%)	84
\$30K - \$40K	554 (5.7%)	50	5,697 (8.4%)	74	21,103 (10.2%)	90
\$40K - \$50K	701 (7.2%)	75	5,584 (8.3%)	86	17,491 (8.4%)	88
\$50K - \$75K	1,558 (16.1%)	89	11,736 (17.4%)	96	33,764 (16.3%)	90
\$75K - \$100K	1,430 (14.8%)	140	9,009 (13.4%)	126	23,410 (11.3%)	107
\$100K - \$125K	1,736 (17.9%)	265	9,472 (14%)	207	21,793 (10.5%)	155
\$125K - \$150K	1,072 (11.1%)	252	6,960 (10.3%)	234	13,896 (6.7%)	152
>\$150K	1,027 (10.6%)	422	4,111 (6.1%)	242	6,983 (3.4%)	134

### Households Income by Ethnicity

Average Income - White	\$127,567.44	146	\$121,252.3	139	\$115,102.07	32
Median Income - White	\$144,167.6	190	\$132,030.7	174	\$117,584.79	155
Average Income - Black	\$92,784.87	151	\$87,428.94	143	\$74,307.93	121
Median Income - Black	\$84,579.06	177	\$77,270.38	161	\$62,111.18	30

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$147,455.25 (142)	\$131,764.85 (127)	\$124,045.15 (120)
Median Income - Asian	\$164,705.59 (166)	\$144,513.32 (146)	\$131,621.43 (33)
Average Income - Hispanic	\$127,473.81 (179)	\$104,033.43 (146)	\$82,054.51 (115)
Median Income - Hispanic	\$149,686.51 (253)	\$101,650.88 (172)	\$69,993.05 (118)
Average Income - Other	\$131,801.09 (167)	\$114,110.66 (144)	\$94,083.54 (119)
Median Income - Other	\$144,702.6 (215)	\$117,777.06 (175)	\$88,021.06 (31)

### Age

Average Age	41.27 (103)	41.24 (103)	40.37 (101)
Median Age	42.29 (110)	41.72 (108)	40.4 (105)
0-4	1,348 (6.1%) (100)	10,045 (5.8%) (94)	34,009 (6.2%) (101)
5-13	2,587 (11.7%) (107)	19,482 (11.2%) (101)	63,619 (11.5%) (105)
14-17	919 (4.2%) (84)	8,393 (4.8%) (97)	27,048 (4.9%) (99)
18-21	998 (4.5%) (75)	9,193 (5.3%) (87)	29,020 (5.3%) (87)
22-24	821 (3.7%) (91)	6,747 (3.9%) (94)	21,401 (3.9%) (94)
25-29	1,285 (5.8%) (90)	10,738 (6.2%) (95)	33,853 (6.1%) (95)
30-34	1,077 (4.9%) (8)	9,403 (5.4%) (88)	32,041 (5.8%) (95)

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35-39	1,160	(5.3%)	88	8,943	(5.1%)	85	31,766	(5.8%)	96
40-44	1,425	(6.5%)	106	9,924	(5.7%)	94	33,656	(6.1%)	100
45-49	1,495	(6.8%)	113	10,951	(6.3%)	104	35,100	(6.4%)	106
50-54	1,552	(7%)	115	11,966	(6.9%)	112	36,344	(6.6%)	107
55-59	1,653	(7.5%)	117	12,597	(7.2%)	113	37,223	(6.7%)	105
60-64	1,589	(7.2%)	112	12,437	(7.1%)	110	36,575	(6.6%)	103
65-69	1,404	(6.4%)	109	11,271	(6.5%)	111	32,949	(6%)	102
70-74	1,098	(5%)	104	9,026	(5.2%)	107	26,778	(4.8%)	101
75-79	728	(3.3%)	94	6,199	(3.6%)	101	18,981	(3.4%)	98
80-84	456	(2.1%)	93	3,770	(2.2%)	97	11,829	(2.1%)	96
85+	425	(1.9%)	112	3,319	(1.9%)	111	10,060	(1.8%)	106

### Age - Male

Male Average Age	39.52		102	39.54		102	38.74		100
Male Median Age	40.39		109	38.48		104	37.48		101
0-4	694	(6.7%)	105	5,170	(6.2%)	98	17,498	(6.6%)	104
5-13	1,324	(12.8%)	111	9,983	(12%)	105	32,676	(12.4%)	108

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14-17	452	(4.4%)	85	4,243	(5.1%)	99	13,782	(5.2%)	102
18-21	493	(4.8%)	92	4,581	(5.5%)	88	14,434	(5.5%)	87
22-24	420	(4%)	93	3,425	(4.1%)	95	10,816	(4.1%)	94
25-29	655	(6.3%)	92	5,534	(6.7%)	97	17,315	(6.6%)	96
30-34	538	(5.2%)	92	4,840	(5.8%)	91	16,127	(6.1%)	96
35-39	544	(5.2%)	85	4,332	(5.2%)	85	15,356	(5.8%)	95
40-44	669	(6.5%)	105	4,660	(5.6%)	91	15,870	(6%)	98
45-49	686	(6.6%)	110	5,102	(6.1%)	102	16,588	(6.3%)	104
50-54	699	(6.7%)	110	5,541	(6.7%)	109	17,201	(6.5%)	106
55-59	771	(7.4%)	117	5,849	(7%)	111	17,532	(6.6%)	105
60-64	734	(7.1%)	112	5,711	(6.9%)	109	16,967	(6.4%)	102
65-69	614	(5.9%)	106	5,062	(6.1%)	109	14,877	(5.6%)	101
70-74	475	(4.6%)	102	4,001	(4.8%)	108	11,774	(4.5%)	100
75-79	307	(3%)	94	2,641	(3.2%)	101	7,981	(3%)	96
80-84	171	(1.6%)	89	1,450	(1.7%)	94	4,536	(1.7%)	92
85+	126	(1.2%)	107	970	(1.2%)	103	2,979	(1.1%)	100

### Age - Female

Female Average Age	42.83		104	42.79		104	41.87		101
Female Median Age	43.96		108	43.66		107	42.07		103
0-4	654	(5.6%)	96	4,875	(5.3%)	91	16,511	(5.7%)	98
5-13	1,263	(10.8%)	102	9,499	(10.4%)	98	30,943	(10.7%)	101
14-17	467	(4%)	94	4,150	(4.5%)	96	13,266	(4.6%)	97
18-21	505	(4.3%)	92	4,612	(5.1%)	87	14,586	(5.1%)	87
22-24	401	(3.4%)	89	3,322	(3.6%)	94	10,585	(3.7%)	95
25-29	630	(5.4%)	88	5,204	(5.7%)	93	16,538	(5.7%)	94
30-34	539	(4.6%)	92	4,563	(5%)	86	15,914	(5.5%)	95
35-39	616	(5.3%)	90	4,611	(5%)	86	16,410	(5.7%)	97
40-44	756	(6.5%)	108	5,264	(5.8%)	96	17,786	(6.2%)	103
45-49	809	(6.9%)	116	5,849	(6.4%)	107	18,512	(6.4%)	107
50-54	853	(7.3%)	119	6,425	(7%)	115	19,143	(6.6%)	108
55-59	882	(7.6%)	117	6,748	(7.4%)	114	19,691	(6.8%)	105
60-64	855	(7.3%)	111	6,726	(7.4%)	111	19,608	(6.8%)	103
65-69	790	(6.8%)	111	6,209	(6.8%)	111	18,072	(6.3%)	103
70-74	623	(5.3%)	104	5,025	(5.5%)	107	15,004	(5.2%)	101
75-79	421	(3.6%)	93	3,558	(3.9%)	100	11,000	(3.8%)	98
80-84	285	(2.4%)	95	2,320	(2.5%)	98	7,293	(2.5%)	98
85+	299	(2.6%)	112	2,349	(2.6%)	113	7,081	(2.5%)	108

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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)	12,476		95,523		288,503	
Professional Specialty	4,683 (37.5%)	159	31,010 (32.5%)	137	77,411 (26.8%)	113
Managerial/Executive	3,487 (27.9%)	171	21,487 (22.5%)	137	53,916 (18.7%)	114
Sales	1,232 (9.9%)	101	9,216 (9.6%)	99	27,566 (9.6%)	98
Office Admin	1,012 (8.1%)	73	10,030 (10.5%)	95	33,267 (11.5%)	104
Production & Transportation	743 (6%)	45	7,015 (7.3%)	56	32,563 (11.3%)	86
Construction	409 (3.3%)	40	4,831 (5.1%)	62	17,742 (6.1%)	75
Food Preparation & Serving	273 (2.2%)	41	2,832 (3%)	56	9,691 (3.4%)	63
Personal Care	207 (1.7%)	63	2,594 (2.7%)	103	7,387 (2.6%)	97
Healthcare support	164 (1.3%)	40	2,581 (2.7%)	83	10,985 (3.8%)	117
Building Maintenance & Cleaning	156 (1.3%)	34	1,915 (2%)	55	9,194 (3.2%)	88
Protective	110 (0.9%)	40	1,977 (2.1%)	95	8,472 (2.9%)	135
Farming, Fishing & Forestry			35 (<0.5%)	6	309 (<0.5%)	16

### Employment by Industry

Total Employees (16+ Years Old)	12,476	95,523	288,503
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Educational Services	3,438	(27.6%)	118	26,419	(27.7%)	119	75,227	(26.1%)	112
Professional Services	1,650	(13.2%)	177	11,477	(12%)	160	26,656	(9.2%)	123
Financial, Insurance & Real Estate	1,475	(11.8%)	179	9,244	(9.7%)	146	23,240	(8.1%)	122
Wholesale Retail	1,244	(10%)	74	10,637	(11.1%)	83	37,858	(13.1%)	97
Manufacturing	1,070	(8.6%)	85	6,895	(7.2%)	72	22,619	(7.8%)	7
Information	934	(7.5%)	399	4,579	(4.8%)	256	9,649	(3.3%)	178
Entertainment Services	768	(6.2%)	68	6,255	(6.5%)	75	19,220	(6.7%)	74
Other Professional Services	494	(4%)	83	4,460	(4.7%)	98	13,421	(4.7%)	98
Transportation	477	(3.8%)	68	4,386	(4.6%)	8	18,998	(6.6%)	117
Administrative/Waste Services	330	(2.6%)	63	3,082	(3.2%)	7	11,528	(4%)	96
Agriculture/Mining/Construction	263	(2.1%)	24	3,825	(4%)	47	15,993	(5.5%)	64
Public Administration	260	(2.1%)	43	4,005	(4.2%)	87	13,704	(4.8%)	99
Management Services	73	(0.6%)	417	259	(<0.5%)	193	390	(<0.5%)	96

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### Language Spoken

Speak English at Home	17,061	(82.5%)	106	120,915	(73.6%)	94	332,773	(64.2%)	8
Speak Other Language at Home	2,416	(11.7%)	144	23,453	(14.3%)	176	76,621	(14.8%)	182
Speak Spanish at Home	1,195	(5.8%)	41	19,991	(12.2%)	87	108,849	(21%)	151

### Ancestry

Other	6,339	(28.8%)	32	49,841	(28.6%)	31	172,872	(31.3%)	144
Unclassified	3,167	(14.4%)	86	20,953	(12%)	72	60,856	(11%)	66
Italian	2,109	(9.6%)	320	19,460	(11.2%)	373	47,733	(8.6%)	289
Scottish/Irish	1,894	(8.6%)	127	13,532	(7.8%)	114	26,422	(4.8%)	70
Other European (e.g. Greek/Russian)	1,562	(7.1%)	221	9,208	(5.3%)	164	20,126	(3.6%)	113
German	1,093	(5%)	62	6,869	(3.9%)	49	14,969	(2.7%)	34
British	791	(3.6%)	66	5,069	(2.9%)	54	9,268	(1.7%)	31
South American	542	(2.5%)	231	7,874	(4.5%)	423	36,278	(6.6%)	616
Polish	538	(2.4%)	158	4,449	(2.6%)	164	11,425	(2.1%)	33
Puerto Rican	524	(2.4%)	93	6,664	(3.8%)	149	40,502	(7.3%)	286
South Central Asian (e.g. Indian)	509	(2.3%)	176	3,846	(2.2%)	168	13,274	(2.4%)	183

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
American	398	(1.8%)	3,660	(2.1%)	10,258	(1.9%)
Other Hispanic	375	(1.7%)	2,396	(1.4%)	10,837	(2%)
Middle Eastern	308	(1.4%)	1,778	(1%)	6,052	(1.1%)
Chinese	280	(1.3%)	1,993	(1.1%)	5,164	(0.9%)
Mexican	262	(1.2%)	1,532	(0.9%)	6,095	(1.1%)
Scandinavian	255	(1.2%)	1,272	(0.7%)	2,279	(<0.5%)
Dominican	161	(0.7%)	3,102	(1.8%)	21,676	(3.9%)
South East Asian (e.g. Vietnamese)	154	(0.7%)	3,486	(2%)	9,836	(1.8%)
French	149	(0.7%)	874	(0.5%)	1,763	(<0.5%)
Korean	143	(0.6%)	691	(<0.5%)	2,301	(<0.5%)
Cuban	125	(0.6%)	1,918	(1.1%)	5,818	(1.1%)
Central American	121	(0.5%)	2,619	(1.5%)	12,341	(2.2%)
Dutch	97	(<0.5%)	448	(<0.5%)	1,221	(<0.5%)
Japanese	49	(<0.5%)	275	(<0.5%)	450	(<0.5%)
Other Asian	48	(<0.5%)	255	(<0.5%)	1,150	(<0.5%)
Native American (Indian/Eskimo)	17	(<0.5%)	314	(<0.5%)	1,152	(<0.5%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	10 (<0.5%)	26 (<0.5%)	134 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	15,347	120,544	377,155
Elementary (0 to 8 Years)	125 (0.8%)	3,319 (2.8%)	21,661 (5.7%)
Some High School (9 to 11 Years)	341 (2.2%)	3,932 (3.3%)	19,509 (5.2%)
High School Graduate (12 Years)	2,253 (14.7%)	23,475 (19.5%)	97,357 (25.8%)
Some College (13 to 16 Years)	1,737 (11.3%)	15,759 (13.1%)	58,369 (15.5%)
Associates Degree Only	749 (4.9%)	7,571 (6.3%)	23,902 (6.3%)
Bachelor's Degree Only	4,986 (32.5%)	37,412 (31%)	92,511 (24.5%)
Graduate Degree	5,156 (33.6%)	29,076 (24.1%)	63,846 (16.9%)

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

# Audience Profile

Jan 1 - Dec 31, 2023
















## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042






















Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	9,675	67,461	207,145
One Person Households	3,663 (37.9%) 	19,901 (29.5%) 	59,455 (28.7%) 
Married Couple	3,935 (40.7%) 	33,266 (49.3%) 	93,375 (45.1%) 
Male Householder	525 (5.4%) 	2,844 (4.2%) 	11,607 (5.6%) 
Female Householder	890 (9.2%) 	8,063 (12%) 	32,665 (15.8%) 
Non Family Households	662 (6.8%) 	3,387 (5%) 	10,043 (4.8%) 

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	9,675	67,461	207,145
1 Person Household	3,663 (37.9%) 	19,901 (29.5%) 	59,455 (28.7%) 
2 Person Household	2,807 (29%) 	19,084 (28.3%) 	57,294 (27.7%) 
3 Person Household	1,345 (13.9%) 	11,180 (16.6%) 	35,333 (17.1%) 
4 Person Household	1,166 (12.1%) 	10,291 (15.3%) 	30,649 (14.8%) 
5 Person Household	464 (4.8%) 	4,528 (6.7%) 	14,535 (7%) 
6 Person Household	150 (1.6%) 	1,540 (2.3%) 	5,623 (2.7%) 
7+ Person Household	80 (0.8%) 	937 (1.4%) 	4,256 (2.1%) 

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide



### Housing Units

Total Housing Units	10,252	71,015	221,539
Renter Occupied Housing	5,060	26,801	97,377
Owner Occupied Housing	4,615	40,660	109,768
Vacant Housing	577	3,554	14,394

### Housing Rent

Average Rent	\$2,049.54	\$1,773.06	\$1,525.2
Median Rent	\$1,995.38	\$1,723.74	\$1,480.83
Total Cash Rents Housing	5,008	26,073	94,830
<\$300	82 (1.6%)	463 (1.8%)	4,073 (4.3%)
\$300-\$500	92 (1.8%)	688 (2.6%)	3,395 (3.6%)
\$500-\$750	66 (1.3%)	753 (2.9%)	3,632 (3.8%)
\$750-\$1000	86 (1.7%)	1,095 (4.2%)	7,017 (7.4%)
\$1000-\$1500	677 (13.5%)	6,421 (24.6%)	30,466 (32.1%)
\$1500-\$2000	1,515 (30.3%)	8,082 (31%)	27,057 (28.5%)
\$2000-\$2500	1,277 (25.5%)	4,996 (19.2%)	12,210 (12.9%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	658	(13.1%)	323	1,940	(7.4%)	183	4,075	(4.3%)	106
\$3000-\$3500	326	(6.5%)	328	843	(3.2%)	163	1,497	(1.6%)	7
>\$3500	229	(4.6%)	213	792	(3%)	141	1,408	(1.5%)	69

### Value of Owner-Occupied Housing Units

Average House Value	\$892,635.99	169	\$718,471.89	136	\$670,062.68	127			
Median House Value	\$775,470.89	189	\$654,041.16	159	\$613,394.13	149			
Owner Occupied Housing	4,615		40,660		109,768				
<\$100K	75	(1.6%)	17	640	(1.6%)	17	2,115	(1.9%)	20
\$100K - \$200K	41	(0.9%)	6	470	(1.2%)	8	2,086	(1.9%)	14
\$200K - \$300K	188	(4.1%)	29	1,918	(4.7%)	33	6,797	(6.2%)	44
\$300K - \$400K	274	(5.9%)	51	3,107	(7.6%)	66	10,198	(9.3%)	8
\$400K - \$500K	427	(9.3%)	97	5,931	(14.6%)	153	16,751	(15.3%)	160
\$500K - \$1000K	1,827	(39.6%)	153	19,801	(48.7%)	188	53,343	(48.6%)	188
>\$1000K	1,783	(38.6%)	247	8,793	(21.6%)	138	18,478	(16.8%)	108

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide



### Poverty

	1 Mile	3 Mile	5 Mile
Households in Poverty	635 (6.6%)	4,748 (7%)	23,787 (11.5%)
Households Above Poverty	9,040 (93.4%)	62,713 (93%)	183,358 (88.5%)
Households in Poverty (Married)	72 (0.7%)	598 (0.9%)	3,439 (1.7%)
Households in Poverty (Male Householder)	25 (<0.5%)	233 (<0.5%)	1,323 (0.6%)
Households in Poverty (Female Householder)	154 (1.6%)	1,007 (1.5%)	6,585 (3.2%)
Households in Poverty (Non-Family)	375 (3.9%)	2,702 (4%)	11,651 (5.6%)
Households in Poverty (Non-Family Student)	9 (<0.5%)	208 (<0.5%)	789 (<0.5%)

### Wealth per Household

	1 Mile	3 Mile	5 Mile
Household Average Wealth	\$267,797.42	\$262,758.33	\$240,396.1
Household Median Wealth	\$94,794.14	\$94,005.54	\$77,778.7
<\$0K	1,623 (16.8%)	11,183 (16.6%)	36,872 (17.8%)
\$0K - \$5K	760 (7.9%)	5,231 (7.8%)	18,400 (8.9%)
\$5K - \$10K	417 (4.3%)	2,874 (4.3%)	9,678 (4.7%)
\$10K - \$25K	585 (6%)	4,089 (6.1%)	13,208 (6.4%)
\$25K - \$50K	622 (6.4%)	4,454 (6.6%)	13,930 (6.7%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	927	(9.6%)	6,703	(9.9%)	20,671	(10%)
\$100K - \$250K	1,719	(17.8%)	12,260	(18.2%)	36,586	(17.7%)
\$250K - \$500K	1,344	(13.9%)	9,380	(13.9%)	26,925	(13%)
>\$500K	1,678	(17.3%)	11,287	(16.7%)	30,875	(14.9%)

### Vehicles per Household

Total Number of Vehicles	14,554		110,071		312,847	
Average Number of Vehicles	1.5		1.63		1.51	
No Vehicles	906	(9.4%)	6,228	(9.2%)	31,470	(15.2%)
1 Vehicle	4,286	(44.3%)	25,353	(37.6%)	76,864	(37.1%)
2 Vehicles	3,636	(37.6%)	26,497	(39.3%)	70,389	(34%)
3 or more Vehicles	847	(8.8%)	9,383	(13.9%)	28,422	(13.7%)

### Population Change

Births	238		1,941		6,338
Deaths	188		1,499		4,560
Migration	-256		-1,426		-6,466

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Shopping Center at 701 Bloomfield Ave

701 Bloomfield Avenue, Montclair, NJ 07042

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	1,128	4,726	12,789
Total Employees	10,461	49,182	154,530

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