

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	20,539		179,874		531,079	
Households	7,881		67,171		190,471	
Persons per Household	2.61	101	2.63	102	2.76	107
Household Median Income	\$110,726.09	159	\$101,259.03	146	\$96,306.12	139
Household Median Disposable Income	\$90,355.62	150	\$84,133.58	140	\$80,210.71	133
Household Median Discretionary Income	\$64,257.62	150	\$57,550.64	134	\$53,711.7	125
Average Income Per Person	\$52,998.85	142	\$49,225.94	132	\$45,885.15	123
Median Rent	\$1,648.94	130	\$1,621.15	128	\$1,561.17	123
Median House Value	\$659,173.42	160	\$668,732.38	163	\$673,655.47	164
Households in Poverty	498 (6.3%)	50	5,304 (7.9%)	63	17,389 (9.1%)	72
Household Median Wealth	\$97,210.83	124	\$89,074.44	113	\$85,209.71	108
Average Age	42.3	106	41.31	103	41.04	102
Median Age	43.23	112	41.57	108	41.19	107
Households with Children	2,063 (26.2%)	95	18,780 (28%)	101	57,908 (30.4%)	110
High School Graduate or Higher	13,628 (93.5%)	105	114,711 (91.5%)	103	332,161 (90.1%)	102

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

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	7,522 (51.6%)	60,117 (47.9%)	156,179 (42.4%)
Pop density (per sq mi)	6,855	6,508	7,036
Area (based on blockgroups)	3	28	75

Population

Population 2022 Q4	20,539	179,874	531,079
Population 2022 Q3	20,525	178,784	528,261
Population 2022 Q2	20,460	177,916	526,957
Population 2022 Q1	20,499	177,971	526,492
Population 2021 Q4	20,522	178,022	525,980
Population 2021 Q3	20,572	177,974	526,664
Population 2021 Q2	20,582	178,085	527,020
Population 2021 Q1	20,591	178,110	527,652
Population 2020 Q4	20,623	178,205	528,288
Population 5 Years Forecast	20,769	182,619	538,833
Population 10 Years Forecast	21,131	186,135	548,648
Persons per Household	2.61	2.63	2.76

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	5	(<0.5%)	2,924	(1.6%)	5,264	(1%)
Transient Population - Average Last 4 Quarters	95	(<0.5%)	1,592	(0.9%)	2,826	(0.5%)

Households

Households 2022 Q4	7,881	67,171	190,471
Households 2022 Q3	7,873	66,719	189,403
Households 2022 Q2	7,849	66,369	188,871
Households 2022 Q1	7,864	66,402	188,743
Households 2021 Q4	7,874	66,427	188,590
Households 2021 Q3	7,893	66,426	188,866
Households 2021 Q2	7,893	66,472	188,974
Households 2021 Q1	7,898	66,486	189,199
Households 2020 Q4	7,908	66,532	189,454
Households 5 Years Forecast	7,978	68,234	193,355
Households 10 Years Forecast	8,118	69,569	196,972

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Gender

Male	9,994	(48.7%)	99	87,686	(48.7%)	99	258,364	(48.6%)	99
Female	10,545	(51.3%)	101	92,188	(51.3%)	101	272,715	(51.4%)	101

Ethnicity

White	10,614	(51.7%)	84	89,958	(50%)	8	253,086	(47.7%)	7
Asian	3,850	(18.7%)	369	25,243	(14%)	276	64,225	(12.1%)	238
Hispanic (Ethnic)	3,827	(18.6%)	103	41,487	(23.1%)	127	148,791	(28%)	155
Black	1,703	(8.3%)	70	18,841	(10.5%)	88	53,568	(10.1%)	85
Other	545	(2.7%)	73	4,345	(2.4%)	67	11,409	(2.1%)	59

Household by Ethnicity

White	4,026	(51.1%)	8	33,171	(49.4%)	7	89,316	(46.9%)	73
Hispanic (Ethnic)	1,510	(19.2%)	129	14,749	(22%)	148	53,287	(28%)	188
Asian	1,280	(16.2%)	369	8,626	(12.8%)	291	20,840	(10.9%)	248
Black	719	(9.1%)	8	7,563	(11.3%)	100	18,540	(9.7%)	87
Other	346	(4.4%)	8	3,062	(4.6%)	84	8,488	(4.5%)	8

Households Income

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

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Household Average Income	\$138,094.57	142	\$130,711.6	134	\$127,030.99	30
Average Income Per Person	\$52,998.85	142	\$49,225.94	132	\$45,885.15	123
Household Median Income	\$110,726.09	159	\$101,259.03	146	\$96,306.12	139
<\$15K	434 (5.5%)	60	3,745 (5.6%)	61	11,354 (6%)	65
\$15K - \$25K	437 (5.5%)	72	3,989 (5.9%)	77	10,868 (5.7%)	74
\$25K - \$35K	405 (5.1%)	63	3,197 (4.8%)	59	11,483 (6%)	74
\$35K - \$50K	604 (7.7%)	67	5,397 (8%)	70	16,429 (8.6%)	76
\$50K - \$75K	811 (10.3%)	61	8,752 (13%)	77	25,478 (13.4%)	77
\$75K - \$100K	811 (10.3%)	77	8,138 (12.1%)	93	22,571 (11.9%)	91
\$100K - \$150K	1,845 (23.4%)	142	13,143 (19.6%)	118	37,053 (19.5%)	118
\$150K - \$175K	622 (7.9%)	150	5,729 (8.5%)	162	14,713 (7.7%)	147
\$175K - \$200K	709 (9%)	167	5,821 (8.7%)	161	16,060 (8.4%)	156
\$200K - \$250K	674 (8.6%)	229	5,188 (7.7%)	207	13,712 (7.2%)	193
\$250K - \$500K	290 (3.7%)	231	2,221 (3.3%)	208	5,860 (3.1%)	193
>\$500K	239 (3%)	227	1,851 (2.8%)	206	4,890 (2.6%)	192

Disposable Households Income

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

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Household Average Disposable Income	\$99,188.82	34	\$95,084.84	129	\$92,038.14	124
Household Median Disposable Income	\$90,355.62	150	\$84,133.58	140	\$80,210.71	33
<\$15K	481 (6.1%)	61	4,100 (6.1%)	61	12,349 (6.5%)	65
\$15K - \$25K	511 (6.5%)	72	4,530 (6.7%)	74	13,060 (6.9%)	76
\$25K - \$35K	415 (5.3%)	57	4,346 (6.5%)	70	14,279 (7.5%)	8
\$35K - \$50K	655 (8.3%)	62	6,223 (9.3%)	69	18,641 (9.8%)	75
\$50K - \$75K	1,127 (14.3%)	77	10,780 (16%)	87	30,887 (16.2%)	88
\$75K - \$100K	1,218 (15.5%)	111	9,845 (14.7%)	105	28,146 (14.8%)	106
\$100K - \$150K	1,804 (22.9%)	146	15,382 (22.9%)	146	40,479 (21.3%)	135
\$150K - \$175K	763 (9.7%)	201	4,962 (7.4%)	153	14,187 (7.4%)	155
\$175K - \$200K	244 (3.1%)	199	1,901 (2.8%)	182	4,969 (2.6%)	167
\$200K - \$250K	266 (3.4%)	221	2,050 (3.1%)	200	5,407 (2.8%)	186
\$250K - \$500K	363 (4.6%)	220	2,807 (4.2%)	199	7,410 (3.9%)	186
>\$500K	34 (<0.5%)	235	245 (<0.5%)	199	657 (<0.5%)	188

Discretionary Households Income

Household Average Discretionary Income	\$68,413.34	32	\$64,408.35	124	\$61,505.73	119
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Household Median Discretionary Income	\$64,257.62	150	\$57,550.64	134	\$53,711.7	125
<\$10K	451 (5.7%)	56	4,507 (6.7%)	66	14,935 (7.8%)	7
\$10K - \$20K	779 (9.9%)	76	6,432 (9.6%)	74	20,220 (10.6%)	8
\$20K - \$30K	664 (8.4%)	67	6,676 (9.9%)	75	20,339 (10.7%)	85
\$30K - \$40K	554 (7%)	62	5,774 (8.6%)	76	17,359 (9.1%)	8
\$40K - \$50K	639 (8.1%)	84	5,863 (8.7%)	91	16,502 (8.7%)	90
\$50K - \$75K	1,544 (19.6%)	108	13,070 (19.5%)	108	36,131 (19%)	105
\$75K - \$100K	1,329 (16.9%)	159	9,803 (14.6%)	138	25,105 (13.2%)	124
\$100K - \$125K	947 (12%)	177	7,766 (11.6%)	171	20,551 (10.8%)	159
\$125K - \$150K	631 (8%)	182	5,610 (8.4%)	190	14,595 (7.7%)	174
>\$150K	343 (4.4%)	173	1,670 (2.5%)	99	4,734 (2.5%)	99

Households Income by Ethnicity

Average Income - White	\$102,609.45	118	\$107,131.1	123	\$107,790.9	124
Median Income - White	\$98,458.78	130	\$104,165.31	137	\$105,810.33	139
Average Income - Black	\$99,646.9	163	\$88,011.02	144	\$85,628.78	140
Median Income - Black	\$95,784.05	200	\$76,576.91	160	\$77,188.37	161

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Average Income - Asian	\$129,064.66 (125)	\$124,891.82 (121)	\$120,951.1 (117)
Median Income - Asian	\$140,551.7 (142)	\$134,273.4 (136)	\$126,550.02 (128)
Average Income - Hispanic	\$113,668.11 (160)	\$97,878.1 (137)	\$90,310.53 (127)
Median Income - Hispanic	\$117,548.32 (199)	\$90,353.15 (153)	\$80,200.21 (136)
Average Income - Other	\$114,495.08 (145)	\$107,036.44 (135)	\$103,167.4 (31)
Median Income - Other	\$113,491.52 (168)	\$102,908.47 (153)	\$98,823.73 (147)

Age

Average Age	42.3 (106)	41.31 (103)	41.04 (102)
Median Age	43.23 (112)	41.57 (108)	41.19 (107)
0-4	1,145 (5.6%) (91)	10,689 (5.9%) (97)	31,612 (6%) (98)
5-13	2,229 (10.9%) (99)	19,983 (11.1%) (101)	59,030 (11.1%) (101)
14-17	903 (4.4%) (89)	8,336 (4.6%) (94)	25,054 (4.7%) (95)
18-21	935 (4.6%) (75)	8,760 (4.9%) (8)	26,181 (4.9%) (8)
22-24	752 (3.7%) (89)	6,679 (3.7%) (90)	20,498 (3.9%) (94)
25-29	1,209 (5.9%) (91)	10,680 (5.9%) (92)	33,150 (6.2%) (96)
30-34	1,076 (5.2%) (86)	10,141 (5.6%) (92)	30,595 (5.8%) (94)

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35-39	1,080	(5.3%)	88	10,325	(5.7%)	96	29,952	(5.6%)	94
40-44	1,166	(5.7%)	93	11,091	(6.2%)	101	31,784	(6%)	98
45-49	1,284	(6.3%)	104	11,274	(6.3%)	104	32,997	(6.2%)	103
50-54	1,457	(7.1%)	116	11,835	(6.6%)	107	35,227	(6.6%)	108
55-59	1,554	(7.6%)	118	12,524	(7%)	109	37,343	(7%)	110
60-64	1,569	(7.6%)	118	12,598	(7%)	108	37,004	(7%)	108
65-69	1,386	(6.7%)	115	11,495	(6.4%)	109	33,315	(6.3%)	107
70-74	1,135	(5.5%)	115	9,358	(5.2%)	108	26,869	(5.1%)	105
75-79	802	(3.9%)	111	6,574	(3.7%)	104	18,820	(3.5%)	101
80-84	460	(2.2%)	101	4,028	(2.2%)	101	11,630	(2.2%)	98
85+	397	(1.9%)	113	3,504	(1.9%)	114	10,018	(1.9%)	110

Age - Male

Male Average Age	40.83		105	39.88		103	39.63		102
Male Median Age	41.36		111	40.04		108	38.56		104
0-4	589	(5.9%)	93	5,503	(6.3%)	99	16,265	(6.3%)	99
5-13	1,138	(11.4%)	99	10,290	(11.7%)	103	30,335	(11.7%)	103

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14-17	459	(4.6%)	89	4,263	(4.9%)	95	12,798	(5%)	96
18-21	477	(4.8%)	92	4,381	(5%)	96	13,266	(5.1%)	97
22-24	392	(3.9%)	90	3,399	(3.9%)	89	10,452	(4%)	93
25-29	634	(6.3%)	93	5,537	(6.3%)	92	17,035	(6.6%)	96
30-34	568	(5.7%)	89	5,234	(6%)	94	15,706	(6.1%)	95
35-39	542	(5.4%)	88	5,176	(5.9%)	96	14,987	(5.8%)	94
40-44	582	(5.8%)	95	5,494	(6.3%)	102	15,577	(6%)	98
45-49	630	(6.3%)	104	5,581	(6.4%)	105	16,076	(6.2%)	103
50-54	699	(7%)	114	5,776	(6.6%)	108	16,964	(6.6%)	107
55-59	732	(7.3%)	116	6,006	(6.8%)	108	17,823	(6.9%)	109
60-64	737	(7.4%)	117	5,948	(6.8%)	108	17,451	(6.8%)	107
65-69	639	(6.4%)	115	5,333	(6.1%)	109	15,431	(6%)	107
70-74	506	(5.1%)	113	4,244	(4.8%)	108	12,200	(4.7%)	106
75-79	353	(3.5%)	112	2,832	(3.2%)	103	8,137	(3.1%)	100
80-84	186	(1.9%)	100	1,592	(1.8%)	98	4,630	(1.8%)	96
85+	131	(1.3%)	116	1,097	(1.3%)	111	3,231	(1.3%)	110

Age - Female

Female Average Age	43.68		106	42.67		103	42.37		103
Female Median Age	45.97		113	43.06		105	42.75		105
0-4	556	(5.3%)	90	5,186	(5.6%)	96	15,347	(5.6%)	96
5-13	1,091	(10.3%)	98	9,693	(10.5%)	99	28,695	(10.5%)	99
14-17	444	(4.2%)	89	4,073	(4.4%)	93	12,256	(4.5%)	94
18-21	458	(4.3%)	92	4,379	(4.8%)	96	12,915	(4.7%)	96
22-24	360	(3.4%)	88	3,280	(3.6%)	92	10,046	(3.7%)	95
25-29	575	(5.5%)	89	5,143	(5.6%)	91	16,115	(5.9%)	96
30-34	508	(4.8%)	83	4,907	(5.3%)	91	14,889	(5.5%)	94
35-39	538	(5.1%)	87	5,149	(5.6%)	95	14,965	(5.5%)	93
40-44	584	(5.5%)	92	5,597	(6.1%)	101	16,207	(5.9%)	99
45-49	654	(6.2%)	104	5,693	(6.2%)	103	16,921	(6.2%)	104
50-54	758	(7.2%)	117	6,059	(6.6%)	107	18,263	(6.7%)	109
55-59	822	(7.8%)	120	6,518	(7.1%)	109	19,520	(7.2%)	110
60-64	832	(7.9%)	119	6,650	(7.2%)	109	19,553	(7.2%)	108
65-69	747	(7.1%)	116	6,162	(6.7%)	109	17,884	(6.6%)	107
70-74	629	(6%)	116	5,114	(5.5%)	108	14,669	(5.4%)	104
75-79	449	(4.3%)	110	3,742	(4.1%)	105	10,683	(3.9%)	101
80-84	274	(2.6%)	101	2,436	(2.6%)	102	7,000	(2.6%)	99
85+	266	(2.5%)	111	2,407	(2.6%)	114	6,787	(2.5%)	109

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Employment by Occupation

Occupation	1 Mile	%	3 Mile	%	5 Mile	%
Total Employees (16+ Years Old)	10,924		95,444		280,548	
Professional Specialty	3,216	(29.4%)	28,481	(29.8%)	74,548	(26.6%)
Managerial/Executive	2,407	(22%)	18,163	(19%)	51,273	(18.3%)
Office Admin	1,404	(12.9%)	11,098	(11.6%)	34,013	(12.1%)
Sales	1,270	(11.6%)	9,989	(10.5%)	27,837	(9.9%)
Production & Transportation	844	(7.7%)	8,679	(9.1%)	33,990	(12.1%)
Construction	591	(5.4%)	5,340	(5.6%)	17,818	(6.4%)
Healthcare support	413	(3.8%)	2,987	(3.1%)	8,524	(3%)
Personal Care	235	(2.2%)	3,177	(3.3%)	8,480	(3%)
Protective	206	(1.9%)	1,886	(2%)	4,993	(1.8%)
Food Preparation & Serving	197	(1.8%)	3,479	(3.6%)	10,089	(3.6%)
Building Maintenance & Cleaning	141	(1.3%)	2,115	(2.2%)	8,823	(3.1%)
Farming, Fishing & Forestry			50	(<0.5%)	160	(<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	10,924	95,444	280,548
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Educational Services	3,204	(29.3%)	126	27,281	(28.6%)	123	73,643	(26.2%)	113
Wholesale Retail	1,500	(13.7%)	102	14,131	(14.8%)	110	41,409	(14.8%)	110
Financial, Insurance & Real Estate	1,167	(10.7%)	161	7,910	(8.3%)	125	23,245	(8.3%)	125
Professional Services	1,092	(10%)	34	9,327	(9.8%)	131	25,272	(9%)	120
Manufacturing	1,002	(9.2%)	91	6,685	(7%)	69	24,726	(8.8%)	87
Entertainment Services	615	(5.6%)	62	6,322	(6.6%)	75	19,189	(6.8%)	74
Transportation	590	(5.4%)	96	4,727	(5%)	88	16,442	(5.9%)	104
Other Professional Services	490	(4.5%)	94	5,343	(5.6%)	118	13,471	(4.8%)	101
Agriculture/Mining/Construction	477	(4.4%)	51	4,737	(5%)	58	15,595	(5.6%)	65
Public Administration	299	(2.7%)	57	3,199	(3.4%)	70	8,818	(3.1%)	65
Administrative/Waste Services	224	(2.1%)	49	2,672	(2.8%)	67	10,428	(3.7%)	89
Information	218	(2%)	106	2,988	(3.1%)	167	7,880	(2.8%)	150
Management Services	46	(<0.5%)	300	122	(<0.5%)	91	430	(<0.5%)	109

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Language Spoken

Speak English at Home	11,849	(61.1%)	7	100,825	(59.6%)	70	267,926	(53.6%)	69
Speak Other Language at Home	4,784	(24.7%)	304	35,548	(21%)	259	107,581	(21.5%)	266
Speak Spanish at Home	2,761	(14.2%)	102	32,812	(19.4%)	139	123,960	(24.8%)	178

Ancestry

Other	4,901	(23.9%)	110	45,000	(25%)	115	128,905	(24.3%)	112
Italian	2,006	(9.8%)	327	13,876	(7.7%)	258	38,112	(7.2%)	240
Unclassified	1,745	(8.5%)	51	16,314	(9.1%)	54	43,253	(8.1%)	49
Scottish/Irish	1,294	(6.3%)	93	8,586	(4.8%)	70	22,498	(4.2%)	62
South American	1,190	(5.8%)	543	13,455	(7.5%)	701	40,826	(7.7%)	721
Korean	1,108	(5.4%)	1272	4,093	(2.3%)	537	15,000	(2.8%)	666
Puerto Rican	979	(4.8%)	186	7,967	(4.4%)	172	24,261	(4.6%)	178
South East Asian (e.g. Vietnamese)	943	(4.6%)	284	8,276	(4.6%)	285	18,493	(3.5%)	216
South Central Asian (e.g. Indian)	836	(4.1%)	310	8,442	(4.7%)	358	19,680	(3.7%)	283
Other European (e.g. Greek/Russian)	775	(3.8%)	117	8,574	(4.8%)	148	25,479	(4.8%)	149
Dominican	747	(3.6%)	640	10,067	(5.6%)	984	38,441	(7.2%)	1273

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

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Chinese	718	(3.5%)	293	3,257	(1.8%)	152	7,567	(1.4%)	120
German	689	(3.4%)	42	5,827	(3.2%)	40	14,964	(2.8%)	35
Cuban	379	(1.8%)	281	1,619	(0.9%)	37	6,516	(1.2%)	187
British	322	(1.6%)	29	2,004	(1.1%)	21	5,505	(1%)	19
Middle Eastern	313	(1.5%)	242	3,627	(2%)	320	9,471	(1.8%)	283
Polish	279	(1.4%)	88	4,022	(2.2%)	144	15,732	(3%)	191
American	275	(1.3%)	27	3,213	(1.8%)	36	8,535	(1.6%)	33
Other Hispanic	261	(1.3%)	96	3,506	(1.9%)	148	10,053	(1.9%)	144
Japanese	174	(0.8%)	366	642	(<0.5%)	154	2,030	(<0.5%)	165
Mexican	170	(0.8%)	8	2,094	(1.2%)	11	18,574	(3.5%)	33
Central American	101	(<0.5%)	33	2,779	(1.5%)	104	10,120	(1.9%)	28
Scandinavian	94	(<0.5%)	24	715	(<0.5%)	20	1,701	(<0.5%)	16
French	77	(<0.5%)	30	589	(<0.5%)	26	1,646	(<0.5%)	25
Other Asian	71	(<0.5%)	112	533	(<0.5%)	96	1,455	(<0.5%)	89
Dutch	59	(<0.5%)	46	526	(<0.5%)	47	1,475	(<0.5%)	45
Native American (Indian/Eskimo)	27	(<0.5%)	16	218	(<0.5%)	15	667	(<0.5%)	16

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

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	6	(<0.5%)	53	(<0.5%)	120	(<0.5%)

Education (Age 25+)

Total Educated Population	14,575		125,427		368,704	
Elementary (0 to 8 Years)	629	(4.3%)	6,126	(4.9%)	20,484	(5.6%)
Some High School (9 to 11 Years)	318	(2.2%)	4,590	(3.7%)	16,059	(4.4%)
High School Graduate (12 Years)	2,839	(19.5%)	27,244	(21.7%)	93,975	(25.5%)
Some College (13 to 16 Years)	2,252	(15.5%)	19,426	(15.5%)	58,116	(15.8%)
Associates Degree Only	1,015	(7%)	7,924	(6.3%)	23,891	(6.5%)
Bachelor's Degree Only	4,746	(32.6%)	36,198	(28.9%)	93,925	(25.5%)
Graduate Degree	2,776	(19%)	23,919	(19.1%)	62,254	(16.9%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,881	67,171	190,471
One Person Households	2,031 (25.8%)	18,231 (27.1%)	46,298 (24.3%)
Married Couple	4,200 (53.3%)	33,971 (50.6%)	98,699 (51.8%)
Male Householder	234 (3%)	2,800 (4.2%)	9,263 (4.9%)
Female Householder	1,044 (13.2%)	8,606 (12.8%)	28,003 (14.7%)
Non Family Households	372 (4.7%)	3,563 (5.3%)	8,208 (4.3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,881	67,171	190,471
1 Person Household	2,031 (25.8%)	18,231 (27.1%)	46,298 (24.3%)
2 Person Household	2,377 (30.2%)	19,524 (29.1%)	53,410 (28%)
3 Person Household	1,399 (17.8%)	11,453 (17.1%)	34,429 (18.1%)
4 Person Household	1,283 (16.3%)	9,991 (14.9%)	30,985 (16.3%)
5 Person Household	522 (6.6%)	4,773 (7.1%)	14,970 (7.9%)
6 Person Household	163 (2.1%)	1,961 (2.9%)	6,080 (3.2%)
7+ Person Household	106 (1.3%)	1,238 (1.8%)	4,299 (2.3%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	8,148	70,037	198,867
Owner Occupied Housing	5,423	41,690	114,628
Renter Occupied Housing	2,458	25,481	75,843
Vacant Housing	267	2,866	8,396

Housing Rent

Average Rent	\$1,733.5	\$1,687.48	\$1,637.9
Median Rent	\$1,648.94	\$1,621.15	\$1,561.17
Total Cash Rents Housing	2,409	24,752	73,348
<\$300	81 (3.4%)	470 (1.9%)	1,463 (2%)
\$300-\$500	44 (1.8%)	432 (1.7%)	1,721 (2.3%)
\$500-\$750	33 (1.4%)	539 (2.2%)	2,297 (3.1%)
\$750-\$1000	95 (3.9%)	1,088 (4.4%)	4,171 (5.7%)
\$1000-\$1500	712 (29.6%)	7,875 (31.8%)	24,299 (33.1%)
\$1500-\$2000	804 (33.4%)	8,139 (32.9%)	22,257 (30.3%)
\$2000-\$2500	301 (12.5%)	3,668 (14.8%)	9,876 (13.5%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	148	(6.1%)	151	1,316	(5.3%)	131	3,721	(5.1%)	125
\$3000-\$3500	110	(4.6%)	230	633	(2.6%)	129	1,840	(2.5%)	126
>\$3500	81	(3.4%)	157	592	(2.4%)	111	1,703	(2.3%)	108

Value of Owner-Occupied Housing Units

Average House Value	\$648,060.13	123	\$715,945.5	136	\$721,916.22	137			
Median House Value	\$659,173.42	160	\$668,732.38	163	\$673,655.47	164			
Owner Occupied Housing	5,423		41,690		114,628				
<\$100K	24	(<0.5%)	5	653	(1.6%)	17	2,109	(1.8%)	20
\$100K - \$200K	68	(1.3%)	9	584	(1.4%)	10	1,224	(1.1%)	8
\$200K - \$300K	185	(3.4%)	24	1,290	(3.1%)	22	2,986	(2.6%)	18
\$300K - \$400K	213	(3.9%)	34	2,120	(5.1%)	44	5,503	(4.8%)	41
\$400K - \$500K	731	(13.5%)	141	4,708	(11.3%)	119	13,190	(11.5%)	121
\$500K - \$1000K	3,084	(56.9%)	220	23,894	(57.3%)	221	64,800	(56.5%)	218
>\$1000K	1,118	(20.6%)	32	8,441	(20.2%)	129	24,816	(21.6%)	138

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

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	498	(6.3%)	50	5,304	(7.9%)	63	17,389	(9.1%)	72
Households Above Poverty	7,383	(93.7%)	107	61,867	(92.1%)	105	173,082	(90.9%)	104
Households in Poverty (Married)	150	(1.9%)	86	1,142	(1.7%)	76	3,732	(2%)	88
Households in Poverty (Male Householder)	51	(0.6%)	101	266	(<0.5%)	62	1,076	(0.6%)	88
Households in Poverty (Female Householder)	28	(<0.5%)	12	1,219	(1.8%)	59	5,429	(2.9%)	93
Households in Poverty (Non-Family)	248	(3.1%)	52	2,489	(3.7%)	61	6,671	(3.5%)	58
Households in Poverty (Non-Family Student)	21	(<0.5%)	43	188	(<0.5%)	45	481	(<0.5%)	40

Wealth per Household

Household Average Wealth	\$264,560.65	112	\$254,729.5	107	\$249,059.49	105			
Household Median Wealth	\$97,210.83	124	\$89,074.44	113	\$85,209.71	108			
<\$0K	1,280	(16.2%)	92	11,336	(16.9%)	96	32,664	(17.1%)	98
\$0K - \$5K	590	(7.5%)	86	5,410	(8.1%)	93	15,887	(8.3%)	96
\$5K - \$10K	323	(4.1%)	89	2,926	(4.4%)	95	8,490	(4.5%)	97
\$10K - \$25K	471	(6%)	93	4,138	(6.2%)	96	11,871	(6.2%)	97
\$25K - \$50K	523	(6.6%)	97	4,498	(6.7%)	98	12,802	(6.7%)	98

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

Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	798	(10.1%)	6,753	(10.1%)	19,201	(10.1%)
\$100K - \$250K	1,463	(18.6%)	12,188	(18.1%)	34,384	(18.1%)
\$250K - \$500K	1,113	(14.1%)	9,164	(13.6%)	25,571	(13.4%)
>\$500K	1,320	(16.7%)	10,758	(16%)	29,601	(15.5%)

Vehicles per Household

Total Number of Vehicles	14,077		113,527		321,763	
Average Number of Vehicles	1.79		1.69		1.69	
No Vehicles	542	(6.9%)	5,949	(8.9%)	18,973	(10%)
1 Vehicle	2,792	(35.4%)	25,306	(37.7%)	67,023	(35.2%)
2 Vehicles	2,994	(38%)	24,123	(35.9%)	71,039	(37.3%)
3 or more Vehicles	1,553	(19.7%)	11,793	(17.6%)	33,436	(17.6%)

Population Change

Births	216		1,982		6,100	
Deaths	193		1,572		4,560	
Migration	-6		1,442		3,559	

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Audience Profile

Jan 1 - Dec 31, 2023

Bergen Town Center East

2000 Bergen Town Center, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	783	7,807	17,162
Total Employees	11,848	114,403	227,660

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