

Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	18,977		185,818		512,572	
Households	7,226		68,668		184,853	
Persons per Household	2.63	102	2.65	103	2.75	106
Household Median Income	\$111,698.91	161	\$102,287.76	147	\$97,989.65	141
Household Median Disposable Income	\$91,206.66	152	\$84,891.07	141	\$81,487.27	135
Household Median Discretionary Income	\$64,847.97	151	\$58,212.74	136	\$54,770.7	128
Average Income Per Person	\$53,564.68	143	\$48,923.95	131	\$46,821.54	125
Median Rent	\$1,674.14	32	\$1,626.77	128	\$1,569.93	124
Median House Value	\$661,495.06	161	\$665,028.77	162	\$676,894.83	165
Households in Poverty	359 (5%)	39	5,379 (7.8%)	62	16,479 (8.9%)	71
Household Median Wealth	\$98,359.69	125	\$89,456.13	114	\$86,397.18	110
Average Age	42.22	105	41.5	104	41.17	103
Median Age	43.21	112	41.71	108	41.36	107
Households with Children	1,961 (27.1%)	98	19,399 (28.3%)	102	56,026 (30.3%)	110
High School Graduate or Higher	12,611 (93.8%)	106	118,735 (91.3%)	103	322,236 (90.4%)	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	7,087 (52.7%)	61,871 (47.6%)	154,187 (43.2%)
Pop density (per sq mi)	6,695	6,545	6,856
Area (based on blockgroups)	3	28	75

Population

Population 2022 Q4	18,977	185,818	512,572
Population 2022 Q3	18,956	184,717	509,829
Population 2022 Q2	18,892	183,844	508,553
Population 2022 Q1	18,927	183,863	508,061
Population 2021 Q4	18,945	183,938	507,553
Population 2021 Q3	18,989	183,927	508,112
Population 2021 Q2	19,000	184,074	508,381
Population 2021 Q1	19,005	184,084	508,897
Population 2020 Q4	19,038	184,303	509,346
Population 5 Years Forecast	19,232	188,582	520,055
Population 10 Years Forecast	19,591	192,180	529,596
Persons per Household	2.63	2.65	2.75

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Group Quarters	3	(<0.5%)	3,811	(2.1%)	5,119	(1%)
Transient Population - Average Last 4 Quarters	95	(<0.5%)	1,390	(0.7%)	2,826	(0.6%)

Households

Households 2022 Q4	7,226	68,668	184,853
Households 2022 Q3	7,216	68,215	183,809
Households 2022 Q2	7,192	67,861	183,289
Households 2022 Q1	7,205	67,888	183,153
Households 2021 Q4	7,213	67,921	183,000
Households 2021 Q3	7,229	67,934	183,240
Households 2021 Q2	7,230	67,994	183,323
Households 2021 Q1	7,233	67,998	183,510
Households 2020 Q4	7,244	68,090	183,709
Households 5 Years Forecast	7,334	69,738	187,642
Households 10 Years Forecast	7,473	71,098	191,170

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	9,244 (48.7%)	90,673 (48.8%)	249,364 (48.6%)
Female	9,733 (51.3%)	95,145 (51.2%)	263,208 (51.4%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	9,735 (51.3%)	90,800 (48.9%)	250,025 (48.8%)
Asian	3,609 (19%)	26,841 (14.4%)	64,773 (12.6%)
Hispanic (Ethnic)	3,473 (18.3%)	43,278 (23.3%)	137,516 (26.8%)
Black	1,627 (8.6%)	20,419 (11%)	49,303 (9.6%)
Other	533 (2.8%)	4,480 (2.4%)	10,955 (2.1%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	3,726 (51.6%)	33,225 (48.4%)	88,251 (47.7%)
Hispanic (Ethnic)	1,332 (18.4%)	15,276 (22.2%)	49,987 (27%)
Asian	1,155 (16%)	9,060 (13.2%)	20,912 (11.3%)
Black	679 (9.4%)	7,961 (11.6%)	17,598 (9.5%)
Other	334 (4.6%)	3,146 (4.6%)	8,105 (4.4%)

Households Income

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Household Average Income	\$140,649.99	144	\$130,891.77	134	\$128,908.2	32
Average Income Per Person	\$53,564.68	143	\$48,923.95	131	\$46,821.54	125
Household Median Income	\$111,698.91	161	\$102,287.76	147	\$97,989.65	141
<\$15K	304 (4.2%)	46	3,901 (5.7%)	62	10,787 (5.8%)	64
\$15K - \$25K	374 (5.2%)	67	3,991 (5.8%)	76	10,362 (5.6%)	75
\$25K - \$35K	384 (5.3%)	66	3,213 (4.7%)	58	10,954 (5.9%)	73
\$35K - \$50K	582 (8.1%)	71	5,439 (7.9%)	69	15,846 (8.6%)	75
\$50K - \$75K	770 (10.7%)	63	8,825 (12.9%)	76	24,313 (13.2%)	71
\$75K - \$100K	746 (10.3%)	8	8,291 (12.1%)	93	21,710 (11.7%)	91
\$100K - \$150K	1,713 (23.7%)	144	13,687 (19.9%)	121	36,162 (19.6%)	118
\$150K - \$175K	570 (7.9%)	150	5,895 (8.6%)	164	14,432 (7.8%)	149
\$175K - \$200K	680 (9.4%)	174	5,947 (8.7%)	161	15,894 (8.6%)	159
\$200K - \$250K	618 (8.6%)	229	5,311 (7.7%)	207	13,673 (7.4%)	198
\$250K - \$500K	266 (3.7%)	231	2,273 (3.3%)	208	5,845 (3.2%)	198
>\$500K	219 (3%)	227	1,895 (2.8%)	207	4,875 (2.6%)	198

Disposable Households Income

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Disposable Income	\$100,354.66	136	\$95,425.01	129	\$93,023.85	126
Household Median Disposable Income	\$91,206.66	152	\$84,891.07	141	\$81,487.27	135
<\$15K	346 (4.8%)	48	4,261 (6.2%)	62	11,705 (6.3%)	64
\$15K - \$25K	441 (6.1%)	67	4,539 (6.6%)	73	12,401 (6.7%)	74
\$25K - \$35K	391 (5.4%)	58	4,273 (6.2%)	67	13,751 (7.4%)	8
\$35K - \$50K	634 (8.8%)	65	6,333 (9.2%)	69	17,923 (9.7%)	72
\$50K - \$75K	1,059 (14.7%)	77	10,942 (15.9%)	86	29,556 (16%)	86
\$75K - \$100K	1,144 (15.8%)	114	9,999 (14.6%)	105	27,194 (14.7%)	106
\$100K - \$150K	1,649 (22.8%)	145	16,060 (23.4%)	149	39,812 (21.5%)	137
\$150K - \$175K	731 (10.1%)	210	5,099 (7.4%)	154	14,117 (7.6%)	158
\$175K - \$200K	224 (3.1%)	199	1,939 (2.8%)	181	4,958 (2.7%)	172
\$200K - \$250K	243 (3.4%)	221	2,098 (3.1%)	200	5,393 (2.9%)	191
\$250K - \$500K	333 (4.6%)	220	2,872 (4.2%)	200	7,389 (4%)	191
>\$500K	31 (<0.5%)	234	253 (<0.5%)	201	654 (<0.5%)	193

Discretionary Households Income

Household Average Discretionary Income	\$69,285.59	134	\$64,601.19	125	\$62,380.85	120
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Household Median Discretionary Income	\$64,847.97	151	\$58,212.74	136	\$54,770.7	128
<\$10K	320 (4.4%)	43	4,665 (6.8%)	66	13,800 (7.5%)	75
\$10K - \$20K	694 (9.6%)	72	6,410 (9.3%)	72	19,281 (10.4%)	8
\$20K - \$30K	641 (8.9%)	71	6,744 (9.8%)	74	19,488 (10.5%)	84
\$30K - \$40K	527 (7.3%)	64	5,865 (8.5%)	75	16,652 (9%)	7
\$40K - \$50K	604 (8.4%)	87	5,880 (8.6%)	89	15,923 (8.6%)	90
\$50K - \$75K	1,438 (19.9%)	110	13,482 (19.6%)	109	35,104 (19%)	105
\$75K - \$100K	1,207 (16.7%)	158	10,255 (14.9%)	141	24,783 (13.4%)	127
\$100K - \$125K	897 (12.4%)	183	7,908 (11.5%)	170	20,451 (11.1%)	163
\$125K - \$150K	555 (7.7%)	174	5,801 (8.4%)	192	14,573 (7.9%)	179
>\$150K	343 (4.7%)	189	1,658 (2.4%)	96	4,798 (2.6%)	103

Households Income by Ethnicity

Average Income - White	\$103,196.91	118	\$107,799.47	124	\$108,024.95	124
Median Income - White	\$99,215.74	31	\$105,526.21	139	\$106,158.79	140
Average Income - Black	\$101,993.18	166	\$88,229.28	144	\$86,717.2	141
Median Income - Black	\$98,322.24	205	\$77,335.97	162	\$78,761.35	165

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Average Income - Asian	\$134,191.56	\$125,092.29	\$121,304.15
Median Income - Asian	\$144,951.13	\$135,270.52	\$127,519.68
Average Income - Hispanic	\$114,388.52	\$98,057	\$91,844.78
Median Income - Hispanic	\$117,363.32	\$90,693.46	\$82,580.57
Average Income - Other	\$113,357	\$108,253.58	\$104,290.96
Median Income - Other	\$112,096.29	\$104,957.31	\$100,499.98

Age

Average Age	42.22	41.5	41.17
Median Age	43.21	41.71	41.36
0-4	1,053 (5.5%)	10,945 (5.9%)	30,335 (5.9%)
5-13	2,062 (10.9%)	20,438 (11%)	56,700 (11.1%)
14-17	841 (4.4%)	8,542 (4.6%)	23,988 (4.7%)
18-21	872 (4.6%)	8,996 (4.8%)	25,147 (4.9%)
22-24	699 (3.7%)	6,918 (3.7%)	19,752 (3.9%)
25-29	1,125 (5.9%)	11,087 (6%)	31,912 (6.2%)
30-34	992 (5.2%)	10,514 (5.7%)	29,384 (5.7%)

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35-39	983	(5.2%)	86	10,620	(5.7%)	95	28,720	(5.6%)	93
40-44	1,073	(5.7%)	93	11,311	(6.1%)	100	30,500	(6%)	98
45-49	1,185	(6.2%)	104	11,552	(6.2%)	103	31,741	(6.2%)	103
50-54	1,355	(7.1%)	116	12,218	(6.6%)	107	34,054	(6.6%)	108
55-59	1,445	(7.6%)	119	12,943	(7%)	109	36,194	(7.1%)	110
60-64	1,458	(7.7%)	119	13,052	(7%)	109	35,942	(7%)	109
65-69	1,298	(6.8%)	117	11,924	(6.4%)	110	32,440	(6.3%)	108
70-74	1,049	(5.5%)	115	9,708	(5.2%)	108	26,170	(5.1%)	106
75-79	725	(3.8%)	109	6,865	(3.7%)	105	18,391	(3.6%)	102
80-84	413	(2.2%)	98	4,291	(2.3%)	104	11,392	(2.2%)	100
85+	349	(1.8%)	107	3,894	(2.1%)	122	9,810	(1.9%)	112

Age - Male

Male Average Age	40.83		105	40.1		103	39.77		102
Male Median Age	41.37		111	40.19		108	38.72		104
0-4	542	(5.9%)	92	5,634	(6.2%)	98	15,608	(6.3%)	99
5-13	1,053	(11.4%)	99	10,522	(11.6%)	101	29,127	(11.7%)	102

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14-17	429	(4.6%)	90	4,372	(4.8%)	94	12,227	(4.9%)	95
18-21	444	(4.8%)	92	4,507	(5%)	95	12,731	(5.1%)	96
22-24	363	(3.9%)	90	3,522	(3.9%)	89	10,078	(4%)	93
25-29	587	(6.4%)	93	5,742	(6.3%)	93	16,411	(6.6%)	96
30-34	525	(5.7%)	89	5,430	(6%)	94	15,102	(6.1%)	95
35-39	496	(5.4%)	87	5,340	(5.9%)	96	14,388	(5.8%)	94
40-44	535	(5.8%)	94	5,627	(6.2%)	101	14,954	(6%)	98
45-49	576	(6.2%)	103	5,733	(6.3%)	105	15,465	(6.2%)	103
50-54	648	(7%)	115	5,955	(6.6%)	107	16,401	(6.6%)	107
55-59	682	(7.4%)	117	6,192	(6.8%)	108	17,288	(6.9%)	110
60-64	686	(7.4%)	118	6,162	(6.8%)	108	16,962	(6.8%)	108
65-69	599	(6.5%)	116	5,540	(6.1%)	110	15,044	(6%)	108
70-74	469	(5.1%)	113	4,419	(4.9%)	109	11,904	(4.8%)	107
75-79	321	(3.5%)	110	2,970	(3.3%)	104	7,953	(3.2%)	101
80-84	169	(1.8%)	98	1,715	(1.9%)	102	4,548	(1.8%)	98
85+	120	(1.3%)	115	1,291	(1.4%)	103	3,173	(1.3%)	112

Age - Female

Female Average Age	43.55		106	42.84		104	42.5		103
Female Median Age	45.92		112	43.22		106	42.92		105
0-4	511	(5.3%)	90	5,311	(5.6%)	95	14,727	(5.6%)	96
5-13	1,009	(10.4%)	98	9,916	(10.4%)	98	27,573	(10.5%)	99
14-17	412	(4.2%)	89	4,170	(4.4%)	92	11,761	(4.5%)	94
18-21	428	(4.4%)	92	4,489	(4.7%)	95	12,416	(4.7%)	96
22-24	336	(3.5%)	89	3,396	(3.6%)	92	9,674	(3.7%)	95
25-29	538	(5.5%)	90	5,345	(5.6%)	92	15,501	(5.9%)	96
30-34	467	(4.8%)	92	5,084	(5.3%)	92	14,282	(5.4%)	93
35-39	487	(5%)	85	5,280	(5.5%)	94	14,332	(5.4%)	93
40-44	538	(5.5%)	92	5,684	(6%)	99	15,546	(5.9%)	98
45-49	609	(6.3%)	104	5,819	(6.1%)	102	16,276	(6.2%)	103
50-54	707	(7.3%)	118	6,263	(6.6%)	107	17,653	(6.7%)	109
55-59	763	(7.8%)	121	6,751	(7.1%)	109	18,906	(7.2%)	111
60-64	772	(7.9%)	120	6,890	(7.2%)	109	18,980	(7.2%)	109
65-69	699	(7.2%)	117	6,384	(6.7%)	110	17,396	(6.6%)	108
70-74	580	(6%)	116	5,289	(5.6%)	108	14,266	(5.4%)	105
75-79	404	(4.2%)	107	3,895	(4.1%)	106	10,438	(4%)	102
80-84	244	(2.5%)	97	2,576	(2.7%)	105	6,844	(2.6%)	101
85+	229	(2.4%)	103	2,603	(2.7%)	120	6,637	(2.5%)	111

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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)	10,126		98,591		271,483	
Professional Specialty	2,952 (29.2%)	123	28,925 (29.3%)	124	73,325 (27%)	114
Managerial/Executive	2,240 (22.1%)	135	18,970 (19.2%)	118	50,591 (18.6%)	114
Office Admin	1,334 (13.2%)	119	11,422 (11.6%)	104	33,051 (12.2%)	110
Sales	1,188 (11.7%)	120	10,122 (10.3%)	105	27,116 (10%)	102
Production & Transportation	727 (7.2%)	55	9,048 (9.2%)	70	31,179 (11.5%)	87
Construction	580 (5.7%)	70	5,625 (5.7%)	70	16,934 (6.2%)	74
Healthcare support	384 (3.8%)	116	3,172 (3.2%)	98	8,105 (3%)	91
Personal Care	221 (2.2%)	83	3,276 (3.3%)	126	8,339 (3.1%)	117
Food Preparation & Serving	191 (1.9%)	35	3,533 (3.6%)	67	9,498 (3.5%)	66
Protective	173 (1.7%)	71	1,920 (1.9%)	89	4,944 (1.8%)	83
Building Maintenance & Cleaning	136 (1.3%)	37	2,503 (2.5%)	70	8,241 (3%)	84
Farming, Fishing & Forestry			75 (<0.5%)	12	160 (<0.5%)	9

Employment by Industry

Total Employees (16+ Years Old)	10,126	98,591	271,483
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Educational Services	3,027	(29.9%)	128	28,531	(28.9%)	124	71,953	(26.5%)	114
Wholesale Retail	1,382	(13.6%)	101	14,450	(14.7%)	109	39,846	(14.7%)	109
Financial, Insurance & Real Estate	1,104	(10.9%)	165	8,216	(8.3%)	126	23,046	(8.5%)	128
Professional Services	1,028	(10.2%)	136	9,325	(9.5%)	126	25,111	(9.2%)	124
Manufacturing	946	(9.3%)	93	6,835	(6.9%)	69	22,907	(8.4%)	84
Entertainment Services	566	(5.6%)	62	6,407	(6.5%)	72	18,396	(6.8%)	75
Transportation	515	(5.1%)	90	4,981	(5.1%)	90	15,369	(5.7%)	100
Agriculture/Mining/Construction	465	(4.6%)	53	5,056	(5.1%)	60	15,137	(5.6%)	65
Other Professional Services	405	(4%)	84	5,449	(5.5%)	116	13,199	(4.9%)	102
Public Administration	277	(2.7%)	57	3,276	(3.3%)	69	8,595	(3.2%)	66
Administrative/Waste Services	224	(2.2%)	53	2,950	(3%)	72	9,806	(3.6%)	86
Information	141	(1.4%)	74	2,977	(3%)	161	7,676	(2.8%)	151
Management Services	46	(<0.5%)	324	138	(<0.5%)	100	442	(<0.5%)	116

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Language Spoken

Speak English at Home	10,968	(61.2%)	7	104,356	(59.7%)	7	261,555	(54.2%)	70
Speak Other Language at Home	4,443	(24.8%)	306	36,779	(21%)	259	106,602	(22.1%)	273
Speak Spanish at Home	2,513	(14%)	101	33,738	(19.3%)	138	114,080	(23.7%)	170

Ancestry

Other	4,576	(24.1%)	111	46,650	(25.1%)	115	124,142	(24.2%)	111
Italian	1,799	(9.5%)	317	13,826	(7.4%)	249	37,660	(7.3%)	246
Unclassified	1,642	(8.7%)	52	16,807	(9%)	54	42,234	(8.2%)	49
Scottish/Irish	1,180	(6.2%)	92	8,882	(4.8%)	70	22,198	(4.3%)	64
Korean	1,053	(5.5%)	1308	4,166	(2.2%)	529	15,568	(3%)	716
South American	1,051	(5.5%)	519	13,737	(7.4%)	693	38,910	(7.6%)	712
South East Asian (e.g. Vietnamese)	905	(4.8%)	295	9,333	(5%)	311	18,440	(3.6%)	223
Puerto Rican	859	(4.5%)	176	8,257	(4.4%)	173	22,512	(4.4%)	171
South Central Asian (e.g. Indian)	744	(3.9%)	299	8,765	(4.7%)	360	19,605	(3.8%)	292
Other European (e.g. Greek/Russian)	712	(3.8%)	117	8,481	(4.6%)	142	25,144	(4.9%)	153
Dominican	705	(3.7%)	653	10,677	(5.7%)	1011	33,852	(6.6%)	1161

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

Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Chinese	672	(3.5%)	297	3,327	(1.8%)	150	7,629	(1.5%)	125
German	635	(3.3%)	42	6,000	(3.2%)	40	14,876	(2.9%)	36
Cuban	364	(1.9%)	292	1,678	(0.9%)	138	6,367	(1.2%)	189
Middle Eastern	305	(1.6%)	255	3,652	(2%)	312	9,320	(1.8%)	288
British	299	(1.6%)	29	2,044	(1.1%)	20	5,395	(1.1%)	19
American	255	(1.3%)	27	3,255	(1.8%)	36	8,443	(1.6%)	33
Polish	252	(1.3%)	86	3,962	(2.1%)	137	15,358	(3%)	193
Other Hispanic	236	(1.2%)	94	3,551	(1.9%)	145	9,382	(1.8%)	139
Japanese	173	(0.9%)	394	668	(<0.5%)	155	2,065	(<0.5%)	174
Mexican	164	(0.9%)	8	2,220	(1.2%)	11	16,764	(3.3%)	31
Central American	94	(<0.5%)	33	3,158	(1.7%)	115	9,729	(1.9%)	128
Scandinavian	86	(<0.5%)	23	732	(<0.5%)	20	1,692	(<0.5%)	17
French	70	(<0.5%)	29	593	(<0.5%)	25	1,641	(<0.5%)	25
Other Asian	62	(<0.5%)	106	582	(<0.5%)	101	1,466	(<0.5%)	93
Dutch	51	(<0.5%)	43	537	(<0.5%)	46	1,433	(<0.5%)	45
Native American (Indian/Eskimo)	27	(<0.5%)	18	219	(<0.5%)	15	630	(<0.5%)	15

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

Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	6	(<0.5%)	59	(<0.5%)	117	(<0.5%)

Education (Age 25+)

	1 Mile		3 Mile		5 Mile	
Total Educated Population	13,450		129,979		356,650	
Elementary (0 to 8 Years)	581	(4.3%)	6,381	(4.9%)	19,171	(5.4%)
Some High School (9 to 11 Years)	258	(1.9%)	4,863	(3.7%)	15,243	(4.3%)
High School Graduate (12 Years)	2,440	(18.1%)	28,415	(21.9%)	88,491	(24.8%)
Some College (13 to 16 Years)	2,107	(15.7%)	20,267	(15.6%)	56,109	(15.7%)
Associates Degree Only	977	(7.3%)	8,182	(6.3%)	23,449	(6.6%)
Bachelor's Degree Only	4,417	(32.8%)	37,422	(28.8%)	92,497	(25.9%)
Graduate Degree	2,670	(19.9%)	24,449	(18.8%)	61,690	(17.3%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,226	68,668	184,853
One Person Households	1,810 (25%)	18,408 (26.8%)	45,073 (24.4%)
Married Couple	3,850 (53.3%)	35,130 (51.2%)	96,668 (52.3%)
Male Householder	234 (3.2%)	2,717 (4%)	8,696 (4.7%)
Female Householder	960 (13.3%)	8,880 (12.9%)	26,570 (14.4%)
Non Family Households	372 (5.1%)	3,533 (5.1%)	7,846 (4.2%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,226	68,668	184,853
1 Person Household	1,810 (25%)	18,408 (26.8%)	45,073 (24.4%)
2 Person Household	2,179 (30.2%)	19,905 (29%)	52,158 (28.2%)
3 Person Household	1,310 (18.1%)	11,709 (17.1%)	33,491 (18.1%)
4 Person Household	1,194 (16.5%)	10,325 (15%)	30,096 (16.3%)
5 Person Household	482 (6.7%)	4,961 (7.2%)	14,371 (7.8%)
6 Person Household	154 (2.1%)	2,057 (3%)	5,767 (3.1%)
7+ Person Household	97 (1.3%)	1,303 (1.9%)	3,897 (2.1%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	7,477	71,581	192,907
Owner Occupied Housing	5,054	42,843	112,682
Renter Occupied Housing	2,172	25,825	72,171
Vacant Housing	251	2,913	8,054

Housing Rent

Average Rent	\$1,800.59	\$1,687.92	\$1,649.1
Median Rent	\$1,674.14	\$1,626.77	\$1,569.93
Total Cash Rents Housing	2,144	25,107	69,767
<\$300	22 (1%)	488 (1.9%)	1,340 (1.9%)
\$300-\$500	2 (<0.5%)	474 (1.9%)	1,618 (2.3%)
\$500-\$750	9 (<0.5%)	650 (2.6%)	2,212 (3.2%)
\$750-\$1000	92 (4.3%)	1,058 (4.2%)	3,755 (5.4%)
\$1000-\$1500	683 (31.9%)	7,765 (30.9%)	23,000 (33%)
\$1500-\$2000	758 (35.4%)	8,356 (33.3%)	21,152 (30.3%)
\$2000-\$2500	266 (12.4%)	3,739 (14.9%)	9,521 (13.6%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	126	(5.9%)	145	1,301	(5.2%)	127	3,632	(5.2%)	128
\$3000-\$3500	105	(4.9%)	246	642	(2.6%)	129	1,807	(2.6%)	30
>\$3500	81	(3.8%)	176	634	(2.5%)	118	1,730	(2.5%)	115

Value of Owner-Occupied Housing Units

Average House Value	\$647,960.99	123	\$712,337.58	135	\$725,643.27	137			
Median House Value	\$661,495.06	161	\$665,028.77	162	\$676,894.83	165			
Owner Occupied Housing	5,054		42,843		112,682				
<\$100K	24	(<0.5%)	5	742	(1.7%)	18	2,083	(1.8%)	20
\$100K - \$200K	53	(1%)	8	597	(1.4%)	10	1,211	(1.1%)	8
\$200K - \$300K	185	(3.7%)	26	1,301	(3%)	21	2,851	(2.5%)	18
\$300K - \$400K	207	(4.1%)	35	2,160	(5%)	43	5,153	(4.6%)	39
\$400K - \$500K	684	(13.5%)	142	4,917	(11.5%)	120	12,788	(11.3%)	119
\$500K - \$1000K	2,816	(55.7%)	215	24,644	(57.5%)	222	63,776	(56.6%)	219
>\$1000K	1,085	(21.5%)	137	8,482	(19.8%)	126	24,820	(22%)	141

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

Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	359	(5%)	39	5,379	(7.8%)	62	16,479	(8.9%)	71
Households Above Poverty	6,867	(95%)	109	63,289	(92.2%)	105	168,374	(91.1%)	104
Households in Poverty (Married)	110	(1.5%)	68	1,194	(1.7%)	74	3,649	(2%)	89
Households in Poverty (Male Householder)	51	(0.7%)	110	248	(<0.5%)	56	1,064	(0.6%)	90
Households in Poverty (Female Householder)	16	(<0.5%)	7	1,174	(1.7%)	56	4,916	(2.7%)	87
Households in Poverty (Non-Family)	168	(2.3%)	38	2,569	(3.7%)	62	6,386	(3.5%)	57
Households in Poverty (Non-Family Student)	14	(<0.5%)	31	194	(<0.5%)	45	464	(<0.5%)	40

Wealth per Household

Household Average Wealth	\$266,198.8		112	\$255,219.83		108	\$250,660.57		106
Household Median Wealth	\$98,359.69		125	\$89,456.13		114	\$86,397.18		110
<\$0K	1,168	(16.2%)	92	11,563	(16.8%)	96	31,528	(17.1%)	97
\$0K - \$5K	532	(7.4%)	85	5,517	(8%)	92	15,267	(8.3%)	95
\$5K - \$10K	294	(4.1%)	88	2,983	(4.3%)	94	8,179	(4.4%)	96
\$10K - \$25K	431	(6%)	93	4,224	(6.2%)	96	11,477	(6.2%)	97
\$25K - \$50K	480	(6.6%)	97	4,598	(6.7%)	98	12,410	(6.7%)	98

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Audience Profile

Jan 1 - Dec 31, 2023

Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	732	(10.1%)	99	6,905	(10.1%)	98	18,635	(10.1%)	98
\$100K - \$250K	1,344	(18.6%)	103	12,471	(18.2%)	101	33,450	(18.1%)	100
\$250K - \$500K	1,025	(14.2%)	109	9,383	(13.7%)	105	24,942	(13.5%)	103
>\$500K	1,220	(16.9%)	117	11,024	(16.1%)	111	28,965	(15.7%)	108

Vehicles per Household

Total Number of Vehicles	12,918			116,129			313,788		
Average Number of Vehicles	1.79		97	1.69		92	1.7		92
No Vehicles	452	(6.3%)	76	6,254	(9.1%)	111	18,256	(9.9%)	120
1 Vehicle	2,568	(35.5%)	110	25,513	(37.2%)	115	64,228	(34.7%)	108
2 Vehicles	2,805	(38.8%)	104	24,857	(36.2%)	97	69,579	(37.6%)	101
3 or more Vehicles	1,401	(19.4%)	87	12,044	(17.5%)	71	32,790	(17.7%)	71

Population Change

Births	200			2,047			5,862		
Deaths	175			1,625			4,445		
Migration	7			1,458			3,602		

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Audience Profile

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Paramus

270 E Rte 4, Paramus, NJ 7652

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	754	7,905	16,789
Total Employees	11,490	114,304	223,502

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