

Audience Profile

Jan 1 - Dec 31, 2023

Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	15,197		68,911		128,201	
Households	4,830		24,768		46,262	
Persons per Household	3.13	121	2.77	107	2.74	106
Household Median Income	\$78,690.54	113	\$96,677.52	139	\$116,497.87	168
Household Median Disposable Income	\$66,482.26	111	\$80,572.8	134	\$94,963.77	158
Household Median Discretionary Income	\$44,030.94	103	\$54,936.15	128	\$68,782.63	160
Average Income Per Person	\$34,531.84	93	\$45,803.09	123	\$55,547.1	149
Median Rent	\$1,765.28	139	\$1,679.35	132	\$1,745.88	138
Median House Value	\$569,971.15	139	\$602,699.77	147	\$676,349.16	165
Households in Poverty	485 (10%)	8	1,997 (8.1%)	64	2,712 (5.9%)	46
Household Median Wealth	\$74,248.01	95	\$90,090	115	\$104,051.69	32
Average Age	39.64	99	41.25	103	41.9	105
Median Age	40.3	105	41.87	109	42.68	111
Households with Children	1,866 (38.6%)	140	8,477 (34.2%)	124	15,733 (34%)	123
High School Graduate or Higher	8,405 (80.1%)	90	42,771 (88.4%)	100	83,141 (92.2%)	104

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	2,433 (23.2%)	19,598 (40.5%)	45,782 (50.8%)
Pop density (per sq mi)	4,924	2,717	1,874
Area (based on blockgroups)	3	25	68

Population

Population 2022 Q4	15,197	68,911	128,201
Population 2022 Q3	15,211	68,794	127,824
Population 2022 Q2	15,204	68,705	127,402
Population 2022 Q1	15,208	68,815	127,486
Population 2021 Q4	15,091	68,576	127,243
Population 2021 Q3	15,083	68,548	127,153
Population 2021 Q2	15,092	68,569	127,135
Population 2021 Q1	15,088	68,573	127,117
Population 2020 Q4	15,046	68,116	126,587
Population 5 Years Forecast	15,270	69,578	130,251
Population 10 Years Forecast	15,532	70,969	133,239
Persons per Household	3.13	2.77	2.74

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	65	(<0.5%)	18	293	(<0.5%)	18	1,451	(1.1%)	48
Transient Population - Average Last 4 Quarters				102	(<0.5%)	12	927	(0.7%)	58

Households

Households 2022 Q4	4,830		24,768		46,262
Households 2022 Q3	4,837		24,727		46,124
Households 2022 Q2	4,832		24,691		45,966
Households 2022 Q1	4,833		24,731		45,986
Households 2021 Q4	4,797		24,658		45,911
Households 2021 Q3	4,795		24,651		45,884
Households 2021 Q2	4,800		24,658		45,876
Households 2021 Q1	4,798		24,659		45,864
Households 2020 Q4	4,783		24,505		45,685
Households 5 Years Forecast	4,853		25,022		47,046
Households 10 Years Forecast	4,937		25,530		48,154

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	Percentage	5 Mile	Count	Percentage	Count
Male	7,736	(50.9%)	103	34,343	(49.8%)	101	63,192	(49.3%)	100
Female	7,461	(49.1%)	97	34,568	(50.2%)	99	65,009	(50.7%)	100

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	Percentage	5 Mile	Count	Percentage	Count
Hispanic (Ethnic)	7,743	(51%)	281	23,263	(33.8%)	186	28,020	(21.9%)	121
White	5,422	(35.7%)	58	36,421	(52.9%)	86	80,944	(63.1%)	103
Black	994	(6.5%)	55	2,834	(4.1%)	35	4,406	(3.4%)	29
Asian	588	(3.9%)	76	4,863	(7.1%)	139	11,761	(9.2%)	180
Other	450	(3%)	8	1,530	(2.2%)	61	3,070	(2.4%)	66

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	Percentage	5 Mile	Count	Percentage	Count
Hispanic (Ethnic)	2,090	(43.3%)	292	7,779	(31.4%)	212	9,276	(20.1%)	135
White	1,953	(40.4%)	63	13,416	(54.2%)	85	29,965	(64.8%)	101
Other	393	(8.1%)	150	1,392	(5.6%)	103	2,264	(4.9%)	90
Black	245	(5.1%)	45	758	(3.1%)	27	1,269	(2.7%)	24
Asian	149	(3.1%)	70	1,423	(5.7%)	130	3,488	(7.5%)	171

Households Income

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

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	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$108,221.07	111	\$127,125.05	131	\$152,189.47	156
Average Income Per Person	\$34,531.84	93	\$45,803.09	123	\$55,547.1	149
Household Median Income	\$78,690.54	113	\$96,677.52	139	\$116,497.87	168
<\$15K	249 (5.2%)	56	1,274 (5.1%)	56	1,816 (3.9%)	43
\$15K - \$25K	218 (4.5%)	59	1,216 (4.9%)	64	1,799 (3.9%)	51
\$25K - \$35K	403 (8.3%)	103	1,205 (4.9%)	60	2,018 (4.4%)	54
\$35K - \$50K	557 (11.5%)	101	2,158 (8.7%)	76	3,189 (6.9%)	60
\$50K - \$75K	878 (18.2%)	108	3,779 (15.3%)	90	5,520 (11.9%)	71
\$75K - \$100K	650 (13.5%)	104	3,148 (12.7%)	98	5,649 (12.2%)	94
\$100K - \$150K	915 (18.9%)	115	4,899 (19.8%)	120	8,832 (19.1%)	116
\$150K - \$175K	308 (6.4%)	121	2,047 (8.3%)	157	4,230 (9.1%)	174
\$175K - \$200K	384 (8%)	147	2,835 (11.4%)	212	6,821 (14.7%)	273
\$200K - \$250K	150 (3.1%)	83	1,233 (5%)	133	3,572 (7.7%)	207
\$250K - \$500K	65 (1.3%)	84	529 (2.1%)	134	1,534 (3.3%)	208
>\$500K	53 (1.1%)	8	445 (1.8%)	35	1,282 (2.8%)	208

Disposable Households Income

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

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	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$78,917.03	107	\$90,304.02	122	\$103,255.23	140
Household Median Disposable Income	\$66,482.26	111	\$80,572.8	134	\$94,963.77	158
<\$15K	262 (5.4%)	54	1,346 (5.4%)	55	1,940 (4.2%)	42
\$15K - \$25K	314 (6.5%)	72	1,590 (6.4%)	71	2,304 (5%)	55
\$25K - \$35K	519 (10.7%)	116	1,541 (6.2%)	67	2,558 (5.5%)	60
\$35K - \$50K	512 (10.6%)	71	2,392 (9.7%)	72	3,572 (7.7%)	57
\$50K - \$75K	1,087 (22.5%)	122	4,626 (18.7%)	101	7,358 (15.9%)	86
\$75K - \$100K	684 (14.2%)	102	3,795 (15.3%)	110	6,572 (14.2%)	102
\$100K - \$150K	918 (19%)	121	5,512 (22.3%)	142	11,326 (24.5%)	156
\$150K - \$175K	333 (6.9%)	143	2,302 (9.3%)	193	5,813 (12.6%)	261
\$175K - \$200K	50 (1%)	66	447 (1.8%)	116	1,300 (2.8%)	180
\$200K - \$250K	61 (1.3%)	83	489 (2%)	129	1,415 (3.1%)	201
\$250K - \$500K	82 (1.7%)	8	668 (2.7%)	129	1,932 (4.2%)	199
>\$500K	8 (<0.5%)	90	60 (<0.5%)	132	172 (<0.5%)	203

Discretionary Households Income

Household Average Discretionary Income	\$51,774.68	100	\$62,663.42	121	\$73,638.47	142
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Household Median Discretionary Income	\$44,030.94	103	\$54,936.15	128	\$68,782.63	160
<\$10K	277 (5.7%)	56	1,405 (5.7%)	56	1,910 (4.1%)	40
\$10K - \$20K	619 (12.8%)	99	2,287 (9.2%)	71	3,247 (7%)	54
\$20K - \$30K	604 (12.5%)	100	2,320 (9.4%)	75	3,653 (7.9%)	63
\$30K - \$40K	661 (13.7%)	121	2,605 (10.5%)	93	3,753 (8.1%)	71
\$40K - \$50K	574 (11.9%)	124	2,746 (11.1%)	116	3,984 (8.6%)	90
\$50K - \$75K	942 (19.5%)	108	4,740 (19.1%)	106	8,530 (18.4%)	102
\$75K - \$100K	632 (13.1%)	124	3,511 (14.2%)	134	7,046 (15.2%)	144
\$100K - \$125K	334 (6.9%)	102	3,410 (13.8%)	203	8,197 (17.7%)	262
\$125K - \$150K	187 (3.9%)	88	1,212 (4.9%)	111	3,614 (7.8%)	177
>\$150K			532 (2.1%)	85	2,328 (5%)	200

Households Income by Ethnicity

Average Income - White	\$96,245.66	110	\$110,326.63	127	\$119,912.68	138
Median Income - White	\$88,820.2	117	\$109,703.9	144	\$125,912.89	166
Average Income - Black	\$109,188.97	178	\$95,973.06	157	\$98,790.05	161
Median Income - Black	\$117,499.3	245	\$90,277.16	189	\$93,828.36	196

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$119,226.55 (115)	\$117,543.74 (113)	\$136,184.66 (31)
Median Income - Asian	\$131,770.56 (33)	\$124,940.04 (126)	\$151,649.35 (153)
Average Income - Hispanic	\$79,887.77 (112)	\$85,216.97 (120)	\$90,947.88 (128)
Median Income - Hispanic	\$70,335.13 (119)	\$74,612.87 (126)	\$82,245.24 (139)
Average Income - Other	\$89,928.8 (114)	\$102,142.91 (129)	\$113,256.63 (143)
Median Income - Other	\$84,374.62 (125)	\$98,274.93 (146)	\$118,509.89 (176)

Age

Average Age	39.64 (99)	41.25 (103)	41.9 (105)
Median Age	40.3 (105)	41.87 (109)	42.68 (111)
0-4	931 (6.1%) (101)	3,957 (5.7%) (94)	6,849 (5.3%) (88)
5-13	1,761 (11.6%) (105)	7,613 (11%) (100)	13,380 (10.4%) (95)
14-17	753 (5%) (100)	3,212 (4.7%) (94)	5,988 (4.7%) (94)
18-21	719 (4.7%) (7)	3,235 (4.7%) (7)	6,576 (5.1%) (85)
22-24	535 (3.5%) (86)	2,532 (3.7%) (89)	5,208 (4.1%) (99)
25-29	897 (5.9%) (91)	4,163 (6%) (93)	8,233 (6.4%) (99)
30-34	922 (6.1%) (99)	3,835 (5.6%) (91)	6,879 (5.4%) (88)

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35-39	1,002	(6.6%)	110	3,895	(5.7%)	94	6,325	(4.9%)	8
40-44	1,051	(6.9%)	114	4,313	(6.3%)	103	6,968	(5.4%)	89
45-49	1,055	(6.9%)	115	4,499	(6.5%)	109	7,762	(6.1%)	101
50-54	1,118	(7.4%)	120	4,915	(7.1%)	116	9,134	(7.1%)	116
55-59	1,148	(7.6%)	118	5,208	(7.6%)	118	10,179	(7.9%)	124
60-64	1,018	(6.7%)	104	4,952	(7.2%)	111	9,889	(7.7%)	119
65-69	814	(5.4%)	92	4,228	(6.1%)	105	8,483	(6.6%)	113
70-74	626	(4.1%)	86	3,342	(4.8%)	101	6,703	(5.2%)	109
75-79	418	(2.8%)	7	2,365	(3.4%)	97	4,642	(3.6%)	103
80-84	245	(1.6%)	72	1,468	(2.1%)	96	2,783	(2.2%)	97
85+	184	(1.2%)	71	1,179	(1.7%)	100	2,220	(1.7%)	101

Age - Male

Male Average Age	38.78		100	40.08		103	40.66		105
Male Median Age	38.6		104	40.65		110	41.08		111
0-4	479	(6.2%)	98	2,036	(5.9%)	93	3,525	(5.6%)	88
5-13	903	(11.7%)	102	3,909	(11.4%)	99	6,882	(10.9%)	95

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14-17	380	(4.9%)	96	1,637	(4.8%)	93	3,076	(4.9%)	95
18-21	367	(4.7%)	92	1,656	(4.8%)	97	3,354	(5.3%)	85
22-24	281	(3.6%)	83	1,309	(3.8%)	88	2,662	(4.2%)	97
25-29	473	(6.1%)	89	2,167	(6.3%)	92	4,248	(6.7%)	98
30-34	492	(6.4%)	100	2,025	(5.9%)	92	3,598	(5.7%)	89
35-39	548	(7.1%)	115	2,065	(6%)	98	3,299	(5.2%)	85
40-44	567	(7.3%)	119	2,254	(6.6%)	107	3,538	(5.6%)	91
45-49	553	(7.1%)	118	2,268	(6.6%)	109	3,794	(6%)	99
50-54	588	(7.6%)	121	2,466	(7.2%)	117	4,458	(7.1%)	115
55-59	599	(7.7%)	122	2,609	(7.6%)	120	4,982	(7.9%)	120
60-64	503	(6.5%)	103	2,395	(7%)	111	4,763	(7.5%)	120
65-69	382	(4.9%)	89	2,016	(5.9%)	106	4,043	(6.4%)	115
70-74	288	(3.7%)	83	1,565	(4.6%)	102	3,117	(4.9%)	110
75-79	181	(2.3%)	72	1,025	(3%)	95	2,030	(3.2%)	102
80-84	91	(1.2%)	63	571	(1.7%)	89	1,116	(1.8%)	95
85+	61	(0.8%)	70	370	(1.1%)	95	707	(1.1%)	99

Age - Female

Female Average Age	40.53		98	42.41		103	43.1		104
Female Median Age	41.1		101	43.2		106	45.28		111
0-4	452	(6.1%)	103	1,921	(5.6%)	95	3,324	(5.1%)	87
5-13	858	(11.5%)	109	3,704	(10.7%)	101	6,498	(10%)	94
14-17	373	(5%)	105	1,575	(4.6%)	96	2,912	(4.5%)	94
18-21	352	(4.7%)	90	1,579	(4.6%)	97	3,222	(5%)	85
22-24	254	(3.4%)	88	1,223	(3.5%)	92	2,546	(3.9%)	101
25-29	424	(5.7%)	93	1,996	(5.8%)	94	3,985	(6.1%)	100
30-34	430	(5.8%)	99	1,810	(5.2%)	90	3,281	(5%)	87
35-39	454	(6.1%)	104	1,830	(5.3%)	90	3,026	(4.7%)	97
40-44	484	(6.5%)	108	2,059	(6%)	99	3,430	(5.3%)	88
45-49	502	(6.7%)	112	2,231	(6.5%)	108	3,968	(6.1%)	102
50-54	530	(7.1%)	116	2,449	(7.1%)	115	4,676	(7.2%)	117
55-59	549	(7.4%)	113	2,599	(7.5%)	116	5,197	(8%)	123
60-64	515	(6.9%)	104	2,557	(7.4%)	112	5,126	(7.9%)	119
65-69	432	(5.8%)	95	2,212	(6.4%)	105	4,440	(6.8%)	112
70-74	338	(4.5%)	88	1,777	(5.1%)	100	3,586	(5.5%)	107
75-79	237	(3.2%)	72	1,340	(3.9%)	100	2,612	(4%)	104
80-84	154	(2.1%)	63	897	(2.6%)	100	1,667	(2.6%)	99
85+	123	(1.6%)	70	809	(2.3%)	103	1,513	(2.3%)	102

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

























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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	8,323	38,128	70,522
Production & Transportation	1,830 (22%) 	5,080 (13.3%) 	6,605 (9.4%) 
Professional Specialty	1,251 (15%) 	9,006 (23.6%) 	19,954 (28.3%) 
Managerial/Executive	1,246 (15%) 	7,524 (19.7%) 	16,386 (23.2%) 
Office Admin	1,058 (12.7%) 	4,163 (10.9%) 	7,123 (10.1%) 
Building Maintenance & Cleaning	941 (11.3%) 	2,360 (6.2%) 	2,993 (4.2%) 
Construction	704 (8.5%) 	2,633 (6.9%) 	4,157 (5.9%) 
Sales	658 (7.9%) 	3,399 (8.9%) 	6,933 (9.8%) 
Food Preparation & Serving	206 (2.5%) 	1,349 (3.5%) 	1,952 (2.8%) 
Healthcare support	175 (2.1%) 	993 (2.6%) 	1,295 (1.8%) 
Personal Care	168 (2%) 	870 (2.3%) 	1,779 (2.5%) 
Protective	86 (1%) 	679 (1.8%) 	1,273 (1.8%) 
Farming, Fishing & Forestry		72 (<0.5%) 	72 (<0.5%) 

Employment by Industry

Total Employees (16+ Years Old)	8,323	38,128	70,522
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Wholesale Retail	1,399	(16.8%)	5,266	(13.8%)	8,715	(12.4%)
Educational Services	1,392	(16.7%)	8,470	(22.2%)	16,708	(23.7%)
Manufacturing	1,144	(13.7%)	4,749	(12.5%)	8,091	(11.5%)
Administrative/Waste Services	890	(10.7%)	2,685	(7%)	3,715	(5.3%)
Transportation	769	(9.2%)	2,358	(6.2%)	3,465	(4.9%)
Financial, Insurance & Real Estate	758	(9.1%)	2,845	(7.5%)	6,253	(8.9%)
Agriculture/Mining/Construction	659	(7.9%)	2,734	(7.2%)	4,085	(5.8%)
Other Professional Services	478	(5.7%)	1,650	(4.3%)	2,928	(4.2%)
Entertainment Services	389	(4.7%)	2,444	(6.4%)	4,311	(6.1%)
Professional Services	269	(3.2%)	2,968	(7.8%)	7,725	(11%)
Information	93	(1.1%)	675	(1.8%)	1,952	(2.8%)
Public Administration	63	(0.8%)	1,210	(3.2%)	2,421	(3.4%)
Management Services	20	(<0.5%)	74	(<0.5%)	153	(<0.5%)

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Language Spoken

Language Spoken	1 Mile	3 Mile	5 Mile
Speak English at Home	6,818 (47.8%)	37,663 (58%)	81,421 (67.1%)
Speak Spanish at Home	6,456 (45.3%)	21,504 (33.1%)	25,954 (21.4%)
Speak Other Language at Home	992 (7%)	5,787 (8.9%)	13,977 (11.5%)

Ancestry

Ancestry	1 Mile	3 Mile	5 Mile
Other	3,022 (19.9%)	13,628 (19.8%)	24,089 (18.8%)
South American	2,692 (17.7%)	8,581 (12.5%)	10,256 (8%)
Central American	1,984 (13.1%)	4,535 (6.6%)	5,163 (4%)
Puerto Rican	1,125 (7.4%)	3,653 (5.3%)	4,582 (3.6%)
Mexican	1,100 (7.2%)	2,986 (4.3%)	3,573 (2.8%)
Unclassified	859 (5.7%)	5,095 (7.4%)	11,246 (8.8%)
Italian	690 (4.5%)	5,800 (8.4%)	12,967 (10.1%)
Scottish/Irish	686 (4.5%)	4,405 (6.4%)	11,373 (8.9%)
Other Hispanic	586 (3.9%)	1,903 (2.8%)	2,355 (1.8%)
German	520 (3.4%)	3,137 (4.6%)	7,688 (6%)
South Central Asian (e.g. Indian)	252 (1.7%)	2,079 (3%)	5,663 (4.4%)

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Audience Profile

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Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Other European (e.g. Greek/Russian)	234	(1.5%)	2,434	(3.5%)	6,386	(5%)
British	231	(1.5%)	1,826	(2.6%)	4,482	(3.5%)
American	229	(1.5%)	1,118	(1.6%)	2,387	(1.9%)
Polish	206	(1.4%)	1,559	(2.3%)	3,730	(2.9%)
Dominican	183	(1.2%)	1,197	(1.7%)	1,433	(1.1%)
South East Asian (e.g. Vietnamese)	118	(0.8%)	1,264	(1.8%)	1,920	(1.5%)
Chinese	115	(0.8%)	939	(1.4%)	3,018	(2.4%)
Scandinavian	82	(0.5%)	710	(1%)	1,539	(1.2%)
Cuban	73	(<0.5%)	408	(0.6%)	658	(0.5%)
Korean	52	(<0.5%)	275	(<0.5%)	586	(<0.5%)
Other Asian	51	(<0.5%)	293	(<0.5%)	501	(<0.5%)
French	39	(<0.5%)	332	(<0.5%)	732	(0.6%)
Middle Eastern	29	(<0.5%)	407	(0.6%)	1,011	(0.8%)
Dutch	17	(<0.5%)	240	(<0.5%)	627	(<0.5%)
Native American (Indian/Eskimo)	14	(<0.5%)	76	(<0.5%)	133	(<0.5%)
Hawaiian/Pacific Islander	8	(<0.5%)	18	(<0.5%)	30	(<0.5%)

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Rockaway River Commons

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Japanese	13 (<0.5%)	8 (<0.5%)	73 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	10,498	48,362	90,200
Elementary (0 to 8 Years)	1,164 (11.1%)	3,598 (7.4%)	4,187 (4.6%)
Some High School (9 to 11 Years)	929 (8.8%)	1,993 (4.1%)	2,872 (3.2%)
High School Graduate (12 Years)	3,330 (31.7%)	11,888 (24.6%)	18,225 (20.2%)
Some College (13 to 16 Years)	1,932 (18.4%)	8,115 (16.8%)	13,294 (14.7%)
Associates Degree Only	710 (6.8%)	3,170 (6.6%)	5,840 (6.5%)
Bachelor's Degree Only	1,598 (15.2%)	12,412 (25.7%)	26,457 (29.3%)
Graduate Degree	835 (8%)	7,186 (14.9%)	19,325 (21.4%)

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Audience Profile

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Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	4,830	24,768	46,262
One Person Households	873 (18.1%)	5,894 (23.8%)	10,513 (22.7%)
Married Couple	3,010 (62.3%)	13,966 (56.4%)	27,711 (59.9%)
Male Householder	226 (4.7%)	1,080 (4.4%)	1,742 (3.8%)
Female Householder	587 (12.2%)	2,748 (11.1%)	4,314 (9.3%)
Non Family Households	134 (2.8%)	1,080 (4.4%)	1,982 (4.3%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	4,830	24,768	46,262
1 Person Household	873 (18.1%)	5,894 (23.8%)	10,513 (22.7%)
2 Person Household	1,224 (25.3%)	7,177 (29%)	13,867 (30%)
3 Person Household	921 (19.1%)	4,317 (17.4%)	8,194 (17.7%)
4 Person Household	862 (17.8%)	4,087 (16.5%)	8,123 (17.6%)
5 Person Household	523 (10.8%)	1,935 (7.8%)	3,541 (7.7%)
6 Person Household	221 (4.6%)	733 (3%)	1,189 (2.6%)
7+ Person Household	206 (4.3%)	625 (2.5%)	835 (1.8%)

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Audience Profile

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Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	5,021	25,722	48,010
Owner Occupied Housing	2,979	16,642	34,606
Renter Occupied Housing	1,851	8,126	11,656
Vacant Housing	191	954	1,748

Housing Rent

Average Rent	\$1,795.31	\$1,682.84	\$1,785.43
Median Rent	\$1,765.28	\$1,679.35	\$1,745.88
Total Cash Rents Housing	1,779	7,926	11,366
<\$300	19 (1.1%)	193 (2.4%)	294 (2.6%)
\$300-\$500	50 (2.8%)	245 (3.1%)	300 (2.6%)
\$500-\$750	39 (2.2%)	169 (2.1%)	231 (2%)
\$750-\$1000	79 (4.4%)	259 (3.3%)	400 (3.5%)
\$1000-\$1500	416 (23.4%)	2,013 (25.4%)	2,487 (21.9%)
\$1500-\$2000	540 (30.4%)	3,022 (38.1%)	4,008 (35.3%)
\$2000-\$2500	398 (22.4%)	1,339 (16.9%)	2,004 (17.6%)

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile			
\$2500-\$3000	141	(7.9%)	195	418	(5.3%)	932	(8.2%)	202
\$3000-\$3500	69	(3.9%)	195	186	(2.3%)	445	(3.9%)	197
>\$3500	28	(1.6%)	72	82	(1%)	265	(2.3%)	109

Value of Owner-Occupied Housing Units

Average House Value	\$491,982.62	93	\$522,154.45	99	\$662,959.93	126			
Median House Value	\$569,971.15	139	\$602,699.77	147	\$676,349.16	165			
Owner Occupied Housing	2,979		16,642		34,606				
<\$100K	90	(3%)	32	342	(2.1%)	22	461	(1.3%)	14
\$100K - \$200K	30	(1%)	7	220	(1.3%)	10	283	(0.8%)	6
\$200K - \$300K	253	(8.5%)	60	752	(4.5%)	32	1,218	(3.5%)	25
\$300K - \$400K	288	(9.7%)	83	1,279	(7.7%)	66	2,015	(5.8%)	50
\$400K - \$500K	489	(16.4%)	172	2,700	(16.2%)	170	3,928	(11.4%)	119
\$500K - \$1000K	1,429	(48%)	185	8,969	(53.9%)	208	18,848	(54.5%)	210
>\$1000K	400	(13.4%)	86	2,380	(14.3%)	91	7,853	(22.7%)	145

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Rockaway River Commons

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	485	(10%)	8	1,997	(8.1%)	64	2,712	(5.9%)	46
Households Above Poverty	4,345	(90%)	103	22,771	(91.9%)	105	43,550	(94.1%)	108
Households in Poverty (Married)	163	(3.4%)	152	644	(2.6%)	117	808	(1.7%)	7
Households in Poverty (Male Householder)				111	(<0.5%)	70	111	(<0.5%)	37
Households in Poverty (Female Householder)	136	(2.8%)	92	506	(2%)	66	731	(1.6%)	51
Households in Poverty (Non-Family)	177	(3.7%)	60	688	(2.8%)	46	994	(2.1%)	35
Households in Poverty (Non-Family Student)	9	(<0.5%)	30	48	(<0.5%)	31	68	(<0.5%)	24

Wealth per Household

Household Average Wealth	\$230,973.08	97	\$253,976.3	107	\$271,554.19	114			
Household Median Wealth	\$74,248.01	95	\$90,090	115	\$104,051.69	32			
<\$0K	859	(17.8%)	101	4,119	(16.6%)	95	7,258	(15.7%)	89
\$0K - \$5K	436	(9%)	104	1,967	(7.9%)	91	3,274	(7.1%)	8
\$5K - \$10K	228	(4.7%)	102	1,066	(4.3%)	93	1,836	(4%)	86
\$10K - \$25K	315	(6.5%)	102	1,527	(6.2%)	96	2,727	(5.9%)	92
\$25K - \$50K	335	(6.9%)	101	1,674	(6.8%)	99	3,083	(6.7%)	97

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	499	(10.3%)	2,533	(10.2%)	4,718	(10.2%)
\$100K - \$250K	866	(17.9%)	4,557	(18.4%)	8,700	(18.8%)
\$250K - \$500K	618	(12.8%)	3,399	(13.7%)	6,664	(14.4%)
>\$500K	674	(14%)	3,926	(15.9%)	8,002	(17.3%)

Vehicles per Household

Total Number of Vehicles	9,028	46,287	90,959
Average Number of Vehicles	1.87	1.87	1.97
No Vehicles	539 (11.2%)	1,660 (6.7%)	2,306 (5%)
1 Vehicle	1,317 (27.3%)	8,104 (32.7%)	13,700 (29.6%)
2 Vehicles	1,805 (37.4%)	9,330 (37.7%)	18,760 (40.6%)
3 or more Vehicles	1,169 (24.2%)	5,674 (22.9%)	11,496 (24.8%)

Population Change

Births	167	752	1,410
Deaths	111	587	1,115
Migration	50	170	663

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Rockaway River Commons

437 US-46 East, Rockaway Township, NJ 07801

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	391	2,275	4,469
Total Employees	6,205	33,696	72,432

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