

# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	17,441		169,611		596,764	
Households	7,174		63,380		217,035	
Persons per Household	2.43	94	2.66	103	2.73	106
Household Median Income	\$96,196.94	138	\$90,987.59	131	\$79,279.04	114
Household Median Disposable Income	\$80,165.84	133	\$76,419.59	127	\$66,902.36	111
Household Median Discretionary Income	\$54,703.01	127	\$50,982.89	119	\$42,507.04	99
Average Income Per Person	\$46,014.03	123	\$42,871.92	115	\$37,397.67	100
Median Rent	\$1,657.67	131	\$1,485.07	117	\$1,512.89	119
Median House Value	\$708,269.66	172	\$656,861.93	160	\$603,351.48	147
Households in Poverty	445 (6.2%)	49	6,507 (10.3%)	8	25,265 (11.6%)	92
Household Median Wealth	\$75,808.2	97	\$78,840.75	100	\$69,124.01	88
Average Age	40.72	102	40.23	100	39.83	99
Median Age	41.67	108	40.69	106	40.26	105
Households with Children	1,626 (22.7%)	8	19,453 (30.7%)	111	63,325 (29.2%)	106
High School Graduate or Higher	11,322 (92.7%)	105	103,749 (89.2%)	101	349,158 (85.2%)	96

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	5,481 (44.9%)	45,901 (39.5%)	133,567 (32.6%)
Pop density (per sq mi)	2,030	5,926	8,220
Area (based on blockgroups)	9	29	73

### Population

Population 2022 Q4	17,441	169,611	596,764
Population 2022 Q3	17,460	169,110	594,581
Population 2022 Q2	17,464	168,981	595,121
Population 2022 Q1	17,488	169,274	596,376
Population 2021 Q4	17,493	169,532	597,417
Population 2021 Q3	17,344	169,552	597,929
Population 2021 Q2	17,313	169,757	599,350
Population 2021 Q1	17,339	170,194	600,802
Population 2020 Q4	17,414	170,761	601,618
Population 5 Years Forecast	17,864	173,452	602,116
Population 10 Years Forecast	18,289	177,149	610,109
Persons per Household	2.43	2.66	2.73

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	38	(<0.5%)	9	743	(<0.5%)	19	3,507	(0.6%)	25
Transient Population - Average Last 4 Quarters	1,565	(9%)	726	4,681	(2.8%)	223	5,480	(0.9%)	74

### Households

Households 2022 Q4	7,174		63,380		217,035
Households 2022 Q3	7,182		63,193		216,214
Households 2022 Q2	7,184		63,141		216,388
Households 2022 Q1	7,193		63,252		216,844
Households 2021 Q4	7,195		63,357		217,244
Households 2021 Q3	7,136		63,360		217,468
Households 2021 Q2	7,122		63,430		217,986
Households 2021 Q1	7,134		63,592		218,522
Households 2020 Q4	7,164		63,814		218,869
Households 5 Years Forecast	7,358		64,882		219,196
Households 10 Years Forecast	7,536		66,310		222,260

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### Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	8,629	(49.5%)	101	82,757 (48.8%)	99
Female	8,812	(50.5%)	99	86,854 (51.2%)	101

### Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	10,631	(61%)	99	92,998 (54.8%)	89
Hispanic (Ethnic)	3,177	(18.2%)	100	48,856 (28.8%)	159
Asian	2,270	(13%)	256	18,069 (10.7%)	210
Black	770	(4.4%)	37	6,534 (3.9%)	33
Other	593	(3.4%)	94	3,154 (1.9%)	51

### Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	4,139	(57.7%)	90	32,725 (51.6%)	8
Hispanic (Ethnic)	1,516	(21.1%)	142	19,061 (30.1%)	203
Asian	772	(10.8%)	244	6,021 (9.5%)	216
Other	433	(6%)	111	2,841 (4.5%)	8
Black	314	(4.4%)	39	2,732 (4.3%)	38

### Households Income

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

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Household Average Income	\$111,595.72	115	\$114,324.73	117	\$102,373.65	105
Average Income Per Person	\$46,014.03	123	\$42,871.92	115	\$37,397.67	100
Household Median Income	\$96,196.94	138	\$90,987.59	131	\$79,279.04	114
<\$15K	334 (4.7%)	51	4,290 (6.8%)	74	16,439 (7.6%)	83
\$15K - \$25K	610 (8.5%)	111	3,700 (5.8%)	76	15,963 (7.4%)	96
\$25K - \$35K	244 (3.4%)	42	3,547 (5.6%)	69	15,102 (7%)	86
\$35K - \$50K	506 (7.1%)	62	5,528 (8.7%)	76	20,887 (9.6%)	84
\$50K - \$75K	1,150 (16%)	95	9,331 (14.7%)	87	34,816 (16%)	95
\$75K - \$100K	851 (11.9%)	91	7,892 (12.5%)	96	27,448 (12.6%)	98
\$100K - \$150K	1,654 (23.1%)	140	12,305 (19.4%)	118	40,431 (18.6%)	113
\$150K - \$175K	598 (8.3%)	159	5,056 (8%)	152	14,732 (6.8%)	129
\$175K - \$200K	424 (5.9%)	110	5,220 (8.2%)	153	13,322 (6.1%)	114
\$200K - \$250K	449 (6.3%)	168	3,646 (5.8%)	154	10,026 (4.6%)	124
\$250K - \$500K	191 (2.7%)	167	1,561 (2.5%)	155	4,281 (2%)	124
>\$500K	163 (2.3%)	170	1,304 (2.1%)	154	3,588 (1.7%)	124

### 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	\$89,118.56	120	\$87,457.02	118	\$79,550.36	108
Household Median Disposable Income	\$80,165.84	33	\$76,419.59	127	\$66,902.36	111
<\$15K	399 (5.6%)	56	4,633 (7.3%)	73	17,796 (8.2%)	8
\$15K - \$25K	622 (8.7%)	96	4,284 (6.8%)	75	19,091 (8.8%)	97
\$25K - \$35K	363 (5.1%)	55	4,838 (7.6%)	8	18,211 (8.4%)	90
\$35K - \$50K	702 (9.8%)	73	6,589 (10.4%)	77	25,303 (11.7%)	87
\$50K - \$75K	1,276 (17.8%)	96	10,763 (17%)	92	39,320 (18.1%)	98
\$75K - \$100K	1,298 (18.1%)	130	10,115 (16%)	115	33,171 (15.3%)	110
\$100K - \$150K	1,534 (21.4%)	136	12,554 (19.8%)	126	39,328 (18.1%)	115
\$150K - \$175K	369 (5.1%)	107	4,700 (7.4%)	154	11,356 (5.2%)	109
\$175K - \$200K	165 (2.3%)	148	1,319 (2.1%)	134	3,612 (1.7%)	107
\$200K - \$250K	179 (2.5%)	164	1,443 (2.3%)	149	3,952 (1.8%)	119
\$250K - \$500K	246 (3.4%)	164	1,967 (3.1%)	148	5,413 (2.5%)	119
>\$500K	21 (<0.5%)	160	175 (<0.5%)	151	482 (<0.5%)	121

### Discretionary Households Income

Household Average Discretionary Income	\$59,718.75	115	\$58,334.17	113	\$51,059.04	99
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Household Median Discretionary Income	\$54,703.01	127	\$50,982.89	119	\$42,507.04	99
<\$10K	399 (5.6%)	54	5,725 (9%)	88	23,143 (10.7%)	104
\$10K - \$20K	831 (11.6%)	89	6,898 (10.9%)	84	29,595 (13.6%)	105
\$20K - \$30K	578 (8.1%)	64	6,181 (9.8%)	74	25,897 (11.9%)	95
\$30K - \$40K	811 (11.3%)	100	6,688 (10.6%)	93	24,563 (11.3%)	100
\$40K - \$50K	682 (9.5%)	99	5,640 (8.9%)	93	21,060 (9.7%)	101
\$50K - \$75K	1,671 (23.3%)	129	12,439 (19.6%)	109	40,237 (18.5%)	103
\$75K - \$100K	1,054 (14.7%)	139	8,331 (13.1%)	124	24,642 (11.4%)	107
\$100K - \$125K	537 (7.5%)	111	6,447 (10.2%)	150	16,084 (7.4%)	109
\$125K - \$150K	576 (8%)	182	4,329 (6.8%)	155	9,977 (4.6%)	104
>\$150K	35 (<0.5%)	19	702 (1.1%)	44	1,837 (0.8%)	34

### Households Income by Ethnicity

Average Income - White	\$103,204.8	118	\$104,043.47	119	\$95,873.68	110
Median Income - White	\$100,326.08	32	\$100,749.72	33	\$88,615.66	117
Average Income - Black	\$53,260.17	87	\$67,608.37	110	\$76,027.73	124
Median Income - Black	\$45,147.03	94	\$56,482.87	118	\$62,983.93	32

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$113,589.44 (110)	\$118,770.59 (115)	\$110,787.21 (107)
Median Income - Asian	\$118,677.42 (120)	\$122,756.39 (124)	\$110,232.38 (111)
Average Income - Hispanic	\$92,880.65 (130)	\$84,703.16 (119)	\$80,469.21 (113)
Median Income - Hispanic	\$88,499.46 (150)	\$74,182.27 (126)	\$69,226.56 (117)
Average Income - Other	\$103,454.58 (131)	\$101,883.11 (129)	\$93,884.07 (119)
Median Income - Other	\$104,732.82 (155)	\$94,176.94 (140)	\$85,860.22 (127)

## Age

Average Age	40.72 (102)	40.23 (100)	39.83 (99)
Median Age	41.67 (108)	40.69 (106)	40.26 (105)
0-4	1,147 (6.6%) (108)	10,828 (6.4%) (105)	39,120 (6.6%) (108)
5-13	2,126 (12.2%) (111)	20,258 (11.9%) (108)	72,168 (12.1%) (110)
14-17	729 (4.2%) (85)	8,324 (4.9%) (99)	28,857 (4.8%) (98)
18-21	673 (3.9%) (64)	8,031 (4.7%) (71)	26,578 (4.5%) (74)
22-24	548 (3.1%) (72)	5,880 (3.5%) (84)	20,135 (3.4%) (81)
25-29	908 (5.2%) (81)	9,682 (5.7%) (88)	34,135 (5.7%) (88)
30-34	949 (5.4%) (89)	9,503 (5.6%) (92)	35,499 (5.9%) (98)

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35-39	1,092	(6.3%)	104	10,307	(6.1%)	101	39,180	(6.6%)	109
40-44	1,312	(7.5%)	124	11,553	(6.8%)	112	42,427	(7.1%)	117
45-49	1,312	(7.5%)	125	11,587	(6.8%)	114	41,299	(6.9%)	115
50-54	1,184	(6.8%)	111	11,213	(6.6%)	108	39,305	(6.6%)	107
55-59	1,184	(6.8%)	106	11,176	(6.6%)	103	38,978	(6.5%)	102
60-64	1,189	(6.8%)	106	11,085	(6.5%)	101	38,000	(6.4%)	99
65-69	1,027	(5.9%)	101	10,030	(5.9%)	101	33,812	(5.7%)	97
70-74	817	(4.7%)	97	8,163	(4.8%)	100	27,093	(4.5%)	94
75-79	581	(3.3%)	95	5,679	(3.3%)	95	18,889	(3.2%)	90
80-84	360	(2.1%)	93	3,456	(2%)	91	11,680	(2%)	88
85+	303	(1.7%)	101	2,856	(1.7%)	98	9,609	(1.6%)	94

### Age - Male

Male Average Age	39.66		102	38.97		100	38.52		99
Male Median Age	40.82		110	38.44		104	38		102
0-4	589	(6.8%)	108	5,562	(6.7%)	106	20,119	(6.9%)	108
5-13	1,091	(12.6%)	110	10,397	(12.6%)	110	37,172	(12.7%)	111

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14-17	364	(4.2%)	98	4,230	(5.1%)	100	14,770	(5%)	98
18-21	343	(4%)	64	4,098	(5%)	77	13,522	(4.6%)	77
22-24	288	(3.3%)	72	2,993	(3.6%)	83	10,343	(3.5%)	83
25-29	473	(5.5%)	95	4,920	(5.9%)	87	17,612	(6%)	88
30-34	486	(5.6%)	88	4,814	(5.8%)	91	18,320	(6.2%)	98
35-39	548	(6.4%)	103	5,082	(6.1%)	100	19,789	(6.7%)	110
40-44	648	(7.5%)	122	5,601	(6.8%)	110	21,076	(7.2%)	117
45-49	655	(7.6%)	92	5,666	(6.8%)	113	20,620	(7%)	116
50-54	599	(6.9%)	113	5,488	(6.6%)	108	19,504	(6.6%)	109
55-59	590	(6.8%)	108	5,431	(6.6%)	104	19,000	(6.5%)	102
60-64	578	(6.7%)	106	5,313	(6.4%)	102	18,070	(6.2%)	98
65-69	503	(5.8%)	105	4,717	(5.7%)	102	15,660	(5.3%)	96
70-74	388	(4.5%)	101	3,709	(4.5%)	100	12,160	(4.1%)	93
75-79	250	(2.9%)	92	2,465	(3%)	95	8,080	(2.8%)	87
80-84	135	(1.6%)	84	1,359	(1.6%)	88	4,570	(1.6%)	84
85+	101	(1.2%)	103	912	(1.1%)	97	3,026	(1%)	91

### Age - Female

Female Average Age	41.77		101	41.42		100	41.1		100
Female Median Age	42.51		104	41.82		102	41.43		101
0-4	558	(6.3%)	108	5,266	(6.1%)	104	19,001	(6.3%)	107
5-13	1,035	(11.7%)	111	9,861	(11.4%)	107	34,996	(11.5%)	109
14-17	365	(4.1%)	87	4,094	(4.7%)	99	14,087	(4.6%)	98
18-21	330	(3.7%)	64	3,933	(4.5%)	77	13,056	(4.3%)	77
22-24	260	(3%)	72	2,887	(3.3%)	86	9,792	(3.2%)	83
25-29	435	(4.9%)	95	4,762	(5.5%)	89	16,523	(5.4%)	89
30-34	463	(5.3%)	90	4,689	(5.4%)	93	17,179	(5.7%)	97
35-39	544	(6.2%)	105	5,225	(6%)	102	19,391	(6.4%)	109
40-44	664	(7.5%)	122	5,952	(6.9%)	114	21,351	(7%)	117
45-49	657	(7.5%)	92	5,921	(6.8%)	114	20,679	(6.8%)	114
50-54	585	(6.6%)	108	5,725	(6.6%)	107	19,801	(6.5%)	106
55-59	594	(6.7%)	104	5,745	(6.6%)	102	19,978	(6.6%)	102
60-64	611	(6.9%)	105	5,772	(6.6%)	100	19,930	(6.6%)	99
65-69	524	(5.9%)	97	5,313	(6.1%)	100	18,152	(6%)	98
70-74	429	(4.9%)	95	4,454	(5.1%)	100	14,933	(4.9%)	96
75-79	331	(3.8%)	97	3,214	(3.7%)	95	10,809	(3.6%)	92
80-84	225	(2.6%)	99	2,097	(2.4%)	93	7,110	(2.3%)	91
85+	202	(2.3%)	100	1,944	(2.2%)	98	6,583	(2.2%)	95

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### Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	9,421	88,393	311,056
Professional Specialty	2,630 (27.9%)	22,271 (25.2%)	67,449 (21.7%)
Managerial/Executive	2,338 (24.8%)	16,368 (18.5%)	47,983 (15.4%)
Office Admin	1,123 (11.9%)	10,161 (11.5%)	37,225 (12%)
Sales	1,093 (11.6%)	8,278 (9.4%)	28,863 (9.3%)
Construction	596 (6.3%)	6,507 (7.4%)	26,305 (8.5%)
Production & Transportation	480 (5.1%)	11,726 (13.3%)	49,841 (16%)
Food Preparation & Serving	380 (4%)	2,993 (3.4%)	14,306 (4.6%)
Building Maintenance & Cleaning	232 (2.5%)	2,973 (3.4%)	12,955 (4.2%)
Protective	213 (2.3%)	2,176 (2.5%)	6,779 (2.2%)
Personal Care	195 (2.1%)	2,302 (2.6%)	9,010 (2.9%)
Healthcare support	141 (1.5%)	2,508 (2.8%)	10,114 (3.3%)
Farming, Fishing & Forestry	130 (<0.5%)	130 (<0.5%)	226 (<0.5%)

### Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	9,421	88,393	311,056

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Wholesale Retail	1,622	(17.2%)	128	12,987	(14.7%)	109	47,048	(15.1%)	112
Educational Services	1,500	(15.9%)	68	19,624	(22.2%)	95	68,385	(22%)	94
Professional Services	1,020	(10.8%)	145	8,125	(9.2%)	123	22,921	(7.4%)	98
Entertainment Services	800	(8.5%)	94	6,289	(7.1%)	7	24,031	(7.7%)	86
Manufacturing	786	(8.3%)	83	9,051	(10.2%)	102	32,751	(10.5%)	104
Financial, Insurance & Real Estate	769	(8.2%)	123	7,329	(8.3%)	125	21,686	(7%)	105
Information	683	(7.2%)	386	2,585	(2.9%)	156	8,294	(2.7%)	142
Agriculture/Mining/Construction	576	(6.1%)	71	5,487	(6.2%)	72	21,009	(6.8%)	7
Other Professional Services	543	(5.8%)	121	3,752	(4.2%)	89	16,235	(5.2%)	110
Transportation	510	(5.4%)	96	5,482	(6.2%)	110	21,993	(7.1%)	125
Public Administration	323	(3.4%)	71	3,875	(4.4%)	91	12,143	(3.9%)	8
Administrative/Waste Services	286	(3%)	72	3,696	(4.2%)	100	14,139	(4.5%)	109
Management Services	3	(<0.5%)	23	111	(<0.5%)	90	421	(<0.5%)	96

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### Language Spoken

Speak English at Home	10,947	(67.2%)	86	83,062	(52.3%)	67	239,656	(43%)	55
Speak Other Language at Home	3,246	(19.9%)	246	33,547	(21.1%)	261	104,285	(18.7%)	231
Speak Spanish at Home	2,101	(12.9%)	93	42,174	(26.6%)	191	213,703	(38.3%)	275

### Ancestry

Other	4,116	(23.6%)	109	35,540	(21%)	96	117,787	(19.7%)	91
Italian	1,887	(10.8%)	362	17,695	(10.4%)	349	43,994	(7.4%)	246
Unclassified	1,778	(10.2%)	61	14,497	(8.5%)	51	38,980	(6.5%)	39
South American	1,425	(8.2%)	766	11,802	(7%)	652	68,534	(11.5%)	1076
Scottish/Irish	1,129	(6.5%)	95	7,971	(4.7%)	69	19,742	(3.3%)	49
South Central Asian (e.g. Indian)	912	(5.2%)	399	8,566	(5.1%)	385	21,091	(3.5%)	270
German	791	(4.5%)	57	4,504	(2.7%)	33	11,363	(1.9%)	24
Polish	713	(4.1%)	264	8,964	(5.3%)	341	19,795	(3.3%)	214
Puerto Rican	483	(2.8%)	108	9,876	(5.8%)	227	39,223	(6.6%)	256
Other European (e.g. Greek/Russian)	460	(2.6%)	8	5,677	(3.3%)	104	16,304	(2.7%)	85
Chinese	455	(2.6%)	219	2,131	(1.3%)	105	5,750	(1%)	8

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
Korean	440	(2.5%)	595	2,578	(1.5%)	358	11,322	(1.9%)	447
South East Asian (e.g. Vietnamese)	417	(2.4%)	148	4,140	(2.4%)	151	14,027	(2.4%)	146
Middle Eastern	390	(2.2%)	355	2,477	(1.5%)	232	8,567	(1.4%)	228
Dominican	364	(2.1%)	367	10,529	(6.2%)	1092	51,797	(8.7%)	1526
Cuban	364	(2.1%)	318	2,844	(1.7%)	256	17,754	(3%)	454
Other Hispanic	332	(1.9%)	144	3,725	(2.2%)	167	17,896	(3%)	227
American	301	(1.7%)	35	2,144	(1.3%)	26	5,898	(1%)	20
British	180	(1%)	19	1,639	(1%)	18	4,106	(0.7%)	13
Mexican	120	(0.7%)	7	7,873	(4.6%)	44	33,398	(5.6%)	53
Scandinavian	91	(0.5%)	27	448	(<0.5%)	14	1,153	(<0.5%)	10
Central American	89	(0.5%)	34	2,207	(1.3%)	88	23,147	(3.9%)	261
Dutch	84	(<0.5%)	7	440	(<0.5%)	42	1,198	(<0.5%)	32
French	47	(<0.5%)	21	539	(<0.5%)	25	1,357	(<0.5%)	18
Native American (Indian/Eskimo)	25	(<0.5%)	16	130	(<0.5%)	10	666	(<0.5%)	14
Other Asian	24	(<0.5%)	45	372	(<0.5%)	71	1,044	(<0.5%)	57
Japanese	22	(<0.5%)	54	282	(<0.5%)	72	780	(<0.5%)	56

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



# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
Hawaiian/Pacific Islander	2	(<0.5%)	21	(<0.5%)	91	(<0.5%)

### Education (Age 25+)

Total Educated Population	12,218		116,290		409,906	
Elementary (0 to 8 Years)	482	(3.9%)	6,922	(6%)	35,668	(8.7%)
Some High School (9 to 11 Years)	414	(3.4%)	5,619	(4.8%)	25,080	(6.1%)
High School Graduate (12 Years)	2,887	(23.6%)	32,928	(28.3%)	122,964	(30%)
Some College (13 to 16 Years)	2,093	(17.1%)	16,914	(14.5%)	66,226	(16.2%)
Associates Degree Only	861	(7%)	8,006	(6.9%)	26,401	(6.4%)
Bachelor's Degree Only	3,903	(31.9%)	29,721	(25.6%)	88,009	(21.5%)
Graduate Degree	1,578	(12.9%)	16,180	(13.9%)	45,558	(11.1%)

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



# Audience Profile

Jan 1 - Dec 31, 2023




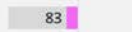











## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073






















Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,174	63,380	217,035
One Person Households	2,278 (31.8%) 	17,213 (27.2%) 	57,468 (26.5%) 
Married Couple	2,912 (40.6%) 	30,782 (48.6%) 	99,132 (45.7%) 
Male Householder	455 (6.3%) 	3,969 (6.3%) 	14,165 (6.5%) 
Female Householder	910 (12.7%) 	8,526 (13.5%) 	34,872 (16.1%) 
Non Family Households	619 (8.6%) 	2,890 (4.6%) 	11,398 (5.3%) 

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,174	63,380	217,035
1 Person Household	2,278 (31.8%) 	17,213 (27.2%) 	57,468 (26.5%) 
2 Person Household	2,122 (29.6%) 	18,082 (28.5%) 	59,102 (27.2%) 
3 Person Household	1,173 (16.4%) 	11,064 (17.5%) 	38,586 (17.8%) 
4 Person Household	974 (13.6%) 	9,339 (14.7%) 	32,748 (15.1%) 
5 Person Household	408 (5.7%) 	4,321 (6.8%) 	16,029 (7.4%) 
6 Person Household	146 (2%) 	1,855 (2.9%) 	7,107 (3.3%) 
7+ Person Household	73 (1%) 	1,506 (2.4%) 	5,995 (2.8%) 

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	7,616	66,570	228,379
Renter Occupied Housing	3,827	29,137	112,936
Owner Occupied Housing	3,347	34,243	104,099
Vacant Housing	442	3,190	11,344

### Housing Rent

Average Rent	\$1,752.88	\$1,557.04	\$1,552.25
Median Rent	\$1,657.67	\$1,485.07	\$1,512.89
Total Cash Rents Housing	3,773	28,446	110,413
<\$300	72 (1.9%)	778 (2.7%)	2,799 (2.5%)
\$300-\$500	53 (1.4%)	885 (3.1%)	2,991 (2.7%)
\$500-\$750	59 (1.6%)	1,101 (3.9%)	4,170 (3.8%)
\$750-\$1000	184 (4.9%)	1,937 (6.8%)	6,743 (6.1%)
\$1000-\$1500	1,130 (29.9%)	9,815 (34.5%)	37,617 (34.1%)
\$1500-\$2000	1,232 (32.7%)	7,966 (28%)	34,386 (31.1%)
\$2000-\$2500	464 (12.3%)	3,544 (12.5%)	14,483 (13.1%)

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	288	(7.6%)	188	1,478	(5.2%)	128	4,697	(4.3%)	105
\$3000-\$3500	224	(5.9%)	299	685	(2.4%)	121	1,821	(1.6%)	83
>\$3500	67	(1.8%)	83	257	(0.9%)	42	706	(0.6%)	30

### Value of Owner-Occupied Housing Units

Average House Value	\$752,913.18	143	\$691,764.48	131	\$617,167.59	117			
Median House Value	\$708,269.66	172	\$656,861.93	160	\$603,351.48	147			
Owner Occupied Housing	3,347		34,243		104,099				
<\$100K	32	(1%)	10	729	(2.1%)	23	2,318	(2.2%)	24
\$100K - \$200K				303	(0.9%)	6	1,451	(1.4%)	10
\$200K - \$300K	79	(2.4%)	17	1,092	(3.2%)	22	4,520	(4.3%)	31
\$300K - \$400K	130	(3.9%)	33	1,579	(4.6%)	40	8,207	(7.9%)	68
\$400K - \$500K	342	(10.2%)	107	3,998	(11.7%)	123	17,202	(16.5%)	173
\$500K - \$1000K	2,130	(63.6%)	246	21,803	(63.7%)	246	59,652	(57.3%)	221
>\$1000K	634	(18.9%)	121	4,739	(13.8%)	88	10,749	(10.3%)	66

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

# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	445	(6.2%)	49	6,507	(10.3%)	8	25,265	(11.6%)	92
Households Above Poverty	6,729	(93.8%)	107	56,873	(89.7%)	103	191,770	(88.4%)	101
Households in Poverty (Married)	102	(1.4%)	64	983	(1.6%)	70	4,928	(2.3%)	102
Households in Poverty (Male Householder)	58	(0.8%)	126	444	(0.7%)	109	1,199	(0.6%)	86
Households in Poverty (Female Householder)				1,781	(2.8%)	91	7,610	(3.5%)	114
Households in Poverty (Non-Family)	264	(3.7%)	61	3,066	(4.8%)	86	10,732	(4.9%)	8
Households in Poverty (Non-Family Student)	21	(<0.5%)	47	233	(<0.5%)	59	796	(<0.5%)	59

### Wealth per Household

Household Average Wealth	\$238,560.08		101	\$240,774.14		101	\$227,927.88		96
Household Median Wealth	\$75,808.2		97	\$78,840.75		100	\$69,124.01		88
<\$0K	1,290	(18%)	102	11,189	(17.7%)	100	39,990	(18.4%)	105
\$0K - \$5K	639	(8.9%)	103	5,539	(8.7%)	101	20,524	(9.5%)	109
\$5K - \$10K	341	(4.8%)	103	2,942	(4.6%)	101	10,615	(4.9%)	106
\$10K - \$25K	465	(6.5%)	101	4,043	(6.4%)	100	14,256	(6.6%)	103
\$25K - \$50K	485	(6.8%)	99	4,298	(6.8%)	99	14,800	(6.8%)	100

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# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	711	(9.9%)	6,378	(10.1%)	21,785	(10%)
\$100K - \$250K	1,255	(17.5%)	11,269	(17.8%)	37,786	(17.4%)
\$250K - \$500K	928	(12.9%)	8,288	(13.1%)	27,188	(12.5%)
>\$500K	1,060	(14.8%)	9,434	(14.9%)	30,091	(13.9%)

## Vehicles per Household

Total Number of Vehicles	10,765		101,212		327,181	
Average Number of Vehicles	1.5		1.6		1.51	
No Vehicles	783	(10.9%)	6,719	(10.6%)	31,261	(14.4%)
1 Vehicle	3,180	(44.3%)	25,258	(39.9%)	86,810	(40%)
2 Vehicles	2,322	(32.4%)	21,666	(34.2%)	67,776	(31.2%)
3 or more Vehicles	889	(12.4%)	9,737	(15.4%)	31,188	(14.4%)

## Population Change

Births	181		1,893		6,682
Deaths	146		1,410		4,741
Migration	-87		-404		-2,594

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# Audience Profile

Jan 1 - Dec 31, 2023

## Rutherford Commons

10 State Route 17, East Rutherford, NJ 07073

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	1,392	5,445	18,417
Total Employees	27,774	98,603	266,075

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