

Audience Profile

Jan 1 - Dec 31, 2023

Building at 25 E Spring Valley Ave

25 E Spring Valley Ave, Maywood, NJ 07607

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	16,877		184,884		550,429	
Households	6,506		68,960		196,056	
Persons per Household	2.59		2.64		2.78	
Household Median Income	\$112,285.71		\$100,601.75		\$93,682.13	
Household Median Disposable Income	\$91,697.78		\$83,610.69		\$78,343.78	
Household Median Discretionary Income	\$65,311.46		\$57,289.5		\$51,900.89	
Average Income Per Person	\$53,814.55		\$48,957.53		\$44,443.57	
Median Rent	\$1,702.59		\$1,607.16		\$1,552.06	
Median House Value	\$641,079.09		\$665,658.88		\$667,258.52	
Households in Poverty	316 (4.9%)		5,491 (8%)		18,574 (9.5%)	
Household Median Wealth	\$98,566.15		\$88,558.31		\$83,104.2	
Average Age	42.79		41.31		40.86	
Median Age	43.62		41.58		40.96	
Households with Children	1,659 (25.5%)		19,541 (28.3%)		59,714 (30.5%)	
High School Graduate or Higher	11,332 (93.5%)		117,722 (91.3%)		340,807 (89.3%)	

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	6,058 (50%)	60,888 (47.2%)	155,277 (40.7%)
Pop density (per sq mi)	6,374	6,571	7,309
Area (based on blockgroups)	3	28	75

Population

Population 2022 Q4	16,877	184,884	550,429
Population 2022 Q3	16,863	183,826	547,604
Population 2022 Q2	16,807	182,970	546,236
Population 2022 Q1	16,838	183,084	545,697
Population 2021 Q4	16,856	183,134	545,176
Population 2021 Q3	16,898	183,125	545,904
Population 2021 Q2	16,904	183,209	546,313
Population 2021 Q1	16,908	183,258	546,995
Population 2020 Q4	16,929	183,365	547,624
Population 5 Years Forecast	17,050	187,762	558,092
Population 10 Years Forecast	17,340	191,395	567,916
Persons per Household	2.59	2.64	2.78

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	● 1 Mile		● 3 Mile		● 5 Mile	
Group Quarters	5	(<0.5%)	2,938	(1.6%)	5,235	(1%)
Transient Population - Average Last 4 Quarters	95	(0.6%)	1,592	(0.9%)	2,826	(0.5%)

Households

Households 2022 Q4	6,506	68,960	196,056
Households 2022 Q3	6,498	68,525	194,986
Households 2022 Q2	6,477	68,178	194,432
Households 2022 Q1	6,490	68,235	194,275
Households 2021 Q4	6,497	68,262	194,125
Households 2021 Q3	6,513	68,275	194,407
Households 2021 Q2	6,512	68,310	194,534
Households 2021 Q1	6,515	68,335	194,773
Households 2020 Q4	6,521	68,381	195,025
Households 5 Years Forecast	6,578	70,068	198,913
Households 10 Years Forecast	6,691	71,445	202,526

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Benchmark: Nationwide



Gender	1 Mile	3 Mile	5 Mile
Male	8,191 (48.5%)	90,168 (48.8%)	268,019 (48.7%)
Female	8,686 (51.5%)	94,716 (51.2%)	282,410 (51.3%)

Ethnicity	1 Mile	3 Mile	5 Mile
White	8,575 (50.8%)	93,000 (50.3%)	254,677 (46.3%)
Hispanic (Ethnic)	3,286 (19.5%)	42,903 (23.2%)	163,629 (29.7%)
Asian	2,969 (17.6%)	25,594 (13.8%)	62,794 (11.4%)
Black	1,563 (9.3%)	18,784 (10.2%)	57,851 (10.5%)
Other	484 (2.9%)	4,603 (2.5%)	11,478 (2.1%)

Household by Ethnicity	1 Mile	3 Mile	5 Mile
White	3,224 (49.6%)	34,476 (50%)	89,854 (45.8%)
Hispanic (Ethnic)	1,297 (19.9%)	15,196 (22%)	57,942 (29.6%)
Asian	1,035 (15.9%)	8,582 (12.4%)	20,230 (10.3%)
Black	657 (10.1%)	7,541 (10.9%)	19,363 (9.9%)
Other	293 (4.5%)	3,165 (4.6%)	8,667 (4.4%)

Households Income

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

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25 E Spring Valley Ave, Maywood, NJ 07607

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
Household Average Income	\$139,564.71	143	\$130,167.48	134	\$123,916.78	127
Average Income Per Person	\$53,814.55	144	\$48,957.53	131	\$44,443.57	119
Household Median Income	\$112,285.71	161	\$100,601.75	145	\$93,682.13	135
<\$15K	261 (4%)	44	3,819 (5.5%)	61	11,958 (6.1%)	67
\$15K - \$25K	379 (5.8%)	70	4,088 (5.9%)	74	11,558 (5.9%)	77
\$25K - \$35K	293 (4.5%)	56	3,470 (5%)	62	12,237 (6.2%)	77
\$35K - \$50K	511 (7.9%)	69	5,621 (8.2%)	71	17,393 (8.9%)	77
\$50K - \$75K	738 (11.3%)	67	9,068 (13.1%)	74	26,804 (13.7%)	88
\$75K - \$100K	640 (9.8%)	70	8,234 (11.9%)	92	23,326 (11.9%)	92
\$100K - \$150K	1,608 (24.7%)	150	13,464 (19.5%)	118	38,269 (19.5%)	118
\$150K - \$175K	487 (7.5%)	143	5,795 (8.4%)	160	14,703 (7.5%)	143
\$175K - \$200K	641 (9.9%)	183	5,860 (8.5%)	158	15,983 (8.2%)	151
\$200K - \$250K	531 (8.2%)	219	5,344 (7.7%)	208	13,356 (6.8%)	183
\$250K - \$500K	229 (3.5%)	221	2,286 (3.3%)	208	5,706 (2.9%)	183
>\$500K	188 (2.9%)	217	1,911 (2.8%)	208	4,763 (2.4%)	182

Disposable 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 Disposable Income	\$99,896.5	35	\$94,791.74	128	\$90,275.98	122
Household Median Disposable Income	\$91,697.78	152	\$83,610.69	139	\$78,343.78	30
<\$15K	303 (4.7%)	47	4,202 (6.1%)	61	13,030 (6.6%)	67
\$15K - \$25K	414 (6.4%)	70	4,678 (6.8%)	75	13,890 (7.1%)	71
\$25K - \$35K	309 (4.7%)	51	4,547 (6.6%)	71	15,247 (7.8%)	84
\$35K - \$50K	595 (9.1%)	68	6,516 (9.4%)	70	19,637 (10%)	75
\$50K - \$75K	954 (14.7%)	71	11,075 (16.1%)	87	32,214 (16.4%)	89
\$75K - \$100K	1,022 (15.7%)	113	10,055 (14.6%)	105	29,073 (14.8%)	107
\$100K - \$150K	1,511 (23.2%)	148	15,645 (22.7%)	145	41,049 (20.9%)	33
\$150K - \$175K	685 (10.5%)	219	5,030 (7.3%)	151	13,955 (7.1%)	148
\$175K - \$200K	191 (2.9%)	188	1,959 (2.8%)	182	4,834 (2.5%)	158
\$200K - \$250K	209 (3.2%)	211	2,110 (3.1%)	201	5,267 (2.7%)	176
\$250K - \$500K	285 (4.4%)	209	2,893 (4.2%)	200	7,219 (3.7%)	176
>\$500K	28 (<0.5%)	235	250 (<0.5%)	198	641 (<0.5%)	178

Discretionary Households Income

Household Average Discretionary Income	\$69,240.54	34	\$64,228.6	124	\$59,937.67	116
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Household Median Discretionary Income	\$65,311.46	152	\$57,289.5	134	\$51,900.89	121
<\$10K	267 (4.1%)	40	4,595 (6.7%)	65	16,152 (8.2%)	8
\$10K - \$20K	603 (9.3%)	71	6,701 (9.7%)	75	21,897 (11.2%)	86
\$20K - \$30K	558 (8.6%)	69	6,971 (10.1%)	8	21,487 (11%)	88
\$30K - \$40K	494 (7.6%)	67	6,061 (8.8%)	7	18,214 (9.3%)	8
\$40K - \$50K	575 (8.8%)	92	5,935 (8.6%)	90	17,166 (8.8%)	91
\$50K - \$75K	1,305 (20.1%)	111	13,253 (19.2%)	106	37,111 (18.9%)	105
\$75K - \$100K	1,088 (16.7%)	158	10,068 (14.6%)	138	25,170 (12.8%)	121
\$100K - \$125K	856 (13.2%)	194	7,869 (11.4%)	169	20,349 (10.4%)	153
\$125K - \$150K	528 (8.1%)	184	5,753 (8.3%)	189	14,293 (7.3%)	166
>\$150K	232 (3.6%)	142	1,754 (2.5%)	101	4,217 (2.2%)	86

Households Income by Ethnicity

Average Income - White	\$105,088.32	121	\$106,597.71	122	\$106,446.99	122
Median Income - White	\$101,869.73	34	\$103,584.69	36	\$103,933.76	37
Average Income - Black	\$96,406.32	157	\$88,106.88	144	\$84,928.47	139
Median Income - Black	\$90,746.12	190	\$75,910.37	159	\$76,062.51	159

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$130,695.73	\$125,297.15	\$120,492.76
Median Income - Asian	\$143,131.99	\$135,309.71	\$125,543.46
Average Income - Hispanic	\$113,230.75	\$97,336.68	\$88,382.71
Median Income - Hispanic	\$116,648.49	\$89,203.98	\$77,489.92
Average Income - Other	\$115,338.54	\$106,019.87	\$102,271.53
Median Income - Other	\$115,301.11	\$102,275.55	\$97,694.56

Age

Average Age	42.79	41.31	40.86
Median Age	43.62	41.58	40.96
0-4	944 (5.6%)	10,994 (5.9%)	33,121 (6%)
5-13	1,795 (10.6%)	20,537 (11.1%)	61,566 (11.2%)
14-17	703 (4.2%)	8,516 (4.6%)	26,100 (4.7%)
18-21	719 (4.3%)	8,984 (4.9%)	27,048 (4.9%)
22-24	602 (3.6%)	6,883 (3.7%)	21,159 (3.8%)
25-29	983 (5.8%)	11,000 (5.9%)	34,404 (6.3%)
30-34	894 (5.3%)	10,419 (5.6%)	32,139 (5.8%)

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	1 Mile		3 Mile		5 Mile	
35-39	915	(5.4%)	10,600	(5.7%)	31,640	(5.7%)
40-44	976	(5.8%)	11,406	(6.2%)	33,369	(6.1%)
45-49	1,020	(6%)	11,617	(6.3%)	34,303	(6.2%)
50-54	1,146	(6.8%)	12,174	(6.6%)	36,315	(6.6%)
55-59	1,274	(7.5%)	12,890	(7%)	38,373	(7%)
60-64	1,322	(7.8%)	12,963	(7%)	38,042	(6.9%)
65-69	1,179	(7%)	11,846	(6.4%)	34,204	(6.2%)
70-74	973	(5.8%)	9,640	(5.2%)	27,519	(5%)
75-79	689	(4.1%)	6,734	(3.6%)	19,198	(3.5%)
80-84	397	(2.4%)	4,109	(2.2%)	11,801	(2.1%)
85+	346	(2.1%)	3,572	(1.9%)	10,128	(1.8%)

Age - Male

Male Average Age	41.28		39.88		39.47	
Male Median Age	41.79		40.05		38.38	
0-4	486	(5.9%)	5,662	(6.3%)	17,044	(6.4%)
5-13	916	(11.2%)	10,567	(11.7%)	31,632	(11.8%)

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25 E Spring Valley Ave, Maywood, NJ 07007

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
14-17	355	(4.3%)	84	4,354	(4.8%)	94	13,332	(5%)	97
18-21	362	(4.4%)	72	4,508	(5%)	88	13,722	(5.1%)	95
22-24	312	(3.8%)	88	3,519	(3.9%)	90	10,783	(4%)	92
25-29	515	(6.3%)	92	5,721	(6.3%)	93	17,658	(6.6%)	96
30-34	472	(5.8%)	90	5,383	(6%)	94	16,470	(6.1%)	96
35-39	457	(5.6%)	91	5,302	(5.9%)	96	15,842	(5.9%)	96
40-44	492	(6%)	98	5,637	(6.3%)	102	16,394	(6.1%)	100
45-49	512	(6.3%)	104	5,757	(6.4%)	106	16,736	(6.2%)	103
50-54	550	(6.7%)	110	5,950	(6.6%)	108	17,506	(6.5%)	107
55-59	594	(7.3%)	115	6,187	(6.9%)	108	18,349	(6.8%)	108
60-64	618	(7.5%)	120	6,125	(6.8%)	108	17,952	(6.7%)	106
65-69	544	(6.6%)	119	5,485	(6.1%)	109	15,837	(5.9%)	106
70-74	433	(5.3%)	118	4,366	(4.8%)	108	12,499	(4.7%)	104
75-79	300	(3.7%)	116	2,905	(3.2%)	102	8,305	(3.1%)	98
80-84	158	(1.9%)	104	1,624	(1.8%)	97	4,698	(1.8%)	94
85+	115	(1.4%)	92	1,116	(1.2%)	109	3,260	(1.2%)	107

Age - Female

Female Average Age	44.2		107	42.68		103	42.18		102
Female Median Age	46.41		114	43.08		105	42.48		104
0-4	458	(5.3%)	90	5,332	(5.6%)	96	16,077	(5.7%)	97
5-13	879	(10.1%)	96	9,970	(10.5%)	99	29,934	(10.6%)	100
14-17	348	(4%)	84	4,162	(4.4%)	92	12,768	(4.5%)	95
18-21	357	(4.1%)	70	4,476	(4.7%)	88	13,326	(4.7%)	95
22-24	290	(3.3%)	86	3,364	(3.6%)	92	10,376	(3.7%)	95
25-29	468	(5.4%)	88	5,279	(5.6%)	91	16,746	(5.9%)	97
30-34	422	(4.9%)	83	5,036	(5.3%)	91	15,669	(5.5%)	95
35-39	458	(5.3%)	90	5,298	(5.6%)	95	15,798	(5.6%)	95
40-44	484	(5.6%)	93	5,769	(6.1%)	101	16,975	(6%)	100
45-49	508	(5.8%)	98	5,860	(6.2%)	103	17,567	(6.2%)	104
50-54	596	(6.9%)	112	6,224	(6.6%)	107	18,809	(6.7%)	108
55-59	680	(7.8%)	121	6,703	(7.1%)	109	20,024	(7.1%)	109
60-64	704	(8.1%)	123	6,838	(7.2%)	109	20,090	(7.1%)	108
65-69	635	(7.3%)	120	6,361	(6.7%)	110	18,367	(6.5%)	106
70-74	540	(6.2%)	121	5,274	(5.6%)	108	15,020	(5.3%)	103
75-79	389	(4.5%)	115	3,829	(4%)	104	10,893	(3.9%)	99
80-84	239	(2.8%)	106	2,485	(2.6%)	102	7,103	(2.5%)	97
85+	231	(2.7%)	117	2,456	(2.6%)	114	6,868	(2.4%)	107

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● 1 Mile ● 3 Mile ● 5 Mile

Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	8,866	97,853	289,774
Professional Specialty	2,592 (29.2%)	28,936 (29.6%)	74,571 (25.7%)
Managerial/Executive	1,964 (22.2%)	18,362 (18.8%)	51,133 (17.6%)
Office Admin	1,201 (13.5%)	11,384 (11.6%)	35,093 (12.1%)
Sales	1,066 (12%)	9,999 (10.2%)	28,705 (9.9%)
Production & Transportation	703 (7.9%)	9,307 (9.5%)	37,597 (13%)
Construction	498 (5.6%)	5,668 (5.8%)	19,006 (6.6%)
Healthcare support	288 (3.2%)	3,157 (3.2%)	9,210 (3.2%)
Personal Care	166 (1.9%)	3,089 (3.2%)	8,618 (3%)
Protective	166 (1.9%)	1,936 (2%)	5,395 (1.9%)
Building Maintenance & Cleaning	141 (1.6%)	2,151 (2.2%)	9,508 (3.3%)
Food Preparation & Serving	81 (0.9%)	3,801 (3.9%)	10,778 (3.7%)
Farming, Fishing & Forestry	63 (<0.5%)	63 (<0.5%)	160 (<0.5%)

Employment by Industry

Industry	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	8,866	97,853	289,774

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	● 1 Mile		● 3 Mile		● 5 Mile	
Educational Services	2,728	(30.8%)	27,929	(28.5%)	75,176	(25.9%)
Wholesale Retail	1,199	(13.5%)	14,423	(14.7%)	42,660	(14.7%)
Financial, Insurance & Real Estate	963	(10.9%)	8,229	(8.4%)	22,927	(7.9%)
Manufacturing	752	(8.5%)	7,016	(7.2%)	26,702	(9.2%)
Professional Services	743	(8.4%)	9,263	(9.5%)	24,983	(8.6%)
Transportation	489	(5.5%)	5,029	(5.1%)	17,617	(6.1%)
Entertainment Services	457	(5.2%)	6,737	(6.9%)	19,704	(6.8%)
Other Professional Services	442	(5%)	5,211	(5.3%)	14,216	(4.9%)
Agriculture/Mining/Construction	384	(4.3%)	5,019	(5.1%)	16,389	(5.7%)
Public Administration	264	(3%)	3,190	(3.3%)	9,483	(3.3%)
Administrative/Waste Services	204	(2.3%)	2,722	(2.8%)	11,471	(4%)
Information	195	(2.2%)	2,968	(3%)	8,016	(2.8%)
Management Services	46	(0.5%)	117	(<0.5%)	430	(<0.5%)

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Benchmark: Nationwide



Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	9,780	(61.4%)	7	102,552	(59%)	70	270,578	(52.3%)	67
Speak Other Language at Home	3,740	(23.5%)	289	37,325	(21.5%)	265	108,764	(21%)	259
Speak Spanish at Home	2,413	(15.1%)	109	34,013	(19.6%)	140	137,966	(26.7%)	191

Ancestry

Other	4,101	(24.3%)	112	45,978	(24.9%)	114	133,071	(24.2%)	111
Italian	1,651	(9.8%)	327	14,778	(8%)	267	38,263	(7%)	232
Unclassified	1,498	(8.9%)	53	16,705	(9%)	54	43,728	(7.9%)	48
South American	1,040	(6.2%)	578	14,034	(7.6%)	712	43,516	(7.9%)	741
Scottish/Irish	958	(5.7%)	84	8,573	(4.6%)	68	22,552	(4.1%)	60
Puerto Rican	854	(5.1%)	197	8,152	(4.4%)	172	26,354	(4.8%)	186
South East Asian (e.g. Vietnamese)	819	(4.9%)	300	8,099	(4.4%)	271	18,517	(3.4%)	208
Korean	717	(4.2%)	1002	4,068	(2.2%)	519	13,920	(2.5%)	596
South Central Asian (e.g. Indian)	699	(4.1%)	316	8,859	(4.8%)	365	19,574	(3.6%)	271
Other European (e.g. Greek/Russian)	639	(3.8%)	118	8,859	(4.8%)	149	25,020	(4.5%)	141
Dominican	611	(3.6%)	637	10,408	(5.6%)	990	44,028	(8%)	1407

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Chinese	576	(3.4%)	286	3,391	(1.8%)	154	7,395	(1.3%)	113
German	565	(3.3%)	42	5,935	(3.2%)	40	14,916	(2.7%)	34
Cuban	316	(1.9%)	285	1,672	(0.9%)	138	6,608	(1.2%)	183
British	269	(1.6%)	29	2,022	(1.1%)	20	5,436	(1%)	18
Middle Eastern	257	(1.5%)	242	3,737	(2%)	321	9,648	(1.8%)	278
Polish	237	(1.4%)	91	4,303	(2.3%)	150	17,388	(3.2%)	204
American	236	(1.4%)	28	3,335	(1.8%)	37	8,432	(1.5%)	31
Other Hispanic	228	(1.4%)	102	3,576	(1.9%)	147	10,625	(1.9%)	146
Mexican	146	(0.9%)	8	2,156	(1.2%)	11	21,798	(4%)	38
Japanese	92	(0.5%)	235	634	(<0.5%)	148	1,966	(<0.5%)	154
Central American	91	(0.5%)	36	2,905	(1.6%)	106	10,700	(1.9%)	31
Scandinavian	71	(<0.5%)	22	716	(<0.5%)	20	1,680	(<0.5%)	16
Other Asian	66	(<0.5%)	127	543	(<0.5%)	95	1,422	(<0.5%)	84
French	60	(<0.5%)	28	596	(<0.5%)	26	1,595	(<0.5%)	23
Dutch	50	(<0.5%)	48	560	(<0.5%)	49	1,484	(<0.5%)	43
Native American (Indian/Eskimo)	26	(<0.5%)	19	239	(<0.5%)	16	676	(<0.5%)	15

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

Audience Profile

Jan 1 - Dec 31, 2023

Building at 25 E Spring Valley Ave

25 E Spring Valley Ave, Maywood, NJ 07607

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	4 (<0.5%)	51 (<0.5%)	117 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	12,114	128,970	381,435
Elementary (0 to 8 Years)	475 (3.9%)	6,519 (5.1%)	23,124 (6.1%)
Some High School (9 to 11 Years)	307 (2.5%)	4,729 (3.7%)	17,504 (4.6%)
High School Graduate (12 Years)	2,579 (21.3%)	28,617 (22.2%)	100,653 (26.4%)
Some College (13 to 16 Years)	1,854 (15.3%)	20,028 (15.5%)	60,268 (15.8%)
Associates Degree Only	841 (6.9%)	8,189 (6.3%)	24,609 (6.5%)
Bachelor's Degree Only	3,836 (31.7%)	36,966 (28.7%)	94,536 (24.8%)
Graduate Degree	2,222 (18.3%)	23,922 (18.5%)	60,741 (15.9%)

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Audience Profile

Jan 1 - Dec 31, 2023

Building at 25 E Spring Valley Ave

25 E Spring Valley Ave, Maywood, NJ 07607

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	6,506	68,960	196,056
One Person Households	1,692 (26%)	18,625 (27%)	47,378 (24.2%)
Married Couple	3,392 (52.1%)	34,777 (50.4%)	100,176 (51.1%)
Male Householder	210 (3.2%)	2,987 (4.3%)	10,066 (5.1%)
Female Householder	863 (13.3%)	8,978 (13%)	29,889 (15.2%)
Non Family Households	349 (5.4%)	3,593 (5.2%)	8,547 (4.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,506	68,960	196,056
1 Person Household	1,692 (26%)	18,625 (27%)	47,378 (24.2%)
2 Person Household	2,006 (30.8%)	20,026 (29%)	54,470 (27.8%)
3 Person Household	1,137 (17.5%)	11,790 (17.1%)	35,519 (18.1%)
4 Person Household	998 (15.3%)	10,293 (14.9%)	31,825 (16.2%)
5 Person Household	438 (6.7%)	4,950 (7.2%)	15,621 (8%)
6 Person Household	141 (2.2%)	2,021 (2.9%)	6,481 (3.3%)
7+ Person Household	94 (1.4%)	1,255 (1.8%)	4,762 (2.4%)

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Audience Profile

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Building at 25 E Spring Valley Ave

25 E Spring Valley Ave, Maywood, NJ 07607

Benchmark: Nationwide



Housing Units

Total Housing Units	6,733	71,936	204,767
Owner Occupied Housing	4,649	42,756	115,683
Renter Occupied Housing	1,857	26,204	80,373
Vacant Housing	227	2,976	8,711

Housing Rent

Average Rent	\$1,783.75	\$1,673.05	\$1,625.43
Median Rent	\$1,702.59	\$1,607.16	\$1,552.06
Total Cash Rents Housing	1,811	25,406	77,771
<\$300	81 (4.5%)	470 (1.8%)	1,487 (1.9%)
\$300-\$500	44 (2.4%)	472 (1.9%)	1,785 (2.3%)
\$500-\$750	30 (1.7%)	619 (2.4%)	2,540 (3.3%)
\$750-\$1000	27 (1.5%)	1,160 (4.6%)	4,487 (5.8%)
\$1000-\$1500	497 (27.4%)	8,210 (32.3%)	26,108 (33.6%)
\$1500-\$2000	559 (30.9%)	8,268 (32.5%)	23,803 (30.6%)
\$2000-\$2500	270 (14.9%)	3,690 (14.5%)	10,338 (13.3%)

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Audience Profile

Jan 1 - Dec 31, 2023

Building at 25 E Spring Valley Ave

25 E Spring Valley Ave, Maywood, NJ 07607

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	148	(8.2%)	201	1,319	(5.2%)	128	3,785	(4.9%)	120
\$3000-\$3500	74	(4.1%)	206	619	(2.4%)	123	1,782	(2.3%)	115
>\$3500	81	(4.5%)	208	579	(2.3%)	106	1,656	(2.1%)	99

Value of Owner-Occupied Housing Units

Average House Value	\$617,236.52	117	\$710,070.44	134	\$707,086.36	134			
Median House Value	\$641,079.09	156	\$665,658.88	162	\$667,258.52	162			
Owner Occupied Housing	4,649		42,756		115,683				
<\$100K	24	(0.5%)	5	712	(1.7%)	18	2,146	(1.9%)	20
\$100K - \$200K	68	(1.5%)	11	584	(1.4%)	10	1,228	(1.1%)	8
\$200K - \$300K	168	(3.6%)	25	1,258	(2.9%)	21	3,200	(2.8%)	20
\$300K - \$400K	189	(4.1%)	35	2,193	(5.1%)	44	5,806	(5%)	43
\$400K - \$500K	691	(14.9%)	156	4,960	(11.6%)	122	13,669	(11.8%)	124
\$500K - \$1000K	2,633	(56.6%)	219	24,656	(57.7%)	223	65,787	(56.9%)	220
>\$1000K	876	(18.8%)	120	8,393	(19.6%)	125	23,847	(20.6%)	32

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Audience Profile

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Building at 25 E Spring Valley Ave

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	316	(4.9%)	38	5,491	(8%)	63	18,574	(9.5%)	75
Households Above Poverty	6,190	(95.1%)	109	63,469	(92%)	105	177,482	(90.5%)	104
Households in Poverty (Married)	107	(1.6%)	74	1,201	(1.7%)	74	4,051	(2.1%)	93
Households in Poverty (Male Householder)	51	(0.8%)	122	266	(<0.5%)	60	1,107	(0.6%)	88
Households in Poverty (Female Householder)	19	(<0.5%)	10	1,322	(1.9%)	62	5,968	(3%)	99
Households in Poverty (Non-Family)	130	(2%)	33	2,513	(3.6%)	60	6,942	(3.5%)	58
Households in Poverty (Non-Family Student)	9	(<0.5%)	22	189	(<0.5%)	44	506	(<0.5%)	41

Wealth per Household

Household Average Wealth	\$265,691.67	112	\$253,888.3	107	\$246,170.61	104			
Household Median Wealth	\$98,566.15	125	\$88,558.31	113	\$83,104.2	106			
<\$0K	1,045	(16.1%)	91	11,663	(16.9%)	96	33,937	(17.3%)	98
\$0K - \$5K	480	(7.4%)	85	5,577	(8.1%)	93	16,641	(8.5%)	98
\$5K - \$10K	264	(4.1%)	88	3,011	(4.4%)	95	8,850	(4.5%)	98
\$10K - \$25K	387	(5.9%)	93	4,255	(6.2%)	96	12,302	(6.3%)	98
\$25K - \$50K	433	(6.7%)	97	4,622	(6.7%)	98	13,209	(6.7%)	98

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Audience Profile

Jan 1 - Dec 31, 2023

Building at 25 E Spring Valley Ave

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Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
\$50K - \$100K	663	(10.2%)	99	6,940	(10.1%)	98	19,769	(10.1%)	98
\$100K - \$250K	1,216	(18.7%)	103	12,509	(18.1%)	100	35,249	(18%)	100
\$250K - \$500K	925	(14.2%)	109	9,390	(13.6%)	104	26,089	(13.3%)	102
>\$500K	1,093	(16.8%)	116	10,993	(15.9%)	110	30,010	(15.3%)	106

Vehicles per Household

Total Number of Vehicles	11,883			117,014			328,378		
Average Number of Vehicles	1.83		99	1.7		92	1.67		91
No Vehicles	338	(5.2%)	63	6,126	(8.9%)	108	20,771	(10.6%)	29
1 Vehicle	2,285	(35.1%)	109	25,693	(37.3%)	115	69,042	(35.2%)	109
2 Vehicles	2,592	(39.8%)	107	24,872	(36.1%)	97	72,045	(36.7%)	99
3 or more Vehicles	1,291	(19.8%)	89	12,269	(17.8%)	84	34,198	(17.4%)	7

Population Change

Births	177			2,034			6,369		
Deaths	164			1,614			4,660		
Migration	8			1,330			3,544		

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Audience Profile

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	764	7,977	17,640
Total Employees	11,513	117,481	234,432

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