

Audience Profile

Jan 1 - Dec 31, 2023

Totowa Commons

545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	3,204		86,135		346,978	
Households	1,230		30,426		119,374	
Persons per Household	2.28	88	2.68	104	2.81	109
Household Median Income	\$81,403.23	117	\$108,450.14	156	\$89,816	129
Household Median Disposable Income	\$68,713.54	114	\$88,514.15	147	\$75,577.29	126
Household Median Discretionary Income	\$43,376.52	101	\$62,110.98	145	\$49,742.94	116
Average Income Per Person	\$35,748.1	96	\$50,758.04	136	\$44,081.37	118
Median Rent	\$1,725.69	136	\$1,691.6	133	\$1,491.07	117
Median House Value	\$473,728.81	115	\$689,639.12	168	\$678,488.06	165
Households in Poverty	39 (3.2%)	25	1,770 (5.8%)	46	14,761 (12.4%)	98
Household Median Wealth	\$91,220.55	116	\$97,777.88	124	\$81,248.85	103
Average Age	43.77	109	42	105	40.45	101
Median Age	46	120	41.63	108	38.79	101
Households with Children	361 (29.3%)	106	8,700 (28.6%)	104	37,833 (31.7%)	115
High School Graduate or Higher	2,237 (92.1%)	104	55,612 (92.8%)	105	208,506 (88%)	99

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	877 (36.1%)	25,737 (42.9%)	89,347 (37.7%)
Pop density (per sq mi)	1,809	2,775	4,478
Area (based on blockgroups)	2	31	77

Population

Population 2022 Q4	3,204	86,135	346,978
Population 2022 Q3	3,175	85,983	346,574
Population 2022 Q2	3,167	84,864	345,253
Population 2022 Q1	3,167	84,826	345,847
Population 2021 Q4	3,170	85,163	346,158
Population 2021 Q3	3,256	85,288	346,555
Population 2021 Q2	3,251	85,140	347,058
Population 2021 Q1	3,257	85,293	347,748
Population 2020 Q4	3,262	85,605	348,511
Population 5 Years Forecast	3,243	87,300	350,886
Population 10 Years Forecast	3,286	88,320	354,806
Persons per Household	2.28 (88)	2.68 (104)	2.81 (109)

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Group Quarters	403 (12.6%)  538	4,463 (5.2%)  222	11,315 (3.3%)  140
Transient Population - Average Last 4 Quarters	217 (6.8%)  547	700 (0.8%)  66	1,349 (<0.5%)  31

Households

Households 2022 Q4	1,230	30,426	119,374
Households 2022 Q3	1,218	30,357	119,219
Households 2022 Q2	1,214	29,931	118,738
Households 2022 Q1	1,215	29,911	118,945
Households 2021 Q4	1,215	30,046	119,083
Households 2021 Q3	1,255	30,098	119,243
Households 2021 Q2	1,253	30,042	119,421
Households 2021 Q1	1,256	30,092	119,664
Households 2020 Q4	1,258	30,208	119,970
Households 5 Years Forecast	1,247	30,883	120,847
Households 10 Years Forecast	1,266	31,272	122,273

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Gender	1 Mile	3 Mile	5 Mile
Male	1,536 (47.9%)	41,248 (47.9%)	167,996 (48.4%)
Female	1,668 (52.1%)	44,887 (52.1%)	178,982 (51.6%)

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,118 (66.1%)	59,690 (69.3%)	176,536 (50.9%)
Hispanic (Ethnic)	806 (25.2%)	16,089 (18.7%)	107,347 (30.9%)
Black	151 (4.7%)	3,568 (4.1%)	36,119 (10.4%)
Asian	101 (3.2%)	5,410 (6.3%)	20,376 (5.9%)
Other	28 (0.9%)	1,378 (1.6%)	6,600 (1.9%)

Household by Ethnicity	1 Mile	3 Mile	5 Mile
White	785 (63.8%)	21,325 (70.1%)	63,882 (53.5%)
Hispanic (Ethnic)	362 (29.4%)	5,561 (18.3%)	35,608 (29.8%)
Asian	35 (2.8%)	1,620 (5.3%)	5,737 (4.8%)
Other	25 (2%)	1,073 (3.5%)	4,851 (4.1%)
Black	23 (1.9%)	847 (2.8%)	9,296 (7.8%)

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	\$88,230.5	91	\$136,685.9	140	\$125,050.95	128
Average Income Per Person	\$35,748.1	96	\$50,758.04	136	\$44,081.37	118
Household Median Income	\$81,403.23	117	\$108,450.14	156	\$89,816	129
<\$15K	39 (3.2%)	35	1,142 (3.8%)	41	9,589 (8%)	88
\$15K - \$25K	81 (6.6%)	86	1,419 (4.7%)	61	7,779 (6.5%)	85
\$25K - \$35K	8 (0.7%)	8	1,689 (5.6%)	69	7,761 (6.5%)	8
\$35K - \$50K	225 (18.3%)	160	2,209 (7.3%)	64	9,973 (8.4%)	73
\$50K - \$75K	186 (15.1%)	90	4,045 (13.3%)	74	15,688 (13.1%)	74
\$75K - \$100K	258 (21%)	162	3,675 (12.1%)	93	14,071 (11.8%)	91
\$100K - \$150K	317 (25.8%)	156	6,079 (20%)	121	20,463 (17.1%)	104
\$150K - \$175K	47 (3.8%)	73	2,833 (9.3%)	177	8,530 (7.1%)	136
\$175K - \$200K	23 (1.9%)	35	3,505 (11.5%)	214	10,920 (9.1%)	170
\$200K - \$250K	26 (2.1%)	57	2,141 (7%)	189	8,171 (6.8%)	183
\$250K - \$500K	11 (0.9%)	56	919 (3%)	190	3,500 (2.9%)	184
>\$500K	9 (0.7%)	55	770 (2.5%)	190	2,929 (2.5%)	184

Disposable Households Income

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

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Household Average Disposable Income	\$74,923.06	101	\$98,261.26	133	\$89,063.99	120
Household Median Disposable Income	\$68,713.54	114	\$88,514.15	147	\$75,577.29	126
<\$15K	46 (3.7%)	38	1,274 (4.2%)	42	10,394 (8.7%)	87
\$15K - \$25K	79 (6.4%)	71	1,680 (5.5%)	61	9,060 (7.6%)	84
\$25K - \$35K	34 (2.8%)	30	1,911 (6.3%)	68	8,919 (7.5%)	8
\$35K - \$50K	210 (17.1%)	127	2,825 (9.3%)	69	11,850 (9.9%)	74
\$50K - \$75K	328 (26.7%)	144	5,004 (16.4%)	89	19,044 (16%)	86
\$75K - \$100K	201 (16.3%)	117	4,297 (14.1%)	102	15,554 (13%)	94
\$100K - \$150K	279 (22.7%)	145	7,380 (24.3%)	155	23,785 (19.9%)	127
\$150K - \$175K	17 (1.4%)	29	3,166 (10.4%)	216	9,740 (8.2%)	169
\$175K - \$200K	10 (0.8%)	52	782 (2.6%)	165	2,979 (2.5%)	160
\$200K - \$250K	11 (0.9%)	59	843 (2.8%)	182	3,224 (2.7%)	177
\$250K - \$500K	14 (1.1%)	54	1,159 (3.8%)	182	4,425 (3.7%)	177
>\$500K	1 (<0.5%)	44	105 (<0.5%)	188	400 (<0.5%)	183

Discretionary Households Income

Household Average Discretionary Income	\$46,980.67	91	\$67,427.4	130	\$59,655.59	115
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Household Median Discretionary Income	\$43,376.52	101	\$62,110.98	145	\$49,742.94	116
<\$10K	47 (3.8%)	37	1,417 (4.7%)	46	14,104 (11.8%)	116
\$10K - \$20K	85 (6.9%)	53	2,504 (8.2%)	63	13,593 (11.4%)	88
\$20K - \$30K	232 (18.9%)	151	2,900 (9.5%)	76	12,418 (10.4%)	83
\$30K - \$40K	174 (14.1%)	125	2,607 (8.6%)	75	10,148 (8.5%)	75
\$40K - \$50K	222 (18%)	188	2,896 (9.5%)	99	9,665 (8.1%)	84
\$50K - \$75K	337 (27.4%)	152	5,906 (19.4%)	107	18,907 (15.8%)	88
\$75K - \$100K	86 (7%)	66	4,963 (16.3%)	154	15,139 (12.7%)	120
\$100K - \$125K	20 (1.6%)	24	3,880 (12.8%)	188	13,327 (11.2%)	165
\$125K - \$150K	27 (2.2%)	50	2,350 (7.7%)	175	7,982 (6.7%)	152
>\$150K			1,003 (3.3%)	131	4,091 (3.4%)	136

Households Income by Ethnicity

Average Income - White	\$96,417.65	111	\$113,025.71	130	\$113,596.86	30
Median Income - White	\$95,728.98	126	\$115,190.81	152	\$116,251.71	153
Average Income - Black	\$66,384.91	108	\$102,010.91	166	\$68,603.2	112
Median Income - Black	\$11,249.75	23	\$101,913.19	213	\$51,353.86	107

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Average Income - Asian	\$123,124.51 (119)	\$98,901.59 (95)	\$113,692.78 (110)
Median Income - Asian	\$129,860.92 (31)	\$93,037.26 (94)	\$119,354.8 (121)
Average Income - Hispanic	\$65,607.06 (92)	\$98,033.43 (138)	\$76,322.84 (107)
Median Income - Hispanic	\$63,488.14 (107)	\$90,485.27 (153)	\$64,645.09 (109)
Average Income - Other	\$72,803.24 (92)	\$119,957.4 (152)	\$101,079.36 (28)
Median Income - Other	\$71,249.25 (106)	\$128,276.57 (190)	\$94,548.26 (140)

Age

Average Age	43.77 (109)	42 (105)	40.45 (101)
Median Age	46 (120)	41.63 (108)	38.79 (101)
0-4	170 (5.3%) (87)	4,705 (5.5%) (90)	20,490 (5.9%) (97)
5-13	327 (10.2%) (93)	8,537 (9.9%) (90)	37,296 (10.7%) (98)
14-17	93 (2.9%) (59)	3,582 (4.2%) (84)	16,595 (4.8%) (97)
18-21	88 (2.7%) (46)	5,368 (6.2%) (103)	20,413 (5.9%) (97)
22-24	96 (3%) (72)	3,987 (4.6%) (113)	15,274 (4.4%) (107)
25-29	169 (5.3%) (8)	5,373 (6.2%) (96)	22,907 (6.6%) (102)
30-34	163 (5.1%) (83)	5,100 (5.9%) (97)	21,662 (6.2%) (102)

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35-39	203	(6.3%)	105	4,604	(5.3%)	89	19,919	(5.7%)	96
40-44	228	(7.1%)	117	4,436	(5.2%)	85	19,502	(5.6%)	92
45-49	261	(8.1%)	135	4,883	(5.7%)	94	20,259	(5.8%)	97
50-54	285	(8.9%)	145	5,535	(6.4%)	105	22,039	(6.4%)	104
55-59	260	(8.1%)	127	6,048	(7%)	110	23,629	(6.8%)	106
60-64	221	(6.9%)	107	6,062	(7%)	109	23,213	(6.7%)	104
65-69	200	(6.2%)	107	5,458	(6.3%)	108	20,505	(5.9%)	101
70-74	171	(5.3%)	111	4,666	(5.4%)	112	16,726	(4.8%)	100
75-79	124	(3.9%)	110	3,469	(4%)	114	12,093	(3.5%)	99
80-84	75	(2.3%)	105	2,291	(2.7%)	119	7,764	(2.2%)	100
85+	70	(2.2%)	127	2,031	(2.4%)	137	6,692	(1.9%)	112

Age - Male

Male Average Age	41.97		108	40.69		105	39.06		101
Male Median Age	43.21		116	40.17		108	37.16		100
0-4	87	(5.7%)	89	2,423	(5.9%)	93	10,545	(6.3%)	99
5-13	167	(10.9%)	95	4,393	(10.7%)	93	19,153	(11.4%)	100

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14-17	42	(2.7%)	53	1,809	(4.4%)	85	8,436	(5%)	98
18-21	41	(2.7%)	43	2,458	(6%)	95	10,046	(6%)	96
22-24	55	(3.6%)	6	1,935	(4.7%)	108	7,751	(4.6%)	106
25-29	93	(6.1%)	88	2,715	(6.6%)	96	11,756	(7%)	102
30-34	87	(5.7%)	89	2,518	(6.1%)	96	10,993	(6.5%)	103
35-39	107	(7%)	113	2,283	(5.5%)	90	9,829	(5.9%)	95
40-44	111	(7.2%)	118	2,180	(5.3%)	86	9,421	(5.6%)	91
45-49	125	(8.1%)	125	2,362	(5.7%)	95	9,731	(5.8%)	96
50-54	137	(8.9%)	149	2,675	(6.5%)	106	10,572	(6.3%)	103
55-59	122	(7.9%)	123	2,923	(7.1%)	112	11,298	(6.7%)	106
60-64	102	(6.6%)	106	2,876	(7%)	111	10,997	(6.5%)	104
65-69	88	(5.7%)	103	2,540	(6.2%)	111	9,540	(5.7%)	102
70-74	73	(4.8%)	106	2,118	(5.1%)	115	7,609	(4.5%)	101
75-79	52	(3.4%)	108	1,487	(3.6%)	114	5,190	(3.1%)	98
80-84	26	(1.7%)	91	905	(2.2%)	118	3,057	(1.8%)	98
85+	21	(1.4%)	121	648	(1.6%)	110	2,072	(1.2%)	109

Age - Female

Female Average Age	45.42		110	43.2		105	41.77		101
Female Median Age	47.56		116	43.05		105	41.37		101
0-4	83	(5%)	85	2,282	(5.1%)	87	9,945	(5.6%)	95
5-13	160	(9.6%)	91	4,144	(9.2%)	87	18,143	(10.1%)	96
14-17	51	(3.1%)	64	1,773	(3.9%)	83	8,159	(4.6%)	96
18-21	47	(2.8%)	68	2,910	(6.5%)	111	10,367	(5.8%)	99
22-24	41	(2.5%)	64	2,052	(4.6%)	118	7,523	(4.2%)	109
25-29	76	(4.6%)	72	2,658	(5.9%)	97	11,151	(6.2%)	102
30-34	76	(4.6%)	72	2,582	(5.8%)	99	10,669	(6%)	102
35-39	96	(5.8%)	98	2,321	(5.2%)	88	10,090	(5.6%)	96
40-44	117	(7%)	116	2,256	(5%)	83	10,081	(5.6%)	94
45-49	136	(8.2%)	135	2,521	(5.6%)	94	10,528	(5.9%)	98
50-54	148	(8.9%)	144	2,860	(6.4%)	104	11,467	(6.4%)	104
55-59	138	(8.3%)	124	3,125	(7%)	107	12,331	(6.9%)	106
60-64	119	(7.1%)	108	3,186	(7.1%)	107	12,216	(6.8%)	103
65-69	112	(6.7%)	110	2,918	(6.5%)	106	10,965	(6.1%)	100
70-74	98	(5.9%)	114	2,548	(5.7%)	110	9,117	(5.1%)	99
75-79	72	(4.3%)	111	1,982	(4.4%)	114	6,903	(3.9%)	99
80-84	49	(2.9%)	114	1,386	(3.1%)	119	4,707	(2.6%)	102
85+	49	(2.9%)	124	1,383	(3.1%)	113	4,620	(2.6%)	113

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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)	1,680		45,826		176,969	
Production & Transportation	345 (20.5%)	156	4,794 (10.5%)	74	27,910 (15.8%)	120
Managerial/Executive	335 (19.9%)	122	10,086 (22%)	134	31,706 (17.9%)	109
Office Admin	308 (18.3%)	165	6,240 (13.6%)	123	19,310 (10.9%)	98
Professional Specialty	262 (15.6%)	66	10,737 (23.4%)	99	41,018 (23.2%)	98
Sales	136 (8.1%)	83	5,140 (11.2%)	115	18,819 (10.6%)	109
Personal Care	71 (4.2%)	161	1,210 (2.6%)	100	4,789 (2.7%)	103
Construction	63 (3.8%)	46	2,859 (6.2%)	76	11,659 (6.6%)	8
Food Preparation & Serving	57 (3.4%)	64	1,404 (3.1%)	57	5,890 (3.3%)	62
Protective	43 (2.6%)	117	1,337 (2.9%)	134	3,975 (2.2%)	103
Healthcare support	39 (2.3%)	71	1,168 (2.5%)	71	5,754 (3.3%)	99
Building Maintenance & Cleaning	21 (1.3%)	34	851 (1.9%)	51	5,998 (3.4%)	93
Farming, Fishing & Forestry					141 (<0.5%)	12

Employment by Industry

Total Employees (16+ Years Old)	1,680	45,826	176,969
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Transportation	357	(21.3%)	2,856	(6.2%)	11,837	(6.7%)
Educational Services	320	(19%)	11,004	(24%)	42,361	(23.9%)
Wholesale Retail	250	(14.9%)	6,752	(14.7%)	25,538	(14.4%)
Manufacturing	208	(12.4%)	4,652	(10.2%)	21,366	(12.1%)
Information	108	(6.4%)	1,204	(2.6%)	4,500	(2.5%)
Entertainment Services	96	(5.7%)	2,824	(6.2%)	11,913	(6.7%)
Financial, Insurance & Real Estate	95	(5.7%)	3,741	(8.2%)	12,801	(7.2%)
Agriculture/Mining/Construction	83	(4.9%)	2,626	(5.7%)	9,391	(5.3%)
Professional Services	68	(4%)	4,238	(9.2%)	14,974	(8.5%)
Public Administration	63	(3.8%)	1,771	(3.9%)	6,038	(3.4%)
Other Professional Services	32	(1.9%)	2,525	(5.5%)	8,514	(4.8%)
Administrative/Waste Services			1,627	(3.6%)	7,504	(4.2%)
Management Services			6	(<0.5%)	232	(<0.5%)

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Language Spoken

Speak English at Home	2,217	(73.1%)	94	53,398	(65.6%)	84	187,538	(57.4%)	74
Speak Other Language at Home	568	(18.7%)	231	15,505	(19%)	235	48,986	(15%)	185
Speak Spanish at Home	249	(8.2%)	59	12,527	(15.4%)	110	89,964	(27.6%)	198

Ancestry

Italian	523	(16.3%)	546	14,882	(17.3%)	578	39,155	(11.3%)	377
Unclassified	468	(14.6%)	87	10,076	(11.7%)	70	31,320	(9%)	54
Other	426	(13.3%)	61	13,962	(16.2%)	75	69,381	(20%)	92
South American	365	(11.4%)	1068	5,202	(6%)	566	26,421	(7.6%)	714
Scottish/Irish	228	(7.1%)	105	5,634	(6.5%)	96	17,937	(5.2%)	74
Puerto Rican	197	(6.1%)	239	4,126	(4.8%)	187	24,465	(7.1%)	275
Middle Eastern	154	(4.8%)	762	3,294	(3.8%)	607	8,984	(2.6%)	411
Central American	129	(4%)	271	1,190	(1.4%)	93	5,024	(1.4%)	98
German	118	(3.7%)	46	4,013	(4.7%)	58	12,047	(3.5%)	43
Other European (e.g. Greek/Russian)	112	(3.5%)	109	4,647	(5.4%)	168	14,736	(4.2%)	32
Polish	84	(2.6%)	169	2,920	(3.4%)	219	8,914	(2.6%)	166

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
British	74	(2.3%)	1,937	(2.2%)	6,010	(1.7%)
Other Hispanic	66	(2.1%)	1,346	(1.6%)	6,739	(1.9%)
American	59	(1.8%)	1,640	(1.9%)	5,075	(1.5%)
South East Asian (e.g. Vietnamese)	50	(1.6%)	833	(1%)	2,965	(0.9%)
Cuban	35	(1.1%)	878	(1%)	3,468	(1%)
South Central Asian (e.g. Indian)	32	(1%)	2,976	(3.5%)	12,552	(3.6%)
Dutch	27	(0.8%)	702	(0.8%)	2,377	(0.7%)
Chinese	17	(0.5%)	882	(1%)	2,735	(0.8%)
French	12	(<0.5%)	366	(<0.5%)	1,183	(<0.5%)
Scandinavian	11	(<0.5%)	504	(0.6%)	1,665	(<0.5%)
Dominican	7	(<0.5%)	2,461	(2.9%)	31,892	(9.2%)
Mexican	7	(<0.5%)	886	(1%)	9,338	(2.7%)
Korean	1	(<0.5%)	348	(<0.5%)	1,184	(<0.5%)
Japanese	1	(<0.5%)	80	(<0.5%)	284	(<0.5%)
Native American (Indian/Eskimo)	1	(<0.5%)	49	(<0.5%)	425	(<0.5%)
Other Asian			291	(<0.5%)	656	(<0.5%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Totowa Commons

545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	10 (<0.5%)	7	46 (<0.5%)

Education (Age 25+)

Education Level	1 Mile	3 Mile	5 Mile
Total Educated Population	2,430	59,956	236,910
Elementary (0 to 8 Years)	143 (5.9%)	2,370 (4%)	15,068 (6.4%)
Some High School (9 to 11 Years)	50 (2.1%)	1,974 (3.3%)	13,336 (5.6%)
High School Graduate (12 Years)	758 (31.2%)	15,838 (26.4%)	71,034 (30%)
Some College (13 to 16 Years)	560 (23%)	10,459 (17.4%)	36,611 (15.5%)
Associates Degree Only	42 (1.7%)	3,578 (6%)	11,514 (4.9%)
Bachelor's Degree Only	692 (28.5%)	16,289 (27.2%)	55,260 (23.3%)
Graduate Degree	185 (7.6%)	9,448 (15.8%)	34,087 (14.4%)

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Audience Profile

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Totowa Commons

545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,230	30,426	119,374
One Person Households	424 (34.5%)	7,260 (23.9%)	28,845 (24.2%)
Married Couple	518 (42.1%)	17,406 (57.2%)	59,972 (50.2%)
Male Householder	49 (4%)	1,555 (5.1%)	6,657 (5.6%)
Female Householder	197 (16%)	2,987 (9.8%)	18,565 (15.6%)
Non Family Households	42 (3.4%)	1,218 (4%)	5,335 (4.5%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,230	30,426	119,374
1 Person Household	424 (34.5%)	7,260 (23.9%)	28,845 (24.2%)
2 Person Household	399 (32.4%)	9,470 (31.1%)	32,947 (27.6%)
3 Person Household	177 (14.4%)	5,146 (16.9%)	20,487 (17.2%)
4 Person Household	142 (11.5%)	4,982 (16.4%)	19,753 (16.5%)
5 Person Household	64 (5.2%)	2,289 (7.5%)	10,105 (8.5%)
6 Person Household	17 (1.4%)	806 (2.6%)	4,011 (3.4%)
7+ Person Household	7 (0.6%)	473 (1.6%)	3,226 (2.7%)

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Audience Profile

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545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	1,290	31,528	124,879
Owner Occupied Housing	992	22,229	70,372
Renter Occupied Housing	238	8,197	49,002
Vacant Housing	60	1,102	5,505

Housing Rent

Average Rent	\$1,694.63	122	\$1,774.32	127	\$1,529.17	110			
Median Rent	\$1,725.69	136	\$1,691.6	133	\$1,491.07	117			
Total Cash Rents Housing	219	7,647	47,255						
<\$300	57	(0.7%)	23	1,975	(4.2%)	31			
\$300-\$500	141	(1.8%)	42	1,658	(3.5%)	8			
\$500-\$750	16	(7.3%)	67	282	(3.7%)	34	2,051	(4.3%)	40
\$750-\$1000	3	(1.4%)	9	182	(2.4%)	15	2,966	(6.3%)	39
\$1000-\$1500	58	(26.5%)	91	2,292	(30%)	104	15,250	(32.3%)	111
\$1500-\$2000	72	(32.9%)	171	2,269	(29.7%)	154	14,242	(30.1%)	157
\$2000-\$2500	65	(29.7%)	323	1,332	(17.4%)	189	5,477	(11.6%)	126

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

Audience Profile

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	5	(2.3%)	56	612	(8%)	197	2,077	(4.4%)	108
\$3000-\$3500				296	(3.9%)	195	886	(1.9%)	94
>\$3500				184	(2.4%)	112	673	(1.4%)	66

Value of Owner-Occupied Housing Units

Average House Value	\$541,515.93	103	\$707,201.86	34	\$723,121.18	137			
Median House Value	\$473,728.81	115	\$689,639.12	168	\$678,488.06	165			
Owner Occupied Housing	992		22,229		70,372				
<\$100K	27	(2.7%)	29	182	(0.8%)	9	867	(1.2%)	13
\$100K - \$200K				158	(0.7%)	5	781	(1.1%)	8
\$200K - \$300K	20	(2%)	14	451	(2%)	14	2,176	(3.1%)	22
\$300K - \$400K	275	(27.7%)	238	1,686	(7.6%)	65	4,916	(7%)	60
\$400K - \$500K	236	(23.8%)	250	2,321	(10.4%)	110	7,482	(10.6%)	112
\$500K - \$1000K	361	(36.4%)	141	12,451	(56%)	216	39,437	(56%)	217
>\$1000K	73	(7.4%)	47	4,980	(22.4%)	143	14,713	(20.9%)	34

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Audience Profile

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	39	(3.2%)	25	1,770	(5.8%)	46	14,761	(12.4%)	98
Households Above Poverty	1,191	(96.8%)	111	28,656	(94.2%)	108	104,613	(87.6%)	100
Households in Poverty (Married)				534	(1.8%)	7	3,015	(2.5%)	114
Households in Poverty (Male Householder)				108	(<0.5%)	55	681	(0.6%)	89
Households in Poverty (Female Householder)				441	(1.4%)	47	4,893	(4.1%)	33
Households in Poverty (Non-Family)	36	(2.9%)	48	636	(2.1%)	35	5,779	(4.8%)	8
Households in Poverty (Non-Family Student)	3	(<0.5%)	39	51	(<0.5%)	27	393	(<0.5%)	53

Wealth per Household

Household Average Wealth	\$251,500		106	\$263,627.16		111	\$243,401.08		103
Household Median Wealth	\$91,220.55		116	\$97,777.88		124	\$81,248.85		103
<\$0K	203	(16.5%)	94	4,857	(16%)	91	20,850	(17.5%)	99
\$0K - \$5K	90	(7.3%)	84	2,256	(7.4%)	85	10,330	(8.7%)	100
\$5K - \$10K	52	(4.2%)	92	1,248	(4.1%)	89	5,436	(4.6%)	99
\$10K - \$25K	76	(6.2%)	96	1,824	(6%)	94	7,508	(6.3%)	98
\$25K - \$50K	86	(7%)	102	2,038	(6.7%)	98	8,030	(6.7%)	98

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Audience Profile

Jan 1 - Dec 31, 2023

Totowa Commons

545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	131	(10.7%)	3,129	(10.3%)	12,053	(10.1%)
\$100K - \$250K	232	(18.9%)	5,717	(18.8%)	21,431	(18%)
\$250K - \$500K	170	(13.8%)	4,311	(14.2%)	15,734	(13.2%)
>\$500K	190	(15.4%)	5,046	(16.6%)	18,002	(15.1%)

Vehicles per Household

Total Number of Vehicles	2,026		58,211		198,543	
Average Number of Vehicles	1.65		1.91		1.66	
No Vehicles	54	(4.4%)	1,382	(4.5%)	15,480	(13%)
1 Vehicle	725	(58.9%)	9,943	(32.7%)	39,987	(33.5%)
2 Vehicles	182	(14.8%)	11,975	(39.4%)	42,183	(35.3%)
3 or more Vehicles	269	(21.9%)	7,126	(23.4%)	21,724	(18.2%)

Population Change

Births	26		975		4,156
Deaths	28		820		2,909
Migration	36		817		-427

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Audience Profile

Jan 1 - Dec 31, 2023

Totowa Commons

545 Highway 46 West, Totowa, NJ 07512

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses

400

3,651

11,366

Total Employees

6,179

55,579

149,904

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