

Audience Profile

Jan 1 - Dec 31, 2023

Home Depot Center

2445 Springfield Ave, Vauxhall, NJ 7088

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	19,912		169,877		526,973	
Households	7,051		60,574		189,970	
Persons per Household	2.8	108	2.78	107	2.74	106
Household Median Income	\$108,285.01	156	\$106,202.85	153	\$80,721.54	116
Household Median Disposable Income	\$88,407.7	147	\$87,351.72	145	\$68,066.25	113
Household Median Discretionary Income	\$60,463.71	141	\$60,083.44	140	\$43,446.5	101
Average Income Per Person	\$57,076.1	153	\$56,877.89	152	\$46,381.79	124
Median Rent	\$1,967.53	155	\$1,595.3	126	\$1,420.75	112
Median House Value	\$638,395.75	155	\$646,369.04	157	\$589,864.91	143
Households in Poverty	360 (5.1%)	40	4,840 (8%)	63	23,632 (12.4%)	99
Household Median Wealth	\$104,021.88	32	\$93,211.65	119	\$74,895.39	95
Average Age	41.2	103	40.44	101	39.76	99
Median Age	41.65	108	40.57	105	38.5	100
Households with Children	2,104 (29.8%)	108	20,934 (34.6%)	125	62,858 (33.1%)	120
High School Graduate or Higher	12,837 (93.3%)	105	106,417 (91.9%)	104	318,850 (89.5%)	101

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

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Bachelor's Degree or Higher	7,332 (53.3%)	58,597 (50.6%)	141,932 (39.9%)
Pop density (per sq mi)	6,585	5,698	6,938
Area (based on blockgroups)	3	30	76

Population

Population 2022 Q4	19,912	169,877	526,973
Population 2022 Q3	19,837	168,970	524,770
Population 2022 Q2	19,934	169,739	526,869
Population 2022 Q1	19,921	170,107	527,313
Population 2021 Q4	19,903	169,662	527,506
Population 2021 Q3	19,945	170,028	528,940
Population 2021 Q2	19,973	170,069	529,008
Population 2021 Q1	20,005	170,410	530,044
Population 2020 Q4	20,029	170,693	530,910
Population 5 Years Forecast	19,966	171,583	531,007
Population 10 Years Forecast	20,110	173,473	536,093
Persons per Household	2.8	2.78	2.74

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Group Quarters	173	(0.9%)	1,736	(1%)	6,246	(1.2%)
Transient Population - Average Last 4 Quarters			218	(<0.5%)	562	(<0.5%)

Households

Households 2022 Q4	7,051	60,574	189,970
Households 2022 Q3	7,025	60,242	189,171
Households 2022 Q2	7,060	60,519	189,942
Households 2022 Q1	7,056	60,649	190,073
Households 2021 Q4	7,048	60,520	190,186
Households 2021 Q3	7,064	60,649	190,711
Households 2021 Q2	7,076	60,665	190,745
Households 2021 Q1	7,085	60,800	191,147
Households 2020 Q4	7,093	60,897	191,520
Households 5 Years Forecast	7,069	61,206	191,489
Households 10 Years Forecast	7,125	61,914	193,390

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	9,538 (47.9%)	81,973 (48.3%)	252,035 (47.8%)
Female	10,374 (52.1%)	87,904 (51.7%)	274,938 (52.2%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	8,120 (40.8%)	71,631 (42.2%)	169,843 (32.2%)
Black	6,127 (30.8%)	56,562 (33.3%)	227,481 (43.2%)
Hispanic (Ethnic)	2,453 (12.3%)	20,780 (12.2%)	85,176 (16.2%)
Asian	2,359 (11.8%)	14,948 (8.8%)	28,195 (5.4%)
Other	853 (4.3%)	5,956 (3.5%)	16,278 (3.1%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,846 (40.4%)	25,200 (41.6%)	58,334 (30.7%)
Black	2,106 (29.9%)	19,234 (31.8%)	79,834 (42%)
Hispanic (Ethnic)	894 (12.7%)	7,583 (12.5%)	31,332 (16.5%)
Asian	728 (10.3%)	5,022 (8.3%)	9,308 (4.9%)
Other	477 (6.8%)	3,535 (5.8%)	11,162 (5.9%)

Households Income

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Household Average Income	\$160,617.86	165	\$159,009.62	163	\$127,597.33	31
Average Income Per Person	\$57,076.1	153	\$56,877.89	152	\$46,381.79	124
Household Median Income	\$108,285.01	156	\$106,202.85	153	\$80,721.54	116
<\$15K	282 (4%)	44	3,308 (5.5%)	60	17,229 (9.1%)	99
\$15K - \$25K	303 (4.3%)	56	2,896 (4.8%)	62	12,491 (6.6%)	85
\$25K - \$35K	374 (5.3%)	66	3,053 (5%)	62	13,141 (6.9%)	85
\$35K - \$50K	383 (5.4%)	48	4,198 (6.9%)	61	17,563 (9.2%)	8
\$50K - \$75K	1,102 (15.6%)	93	8,574 (14.2%)	84	29,005 (15.3%)	90
\$75K - \$100K	765 (10.8%)	84	6,737 (11.1%)	86	21,545 (11.3%)	87
\$100K - \$150K	1,307 (18.5%)	112	10,717 (17.7%)	107	29,607 (15.6%)	94
\$150K - \$175K	450 (6.4%)	122	4,675 (7.7%)	147	11,819 (6.2%)	118
\$175K - \$200K	488 (6.9%)	128	6,690 (11%)	205	16,106 (8.5%)	157
\$200K - \$250K	894 (12.7%)	340	5,448 (9%)	241	12,023 (6.3%)	170
\$250K - \$500K	384 (5.4%)	342	2,336 (3.9%)	242	5,146 (2.7%)	170
>\$500K	319 (4.5%)	339	1,942 (3.2%)	240	4,295 (2.3%)	169

Disposable Households Income

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

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Household Average Disposable Income	\$106,694.72		144	\$100,005.93		135	\$84,432.68		114
Household Median Disposable Income	\$88,407.7		147	\$87,351.72		145	\$68,066.25		113
<\$15K	307	(4.4%)	44	3,551	(5.9%)	59	18,473	(9.7%)	98
\$15K - \$25K	412	(5.8%)	65	3,692	(6.1%)	67	15,277	(8%)	89
\$25K - \$35K	341	(4.8%)	52	3,556	(5.9%)	63	15,120	(8%)	86
\$35K - \$50K	632	(9%)	67	5,172	(8.5%)	64	21,543	(11.3%)	84
\$50K - \$75K	1,220	(17.3%)	94	10,167	(16.8%)	91	32,021	(16.9%)	91
\$75K - \$100K	1,178	(16.7%)	120	8,180	(13.5%)	97	23,676	(12.5%)	90
\$100K - \$150K	1,049	(14.9%)	95	12,516	(20.7%)	132	33,779	(17.8%)	113
\$150K - \$175K	705	(10%)	208	6,400	(10.6%)	219	13,880	(7.3%)	152
\$175K - \$200K	325	(4.6%)	296	1,975	(3.3%)	209	4,359	(2.3%)	147
\$200K - \$250K	354	(5%)	329	2,159	(3.6%)	234	4,765	(2.5%)	164
\$250K - \$500K	486	(6.9%)	329	2,950	(4.9%)	232	6,514	(3.4%)	164
>\$500K	42	(0.6%)	325	256	(<0.5%)	230	563	(<0.5%)	162

Discretionary Households Income

Household Average Discretionary Income	\$73,755.6		142	\$69,903.94		135	\$56,485.17		109
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Household Median Discretionary Income	\$60,463.71	141	\$60,083.44	140	\$43,446.5	101
<\$10K	364 (5.2%)	51	3,969 (6.6%)	64	23,858 (12.6%)	123
\$10K - \$20K	543 (7.7%)	59	5,584 (9.2%)	71	24,796 (13.1%)	100
\$20K - \$30K	504 (7.1%)	57	5,011 (8.3%)	66	21,728 (11.4%)	91
\$30K - \$40K	775 (11%)	97	5,671 (9.4%)	8	18,891 (9.9%)	88
\$40K - \$50K	749 (10.6%)	111	5,417 (8.9%)	93	15,890 (8.4%)	87
\$50K - \$75K	1,250 (17.7%)	98	10,255 (16.9%)	94	28,347 (14.9%)	83
\$75K - \$100K	731 (10.4%)	98	7,592 (12.5%)	118	19,050 (10%)	95
\$100K - \$125K	540 (7.7%)	113	7,250 (12%)	177	16,519 (8.7%)	28
\$125K - \$150K	771 (10.9%)	248	5,471 (9%)	205	12,573 (6.6%)	150
>\$150K	824 (11.7%)	465	4,354 (7.2%)	286	8,318 (4.4%)	174

Households Income by Ethnicity

Average Income - White	\$123,245	141	\$122,186.3	140	\$120,279.15	138
Median Income - White	\$119,499.22	157	\$132,513.64	174	\$130,228.76	171
Average Income - Black	\$94,168.74	154	\$91,287.41	149	\$72,938.38	119
Median Income - Black	\$84,752.36	177	\$81,518.99	170	\$60,065.99	125

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Average Income - Asian	\$140,701.07	\$134,505.94	\$131,963.11
Median Income - Asian	\$166,115.38	\$152,653.47	\$153,122.35
Average Income - Hispanic	\$103,301.18	\$98,235.94	\$85,861.78
Median Income - Hispanic	\$95,426.01	\$88,897.96	\$73,800.31
Average Income - Other	\$119,110.73	\$103,968.57	\$87,205.59
Median Income - Other	\$111,658.19	\$93,690.66	\$77,673.91

Age

Average Age	41.2	40.44	39.76
Median Age	41.65	40.57	38.5
0-4	1,095 (5.5%)	9,753 (5.7%)	32,425 (6.2%)
5-13	2,153 (10.8%)	18,771 (11%)	60,588 (11.5%)
14-17	974 (4.9%)	8,490 (5%)	27,132 (5.1%)
18-21	1,081 (5.4%)	9,991 (5.9%)	29,298 (5.6%)
22-24	846 (4.2%)	7,052 (4.2%)	21,439 (4.1%)
25-29	1,345 (6.8%)	11,083 (6.5%)	34,625 (6.6%)
30-34	1,109 (5.6%)	9,720 (5.7%)	32,036 (6.1%)

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35-39	928	(4.7%)	8,774	(5.2%)	29,648	(5.6%)
40-44	1,028	(5.2%)	9,156	(5.4%)	30,212	(5.7%)
45-49	1,187	(6%)	10,384	(6.1%)	32,246	(6.1%)
50-54	1,380	(6.9%)	11,723	(6.9%)	34,984	(6.6%)
55-59	1,542	(7.7%)	12,535	(7.4%)	36,824	(7%)
60-64	1,497	(7.5%)	12,373	(7.3%)	35,755	(6.8%)
65-69	1,328	(6.7%)	10,690	(6.3%)	30,836	(5.9%)
70-74	996	(5%)	8,181	(4.8%)	23,955	(4.5%)
75-79	668	(3.4%)	5,460	(3.2%)	16,613	(3.2%)
80-84	418	(2.1%)	3,173	(1.9%)	10,078	(1.9%)
85+	337	(1.7%)	2,568	(1.5%)	8,279	(1.6%)

Age - Male

Male Average Age	39.43		39.08		38.16	
Male Median Age	37.76		37.6		36.41	
0-4	563	(5.9%)	5,009	(6.1%)	16,675	(6.6%)
5-13	1,109	(11.6%)	9,636	(11.8%)	31,119	(12.3%)

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14-17	503	(5.3%)	103	4,324	(5.3%)	103	13,860	(5.5%)	107
18-21	546	(5.7%)	92	4,977	(6.1%)	97	14,732	(5.8%)	94
22-24	436	(4.6%)	105	3,584	(4.4%)	100	10,889	(4.3%)	99
25-29	708	(7.4%)	108	5,687	(6.9%)	101	17,691	(7%)	103
30-34	588	(6.2%)	97	4,953	(6%)	95	16,045	(6.4%)	100
35-39	458	(4.8%)	7	4,333	(5.3%)	86	14,230	(5.6%)	92
40-44	473	(5%)	6	4,349	(5.3%)	86	14,000	(5.6%)	90
45-49	542	(5.7%)	94	4,836	(5.9%)	98	14,871	(5.9%)	98
50-54	635	(6.7%)	109	5,467	(6.7%)	109	16,261	(6.5%)	105
55-59	710	(7.4%)	118	5,881	(7.2%)	113	17,178	(6.8%)	108
60-64	689	(7.2%)	115	5,792	(7.1%)	112	16,634	(6.6%)	105
65-69	589	(6.2%)	111	4,962	(6.1%)	109	14,048	(5.6%)	100
70-74	436	(4.6%)	102	3,759	(4.6%)	103	10,530	(4.2%)	93
75-79	289	(3%)	96	2,377	(2.9%)	92	6,928	(2.7%)	87
80-84	161	(1.7%)	91	1,248	(1.5%)	8	3,844	(1.5%)	8
85+	103	(1.1%)	95	799	(1%)	86	2,500	(1%)	88

Age - Female

Female Average Age	42.84		104	41.72		101	41.22		100
Female Median Age	45.07		110	42.35		104	41.36		101
0-4	532	(5.1%)	88	4,744	(5.4%)	92	15,750	(5.7%)	98
5-13	1,044	(10.1%)	95	9,135	(10.4%)	98	29,469	(10.7%)	101
14-17	471	(4.5%)	95	4,166	(4.7%)	100	13,272	(4.8%)	101
18-21	535	(5.2%)	88	5,014	(5.7%)	98	14,566	(5.3%)	91
22-24	410	(4%)	102	3,468	(3.9%)	102	10,550	(3.8%)	99
25-29	637	(6.1%)	100	5,396	(6.1%)	100	16,934	(6.2%)	101
30-34	521	(5%)	86	4,767	(5.4%)	93	15,991	(5.8%)	100
35-39	470	(4.5%)	7	4,441	(5.1%)	86	15,418	(5.6%)	95
40-44	555	(5.3%)	89	4,807	(5.5%)	91	16,212	(5.9%)	98
45-49	645	(6.2%)	104	5,548	(6.3%)	105	17,375	(6.3%)	106
50-54	745	(7.2%)	117	6,256	(7.1%)	116	18,723	(6.8%)	111
55-59	832	(8%)	11	6,654	(7.6%)	117	19,646	(7.1%)	110
60-64	808	(7.8%)	118	6,581	(7.5%)	113	19,121	(7%)	105
65-69	739	(7.1%)	117	5,728	(6.5%)	107	16,788	(6.1%)	100
70-74	560	(5.4%)	105	4,422	(5%)	98	13,425	(4.9%)	95
75-79	379	(3.7%)	94	3,083	(3.5%)	90	9,685	(3.5%)	91
80-84	257	(2.5%)	96	1,925	(2.2%)	85	6,234	(2.3%)	88
85+	234	(2.3%)	99	1,769	(2%)	88	5,779	(2.1%)	92

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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)	10,590		93,506		276,831	
Professional Specialty	3,285 (31%)	31	26,414 (28.2%)	119	68,953 (24.9%)	105
Managerial/Executive	2,750 (26%)	159	20,435 (21.9%)	133	49,080 (17.7%)	108
Office Admin	1,190 (11.2%)	101	10,050 (10.7%)	97	32,774 (11.8%)	107
Production & Transportation	880 (8.3%)	63	9,192 (9.8%)	75	36,581 (13.2%)	100
Sales	775 (7.3%)	75	8,691 (9.3%)	95	24,956 (9%)	92
Construction	618 (5.8%)	71	4,747 (5.1%)	62	15,571 (5.6%)	69
Healthcare support	343 (3.2%)	99	3,985 (4.3%)	130	12,954 (4.7%)	143
Personal Care	247 (2.3%)	89	2,245 (2.4%)	91	7,532 (2.7%)	104
Building Maintenance & Cleaning	225 (2.1%)	59	2,688 (2.9%)	74	9,010 (3.3%)	90
Food Preparation & Serving	170 (1.6%)	30	2,637 (2.8%)	53	10,411 (3.8%)	70
Protective	107 (1%)	46	2,417 (2.6%)	118	8,758 (3.2%)	145
Farming, Fishing & Forestry	5 (<0.5%)	1	251 (<0.5%)	14		

Employment by Industry

Total Employees (16+ Years Old)	10,590	93,506	276,831
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Educational Services	2,568	(24.2%)	104	25,314	(27.1%)	116	71,658	(25.9%)	111
Financial, Insurance & Real Estate	1,436	(13.6%)	205	10,098	(10.8%)	163	24,769	(8.9%)	135
Professional Services	1,234	(11.7%)	156	9,826	(10.5%)	140	24,545	(8.9%)	118
Wholesale Retail	1,034	(9.8%)	75	11,024	(11.8%)	88	34,564	(12.5%)	93
Manufacturing	920	(8.7%)	86	6,887	(7.4%)	75	18,809	(6.8%)	67
Transportation	755	(7.1%)	126	6,278	(6.7%)	119	25,284	(9.1%)	162
Entertainment Services	575	(5.4%)	60	6,306	(6.7%)	75	19,422	(7%)	71
Other Professional Services	469	(4.4%)	93	3,944	(4.2%)	89	12,340	(4.5%)	94
Information	463	(4.4%)	233	3,289	(3.5%)	187	7,777	(2.8%)	150
Agriculture/Mining/Construction	439	(4.1%)	48	3,465	(3.7%)	43	12,692	(4.6%)	53
Public Administration	391	(3.7%)	71	3,769	(4%)	84	12,709	(4.6%)	96
Administrative/Waste Services	278	(2.6%)	63	3,135	(3.4%)	81	11,833	(4.3%)	102
Management Services	28	(<0.5%)	188	171	(<0.5%)	130	429	(<0.5%)	110

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Language Spoken

Speak English at Home	12,155	(64.6%)	83	101,519	(63.4%)	8	323,547	(65.4%)	84
Speak Other Language at Home	4,342	(23.1%)	285	40,800	(25.5%)	314	95,679	(19.3%)	239
Speak Spanish at Home	2,320	(12.3%)	88	17,805	(11.1%)	8	75,322	(15.2%)	109

Ancestry

Other	7,596	(38.1%)	175	68,030	(40%)	184	238,533	(45.3%)	208
Unclassified	2,526	(12.7%)	70	19,788	(11.6%)	70	61,581	(11.7%)	70
Other European (e.g. Greek/Russian)	965	(4.8%)	151	8,939	(5.3%)	164	18,696	(3.5%)	110
South American	912	(4.6%)	429	5,807	(3.4%)	320	24,956	(4.7%)	444
Italian	910	(4.6%)	153	9,245	(5.4%)	182	22,745	(4.3%)	144
South Central Asian (e.g. Indian)	823	(4.1%)	315	5,919	(3.5%)	266	11,206	(2.1%)	162
Scottish/Irish	760	(3.8%)	56	6,640	(3.9%)	58	19,282	(3.7%)	54
Chinese	717	(3.6%)	302	3,633	(2.1%)	179	6,987	(1.3%)	111
South East Asian (e.g. Vietnamese)	636	(3.2%)	198	4,064	(2.4%)	148	7,129	(1.4%)	84
German	578	(2.9%)	36	5,254	(3.1%)	39	12,363	(2.3%)	29
American	465	(2.3%)	47	6,128	(3.6%)	72	15,416	(2.9%)	59

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

Audience Profile

Jan 1 - Dec 31, 2023

Home Depot Center

2445 Springfield Ave, Vauxhall, NJ 7088

Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile	
British	432	(2.2%)	2,985	(1.8%)	7,585	(1.4%)
Central American	399	(2%)	2,909	(1.7%)	12,480	(2.4%)
Puerto Rican	396	(2%)	4,534	(2.7%)	18,195	(3.5%)
Polish	380	(1.9%)	4,072	(2.4%)	9,252	(1.8%)
Other Hispanic	261	(1.3%)	3,017	(1.8%)	8,756	(1.7%)
Dominican	244	(1.2%)	1,911	(1.1%)	9,504	(1.8%)
Middle Eastern	216	(1.1%)	1,120	(0.7%)	2,734	(0.5%)
Cuban	125	(0.6%)	1,482	(0.9%)	5,495	(1%)
Mexican	116	(0.6%)	1,120	(0.7%)	5,790	(1.1%)
French	106	(0.5%)	628	(<0.5%)	1,369	(<0.5%)
Other Asian	76	(<0.5%)	401	(<0.5%)	916	(<0.5%)
Dutch	74	(<0.5%)	342	(<0.5%)	783	(<0.5%)
Korean	62	(<0.5%)	759	(<0.5%)	1,693	(<0.5%)
Scandinavian	59	(<0.5%)	640	(<0.5%)	1,865	(<0.5%)
Japanese	45	(<0.5%)	172	(<0.5%)	264	(<0.5%)
Native American (Indian/Eskimo)	30	(<0.5%)	289	(<0.5%)	1,219	(<0.5%)

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Audience Profile

Jan 1 - Dec 31, 2023

Home Depot Center

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Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	3 (<0.5%)	49 (<0.5%)	179 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	13,763	115,820	356,091
Elementary (0 to 8 Years)	359 (2.6%)	5,540 (4.8%)	19,811 (5.6%)
Some High School (9 to 11 Years)	567 (4.1%)	3,863 (3.3%)	17,430 (4.9%)
High School Graduate (12 Years)	2,307 (16.8%)	23,987 (20.7%)	94,571 (26.6%)
Some College (13 to 16 Years)	2,398 (17.4%)	17,592 (15.2%)	60,412 (17%)
Associates Degree Only	800 (5.8%)	6,241 (5.4%)	21,935 (6.2%)
Bachelor's Degree Only	4,101 (29.8%)	32,786 (28.3%)	83,043 (23.3%)
Graduate Degree	3,231 (23.5%)	25,811 (22.3%)	58,889 (16.5%)

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Audience Profile

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Home Depot Center

2445 Springfield Ave, Vauxhall, NJ 7088

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,051	60,574	189,970
One Person Households	1,537 (21.8%)	14,165 (23.4%)	49,109 (25.9%)
Married Couple	4,029 (57.1%)	32,441 (53.6%)	83,968 (44.2%)
Male Householder	240 (3.4%)	2,943 (4.9%)	12,340 (6.5%)
Female Householder	954 (13.5%)	8,235 (13.6%)	36,108 (19%)
Non Family Households	291 (4.1%)	2,790 (4.6%)	8,445 (4.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,051	60,574	189,970
1 Person Household	1,537 (21.8%)	14,165 (23.4%)	49,109 (25.9%)
2 Person Household	1,963 (27.8%)	16,694 (27.6%)	50,828 (26.8%)
3 Person Household	1,362 (19.3%)	11,186 (18.5%)	34,459 (18.1%)
4 Person Household	1,300 (18.4%)	10,678 (17.6%)	30,205 (15.9%)
5 Person Household	556 (7.9%)	4,877 (8.1%)	14,980 (7.9%)
6 Person Household	208 (2.9%)	1,795 (3%)	5,959 (3.1%)
7+ Person Household	125 (1.8%)	1,179 (1.9%)	4,430 (2.3%)

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Audience Profile

Jan 1 - Dec 31, 2023

Home Depot Center

2445 Springfield Ave, Vauxhall, NJ 7088

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	7,333	63,912	205,801
Owner Occupied Housing	5,273	38,865	100,541
Renter Occupied Housing	1,778	21,709	89,429
Vacant Housing	282	3,338	15,831

Housing Rent

Average Rent	\$2,050.04	147	\$1,689.87	121	\$1,492.09	107
Median Rent	\$1,967.53	155	\$1,595.3	126	\$1,420.75	112
Total Cash Rents Housing	1,700	21,078	87,242			
<\$300	16 (0.9%)	30	479 (2.3%)	71	3,888 (4.5%)	140
\$300-\$500	37 (2.2%)	50	314 (1.5%)	34	2,572 (2.9%)	67
\$500-\$750	13 (0.8%)	7	1,032 (4.9%)	45	4,556 (5.2%)	48
\$750-\$1000	62 (3.6%)	23	2,455 (11.6%)	72	9,674 (11.1%)	70
\$1000-\$1500	290 (17.1%)	59	5,310 (25.2%)	87	27,250 (31.2%)	108
\$1500-\$2000	462 (27.2%)	141	4,979 (23.6%)	123	21,706 (24.9%)	29
\$2000-\$2500	347 (20.4%)	222	3,485 (16.5%)	180	10,814 (12.4%)	135

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

Audience Profile

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Home Depot Center

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	273	(16.1%)	395	1,614	(7.7%)	188	3,925	(4.5%)	111
\$3000-\$3500	94	(5.5%)	278	579	(2.7%)	138	1,277	(1.5%)	74
>\$3500	106	(6.2%)	290	831	(3.9%)	184	1,580	(1.8%)	84

Value of Owner-Occupied Housing Units

Average House Value	\$743,746.88	141	\$780,214.26	148	\$717,334.91	136			
Median House Value	\$638,395.75	155	\$646,369.04	157	\$589,864.91	143			
Owner Occupied Housing	5,273		38,865		100,541				
<\$100K	90	(1.7%)	18	449	(1.2%)	12	1,828	(1.8%)	19
\$100K - \$200K	43	(0.8%)	6	402	(1%)	8	2,837	(2.8%)	21
\$200K - \$300K	269	(5.1%)	36	1,930	(5%)	35	8,044	(8%)	56
\$300K - \$400K	547	(10.4%)	89	3,950	(10.2%)	87	12,687	(12.6%)	108
\$400K - \$500K	830	(15.7%)	165	6,030	(15.5%)	163	15,521	(15.4%)	162
\$500K - \$1000K	2,210	(41.9%)	162	16,324	(42%)	162	38,202	(38%)	147
>\$1000K	1,284	(24.4%)	156	9,780	(25.2%)	161	21,422	(21.3%)	136

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Audience Profile

Jan 1 - Dec 31, 2023

Home Depot Center

2445 Springfield Ave, Vauxhall, NJ 7088

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	360	(5.1%)	40	4,840	(8%)	63	23,632	(12.4%)	99
Households Above Poverty	6,691	(94.9%)	109	55,734	(92%)	105	166,338	(87.6%)	100
Households in Poverty (Married)	115	(1.6%)	75	880	(1.5%)	65	2,683	(1.4%)	64
Households in Poverty (Male Householder)	10	(<0.5%)	22	308	(0.5%)	75	1,888	(1%)	155
Households in Poverty (Female Householder)	106	(1.5%)	49	1,217	(2%)	65	7,487	(3.9%)	128
Households in Poverty (Non-Family)	120	(1.7%)	28	2,194	(3.6%)	60	10,730	(5.6%)	93
Households in Poverty (Non-Family Student)	9	(<0.5%)	20	241	(<0.5%)	64	844	(<0.5%)	71

Wealth per Household

Household Average Wealth	\$271,598.35		114	\$260,706.16		110	\$236,507.26		100
Household Median Wealth	\$104,021.88		32	\$93,211.65		119	\$74,895.39		95
<\$0K	1,113	(15.8%)	90	10,045	(16.6%)	94	34,302	(18.1%)	103
\$0K - \$5K	498	(7.1%)	8	4,711	(7.8%)	90	17,193	(9.1%)	104
\$5K - \$10K	279	(4%)	86	2,574	(4.2%)	92	9,010	(4.7%)	103
\$10K - \$25K	413	(5.9%)	91	3,674	(6.1%)	95	12,208	(6.4%)	100
\$25K - \$50K	470	(6.7%)	97	4,037	(6.7%)	97	12,827	(6.8%)	99

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Audience Profile

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Home Depot Center

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Benchmark: Nationwide

	● 1 Mile		● 3 Mile		● 5 Mile				
\$50K - \$100K	717	(10.2%)	99	6,070	(10%)	97	18,969	(10%)	97
\$100K - \$250K	1,324	(18.8%)	104	11,065	(18.3%)	101	33,373	(17.6%)	97
\$250K - \$500K	1,017	(14.4%)	110	8,391	(13.9%)	106	24,363	(12.8%)	98
>\$500K	1,220	(17.3%)	120	10,007	(16.5%)	114	27,725	(14.6%)	101

Vehicles per Household

Total Number of Vehicles	12,698		102,484		285,627				
Average Number of Vehicles	1.8	98	1.69	92	1.5	8			
No Vehicles	370	(5.2%)	64	5,893	(9.7%)	118	30,923	(16.3%)	198
1 Vehicle	2,491	(35.3%)	109	20,840	(34.4%)	106	68,929	(36.3%)	112
2 Vehicles	2,866	(40.6%)	109	23,340	(38.5%)	104	62,879	(33.1%)	89
3 or more Vehicles	1,324	(18.8%)	84	10,501	(17.3%)	7	27,239	(14.3%)	64

Population Change

Births	228		2,001		6,390
Deaths	164		1,360		4,088
Migration	-55		-426		-2,835

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Home Depot Center

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	735	5,222	12,942
Total Employees	9,538	79,577	189,685

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