

Audience Profile

Jan 1 - Dec 31, 2023

West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Overview

Population	23,741		283,179		655,248	
Households	7,960		101,217		233,473	
Persons per Household	2.98	115	2.76	107	2.74	106
Household Median Income	\$104,559.09	150	\$72,669.31	105	\$68,540.31	99
Household Median Disposable Income	\$86,403.51	144	\$61,904.58	103	\$58,772.08	98
Household Median Discretionary Income	\$58,160.74	136	\$38,817.19	90	\$35,264.39	8
Average Income Per Person	\$41,202.7	110	\$36,259.79	97	\$36,497.64	98
Median Rent	\$1,738.28	137	\$1,338.88	105	\$1,350.82	106
Median House Value	\$518,139.09	126	\$493,540.46	120	\$515,779.72	125
Households in Poverty	459 (5.8%)	46	12,447 (12.3%)	97	34,863 (14.9%)	118
Household Median Wealth	\$95,029.4	121	\$67,948.68	86	\$63,089.87	8
Average Age	40.83	102	39.67	99	39.14	98
Median Age	40.98	107	38.59	100	37.84	98
Households with Children	2,488 (31.3%)	113	31,893 (31.5%)	114	76,025 (32.6%)	118
High School Graduate or Higher	14,932 (89.6%)	101	167,359 (86.7%)	98	378,832 (85.8%)	97

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	6,635 (39.8%)	61,155 (31.7%)	134,528 (30.5%)
Pop density (per sq mi)	7,763	9,894	7,842
Area (based on blockgroups)	3	29	84

Population

Population 2022 Q4	23,741	283,179	655,248
Population 2022 Q3	23,255	281,214	652,691
Population 2022 Q2	23,267	282,169	655,654
Population 2022 Q1	23,349	282,840	656,410
Population 2021 Q4	23,147	282,563	657,540
Population 2021 Q3	23,152	283,333	658,415
Population 2021 Q2	23,158	283,526	658,570
Population 2021 Q1	23,227	284,251	659,803
Population 2020 Q4	23,303	285,246	661,127
Population 5 Years Forecast	24,437	285,149	661,678
Population 10 Years Forecast	24,893	287,702	668,634
Persons per Household	2.98	2.76	2.74

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	1 Mile		3 Mile		5 Mile	
Group Quarters	5	(<0.5%)	3,375	(1.2%)	15,062	(2.3%)
Transient Population - Average Last 4 Quarters					6,407	(1%)

Households

Households 2022 Q4	7,960		101,217		233,473
Households 2022 Q3	7,795		100,501		232,521
Households 2022 Q2	7,798		100,860		233,582
Households 2022 Q1	7,826		101,099		233,860
Households 2021 Q4	7,758		101,002		234,307
Households 2021 Q3	7,756		101,280		234,622
Households 2021 Q2	7,759		101,355		234,665
Households 2021 Q1	7,782		101,613		235,138
Households 2020 Q4	7,808		101,990		235,646
Households 5 Years Forecast	8,195		101,916		236,086
Households 10 Years Forecast	8,349		102,845		238,791

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Gender

Gender	1 Mile	3 Mile	5 Mile
Male	11,545 (48.6%)	136,766 (48.3%)	317,399 (48.4%)
Female	12,196 (51.4%)	146,413 (51.7%)	337,849 (51.6%)

Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	8,460 (35.6%)	72,424 (25.6%)	171,806 (26.2%)
Black	7,543 (31.8%)	119,834 (42.3%)	279,482 (42.7%)
Hispanic (Ethnic)	4,088 (17.2%)	67,936 (24%)	160,357 (24.5%)
Asian	2,590 (10.9%)	14,106 (5%)	24,196 (3.7%)
Other	1,060 (4.5%)	8,879 (3.1%)	19,407 (3%)

Household by Ethnicity

Ethnicity	1 Mile	3 Mile	5 Mile
White	2,909 (36.5%)	23,470 (23.2%)	57,686 (24.7%)
Black	2,241 (28.2%)	42,214 (41.7%)	96,079 (41.2%)
Hispanic (Ethnic)	1,461 (18.4%)	24,946 (24.6%)	57,492 (24.6%)
Asian	678 (8.5%)	3,918 (3.9%)	7,576 (3.2%)
Other	671 (8.4%)	6,669 (6.6%)	14,640 (6.3%)

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	\$122,866.84	126	\$100,610.33	103	\$101,288.7	104
Average Income Per Person	\$41,202.7	110	\$36,259.79	97	\$36,497.64	98
Household Median Income	\$104,559.09	150	\$72,669.31	105	\$68,540.31	99
<\$15K	319 (4%)	44	8,873 (8.8%)	96	25,428 (10.9%)	119
\$15K - \$25K	227 (2.9%)	37	6,991 (6.9%)	90	17,983 (7.7%)	100
\$25K - \$35K	282 (3.5%)	44	7,815 (7.7%)	95	19,037 (8.2%)	101
\$35K - \$50K	588 (7.4%)	65	10,685 (10.6%)	92	24,308 (10.4%)	91
\$50K - \$75K	1,266 (15.9%)	94	17,685 (17.5%)	104	38,929 (16.7%)	99
\$75K - \$100K	1,118 (14%)	108	12,387 (12.2%)	94	27,767 (11.9%)	92
\$100K - \$150K	1,857 (23.3%)	141	16,586 (16.4%)	99	34,555 (14.8%)	90
\$150K - \$175K	769 (9.7%)	184	6,543 (6.5%)	123	13,339 (5.7%)	109
\$175K - \$200K	869 (10.9%)	202	6,138 (6.1%)	112	14,346 (6.1%)	114
\$200K - \$250K	374 (4.7%)	126	4,212 (4.2%)	111	9,961 (4.3%)	114
\$250K - \$500K	160 (2%)	126	1,809 (1.8%)	112	4,261 (1.8%)	115
>\$500K	131 (1.6%)	123	1,493 (1.5%)	111	3,559 (1.5%)	114

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	\$94,175.67		127	\$76,090.27		103	\$73,750.4		100
Household Median Disposable Income	\$86,403.51		144	\$61,904.58		103	\$58,772.08		98
<\$15K	337	(4.2%)	43	9,519	(9.4%)	94	27,314	(11.7%)	118
\$15K - \$25K	296	(3.7%)	41	8,577	(8.5%)	94	21,831	(9.4%)	103
\$25K - \$35K	421	(5.3%)	57	9,311	(9.2%)	99	21,296	(9.1%)	98
\$35K - \$50K	721	(9.1%)	67	12,941	(12.8%)	95	29,674	(12.7%)	95
\$50K - \$75K	1,590	(20%)	108	19,265	(19%)	103	42,490	(18.2%)	98
\$75K - \$100K	1,335	(16.8%)	121	13,525	(13.4%)	96	28,815	(12.3%)	89
\$100K - \$150K	2,095	(26.3%)	168	17,361	(17.2%)	109	37,055	(15.9%)	101
\$150K - \$175K	663	(8.3%)	173	5,045	(5%)	103	11,610	(5%)	103
\$175K - \$200K	135	(1.7%)	109	1,514	(1.5%)	96	3,580	(1.5%)	98
\$200K - \$250K	148	(1.9%)	122	1,670	(1.6%)	108	3,940	(1.7%)	111
\$250K - \$500K	201	(2.5%)	120	2,285	(2.3%)	108	5,396	(2.3%)	110
>\$500K	18	(<0.5%)	123	204	(<0.5%)	110	472	(<0.5%)	110

Discretionary Households Income

Household Average Discretionary Income	\$64,136.81		124	\$49,028.01		95	\$47,157.74		91
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Household Median Discretionary Income	\$58,160.74	136	\$38,817.19	90	\$35,264.39	8
<\$10K	333 (4.2%)	41	12,009 (11.9%)	116	35,821 (15.3%)	150
\$10K - \$20K	482 (6.1%)	47	14,709 (14.5%)	112	35,881 (15.4%)	118
\$20K - \$30K	657 (8.3%)	66	13,415 (13.3%)	106	30,949 (13.3%)	106
\$30K - \$40K	929 (11.7%)	103	11,815 (11.7%)	103	25,663 (11%)	97
\$40K - \$50K	926 (11.6%)	121	9,725 (9.6%)	100	20,887 (8.9%)	93
\$50K - \$75K	1,751 (22%)	122	16,558 (16.4%)	90	33,541 (14.4%)	7
\$75K - \$100K	1,329 (16.7%)	158	10,517 (10.4%)	98	20,897 (9%)	84
\$100K - \$125K	1,067 (13.4%)	198	6,739 (6.7%)	98	15,789 (6.8%)	100
\$125K - \$150K	400 (5%)	114	3,932 (3.9%)	88	8,777 (3.8%)	85
>\$150K	86 (1.1%)	43	1,798 (1.8%)	71	5,268 (2.3%)	90

Households Income by Ethnicity

Average Income - White	\$103,907.6	119	\$104,963.31	120	\$109,324.53	126
Median Income - White	\$105,800.02	139	\$103,412.15	136	\$108,636.58	143
Average Income - Black	\$115,180.19	188	\$75,653.14	123	\$68,154.47	111
Median Income - Black	\$114,835.85	240	\$64,079.47	134	\$55,584.34	116

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Average Income - Asian	\$127,696.67 (123)	\$114,293.84 (110)	\$118,235.79 (114)
Median Income - Asian	\$146,457.47 (148)	\$120,041.1 (121)	\$128,286.72 (30)
Average Income - Hispanic	\$94,102.6 (32)	\$80,524.37 (113)	\$76,392.3 (107)
Median Income - Hispanic	\$83,885.19 (142)	\$68,122.01 (115)	\$64,282.42 (109)
Average Income - Other	\$100,681.81 (127)	\$85,883.98 (109)	\$80,742.4 (102)
Median Income - Other	\$88,896.96 (32)	\$74,989.72 (111)	\$69,640.28 (103)

Age

Average Age	40.83 (102)	39.67 (99)	39.14 (98)
Median Age	40.98 (107)	38.59 (100)	37.84 (98)
0-4	1,433 (6%) (99)	18,172 (6.4%) (105)	42,031 (6.4%) (105)
5-13	2,662 (11.2%) (102)	33,384 (11.8%) (107)	77,028 (11.8%) (107)
14-17	1,034 (4.4%) (88)	14,011 (4.9%) (100)	33,575 (5.1%) (104)
18-21	1,032 (4.3%) (72)	13,974 (4.9%) (8)	34,780 (5.3%) (88)
22-24	916 (3.9%) (94)	10,644 (3.8%) (92)	26,097 (4%) (97)
25-29	1,559 (6.6%) (101)	17,795 (6.3%) (97)	43,129 (6.6%) (102)
30-34	1,532 (6.5%) (106)	17,910 (6.3%) (104)	42,176 (6.4%) (106)

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35-39	1,369	(5.8%)	96	17,496	(6.2%)	103	40,618	(6.2%)	103
40-44	1,355	(5.7%)	94	17,663	(6.2%)	103	40,998	(6.3%)	103
45-49	1,456	(6.1%)	102	17,948	(6.3%)	105	41,651	(6.4%)	106
50-54	1,603	(6.8%)	110	18,427	(6.5%)	106	42,652	(6.5%)	106
55-59	1,735	(7.3%)	114	19,084	(6.7%)	105	43,462	(6.6%)	104
60-64	1,778	(7.5%)	116	18,828	(6.6%)	103	41,794	(6.4%)	99
65-69	1,541	(6.5%)	111	16,561	(5.8%)	100	35,996	(5.5%)	94
70-74	1,165	(4.9%)	102	12,924	(4.6%)	95	27,970	(4.3%)	89
75-79	780	(3.3%)	93	8,825	(3.1%)	89	19,566	(3%)	85
80-84	444	(1.9%)	84	5,317	(1.9%)	84	12,136	(1.9%)	83
85+	347	(1.5%)	85	4,216	(1.5%)	87	9,589	(1.5%)	85

Age - Male

Male Average Age	39.37		101	38.19		98	37.63		97
Male Median Age	37.9		102	36.86		99	36.07		97
0-4	737	(6.4%)	101	9,342	(6.8%)	108	21,612	(6.8%)	107
5-13	1,364	(11.8%)	103	17,132	(12.5%)	109	39,573	(12.5%)	109

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14-17	531	(4.6%)	90	7,138	(5.2%)	102	17,175	(5.4%)	105
18-21	537	(4.7%)	92	7,077	(5.2%)	83	17,617	(5.6%)	89
22-24	475	(4.1%)	95	5,457	(4%)	92	13,487	(4.2%)	98
25-29	808	(7%)	102	9,183	(6.7%)	98	22,401	(7.1%)	103
30-34	806	(7%)	109	9,078	(6.6%)	104	21,487	(6.8%)	106
35-39	709	(6.1%)	100	8,569	(6.3%)	102	19,929	(6.3%)	102
40-44	660	(5.7%)	93	8,390	(6.1%)	100	19,580	(6.2%)	100
45-49	668	(5.8%)	96	8,453	(6.2%)	102	19,789	(6.2%)	103
50-54	733	(6.3%)	104	8,749	(6.4%)	105	20,240	(6.4%)	104
55-59	800	(6.9%)	109	9,002	(6.6%)	104	20,488	(6.5%)	102
60-64	836	(7.2%)	115	8,809	(6.4%)	102	19,557	(6.2%)	98
65-69	724	(6.3%)	113	7,609	(5.6%)	100	16,412	(5.2%)	93
70-74	530	(4.6%)	103	5,721	(4.2%)	94	12,299	(3.9%)	87
75-79	343	(3%)	94	3,695	(2.7%)	86	8,170	(2.6%)	81
80-84	178	(1.5%)	83	2,053	(1.5%)	81	4,643	(1.5%)	77
85+	106	(0.9%)	76	1,309	(1%)	85	2,940	(0.9%)	81

Age - Female

Female Average Age	42.21		102	41.06		100	40.56		98
Female Median Age	43.04		105	41.21		101	40.52		99
0-4	696	(5.7%)	97	8,830	(6%)	103	20,419	(6%)	103
5-13	1,298	(10.6%)	100	16,252	(11.1%)	105	37,455	(11.1%)	105
14-17	503	(4.1%)	87	6,873	(4.7%)	99	16,400	(4.9%)	102
18-21	495	(4.1%)	70	6,897	(4.7%)	80	17,163	(5.1%)	87
22-24	441	(3.6%)	94	5,187	(3.5%)	92	12,610	(3.7%)	97
25-29	751	(6.2%)	101	8,612	(5.9%)	96	20,728	(6.1%)	100
30-34	726	(6%)	102	8,832	(6%)	103	20,689	(6.1%)	105
35-39	660	(5.4%)	92	8,927	(6.1%)	104	20,689	(6.1%)	104
40-44	695	(5.7%)	95	9,273	(6.3%)	105	21,418	(6.3%)	105
45-49	788	(6.5%)	108	9,495	(6.5%)	108	21,862	(6.5%)	108
50-54	870	(7.1%)	116	9,678	(6.6%)	108	22,412	(6.6%)	108
55-59	935	(7.7%)	118	10,082	(6.9%)	106	22,974	(6.8%)	105
60-64	942	(7.7%)	117	10,019	(6.8%)	103	22,237	(6.6%)	100
65-69	817	(6.7%)	110	8,952	(6.1%)	100	19,584	(5.8%)	95
70-74	635	(5.2%)	101	7,203	(4.9%)	96	15,671	(4.6%)	90
75-79	437	(3.6%)	92	5,130	(3.5%)	90	11,396	(3.4%)	87
80-84	266	(2.2%)	84	3,264	(2.2%)	86	7,493	(2.2%)	86
85+	241	(2%)	87	2,907	(2%)	87	6,649	(2%)	86

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	13,198	151,171	335,041
Professional Specialty	3,109 (23.6%)	32,564 (21.5%)	72,680 (21.7%)
Managerial/Executive	2,334 (17.7%)	21,441 (14.2%)	46,928 (14%)
Production & Transportation	1,874 (14.2%)	25,002 (16.5%)	57,011 (17%)
Office Admin	1,813 (13.7%)	19,403 (12.8%)	41,260 (12.3%)
Sales	1,189 (9%)	12,841 (8.5%)	29,102 (8.7%)
Construction	706 (5.3%)	11,105 (7.3%)	24,352 (7.3%)
Healthcare support	591 (4.5%)	7,659 (5.1%)	17,002 (5.1%)
Food Preparation & Serving	557 (4.2%)	5,656 (3.7%)	13,356 (4%)
Building Maintenance & Cleaning	435 (3.3%)	6,212 (4.1%)	12,931 (3.9%)
Personal Care	308 (2.3%)	4,096 (2.7%)	9,209 (2.7%)
Protective	277 (2.1%)	5,019 (3.3%)	10,944 (3.3%)
Farming, Fishing & Forestry	5 (<0.5%)	173 (<0.5%)	266 (<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	13,198	151,171	335,041
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Educational Services	3,820	(28.9%)	39,515	(26.1%)	83,575	(24.9%)
Wholesale Retail	1,641	(12.4%)	20,397	(13.5%)	44,546	(13.3%)
Transportation	1,396	(10.6%)	17,108	(11.3%)	38,618	(11.5%)
Manufacturing	1,218	(9.2%)	11,197	(7.4%)	23,704	(7.1%)
Professional Services	1,029	(7.8%)	9,510	(6.3%)	22,755	(6.8%)
Entertainment Services	913	(6.9%)	10,354	(6.8%)	23,732	(7.1%)
Financial, Insurance & Real Estate	860	(6.5%)	9,098	(6%)	22,373	(6.7%)
Other Professional Services	623	(4.7%)	7,407	(4.9%)	16,028	(4.8%)
Agriculture/Mining/Construction	599	(4.5%)	8,094	(5.4%)	19,627	(5.9%)
Administrative/Waste Services	418	(3.2%)	7,015	(4.6%)	16,359	(4.9%)
Public Administration	398	(3%)	7,664	(5.1%)	15,895	(4.7%)
Information	259	(2%)	3,519	(2.3%)	7,428	(2.2%)
Management Services	24	(<0.5%)	293	(<0.5%)	401	(<0.5%)

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Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	11,621	(52.1%)	67	145,311	(54.8%)	70	353,669	(57.7%)	74
Speak Other Language at Home	6,955	(31.2%)	384	57,761	(21.8%)	269	115,151	(18.8%)	232
Speak Spanish at Home	3,732	(16.7%)	120	61,935	(23.4%)	168	144,397	(23.5%)	169

Ancestry

Other	9,942	(41.9%)	193	127,686	(45.1%)	207	291,727	(44.5%)	205
Unclassified	1,949	(8.2%)	49	29,545	(10.4%)	62	70,472	(10.8%)	64
South East Asian (e.g. Vietnamese)	1,593	(6.7%)	415	5,279	(1.9%)	115	7,151	(1.1%)	68
Italian	1,284	(5.4%)	181	9,361	(3.3%)	111	22,571	(3.4%)	115
South American	1,153	(4.9%)	455	22,377	(7.9%)	741	48,907	(7.5%)	700
Puerto Rican	950	(4%)	156	13,516	(4.8%)	186	34,237	(5.2%)	203
American	950	(4%)	8	7,402	(2.6%)	53	15,567	(2.4%)	48
South Central Asian (e.g. Indian)	818	(3.4%)	263	6,142	(2.2%)	165	9,701	(1.5%)	113
German	679	(2.9%)	36	4,581	(1.6%)	20	11,312	(1.7%)	22
Scottish/Irish	646	(2.7%)	40	6,343	(2.2%)	33	17,186	(2.6%)	39
Polish	609	(2.6%)	165	4,267	(1.5%)	97	11,468	(1.8%)	113

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

Audience Profile

Jan 1 - Dec 31, 2023

West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Central American	602	(2.5%)	171	8,679	(3.1%)	207	23,071	(3.5%)	237
Other Hispanic	592	(2.5%)	189	6,831	(2.4%)	183	13,549	(2.1%)	157
Other European (e.g. Greek/Russian)	544	(2.3%)	71	6,458	(2.3%)	71	16,592	(2.5%)	7
Cuban	419	(1.8%)	269	4,678	(1.7%)	252	11,228	(1.7%)	261
Dominican	310	(1.3%)	230	7,630	(2.7%)	474	21,212	(3.2%)	569
British	211	(0.9%)	16	2,236	(0.8%)	15	6,108	(0.9%)	17
Chinese	146	(0.6%)	52	1,820	(0.6%)	54	4,836	(0.7%)	62
Middle Eastern	92	(<0.5%)	61	1,372	(<0.5%)	7	2,795	(<0.5%)	68
Mexican	62	(<0.5%)	2	4,225	(1.5%)	14	8,153	(1.2%)	12
Scandinavian	56	(<0.5%)	12	466	(<0.5%)	8	1,426	(<0.5%)	11
French	38	(<0.5%)	13	435	(<0.5%)	12	1,131	(<0.5%)	14
Dutch	32	(<0.5%)	22	287	(<0.5%)	16	613	(<0.5%)	15
Native American (Indian/Eskimo)	27	(<0.5%)	14	583	(<0.5%)	26	1,509	(<0.5%)	29
Japanese	20	(<0.5%)	36	117	(<0.5%)	18	271	(<0.5%)	18
Other Asian	10	(<0.5%)	14	309	(<0.5%)	35	971	(<0.5%)	48
Hawaiian/Pacific Islander	4	(<0.5%)	10	115	(<0.5%)	23	218	(<0.5%)	19

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

Audience Profile

Jan 1 - Dec 31, 2023

West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Korean	3 (<0.5%)	439 (<0.5%)	1,266 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	16,664	192,994	441,737
Elementary (0 to 8 Years)	1,227 (7.4%)	14,874 (7.7%)	32,682 (7.4%)
Some High School (9 to 11 Years)	505 (3%)	10,761 (5.6%)	30,223 (6.8%)
High School Graduate (12 Years)	4,346 (26.1%)	57,718 (29.9%)	136,315 (30.9%)
Some College (13 to 16 Years)	2,810 (16.9%)	36,500 (18.9%)	80,301 (18.2%)
Associates Degree Only	1,141 (6.8%)	11,986 (6.2%)	27,688 (6.3%)
Bachelor's Degree Only	4,385 (26.3%)	39,959 (20.7%)	83,084 (18.8%)
Graduate Degree	2,250 (13.5%)	21,196 (11%)	51,444 (11.6%)

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Audience Profile

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West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	7,960	101,217	233,473
One Person Households	1,433 (18%)	26,303 (26%)	62,526 (26.8%)
Married Couple	4,630 (58.2%)	43,700 (43.2%)	94,423 (40.4%)
Male Householder	522 (6.6%)	6,867 (6.8%)	16,827 (7.2%)
Female Householder	1,043 (13.1%)	19,696 (19.5%)	48,903 (20.9%)
Non Family Households	332 (4.2%)	4,651 (4.6%)	10,794 (4.6%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	7,960	101,217	233,473
1 Person Household	1,433 (18%)	26,303 (26%)	62,526 (26.8%)
2 Person Household	2,101 (26.4%)	26,321 (26%)	60,401 (25.9%)
3 Person Household	1,673 (21%)	18,768 (18.5%)	42,787 (18.3%)
4 Person Household	1,540 (19.3%)	15,781 (15.6%)	35,654 (15.3%)
5 Person Household	690 (8.7%)	8,015 (7.9%)	18,355 (7.9%)
6 Person Household	321 (4%)	3,384 (3.3%)	7,712 (3.3%)
7+ Person Household	202 (2.5%)	2,645 (2.6%)	6,038 (2.6%)

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

Audience Profile

Jan 1 - Dec 31, 2023

West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide



Housing Units

Total Housing Units	8,274	108,723	254,020
Owner Occupied Housing	6,172	51,015	108,048
Renter Occupied Housing	1,788	50,202	125,425
Vacant Housing	314	7,506	20,547

Housing Rent

Average Rent	\$1,754.29	\$1,396.4	\$1,391.29
Median Rent	\$1,738.28	\$1,338.88	\$1,350.82
Total Cash Rents Housing	1,715	49,193	122,962
<\$300	2,258 (4.6%)	7,338 (6%)	187
\$300-\$500	19 (1.1%)	1,483 (3%)	95
\$500-\$750	21 (1.2%)	3,040 (6.2%)	52
\$750-\$1000	101 (5.9%)	6,108 (12.4%)	70
\$1000-\$1500	381 (22.2%)	17,274 (35.1%)	113
\$1500-\$2000	704 (41%)	11,581 (23.5%)	27
\$2000-\$2500	352 (20.5%)	4,858 (9.9%)	115

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

Audience Profile

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West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	101	(5.9%)	145	1,773	(3.6%)	89	4,171	(3.4%)	83
\$3000-\$3500	27	(1.6%)	7	433	(0.9%)	44	1,175	(1%)	48
>\$3500	9	(0.5%)	24	385	(0.8%)	36	1,103	(0.9%)	42

Value of Owner-Occupied Housing Units

Average House Value	\$534,557.41	101	\$520,403.91	99	\$590,371.98	112			
Median House Value	\$518,139.09	126	\$493,540.46	120	\$515,779.72	125			
Owner Occupied Housing	6,172		51,015		108,048				
<\$100K	30	(<0.5%)	5	973	(1.9%)	20	2,398	(2.2%)	24
\$100K - \$200K	54	(0.9%)	6	1,187	(2.3%)	17	3,544	(3.3%)	24
\$200K - \$300K	224	(3.6%)	26	4,596	(9%)	64	10,498	(9.7%)	69
\$300K - \$400K	746	(12.1%)	104	8,289	(16.2%)	139	16,217	(15%)	129
\$400K - \$500K	1,839	(29.8%)	313	11,185	(21.9%)	230	19,423	(18%)	189
\$500K - \$1000K	3,070	(49.7%)	192	20,735	(40.6%)	157	41,924	(38.8%)	150
>\$1000K	209	(3.4%)	22	4,050	(7.9%)	51	14,044	(13%)	83

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Audience Profile

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West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide



Poverty

	1 Mile	3 Mile	5 Mile
Households in Poverty	459 (5.8%)	12,447 (12.3%)	34,863 (14.9%)
Households Above Poverty	7,501 (94.2%)	88,770 (87.7%)	198,610 (85.1%)
Households in Poverty (Married)	82 (1%)	1,500 (1.5%)	3,689 (1.6%)
Households in Poverty (Male Householder)		984 (1%)	2,196 (0.9%)
Households in Poverty (Female Householder)	92 (1.2%)	3,505 (3.5%)	10,913 (4.7%)
Households in Poverty (Non-Family)	262 (3.3%)	6,043 (6%)	16,845 (7.2%)
Households in Poverty (Non-Family Student)	23 (<0.5%)	415 (<0.5%)	1,220 (0.5%)

Wealth per Household

	1 Mile	3 Mile	5 Mile
Household Average Wealth	\$259,125.31	\$225,835.33	\$220,534.31
Household Median Wealth	\$95,029.4	\$67,948.68	\$63,089.87
<\$0K	1,284 (16.1%)	18,759 (18.5%)	44,292 (19%)
\$0K - \$5K	597 (7.5%)	9,633 (9.5%)	23,053 (9.9%)
\$5K - \$10K	329 (4.1%)	4,981 (4.9%)	11,797 (5.1%)
\$10K - \$25K	483 (6.1%)	6,657 (6.6%)	15,557 (6.7%)
\$25K - \$50K	544 (6.8%)	6,923 (6.8%)	15,932 (6.8%)

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

Audience Profile

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West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	825	(10.4%)	101	10,183	(10.1%)	98	23,321	(10%)	97
\$100K - \$250K	1,494	(18.8%)	104	17,632	(17.4%)	96	40,051	(17.2%)	95
\$250K - \$500K	1,116	(14%)	107	12,604	(12.5%)	95	28,408	(12.2%)	93
>\$500K	1,288	(16.2%)	112	13,845	(13.7%)	95	31,062	(13.3%)	92

Vehicles per Household

Total Number of Vehicles	16,153		152,631		327,439				
Average Number of Vehicles	2.03	111	1.51	8	1.4	76			
No Vehicles	467	(5.9%)	71	16,408	(16.2%)	197	46,178	(19.8%)	241
1 Vehicle	1,795	(22.6%)	70	37,374	(36.9%)	114	87,927	(37.7%)	117
2 Vehicles	3,478	(43.7%)	118	32,396	(32%)	86	69,104	(29.6%)	8
3 or more Vehicles	2,220	(27.9%)	125	15,039	(14.9%)	67	30,264	(13%)	58

Population Change

Births	277		3,361		7,950
Deaths	195		2,176		4,862
Migration	512		-569		-5,380

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Audience Profile

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West Branch Commons

22 Morris Ave, Union, NJ 7083

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	741	6,483	15,464
Total Employees	13,480	101,289	288,529

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