

Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	18,061		137,310		329,659	
Households	6,625		47,394		113,720	
Persons per Household	2.7	104	2.87	111	2.85	110
Household Median Income	\$79,709.36	115	\$78,719.55	113	\$92,049.76	32
Household Median Disposable Income	\$67,412.98	112	\$66,386.13	110	\$77,092.64	28
Household Median Discretionary Income	\$44,288.28	103	\$41,619.69	97	\$51,356.78	120
Average Income Per Person	\$36,717.64	98	\$33,545.33	90	\$40,223.02	108
Median Rent	\$1,726.65	136	\$1,705.6	134	\$1,708.12	135
Median House Value	\$489,073.52	119	\$530,143.01	129	\$616,838.45	150
Households in Poverty	291 (4.4%)	35	5,635 (11.9%)	94	10,646 (9.4%)	74
Household Median Wealth	\$75,729.41	96	\$70,969.01	90	\$85,054.88	108
Average Age	40.29	101	39.21	98	40.31	101
Median Age	40.92	106	38.59	100	40.63	106
Households with Children	1,987 (30%)	109	15,409 (32.5%)	118	37,764 (33.2%)	120
High School Graduate or Higher	10,777 (86.4%)	97	77,200 (82.9%)	94	200,223 (87.6%)	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	3,364 (27%)	27,674 (29.7%)	86,059 (37.7%)
Pop density (per sq mi)	6,178	4,926	4,776
Area (based on blockgroups)	3	28	69

Population

Population 2022 Q4	18,061	137,310	329,659
Population 2022 Q3	18,065	136,875	328,686
Population 2022 Q2	18,063	136,935	329,372
Population 2022 Q1	17,970	136,226	327,258
Population 2021 Q4	17,954	135,798	326,679
Population 2021 Q3	17,752	135,072	325,692
Population 2021 Q2	17,662	134,079	324,645
Population 2021 Q1	17,670	134,081	324,789
Population 2020 Q4	17,588	133,438	324,326
Population 5 Years Forecast	18,517	140,616	337,703
Population 10 Years Forecast	19,002	143,972	345,523
Persons per Household	2.7	2.87	2.85

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	177	(1%)	42	1,495	(1.1%)	47	5,850	(1.8%)	74
Transient Population - Average Last 4 Quarters	176	(1%)	7	1,305	(1%)	7	2,020	(0.6%)	50

Households

Households 2022 Q4	6,625		47,394		113,720
Households 2022 Q3	6,626		47,232		113,379
Households 2022 Q2	6,625		47,251		113,600
Households 2022 Q1	6,591		46,998		112,886
Households 2021 Q4	6,583		46,840		112,666
Households 2021 Q3	6,511		46,566		112,289
Households 2021 Q2	6,477		46,264		111,961
Households 2021 Q1	6,480		46,269		112,024
Households 2020 Q4	6,443		46,036		111,853
Households 5 Years Forecast	6,799		48,564		116,606
Households 10 Years Forecast	6,980		49,741		119,372

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	8,781	(48.6%)	99	100	101
Female	9,280	(51.4%)	101	100	99

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	7,552	(41.8%)	231	239	143
White	6,681	(37%)	60	52	73
Asian	1,852	(10.3%)	202	296	364
Black	1,640	(9.1%)	77	68	69
Other	336	(1.9%)	51	54	65

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
Hispanic (Ethnic)	3,116	(47%)	317	282	176
White	2,163	(32.6%)	51	49	71
Asian	544	(8.2%)	186	306	358
Black	510	(7.7%)	68	76	73
Other	292	(4.4%)	8	85	85

Households Income

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	1 Mile		3 Mile		5 Mile	
Household Average Income	\$99,219.56	102	\$96,322.5	99	\$115,638.58	119
Average Income Per Person	\$36,717.64	98	\$33,545.33	90	\$40,223.02	108
Household Median Income	\$79,709.36	115	\$78,719.55	113	\$92,049.76	32
<\$15K	221 (3.3%)	37	3,717 (7.8%)	86	7,808 (6.9%)	75
\$15K - \$25K	598 (9%)	117	3,341 (7%)	92	6,032 (5.3%)	69
\$25K - \$35K	491 (7.4%)	92	3,049 (6.4%)	75	6,457 (5.7%)	70
\$35K - \$50K	653 (9.9%)	86	4,832 (10.2%)	89	9,851 (8.7%)	76
\$50K - \$75K	1,130 (17.1%)	101	7,662 (16.2%)	96	16,235 (14.3%)	85
\$75K - \$100K	963 (14.5%)	112	6,292 (13.3%)	102	14,573 (12.8%)	99
\$100K - \$150K	1,277 (19.3%)	117	9,372 (19.8%)	120	22,824 (20.1%)	122
\$150K - \$175K	576 (8.7%)	166	3,395 (7.2%)	136	9,069 (8%)	152
\$175K - \$200K	344 (5.2%)	96	3,139 (6.6%)	123	11,234 (9.9%)	183
\$200K - \$250K	210 (3.2%)	85	1,457 (3.1%)	8	5,400 (4.7%)	27
\$250K - \$500K	89 (1.3%)	84	619 (1.3%)	8	2,308 (2%)	27
>\$500K	73 (1.1%)	83	519 (1.1%)	8	1,929 (1.7%)	27

Disposable Households Income

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Household Average Disposable Income	\$77,669.77	105	\$76,712.59	104	\$86,851.19	117
Household Median Disposable Income	\$67,412.98	112	\$66,386.13	110	\$77,092.64	128
<\$15K	256 (3.9%)	39	4,047 (8.5%)	86	8,346 (7.3%)	74
\$15K - \$25K	661 (10%)	110	3,901 (8.2%)	91	7,459 (6.6%)	72
\$25K - \$35K	644 (9.7%)	105	4,249 (9%)	97	8,054 (7.1%)	76
\$35K - \$50K	800 (12.1%)	90	4,968 (10.5%)	76	11,205 (9.9%)	75
\$50K - \$75K	1,319 (19.9%)	108	9,280 (19.6%)	106	20,235 (17.8%)	96
\$75K - \$100K	1,046 (15.8%)	114	7,083 (14.9%)	107	16,878 (14.8%)	107
\$100K - \$150K	1,455 (22%)	140	9,719 (20.5%)	131	25,912 (22.8%)	145
\$150K - \$175K	166 (2.5%)	52	2,192 (4.6%)	96	8,447 (7.4%)	154
\$175K - \$200K	74 (1.1%)	72	524 (1.1%)	71	1,900 (1.7%)	107
\$200K - \$250K	81 (1.2%)	8	569 (1.2%)	7	2,115 (1.9%)	122
\$250K - \$500K	112 (1.7%)	8	784 (1.7%)	7	2,902 (2.6%)	122
>\$500K	11 (<0.5%)	91	78 (<0.5%)	90	267 (<0.5%)	128

Discretionary Households Income

Household Average Discretionary Income	\$50,446.56	97	\$48,853.17	94	\$57,988.5	112
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Household Median Discretionary Income	\$44,288.28	103	\$41,619.69	97	\$51,356.78	120
<\$10K	295 (4.5%)	44	5,421 (11.4%)	112	9,824 (8.6%)	85
\$10K - \$20K	992 (15%)	115	6,774 (14.3%)	110	12,117 (10.7%)	8
\$20K - \$30K	864 (13%)	104	5,306 (11.2%)	89	11,153 (9.8%)	7
\$30K - \$40K	893 (13.5%)	119	5,432 (11.5%)	101	11,624 (10.2%)	90
\$40K - \$50K	695 (10.5%)	109	4,535 (9.6%)	100	10,830 (9.5%)	99
\$50K - \$75K	1,435 (21.7%)	120	8,992 (19%)	105	22,131 (19.5%)	108
\$75K - \$100K	874 (13.2%)	125	6,039 (12.7%)	120	16,680 (14.7%)	138
\$100K - \$125K	334 (5%)	74	3,315 (7%)	103	12,291 (10.8%)	160
\$125K - \$150K	187 (2.8%)	64	1,354 (2.9%)	65	5,681 (5%)	113
>\$150K	56 (0.8%)	34	226 (<0.5%)	19	1,389 (1.2%)	49

Households Income by Ethnicity

Average Income - White	\$94,751.43	109	\$93,619.6	107	\$101,996.1	117
Median Income - White	\$80,411.66	106	\$85,284.72	112	\$97,371.6	128
Average Income - Black	\$96,135.53	157	\$88,341.85	144	\$89,818.47	146
Median Income - Black	\$96,874.12	202	\$82,770.46	173	\$84,795.85	177

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$109,409.3 (106)	\$116,394.63 (112)	\$121,560.71 (117)
Median Income - Asian	\$106,707.05 (108)	\$122,934.42 (124)	\$131,742.3 (33)
Average Income - Hispanic	\$81,677.51 (115)	\$74,214.65 (104)	\$81,011.4 (114)
Median Income - Hispanic	\$74,064.81 (125)	\$63,756.96 (108)	\$71,674.38 (121)
Average Income - Other	\$85,105.89 (108)	\$90,065.14 (114)	\$97,286.7 (123)
Median Income - Other	\$82,894.42 (123)	\$85,158.32 (126)	\$95,339.8 (141)

Age

Average Age	40.29 (101)	39.21 (98)	40.31 (101)
Median Age	40.92 (106)	38.59 (100)	40.63 (106)
0-4	1,183 (6.6%) (107)	9,202 (6.7%) (110)	20,323 (6.2%) (101)
5-13	2,169 (12%) (109)	16,870 (12.3%) (112)	37,715 (11.4%) (104)
14-17	867 (4.8%) (97)	7,007 (5.1%) (103)	15,734 (4.8%) (97)
18-21	771 (4.3%) (71)	6,321 (4.6%) (76)	15,321 (4.6%) (7)
22-24	599 (3.3%) (8)	4,797 (3.5%) (85)	12,104 (3.7%) (89)
25-29	1,038 (5.7%) (89)	8,273 (6%) (93)	20,414 (6.2%) (96)
30-34	1,040 (5.8%) (94)	8,298 (6%) (99)	19,883 (6%) (99)

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35-39	1,082	(6%)	100	8,798	(6.4%)	107	19,915	(6%)	101
40-44	1,229	(6.8%)	112	9,845	(7.2%)	118	21,605	(6.6%)	108
45-49	1,242	(6.9%)	114	9,549	(7%)	116	22,197	(6.7%)	112
50-54	1,180	(6.5%)	107	8,822	(6.4%)	105	22,286	(6.8%)	110
55-59	1,246	(6.9%)	108	8,800	(6.4%)	100	22,685	(6.9%)	107
60-64	1,235	(6.8%)	106	8,578	(6.2%)	97	22,351	(6.8%)	105
65-69	1,104	(6.1%)	105	7,625	(5.6%)	95	19,822	(6%)	103
70-74	854	(4.7%)	98	5,890	(4.3%)	89	15,255	(4.6%)	96
75-79	573	(3.2%)	90	3,972	(2.9%)	8	10,366	(3.1%)	89
80-84	349	(1.9%)	87	2,434	(1.8%)	8	6,352	(1.9%)	87
85+	300	(1.7%)	97	2,229	(1.6%)	95	5,331	(1.6%)	94

Age - Male

Male Average Age	39.09		101	38.1		98	39.17		101
Male Median Age	38.98		105	37.51		101	38.46		104
0-4	608	(6.9%)	109	4,731	(7%)	110	10,442	(6.4%)	101
5-13	1,116	(12.7%)	111	8,639	(12.8%)	112	19,353	(11.9%)	104

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14-17	442	(5%)	98	3,548	(5.3%)	102	8,020	(4.9%)	96
18-21	394	(4.5%)	72	3,253	(4.8%)	77	7,850	(4.8%)	77
22-24	305	(3.5%)	72	2,490	(3.7%)	85	6,283	(3.8%)	88
25-29	526	(6%)	88	4,258	(6.3%)	92	10,641	(6.5%)	95
30-34	503	(5.7%)	90	4,201	(6.2%)	97	10,381	(6.4%)	100
35-39	499	(5.7%)	92	4,241	(6.3%)	102	10,036	(6.1%)	100
40-44	589	(6.7%)	109	4,795	(7.1%)	115	10,782	(6.6%)	107
45-49	620	(7.1%)	117	4,822	(7.1%)	118	11,237	(6.9%)	114
50-54	591	(6.7%)	110	4,402	(6.5%)	107	11,101	(6.8%)	111
55-59	611	(7%)	110	4,304	(6.4%)	101	11,084	(6.8%)	107
60-64	594	(6.8%)	107	4,140	(6.1%)	97	10,795	(6.6%)	105
65-69	517	(5.9%)	106	3,601	(5.3%)	96	9,398	(5.8%)	103
70-74	382	(4.4%)	97	2,702	(4%)	89	7,038	(4.3%)	96
75-79	255	(2.9%)	92	1,742	(2.6%)	77	4,564	(2.8%)	89
80-84	140	(1.6%)	86	978	(1.4%)	77	2,567	(1.6%)	85
85+	89	(1%)	90	707	(1%)	92	1,719	(1.1%)	93

Age - Female

Female Average Age	41.44		100	40.29		98	41.42		100
Female Median Age	41.78		102	40.53		99	41.77		102
0-4	575	(6.2%)	106	4,471	(6.4%)	109	9,881	(5.9%)	101
5-13	1,053	(11.3%)	107	8,231	(11.8%)	111	18,362	(11%)	104
14-17	425	(4.6%)	96	3,459	(5%)	104	7,714	(4.6%)	97
18-21	377	(4.1%)	70	3,068	(4.4%)	77	7,471	(4.5%)	77
22-24	294	(3.2%)	72	2,307	(3.3%)	86	5,821	(3.5%)	90
25-29	512	(5.5%)	90	4,015	(5.8%)	94	9,773	(5.9%)	96
30-34	537	(5.8%)	99	4,097	(5.9%)	101	9,502	(5.7%)	98
35-39	583	(6.3%)	107	4,557	(6.5%)	111	9,879	(5.9%)	101
40-44	640	(6.9%)	115	5,050	(7.2%)	120	10,823	(6.5%)	108
45-49	622	(6.7%)	112	4,727	(6.8%)	113	10,960	(6.6%)	110
50-54	589	(6.3%)	103	4,420	(6.3%)	103	11,185	(6.7%)	109
55-59	635	(6.8%)	106	4,496	(6.4%)	99	11,601	(7%)	108
60-64	641	(6.9%)	104	4,438	(6.4%)	96	11,556	(6.9%)	105
65-69	587	(6.3%)	103	4,024	(5.8%)	94	10,424	(6.3%)	102
70-74	472	(5.1%)	99	3,188	(4.6%)	89	8,217	(4.9%)	96
75-79	318	(3.4%)	88	2,230	(3.2%)	77	5,802	(3.5%)	90
80-84	209	(2.3%)	87	1,456	(2.1%)	77	3,785	(2.3%)	88
85+	211	(2.3%)	100	1,522	(2.2%)	96	3,612	(2.2%)	95

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Employment by Occupation

Occupation	1 Mile	3 Mile	5 Mile
Total Employees (16+ Years Old)	9,101	69,462	168,190
Professional Specialty	1,980 (21.8%)	14,628 (21.1%)	44,314 (26.3%)
Production & Transportation	1,862 (20.5%)	15,341 (22.1%)	27,621 (16.4%)
Office Admin	1,228 (13.5%)	8,674 (12.5%)	20,618 (12.3%)
Sales	1,135 (12.5%)	6,105 (8.8%)	14,229 (8.5%)
Managerial/Executive	1,011 (11.1%)	10,016 (14.4%)	29,162 (17.3%)
Construction	728 (8%)	4,772 (6.9%)	11,129 (6.6%)
Healthcare support	274 (3%)	1,768 (2.5%)	3,952 (2.3%)
Personal Care	261 (2.9%)	1,737 (2.5%)	3,111 (1.8%)
Protective	239 (2.6%)	1,685 (2.4%)	4,739 (2.8%)
Building Maintenance & Cleaning	192 (2.1%)	2,264 (3.3%)	4,234 (2.5%)
Food Preparation & Serving	191 (2.1%)	2,386 (3.4%)	4,833 (2.9%)
Farming, Fishing & Forestry	86 (<0.5%)	86 (<0.5%)	248 (<0.5%)

Employment by Industry

Total Employees (16+ Years Old)	9,101	69,462	168,190
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Educational Services	1,995	(21.9%)	94	14,072	(20.3%)	87	37,606	(22.4%)	96
Wholesale Retail	1,696	(18.6%)	138	10,384	(14.9%)	111	24,562	(14.6%)	108
Transportation	1,105	(12.1%)	215	8,859	(12.8%)	226	17,516	(10.4%)	185
Professional Services	785	(8.6%)	115	6,244	(9%)	120	17,098	(10.2%)	136
Financial, Insurance & Real Estate	674	(7.4%)	112	4,757	(6.8%)	104	14,894	(8.9%)	134
Other Professional Services	670	(7.4%)	155	3,335	(4.8%)	101	5,715	(3.4%)	71
Manufacturing	584	(6.4%)	64	5,930	(8.5%)	85	13,651	(8.1%)	8
Agriculture/Mining/Construction	518	(5.7%)	66	3,861	(5.6%)	65	9,506	(5.7%)	66
Entertainment Services	361	(4%)	44	4,004	(5.8%)	64	8,926	(5.3%)	59
Administrative/Waste Services	307	(3.4%)	8	4,135	(6%)	143	6,994	(4.2%)	100
Public Administration	291	(3.2%)	67	2,399	(3.5%)	72	7,424	(4.4%)	92
Information	115	(1.3%)	67	1,455	(2.1%)	112	4,089	(2.4%)	30
Management Services				27	(<0.5%)	28	209	(<0.5%)	89

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Language Spoken

Speak Spanish at Home	7,624	(45.2%)	324	53,748	(42%)	301	72,725	(23.5%)	169
Speak English at Home	6,522	(38.6%)	50	50,156	(39.2%)	50	159,743	(51.6%)	66
Speak Other Language at Home	2,732	(16.2%)	200	24,204	(18.9%)	233	76,868	(24.8%)	306

Ancestry

Other	4,218	(23.4%)	107	27,828	(20.3%)	93	66,285	(20.1%)	92
Dominican	2,872	(15.9%)	2797	24,444	(17.8%)	3131	27,786	(8.4%)	1482
Puerto Rican	2,653	(14.7%)	572	16,289	(11.9%)	462	26,826	(8.1%)	317
South Central Asian (e.g. Indian)	1,342	(7.4%)	567	15,378	(11.2%)	854	44,772	(13.6%)	1036
Unclassified	1,272	(7%)	42	7,859	(5.7%)	34	26,952	(8.2%)	49
South American	1,248	(6.9%)	648	7,245	(5.3%)	495	12,434	(3.8%)	354
Other European (e.g. Greek/Russian)	662	(3.7%)	114	3,906	(2.8%)	88	12,612	(3.8%)	119
Italian	625	(3.5%)	116	4,639	(3.4%)	113	30,606	(9.3%)	310
Scottish/Irish	577	(3.2%)	47	4,207	(3.1%)	45	15,305	(4.6%)	68
Polish	442	(2.4%)	158	2,732	(2%)	128	9,295	(2.8%)	182
Other Hispanic	350	(1.9%)	147	2,705	(2%)	149	5,012	(1.5%)	115

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

Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

	1 Mile			3 Mile			5 Mile		
German	277	(1.5%)	19	2,108	(1.5%)	19	7,137	(2.2%)	27
American	269	(1.5%)	30	1,453	(1.1%)	21	5,689	(1.7%)	35
South East Asian (e.g. Vietnamese)	228	(1.3%)	7	2,470	(1.8%)	111	6,359	(1.9%)	119
Central American	162	(0.9%)	60	2,050	(1.5%)	101	3,968	(1.2%)	8
Cuban	145	(0.8%)	122	1,754	(1.3%)	195	3,180	(1%)	147
Chinese	125	(0.7%)	58	1,509	(1.1%)	92	6,149	(1.9%)	156
Mexican	122	(0.7%)	6	5,019	(3.7%)	35	6,518	(2%)	19
British	103	(0.6%)	11	787	(0.6%)	11	2,733	(0.8%)	15
Other Asian	89	(<0.5%)	160	583	(<0.5%)	138	1,467	(<0.5%)	144
Scandinavian	77	(<0.5%)	22	444	(<0.5%)	17	1,616	(<0.5%)	25
Middle Eastern	53	(<0.5%)	47	602	(<0.5%)	70	2,849	(0.9%)	137
Japanese	35	(<0.5%)	84	60	(<0.5%)	19	129	(<0.5%)	17
Korean	33	(<0.5%)	43	652	(<0.5%)	112	2,126	(0.6%)	152
French	27	(<0.5%)	12	232	(<0.5%)	13	770	(<0.5%)	19
Dutch	27	(<0.5%)	24	105	(<0.5%)	12	490	(<0.5%)	24
Native American (Indian/Eskimo)	25	(<0.5%)	17	222	(<0.5%)	20	510	(<0.5%)	19

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

Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Hawaiian/Pacific Islander	3 (<0.5%)	28 (<0.5%)	84 (<0.5%)

Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	12,472	93,113	228,462
Elementary (0 to 8 Years)	895 (7.2%)	8,776 (9.4%)	13,159 (5.8%)
Some High School (9 to 11 Years)	800 (6.4%)	7,137 (7.7%)	15,080 (6.6%)
High School Graduate (12 Years)	4,203 (33.7%)	27,175 (29.2%)	62,317 (27.3%)
Some College (13 to 16 Years)	2,172 (17.4%)	15,656 (16.8%)	35,780 (15.7%)
Associates Degree Only	1,038 (8.3%)	6,695 (7.2%)	16,067 (7%)
Bachelor's Degree Only	2,093 (16.8%)	17,263 (18.5%)	52,516 (23%)
Graduate Degree	1,271 (10.2%)	10,411 (11.2%)	33,543 (14.7%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	6,625	47,394	113,720
One Person Households	1,624 (24.5%)	10,964 (23.1%)	24,839 (21.8%)
Married Couple	3,298 (49.8%)	22,599 (47.7%)	61,930 (54.5%)
Male Householder	377 (5.7%)	3,365 (7.1%)	6,195 (5.4%)
Female Householder	996 (15%)	8,025 (16.9%)	15,772 (13.9%)
Non Family Households	330 (5%)	2,441 (5.2%)	4,984 (4.4%)

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	6,625	47,394	113,720
1 Person Household	1,624 (24.5%)	10,964 (23.1%)	24,839 (21.8%)
2 Person Household	1,876 (28.3%)	12,517 (26.4%)	30,886 (27.2%)
3 Person Household	1,275 (19.2%)	9,060 (19.1%)	21,977 (19.3%)
4 Person Household	1,083 (16.3%)	7,827 (16.5%)	20,368 (17.9%)
5 Person Household	459 (6.9%)	3,845 (8.1%)	9,271 (8.2%)
6 Person Household	195 (2.9%)	1,722 (3.6%)	3,827 (3.4%)
7+ Person Household	113 (1.7%)	1,459 (3.1%)	2,552 (2.2%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	7,009	49,903	119,333
Owner Occupied Housing	4,213	25,852	73,869
Renter Occupied Housing	2,412	21,542	39,851
Vacant Housing	384	2,509	5,613

Housing Rent

Average Rent	\$1,755.73	\$1,714.36	\$1,726.49
Median Rent	\$1,726.65	\$1,705.6	\$1,708.12
Total Cash Rents Housing	2,343	20,944	38,282
<\$300	34 (1.5%)	365 (1.7%)	736 (1.9%)
\$300-\$500	33 (1.4%)	398 (1.9%)	985 (2.6%)
\$500-\$750	56 (2.4%)	470 (2.2%)	979 (2.6%)
\$750-\$1000	51 (2.2%)	973 (4.6%)	1,614 (4.2%)
\$1000-\$1500	682 (29.1%)	5,462 (26.1%)	9,900 (25.9%)
\$1500-\$2000	696 (29.7%)	6,819 (32.6%)	11,837 (30.9%)
\$2000-\$2500	524 (22.4%)	4,442 (21.2%)	7,943 (20.7%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	214	(9.1%)	225	1,615	(7.7%)	190	2,959	(7.7%)	190
\$3000-\$3500	42	(1.8%)	90	300	(1.4%)	72	1,035	(2.7%)	136
>\$3500	11	(<0.5%)	22	100	(<0.5%)	22	294	(0.8%)	36

Value of Owner-Occupied Housing Units

Average House Value	\$499,195.53	95	\$538,521.5	102	\$643,989.61	122			
Median House Value	\$489,073.52	119	\$530,143.01	129	\$616,838.45	150			
Owner Occupied Housing	4,213		25,852		73,869				
<\$100K	39	(0.9%)	10	441	(1.7%)	18	1,577	(2.1%)	23
\$100K - \$200K	151	(3.6%)	26	626	(2.4%)	18	1,298	(1.8%)	13
\$200K - \$300K	323	(7.7%)	54	1,382	(5.3%)	38	2,566	(3.5%)	25
\$300K - \$400K	709	(16.8%)	144	3,397	(13.1%)	113	6,362	(8.6%)	74
\$400K - \$500K	993	(23.6%)	247	5,790	(22.4%)	235	12,140	(16.4%)	172
\$500K - \$1000K	1,922	(45.6%)	176	12,693	(49.1%)	190	37,817	(51.2%)	198
>\$1000K	76	(1.8%)	12	1,523	(5.9%)	38	12,109	(16.4%)	105

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

Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	291	(4.4%)	35	5,635	(11.9%)	94	10,646	(9.4%)	74
Households Above Poverty	6,334	(95.6%)	109	41,759	(88.1%)	101	103,074	(90.6%)	104
Households in Poverty (Married)	43	(0.6%)	29	1,097	(2.3%)	104	2,253	(2%)	89
Households in Poverty (Male Householder)				173	(<0.5%)	57	261	(<0.5%)	36
Households in Poverty (Female Householder)	109	(1.6%)	54	2,246	(4.7%)	154	3,244	(2.9%)	93
Households in Poverty (Non-Family)	129	(1.9%)	32	1,982	(4.2%)	69	4,588	(4%)	67
Households in Poverty (Non-Family Student)	10	(<0.5%)	24	137	(<0.5%)	46	300	(<0.5%)	42

Wealth per Household

Household Average Wealth	\$233,079.25		98	\$229,206.76		97	\$247,499.16		104
Household Median Wealth	\$75,729.41		96	\$70,969.01		90	\$85,054.88		108
<\$0K	1,176	(17.8%)	101	8,645	(18.2%)	104	19,421	(17.1%)	97
\$0K - \$5K	587	(8.9%)	102	4,405	(9.3%)	107	9,436	(8.3%)	96
\$5K - \$10K	310	(4.7%)	102	2,286	(4.8%)	105	5,049	(4.4%)	96
\$10K - \$25K	429	(6.5%)	101	3,096	(6.5%)	102	7,102	(6.2%)	97
\$25K - \$50K	458	(6.9%)	101	3,249	(6.9%)	100	7,717	(6.8%)	99

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Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	685	(10.3%)	4,807	(10.1%)	11,603	(10.2%)
\$100K - \$250K	1,191	(18%)	8,329	(17.6%)	20,665	(18.2%)
\$250K - \$500K	853	(12.9%)	5,978	(12.6%)	15,269	(13.4%)
>\$500K	936	(14.1%)	6,599	(13.9%)	17,458	(15.4%)

Vehicles per Household

Total Number of Vehicles	11,329		75,613		197,993	
Average Number of Vehicles	1.71		1.6		1.74	
No Vehicles	411	(6.2%)	5,587	(11.8%)	9,552	(8.4%)
1 Vehicle	2,673	(40.3%)	18,106	(38.2%)	39,715	(34.9%)
2 Vehicles	2,447	(36.9%)	16,646	(35.1%)	43,269	(38%)
3 or more Vehicles	1,094	(16.5%)	7,055	(14.9%)	21,184	(18.6%)

Population Change

Births	202		1,575		3,691
Deaths	143		996		2,597
Migration	48		933		1,886

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Audience Profile

Jan 1 - Dec 31, 2023

Woodbridge Commons

306 U.S. 9, Woodbridge Township, NJ 07095

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses	518	4,655	9,782
Total Employees	6,452	95,116	174,452

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