



Briarcliff Commons

1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide



Overview	1 Mile	3 Mile	5 Mile
Population	5,236	62,902	151,934
Households	2,505	23,585	57,624
Persons per Household	2.09	2.64	2.59
Household Median Income	\$110,839.96	\$128,796.28	\$140,812.55
Household Median Disposable Income	\$89,419.12	\$104,769.03	\$112,794.18
Household Median Discretionary Income	\$75,466.94	\$85,286.44	\$93,416.87
Average Income Per Person	\$66,033.65	\$63,432.56	\$69,241.62
Median Rent	\$2,254.55	\$2,178.74	\$2,019.76
Median House Value	\$562,691.13	\$770,724.89	\$807,210.45
Households in Poverty	124 (5%)	1,153 (4.9%)	3,427 (5.9%)
Household Median Wealth	\$97,907.41	\$106,202.96	\$111,260.06
Average Age	42.03	42.23	42.52
Median Age	41.3	42.13	42.32
Households with Children	445 (17.8%)	7,056 (29.9%)	16,743 (29.1%)
High School Graduate or Higher	3,706 (94.7%)	42,387 (93%)	104,273 (94.7%)

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	2,303 (58.8%)	25,653 (56.3%)	67,581 (61.4%)
Pop density (per sq mi)	2,910	2,404	2,019
Area (based on blockgroups)	2	26	75

Population

Population 2024 Q4	5,236	62,902	151,934
Population 2024 Q3	5,207	62,836	151,760
Population 2024 Q2	5,298	63,034	151,794
Population 2024 Q1	5,252	62,899	151,646
Population 2023 Q4	5,233	62,689	151,362
Population 2023 Q3	5,186	62,370	150,921
Population 2023 Q2	5,093	62,223	150,676
Population 2023 Q1	4,944	61,849	150,152
Population 2022 Q4	4,840	61,909	150,265
Population 5 Years Forecast	5,705	64,286	154,276
Population 10 Years Forecast	6,048	65,945	157,721
Persons per Household	2.09	2.64	2.59

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	1 Mile		3 Mile		5 Mile
Group Quarters			656 (1%)	44	2,567 (1.7%) 72
Transient Population - Average Last 4 Quarters	392 (7.5%)	578	1,840 (2.9%)	226	4,265 (2.8%) 217

Households

Households 2024 Q4	2,505	23,585	57,624
Households 2024 Q3	2,492	23,541	57,513
Households 2024 Q2	2,536	23,632	57,592
Households 2024 Q1	2,514	23,580	57,537
Households 2023 Q4	2,506	23,491	57,420
Households 2023 Q3	2,483	23,351	57,237
Households 2023 Q2	2,438	23,287	57,135
Households 2023 Q1	2,367	23,133	56,917
Households 2022 Q4	2,318	23,146	56,939
Households 5 Years Forecast	2,729	24,160	58,542
Households 10 Years Forecast	2,891	24,819	59,884

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Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	2,482	(47.4%)	97	30,909 (49.1%)	100
Female	2,754	(52.6%)	103	31,993 (50.9%)	100

Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	3,393	(64.8%)	112	34,730 (55.2%)	96
Asian	963	(18.4%)	320	12,569 (20%)	347
Hispanic (Ethnic)	512	(9.8%)	50	10,017 (15.9%)	8
Black	243	(4.6%)	39	3,136 (5%)	42
Other	125	(2.4%)	46	2,450 (3.9%)	75

Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	1,788	(71.4%)	116	14,711 (62.4%)	101
Asian	345	(13.8%)	304	3,368 (14.3%)	315
Hispanic (Ethnic)	207	(8.3%)	54	2,925 (12.4%)	8
Other	121	(4.8%)	64	1,656 (7%)	92
Black	44	(1.8%)	16	925 (3.9%)	35

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	\$138,024.83	124	\$168,065.63	151	\$179,515.81	161
Average Income Per Person	\$66,033.65	153	\$63,432.56	147	\$69,241.62	161
Household Median Income	\$110,839.96	139	\$128,796.28	162	\$140,812.55	177
<\$15K	67 (2.7%)	33	860 (3.6%)	45	2,387 (4.1%)	51
\$15K - \$25K	51 (2%)	31	662 (2.8%)	43	1,453 (2.5%)	39
\$25K - \$35K	86 (3.4%)	51	825 (3.5%)	52	1,970 (3.4%)	51
\$35K - \$50K	249 (9.9%)	97	1,617 (6.9%)	67	2,961 (5.1%)	50
\$50K - \$75K	194 (7.7%)	49	2,276 (9.7%)	61	5,204 (9%)	57
\$75K - \$100K	452 (18%)	141	2,620 (11.1%)	87	5,825 (10.1%)	7
\$100K - \$150K	623 (24.9%)	140	4,622 (19.6%)	111	10,684 (18.5%)	105
\$150K - \$175K	221 (8.8%)	141	2,208 (9.4%)	149	5,712 (9.9%)	158
\$175K - \$200K	127 (5.1%)	7	2,204 (9.3%)	142	7,752 (13.5%)	205
\$200K - \$250K	244 (9.7%)	187	3,183 (13.5%)	259	7,656 (13.3%)	255
\$250K - \$500K	104 (4.2%)	186	1,362 (5.8%)	259	3,278 (5.7%)	255
>\$500K	87 (3.5%)	186	1,146 (4.9%)	261	2,742 (4.8%)	255

Disposable Households Income

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	1 Mile			3 Mile			5 Mile		
Household Average Disposable Income	\$103,640.11		126	\$115,531.82		140	\$118,851.46		144
Household Median Disposable Income	\$89,419.12		130	\$104,769.03		153	\$112,794.18		164
<\$15K	67	(2.7%)	30	899	(3.8%)	43	2,513	(4.4%)	50
\$15K - \$25K	83	(3.3%)	44	894	(3.8%)	50	1,949	(3.4%)	44
\$25K - \$35K	129	(5.1%)	65	1,261	(5.3%)	68	2,333	(4%)	51
\$35K - \$50K	280	(11.2%)	92	1,610	(6.8%)	56	3,478	(6%)	50
\$50K - \$75K	338	(13.5%)	76	3,125	(13.2%)	75	7,205	(12.5%)	70
\$75K - \$100K	529	(21.1%)	148	3,460	(14.7%)	103	7,904	(13.7%)	96
\$100K - \$150K	603	(24.1%)	134	5,263	(22.3%)	125	13,901	(24.1%)	135
\$150K - \$175K	146	(5.8%)	96	2,772	(11.8%)	193	7,997	(13.9%)	228
\$175K - \$200K	91	(3.6%)	165	1,160	(4.9%)	223	2,798	(4.9%)	221
\$200K - \$250K	96	(3.8%)	179	1,264	(5.4%)	251	3,038	(5.3%)	247
\$250K - \$500K	132	(5.3%)	180	1,727	(7.3%)	250	4,145	(7.2%)	246
>\$500K	11	(<0.5%)	171	150	(0.6%)	247	363	(0.6%)	245

Discretionary Households Income

Household Average Discretionary Income	\$84,728.49		138	\$90,180.53		147	\$94,781.83		155
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Household Median Discretionary Income	\$75,466.94	148	\$85,286.44	167	\$93,416.87	183
<\$10K	60 (2.4%)	26	877 (3.7%)	40	2,297 (4%)	43
\$10K - \$20K	73 (2.9%)	28	995 (4.2%)	40	2,261 (3.9%)	37
\$20K - \$30K	193 (7.7%)	73	1,552 (6.6%)	62	3,019 (5.2%)	50
\$30K - \$40K	196 (7.8%)	74	1,548 (6.6%)	66	3,090 (5.4%)	54
\$40K - \$50K	111 (4.4%)	50	1,298 (5.5%)	62	3,275 (5.7%)	64
\$50K - \$75K	611 (24.4%)	140	4,054 (17.2%)	99	8,848 (15.4%)	88
\$75K - \$100K	436 (17.4%)	148	3,387 (14.4%)	122	8,080 (14%)	120
\$100K - \$125K	297 (11.9%)	147	2,983 (12.6%)	156	7,900 (13.7%)	170
\$125K - \$150K	179 (7.1%)	107	3,349 (14.2%)	214	9,049 (15.7%)	236
>\$150K	349 (13.9%)	236	3,542 (15%)	254	9,805 (17%)	288

Households Income by Ethnicity

Average Income - White	\$116,332.35	122	\$128,328.47	134	\$131,736.4	138
Median Income - White	\$114,347.25	132	\$137,204.16	158	\$150,258.08	173
Average Income - Black	\$54,000.43	74	\$94,965.23	137	\$99,728.17	144
Median Income - Black	\$41,333.07	75	\$73,576.68	133	\$87,499.5	158

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$126,384.83 (112)	\$136,132.91 (121)	\$134,945.91 (120)
Median Income - Asian	\$124,352.47 (109)	\$153,448.21 (134)	\$157,619.03 (138)
Average Income - Hispanic	\$99,138.86 (123)	\$98,269.19 (121)	\$105,557.8 (131)
Median Income - Hispanic	\$94,702.6 (136)	\$92,723.17 (133)	\$103,526.64 (149)
Average Income - Other	\$95,895.6 (107)	\$120,297.46 (134)	\$122,595.25 (137)
Median Income - Other	\$81,944.16 (103)	\$120,953.52 (152)	\$126,357.77 (159)

Age

Average Age	42.03 (103)	42.23 (103)	42.52 (104)
Median Age	41.3 (103)	42.13 (105)	42.32 (105)
0-4	347 (6.6%) (123)	3,408 (5.4%) (100)	8,162 (5.4%) (99)
5-13	509 (9.7%) (94)	5,860 (9.3%) (90)	13,949 (9.2%) (89)
14-17	179 (3.4%) (64)	2,927 (4.7%) (88)	6,983 (4.6%) (87)
18-21	162 (3.1%) (56)	2,941 (4.7%) (85)	7,217 (4.8%) (86)
22-24	125 (2.4%) (58)	2,179 (3.5%) (83)	5,480 (3.6%) (87)
25-29	219 (4.2%) (71)	3,508 (5.6%) (94)	8,679 (5.7%) (96)
30-34	450 (8.6%) (132)	4,012 (6.4%) (98)	9,701 (6.4%) (98)

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35-39	483	(9.2%)	140	4,288	(6.8%)	103	10,076	(6.6%)	100
40-44	442	(8.4%)	132	4,363	(6.9%)	108	9,881	(6.5%)	102
45-49	380	(7.3%)	121	4,143	(6.6%)	110	9,511	(6.3%)	104
50-54	283	(5.4%)	91	4,107	(6.5%)	109	9,782	(6.4%)	108
55-59	292	(5.6%)	91	4,490	(7.1%)	116	11,051	(7.3%)	119
60-64	332	(6.3%)	99	4,508	(7.2%)	112	11,146	(7.3%)	114
65-69	325	(6.2%)	102	3,876	(6.2%)	102	9,572	(6.3%)	104
70-74	263	(5%)	100	3,090	(4.9%)	98	7,428	(4.9%)	97
75-79	194	(3.7%)	96	2,303	(3.7%)	95	5,700	(3.8%)	98
80-84	129	(2.5%)	103	1,550	(2.5%)	103	3,900	(2.6%)	107
85+	122	(2.3%)	115	1,349	(2.1%)	106	3,716	(2.4%)	121

Age - Male

Male Average Age	40.45		101	41.01		103	41.25		103
Male Median Age	40.35		106	40.87		107	40.96		108
0-4	178	(7.2%)	127	1,749	(5.7%)	100	4,195	(5.6%)	100
5-13	254	(10.2%)	95	3,020	(9.8%)	91	7,217	(9.7%)	90

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Audience Profile

Jan 1 - Dec 31, 2024

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14-17	82	(3.3%)	60	1,500	(4.9%)	88	3,567	(4.8%)	87
18-21	83	(3.3%)	58	1,519	(4.9%)	86	3,718	(5%)	87
22-24	71	(2.9%)	66	1,139	(3.7%)	85	2,855	(3.8%)	88
25-29	118	(4.8%)	7	1,857	(6%)	97	4,577	(6.1%)	99
30-34	216	(8.7%)	30	2,077	(6.7%)	101	4,942	(6.6%)	99
35-39	220	(8.9%)	32	2,133	(6.9%)	103	5,030	(6.7%)	101
40-44	218	(8.8%)	36	2,126	(6.9%)	107	4,901	(6.6%)	102
45-49	185	(7.5%)	12	2,023	(6.5%)	109	4,598	(6.2%)	103
50-54	139	(5.6%)	94	1,980	(6.4%)	107	4,675	(6.3%)	105
55-59	151	(6.1%)	100	2,188	(7.1%)	116	5,417	(7.3%)	119
60-64	145	(5.8%)	93	2,152	(7%)	111	5,396	(7.2%)	115
65-69	147	(5.9%)	102	1,879	(6.1%)	104	4,606	(6.2%)	106
70-74	108	(4.4%)	92	1,439	(4.7%)	98	3,473	(4.7%)	98
75-79	83	(3.3%)	95	983	(3.2%)	90	2,469	(3.3%)	94
80-84	48	(1.9%)	93	677	(2.2%)	105	1,605	(2.2%)	103
85+	36	(1.5%)	98	468	(1.5%)	103	1,322	(1.8%)	120

Age - Female

Female Average Age	43.46		103	43.41		103	43.74		104
Female Median Age	42.23		102	43.34		105	43.65		106
0-4	169	(6.1%)	119	1,659	(5.2%)	100	3,967	(5.1%)	99
5-13	255	(9.3%)	94	2,840	(8.9%)	90	6,732	(8.7%)	88
14-17	97	(3.5%)	60	1,427	(4.5%)	87	3,416	(4.4%)	86
18-21	79	(2.9%)	54	1,422	(4.4%)	84	3,499	(4.5%)	86
22-24	54	(2%)	50	1,040	(3.3%)	8	2,625	(3.4%)	86
25-29	101	(3.7%)	64	1,651	(5.2%)	91	4,102	(5.3%)	93
30-34	234	(8.5%)	33	1,935	(6%)	95	4,759	(6.2%)	96
35-39	263	(9.5%)	147	2,155	(6.7%)	103	5,046	(6.5%)	100
40-44	224	(8.1%)	28	2,237	(7%)	110	4,980	(6.4%)	101
45-49	195	(7.1%)	118	2,120	(6.6%)	111	4,913	(6.3%)	106
50-54	144	(5.2%)	88	2,127	(6.6%)	111	5,107	(6.6%)	111
55-59	141	(5.1%)	83	2,302	(7.2%)	117	5,634	(7.3%)	118
60-64	187	(6.8%)	104	2,356	(7.4%)	113	5,750	(7.4%)	114
65-69	178	(6.5%)	103	1,997	(6.2%)	99	4,966	(6.4%)	102
70-74	155	(5.6%)	106	1,651	(5.2%)	97	3,955	(5.1%)	97
75-79	111	(4%)	97	1,320	(4.1%)	99	3,231	(4.2%)	100
80-84	81	(2.9%)	109	873	(2.7%)	101	2,295	(3%)	110
85+	86	(3.1%)	122	881	(2.8%)	108	2,394	(3.1%)	121

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● 1 Mile ● 3 Mile ● 5 Mile

Employment by Occupation

Total Employees (16+ Years Old)	3,000			35,060			84,461		
Professional Specialty	991	(33%)	134	11,449	(32.7%)	132	27,540	(32.6%)	132
Managerial/Executive	742	(24.7%)	142	8,268	(23.6%)	136	22,880	(27.1%)	156
Office Admin	451	(15%)	141	3,464	(9.9%)	93	7,818	(9.3%)	87
Sales	232	(7.7%)	83	3,614	(10.3%)	110	8,516	(10.1%)	108
Production & Transportation	191	(6.4%)	49	2,532	(7.2%)	56	5,520	(6.5%)	51
Construction	164	(5.5%)	68	1,724	(4.9%)	61	3,637	(4.3%)	54
Personal Care	131	(4.4%)	175	973	(2.8%)	111	1,779	(2.1%)	84
Building Maintenance & Cleaning	36	(1.2%)	35	932	(2.7%)	74	2,102	(2.5%)	73
Protective	36	(1.2%)	55	573	(1.6%)	75	1,329	(1.6%)	73
Food Preparation & Serving	26	(0.9%)	17	1,183	(3.4%)	66	2,246	(2.7%)	52
Farming, Fishing & Forestry							4	(<0.5%)	1
Healthcare support				348	(1%)	30	1,090	(1.3%)	39

Employment by Industry

Total Employees (16+ Years Old)	3,000			35,060			84,461		
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Educational Services	718	(23.9%)	102	7,845	(22.4%)	96	19,263	(22.8%)	97
Professional Services	411	(13.7%)	170	5,424	(15.5%)	192	12,514	(14.8%)	184
Manufacturing	351	(11.7%)	118	4,173	(11.9%)	120	10,640	(12.6%)	127
Financial, Insurance & Real Estate	261	(8.7%)	129	3,160	(9%)	134	8,495	(10.1%)	149
Agriculture/Mining/Construction	260	(8.7%)	102	1,798	(5.1%)	60	3,816	(4.5%)	53
Transportation	259	(8.6%)	148	1,144	(3.3%)	56	3,399	(4%)	69
Wholesale Retail	165	(5.5%)	42	4,175	(11.9%)	91	9,892	(11.7%)	89
Entertainment Services	143	(4.8%)	55	2,270	(6.5%)	75	4,786	(5.7%)	65
Public Administration	133	(4.4%)	93	1,413	(4%)	84	2,891	(3.4%)	72
Other Professional Services	114	(3.8%)	8	1,348	(3.8%)	8	3,021	(3.6%)	7
Administrative/Waste Services	107	(3.6%)	85	1,373	(3.9%)	94	3,207	(3.8%)	91
Information	55	(1.8%)	98	896	(2.6%)	137	2,454	(2.9%)	156
Management Services	23	(0.8%)	606	41	(<0.5%)	93	83	(<0.5%)	7

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Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	3,465	(70.9%)	92	38,552	(64.8%)	84	101,343	(70.5%)	91
Speak Other Language at Home	1,164	(23.8%)	281	13,852	(23.3%)	275	27,716	(19.3%)	228
Speak Spanish at Home	260	(5.3%)	38	7,090	(11.9%)	84	14,713	(10.2%)	72

Ancestry

Other	1,007	(19.2%)	91	12,399	(19.7%)	93	28,180	(18.5%)	88
Scottish/Irish	648	(12.4%)	186	5,130	(8.2%)	123	14,667	(9.7%)	145
Italian	578	(11%)	371	6,521	(10.4%)	348	15,926	(10.5%)	352
South Central Asian (e.g. Indian)	426	(8.1%)	521	7,620	(12.1%)	776	14,759	(9.7%)	622
Chinese	322	(6.1%)	493	3,308	(5.3%)	421	6,491	(4.3%)	342
Unclassified	321	(6.1%)	38	5,042	(8%)	49	13,369	(8.8%)	54
German	317	(6.1%)	71	2,963	(4.7%)	60	8,695	(5.7%)	73
South American	240	(4.6%)	368	2,940	(4.7%)	375	6,777	(4.5%)	358
Other European (e.g. Greek/Russian)	239	(4.6%)	144	2,484	(3.9%)	125	7,665	(5%)	159
Polish	219	(4.2%)	273	1,749	(2.8%)	181	4,311	(2.8%)	185
British	183	(3.5%)	66	1,603	(2.5%)	48	5,150	(3.4%)	64

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	1 Mile		3 Mile		5 Mile				
South East Asian (e.g. Vietnamese)	118	(2.3%)	128	892	(1.4%)	8	2,288	(1.5%)	86
Puerto Rican	93	(1.8%)	63	1,157	(1.8%)	65	3,670	(2.4%)	86
American	86	(1.6%)	34	805	(1.3%)	27	2,607	(1.7%)	36
Mexican	61	(1.2%)	11	940	(1.5%)	14	1,465	(1%)	9
Other Hispanic	58	(1.1%)	7	1,149	(1.8%)	128	2,645	(1.7%)	122
Middle Eastern	55	(1.1%)	169	508	(0.8%)	130	1,256	(0.8%)	33
Other Asian	51	(1%)	228	225	(<0.5%)	84	501	(<0.5%)	7
Scandinavian	47	(0.9%)	47	486	(0.8%)	41	1,478	(1%)	51
Dutch	34	(0.6%)	107	260	(<0.5%)	68	779	(0.5%)	85
Korean	31	(0.6%)	114	431	(0.7%)	132	993	(0.7%)	126
French	26	(<0.5%)	40	282	(<0.5%)	36	986	(0.6%)	52
Dominican	23	(<0.5%)	69	411	(0.7%)	102	1,092	(0.7%)	113
Cuban	19	(<0.5%)	50	251	(<0.5%)	55	662	(<0.5%)	60
Central American	18	(<0.5%)	21	3,169	(5%)	303	5,097	(3.4%)	202
Japanese	15	(<0.5%)	119	93	(<0.5%)	62	230	(<0.5%)	63
Native American (Indian/Eskimo)	1	(<0.5%)	3	70	(<0.5%)	17	163	(<0.5%)	17

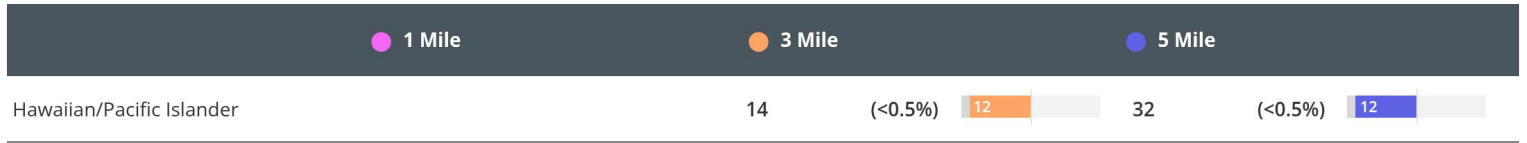
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Benchmark: Nationwide



Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	3,914	45,587	110,143
Elementary (0 to 8 Years)	82 (2.1%)	1,738 (3.8%)	3,053 (2.8%)
Some High School (9 to 11 Years)	126 (3.2%)	1,462 (3.2%)	2,817 (2.6%)
High School Graduate (12 Years)	586 (15%)	8,670 (19%)	18,412 (16.7%)
Some College (13 to 16 Years)	436 (11.1%)	5,161 (11.3%)	12,246 (11.1%)
Associates Degree Only	381 (9.7%)	2,903 (6.4%)	6,034 (5.5%)
Bachelor's Degree Only	1,302 (33.3%)	14,099 (30.9%)	37,864 (34.4%)
Graduate Degree	1,001 (25.6%)	11,554 (25.3%)	29,717 (27%)

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Benchmark: Nationwide



Household Type

Household Type	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	2,505			23,585	57,624
One Person Households	966	(38.6%)	140	5,868	(24.9%) 91
Married Couple	1,026	(41%)	85	13,512	(57.3%) 120
Male Householder	30	(1.2%)	24	731	(3.1%) 61
Female Householder	159	(6.3%)	51	1,952	(8.3%) 66
Non Family Households	324	(12.9%)	183	1,522	(6.5%) 91

Household Size

Household Size	Count	Percentage	1 Mile	3 Mile	5 Mile
Households	2,505			23,585	57,624
1 Person Household	966	(38.6%)	140	5,868	(24.9%) 91
2 Person Household	795	(31.7%)	96	7,109	(30.1%) 92
3 Person Household	302	(12.1%)	77	4,224	(17.9%) 115
4 Person Household	320	(12.8%)	97	4,087	(17.3%) 132
5 Person Household	96	(3.8%)	61	1,467	(6.2%) 98
6 Person Household	14	(0.6%)	20	530	(2.2%) 8
7+ Person Household	12	(<0.5%)	26	300	(1.3%) 70

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Benchmark: Nationwide



Housing Units

Total Housing Units	2,617	24,396	60,089
Owner Occupied Housing	1,622	16,428	39,920
Renter Occupied Housing	883	7,157	17,704
Vacant Housing	112	811	2,465

Housing Rent

Average Rent	\$2,351.69	152	\$2,227.97	144	\$2,129.19	138
Median Rent	\$2,254.55	160	\$2,178.74	155	\$2,019.76	143
Total Cash Rents Housing	874	6,955	17,343			
<\$300		115 (1.7%)	59	472 (2.7%)	97	
\$300-\$500	5 (0.6%)	15	162 (2.3%)	60	359 (2.1%)	53
\$500-\$750	9 (1%)	12	156 (2.2%)	26	330 (1.9%)	22
\$750-\$1000	18 (2.1%)	16	112 (1.6%)	12	519 (3%)	23
\$1000-\$1500	72 (8.2%)	31	751 (10.8%)	41	2,314 (13.3%)	51
\$1500-\$2000	277 (31.7%)	151	1,740 (25%)	119	4,556 (26.3%)	125
\$2000-\$2500	110 (12.6%)	108	1,235 (17.8%)	152	3,075 (17.7%)	152

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile			
\$2500-\$3000	170	(19.5%)	338	1,182	(17%)	2,350	(13.6%)	236
\$3000-\$3500	113	(12.9%)	425	855	(12.3%)	1,650	(9.5%)	313
>\$3500	100	(11.4%)	314	647	(9.3%)	1,718	(9.9%)	272

Value of Owner-Occupied Housing Units

Average House Value	\$637,662.87	122	\$792,356.97	152	\$858,269.15	164			
Median House Value	\$562,691.13	148	\$770,724.89	202	\$807,210.45	212			
Owner Occupied Housing	1,622		16,428		39,920				
<\$100K			126	(0.8%)	9	466	(1.2%)	14	
\$100K - \$200K	24	(1.5%)	11	212	(1.3%)	10	480	(1.2%)	9
\$200K - \$300K	239	(14.7%)	91	460	(2.8%)	17	669	(1.7%)	10
\$300K - \$400K	302	(18.6%)	128	548	(3.3%)	23	1,281	(3.2%)	22
\$400K - \$500K	164	(10.1%)	88	1,249	(7.6%)	66	2,885	(7.2%)	63
\$500K - \$1000K	708	(43.6%)	176	10,376	(63.2%)	255	23,473	(58.8%)	238
>\$1000K	185	(11.4%)	104	3,457	(21%)	193	10,666	(26.7%)	245

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Benchmark: Nationwide



Poverty

Households in Poverty	124	(5%)	39	1,153	(4.9%)	39	3,427	(5.9%)	47
Households Above Poverty	2,381	(95%)	109	22,432	(95.1%)	109	54,197	(94.1%)	108
Households in Poverty (Married)	14	(0.6%)	26	311	(1.3%)	60	899	(1.6%)	72
Households in Poverty (Male Householder)				39	(<0.5%)	26	49	(<0.5%)	13
Households in Poverty (Female Householder)	22	(0.9%)	30	106	(<0.5%)	15	535	(0.9%)	31
Households in Poverty (Non-Family)	81	(3.2%)	52	641	(2.7%)	43	1,815	(3.1%)	50
Households in Poverty (Non-Family Student)	7	(<0.5%)	45	56	(<0.5%)	38	129	(<0.5%)	36

Wealth per Household

Household Average Wealth	\$267,544.91		111	\$275,404.6		114	\$280,393.2		116
Household Median Wealth	\$97,907.41		121	\$106,202.96		131	\$111,260.06		137
<\$0K	406	(16.2%)	93	3,710	(15.7%)	90	8,959	(15.5%)	89
\$0K - \$5K	184	(7.3%)	86	1,673	(7.1%)	83	3,978	(6.9%)	8
\$5K - \$10K	104	(4.2%)	91	935	(4%)	87	2,242	(3.9%)	85
\$10K - \$25K	152	(6.1%)	96	1,382	(5.9%)	92	3,341	(5.8%)	91
\$25K - \$50K	166	(6.6%)	98	1,553	(6.6%)	97	3,764	(6.5%)	96

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	251	(10%)	2,358	(10%)	5,722	(9.9%)
\$100K - \$250K	460	(18.4%)	4,389	(18.6%)	10,737	(18.6%)
\$250K - \$500K	354	(14.1%)	3,405	(14.4%)	8,413	(14.6%)
>\$500K	428	(17.1%)	4,180	(17.7%)	10,468	(18.2%)

Vehicles per Household

Total Number of Vehicles	4,001		43,606		106,350	
Average Number of Vehicles	1.6		1.85		1.85	
No Vehicles	37	(1.5%)	1,194	(5.1%)	3,559	(6.2%)
1 Vehicle	1,303	(52%)	7,874	(33.4%)	18,194	(31.6%)
2 Vehicles	833	(33.3%)	9,684	(41.1%)	24,109	(41.8%)
3 or more Vehicles	332	(13.3%)	4,833	(20.5%)	11,762	(20.4%)

Population Change

Births	57		644		1,574	
Deaths	41		484		1,182	
Migration	-12		95		274	

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Audience Profile

Jan 1 - Dec 31, 2024

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1711 State Route 10 East, Morris Plains, NJ 07950

Benchmark: Nationwide

● 1 Mile
 ● 3 Mile
 ● 5 Mile

Workplace

	1 Mile	3 Mile	5 Mile
Total Businesses	188	2,468	7,039
Total Employees	4,394	54,327	131,406

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