

# NEWARK

## AND PROUD OF IT

Newark is New Jersey's largest city with 310k+ residents. We are also one of the fastest growing cities in the US, growing over 12% in the last decade. Newark is home to 60K+ college students, fostering a diverse and dynamic atmosphere. With visitors making 94M+ visits in the last year to enjoy a rich culture and thriving arts scene, Newark is the ideal location for brands seeking young, fashionable, active, and diverse consumers.

### Demographic Profile

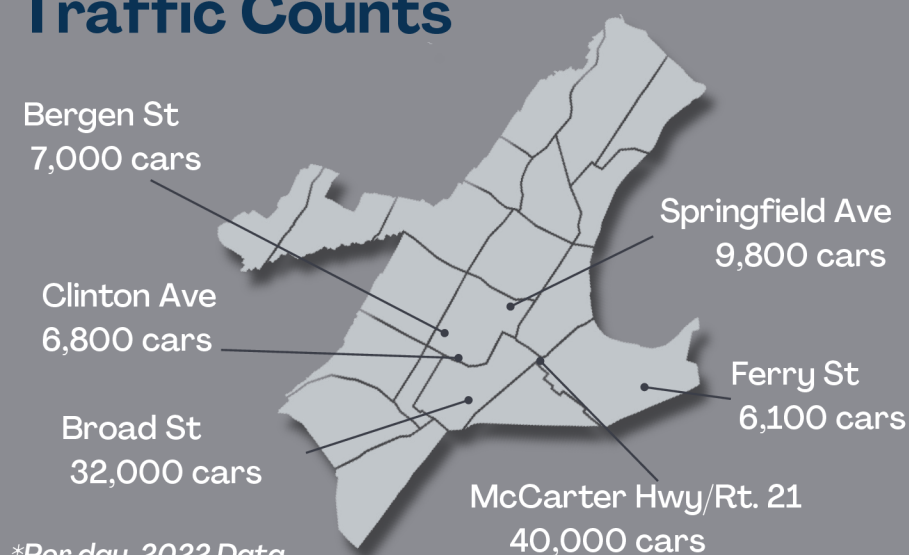
<b>320k+</b> Growing Population	<b>113k+</b> Current Households	<b>\$410k</b> Median House Value	<b>\$71k</b> HH Average Income
<b>36k</b> HH with Children	<b>170k</b> H.S. Grad or Higher	<b>12.5k</b> Pop Density (per sq mi)	<b>35 yo</b> Median Age

*\*Audience Profile within 3 mile radius. STI Popstats. Placer.ai.*

### Trade Area Profile

<b>8.3M+</b> Population	<b>3.2M+</b> Households	<b>39yo</b> Average Age
<b>816k</b> HH with Children	<b>5M</b> H.S. Graduate or Higher	<b>2.5M</b> Bachelor's Degree +
<b>\$133k</b> HH Average Income	<b>\$52k</b> Average Income PP	<b>20k</b> Pop Density per sq. mile

### Traffic Counts



*\*Per day. 2022 Data.*

### Overrepresented in:

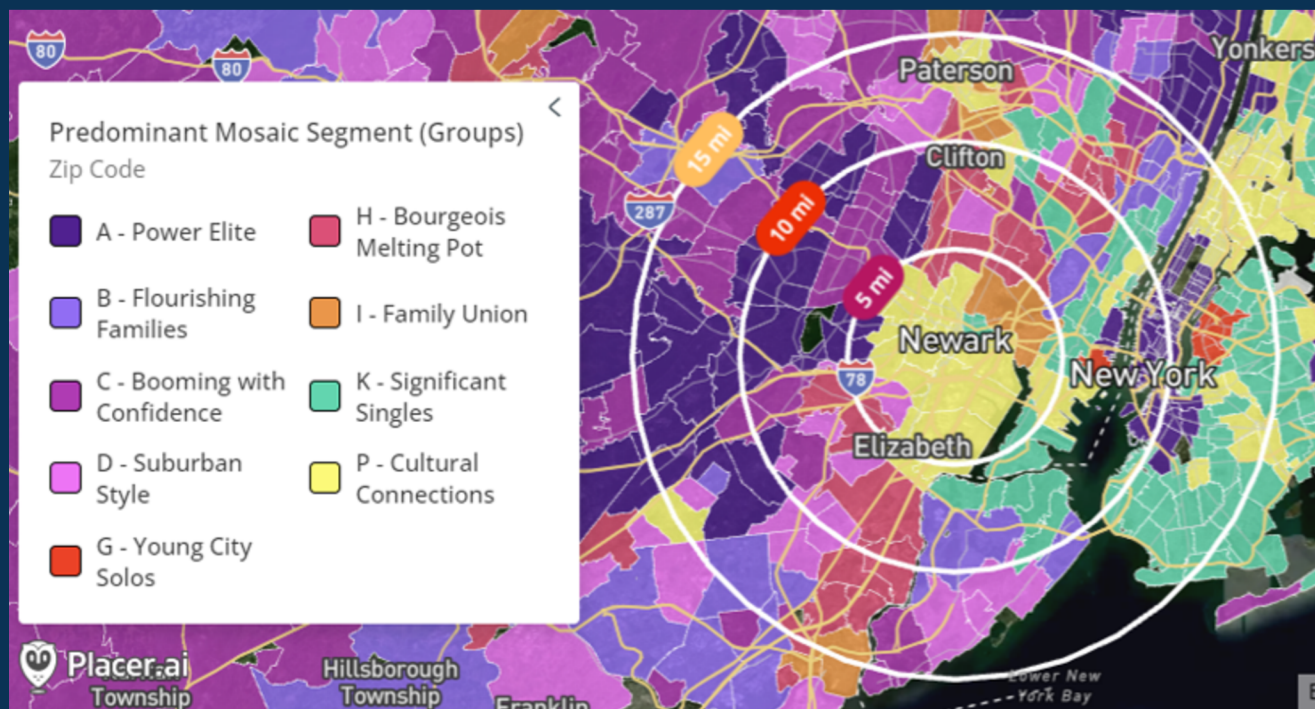
- Significant Singles
- Young City Solos
- Cultural Connections
- Power Elite

*\*Based on 70% of all visits within 50 miles. STI Popstats. Placer.ai.*

### Locate in Newark

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# Retail Trade Area Psychographic Profile



Distance in Miles . Experian 2022. May 1 2023 - April 30 2024. Placer.ai.

## Existing Retailers



## Location Map



Newark Penn Station with 58,000 riders per day connects to NYC, Boston, Philadelphia, Washington, DC, Baltimore, Hartford +

20 minutes to Manhattan via public transit

30+ airlines operate out of Newark Liberty International Airport