

# NEWARK AND PROUD OF IT

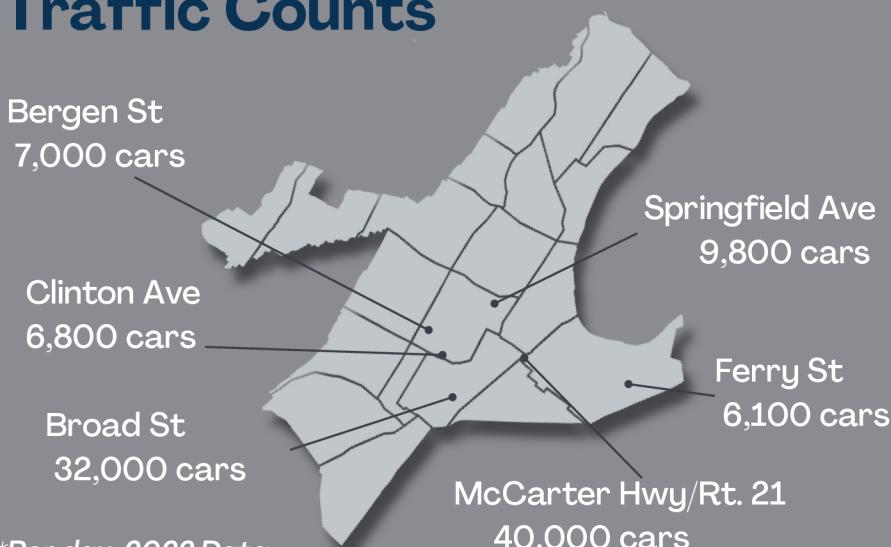
Newark is New Jersey's largest city with 310k+ residents. We are also one of the fastest growing cities in the US, growing over 12% in the last decade. Newark is home to 60K+ college students, fostering a diverse and dynamic atmosphere. With visitors making 94M+ visits in the last year to enjoy a rich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

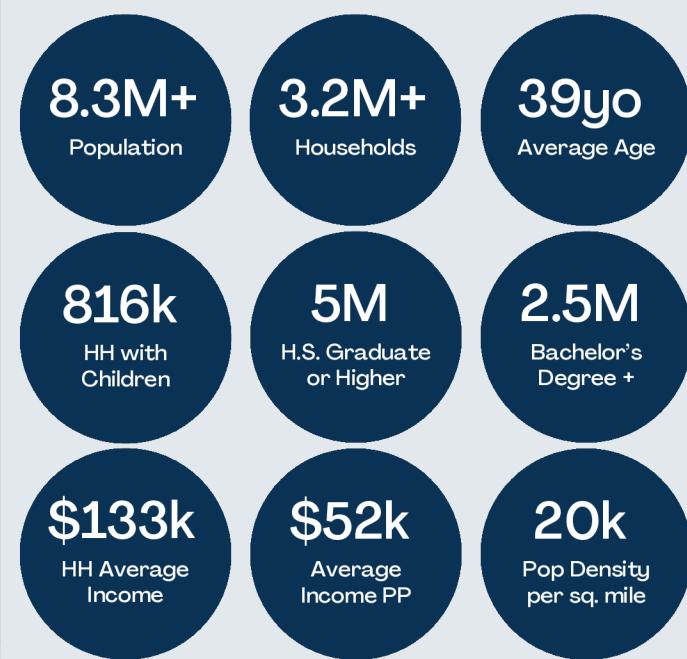
\*Audience Profile within 3 mile radius. STI Popstats. Placer.ai.

## Traffic Counts



\*Per day. 2022 Data.

## Trade Area Profile



## Overrepresented in:

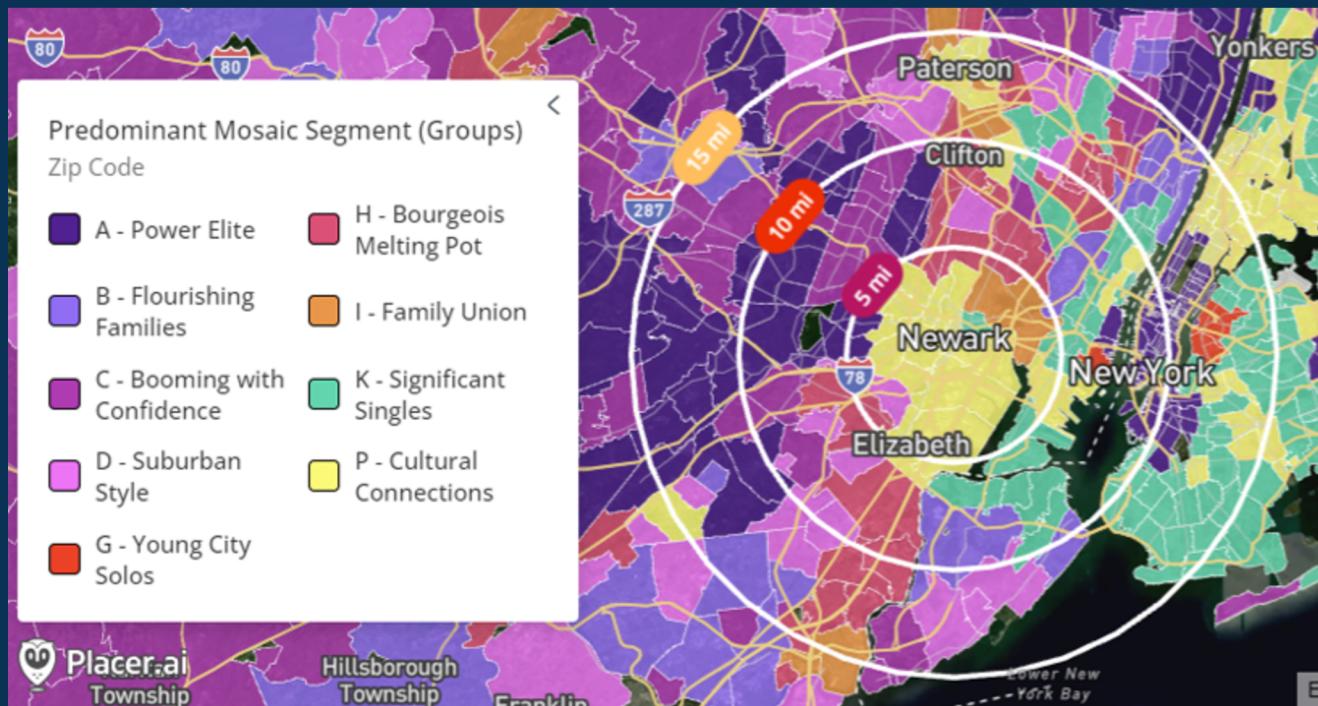
- Significant Singles
- Young City Solos
- Cultural Connections
- Power Elite

\*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



## 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