

PARAMUS PARK

PARAMUS | NEW JERSEY



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NEW YORK CITY SUBURBS

BERGEN COUNTY BOASTS

RECORD-BREAKING WEALTH
WITH NEARLY 1M RESIDENTS



ONE OF AMERICA'S TOP PRODUCTIVE RETAIL MARKET

Paramus is located in Bergen County which ranks among **the nation's most affluent counties**, with a median household income nearly 50% above the U.S. average.

Home to **seven Fortune 500 companies**, Bergen County is one of the Northeast's premier hubs for businesses and young professionals.

Situated just minutes from New York City, the county's combination of wealth, density, and accessibility has established Bergen County as one of **the country's most productive retail markets**.

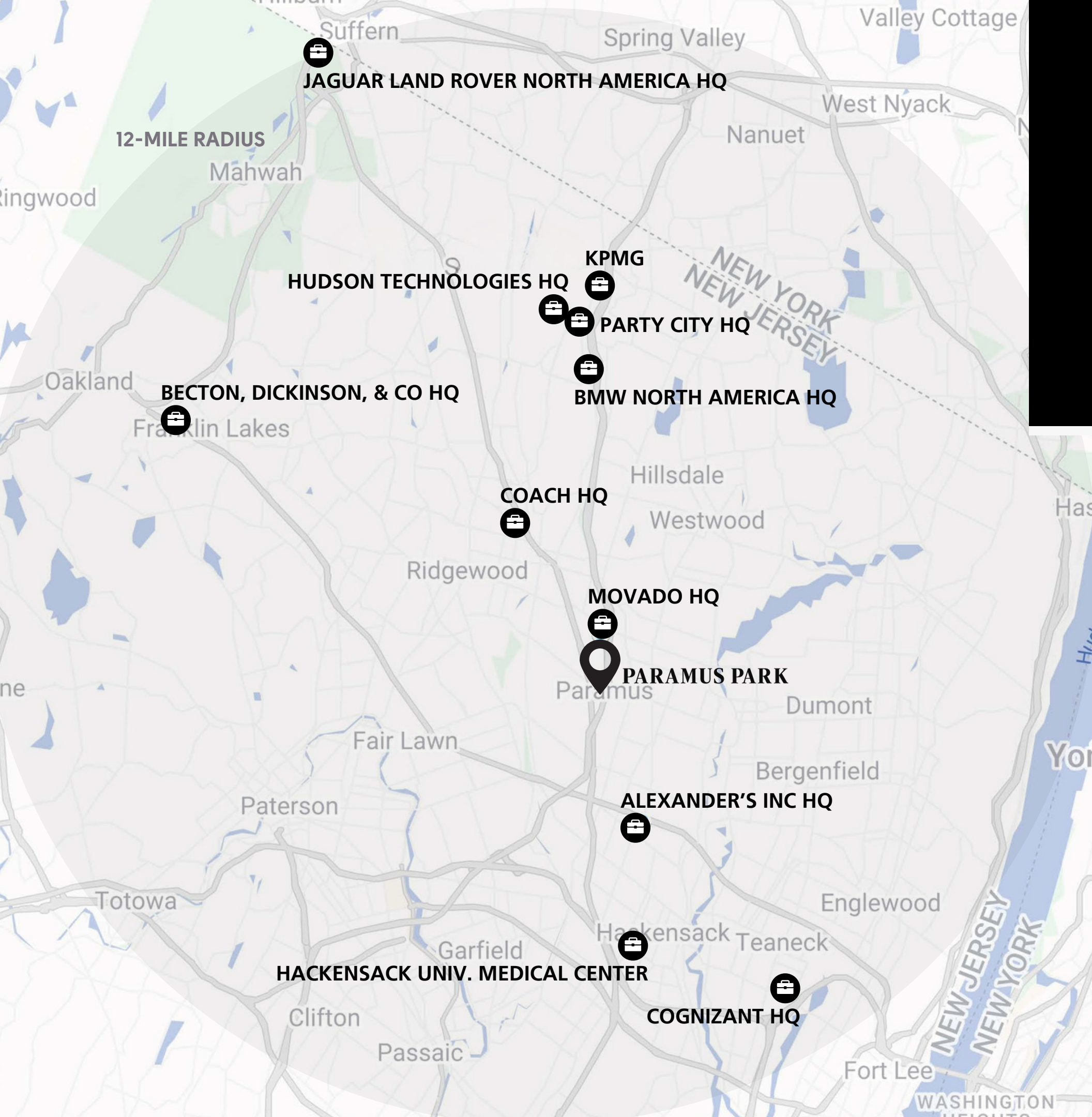
Paramus generates **one of the highest concentrations of retail sales in the U.S.**, generating **more than \$5B in annual retail sales**— ranking it among the top ten ZIP codes in the nation.

Paramus sits at the intersection of Route 17, Route 4, the Garden State Parkway, and Interstate 80, making it one of the **most accessible retail destinations in the New York metro**.



🔄 **\$5B**
GENERATED BY PARAMUS IN
RETAIL SALES EACH YEAR

\$ 50%
HIGHER AVERAGE HHI OF **\$125,000**
VS. THE NATIONAL AVERAGE



A GATEWAY TO CORPORATE INFLUENCE & SPENDING POWER

12-MILE DAYTIME POPULATION

3M

12-MILE RADIUS EMPLOYEES

954,962

Paramus sits in the heart of one of the **most influential corporate corridors in the Northeast**. Home to companies such as Movado Group and Coach USA, surrounded by corporate leaders including BMW, Jaguar Land Rover, and KPMG, this market attracts a highly educated workforce and affluent consumer base.

Its strategic location **just minutes from New York City** with **exceptional highway connectivity** makes Paramus a hub for corporate leaders and business professionals.

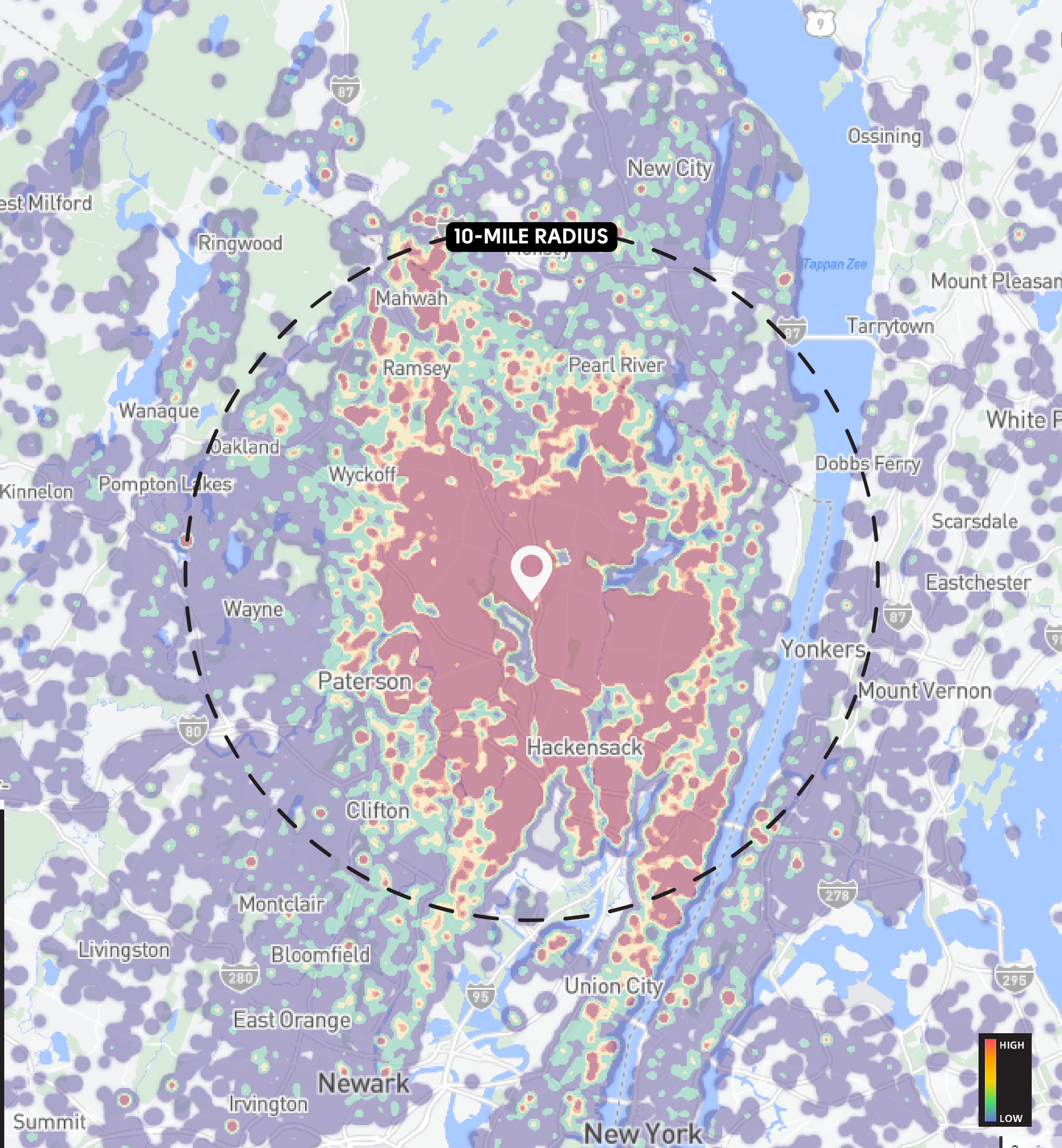
TRAFFIC DATA

Annual Visits	4M
Annual Avg. Visit Frequency	4.2
Avg. Dwell Time	45 MINS

TRUE TRADE AREA DEMOGRAPHICS

Population	940,418	Average HHI	\$153,415
Households	349,958	HHI \$200K+	24%
Family Households	238,877	Avg Home Value	\$858,850
Millennials	20%	Home Value \$1M+	25%
Gen X	20%	College Degree+	67%
Baby Boomers	23%		

WITHIN A 5 MILE RADIUS OF PARAMUS PARK
MORE THAN 9,120 HOUSEHOLDS
EARN \$500K OR MORE IN ANNUAL HHI



CORE CUSTOMER INSIGHTS

SPENDING PATTERNS

Household Income \$500K+	6%	+
Avg. Discretionary Income	\$94,301	+
Discretionary Income \$150K+	21%	+

PSYCHOGRAPHICS

Ultra Wealthy Families The nation's wealthiest families.	27%	+
Wealthy Suburban Families Wealthy and diverse suburban families living children-driven lifestyles.	23%	+
Upper Suburban Diverse Families Upper-middle-class suburbanites working white-collar jobs from a range of ethnic backgrounds.	10%	+
Educated Urbanites Well-educated young singles living in dense urban areas working relatively high-paying jobs.	9%	+



PARAMUS PARK'S CORE CUSTOMERS ARE IDENTIFIED AS THE **MOST AFFLUENT HOUSEHOLDS IN THE NATION** ACCORDING TO PLACER.AI.



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