



Community Profile

Rings: 1, 3, 5 mile radii

327 NJ-18, East Brunswick, NJ 08816, USA

Latitude: 40.4545
Longitude: -74.40143

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	8,900	80,249	240,587
2010 Total Population	9,151	81,657	251,358
2019 Total Population	9,805	83,999	261,166
2019 Group Quarters	6	3,047	9,574
2024 Total Population	10,086	85,681	266,369
2019-2024 Annual Rate	0.57%	0.40%	0.40%
2019 Total Daytime Population	11,819	76,951	251,629
Workers	7,730	35,746	122,167
Residents	4,089	41,205	129,462
Household Summary			
2000 Households	3,439	27,742	83,072
2000 Average Household Size	2.59	2.76	2.79
2010 Households	3,405	28,084	84,465
2010 Average Household Size	2.69	2.80	2.86
2019 Households	3,681	28,667	86,875
2019 Average Household Size	2.66	2.82	2.90
2024 Households	3,800	29,194	88,462
2024 Average Household Size	2.65	2.83	2.90
2019-2024 Annual Rate	0.64%	0.36%	0.36%
2010 Families	2,316	20,499	59,092
2010 Average Family Size	3.28	3.26	3.33
2019 Families	2,485	20,901	60,372
2019 Average Family Size	3.28	3.30	3.38
2024 Families	2,562	21,234	61,255
2024 Average Family Size	3.27	3.31	3.39
2019-2024 Annual Rate	0.61%	0.32%	0.29%
Housing Unit Summary			
2000 Housing Units	3,534	28,375	85,565
Owner Occupied Housing Units	63.4%	72.2%	60.9%
Renter Occupied Housing Units	33.9%	25.6%	36.2%
Vacant Housing Units	2.7%	2.2%	2.9%
2010 Housing Units	3,605	29,376	88,290
Owner Occupied Housing Units	65.2%	71.1%	59.8%
Renter Occupied Housing Units	29.3%	24.5%	35.9%
Vacant Housing Units	5.5%	4.4%	4.3%
2019 Housing Units	4,007	30,233	91,181
Owner Occupied Housing Units	57.2%	67.3%	56.2%
Renter Occupied Housing Units	34.7%	27.5%	39.0%
Vacant Housing Units	8.1%	5.2%	4.7%
2024 Housing Units	4,124	30,800	92,833
Owner Occupied Housing Units	56.5%	67.6%	56.9%
Renter Occupied Housing Units	35.6%	27.2%	38.4%
Vacant Housing Units	7.9%	5.2%	4.7%
Median Household Income			
2019	\$69,654	\$88,690	\$78,645
2024	\$77,745	\$99,722	\$87,167
Median Home Value			
2019	\$270,166	\$356,904	\$338,557
2024	\$285,368	\$377,138	\$358,990
Per Capita Income			
2019	\$37,857	\$40,521	\$35,260
2024	\$43,641	\$45,466	\$39,693
Median Age			
2010	38.3	37.9	34.1
2019	40.1	39.4	35.7
2024	40.7	40.2	36.7

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	3,681	28,667	86,875
<\$15,000	8.8%	6.5%	8.7%
\$15,000 - \$24,999	7.5%	5.4%	6.1%
\$25,000 - \$34,999	4.3%	5.6%	7.0%
\$35,000 - \$49,999	10.8%	9.1%	9.5%
\$50,000 - \$74,999	22.0%	16.0%	16.4%
\$75,000 - \$99,999	12.0%	12.3%	12.5%
\$100,000 - \$149,999	16.3%	19.5%	18.7%
\$150,000 - \$199,999	8.4%	11.7%	10.2%
\$200,000+	9.9%	14.0%	11.0%
Average Household Income	\$97,713	\$117,211	\$105,646
2024 Households by Income			
Household Income Base	3,800	29,194	88,462
<\$15,000	8.1%	5.8%	7.7%
\$15,000 - \$24,999	6.9%	4.7%	5.3%
\$25,000 - \$34,999	3.8%	4.9%	6.2%
\$35,000 - \$49,999	9.7%	8.2%	8.7%
\$50,000 - \$74,999	19.9%	14.7%	15.3%
\$75,000 - \$99,999	11.4%	11.8%	12.2%
\$100,000 - \$149,999	17.5%	20.0%	19.6%
\$150,000 - \$199,999	9.9%	13.1%	11.7%
\$200,000+	12.7%	16.7%	13.2%
Average Household Income	\$112,311	\$131,980	\$119,234
2019 Owner Occupied Housing Units by Value			
Total	2,292	20,329	51,254
<\$50,000	1.1%	1.4%	1.6%
\$50,000 - \$99,999	0.5%	0.5%	0.9%
\$100,000 - \$149,999	6.8%	2.2%	2.6%
\$150,000 - \$199,999	16.6%	5.2%	5.9%
\$200,000 - \$249,999	18.7%	10.2%	11.2%
\$250,000 - \$299,999	15.8%	13.2%	16.3%
\$300,000 - \$399,999	23.4%	30.5%	29.6%
\$400,000 - \$499,999	12.5%	21.4%	17.2%
\$500,000 - \$749,999	3.7%	12.6%	12.0%
\$750,000 - \$999,999	0.7%	1.9%	1.8%
\$1,000,000 - \$1,499,999	0.2%	0.7%	0.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$293,826	\$384,383	\$371,248
2024 Owner Occupied Housing Units by Value			
Total	2,332	20,801	52,749
<\$50,000	0.5%	0.7%	0.8%
\$50,000 - \$99,999	0.3%	0.3%	0.6%
\$100,000 - \$149,999	5.5%	1.6%	2.3%
\$150,000 - \$199,999	16.6%	4.6%	5.2%
\$200,000 - \$249,999	16.8%	8.6%	9.5%
\$250,000 - \$299,999	14.6%	11.5%	14.5%
\$300,000 - \$399,999	24.8%	29.5%	29.3%
\$400,000 - \$499,999	14.4%	23.1%	18.8%
\$500,000 - \$749,999	5.0%	16.1%	15.2%
\$750,000 - \$999,999	1.2%	2.6%	2.5%
\$1,000,000 - \$1,499,999	0.3%	1.0%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.3%	0.7%
Average Home Value	\$311,412	\$414,293	\$402,699

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2019



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2010 Population by Age			
Total	9,154	81,656	251,359
0 - 4	5.1%	5.3%	6.2%
5 - 9	6.2%	6.1%	6.3%
10 - 14	6.2%	6.6%	6.3%
15 - 24	12.6%	16.1%	18.1%
25 - 34	15.0%	12.1%	14.4%
35 - 44	14.9%	13.8%	13.7%
45 - 54	16.6%	16.0%	14.2%
55 - 64	11.9%	11.8%	10.4%
65 - 74	6.0%	6.3%	5.5%
75 - 84	3.8%	4.1%	3.5%
85 +	1.7%	1.9%	1.5%
18 +	78.2%	77.7%	77.3%
2019 Population by Age			
Total	9,805	84,000	261,167
0 - 4	4.7%	4.8%	5.6%
5 - 9	5.1%	5.3%	5.8%
10 - 14	5.7%	6.0%	6.0%
15 - 24	11.3%	15.0%	17.1%
25 - 34	15.3%	13.1%	14.5%
35 - 44	14.9%	12.7%	13.1%
45 - 54	13.8%	13.4%	12.3%
55 - 64	14.3%	13.9%	12.1%
65 - 74	8.8%	9.2%	7.9%
75 - 84	4.1%	4.5%	3.9%
85 +	1.9%	2.1%	1.8%
18 +	81.0%	80.2%	79.0%
2024 Population by Age			
Total	10,086	85,682	266,368
0 - 4	4.8%	4.9%	5.6%
5 - 9	4.8%	5.1%	5.4%
10 - 14	5.0%	5.5%	5.5%
15 - 24	10.2%	14.1%	16.6%
25 - 34	16.2%	13.0%	14.4%
35 - 44	15.4%	14.1%	13.9%
45 - 54	13.3%	12.3%	11.8%
55 - 64	13.6%	13.2%	11.4%
65 - 74	9.8%	10.4%	8.9%
75 - 84	5.1%	5.4%	4.6%
85 +	1.8%	2.1%	1.8%
18 +	82.3%	81.2%	80.0%
2010 Population by Sex			
Males	4,610	39,849	124,482
Females	4,541	41,808	126,876
2019 Population by Sex			
Males	4,898	40,922	129,223
Females	4,907	43,077	131,944
2024 Population by Sex			
Males	5,013	41,787	131,786
Females	5,073	43,894	134,583

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	9,151	81,656	251,359
White Alone	67.3%	69.6%	60.6%
Black Alone	5.9%	7.6%	11.0%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	17.4%	14.8%	15.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	5.2%	9.7%
Two or More Races	3.6%	2.6%	3.0%
Hispanic Origin	14.2%	13.6%	21.6%
Diversity Index	63.2	60.9	73.3
2019 Population by Race/Ethnicity			
Total	9,805	84,000	261,166
White Alone	58.2%	61.8%	53.8%
Black Alone	7.1%	8.8%	12.0%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	22.6%	19.0%	18.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.4%	6.8%	11.6%
Two or More Races	4.5%	3.3%	3.6%
Hispanic Origin	19.0%	18.0%	25.9%
Diversity Index	72.6	70.0	79.1
2024 Population by Race/Ethnicity			
Total	10,086	85,683	266,369
White Alone	53.3%	57.2%	49.9%
Black Alone	7.5%	9.4%	12.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	25.7%	21.7%	20.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.3%	7.8%	12.5%
Two or More Races	4.9%	3.6%	3.8%
Hispanic Origin	21.7%	20.7%	28.3%
Diversity Index	76.5	74.3	81.7
2010 Population by Relationship and Household Type			
Total	9,151	81,657	251,358
In Households	99.9%	96.2%	96.1%
In Family Households	85.5%	84.0%	81.5%
Householder	25.9%	25.1%	23.4%
Spouse	19.5%	19.8%	17.5%
Child	32.2%	31.9%	30.9%
Other relative	5.5%	5.2%	6.5%
Nonrelative	2.4%	2.0%	3.1%
In Nonfamily Households	14.5%	12.2%	14.6%
In Group Quarters	0.1%	3.8%	3.9%
Institutionalized Population	0.0%	0.3%	0.4%
Noninstitutionalized Population	0.1%	3.5%	3.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	7,171	57,843	171,075
Less than 9th Grade	7.2%	4.7%	6.9%
9th - 12th Grade, No Diploma	5.8%	4.8%	5.7%
High School Graduate	26.3%	22.6%	22.4%
GED/Alternative Credential	2.3%	2.0%	2.3%
Some College, No Degree	12.6%	15.6%	14.9%
Associate Degree	7.6%	7.7%	6.9%
Bachelor's Degree	25.2%	26.2%	24.0%
Graduate/Professional Degree	12.9%	16.5%	17.0%
2019 Population 15+ by Marital Status			
Total	8,284	70,449	215,850
Never Married	32.0%	35.5%	39.4%
Married	52.1%	51.7%	48.6%
Widowed	5.1%	5.4%	4.8%
Divorced	10.8%	7.3%	7.1%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.4%	94.3%	94.8%
Civilian Unemployed (Unemployment Rate)	5.6%	5.7%	5.2%
2019 Employed Population 16+ by Industry			
Total	5,841	43,768	134,544
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	12.6%	7.5%	6.1%
Manufacturing	7.1%	8.9%	9.4%
Wholesale Trade	4.5%	4.1%	4.3%
Retail Trade	9.7%	9.0%	9.8%
Transportation/Utilities	6.7%	6.4%	6.8%
Information	2.7%	3.3%	2.8%
Finance/Insurance/Real Estate	7.6%	8.4%	7.5%
Services	46.6%	48.2%	49.6%
Public Administration	2.6%	4.1%	3.7%
2019 Employed Population 16+ by Occupation			
Total	5,842	43,770	134,544
White Collar	61.4%	68.1%	64.5%
Management/Business/Financial	15.3%	18.1%	16.3%
Professional	20.4%	25.6%	25.2%
Sales	11.7%	10.4%	9.0%
Administrative Support	14.1%	14.0%	14.0%
Services	13.9%	14.4%	16.4%
Blue Collar	24.7%	17.4%	19.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	11.0%	5.4%	4.4%
Installation/Maintenance/Repair	4.0%	3.4%	3.1%
Production	4.7%	3.7%	4.5%
Transportation/Material Moving	5.1%	4.9%	7.1%
2010 Population By Urban/ Rural Status			
Total Population	9,151	81,657	251,358
Population Inside Urbanized Area	100.0%	99.9%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	3,406	28,084	84,464
Households with 1 Person	27.2%	21.5%	22.5%
Households with 2+ People	72.8%	78.5%	77.5%
Family Households	68.0%	73.0%	70.0%
Husband-wife Families	51.0%	57.6%	52.4%
With Related Children	25.0%	28.1%	26.6%
Other Family (No Spouse Present)	17.0%	15.4%	17.6%
Other Family with Male Householder	4.7%	4.3%	5.1%
With Related Children	1.9%	1.9%	2.5%
Other Family with Female Householder	12.3%	11.1%	12.5%
With Related Children	6.0%	5.9%	7.1%
Nonfamily Households	4.8%	5.5%	7.5%
All Households with Children	33.4%	36.2%	36.6%
Multigenerational Households	5.1%	5.3%	5.5%
Unmarried Partner Households	4.4%	4.9%	5.5%
Male-female	3.6%	4.2%	4.8%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	3,406	28,083	84,466
1 Person Household	27.2%	21.5%	22.5%
2 Person Household	27.9%	29.0%	27.6%
3 Person Household	17.9%	18.8%	18.5%
4 Person Household	15.9%	18.5%	16.9%
5 Person Household	6.8%	7.7%	7.8%
6 Person Household	2.8%	2.9%	3.4%
7 + Person Household	1.4%	1.7%	3.3%
2010 Households by Tenure and Mortgage Status			
Total	3,405	28,084	84,465
Owner Occupied	69.0%	74.4%	62.5%
Owned with a Mortgage/Loan	49.5%	53.2%	45.7%
Owned Free and Clear	19.4%	21.2%	16.8%
Renter Occupied	31.0%	25.6%	37.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,605	29,376	88,290
Housing Units Inside Urbanized Area	100.0%	99.9%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Enterprising Professionals (2D)	Savvy Suburbanites (1D)	City Lights (8A)
3.	City Lights (8A)	City Lights (8A)	Savvy Suburbanites (1D)
2019 Consumer Spending			
Apparel & Services: Total \$	\$8,678,059	\$79,978,522	\$225,598,393
Average Spent	\$2,357.53	\$2,789.92	\$2,596.82
Spending Potential Index	110	130	121
Education: Total \$	\$7,398,931	\$70,371,626	\$190,144,786
Average Spent	\$2,010.03	\$2,454.80	\$2,188.72
Spending Potential Index	126	154	137
Entertainment/Recreation: Total \$	\$12,995,839	\$122,251,127	\$332,643,226
Average Spent	\$3,530.52	\$4,264.52	\$3,828.99
Spending Potential Index	108	130	117
Food at Home: Total \$	\$20,082,855	\$186,761,182	\$524,042,911
Average Spent	\$5,455.81	\$6,514.85	\$6,032.15
Spending Potential Index	105	126	117
Food Away from Home: Total \$	\$14,654,762	\$134,905,543	\$379,666,155
Average Spent	\$3,981.19	\$4,705.95	\$4,370.26
Spending Potential Index	108	128	119
Health Care: Total \$	\$21,978,593	\$210,212,935	\$566,739,461
Average Spent	\$5,970.82	\$7,332.92	\$6,523.62
Spending Potential Index	101	124	110
HH Furnishings & Equipment: Total \$	\$8,319,147	\$78,607,782	\$214,656,375
Average Spent	\$2,260.02	\$2,742.10	\$2,470.86
Spending Potential Index	106	129	116
Personal Care Products & Services: Total \$	\$3,460,685	\$32,272,828	\$89,145,588
Average Spent	\$940.15	\$1,125.78	\$1,026.14
Spending Potential Index	106	127	116
Shelter: Total \$	\$79,262,678	\$733,330,622	\$2,039,471,647
Average Spent	\$21,532.92	\$25,581.00	\$23,475.93
Spending Potential Index	116	138	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,276,869	\$90,158,601	\$242,968,923
Average Spent	\$2,520.20	\$3,145.03	\$2,796.76
Spending Potential Index	102	127	113
Travel: Total \$	\$9,596,019	\$90,437,444	\$240,992,435
Average Spent	\$2,606.91	\$3,154.76	\$2,774.01
Spending Potential Index	116	141	124
Vehicle Maintenance & Repairs: Total \$	\$4,183,300	\$40,208,226	\$111,263,252
Average Spent	\$1,136.46	\$1,402.60	\$1,280.73
Spending Potential Index	99	123	112

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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