



# 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
<b>Population Summary</b>			
2010 Total Population	9,393	82,064	251,423
2020 Total Population	10,186	85,711	262,686
2020 Group Quarters	17	3,727	9,225
2022 Total Population	9,876	85,606	262,753
2022 Group Quarters	17	3,727	9,225
2027 Total Population	9,749	85,249	263,010
2022-2027 Annual Rate	-0.26%	-0.08%	0.02%
2022 Total Daytime Population	10,761	81,990	256,990
Workers	6,399	37,819	121,069
Residents	4,362	44,171	135,921
<b>Household Summary</b>			
2010 Households	3,444	28,291	84,308
2010 Average Household Size	2.73	2.78	2.87
2020 Total Households	3,740	29,157	88,939
2020 Average Household Size	2.72	2.81	2.85
2022 Total Households	3,721	29,268	89,691
2022 Average Household Size	2.65	2.80	2.83
2027 Total Households	3,679	29,206	90,030
2027 Average Household Size	2.65	2.79	2.82
2022-2027 Annual Rate	-0.23%	-0.04%	0.08%
2010 Families	2,339	20,597	58,985
2010 Average Family Size	3.33	3.25	3.35
2022 Total Families	2,447	20,821	61,004
2022 Average Family Size	3.33	3.33	3.38
2027 Total Families	2,419	20,749	61,098
2027 Average Family Size	3.32	3.32	3.37
2022-2027 Annual Rate	-0.23%	-0.07%	0.03%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,577	28,606	85,348
Owner Occupied Housing Units	63.4%	71.7%	60.9%
Renter Occupied Housing Units	33.9%	26.3%	36.1%
Vacant Housing Units	2.8%	2.0%	2.9%
2010 Housing Units	3,650	29,539	88,137
Owner Occupied Housing Units	65.0%	70.9%	59.8%
Renter Occupied Housing Units	29.3%	24.9%	35.8%
Vacant Housing Units	5.6%	4.2%	4.3%
2020 Housing Units	4,022	30,543	94,455
Vacant Housing Units	7.0%	4.5%	5.8%
2022 Housing Units	4,006	30,817	95,643
Owner Occupied Housing Units	60.0%	66.5%	54.6%
Renter Occupied Housing Units	32.9%	28.5%	39.2%
Vacant Housing Units	7.1%	5.0%	6.2%
2027 Housing Units	4,006	30,993	96,720
Owner Occupied Housing Units	60.8%	67.0%	55.1%
Renter Occupied Housing Units	31.0%	27.2%	37.9%
Vacant Housing Units	8.2%	5.8%	6.9%
<b>Median Household Income</b>			
2022	\$81,760	\$103,673	\$90,786
2027	\$95,839	\$116,519	\$104,152
<b>Median Home Value</b>			
2022	\$327,821	\$392,231	\$380,320
2027	\$361,172	\$419,032	\$405,549
<b>Per Capita Income</b>			
2022	\$44,384	\$47,041	\$42,631
2027	\$51,372	\$54,152	\$48,871
<b>Median Age</b>			
2010	38.3	37.8	34.2
2022	40.5	39.4	36.5
2027	41.1	40.3	37.6

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Households by Income</b>			
Household Income Base	3,721	29,265	89,686
<\$15,000	7.6%	5.0%	7.7%
\$15,000 - \$24,999	8.7%	5.7%	5.9%
\$25,000 - \$34,999	4.5%	4.2%	5.6%
\$35,000 - \$49,999	8.7%	8.6%	8.9%
\$50,000 - \$74,999	15.9%	12.7%	13.4%
\$75,000 - \$99,999	13.8%	11.6%	12.3%
\$100,000 - \$149,999	19.6%	20.1%	19.2%
\$150,000 - \$199,999	8.4%	14.2%	12.3%
\$200,000+	12.8%	17.9%	14.7%
Average Household Income	\$112,239	\$137,257	\$124,725
<b>2027 Households by Income</b>			
Household Income Base	3,679	29,203	90,025
<\$15,000	6.2%	3.8%	6.3%
\$15,000 - \$24,999	6.7%	4.1%	4.4%
\$25,000 - \$34,999	4.6%	3.4%	4.4%
\$35,000 - \$49,999	8.1%	6.9%	7.5%
\$50,000 - \$74,999	14.8%	11.6%	12.9%
\$75,000 - \$99,999	11.1%	11.1%	11.9%
\$100,000 - \$149,999	21.7%	21.1%	20.7%
\$150,000 - \$199,999	11.3%	16.8%	14.7%
\$200,000+	15.5%	21.2%	17.2%
Average Household Income	\$129,852	\$157,672	\$142,614
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,403	20,495	52,195
<\$50,000	0.9%	1.0%	1.3%
\$50,000 - \$99,999	0.1%	0.3%	0.4%
\$100,000 - \$149,999	4.2%	0.9%	1.1%
\$150,000 - \$199,999	8.3%	2.9%	3.0%
\$200,000 - \$249,999	16.3%	6.0%	6.5%
\$250,000 - \$299,999	12.8%	8.8%	11.2%
\$300,000 - \$399,999	26.6%	32.7%	32.9%
\$400,000 - \$499,999	21.1%	24.4%	21.6%
\$500,000 - \$749,999	8.0%	19.4%	18.3%
\$750,000 - \$999,999	1.7%	2.8%	2.6%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$345,943	\$427,918	\$421,091
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,436	20,775	53,302
<\$50,000	0.7%	0.9%	1.2%
\$50,000 - \$99,999	0.0%	0.2%	0.2%
\$100,000 - \$149,999	2.8%	0.6%	0.6%
\$150,000 - \$199,999	6.1%	1.9%	2.0%
\$200,000 - \$249,999	14.0%	4.6%	4.8%
\$250,000 - \$299,999	10.2%	7.0%	9.0%
\$300,000 - \$399,999	26.3%	29.9%	30.8%
\$400,000 - \$499,999	26.7%	26.5%	24.0%
\$500,000 - \$749,999	10.4%	24.1%	22.9%
\$750,000 - \$999,999	2.5%	3.6%	3.4%
\$1,000,000 - \$1,499,999	0.1%	0.4%	0.3%
\$1,500,000 - \$1,999,999	0.1%	0.3%	0.3%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$375,544	\$452,723	\$446,868

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Age</b>			
Total	9,394	82,065	251,426
0 - 4	5.1%	5.3%	6.2%
5 - 9	6.2%	6.0%	6.3%
10 - 14	6.2%	6.6%	6.3%
15 - 24	12.6%	16.4%	18.0%
25 - 34	15.0%	12.0%	14.4%
35 - 44	14.9%	13.7%	13.7%
45 - 54	16.6%	15.9%	14.2%
55 - 64	11.9%	11.7%	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 +	78.3%	77.8%	77.2%
<b>2022 Population by Age</b>			
Total	9,877	85,609	262,755
0 - 4	4.6%	4.7%	5.4%
5 - 9	5.1%	5.2%	5.7%
10 - 14	5.4%	5.8%	6.0%
15 - 24	11.2%	15.3%	16.4%
25 - 34	15.2%	13.1%	14.3%
35 - 44	15.2%	12.8%	13.5%
45 - 54	13.2%	12.6%	12.0%
55 - 64	14.2%	13.7%	12.0%
65 - 74	9.4%	9.7%	8.6%
75 - 84	4.6%	4.9%	4.3%
85 +	1.9%	2.1%	1.8%
18 +	81.4%	80.5%	79.0%
<b>2027 Population by Age</b>			
Total	9,749	85,249	263,010
0 - 4	4.7%	4.8%	5.5%
5 - 9	4.8%	4.9%	5.4%
10 - 14	5.0%	5.4%	5.5%
15 - 24	10.0%	14.5%	16.0%
25 - 34	15.6%	12.4%	13.7%
35 - 44	15.6%	14.5%	14.4%
45 - 54	13.2%	12.0%	11.9%
55 - 64	13.0%	12.6%	11.1%
65 - 74	10.2%	10.8%	9.4%
75 - 84	5.8%	6.0%	5.2%
85 +	2.0%	2.2%	1.9%
18 +	82.7%	81.5%	80.1%
<b>2010 Population by Sex</b>			
Males	4,735	39,985	124,248
Females	4,658	42,079	127,176
<b>2022 Population by Sex</b>			
Males	4,921	41,965	129,787
Females	4,956	43,641	132,965
<b>2027 Population by Sex</b>			
Males	4,837	41,805	129,793
Females	4,912	43,444	133,217

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2010 Population by Race/Ethnicity</b>			
Total	9,392	82,063	251,422
White Alone	67.4%	69.6%	60.6%
Black Alone	5.9%	7.6%	11.0%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	17.2%	14.7%	15.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	5.2%	9.7%
Two or More Races	3.6%	2.6%	3.0%
Hispanic Origin	14.4%	13.6%	21.5%
Diversity Index	62.9	60.6	72.6
<b>2020 Population by Race/Ethnicity</b>			
Total	10,186	85,711	262,686
White Alone	53.7%	54.6%	44.5%
Black Alone	6.8%	7.4%	10.7%
American Indian Alone	0.4%	0.5%	0.8%
Asian Alone	17.8%	18.1%	18.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	10.7%	10.3%	15.8%
Two or More Races	10.5%	9.2%	9.7%
Hispanic Origin	20.3%	19.2%	26.6%
Diversity Index	76.5	75.5	83.1
<b>2022 Population by Race/Ethnicity</b>			
Total	9,876	85,606	262,752
White Alone	53.0%	53.7%	43.7%
Black Alone	6.8%	7.4%	10.7%
American Indian Alone	0.4%	0.5%	0.8%
Asian Alone	18.2%	18.3%	18.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	11.0%	10.7%	16.1%
Two or More Races	10.6%	9.4%	9.8%
Hispanic Origin	20.4%	19.6%	26.9%
Diversity Index	76.9	76.2	83.4
<b>2027 Population by Race/Ethnicity</b>			
Total	9,749	85,249	263,011
White Alone	49.7%	50.6%	40.9%
Black Alone	6.8%	7.4%	10.6%
American Indian Alone	0.5%	0.6%	0.9%
Asian Alone	19.2%	19.4%	19.8%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	12.5%	12.0%	17.6%
Two or More Races	11.3%	10.0%	10.2%
Hispanic Origin	21.9%	20.9%	28.2%
Diversity Index	79.2	78.3	84.6
<b>2010 Population by Relationship and Household Type</b>			
Total	9,394	82,064	251,424
In Households	99.9%	95.9%	96.4%
In Family Households	85.4%	83.7%	81.7%
Householder	25.8%	25.0%	23.5%
Spouse	19.4%	19.7%	17.6%
Child	32.2%	31.8%	31.0%
Other relative	5.5%	5.1%	6.6%
Nonrelative	2.4%	2.0%	3.1%
In Nonfamily Households	14.5%	12.2%	14.6%
In Group Quarters	0.1%	4.1%	3.6%
Institutionalized Population	0.0%	0.3%	0.2%
Noninstitutionalized Population	0.1%	3.8%	3.4%

**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:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>2022 Population 25+ by Educational Attainment</b>			
Total	7,275	59,077	174,375
Less than 9th Grade	3.5%	3.6%	5.7%
9th - 12th Grade, No Diploma	5.2%	3.9%	5.1%
High School Graduate	28.0%	23.2%	23.0%
GED/Alternative Credential	2.2%	2.2%	2.3%
Some College, No Degree	11.2%	13.8%	13.0%
Associate Degree	5.4%	7.8%	7.1%
Bachelor's Degree	32.0%	28.7%	26.4%
Graduate/Professional Degree	12.7%	16.9%	17.4%
<b>2022 Population 15+ by Marital Status</b>			
Total	8,381	72,205	217,541
Never Married	32.3%	35.0%	38.3%
Married	52.5%	52.8%	50.4%
Widowed	5.0%	5.7%	4.8%
Divorced	10.2%	6.6%	6.5%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	5,996	45,063	136,953
Population 16+ Employed	93.5%	93.5%	94.2%
Population 16+ Unemployment rate	6.5%	6.5%	5.8%
Population 16-24 Employed	12.4%	12.5%	14.1%
Population 16-24 Unemployment rate	13.3%	14.0%	11.5%
Population 25-54 Employed	61.3%	62.1%	63.7%
Population 25-54 Unemployment rate	6.6%	5.4%	4.7%
Population 55-64 Employed	19.8%	19.3%	16.8%
Population 55-64 Unemployment rate	1.9%	5.0%	4.7%
Population 65+ Employed	6.4%	6.0%	5.4%
Population 65+ Unemployment rate	4.0%	5.1%	5.3%
<b>2022 Employed Population 16+ by Industry</b>			
Total	5,608	42,137	129,030
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	13.7%	8.1%	6.5%
Manufacturing	6.5%	8.3%	8.8%
Wholesale Trade	4.1%	3.8%	3.9%
Retail Trade	9.7%	8.8%	9.5%
Transportation/Utilities	8.1%	7.5%	8.0%
Information	2.3%	2.8%	2.4%
Finance/Insurance/Real Estate	8.1%	9.2%	8.3%
Services	45.1%	47.5%	49.1%
Public Administration	2.4%	3.9%	3.5%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	5,606	42,138	129,031
White Collar	62.0%	69.2%	65.9%
Management/Business/Financial	18.0%	21.6%	19.4%
Professional	22.1%	27.4%	27.5%
Sales	10.1%	8.8%	7.5%
Administrative Support	11.8%	11.4%	11.5%
Services	11.6%	12.2%	13.8%
Blue Collar	26.4%	18.6%	20.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	12.3%	6.1%	4.8%
Installation/Maintenance/Repair	3.4%	2.9%	2.7%
Production	4.4%	3.3%	4.0%
Transportation/Material Moving	6.3%	6.3%	8.8%

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July 15, 2022



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<b>2010 Households by Type</b>			
Total	3,444	28,293	84,309
Households with 1 Person	27.2%	21.5%	22.5%
Households with 2+ People	72.8%	78.5%	77.5%
Family Households	67.9%	72.8%	70.0%
Husband-wife Families	50.9%	57.3%	52.3%
With Related Children	24.9%	28.0%	26.6%
Other Family (No Spouse Present)	17.0%	15.5%	17.6%
Other Family with Male Householder	4.7%	4.3%	5.1%
With Related Children	2.0%	1.9%	2.5%
Other Family with Female Householder	12.3%	11.1%	12.5%
With Related Children	6.0%	5.9%	7.2%
Nonfamily Households	4.8%	5.7%	7.5%
All Households with Children	33.3%	36.2%	36.6%
Multigenerational Households	5.2%	5.3%	5.5%
Unmarried Partner Households	4.4%	4.9%	5.5%
Male-female	3.7%	4.2%	4.8%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	3,444	28,291	84,307
1 Person Household	27.2%	21.5%	22.5%
2 Person Household	27.9%	29.0%	27.7%
3 Person Household	17.9%	18.8%	18.5%
4 Person Household	15.9%	18.5%	16.8%
5 Person Household	6.9%	7.7%	7.8%
6 Person Household	2.8%	2.9%	3.4%
7 + Person Household	1.5%	1.7%	3.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	3,444	28,287	84,310
Owner Occupied	68.9%	74.0%	62.5%
Owned with a Mortgage/Loan	49.5%	52.9%	45.7%
Owned Free and Clear	19.4%	21.1%	16.8%
Renter Occupied	31.1%	26.0%	37.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	91	96	88
Percent of Income for Mortgage	21.1%	19.9%	22.1%
Wealth Index	107	153	125
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,650	29,539	88,137
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	9,393	82,064	251,423
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%

**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.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Enterprising Professionals (2D)	Pleasantville (2B)	Pleasantville (2B)
2.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	City Lights (8A)	City Lights (8A)	City Lights (8A)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$9,399,943	\$89,660,627	\$257,949,257
Average Spent	\$2,526.19	\$3,063.44	\$2,875.98
Spending Potential Index	105	127	119
Education: Total \$	\$9,038,984	\$88,033,623	\$244,010,048
Average Spent	\$2,429.18	\$3,007.85	\$2,720.56
Spending Potential Index	124	153	139
Entertainment/Recreation: Total \$	\$13,881,962	\$134,471,418	\$373,162,413
Average Spent	\$3,730.71	\$4,594.49	\$4,160.53
Spending Potential Index	102	125	113
Food at Home: Total \$	\$23,527,511	\$225,565,684	\$643,621,399
Average Spent	\$6,322.90	\$7,706.90	\$7,175.99
Spending Potential Index	102	124	116
Food Away from Home: Total \$	\$16,838,890	\$159,805,139	\$459,683,112
Average Spent	\$4,525.37	\$5,460.06	\$5,125.19
Spending Potential Index	105	127	119
Health Care: Total \$	\$24,826,247	\$244,528,060	\$673,393,998
Average Spent	\$6,671.93	\$8,354.79	\$7,507.93
Spending Potential Index	94	118	106
HH Furnishings & Equipment: Total \$	\$9,772,635	\$94,946,716	\$263,244,381
Average Spent	\$2,626.35	\$3,244.05	\$2,935.01
Spending Potential Index	103	127	115
Personal Care Products & Services: Total \$	\$3,940,750	\$37,822,232	\$106,801,139
Average Spent	\$1,059.06	\$1,292.27	\$1,190.77
Spending Potential Index	104	127	117
Shelter: Total \$	\$95,165,614	\$909,742,385	\$2,575,483,065
Average Spent	\$25,575.28	\$31,083.18	\$28,715.07
Spending Potential Index	112	136	125
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,238,597	\$92,694,305	\$251,823,088
Average Spent	\$2,482.83	\$3,167.09	\$2,807.67
Spending Potential Index	91	117	103
Travel: Total \$	\$11,739,964	\$113,199,167	\$307,557,865
Average Spent	\$3,155.06	\$3,867.68	\$3,429.08
Spending Potential Index	110	135	119
Vehicle Maintenance & Repairs: Total \$	\$4,391,346	\$42,932,917	\$121,233,861
Average Spent	\$1,180.15	\$1,466.89	\$1,351.68
Spending Potential Index	94	116	107

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.