



Community Profile

Rings: 1, 3, 5 mile radii

904 Murray Rd, East Hanover, NJ 07936,

Latitude: 40.8102

Longitude: -74.37066

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	4,758	34,989	135,964
2010 Total Population	4,732	37,685	143,521
2019 Total Population	4,745	39,158	149,520
2019 Group Quarters	3	673	4,854
2024 Total Population	4,751	39,837	152,611
2019-2024 Annual Rate	0.03%	0.34%	0.41%
2019 Total Daytime Population	13,497	65,434	231,537
Workers	11,182	45,857	157,417
Residents	2,315	19,577	74,120
Household Summary			
2000 Households	1,696	12,364	49,027
2000 Average Household Size	2.80	2.81	2.68
2010 Households	1,741	13,471	51,758
2010 Average Household Size	2.72	2.75	2.68
2019 Households	1,739	13,930	53,716
2019 Average Household Size	2.73	2.76	2.69
2024 Households	1,736	14,163	54,739
2024 Average Household Size	2.74	2.77	2.70
2019-2024 Annual Rate	-0.03%	0.33%	0.38%
2010 Families	1,364	10,568	38,152
2010 Average Family Size	3.12	3.16	3.17
2019 Families	1,363	10,922	39,542
2019 Average Family Size	3.13	3.18	3.20
2024 Families	1,362	11,103	40,299
2024 Average Family Size	3.14	3.19	3.20
2019-2024 Annual Rate	-0.01%	0.33%	0.38%
Housing Unit Summary			
2000 Housing Units	1,719	12,578	50,052
Owner Occupied Housing Units	92.1%	89.8%	76.6%
Renter Occupied Housing Units	6.5%	8.5%	21.3%
Vacant Housing Units	1.3%	1.7%	2.0%
2010 Housing Units	1,778	13,852	53,981
Owner Occupied Housing Units	90.8%	84.4%	72.9%
Renter Occupied Housing Units	7.1%	12.8%	23.0%
Vacant Housing Units	2.1%	2.8%	4.1%
2019 Housing Units	1,780	14,383	56,225
Owner Occupied Housing Units	88.5%	80.8%	69.9%
Renter Occupied Housing Units	9.2%	16.1%	25.7%
Vacant Housing Units	2.3%	3.1%	4.5%
2024 Housing Units	1,781	14,644	57,384
Owner Occupied Housing Units	89.0%	81.3%	70.5%
Renter Occupied Housing Units	8.5%	15.4%	24.9%
Vacant Housing Units	2.5%	3.3%	4.6%
Median Household Income			
2019	\$126,512	\$149,224	\$130,650
2024	\$141,927	\$161,677	\$147,904
Median Home Value			
2019	\$567,976	\$599,538	\$583,991
2024	\$601,596	\$627,820	\$614,172
Per Capita Income			
2019	\$60,610	\$68,005	\$65,543
2024	\$67,709	\$76,361	\$73,383
Median Age			
2010	46.0	43.7	41.9
2019	48.5	46.3	43.7
2024	48.6	47.0	44.2

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	1,739	13,930	53,716
<\$15,000	4.3%	4.6%	4.3%
\$15,000 - \$24,999	2.9%	3.2%	3.6%
\$25,000 - \$34,999	4.7%	3.8%	4.1%
\$35,000 - \$49,999	4.4%	4.7%	5.6%
\$50,000 - \$74,999	12.1%	8.0%	10.1%
\$75,000 - \$99,999	8.7%	8.3%	9.2%
\$100,000 - \$149,999	20.5%	17.7%	18.8%
\$150,000 - \$199,999	17.7%	17.2%	14.3%
\$200,000+	24.7%	32.6%	30.0%
Average Household Income	\$166,380	\$192,694	\$182,018
2024 Households by Income			
Household Income Base	1,736	14,163	54,739
<\$15,000	3.6%	4.0%	3.7%
\$15,000 - \$24,999	2.4%	2.6%	3.0%
\$25,000 - \$34,999	3.7%	3.1%	3.4%
\$35,000 - \$49,999	3.7%	3.9%	4.7%
\$50,000 - \$74,999	10.6%	6.9%	8.9%
\$75,000 - \$99,999	8.1%	7.5%	8.5%
\$100,000 - \$149,999	20.3%	16.6%	18.4%
\$150,000 - \$199,999	18.8%	17.7%	15.1%
\$200,000+	28.8%	37.6%	34.4%
Average Household Income	\$186,487	\$216,739	\$204,129
2019 Owner Occupied Housing Units by Value			
Total	1,576	11,621	39,283
<\$50,000	0.6%	0.6%	0.7%
\$50,000 - \$99,999	1.0%	0.5%	0.3%
\$100,000 - \$149,999	0.9%	0.3%	0.4%
\$150,000 - \$199,999	1.5%	0.4%	0.6%
\$200,000 - \$249,999	0.8%	0.2%	0.7%
\$250,000 - \$299,999	1.3%	1.1%	2.1%
\$300,000 - \$399,999	13.3%	9.0%	11.1%
\$400,000 - \$499,999	19.2%	20.0%	20.8%
\$500,000 - \$749,999	42.0%	45.2%	39.7%
\$750,000 - \$999,999	18.8%	15.0%	14.0%
\$1,000,000 - \$1,499,999	0.5%	5.8%	6.2%
\$1,500,000 - \$1,999,999	0.0%	1.8%	2.2%
\$2,000,000 +	0.0%	0.2%	1.2%
Average Home Value	\$577,208	\$648,425	\$656,591
2024 Owner Occupied Housing Units by Value			
Total	1,585	11,907	40,451
<\$50,000	0.1%	0.2%	0.2%
\$50,000 - \$99,999	0.4%	0.2%	0.1%
\$100,000 - \$149,999	0.5%	0.1%	0.2%
\$150,000 - \$199,999	0.9%	0.2%	0.3%
\$200,000 - \$249,999	0.6%	0.1%	0.5%
\$250,000 - \$299,999	0.9%	0.7%	1.6%
\$300,000 - \$399,999	10.9%	6.8%	8.9%
\$400,000 - \$499,999	17.5%	17.7%	19.2%
\$500,000 - \$749,999	44.5%	46.9%	41.7%
\$750,000 - \$999,999	23.0%	17.7%	16.2%
\$1,000,000 - \$1,499,999	0.6%	7.0%	7.3%
\$1,500,000 - \$1,999,999	0.0%	2.1%	2.5%
\$2,000,000 +	0.0%	0.2%	1.4%
Average Home Value	\$610,205	\$684,545	\$691,789

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.

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2010 Population by Age			
Total	4,731	37,686	143,524
0 - 4	4.5%	4.9%	5.6%
5 - 9	5.7%	6.9%	6.7%
10 - 14	6.8%	7.6%	6.9%
15 - 24	9.7%	10.9%	11.5%
25 - 34	8.4%	7.7%	9.8%
35 - 44	13.0%	14.1%	14.3%
45 - 54	17.0%	16.5%	16.0%
55 - 64	14.9%	13.3%	12.5%
65 - 74	11.0%	9.2%	8.1%
75 - 84	6.7%	6.3%	5.7%
85 +	2.3%	2.7%	2.9%
18 +	78.8%	76.3%	76.8%
2019 Population by Age			
Total	4,746	39,157	149,523
0 - 4	4.1%	4.4%	4.9%
5 - 9	4.8%	5.5%	5.8%
10 - 14	5.9%	6.8%	6.7%
15 - 24	9.6%	12.0%	12.2%
25 - 34	9.3%	8.1%	9.8%
35 - 44	11.7%	11.4%	12.1%
45 - 54	13.8%	14.8%	14.2%
55 - 64	16.2%	15.1%	14.1%
65 - 74	12.9%	11.4%	10.3%
75 - 84	8.4%	7.2%	6.3%
85 +	3.1%	3.4%	3.5%
18 +	81.4%	78.9%	78.4%
2024 Population by Age			
Total	4,751	39,837	152,612
0 - 4	4.3%	4.4%	4.9%
5 - 9	4.9%	5.5%	5.7%
10 - 14	5.4%	6.2%	6.2%
15 - 24	8.5%	10.7%	11.5%
25 - 34	8.8%	8.1%	10.1%
35 - 44	14.0%	12.7%	12.6%
45 - 54	12.5%	13.4%	13.2%
55 - 64	15.4%	15.0%	13.8%
65 - 74	13.4%	12.2%	11.1%
75 - 84	9.4%	8.1%	7.2%
85 +	3.5%	3.7%	3.6%
18 +	82.1%	80.1%	79.4%
2010 Population by Sex			
Males	2,215	18,036	69,078
Females	2,517	19,649	74,443
2019 Population by Sex			
Males	2,210	18,780	72,209
Females	2,535	20,378	77,311
2024 Population by Sex			
Males	2,215	19,158	73,919
Females	2,536	20,679	78,692

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	4,732	37,685	143,520
White Alone	83.1%	82.3%	77.6%
Black Alone	0.8%	1.7%	3.1%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	14.4%	13.7%	15.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.9%	1.5%
Two or More Races	1.0%	1.4%	1.8%
Hispanic Origin	5.1%	4.5%	6.2%
Diversity Index	35.8	36.5	44.5
2019 Population by Race/Ethnicity			
Total	4,744	39,159	149,520
White Alone	78.6%	77.2%	72.5%
Black Alone	0.9%	2.0%	3.6%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	18.3%	17.8%	19.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.9%	1.2%	1.9%
Two or More Races	1.2%	1.8%	2.3%
Hispanic Origin	6.9%	6.3%	8.3%
Diversity Index	43.3	44.7	52.0
2024 Population by Race/Ethnicity			
Total	4,752	39,836	152,612
White Alone	75.6%	74.1%	69.5%
Black Alone	1.0%	2.1%	3.8%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	20.9%	20.2%	21.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	1.4%	2.3%
Two or More Races	1.4%	2.1%	2.6%
Hispanic Origin	8.1%	7.5%	9.6%
Diversity Index	47.6	49.2	56.1
2010 Population by Relationship and Household Type			
Total	4,732	37,685	143,521
In Households	99.9%	98.1%	96.5%
In Family Households	90.7%	89.5%	85.3%
Householder	28.6%	27.8%	26.6%
Spouse	24.3%	24.1%	22.8%
Child	32.1%	33.0%	31.3%
Other relative	4.9%	3.8%	3.6%
Nonrelative	0.8%	0.8%	0.9%
In Nonfamily Households	9.2%	8.7%	11.2%
In Group Quarters	0.1%	1.9%	3.5%
Institutionalized Population	0.0%	0.3%	1.0%
Noninstitutionalized Population	0.1%	1.6%	2.5%

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	3,582	27,932	105,105
Less than 9th Grade	3.6%	2.4%	2.2%
9th - 12th Grade, No Diploma	4.0%	2.6%	2.4%
High School Graduate	23.6%	17.5%	15.4%
GED/Alternative Credential	0.8%	1.0%	1.0%
Some College, No Degree	14.2%	11.0%	10.5%
Associate Degree	5.2%	5.5%	5.3%
Bachelor's Degree	29.1%	34.3%	34.6%
Graduate/Professional Degree	19.5%	25.6%	28.7%
2019 Population 15+ by Marital Status			
Total	4,038	32,630	123,371
Never Married	26.0%	25.7%	27.2%
Married	61.9%	62.0%	60.0%
Widowed	6.7%	6.7%	6.3%
Divorced	5.4%	5.5%	6.5%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	94.7%	96.0%	96.4%
Civilian Unemployed (Unemployment Rate)	5.3%	4.0%	3.6%
2019 Employed Population 16+ by Industry			
Total	2,479	19,939	76,673
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	5.5%	4.7%	3.9%
Manufacturing	10.9%	8.3%	9.5%
Wholesale Trade	3.8%	3.3%	2.9%
Retail Trade	10.6%	8.8%	8.7%
Transportation/Utilities	6.6%	4.0%	3.4%
Information	1.2%	3.5%	3.4%
Finance/Insurance/Real Estate	13.8%	14.4%	13.5%
Services	45.0%	49.3%	51.2%
Public Administration	2.5%	3.5%	3.2%
2019 Employed Population 16+ by Occupation			
Total	2,477	19,940	76,674
White Collar	73.8%	81.5%	81.9%
Management/Business/Financial	23.9%	25.7%	25.8%
Professional	23.9%	31.0%	32.1%
Sales	11.3%	11.7%	11.1%
Administrative Support	14.7%	13.2%	12.8%
Services	12.8%	9.6%	10.2%
Blue Collar	13.3%	8.9%	7.9%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	3.0%	2.4%	1.9%
Installation/Maintenance/Repair	3.6%	2.0%	1.5%
Production	1.1%	1.6%	1.9%
Transportation/Material Moving	5.5%	2.7%	2.5%
2010 Population By Urban/ Rural Status			
Total Population	4,732	37,685	143,521
Population Inside Urbanized Area	100.0%	100.0%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.0%

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	1,741	13,471	51,759
Households with 1 Person	19.0%	18.9%	22.5%
Households with 2+ People	81.0%	81.1%	77.5%
Family Households	78.3%	78.5%	73.7%
Husband-wife Families	66.7%	68.1%	63.1%
With Related Children	28.2%	31.9%	30.6%
Other Family (No Spouse Present)	11.7%	10.3%	10.6%
Other Family with Male Householder	2.9%	2.7%	2.8%
With Related Children	1.0%	1.0%	1.1%
Other Family with Female Householder	8.8%	7.6%	7.8%
With Related Children	3.3%	3.3%	3.7%
Nonfamily Households	2.7%	2.7%	3.8%
All Households with Children	32.6%	36.4%	35.6%
Multigenerational Households	5.6%	4.3%	3.8%
Unmarried Partner Households	2.7%	2.6%	3.2%
Male-female	1.9%	2.0%	2.6%
Same-sex	0.8%	0.6%	0.6%
2010 Households by Size			
Total	1,740	13,469	51,758
1 Person Household	19.0%	18.9%	22.5%
2 Person Household	32.8%	31.7%	31.3%
3 Person Household	19.8%	18.1%	17.5%
4 Person Household	17.4%	20.1%	18.5%
5 Person Household	7.4%	7.9%	7.2%
6 Person Household	3.0%	2.3%	2.1%
7 + Person Household	0.6%	0.9%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,741	13,471	51,758
Owner Occupied	92.7%	86.8%	76.0%
Owned with a Mortgage/Loan	61.2%	58.7%	52.8%
Owned Free and Clear	31.4%	28.1%	23.2%
Renter Occupied	7.3%	13.2%	24.0%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,778	13,852	53,981
Housing Units Inside Urbanized Area	100.0%	100.0%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.0%

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: 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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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Savvy Suburbanites (1D)	Urban Chic (2A)
3.	City Lights (8A)	Golden Years (9B)	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$6,671,841	\$61,507,562	\$227,161,465
Average Spent	\$3,836.60	\$4,415.47	\$4,228.93
Spending Potential Index	179	206	197
Education: Total \$	\$6,246,896	\$57,213,878	\$206,527,830
Average Spent	\$3,592.23	\$4,107.24	\$3,844.81
Spending Potential Index	225	258	241
Entertainment/Recreation: Total \$	\$10,509,360	\$97,610,365	\$353,830,194
Average Spent	\$6,043.34	\$7,007.20	\$6,587.05
Spending Potential Index	185	214	201
Food at Home: Total \$	\$15,459,069	\$141,954,249	\$523,403,331
Average Spent	\$8,889.63	\$10,190.54	\$9,743.90
Spending Potential Index	172	197	188
Food Away from Home: Total \$	\$11,250,533	\$104,525,884	\$387,147,732
Average Spent	\$6,469.54	\$7,503.65	\$7,207.31
Spending Potential Index	176	204	196
Health Care: Total \$	\$18,114,051	\$169,796,135	\$608,021,105
Average Spent	\$10,416.36	\$12,189.24	\$11,319.18
Spending Potential Index	176	205	191
HH Furnishings & Equipment: Total \$	\$6,716,915	\$62,957,482	\$227,896,607
Average Spent	\$3,862.52	\$4,519.56	\$4,242.62
Spending Potential Index	181	212	199
Personal Care Products & Services: Total \$	\$2,760,255	\$26,088,190	\$94,811,608
Average Spent	\$1,587.27	\$1,872.81	\$1,765.05
Spending Potential Index	179	211	199
Shelter: Total \$	\$61,261,410	\$559,209,928	\$2,078,058,721
Average Spent	\$35,227.95	\$40,144.29	\$38,686.03
Spending Potential Index	190	217	209
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$8,148,542	\$77,917,435	\$277,234,342
Average Spent	\$4,685.76	\$5,593.50	\$5,161.11
Spending Potential Index	189	226	208
Travel: Total \$	\$7,925,530	\$74,180,271	\$268,756,804
Average Spent	\$4,557.52	\$5,325.22	\$5,003.29
Spending Potential Index	203	237	223
Vehicle Maintenance & Repairs: Total \$	\$3,443,595	\$32,735,313	\$117,929,473
Average Spent	\$1,980.22	\$2,349.99	\$2,195.43
Spending Potential Index	173	205	192

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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