



# Community Profile

Rings: 1, 3, 5 mile radii

200 NJ-10, East Hanover, NJ 07936, USA

Latitude: 40.8093  
Longitude: -74.37545

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	3,759	37,421	145,795
2020 Total Population	3,679	38,968	154,054
2020 Group Quarters	0	560	4,419
2022 Total Population	3,642	39,009	154,916
2022 Group Quarters	0	584	4,419
2027 Total Population	3,587	38,672	154,837
2022-2027 Annual Rate	-0.30%	-0.17%	-0.01%
2022 Total Daytime Population	10,929	58,403	228,264
Workers	9,070	38,062	148,242
Residents	1,859	20,341	80,022
<b>Household Summary</b>			
2010 Households	1,387	13,552	52,845
2010 Average Household Size	2.71	2.72	2.66
2020 Total Households	1,378	14,131	55,703
2020 Average Household Size	2.67	2.72	2.69
2022 Total Households	1,369	14,204	56,175
2022 Average Household Size	2.66	2.71	2.68
2027 Total Households	1,356	14,104	56,273
2027 Average Household Size	2.64	2.70	2.67
2022-2027 Annual Rate	-0.19%	-0.14%	0.03%
2010 Families	1,108	10,452	38,796
2010 Average Family Size	3.08	3.16	3.17
2022 Total Families	1,079	10,763	40,366
2022 Average Family Size	3.06	3.20	3.24
2027 Total Families	1,068	10,693	40,413
2027 Average Family Size	3.05	3.19	3.23
2022-2027 Annual Rate	-0.20%	-0.13%	0.02%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,361	12,624	51,490
Owner Occupied Housing Units	92.4%	89.5%	75.5%
Renter Occupied Housing Units	6.2%	8.4%	22.3%
Vacant Housing Units	1.4%	2.0%	2.1%
2010 Housing Units	1,416	13,996	55,155
Owner Occupied Housing Units	91.2%	83.8%	72.3%
Renter Occupied Housing Units	6.8%	13.1%	23.5%
Vacant Housing Units	2.0%	3.2%	4.2%
2020 Housing Units	1,420	14,751	58,176
Vacant Housing Units	3.0%	4.2%	4.3%
2022 Housing Units	1,417	14,854	58,933
Owner Occupied Housing Units	87.2%	79.6%	69.6%
Renter Occupied Housing Units	9.4%	16.0%	25.7%
Vacant Housing Units	3.4%	4.4%	4.7%
2027 Housing Units	1,417	14,877	59,406
Owner Occupied Housing Units	86.9%	79.8%	69.6%
Renter Occupied Housing Units	8.8%	15.0%	25.1%
Vacant Housing Units	4.3%	5.2%	5.3%
<b>Median Household Income</b>			
2022	\$145,031	\$159,571	\$147,788
2027	\$154,149	\$173,584	\$162,578
<b>Median Home Value</b>			
2022	\$669,234	\$639,844	\$619,081
2027	\$685,794	\$653,186	\$635,346
<b>Per Capita Income</b>			
2022	\$75,463	\$79,495	\$75,762
2027	\$83,581	\$89,265	\$85,333
<b>Median Age</b>			
2010	46.1	44.1	41.8
2022	48.7	46.9	43.7
2027	47.9	47.3	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:** 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	1,369	14,204	56,175
<\$15,000	2.9%	3.6%	3.4%
\$15,000 - \$24,999	3.5%	3.1%	3.5%
\$25,000 - \$34,999	3.4%	3.3%	3.0%
\$35,000 - \$49,999	3.3%	3.5%	4.7%
\$50,000 - \$74,999	13.1%	8.6%	9.6%
\$75,000 - \$99,999	7.8%	7.5%	9.0%
\$100,000 - \$149,999	17.2%	16.6%	17.3%
\$150,000 - \$199,999	15.3%	15.5%	14.1%
\$200,000+	33.4%	38.3%	35.4%
Average Household Income	\$204,219	\$219,353	\$208,856
<b>2027 Households by Income</b>			
Household Income Base	1,356	14,104	56,273
<\$15,000	2.1%	2.6%	2.4%
\$15,000 - \$24,999	2.2%	2.0%	2.4%
\$25,000 - \$34,999	2.3%	2.2%	2.1%
\$35,000 - \$49,999	2.1%	2.2%	3.3%
\$50,000 - \$74,999	10.1%	6.5%	7.8%
\$75,000 - \$99,999	9.5%	6.9%	8.1%
\$100,000 - \$149,999	20.0%	18.7%	19.2%
\$150,000 - \$199,999	15.0%	16.1%	15.2%
\$200,000+	36.6%	42.7%	39.6%
Average Household Income	\$225,279	\$246,111	\$234,793
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	1,236	11,822	41,000
<\$50,000	0.2%	0.2%	0.3%
\$50,000 - \$99,999	0.2%	0.2%	0.1%
\$100,000 - \$149,999	0.1%	0.1%	0.1%
\$150,000 - \$199,999	0.2%	0.1%	0.2%
\$200,000 - \$249,999	0.2%	0.1%	0.5%
\$250,000 - \$299,999	0.2%	0.5%	0.9%
\$300,000 - \$399,999	6.2%	5.5%	7.9%
\$400,000 - \$499,999	11.4%	15.1%	18.1%
\$500,000 - \$749,999	46.0%	50.6%	46.0%
\$750,000 - \$999,999	34.5%	21.5%	18.1%
\$1,000,000 - \$1,499,999	0.6%	4.8%	5.4%
\$1,500,000 - \$1,999,999	0.0%	1.4%	1.9%
\$2,000,000 +	0.0%	0.1%	0.5%
Average Home Value	\$672,227	\$678,936	\$671,213
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	1,232	11,871	41,336
<\$50,000	0.1%	0.1%	0.1%
\$50,000 - \$99,999	0.1%	0.0%	0.0%
\$100,000 - \$149,999	0.1%	0.0%	0.0%
\$150,000 - \$199,999	0.1%	0.1%	0.1%
\$200,000 - \$249,999	0.1%	0.0%	0.3%
\$250,000 - \$299,999	0.2%	0.2%	0.5%
\$300,000 - \$399,999	4.1%	3.6%	5.5%
\$400,000 - \$499,999	10.0%	13.1%	16.5%
\$500,000 - \$749,999	47.6%	53.6%	49.7%
\$750,000 - \$999,999	37.3%	23.1%	19.7%
\$1,000,000 - \$1,499,999	0.6%	4.9%	5.5%
\$1,500,000 - \$1,999,999	0.0%	1.2%	1.6%
\$2,000,000 +	0.0%	0.1%	0.4%
Average Home Value	\$690,187	\$692,577	\$684,648

**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	3,761	37,420	145,792
0 - 4	4.5%	4.9%	5.6%
5 - 9	5.7%	6.7%	6.7%
10 - 14	6.9%	7.6%	6.9%
15 - 24	10.0%	10.5%	11.5%
25 - 34	8.1%	7.7%	10.0%
35 - 44	12.9%	14.0%	14.4%
45 - 54	17.0%	16.5%	16.0%
55 - 64	14.9%	13.3%	12.5%
65 - 74	11.2%	9.4%	8.1%
75 - 84	6.4%	6.4%	5.7%
85 +	2.2%	2.9%	2.8%
18 +	78.5%	76.6%	76.8%
<b>2022 Population by Age</b>			
Total	3,642	39,011	154,915
0 - 4	4.0%	4.3%	4.8%
5 - 9	5.0%	5.3%	5.7%
10 - 14	6.0%	6.3%	6.5%
15 - 24	9.6%	12.0%	12.6%
25 - 34	8.8%	8.2%	9.8%
35 - 44	12.2%	11.4%	12.2%
45 - 54	13.2%	14.0%	13.6%
55 - 64	15.7%	15.0%	14.0%
65 - 74	13.0%	11.9%	10.8%
75 - 84	9.2%	8.0%	6.7%
85 +	3.3%	3.6%	3.2%
18 +	81.3%	79.8%	78.8%
<b>2027 Population by Age</b>			
Total	3,586	38,671	154,837
0 - 4	4.2%	4.3%	4.8%
5 - 9	5.1%	5.3%	5.6%
10 - 14	5.7%	5.9%	6.0%
15 - 24	8.3%	10.4%	11.7%
25 - 34	8.0%	8.4%	10.2%
35 - 44	15.3%	12.8%	12.7%
45 - 54	12.0%	12.9%	13.0%
55 - 64	14.5%	14.6%	13.5%
65 - 74	12.9%	12.5%	11.4%
75 - 84	10.0%	8.9%	7.7%
85 +	3.9%	4.0%	3.5%
18 +	81.7%	80.9%	79.9%
<b>2010 Population by Sex</b>			
Males	1,775	17,876	70,225
Females	1,984	19,546	75,570
<b>2022 Population by Sex</b>			
Males	1,719	18,767	75,345
Females	1,923	20,242	79,571
<b>2027 Population by Sex</b>			
Males	1,702	18,670	75,555
Females	1,884	20,002	79,282

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

July 15, 2022



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<b>2010 Population by Race/Ethnicity</b>			
Total	3,759	37,422	145,796
White Alone	82.7%	83.4%	77.5%
Black Alone	0.8%	1.5%	3.1%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	14.8%	12.7%	15.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.6%	0.8%	1.6%
Two or More Races	1.0%	1.4%	1.9%
Hispanic Origin	4.9%	4.5%	6.4%
Diversity Index	35.9	34.8	44.8
<b>2020 Population by Race/Ethnicity</b>			
Total	3,679	38,968	154,054
White Alone	75.6%	73.7%	65.4%
Black Alone	1.5%	2.2%	3.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	15.0%	16.5%	21.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	1.6%	3.0%
Two or More Races	6.0%	5.8%	6.9%
Hispanic Origin	7.4%	6.3%	8.5%
Diversity Index	48.4	49.3	59.5
<b>2022 Population by Race/Ethnicity</b>			
Total	3,641	39,009	154,916
White Alone	75.0%	73.0%	64.8%
Black Alone	1.5%	2.3%	3.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	15.3%	16.9%	21.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.7%	3.1%
Two or More Races	6.2%	6.0%	7.2%
Hispanic Origin	7.6%	6.5%	8.7%
Diversity Index	49.3	50.2	60.3
<b>2027 Population by Race/Ethnicity</b>			
Total	3,586	38,673	154,836
White Alone	73.0%	71.0%	62.5%
Black Alone	1.5%	2.3%	3.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	16.2%	17.8%	22.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	2.0%	3.5%
Two or More Races	7.0%	6.7%	8.0%
Hispanic Origin	8.3%	7.0%	9.3%
Diversity Index	52.2	52.8	62.7
<b>2010 Population by Relationship and Household Type</b>			
Total	3,759	37,422	145,795
In Households	99.9%	98.5%	96.6%
In Family Households	91.7%	89.2%	85.2%
Householder	28.8%	27.8%	26.6%
Spouse	24.7%	24.1%	22.7%
Child	32.5%	32.7%	31.3%
Other relative	4.8%	3.7%	3.7%
Nonrelative	0.8%	0.8%	1.0%
In Nonfamily Households	8.3%	9.3%	11.4%
In Group Quarters	0.1%	1.5%	3.4%
Institutionalized Population	0.0%	0.3%	1.0%
Noninstitutionalized Population	0.1%	1.2%	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.

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<b>2022 Population 25+ by Educational Attainment</b>			
Total	2,743	28,124	108,996
Less than 9th Grade	3.9%	1.8%	1.8%
9th - 12th Grade, No Diploma	3.3%	1.9%	1.9%
High School Graduate	22.1%	17.2%	14.6%
GED/Alternative Credential	0.5%	0.7%	0.8%
Some College, No Degree	13.1%	9.7%	8.9%
Associate Degree	3.5%	5.0%	5.1%
Bachelor's Degree	33.0%	36.3%	36.0%
Graduate/Professional Degree	20.5%	27.5%	30.9%
<b>2022 Population 15+ by Marital Status</b>			
Total	3,092	32,804	128,551
Never Married	26.9%	25.8%	27.0%
Married	61.5%	61.7%	61.0%
Widowed	6.5%	6.6%	6.0%
Divorced	5.1%	5.9%	6.1%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	1,919	19,673	78,654
Population 16+ Employed	93.8%	95.8%	96.2%
Population 16+ Unemployment rate	6.2%	4.1%	3.8%
Population 16-24 Employed	8.2%	10.6%	11.1%
Population 16-24 Unemployment rate	27.6%	11.3%	7.2%
Population 25-54 Employed	58.4%	58.0%	59.4%
Population 25-54 Unemployment rate	5.1%	3.3%	3.3%
Population 55-64 Employed	21.5%	21.6%	20.2%
Population 55-64 Unemployment rate	1.8%	3.9%	2.6%
Population 65+ Employed	11.9%	9.8%	9.3%
Population 65+ Unemployment rate	0.0%	1.5%	5.1%
<b>2022 Employed Population 16+ by Industry</b>			
Total	1,800	18,856	75,669
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	6.3%	5.2%	4.1%
Manufacturing	10.8%	7.8%	8.9%
Wholesale Trade	3.2%	3.0%	2.7%
Retail Trade	10.4%	8.7%	8.3%
Transportation/Utilities	7.7%	4.7%	4.0%
Information	1.0%	2.9%	2.9%
Finance/Insurance/Real Estate	14.5%	15.3%	14.7%
Services	43.3%	48.8%	51.2%
Public Administration	2.7%	3.3%	3.0%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	1,799	18,856	75,670
White Collar	75.6%	82.7%	83.5%
Management/Business/Financial	29.8%	31.4%	30.6%
Professional	24.6%	31.4%	33.7%
Sales	9.4%	9.5%	9.0%
Administrative Support	11.8%	10.4%	10.2%
Services	9.7%	7.8%	8.2%
Blue Collar	14.6%	9.5%	8.3%
Farming/Forestry/Fishing	0.1%	0.2%	0.1%
Construction/Extraction	3.6%	2.8%	2.0%
Installation/Maintenance/Repair	3.1%	1.7%	1.3%
Production	0.9%	1.4%	1.7%
Transportation/Material Moving	6.9%	3.5%	3.2%

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<b>2010 Households by Type</b>			
Total	1,387	13,552	52,846
Households with 1 Person	17.6%	20.1%	22.7%
Households with 2+ People	82.4%	79.9%	77.3%
Family Households	79.9%	77.1%	73.4%
Husband-wife Families	68.5%	66.9%	62.7%
With Related Children	29.1%	30.9%	30.5%
Other Family (No Spouse Present)	11.4%	10.3%	10.7%
Other Family with Male Householder	3.0%	2.6%	2.8%
With Related Children	1.0%	1.0%	1.1%
Other Family with Female Householder	8.3%	7.6%	7.9%
With Related Children	3.2%	3.3%	3.7%
Nonfamily Households	2.5%	2.7%	3.9%
All Households with Children	33.5%	35.3%	35.5%
Multigenerational Households	5.6%	4.2%	3.8%
Unmarried Partner Households	2.7%	2.6%	3.2%
Male-female	1.9%	2.1%	2.7%
Same-sex	0.8%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	1,387	13,553	52,845
1 Person Household	17.6%	20.1%	22.7%
2 Person Household	32.9%	31.7%	31.3%
3 Person Household	19.9%	17.9%	17.4%
4 Person Household	18.2%	19.4%	18.4%
5 Person Household	7.7%	7.7%	7.2%
6 Person Household	3.0%	2.2%	2.1%
7 + Person Household	0.6%	0.9%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,387	13,552	52,845
Owner Occupied	93.1%	86.5%	75.5%
Owned with a Mortgage/Loan	61.1%	58.3%	52.4%
Owned Free and Clear	31.9%	28.3%	23.0%
Renter Occupied	6.9%	13.5%	24.5%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	91	103	97
Percent of Income for Mortgage	24.3%	21.1%	22.1%
Wealth Index	269	282	257
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,416	13,996	55,155
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,759	37,421	145,795
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Savvy Suburbanites (1D)	Top Tier (1A)	Top Tier (1A)
2.	Top Tier (1A)	Savvy Suburbanites (1D)	Urban Chic (2A)
3.	Pleasantville (2B)	Golden Years (9B)	Savvy Suburbanites (1D)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,996,459	\$67,260,802	\$255,981,734
Average Spent	\$4,380.17	\$4,735.34	\$4,556.86
Spending Potential Index	182	197	189
Education: Total \$	\$6,325,511	\$68,961,564	\$258,028,899
Average Spent	\$4,620.53	\$4,855.08	\$4,593.30
Spending Potential Index	236	248	234
Entertainment/Recreation: Total \$	\$9,406,208	\$104,622,273	\$391,869,573
Average Spent	\$6,870.86	\$7,365.69	\$6,975.87
Spending Potential Index	187	201	190
Food at Home: Total \$	\$14,880,547	\$167,627,047	\$637,583,743
Average Spent	\$10,869.65	\$11,801.40	\$11,349.96
Spending Potential Index	176	191	183
Food Away from Home: Total \$	\$10,481,346	\$118,469,603	\$456,160,650
Average Spent	\$7,656.21	\$8,340.58	\$8,120.35
Spending Potential Index	178	193	188
Health Care: Total \$	\$17,509,454	\$194,815,195	\$715,617,594
Average Spent	\$12,789.96	\$13,715.52	\$12,739.08
Spending Potential Index	180	194	180
HH Furnishings & Equipment: Total \$	\$6,756,492	\$74,808,042	\$277,754,632
Average Spent	\$4,935.35	\$5,266.69	\$4,944.45
Spending Potential Index	193	206	193
Personal Care Products & Services: Total \$	\$2,589,057	\$29,069,539	\$109,511,086
Average Spent	\$1,891.20	\$2,046.57	\$1,949.46
Spending Potential Index	185	201	191
Shelter: Total \$	\$59,766,157	\$674,516,894	\$2,602,215,415
Average Spent	\$43,656.80	\$47,487.81	\$46,323.37
Spending Potential Index	191	207	202
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,103,267	\$79,030,407	\$289,416,809
Average Spent	\$5,188.65	\$5,563.95	\$5,152.06
Spending Potential Index	191	205	190
Travel: Total \$	\$8,201,381	\$90,715,826	\$338,353,786
Average Spent	\$5,990.78	\$6,386.64	\$6,023.21
Spending Potential Index	209	222	210
Vehicle Maintenance & Repairs: Total \$	\$2,970,715	\$33,149,532	\$123,552,216
Average Spent	\$2,169.99	\$2,333.82	\$2,199.42
Spending Potential Index	172	185	175

**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.