Community Profile

307 John Davison Rockefeller Memorial
Latitude: 39.8960
Longitude: -74.93267

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	11,257	71,886	176,288
2020 Total Population	11,454	74,173	183,887
2020 Group Quarters	57	828	2,612
2022 Total Population	11,363	74,553	184,765
2022 Group Quarters	57	825	2,612
2027 Total Population	11,244	74,272	184,873
2022-2027 Annual Rate	-0.21%	-0.08%	0.01%
2022 Total Daytime Population	15,210	87,281	205,341
Workers	10,275	51,655	117,947
Residents	4,935	35,626	87,394
Household Summary			
2010 Households	4,426	26,877	69,428
2010 Average Household Size	2.52	2.64	2.51
2020 Total Households	4,608	28,458	72,905
2020 Average Household Size	2.47	2.58	2.49
2022 Households	4,588	28,611	73,307
2022 Average Household Size	2.46	2.58	2.48
2027 Households	4,571	28,625	73,573
2027 Average Household Size	2.45	2.57	2.48
2022-2027 Annual Rate	-0.07%	0.01%	0.07%
2010 Families	3,010	19,548	47,303
2010 Average Family Size	3.13	3.16	3.09
2022 Families	3,049	20,327	48,743
2022 Average Family Size	3.12	3.14	3.12
2027 Families	3,038	20,317	48,907
2027 Average Family Size	3.10	3.13	3.11
2022-2027 Annual Rate	-0.07%	-0.01%	0.07%
Housing Unit Summary			
2000 Housing Units	4,484	26,737	69,021
Owner Occupied Housing Units	70.2%	79.4%	72.8%
Renter Occupied Housing Units	27.0%	17.7%	23.4%
Vacant Housing Units	2.7%	3.0%	3.8%
2010 Housing Units	4,674	27,957	73,062
Owner Occupied Housing Units	68.3%	78.0%	71.5%
Renter Occupied Housing Units	26.4%	18.2%	23.5%
Vacant Housing Units	5.3%	3.9%	5.0%
2020 Housing Units	4,789	29,551	76,370
Vacant Housing Units	3.8%	3.7%	4.5%
2022 Housing Units	4,787	29,927	77,245
Owner Occupied Housing Units	69.9%	74.5%	68.9%
Renter Occupied Housing Units	25.9%	21.1%	26.0%
Vacant Housing Units	4.2%	4.4%	5.1%
2027 Housing Units	4,793	29,999	77,643
Owner Occupied Housing Units	70.5%	75.4%	69.4%
Renter Occupied Housing Units	24.8%	20.1%	25.4%
Vacant Housing Units	4.6%	4.6%	5.2%
Median Household Income			
2022	$107,129	$117,817	$108,800
2027	$120,907	$140,787	$124,524
Median Home Value			
2022	$321,542	$345,393	$335,445
2027	$334,219	$361,189	$355,371
Per Capita Income			
2022	$57,469	$62,492	$60,035
2027	$66,816	$72,861	$69,958
Median Age			
2010	41.8	42.3	42.1
2022	44.6	44.5	44.2
2027	45.0	44.8	44.6

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.

July 15, 2022

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	4,588	28,610	73,297
<$15,000	2.3%	3.4%	4.2%
$15,000 - $24,999	3.8%	3.7%	3.9%
$25,000 - $34,999	3.4%	3.7%	4.7%
$35,000 - $49,999	6.4%	6.3%	7.0%
$50,000 - $74,999	15.6%	11.8%	12.8%
$75,000 - $99,999	13.8%	11.7%	12.4%
$100,000 - $149,999	22.8%	20.5%	20.2%
$150,000 - $199,999	14.4%	14.5%	13.4%
$200,000+	17.6%	24.3%	21.4%
Average Household Income	$141,584	$162,472	$151,448
2027 Households by Income			
Household Income Base	4,571	28,624	73,563
<$15,000	1.7%	2.6%	3.2%
$15,000 - $24,999	2.8%	2.6%	2.9%
$25,000 - $34,999	2.5%	2.7%	3.7%
$35,000 - $49,999	4.7%	5.3%	5.9%
$50,000 - $74,999	13.8%	11.0%	12.0%
$75,000 - $99,999	13.2%	10.0%	11.8%
$100,000 - $149,999	21.6%	18.3%	18.1%
$150,000 - $199,999	18.0%	18.0%	16.2%
$200,000+	21.7%	29.5%	26.3%
Average Household Income	$163,517	$188,638	$175,941
2022 Owner Occupied Housing Units by Value			
Total	3,347	22,290	53,187
<$50,000	0.6%	0.5%	0.5%
$50,000 - $99,999	0.1%	0.1%	0.7%
$100,000 - $149,999	1.0%	0.9%	1.9%
$150,000 - $199,999	5.0%	4.4%	6.2%
$200,000 - $249,999	11.7%	10.3%	13.9%
$250,000 - $299,999	20.8%	14.9%	14.5%
$300,000 - $399,999	50.8%	41.8%	35.0%
$400,000 - $499,999	5.8%	14.8%	13.5%
$500,000 - $749,999	4.1%	10.5%	11.0%
$750,000 - $999,999	0.2%	1.3%	2.2%
$1,000,000 - $1,499,999	0.0%	0.3%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.0%	0.2%	0.1%
Average Home Value	$325,694	$371,710	$366,610
2027 Owner Occupied Housing Units by Value			
Total	3,380	22,607	53,845
<$50,000	0.5%	0.3%	0.3%
$50,000 - $99,999	0.1%	0.1%	0.5%
$100,000 - $149,999	0.5%	0.5%	1.2%
$150,000 - $199,999	3.2%	2.9%	4.4%
$200,000 - $249,999	9.4%	7.8%	11.1%
$250,000 - $299,999	17.8%	12.5%	12.7%
$300,000 - $399,999	54.6%	42.2%	35.6%
$400,000 - $499,999	7.4%	17.5%	16.3%
$500,000 - $749,999	6.4%	13.9%	14.2%
$750,000 - $999,999	0.3%	1.7%	2.9%
$1,000,000 - $1,499,999	0.0%	0.3%	0.5%
$1,500,000 - $1,999,999	0.0%	0.0%	0.1%
$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	$343,143	$393,849	$391,804

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.

July 15, 2022

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	11,258	71,884	176,286
0 - 4	5.0%	5.1%	5.3%
5 - 9	6.0%	6.6%	6.2%
10 - 14	7.0%	7.4%	6.9%
15 - 24	11.5%	11.6%	11.4%
25 - 34	11.2%	9.5%	10.9%
35 - 44	14.4%	14.0%	13.6%
45 - 54	16.7%	17.4%	16.5%
55 - 64	13.2%	13.2%	12.9%
65 - 74	7.8%	7.7%	7.9%
75 - 84	4.8%	5.0%	5.6%
85 +	2.4%	2.5%	2.7%
18 +	77.7%	76.1%	77.2%
2022 Population by Age			
Total	11,365	74,553	184,764
0 - 4	4.4%	4.5%	4.6%
5 - 9	5.3%	5.5%	5.3%
10 - 14	5.9%	6.5%	6.1%
15 - 24	10.7%	11.1%	10.9%
25 - 34	11.2%	10.8%	11.6%
35 - 44	13.0%	12.2%	12.4%
45 - 54	14.2%	14.0%	13.2%
55 - 64	14.9%	15.0%	14.5%
65 - 74	11.3%	10.9%	11.2%
75 - 84	6.4%	6.4%	6.7%
85 +	2.7%	3.0%	3.4%
18 +	80.8%	79.4%	80.1%
2027 Population by Age			
Total	11,243	74,271	184,873
0 - 4	4.5%	4.6%	4.7%
5 - 9	4.9%	5.3%	5.2%
10 - 14	5.6%	6.0%	5.7%
15 - 24	10.0%	10.1%	10.1%
25 - 34	11.0%	10.7%	11.6%
35 - 44	13.9%	13.5%	13.3%
45 - 54	13.0%	13.0%	12.5%
55 - 64	14.2%	14.1%	13.4%
65 - 74	12.0%	11.8%	12.0%
75 - 84	7.9%	7.6%	7.9%
85 +	2.9%	3.2%	3.6%
18 +	81.6%	80.4%	81.0%
2010 Population by Sex			
Males	5,353	34,260	84,003
Females	5,904	37,626	92,285
2022 Population by Sex			
Males	5,413	35,753	88,485
Females	5,950	38,800	96,280
2027 Population by Sex			
Males	5,356	35,752	88,806
Females	5,888	38,520	96,067

July 15, 2022

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	11,257	71,885	176,288
White Alone	81.7%	82.2%	80.1%
Black Alone	4.9%	5.0%	6.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	10.1%	10.2%	9.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	0.7%	1.3%
Two or More Races	1.9%	1.8%	2.1%
Hispanic Origin	4.4%	3.1%	4.5%
Diversity Index	37.7	35.3	40.1
2020 Population by Race/Ethnicity			
Total	11,454	74,173	183,887
White Alone	73.2%	73.6%	70.7%
Black Alone	5.7%	6.1%	8.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	12.2%	12.4%	12.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	1.6%	2.5%
Two or More Races	6.6%	6.1%	6.6%
Hispanic Origin	6.1%	5.4%	7.0%
Diversity Index	50.5	49.3	54.3
2022 Population by Race/Ethnicity			
Total	11,363	74,553	184,764
White Alone	72.6%	73.2%	70.2%
Black Alone	5.8%	6.1%	8.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	12.4%	12.5%	12.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.7%	2.6%
Two or More Races	6.9%	6.3%	6.8%
Hispanic Origin	6.2%	5.5%	7.1%
Diversity Index	51.2	49.8	55.0
2027 Population by Race/Ethnicity			
Total	11,243	74,273	184,872
White Alone	70.8%	71.5%	68.3%
Black Alone	5.9%	6.2%	8.1%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	13.1%	13.2%	12.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	1.8%	2.8%
Two or More Races	7.6%	7.1%	7.6%
Hispanic Origin	6.4%	5.7%	7.4%
Diversity Index	53.5	51.9	57.1
2010 Population by Relationship and Household Type			
Total	11,257	71,887	176,288
In Households	99.2%	98.7%	98.7%
In Family Households	84.5%	86.7%	83.9%
Householder	26.7%	27.3%	26.8%
Spouse	22.0%	22.8%	21.7%
Child	31.7%	33.0%	31.3%
Other relative	3.3%	2.7%	3.0%
Nonrelative	0.9%	0.9%	1.1%
In Nonfamily Households	14.7%	11.9%	14.7%
In Group Quarters	0.8%	1.3%	1.3%
Institutionalized Population	0.2%	0.9%	1.1%
Noninstitutionalized Population	0.6%	0.4%	0.2%

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.

July 15, 2022

	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	8,376	53,966	134,942
Less than 9th Grade	2.0%	2.2%	1.8%
9th - 12th Grade, No Diploma	2.1%	2.2%	2.5%
High School Graduate	21.3%	16.9%	17.3%
GED/Alternative Credential	1.1%	1.4%	1.7%
Some College, No Degree	13.0%	12.1%	13.1%
Associate Degree	6.7%	7.1%	7.3%
Bachelor's Degree	33.1%	33.8%	32.9%
Graduate/Professional Degree	20.8%	24.3%	23.5%
2022 Population 15+ by Marital Status			
Total	9,590	62,247	155,091
Never Married	28.1%	25.4%	28.0%
Married	58.2%	60.6%	57.1%
Widowed	5.8%	6.6%	6.5%
Divorced	7.9%	7.4%	8.4%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	6,761	40,543	102,024
Population 16+ Employed	96.4%	97.1%	96.5%
Population 16+ Unemployment rate	3.6%	2.9%	3.5%
Population 16-24 Employed	11.3%	10.4%	10.6%
Population 16-24 Unemployment rate	3.3%	6.3%	8.2%
Population 25-54 Employed	59.3%	59.0%	59.5%
Population 25-54 Unemployment rate	3.3%	2.2%	2.6%
Population 55-64 Employed	19.6%	21.2%	20.2%
Population 55-64 Unemployment rate	4.0%	2.4%	2.9%
Population 65+ Employed	9.8%	9.3%	9.8%
Population 65+ Unemployment rate	4.6%	4.2%	4.5%
2022 Employed Population 16+ by Industry			
Total	6,519	39,367	98,464
Agriculture/Mining	0.2%	0.2%	0.1%
Construction	4.9%	4.4%	4.1%
Manufacturing	8.4%	7.5%	7.2%
Wholesale Trade	3.6%	3.4%	3.1%
Retail Trade	11.0%	10.6%	10.9%
Transportation/Utilities	4.1%	5.1%	4.4%
Information	1.5%	2.8%	2.3%
Finance/Insurance/Real Estate	11.5%	11.7%	11.4%
Services	50.4%	49.8%	51.4%
Public Administration	4.5%	4.4%	5.0%
2022 Employed Population 16+ by Occupation			
Total	6,521	39,369	98,463
White Collar	76.2%	81.2%	80.7%
Management/Business/Financial	25.3%	25.8%	25.3%
Professional	30.9%	34.4%	34.9%
Sales	9.2%	10.2%	9.8%
Administrative Support	10.8%	10.9%	10.8%
Services	12.9%	8.8%	9.4%
Blue Collar	10.9%	10.0%	9.9%
Farming/Forestry/Fishing	0.2%	0.2%	0.1%
Construction/Extraction	2.4%	2.4%	2.2%
Installation/Maintenance/Repair	1.5%	1.5%	1.4%
Production	3.2%	2.4%	2.2%
Transportation/Material Moving	3.7%	3.5%	3.9%

July 15, 2022

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	4,426	26,877	69,427
Households with 1 Person	27.2%	23.4%	27.0%
Households with 2+ People	72.8%	76.6%	73.0%
Family Households	68.0%	72.7%	68.1%
Husband-wife Families	55.9%	60.9%	55.1%
With Related Children	25.6%	29.0%	25.3%
Other Family (No Spouse Present)	12.2%	11.9%	13.0%
Other Family with Male Householder	3.1%	2.9%	3.2%
With Related Children	1.3%	1.4%	1.6%
Other Family with Female Householder	9.0%	9.0%	9.8%
With Related Children	5.0%	4.9%	5.4%
Nonfamily Households	4.8%	3.9%	4.8%
All Households with Children	32.1%	35.5%	32.5%
Multigenerational Households	3.5%	3.2%	3.1%
Unmarried Partner Households	4.3%	3.8%	4.8%
Male-female	3.9%	3.3%	4.1%
Same-sex	0.4%	0.5%	0.7%
2010 Households by Size			
Total	4,425	26,878	69,427
1 Person Household	27.2%	23.4%	27.0%
2 Person Household	31.1%	31.3%	32.1%
3 Person Household	16.5%	17.7%	16.6%
4 Person Household	15.7%	17.8%	15.4%
5 Person Household	7.0%	7.2%	6.3%
6 Person Household	1.6%	1.9%	1.8%
7 + Person Household	0.8%	0.8%	0.8%
2010 Households by Tenure and Mortgage Status			
Total	4,426	26,878	69,425
Owner Occupied	72.2%	81.1%	75.2%
Owned with a Mortgage/Loan	55.4%	61.7%	55.6%
Owned Free and Clear	16.8%	19.4%	19.6%
Renter Occupied	27.8%	18.9%	24.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	116	120	112
Percent of Income for Mortgage	15.8%	15.5%	16.2%
Wealth Index	162	201	183
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,674	27,957	73,062
Housing Units Inside Urbanized Area	100.0%	99.8%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.4%
2010 Population By Urban/ Rural Status			
Total Population	11,257	71,886	176,288
Population Inside Urbanized Area	100.0%	99.8%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.4%

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.

July 15, 2022

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	Pleasantville (2B)	Pleasantville (2B)
3.	Home Improvement (4B)	Professional Pride (1B)	Exurbanites (1E)
2022 Consumer Spending			
Apparel & Services: Total $	$14,429,381	$102,935,588	$248,947,548
Average Spent	$3,145.03	$3,597.76	$3,395.96
Spending Potential Index	131	149	141
Education: Total $	$13,449,459	$97,108,705	$231,675,878
Average Spent	$2,931.44	$3,394.10	$3,160.35
Spending Potential Index	149	173	161
Entertainment/Recreation: Total $	$22,185,203	$158,086,822	$377,009,051
Average Spent	$4,835.48	$5,525.39	$5,142.88
Spending Potential Index	132	151	140
Food at Home: Total $	$36,595,276	$257,828,125	$626,631,086
Average Spent	$7,976.30	$9,011.50	$8,548.04
Spending Potential Index	129	146	138
Food Away from Home: Total $	$25,511,528	$181,765,202	$441,717,695
Average Spent	$5,560.49	$6,352.98	$6,025.59
Spending Potential Index	129	147	140
Health Care: Total $	$42,084,881	$297,515,638	$710,441,136
Average Spent	$9,172.82	$10,398.65	$9,691.31
Spending Potential Index	129	147	137
HH Furnishings & Equipment: Total $	$15,787,721	$112,651,453	$267,919,868
Average Spent	$3,441.09	$3,937.35	$3,654.77
Spending Potential Index	134	154	143
Personal Care Products & Services: Total $	$6,220,361	$44,191,117	$106,618,675
Average Spent	$1,355.79	$1,544.55	$1,454.41
Spending Potential Index	133	151	143
Shelter: Total $	$142,396,634	$1,010,301,868	$2,449,881,553
Average Spent	$31,036.76	$35,311.66	$33,419.48
Spending Potential Index	136	154	146
Support Payments/Cash Contributions/Gifts in Kind: Total $	$16,252,095	$117,544,893	$277,270,881
Average Spent	$3,542.30	$4,108.38	$3,782.32
Spending Potential Index	130	151	139
Travel: Total $	$18,385,612	$132,702,769	$313,387,245
Average Spent	$4,007.33	$4,638.17	$4,275.00
Spending Potential Index	140	161	149
Vehicle Maintenance & Repairs: Total $	$7,309,936	$51,636,090	$124,726,382
Average Spent	$1,593.27	$1,804.76	$1,701.43
Spending Potential Index	127	143	135

July 15, 2022