



Community Profile

Rings: 1, 3, 5 mile radii

187 Millburn Ave Ste. 103, Millburn, NJ

Latitude: 40.7233

Longitude: -74.29575

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	13,653	142,537	459,953
2020 Total Population	14,901	152,412	503,285
2020 Group Quarters	88	1,881	6,868
2022 Total Population	14,816	153,355	508,841
2022 Group Quarters	88	1,881	6,868
2027 Total Population	15,161	153,592	510,282
2022-2027 Annual Rate	0.46%	0.03%	0.06%
2022 Total Daytime Population	16,774	149,611	476,922
Workers	9,220	69,233	195,334
Residents	7,554	80,378	281,588
Household Summary			
2010 Households	4,980	51,174	165,327
2010 Average Household Size	2.71	2.76	2.74
2020 Total Households	5,210	53,625	178,733
2020 Average Household Size	2.84	2.81	2.78
2022 Total Households	5,209	53,973	180,756
2022 Average Household Size	2.83	2.81	2.78
2027 Total Households	5,391	54,127	181,437
2027 Average Household Size	2.80	2.80	2.77
2022-2027 Annual Rate	0.69%	0.06%	0.08%
2010 Families	3,568	36,482	115,455
2010 Average Family Size	3.26	3.30	3.31
2022 Total Families	3,652	37,683	123,166
2022 Average Family Size	3.46	3.41	3.42
2027 Total Families	3,756	37,791	123,692
2027 Average Family Size	3.43	3.40	3.41
2022-2027 Annual Rate	0.56%	0.06%	0.09%
Housing Unit Summary			
2000 Housing Units	5,213	52,482	176,021
Owner Occupied Housing Units	69.3%	64.7%	53.7%
Renter Occupied Housing Units	27.5%	32.3%	41.2%
Vacant Housing Units	3.2%	2.9%	5.1%
2010 Housing Units	5,221	54,323	180,779
Owner Occupied Housing Units	67.6%	60.6%	50.9%
Renter Occupied Housing Units	27.8%	33.6%	40.6%
Vacant Housing Units	4.6%	5.8%	8.5%
2020 Housing Units	5,440	56,331	191,120
Vacant Housing Units	4.2%	4.8%	6.5%
2022 Housing Units	5,428	56,819	193,404
Owner Occupied Housing Units	68.4%	60.4%	50.6%
Renter Occupied Housing Units	27.5%	34.6%	42.8%
Vacant Housing Units	4.0%	5.0%	6.5%
2027 Housing Units	5,677	57,587	195,908
Owner Occupied Housing Units	66.0%	60.4%	50.9%
Renter Occupied Housing Units	28.9%	33.6%	41.7%
Vacant Housing Units	5.0%	6.0%	7.4%
Median Household Income			
2022	\$130,856	\$107,823	\$83,220
2027	\$144,780	\$119,560	\$95,700
Median Home Value			
2022	\$615,489	\$469,035	\$428,979
2027	\$631,239	\$495,526	\$468,265
Per Capita Income			
2022	\$73,649	\$60,804	\$49,505
2027	\$79,584	\$66,342	\$54,802
Median Age			
2010	40.5	38.7	37.6
2022	42.5	40.2	39.0
2027	43.1	41.0	40.0

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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2022 Households by Income			
Household Income Base	5,209	53,973	180,756
<\$15,000	2.9%	4.9%	8.2%
\$15,000 - \$24,999	4.7%	4.7%	6.2%
\$25,000 - \$34,999	5.0%	5.5%	7.1%
\$35,000 - \$49,999	4.8%	6.6%	8.9%
\$50,000 - \$74,999	13.0%	14.4%	15.4%
\$75,000 - \$99,999	10.0%	10.6%	11.0%
\$100,000 - \$149,999	13.8%	15.8%	14.8%
\$150,000 - \$199,999	11.5%	11.2%	9.5%
\$200,000+	34.3%	26.3%	19.0%
Average Household Income	\$207,629	\$172,879	\$139,463
2027 Households by Income			
Household Income Base	5,391	54,127	181,437
<\$15,000	2.2%	3.6%	6.5%
\$15,000 - \$24,999	3.6%	3.3%	4.7%
\$25,000 - \$34,999	3.7%	4.4%	5.8%
\$35,000 - \$49,999	4.3%	6.2%	8.0%
\$50,000 - \$74,999	12.8%	13.6%	15.3%
\$75,000 - \$99,999	10.5%	10.4%	11.2%
\$100,000 - \$149,999	14.0%	17.5%	16.8%
\$150,000 - \$199,999	13.9%	13.5%	11.5%
\$200,000+	35.1%	27.5%	20.1%
Average Household Income	\$221,988	\$188,342	\$154,233
2022 Owner Occupied Housing Units by Value			
Total	3,714	34,290	97,923
<\$50,000	1.1%	0.8%	1.2%
\$50,000 - \$99,999	0.0%	0.1%	0.4%
\$100,000 - \$149,999	0.0%	0.7%	1.9%
\$150,000 - \$199,999	0.8%	1.9%	3.9%
\$200,000 - \$249,999	3.6%	4.1%	6.4%
\$250,000 - \$299,999	5.3%	6.2%	9.4%
\$300,000 - \$399,999	14.1%	24.2%	22.2%
\$400,000 - \$499,999	12.5%	17.5%	15.8%
\$500,000 - \$749,999	27.2%	21.6%	21.1%
\$750,000 - \$999,999	25.8%	11.9%	10.0%
\$1,000,000 - \$1,499,999	7.5%	6.1%	4.6%
\$1,500,000 - \$1,999,999	1.2%	3.2%	1.9%
\$2,000,000 +	0.7%	1.7%	1.2%
Average Home Value	\$658,369	\$604,249	\$535,384
2027 Owner Occupied Housing Units by Value			
Total	3,749	34,756	99,729
<\$50,000	1.0%	0.7%	1.1%
\$50,000 - \$99,999	0.0%	0.0%	0.3%
\$100,000 - \$149,999	0.0%	0.4%	1.2%
\$150,000 - \$199,999	0.4%	1.3%	2.7%
\$200,000 - \$249,999	2.3%	2.9%	4.8%
\$250,000 - \$299,999	3.9%	4.4%	7.5%
\$300,000 - \$399,999	12.8%	22.0%	20.6%
\$400,000 - \$499,999	13.9%	19.1%	17.4%
\$500,000 - \$749,999	29.9%	25.3%	25.0%
\$750,000 - \$999,999	26.8%	13.1%	11.6%
\$1,000,000 - \$1,499,999	7.4%	6.3%	4.9%
\$1,500,000 - \$1,999,999	1.0%	3.1%	1.9%
\$2,000,000 +	0.6%	1.4%	1.0%
Average Home Value	\$668,677	\$621,373	\$564,105

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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2010 Population by Age			
Total	13,654	142,537	459,955
0 - 4	6.1%	6.6%	6.8%
5 - 9	7.3%	6.9%	7.0%
10 - 14	8.1%	7.2%	7.1%
15 - 24	11.1%	12.5%	13.3%
25 - 34	10.0%	11.5%	12.1%
35 - 44	14.9%	15.0%	14.6%
45 - 54	17.5%	16.4%	15.5%
55 - 64	12.0%	11.8%	11.4%
65 - 74	6.4%	6.0%	6.3%
75 - 84	4.2%	4.0%	3.9%
85 +	2.2%	2.2%	2.0%
18 +	73.6%	74.9%	74.6%
2022 Population by Age			
Total	14,815	153,356	508,840
0 - 4	5.2%	5.6%	5.9%
5 - 9	6.1%	6.4%	6.5%
10 - 14	7.3%	7.0%	7.0%
15 - 24	12.1%	12.7%	12.8%
25 - 34	10.1%	11.6%	12.5%
35 - 44	12.5%	13.0%	13.0%
45 - 54	14.2%	13.6%	13.0%
55 - 64	15.1%	13.7%	13.0%
65 - 74	10.1%	9.6%	9.4%
75 - 84	5.2%	4.6%	4.7%
85 +	2.2%	2.2%	2.1%
18 +	77.1%	76.9%	76.5%
2027 Population by Age			
Total	15,163	153,591	510,284
0 - 4	5.2%	5.6%	5.9%
5 - 9	6.0%	6.0%	6.1%
10 - 14	6.5%	6.4%	6.5%
15 - 24	10.5%	11.9%	12.2%
25 - 34	11.1%	11.9%	12.4%
35 - 44	13.2%	13.6%	13.6%
45 - 54	13.3%	13.2%	12.8%
55 - 64	14.2%	12.9%	12.5%
65 - 74	11.6%	10.6%	10.1%
75 - 84	6.1%	5.7%	5.7%
85 +	2.3%	2.2%	2.1%
18 +	78.5%	78.2%	77.7%
2010 Population by Sex			
Males	6,526	67,974	216,839
Females	7,126	74,563	243,115
2022 Population by Sex			
Males	7,137	73,341	240,581
Females	7,679	80,015	268,261
2027 Population by Sex			
Males	7,333	73,762	242,457
Females	7,828	79,830	267,825

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



Community Profile

Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	13,652	142,538	459,953
White Alone	64.6%	53.6%	43.3%
Black Alone	20.8%	31.5%	44.7%
American Indian Alone	0.1%	0.2%	0.3%
Asian Alone	10.4%	8.4%	5.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	3.6%	4.0%
Two or More Races	2.2%	2.7%	2.4%
Hispanic Origin	7.3%	10.8%	11.8%
Diversity Index	59.1	68.1	69.0
2020 Population by Race/Ethnicity			
Total	14,901	152,412	503,285
White Alone	48.8%	41.5%	32.2%
Black Alone	19.8%	31.1%	44.0%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	18.7%	11.1%	6.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.8%	6.7%	7.7%
Two or More Races	8.5%	9.2%	9.0%
Hispanic Origin	9.9%	13.8%	15.5%
Diversity Index	73.6	77.6	76.7
2022 Population by Race/Ethnicity			
Total	14,818	153,355	508,841
White Alone	48.0%	40.8%	31.7%
Black Alone	19.9%	31.0%	43.8%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	18.9%	11.3%	6.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.9%	6.9%	8.0%
Two or More Races	8.8%	9.6%	9.3%
Hispanic Origin	10.1%	14.1%	15.8%
Diversity Index	74.2	78.1	77.1
2027 Population by Race/Ethnicity			
Total	15,161	153,591	510,282
White Alone	46.1%	39.1%	30.3%
Black Alone	19.2%	30.5%	43.2%
American Indian Alone	0.4%	0.4%	0.5%
Asian Alone	20.2%	11.8%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.4%	7.7%	8.9%
Two or More Races	9.6%	10.5%	10.1%
Hispanic Origin	10.6%	15.0%	16.8%
Diversity Index	75.6	79.4	78.3
2010 Population by Relationship and Household Type			
Total	13,652	142,537	459,953
In Households	99.0%	99.1%	98.6%
In Family Households	86.7%	86.5%	85.6%
Householder	26.2%	25.6%	25.1%
Spouse	20.3%	18.7%	16.2%
Child	35.0%	34.1%	35.1%
Other relative	3.8%	6.0%	6.7%
Nonrelative	1.6%	2.1%	2.5%
In Nonfamily Households	12.3%	12.6%	13.0%
In Group Quarters	1.0%	0.9%	1.4%
Institutionalized Population	0.9%	0.3%	0.5%
Noninstitutionalized Population	0.1%	0.6%	0.9%

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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2022 Population 25+ by Educational Attainment			
Total	10,277	104,642	344,583
Less than 9th Grade	2.2%	3.4%	3.9%
9th - 12th Grade, No Diploma	2.6%	3.4%	4.5%
High School Graduate	15.3%	19.8%	24.5%
GED/Alternative Credential	0.6%	1.2%	1.9%
Some College, No Degree	11.4%	12.5%	15.1%
Associate Degree	4.1%	5.3%	6.3%
Bachelor's Degree	32.7%	29.1%	25.4%
Graduate/Professional Degree	31.2%	25.4%	18.5%
2022 Population 15+ by Marital Status			
Total	12,067	124,190	409,809
Never Married	28.0%	34.7%	40.2%
Married	59.1%	53.8%	46.8%
Widowed	6.0%	5.7%	5.9%
Divorced	6.9%	5.9%	7.1%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,610	77,657	247,616
Population 16+ Employed	96.7%	95.6%	93.5%
Population 16+ Unemployment rate	3.3%	4.4%	6.5%
Population 16-24 Employed	9.7%	9.1%	9.8%
Population 16-24 Unemployment rate	10.9%	14.3%	18.7%
Population 25-54 Employed	58.4%	62.9%	65.0%
Population 25-54 Unemployment rate	2.5%	3.6%	5.4%
Population 55-64 Employed	21.2%	20.0%	18.5%
Population 55-64 Unemployment rate	1.8%	2.8%	4.4%
Population 65+ Employed	10.8%	7.9%	6.7%
Population 65+ Unemployment rate	3.1%	2.3%	2.7%
2022 Employed Population 16+ by Industry			
Total	7,359	74,234	231,421
Agriculture/Mining	0.0%	0.0%	0.0%
Construction	3.3%	4.4%	4.7%
Manufacturing	5.0%	6.5%	6.0%
Wholesale Trade	2.6%	2.5%	2.4%
Retail Trade	6.8%	8.5%	8.6%
Transportation/Utilities	5.7%	7.3%	9.9%
Information	4.2%	3.4%	2.7%
Finance/Insurance/Real Estate	14.1%	11.5%	10.0%
Services	55.4%	52.5%	51.2%
Public Administration	2.9%	3.3%	4.4%
2022 Employed Population 16+ by Occupation			
Total	7,359	74,233	231,421
White Collar	80.8%	72.9%	65.8%
Management/Business/Financial	27.4%	22.9%	19.6%
Professional	36.2%	30.7%	25.8%
Sales	8.8%	8.7%	8.2%
Administrative Support	8.4%	10.6%	12.2%
Services	9.1%	13.8%	17.4%
Blue Collar	10.1%	13.4%	16.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.1%	3.1%	3.3%
Installation/Maintenance/Repair	2.4%	1.9%	2.0%
Production	2.7%	2.5%	2.9%
Transportation/Material Moving	2.9%	5.9%	8.6%

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2010 Households by Type			
Total	4,980	51,174	165,327
Households with 1 Person	23.7%	23.8%	25.4%
Households with 2+ People	76.3%	76.2%	74.6%
Family Households	71.6%	71.3%	69.8%
Husband-wife Families	55.2%	52.3%	45.0%
With Related Children	31.0%	28.1%	23.6%
Other Family (No Spouse Present)	16.4%	19.0%	24.8%
Other Family with Male Householder	3.8%	4.9%	5.6%
With Related Children	1.8%	2.4%	2.8%
Other Family with Female Householder	12.6%	14.2%	19.2%
With Related Children	7.1%	8.1%	11.9%
Nonfamily Households	4.7%	4.9%	4.7%
All Households with Children	40.2%	38.9%	38.5%
Multigenerational Households	4.2%	5.3%	6.2%
Unmarried Partner Households	4.9%	5.2%	5.9%
Male-female	3.8%	4.0%	5.0%
Same-sex	1.1%	1.1%	0.9%
2010 Households by Size			
Total	4,980	51,173	165,329
1 Person Household	23.7%	23.8%	25.4%
2 Person Household	27.8%	27.6%	26.9%
3 Person Household	18.8%	18.1%	18.2%
4 Person Household	18.7%	17.7%	16.3%
5 Person Household	7.9%	8.0%	7.9%
6 Person Household	2.1%	2.9%	3.1%
7 + Person Household	1.1%	1.9%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	4,980	51,175	165,327
Owner Occupied	70.8%	64.3%	55.7%
Owned with a Mortgage/Loan	51.5%	48.8%	41.9%
Owned Free and Clear	19.4%	15.5%	13.8%
Renter Occupied	29.2%	35.7%	44.3%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	86	86	69
Percent of Income for Mortgage	24.8%	22.9%	27.2%
Wealth Index	237	186	144
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,221	54,323	180,779
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%
2010 Population By Urban/ Rural Status			
Total Population	13,653	142,537	459,953
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%

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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Top 3 Tapestry Segments			
1.	Top Tier (1A)	Top Tier (1A)	City Strivers (11A)
2.	City Lights (8A)	City Lights (8A)	Top Tier (1A)
3.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$23,919,101	\$215,829,538	\$602,643,111
Average Spent	\$4,591.88	\$3,998.84	\$3,334.01
Spending Potential Index	191	166	138
Education: Total \$	\$24,998,310	\$211,147,750	\$561,911,053
Average Spent	\$4,799.06	\$3,912.10	\$3,108.67
Spending Potential Index	245	199	159
Entertainment/Recreation: Total \$	\$36,010,032	\$309,872,388	\$840,743,028
Average Spent	\$6,913.04	\$5,741.25	\$4,651.26
Spending Potential Index	188	156	127
Food at Home: Total \$	\$59,451,683	\$534,181,217	\$1,487,733,928
Average Spent	\$11,413.26	\$9,897.19	\$8,230.62
Spending Potential Index	184	160	133
Food Away from Home: Total \$	\$41,770,320	\$374,732,087	\$1,033,807,046
Average Spent	\$8,018.88	\$6,942.95	\$5,719.35
Spending Potential Index	186	161	133
Health Care: Total \$	\$65,315,837	\$558,573,245	\$1,530,637,130
Average Spent	\$12,539.04	\$10,349.12	\$8,467.97
Spending Potential Index	177	146	119
HH Furnishings & Equipment: Total \$	\$25,557,551	\$219,194,626	\$596,270,373
Average Spent	\$4,906.42	\$4,061.19	\$3,298.76
Spending Potential Index	192	159	129
Personal Care Products & Services: Total \$	\$10,124,962	\$89,302,671	\$247,151,688
Average Spent	\$1,943.74	\$1,654.58	\$1,367.32
Spending Potential Index	191	162	134
Shelter: Total \$	\$241,779,896	\$2,142,318,472	\$5,824,335,816
Average Spent	\$46,415.80	\$39,692.41	\$32,222.09
Spending Potential Index	203	173	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,328,876	\$207,626,534	\$548,632,058
Average Spent	\$4,862.52	\$3,846.86	\$3,035.21
Spending Potential Index	179	142	112
Travel: Total \$	\$30,684,581	\$256,142,939	\$673,271,782
Average Spent	\$5,890.69	\$4,745.76	\$3,724.75
Spending Potential Index	205	165	130
Vehicle Maintenance & Repairs: Total \$	\$11,202,885	\$97,083,643	\$268,193,429
Average Spent	\$2,150.68	\$1,798.74	\$1,483.73
Spending Potential Index	171	143	118

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.