



## Community Profile

Rings: 1, 3, 5 mile radii

437 US-46, Rockaway Township, NJ 07801,

Latitude: 40.8847

Longitude: -74.5357

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	13,148	69,384	122,461
2020 Total Population	13,493	72,036	127,607
2020 Group Quarters	20	436	1,600
2022 Total Population	13,512	72,625	128,115
2022 Group Quarters	20	436	1,600
2027 Total Population	13,526	73,283	129,459
2022-2027 Annual Rate	0.02%	0.18%	0.21%
2022 Total Daytime Population	12,029	70,046	129,184
Workers	5,617	35,159	66,251
Residents	6,412	34,887	62,933
<b>Household Summary</b>			
2010 Households	4,362	24,711	44,048
2010 Average Household Size	3.00	2.79	2.75
2020 Total Households	4,563	25,914	46,238
2020 Average Household Size	2.95	2.76	2.73
2022 Households	4,573	26,058	46,369
2022 Average Household Size	2.95	2.77	2.73
2027 Households	4,591	26,343	47,005
2027 Average Household Size	2.94	2.77	2.72
2022-2027 Annual Rate	0.08%	0.22%	0.27%
2010 Families	3,258	17,579	31,770
2010 Average Family Size	3.31	3.25	3.22
2022 Families	3,353	18,137	32,754
2022 Average Family Size	3.31	3.28	3.25
2027 Families	3,364	18,339	33,191
2027 Average Family Size	3.30	3.27	3.24
2022-2027 Annual Rate	0.07%	0.22%	0.27%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,268	23,730	43,019
Owner Occupied Housing Units	65.2%	66.6%	73.2%
Renter Occupied Housing Units	33.1%	31.0%	24.1%
Vacant Housing Units	1.7%	2.4%	2.6%
2010 Housing Units	4,496	25,743	45,960
Owner Occupied Housing Units	61.6%	65.5%	71.6%
Renter Occupied Housing Units	35.4%	30.5%	24.2%
Vacant Housing Units	3.0%	4.0%	4.2%
2020 Housing Units	4,694	26,910	48,089
Vacant Housing Units	2.8%	3.7%	3.8%
2022 Housing Units	4,725	27,177	48,446
Owner Occupied Housing Units	62.9%	63.5%	69.0%
Renter Occupied Housing Units	33.9%	32.4%	26.7%
Vacant Housing Units	3.2%	4.1%	4.3%
2027 Housing Units	4,763	27,540	49,203
Owner Occupied Housing Units	63.8%	64.3%	69.2%
Renter Occupied Housing Units	32.5%	31.4%	26.4%
Vacant Housing Units	3.6%	4.3%	4.5%
<b>Median Household Income</b>			
2022	\$93,045	\$102,853	\$116,107
2027	\$111,173	\$116,737	\$132,841
<b>Median Home Value</b>			
2022	\$349,490	\$384,764	\$453,439
2027	\$366,829	\$410,506	\$487,989
<b>Per Capita Income</b>			
2022	\$40,271	\$50,943	\$59,048
2027	\$47,394	\$58,984	\$68,218
<b>Median Age</b>			
2010	36.6	39.2	40.5
2022	38.4	40.9	42.3
2027	39.8	41.9	43.2

**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.

July 15, 2022



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437 US-46, Rockaway Township, NJ 07801,

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<b>2022 Households by Income</b>			
Household Income Base	4,573	26,058	46,369
<\$15,000	5.5%	4.3%	3.7%
\$15,000 - \$24,999	5.4%	4.6%	4.1%
\$25,000 - \$34,999	3.5%	4.6%	4.2%
\$35,000 - \$49,999	9.8%	8.4%	6.8%
\$50,000 - \$74,999	17.9%	15.3%	12.9%
\$75,000 - \$99,999	10.3%	11.1%	10.3%
\$100,000 - \$149,999	21.1%	19.8%	19.1%
\$150,000 - \$199,999	12.5%	12.1%	13.6%
\$200,000+	14.0%	19.8%	25.3%
Average Household Income	\$123,707	\$141,449	\$163,196
<b>2027 Households by Income</b>			
Household Income Base	4,591	26,343	47,005
<\$15,000	3.8%	2.9%	2.6%
\$15,000 - \$24,999	3.5%	3.0%	2.7%
\$25,000 - \$34,999	3.0%	3.0%	2.8%
\$35,000 - \$49,999	7.9%	6.9%	5.2%
\$50,000 - \$74,999	14.8%	14.2%	11.3%
\$75,000 - \$99,999	8.2%	9.6%	9.0%
\$100,000 - \$149,999	27.4%	23.5%	22.2%
\$150,000 - \$199,999	14.2%	13.3%	14.4%
\$200,000+	17.3%	23.5%	29.8%
Average Household Income	\$145,232	\$163,446	\$187,974
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,970	17,259	33,441
<\$50,000	1.3%	0.7%	0.7%
\$50,000 - \$99,999	0.4%	0.2%	0.1%
\$100,000 - \$149,999	0.8%	0.7%	0.5%
\$150,000 - \$199,999	5.5%	2.6%	1.8%
\$200,000 - \$249,999	12.9%	7.9%	5.8%
\$250,000 - \$299,999	11.1%	8.9%	6.5%
\$300,000 - \$399,999	36.3%	34.2%	25.5%
\$400,000 - \$499,999	11.7%	16.3%	17.0%
\$500,000 - \$749,999	14.7%	22.1%	32.6%
\$750,000 - \$999,999	4.3%	5.8%	8.3%
\$1,000,000 - \$1,499,999	0.8%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$392,444	\$438,892	\$495,238
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	3,040	17,703	34,036
<\$50,000	1.5%	0.7%	0.6%
\$50,000 - \$99,999	0.3%	0.1%	0.1%
\$100,000 - \$149,999	0.5%	0.4%	0.3%
\$150,000 - \$199,999	4.4%	1.9%	1.2%
\$200,000 - \$249,999	11.1%	6.2%	4.4%
\$250,000 - \$299,999	9.7%	7.2%	5.1%
\$300,000 - \$399,999	33.7%	31.6%	22.8%
\$400,000 - \$499,999	12.9%	17.9%	17.6%
\$500,000 - \$749,999	19.4%	26.6%	37.3%
\$750,000 - \$999,999	5.4%	6.7%	9.4%
\$1,000,000 - \$1,499,999	1.0%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$420,173	\$463,481	\$518,660

**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



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<b>2010 Population by Age</b>			
Total	13,150	69,386	122,462
0 - 4	6.8%	6.1%	5.8%
5 - 9	6.5%	6.4%	6.7%
10 - 14	6.4%	6.5%	6.9%
15 - 24	12.8%	11.8%	11.2%
25 - 34	14.9%	13.2%	11.5%
35 - 44	16.5%	15.5%	15.3%
45 - 54	15.6%	16.3%	17.1%
55 - 64	10.5%	12.1%	12.7%
65 - 74	5.5%	6.7%	6.8%
75 - 84	3.2%	4.0%	4.1%
85 +	1.2%	1.5%	1.8%
18 +	76.3%	76.9%	76.2%
<b>2022 Population by Age</b>			
Total	13,514	72,624	128,116
0 - 4	5.9%	5.3%	5.1%
5 - 9	6.4%	5.9%	5.9%
10 - 14	7.0%	6.6%	6.9%
15 - 24	11.8%	11.2%	11.1%
25 - 34	13.7%	12.6%	11.1%
35 - 44	15.1%	14.2%	13.7%
45 - 54	14.3%	14.0%	14.3%
55 - 64	12.5%	13.4%	14.1%
65 - 74	8.0%	9.8%	10.2%
75 - 84	3.9%	5.1%	5.2%
85 +	1.4%	2.1%	2.4%
18 +	77.0%	78.6%	78.1%
<b>2027 Population by Age</b>			
Total	13,528	73,283	129,458
0 - 4	5.9%	5.3%	5.1%
5 - 9	5.9%	5.5%	5.6%
10 - 14	6.3%	6.0%	6.2%
15 - 24	11.9%	10.8%	10.6%
25 - 34	12.8%	12.5%	11.1%
35 - 44	15.4%	14.4%	14.0%
45 - 54	13.8%	13.5%	13.7%
55 - 64	13.0%	13.1%	13.6%
65 - 74	8.7%	10.3%	10.9%
75 - 84	4.8%	6.2%	6.5%
85 +	1.5%	2.3%	2.6%
18 +	78.2%	79.7%	79.3%
<b>2010 Population by Sex</b>			
Males	6,660	34,509	60,246
Females	6,488	34,875	62,215
<b>2022 Population by Sex</b>			
Males	6,795	36,071	63,167
Females	6,718	36,554	64,948
<b>2027 Population by Sex</b>			
Males	6,813	36,427	63,951
Females	6,713	36,855	65,508

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	13,148	69,384	122,460
White Alone	71.1%	76.9%	79.7%
Black Alone	6.1%	4.1%	3.6%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	5.3%	7.8%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	13.7%	8.0%	5.3%
Two or More Races	3.4%	2.9%	2.5%
Hispanic Origin	47.8%	30.6%	20.9%
Diversity Index	73.4	65.1	56.7
<b>2020 Population by Race/Ethnicity</b>			
Total	13,493	72,036	127,607
White Alone	41.5%	54.4%	61.5%
Black Alone	5.3%	3.9%	3.7%
American Indian Alone	1.2%	0.7%	0.5%
Asian Alone	5.7%	8.4%	10.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	27.4%	17.4%	11.7%
Two or More Races	19.0%	15.0%	12.3%
Hispanic Origin	54.6%	36.4%	25.8%
Diversity Index	85.4	80.8	74.2
<b>2022 Population by Race/Ethnicity</b>			
Total	13,513	72,625	128,115
White Alone	40.3%	53.2%	60.4%
Black Alone	5.2%	3.9%	3.6%
American Indian Alone	1.3%	0.8%	0.5%
Asian Alone	5.8%	8.6%	10.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	27.8%	17.9%	12.1%
Two or More Races	19.6%	15.6%	12.8%
Hispanic Origin	55.2%	37.0%	26.3%
Diversity Index	85.6	81.4	75.0
<b>2027 Population by Race/Ethnicity</b>			
Total	13,525	73,283	129,458
White Alone	37.1%	50.2%	57.6%
Black Alone	5.0%	3.8%	3.6%
American Indian Alone	1.3%	0.8%	0.6%
Asian Alone	5.9%	8.9%	11.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	30.1%	19.6%	13.3%
Two or More Races	20.6%	16.7%	13.9%
Hispanic Origin	57.1%	38.8%	27.7%
Diversity Index	85.9	82.8	77.1
<b>2010 Population by Relationship and Household Type</b>			
Total	13,148	69,384	122,461
In Households	99.5%	99.4%	98.8%
In Family Households	87.8%	86.1%	86.1%
Householder	24.2%	25.4%	26.0%
Spouse	17.2%	19.5%	21.0%
Child	32.0%	31.2%	31.7%
Other relative	8.6%	6.1%	4.8%
Nonrelative	5.7%	3.8%	2.7%
In Nonfamily Households	11.8%	13.3%	12.6%
In Group Quarters	0.5%	0.6%	1.2%
Institutionalized Population	0.0%	0.4%	0.9%
Noninstitutionalized Population	0.5%	0.2%	0.3%

**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	9,306	51,606	91,060
Less than 9th Grade	8.7%	5.2%	3.6%
9th - 12th Grade, No Diploma	5.2%	3.3%	2.7%
High School Graduate	24.7%	21.3%	18.8%
GED/Alternative Credential	2.8%	2.5%	1.9%
Some College, No Degree	15.7%	14.0%	12.6%
Associate Degree	8.7%	8.7%	8.0%
Bachelor's Degree	21.6%	27.7%	30.6%
Graduate/Professional Degree	12.7%	17.4%	21.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	10,907	59,763	105,225
Never Married	33.6%	31.0%	28.9%
Married	55.3%	54.7%	57.5%
Widowed	3.9%	5.4%	5.4%
Divorced	7.2%	8.9%	8.2%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,630	40,051	68,786
Population 16+ Employed	95.1%	95.9%	96.2%
Population 16+ Unemployment rate	4.9%	4.1%	3.8%
Population 16-24 Employed	10.4%	10.1%	10.0%
Population 16-24 Unemployment rate	13.8%	10.1%	9.6%
Population 25-54 Employed	67.0%	65.2%	63.1%
Population 25-54 Unemployment rate	3.3%	3.2%	3.1%
Population 55-64 Employed	16.8%	17.9%	19.0%
Population 55-64 Unemployment rate	4.0%	2.9%	2.7%
Population 65+ Employed	5.8%	6.9%	7.9%
Population 65+ Unemployment rate	7.9%	6.8%	5.0%
<b>2022 Employed Population 16+ by Industry</b>			
Total	7,259	38,402	66,144
Agriculture/Mining	0.1%	0.1%	0.1%
Construction	6.8%	6.4%	5.8%
Manufacturing	12.5%	11.5%	10.9%
Wholesale Trade	3.2%	2.8%	2.9%
Retail Trade	14.0%	11.1%	10.1%
Transportation/Utilities	9.7%	6.5%	5.3%
Information	1.8%	2.6%	3.0%
Finance/Insurance/Real Estate	5.5%	7.9%	9.1%
Services	43.7%	47.5%	49.4%
Public Administration	2.8%	3.6%	3.6%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	7,260	38,402	66,145
White Collar	52.5%	63.1%	70.2%
Management/Business/Financial	14.6%	20.1%	23.7%
Professional	17.0%	23.5%	27.6%
Sales	7.6%	7.6%	8.2%
Administrative Support	13.3%	11.9%	10.6%
Services	18.1%	14.7%	12.6%
Blue Collar	29.4%	22.2%	17.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.2%	4.4%	3.6%
Installation/Maintenance/Repair	3.1%	2.3%	2.0%
Production	6.4%	4.9%	3.6%
Transportation/Material Moving	14.6%	10.5%	8.0%

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<b>2010 Households by Type</b>			
Total	4,362	24,712	44,048
Households with 1 Person	18.9%	23.2%	22.7%
Households with 2+ People	81.1%	76.8%	77.3%
Family Households	74.7%	71.1%	72.1%
Husband-wife Families	53.3%	54.6%	58.4%
With Related Children	27.9%	26.7%	29.0%
Other Family (No Spouse Present)	21.4%	16.5%	13.8%
Other Family with Male Householder	7.3%	5.3%	4.2%
With Related Children	4.4%	2.9%	2.2%
Other Family with Female Householder	14.1%	11.2%	9.5%
With Related Children	8.3%	6.4%	5.3%
Nonfamily Households	6.4%	5.7%	5.2%
All Households with Children	41.2%	36.4%	36.8%
Multigenerational Households	6.4%	4.9%	4.3%
Unmarried Partner Households	7.8%	6.2%	5.3%
Male-female	7.3%	5.5%	4.6%
Same-sex	0.5%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	4,361	24,710	44,046
1 Person Household	18.9%	23.2%	22.7%
2 Person Household	25.7%	29.1%	29.9%
3 Person Household	19.3%	17.7%	17.7%
4 Person Household	17.9%	16.9%	17.6%
5 Person Household	10.3%	7.9%	7.7%
6 Person Household	4.2%	3.0%	2.6%
7 + Person Household	3.8%	2.4%	1.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,362	24,709	44,048
Owner Occupied	63.5%	68.2%	74.8%
Owned with a Mortgage/Loan	49.2%	51.1%	56.3%
Owned Free and Clear	14.3%	17.1%	18.5%
Renter Occupied	36.5%	31.8%	25.2%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	98	98	96
Percent of Income for Mortgage	19.8%	19.7%	20.6%
Wealth Index	118	152	189
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,496	25,743	45,960
Housing Units Inside Urbanized Area	100.0%	100.0%	98.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.3%
Rural Housing Units	0.0%	0.0%	0.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	13,148	69,384	122,461
Population Inside Urbanized Area	100.0%	100.0%	98.8%
Population Inside Urbanized Cluster	0.0%	0.0%	0.2%
Rural Population	0.0%	0.0%	0.9%

**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.	Diverse Convergence (13A)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Pleasantville (2B)	Diverse Convergence (13A)	Professional Pride (1B)
3.	Urban Villages (7B)	Pleasantville (2B)	Pleasantville (2B)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,074,035	\$83,825,467	\$169,145,367
Average Spent	\$2,858.96	\$3,216.88	\$3,647.81
Spending Potential Index	119	134	151
Education: Total \$	\$12,222,198	\$78,440,711	\$162,426,507
Average Spent	\$2,672.69	\$3,010.24	\$3,502.91
Spending Potential Index	136	153	179
Entertainment/Recreation: Total \$	\$18,685,647	\$123,128,531	\$253,295,780
Average Spent	\$4,086.08	\$4,725.17	\$5,462.61
Spending Potential Index	111	129	149
Food at Home: Total \$	\$32,773,268	\$209,913,866	\$421,892,229
Average Spent	\$7,166.69	\$8,055.64	\$9,098.58
Spending Potential Index	116	130	147
Food Away from Home: Total \$	\$23,467,347	\$149,594,898	\$300,648,643
Average Spent	\$5,131.72	\$5,740.84	\$6,483.83
Spending Potential Index	119	133	150
Health Care: Total \$	\$33,034,648	\$223,913,079	\$463,339,812
Average Spent	\$7,223.85	\$8,592.87	\$9,992.45
Spending Potential Index	102	121	141
HH Furnishings & Equipment: Total \$	\$13,134,244	\$87,058,653	\$180,118,642
Average Spent	\$2,872.13	\$3,340.96	\$3,884.46
Spending Potential Index	112	130	152
Personal Care Products & Services: Total \$	\$5,339,786	\$34,988,281	\$71,321,205
Average Spent	\$1,167.68	\$1,342.71	\$1,538.12
Spending Potential Index	115	132	151
Shelter: Total \$	\$133,402,972	\$839,189,260	\$1,687,295,622
Average Spent	\$29,171.87	\$32,204.67	\$36,388.44
Spending Potential Index	127	141	159
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,204,355	\$84,961,309	\$180,465,710
Average Spent	\$2,668.79	\$3,260.47	\$3,891.95
Spending Potential Index	98	120	143
Travel: Total \$	\$15,522,498	\$102,783,017	\$214,341,707
Average Spent	\$3,394.38	\$3,944.39	\$4,622.52
Spending Potential Index	118	137	161
Vehicle Maintenance & Repairs: Total \$	\$5,940,357	\$39,656,878	\$81,220,762
Average Spent	\$1,299.01	\$1,521.87	\$1,751.62
Spending Potential Index	103	121	139

**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.

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