



Community Profile

Rings: 1, 3, 5 mile radii

1601 US-22, Watchung, NJ 07069, USA

Latitude: 40.6441

Longitude: -74.41583

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	12,930	109,199	238,906
2020 Total Population	13,654	116,163	253,051
2020 Group Quarters	197	1,243	2,044
2022 Total Population	13,859	117,864	255,057
2022 Group Quarters	197	1,243	2,044
2027 Total Population	14,028	120,426	257,518
2022-2027 Annual Rate	0.24%	0.43%	0.19%
2022 Total Daytime Population	12,944	105,267	236,451
Workers	5,716	43,687	103,826
Residents	7,228	61,580	132,625
Household Summary			
2010 Households	4,719	36,075	81,572
2010 Average Household Size	2.70	2.99	2.90
2020 Total Households	4,958	37,685	84,866
2020 Average Household Size	2.71	3.05	2.96
2022 Households	5,040	38,140	85,286
2022 Average Household Size	2.71	3.06	2.97
2027 Households	5,138	38,943	86,051
2027 Average Household Size	2.69	3.06	2.97
2022-2027 Annual Rate	0.39%	0.42%	0.18%
2010 Families	3,248	26,999	61,561
2010 Average Family Size	3.26	3.38	3.32
2022 Families	3,358	27,946	63,092
2022 Average Family Size	3.36	3.52	3.46
2027 Families	3,403	28,536	63,624
2027 Average Family Size	3.35	3.52	3.46
2022-2027 Annual Rate	0.27%	0.42%	0.17%
Housing Unit Summary			
2000 Housing Units	4,693	36,924	83,133
Owner Occupied Housing Units	63.2%	65.7%	72.7%
Renter Occupied Housing Units	33.1%	30.9%	24.5%
Vacant Housing Units	3.7%	3.5%	2.8%
2010 Housing Units	4,999	38,201	85,520
Owner Occupied Housing Units	61.5%	63.7%	70.7%
Renter Occupied Housing Units	32.9%	30.8%	24.6%
Vacant Housing Units	5.6%	5.6%	4.6%
2020 Housing Units	5,163	39,374	88,595
Vacant Housing Units	4.0%	4.3%	4.2%
2022 Housing Units	5,245	40,003	89,409
Owner Occupied Housing Units	55.3%	61.8%	69.9%
Renter Occupied Housing Units	40.7%	33.5%	25.5%
Vacant Housing Units	3.9%	4.7%	4.6%
2027 Housing Units	5,380	41,105	90,985
Owner Occupied Housing Units	56.1%	61.3%	69.4%
Renter Occupied Housing Units	39.3%	33.5%	25.2%
Vacant Housing Units	4.5%	5.3%	5.4%
Median Household Income			
2022	\$88,834	\$102,362	\$119,572
2027	\$105,954	\$115,781	\$135,091
Median Home Value			
2022	\$365,812	\$468,184	\$520,497
2027	\$382,891	\$503,143	\$561,632
Per Capita Income			
2022	\$44,650	\$51,562	\$59,999
2027	\$54,020	\$57,846	\$66,628
Median Age			
2010	38.6	37.4	39.3
2022	39.7	38.7	40.6
2027	40.3	39.5	41.3

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	5,040	38,140	85,286
<\$15,000	5.5%	5.5%	4.5%
\$15,000 - \$24,999	6.3%	4.5%	4.1%
\$25,000 - \$34,999	6.3%	5.7%	4.3%
\$35,000 - \$49,999	8.5%	7.9%	6.6%
\$50,000 - \$74,999	17.2%	15.1%	12.2%
\$75,000 - \$99,999	10.1%	10.1%	9.9%
\$100,000 - \$149,999	23.2%	17.1%	17.1%
\$150,000 - \$199,999	8.9%	10.6%	12.5%
\$200,000+	14.0%	23.5%	28.7%
Average Household Income	\$123,258	\$158,681	\$180,017
2027 Households by Income			
Household Income Base	5,138	38,943	86,051
<\$15,000	4.1%	4.2%	3.5%
\$15,000 - \$24,999	4.9%	3.4%	3.0%
\$25,000 - \$34,999	5.6%	4.7%	3.5%
\$35,000 - \$49,999	6.1%	7.1%	5.7%
\$50,000 - \$74,999	14.6%	13.4%	10.8%
\$75,000 - \$99,999	9.6%	9.2%	8.8%
\$100,000 - \$149,999	27.5%	19.7%	19.0%
\$150,000 - \$199,999	9.1%	12.2%	14.3%
\$200,000+	18.6%	26.2%	31.4%
Average Household Income	\$148,065	\$178,241	\$200,050
2022 Owner Occupied Housing Units by Value			
Total	2,903	24,732	62,524
<\$50,000	1.0%	0.6%	0.5%
\$50,000 - \$99,999	2.1%	0.4%	0.2%
\$100,000 - \$149,999	3.6%	1.1%	0.6%
\$150,000 - \$199,999	6.3%	3.3%	2.0%
\$200,000 - \$249,999	7.7%	4.1%	3.3%
\$250,000 - \$299,999	7.7%	8.2%	6.4%
\$300,000 - \$399,999	32.9%	19.5%	19.2%
\$400,000 - \$499,999	12.3%	18.9%	15.4%
\$500,000 - \$749,999	9.7%	26.6%	30.9%
\$750,000 - \$999,999	8.2%	12.7%	14.9%
\$1,000,000 - \$1,499,999	6.9%	3.6%	5.1%
\$1,500,000 - \$1,999,999	1.1%	0.8%	1.0%
\$2,000,000 +	0.5%	0.4%	0.7%
Average Home Value	\$475,508	\$536,227	\$585,352
2027 Owner Occupied Housing Units by Value			
Total	3,020	25,177	63,130
<\$50,000	0.8%	0.5%	0.3%
\$50,000 - \$99,999	2.1%	0.3%	0.1%
\$100,000 - \$149,999	3.3%	0.8%	0.4%
\$150,000 - \$199,999	6.1%	2.5%	1.4%
\$200,000 - \$249,999	6.1%	3.0%	2.3%
\$250,000 - \$299,999	5.9%	6.6%	5.0%
\$300,000 - \$399,999	31.2%	17.3%	16.8%
\$400,000 - \$499,999	13.6%	18.6%	15.1%
\$500,000 - \$749,999	12.2%	30.6%	34.7%
\$750,000 - \$999,999	9.5%	14.6%	17.0%
\$1,000,000 - \$1,499,999	7.8%	4.1%	5.5%
\$1,500,000 - \$1,999,999	1.1%	0.7%	0.9%
\$2,000,000 +	0.5%	0.3%	0.5%
Average Home Value	\$504,087	\$565,444	\$609,851

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	12,929	109,197	238,906
0 - 4	6.7%	7.3%	6.6%
5 - 9	6.6%	7.2%	7.3%
10 - 14	6.9%	7.2%	7.5%
15 - 24	11.8%	12.3%	11.6%
25 - 34	12.9%	12.5%	10.8%
35 - 44	14.8%	15.2%	15.1%
45 - 54	15.6%	15.7%	16.4%
55 - 64	11.4%	10.9%	11.6%
65 - 74	7.2%	6.1%	6.5%
75 - 84	4.2%	3.7%	4.3%
85 +	1.9%	1.8%	2.1%
18 +	75.9%	74.0%	74.0%
2022 Population by Age			
Total	13,859	117,867	255,056
0 - 4	6.0%	6.3%	5.7%
5 - 9	6.1%	6.8%	6.5%
10 - 14	6.7%	7.5%	7.4%
15 - 24	11.6%	12.4%	12.1%
25 - 34	13.1%	12.2%	11.3%
35 - 44	13.6%	13.1%	12.5%
45 - 54	13.5%	13.6%	13.8%
55 - 64	13.0%	12.7%	13.7%
65 - 74	9.4%	8.9%	9.6%
75 - 84	5.1%	4.5%	5.1%
85 +	2.0%	2.0%	2.3%
18 +	77.4%	75.2%	76.0%
2027 Population by Age			
Total	14,029	120,425	257,519
0 - 4	6.0%	6.3%	5.8%
5 - 9	5.7%	6.4%	6.3%
10 - 14	6.2%	6.8%	6.7%
15 - 24	11.2%	12.0%	11.4%
25 - 34	13.3%	12.2%	11.5%
35 - 44	14.2%	13.7%	13.3%
45 - 54	13.1%	13.0%	12.9%
55 - 64	12.5%	12.5%	13.2%
65 - 74	10.1%	9.5%	10.4%
75 - 84	5.7%	5.5%	6.1%
85 +	2.0%	2.1%	2.4%
18 +	78.4%	76.4%	77.2%
2010 Population by Sex			
Males	6,046	54,064	116,724
Females	6,884	55,135	122,181
2022 Population by Sex			
Males	6,625	58,589	125,351
Females	7,234	59,275	129,706
2027 Population by Sex			
Males	6,746	59,985	126,927
Females	7,283	60,440	130,591

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 Race/Ethnicity			
Total	12,931	109,199	238,907
White Alone	39.1%	54.6%	64.5%
Black Alone	43.5%	24.9%	16.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	5.3%	5.1%	8.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.6%	11.5%	7.1%
Two or More Races	4.2%	3.3%	2.8%
Hispanic Origin	21.7%	26.7%	18.2%
Diversity Index	76.7	77.0	67.9
2020 Population by Race/Ethnicity			
Total	13,654	116,163	253,051
White Alone	27.4%	38.8%	49.3%
Black Alone	35.3%	19.8%	14.0%
American Indian Alone	0.8%	1.0%	0.7%
Asian Alone	6.4%	6.4%	11.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.1%	22.1%	14.4%
Two or More Races	10.9%	11.8%	10.3%
Hispanic Origin	30.4%	34.8%	24.6%
Diversity Index	85.4	86.0	80.7
2022 Population by Race/Ethnicity			
Total	13,859	117,864	255,058
White Alone	26.8%	37.9%	48.4%
Black Alone	34.9%	19.8%	14.0%
American Indian Alone	0.8%	1.0%	0.7%
Asian Alone	6.5%	6.5%	11.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.7%	22.7%	14.8%
Two or More Races	11.2%	12.0%	10.6%
Hispanic Origin	31.0%	35.4%	25.1%
Diversity Index	85.7	86.3	81.2
2027 Population by Race/Ethnicity			
Total	14,028	120,426	257,519
White Alone	25.0%	35.9%	46.0%
Black Alone	34.0%	19.2%	13.7%
American Indian Alone	0.9%	1.1%	0.8%
Asian Alone	6.9%	6.9%	11.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	21.2%	24.0%	16.1%
Two or More Races	11.9%	12.8%	11.5%
Hispanic Origin	32.4%	36.7%	26.4%
Diversity Index	86.4	86.9	82.6
2010 Population by Relationship and Household Type			
Total	12,930	109,199	238,906
In Households	98.6%	98.9%	99.0%
In Family Households	84.9%	87.9%	88.6%
Householder	24.9%	24.7%	25.7%
Spouse	15.8%	17.7%	19.9%
Child	34.5%	34.2%	34.5%
Other relative	6.6%	7.0%	5.6%
Nonrelative	3.1%	4.2%	2.9%
In Nonfamily Households	13.7%	11.0%	10.4%
In Group Quarters	1.4%	1.1%	1.0%
Institutionalized Population	0.9%	0.7%	0.7%
Noninstitutionalized Population	0.5%	0.4%	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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2022 Population 25+ by Educational Attainment			
Total	9,647	78,977	174,026
Less than 9th Grade	5.2%	6.8%	4.4%
9th - 12th Grade, No Diploma	5.4%	4.3%	3.2%
High School Graduate	26.6%	23.8%	21.2%
GED/Alternative Credential	2.8%	1.7%	1.4%
Some College, No Degree	15.0%	12.7%	11.9%
Associate Degree	7.5%	6.2%	6.0%
Bachelor's Degree	22.5%	24.9%	28.8%
Graduate/Professional Degree	15.1%	19.6%	23.0%
2022 Population 15+ by Marital Status			
Total	11,250	93,596	204,964
Never Married	42.4%	38.0%	32.4%
Married	43.4%	50.6%	55.6%
Widowed	5.3%	5.2%	5.8%
Divorced	8.9%	6.2%	6.2%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	7,201	60,372	130,552
Population 16+ Employed	94.1%	94.9%	95.3%
Population 16+ Unemployment rate	5.9%	5.1%	4.7%
Population 16-24 Employed	9.1%	10.6%	10.5%
Population 16-24 Unemployment rate	15.8%	12.3%	11.1%
Population 25-54 Employed	64.8%	63.9%	62.4%
Population 25-54 Unemployment rate	5.8%	4.6%	4.3%
Population 55-64 Employed	18.3%	18.1%	19.8%
Population 55-64 Unemployment rate	1.8%	3.8%	3.4%
Population 65+ Employed	7.8%	7.4%	7.4%
Population 65+ Unemployment rate	3.1%	1.5%	2.3%
2022 Employed Population 16+ by Industry			
Total	6,774	57,282	124,366
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	9.1%	7.0%	6.0%
Manufacturing	9.0%	10.0%	9.5%
Wholesale Trade	2.3%	2.9%	3.0%
Retail Trade	9.5%	9.0%	8.6%
Transportation/Utilities	7.0%	8.3%	6.9%
Information	3.6%	2.8%	3.2%
Finance/Insurance/Real Estate	6.7%	10.1%	12.3%
Services	50.6%	46.7%	47.2%
Public Administration	2.2%	3.1%	3.2%
2022 Employed Population 16+ by Occupation			
Total	6,774	57,280	124,364
White Collar	58.2%	62.0%	69.8%
Management/Business/Financial	21.2%	20.3%	24.3%
Professional	19.2%	23.4%	27.1%
Sales	9.3%	8.6%	8.6%
Administrative Support	8.5%	9.7%	9.8%
Services	19.3%	15.3%	12.3%
Blue Collar	22.5%	22.7%	18.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.3%	5.3%	4.2%
Installation/Maintenance/Repair	2.7%	2.4%	2.2%
Production	6.2%	5.8%	4.5%
Transportation/Material Moving	7.2%	9.0%	7.0%

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2010 Households by Type			
Total	4,718	36,076	81,573
Households with 1 Person	25.5%	20.0%	20.3%
Households with 2+ People	74.5%	80.0%	79.7%
Family Households	68.8%	74.8%	75.5%
Husband-wife Families	43.6%	53.6%	58.5%
With Related Children	22.3%	28.8%	30.9%
Other Family (No Spouse Present)	25.2%	21.2%	16.9%
Other Family with Male Householder	5.9%	6.1%	4.6%
With Related Children	3.1%	3.2%	2.3%
Other Family with Female Householder	19.3%	15.1%	12.3%
With Related Children	11.6%	9.4%	7.2%
Nonfamily Households	5.6%	5.1%	4.3%
All Households with Children	37.3%	41.9%	40.8%
Multigenerational Households	7.4%	6.2%	5.4%
Unmarried Partner Households	6.7%	6.4%	5.1%
Male-female	5.8%	5.2%	4.2%
Same-sex	1.0%	1.2%	0.9%
2010 Households by Size			
Total	4,718	36,075	81,573
1 Person Household	25.5%	20.0%	20.3%
2 Person Household	28.9%	27.3%	28.2%
3 Person Household	17.8%	18.4%	18.2%
4 Person Household	14.6%	17.9%	18.8%
5 Person Household	7.6%	8.8%	8.7%
6 Person Household	3.1%	3.8%	3.3%
7 + Person Household	2.6%	3.8%	2.6%
2010 Households by Tenure and Mortgage Status			
Total	4,719	36,076	81,572
Owner Occupied	65.1%	67.4%	74.2%
Owned with a Mortgage/Loan	50.7%	51.6%	54.9%
Owned Free and Clear	14.5%	15.8%	19.3%
Renter Occupied	34.9%	32.6%	25.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	80	87
Percent of Income for Mortgage	21.7%	24.1%	22.9%
Wealth Index	124	182	212
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,999	38,201	85,520
Housing Units Inside Urbanized Area	100.0%	99.8%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	12,930	109,199	238,906
Population Inside Urbanized Area	100.0%	99.9%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.3%

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.	Pleasantville (2B)	Diverse Convergence (13A)	Top Tier (1A)
2.	City Strivers (11A)	Pleasantville (2B)	Pleasantville (2B)
3.	Urban Chic (2A)	Top Tier (1A)	Diverse Convergence (13A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$14,647,171	\$139,585,947	\$343,500,303
Average Spent	\$2,906.18	\$3,659.83	\$4,027.63
Spending Potential Index	121	152	167
Education: Total \$	\$14,035,463	\$133,451,110	\$339,264,795
Average Spent	\$2,784.81	\$3,498.98	\$3,977.97
Spending Potential Index	142	178	203
Entertainment/Recreation: Total \$	\$20,710,837	\$201,020,036	\$510,696,302
Average Spent	\$4,109.29	\$5,270.58	\$5,988.04
Spending Potential Index	112	144	163
Food at Home: Total \$	\$36,471,981	\$347,207,901	\$857,626,777
Average Spent	\$7,236.50	\$9,103.51	\$10,055.89
Spending Potential Index	117	147	162
Food Away from Home: Total \$	\$25,436,076	\$246,214,351	\$609,838,876
Average Spent	\$5,046.84	\$6,455.54	\$7,150.52
Spending Potential Index	117	150	166
Health Care: Total \$	\$37,221,011	\$362,280,555	\$923,376,914
Average Spent	\$7,385.12	\$9,498.70	\$10,826.83
Spending Potential Index	104	134	153
HH Furnishings & Equipment: Total \$	\$14,593,376	\$142,556,517	\$361,985,242
Average Spent	\$2,895.51	\$3,737.72	\$4,244.37
Spending Potential Index	113	146	166
Personal Care Products & Services: Total \$	\$6,016,909	\$57,537,004	\$144,123,911
Average Spent	\$1,193.83	\$1,508.57	\$1,689.89
Spending Potential Index	117	148	166
Shelter: Total \$	\$144,787,823	\$1,389,044,898	\$3,475,404,668
Average Spent	\$28,727.74	\$36,419.64	\$40,750.00
Spending Potential Index	125	159	178
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$13,462,228	\$137,722,027	\$358,608,063
Average Spent	\$2,671.08	\$3,610.96	\$4,204.77
Spending Potential Index	98	133	155
Travel: Total \$	\$16,709,513	\$166,781,623	\$433,396,523
Average Spent	\$3,315.38	\$4,372.88	\$5,081.68
Spending Potential Index	115	152	177
Vehicle Maintenance & Repairs: Total \$	\$6,600,610	\$64,551,968	\$162,027,722
Average Spent	\$1,309.64	\$1,692.50	\$1,899.82
Spending Potential Index	104	134	151

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.

July 15, 2022