	1 mile	3 mile	5 mile
Population Summary			
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
2023 Total Population	3,664	39,128	156,036
2023 Group Quarters	0	578	4,423
2028 Total Population	3,568	39,559	157,802
2023-2028 Annual Rate	-0.53%	0.22%	0.23%
2023 Total Daytime Population	12,281	62,194	248,658
Workers	10,559	43,446	174,084
Residents	1,722	18,748	74,574
Household Summary			
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
2023 Households	1,384	14,351	57,000
2023 Average Household Size	2.65	2.69	2.66
2028 Households	1,372	14,733	58,621
2028 Average Household Size	2.60	2.65	2.62
2023-2028 Annual Rate	-0.17%	0.53%	0.56%
2010 Families	1,108	10,452	38,796
2010 Average Family Size	3.08	3.16	3.17
2023 Families	1,091	10,880	40,978
2023 Average Family Size	3.05	3.17	3.22
2028 Families	1,082	11,191	42,160
2028 Average Family Size	2.99	3.12	3.16
2023-2028 Annual Rate	-0.17%	0.57%	0.57%
Housing Unit Summary			
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%
2023 Housing Units	1,418	14,930	59,417
Owner Occupied Housing Units	88.2%	78.4%	69.6%
Renter Occupied Housing Units	9.4%	17.7%	26.4%
Vacant Housing Units	2.4%	3.9%	4.1%
2028 Housing Units	1,418	15,350	61,135
Owner Occupied Housing Units	88.1%	77.0%	68.5%
Renter Occupied Housing Units	8.7%	19.0%	27.4%
Vacant Housing Units	3.2%	4.0%	4.1%
Median Household Income			
2023	$132,708	$155,382	$148,860
2028	$151,892	$169,064	$162,793
Median Home Value			
2023	$671,296	$664,361	$649,768
2028	$686,501	$674,207	$660,675
Per Capita Income			
2023	$74,520	$80,343	$78,657
2028	$85,086	$90,387	$88,405
Median Age			
2010	46.1	44.1	41.8
2023	48.8	46.8	43.6
2028	48.1	47.5	44.3

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2023 Households by Income			
Household Income Base	1,384	14,351	57,000
<$15,000	3.0%	3.7%	3.7%
$15,000 - $24,999	2.5%	3.0%	3.0%
$25,000 - $34,999	3.6%	3.2%	2.9%
$35,000 - $49,999	3.5%	3.8%	4.7%
$50,000 - $74,999	9.5%	8.0%	8.6%
$75,000 - $99,999	15.3%	8.9%	10.5%
$100,000 - $149,999	17.3%	17.4%	16.8%
$150,000 - $199,999	14.7%	14.2%	13.0%
$200,000+	30.6%	37.8%	36.7%
Average Household Income	$200,250	$220,183	$215,219
2028 Households by Income			
Household Income Base	1,372	14,733	58,621
<$15,000	2.6%	3.2%	3.2%
$15,000 - $24,999	1.8%	2.2%	2.2%
$25,000 - $34,999	3.0%	2.5%	2.3%
$35,000 - $49,999	3.0%	3.0%	3.8%
$50,000 - $74,999	9.3%	7.1%	7.7%
$75,000 - $99,999	14.1%	7.9%	9.8%
$100,000 - $149,999	15.4%	17.0%	16.5%
$150,000 - $199,999	14.9%	15.4%	14.2%
$200,000+	35.8%	41.6%	40.3%
Average Household Income	$224,822	$243,963	$237,901
2023 Owner Occupied Housing Units by Value			
Total	1,250	11,701	41,330
<$50,000	0.3%	0.4%	0.4%
$50,000 - $99,999	0.3%	0.2%	0.4%
$100,000 - $149,999	0.1%	0.1%	0.1%
$150,000 - $199,999	0.1%	0.0%	0.1%
$200,000 - $249,999	0.1%	0.0%	0.3%
$250,000 - $299,999	0.1%	0.1%	0.5%
$300,000 - $399,999	4.2%	3.4%	4.9%
$400,000 - $499,999	15.3%	12.5%	14.1%
$500,000 - $749,999	43.2%	50.5%	48.9%
$750,000 - $999,999	35.1%	24.6%	19.9%
$1,000,000 - $1,499,999	1.2%	6.5%	7.2%
$1,500,000 - $1,999,999	0.1%	1.5%	2.4%
$2,000,000 +	0.0%	0.1%	0.9%
Average Home Value	$677,980	$709,798	$714,809
2028 Owner Occupied Housing Units by Value			
Total	1,249	11,818	41,888
<$50,000	0.2%	0.3%	0.2%
$50,000 - $99,999	0.1%	0.1%	0.2%
$100,000 - $149,999	0.1%	0.0%	0.0%
$150,000 - $199,999	0.0%	0.0%	0.0%
$200,000 - $249,999	0.0%	0.0%	0.1%
$250,000 - $299,999	0.1%	0.1%	0.2%
$300,000 - $399,999	2.7%	2.2%	3.3%
$400,000 - $499,999	13.2%	10.6%	12.4%
$500,000 - $749,999	45.1%	52.8%	52.0%
$750,000 - $999,999	37.3%	26.3%	21.5%
$1,000,000 - $1,499,999	1.2%	6.4%	7.3%
$1,500,000 - $1,999,999	0.1%	1.2%	2.0%
$2,000,000 +	0.0%	0.1%	0.6%
Average Home Value	$693,460	$718,755	$721,611

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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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
2010 Population by Age			
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%
2023 Population by Age			
Total	3,666	39,128	156,036
0 - 4	3.9%	4.2%	4.7%
5 - 9	5.0%	5.3%	5.7%
10 - 14	6.0%	6.3%	6.6%
15 - 24	9.5%	11.6%	12.4%
25 - 34	8.7%	8.6%	9.7%
35 - 44	12.4%	11.8%	12.7%
45 - 54	13.0%	13.4%	13.4%
55 - 64	15.4%	14.7%	13.7%
65 - 74	13.5%	12.7%	11.2%
75 - 84	9.4%	8.0%	6.8%
85 +	3.1%	3.4%	3.0%
18 +	81.3%	79.9%	78.8%
2028 Population by Age			
Total	3,569	39,560	157,802
0 - 4	4.1%	4.2%	4.7%
5 - 9	5.1%	5.2%	5.6%
10 - 14	5.7%	5.9%	6.1%
15 - 24	8.2%	10.1%	11.6%
25 - 34	7.8%	8.3%	9.9%
35 - 44	15.4%	13.2%	13.0%
45 - 54	12.0%	12.7%	13.0%
55 - 64	14.2%	14.2%	13.1%
65 - 74	13.1%	13.2%	11.6%
75 - 84	10.3%	9.2%	7.9%
85 +	4.0%	3.9%	3.5%
18 +	81.8%	81.1%	80.0%
2010 Population by Sex			
Males	1,775	17,876	70,225
Females	1,984	19,546	75,570
2023 Population by Sex			
Males	1,737	18,902	76,168
Females	1,927	20,226	79,868
2028 Population by Sex			
Males	1,695	19,146	77,089
Females	1,873	20,413	80,713

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
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
2020 Population by Race/Ethnicity			
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
2023 Population by Race/Ethnicity			
Total	3,665	39,128	156,037
White Alone	74.2%	72.3%	64.0%
Black Alone	1.5%	2.3%	3.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	15.9%	17.4%	21.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.9%	1.8%	3.1%
Two or More Races	6.3%	6.1%	7.2%
Hispanic Origin	7.8%	6.8%	9.0%
Diversity Index	50.2	51.3	61.1
2028 Population by Race/Ethnicity			
Total	3,569	39,559	157,801
White Alone	71.8%	70.1%	61.1%
Black Alone	1.6%	2.4%	3.8%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	17.3%	18.6%	23.5%
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%	6.8%	7.9%
Hispanic Origin	8.8%	7.6%	10.0%
Diversity Index	53.7	54.3	64.1
2010 Population by Relationship and Household Type			
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.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2023 Population 25+ by Educational Attainment			
Total	2,766	28,425	110,140
Less than 9th Grade	3.9%	1.7%	1.8%
9th - 12th Grade, No Diploma	2.1%	1.4%	1.7%
High School Graduate	19.7%	17.6%	13.7%
GED/Alternative Credential	1.0%	0.8%	0.8%
Some College, No Degree	9.9%	9.2%	8.8%
Associate Degree	3.7%	5.5%	5.7%
Bachelor's Degree	31.9%	34.6%	35.5%
Graduate/Professional Degree	27.8%	29.2%	32.0%
2023 Population 15+ by Marital Status			
Total	3,115	32,945	129,447
Never Married	26.5%	25.5%	27.8%
Married	62.1%	62.2%	60.4%
Widowed	7.4%	6.9%	5.9%
Divorced	3.9%	5.4%	5.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,054	21,249	85,712
Population 16+ Employed	96.0%	97.3%	96.5%
Population 16+ Unemployment rate	4.0%	2.7%	3.5%
Population 16-24 Employed	7.4%	9.8%	10.6%
Population 16-24 Unemployment rate	17.6%	5.6%	7.8%
Population 25-54 Employed	57.0%	57.1%	58.7%
Population 25-54 Unemployment rate	2.2%	1.8%	2.7%
Population 55-64 Employed	20.2%	20.9%	19.6%
Population 55-64 Unemployment rate	6.1%	4.0%	3.3%
Population 65+ Employed	15.4%	12.2%	11.1%
Population 65+ Unemployment rate	0.0%	2.4%	3.4%
2023 Employed Population 16+ by Industry			
Total	1,972	20,671	82,743
Agriculture/Mining	0.2%	0.1%	0.1%
Construction	5.1%	4.8%	4.1%
Manufacturing	7.6%	8.7%	9.7%
Wholesale Trade	1.8%	2.3%	2.3%
Retail Trade	9.2%	7.4%	7.7%
Transportation/Utilities	2.3%	3.5%	3.4%
Information	1.7%	2.8%	3.8%
Finance/Insurance/Real Estate	9.6%	12.6%	13.6%
Services	59.0%	53.8%	52.4%
Public Administration	3.8%	4.0%	2.8%
2023 Employed Population 16+ by Occupation			
Total	1,973	20,671	82,742
White Collar	83.5%	84.0%	84.1%
Management/Business/Financial	28.8%	31.9%	30.2%
Professional	34.9%	34.9%	37.2%
Sales	11.3%	9.0%	8.8%
Administrative Support	8.6%	8.2%	7.9%
Services	8.5%	8.1%	8.2%
Blue Collar	8.1%	8.0%	7.7%
Farming/Forestry/Fishing	0.1%	0.1%	0.0%
Construction/Extraction	2.3%	2.1%	1.9%
Installation/Maintenance/Repair	1.8%	1.3%	1.0%
Production	1.1%	1.7%	2.0%
Transportation/Material Moving	2.7%	2.8%	2.8%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	74	87	84
Percent of Income for Mortgage	30.4%	25.7%	26.2%
Wealth Index	261	268	250
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
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)
2023 Consumer Spending			
Apparel & Services: Total $	$5,355,065	$61,585,781	$242,701,478
Average Spent	$3,869.27	$4,291.39	$4,257.92
Spending Potential Index	176	195	194
Education: Total $	$5,738,775	$63,855,464	$244,825,405
Average Spent	$4,146.51	$4,449.55	$4,295.18
Spending Potential Index	231	248	240
Entertainment/Recreation: Total $	$9,430,728	$107,593,705	$415,472,043
Average Spent	$6,814.11	$7,497.30	$7,288.98
Spending Potential Index	180	198	193
Food at Home: Total $	$16,204,238	$186,972,793	$734,811,052
Average Spent	$11,708.26	$13,028.56	$12,891.42
Spending Potential Index	172	192	190
Food Away from Home: Total $	$8,880,940	$102,432,602	$404,372,723
Average Spent	$6,416.86	$7,137.66	$7,094.26
Spending Potential Index	172	192	191
Health Care: Total $	$17,674,266	$201,509,493	$764,373,502
Average Spent	$12,770.42	$14,041.49	$13,410.06
Spending Potential Index	174	191	182
HH Furnishings & Equipment: Total $	$7,481,496	$85,472,476	$331,192,800
Average Spent	$5,405.71	$5,955.86	$5,810.40
Spending Potential Index	183	202	197
Personal Care Products & Services: Total $	$2,371,760	$27,327,830	$106,810,538
Average Spent	$1,713.70	$1,904.25	$1,873.87
Spending Potential Index	179	199	196
Shelter: Total $	$62,209,047	$719,648,804	$2,849,127,002
Average Spent	$44,948.73	$50,146.25	$49,984.68
Spending Potential Index	181	202	202
Support Payments/Cash Contributions/Gifts in Kind: Total $	$8,450,682	$95,417,519	$356,490,936
Average Spent	$6,105.98	$6,648.84	$6,254.23
Spending Potential Index	195	213	200
Travel: Total $	$5,974,503	$67,965,017	$262,800,434
Average Spent	$4,316.84	$4,735.91	$4,610.53
Spending Potential Index	192	210	205
Vehicle Maintenance & Repairs: Total $	$2,984,446	$34,285,398	$132,965,342
Average Spent	$2,156.39	$2,389.06	$2,332.73
Spending Potential Index	165	182	178

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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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