



Community Profile

Rings: 1, 3, 5 mile radii

150 NJ-17 North, East Rutherford, NJ

Latitude: 40.8279

Longitude: -74.09227

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	16,540	156,991	575,757
2020 Total Population	17,716	168,871	613,994
2020 Group Quarters	236	1,039	4,822
2023 Total Population	17,886	169,422	618,360
2023 Group Quarters	236	1,039	4,896
2028 Total Population	17,649	167,888	616,465
2023-2028 Annual Rate	-0.27%	-0.18%	-0.06%
2023 Total Daytime Population	20,729	162,269	574,245
Workers	12,639	79,432	268,421
Residents	8,090	82,837	305,824
Household Summary			
2010 Households	6,658	58,469	208,753
2010 Average Household Size	2.46	2.67	2.74
2020 Total Households	7,156	62,791	223,264
2020 Average Household Size	2.44	2.67	2.73
2023 Total Households	7,130	63,372	226,714
2023 Average Household Size	2.48	2.66	2.71
2028 Total Households	7,111	63,460	228,946
2028 Average Household Size	2.45	2.63	2.67
2023-2028 Annual Rate	-0.05%	0.03%	0.20%
2010 Families	4,123	39,369	141,895
2010 Average Family Size	3.14	3.29	3.32
2023 Families	4,286	41,787	151,069
2023 Average Family Size	3.24	3.34	3.35
2028 Families	4,280	41,913	152,673
2028 Average Family Size	3.20	3.30	3.30
2023-2028 Annual Rate	-0.03%	0.06%	0.21%
Housing Unit Summary			
2000 Housing Units	6,743	59,297	213,591
Owner Occupied Housing Units	47.7%	52.7%	46.5%
Renter Occupied Housing Units	49.6%	44.6%	50.5%
Vacant Housing Units	2.7%	2.7%	3.0%
2010 Housing Units	7,025	61,397	220,804
Owner Occupied Housing Units	44.5%	51.2%	44.6%
Renter Occupied Housing Units	50.2%	44.1%	50.0%
Vacant Housing Units	5.2%	4.8%	5.5%
2020 Housing Units	7,533	65,715	234,085
Vacant Housing Units	5.0%	4.4%	4.6%
2023 Housing Units	7,486	66,218	237,938
Owner Occupied Housing Units	46.2%	51.3%	45.4%
Renter Occupied Housing Units	49.1%	44.4%	49.9%
Vacant Housing Units	4.8%	4.3%	4.7%
2028 Housing Units	7,492	66,562	240,830
Owner Occupied Housing Units	47.2%	52.1%	46.2%
Renter Occupied Housing Units	47.7%	43.2%	48.8%
Vacant Housing Units	5.1%	4.7%	4.9%
Median Household Income			
2023	\$100,016	\$90,951	\$79,577
2028	\$106,420	\$102,140	\$89,276
Median Home Value			
2023	\$570,865	\$508,152	\$465,476
2028	\$587,433	\$539,830	\$490,901
Per Capita Income			
2023	\$50,066	\$47,041	\$40,600
2028	\$56,764	\$53,748	\$46,957
Median Age			
2010	38.7	37.9	36.9
2023	41.1	39.9	38.8
2028	42.0	40.7	39.8

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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2023 Households by Income			
Household Income Base	7,130	63,372	226,714
<\$15,000	5.5%	8.3%	8.6%
\$15,000 - \$24,999	6.5%	4.8%	6.6%
\$25,000 - \$34,999	4.0%	5.8%	6.5%
\$35,000 - \$49,999	5.8%	7.8%	9.5%
\$50,000 - \$74,999	16.1%	14.9%	15.9%
\$75,000 - \$99,999	12.1%	12.3%	12.7%
\$100,000 - \$149,999	25.0%	18.9%	18.3%
\$150,000 - \$199,999	11.2%	12.0%	10.2%
\$200,000+	13.8%	15.4%	11.7%
Average Household Income	\$125,073	\$125,377	\$110,707
2028 Households by Income			
Household Income Base	7,111	63,460	228,946
<\$15,000	4.7%	7.5%	7.8%
\$15,000 - \$24,999	5.1%	3.8%	5.2%
\$25,000 - \$34,999	3.4%	4.9%	5.5%
\$35,000 - \$49,999	5.2%	6.8%	8.4%
\$50,000 - \$74,999	14.8%	13.8%	15.1%
\$75,000 - \$99,999	11.6%	12.0%	12.6%
\$100,000 - \$149,999	26.2%	19.5%	19.3%
\$150,000 - \$199,999	12.9%	13.6%	11.8%
\$200,000+	16.0%	18.2%	14.3%
Average Household Income	\$140,298	\$141,762	\$126,448
2023 Owner Occupied Housing Units by Value			
Total	3,457	33,951	108,019
<\$50,000	1.3%	3.6%	3.7%
\$50,000 - \$99,999	0.1%	0.4%	0.5%
\$100,000 - \$149,999	0.1%	0.7%	0.6%
\$150,000 - \$199,999	0.7%	1.0%	1.4%
\$200,000 - \$249,999	0.8%	1.0%	2.1%
\$250,000 - \$299,999	1.5%	1.9%	3.9%
\$300,000 - \$399,999	8.0%	11.5%	19.6%
\$400,000 - \$499,999	21.2%	28.6%	27.8%
\$500,000 - \$749,999	57.7%	43.2%	33.4%
\$750,000 - \$999,999	8.0%	6.9%	5.2%
\$1,000,000 - \$1,499,999	0.3%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.4%	0.5%	0.6%
Average Home Value	\$573,937	\$532,462	\$497,984
2028 Owner Occupied Housing Units by Value			
Total	3,537	34,680	111,296
<\$50,000	0.8%	2.9%	3.0%
\$50,000 - \$99,999	0.0%	0.2%	0.3%
\$100,000 - \$149,999	0.0%	0.3%	0.3%
\$150,000 - \$199,999	0.3%	0.6%	0.8%
\$200,000 - \$249,999	0.4%	0.5%	1.3%
\$250,000 - \$299,999	0.8%	1.2%	2.6%
\$300,000 - \$399,999	5.7%	9.0%	15.9%
\$400,000 - \$499,999	19.8%	27.6%	28.5%
\$500,000 - \$749,999	62.9%	48.8%	39.4%
\$750,000 - \$999,999	8.5%	7.7%	6.2%
\$1,000,000 - \$1,499,999	0.2%	0.7%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.3%	0.4%	0.5%
Average Home Value	\$590,672	\$555,127	\$526,817

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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2010 Population by Age			
Total	16,542	156,992	575,758
0 - 4	5.3%	6.5%	6.5%
5 - 9	5.6%	6.3%	6.1%
10 - 14	5.5%	6.2%	6.1%
15 - 24	12.0%	12.1%	13.0%
25 - 34	15.9%	14.7%	15.5%
35 - 44	14.9%	14.4%	14.5%
45 - 54	15.6%	14.8%	14.6%
55 - 64	11.8%	11.9%	11.3%
65 - 74	6.7%	6.6%	6.4%
75 - 84	4.7%	4.4%	4.2%
85 +	2.0%	2.0%	1.9%
18 +	80.1%	77.3%	77.5%
2023 Population by Age			
Total	17,886	169,425	618,359
0 - 4	4.6%	5.6%	5.7%
5 - 9	4.8%	5.9%	5.9%
10 - 14	5.2%	6.2%	6.2%
15 - 24	12.2%	11.9%	12.1%
25 - 34	14.1%	13.3%	14.5%
35 - 44	15.4%	14.6%	14.8%
45 - 54	13.3%	12.6%	12.5%
55 - 64	13.4%	12.7%	12.2%
65 - 74	9.9%	10.0%	9.5%
75 - 84	5.1%	5.1%	4.9%
85 +	2.1%	2.0%	1.9%
18 +	82.1%	78.7%	78.8%
2028 Population by Age			
Total	17,647	167,887	616,465
0 - 4	4.6%	5.7%	5.7%
5 - 9	4.5%	5.6%	5.5%
10 - 14	4.7%	5.7%	5.7%
15 - 24	11.1%	11.5%	11.5%
25 - 34	15.1%	13.5%	14.4%
35 - 44	14.2%	14.2%	14.7%
45 - 54	14.2%	13.1%	12.9%
55 - 64	12.5%	11.9%	11.6%
65 - 74	10.4%	10.4%	9.9%
75 - 84	6.3%	6.3%	6.0%
85 +	2.3%	2.2%	2.2%
18 +	83.4%	79.7%	79.9%
2010 Population by Sex			
Males	8,098	75,878	280,594
Females	8,442	81,113	295,163
2023 Population by Sex			
Males	8,806	82,573	303,508
Females	9,080	86,849	314,852
2028 Population by Sex			
Males	8,680	81,759	302,590
Females	8,969	86,129	313,875

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

August 01, 2023



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2010 Population by Race/Ethnicity			
Total	16,540	156,991	575,757
White Alone	74.5%	72.0%	66.3%
Black Alone	3.9%	4.5%	6.6%
American Indian Alone	0.1%	0.3%	0.5%
Asian Alone	13.0%	9.9%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	10.1%	14.2%
Two or More Races	2.7%	3.1%	3.8%
Hispanic Origin	18.5%	26.3%	40.3%
Diversity Index	59.7	66.8	75.5
2020 Population by Race/Ethnicity			
Total	17,716	168,871	613,994
White Alone	58.8%	54.8%	42.5%
Black Alone	4.4%	4.6%	6.1%
American Indian Alone	0.5%	0.8%	1.2%
Asian Alone	13.7%	11.5%	9.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.7%	16.7%	25.1%
Two or More Races	11.9%	11.7%	15.3%
Hispanic Origin	24.3%	31.4%	46.0%
Diversity Index	75.2	79.7	85.9
2023 Population by Race/Ethnicity			
Total	17,887	169,422	618,360
White Alone	57.2%	53.2%	41.0%
Black Alone	4.4%	4.7%	6.2%
American Indian Alone	0.5%	0.8%	1.3%
Asian Alone	14.4%	12.0%	9.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.1%	17.2%	25.9%
Two or More Races	12.4%	12.1%	15.8%
Hispanic Origin	25.5%	32.6%	47.5%
Diversity Index	76.6	80.7	86.3
2028 Population by Race/Ethnicity			
Total	17,648	167,887	616,465
White Alone	53.7%	50.0%	38.0%
Black Alone	4.5%	4.7%	6.2%
American Indian Alone	0.5%	0.9%	1.4%
Asian Alone	15.3%	12.6%	10.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.6%	19.0%	27.8%
Two or More Races	13.3%	12.8%	16.3%
Hispanic Origin	27.4%	34.9%	49.9%
Diversity Index	79.1	82.5	86.9
2010 Population by Relationship and Household Type			
Total	16,540	156,991	575,757
In Households	99.2%	99.5%	99.2%
In Family Households	80.0%	84.8%	85.0%
Householder	25.0%	25.1%	24.6%
Spouse	18.4%	18.4%	16.9%
Child	29.4%	32.8%	32.7%
Other relative	5.5%	6.3%	7.7%
Nonrelative	1.8%	2.2%	3.1%
In Nonfamily Households	19.2%	14.7%	14.3%
In Group Quarters	0.8%	0.5%	0.8%
Institutionalized Population	0.0%	0.1%	0.5%
Noninstitutionalized Population	0.8%	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.

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2023 Population 25+ by Educational Attainment			
Total	13,086	119,254	434,244
Less than 9th Grade	3.4%	4.7%	7.3%
9th - 12th Grade, No Diploma	3.0%	3.9%	5.3%
High School Graduate	20.2%	25.2%	27.0%
GED/Alternative Credential	2.6%	2.4%	2.8%
Some College, No Degree	14.3%	13.0%	14.5%
Associate Degree	8.0%	8.1%	7.6%
Bachelor's Degree	34.1%	27.5%	23.1%
Graduate/Professional Degree	14.5%	15.3%	12.5%
2023 Population 15+ by Marital Status			
Total	15,273	139,372	508,848
Never Married	36.4%	35.2%	36.8%
Married	49.0%	51.4%	48.9%
Widowed	5.2%	5.2%	5.3%
Divorced	9.5%	8.2%	9.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,314	92,553	334,247
Population 16+ Employed	97.3%	95.8%	95.7%
Population 16+ Unemployment rate	2.7%	4.2%	4.3%
Population 16-24 Employed	9.7%	10.7%	11.0%
Population 16-24 Unemployment rate	3.4%	8.0%	7.4%
Population 25-54 Employed	65.6%	64.2%	66.0%
Population 25-54 Unemployment rate	2.3%	3.7%	3.7%
Population 55-64 Employed	19.1%	17.4%	16.2%
Population 55-64 Unemployment rate	3.7%	3.7%	3.9%
Population 65+ Employed	5.6%	7.7%	6.8%
Population 65+ Unemployment rate	2.1%	4.3%	5.4%
2023 Employed Population 16+ by Industry			
Total	10,038	88,666	320,018
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	5.1%	5.6%	6.9%
Manufacturing	8.8%	10.1%	10.4%
Wholesale Trade	4.3%	2.9%	2.8%
Retail Trade	9.4%	10.5%	11.3%
Transportation/Utilities	6.5%	6.9%	8.0%
Information	7.1%	3.3%	2.9%
Finance/Insurance/Real Estate	9.2%	8.9%	7.4%
Services	45.5%	47.1%	46.3%
Public Administration	4.2%	4.5%	3.9%
2023 Employed Population 16+ by Occupation			
Total	10,038	88,666	320,017
White Collar	78.0%	68.1%	60.4%
Management/Business/Financial	27.9%	21.0%	17.4%
Professional	29.2%	27.6%	23.4%
Sales	9.5%	8.5%	8.2%
Administrative Support	11.4%	11.0%	11.3%
Services	10.5%	12.4%	15.3%
Blue Collar	11.5%	19.5%	24.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	3.2%	4.1%	5.3%
Installation/Maintenance/Repair	2.0%	2.3%	2.9%
Production	2.5%	5.6%	6.3%
Transportation/Material Moving	3.9%	7.4%	9.8%

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2010 Households by Type			
Total	6,658	58,469	208,753
Households with 1 Person	30.4%	27.1%	26.4%
Households with 2+ People	69.6%	72.9%	73.6%
Family Households	61.9%	67.3%	68.0%
Husband-wife Families	45.6%	49.3%	46.6%
With Related Children	21.1%	23.5%	22.7%
Other Family (No Spouse Present)	16.3%	18.0%	21.4%
Other Family with Male Householder	4.6%	5.0%	6.1%
With Related Children	2.0%	2.2%	2.9%
Other Family with Female Householder	11.7%	13.0%	15.3%
With Related Children	6.0%	7.0%	8.6%
Nonfamily Households	7.6%	5.5%	5.6%
All Households with Children	29.3%	32.9%	34.5%
Multigenerational Households	4.1%	5.2%	6.2%
Unmarried Partner Households	6.1%	5.8%	6.7%
Male-female	5.4%	5.2%	5.9%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,658	58,470	208,754
1 Person Household	30.4%	27.1%	26.4%
2 Person Household	29.8%	28.5%	27.2%
3 Person Household	16.7%	17.4%	17.8%
4 Person Household	14.0%	14.7%	15.1%
5 Person Household	5.9%	6.9%	7.4%
6 Person Household	2.1%	2.9%	3.3%
7 + Person Household	1.1%	2.4%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	6,658	58,469	208,753
Owner Occupied	47.0%	53.7%	47.2%
Owned with a Mortgage/Loan	32.8%	37.0%	33.1%
Owned Free and Clear	14.1%	16.8%	14.0%
Renter Occupied	53.0%	46.3%	52.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	62	61	57
Percent of Income for Mortgage	34.3%	33.6%	35.2%
Wealth Index	95	111	89
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,025	61,397	220,804
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	16,540	156,991	575,757
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 2023 and 2028. 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.	City Lights (8A)	City Lights (8A)	City Lights (8A)
2.	Pleasantville (2B)	Pleasantville (2B)	Diverse Convergence (13A)
3.	Trendsetters (3C)	Enterprising Professionals (2D)	Pleasantville (2B)
2023 Consumer Spending			
Apparel & Services: Total \$	\$18,828,222	\$168,207,101	\$544,076,875
Average Spent	\$2,640.70	\$2,654.28	\$2,399.84
Spending Potential Index	120	121	109
Education: Total \$	\$18,084,213	\$156,398,558	\$487,650,306
Average Spent	\$2,536.36	\$2,467.94	\$2,150.95
Spending Potential Index	141	138	120
Entertainment/Recreation: Total \$	\$29,869,797	\$266,706,713	\$839,379,093
Average Spent	\$4,189.31	\$4,208.59	\$3,702.37
Spending Potential Index	111	111	98
Food at Home: Total \$	\$56,962,802	\$508,053,627	\$1,638,513,735
Average Spent	\$7,989.17	\$8,017.00	\$7,227.23
Spending Potential Index	117	118	106
Food Away from Home: Total \$	\$30,522,897	\$274,130,690	\$880,144,990
Average Spent	\$4,280.91	\$4,325.74	\$3,882.18
Spending Potential Index	115	116	104
Health Care: Total \$	\$53,525,905	\$481,669,586	\$1,501,219,184
Average Spent	\$7,507.14	\$7,600.67	\$6,621.64
Spending Potential Index	102	103	90
HH Furnishings & Equipment: Total \$	\$23,984,620	\$214,480,221	\$674,554,794
Average Spent	\$3,363.90	\$3,384.46	\$2,975.36
Spending Potential Index	114	115	101
Personal Care Products & Services: Total \$	\$7,896,165	\$70,435,373	\$224,449,903
Average Spent	\$1,107.46	\$1,111.46	\$990.01
Spending Potential Index	116	116	104
Shelter: Total \$	\$217,556,642	\$1,929,553,230	\$6,203,505,005
Average Spent	\$30,512.85	\$30,448.04	\$27,362.69
Spending Potential Index	123	123	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$22,693,717	\$204,041,849	\$620,719,435
Average Spent	\$3,182.85	\$3,219.75	\$2,737.90
Spending Potential Index	102	103	88
Travel: Total \$	\$18,159,697	\$162,578,840	\$508,327,821
Average Spent	\$2,546.94	\$2,565.47	\$2,242.15
Spending Potential Index	113	114	100
Vehicle Maintenance & Repairs: Total \$	\$9,595,854	\$87,281,169	\$277,494,147
Average Spent	\$1,345.84	\$1,377.28	\$1,223.98
Spending Potential Index	103	105	93

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.