Community Profile

Rings: 1, 3, 5 mile radii

7000 Hadley Rd, South Plainfield, NJ 07080,
Latitude: 40.5543
Longitude: -74.43203

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	5,173	91,732	339,271
2020 Total Population	5,645	99,823	362,437
2020 Group Quarters	159	8,613	17,420
2023 Total Population	5,723	100,868	364,273
2023 Group Quarters	161	8,612	17,386
2028 Total Population	6,549	102,276	365,440
2023-2028 Annual Rate	2.73%	0.28%	0.06%
2023 Total Daytime Population	15,738	113,094	351,010
Workers	13,036	62,141	169,228
Residents	2,702	50,953	181,782
Household Summary			
2010 Households	1,846	28,699	110,647
2010 Average Household Size	2.71	2.94	2.91
2020 Total Households	2,032	30,737	118,102
2020 Average Household Size	2.70	2.97	2.92
2023 Households	2,047	31,300	119,777
2023 Average Household Size	2.72	2.95	2.90
2028 Households	2,441	32,254	121,963
2028 Average Household Size	2.62	2.90	2.85
2023-2028 Annual Rate	3.58%	0.60%	0.36%
2010 Families	1,334	22,415	78,650
2010 Average Family Size	3.21	3.33	3.37
2023 Families	1,470	23,998	83,058
2023 Average Family Size	3.25	3.39	3.43
2028 Families	1,740	24,692	84,460
2028 Average Family Size	3.14	3.34	3.37
2023-2028 Annual Rate	3.43%	0.57%	0.34%
Housing Unit Summary			
2000 Housing Units	1,413	28,875	111,103
Owner Occupied Housing Units	58.7%	66.6%	59.2%
Renter Occupied Housing Units	38.4%	31.3%	37.6%
Vacant Housing Units	2.9%	2.1%	3.3%
2010 Housing Units	1,910	29,808	116,065
Owner Occupied Housing Units	49.5%	65.0%	57.4%
Renter Occupied Housing Units	47.2%	31.3%	38.0%
Vacant Housing Units	3.4%	3.7%	4.7%
2020 Housing Units	2,106	32,070	124,710
Vacant Housing Units	3.5%	4.2%	5.3%
2023 Housing Units	2,114	32,746	126,507
Owner Occupied Housing Units	59.6%	61.9%	55.0%
Renter Occupied Housing Units	37.2%	33.7%	39.7%
Vacant Housing Units	3.2%	4.4%	5.3%
2028 Housing Units	2,525	33,745	128,824
Owner Occupied Housing Units	56.6%	61.4%	55.2%
Renter Occupied Housing Units	40.1%	34.1%	39.5%
Vacant Housing Units	3.3%	4.4%	5.3%
Median Household Income			
2023	$108,091	$112,721	$101,028
2028	$112,485	$120,387	$108,056
Median Home Value			
2023	$447,167	$437,857	$439,821
2028	$472,380	$464,780	$468,180
Per Capita Income			
2023	$48,213	$44,985	$44,466
2028	$54,854	$51,037	$50,272
Median Age			
2010	35.4	34.2	34.0
2023	39.5	36.9	36.6
2028	39.5	37.7	37.5

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.

August 01, 2023

	1 mile	3 mile	5 mile
2023 Households by Income			
Household Income Base	2,047	31,298	119,773
<$15,000	5.4%	4.0%	7.0%
$15,000 - $24,999	3.0%	3.4%	4.7%
$25,000 - $34,999	3.6%	3.8%	5.1%
$35,000 - $49,999	6.4%	6.5%	8.1%
$50,000 - $74,999	9.0%	10.0%	12.3%
$75,000 - $99,999	15.3%	12.4%	12.0%
$100,000 - $149,999	29.1%	27.2%	21.6%
$150,000 - $199,999	13.3%	14.5%	12.0%
$200,000+	14.9%	18.1%	17.1%
Average Household Income	$135,202	$143,910	$134,735
2028 Households by Income			
Household Income Base	2,441	32,252	121,959
<$15,000	5.0%	3.7%	6.4%
$15,000 - $24,999	2.4%	2.6%	3.8%
$25,000 - $34,999	2.9%	3.0%	4.3%
$35,000 - $49,999	5.7%	5.5%	7.1%
$50,000 - $74,999	9.3%	9.0%	11.5%
$75,000 - $99,999	15.0%	11.7%	11.6%
$100,000 - $149,999	27.4%	27.3%	22.2%
$150,000 - $199,999	13.9%	16.0%	13.4%
$200,000+	18.5%	21.1%	19.6%
Average Household Income	$151,364	$160,772	$150,304
2023 Owner Occupied Housing Units by Value			
Total	1,260	20,256	69,543
<$50,000	4.0%	1.9%	2.5%
$50,000 - $99,999	0.0%	0.4%	0.5%
$100,000 - $149,999	0.1%	0.2%	0.7%
$150,000 - $199,999	0.5%	0.4%	1.2%
$200,000 - $249,999	1.1%	2.7%	3.1%
$250,000 - $299,999	4.5%	5.0%	5.6%
$300,000 - $399,999	24.6%	28.4%	26.4%
$400,000 - $499,999	32.2%	29.0%	24.6%
$500,000 - $749,999	31.6%	29.4%	28.1%
$750,000 - $999,999	0.7%	2.1%	5.6%
$1,000,000 - $1,499,999	0.0%	0.2%	0.9%
$1,500,000 - $1,999,999	0.0%	0.1%	0.2%
$2,000,000 +	0.6%	0.2%	0.4%
Average Home Value	$466,303	$461,992	$477,702
2028 Owner Occupied Housing Units by Value			
Total	1,428	20,731	71,093
<$50,000	2.7%	1.4%	2.2%
$50,000 - $99,999	0.1%	0.2%	0.3%
$100,000 - $149,999	0.0%	0.1%	0.4%
$150,000 - $199,999	0.3%	0.2%	0.8%
$200,000 - $249,999	0.6%	1.8%	2.1%
$250,000 - $299,999	3.2%	3.5%	4.1%
$300,000 - $399,999	20.0%	23.5%	22.7%
$400,000 - $499,999	32.1%	29.9%	25.7%
$500,000 - $749,999	38.9%	36.6%	33.8%
$750,000 - $999,999	1.8%	2.5%	6.6%
$1,000,000 - $1,499,999	0.1%	0.2%	0.9%
$1,500,000 - $1,999,999	0.0%	0.0%	0.2%
$2,000,000 +	0.4%	0.1%	0.3%
Average Home Value	$494,804	$488,188	$504,741

August 01, 2023

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	5,174	91,736	339,270
0 - 4	7.5%	6.5%	6.6%
5 - 9	6.1%	6.2%	6.3%
10 - 14	5.1%	5.6%	5.8%
15 - 24	10.2%	17.7%	17.5%
25 - 34	20.4%	15.5%	15.2%
35 - 44	16.0%	14.5%	14.1%
45 - 54	12.2%	13.5%	13.6%
55 - 64	10.9%	10.9%	10.4%
65 - 74	6.1%	5.5%	5.5%
75 - 84	3.2%	3.1%	3.3%
85 +	2.2%	1.2%	1.5%
18 +	78.4%	78.1%	77.6%
2023 Population by Age			
Total	5,720	100,866	364,273
0 - 4	5.9%	5.3%	5.5%
5 - 9	6.3%	5.8%	5.9%
10 - 14	6.7%	6.1%	6.2%
15 - 24	10.6%	17.6%	16.4%
25 - 34	13.2%	12.3%	13.7%
35 - 44	16.6%	14.9%	14.4%
45 - 54	12.7%	11.9%	11.9%
55 - 64	11.1%	11.4%	11.4%
65 - 74	9.3%	8.9%	8.7%
75 - 84	5.3%	4.3%	4.3%
85 +	2.3%	1.5%	1.7%
18 +	77.6%	79.3%	78.7%
2028 Population by Age			
Total	6,548	102,275	365,440
0 - 4	6.0%	5.3%	5.6%
5 - 9	6.0%	5.4%	5.6%
10 - 14	6.0%	5.6%	5.7%
15 - 24	10.8%	17.7%	16.3%
25 - 34	14.3%	11.9%	13.1%
35 - 44	15.4%	14.6%	14.5%
45 - 54	14.1%	12.7%	12.2%
55 - 64	10.0%	10.6%	10.7%
65 - 74	8.8%	9.1%	9.1%
75 - 84	6.0%	5.3%	5.3%
85 +	2.5%	1.8%	1.9%
18 +	78.5%	80.3%	79.7%
2010 Population by Sex			
Males	2,525	45,483	168,568
Females	2,648	46,249	170,702
2023 Population by Sex			
Males	2,761	49,282	180,939
Females	2,962	51,586	183,334
2028 Population by Sex			
Males	3,140	49,859	180,969
Females	3,409	52,417	184,471

August 01, 2023

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	5,172	91,731	339,270
White Alone	29.3%	42.0%	48.5%
Black Alone	21.3%	14.9%	16.4%
American Indian Alone	0.5%	0.3%	0.4%
Asian Alone	42.6%	35.5%	22.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	3.9%	9.3%
Two or More Races	3.4%	3.4%	3.4%
Hispanic Origin	9.3%	11.1%	21.4%
Diversity Index	73.9	73.7	78.7
2020 Population by Race/Ethnicity			
Total	5,645	99,823	362,437
White Alone	20.0%	28.4%	31.9%
Black Alone	19.3%	14.3%	14.8%
American Indian Alone	0.4%	0.4%	0.8%
Asian Alone	48.9%	42.9%	27.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.0%	7.0%	16.0%
Two or More Races	6.3%	6.9%	9.2%
Hispanic Origin	10.5%	13.6%	26.2%
Diversity Index	73.8	77.4	85.8
2023 Population by Race/Ethnicity			
Total	5,723	100,867	364,273
White Alone	19.3%	27.1%	30.6%
Black Alone	18.9%	14.2%	14.8%
American Indian Alone	0.5%	0.5%	0.8%
Asian Alone	49.7%	43.7%	27.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	5.2%	7.3%	16.4%
Two or More Races	6.4%	7.1%	9.4%
Hispanic Origin	11.0%	14.3%	27.0%
Diversity Index	73.7	77.7	86.1
2028 Population by Race/Ethnicity			
Total	6,550	102,276	365,440
White Alone	17.2%	24.7%	28.1%
Black Alone	17.1%	14.0%	14.6%
American Indian Alone	0.5%	0.5%	0.9%
Asian Alone	53.6%	45.3%	28.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	5.3%	8.1%	17.8%
Two or More Races	6.2%	7.4%	9.7%
Hispanic Origin	11.1%	15.4%	28.7%
Diversity Index	71.7	78.0	86.7
2010 Population by Relationship and Household Type			
Total	5,172	91,732	339,271
In Households	96.6%	91.9%	95.0%
In Family Households	84.2%	83.0%	81.4%
Householder	25.7%	24.4%	23.2%
Spouse	20.1%	19.6%	17.3%
Child	29.4%	30.9%	30.4%
Other relative	7.6%	6.4%	7.2%
Nonrelative	1.3%	1.6%	3.3%
In Nonfamily Households	12.4%	8.8%	13.6%
In Group Quarters	3.4%	8.1%	5.0%
Institutionalized Population	3.2%	0.5%	0.6%
Noninstitutionalized Population	0.2%	7.6%	4.4%

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.

August 01, 2023

	1 mile	3 mile	5 mile
2023 Population 25+ by Educational Attainment			
Total	4,033	65,751	240,248
Less than 9th Grade	1.3%	2.6%	5.6%
9th - 12th Grade, No Diploma	3.0%	3.6%	4.5%
High School Graduate	10.3%	17.3%	19.9%
GED/Alternative Credential	3.4%	2.4%	2.5%
Some College, No Degree	9.2%	12.7%	12.4%
Associate Degree	4.7%	7.5%	7.4%
Bachelor's Degree	36.7%	30.6%	26.9%
Graduate/Professional Degree	31.4%	23.0%	20.9%
2023 Population 15+ by Marital Status			
Total	4,639	83,468	299,882
Never Married	34.2%	36.5%	39.8%
Married	53.2%	54.3%	50.0%
Widowed	6.7%	4.1%	4.3%
Divorced	5.9%	5.2%	6.0%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,343	53,419	195,206
Population 16+ Employed	92.2%	95.5%	95.5%
Population 16+ Unemployment rate	7.8%	4.5%	4.5%
Population 16-24 Employed	11.5%	11.6%	12.5%
Population 16-24 Unemployment rate	11.2%	9.8%	9.1%
Population 25-54 Employed	65.3%	65.2%	64.6%
Population 25-54 Unemployment rate	6.5%	3.5%	3.6%
Population 55-64 Employed	13.9%	15.5%	15.5%
Population 55-64 Unemployment rate	4.5%	3.6%	3.8%
Population 65+ Employed	9.4%	7.7%	7.4%
Population 65+ Unemployment rate	16.0%	5.8%	5.2%
2023 Employed Population 16+ by Industry			
Total	3,083	51,016	186,473
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	2.9%	4.3%	5.7%
Manufacturing	11.2%	10.4%	9.8%
Wholesale Trade	1.2%	2.3%	2.5%
Retail Trade	7.2%	9.6%	10.1%
Transportation/Utilities	6.4%	7.6%	7.9%
Information	4.8%	3.3%	3.3%
Finance/Insurance/Real Estate	8.5%	8.9%	8.1%
Services	56.9%	50.3%	49.6%
Public Administration	1.0%	3.2%	3.0%
2023 Employed Population 16+ by Occupation			
Total	3,085	51,015	186,473
White Collar	81.6%	73.6%	68.3%
Management/Business/Financial	23.6%	19.7%	19.2%
Professional	41.5%	37.4%	31.9%
Sales	7.0%	7.4%	7.5%
Administrative Support	9.5%	9.2%	9.8%
Services	5.9%	10.4%	12.0%
Blue Collar	12.6%	16.0%	19.6%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.8%	2.6%	4.0%
Installation/Maintenance/Repair	1.5%	1.7%	1.8%
Production	3.5%	5.1%	5.3%
Transportation/Material Moving	3.9%	6.6%	8.4%

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

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	1,845	28,700	110,643
Households with 1 Person	21.2%	17.3%	21.7%
Households with 2+ People	78.8%	82.7%	78.3%
Family Households	72.3%	78.1%	71.1%
Husband-wife Families	56.7%	62.6%	53.1%
With Related Children	30.5%	33.1%	27.6%
Other Family (No Spouse Present)	15.6%	15.5%	18.0%
Other Family with Male Householder	4.9%	4.3%	5.3%
With Related Children	1.8%	1.8%	2.6%
Other Family with Female Householder	10.7%	11.2%	12.7%
With Related Children	5.6%	5.8%	7.3%
Nonfamily Households	6.4%	4.6%	7.2%
All Households with Children	38.0%	41.0%	37.9%
Multigenerational Households	8.2%	7.1%	6.3%
Unmarried Partner Households	4.7%	4.2%	5.6%
Male-female	4.0%	3.5%	4.7%
Same-sex	0.7%	0.7%	0.8%
2010 Households by Size			
Total	1,846	28,700	110,650
1 Person Household	21.2%	17.3%	21.7%
2 Person Household	30.2%	27.7%	27.4%
3 Person Household	22.5%	21.9%	19.0%
4 Person Household	15.4%	19.8%	17.0%
5 Person Household	6.3%	7.7%	7.8%
6 Person Household	2.2%	3.2%	3.6%
7 + Person Household	2.1%	2.2%	3.6%
2010 Households by Tenure and Mortgage Status			
Total	1,847	28,699	110,653
Owner Occupied	51.2%	67.5%	60.2%
Owned with a Mortgage/Loan	40.4%	51.6%	45.4%
Owned Free and Clear	10.7%	15.9%	14.8%
Renter Occupied	48.8%	32.5%	39.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	88	89	78
Percent of Income for Mortgage	24.9%	23.3%	26.2%
Wealth Index	128	146	133
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,910	29,808	116,065
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	5,173	91,732	339,271
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.

August 01, 2023

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Enterprising Professionals (2D)	Enterprising Professionals (2D)	Pleasantville (2B)
2.	Savvy Suburbanites (1D)	Pleasantville (2B)	Enterprising Professionals (2D)
3.	Pacific Heights (2C)	Savvy Suburbanites (1D)	City Lights (8A)
2023 Consumer Spending			
Apparel & Services: Total $	$5,644,501	$91,131,045	$338,978,156
Average Spent	$2,757.45	$2,911.53	$2,830.08
Spending Potential Index	125	132	129
Education: Total $	$4,981,054	$85,782,586	$310,101,489
Average Spent	$2,433.34	$2,740.66	$2,588.99
Spending Potential Index	136	153	144
Entertainment/Recreation: Total $	$9,358,674	$152,376,274	$544,207,115
Average Spent	$4,571.90	$4,868.25	$4,543.50
Spending Potential Index	121	129	120
Food at Home: Total $	$16,952,643	$275,570,522	$1,016,246,445
Average Spent	$8,281.70	$8,804.17	$8,484.49
Spending Potential Index	122	129	125
Food Away from Home: Total $	$9,596,815	$152,380,301	$561,160,658
Average Spent	$4,688.23	$4,868.38	$4,685.05
Spending Potential Index	126	131	126
Health Care: Total $	$16,862,275	$275,798,150	$986,554,761
Average Spent	$8,237.55	$8,811.44	$8,236.60
Spending Potential Index	112	120	112
HH Furnishings & Equipment: Total $	$7,538,122	$122,404,896	$438,647,732
Average Spent	$3,682.52	$3,910.70	$3,662.20
Spending Potential Index	125	132	124
Personal Care Products & Services: Total $	$2,460,875	$39,557,680	$143,828,283
Average Spent	$1,202.19	$1,263.82	$1,200.80
Spending Potential Index	126	132	126
Shelter: Total $	$65,712,602	$1,065,339,435	$3,878,534,268
Average Spent	$32,101.91	$34,036.40	$32,381.29
Spending Potential Index	130	137	131
Support Payments/Cash Contributions/Gifts in Kind: Total $	$7,315,982	$121,034,989	$424,666,512
Average Spent	$3,574.00	$3,866.93	$3,545.48
Spending Potential Index	114	124	113
Travel: Total $	$5,969,558	$95,765,315	$336,316,323
Average Spent	$2,916.25	$3,059.59	$2,807.85
Spending Potential Index	130	136	125
Vehicle Maintenance & Repairs: Total $	$3,107,224	$49,512,753	$181,214,002
Average Spent	$1,517.94	$1,581.88	$1,512.93
Spending Potential Index	116	121	115

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.

August 01, 2023