



## Community Profile

Rings: 1, 3, 5 mile radii

307 John Davison Rockefeller Memorial

Latitude: 39.8960

Longitude: -74.93267

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	11,257	71,886	176,288
2020 Total Population	11,454	74,173	183,887
2020 Group Quarters	57	828	2,612
2023 Total Population	11,453	74,831	185,451
2023 Group Quarters	57	823	2,613
2028 Total Population	11,384	74,202	185,840
2023-2028 Annual Rate	-0.12%	-0.17%	0.04%
2023 Total Daytime Population	16,144	88,392	206,500
Workers	10,775	52,809	118,713
Residents	5,369	35,583	87,787
<b>Household Summary</b>			
2010 Households	4,426	26,877	69,428
2010 Average Household Size	2.52	2.64	2.51
2020 Total Households	4,608	28,458	72,905
2020 Average Household Size	2.47	2.58	2.49
2023 Households	4,660	28,944	74,092
2023 Average Household Size	2.45	2.56	2.47
2028 Households	4,714	29,182	75,362
2028 Average Household Size	2.40	2.51	2.43
2023-2028 Annual Rate	0.23%	0.16%	0.34%
2010 Families	3,010	19,548	47,303
2010 Average Family Size	3.13	3.16	3.09
2023 Families	3,097	20,558	49,294
2023 Average Family Size	3.10	3.12	3.09
2028 Families	3,138	20,717	50,190
2028 Average Family Size	3.04	3.06	3.04
2023-2028 Annual Rate	0.26%	0.15%	0.36%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,484	26,737	69,021
Owner Occupied Housing Units	70.2%	79.4%	72.8%
Renter Occupied Housing Units	27.0%	17.7%	23.4%
Vacant Housing Units	2.7%	3.0%	3.8%
2010 Housing Units	4,674	27,957	73,062
Owner Occupied Housing Units	68.3%	78.0%	71.5%
Renter Occupied Housing Units	26.4%	18.2%	23.5%
Vacant Housing Units	5.3%	3.9%	5.0%
2020 Housing Units	4,789	29,551	76,370
Vacant Housing Units	3.8%	3.7%	4.5%
2023 Housing Units	4,822	29,996	77,474
Owner Occupied Housing Units	70.6%	75.0%	69.3%
Renter Occupied Housing Units	26.0%	21.4%	26.4%
Vacant Housing Units	3.4%	3.5%	4.4%
2028 Housing Units	4,866	30,230	78,660
Owner Occupied Housing Units	72.1%	76.3%	69.8%
Renter Occupied Housing Units	24.8%	20.3%	26.0%
Vacant Housing Units	3.1%	3.5%	4.2%
<b>Median Household Income</b>			
2023	\$105,073	\$118,061	\$108,797
2028	\$112,253	\$129,641	\$117,790
<b>Median Home Value</b>			
2023	\$335,882	\$370,062	\$365,790
2028	\$350,332	\$392,527	\$390,301
<b>Per Capita Income</b>			
2023	\$56,318	\$62,486	\$60,056
2028	\$63,809	\$70,767	\$67,676
<b>Median Age</b>			
2010	41.8	42.3	42.1
2023	44.6	44.5	44.2
2028	45.3	45.0	44.8

**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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<b>2023 Households by Income</b>			
Household Income Base	4,660	28,943	74,082
<\$15,000	5.8%	4.3%	5.4%
\$15,000 - \$24,999	3.1%	3.2%	3.5%
\$25,000 - \$34,999	3.6%	4.4%	5.0%
\$35,000 - \$49,999	6.2%	5.6%	6.5%
\$50,000 - \$74,999	14.2%	11.7%	12.7%
\$75,000 - \$99,999	13.9%	11.5%	11.9%
\$100,000 - \$149,999	21.4%	20.4%	20.2%
\$150,000 - \$199,999	14.9%	15.9%	14.1%
\$200,000+	17.0%	23.1%	20.7%
Average Household Income	\$138,028	\$161,153	\$150,490
<b>2028 Households by Income</b>			
Household Income Base	4,714	29,181	75,352
<\$15,000	5.3%	3.9%	4.9%
\$15,000 - \$24,999	2.4%	2.4%	2.7%
\$25,000 - \$34,999	2.9%	3.6%	4.2%
\$35,000 - \$49,999	5.4%	4.8%	5.7%
\$50,000 - \$74,999	13.4%	10.6%	11.8%
\$75,000 - \$99,999	13.6%	10.9%	11.5%
\$100,000 - \$149,999	20.9%	20.0%	20.4%
\$150,000 - \$199,999	16.3%	17.2%	15.5%
\$200,000+	19.7%	26.4%	23.4%
Average Household Income	\$153,687	\$179,557	\$167,082
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	3,404	22,509	53,663
<\$50,000	1.2%	0.7%	0.6%
\$50,000 - \$99,999	0.1%	0.1%	0.5%
\$100,000 - \$149,999	0.8%	1.0%	1.9%
\$150,000 - \$199,999	4.0%	2.9%	3.6%
\$200,000 - \$249,999	9.2%	7.5%	9.4%
\$250,000 - \$299,999	18.1%	12.5%	12.4%
\$300,000 - \$399,999	46.3%	36.1%	32.8%
\$400,000 - \$499,999	13.5%	22.7%	20.9%
\$500,000 - \$749,999	6.6%	15.2%	15.0%
\$750,000 - \$999,999	0.2%	0.9%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$344,633	\$395,839	\$396,112
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,508	23,051	54,900
<\$50,000	1.0%	0.6%	0.5%
\$50,000 - \$99,999	0.0%	0.0%	0.4%
\$100,000 - \$149,999	0.4%	0.6%	1.3%
\$150,000 - \$199,999	2.6%	1.8%	2.4%
\$200,000 - \$249,999	7.2%	5.6%	7.0%
\$250,000 - \$299,999	15.0%	9.9%	9.9%
\$300,000 - \$399,999	47.3%	34.1%	31.6%
\$400,000 - \$499,999	16.4%	25.9%	24.1%
\$500,000 - \$749,999	9.9%	20.1%	19.5%
\$750,000 - \$999,999	0.2%	1.0%	2.7%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.0%
Average Home Value	\$365,710	\$420,416	\$422,453

**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.

August 01, 2023



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<b>2010 Population by Age</b>			
Total	11,258	71,884	176,286
0 - 4	5.0%	5.1%	5.3%
5 - 9	6.0%	6.6%	6.2%
10 - 14	7.0%	7.4%	6.9%
15 - 24	11.5%	11.6%	11.4%
25 - 34	11.2%	9.5%	10.9%
35 - 44	14.4%	14.0%	13.6%
45 - 54	16.7%	17.4%	16.5%
55 - 64	13.2%	13.2%	12.9%
65 - 74	7.8%	7.7%	7.9%
75 - 84	4.8%	5.0%	5.6%
85 +	2.4%	2.5%	2.7%
18 +	77.7%	76.1%	77.2%
<b>2023 Population by Age</b>			
Total	11,453	74,832	185,451
0 - 4	4.3%	4.4%	4.5%
5 - 9	5.2%	5.5%	5.3%
10 - 14	5.9%	6.5%	6.1%
15 - 24	10.7%	11.1%	10.9%
25 - 34	11.0%	10.5%	11.4%
35 - 44	13.3%	12.5%	12.6%
45 - 54	14.0%	13.9%	13.1%
55 - 64	14.7%	14.8%	14.3%
65 - 74	11.8%	11.3%	11.6%
75 - 84	6.5%	6.5%	6.8%
85 +	2.6%	2.8%	3.3%
18 +	80.9%	79.4%	80.2%
<b>2028 Population by Age</b>			
Total	11,382	74,202	185,840
0 - 4	4.4%	4.5%	4.6%
5 - 9	4.8%	5.3%	5.1%
10 - 14	5.6%	6.1%	5.7%
15 - 24	10.0%	10.2%	10.2%
25 - 34	10.7%	10.3%	11.3%
35 - 44	14.0%	13.6%	13.3%
45 - 54	13.1%	13.2%	12.6%
55 - 64	14.0%	13.9%	13.2%
65 - 74	12.1%	11.8%	12.1%
75 - 84	8.2%	7.8%	8.2%
85 +	2.9%	3.3%	3.7%
18 +	81.9%	80.5%	81.2%
<b>2010 Population by Sex</b>			
Males	5,353	34,260	84,003
Females	5,904	37,626	92,285
<b>2023 Population by Sex</b>			
Males	5,481	36,047	89,186
Females	5,972	38,784	96,265
<b>2028 Population by Sex</b>			
Males	5,428	35,761	89,374
Females	5,956	38,441	96,466

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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<b>2010 Population by Race/Ethnicity</b>			
Total	11,257	71,885	176,288
White Alone	81.7%	82.2%	80.1%
Black Alone	4.9%	5.0%	6.7%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	10.1%	10.2%	9.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.3%	0.7%	1.3%
Two or More Races	1.9%	1.8%	2.1%
Hispanic Origin	4.4%	3.1%	4.5%
Diversity Index	37.7	35.3	40.1
<b>2020 Population by Race/Ethnicity</b>			
Total	11,454	74,173	183,887
White Alone	73.2%	73.6%	70.7%
Black Alone	5.7%	6.1%	8.0%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	12.2%	12.4%	12.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.2%	1.6%	2.5%
Two or More Races	6.6%	6.1%	6.6%
Hispanic Origin	6.1%	5.4%	7.0%
Diversity Index	50.5	49.3	54.3
<b>2023 Population by Race/Ethnicity</b>			
Total	11,454	74,831	185,452
White Alone	71.8%	72.4%	69.3%
Black Alone	6.0%	6.3%	8.3%
American Indian Alone	0.1%	0.1%	0.2%
Asian Alone	12.8%	13.0%	12.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.7%	2.6%
Two or More Races	6.9%	6.5%	6.9%
Hispanic Origin	6.5%	5.8%	7.5%
Diversity Index	52.5	51.1	56.2
<b>2028 Population by Race/Ethnicity</b>			
Total	11,384	74,201	185,840
White Alone	69.2%	69.9%	66.8%
Black Alone	6.3%	6.7%	8.7%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	14.0%	14.2%	13.6%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.6%	1.9%	3.0%
Two or More Races	7.7%	7.2%	7.7%
Hispanic Origin	7.2%	6.4%	8.2%
Diversity Index	55.9	54.4	59.4
<b>2010 Population by Relationship and Household Type</b>			
Total	11,257	71,887	176,288
In Households	99.2%	98.7%	98.7%
In Family Households	84.5%	86.7%	83.9%
Householder	26.7%	27.3%	26.8%
Spouse	22.0%	22.8%	21.7%
Child	31.7%	33.0%	31.3%
Other relative	3.3%	2.7%	3.0%
Nonrelative	0.9%	0.9%	1.1%
In Nonfamily Households	14.7%	11.9%	14.7%
In Group Quarters	0.8%	1.3%	1.3%
Institutionalized Population	0.2%	0.9%	1.1%
Noninstitutionalized Population	0.6%	0.4%	0.2%

**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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<b>2023 Population 25+ by Educational Attainment</b>			
Total	8,455	54,212	135,568
Less than 9th Grade	1.0%	2.1%	1.8%
9th - 12th Grade, No Diploma	2.0%	2.1%	2.0%
High School Graduate	18.0%	16.6%	16.8%
GED/Alternative Credential	2.3%	2.0%	2.2%
Some College, No Degree	11.9%	12.4%	12.8%
Associate Degree	6.2%	7.3%	8.2%
Bachelor's Degree	33.6%	32.7%	32.6%
Graduate/Professional Degree	24.9%	24.9%	23.6%
<b>2023 Population 15+ by Marital Status</b>			
Total	9,678	62,531	155,844
Never Married	33.0%	26.3%	28.3%
Married	51.7%	60.2%	57.1%
Widowed	6.8%	6.6%	6.5%
Divorced	8.5%	6.9%	8.1%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	6,396	41,288	102,755
Population 16+ Employed	96.8%	96.3%	96.3%
Population 16+ Unemployment rate	3.2%	3.7%	3.7%
Population 16-24 Employed	10.7%	9.9%	10.6%
Population 16-24 Unemployment rate	6.2%	8.7%	8.3%
Population 25-54 Employed	61.3%	59.7%	59.7%
Population 25-54 Unemployment rate	1.9%	2.0%	2.4%
Population 55-64 Employed	20.1%	21.3%	19.9%
Population 55-64 Unemployment rate	3.0%	3.1%	3.1%
Population 65+ Employed	7.9%	9.1%	9.8%
Population 65+ Unemployment rate	8.8%	9.7%	7.8%
<b>2023 Employed Population 16+ by Industry</b>			
Total	6,194	39,764	98,938
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	4.4%	4.5%	4.6%
Manufacturing	9.9%	7.8%	7.2%
Wholesale Trade	2.3%	1.8%	1.9%
Retail Trade	8.4%	9.5%	10.0%
Transportation/Utilities	2.3%	4.0%	4.9%
Information	0.9%	2.3%	2.8%
Finance/Insurance/Real Estate	12.5%	11.4%	10.2%
Services	54.9%	53.3%	53.1%
Public Administration	4.3%	5.3%	5.2%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	6,194	39,762	98,939
White Collar	80.4%	79.4%	78.6%
Management/Business/Financial	25.1%	22.9%	23.3%
Professional	40.3%	38.5%	36.3%
Sales	5.4%	8.3%	8.8%
Administrative Support	9.6%	9.6%	10.2%
Services	9.3%	10.3%	10.6%
Blue Collar	10.3%	10.3%	10.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	2.3%	2.5%	2.5%
Installation/Maintenance/Repair	1.3%	1.4%	1.8%
Production	3.7%	3.2%	2.6%
Transportation/Material Moving	3.0%	3.3%	3.9%

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<b>2010 Households by Type</b>			
Total	4,426	26,877	69,427
Households with 1 Person	27.2%	23.4%	27.0%
Households with 2+ People	72.8%	76.6%	73.0%
Family Households	68.0%	72.7%	68.1%
Husband-wife Families	55.9%	60.9%	55.1%
With Related Children	25.6%	29.0%	25.3%
Other Family (No Spouse Present)	12.2%	11.9%	13.0%
Other Family with Male Householder	3.1%	2.9%	3.2%
With Related Children	1.3%	1.4%	1.6%
Other Family with Female Householder	9.0%	9.0%	9.8%
With Related Children	5.0%	4.9%	5.4%
Nonfamily Households	4.8%	3.9%	4.8%
All Households with Children	32.1%	35.5%	32.5%
Multigenerational Households	3.5%	3.2%	3.1%
Unmarried Partner Households	4.3%	3.8%	4.8%
Male-female	3.9%	3.3%	4.1%
Same-sex	0.4%	0.5%	0.7%
<b>2010 Households by Size</b>			
Total	4,425	26,878	69,427
1 Person Household	27.2%	23.4%	27.0%
2 Person Household	31.1%	31.3%	32.1%
3 Person Household	16.5%	17.7%	16.6%
4 Person Household	15.7%	17.8%	15.4%
5 Person Household	7.0%	7.2%	6.3%
6 Person Household	1.6%	1.9%	1.8%
7 + Person Household	0.8%	0.8%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,426	26,878	69,425
Owner Occupied	72.2%	81.1%	75.2%
Owned with a Mortgage/Loan	55.4%	61.7%	55.6%
Owned Free and Clear	16.8%	19.4%	19.6%
Renter Occupied	27.8%	18.9%	24.8%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	100	103	94
Percent of Income for Mortgage	19.2%	18.8%	20.2%
Wealth Index	160	191	174
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,674	27,957	73,062
Housing Units Inside Urbanized Area	100.0%	99.8%	99.6%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,257	71,886	176,288
Population Inside Urbanized Area	100.0%	99.8%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.2%	0.4%

**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.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
2.	Savvy Suburbanites (1D)	Pleasantville (2B)	Pleasantville (2B)
3.	Home Improvement (4B)	Professional Pride (1B)	Exurbanites (1E)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$12,911,599	\$92,972,528	\$225,300,823
Average Spent	\$2,770.73	\$3,212.15	\$3,040.83
Spending Potential Index	126	146	138
Education: Total \$	\$12,106,597	\$88,815,520	\$210,073,643
Average Spent	\$2,597.98	\$3,068.53	\$2,835.31
Spending Potential Index	145	171	158
Entertainment/Recreation: Total \$	\$22,210,391	\$160,516,031	\$383,256,634
Average Spent	\$4,766.18	\$5,545.74	\$5,172.71
Spending Potential Index	126	147	137
Food at Home: Total \$	\$39,410,160	\$281,972,258	\$685,771,562
Average Spent	\$8,457.12	\$9,741.99	\$9,255.68
Spending Potential Index	124	143	136
Food Away from Home: Total \$	\$21,509,573	\$155,241,846	\$377,165,597
Average Spent	\$4,615.79	\$5,363.52	\$5,090.50
Spending Potential Index	124	144	137
Health Care: Total \$	\$42,298,444	\$303,762,188	\$726,062,249
Average Spent	\$9,076.92	\$10,494.82	\$9,799.47
Spending Potential Index	123	143	133
HH Furnishings & Equipment: Total \$	\$17,655,835	\$127,361,794	\$304,918,602
Average Spent	\$3,788.81	\$4,400.28	\$4,115.41
Spending Potential Index	128	149	139
Personal Care Products & Services: Total \$	\$5,681,813	\$41,011,982	\$99,335,285
Average Spent	\$1,219.27	\$1,416.94	\$1,340.70
Spending Potential Index	128	148	140
Shelter: Total \$	\$148,408,514	\$1,069,069,547	\$2,592,004,525
Average Spent	\$31,847.32	\$36,935.79	\$34,983.60
Spending Potential Index	129	149	141
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$18,942,977	\$138,607,967	\$326,099,366
Average Spent	\$4,065.02	\$4,788.83	\$4,401.28
Spending Potential Index	130	153	141
Travel: Total \$	\$13,559,658	\$99,548,321	\$236,125,802
Average Spent	\$2,909.80	\$3,439.34	\$3,186.93
Spending Potential Index	129	153	142
Vehicle Maintenance & Repairs: Total \$	\$7,363,230	\$52,737,292	\$128,041,194
Average Spent	\$1,580.09	\$1,822.05	\$1,728.14
Spending Potential Index	121	139	132

**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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