



Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8973

Longitude: -74.23883

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	4,716	83,236	335,895
2020 Total Population	4,299	86,240	359,997
2020 Group Quarters	6	2,163	10,754
2023 Total Population	4,335	88,076	361,824
2023 Group Quarters	6	2,220	10,750
2028 Total Population	4,444	87,984	360,245
2023-2028 Annual Rate	0.50%	-0.02%	-0.09%
2023 Total Daytime Population	13,695	109,430	378,793
Workers	11,986	65,210	188,591
Residents	1,709	44,220	190,202
Household Summary			
2010 Households	1,749	29,539	114,948
2010 Average Household Size	2.46	2.70	2.82
2020 Total Households	1,716	30,640	123,460
2020 Average Household Size	2.50	2.74	2.83
2023 Households	1,742	31,382	125,269
2023 Average Household Size	2.49	2.74	2.80
2028 Households	1,811	31,765	126,458
2028 Average Household Size	2.45	2.70	2.76
2023-2028 Annual Rate	0.78%	0.24%	0.19%
2010 Families	1,167	21,280	82,011
2010 Average Family Size	3.07	3.21	3.37
2023 Families	1,139	22,173	87,565
2023 Average Family Size	3.16	3.31	3.40
2028 Families	1,183	22,453	88,428
2028 Average Family Size	3.12	3.27	3.35
2023-2028 Annual Rate	0.76%	0.25%	0.20%
Housing Unit Summary			
2000 Housing Units	1,816	29,410	117,795
Owner Occupied Housing Units	81.3%	72.5%	57.7%
Renter Occupied Housing Units	16.0%	25.4%	39.0%
Vacant Housing Units	2.8%	2.2%	3.3%
2010 Housing Units	1,819	30,609	121,047
Owner Occupied Housing Units	80.2%	71.2%	56.2%
Renter Occupied Housing Units	15.9%	25.3%	38.8%
Vacant Housing Units	3.8%	3.5%	5.0%
2020 Housing Units	1,773	31,784	128,877
Vacant Housing Units	3.2%	3.6%	4.2%
2023 Housing Units	1,798	32,693	130,986
Owner Occupied Housing Units	81.8%	71.9%	55.0%
Renter Occupied Housing Units	15.1%	24.1%	40.6%
Vacant Housing Units	3.1%	4.0%	4.4%
2028 Housing Units	1,872	33,070	132,125
Owner Occupied Housing Units	79.0%	73.0%	55.9%
Renter Occupied Housing Units	17.7%	23.1%	39.8%
Vacant Housing Units	3.3%	3.9%	4.3%
Median Household Income			
2023	\$87,402	\$108,295	\$87,497
2028	\$96,068	\$121,652	\$99,178
Median Home Value			
2023	\$450,982	\$521,013	\$506,847
2028	\$468,051	\$550,818	\$537,031
Per Capita Income			
2023	\$44,251	\$54,736	\$47,256
2028	\$49,940	\$62,921	\$54,107
Median Age			
2010	43.7	41.0	37.9
2023	44.0	42.8	39.0
2028	44.3	43.4	40.0

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	1,739	31,379	125,266
<\$15,000	3.8%	4.5%	9.6%
\$15,000 - \$24,999	4.5%	4.0%	6.1%
\$25,000 - \$34,999	2.3%	4.7%	5.9%
\$35,000 - \$49,999	8.6%	7.8%	8.6%
\$50,000 - \$74,999	18.4%	12.8%	13.3%
\$75,000 - \$99,999	21.3%	11.8%	11.5%
\$100,000 - \$149,999	22.5%	18.8%	15.7%
\$150,000 - \$199,999	9.3%	13.9%	11.0%
\$200,000+	9.4%	21.6%	18.4%
Average Household Income	\$112,803	\$153,586	\$136,028
2028 Households by Income			
Household Income Base	1,808	31,762	126,455
<\$15,000	3.5%	3.9%	8.9%
\$15,000 - \$24,999	3.3%	3.0%	4.9%
\$25,000 - \$34,999	1.8%	3.8%	5.1%
\$35,000 - \$49,999	7.3%	6.6%	7.6%
\$50,000 - \$74,999	15.8%	11.4%	12.5%
\$75,000 - \$99,999	20.7%	11.2%	11.2%
\$100,000 - \$149,999	25.8%	19.1%	16.0%
\$150,000 - \$199,999	11.0%	15.8%	12.5%
\$200,000+	10.7%	25.2%	21.2%
Average Household Income	\$125,889	\$174,399	\$153,683
2023 Owner Occupied Housing Units by Value			
Total	1,467	23,492	71,993
<\$50,000	2.0%	0.9%	1.6%
\$50,000 - \$99,999	0.0%	0.1%	0.6%
\$100,000 - \$149,999	0.1%	0.2%	0.5%
\$150,000 - \$199,999	1.9%	1.5%	2.4%
\$200,000 - \$249,999	5.2%	2.2%	2.1%
\$250,000 - \$299,999	6.0%	3.0%	3.4%
\$300,000 - \$399,999	15.4%	17.0%	16.3%
\$400,000 - \$499,999	38.2%	21.8%	22.0%
\$500,000 - \$749,999	24.5%	40.9%	37.5%
\$750,000 - \$999,999	6.7%	8.3%	9.5%
\$1,000,000 - \$1,499,999	0.1%	3.8%	3.1%
\$1,500,000 - \$1,999,999	0.0%	0.4%	0.5%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$470,490	\$557,415	\$549,858
2028 Owner Occupied Housing Units by Value			
Total	1,475	24,132	73,808
<\$50,000	1.5%	0.6%	1.4%
\$50,000 - \$99,999	0.0%	0.0%	0.4%
\$100,000 - \$149,999	0.0%	0.1%	0.3%
\$150,000 - \$199,999	0.9%	0.9%	1.7%
\$200,000 - \$249,999	2.8%	1.4%	1.6%
\$250,000 - \$299,999	3.8%	2.2%	2.7%
\$300,000 - \$399,999	12.1%	14.5%	14.2%
\$400,000 - \$499,999	42.4%	20.9%	21.5%
\$500,000 - \$749,999	29.0%	46.1%	42.0%
\$750,000 - \$999,999	7.5%	9.2%	10.5%
\$1,000,000 - \$1,499,999	0.0%	3.7%	3.2%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.4%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$498,459	\$577,249	\$566,862

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	4,716	83,239	335,896
0 - 4	4.0%	5.3%	6.3%
5 - 9	4.2%	5.8%	6.6%
10 - 14	5.6%	6.2%	6.7%
15 - 24	10.8%	14.2%	14.6%
25 - 34	11.7%	10.8%	12.1%
35 - 44	15.7%	13.4%	13.6%
45 - 54	17.1%	15.3%	14.9%
55 - 64	13.8%	12.8%	11.6%
65 - 74	8.1%	7.8%	6.9%
75 - 84	6.5%	5.7%	4.6%
85 +	2.4%	2.7%	2.2%
18 +	82.7%	78.9%	76.1%
2023 Population by Age			
Total	4,337	88,078	361,825
0 - 4	4.2%	4.6%	5.5%
5 - 9	4.8%	5.2%	6.0%
10 - 14	5.9%	5.9%	6.4%
15 - 24	9.6%	12.7%	14.0%
25 - 34	12.9%	11.9%	13.0%
35 - 44	14.0%	12.2%	12.5%
45 - 54	12.8%	12.5%	12.1%
55 - 64	13.9%	13.7%	12.5%
65 - 74	11.8%	11.7%	10.2%
75 - 84	7.2%	6.5%	5.5%
85 +	3.0%	2.9%	2.4%
18 +	82.0%	80.6%	78.0%
2028 Population by Age			
Total	4,445	87,984	360,245
0 - 4	4.3%	4.7%	5.6%
5 - 9	4.5%	4.9%	5.6%
10 - 14	5.5%	5.4%	5.9%
15 - 24	9.7%	11.9%	13.0%
25 - 34	11.8%	11.9%	12.9%
35 - 44	15.1%	13.2%	13.4%
45 - 54	12.4%	12.0%	11.8%
55 - 64	13.0%	12.9%	11.9%
65 - 74	11.7%	12.0%	10.5%
75 - 84	8.5%	7.8%	6.6%
85 +	3.3%	3.3%	2.7%
18 +	82.5%	81.7%	79.2%
2010 Population by Sex			
Males	2,281	39,695	161,135
Females	2,434	43,541	174,760
2023 Population by Sex			
Males	2,110	42,641	175,315
Females	2,225	45,435	186,509
2028 Population by Sex			
Males	2,166	42,600	174,462
Females	2,278	45,384	185,784

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 Race/Ethnicity			
Total	4,716	83,235	335,894
White Alone	87.9%	80.9%	66.8%
Black Alone	2.9%	4.7%	12.6%
American Indian Alone	0.1%	0.2%	0.5%
Asian Alone	4.1%	6.2%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	5.6%	10.9%
Two or More Races	2.1%	2.4%	3.4%
Hispanic Origin	11.7%	18.1%	29.3%
Diversity Index	38.4	53.3	72.0
2020 Population by Race/Ethnicity			
Total	4,299	86,240	359,997
White Alone	74.2%	64.7%	49.3%
Black Alone	2.1%	4.8%	11.5%
American Indian Alone	0.2%	0.4%	0.6%
Asian Alone	5.4%	8.6%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.1%	11.6%	20.0%
Two or More Races	9.0%	10.0%	11.3%
Hispanic Origin	19.2%	23.6%	34.6%
Diversity Index	60.7	71.1	82.8
2023 Population by Race/Ethnicity			
Total	4,335	88,077	361,823
White Alone	72.1%	63.2%	47.9%
Black Alone	2.3%	4.9%	11.6%
American Indian Alone	0.2%	0.4%	0.7%
Asian Alone	5.7%	8.9%	7.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.9%	12.1%	20.7%
Two or More Races	9.8%	10.4%	11.7%
Hispanic Origin	21.0%	24.7%	35.9%
Diversity Index	63.7	72.7	83.5
2028 Population by Race/Ethnicity			
Total	4,444	87,984	360,246
White Alone	68.2%	60.3%	45.2%
Black Alone	2.5%	5.0%	11.4%
American Indian Alone	0.3%	0.5%	0.7%
Asian Alone	6.3%	9.4%	7.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.7%	13.5%	22.6%
Two or More Races	10.9%	11.3%	12.3%
Hispanic Origin	24.4%	27.2%	38.4%
Diversity Index	68.7	75.5	84.8
2010 Population by Relationship and Household Type			
Total	4,715	83,236	335,895
In Households	91.3%	95.7%	96.6%
In Family Households	77.1%	83.9%	84.7%
Householder	24.5%	25.4%	24.4%
Spouse	18.8%	19.7%	17.0%
Child	28.6%	31.5%	33.9%
Other relative	4.1%	5.5%	6.8%
Nonrelative	1.1%	1.7%	2.5%
In Nonfamily Households	14.3%	11.9%	11.9%
In Group Quarters	8.7%	4.3%	3.4%
Institutionalized Population	0.0%	0.8%	1.1%
Noninstitutionalized Population	8.7%	3.5%	2.3%

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

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2023 Population 25+ by Educational Attainment			
Total	3,276	62,979	246,429
Less than 9th Grade	3.4%	3.4%	5.4%
9th - 12th Grade, No Diploma	0.9%	3.0%	5.0%
High School Graduate	33.4%	24.3%	27.8%
GED/Alternative Credential	2.5%	2.0%	2.2%
Some College, No Degree	15.0%	15.3%	14.0%
Associate Degree	8.0%	6.8%	5.6%
Bachelor's Degree	28.9%	28.8%	24.8%
Graduate/Professional Degree	7.9%	16.4%	15.2%
2023 Population 15+ by Marital Status			
Total	3,693	74,196	297,012
Never Married	27.0%	31.3%	36.4%
Married	55.0%	55.4%	50.3%
Widowed	6.5%	5.7%	5.5%
Divorced	11.5%	7.7%	7.8%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,746	47,241	184,443
Population 16+ Employed	98.0%	94.8%	95.0%
Population 16+ Unemployment rate	2.0%	5.2%	5.0%
Population 16-24 Employed	8.7%	11.9%	12.9%
Population 16-24 Unemployment rate	3.7%	9.5%	9.4%
Population 25-54 Employed	56.8%	60.5%	61.4%
Population 25-54 Unemployment rate	0.9%	4.0%	4.2%
Population 55-64 Employed	19.1%	18.2%	17.4%
Population 55-64 Unemployment rate	2.8%	7.0%	4.8%
Population 65+ Employed	15.4%	9.4%	8.3%
Population 65+ Unemployment rate	3.5%	3.0%	3.8%
2023 Employed Population 16+ by Industry			
Total	2,692	44,808	175,259
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	7.2%	5.9%	5.5%
Manufacturing	15.0%	10.6%	12.1%
Wholesale Trade	2.0%	2.8%	2.3%
Retail Trade	11.3%	11.7%	11.2%
Transportation/Utilities	13.9%	7.6%	7.3%
Information	6.2%	3.1%	2.9%
Finance/Insurance/Real Estate	5.9%	8.1%	7.3%
Services	33.5%	46.0%	47.7%
Public Administration	5.2%	4.0%	3.5%
2023 Employed Population 16+ by Occupation			
Total	2,693	44,809	175,257
White Collar	61.0%	71.3%	63.9%
Management/Business/Financial	21.3%	23.4%	19.6%
Professional	19.0%	25.0%	24.5%
Sales	7.3%	10.3%	9.4%
Administrative Support	13.5%	12.6%	10.5%
Services	13.3%	11.6%	13.6%
Blue Collar	25.7%	17.1%	22.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	3.6%	3.7%	3.9%
Installation/Maintenance/Repair	3.0%	2.6%	2.7%
Production	11.4%	4.8%	6.6%
Transportation/Material Moving	7.7%	6.1%	9.2%

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2010 Households by Type			
Total	1,749	29,539	114,950
Households with 1 Person	28.5%	23.5%	24.0%
Households with 2+ People	71.5%	76.5%	76.0%
Family Households	66.7%	72.0%	71.3%
Husband-wife Families	51.3%	56.0%	49.7%
With Related Children	21.3%	25.5%	24.6%
Other Family (No Spouse Present)	15.4%	16.0%	21.6%
Other Family with Male Householder	4.1%	4.5%	5.4%
With Related Children	1.5%	2.0%	2.6%
Other Family with Female Householder	11.4%	11.6%	16.3%
With Related Children	4.3%	5.5%	9.9%
Nonfamily Households	4.7%	4.5%	4.7%
All Households with Children	27.3%	33.2%	37.4%
Multigenerational Households	4.5%	5.7%	6.8%
Unmarried Partner Households	4.3%	5.0%	6.0%
Male-female	3.5%	4.3%	5.3%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	1,746	29,540	114,948
1 Person Household	28.6%	23.5%	24.0%
2 Person Household	31.3%	30.6%	27.5%
3 Person Household	16.8%	17.1%	17.2%
4 Person Household	13.6%	16.5%	16.6%
5 Person Household	6.9%	7.7%	8.5%
6 Person Household	2.2%	2.8%	3.4%
7 + Person Household	0.7%	1.8%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	1,748	29,540	114,949
Owner Occupied	83.5%	73.8%	59.2%
Owned with a Mortgage/Loan	56.4%	50.8%	42.2%
Owned Free and Clear	27.1%	22.9%	17.0%
Renter Occupied	16.5%	26.2%	40.8%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	65	70	57
Percent of Income for Mortgage	31.0%	28.9%	34.8%
Wealth Index	111	173	141
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,819	30,609	121,047
Housing Units Inside Urbanized Area	100.0%	99.8%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	4,716	83,236	335,895
Population Inside Urbanized Area	100.0%	99.9%	100.0%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	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.

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Top 3 Tapestry Segments			
1.	Pleasantville (2B)	Pleasantville (2B)	Pleasantville (2B)
2.	Pacific Heights (2C)	City Lights (8A)	City Lights (8A)
3.	Parks and Rec (5C)	Savvy Suburbanites (1D)	Diverse Convergence (13A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$3,911,538	\$98,216,407	\$361,936,905
Average Spent	\$2,245.43	\$3,129.71	\$2,889.28
Spending Potential Index	102	142	131
Education: Total \$	\$4,024,016	\$95,811,132	\$333,042,383
Average Spent	\$2,310.00	\$3,053.06	\$2,658.62
Spending Potential Index	129	170	148
Entertainment/Recreation: Total \$	\$6,624,435	\$163,020,781	\$573,929,686
Average Spent	\$3,802.78	\$5,194.72	\$4,581.58
Spending Potential Index	101	137	121
Food at Home: Total \$	\$11,967,401	\$299,162,170	\$1,095,543,867
Average Spent	\$6,869.92	\$9,532.92	\$8,745.53
Spending Potential Index	101	140	129
Food Away from Home: Total \$	\$6,387,588	\$160,965,939	\$586,931,107
Average Spent	\$3,666.81	\$5,129.24	\$4,685.37
Spending Potential Index	98	138	126
Health Care: Total \$	\$11,953,879	\$298,643,732	\$1,047,597,959
Average Spent	\$6,862.16	\$9,516.40	\$8,362.79
Spending Potential Index	93	129	114
HH Furnishings & Equipment: Total \$	\$5,321,527	\$130,342,557	\$459,301,928
Average Spent	\$3,054.84	\$4,153.42	\$3,666.53
Spending Potential Index	103	141	124
Personal Care Products & Services: Total \$	\$1,693,698	\$42,261,300	\$151,705,915
Average Spent	\$972.27	\$1,346.67	\$1,211.04
Spending Potential Index	102	141	127
Shelter: Total \$	\$46,413,868	\$1,144,622,074	\$4,139,051,990
Average Spent	\$26,644.01	\$36,473.84	\$33,041.31
Spending Potential Index	108	147	133
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,324,083	\$132,372,207	\$447,241,646
Average Spent	\$3,056.30	\$4,218.09	\$3,570.25
Spending Potential Index	98	135	114
Travel: Total \$	\$4,104,065	\$100,519,426	\$349,218,568
Average Spent	\$2,355.95	\$3,203.09	\$2,787.75
Spending Potential Index	105	142	124
Vehicle Maintenance & Repairs: Total \$	\$2,070,132	\$52,367,653	\$189,741,848
Average Spent	\$1,188.37	\$1,668.72	\$1,514.68
Spending Potential Index	91	127	116

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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