



Community Profile

Rings: 1, 3, 5 mile radii

327 NJ-18, East Brunswick, NJ 08816, USA

Latitude: 40.4545

Longitude: -74.40143

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	9,393	82,064	251,423
2020 Total Population	10,186	85,711	262,686
2020 Group Quarters	17	3,727	9,225
2023 Total Population	9,973	84,952	261,004
2023 Group Quarters	17	3,726	9,225
2028 Total Population	11,087	86,106	261,020
2023-2028 Annual Rate	2.14%	0.27%	0.00%
2023 Total Daytime Population	11,388	81,710	254,847
Workers	6,921	39,413	125,293
Residents	4,467	42,297	129,554
Household Summary			
2010 Households	3,444	28,291	84,308
2010 Average Household Size	2.73	2.78	2.87
2020 Total Households	3,740	29,157	88,939
2020 Average Household Size	2.72	2.81	2.85
2023 Households	3,792	29,266	89,769
2023 Average Household Size	2.63	2.78	2.80
2028 Households	4,318	30,235	91,214
2028 Average Household Size	2.56	2.72	2.76
2023-2028 Annual Rate	2.63%	0.65%	0.32%
2010 Families	2,339	20,597	58,985
2010 Average Family Size	3.33	3.25	3.35
2023 Families	2,494	20,835	61,099
2023 Average Family Size	3.29	3.30	3.35
2028 Families	2,839	21,331	61,954
2028 Average Family Size	3.22	3.25	3.30
2023-2028 Annual Rate	2.63%	0.47%	0.28%
Housing Unit Summary			
2000 Housing Units	3,577	28,606	85,348
Owner Occupied Housing Units	63.4%	71.7%	60.9%
Renter Occupied Housing Units	33.9%	26.3%	36.1%
Vacant Housing Units	2.8%	2.0%	2.9%
2010 Housing Units	3,650	29,539	88,137
Owner Occupied Housing Units	65.0%	70.9%	59.8%
Renter Occupied Housing Units	29.3%	24.9%	35.8%
Vacant Housing Units	5.6%	4.2%	4.3%
2020 Housing Units	4,022	30,543	94,455
Vacant Housing Units	7.0%	4.5%	5.8%
2023 Housing Units	4,060	30,734	95,384
Owner Occupied Housing Units	60.2%	66.8%	55.0%
Renter Occupied Housing Units	33.2%	28.4%	39.2%
Vacant Housing Units	6.6%	4.8%	5.9%
2028 Housing Units	4,491	31,618	96,934
Owner Occupied Housing Units	56.2%	65.8%	55.1%
Renter Occupied Housing Units	40.0%	29.9%	39.0%
Vacant Housing Units	3.9%	4.4%	5.9%
Median Household Income			
2023	\$87,733	\$104,769	\$93,732
2028	\$99,253	\$113,325	\$103,403
Median Home Value			
2023	\$355,448	\$445,100	\$433,277
2028	\$396,408	\$468,431	\$458,370
Per Capita Income			
2023	\$45,772	\$48,273	\$43,788
2028	\$54,233	\$54,834	\$49,826
Median Age			
2010	38.3	37.8	34.2
2023	40.6	39.6	36.7
2028	41.5	40.4	37.8

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	3,792	29,264	89,764
<\$15,000	10.1%	6.5%	8.2%
\$15,000 - \$24,999	8.7%	5.5%	5.7%
\$25,000 - \$34,999	5.5%	5.0%	5.9%
\$35,000 - \$49,999	7.6%	7.9%	8.2%
\$50,000 - \$74,999	9.8%	11.1%	12.4%
\$75,000 - \$99,999	14.2%	11.0%	12.0%
\$100,000 - \$149,999	20.9%	20.2%	20.4%
\$150,000 - \$199,999	9.5%	13.4%	11.7%
\$200,000+	13.6%	19.3%	15.4%
Average Household Income	\$115,176	\$139,596	\$126,991
2028 Households by Income			
Household Income Base	4,318	30,233	91,209
<\$15,000	9.1%	6.0%	7.6%
\$15,000 - \$24,999	6.7%	4.4%	4.5%
\$25,000 - \$34,999	4.8%	4.3%	5.0%
\$35,000 - \$49,999	7.0%	7.1%	7.3%
\$50,000 - \$74,999	9.2%	10.3%	11.7%
\$75,000 - \$99,999	13.5%	10.5%	11.7%
\$100,000 - \$149,999	20.8%	20.5%	21.2%
\$150,000 - \$199,999	11.5%	14.9%	13.3%
\$200,000+	17.4%	21.9%	17.7%
Average Household Income	\$134,187	\$155,619	\$142,265
2023 Owner Occupied Housing Units by Value			
Total	2,446	20,544	52,393
<\$50,000	3.0%	2.3%	3.1%
\$50,000 - \$99,999	0.7%	0.6%	0.8%
\$100,000 - \$149,999	12.2%	1.7%	1.3%
\$150,000 - \$199,999	5.9%	1.6%	1.7%
\$200,000 - \$249,999	8.0%	2.9%	3.3%
\$250,000 - \$299,999	7.3%	5.1%	5.9%
\$300,000 - \$399,999	23.3%	23.0%	24.8%
\$400,000 - \$499,999	22.0%	28.4%	27.3%
\$500,000 - \$749,999	14.5%	29.2%	26.8%
\$750,000 - \$999,999	3.1%	4.6%	4.2%
\$1,000,000 - \$1,499,999	0.2%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$364,334	\$466,465	\$456,637
2028 Owner Occupied Housing Units by Value			
Total	2,523	20,790	53,432
<\$50,000	2.7%	1.9%	2.7%
\$50,000 - \$99,999	0.4%	0.4%	0.5%
\$100,000 - \$149,999	8.2%	1.1%	0.8%
\$150,000 - \$199,999	5.4%	1.2%	1.1%
\$200,000 - \$249,999	7.8%	2.3%	2.3%
\$250,000 - \$299,999	5.3%	3.8%	4.3%
\$300,000 - \$399,999	21.0%	19.7%	21.4%
\$400,000 - \$499,999	24.2%	28.8%	28.7%
\$500,000 - \$749,999	20.8%	34.8%	32.3%
\$750,000 - \$999,999	4.1%	5.4%	4.9%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.2%
Average Home Value	\$402,627	\$492,280	\$483,311

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	9,394	82,065	251,426
0 - 4	5.1%	5.3%	6.2%
5 - 9	6.2%	6.0%	6.3%
10 - 14	6.2%	6.6%	6.3%
15 - 24	12.6%	16.4%	18.0%
25 - 34	15.0%	12.0%	14.4%
35 - 44	14.9%	13.7%	13.7%
45 - 54	16.6%	15.9%	14.2%
55 - 64	11.9%	11.7%	10.4%
65 - 74	6.0%	6.3%	5.5%
75 - 84	3.8%	4.1%	3.5%
85 +	1.7%	1.9%	1.5%
18 +	78.3%	77.8%	77.2%
2023 Population by Age			
Total	9,975	84,953	261,006
0 - 4	4.6%	4.6%	5.3%
5 - 9	5.0%	5.2%	5.7%
10 - 14	5.5%	5.8%	6.1%
15 - 24	11.2%	15.3%	16.5%
25 - 34	15.0%	12.9%	14.1%
35 - 44	15.5%	13.1%	13.7%
45 - 54	13.0%	12.5%	11.8%
55 - 64	14.1%	13.5%	11.9%
65 - 74	9.7%	10.1%	8.9%
75 - 84	4.7%	5.1%	4.4%
85 +	1.8%	2.0%	1.7%
18 +	81.4%	80.6%	79.1%
2028 Population by Age			
Total	11,085	86,105	261,021
0 - 4	4.7%	4.7%	5.4%
5 - 9	4.7%	4.9%	5.3%
10 - 14	5.0%	5.4%	5.5%
15 - 24	10.1%	14.5%	16.1%
25 - 34	14.8%	12.2%	13.5%
35 - 44	15.8%	14.6%	14.4%
45 - 54	13.3%	12.0%	12.0%
55 - 64	12.8%	12.4%	11.0%
65 - 74	10.6%	10.8%	9.6%
75 - 84	6.0%	6.2%	5.4%
85 +	2.0%	2.2%	1.9%
18 +	82.6%	81.6%	80.3%
2010 Population by Sex			
Males	4,735	39,985	124,248
Females	4,658	42,079	127,176
2023 Population by Sex			
Males	4,996	41,851	129,443
Females	4,977	43,101	131,561
2028 Population by Sex			
Males	5,511	42,322	128,973
Females	5,576	43,784	132,047

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	9,392	82,063	251,422
White Alone	67.4%	69.6%	60.6%
Black Alone	5.9%	7.6%	11.0%
American Indian Alone	0.2%	0.2%	0.4%
Asian Alone	17.2%	14.7%	15.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.7%	5.2%	9.7%
Two or More Races	3.6%	2.6%	3.0%
Hispanic Origin	14.4%	13.6%	21.5%
Diversity Index	62.9	60.6	72.6
2020 Population by Race/Ethnicity			
Total	10,186	85,711	262,686
White Alone	53.7%	54.6%	44.5%
Black Alone	6.8%	7.4%	10.7%
American Indian Alone	0.4%	0.5%	0.8%
Asian Alone	17.8%	18.1%	18.5%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	10.7%	10.3%	15.8%
Two or More Races	10.5%	9.2%	9.7%
Hispanic Origin	20.3%	19.2%	26.6%
Diversity Index	76.5	75.5	83.1
2023 Population by Race/Ethnicity			
Total	9,974	84,952	261,004
White Alone	52.2%	52.9%	43.1%
Black Alone	6.8%	7.4%	10.7%
American Indian Alone	0.4%	0.5%	0.8%
Asian Alone	18.7%	18.8%	19.2%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	11.1%	10.8%	16.2%
Two or More Races	10.7%	9.5%	9.9%
Hispanic Origin	20.9%	20.3%	27.5%
Diversity Index	77.5	76.9	83.7
2028 Population by Race/Ethnicity			
Total	11,086	86,106	261,019
White Alone	47.7%	49.1%	40.2%
Black Alone	6.9%	7.7%	10.7%
American Indian Alone	0.6%	0.6%	0.9%
Asian Alone	19.7%	19.9%	20.3%
Pacific Islander Alone	0.1%	0.0%	0.1%
Some Other Race Alone	13.2%	12.4%	17.5%
Two or More Races	11.9%	10.3%	10.4%
Hispanic Origin	24.5%	22.8%	29.3%
Diversity Index	80.9	79.8	85.0
2010 Population by Relationship and Household Type			
Total	9,394	82,064	251,424
In Households	99.9%	95.9%	96.4%
In Family Households	85.4%	83.7%	81.7%
Householder	25.8%	25.0%	23.5%
Spouse	19.4%	19.7%	17.6%
Child	32.2%	31.8%	31.0%
Other relative	5.5%	5.1%	6.6%
Nonrelative	2.4%	2.0%	3.1%
In Nonfamily Households	14.5%	12.2%	14.6%
In Group Quarters	0.1%	4.1%	3.6%
Institutionalized Population	0.0%	0.3%	0.2%
Noninstitutionalized Population	0.1%	3.8%	3.4%

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.

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2023 Population 25+ by Educational Attainment			
Total	7,360	58,733	173,385
Less than 9th Grade	4.8%	3.3%	5.7%
9th - 12th Grade, No Diploma	5.5%	4.6%	5.2%
High School Graduate	24.9%	21.1%	21.4%
GED/Alternative Credential	3.0%	2.9%	2.6%
Some College, No Degree	11.3%	13.2%	13.1%
Associate Degree	7.0%	8.9%	7.7%
Bachelor's Degree	25.8%	27.7%	25.7%
Graduate/Professional Degree	17.6%	18.4%	18.6%
2023 Population 15+ by Marital Status			
Total	8,475	71,771	216,487
Never Married	35.4%	35.4%	38.4%
Married	51.3%	52.7%	50.4%
Widowed	5.3%	5.5%	4.8%
Divorced	8.1%	6.4%	6.4%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	5,820	45,826	140,284
Population 16+ Employed	96.6%	95.1%	95.7%
Population 16+ Unemployment rate	3.4%	4.9%	4.3%
Population 16-24 Employed	12.3%	12.1%	13.7%
Population 16-24 Unemployment rate	3.1%	8.8%	7.9%
Population 25-54 Employed	62.7%	61.9%	63.9%
Population 25-54 Unemployment rate	4.2%	4.5%	3.5%
Population 55-64 Employed	18.1%	18.7%	16.0%
Population 55-64 Unemployment rate	1.4%	3.3%	3.5%
Population 65+ Employed	6.9%	7.2%	6.4%
Population 65+ Unemployment rate	1.5%	5.7%	5.5%
2023 Employed Population 16+ by Industry			
Total	5,624	43,571	134,264
Agriculture/Mining	0.0%	0.0%	0.1%
Construction	11.6%	7.3%	6.3%
Manufacturing	5.3%	7.9%	8.5%
Wholesale Trade	2.5%	2.0%	2.5%
Retail Trade	11.9%	10.3%	10.4%
Transportation/Utilities	7.5%	6.9%	8.5%
Information	2.7%	3.2%	2.9%
Finance/Insurance/Real Estate	7.8%	9.2%	7.8%
Services	49.4%	49.2%	49.3%
Public Administration	1.4%	4.0%	3.7%
2023 Employed Population 16+ by Occupation			
Total	5,624	43,571	134,265
White Collar	62.3%	71.2%	66.8%
Management/Business/Financial	17.5%	20.6%	18.6%
Professional	26.1%	30.9%	30.1%
Sales	6.9%	8.8%	7.4%
Administrative Support	11.8%	10.9%	10.8%
Services	13.2%	11.1%	12.4%
Blue Collar	24.5%	17.6%	20.8%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	8.8%	4.6%	4.3%
Installation/Maintenance/Repair	3.7%	2.4%	2.1%
Production	5.0%	3.6%	4.7%
Transportation/Material Moving	7.0%	7.0%	9.6%

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2010 Households by Type			
Total	3,444	28,293	84,309
Households with 1 Person	27.2%	21.5%	22.5%
Households with 2+ People	72.8%	78.5%	77.5%
Family Households	67.9%	72.8%	70.0%
Husband-wife Families	50.9%	57.3%	52.3%
With Related Children	24.9%	28.0%	26.6%
Other Family (No Spouse Present)	17.0%	15.5%	17.6%
Other Family with Male Householder	4.7%	4.3%	5.1%
With Related Children	2.0%	1.9%	2.5%
Other Family with Female Householder	12.3%	11.1%	12.5%
With Related Children	6.0%	5.9%	7.2%
Nonfamily Households	4.8%	5.7%	7.5%
All Households with Children	33.3%	36.2%	36.6%
Multigenerational Households	5.2%	5.3%	5.5%
Unmarried Partner Households	4.4%	4.9%	5.5%
Male-female	3.7%	4.2%	4.8%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	3,444	28,291	84,307
1 Person Household	27.2%	21.5%	22.5%
2 Person Household	27.9%	29.0%	27.7%
3 Person Household	17.9%	18.8%	18.5%
4 Person Household	15.9%	18.5%	16.8%
5 Person Household	6.9%	7.7%	7.8%
6 Person Household	2.8%	2.9%	3.4%
7 + Person Household	1.5%	1.7%	3.3%
2010 Households by Tenure and Mortgage Status			
Total	3,444	28,287	84,310
Owner Occupied	68.9%	74.0%	62.5%
Owned with a Mortgage/Loan	49.5%	52.9%	45.7%
Owned Free and Clear	19.4%	21.1%	16.8%
Renter Occupied	31.1%	26.0%	37.5%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	82	79	73
Percent of Income for Mortgage	24.3%	25.5%	27.8%
Wealth Index	109	155	127
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,650	29,539	88,137
Housing Units Inside Urbanized Area	100.0%	99.9%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	9,393	82,064	251,423
Population Inside Urbanized Area	100.0%	99.9%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.1%	0.3%

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.	Enterprising Professionals (2D)	Pleasantville (2B)	Pleasantville (2B)
2.	Pleasantville (2B)	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)
3.	City Lights (8A)	City Lights (8A)	City Lights (8A)
2023 Consumer Spending			
Apparel & Services: Total \$	\$8,994,335	\$83,321,214	\$240,614,425
Average Spent	\$2,371.92	\$2,847.03	\$2,680.37
Spending Potential Index	108	129	122
Education: Total \$	\$8,474,205	\$80,486,523	\$222,279,486
Average Spent	\$2,234.76	\$2,750.17	\$2,476.13
Spending Potential Index	125	153	138
Entertainment/Recreation: Total \$	\$14,700,746	\$138,524,278	\$384,502,858
Average Spent	\$3,876.78	\$4,733.28	\$4,283.25
Spending Potential Index	103	125	113
Food at Home: Total \$	\$27,055,733	\$252,535,481	\$720,715,848
Average Spent	\$7,134.95	\$8,628.97	\$8,028.56
Spending Potential Index	105	127	118
Food Away from Home: Total \$	\$14,873,963	\$137,446,495	\$395,877,037
Average Spent	\$3,922.46	\$4,696.46	\$4,409.95
Spending Potential Index	105	126	118
Health Care: Total \$	\$26,523,685	\$253,731,350	\$700,421,724
Average Spent	\$6,994.64	\$8,669.83	\$7,802.49
Spending Potential Index	95	118	106
HH Furnishings & Equipment: Total \$	\$11,885,170	\$110,931,393	\$310,344,403
Average Spent	\$3,134.27	\$3,790.45	\$3,457.14
Spending Potential Index	106	128	117
Personal Care Products & Services: Total \$	\$3,835,721	\$35,874,357	\$101,606,310
Average Spent	\$1,011.53	\$1,225.80	\$1,131.86
Spending Potential Index	106	128	118
Shelter: Total \$	\$103,801,986	\$965,445,558	\$2,737,758,924
Average Spent	\$27,373.94	\$32,988.64	\$30,497.82
Spending Potential Index	110	133	123
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,406,853	\$112,004,336	\$301,245,537
Average Spent	\$3,008.14	\$3,827.11	\$3,355.79
Spending Potential Index	96	122	107
Travel: Total \$	\$9,148,972	\$85,638,847	\$236,029,954
Average Spent	\$2,412.70	\$2,926.22	\$2,629.30
Spending Potential Index	107	130	117
Vehicle Maintenance & Repairs: Total \$	\$4,762,785	\$45,062,482	\$128,058,127
Average Spent	\$1,256.01	\$1,539.76	\$1,426.53
Spending Potential Index	96	118	109

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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