



## Community Profile

Rings: 1, 3, 5 mile radii

1601 US-22, Watchung, NJ 07069, USA

Latitude: 40.6441

Longitude: -74.41583

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	12,930	109,199	238,906
2020 Total Population	13,654	116,163	253,051
2020 Group Quarters	197	1,243	2,044
2023 Total Population	13,769	118,035	255,184
2023 Group Quarters	197	1,251	2,045
2028 Total Population	13,662	122,111	258,427
2023-2028 Annual Rate	-0.16%	0.68%	0.25%
2023 Total Daytime Population	12,794	101,094	231,170
Workers	5,986	41,728	103,445
Residents	6,808	59,366	127,725
<b>Household Summary</b>			
2010 Households	4,719	36,075	81,572
2010 Average Household Size	2.70	2.99	2.90
2020 Total Households	4,958	37,685	84,866
2020 Average Household Size	2.71	3.05	2.96
2023 Households	5,043	38,398	85,814
2023 Average Household Size	2.69	3.04	2.95
2028 Households	5,092	40,154	87,802
2028 Average Household Size	2.64	3.01	2.92
2023-2028 Annual Rate	0.19%	0.90%	0.46%
2010 Families	3,248	26,999	61,561
2010 Average Family Size	3.26	3.38	3.32
2023 Families	3,365	28,160	63,523
2023 Average Family Size	3.33	3.49	3.43
2028 Families	3,379	29,498	65,031
2028 Average Family Size	3.28	3.45	3.39
2023-2028 Annual Rate	0.08%	0.93%	0.47%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,693	36,924	83,133
Owner Occupied Housing Units	63.2%	65.7%	72.7%
Renter Occupied Housing Units	33.1%	30.9%	24.5%
Vacant Housing Units	3.7%	3.5%	2.8%
2010 Housing Units	4,999	38,201	85,520
Owner Occupied Housing Units	61.5%	63.7%	70.7%
Renter Occupied Housing Units	32.9%	30.8%	24.6%
Vacant Housing Units	5.6%	5.6%	4.6%
2020 Housing Units	5,163	39,374	88,595
Vacant Housing Units	4.0%	4.3%	4.2%
2023 Housing Units	5,232	39,945	89,292
Owner Occupied Housing Units	55.7%	62.4%	70.6%
Renter Occupied Housing Units	40.7%	33.7%	25.5%
Vacant Housing Units	3.6%	3.9%	3.9%
2028 Housing Units	5,302	41,763	91,794
Owner Occupied Housing Units	56.6%	60.9%	69.6%
Renter Occupied Housing Units	39.4%	35.3%	26.1%
Vacant Housing Units	4.0%	3.9%	4.3%
<b>Median Household Income</b>			
2023	\$89,666	\$106,224	\$121,357
2028	\$100,138	\$116,007	\$134,087
<b>Median Home Value</b>			
2023	\$396,046	\$550,974	\$585,396
2028	\$434,295	\$582,992	\$609,840
<b>Per Capita Income</b>			
2023	\$45,586	\$53,680	\$61,808
2028	\$51,670	\$60,523	\$69,263
<b>Median Age</b>			
2010	38.6	37.4	39.3
2023	39.6	38.9	40.7
2028	40.1	39.7	41.4

**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	5,043	38,398	85,814
<\$15,000	7.8%	6.7%	5.3%
\$15,000 - \$24,999	4.8%	3.9%	3.9%
\$25,000 - \$34,999	5.4%	4.9%	4.0%
\$35,000 - \$49,999	6.4%	7.7%	6.6%
\$50,000 - \$74,999	17.4%	12.7%	10.8%
\$75,000 - \$99,999	12.7%	10.8%	9.9%
\$100,000 - \$149,999	22.2%	18.4%	18.4%
\$150,000 - \$199,999	9.1%	10.2%	11.7%
\$200,000+	14.2%	24.7%	29.5%
Average Household Income	\$124,962	\$164,170	\$184,382
<b>2028 Households by Income</b>			
Household Income Base	5,092	40,154	87,802
<\$15,000	7.1%	6.0%	4.7%
\$15,000 - \$24,999	3.9%	3.2%	3.1%
\$25,000 - \$34,999	4.6%	4.3%	3.4%
\$35,000 - \$49,999	5.8%	6.9%	5.7%
\$50,000 - \$74,999	16.0%	11.8%	10.0%
\$75,000 - \$99,999	12.5%	10.1%	9.4%
\$100,000 - \$149,999	23.5%	18.4%	18.1%
\$150,000 - \$199,999	10.3%	11.3%	12.6%
\$200,000+	16.3%	27.9%	32.9%
Average Household Income	\$139,154	\$183,250	\$204,502
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,912	24,930	63,048
<\$50,000	1.5%	1.1%	1.3%
\$50,000 - \$99,999	0.5%	0.4%	0.3%
\$100,000 - \$149,999	6.9%	1.8%	0.8%
\$150,000 - \$199,999	5.8%	2.3%	1.2%
\$200,000 - \$249,999	4.6%	2.6%	1.9%
\$250,000 - \$299,999	4.7%	4.2%	3.0%
\$300,000 - \$399,999	26.9%	13.5%	13.2%
\$400,000 - \$499,999	15.5%	17.2%	16.4%
\$500,000 - \$749,999	15.7%	33.3%	35.1%
\$750,000 - \$999,999	9.5%	17.4%	18.7%
\$1,000,000 - \$1,499,999	4.0%	3.9%	5.7%
\$1,500,000 - \$1,999,999	2.2%	1.4%	1.6%
\$2,000,000 +	2.1%	0.8%	0.9%
Average Home Value	\$522,914	\$600,297	\$637,826
<b>2028 Owner Occupied Housing Units by Value</b>			
Total	3,001	25,425	63,867
<\$50,000	1.6%	1.1%	1.2%
\$50,000 - \$99,999	0.3%	0.2%	0.1%
\$100,000 - \$149,999	5.0%	1.2%	0.5%
\$150,000 - \$199,999	4.4%	1.6%	0.8%
\$200,000 - \$249,999	4.3%	2.0%	1.3%
\$250,000 - \$299,999	4.1%	3.3%	2.2%
\$300,000 - \$399,999	25.0%	12.1%	11.2%
\$400,000 - \$499,999	15.6%	16.3%	15.8%
\$500,000 - \$749,999	17.7%	36.5%	38.4%
\$750,000 - \$999,999	11.2%	19.1%	20.4%
\$1,000,000 - \$1,499,999	5.8%	4.2%	5.9%
\$1,500,000 - \$1,999,999	2.9%	1.5%	1.5%
\$2,000,000 +	2.3%	0.8%	0.7%
Average Home Value	\$574,550	\$626,063	\$655,429

**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	12,929	109,197	238,906
0 - 4	6.7%	7.3%	6.6%
5 - 9	6.6%	7.2%	7.3%
10 - 14	6.9%	7.2%	7.5%
15 - 24	11.8%	12.3%	11.6%
25 - 34	12.9%	12.5%	10.8%
35 - 44	14.8%	15.2%	15.1%
45 - 54	15.6%	15.7%	16.4%
55 - 64	11.4%	10.9%	11.6%
65 - 74	7.2%	6.1%	6.5%
75 - 84	4.2%	3.7%	4.3%
85 +	1.9%	1.8%	2.1%
18 +	75.9%	74.0%	74.0%
<b>2023 Population by Age</b>			
Total	13,771	118,035	255,182
0 - 4	5.8%	6.1%	5.6%
5 - 9	6.0%	6.8%	6.5%
10 - 14	6.5%	7.6%	7.5%
15 - 24	12.2%	12.5%	12.2%
25 - 34	13.1%	11.9%	11.0%
35 - 44	13.6%	13.4%	12.7%
45 - 54	13.3%	13.5%	13.8%
55 - 64	12.6%	12.6%	13.5%
65 - 74	9.6%	9.1%	9.9%
75 - 84	5.4%	4.6%	5.2%
85 +	1.9%	1.9%	2.2%
18 +	77.7%	75.2%	75.9%
<b>2028 Population by Age</b>			
Total	13,661	122,113	258,427
0 - 4	5.9%	6.2%	5.7%
5 - 9	5.6%	6.4%	6.2%
10 - 14	6.0%	6.8%	6.7%
15 - 24	11.4%	12.1%	11.6%
25 - 34	13.8%	11.9%	11.1%
35 - 44	13.9%	13.7%	13.3%
45 - 54	12.9%	13.2%	13.1%
55 - 64	12.0%	12.3%	13.0%
65 - 74	10.0%	9.5%	10.4%
75 - 84	6.2%	5.7%	6.3%
85 +	2.2%	2.1%	2.4%
18 +	78.9%	76.4%	77.2%
<b>2010 Population by Sex</b>			
Males	6,046	54,064	116,724
Females	6,884	55,135	122,181
<b>2023 Population by Sex</b>			
Males	6,610	58,881	125,958
Females	7,159	59,154	129,226
<b>2028 Population by Sex</b>			
Males	6,580	60,858	127,521
Females	7,082	61,253	130,905

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	12,931	109,199	238,907
White Alone	39.1%	54.6%	64.5%
Black Alone	43.5%	24.9%	16.7%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	5.3%	5.1%	8.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	7.6%	11.5%	7.1%
Two or More Races	4.2%	3.3%	2.8%
Hispanic Origin	21.7%	26.7%	18.2%
Diversity Index	76.7	77.0	67.9
<b>2020 Population by Race/Ethnicity</b>			
Total	13,654	116,163	253,051
White Alone	27.4%	38.8%	49.3%
Black Alone	35.3%	19.8%	14.0%
American Indian Alone	0.8%	1.0%	0.7%
Asian Alone	6.4%	6.4%	11.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.1%	22.1%	14.4%
Two or More Races	10.9%	11.8%	10.3%
Hispanic Origin	30.4%	34.8%	24.6%
Diversity Index	85.4	86.0	80.7
<b>2023 Population by Race/Ethnicity</b>			
Total	13,770	118,035	255,184
White Alone	26.5%	37.6%	48.0%
Black Alone	35.2%	20.0%	14.1%
American Indian Alone	0.8%	1.0%	0.7%
Asian Alone	6.6%	6.7%	11.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	19.7%	22.6%	14.9%
Two or More Races	11.2%	12.0%	10.7%
Hispanic Origin	31.4%	35.7%	25.5%
Diversity Index	85.8	86.4	81.6
<b>2028 Population by Race/Ethnicity</b>			
Total	13,662	122,112	258,427
White Alone	24.5%	35.4%	45.3%
Black Alone	34.4%	19.4%	13.9%
American Indian Alone	0.9%	1.1%	0.8%
Asian Alone	7.0%	7.2%	12.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	21.6%	24.3%	16.4%
Two or More Races	11.6%	12.5%	11.4%
Hispanic Origin	33.8%	37.8%	27.7%
Diversity Index	86.6	87.1	83.2
<b>2010 Population by Relationship and Household Type</b>			
Total	12,930	109,199	238,906
In Households	98.6%	98.9%	99.0%
In Family Households	84.9%	87.9%	88.6%
Householder	24.9%	24.7%	25.7%
Spouse	15.8%	17.7%	19.9%
Child	34.5%	34.2%	34.5%
Other relative	6.6%	7.0%	5.6%
Nonrelative	3.1%	4.2%	2.9%
In Nonfamily Households	13.7%	11.0%	10.4%
In Group Quarters	1.4%	1.1%	1.0%
Institutionalized Population	0.9%	0.7%	0.7%
Noninstitutionalized Population	0.5%	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.

**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	9,558	79,119	174,002
Less than 9th Grade	2.9%	6.2%	4.2%
9th - 12th Grade, No Diploma	5.3%	5.1%	3.7%
High School Graduate	26.3%	21.3%	19.0%
GED/Alternative Credential	4.7%	2.6%	2.2%
Some College, No Degree	16.8%	12.9%	12.0%
Associate Degree	7.6%	6.8%	6.8%
Bachelor's Degree	22.6%	26.0%	28.9%
Graduate/Professional Degree	13.8%	19.2%	23.1%
<b>2023 Population 15+ by Marital Status</b>			
Total	11,235	93,826	205,130
Never Married	40.9%	37.0%	32.9%
Married	45.3%	52.0%	55.6%
Widowed	5.2%	4.6%	5.2%
Divorced	8.5%	6.3%	6.3%
<b>2023 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	7,690	63,391	136,357
Population 16+ Employed	92.8%	94.6%	95.4%
Population 16+ Unemployment rate	7.2%	5.4%	4.6%
Population 16-24 Employed	11.8%	11.1%	10.5%
Population 16-24 Unemployment rate	13.6%	13.2%	11.8%
Population 25-54 Employed	62.1%	62.1%	61.0%
Population 25-54 Unemployment rate	6.9%	4.9%	4.1%
Population 55-64 Employed	17.2%	17.6%	19.1%
Population 55-64 Unemployment rate	3.8%	3.5%	2.9%
Population 65+ Employed	8.9%	9.2%	9.4%
Population 65+ Unemployment rate	7.0%	2.4%	3.1%
<b>2023 Employed Population 16+ by Industry</b>			
Total	7,135	59,945	130,022
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.7%	7.0%	6.1%
Manufacturing	10.4%	10.4%	9.8%
Wholesale Trade	2.0%	2.5%	2.3%
Retail Trade	12.7%	9.7%	10.0%
Transportation/Utilities	9.0%	8.4%	6.6%
Information	3.9%	3.5%	3.6%
Finance/Insurance/Real Estate	7.8%	9.7%	11.9%
Services	44.7%	45.7%	46.2%
Public Administration	2.8%	2.9%	3.4%
<b>2023 Employed Population 16+ by Occupation</b>			
Total	7,135	59,944	130,021
White Collar	61.2%	63.7%	70.8%
Management/Business/Financial	15.3%	20.9%	23.5%
Professional	24.9%	24.3%	28.4%
Sales	6.9%	8.7%	9.1%
Administrative Support	14.1%	9.9%	9.8%
Services	14.4%	14.2%	11.9%
Blue Collar	24.3%	22.0%	17.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	6.0%	5.4%	4.2%
Installation/Maintenance/Repair	2.0%	1.9%	1.7%
Production	7.7%	6.4%	4.9%
Transportation/Material Moving	8.6%	8.2%	6.5%

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<b>2010 Households by Type</b>			
Total	4,718	36,076	81,573
Households with 1 Person	25.5%	20.0%	20.3%
Households with 2+ People	74.5%	80.0%	79.7%
Family Households	68.8%	74.8%	75.5%
Husband-wife Families	43.6%	53.6%	58.5%
With Related Children	22.3%	28.8%	30.9%
Other Family (No Spouse Present)	25.2%	21.2%	16.9%
Other Family with Male Householder	5.9%	6.1%	4.6%
With Related Children	3.1%	3.2%	2.3%
Other Family with Female Householder	19.3%	15.1%	12.3%
With Related Children	11.6%	9.4%	7.2%
Nonfamily Households	5.6%	5.1%	4.3%
All Households with Children	37.3%	41.9%	40.8%
Multigenerational Households	7.4%	6.2%	5.4%
Unmarried Partner Households	6.7%	6.4%	5.1%
Male-female	5.8%	5.2%	4.2%
Same-sex	1.0%	1.2%	0.9%
<b>2010 Households by Size</b>			
Total	4,718	36,075	81,573
1 Person Household	25.5%	20.0%	20.3%
2 Person Household	28.9%	27.3%	28.2%
3 Person Household	17.8%	18.4%	18.2%
4 Person Household	14.6%	17.9%	18.8%
5 Person Household	7.6%	8.8%	8.7%
6 Person Household	3.1%	3.8%	3.3%
7 + Person Household	2.6%	3.8%	2.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,719	36,076	81,572
Owner Occupied	65.1%	67.4%	74.2%
Owned with a Mortgage/Loan	50.7%	51.6%	54.9%
Owned Free and Clear	14.5%	15.8%	19.3%
Renter Occupied	34.9%	32.6%	25.8%
<b>2023 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	72	65	72
Percent of Income for Mortgage	26.5%	31.2%	29.0%
Wealth Index	117	182	209
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	4,999	38,201	85,520
Housing Units Inside Urbanized Area	100.0%	99.8%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	12,930	109,199	238,906
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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<b>Top 3 Tapestry Segments</b>			
1.	Pleasantville (2B)	Diverse Convergence (13A)	Top Tier (1A)
2.	City Strivers (11A)	Pleasantville (2B)	Pleasantville (2B)
3.	Urban Chic (2A)	Top Tier (1A)	Diverse Convergence (13A)
<b>2023 Consumer Spending</b>			
Apparel & Services: Total \$	\$13,679,177	\$132,867,473	\$323,169,163
Average Spent	\$2,712.51	\$3,460.27	\$3,765.93
Spending Potential Index	123	157	171
Education: Total \$	\$12,844,343	\$125,491,922	\$315,129,561
Average Spent	\$2,546.96	\$3,268.19	\$3,672.24
Spending Potential Index	142	182	205
Entertainment/Recreation: Total \$	\$21,176,519	\$211,939,354	\$533,624,628
Average Spent	\$4,199.19	\$5,519.54	\$6,218.39
Spending Potential Index	111	146	164
Food at Home: Total \$	\$40,881,531	\$398,559,580	\$975,522,588
Average Spent	\$8,106.59	\$10,379.70	\$11,367.87
Spending Potential Index	119	153	167
Food Away from Home: Total \$	\$21,687,713	\$216,168,791	\$531,279,956
Average Spent	\$4,300.56	\$5,629.69	\$6,191.06
Spending Potential Index	116	151	166
Health Care: Total \$	\$38,484,236	\$385,494,218	\$972,814,188
Average Spent	\$7,631.22	\$10,039.43	\$11,336.31
Spending Potential Index	104	136	154
HH Furnishings & Equipment: Total \$	\$17,130,096	\$170,218,995	\$427,347,417
Average Spent	\$3,396.81	\$4,433.02	\$4,979.93
Spending Potential Index	115	150	169
Personal Care Products & Services: Total \$	\$5,593,886	\$55,680,375	\$138,490,604
Average Spent	\$1,109.24	\$1,450.09	\$1,613.85
Spending Potential Index	116	152	169
Shelter: Total \$	\$152,689,161	\$1,507,995,734	\$3,739,139,117
Average Spent	\$30,277.45	\$39,272.77	\$43,572.60
Spending Potential Index	122	159	176
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,333,519	\$169,109,971	\$436,585,919
Average Spent	\$3,238.85	\$4,404.13	\$5,087.58
Spending Potential Index	104	141	163
Travel: Total \$	\$12,708,206	\$130,293,970	\$332,469,987
Average Spent	\$2,519.97	\$3,393.25	\$3,874.31
Spending Potential Index	112	151	172
Vehicle Maintenance & Repairs: Total \$	\$6,894,194	\$69,622,266	\$172,746,006
Average Spent	\$1,367.08	\$1,813.17	\$2,013.03
Spending Potential Index	104	138	154

**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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