



Community Profile

Rings: 1, 3, 5 mile radii

150 NJ-17, East Rutherford, NJ 07073, USA

Latitude: 40.8279
Longitude: -74.09227

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	16,658	152,666	560,298
2010 Total Population	17,103	157,053	575,992
2019 Total Population	17,953	164,941	603,503
2019 Group Quarters	138	699	3,573
2024 Total Population	18,525	168,618	617,282
2019-2024 Annual Rate	0.63%	0.44%	0.45%
2019 Total Daytime Population	20,189	159,547	576,816
Workers	11,842	76,608	272,869
Residents	8,347	82,939	303,947
Household Summary			
2000 Households	6,745	57,828	207,803
2000 Average Household Size	2.43	2.62	2.67
2010 Households	6,893	58,594	209,283
2010 Average Household Size	2.46	2.67	2.74
2019 Households	7,131	60,827	216,320
2019 Average Household Size	2.50	2.70	2.77
2024 Households	7,333	61,972	220,325
2024 Average Household Size	2.51	2.71	2.79
2019-2024 Annual Rate	0.56%	0.37%	0.37%
2010 Families	4,241	39,434	142,163
2010 Average Family Size	3.15	3.29	3.32
2019 Families	4,407	40,943	147,099
2019 Average Family Size	3.19	3.33	3.37
2024 Families	4,530	41,734	149,971
2024 Average Family Size	3.20	3.34	3.38
2019-2024 Annual Rate	0.55%	0.38%	0.39%
Housing Unit Summary			
2000 Housing Units	6,959	59,408	214,268
Owner Occupied Housing Units	47.1%	53.0%	46.4%
Renter Occupied Housing Units	49.8%	44.4%	50.6%
Vacant Housing Units	3.1%	2.7%	3.0%
2010 Housing Units	7,303	61,505	221,362
Owner Occupied Housing Units	43.7%	51.5%	44.5%
Renter Occupied Housing Units	50.7%	43.8%	50.0%
Vacant Housing Units	5.6%	4.7%	5.5%
2019 Housing Units	7,508	64,082	230,345
Owner Occupied Housing Units	40.5%	48.6%	42.0%
Renter Occupied Housing Units	54.4%	46.3%	51.9%
Vacant Housing Units	5.0%	5.1%	6.1%
2024 Housing Units	7,684	65,218	234,622
Owner Occupied Housing Units	42.2%	50.2%	43.3%
Renter Occupied Housing Units	53.3%	44.9%	50.6%
Vacant Housing Units	4.6%	5.0%	6.1%
Median Household Income			
2019	\$87,868	\$79,468	\$67,620
2024	\$101,567	\$89,669	\$77,064
Median Home Value			
2019	\$430,965	\$405,943	\$363,941
2024	\$454,478	\$432,071	\$382,397
Per Capita Income			
2019	\$43,328	\$37,879	\$32,387
2024	\$50,407	\$43,783	\$37,336
Median Age			
2010	38.7	38.0	37.0
2019	40.7	39.4	38.3
2024	41.4	40.3	39.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	7,131	60,827	216,320
<\$15,000	7.6%	8.7%	10.0%
\$15,000 - \$24,999	6.2%	7.6%	8.5%
\$25,000 - \$34,999	5.2%	6.5%	7.6%
\$35,000 - \$49,999	8.1%	8.6%	10.7%
\$50,000 - \$74,999	14.9%	15.6%	17.2%
\$75,000 - \$99,999	13.9%	13.7%	13.5%
\$100,000 - \$149,999	22.9%	18.9%	16.7%
\$150,000 - \$199,999	10.6%	10.5%	8.5%
\$200,000+	10.7%	10.1%	7.4%
Average Household Income	\$108,191	\$102,666	\$90,240
2024 Households by Income			
Household Income Base	7,333	61,972	220,325
<\$15,000	6.4%	7.4%	8.7%
\$15,000 - \$24,999	5.1%	6.5%	7.5%
\$25,000 - \$34,999	4.1%	5.5%	6.6%
\$35,000 - \$49,999	6.7%	7.6%	9.7%
\$50,000 - \$74,999	13.1%	14.3%	16.1%
\$75,000 - \$99,999	13.3%	13.2%	13.4%
\$100,000 - \$149,999	24.5%	19.9%	18.0%
\$150,000 - \$199,999	12.6%	12.3%	10.2%
\$200,000+	14.1%	13.2%	9.9%
Average Household Income	\$126,369	\$119,078	\$104,489
2019 Owner Occupied Housing Units by Value			
Total	3,044	31,166	96,751
<\$50,000	0.6%	1.8%	1.5%
\$50,000 - \$99,999	0.1%	0.4%	0.6%
\$100,000 - \$149,999	0.1%	0.6%	1.8%
\$150,000 - \$199,999	2.8%	2.0%	3.6%
\$200,000 - \$249,999	2.3%	4.7%	7.7%
\$250,000 - \$299,999	8.0%	7.8%	12.1%
\$300,000 - \$399,999	26.7%	31.2%	35.5%
\$400,000 - \$499,999	30.3%	26.8%	20.5%
\$500,000 - \$749,999	25.9%	20.4%	13.6%
\$750,000 - \$999,999	3.1%	3.5%	2.1%
\$1,000,000 - \$1,499,999	0.1%	0.6%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.1%	0.2%	0.2%
Average Home Value	\$453,908	\$438,344	\$395,286
2024 Owner Occupied Housing Units by Value			
Total	3,239	32,704	101,579
<\$50,000	0.2%	0.9%	0.7%
\$50,000 - \$99,999	0.1%	0.2%	0.3%
\$100,000 - \$149,999	0.1%	0.4%	1.3%
\$150,000 - \$199,999	1.9%	1.5%	2.9%
\$200,000 - \$249,999	1.5%	3.6%	6.2%
\$250,000 - \$299,999	6.0%	6.1%	10.2%
\$300,000 - \$399,999	23.2%	28.3%	34.4%
\$400,000 - \$499,999	31.4%	28.0%	22.5%
\$500,000 - \$749,999	31.3%	24.8%	17.0%
\$750,000 - \$999,999	4.1%	4.9%	3.0%
\$1,000,000 - \$1,499,999	0.2%	0.9%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$482,263	\$470,649	\$426,268

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	17,102	157,053	575,996
0 - 4	5.3%	6.5%	6.5%
5 - 9	5.5%	6.3%	6.1%
10 - 14	5.5%	6.1%	6.1%
15 - 24	12.1%	12.0%	12.9%
25 - 34	15.9%	14.7%	15.5%
35 - 44	14.9%	14.4%	14.5%
45 - 54	15.5%	14.8%	14.6%
55 - 64	11.7%	12.0%	11.3%
65 - 74	6.7%	6.7%	6.4%
75 - 84	4.7%	4.5%	4.2%
85 +	2.0%	2.0%	1.9%
18 +	80.2%	77.3%	77.5%
2019 Population by Age			
Total	17,953	164,939	603,500
0 - 4	4.9%	5.9%	6.0%
5 - 9	5.0%	6.0%	6.0%
10 - 14	5.3%	6.2%	6.2%
15 - 24	12.0%	11.8%	12.2%
25 - 34	14.4%	13.6%	14.8%
35 - 44	14.9%	14.0%	14.2%
45 - 54	14.0%	13.3%	13.1%
55 - 64	13.6%	13.2%	12.5%
65 - 74	9.1%	9.2%	8.7%
75 - 84	4.7%	4.6%	4.3%
85 +	2.2%	2.2%	2.0%
18 +	81.5%	78.3%	78.4%
2024 Population by Age			
Total	18,525	168,618	617,281
0 - 4	4.8%	5.9%	5.9%
5 - 9	4.8%	5.7%	5.6%
10 - 14	4.9%	5.8%	5.8%
15 - 24	10.9%	11.4%	11.6%
25 - 34	15.7%	13.9%	14.9%
35 - 44	14.2%	14.0%	14.4%
45 - 54	14.0%	13.0%	12.8%
55 - 64	13.1%	12.6%	12.1%
65 - 74	10.0%	10.0%	9.5%
75 - 84	5.6%	5.5%	5.2%
85 +	2.1%	2.1%	2.0%
18 +	82.6%	79.2%	79.2%
2010 Population by Sex			
Males	8,375	75,865	280,332
Females	8,728	81,188	295,660
2019 Population by Sex			
Males	8,794	79,973	294,653
Females	9,159	84,967	308,849
2024 Population by Sex			
Males	9,087	81,980	302,260
Females	9,439	86,638	315,022

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

September 12, 2019



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2010 Population by Race/Ethnicity			
Total	17,103	157,053	575,992
White Alone	74.3%	72.3%	66.3%
Black Alone	3.9%	4.4%	6.5%
American Indian Alone	0.1%	0.3%	0.5%
Asian Alone	13.0%	10.0%	8.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	9.9%	14.2%
Two or More Races	2.7%	3.1%	3.8%
Hispanic Origin	18.6%	26.0%	40.3%
Diversity Index	60.3	67.1	76.6
2019 Population by Race/Ethnicity			
Total	17,953	164,940	603,503
White Alone	67.2%	67.1%	61.4%
Black Alone	4.9%	4.9%	6.9%
American Indian Alone	0.1%	0.3%	0.6%
Asian Alone	15.9%	11.8%	10.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	8.4%	12.1%	16.7%
Two or More Races	3.5%	3.8%	4.4%
Hispanic Origin	25.7%	32.1%	46.5%
Diversity Index	70.4	73.7	80.3
2024 Population by Race/Ethnicity			
Total	18,526	168,618	617,283
White Alone	63.1%	64.1%	59.0%
Black Alone	5.5%	5.3%	7.2%
American Indian Alone	0.2%	0.4%	0.6%
Asian Alone	17.4%	13.0%	10.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.0%	13.2%	17.8%
Two or More Races	3.9%	4.1%	4.6%
Hispanic Origin	30.2%	35.9%	50.2%
Diversity Index	75.1	76.8	81.8
2010 Population by Relationship and Household Type			
Total	17,103	157,053	575,992
In Households	99.2%	99.6%	99.4%
In Family Households	79.8%	84.8%	85.1%
Householder	24.9%	25.1%	24.7%
Spouse	18.4%	18.4%	16.9%
Child	29.3%	32.7%	32.7%
Other relative	5.5%	6.3%	7.7%
Nonrelative	1.8%	2.2%	3.1%
In Nonfamily Households	19.4%	14.8%	14.3%
In Group Quarters	0.8%	0.4%	0.6%
Institutionalized Population	0.0%	0.1%	0.4%
Noninstitutionalized Population	0.8%	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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Population 25+ by Educational Attainment			
Total	13,077	115,446	420,481
Less than 9th Grade	4.1%	6.3%	8.1%
9th - 12th Grade, No Diploma	3.3%	4.8%	6.2%
High School Graduate	21.9%	26.5%	28.5%
GED/Alternative Credential	1.6%	2.2%	2.3%
Some College, No Degree	13.5%	15.0%	16.2%
Associate Degree	7.0%	6.1%	6.5%
Bachelor's Degree	32.0%	24.6%	21.5%
Graduate/Professional Degree	16.6%	14.5%	10.7%
2019 Population 15+ by Marital Status			
Total	15,223	134,964	494,230
Never Married	36.7%	34.2%	37.0%
Married	51.7%	52.5%	48.6%
Widowed	5.1%	5.7%	5.4%
Divorced	6.5%	7.6%	9.0%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.5%	96.4%	95.7%
Civilian Unemployed (Unemployment Rate)	3.5%	3.6%	4.3%
2019 Employed Population 16+ by Industry			
Total	9,853	84,028	306,559
Agriculture/Mining	0.4%	0.1%	0.1%
Construction	4.1%	5.9%	6.6%
Manufacturing	9.8%	9.7%	9.5%
Wholesale Trade	4.4%	4.6%	4.0%
Retail Trade	10.4%	10.3%	11.0%
Transportation/Utilities	8.5%	6.7%	7.9%
Information	3.8%	3.2%	2.9%
Finance/Insurance/Real Estate	8.0%	7.6%	6.5%
Services	45.7%	47.3%	47.6%
Public Administration	4.7%	4.6%	3.9%
2019 Employed Population 16+ by Occupation			
Total	9,852	84,027	306,561
White Collar	71.9%	66.1%	58.4%
Management/Business/Financial	22.3%	16.8%	13.4%
Professional	23.8%	24.4%	20.5%
Sales	12.3%	10.1%	9.6%
Administrative Support	13.5%	14.8%	14.9%
Services	11.4%	13.9%	18.0%
Blue Collar	16.7%	20.1%	23.6%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	3.6%	4.4%	4.8%
Installation/Maintenance/Repair	4.2%	3.2%	3.5%
Production	4.0%	4.9%	5.7%
Transportation/Material Moving	4.4%	7.5%	9.5%
2010 Population By Urban/ Rural Status			
Total Population	17,103	157,053	575,992
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%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	6,893	58,594	209,283
Households with 1 Person	30.8%	27.2%	26.5%
Households with 2+ People	69.2%	72.8%	73.5%
Family Households	61.5%	67.3%	67.9%
Husband-wife Families	45.3%	49.4%	46.5%
With Related Children	20.9%	23.5%	22.6%
Other Family (No Spouse Present)	16.2%	17.9%	21.4%
Other Family with Male Householder	4.6%	5.0%	6.1%
With Related Children	1.9%	2.2%	2.9%
Other Family with Female Householder	11.6%	13.0%	15.3%
With Related Children	6.0%	6.9%	8.6%
Nonfamily Households	7.6%	5.5%	5.6%
All Households with Children	29.2%	32.8%	34.5%
Multigenerational Households	4.1%	5.2%	6.2%
Unmarried Partner Households	6.1%	5.8%	6.7%
Male-female	5.4%	5.1%	5.9%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,892	58,594	209,282
1 Person Household	30.8%	27.2%	26.5%
2 Person Household	29.7%	28.5%	27.2%
3 Person Household	16.6%	17.4%	17.8%
4 Person Household	13.9%	14.7%	15.1%
5 Person Household	5.8%	6.8%	7.4%
6 Person Household	2.1%	2.9%	3.3%
7 + Person Household	1.0%	2.4%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	6,893	58,594	209,283
Owner Occupied	46.3%	54.1%	47.1%
Owned with a Mortgage/Loan	32.4%	37.2%	33.1%
Owned Free and Clear	13.9%	16.9%	14.0%
Renter Occupied	53.7%	45.9%	52.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,303	61,505	221,362
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%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	City Lights (8A)	City Lights (8A)	City Lights (8A)
2.	Pleasantville (2B)	Pleasantville (2B)	International Marketplace
3.	Enterprising Professionals (2D)	International Marketplace	Pleasantville (2B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$18,683,019	\$152,786,023	\$486,746,993
Average Spent	\$2,619.97	\$2,511.81	\$2,250.12
Spending Potential Index	122	117	105
Education: Total \$	\$16,231,623	\$130,066,604	\$403,109,488
Average Spent	\$2,276.21	\$2,138.30	\$1,863.49
Spending Potential Index	143	134	117
Entertainment/Recreation: Total \$	\$27,868,665	\$225,638,758	\$701,154,241
Average Spent	\$3,908.10	\$3,709.52	\$3,241.28
Spending Potential Index	120	113	99
Food at Home: Total \$	\$43,770,936	\$357,347,480	\$1,141,401,213
Average Spent	\$6,138.12	\$5,874.82	\$5,276.45
Spending Potential Index	119	114	102
Food Away from Home: Total \$	\$31,229,326	\$254,989,303	\$809,672,114
Average Spent	\$4,379.38	\$4,192.04	\$3,742.94
Spending Potential Index	119	114	102
Health Care: Total \$	\$46,764,274	\$381,280,888	\$1,176,768,484
Average Spent	\$6,557.88	\$6,268.28	\$5,439.94
Spending Potential Index	111	106	92
HH Furnishings & Equipment: Total \$	\$17,517,530	\$143,535,672	\$445,998,162
Average Spent	\$2,456.53	\$2,359.74	\$2,061.75
Spending Potential Index	115	111	97
Personal Care Products & Services: Total \$	\$7,219,162	\$59,332,026	\$186,184,196
Average Spent	\$1,012.36	\$975.42	\$860.69
Spending Potential Index	114	110	97
Shelter: Total \$	\$175,387,805	\$1,409,419,819	\$4,490,549,683
Average Spent	\$24,595.12	\$23,170.96	\$20,758.83
Spending Potential Index	133	125	112
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,034,815	\$162,242,164	\$496,845,775
Average Spent	\$2,809.54	\$2,667.27	\$2,296.81
Spending Potential Index	113	108	93
Travel: Total \$	\$20,447,909	\$164,764,156	\$509,166,622
Average Spent	\$2,867.47	\$2,708.73	\$2,353.77
Spending Potential Index	128	121	105
Vehicle Maintenance & Repairs: Total \$	\$8,895,958	\$73,071,391	\$228,845,021
Average Spent	\$1,247.50	\$1,201.30	\$1,057.90
Spending Potential Index	109	105	92

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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