



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			
2010 Total Population	16,540	156,991	575,757
2020 Total Population	17,716	168,871	613,994
2020 Group Quarters	236	1,039	4,822
2022 Total Population	18,066	169,693	618,867
2022 Group Quarters	236	1,039	4,825
2027 Total Population	18,053	168,845	615,556
2022-2027 Annual Rate	-0.01%	-0.10%	-0.11%
2022 Total Daytime Population	20,057	165,134	594,461
Workers	11,224	75,381	263,119
Residents	8,833	89,753	331,342
Household Summary			
2010 Households	6,658	58,469	208,753
2010 Average Household Size	2.46	2.67	2.74
2020 Total Households	7,156	62,791	223,264
2020 Average Household Size	2.44	2.67	2.73
2022 Households	7,152	62,990	225,220
2022 Average Household Size	2.49	2.68	2.73
2027 Households	7,141	62,749	225,157
2027 Average Household Size	2.50	2.67	2.71
2022-2027 Annual Rate	-0.03%	-0.08%	-0.01%
2010 Families	4,123	39,369	141,895
2010 Average Family Size	3.14	3.29	3.32
2022 Families	4,298	41,522	150,050
2022 Average Family Size	3.26	3.36	3.37
2027 Families	4,293	41,370	149,996
2027 Average Family Size	3.26	3.36	3.35
2022-2027 Annual Rate	-0.02%	-0.07%	-0.01%
Housing Unit Summary			
2000 Housing Units	6,743	59,297	213,591
Owner Occupied Housing Units	47.7%	52.7%	46.5%
Renter Occupied Housing Units	49.6%	44.6%	50.5%
Vacant Housing Units	2.7%	2.7%	3.0%
2010 Housing Units	7,025	61,397	220,804
Owner Occupied Housing Units	44.5%	51.2%	44.6%
Renter Occupied Housing Units	50.2%	44.1%	50.0%
Vacant Housing Units	5.2%	4.8%	5.5%
2020 Housing Units	7,533	65,715	234,085
Vacant Housing Units	5.0%	4.4%	4.6%
2022 Housing Units	7,525	66,022	236,812
Owner Occupied Housing Units	46.0%	51.4%	45.4%
Renter Occupied Housing Units	49.0%	44.0%	49.7%
Vacant Housing Units	5.0%	4.6%	4.9%
2027 Housing Units	7,572	66,513	240,076
Owner Occupied Housing Units	46.5%	51.7%	45.8%
Renter Occupied Housing Units	47.8%	42.7%	48.0%
Vacant Housing Units	5.7%	5.7%	6.2%
Median Household Income			
2022	\$104,429	\$96,332	\$82,444
2027	\$114,025	\$108,770	\$96,174
Median Home Value			
2022	\$476,099	\$452,584	\$410,596
2027	\$497,148	\$473,827	\$438,367
Per Capita Income			
2022	\$52,968	\$47,117	\$40,550
2027	\$59,416	\$53,707	\$46,506
Median Age			
2010	38.7	37.9	36.9
2022	41.0	39.7	38.7
2027	41.7	40.4	39.6

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 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	7,152	62,990	225,220
<\$15,000	4.8%	6.6%	7.4%
\$15,000 - \$24,999	5.0%	4.9%	6.4%
\$25,000 - \$34,999	4.0%	5.7%	6.3%
\$35,000 - \$49,999	6.4%	7.8%	9.6%
\$50,000 - \$74,999	12.6%	13.8%	15.6%
\$75,000 - \$99,999	13.4%	12.5%	13.2%
\$100,000 - \$149,999	26.2%	20.6%	19.5%
\$150,000 - \$199,999	11.0%	13.0%	10.8%
\$200,000+	16.5%	15.0%	11.2%
Average Household Income	\$133,579	\$126,587	\$111,356
2027 Households by Income			
Household Income Base	7,141	62,749	225,157
<\$15,000	3.2%	5.1%	5.8%
\$15,000 - \$24,999	3.5%	3.7%	4.8%
\$25,000 - \$34,999	2.8%	4.6%	5.2%
\$35,000 - \$49,999	4.4%	6.2%	7.9%
\$50,000 - \$74,999	10.0%	12.4%	14.9%
\$75,000 - \$99,999	12.0%	11.9%	13.0%
\$100,000 - \$149,999	34.1%	24.0%	22.3%
\$150,000 - \$199,999	12.3%	14.9%	13.1%
\$200,000+	17.5%	17.2%	12.9%
Average Household Income	\$149,899	\$144,122	\$127,106
2022 Owner Occupied Housing Units by Value			
Total	3,463	33,930	107,620
<\$50,000	0.3%	2.1%	1.6%
\$50,000 - \$99,999	0.1%	0.2%	0.2%
\$100,000 - \$149,999	0.1%	0.5%	0.9%
\$150,000 - \$199,999	1.6%	1.1%	1.9%
\$200,000 - \$249,999	1.5%	2.4%	4.5%
\$250,000 - \$299,999	4.6%	4.6%	7.5%
\$300,000 - \$399,999	17.7%	22.4%	30.4%
\$400,000 - \$499,999	31.5%	31.5%	27.3%
\$500,000 - \$749,999	36.2%	29.7%	21.6%
\$750,000 - \$999,999	5.8%	4.6%	3.0%
\$1,000,000 - \$1,499,999	0.2%	0.5%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$507,989	\$479,955	\$442,572
2027 Owner Occupied Housing Units by Value			
Total	3,520	34,362	109,830
<\$50,000	0.2%	1.8%	1.3%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.3%	0.5%
\$150,000 - \$199,999	0.8%	0.7%	1.2%
\$200,000 - \$249,999	0.9%	1.5%	3.0%
\$250,000 - \$299,999	2.9%	3.2%	5.5%
\$300,000 - \$399,999	14.2%	18.4%	26.9%
\$400,000 - \$499,999	31.9%	32.5%	29.8%
\$500,000 - \$749,999	42.2%	35.3%	26.8%
\$750,000 - \$999,999	6.7%	5.4%	3.7%
\$1,000,000 - \$1,499,999	0.1%	0.5%	0.7%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.1%	0.1%	0.2%
Average Home Value	\$530,703	\$504,561	\$470,780

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 2022 and 2027. 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	16,542	156,992	575,758
0 - 4	5.3%	6.5%	6.5%
5 - 9	5.6%	6.3%	6.1%
10 - 14	5.5%	6.2%	6.1%
15 - 24	12.0%	12.1%	13.0%
25 - 34	15.9%	14.7%	15.5%
35 - 44	14.9%	14.4%	14.5%
45 - 54	15.6%	14.8%	14.6%
55 - 64	11.8%	11.9%	11.3%
65 - 74	6.7%	6.6%	6.4%
75 - 84	4.7%	4.4%	4.2%
85 +	2.0%	2.0%	1.9%
18 +	80.1%	77.3%	77.5%
2022 Population by Age			
Total	18,066	169,693	618,866
0 - 4	4.7%	5.8%	5.8%
5 - 9	4.9%	5.9%	5.9%
10 - 14	5.1%	6.2%	6.1%
15 - 24	12.2%	11.8%	12.1%
25 - 34	14.3%	13.5%	14.6%
35 - 44	15.1%	14.3%	14.5%
45 - 54	13.4%	12.8%	12.6%
55 - 64	13.5%	12.8%	12.3%
65 - 74	9.6%	9.7%	9.2%
75 - 84	5.1%	5.0%	4.8%
85 +	2.1%	2.1%	2.0%
18 +	82.0%	78.5%	78.7%
2027 Population by Age			
Total	18,052	168,846	615,554
0 - 4	4.6%	5.8%	5.8%
5 - 9	4.7%	5.6%	5.5%
10 - 14	4.8%	5.7%	5.7%
15 - 24	11.0%	11.4%	11.5%
25 - 34	15.4%	13.8%	14.7%
35 - 44	14.2%	14.1%	14.6%
45 - 54	14.1%	13.0%	12.9%
55 - 64	12.6%	12.0%	11.7%
65 - 74	10.3%	10.3%	9.8%
75 - 84	6.1%	6.0%	5.8%
85 +	2.2%	2.2%	2.1%
18 +	83.1%	79.5%	79.6%
2010 Population by Sex			
Males	8,098	75,878	280,594
Females	8,442	81,113	295,163
2022 Population by Sex			
Males	8,868	82,494	302,713
Females	9,198	87,198	316,154
2027 Population by Sex			
Males	8,880	82,360	302,068
Females	9,173	86,486	313,488

Source: Esri forecasts for 2022 and 2027. 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	16,540	156,991	575,757
White Alone	74.5%	72.0%	66.3%
Black Alone	3.9%	4.5%	6.6%
American Indian Alone	0.1%	0.3%	0.5%
Asian Alone	13.0%	9.9%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	10.1%	14.2%
Two or More Races	2.7%	3.1%	3.8%
Hispanic Origin	18.5%	26.3%	40.3%
Diversity Index	59.7	66.8	75.5
2020 Population by Race/Ethnicity			
Total	17,716	168,871	613,994
White Alone	58.8%	54.8%	42.5%
Black Alone	4.4%	4.6%	6.1%
American Indian Alone	0.5%	0.8%	1.2%
Asian Alone	13.7%	11.5%	9.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	10.7%	16.7%	25.1%
Two or More Races	11.9%	11.7%	15.3%
Hispanic Origin	24.3%	31.4%	46.0%
Diversity Index	75.2	79.7	85.9
2022 Population by Race/Ethnicity			
Total	18,066	169,692	618,867
White Alone	57.9%	54.0%	41.6%
Black Alone	4.3%	4.6%	6.1%
American Indian Alone	0.5%	0.8%	1.3%
Asian Alone	13.9%	11.7%	9.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.0%	17.0%	25.7%
Two or More Races	12.3%	11.9%	15.6%
Hispanic Origin	24.8%	31.8%	46.5%
Diversity Index	75.9	80.2	86.1
2027 Population by Race/Ethnicity			
Total	18,053	168,846	615,556
White Alone	55.0%	51.2%	38.9%
Black Alone	4.3%	4.5%	5.9%
American Indian Alone	0.6%	0.9%	1.4%
Asian Alone	14.3%	11.9%	9.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.5%	18.8%	27.9%
Two or More Races	13.3%	12.6%	15.9%
Hispanic Origin	26.5%	33.4%	48.1%
Diversity Index	78.1	81.7	86.6
2010 Population by Relationship and Household Type			
Total	16,540	156,991	575,757
In Households	99.2%	99.5%	99.2%
In Family Households	80.0%	84.8%	85.0%
Householder	25.0%	25.1%	24.6%
Spouse	18.4%	18.4%	16.9%
Child	29.4%	32.8%	32.7%
Other relative	5.5%	6.3%	7.7%
Nonrelative	1.8%	2.2%	3.1%
In Nonfamily Households	19.2%	14.7%	14.3%
In Group Quarters	0.8%	0.5%	0.8%
Institutionalized Population	0.0%	0.1%	0.5%
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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Population 25+ by Educational Attainment			
Total	13,202	119,246	433,804
Less than 9th Grade	3.7%	5.2%	7.4%
9th - 12th Grade, No Diploma	2.8%	4.4%	5.7%
High School Graduate	21.0%	26.6%	29.1%
GED/Alternative Credential	2.0%	2.2%	2.2%
Some College, No Degree	14.7%	13.8%	14.3%
Associate Degree	7.1%	6.8%	6.6%
Bachelor's Degree	34.4%	26.4%	23.2%
Graduate/Professional Degree	14.3%	14.7%	11.5%
2022 Population 15+ by Marital Status			
Total	15,398	139,350	508,455
Never Married	34.0%	33.8%	35.9%
Married	52.3%	53.3%	50.2%
Widowed	5.2%	5.3%	5.2%
Divorced	8.5%	7.7%	8.7%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	9,847	85,424	309,350
Population 16+ Employed	95.7%	95.4%	94.8%
Population 16+ Unemployment rate	4.3%	4.6%	5.2%
Population 16-24 Employed	8.5%	9.6%	10.1%
Population 16-24 Unemployment rate	4.7%	7.7%	10.9%
Population 25-54 Employed	67.0%	66.7%	67.8%
Population 25-54 Unemployment rate	3.2%	3.9%	4.2%
Population 55-64 Employed	18.8%	17.2%	16.4%
Population 55-64 Unemployment rate	8.0%	5.9%	5.7%
Population 65+ Employed	5.7%	6.6%	5.6%
Population 65+ Unemployment rate	3.9%	3.2%	4.7%
2022 Employed Population 16+ by Industry			
Total	9,422	81,513	293,189
Agriculture/Mining	0.4%	0.1%	0.1%
Construction	4.4%	6.3%	7.0%
Manufacturing	9.4%	9.1%	8.9%
Wholesale Trade	4.2%	4.2%	3.7%
Retail Trade	10.1%	10.0%	10.7%
Transportation/Utilities	10.0%	8.1%	9.3%
Information	3.1%	2.7%	2.4%
Finance/Insurance/Real Estate	8.7%	8.2%	7.3%
Services	45.4%	47.0%	46.8%
Public Administration	4.4%	4.3%	3.8%
2022 Employed Population 16+ by Occupation			
Total	9,423	81,512	293,188
White Collar	73.5%	66.8%	59.2%
Management/Business/Financial	26.7%	20.0%	16.4%
Professional	25.7%	26.3%	22.3%
Sales	10.2%	8.5%	8.1%
Administrative Support	10.9%	12.1%	12.3%
Services	9.6%	11.8%	15.4%
Blue Collar	16.9%	21.4%	25.4%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	3.9%	4.9%	5.4%
Installation/Maintenance/Repair	3.7%	2.7%	3.0%
Production	3.6%	4.5%	5.2%
Transportation/Material Moving	5.5%	9.2%	11.8%

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2010 Households by Type			
Total	6,658	58,469	208,753
Households with 1 Person	30.4%	27.1%	26.4%
Households with 2+ People	69.6%	72.9%	73.6%
Family Households	61.9%	67.3%	68.0%
Husband-wife Families	45.6%	49.3%	46.6%
With Related Children	21.1%	23.5%	22.7%
Other Family (No Spouse Present)	16.3%	18.0%	21.4%
Other Family with Male Householder	4.6%	5.0%	6.1%
With Related Children	2.0%	2.2%	2.9%
Other Family with Female Householder	11.7%	13.0%	15.3%
With Related Children	6.0%	7.0%	8.6%
Nonfamily Households	7.6%	5.5%	5.6%
All Households with Children	29.3%	32.9%	34.5%
Multigenerational Households	4.1%	5.2%	6.2%
Unmarried Partner Households	6.1%	5.8%	6.7%
Male-female	5.4%	5.2%	5.9%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	6,658	58,470	208,754
1 Person Household	30.4%	27.1%	26.4%
2 Person Household	29.8%	28.5%	27.2%
3 Person Household	16.7%	17.4%	17.8%
4 Person Household	14.0%	14.7%	15.1%
5 Person Household	5.9%	6.9%	7.4%
6 Person Household	2.1%	2.9%	3.3%
7 + Person Household	1.1%	2.4%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	6,658	58,469	208,753
Owner Occupied	47.0%	53.7%	47.2%
Owned with a Mortgage/Loan	32.8%	37.0%	33.1%
Owned Free and Clear	14.1%	16.8%	14.0%
Renter Occupied	53.0%	46.3%	52.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	80	73
Percent of Income for Mortgage	24.0%	24.8%	26.2%
Wealth Index	104	115	90
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,025	61,397	220,804
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%
2010 Population By Urban/ Rural Status			
Total Population	16,540	156,991	575,757
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%

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.	City Lights (8A)	City Lights (8A)	City Lights (8A)
2.	Pleasantville (2B)	Pleasantville (2B)	Diverse Convergence (13A)
3.	Trendsetters (3C)	Enterprising Professionals (2D)	Pleasantville (2B)
2022 Consumer Spending			
Apparel & Services: Total \$	\$21,947,634	\$183,932,149	\$591,027,972
Average Spent	\$3,068.74	\$2,920.02	\$2,624.23
Spending Potential Index	127	121	109
Education: Total \$	\$21,628,686	\$175,357,072	\$547,404,143
Average Spent	\$3,024.15	\$2,783.89	\$2,430.53
Spending Potential Index	154	142	124
Entertainment/Recreation: Total \$	\$31,627,084	\$264,344,662	\$828,611,629
Average Spent	\$4,422.13	\$4,196.61	\$3,679.12
Spending Potential Index	120	114	100
Food at Home: Total \$	\$55,083,039	\$461,976,936	\$1,480,933,778
Average Spent	\$7,701.77	\$7,334.13	\$6,575.50
Spending Potential Index	124	118	106
Food Away from Home: Total \$	\$39,054,719	\$327,697,004	\$1,054,038,238
Average Spent	\$5,460.67	\$5,202.37	\$4,680.04
Spending Potential Index	127	121	109
Health Care: Total \$	\$55,908,315	\$472,116,870	\$1,464,250,397
Average Spent	\$7,817.16	\$7,495.11	\$6,501.42
Spending Potential Index	110	106	92
HH Furnishings & Equipment: Total \$	\$22,003,240	\$185,413,697	\$578,334,586
Average Spent	\$3,076.52	\$2,943.54	\$2,567.87
Spending Potential Index	120	115	100
Personal Care Products & Services: Total \$	\$9,092,904	\$75,879,885	\$240,187,098
Average Spent	\$1,271.38	\$1,204.63	\$1,066.46
Spending Potential Index	125	118	105
Shelter: Total \$	\$225,535,871	\$1,865,738,742	\$5,989,339,412
Average Spent	\$31,534.66	\$29,619.60	\$26,593.28
Spending Potential Index	138	129	116
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$20,268,464	\$173,048,025	\$527,560,030
Average Spent	\$2,833.96	\$2,747.23	\$2,342.42
Spending Potential Index	104	101	86
Travel: Total \$	\$26,101,326	\$218,121,175	\$674,891,435
Average Spent	\$3,649.51	\$3,462.79	\$2,996.59
Spending Potential Index	127	121	104
Vehicle Maintenance & Repairs: Total \$	\$9,828,404	\$83,914,099	\$263,814,918
Average Spent	\$1,374.22	\$1,332.18	\$1,171.37
Spending Potential Index	109	106	93

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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