



# Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8974  
Longitude: -74.23818

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	4,311	80,950	335,596
2010 Total Population	4,498	87,298	339,237
2021 Total Population	4,331	88,174	343,524
2021 Group Quarters	388	4,542	10,622
2026 Total Population	4,302	88,931	346,222
2021-2026 Annual Rate	-0.13%	0.17%	0.16%
2021 Total Daytime Population	9,561	98,548	352,759
Workers	7,407	54,675	171,364
Residents	2,154	43,873	181,395
<b>Household Summary</b>			
2000 Households	1,582	29,639	114,969
2000 Average Household Size	2.45	2.66	2.82
2010 Households	1,650	30,488	116,046
2010 Average Household Size	2.47	2.70	2.83
2021 Households	1,602	30,996	118,260
2021 Average Household Size	2.46	2.70	2.82
2026 Households	1,590	31,311	119,315
2026 Average Household Size	2.46	2.70	2.81
2021-2026 Annual Rate	-0.15%	0.20%	0.18%
2010 Families	1,083	21,853	82,828
2010 Average Family Size	3.10	3.22	3.37
2021 Families	1,054	22,141	83,957
2021 Average Family Size	3.08	3.22	3.36
2026 Families	1,047	22,339	84,583
2026 Average Family Size	3.08	3.22	3.36
2021-2026 Annual Rate	-0.13%	0.18%	0.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,618	30,368	118,911
Owner Occupied Housing Units	81.4%	72.0%	57.5%
Renter Occupied Housing Units	16.3%	25.6%	39.1%
Vacant Housing Units	2.3%	2.4%	3.3%
2010 Housing Units	1,707	31,673	122,187
Owner Occupied Housing Units	80.4%	70.7%	56.0%
Renter Occupied Housing Units	16.3%	25.5%	39.0%
Vacant Housing Units	3.3%	3.7%	5.0%
2021 Housing Units	1,725	32,700	125,407
Owner Occupied Housing Units	78.0%	70.9%	56.1%
Renter Occupied Housing Units	14.9%	23.9%	38.2%
Vacant Housing Units	7.1%	5.2%	5.7%
2026 Housing Units	1,729	33,106	126,605
Owner Occupied Housing Units	78.3%	71.9%	57.1%
Renter Occupied Housing Units	13.6%	22.7%	37.2%
Vacant Housing Units	8.0%	5.4%	5.8%
<b>Median Household Income</b>			
2021	\$96,021	\$102,444	\$82,824
2026	\$103,057	\$111,021	\$90,917
<b>Median Home Value</b>			
2021	\$317,164	\$430,699	\$426,696
2026	\$368,000	\$465,593	\$463,195
<b>Per Capita Income</b>			
2021	\$41,529	\$48,653	\$41,348
2026	\$45,888	\$54,609	\$46,248
<b>Median Age</b>			
2010	43.6	40.8	37.9
2021	45.0	42.4	39.1
2026	45.1	42.9	39.9

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021



# Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8974

Longitude: -74.23818

	1 mile	3 mile	5 mile
<b>2021 Households by Income</b>			
Household Income Base	1,600	30,994	118,251
<\$15,000	3.3%	3.8%	8.5%
\$15,000 - \$24,999	4.6%	3.8%	6.8%
\$25,000 - \$34,999	3.5%	5.8%	6.9%
\$35,000 - \$49,999	4.2%	7.7%	8.5%
\$50,000 - \$74,999	18.5%	14.0%	14.6%
\$75,000 - \$99,999	18.1%	13.4%	12.2%
\$100,000 - \$149,999	26.8%	19.6%	16.9%
\$150,000 - \$199,999	12.0%	13.3%	10.3%
\$200,000+	9.1%	18.6%	15.1%
Average Household Income	\$111,236	\$137,085	\$119,594
<b>2026 Households by Income</b>			
Household Income Base	1,588	31,309	119,306
<\$15,000	2.8%	3.1%	7.6%
\$15,000 - \$24,999	3.7%	3.0%	5.8%
\$25,000 - \$34,999	3.0%	4.8%	6.2%
\$35,000 - \$49,999	3.7%	6.6%	7.8%
\$50,000 - \$74,999	16.6%	13.3%	14.1%
\$75,000 - \$99,999	17.3%	13.2%	12.1%
\$100,000 - \$149,999	28.3%	19.7%	17.4%
\$150,000 - \$199,999	14.1%	14.7%	11.6%
\$200,000+	10.5%	21.5%	17.3%
Average Household Income	\$123,312	\$153,887	\$133,701
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,343	23,174	70,286
<\$50,000	1.6%	1.0%	1.0%
\$50,000 - \$99,999	0.0%	0.5%	0.5%
\$100,000 - \$149,999	1.2%	0.5%	1.1%
\$150,000 - \$199,999	3.4%	2.7%	3.5%
\$200,000 - \$249,999	19.3%	7.1%	6.6%
\$250,000 - \$299,999	21.1%	8.0%	8.4%
\$300,000 - \$399,999	20.0%	23.4%	23.3%
\$400,000 - \$499,999	16.5%	22.3%	20.4%
\$500,000 - \$749,999	11.8%	25.8%	25.2%
\$750,000 - \$999,999	5.1%	5.9%	7.1%
\$1,000,000 - \$1,499,999	0.2%	2.2%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.4%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$373,549	\$480,901	\$480,581
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,352	23,797	72,213
<\$50,000	0.7%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.3%	0.3%
\$100,000 - \$149,999	0.6%	0.2%	0.6%
\$150,000 - \$199,999	2.1%	1.7%	2.3%
\$200,000 - \$249,999	14.6%	5.2%	4.9%
\$250,000 - \$299,999	18.3%	6.4%	6.8%
\$300,000 - \$399,999	20.3%	20.6%	21.1%
\$400,000 - \$499,999	22.0%	23.3%	21.3%
\$500,000 - \$749,999	15.5%	32.1%	30.9%
\$750,000 - \$999,999	5.8%	6.9%	8.4%
\$1,000,000 - \$1,499,999	0.1%	2.1%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.4%
\$2,000,000 +	0.0%	0.5%	0.5%
Average Home Value	\$407,526	\$514,090	\$513,415

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021



# Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8974

Longitude: -74.23818

	1 mile	3 mile	5 mile
<b>2010 Population by Age</b>			
Total	4,499	87,300	339,238
0 - 4	4.2%	5.2%	6.3%
5 - 9	4.4%	5.7%	6.6%
10 - 14	5.4%	6.1%	6.8%
15 - 24	10.4%	14.8%	14.6%
25 - 34	12.0%	10.8%	12.1%
35 - 44	15.8%	13.2%	13.6%
45 - 54	17.0%	15.2%	14.9%
55 - 64	14.1%	12.7%	11.6%
65 - 74	7.9%	7.9%	6.9%
75 - 84	6.2%	5.6%	4.6%
85 +	2.5%	2.7%	2.2%
18 +	82.7%	79.3%	76.1%
<b>2021 Population by Age</b>			
Total	4,332	88,174	343,524
0 - 4	3.8%	4.6%	5.6%
5 - 9	4.3%	5.1%	6.0%
10 - 14	5.3%	5.7%	6.4%
15 - 24	8.9%	14.2%	13.7%
25 - 34	13.0%	11.5%	13.1%
35 - 44	14.6%	11.8%	12.3%
45 - 54	14.5%	12.6%	12.3%
55 - 64	14.8%	13.9%	12.8%
65 - 74	11.0%	11.3%	9.9%
75 - 84	6.6%	6.1%	5.2%
85 +	3.1%	3.1%	2.5%
18 +	83.8%	81.1%	78.2%
<b>2026 Population by Age</b>			
Total	4,303	88,929	346,223
0 - 4	3.8%	4.7%	5.7%
5 - 9	4.1%	4.9%	5.7%
10 - 14	5.0%	5.2%	5.9%
15 - 24	9.0%	13.4%	12.9%
25 - 34	12.2%	11.6%	13.0%
35 - 44	15.7%	12.8%	13.3%
45 - 54	14.0%	11.9%	11.8%
55 - 64	14.1%	13.2%	12.2%
65 - 74	11.1%	11.8%	10.5%
75 - 84	7.9%	7.3%	6.3%
85 +	3.0%	3.2%	2.6%
18 +	84.1%	82.0%	79.1%
<b>2010 Population by Sex</b>			
Males	2,169	41,514	162,731
Females	2,329	45,784	176,506
<b>2021 Population by Sex</b>			
Males	2,091	42,117	165,544
Females	2,241	46,057	177,980
<b>2026 Population by Sex</b>			
Males	2,087	42,667	167,374
Females	2,215	46,264	178,848

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021



# Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8974

Longitude: -74.23818

	1 mile	3 mile	5 mile
<b>2010 Population by Race/Ethnicity</b>			
Total	4,498	87,297	339,238
White Alone	86.1%	80.2%	66.5%
Black Alone	3.2%	5.0%	12.8%
American Indian Alone	0.1%	0.3%	0.5%
Asian Alone	5.5%	6.4%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.0%	5.8%	11.0%
Two or More Races	2.2%	2.4%	3.5%
Hispanic Origin	11.9%	18.4%	29.5%
Diversity Index	41.1	54.5	73.0
<b>2021 Population by Race/Ethnicity</b>			
Total	4,332	88,174	343,525
White Alone	81.6%	76.2%	62.9%
Black Alone	3.6%	5.3%	12.4%
American Indian Alone	0.1%	0.3%	0.5%
Asian Alone	6.8%	7.4%	6.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.8%	7.7%	13.5%
Two or More Races	3.1%	3.1%	4.2%
Hispanic Origin	18.5%	24.5%	36.0%
Diversity Index	53.1	62.9	77.6
<b>2026 Population by Race/Ethnicity</b>			
Total	4,302	88,931	346,221
White Alone	79.4%	74.5%	61.5%
Black Alone	3.8%	5.5%	12.2%
American Indian Alone	0.2%	0.3%	0.6%
Asian Alone	7.5%	8.0%	7.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.6%	8.3%	14.2%
Two or More Races	3.5%	3.4%	4.5%
Hispanic Origin	22.1%	27.7%	39.2%
Diversity Index	58.2	66.2	79.1
<b>2010 Population by Relationship and Household Type</b>			
Total	4,498	87,298	339,237
In Households	90.7%	94.4%	96.6%
In Family Households	75.9%	82.4%	84.8%
Householder	24.0%	25.0%	24.4%
Spouse	18.3%	19.3%	17.0%
Child	28.0%	30.9%	34.0%
Other relative	4.4%	5.5%	6.8%
Nonrelative	1.3%	1.7%	2.6%
In Nonfamily Households	14.7%	12.0%	11.9%
In Group Quarters	9.3%	5.6%	3.4%
Institutionalized Population	0.4%	1.3%	1.0%
Noninstitutionalized Population	9.0%	4.3%	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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021



# Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8974

Longitude: -74.23818

	1 mile	3 mile	5 mile
<b>2021 Population 25+ by Educational Attainment</b>			
Total	3,364	62,058	234,530
Less than 9th Grade	6.2%	4.3%	6.5%
9th - 12th Grade, No Diploma	4.1%	3.6%	5.7%
High School Graduate	27.9%	26.9%	29.2%
GED/Alternative Credential	2.0%	1.9%	2.0%
Some College, No Degree	15.7%	15.8%	14.4%
Associate Degree	5.9%	5.5%	4.6%
Bachelor's Degree	28.4%	27.0%	23.8%
Graduate/Professional Degree	9.8%	15.0%	13.8%
<b>2021 Population 15+ by Marital Status</b>			
Total	3,750	74,551	281,700
Never Married	35.6%	32.2%	36.6%
Married	39.8%	53.7%	49.5%
Widowed	10.3%	6.2%	5.6%
Divorced	14.3%	7.9%	8.3%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,498	48,207	176,375
Population 16+ Employed	88.0%	92.8%	92.4%
Population 16+ Unemployment rate	12.0%	7.2%	7.6%
Population 16-24 Employed	9.0%	12.9%	12.0%
Population 16-24 Unemployment rate	14.6%	12.0%	13.2%
Population 25-54 Employed	62.9%	59.0%	61.9%
Population 25-54 Unemployment rate	6.3%	5.4%	6.2%
Population 55-64 Employed	16.7%	18.8%	17.9%
Population 55-64 Unemployment rate	27.3%	10.4%	9.2%
Population 65+ Employed	11.3%	9.2%	8.2%
Population 65+ Unemployment rate	12.0%	4.6%	5.2%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,199	44,736	163,025
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.5%	6.5%	6.0%
Manufacturing	6.1%	9.1%	10.5%
Wholesale Trade	3.7%	3.5%	3.2%
Retail Trade	17.6%	12.9%	11.4%
Transportation/Utilities	7.3%	6.4%	7.1%
Information	2.4%	2.3%	2.2%
Finance/Insurance/Real Estate	6.4%	8.6%	7.9%
Services	43.1%	45.7%	47.5%
Public Administration	6.7%	4.9%	4.0%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,199	44,735	163,024
White Collar	71.4%	69.9%	63.2%
Management/Business/Financial	19.1%	20.4%	18.2%
Professional	29.9%	25.6%	24.1%
Sales	9.1%	11.0%	9.5%
Administrative Support	13.2%	12.9%	11.4%
Services	10.5%	12.2%	13.6%
Blue Collar	18.1%	17.9%	23.1%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	7.0%	4.6%	4.2%
Installation/Maintenance/Repair	2.9%	2.2%	2.2%
Production	1.5%	4.0%	4.7%
Transportation/Material Moving	6.7%	7.1%	12.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021



# Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8974

Longitude: -74.23818

	1 mile	3 mile	5 mile
<b>2010 Households by Type</b>			
Total	1,650	30,489	116,046
Households with 1 Person	29.3%	23.8%	23.9%
Households with 2+ People	70.7%	76.2%	76.1%
Family Households	65.6%	71.7%	71.4%
Husband-wife Families	49.9%	55.6%	49.6%
With Related Children	20.5%	25.3%	24.5%
Other Family (No Spouse Present)	15.6%	16.1%	21.8%
Other Family with Male Householder	4.3%	4.5%	5.4%
With Related Children	1.6%	2.0%	2.6%
Other Family with Female Householder	11.3%	11.7%	16.4%
With Related Children	4.5%	5.6%	9.9%
Nonfamily Households	5.0%	4.5%	4.7%
All Households with Children	26.7%	33.0%	37.4%
Multigenerational Households	4.4%	5.7%	6.9%
Unmarried Partner Households	4.4%	5.0%	6.0%
Male-female	3.6%	4.3%	5.3%
Same-sex	0.7%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	1,649	30,488	116,046
1 Person Household	29.4%	23.8%	23.9%
2 Person Household	31.2%	30.6%	27.4%
3 Person Household	16.3%	17.0%	17.3%
4 Person Household	13.5%	16.4%	16.6%
5 Person Household	6.5%	7.7%	8.5%
6 Person Household	2.1%	2.8%	3.4%
7 + Person Household	1.0%	1.8%	2.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,650	30,488	116,046
Owner Occupied	83.2%	73.5%	59.0%
Owned with a Mortgage/Loan	56.8%	50.8%	42.0%
Owned Free and Clear	26.3%	22.7%	17.0%
Renter Occupied	16.8%	26.5%	41.0%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	129	100	79
Percent of Income for Mortgage	13.9%	17.6%	21.6%
Wealth Index	128	183	147
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,707	31,673	122,187
Housing Units Inside Urbanized Area	100.0%	99.9%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.1%	0.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	4,498	87,298	339,237
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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021



# Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8974

Longitude: -74.23818

	1 mile	3 mile	5 mile
<b>Top 3 Tapestry Segments</b>			
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)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,847,197	\$94,754,001	\$326,853,836
Average Spent	\$2,401.50	\$3,056.98	\$2,763.86
Spending Potential Index	113	144	130
Education: Total \$	\$4,058,256	\$93,747,887	\$310,065,688
Average Spent	\$2,533.24	\$3,024.52	\$2,621.90
Spending Potential Index	147	175	152
Entertainment/Recreation: Total \$	\$5,923,658	\$141,764,810	\$470,592,982
Average Spent	\$3,697.66	\$4,573.65	\$3,979.31
Spending Potential Index	114	142	123
Food at Home: Total \$	\$9,790,438	\$239,049,970	\$820,271,334
Average Spent	\$6,111.38	\$7,712.28	\$6,936.17
Spending Potential Index	112	142	127
Food Away from Home: Total \$	\$6,844,027	\$168,257,051	\$579,421,224
Average Spent	\$4,272.18	\$5,428.35	\$4,899.55
Spending Potential Index	113	143	129
Health Care: Total \$	\$10,657,122	\$258,286,569	\$850,519,496
Average Spent	\$6,652.39	\$8,332.90	\$7,191.95
Spending Potential Index	107	134	115
HH Furnishings & Equipment: Total \$	\$4,170,796	\$100,031,400	\$330,343,119
Average Spent	\$2,603.49	\$3,227.24	\$2,793.36
Spending Potential Index	115	143	124
Personal Care Products & Services: Total \$	\$1,646,695	\$40,080,534	\$135,113,122
Average Spent	\$1,027.90	\$1,293.09	\$1,142.51
Spending Potential Index	115	144	127
Shelter: Total \$	\$40,505,642	\$968,164,208	\$3,295,422,706
Average Spent	\$25,284.42	\$31,235.13	\$27,865.91
Spending Potential Index	125	155	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,968,917	\$97,846,057	\$315,547,955
Average Spent	\$2,477.48	\$3,156.73	\$2,668.26
Spending Potential Index	104	132	112
Travel: Total \$	\$5,093,049	\$119,873,629	\$387,296,284
Average Spent	\$3,179.18	\$3,867.39	\$3,274.96
Spending Potential Index	126	153	130
Vehicle Maintenance & Repairs: Total \$	\$1,819,435	\$44,684,396	\$150,902,063
Average Spent	\$1,135.73	\$1,441.62	\$1,276.02
Spending Potential Index	102	130	115

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021