



Community Profile

Rings: 1, 3, 5 mile radii

545 US-46, Totowa, NJ 07512, USA

Latitude: 40.8973
Longitude: -74.23883

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	4,716	83,236	335,895
2020 Total Population	4,299	86,240	359,997
2020 Group Quarters	6	2,163	10,754
2022 Total Population	4,306	88,176	362,642
2022 Group Quarters	6	2,166	10,754
2027 Total Population	4,366	88,403	360,930
2022-2027 Annual Rate	0.28%	0.05%	-0.09%
2022 Total Daytime Population	11,831	102,448	373,529
Workers	9,703	56,335	170,806
Residents	2,128	46,113	202,723
Household Summary			
2010 Households	1,749	29,539	114,948
2010 Average Household Size	2.46	2.70	2.82
2020 Total Households	1,716	30,640	123,460
2020 Average Household Size	2.50	2.74	2.83
2022 Total Households	1,713	31,323	124,744
2022 Average Household Size	2.51	2.75	2.82
2027 Total Households	1,739	31,511	124,485
2027 Average Household Size	2.51	2.74	2.81
2022-2027 Annual Rate	0.30%	0.12%	-0.04%
2010 Families	1,167	21,280	82,011
2010 Average Family Size	3.07	3.21	3.37
2022 Total Families	1,121	22,131	87,193
2022 Average Family Size	3.19	3.33	3.42
2027 Total Families	1,136	22,265	87,008
2027 Average Family Size	3.19	3.31	3.41
2022-2027 Annual Rate	0.27%	0.12%	-0.04%
Housing Unit Summary			
2000 Housing Units	1,816	29,410	117,795
Owner Occupied Housing Units	81.3%	72.5%	57.7%
Renter Occupied Housing Units	16.0%	25.4%	39.0%
Vacant Housing Units	2.8%	2.2%	3.3%
2010 Housing Units	1,819	30,609	121,047
Owner Occupied Housing Units	80.2%	71.2%	56.2%
Renter Occupied Housing Units	15.9%	25.3%	38.8%
Vacant Housing Units	3.8%	3.5%	5.0%
2020 Housing Units	1,773	31,784	128,877
Vacant Housing Units	3.2%	3.6%	4.2%
2022 Housing Units	1,775	32,671	130,560
Owner Occupied Housing Units	81.3%	71.7%	55.0%
Renter Occupied Housing Units	15.2%	24.2%	40.5%
Vacant Housing Units	3.5%	4.1%	4.5%
2027 Housing Units	1,824	33,179	131,793
Owner Occupied Housing Units	79.0%	71.9%	55.3%
Renter Occupied Housing Units	16.3%	23.0%	39.1%
Vacant Housing Units	4.7%	5.0%	5.5%
Median Household Income			
2022	\$103,572	\$112,988	\$90,265
2027	\$118,718	\$130,391	\$101,978
Median Home Value			
2022	\$383,725	\$456,605	\$452,104
2027	\$415,385	\$478,630	\$476,010
Per Capita Income			
2022	\$50,164	\$56,281	\$46,839
2027	\$59,951	\$65,001	\$53,559
Median Age			
2010	43.7	41.0	37.9
2022	43.9	42.7	38.9
2027	44.0	43.1	39.8

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 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	1,710	31,320	124,741
<\$15,000	2.6%	3.0%	7.8%
\$15,000 - \$24,999	3.7%	3.0%	6.1%
\$25,000 - \$34,999	2.9%	4.8%	6.3%
\$35,000 - \$49,999	3.8%	6.6%	7.9%
\$50,000 - \$74,999	16.8%	12.7%	13.9%
\$75,000 - \$99,999	17.0%	13.0%	12.0%
\$100,000 - \$149,999	27.0%	19.9%	17.1%
\$150,000 - \$199,999	14.2%	14.5%	11.2%
\$200,000+	12.0%	22.5%	17.7%
Average Household Income	\$128,117	\$158,289	\$135,429
2027 Households by Income			
Household Income Base	1,736	31,508	124,482
<\$15,000	2.0%	2.2%	6.6%
\$15,000 - \$24,999	2.6%	2.2%	4.9%
\$25,000 - \$34,999	2.3%	3.4%	5.3%
\$35,000 - \$49,999	3.3%	5.1%	6.9%
\$50,000 - \$74,999	12.2%	11.4%	13.4%
\$75,000 - \$99,999	14.1%	12.9%	12.0%
\$100,000 - \$149,999	27.4%	18.4%	16.2%
\$150,000 - \$199,999	19.2%	16.9%	13.8%
\$200,000+	16.8%	27.4%	20.9%
Average Household Income	\$152,937	\$182,488	\$154,558
2022 Owner Occupied Housing Units by Value			
Total	1,440	23,409	71,797
<\$50,000	0.5%	0.4%	0.6%
\$50,000 - \$99,999	0.0%	0.1%	0.4%
\$100,000 - \$149,999	0.7%	0.2%	0.6%
\$150,000 - \$199,999	1.2%	1.1%	1.7%
\$200,000 - \$249,999	12.6%	4.8%	4.9%
\$250,000 - \$299,999	17.8%	6.3%	7.0%
\$300,000 - \$399,999	20.7%	22.5%	22.7%
\$400,000 - \$499,999	22.0%	25.7%	23.2%
\$500,000 - \$749,999	17.0%	29.4%	28.6%
\$750,000 - \$999,999	7.4%	7.0%	7.7%
\$1,000,000 - \$1,499,999	0.3%	2.0%	2.0%
\$1,500,000 - \$1,999,999	0.0%	0.3%	0.3%
\$2,000,000 +	0.0%	0.2%	0.2%
Average Home Value	\$425,642	\$504,115	\$499,708
2027 Owner Occupied Housing Units by Value			
Total	1,438	23,869	72,880
<\$50,000	0.3%	0.2%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.3%	0.1%	0.4%
\$150,000 - \$199,999	0.8%	0.8%	1.2%
\$200,000 - \$249,999	9.7%	3.7%	3.7%
\$250,000 - \$299,999	15.3%	5.2%	5.8%
\$300,000 - \$399,999	19.7%	19.6%	20.2%
\$400,000 - \$499,999	26.2%	26.0%	23.6%
\$500,000 - \$749,999	19.7%	34.0%	33.1%
\$750,000 - \$999,999	7.9%	7.9%	8.8%
\$1,000,000 - \$1,499,999	0.2%	2.1%	2.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$447,410	\$524,829	\$520,896

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	4,716	83,239	335,896
0 - 4	4.0%	5.3%	6.3%
5 - 9	4.2%	5.8%	6.6%
10 - 14	5.6%	6.2%	6.7%
15 - 24	10.8%	14.2%	14.6%
25 - 34	11.7%	10.8%	12.1%
35 - 44	15.7%	13.4%	13.6%
45 - 54	17.1%	15.3%	14.9%
55 - 64	13.8%	12.8%	11.6%
65 - 74	8.1%	7.8%	6.9%
75 - 84	6.5%	5.7%	4.6%
85 +	2.4%	2.7%	2.2%
18 +	82.7%	78.9%	76.1%
2022 Population by Age			
Total	4,306	88,176	362,639
0 - 4	4.3%	4.8%	5.6%
5 - 9	4.9%	5.2%	6.0%
10 - 14	5.8%	5.9%	6.4%
15 - 24	9.6%	12.7%	13.9%
25 - 34	13.1%	12.1%	13.1%
35 - 44	13.7%	12.0%	12.3%
45 - 54	12.9%	12.7%	12.2%
55 - 64	14.0%	13.9%	12.7%
65 - 74	11.4%	11.3%	9.9%
75 - 84	7.1%	6.4%	5.3%
85 +	3.2%	3.1%	2.5%
18 +	82.0%	80.5%	78.0%
2027 Population by Age			
Total	4,367	88,403	360,932
0 - 4	4.3%	4.8%	5.7%
5 - 9	4.6%	5.0%	5.7%
10 - 14	5.6%	5.4%	5.9%
15 - 24	9.8%	11.8%	13.0%
25 - 34	12.1%	12.2%	13.1%
35 - 44	14.9%	13.1%	13.4%
45 - 54	12.4%	11.9%	11.8%
55 - 64	13.2%	13.1%	12.0%
65 - 74	11.5%	11.8%	10.4%
75 - 84	8.3%	7.5%	6.4%
85 +	3.2%	3.2%	2.6%
18 +	82.3%	81.5%	79.0%
2010 Population by Sex			
Males	2,281	39,695	161,135
Females	2,434	43,541	174,760
2022 Population by Sex			
Males	2,086	42,506	175,138
Females	2,220	45,671	187,504
2027 Population by Sex			
Males	2,128	42,777	174,824
Females	2,238	45,626	186,106

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

July 15, 2022



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Rings: 1, 3, 5 mile radii

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2010 Population by Race/Ethnicity			
Total	4,716	83,235	335,894
White Alone	87.9%	80.9%	66.8%
Black Alone	2.9%	4.7%	12.6%
American Indian Alone	0.1%	0.2%	0.5%
Asian Alone	4.1%	6.2%	5.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.9%	5.6%	10.9%
Two or More Races	2.1%	2.4%	3.4%
Hispanic Origin	11.7%	18.1%	29.3%
Diversity Index	38.4	53.3	72.0
2020 Population by Race/Ethnicity			
Total	4,299	86,240	359,997
White Alone	74.2%	64.7%	49.3%
Black Alone	2.1%	4.8%	11.5%
American Indian Alone	0.2%	0.4%	0.6%
Asian Alone	5.4%	8.6%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.1%	11.6%	20.0%
Two or More Races	9.0%	10.0%	11.3%
Hispanic Origin	19.2%	23.6%	34.6%
Diversity Index	60.7	71.1	82.8
2022 Population by Race/Ethnicity			
Total	4,307	88,176	362,642
White Alone	73.5%	64.1%	48.6%
Black Alone	2.2%	4.8%	11.4%
American Indian Alone	0.2%	0.4%	0.6%
Asian Alone	5.4%	8.7%	7.2%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	9.5%	11.8%	20.5%
Two or More Races	9.2%	10.1%	11.5%
Hispanic Origin	19.6%	23.7%	35.0%
Diversity Index	61.6	71.6	83.1
2027 Population by Race/Ethnicity			
Total	4,366	88,403	360,929
White Alone	70.7%	61.8%	46.4%
Black Alone	2.2%	4.7%	11.1%
American Indian Alone	0.3%	0.5%	0.7%
Asian Alone	5.8%	9.0%	7.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	11.1%	13.3%	22.5%
Two or More Races	9.9%	10.7%	11.8%
Hispanic Origin	21.3%	25.0%	36.5%
Diversity Index	65.1	73.6	84.0
2010 Population by Relationship and Household Type			
Total	4,715	83,236	335,895
In Households	91.3%	95.7%	96.6%
In Family Households	77.1%	83.9%	84.7%
Householder	24.5%	25.4%	24.4%
Spouse	18.8%	19.7%	17.0%
Child	28.6%	31.5%	33.9%
Other relative	4.1%	5.5%	6.8%
Nonrelative	1.1%	1.7%	2.5%
In Nonfamily Households	14.3%	11.9%	11.9%
In Group Quarters	8.7%	4.3%	3.4%
Institutionalized Population	0.0%	0.8%	1.1%
Noninstitutionalized Population	8.7%	3.5%	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.

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2022 Population 25+ by Educational Attainment			
Total	3,247	62,949	246,768
Less than 9th Grade	4.6%	3.6%	5.8%
9th - 12th Grade, No Diploma	3.2%	3.3%	5.4%
High School Graduate	27.0%	27.0%	29.7%
GED/Alternative Credential	2.0%	2.0%	2.0%
Some College, No Degree	13.2%	14.5%	13.3%
Associate Degree	6.4%	6.0%	5.0%
Bachelor's Degree	32.0%	28.1%	24.6%
Graduate/Professional Degree	11.6%	15.5%	14.2%
2022 Population 15+ by Marital Status			
Total	3,662	74,156	297,267
Never Married	30.4%	30.9%	36.1%
Married	46.3%	55.6%	50.5%
Widowed	10.5%	6.2%	5.6%
Divorced	12.8%	7.3%	7.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	2,423	44,981	171,102
Population 16+ Employed	91.9%	95.3%	95.0%
Population 16+ Unemployment rate	8.1%	4.7%	5.0%
Population 16-24 Employed	8.8%	11.2%	12.3%
Population 16-24 Unemployment rate	14.0%	9.5%	10.6%
Population 25-54 Employed	64.4%	61.6%	62.8%
Population 25-54 Unemployment rate	4.0%	3.4%	3.8%
Population 55-64 Employed	18.1%	19.3%	17.9%
Population 55-64 Unemployment rate	18.1%	6.4%	5.5%
Population 65+ Employed	8.7%	7.9%	7.0%
Population 65+ Unemployment rate	8.1%	3.3%	3.4%
2022 Employed Population 16+ by Industry			
Total	2,226	42,854	162,586
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	6.8%	6.6%	6.2%
Manufacturing	6.6%	9.0%	10.4%
Wholesale Trade	3.8%	3.5%	3.2%
Retail Trade	16.9%	13.0%	11.4%
Transportation/Utilities	7.9%	7.0%	7.6%
Information	2.4%	2.3%	2.3%
Finance/Insurance/Real Estate	6.0%	8.4%	7.6%
Services	43.3%	45.4%	47.5%
Public Administration	6.2%	4.6%	3.7%
2022 Employed Population 16+ by Occupation			
Total	2,228	42,854	162,587
White Collar	69.3%	68.7%	62.1%
Management/Business/Financial	18.8%	20.1%	17.9%
Professional	28.6%	24.9%	23.5%
Sales	8.8%	11.0%	9.3%
Administrative Support	13.1%	12.7%	11.4%
Services	11.3%	12.5%	14.0%
Blue Collar	19.5%	18.8%	23.9%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	7.5%	4.8%	4.4%
Installation/Maintenance/Repair	3.1%	2.3%	2.3%
Production	1.7%	4.1%	4.9%
Transportation/Material Moving	7.2%	7.5%	12.3%

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2010 Households by Type			
Total	1,749	29,539	114,950
Households with 1 Person	28.5%	23.5%	24.0%
Households with 2+ People	71.5%	76.5%	76.0%
Family Households	66.7%	72.0%	71.3%
Husband-wife Families	51.3%	56.0%	49.7%
With Related Children	21.3%	25.5%	24.6%
Other Family (No Spouse Present)	15.4%	16.0%	21.6%
Other Family with Male Householder	4.1%	4.5%	5.4%
With Related Children	1.5%	2.0%	2.6%
Other Family with Female Householder	11.4%	11.6%	16.3%
With Related Children	4.3%	5.5%	9.9%
Nonfamily Households	4.7%	4.5%	4.7%
All Households with Children	27.3%	33.2%	37.4%
Multigenerational Households	4.5%	5.7%	6.8%
Unmarried Partner Households	4.3%	5.0%	6.0%
Male-female	3.5%	4.3%	5.3%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	1,746	29,540	114,948
1 Person Household	28.6%	23.5%	24.0%
2 Person Household	31.3%	30.6%	27.5%
3 Person Household	16.8%	17.1%	17.2%
4 Person Household	13.6%	16.5%	16.6%
5 Person Household	6.9%	7.7%	8.5%
6 Person Household	2.2%	2.8%	3.4%
7 + Person Household	0.7%	1.8%	2.8%
2010 Households by Tenure and Mortgage Status			
Total	1,748	29,540	114,949
Owner Occupied	83.5%	73.8%	59.2%
Owned with a Mortgage/Loan	56.4%	50.8%	42.2%
Owned Free and Clear	27.1%	22.9%	17.0%
Renter Occupied	16.5%	26.2%	40.8%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	99	91	72
Percent of Income for Mortgage	19.5%	21.3%	26.4%
Wealth Index	135	185	145
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,819	30,609	121,047
Housing Units Inside Urbanized Area	100.0%	99.8%	100.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.0%
2010 Population By Urban/ Rural Status			
Total Population	4,716	83,236	335,895
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.

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Top 3 Tapestry Segments			
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)
2022 Consumer Spending			
Apparel & Services: Total \$	\$4,730,707	\$110,587,587	\$391,586,765
Average Spent	\$2,761.65	\$3,530.56	\$3,139.12
Spending Potential Index	115	147	130
Education: Total \$	\$4,982,272	\$109,356,432	\$370,092,332
Average Spent	\$2,908.51	\$3,491.25	\$2,966.81
Spending Potential Index	148	178	151
Entertainment/Recreation: Total \$	\$7,291,625	\$165,387,089	\$562,141,228
Average Spent	\$4,256.64	\$5,280.05	\$4,506.36
Spending Potential Index	116	144	123
Food at Home: Total \$	\$12,044,092	\$278,921,997	\$982,718,508
Average Spent	\$7,030.99	\$8,904.70	\$7,877.88
Spending Potential Index	114	144	127
Food Away from Home: Total \$	\$8,439,791	\$196,489,787	\$694,028,534
Average Spent	\$4,926.91	\$6,273.02	\$5,563.62
Spending Potential Index	114	145	129
Health Care: Total \$	\$13,087,346	\$301,048,767	\$1,015,812,343
Average Spent	\$7,640.02	\$9,611.11	\$8,143.18
Spending Potential Index	108	136	115
HH Furnishings & Equipment: Total \$	\$5,129,560	\$116,644,224	\$394,373,379
Average Spent	\$2,994.49	\$3,723.92	\$3,161.46
Spending Potential Index	117	145	123
Personal Care Products & Services: Total \$	\$2,025,621	\$46,761,524	\$161,642,739
Average Spent	\$1,182.50	\$1,492.88	\$1,295.80
Spending Potential Index	116	146	127
Shelter: Total \$	\$49,994,285	\$1,130,428,505	\$3,943,791,342
Average Spent	\$29,185.22	\$36,089.41	\$31,615.08
Spending Potential Index	127	158	138
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,896,819	\$114,143,606	\$375,996,335
Average Spent	\$2,858.62	\$3,644.08	\$3,014.14
Spending Potential Index	105	134	111
Travel: Total \$	\$6,284,620	\$139,844,220	\$461,430,748
Average Spent	\$3,668.78	\$4,464.59	\$3,699.02
Spending Potential Index	128	155	129
Vehicle Maintenance & Repairs: Total \$	\$2,237,225	\$52,127,209	\$180,564,686
Average Spent	\$1,306.03	\$1,664.18	\$1,447.48
Spending Potential Index	104	132	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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.