



Community Profile

Rings: 1, 3, 5 mile radii

675 US-1 S, Iselin, NJ 08830, USA

Latitude: 40.5597

Longitude: -74.30755

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	19,127	137,412	319,251
2020 Total Population	20,001	144,679	340,867
2020 Group Quarters	0	2,049	3,225
2023 Total Population	21,111	147,400	345,753
2023 Group Quarters	0	2,002	3,225
2028 Total Population	22,421	148,614	346,913
2023-2028 Annual Rate	1.21%	0.16%	0.07%
2023 Total Daytime Population	25,449	145,164	342,822
Workers	14,528	75,066	170,917
Residents	10,921	70,098	171,905
Household Summary			
2010 Households	7,123	48,326	110,904
2010 Average Household Size	2.69	2.77	2.83
2020 Total Households	7,357	50,817	118,910
2020 Average Household Size	2.72	2.81	2.84
2023 Households	7,796	52,450	121,615
2023 Average Household Size	2.71	2.77	2.82
2028 Households	8,382	53,684	123,648
2028 Average Household Size	2.67	2.73	2.78
2023-2028 Annual Rate	1.46%	0.47%	0.33%
2010 Families	5,176	35,667	81,469
2010 Average Family Size	3.20	3.26	3.32
2023 Families	5,554	37,717	87,255
2023 Average Family Size	3.28	3.32	3.37
2028 Families	5,994	38,552	88,674
2028 Average Family Size	3.23	3.28	3.32
2023-2028 Annual Rate	1.54%	0.44%	0.32%
Housing Unit Summary			
2000 Housing Units	6,763	49,472	110,757
Owner Occupied Housing Units	58.1%	65.2%	63.9%
Renter Occupied Housing Units	40.0%	32.5%	33.3%
Vacant Housing Units	1.9%	2.3%	2.8%
2010 Housing Units	7,475	50,713	116,512
Owner Occupied Housing Units	48.8%	62.6%	60.8%
Renter Occupied Housing Units	46.5%	32.6%	34.4%
Vacant Housing Units	4.7%	4.7%	4.8%
2020 Housing Units	7,769	53,201	124,575
Vacant Housing Units	5.3%	4.5%	4.5%
2023 Housing Units	8,413	55,112	127,656
Owner Occupied Housing Units	52.0%	61.3%	58.7%
Renter Occupied Housing Units	40.6%	33.9%	36.5%
Vacant Housing Units	7.3%	4.8%	4.7%
2028 Housing Units	8,728	56,116	129,665
Owner Occupied Housing Units	55.3%	62.3%	59.5%
Renter Occupied Housing Units	40.7%	33.3%	35.9%
Vacant Housing Units	4.0%	4.3%	4.6%
Median Household Income			
2023	\$109,088	\$102,219	\$99,205
2028	\$118,978	\$109,832	\$106,867
Median Home Value			
2023	\$363,961	\$399,990	\$441,453
2028	\$390,359	\$428,944	\$466,741
Per Capita Income			
2023	\$50,652	\$47,695	\$46,110
2028	\$58,136	\$54,044	\$52,309
Median Age			
2010	35.1	39.0	38.0
2023	38.9	40.9	39.7
2028	40.3	41.9	40.7

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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2023 Households by Income			
Household Income Base	7,796	52,447	121,606
<\$15,000	4.9%	5.2%	6.5%
\$15,000 - \$24,999	4.4%	5.5%	5.5%
\$25,000 - \$34,999	5.6%	4.9%	5.4%
\$35,000 - \$49,999	5.0%	7.1%	7.6%
\$50,000 - \$74,999	9.6%	12.3%	12.4%
\$75,000 - \$99,999	14.0%	13.4%	13.0%
\$100,000 - \$149,999	24.4%	22.3%	21.1%
\$150,000 - \$199,999	16.5%	13.7%	12.6%
\$200,000+	15.5%	15.6%	16.0%
Average Household Income	\$136,503	\$133,752	\$131,166
2028 Households by Income			
Household Income Base	8,382	53,681	123,639
<\$15,000	4.2%	4.7%	5.8%
\$15,000 - \$24,999	3.4%	4.2%	4.4%
\$25,000 - \$34,999	4.6%	4.1%	4.5%
\$35,000 - \$49,999	4.2%	6.3%	6.7%
\$50,000 - \$74,999	8.3%	11.5%	11.7%
\$75,000 - \$99,999	13.0%	12.8%	12.6%
\$100,000 - \$149,999	25.2%	22.9%	21.6%
\$150,000 - \$199,999	18.5%	15.6%	14.2%
\$200,000+	18.7%	17.9%	18.5%
Average Household Income	\$154,788	\$149,342	\$146,833
2023 Owner Occupied Housing Units by Value			
Total	4,377	33,753	74,935
<\$50,000	2.3%	3.7%	3.3%
\$50,000 - \$99,999	0.0%	1.8%	1.1%
\$100,000 - \$149,999	0.4%	0.5%	0.4%
\$150,000 - \$199,999	1.4%	1.3%	1.3%
\$200,000 - \$249,999	8.0%	4.1%	3.9%
\$250,000 - \$299,999	10.9%	7.4%	5.8%
\$300,000 - \$399,999	42.2%	31.2%	24.4%
\$400,000 - \$499,999	22.5%	23.6%	23.8%
\$500,000 - \$749,999	11.0%	21.4%	26.7%
\$750,000 - \$999,999	0.6%	3.8%	7.5%
\$1,000,000 - \$1,499,999	0.0%	0.7%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.6%	0.4%	0.4%
Average Home Value	\$389,362	\$435,936	\$482,100
2028 Owner Occupied Housing Units by Value			
Total	4,830	34,967	77,065
<\$50,000	1.8%	3.3%	2.8%
\$50,000 - \$99,999	0.0%	1.4%	0.8%
\$100,000 - \$149,999	0.1%	0.2%	0.2%
\$150,000 - \$199,999	0.8%	0.8%	0.8%
\$200,000 - \$249,999	5.1%	2.8%	2.8%
\$250,000 - \$299,999	7.7%	5.5%	4.4%
\$300,000 - \$399,999	38.1%	28.3%	21.7%
\$400,000 - \$499,999	26.9%	26.2%	24.9%
\$500,000 - \$749,999	17.5%	25.8%	30.8%
\$750,000 - \$999,999	1.2%	4.5%	8.9%
\$1,000,000 - \$1,499,999	0.1%	0.7%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.5%	0.3%	0.3%
Average Home Value	\$422,862	\$459,410	\$508,834

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.

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2010 Population by Age			
Total	19,126	137,412	319,251
0 - 4	8.5%	6.2%	6.4%
5 - 9	6.1%	5.8%	6.3%
10 - 14	4.8%	5.8%	6.5%
15 - 24	9.4%	11.5%	12.3%
25 - 34	21.0%	14.9%	14.1%
35 - 44	14.8%	14.5%	14.8%
45 - 54	12.7%	15.9%	15.5%
55 - 64	11.2%	12.1%	11.5%
65 - 74	6.3%	6.7%	6.4%
75 - 84	3.9%	4.5%	4.3%
85 +	1.3%	2.2%	1.9%
18 +	77.8%	78.3%	76.8%
2023 Population by Age			
Total	21,110	147,401	345,753
0 - 4	6.9%	5.4%	5.5%
5 - 9	7.6%	5.9%	6.1%
10 - 14	7.1%	6.3%	6.4%
15 - 24	8.3%	10.3%	11.4%
25 - 34	12.1%	13.0%	13.6%
35 - 44	20.0%	15.4%	14.7%
45 - 54	11.4%	12.6%	12.6%
55 - 64	10.5%	13.2%	12.8%
65 - 74	9.4%	10.4%	9.8%
75 - 84	4.9%	5.5%	5.0%
85 +	1.7%	2.2%	2.0%
18 +	75.4%	79.1%	78.3%
2028 Population by Age			
Total	22,422	148,615	346,912
0 - 4	6.9%	5.4%	5.6%
5 - 9	7.2%	5.5%	5.6%
10 - 14	7.5%	5.9%	6.0%
15 - 24	9.6%	10.3%	10.9%
25 - 34	9.2%	12.1%	13.1%
35 - 44	19.5%	15.6%	15.1%
45 - 54	14.1%	13.2%	13.0%
55 - 64	9.6%	12.1%	11.9%
65 - 74	9.0%	10.9%	10.4%
75 - 84	5.5%	6.5%	6.1%
85 +	2.0%	2.5%	2.3%
18 +	74.9%	79.8%	79.3%
2010 Population by Sex			
Males	9,317	67,876	156,380
Females	9,809	69,536	162,871
2023 Population by Sex			
Males	10,256	72,486	169,392
Females	10,855	74,914	176,360
2028 Population by Sex			
Males	10,847	73,024	169,921
Females	11,574	75,590	176,992

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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2010 Population by Race/Ethnicity			
Total	19,126	137,413	319,251
White Alone	39.4%	56.1%	57.5%
Black Alone	9.8%	8.9%	10.3%
American Indian Alone	0.4%	0.3%	0.4%
Asian Alone	45.0%	25.7%	19.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.4%	5.9%	8.6%
Two or More Races	3.0%	3.0%	3.2%
Hispanic Origin	9.2%	17.4%	24.0%
Diversity Index	69.3	72.0	75.3
2020 Population by Race/Ethnicity			
Total	20,001	144,679	340,867
White Alone	27.3%	38.3%	38.3%
Black Alone	11.1%	9.6%	10.5%
American Indian Alone	0.3%	0.5%	0.6%
Asian Alone	49.0%	30.4%	24.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	5.9%	11.4%	15.3%
Two or More Races	6.3%	9.7%	10.7%
Hispanic Origin	12.2%	23.0%	28.8%
Diversity Index	73.7	82.5	85.1
2023 Population by Race/Ethnicity			
Total	21,111	147,400	345,752
White Alone	25.4%	36.8%	36.8%
Black Alone	11.0%	9.7%	10.6%
American Indian Alone	0.4%	0.5%	0.6%
Asian Alone	50.7%	31.2%	25.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.2%	11.8%	15.8%
Two or More Races	6.3%	9.9%	11.0%
Hispanic Origin	12.5%	23.8%	29.7%
Diversity Index	73.3	83.1	85.6
2028 Population by Race/Ethnicity			
Total	22,421	148,615	346,912
White Alone	22.2%	33.9%	34.2%
Black Alone	10.7%	9.6%	10.7%
American Indian Alone	0.4%	0.6%	0.7%
Asian Alone	53.7%	32.6%	26.0%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	6.7%	13.0%	17.1%
Two or More Races	6.4%	10.3%	11.3%
Hispanic Origin	13.1%	25.4%	31.4%
Diversity Index	72.4	84.0	86.4
2010 Population by Relationship and Household Type			
Total	19,127	137,412	319,250
In Households	100.0%	97.3%	98.2%
In Family Households	87.7%	86.3%	87.0%
Householder	27.2%	26.0%	25.5%
Spouse	22.3%	20.1%	19.0%
Child	30.6%	31.9%	33.5%
Other relative	6.5%	6.6%	6.8%
Nonrelative	1.1%	1.7%	2.3%
In Nonfamily Households	12.3%	11.1%	11.1%
In Group Quarters	0.0%	2.7%	1.8%
Institutionalized Population	0.0%	2.6%	1.7%
Noninstitutionalized Population	0.0%	0.0%	0.1%

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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2023 Population 25+ by Educational Attainment			
Total	14,811	106,433	243,916
Less than 9th Grade	0.9%	3.3%	4.7%
9th - 12th Grade, No Diploma	3.5%	5.0%	5.2%
High School Graduate	20.2%	22.7%	22.4%
GED/Alternative Credential	2.7%	3.2%	3.2%
Some College, No Degree	14.0%	13.1%	13.4%
Associate Degree	6.0%	8.0%	7.9%
Bachelor's Degree	31.0%	26.3%	25.7%
Graduate/Professional Degree	21.7%	18.4%	17.5%
2023 Population 15+ by Marital Status			
Total	16,559	121,565	283,416
Never Married	25.7%	29.9%	32.3%
Married	61.6%	56.8%	54.5%
Widowed	5.7%	5.9%	5.7%
Divorced	7.0%	7.4%	7.6%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	10,619	80,355	184,279
Population 16+ Employed	98.1%	96.5%	95.7%
Population 16+ Unemployment rate	1.9%	3.5%	4.3%
Population 16-24 Employed	9.3%	9.9%	10.6%
Population 16-24 Unemployment rate	5.8%	8.1%	9.3%
Population 25-54 Employed	69.6%	64.5%	65.2%
Population 25-54 Unemployment rate	1.0%	2.7%	3.6%
Population 55-64 Employed	15.7%	17.8%	16.9%
Population 55-64 Unemployment rate	2.7%	2.6%	2.6%
Population 65+ Employed	5.4%	7.7%	7.3%
Population 65+ Unemployment rate	4.6%	5.5%	6.2%
2023 Employed Population 16+ by Industry			
Total	10,415	77,561	176,402
Agriculture/Mining	0.1%	0.1%	0.2%
Construction	3.2%	4.6%	5.3%
Manufacturing	9.0%	8.5%	8.7%
Wholesale Trade	2.1%	2.6%	2.7%
Retail Trade	8.3%	11.4%	10.9%
Transportation/Utilities	10.1%	10.3%	10.9%
Information	3.6%	2.7%	2.8%
Finance/Insurance/Real Estate	12.1%	9.0%	8.7%
Services	47.0%	46.9%	45.8%
Public Administration	4.5%	3.9%	4.1%
2023 Employed Population 16+ by Occupation			
Total	10,414	77,562	176,401
White Collar	80.4%	70.8%	67.4%
Management/Business/Financial	26.1%	20.5%	18.9%
Professional	35.4%	30.9%	29.7%
Sales	7.2%	8.1%	7.7%
Administrative Support	11.8%	11.4%	11.1%
Services	7.0%	10.7%	11.3%
Blue Collar	12.6%	18.5%	21.3%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	1.7%	2.8%	3.4%
Installation/Maintenance/Repair	1.4%	2.6%	2.4%
Production	3.7%	4.3%	5.0%
Transportation/Material Moving	5.7%	8.8%	10.4%

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2010 Households by Type			
Total	7,122	48,325	110,902
Households with 1 Person	23.0%	22.1%	22.3%
Households with 2+ People	77.0%	77.9%	77.7%
Family Households	72.7%	73.8%	73.5%
Husband-wife Families	59.6%	57.0%	54.6%
With Related Children	31.7%	28.2%	27.7%
Other Family (No Spouse Present)	13.1%	16.8%	18.9%
Other Family with Male Householder	4.2%	4.8%	5.0%
With Related Children	1.5%	2.0%	2.4%
Other Family with Female Householder	8.8%	12.0%	13.9%
With Related Children	4.0%	6.1%	7.8%
Nonfamily Households	4.4%	4.1%	4.2%
All Households with Children	37.3%	36.6%	38.2%
Multigenerational Households	5.4%	6.5%	6.7%
Unmarried Partner Households	3.5%	4.6%	5.3%
Male-female	2.8%	4.0%	4.7%
Same-sex	0.7%	0.6%	0.6%
2010 Households by Size			
Total	7,123	48,327	110,901
1 Person Household	23.0%	22.1%	22.3%
2 Person Household	28.8%	28.4%	27.3%
3 Person Household	22.0%	19.9%	19.2%
4 Person Household	17.0%	17.5%	17.8%
5 Person Household	5.8%	7.4%	7.8%
6 Person Household	2.1%	3.0%	3.3%
7 + Person Household	1.3%	1.7%	2.2%
2010 Households by Tenure and Mortgage Status			
Total	7,122	48,325	110,905
Owner Occupied	51.2%	65.7%	63.9%
Owned with a Mortgage/Loan	37.8%	46.5%	46.1%
Owned Free and Clear	13.4%	19.3%	17.8%
Renter Occupied	48.8%	34.3%	36.1%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	98	84	75
Percent of Income for Mortgage	20.1%	23.5%	26.7%
Wealth Index	121	132	129
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	7,475	50,713	116,512
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	19,127	137,412	319,251
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.	Enterprising Professionals (2D)	Pleasantville (2B)	Pleasantville (2B)
2.	Pacific Heights (2C)	Enterprising Professionals (2D)	City Lights (8A)
3.	Pleasantville (2B)	City Lights (8A)	Enterprising Professionals (2D)
2023 Consumer Spending			
Apparel & Services: Total \$	\$21,334,230	\$142,406,520	\$330,430,058
Average Spent	\$2,736.56	\$2,715.09	\$2,717.02
Spending Potential Index	124	123	124
Education: Total \$	\$19,216,343	\$136,932,074	\$306,694,082
Average Spent	\$2,464.90	\$2,610.72	\$2,521.84
Spending Potential Index	137	146	141
Entertainment/Recreation: Total \$	\$36,267,687	\$237,929,493	\$538,976,310
Average Spent	\$4,652.09	\$4,536.31	\$4,431.82
Spending Potential Index	123	120	117
Food at Home: Total \$	\$64,569,748	\$433,054,114	\$1,001,574,354
Average Spent	\$8,282.42	\$8,256.51	\$8,235.62
Spending Potential Index	122	121	121
Food Away from Home: Total \$	\$36,195,407	\$235,257,279	\$543,535,111
Average Spent	\$4,642.82	\$4,485.36	\$4,469.31
Spending Potential Index	125	120	120
Health Care: Total \$	\$65,328,517	\$435,069,180	\$978,564,447
Average Spent	\$8,379.75	\$8,294.93	\$8,046.41
Spending Potential Index	114	113	109
HH Furnishings & Equipment: Total \$	\$28,992,904	\$190,362,739	\$431,582,289
Average Spent	\$3,718.95	\$3,629.41	\$3,548.76
Spending Potential Index	126	123	120
Personal Care Products & Services: Total \$	\$9,407,903	\$61,544,522	\$140,897,334
Average Spent	\$1,206.76	\$1,173.39	\$1,158.55
Spending Potential Index	126	123	121
Shelter: Total \$	\$252,473,029	\$1,662,178,484	\$3,831,370,683
Average Spent	\$32,384.94	\$31,690.72	\$31,504.10
Spending Potential Index	131	128	127
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$29,084,465	\$191,542,917	\$422,072,244
Average Spent	\$3,730.69	\$3,651.91	\$3,470.56
Spending Potential Index	119	117	111
Travel: Total \$	\$22,993,893	\$147,178,007	\$332,259,924
Average Spent	\$2,949.45	\$2,806.06	\$2,732.06
Spending Potential Index	131	125	121
Vehicle Maintenance & Repairs: Total \$	\$11,870,586	\$76,932,928	\$176,130,939
Average Spent	\$1,522.65	\$1,466.79	\$1,448.27
Spending Potential Index	116	112	111

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.

August 01, 2023