

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2021 Estimates & Q4 2026 Projections



Latitude/Longitude: 40.51704, -74.62807

20-Apr-2022

104411-Hillsborough Promenade

Hillsborough, NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
POPULATION	2021 Estimated Population	6,284	43,323	105,412	459,808
	2021 Daytime Population	5,716	33,903	127,275	606,191
	2026 Population Forecast	6,799	44,988	109,107	472,576
	2010 Census Population	5,173	39,761	96,968	430,185
	2000 Census Population	5,099	38,412	90,976	388,753
	1990 Census Population	4,802	32,148	73,970	321,093
	Historical Annual Growth, 1990 to 2000	0.60%	1.80%	2.09%	1.93%
	Historical Annual Growth, 2000 to 2010	0.14%	0.35%	0.64%	1.02%
	CY Estimated Annual Growth, 2010 to 2021	1.67%	0.73%	0.71%	0.57%
	FY Projected Annual Growth, 2021 to 2025	1.59%	0.76%	0.69%	0.55%
	HOUSEHOLDS	2021 Estimated Households	2,452	16,106	38,941
2026 Households Forecast		2,653	16,743	40,346	165,294
2010 Census Households		2,025	14,749	35,760	149,924
2000 Census Households		1,957	14,108	33,375	138,682
1990 Census Households		1,870	12,049	27,205	114,126
Historical Annual Growth, 1990 to 2000		0.46%	1.59%	2.07%	1.97%
Historical Annual Growth, 2000 to 2010		0.34%	0.45%	0.69%	0.78%
CY Estimated Annual Growth, 2010 to 2021		1.64%	0.75%	0.73%	0.59%
FY Projected Annual Growth, 2021 to 2025		1.59%	0.78%	0.71%	0.56%
2021 % Households With Children		29%	35%	33%	32%
2021 Persons per Household		2.56	2.69	2.68	2.77
INCOME 2021	HH Income \$500,000 or more	2.07%	3.11%	3.37%	3.39%
	HH Income \$250,000 to \$499,999	2.45%	3.74%	4.04%	4.06%
	HH Income \$200,000 to \$249,999	5.78%	8.72%	9.42%	9.47%
	HH Income \$175,000 to \$199,999	5.40%	8.95%	9.18%	7.89%
	HH Income \$150,000 to \$174,999	9.09%	9.16%	8.34%	8.27%
	HH Income \$100,000 to \$149,999	23.99%	20.42%	19.15%	19.19%
	HH Income \$75,000 to \$99,999	12.95%	12.67%	13.20%	12.06%
	HH Income \$50,000 to \$74,999	12.91%	12.41%	12.68%	13.00%
	HH Income \$35,000 to \$49,999	9.97%	7.91%	7.25%	7.62%
	HH Income \$25,000 to \$34,999	5.34%	4.80%	4.31%	4.98%
	HH Income \$15,000 to \$24,999	5.54%	3.53%	4.23%	4.51%
	HH Income \$0 to \$14,999	4.50%	4.57%	4.83%	5.56%
	CY Average Household Income	\$111,834	\$134,484	\$137,736	\$137,374
	CY Median Household Income	\$97,326	\$109,285	\$108,872	\$105,546
	Per Capita Income	\$43,643	\$50,036	\$51,243	\$48,545
	2000 Average Household Income	\$74,257	\$81,104	\$84,602	\$89,281
2000 Median Household Income	\$66,600	\$70,933	\$70,622	\$70,692	
2026 Projected Average Household Income	\$121,676	\$146,190	\$149,481	\$149,871	
2026 Projected Median Household Income	\$104,906	\$119,331	\$119,430	\$115,887	
WRKPLACE 2021	Workplace Establishments	207	1,105	3,523	13,096
	Workplace Employees (Full Time Employees)	2,260	12,509	73,013	302,781

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POPULATION BY AGE 2021	Count of Pop 0 to 4 years	358	2,385	5,797	26,372
	Count of Pop 5 to 14 years	692	4,685	11,128	49,565
	Count of Pop 14 to 22 years	563	4,386	10,491	56,754
	Count of Pop 22 to 30 years	623	4,614	11,456	48,922
	Count of Pop 30 to 45 years	1,060	6,806	16,708	77,450
	Count of Pop 45 to 60 years	1,317	9,530	23,008	93,955
	Count of Pop 60 to 75 years	1,248	8,422	19,951	78,671
	Count of Pop 75+ years	424	2,495	6,875	28,119
	Population 0 to 4 Years	5.69%	5.50%	5.50%	5.74%
	Population 5 to 13 Years	11.00%	10.81%	10.56%	10.78%
	Population 14 to 21 Years	8.97%	10.12%	9.95%	12.34%
	Population 22 to 29 Years	9.92%	10.65%	10.87%	10.64%
	Population 30 to 44 Years	16.87%	15.71%	15.85%	16.84%
	Population 45 to 59 Years	20.95%	22.00%	21.83%	20.43%
	Population 60 to 74 Years	19.86%	19.44%	18.93%	17.11%
	Population 74 Years Plus	6.74%	5.76%	6.52%	6.12%
	Median Age	43.0	42.5	42.6	39.5
GENDER 2021	Male Population	3,053	21,339	51,983	227,213
	Female Population	3,231	21,984	53,430	232,595
RACE 2021	2021 Estimated Population	6,284	43,323	105,412	459,808
	White	72.47%	76.19%	72.19%	61.71%
	Black or African American	7.32%	5.32%	5.33%	11.37%
	Asian or Pacific Islander	11.62%	12.66%	16.82%	18.75%
	Other Races	8.58%	5.84%	5.67%	8.16%
HISPANIC	2021 Hispanic Population	944	4,799	12,473	76,738
	2021 Hispanic Population %	15.02%	11.08%	11.83%	16.69%
	2026 Hispanic Population Forecast	1,021	5,015	12,928	79,612
	2026 Hispanic Population % Forecast	15.01%	11.15%	11.85%	16.85%
	2000 Hispanic Population %	6.49%	5.45%	7.29%	10.86%
1990 Hispanic Population %	3.21%	2.52%	3.45%	5.73%	
EDUCATION (AGE 25+) 2021	Adult Population (25 Years or Older)	4,449	30,094	73,542	306,962
	Elementary	1.22%	1.63%	2.63%	4.74%
	Some High School	2.22%	2.91%	2.84%	3.87%
	High School Graduate	24.38%	24.92%	23.00%	21.22%
	Some College	17.72%	14.41%	14.39%	13.70%
	Associates Degree	8.71%	6.45%	5.89%	5.81%
	Bachelors Degree	28.90%	31.30%	29.45%	28.23%
	Graduate Degree	16.86%	18.38%	21.80%	22.45%
	% College (4+)	45.76%	49.68%	51.25%	50.67%
HOUSING 2021	Total Housing Units	2,578	16,858	40,976	168,094
	Owner Occupied Percent	75.36%	75.67%	70.47%	68.28%
	Renter Occupied Percent	19.72%	19.87%	24.56%	27.33%
	Vacant Housing Percent	4.92%	4.46%	4.97%	4.39%

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HOMES BUILT BY YEAR 2021				
Homes Built 2010 or later	0.00%	0.15%	0.19%	0.18%
Homes Built 2000 to 2009	6.47%	5.63%	8.51%	9.85%
Homes Built 1990 to 1999	4.34%	15.76%	16.64%	17.55%
Homes Built 1980 to 1989	26.90%	23.15%	17.71%	19.22%
Homes Built 1970 to 1979	26.74%	18.72%	13.33%	12.44%
Homes Built 1960 to 1979	18.75%	11.35%	11.49%	12.94%
Homes Built 1950 to 1959	13.86%	13.30%	13.57%	12.09%
Homes Built 1940 to 1949	1.17%	4.70%	6.54%	5.82%
Homes Built 1939 or earlier	1.76%	7.24%	12.02%	9.91%
HOME VALUE (OWNER OCCUPIED) 2021				
Property Value \$1,000,000 or more	1.55%	5.79%	6.60%	9.27%
Property Value \$750,000 to \$999,999	11.46%	15.64%	17.84%	15.44%
Property Value \$500,000 to \$749,999	25.29%	24.27%	28.16%	29.07%
Property Value \$400,000 to \$499,999	16.74%	15.47%	16.79%	17.67%
Property Value \$300,000 to \$399,999	25.70%	24.73%	18.65%	15.73%
Property Value \$200,000 to \$299,999	14.72%	11.42%	7.84%	7.26%
Property Value \$150,000 to \$199,999	3.09%	0.93%	1.19%	1.39%
Property Value \$100,000 to \$149,999	1.21%	0.50%	0.77%	0.94%
Property Value \$60,000 to \$99,999	0.00%	0.15%	0.21%	0.39%
Property Value \$40,000 to \$59,999	0.00%	0.09%	0.21%	0.23%
Property Value \$0 to \$39,999	0.24%	0.29%	0.28%	0.66%
CY Median Home Value	\$430,082	\$474,483	\$529,580	\$540,881
CY Median Rent per Month (Census 2000)	\$870	\$878	\$883	\$893
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2021				
Employed Civilian Population 16+ by Occupation	3,618	24,321	57,585	235,516
Managerial/Executive	17.99%	21.19%	22.12%	22.17%
Professional Specialty	27.91%	30.08%	30.82%	30.19%
Healthcare Support	3.28%	2.48%	2.05%	1.95%
Sales	11.29%	10.52%	10.22%	9.64%
Office & Administrative Support	9.66%	11.63%	10.52%	10.27%
Protective Service	1.47%	1.42%	1.41%	1.43%
Food Preparation	8.78%	4.36%	4.28%	4.09%
Building Maintenance & Cleaning	4.30%	2.82%	2.86%	3.03%
Personal Care	2.63%	3.03%	3.28%	2.37%
Farming, Fishing, & Forestry	0.00%	0.04%	0.09%	0.10%
Construction	3.50%	6.00%	5.20%	5.23%
Production & Transportation	9.17%	6.43%	7.15%	9.55%
Percent White Collar	70.14%	75.89%	75.73%	74.20%
Percent Blue Collar	29.86%	24.11%	24.27%	25.80%
CY Median Employee Salary	\$45,178	\$47,917	\$47,713	\$48,325
CY Average Employee Salary	\$52,936	\$56,124	\$57,329	\$58,605
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	65	485	1,506	8,215
2021 Estimated Unemployed (Age 16 and Up)	152	1,102	3,007	12,614
2021 Estimated Unemployed Rate (Age 16 and Up)	5.51%	4.52%	4.96%	5.10%

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TRANSPORTATION TO WORK 2021	Drive to Work Alone	79.91%	82.86%	81.55%	74.94%
	Drive to Work Carpool	9.92%	8.34%	8.68%	9.93%
	Travel to Work by Public Transportation	6.86%	3.69%	3.60%	5.68%
	Drive to Work on Motorcycle	0.00%	0.04%	0.07%	0.09%
	Drive to Work on Bicycle	0.03%	0.18%	0.12%	0.32%
	Walk to Work	1.28%	1.30%	1.56%	3.04%
	Other Means	0.19%	0.62%	0.69%	1.24%
	Work at Home	1.82%	2.88%	3.65%	4.36%
TRAVEL TIME TO WORK 2021	Travel Time in Less than 5 minutes	1.32%	1.93%	1.82%	1.67%
	Travel to Work in 5 to 9 minutes	9.59%	7.00%	8.02%	7.25%
	Travel to Work in 10 to 14 minutes	6.76%	9.16%	11.20%	11.94%
	Travel to Work in 15 to 19 minutes	7.17%	13.38%	13.98%	13.90%
	Travel to Work in 20 to 29 minutes	19.32%	20.26%	19.73%	19.77%
	Travel to Work in 30 to 44 minutes	27.39%	25.06%	23.18%	22.45%
	Travel to Work in 45 to 59 minutes	13.99%	11.47%	10.06%	9.52%
	Travel to Work in 60 minutes or more	14.46%	11.74%	12.02%	13.50%
Average Travel Time to Work	28.5	28.2	27.5	28.6	
SPENDING PATTERNS 2021	Grocery Store Market Basket Weekly Per Capita Spending	\$62.41	\$62.64	\$62.75	\$62.81
	Apparel and Related Services	\$16.97	\$17.45	\$17.52	\$17.16
	Transportation	\$104.61	\$108.17	\$108.39	\$105.96
	Healthcare	\$58.09	\$58.70	\$58.71	\$58.83
	Entertainment	\$26.54	\$27.35	\$27.50	\$26.79
SPENDING 2021	Med Disposable Inc-Inc minus taxes	\$80,982	\$89,406	\$88,970	\$87,093
	Avg Disposable Inc-Inc minus taxes	\$89,092	\$100,728	\$101,888	\$99,720
	Med Discretionary-Disp less food/shelter/clothing	\$57,248	\$65,648	\$65,991	\$63,044
	Avg Discretionary-Disp less food/shelter/clothing	\$61,354	\$70,864	\$71,854	\$69,535
LIFESTYLE SEGMENTATION 2021	Category A - Crème de la Crème	1,770	5,598	21,440	109,082
	Category B - Urban Cliff Climbers	0	0	0	2,239
	Category C - Urban Cliff Dwellers	0	3,686	13,139	28,950
	Category D - Seasoned Urban Dwellers	0	0	0	4,643
	Category E - Thriving Alone	0	3,389	11,387	43,631
	Category F - Going it Alone	2,156	8,198	13,148	33,064
	Category G - Struggling Alone	0	0	0	5,669
	Category H - Single in the Suburbs	0	0	0	10,249
	Category I - Married in the Suburbs	2,357	19,317	27,797	99,742
	Category J - Retired in the Suburbs	0	2,173	11,507	26,316
	Category K - Living with Nature	0	0	0	0
	Category M - Harlem Gateway	0	0	9	7,672
	Category N - Espaniola	0	0	0	35,461
Category O - Specialties	0	575	4,116	27,671	

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