

# FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2018 Estimates & Q4 2023 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.460898, -74.467157

17-May-2019

## 0617-North Brunswick Plaza

### North Brunswick, NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
<b>POPULATION</b>				
2018 Estimated Population	12,644	125,086	253,402	728,626
2018 Daytime Population	24,722	193,382	342,910	940,755
2023 Population Forecast	12,743	129,626	261,347	751,657
2010 Census Population	12,967	118,698	244,539	701,122
2000 Census Population	12,592	107,561	224,643	646,037
1990 Census Population	11,421	94,959	205,091	574,488
Historical Annual Growth, 1990 to 2000	0.98%	1.25%	0.91%	1.18%
Historical Annual Growth, 2000 to 2010	0.29%	0.99%	0.85%	0.82%
Estimated Annual Growth, 2010 to 2018	-0.29%	0.60%	0.41%	0.44%
Projected Annual Growth, 2018 to 2023	0.16%	0.72%	0.62%	0.62%
<b>HOUSEHOLDS</b>				
2018 Estimated Households	4,610	38,250	83,857	255,014
2023 Households Forecast	4,648	39,691	86,648	263,461
2010 Census Households	4,687	36,085	80,643	244,692
2000 Census Households	4,983	34,408	77,576	230,276
1990 Census Households	4,557	31,612	70,917	203,890
Historical Annual Growth, 1990 to 2000	0.90%	0.85%	0.90%	1.22%
Historical Annual Growth, 2000 to 2010	-0.61%	0.48%	0.39%	0.61%
Estimated Annual Growth, 2010 to 2018	-0.19%	0.67%	0.45%	0.47%
Projected Annual Growth, 2018 to 2023	0.17%	0.74%	0.66%	0.65%
2018 % Households With Children	31%	35%	33%	33%
2018 Persons per Household	2.74	3.07	2.83	2.78
<b>INCOME 2018</b>				
HH Income \$500,000 or more	0.91%	0.94%	1.31%	1.47%
HH Income \$250,000 to \$499,999	1.09%	1.10%	1.56%	1.75%
HH Income \$200,000 to \$249,999	2.47%	2.57%	3.65%	4.10%
HH Income \$175,000 to \$199,999	5.42%	6.91%	7.80%	8.57%
HH Income \$150,000 to \$174,999	5.29%	5.85%	6.69%	7.11%
HH Income \$100,000 to \$149,999	19.87%	17.05%	18.60%	20.32%
HH Income \$75,000 to \$99,999	13.59%	11.55%	12.39%	13.22%
HH Income \$50,000 to \$74,999	21.04%	15.56%	15.63%	15.39%
HH Income \$35,000 to \$49,999	8.47%	10.75%	10.04%	9.64%
HH Income \$25,000 to \$34,999	5.95%	7.98%	6.61%	6.12%
HH Income \$15,000 to \$24,999	6.85%	8.52%	7.25%	6.08%
HH Income \$0 to \$14,999	9.02%	11.24%	8.46%	6.24%
Average Household Income	\$90,427	\$91,081	\$101,681	\$109,203
Median Household Income	\$73,336	\$67,734	\$78,455	\$86,185
Per Capita Income	\$33,021	\$28,463	\$34,342	\$38,667
2000 Average Household Income	\$62,424	\$67,498	\$73,630	\$76,764
2000 Median Household Income	\$52,744	\$53,324	\$60,197	\$64,308
<b>WRKPLACE 2018</b>				
Workplace Establishments	563	3,177	6,729	21,893
Workplace Employees (Full Time Employees)	13,679	84,240	151,943	487,259

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<b>POPULATION BY AGE 2018</b>	Count of Pop 0 to 4 years	925	8,300	16,452	45,968	
	Count of Pop 5 to 14 years	1,566	14,260	27,793	80,119	
	Count of Pop 14 to 22 years	1,220	20,591	37,080	84,923	
	Count of Pop 22 to 30 years	1,191	14,434	27,923	72,119	
	Count of Pop 30 to 45 years	2,689	27,456	51,714	135,441	
	Count of Pop 45 to 60 years	2,578	21,106	46,830	151,327	
	Count of Pop 60 to 75 years	1,847	13,979	33,717	113,690	
	Count of Pop 75+ years	627	4,961	11,893	45,039	
	Population 0 to 4 Years	7.32%	6.64%	6.49%	6.31%	
	Population 5 to 13 Years	12.39%	11.40%	10.97%	11.00%	
	Population 14 to 21 Years	9.65%	16.46%	14.63%	11.66%	
	Population 22 to 29 Years	9.42%	11.54%	11.02%	9.90%	
	Population 30 to 44 Years	21.27%	21.95%	20.41%	18.59%	
	Population 45 to 59 Years	20.39%	16.87%	18.48%	20.77%	
	Population 60 to 74 Years	14.60%	11.18%	13.31%	15.60%	
	Population 74 Years Plus	4.96%	3.97%	4.69%	6.18%	
	Median Age	38.3	32.5	35.0	39.3	
	<b>GENDER 2018</b>	Male Population	6,198	63,022	126,250	358,501
		Female Population	6,446	62,064	127,152	370,126
<b>RACE 2018</b>	2018 Estimated Population	12,644	125,086	253,402	728,626	
	White	50.94%	52.11%	54.92%	59.34%	
	Black or African American	18.05%	18.03%	15.47%	11.50%	
	Asian or Pacific Islander	16.35%	13.54%	18.45%	20.89%	
	Other Races	14.66%	16.31%	11.16%	8.27%	
<b>HISPANIC</b>	2018 Hispanic Population	3,479	41,676	55,612	116,373	
	2018 Hispanic Population %	27.51%	33.32%	21.95%	15.97%	
	2023 Hispanic Population Forecast	3,518	43,506	58,370	121,962	
	2023 Hispanic Population % Projected	27.61%	33.56%	22.33%	16.23%	
	2000 Hispanic Population %	13.55%	22.76%	14.59%	10.43%	
1990 Hispanic Population %	6.37%	10.90%	7.41%	5.59%		
<b>EDUCATION (AGE 25+) 2018</b>	Adult Population (25 Years or Older)	8,487	75,907	160,221	488,710	
	Elementary	7.81%	12.98%	8.15%	5.10%	
	Some High School	6.61%	8.34%	5.93%	4.85%	
	High School Graduate	24.93%	24.21%	22.26%	24.49%	
	Some College	14.50%	14.16%	14.40%	15.33%	
	Associates Degree	5.80%	5.35%	5.99%	6.60%	
	Bachelors Degree	26.49%	20.48%	24.60%	25.57%	
	Graduate Degree	13.86%	14.47%	18.66%	18.06%	
% College (4+)	40.35%	34.96%	43.26%	43.63%		
<b>HOUSING 2018</b>	Total Housing Units	4,776	40,290	88,105	267,184	
	Owner Occupied Percent	54.33%	50.97%	57.81%	65.22%	
	Renter Occupied Percent	42.18%	43.97%	37.37%	30.23%	
	Vacant Housing Percent	3.48%	5.06%	4.82%	4.55%	

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<b>HOMES BUILT BY YEAR 2018</b>				
Homes Built 2010 or later	0.38%	0.48%	0.27%	0.38%
Homes Built 2000 to 2009	2.97%	9.43%	7.54%	8.77%
Homes Built 1990 to 1999	9.61%	9.48%	10.02%	11.51%
Homes Built 1980 to 1989	23.66%	15.19%	20.05%	16.51%
Homes Built 1970 to 1979	13.46%	12.43%	13.49%	12.31%
Homes Built 1960 to 1979	16.59%	13.45%	13.95%	16.27%
Homes Built 1950 to 1959	15.57%	15.26%	15.58%	18.09%
Homes Built 1940 to 1949	9.31%	9.48%	6.59%	5.98%
Homes Built 1939 or earlier	8.44%	14.80%	12.52%	10.18%
<b>HOME VALUE (OWNER OCCUPIED) 2018</b>				
Property Value \$1,000,000 or more	0.41%	1.22%	1.26%	1.93%
Property Value \$750,000 to \$999,999	3.53%	4.22%	5.23%	6.46%
Property Value \$500,000 to \$749,999	13.96%	17.32%	17.54%	17.77%
Property Value \$400,000 to \$499,999	19.23%	21.36%	21.19%	21.69%
Property Value \$300,000 to \$399,999	26.30%	26.30%	26.52%	26.45%
Property Value \$200,000 to \$299,999	19.92%	18.14%	17.81%	16.77%
Property Value \$150,000 to \$199,999	9.95%	5.38%	4.45%	3.47%
Property Value \$100,000 to \$149,999	4.39%	2.66%	2.18%	2.10%
Property Value \$60,000 to \$99,999	0.43%	1.40%	1.37%	1.09%
Property Value \$40,000 to \$59,999	0.15%	0.42%	0.50%	0.44%
Property Value \$0 to \$39,999	1.73%	1.60%	1.94%	1.85%
Median Home Value	\$351,071	\$377,618	\$382,032	\$391,834
Median Rent per Month (Census 2000)	\$851	\$859	\$867	\$857
<b>OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2018</b>				
Employed Civilian Population 16+ by Occupation	6,377	59,329	122,861	371,731
Managerial/Executive	15.42%	15.28%	18.19%	19.05%
Professional Specialty	25.12%	22.17%	27.28%	27.64%
Healthcare Support	2.40%	2.62%	2.25%	2.03%
Sales	8.26%	8.51%	8.60%	9.60%
Office & Administrative Support	16.32%	12.50%	12.89%	13.27%
Protective Service	2.18%	1.73%	1.74%	1.82%
Food Preparation	4.99%	6.44%	5.22%	4.24%
Building Maintenance & Cleaning	4.37%	5.60%	3.65%	2.91%
Personal Care	3.14%	3.10%	2.81%	3.02%
Farming, Fishing, & Forestry	0.00%	0.09%	0.09%	0.06%
Construction	5.01%	6.06%	5.99%	6.34%
Production & Transportation	12.78%	15.89%	11.30%	10.02%
Percent White Collar	67.52%	61.09%	69.21%	71.59%
Percent Blue Collar	32.48%	38.91%	30.79%	28.41%
Median Employee Salary	50,755	53,566	52,554	52,863
Average Employee Salary	60,198	65,107	64,556	63,701
<b>UNEMPLOYMENT</b>				
2000 Census Unemployed (Age 16 and Up)	290	3,829	6,991	15,992
2018 Estimated Unemployed (Age 16 and Up)	434	3,573	6,599	17,409
2018 Estimated Unemployed Rate (Age 16 and Up)	5.99%	5.76%	5.06%	4.49%

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<b>TRANSPORTATION TO WORK 2018</b>	Drive to Work Alone	74.61%	60.65%	67.29%	73.10%
	Drive to Work Carpool	11.08%	13.14%	11.27%	9.36%
	Travel to Work by Public Transportation	7.04%	9.24%	9.25%	8.65%
	Drive to Work on Motorcycle	0.00%	0.00%	0.03%	0.04%
	Drive to Work on Bicycle	0.64%	0.63%	0.59%	0.41%
	Walk to Work	1.67%	7.16%	4.97%	2.79%
	Other Means	1.44%	4.72%	2.56%	1.58%
	Work at Home	3.13%	2.80%	3.18%	3.67%
<b>TRAVEL TIME TO WORK 2018</b>	Travel Time in Less than 5 minutes	1.40%	1.81%	1.61%	1.73%
	Travel to Work in 5 to 9 minutes	7.48%	8.09%	7.26%	7.03%
	Travel to Work in 10 to 14 minutes	14.19%	14.33%	12.76%	12.05%
	Travel to Work in 15 to 19 minutes	13.27%	16.05%	14.84%	13.47%
	Travel to Work in 20 to 29 minutes	20.75%	17.91%	18.44%	18.62%
	Travel to Work in 30 to 44 minutes	25.47%	22.34%	21.69%	21.38%
	Travel to Work in 45 to 59 minutes	5.53%	7.47%	8.65%	9.36%
	Travel to Work in 60 minutes or more	11.92%	11.99%	14.75%	16.36%
Average Travel Time to Work	26.3	26.7	29.1	30.4	
<b>SPENDING PATTERNS 2018</b>	Grocery Store Market Basket Weekly Per Capita Spending	\$57.14	\$56.27	\$57.03	\$57.74
	Apparel and Related Services	\$15.63	\$15.37	\$15.95	\$16.47
	Transportation	\$84.87	\$82.25	\$85.20	\$87.79
	Healthcare	\$40.53	\$38.12	\$40.03	\$41.86
	Entertainment	\$23.57	\$22.74	\$23.78	\$24.65
<b>LIFESTYLE SEGMENTATION 2018</b>	Category A - Crème de la Crème	1,104	13,348	44,334	150,450
	Category B - Urban Cliff Hangers	789	3,008	10,084	27,812
	Category C - Urban Cliff Dwellers	1,152	3,964	17,107	61,936
	Category D - Seasoned Urban Dwellers	0	1,430	1,430	11,911
	Category E - Thriving Alone	0	5,557	20,221	53,568
	Category F - Going it Alone	2,302	9,194	21,522	81,498
	Category G - Struggling Alone	0	8,471	8,921	13,226
	Category H - Single in the Suburbs	1,460	4,193	10,497	11,966
	Category I - Married in the Suburbs	3,342	14,716	36,724	124,708
	Category J - Retired in the Suburbs	0	2,378	9,437	34,851
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	0	201
	Category M - Harlem Gateway	1,719	8,870	8,892	16,644
	Category N - Espaniola	637	31,605	32,679	42,425
	Category O - Specialties	114	10,560	15,053	77,025

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