

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.887768, -74.252416

12-Apr-2021

111600-Willowbrook Plaza

Wayne, NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius		
POPULATION	2020 Estimated Population	7,502	64,650	275,128	1,414,464	
	2020 Daytime Population	15,036	103,537	355,339	1,564,656	
	2025 Population Forecast	7,614	65,410	278,741	1,436,488	
	2010 Census Population	7,273	64,187	270,164	1,383,578	
	2000 Census Population	7,050	62,034	263,492	1,367,535	
	1990 Census Population	6,850	60,986	252,119	1,288,567	
	Historical Annual Growth, 1990 to 2000	0.29%	0.17%	0.44%	0.60%	
	Historical Annual Growth, 2000 to 2010	0.31%	0.34%	0.25%	0.12%	
	Estimated Annual Growth, 2010 to 2020	0.29%	0.07%	0.17%	0.21%	
	Projected Annual Growth, 2020 to 2025	0.30%	0.23%	0.26%	0.31%	
	HOUSEHOLDS	2020 Estimated Households	2,980	23,061	96,799	509,436
		2025 Households Forecast	3,025	23,351	98,175	517,763
2010 Census Households		2,880	22,853	94,821	497,060	
2000 Census Households		2,815	22,384	93,564	491,367	
1990 Census Households		2,529	20,943	88,260	465,782	
Historical Annual Growth, 1990 to 2000		1.08%	0.67%	0.59%	0.54%	
Historical Annual Growth, 2000 to 2010		0.23%	0.21%	0.13%	0.12%	
Estimated Annual Growth, 2010 to 2020		0.32%	0.08%	0.19%	0.23%	
Projected Annual Growth, 2020 to 2025		0.31%	0.25%	0.28%	0.32%	
2020 % Households With Children		23%	28%	31%	31%	
2020 Persons per Household		2.52	2.64	2.73	2.74	
INCOME 2020		HH Income \$500,000 or more	1.94%	2.92%	2.55%	2.11%
	HH Income \$250,000 to \$499,999	2.34%	3.52%	3.06%	2.52%	
	HH Income \$200,000 to \$249,999	5.50%	8.17%	7.14%	5.88%	
	HH Income \$175,000 to \$199,999	10.82%	10.05%	9.10%	7.23%	
	HH Income \$150,000 to \$174,999	5.23%	9.22%	7.66%	6.58%	
	HH Income \$100,000 to \$149,999	22.46%	21.22%	18.47%	17.34%	
	HH Income \$75,000 to \$99,999	12.48%	12.50%	11.81%	11.87%	
	HH Income \$50,000 to \$74,999	16.24%	12.71%	12.81%	14.06%	
	HH Income \$35,000 to \$49,999	5.18%	7.25%	8.06%	9.48%	
	HH Income \$25,000 to \$34,999	4.34%	5.20%	6.14%	6.93%	
	HH Income \$15,000 to \$24,999	8.05%	4.10%	6.36%	7.46%	
	HH Income \$0 to \$14,999	5.43%	3.14%	6.85%	8.55%	
Average Household Income	\$129,216	\$139,517	\$129,614	\$114,557		
Median Household Income	\$96,276	\$111,474	\$95,121	\$81,626		
Per Capita Income	\$51,356	\$51,855	\$46,640	\$41,676		
2000 Average Household Income	\$84,283	\$93,895	\$84,926	\$73,834		
2000 Median Household Income	\$63,522	\$72,997	\$63,515	\$54,721		
WRKPLACE 2020	Workplace Establishments	622	3,747	9,687	42,008	
	Workplace Employees (Full Time Employees)	10,753	67,247	154,381	700,990	

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.887768, -74.252416

12-Apr-2021

111600-Willowbrook Plaza

Wayne, NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
POPULATION BY AGE 2020				
Count of Pop 0 to 4 years	425	3,302	15,415	87,124
Count of Pop 5 to 14 years	777	6,040	28,526	159,426
Count of Pop 14 to 22 years	651	6,962	30,618	146,351
Count of Pop 22 to 30 years	719	7,029	30,058	146,013
Count of Pop 30 to 45 years	1,190	9,701	44,874	250,309
Count of Pop 45 to 60 years	1,648	13,260	55,482	286,995
Count of Pop 60 to 75 years	1,468	12,554	49,005	241,806
Count of Pop 75+ years	623	5,801	21,151	96,438
Population 0 to 4 Years	5.66%	5.11%	5.60%	6.16%
Population 5 to 13 Years	10.36%	9.34%	10.37%	11.27%
Population 14 to 21 Years	8.68%	10.77%	11.13%	10.35%
Population 22 to 29 Years	9.59%	10.87%	10.92%	10.32%
Population 30 to 44 Years	15.87%	15.01%	16.31%	17.70%
Population 45 to 59 Years	21.97%	20.51%	20.17%	20.29%
Population 60 to 74 Years	19.56%	19.42%	17.81%	17.10%
Population 74 Years Plus	8.31%	8.97%	7.69%	6.82%
Median Age	44.9	43.9	41.0	40.3
GENDER 2020				
Male Population	3,677	31,015	133,164	684,359
Female Population	3,825	33,635	141,965	730,104
RACE 2020				
2020 Estimated Population	7,502	64,650	275,128	1,414,464
White	90.22%	87.95%	73.70%	63.57%
Black or African American	2.25%	2.68%	7.63%	15.83%
Asian or Pacific Islander	4.78%	5.57%	7.30%	7.45%
Other Races	2.75%	3.80%	11.36%	13.15%
HISPANIC				
2020 Hispanic Population	1,053	7,111	63,318	384,179
2020 Hispanic Population %	14.04%	11.00%	23.01%	27.16%
2025 Hispanic Population Forecast	1,134	7,401	64,505	393,041
2025 Hispanic Population % Projected	14.89%	11.32%	23.14%	27.36%
2000 Hispanic Population %	5.20%	4.95%	17.21%	18.98%
1990 Hispanic Population %	3.22%	2.73%	11.60%	12.98%
EDUCATION (AGE 25+) 2020				
Adult Population (25 Years or Older)	5,364	45,333	188,265	965,091
Elementary	4.81%	3.19%	5.37%	6.33%
Some High School	4.89%	3.35%	4.93%	5.62%
High School Graduate	28.85%	26.48%	27.05%	28.48%
Some College	15.02%	15.76%	15.02%	15.67%
Associates Degree	4.63%	5.99%	4.96%	5.72%
Bachelors Degree	26.10%	29.50%	26.15%	23.76%
Graduate Degree	15.71%	15.73%	16.53%	14.42%
% College (4+)	41.81%	45.23%	42.67%	38.19%
HOUSING 2020				
Total Housing Units	3,123	23,904	101,318	540,085
Owner Occupied Percent	73.73%	75.45%	62.38%	53.40%
Renter Occupied Percent	21.68%	21.03%	33.16%	40.93%
Vacant Housing Percent	4.60%	3.53%	4.46%	5.67%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.887768, -74.252416

12-Apr-2021

111600-Willowbrook Plaza

Wayne, NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
HOMES BUILT BY YEAR 2020				
Homes Built 2010 or later	0.10%	0.10%	0.24%	0.12%
Homes Built 2000 to 2009	7.10%	6.23%	5.10%	5.34%
Homes Built 1990 to 1999	6.81%	5.64%	4.78%	4.50%
Homes Built 1980 to 1989	10.09%	9.41%	8.08%	5.92%
Homes Built 1970 to 1979	3.96%	10.05%	8.58%	8.55%
Homes Built 1960 to 1979	17.53%	17.13%	17.55%	14.81%
Homes Built 1950 to 1959	22.07%	25.33%	22.57%	21.30%
Homes Built 1940 to 1949	13.01%	10.11%	13.08%	14.99%
Homes Built 1939 or earlier	19.33%	16.00%	20.03%	24.46%
HOME VALUE (OWNER OCCUPIED) 2020				
Property Value \$1,000,000 or more	8.18%	8.86%	8.19%	6.99%
Property Value \$750,000 to \$999,999	8.85%	14.66%	15.53%	12.85%
Property Value \$500,000 to \$749,999	25.04%	35.41%	32.43%	28.41%
Property Value \$400,000 to \$499,999	20.37%	20.29%	19.89%	20.60%
Property Value \$300,000 to \$399,999	22.16%	12.50%	13.24%	16.51%
Property Value \$200,000 to \$299,999	7.04%	4.43%	6.05%	7.87%
Property Value \$150,000 to \$199,999	2.41%	1.09%	1.27%	1.99%
Property Value \$100,000 to \$149,999	0.15%	0.21%	0.44%	1.01%
Property Value \$60,000 to \$99,999	0.90%	0.32%	0.32%	0.50%
Property Value \$40,000 to \$59,999	1.41%	0.32%	0.22%	0.32%
Property Value \$0 to \$39,999	1.66%	0.55%	0.47%	0.82%
Median Home Value	\$465,529	\$567,855	\$554,909	\$496,700
Median Rent per Month (Census 2000)	\$922	\$927	\$808	\$762
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2020				
Employed Civilian Population 16+ by Occupation	3,890	33,411	135,020	693,386
Managerial/Executive	16.09%	21.89%	19.48%	17.74%
Professional Specialty	28.14%	26.41%	26.39%	23.97%
Healthcare Support	2.73%	2.53%	2.42%	3.43%
Sales	11.48%	12.43%	11.01%	10.20%
Office & Administrative Support	13.18%	13.22%	11.93%	12.17%
Protective Service	2.40%	2.59%	2.25%	2.29%
Food Preparation	4.88%	3.86%	3.38%	3.85%
Building Maintenance & Cleaning	1.69%	1.47%	2.52%	3.43%
Personal Care	3.11%	2.75%	2.51%	2.79%
Farming, Fishing, & Forestry	0.00%	0.02%	0.02%	0.08%
Construction	7.51%	5.52%	6.00%	6.74%
Production & Transportation	8.79%	7.31%	12.07%	13.31%
Percent White Collar	71.62%	76.48%	71.23%	67.51%
Percent Blue Collar	28.38%	23.52%	28.77%	32.49%
Median Employee Salary	41,776	45,362	45,494	45,494
Average Employee Salary	49,119	54,563	54,476	54,515
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	126	961	6,408	41,420
2020 Estimated Unemployed (Age 16 and Up)	319	2,002	9,059	53,456
2020 Estimated Unemployed Rate (Age 16 and Up)	7.40%	6.05%	6.41%	7.14%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2020 Estimates & Q4 2025 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.887768, -74.252416

12-Apr-2021

111600-Willowbrook Plaza

Wayne, NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius	
TRANSPORTATION TO WORK 2020	Drive to Work Alone	81.23%	81.47%	76.16%	71.12%
	Drive to Work Carpool	7.38%	6.92%	7.95%	8.48%
	Travel to Work by Public Transportation	4.52%	5.05%	8.67%	11.99%
	Drive to Work on Motorcycle	0.00%	0.03%	0.01%	0.03%
	Drive to Work on Bicycle	0.05%	0.22%	0.17%	0.23%
	Walk to Work	2.05%	1.62%	2.20%	3.02%
	Other Means	2.40%	1.21%	1.36%	2.03%
	Work at Home	2.37%	3.46%	3.43%	2.98%
TRAVEL TIME TO WORK 2020	Travel Time in Less than 5 minutes	2.80%	2.93%	2.38%	2.23%
	Travel to Work in 5 to 9 minutes	11.36%	9.75%	8.80%	8.02%
	Travel to Work in 10 to 14 minutes	14.32%	14.26%	13.90%	12.62%
	Travel to Work in 15 to 19 minutes	12.37%	13.55%	13.68%	13.42%
	Travel to Work in 20 to 29 minutes	24.82%	21.62%	21.54%	21.56%
	Travel to Work in 30 to 44 minutes	23.36%	23.02%	23.20%	22.28%
	Travel to Work in 45 to 59 minutes	5.74%	6.31%	6.84%	8.06%
	Travel to Work in 60 minutes or more	5.23%	8.55%	9.66%	11.81%
Average Travel Time to Work	26.0	24.6	25.6	27.0	
SPENDING PATTERNS 2020	Grocery Store Market Basket Weekly Per Capita Spending	\$63.86	\$64.19	\$63.70	\$65.06
	Apparel and Related Services	\$16.72	\$17.41	\$16.74	\$16.74
	Transportation	\$105.54	\$109.16	\$104.94	\$102.25
	Healthcare	\$63.03	\$63.89	\$61.60	\$65.33
	Entertainment	\$26.21	\$27.17	\$26.03	\$26.12
LIFESTYLE SEGMENTATION 2020	Category A - Crème de la Crème	2,909	36,636	127,208	454,417
	Category B - Urban Cliff Climbers	0	0	2,862	12,395
	Category C - Urban Cliff Dwellers	0	3,302	11,679	106,768
	Category D - Seasoned Urban Dwellers	45	754	1,829	18,883
	Category E - Thriving Alone	1,155	7,584	23,129	108,895
	Category F - Going it Alone	2,818	6,355	19,232	156,101
	Category G - Struggling Alone	0	0	5,945	28,190
	Category H - Single in the Suburbs	0	0	0	1,721
	Category I - Married in the Suburbs	0	790	2,365	22,795
	Category J - Retired in the Suburbs	0	2,522	10,496	41,708
	Category K - Living with Nature	0	0	0	0
	Category L - Working with Nature	0	0	0	3,873
	Category M - Harlem Gateway	0	0	4,346	142,704
	Category N - Espaniola	0	0	46,866	266,819
	Category O - Specialties	569	2,932	8,014	29,504

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.