

Brook 35 & West  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 40.13803  
Longitude: -74.06168

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2010 Total Population	6,590	44,713	122,609
2020 Total Population	6,574	45,296	123,155
2020 Group Quarters	230	587	1,185
2024 Total Population	6,488	45,234	124,561
2024 Group Quarters	230	587	1,185
2029 Total Population	6,437	44,709	124,413
2024-2029 Annual Rate	-0.16%	-0.23%	-0.02%
2024 Total Daytime Population	7,114	46,543	107,269
Workers	3,898	25,371	51,730
Residents	3,216	21,172	55,539
<b>Household Summary</b>			
2010 Households	2,685	18,257	49,105
2010 Average Household Size	2.45	2.43	2.48
2020 Total Households	2,562	18,635	50,178
2020 Average Household Size	2.48	2.40	2.43
2024 Households	2,597	18,886	51,307
2024 Average Household Size	2.41	2.36	2.40
2029 Households	2,635	19,118	52,247
2029 Average Household Size	2.36	2.31	2.36
2024-2029 Annual Rate	0.29%	0.24%	0.36%
2010 Families	1,712	11,974	32,301
2010 Average Family Size	3.12	3.05	3.08
2024 Families	1,650	12,106	32,786
2024 Average Family Size	3.12	3.04	3.04
2029 Families	1,669	12,228	33,272
2029 Average Family Size	3.05	2.97	2.99
2024-2029 Annual Rate	0.23%	0.20%	0.29%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,672	22,182	57,905
Owner Occupied Housing Units	76.6%	67.2%	66.7%
Renter Occupied Housing Units	18.0%	18.0%	20.0%
Vacant Housing Units	5.4%	14.8%	13.3%
2010 Housing Units	2,968	22,815	59,070
Owner Occupied Housing Units	67.1%	62.7%	64.4%
Renter Occupied Housing Units	23.4%	17.3%	18.7%
Vacant Housing Units	9.5%	20.0%	16.9%
2020 Housing Units	2,868	22,941	59,705
Owner Occupied Housing Units	71.2%	64.3%	64.8%
Renter Occupied Housing Units	18.2%	16.9%	19.2%
Vacant Housing Units	12.0%	18.9%	15.9%
2024 Housing Units	2,901	23,137	60,672
Owner Occupied Housing Units	73.5%	66.3%	67.0%
Renter Occupied Housing Units	16.0%	15.4%	17.6%
Vacant Housing Units	10.5%	18.4%	15.4%
2029 Housing Units	2,936	23,329	61,485
Owner Occupied Housing Units	75.0%	68.0%	69.1%
Renter Occupied Housing Units	14.7%	14.0%	15.9%
Vacant Housing Units	10.3%	18.1%	15.0%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>2024 Households by Income</b>			
Household Income Base	2,597	18,886	51,307
<\$15,000	6.4%	3.3%	3.5%
\$15,000 - \$24,999	2.9%	2.7%	2.8%
\$25,000 - \$34,999	5.0%	3.6%	4.0%
\$35,000 - \$49,999	5.1%	6.2%	8.2%
\$50,000 - \$74,999	8.6%	9.4%	11.5%
\$75,000 - \$99,999	10.4%	9.8%	11.8%
\$100,000 - \$149,999	18.2%	19.7%	20.3%
\$150,000 - \$199,999	15.6%	14.7%	14.1%
\$200,000+	27.8%	30.6%	23.8%
Average Household Income	\$173,895	\$188,727	\$161,420
<b>2029 Households by Income</b>			
Household Income Base	2,635	19,118	52,247
<\$15,000	5.6%	2.8%	3.0%
\$15,000 - \$24,999	2.0%	1.9%	2.0%
\$25,000 - \$34,999	4.1%	2.9%	3.2%
\$35,000 - \$49,999	4.2%	5.1%	6.8%
\$50,000 - \$74,999	7.6%	8.5%	10.5%
\$75,000 - \$99,999	9.3%	8.8%	10.8%
\$100,000 - \$149,999	18.5%	19.3%	20.2%
\$150,000 - \$199,999	17.8%	16.4%	16.1%
\$200,000+	30.9%	34.3%	27.4%
Average Household Income	\$194,677	\$211,377	\$182,106
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,132	15,332	40,652
<\$50,000	0.7%	0.7%	0.9%
\$50,000 - \$99,999	0.2%	0.1%	0.4%
\$100,000 - \$149,999	0.2%	0.1%	0.2%
\$150,000 - \$199,999	0.0%	0.0%	0.8%
\$200,000 - \$249,999	0.0%	0.2%	0.8%
\$250,000 - \$299,999	0.0%	0.4%	2.0%
\$300,000 - \$399,999	1.0%	3.0%	12.6%
\$400,000 - \$499,999	5.0%	6.1%	14.9%
\$500,000 - \$749,999	45.1%	33.5%	31.7%
\$750,000 - \$999,999	32.7%	33.2%	21.7%
\$1,000,000 - \$1,499,999	8.4%	9.8%	6.6%
\$1,500,000 - \$1,999,999	4.2%	4.4%	2.9%
\$2,000,000 +	2.4%	8.4%	4.3%
Average Home Value	\$827,333	\$930,374	\$739,793
<b>2029 Owner Occupied Housing Units by Value</b>			
Total	2,203	15,862	42,499
<\$50,000	0.3%	0.3%	0.5%
\$50,000 - \$99,999	0.1%	0.0%	0.2%
\$100,000 - \$149,999	0.0%	0.0%	0.0%
\$150,000 - \$199,999	0.0%	0.0%	0.3%
\$200,000 - \$249,999	0.0%	0.0%	0.3%
\$250,000 - \$299,999	0.0%	0.1%	0.8%
\$300,000 - \$399,999	0.5%	1.5%	7.9%
\$400,000 - \$499,999	3.2%	4.4%	13.4%
\$500,000 - \$749,999	42.9%	32.7%	36.4%
\$750,000 - \$999,999	36.8%	37.3%	25.4%
\$1,000,000 - \$1,499,999	9.5%	11.0%	7.6%
\$1,500,000 - \$1,999,999	4.4%	4.6%	3.0%
\$2,000,000 +	2.3%	8.2%	4.2%
Average Home Value	\$854,698	\$956,907	\$784,070

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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<b>Median Household Income</b>			
2024	\$127,442	\$134,007	\$115,369
2029	\$145,137	\$151,517	\$129,207
<b>Median Home Value</b>			
2024	\$737,253	\$794,604	\$636,043
2029	\$770,808	\$823,685	\$683,087
<b>Per Capita Income</b>			
2024	\$71,393	\$78,768	\$66,826
2029	\$81,733	\$90,355	\$76,868
<b>Median Age</b>			
2010	46.8	46.4	43.8
2020	51.8	50.4	46.9
2024	52.4	50.6	47.0
2029	52.2	50.8	47.7
<b>2020 Population by Age</b>			
Total	6,574	45,296	123,155
0 - 4	3.7%	3.5%	4.1%
5 - 9	4.3%	4.3%	4.7%
10 - 14	5.4%	5.3%	5.4%
15 - 24	11.4%	11.9%	11.4%
25 - 34	8.0%	9.1%	11.1%
35 - 44	8.9%	9.4%	10.9%
45 - 54	13.4%	13.2%	13.3%
55 - 64	17.3%	18.0%	17.5%
65 - 74	14.2%	13.9%	12.5%
75 - 84	8.0%	7.5%	6.1%
85 +	5.6%	3.8%	2.8%
18 +	82.4%	82.8%	82.0%
<b>2024 Population by Age</b>			
Total	6,490	45,235	124,561
0 - 4	3.8%	3.6%	4.1%
5 - 9	4.5%	4.3%	4.8%
10 - 14	4.6%	4.8%	5.0%
15 - 24	10.3%	10.7%	10.4%
25 - 34	9.2%	10.2%	11.4%
35 - 44	9.8%	10.3%	12.1%
45 - 54	11.1%	12.0%	12.3%
55 - 64	15.9%	16.3%	15.9%
65 - 74	15.4%	14.8%	13.7%
75 - 84	9.8%	9.2%	7.5%
85 +	5.7%	3.9%	2.9%
18 +	83.8%	84.0%	83.0%
<b>2029 Population by Age</b>			
Total	6,440	44,711	124,415
0 - 4	3.9%	3.5%	4.0%
5 - 9	4.3%	4.0%	4.3%
10 - 14	5.0%	4.9%	5.1%
15 - 24	8.6%	9.2%	9.2%
25 - 34	10.2%	10.7%	11.3%
35 - 44	10.3%	10.7%	12.5%
45 - 54	10.5%	11.7%	12.3%
55 - 64	13.6%	14.2%	13.7%
65 - 74	15.6%	15.4%	14.7%
75 - 84	11.7%	11.1%	9.4%
85 +	6.3%	4.5%	3.4%
18 +	83.9%	84.5%	83.6%

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<b>2020 Population by Sex</b>			
Males	3,111	21,771	59,553
Females	3,463	23,525	63,602
<b>2024 Population by Sex</b>			
Males	3,122	22,064	61,194
Females	3,366	23,170	63,367
<b>2029 Population by Sex</b>			
Males	3,094	21,696	60,760
Females	3,344	23,013	63,653
<b>2010 Population by Race/Ethnicity</b>			
Total	6,591	44,713	122,609
White Alone	95.4%	95.3%	92.2%
Black Alone	1.0%	1.0%	3.0%
American Indian Alone	0.1%	0.1%	0.1%
Asian Alone	1.6%	1.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	1.2%	1.8%
Two or More Races	1.2%	1.1%	1.4%
Hispanic Origin	3.7%	4.3%	6.3%
Diversity Index	15.3	16.7	24.9
<b>2020 Population by Race/Ethnicity</b>			
Total	6,574	45,296	123,155
White Alone	91.2%	90.4%	85.5%
Black Alone	0.7%	0.8%	3.1%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.2%	1.3%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.2%	2.1%	3.2%
Two or More Races	4.4%	5.1%	6.3%
Hispanic Origin	5.7%	6.0%	8.6%
Diversity Index	25.6	27.2	37.8
<b>2024 Population by Race/Ethnicity</b>			
Total	6,487	45,234	124,561
White Alone	90.5%	89.9%	84.7%
Black Alone	0.8%	0.9%	3.2%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.3%	1.4%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.4%	2.2%	3.4%
Two or More Races	4.7%	5.4%	6.6%
Hispanic Origin	6.3%	6.5%	9.2%
Diversity Index	27.5	28.7	39.7
<b>2029 Population by Race/Ethnicity</b>			
Total	6,437	44,709	124,413
White Alone	89.6%	89.0%	83.6%
Black Alone	0.8%	0.9%	3.3%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.5%	1.6%	1.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	2.6%	2.4%	3.7%
Two or More Races	5.1%	5.9%	7.2%
Hispanic Origin	6.9%	7.0%	10.0%
Diversity Index	29.7	30.8	42.0

**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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<b>2020 Population by Relationship and Household Type</b>			
Total	6,574	45,296	123,155
In Households	96.5%	98.7%	99.0%
Householder	40.6%	41.4%	41.0%
Opposite-Sex Spouse	21.4%	21.7%	20.5%
Same-Sex Spouse	0.2%	0.1%	0.2%
Opposite-Sex Unmarried Partner	1.5%	1.8%	2.2%
Same-Sex Unmarried Partner	0.1%	0.1%	0.1%
Biological Child	27.1%	27.3%	27.2%
Adopted Child	0.6%	0.5%	0.5%
Stepchild	0.5%	0.6%	0.8%
Grandchild	0.8%	1.1%	1.4%
Brother or Sister	0.7%	0.7%	0.8%
Parent	0.6%	0.7%	0.8%
Parent-in-law	0.2%	0.2%	0.2%
Son-in-law or Daughter-in-law	0.3%	0.3%	0.4%
Other Relatives	0.6%	0.6%	0.8%
Foster Child	0.0%	0.0%	0.0%
Other Nonrelatives	1.3%	1.6%	2.0%
In Group Quarters	3.5%	1.3%	1.0%
Institutionalized	0.0%	0.5%	0.5%
Noninstitutionalized	3.5%	0.8%	0.5%
<b>2024 Population 25+ by Educational Attainment</b>			
Total	4,982	34,647	94,349
Less than 9th Grade	0.5%	0.7%	1.1%
9th - 12th Grade, No Diploma	1.1%	1.2%	2.1%
High School Graduate	13.2%	14.3%	19.2%
GED/Alternative Credential	0.8%	0.9%	1.5%
Some College, No Degree	14.2%	11.6%	15.2%
Associate Degree	7.4%	7.7%	8.0%
Bachelor's Degree	41.3%	39.1%	34.0%
Graduate/Professional Degree	21.5%	24.3%	18.9%
<b>2024 Population 15+ by Marital Status</b>			
Total	5,648	39,468	107,345
Never Married	25.3%	27.7%	31.1%
Married	58.0%	58.4%	54.8%
Widowed	8.2%	6.5%	5.6%
Divorced	8.5%	7.5%	8.5%
<b>2024 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	3,437	25,398	73,074
Population 16+ Employed	96.3%	95.8%	95.6%
Population 16+ Unemployment rate	3.7%	4.2%	4.4%
Population 16-24 Employed	9.5%	10.7%	11.5%
Population 16-24 Unemployment rate	13.8%	9.1%	8.0%
Population 25-54 Employed	50.9%	52.7%	56.0%
Population 25-54 Unemployment rate	2.5%	3.2%	3.6%
Population 55-64 Employed	25.7%	23.3%	21.4%
Population 55-64 Unemployment rate	2.4%	3.4%	4.4%
Population 65+ Employed	14.0%	13.3%	11.1%
Population 65+ Unemployment rate	2.9%	5.4%	4.8%

Source: Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

September 23, 2024

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<b>2024 Employed Population 16+ by Industry</b>			
Total	3,309	24,332	69,831
Agriculture/Mining	0.7%	0.2%	0.2%
Construction	9.6%	7.6%	7.6%
Manufacturing	6.3%	5.1%	4.9%
Wholesale Trade	1.1%	2.1%	2.2%
Retail Trade	8.4%	9.8%	10.4%
Transportation/Utilities	3.2%	3.4%	5.3%
Information	1.9%	2.1%	1.9%
Finance/Insurance/Real Estate	8.1%	9.1%	7.8%
Services	52.9%	54.0%	53.6%
Public Administration	7.9%	6.7%	6.0%
<b>2024 Employed Population 16+ by Occupation</b>			
Total	3,309	24,332	69,830
White Collar	71.5%	76.8%	71.1%
Management/Business/Financial	23.7%	25.1%	21.3%
Professional	28.4%	32.1%	29.1%
Sales	10.5%	11.9%	10.1%
Administrative Support	8.9%	7.7%	10.6%
Services	16.0%	12.7%	14.7%
Blue Collar	12.5%	10.5%	14.2%
Farming/Forestry/Fishing	0.6%	0.1%	0.1%
Construction/Extraction	6.3%	3.9%	5.1%
Installation/Maintenance/Repair	0.5%	1.4%	2.0%
Production	0.9%	1.5%	2.7%
Transportation/Material Moving	4.3%	3.5%	4.4%
<b>2020 Households by Type</b>			
Total	2,562	18,635	50,178
Married Couple Households	53.6%	53.1%	50.6%
With Own Children <18	18.3%	17.3%	17.0%
Without Own Children <18	35.2%	35.8%	33.5%
Cohabiting Couple Households	4.2%	4.6%	5.7%
With Own Children <18	0.7%	0.8%	1.3%
Without Own Children <18	3.5%	3.7%	4.5%
Male Householder, No Spouse/Partner	14.5%	15.4%	16.7%
Living Alone	10.3%	11.5%	12.0%
65 Years and over	4.9%	4.7%	4.4%
With Own Children <18	0.7%	1.0%	1.0%
Without Own Children <18, With Relatives	2.7%	2.2%	2.7%
No Relatives Present	0.9%	0.8%	1.0%
Female Householder, No Spouse/Partner	27.8%	27.0%	27.0%
Living Alone	19.9%	17.9%	16.7%
65 Years and over	13.0%	11.1%	9.4%
With Own Children <18	2.1%	2.5%	3.2%
Without Own Children <18, With Relatives	5.1%	5.7%	6.2%
No Relatives Present	0.6%	0.8%	0.8%
<b>2020 Households by Size</b>			
Total	2,562	18,635	50,178
1 Person Household	30.2%	29.4%	28.7%
2 Person Household	33.5%	34.3%	33.7%
3 Person Household	13.8%	14.6%	15.7%
4 Person Household	13.8%	13.0%	13.3%
5 Person Household	6.3%	6.2%	5.8%
6 Person Household	1.8%	1.9%	1.9%
7 + Person Household	0.5%	0.7%	0.8%

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<b>2020 Households by Tenure and Mortgage Status</b>			
Total	2,562	18,635	50,178
Owner Occupied	79.7%	79.2%	77.1%
Owned with a Mortgage/Loan	53.0%	51.4%	53.1%
Owned Free and Clear	26.6%	27.8%	24.0%
Renter Occupied	20.3%	20.8%	22.9%
<b>2024 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	61	59	64
Percent of Income for Mortgage	36.2%	37.1%	34.5%
Wealth Index	202	218	177
<b>2020 Housing Units By Urban/ Rural Status</b>			
Total	2,868	22,941	59,705
Urban Housing Units	100.0%	99.1%	99.2%
Rural Housing Units	0.0%	0.9%	0.8%
<b>2020 Population By Urban/ Rural Status</b>			
Total	6,574	45,296	123,155
Urban Population	100.0%	98.7%	98.8%
Rural Population	0.0%	1.3%	1.2%

**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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<b>Top 3 Tapestry Segments</b>			
1.	Exurbanites (1E)	Exurbanites (1E)	Pleasantville (2B)
2.	Pleasantville (2B)	Pleasantville (2B)	Exurbanites (1E)
3.	Retirement Communities (9E)	Golden Years (9B)	Golden Years (9B)
<b>2024 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,665,408	\$69,372,858	\$164,159,684
Average Spent	\$3,336.70	\$3,673.24	\$3,199.56
Spending Potential Index	140	154	134
Education: Total \$	\$7,303,480	\$58,264,503	\$133,898,730
Average Spent	\$2,812.28	\$3,085.06	\$2,609.76
Spending Potential Index	163	179	151
Entertainment/Recreation: Total \$	\$16,173,982	\$127,546,729	\$298,197,270
Average Spent	\$6,227.95	\$6,753.51	\$5,812.02
Spending Potential Index	152	165	142
Food at Home: Total \$	\$27,370,730	\$216,779,695	\$511,099,533
Average Spent	\$10,539.36	\$11,478.33	\$9,961.59
Spending Potential Index	144	157	136
Food Away from Home: Total \$	\$14,947,204	\$118,935,925	\$279,181,265
Average Spent	\$5,755.57	\$6,297.57	\$5,441.39
Spending Potential Index	148	162	140
Health Care: Total \$	\$29,678,674	\$232,324,927	\$545,882,994
Average Spent	\$11,428.06	\$12,301.44	\$10,639.54
Spending Potential Index	149	160	138
HH Furnishings & Equipment: Total \$	\$12,229,806	\$96,619,863	\$226,478,594
Average Spent	\$4,709.21	\$5,115.95	\$4,414.19
Spending Potential Index	149	162	139
Personal Care Products & Services: Total \$	\$3,959,745	\$31,276,831	\$72,962,634
Average Spent	\$1,524.74	\$1,656.09	\$1,422.08
Spending Potential Index	153	166	143
Shelter: Total \$	\$106,707,438	\$840,846,780	\$1,951,866,912
Average Spent	\$41,088.73	\$44,522.23	\$38,042.90
Spending Potential Index	154	167	143
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$14,652,945	\$114,502,375	\$261,783,690
Average Spent	\$5,642.26	\$6,062.82	\$5,102.30
Spending Potential Index	161	173	146
Travel: Total \$	\$12,494,852	\$98,518,097	\$227,514,975
Average Spent	\$4,811.26	\$5,216.46	\$4,434.38
Spending Potential Index	159	172	146
Vehicle Maintenance & Repairs: Total \$	\$5,536,909	\$43,762,741	\$103,507,297
Average Spent	\$2,132.04	\$2,317.21	\$2,017.41
Spending Potential Index	144	156	136

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.