

Expanded Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 39.4353/-74.5142

674 White Horse Pike						
Absecon, NJ 08201						
	3 mi radius		5 mi radius		10 mi radius	
Population						
Estimated Population (2023)	34,806		79,640		221,795	
Projected Population (2028)	34,068		78,330		219,983	
Census Population (2020)	35,060		79,610		221,346	
Census Population (2010)	33,943		76,546		220,334	
Projected Annual Growth (2023 to 2028)	-738	-0.4%	-1,310	-0.3%	-1,812	-0.2%
Historical Annual Growth (2020 to 2023)	-254	-0.2%	30	-	449	-
Historical Annual Growth (2010 to 2020)	1,117	1.1%	3,064	1.3%	1,013	0.2%
Estimated Population Density (2023)	1,231	psm	1,014	psm	706	psm
Trade Area Size	28.3	sq mi	78.5	sq mi	314.0	sq mi
Households						
Estimated Households (2023)	12,899		29,080		87,612	
Projected Households (2028)	12,260		27,774		84,339	
Census Households (2020)	12,840		28,742		86,549	
Census Households (2010)	11,942		26,601		83,166	
Estimated Households with Children (2023)	4,389	34.0%	9,812	33.7%	26,085	29.8%
Estimated Average Household Size (2023)	2.66		2.62		2.47	
Average Household Income						
Estimated Average Household Income (2023)	\$103,657		\$97,891		\$109,448	
Projected Average Household Income (2028)	\$118,008		\$110,753		\$122,723	
Estimated Average Family Income (2023)	\$123,539		\$111,460		\$133,585	
Median Household Income						
Estimated Median Household Income (2023)	\$75,127		\$74,093		\$78,870	
Projected Median Household Income (2028)	\$77,080		\$75,881		\$80,540	
Estimated Median Family Income (2023)	\$89,366		\$90,609		\$100,609	
Per Capita Income						
Estimated Per Capita Income (2023)	\$38,531		\$36,032		\$43,415	
Projected Per Capita Income (2028)	\$42,586		\$39,563		\$47,233	
Estimated Per Capita Income 5 Year Growth	\$4,055	10.5%	\$3,531	9.8%	\$3,819	8.8%
Estimated Average Household Net Worth (2023)	\$892,152		\$840,316		\$949,193	
Daytime Demos (2023)						
Total Businesses	1,340		2,950		7,903	
Total Employees	13,247		28,862		83,569	
Company Headquarter Businesses	34	2.5%	74	2.5%	193	2.4%
Company Headquarter Employees	1,691	12.8%	2,789	9.7%	6,291	7.5%
Employee Population per Business	9.9		9.8		10.6	
Residential Population per Business	26.0		27.0		28.1	

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Race & Ethnicity

White (2023)	16,819	48.3%	36,844	46.3%	119,021	53.7%
Black or African American (2023)	7,764	22.3%	16,619	20.9%	41,703	18.8%
American Indian or Alaska Native (2023)	211	0.6%	391	0.5%	829	0.4%
Asian (2023)	2,970	8.5%	9,787	12.3%	23,798	10.7%
Hawaiian or Pacific Islander (2023)	13	-	38	-	253	0.1%
Other Race (2023)	4,058	11.7%	9,283	11.7%	19,054	8.6%
Two or More Races (2023)	2,972	8.5%	6,679	8.4%	17,136	7.7%
Not Hispanic or Latino Population (2023)	26,651	76.6%	61,110	76.7%	180,164	81.2%
Hispanic or Latino Population (2023)	8,155	23.4%	18,530	23.3%	41,631	18.8%
Not Hispanic or Latino Population (2028)	26,058	76.5%	60,124	76.8%	178,602	81.2%
Hispanic or Latino Population (2028)	8,010	23.5%	18,206	23.2%	41,382	18.8%
Not Hispanic or Latino Population (2020)	26,139	74.6%	58,918	74.0%	176,704	79.8%
Hispanic or Latino Population (2020)	8,921	25.4%	20,693	26.0%	44,642	20.2%
Not Hispanic or Latino Population (2010)	27,302	80.4%	60,925	79.6%	182,039	82.6%
Hispanic or Latino Population (2010)	6,642	19.6%	15,621	20.4%	38,295	17.4%
Projected Hispanic Annual Growth (2023 to 2028)	-145	-0.4%	-324	-0.3%	-249	-0.1%
Historic Hispanic Annual Growth (2010 to 2023)	1,514	1.8%	2,909	1.4%	3,336	0.7%

Age Distribution (2023)

Age Under 5	1,946	5.6%	4,277	5.4%	11,730	5.3%
Age 5 to 9 Years	2,167	6.2%	4,665	5.9%	12,866	5.8%
Age 10 to 14 Years	2,312	6.6%	5,121	6.4%	13,820	6.2%
Age 15 to 19 Years	2,253	6.5%	5,579	7.0%	14,041	6.3%
Age 20 to 24 Years	2,163	6.2%	6,369	8.0%	14,340	6.5%
Age 25 to 29 Years	2,221	6.4%	5,079	6.4%	13,882	6.3%
Age 30 to 34 Years	2,109	6.1%	4,873	6.1%	12,952	5.8%
Age 35 to 39 Years	1,958	5.6%	4,478	5.6%	12,453	5.6%
Age 40 to 44 Years	1,954	5.6%	4,350	5.5%	12,096	5.5%
Age 45 to 49 Years	2,083	6.0%	4,586	5.8%	12,787	5.8%
Age 50 to 54 Years	2,515	7.2%	5,401	6.8%	15,139	6.8%
Age 55 to 59 Years	2,662	7.6%	5,649	7.1%	16,582	7.5%
Age 60 to 64 Years	2,581	7.4%	5,526	6.9%	16,799	7.6%
Age 65 to 74 Years	3,500	10.1%	8,163	10.3%	25,470	11.5%
Age 75 to 84 Years	1,742	5.0%	3,945	5.0%	12,466	5.6%
Age 85 Years or Over	641	1.8%	1,579	2.0%	4,370	2.0%
Median Age	40.0		39.5		41.5	

Gender Age Distribution (2023)

Female Population	17,787	51.1%	41,196	51.7%	113,885	51.3%
Age 0 to 19 Years	4,198	23.6%	9,592	23.3%	25,510	22.4%
Age 20 to 64 Years	10,329	58.1%	23,975	58.2%	65,207	57.3%
Age 65 Years or Over	3,260	18.3%	7,629	18.5%	23,168	20.3%
Female Median Age	41.5		41.0		42.8	
Male Population	17,020	48.9%	38,444	48.3%	107,910	48.7%
Age 0 to 19 Years	4,480	26.3%	10,051	26.1%	26,948	25.0%
Age 20 to 64 Years	9,916	58.3%	22,335	58.1%	61,823	57.3%
Age 65 Years or Over	2,623	15.4%	6,058	15.8%	19,139	17.7%
Male Median Age	38.4		38.0		40.0	

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Household Income Distribution (2023)

HH Income \$200,000 or More	1,300	10.1%	2,648	9.1%	9,736	11.1%
HH Income \$150,000 to \$199,999	966	7.5%	2,209	7.6%	7,096	8.1%
HH Income \$100,000 to \$149,999	2,232	17.3%	4,757	16.4%	15,207	17.4%
HH Income \$75,000 to \$99,999	1,584	12.3%	3,768	13.0%	10,140	11.6%
HH Income \$50,000 to \$74,999	2,086	16.2%	5,034	17.3%	13,361	15.3%
HH Income \$35,000 to \$49,999	1,763	13.7%	3,514	12.1%	9,005	10.3%
HH Income \$25,000 to \$34,999	1,010	7.8%	2,507	8.6%	7,009	8.0%
HH Income \$15,000 to \$24,999	940	7.3%	2,178	7.5%	7,029	8.0%
HH Income Under \$15,000	1,018	7.9%	2,466	8.5%	9,027	10.3%
HH Income \$35,000 or More	9,930	77.0%	21,929	75.4%	64,546	73.7%
HH Income \$75,000 or More	6,082	47.1%	13,381	46.0%	42,179	48.1%

Housing (2023)

Total Housing Units	13,793		31,353		112,093	
Housing Units Occupied	12,899	93.5%	29,080	92.8%	87,612	78.2%
Housing Units Owner-Occupied	9,307	72.2%	21,475	73.8%	58,806	67.1%
Housing Units, Renter-Occupied	3,592	27.8%	7,606	26.2%	28,805	32.9%
Housing Units, Vacant	894	6.9%	2,272	7.8%	24,481	27.9%

Marital Status (2023)

Never Married	10,685	37.6%	26,769	40.8%	68,192	37.2%
Currently Married	11,649	41.0%	25,122	38.3%	76,537	41.7%
Separated	1,675	5.9%	3,219	4.9%	8,710	4.7%
Widowed	1,429	5.0%	3,567	5.4%	11,386	6.2%
Divorced	2,944	10.4%	6,900	10.5%	18,553	10.1%

Household Type (2023)

Population Family	29,312	84.2%	64,319	80.8%	177,098	79.8%
Population Non-Family	5,051	14.5%	11,794	14.8%	39,655	17.9%
Population Group Quarters	443	1.3%	3,527	4.4%	5,042	2.3%
Family Households	8,935	69.3%	19,692	67.7%	55,355	63.2%
Non-Family Households	3,964	30.7%	9,388	32.3%	32,257	36.8%
Married Couple with Children	2,567	22.0%	5,636	22.4%	15,139	19.8%
Average Family Household Size	3.3		3.3		3.2	

Household Size (2023)

1 Person Households	3,187	24.7%	7,652	26.3%	27,044	30.9%
2 Person Households	4,158	32.2%	9,322	32.1%	28,123	32.1%
3 Person Households	2,217	17.2%	4,876	16.8%	13,195	15.1%
4 Person Households	1,910	14.8%	4,002	13.8%	10,704	12.2%
5 Person Households	853	6.6%	1,911	6.6%	5,169	5.9%
6 or More Person Households	574	4.5%	1,318	4.5%	3,376	3.9%

Household Vehicles (2023)

Households with 0 Vehicles Available	1,441	11.2%	3,059	10.5%	12,326	14.1%
Households with 1 Vehicles Available	4,044	31.4%	9,937	34.2%	30,492	34.8%
Households with 2 or More Vehicles Available	7,414	57.5%	16,084	55.3%	44,794	51.1%
Total Vehicles Available	22,661		49,597		140,520	
Average Vehicles Per Household	1.8		1.7		1.6	

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Labor Force (2023)

Estimated Labor Population Age 16 Years or Over	27,927		64,553		180,585	
Estimated Civilian Employed	16,280	58.3%	37,253	57.7%	102,907	57.0%
Estimated Civilian Unemployed	1,324	4.7%	2,522	3.9%	6,418	3.6%
Estimated in Armed Forces	10	-	41	-	213	0.1%
Estimated Not in Labor Force	10,312	36.9%	24,737	38.3%	71,046	39.3%
Unemployment Rate	4.7%		3.9%		3.6%	

Occupation (2023)

Occupation: Population Age 16 Years or Over	16,280		37,250		102,893	
Management, Business, Financial Operations	1,966	12.1%	4,496	12.1%	14,543	14.1%
Professional, Related	4,458	27.4%	9,657	25.9%	26,754	26.0%
Service	3,747	23.0%	8,466	22.7%	23,848	23.2%
Sales, Office	3,176	19.5%	8,317	22.3%	21,830	21.2%
Farming, Fishing, Forestry	19	0.1%	83	0.2%	332	0.3%
Construct, Extraction, Maintenance	1,106	6.8%	2,190	5.9%	6,476	6.3%
Production, Transport Material Moving	1,808	11.1%	4,040	10.8%	9,110	8.9%
White Collar Workers	9,600	59.0%	22,471	60.3%	63,127	61.4%
Blue Collar Workers	6,680	41.0%	14,780	39.7%	39,766	38.6%

Consumer Expenditure (2023)

Total Household Expenditure	\$925.98 M		\$2 B		\$6.52 B	
Total Non-Retail Expenditure	\$489.92 M	52.9%	\$1.06 B	52.9%	\$3.46 B	53.0%
Total Retail Expenditure	\$436.06 M	47.1%	\$944.66 M	47.1%	\$3.06 B	47.0%
Apparel	\$32.88 M	3.6%	\$70.94 M	3.5%	\$231.55 M	3.5%
Contributions	\$31.16 M	3.4%	\$66.84 M	3.3%	\$221.53 M	3.4%
Education	\$29.2 M	3.2%	\$62.04 M	3.1%	\$208.9 M	3.2%
Entertainment	\$52.93 M	5.7%	\$114.23 M	5.7%	\$373.23 M	5.7%
Food and Beverages	\$135.52 M	14.6%	\$294.04 M	14.7%	\$952.85 M	14.6%
Furnishings and Equipment	\$32.83 M	3.5%	\$70.88 M	3.5%	\$231.39 M	3.5%
Gifts	\$23.55 M	2.5%	\$50.2 M	2.5%	\$167.75 M	2.6%
Health Care	\$77.69 M	8.4%	\$169.24 M	8.4%	\$546.54 M	8.4%
Household Operations	\$36.75 M	4.0%	\$79.39 M	4.0%	\$259.81 M	4.0%
Miscellaneous Expenses	\$17.62 M	1.9%	\$38.11 M	1.9%	\$124.43 M	1.9%
Personal Care	\$12.43 M	1.3%	\$26.91 M	1.3%	\$87.65 M	1.3%
Personal Insurance	\$6.74 M	0.7%	\$14.46 M	0.7%	\$47.6 M	0.7%
Reading	\$2.03 M	0.2%	\$4.4 M	0.2%	\$14.4 M	0.2%
Shelter	\$194.35 M	21.0%	\$420.56 M	21.0%	\$1.37 B	21.0%
Tobacco	\$5.31 M	0.6%	\$11.72 M	0.6%	\$37.13 M	0.6%
Transportation	\$167.91 M	18.1%	\$363.77 M	18.1%	\$1.18 B	18.0%
Utilities	\$67.08 M	7.2%	\$146.53 M	7.3%	\$470.4 M	7.2%

Educational Attainment (2023)

Adult Population Age 25 Years or Over	23,966		53,628		154,997	
Elementary (Grade Level 0 to 8)	1,218	5.1%	2,550	4.8%	7,385	4.8%
Some High School (Grade Level 9 to 11)	2,000	8.3%	4,435	8.3%	11,346	7.3%
High School Graduate	7,521	31.4%	17,379	32.4%	47,607	30.7%
Some College	4,507	18.8%	9,751	18.2%	26,826	17.3%
Associate Degree Only	1,699	7.1%	4,002	7.5%	11,522	7.4%
Bachelor Degree Only	4,808	20.1%	10,277	19.2%	32,505	21.0%
Graduate Degree	2,213	9.2%	5,233	9.8%	17,806	11.5%

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Units In Structure (2023)

1 Detached Unit	8,721	73.0%	18,565	69.8%	50,666	60.9%
1 Attached Unit	1,234	10.3%	3,210	12.1%	10,462	12.6%
2 to 4 Units	668	5.6%	1,704	6.4%	7,243	8.7%
5 to 9 Units	399	3.3%	1,126	4.2%	3,801	4.6%
10 to 19 Units	575	4.8%	1,031	3.9%	3,353	4.0%
20 to 49 Units	530	4.4%	1,215	4.6%	2,998	3.6%
50 or More Units	482	4.0%	1,255	4.7%	7,176	8.6%
Mobile Home or Trailer	211	1.8%	740	2.8%	1,636	2.0%
Other Structure	80	0.7%	235	0.9%	277	0.3%

Homes Built By Year (2023)

Homes Built 2010 or later	1,040	8.7%	1,888	7.1%	6,087	7.3%
Homes Built 2000 to 2009	1,651	13.8%	4,490	16.9%	12,774	15.4%
Homes Built 1990 to 1999	1,216	10.2%	3,118	11.7%	7,786	9.4%
Homes Built 1980 to 1989	2,222	18.6%	5,302	19.9%	13,000	15.6%
Homes Built 1970 to 1979	1,443	12.1%	3,215	12.1%	10,453	12.6%
Homes Built 1960 to 1969	1,453	12.2%	3,305	12.4%	11,972	14.4%
Homes Built 1950 to 1959	1,287	10.8%	2,420	9.1%	7,931	9.5%
Homes Built Before 1949	2,587	21.7%	5,342	20.1%	17,609	21.2%

Home Values (2023)

Home Values \$1,000,000 or More	116	1.3%	259	1.2%	1,196	2.0%
Home Values \$500,000 to \$999,999	426	4.6%	1,106	5.2%	4,956	8.4%
Home Values \$400,000 to \$499,999	453	4.9%	1,114	5.2%	4,364	7.4%
Home Values \$300,000 to \$399,999	1,467	15.8%	3,027	14.1%	10,768	18.3%
Home Values \$200,000 to \$299,999	3,261	35.0%	7,058	32.9%	18,725	31.8%
Home Values \$150,000 to \$199,999	1,691	18.2%	3,746	17.4%	8,040	13.7%
Home Values \$100,000 to \$149,999	992	10.7%	2,536	11.8%	5,145	8.7%
Home Values \$70,000 to \$99,999	318	3.4%	934	4.4%	1,768	3.0%
Home Values \$50,000 to \$69,999	121	1.3%	328	1.5%	989	1.7%
Home Values \$25,000 to \$49,999	169	1.8%	553	2.6%	1,385	2.4%
Home Values Under \$25,000	292	3.1%	814	3.8%	1,471	2.5%
Owner-Occupied Median Home Value	\$224,389		\$219,783		\$267,826	
Renter-Occupied Median Rent	\$1,154		\$1,082		\$1,002	

Transportation To Work (2023)

Drive to Work Alone	12,157	74.7%	27,364	73.5%	70,845	68.9%
Drive to Work in Carpool	1,322	8.1%	2,882	7.7%	7,458	7.2%
Travel to Work by Public Transportation	480	2.9%	1,429	3.8%	5,391	5.2%
Drive to Work on Motorcycle	-	-	-	-	18	-
Walk or Bicycle to Work	281	1.7%	953	2.6%	4,738	4.6%
Other Means	225	1.4%	690	1.9%	1,621	1.6%
Work at Home	1,816	11.2%	3,933	10.6%	12,822	12.5%

Travel Time (2023)

Travel to Work in 14 Minutes or Less	4,140	25.4%	9,009	24.2%	23,706	23.0%
Travel to Work in 15 to 29 Minutes	7,483	46.0%	16,886	45.3%	43,032	41.8%
Travel to Work in 30 to 59 Minutes	1,942	11.9%	5,484	14.7%	16,631	16.2%
Travel to Work in 60 Minutes or More	899	5.5%	1,939	5.2%	6,704	6.5%
Average Minutes Travel to Work	19.1		19.9		20.4	