

Expanded Profile

2010-2020 Census, 2024 Estimates with 2029 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.4558/-74.3968

300 NJ-18	1 mi radius		3 mi radius		5 mi radius	
East Brunswick, NJ 08816						
Population						
Estimated Population (2024)	11,216		82,971		264,270	
Projected Population (2029)	11,376		84,917		270,257	
Census Population (2020)	11,075		82,726		262,056	
Census Population (2010)	10,285		79,810		251,012	
Projected Annual Growth (2024 to 2029)	161	0.3%	1,946	0.5%	5,987	0.5%
Historical Annual Growth (2020 to 2024)	141	0.3%	246	-	2,214	0.2%
Historical Annual Growth (2010 to 2020)	789	1.9%	2,916	0.9%	11,045	1.1%
Estimated Population Density (2024)	3,572	psm	2,936	psm	3,366	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2024)	4,291		29,174		91,853	
Projected Households (2029)	4,357		30,004		94,279	
Census Households (2020)	4,170		28,410		89,117	
Census Households (2010)	3,859		27,544		84,054	
Estimated Households with Children (2024)	1,205	28.1%	8,833	30.3%	28,819	31.4%
Estimated Average Household Size (2024)	2.61		2.73		2.78	
Average Household Income						
Estimated Average Household Income (2024)	\$132,682		\$152,607		\$136,751	
Projected Average Household Income (2029)	\$138,763		\$159,514		\$143,367	
Estimated Average Family Income (2024)	\$153,747		\$186,145		\$163,806	
Median Household Income						
Estimated Median Household Income (2024)	\$104,351		\$120,116		\$107,677	
Projected Median Household Income (2029)	\$107,714		\$123,784		\$111,211	
Estimated Median Family Income (2024)	\$122,753		\$150,628		\$130,551	
Per Capita Income						
Estimated Per Capita Income (2024)	\$50,791		\$53,955		\$47,783	
Projected Per Capita Income (2029)	\$53,168		\$56,651		\$50,260	
Estimated Per Capita Income 5 Year Growth	\$2,376	4.7%	\$2,696	5.0%	\$2,477	5.2%
Estimated Average Household Net Worth (2024)	\$1,140,779		\$1,491,583		\$1,214,908	
Daytime Demos (2024)						
Total Businesses	630		3,306		9,921	
Total Employees	5,592		32,255		110,149	
Company Headquarter Businesses	20	3.2%	104	3.1%	331	3.3%
Company Headquarter Employees	560	10.0%	2,860	8.9%	11,927	10.8%
Employee Population per Business	8.9		9.8		11.1	
Residential Population per Business	17.8		25.1		26.6	

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Race & Ethnicity

White (2024)	5,708	50.9%	42,902	51.7%	118,091	44.7%
Black or African American (2024)	1,172	10.4%	9,217	11.1%	35,467	13.4%
American Indian or Alaska Native (2024)	45	0.4%	316	0.4%	1,550	0.6%
Asian (2024)	2,002	17.9%	16,898	20.4%	54,972	20.8%
Hawaiian or Pacific Islander (2024)	4	-	31	-	124	-
Other Race (2024)	1,236	11.0%	6,883	8.3%	32,712	12.4%
Two or More Races (2024)	1,048	9.3%	6,725	8.1%	21,355	8.1%
Not Hispanic or Latino Population (2024)	8,682	77.4%	67,007	80.8%	200,303	75.8%
Hispanic or Latino Population (2024)	2,533	22.6%	15,965	19.2%	63,967	24.2%
Not Hispanic or Latino Population (2029)	8,661	76.1%	66,928	78.8%	203,551	75.3%
Hispanic or Latino Population (2029)	2,715	23.9%	17,989	21.2%	66,706	24.7%
Not Hispanic or Latino Population (2020)	8,601	77.7%	68,274	82.5%	194,245	74.1%
Hispanic or Latino Population (2020)	2,474	22.3%	14,452	17.5%	67,811	25.9%
Not Hispanic or Latino Population (2010)	8,522	82.9%	69,398	87.0%	197,251	78.6%
Hispanic or Latino Population (2010)	1,763	17.1%	10,411	13.0%	53,761	21.4%
Projected Hispanic Annual Growth (2024 to 2029)	181	1.4%	2,025	2.5%	2,739	0.9%
Historic Hispanic Annual Growth (2010 to 2024)	771	3.1%	5,553	3.8%	10,206	1.4%

Age Distribution (2024)

Age Under 5	617	5.5%	4,288	5.2%	14,298	5.4%
Age 5 to 9 Years	694	6.2%	4,881	5.9%	15,877	6.0%
Age 10 to 14 Years	668	6.0%	5,103	6.2%	16,467	6.2%
Age 15 to 19 Years	718	6.4%	6,626	8.0%	20,706	7.8%
Age 20 to 24 Years	606	5.4%	5,824	7.0%	21,048	8.0%
Age 25 to 29 Years	794	7.1%	4,951	6.0%	17,817	6.7%
Age 30 to 34 Years	870	7.8%	5,097	6.1%	18,259	6.9%
Age 35 to 39 Years	824	7.3%	5,273	6.4%	18,075	6.8%
Age 40 to 44 Years	797	7.1%	5,348	6.4%	17,618	6.7%
Age 45 to 49 Years	728	6.5%	5,090	6.1%	16,136	6.1%
Age 50 to 54 Years	752	6.7%	5,456	6.6%	16,521	6.3%
Age 55 to 59 Years	750	6.7%	5,565	6.7%	16,229	6.1%
Age 60 to 64 Years	743	6.6%	5,659	6.8%	15,849	6.0%
Age 65 to 74 Years	1,022	9.1%	8,238	9.9%	23,592	8.9%
Age 75 to 84 Years	477	4.2%	4,113	5.0%	11,812	4.5%
Age 85 Years or Over	156	1.4%	1,459	1.8%	3,967	1.5%
Median Age	38.3		39.2		37.3	

Gender Age Distribution (2024)

Female Population	5,566	49.6%	40,398	48.7%	128,933	48.8%
Age 0 to 19 Years	1,273	22.9%	9,320	23.1%	30,533	23.7%
Age 20 to 64 Years	3,381	60.7%	23,644	58.5%	76,957	59.7%
Age 65 Years or Over	912	16.4%	7,434	18.4%	21,443	16.6%
Female Median Age	39.5		41.3		39.0	
Male Population	5,650	50.4%	42,574	51.3%	135,337	51.2%
Age 0 to 19 Years	1,423	25.2%	11,578	27.2%	36,816	27.2%
Age 20 to 64 Years	3,484	61.7%	24,620	57.8%	80,594	59.6%
Age 65 Years or Over	743	13.1%	6,376	15.0%	17,928	13.2%
Male Median Age	37.2		37.5		35.8	

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Household Income Distribution (2024)

HH Income \$200,000 or More	694	16.2%	6,642	22.8%	16,348	17.8%
HH Income \$150,000 to \$199,999	463	10.8%	3,720	12.8%	12,023	13.1%
HH Income \$100,000 to \$149,999	1,144	26.7%	6,021	20.6%	19,080	20.8%
HH Income \$75,000 to \$99,999	618	14.4%	3,280	11.2%	10,973	11.9%
HH Income \$50,000 to \$74,999	287	6.7%	3,595	12.3%	11,722	12.8%
HH Income \$35,000 to \$49,999	250	5.8%	1,897	6.5%	6,514	7.1%
HH Income \$25,000 to \$34,999	425	9.9%	1,615	5.5%	4,902	5.3%
HH Income \$15,000 to \$24,999	164	3.8%	897	3.1%	4,080	4.4%
HH Income Under \$15,000	247	5.8%	1,507	5.2%	6,210	6.8%
HH Income \$35,000 or More	3,455	80.5%	25,155	86.2%	76,661	83.5%
HH Income \$75,000 or More	2,919	68.0%	19,663	67.4%	58,424	63.6%

Housing (2024)

Total Housing Units	4,435		30,082		94,807	
Housing Units Occupied	4,291	96.8%	29,174	97.0%	91,853	96.9%
Housing Units Owner-Occupied	2,373	55.3%	19,957	68.4%	51,614	56.2%
Housing Units, Renter-Occupied	1,918	44.7%	9,218	31.6%	40,240	43.8%
Housing Units, Vacant	144	3.4%	908	3.1%	2,953	3.2%

Marital Status (2024)

Never Married	3,352	36.3%	23,756	34.6%	83,957	38.6%
Currently Married	4,133	44.7%	33,394	48.6%	98,321	45.2%
Separated	475	5.1%	3,101	4.5%	10,690	4.9%
Widowed	473	5.1%	3,782	5.5%	10,268	4.7%
Divorced	805	8.7%	4,667	6.8%	14,392	6.6%

Household Type (2024)

Population Family	8,840	78.8%	65,513	79.0%	209,583	79.3%
Population Non-Family	2,353	21.0%	14,077	17.0%	45,745	17.3%
Population Group Quarters	22	0.2%	3,382	4.1%	8,942	3.4%
Family Households	2,550	59.4%	19,210	65.8%	60,221	65.6%
Non-Family Households	1,741	40.6%	9,964	34.2%	31,632	34.4%
Married Couple with Children	899	21.8%	6,890	20.6%	20,924	21.3%
Average Family Household Size	3.5		3.4		3.5	

Household Size (2024)

1 Person Households	1,551	36.2%	8,723	29.9%	26,746	29.1%
2 Person Households	1,455	33.9%	12,064	41.4%	34,061	37.1%
3 Person Households	569	13.3%	3,940	13.5%	12,870	14.0%
4 Person Households	378	8.8%	2,607	8.9%	9,830	10.7%
5 Person Households	219	5.1%	1,137	3.9%	4,633	5.0%
6 or More Person Households	119	2.8%	704	2.4%	3,713	4.0%

Household Vehicles (2024)

Households with 0 Vehicles Available	223	5.2%	1,743	6.0%	9,755	10.6%
Households with 1 Vehicles Available	1,973	46.0%	10,094	34.6%	31,739	34.6%
Households with 2 or More Vehicles Available	2,095	48.8%	17,337	59.4%	50,359	54.8%
Total Vehicles Available	7,090		54,063		157,017	
Average Vehicles Per Household	1.7		1.9		1.7	

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Labor Force (2024)

Estimated Labor Population Age 16 Years or Over	9,072		67,653		214,303	
Estimated Civilian Employed	5,608	61.8%	41,334	61.1%	133,362	62.2%
Estimated Civilian Unemployed	357	3.9%	2,039	3.0%	6,152	2.9%
Estimated in Armed Forces	-	-	15	-	163	-
Estimated Not in Labor Force	3,107	34.3%	24,265	35.9%	74,625	34.8%
Unemployment Rate	3.9%		3.0%		2.9%	

Occupation (2024)

Occupation: Population Age 16 Years or Over	5,769		41,916		134,712	
Management, Business, Financial Operations	1,088	18.9%	8,229	19.6%	24,205	18.0%
Professional, Related Service	1,581	27.4%	11,997	28.6%	38,340	28.5%
Sales, Office	691	12.0%	4,961	11.8%	17,004	12.6%
Farming, Fishing, Forestry	917	15.9%	8,295	19.8%	25,476	18.9%
Construct, Extraction, Maintenance	3	-	44	0.1%	112	-
Production, Transport Material Moving	582	10.1%	2,805	6.7%	8,358	6.2%
White Collar Workers	908	15.7%	5,584	13.3%	21,217	15.7%
Blue Collar Workers	3,586	62.2%	28,521	68.0%	88,021	65.3%
	2,183	37.8%	13,395	32.0%	46,691	34.7%

Consumer Expenditure (2024)

Total Household Expenditure	\$351.19 M		\$2.8 B		\$8.07 B	
Total Non-Retail Expenditure	\$186.28 M	53.0%	\$1.49 B	53.3%	\$4.29 B	53.2%
Total Retail Expenditure	\$164.9 M	47.0%	\$1.31 B	46.7%	\$3.78 B	46.8%
Apparel	\$12.61 M	3.6%	\$100.83 M	3.6%	\$291.01 M	3.6%
Contributions	\$12.2 M	3.5%	\$101.24 M	3.6%	\$283.56 M	3.5%
Education	\$11.76 M	3.4%	\$99.36 M	3.6%	\$278.64 M	3.5%
Entertainment	\$20.34 M	5.8%	\$163.92 M	5.9%	\$469.37 M	5.8%
Food and Beverages	\$51 M	14.5%	\$401.38 M	14.3%	\$1.17 B	14.5%
Furnishings and Equipment	\$12.6 M	3.6%	\$101.37 M	3.6%	\$290.43 M	3.6%
Gifts	\$9.3 M	2.6%	\$78.41 M	2.8%	\$217.99 M	2.7%
Health Care	\$28.79 M	8.2%	\$226.58 M	8.1%	\$656.28 M	8.1%
Household Operations	\$14.08 M	4.0%	\$113.62 M	4.1%	\$324.6 M	4.0%
Miscellaneous Expenses	\$6.7 M	1.9%	\$53.71 M	1.9%	\$154.35 M	1.9%
Personal Care	\$4.74 M	1.3%	\$37.54 M	1.3%	\$108.47 M	1.3%
Personal Insurance	\$2.63 M	0.7%	\$21.66 M	0.8%	\$61 M	0.8%
Reading	\$776.85 K	0.2%	\$6.25 M	0.2%	\$17.88 M	0.2%
Shelter	\$73.82 M	21.0%	\$586.61 M	21.0%	\$1.7 B	21.1%
Tobacco	\$1.86 M	0.5%	\$13.8 M	0.5%	\$41.84 M	0.5%
Transportation	\$63.45 M	18.1%	\$501.14 M	17.9%	\$1.45 B	18.0%
Utilities	\$24.52 M	7.0%	\$190.32 M	6.8%	\$557.88 M	6.9%

Educational Attainment (2024)

Adult Population Age 25 Years or Over	7,913		56,249		175,874	
Elementary (Grade Level 0 to 8)	524	6.6%	2,584	4.6%	11,761	6.7%
Some High School (Grade Level 9 to 11)	512	6.5%	2,781	4.9%	9,673	5.5%
High School Graduate	2,146	27.1%	13,099	23.3%	41,071	23.4%
Some College	1,165	14.7%	8,864	15.8%	26,121	14.9%
Associate Degree Only	476	6.0%	4,579	8.1%	12,761	7.3%
Bachelor Degree Only	1,863	23.5%	14,904	26.5%	43,059	24.5%
Graduate Degree	1,228	15.5%	9,439	16.8%	31,428	17.9%

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Units In Structure (2024)

1 Detached Unit	2,114	54.8%	18,299	66.4%	45,746	54.4%
1 Attached Unit	194	5.0%	1,971	7.2%	7,672	9.1%
2 to 4 Units	673	17.4%	3,154	11.5%	12,183	14.5%
5 to 9 Units	249	6.4%	1,283	4.7%	5,324	6.3%
10 to 19 Units	518	13.4%	2,349	8.5%	9,109	10.8%
20 to 49 Units	100	2.6%	607	2.2%	3,134	3.7%
50 or More Units	423	11.0%	1,378	5.0%	7,826	9.3%
Mobile Home or Trailer	20	0.5%	127	0.5%	825	1.0%
Other Structure	1	-	6	-	34	-

Homes Built By Year (2024)

Homes Built 2010 or later	366	9.5%	1,441	5.2%	6,481	7.7%
Homes Built 2000 to 2009	324	8.4%	1,806	6.6%	6,893	8.2%
Homes Built 1990 to 1999	98	2.5%	2,024	7.3%	6,910	8.2%
Homes Built 1980 to 1989	557	14.4%	3,763	13.7%	14,820	17.6%
Homes Built 1970 to 1979	720	18.6%	4,305	15.6%	13,245	15.8%
Homes Built 1960 to 1969	635	16.4%	4,737	17.2%	12,921	15.4%
Homes Built 1950 to 1959	850	22.0%	6,120	22.2%	16,045	19.1%
Homes Built Before 1949	742	19.2%	4,980	18.1%	14,537	17.3%

Home Values (2024)

Home Values \$1,000,000 or More	9	0.4%	163	0.8%	543	1.1%
Home Values \$500,000 to \$999,999	589	24.8%	7,004	35.1%	16,112	31.2%
Home Values \$400,000 to \$499,999	471	19.9%	4,631	23.2%	11,693	22.7%
Home Values \$300,000 to \$399,999	668	28.2%	4,517	22.6%	12,918	25.0%
Home Values \$200,000 to \$299,999	318	13.4%	2,247	11.3%	6,298	12.2%
Home Values \$150,000 to \$199,999	181	7.6%	684	3.4%	1,589	3.1%
Home Values \$100,000 to \$149,999	63	2.6%	165	0.8%	587	1.1%
Home Values \$70,000 to \$99,999	2	-	35	0.2%	150	0.3%
Home Values \$50,000 to \$69,999	2	-	70	0.3%	277	0.5%
Home Values \$25,000 to \$49,999	38	1.6%	216	1.1%	618	1.2%
Home Values Under \$25,000	31	1.3%	225	1.1%	829	1.6%
Owner-Occupied Median Home Value	\$389,336		\$442,128		\$427,515	
Renter-Occupied Median Rent	\$1,609		\$1,514		\$1,520	

Transportation To Work (2024)

Drive to Work Alone	3,685	63.9%	26,187	62.5%	80,363	59.7%
Drive to Work in Carpool	667	11.6%	3,774	9.0%	13,855	10.3%
Travel to Work by Public Transportation	459	7.9%	2,455	5.9%	7,750	5.8%
Drive to Work on Motorcycle	-	-	-	-	-	-
Walk or Bicycle to Work	100	1.7%	1,803	4.3%	6,846	5.1%
Other Means	136	2.4%	1,049	2.5%	4,970	3.7%
Work at Home	723	12.5%	6,649	15.9%	20,928	15.5%

Travel Time (2024)

Travel to Work in 14 Minutes or Less	987	17.1%	7,775	18.5%	27,625	20.5%
Travel to Work in 15 to 29 Minutes	1,395	24.2%	10,767	25.7%	36,529	27.1%
Travel to Work in 30 to 59 Minutes	1,660	28.8%	11,495	27.4%	35,853	26.6%
Travel to Work in 60 Minutes or More	1,004	17.4%	5,229	12.5%	13,777	10.2%
Average Minutes Travel to Work	28.8		27.2		24.9	