

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

LEVIN
MANAGEMENT

Lat/Lon: 40.6496/-74.4086

1701 US-22	1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069						
Population						
Estimated Population (2025)	11,831		117,393		269,261	
Projected Population (2030)	12,119		120,370		271,661	
Census Population (2020)	11,543		113,425		258,190	
Census Population (2010)	10,996		105,422		245,551	
Projected Annual Growth (2025-2030)	288	0.5%	2,977	0.5%	2,400	0.2%
Historical Annual Growth (2020-2025)	288	-	3,968	0.7%	11,071	0.9%
Historical Annual Growth (2010-2020)	547	0.5%	8,003	0.8%	12,639	0.5%
Estimated Population Density (2025)	3,768	psm	4,153	psm	3,430	psm
Trade Area Size	3.1	sq mi	28.3	sq mi	78.5	sq mi
Households						
Estimated Households (2025)	4,129		39,457		92,128	
Projected Households (2030)	4,321		41,150		94,910	
Census Households (2020)	4,074		37,170		87,604	
Census Households (2010)	3,955		35,069		84,200	
Projected Annual Growth (2025-2030)	192	0.9%	1,693	0.9%	2,782	0.6%
Historical Annual Change (2010-2025)	174	0.3%	4,388	0.8%	7,929	0.6%
Average Household Income						
Estimated Average Household Income (2025)	\$171,275		\$190,197		\$208,054	
Projected Average Household Income (2030)	\$165,957		\$185,537		\$203,474	
Census Average Household Income (2010)	\$91,210		\$112,553		\$124,965	
Census Average Household Income (2000)	\$75,849		\$94,957		\$102,346	
Projected Annual Change (2025-2030)	-\$5,317	-0.6%	-\$4,660	-0.5%	-\$4,581	-0.4%
Historical Annual Change (2000-2025)	\$95,425	5.0%	\$95,240	4.0%	\$105,708	4.1%
Median Household Income						
Estimated Median Household Income (2025)	\$138,628		\$147,866		\$156,282	
Projected Median Household Income (2030)	\$135,673		\$145,993		\$154,259	
Census Median Household Income (2010)	\$79,270		\$92,516		\$98,769	
Census Median Household Income (2000)	\$64,718		\$76,667		\$80,726	
Projected Annual Change (2025-2030)	-\$2,956	-0.4%	-\$1,874	-0.3%	-\$2,022	-0.3%
Historical Annual Change (2000-2025)	\$73,911	4.6%	\$71,199	3.7%	\$75,555	3.7%
Per Capita Income						
Estimated Per Capita Income (2025)	\$59,867		\$64,021		\$71,263	
Projected Per Capita Income (2030)	\$59,255		\$63,520		\$71,163	
Census Per Capita Income (2010)	\$32,795		\$37,434		\$42,844	
Census Per Capita Income (2000)	\$27,146		\$32,051		\$35,474	
Projected Annual Change (2025-2030)	-\$612	-0.2%	-\$501	-0.2%	-\$100	-
Historical Annual Change (2000-2025)	\$32,721	4.8%	\$31,970	4.0%	\$35,789	4.0%
Estimated Average Household Net Worth (2025)	\$1.86 M		\$2.05 M		\$2.23 M	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.6496/-74.4086

1701 US-22	1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069						
Race and Ethnicity						
Total Population (2025)	11,831		117,393		269,261	
White (2025)	5,038	42.6%	52,359	44.6%	136,819	50.8%
Black or African American (2025)	3,641	30.8%	24,390	20.8%	44,779	16.6%
American Indian or Alaska Native (2025)	53	0.5%	867	0.7%	1,468	0.5%
Asian (2025)	948	8.0%	9,392	8.0%	31,207	11.6%
Hawaiian or Pacific Islander (2025)	3	-	35	-	79	-
Other Race (2025)	1,165	9.8%	17,888	15.2%	30,342	11.3%
Two or More Races (2025)	982	8.3%	12,461	10.6%	24,568	9.1%
Population < 18 (2025)	2,728	23.1%	28,916	24.6%	64,934	24.1%
White Not Hispanic	917	33.6%	9,549	33.0%	25,412	39.1%
Black or African American	725	26.6%	5,499	19.0%	10,091	15.5%
Asian	250	9.2%	2,471	8.5%	8,260	12.7%
Other Race Not Hispanic	81	3.0%	919	3.2%	2,120	3.3%
Hispanic	755	27.7%	10,478	36.2%	19,051	29.3%
Not Hispanic or Latino Population (2025)	9,216	77.9%	81,439	69.4%	203,022	75.4%
Not Hispanic White	4,530	49.2%	47,239	58.0%	124,956	61.5%
Not Hispanic Black or African American	3,545	38.5%	22,964	28.2%	42,442	20.9%
Not Hispanic American Indian or Alaska Native	5	-	44	-	116	-
Not Hispanic Asian	947	10.3%	9,262	11.4%	31,000	15.3%
Not Hispanic Hawaiian or Pacific Islander	1	-	8	-	21	-
Not Hispanic Other Race	44	0.5%	357	0.4%	835	0.4%
Not Hispanic Two or More Races	143	1.6%	1,565	1.9%	3,652	1.8%
Hispanic or Latino Population (2025)	2,615	22.1%	35,954	30.6%	66,239	24.6%
Hispanic White	508	19.4%	5,120	14.2%	11,863	17.9%
Hispanic Black or African American	96	3.7%	1,426	4.0%	2,337	3.5%
Hispanic American Indian or Alaska Native	48	1.8%	823	2.3%	1,352	2.0%
Hispanic Asian	-	-	130	0.4%	207	0.3%
Hispanic Hawaiian or Pacific Islander	2	-	27	-	58	-
Hispanic Other Race	1,121	42.9%	17,532	48.8%	29,506	44.5%
Hispanic Two or More Races	839	32.1%	10,897	30.3%	20,916	31.6%
Not Hispanic or Latino Population (2020)	9,123	79.0%	78,094	68.9%	198,397	76.8%
Hispanic or Latino Population (2020)	2,420	21.0%	35,331	31.1%	59,794	23.2%
Not Hispanic or Latino Population (2010)	9,293	84.5%	79,828	75.7%	202,988	82.7%
Hispanic or Latino Population (2010)	1,704	15.5%	25,594	24.3%	42,563	17.3%
Not Hispanic or Latino Population (2030)	9,174	75.7%	82,552	68.6%	200,760	73.9%
Hispanic or Latino Population (2030)	2,946	24.3%	37,818	31.4%	70,901	26.1%
Projected Annual Growth (2025-2030)	331	2.5%	1,863	1.0%	4,661	1.4%
Historical Annual Growth (2010-2020)	717	4.2%	9,737	3.8%	17,231	4.0%

©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2025, TIGER Geography - RFULL9

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

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.6496/-74.4086

1701 US-22		1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069							
Total Age Distribution (2025)							
Total Population	11,831		117,393		269,261		
Age Under 5 Years	720	6.1%	7,636	6.5%	16,320	6.1%	
Age 5 to 9 Years	784	6.6%	8,265	7.0%	18,409	6.8%	
Age 10 to 14 Years	753	6.4%	7,975	6.8%	18,588	6.9%	
Age 15 to 19 Years	733	6.2%	7,899	6.7%	17,824	6.6%	
Age 20 to 24 Years	631	5.3%	6,987	6.0%	14,691	5.5%	
Age 25 to 29 Years	634	5.4%	6,116	5.2%	12,900	4.8%	
Age 30 to 34 Years	712	6.0%	6,876	5.9%	14,613	5.4%	
Age 35 to 39 Years	878	7.4%	7,885	6.7%	17,709	6.6%	
Age 40 to 44 Years	864	7.3%	8,359	7.1%	19,257	7.2%	
Age 45 to 49 Years	784	6.6%	8,046	6.9%	18,604	6.9%	
Age 50 to 54 Years	880	7.4%	8,145	6.9%	19,063	7.1%	
Age 55 to 59 Years	768	6.5%	7,749	6.6%	18,379	6.8%	
Age 60 to 64 Years	704	6.0%	7,125	6.1%	17,150	6.4%	
Age 65 to 69 Years	593	5.0%	5,782	4.9%	14,437	5.4%	
Age 70 to 74 Years	460	3.9%	4,692	4.0%	11,443	4.2%	
Age 75 to 79 Years	434	3.7%	3,388	2.9%	8,733	3.2%	
Age 80 to 84 Years	254	2.1%	2,156	1.8%	5,404	2.0%	
Age 85 Years or Over	246	2.1%	2,312	2.0%	5,736	2.1%	
Median Age	39.5		39.0		40.4		
Age 19 Years or Less	2,990	25.3%	31,775	27.1%	71,141	26.4%	
Age 20 to 64 Years	6,855	57.9%	67,288	57.3%	152,367	56.6%	
Age 65 Years or Over	1,986	16.8%	18,330	15.6%	45,752	17.0%	
Female Age Distribution (2025)							
Female Population	6,118	51.7%	59,140	50.4%	136,384	50.7%	
Age Under 5 Years	357	5.8%	3,771	6.4%	8,009	5.9%	
Age 5 to 9 Years	375	6.1%	4,095	6.9%	9,004	6.6%	
Age 10 to 14 Years	367	6.0%	3,949	6.7%	9,081	6.7%	
Age 15 to 19 Years	373	6.1%	3,901	6.6%	8,778	6.4%	
Age 20 to 24 Years	315	5.1%	3,399	5.7%	7,319	5.4%	
Age 25 to 29 Years	311	5.1%	3,025	5.1%	6,413	4.7%	
Age 30 to 34 Years	373	6.1%	3,415	5.8%	7,394	5.4%	
Age 35 to 39 Years	447	7.3%	3,940	6.7%	8,974	6.6%	
Age 40 to 44 Years	438	7.2%	4,132	7.0%	9,677	7.1%	
Age 45 to 49 Years	423	6.9%	4,084	6.9%	9,409	6.9%	
Age 50 to 54 Years	432	7.1%	4,054	6.9%	9,550	7.0%	
Age 55 to 59 Years	420	6.9%	4,012	6.8%	9,382	6.9%	
Age 60 to 64 Years	361	5.9%	3,539	6.0%	8,613	6.3%	
Age 65 to 69 Years	319	5.2%	2,979	5.0%	7,481	5.5%	
Age 70 to 74 Years	277	4.5%	2,495	4.2%	6,144	4.5%	
Age 75 to 79 Years	242	4.0%	1,840	3.1%	4,779	3.5%	
Age 80 to 84 Years	139	2.3%	1,194	2.0%	3,047	2.2%	
Age 85 Years or Over	148	2.4%	1,316	2.2%	3,330	2.4%	
Female Median Age	40.7		39.5		41.1		
Age 19 Years or Less	1,472	24.1%	15,716	26.6%	34,872	25.6%	
Age 20 to 64 Years	3,521	57.6%	33,601	56.8%	76,731	56.3%	
Age 65 Years or Over	1,125	18.4%	9,823	16.6%	24,781	18.2%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.6496/-74.4086

1701 US-22		1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069							
Male Age Distribution (2025)							
Male Population	5,713	48.3%	58,253	49.6%	132,877	49.3%	
Age Under 5 Years	363	6.4%	3,865	6.6%	8,311	6.3%	
Age 5 to 9 Years	408	7.1%	4,171	7.2%	9,405	7.1%	
Age 10 to 14 Years	386	6.8%	4,025	6.9%	9,507	7.2%	
Age 15 to 19 Years	360	6.3%	3,998	6.9%	9,047	6.8%	
Age 20 to 24 Years	316	5.5%	3,589	6.2%	7,373	5.5%	
Age 25 to 29 Years	323	5.7%	3,091	5.3%	6,487	4.9%	
Age 30 to 34 Years	339	5.9%	3,461	5.9%	7,219	5.4%	
Age 35 to 39 Years	431	7.5%	3,944	6.8%	8,735	6.6%	
Age 40 to 44 Years	426	7.4%	4,227	7.3%	9,581	7.2%	
Age 45 to 49 Years	360	6.3%	3,962	6.8%	9,195	6.9%	
Age 50 to 54 Years	448	7.8%	4,090	7.0%	9,513	7.2%	
Age 55 to 59 Years	348	6.1%	3,737	6.4%	8,997	6.8%	
Age 60 to 64 Years	343	6.0%	3,586	6.2%	8,537	6.4%	
Age 65 to 69 Years	274	4.8%	2,803	4.8%	6,955	5.2%	
Age 70 to 74 Years	183	3.2%	2,197	3.8%	5,298	4.0%	
Age 75 to 79 Years	192	3.4%	1,548	2.7%	3,954	3.0%	
Age 80 to 84 Years	115	2.0%	963	1.7%	2,357	1.8%	
Age 85 Years or Over	98	1.7%	996	1.7%	2,406	1.8%	
Male Median Age	38.3		38.5		39.7		
Age 19 Years or Less	1,518	26.6%	16,059	27.6%	36,269	27.3%	
Age 20 to 64 Years	3,334	58.4%	33,687	57.8%	75,636	56.9%	
Age 65 Years or Over	861	15.1%	8,507	14.6%	20,971	15.8%	
Males per 100 Females (2025)							
Overall Comparison	93		98		97		
Age Under 5 Years	102	50.4%	103	50.6%	104	50.9%	
Age 5 to 9 Years	109	52.1%	102	50.5%	104	51.1%	
Age 10 to 14 Years	105	51.3%	102	50.5%	105	51.1%	
Age 15 to 19 Years	97	49.1%	102	50.6%	103	50.8%	
Age 20 to 24 Years	100	50.1%	106	51.4%	101	50.2%	
Age 25 to 29 Years	104	50.9%	102	50.5%	101	50.3%	
Age 30 to 34 Years	91	47.7%	101	50.3%	98	49.4%	
Age 35 to 39 Years	96	49.1%	100	50.0%	97	49.3%	
Age 40 to 44 Years	97	49.3%	102	50.6%	99	49.8%	
Age 45 to 49 Years	85	46.0%	97	49.2%	98	49.4%	
Age 50 to 54 Years	103	50.9%	101	50.2%	100	49.9%	
Age 55 to 59 Years	83	45.3%	93	48.2%	96	49.0%	
Age 60 to 64 Years	95	48.7%	101	50.3%	99	49.8%	
Age 65 to 69 Years	86	46.2%	94	48.5%	93	48.2%	
Age 70 to 74 Years	66	39.7%	88	46.8%	86	46.3%	
Age 75 to 79 Years	79	44.2%	84	45.7%	83	45.3%	
Age 80 to 84 Years	82	45.2%	81	44.7%	77	43.6%	
Age 85 Years or Over	66	39.9%	76	43.1%	72	41.9%	
Age 19 Years or Less	103	50.8%	102	50.5%	104	51.0%	
Age 20 to 39 Years	97	49.4%	102	50.5%	99	49.8%	
Age 40 to 64 Years	93	48.1%	99	49.7%	98	49.6%	
Age 65 Years or Over	77	43.4%	87	46.4%	85	45.8%	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups

LEVIN
MANAGEMENT

Lat/Lon: 40.6496/-74.4086

1701 US-22							
Watchung, NJ 07069							
	1 mi radius		3 mi radius		5 mi radius		
Household Type (2025)							
Total Households	4,129		39,457		92,128		
Households with Children	1,595	38.6%	15,962	40.5%	35,742	38.8%	
Average Household Size	2.8		2.9		2.9		
Household Density per Square Mile	1,315		1,396		1,174		
Population Family	10,342	87.4%	102,928	87.7%	235,704	87.5%	
Population Non-Family	1,406	11.9%	13,468	11.5%	31,568	11.7%	
Population Group Quarters	83	0.7%	997	0.8%	1,989	0.7%	
Family Households	3,072	74.4%	29,822	75.6%	68,645	74.5%	
Married Couple Households	2,111	68.7%	21,589	72.4%	52,611	76.6%	
Other Family Households with Children	962	31.3%	8,233	27.6%	16,034	23.4%	
Family Households with Children	1,594	51.9%	15,936	53.4%	35,699	52.0%	
Married Couple with Children	1,145	71.8%	11,517	72.3%	27,731	77.7%	
Other Family Households with Children	449	28.2%	4,419	27.7%	7,968	22.3%	
Family Households No Children	1,478	48.1%	13,886	46.6%	32,946	48.0%	
Married Couple No Children	965	65.3%	10,072	72.5%	24,880	75.5%	
Other Family Households No Children	513	34.7%	3,814	27.5%	8,067	24.5%	
Non-Family Households	1,057	25.6%	9,635	24.4%	23,483	25.5%	
Non-Family Households with Children	-	-	26	0.3%	43	0.2%	
Non-Family Households No Children	1,056	99.9%	9,608	99.7%	23,440	99.8%	
Average Family Household Size	3.4		3.5		3.4		
Average Family Income	\$193,147		\$218,535		\$244,235		
Median Family Income	\$157,697		\$169,905		\$186,212		
Average Non-Family Household Size	1.3		1.4		1.3		
Marital Status (2025)							
Population Age 15 Years or Over	9,575		93,517		215,944		
Never Married	3,269	34.1%	32,177	34.4%	69,974	32.4%	
Currently Married	4,383	45.8%	46,742	50.0%	112,143	51.9%	
Previously Married	1,922	20.1%	14,598	15.6%	33,827	15.7%	
Separated	456	23.7%	3,935	27.0%	7,398	21.9%	
Widowed	607	31.6%	4,181	28.6%	11,266	33.3%	
Divorced	858	44.7%	6,482	44.4%	15,163	44.8%	
Educational Attainment (2025)							
Adult Population Age 25 Years or Over	8,210		78,631		183,428		
Elementary (Grade Level 0 to 8)	404	4.9%	6,412	8.2%	10,906	5.9%	
Some High School (Grade Level 9 to 11)	408	5.0%	3,927	5.0%	7,303	4.0%	
High School Graduate	2,111	25.7%	15,790	20.1%	35,128	19.2%	
Some College	1,205	14.7%	9,969	12.7%	22,819	12.4%	
Associate Degree Only	569	6.9%	4,228	5.4%	10,049	5.5%	
Bachelor Degree Only	2,141	26.1%	21,452	27.3%	53,858	29.4%	
Graduate Degree	1,372	16.7%	16,853	21.4%	43,364	23.6%	
Any College (Some College or Higher)	5,287	64.4%	52,501	66.8%	130,091	70.9%	
College Degree + (Bachelor Degree or Higher)	3,513	42.8%	38,304	48.7%	97,223	53.0%	

©2025, Sites USA, Chandler, Arizona, 480-491-1112 Demographic Source: Applied Geographic Solutions 5/2025, TIGER Geography - RFULL9

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

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.6496/-74.4086

1701 US-22		1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069							
Housing							
Total Housing Units (2025)		4,226		40,431		94,273	
Total Housing Units (2020)		4,205		38,892		91,570	
Historical Annual Growth (2020-2025)		21 -		1,539 -		2,703 -	
Housing Units Occupied (2025)		4,129 97.7%		39,457 97.6%		92,128 97.7%	
Housing Units Owner-Occupied		2,861 69.3%		26,064 66.1%		65,380 71.0%	
Housing Units Renter-Occupied		1,269 30.7%		13,393 33.9%		26,748 29.0%	
Housing Units Vacant (2025)		97 2.3%		974 2.4%		2,144 2.3%	
Household Size (2025)							
Total Households		4,129		39,457		92,128	
1 Person Households		867 21.0%		7,661 19.4%		19,141 20.8%	
2 Person Households		1,157 28.0%		10,714 27.2%		24,895 27.0%	
3 Person Households		767 18.6%		7,572 19.2%		16,705 18.1%	
4 Person Households		750 18.2%		7,528 19.1%		18,311 19.9%	
5 Person Households		345 8.4%		3,492 8.8%		7,988 8.7%	
6 Person Households		140 3.4%		1,446 3.7%		3,043 3.3%	
7 or More Person Households		103 2.5%		1,044 2.6%		2,046 2.2%	
Household Income Distribution (2025)							
HH Income \$200,000 or More		1,118 27.1%		12,452 31.6%		31,925 34.7%	
HH Income \$150,000 to \$199,999		712 17.3%		4,421 11.2%		10,787 11.7%	
HH Income \$125,000 to \$149,999		267 6.5%		2,902 7.4%		7,191 7.8%	
HH Income \$100,000 to \$124,999		428 10.4%		3,855 9.8%		8,349 9.1%	
HH Income \$75,000 to \$99,999		521 12.6%		4,192 10.6%		9,245 10.0%	
HH Income \$50,000 to \$74,999		515 12.5%		4,554 11.5%		9,900 10.7%	
HH Income \$35,000 to \$49,999		143 3.5%		2,619 6.6%		5,098 5.5%	
HH Income \$25,000 to \$34,999		53 1.3%		1,495 3.8%		3,116 3.4%	
HH Income \$15,000 to \$24,999		126 3.1%		1,520 3.9%		2,967 3.2%	
HH Income \$10,000 to \$14,999		139 3.4%		513 1.3%		1,346 1.5%	
HH Income Under \$10,000		107 2.6%		934 2.4%		2,205 2.4%	
Household Vehicles (2025)							
Households 0 Vehicles Available		255 6.2%		3,176 8.0%		6,155 6.7%	
Households 1 Vehicle Available		1,223 29.6%		11,999 30.4%		26,989 29.3%	
Households 2 Vehicles Available		1,678 40.6%		16,158 41.0%		39,157 42.5%	
Households 3 or More Vehicles Available		973 23.6%		8,124 20.6%		19,827 21.5%	
Total Vehicles Available		7,966		71,882		172,571	
Average Vehicles per Household		1.9		1.8		1.9	
Owner-Occupied Household Vehicles		6,185 77.6%		54,593 75.9%		137,586 79.7%	
Average Vehicles per Owner-Occupied Household		2.2		2.1		2.1	
Renter-Occupied Household Vehicles		1,781 22.4%		17,289 24.1%		34,986 20.3%	
Average Vehicles per Renter-Occupied Household		1.4		1.3		1.3	
Travel Time (2025)							
Worker Base Age 16 years or Over		6,006		60,830		137,258	
Travel to Work in 14 Minutes or Less		1,072 17.8%		8,290 13.6%		19,998 14.6%	
Travel to Work in 15 to 29 Minutes		1,511 25.2%		16,218 26.7%		34,663 25.3%	
Travel to Work in 30 to 59 Minutes		1,603 26.7%		17,239 28.3%		37,585 27.4%	
Travel to Work in 60 Minutes or More		905 15.1%		9,354 15.4%		20,964 15.3%	
Work at Home		915 15.2%		9,729 16.0%		24,048 17.5%	
Average Minutes Travel to Work		28.8		30.4		30.5	

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.6496/-74.4086

1701 US-22	1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069						
Transportation To Work (2025)						
Worker Base Age 16 years or Over	6,006		60,830		137,258	
Drive to Work Alone	3,926	65.4%	36,869	60.6%	83,357	60.7%
Drive to Work in Carpool	307	5.1%	4,032	6.6%	8,642	6.3%
Travel to Work by Public Transportation	644	10.7%	5,737	9.4%	13,668	10.0%
Drive to Work on Motorcycle	-	-	5	-	11	-
Bicycle to Work	3	-	62	0.1%	161	0.1%
Walk to Work	138	2.3%	799	1.3%	1,764	1.3%
Other Means	73	1.2%	3,598	5.9%	5,607	4.1%
Work at Home	915	15.2%	9,729	16.0%	24,048	17.5%
Daytime Demographics (2025)						
Total Businesses	746		3,881		9,213	
Total Employees	5,334		42,689		88,554	
Company Headquarter Businesses	21	2.8%	107	2.8%	282	3.1%
Company Headquarter Employees	362	6.8%	13,076	30.6%	22,580	25.5%
Employee Population per Business	7.1	to 1	11.0	to 1	9.6	to 1
Residential Population per Business	15.9	to 1	30.3	to 1	29.2	to 1
Adj. Daytime Demographics Age 16 Years or Over	8,723		73,631		163,292	
Labor Force						
Labor Population Age 16 Years or Over (2025)	9,396		91,838		212,070	
Labor Force Total Males (2025)	4,463	47.5%	45,360	49.4%	103,741	48.9%
Male Civilian Employed	2,752	61.7%	32,221	71.0%	73,228	70.6%
Male Civilian Unemployed	266	6.0%	1,824	4.0%	3,550	3.4%
Males in Armed Forces	-	-	61	0.1%	67	-
Males Not in Labor Force	1,445	32.4%	11,254	24.8%	26,896	25.9%
Labor Force Total Females (2025)	4,933	52.5%	46,478	50.6%	108,329	51.1%
Female Civilian Employed	3,254	66.0%	28,614	61.6%	64,038	59.1%
Female Civilian Unemployed	151	3.1%	1,901	4.1%	3,762	3.5%
Females in Armed Forces	-	-	-	-	-	-
Females Not in Labor Force	1,528	31.0%	15,963	34.3%	40,529	37.4%
Unemployment Rate	417	4.4%	3,725	4.1%	7,313	3.4%
Occupation (2025)						
Occupation Population Age 16 Years or Over	6,006		60,830		137,258	
Occupation Total Males	2,752	45.8%	32,216	53.0%	73,220	53.3%
Occupation Total Females	3,254	54.2%	28,614	47.0%	64,038	46.7%
Management, Business, Financial Operations	1,543	25.7%	14,018	23.0%	32,053	23.4%
Professional, Related	1,448	24.1%	14,362	23.6%	37,578	27.4%
Service	1,212	20.2%	9,693	15.9%	19,433	14.2%
Sales, Office	978	16.3%	10,061	16.5%	24,226	17.7%
Farming, Fishing, Forestry	1	-	116	0.2%	138	0.1%
Construction, Extraction, Maintenance	234	3.9%	4,575	7.5%	8,851	6.4%
Production, Transport, Material Moving	589	9.8%	8,006	13.2%	14,979	10.9%
White Collar Workers	3,970	66.1%	38,441	63.2%	93,858	68.4%
Blue Collar Workers	2,036	33.9%	22,389	36.8%	43,400	31.6%

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.6496/-74.4086

1701 US-22		1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069							
Units In Structure (2025)							
Total Units	4,129		39,457		92,128		
1 Detached Unit	2,566	62.2%	24,173	61.3%	59,291	64.4%	
1 Attached Unit	199	4.8%	1,800	4.6%	5,767	6.3%	
2 Units	689	16.7%	4,334	11.0%	8,936	9.7%	
3 to 4 Units	228	5.5%	2,293	5.8%	4,190	4.5%	
5 to 9 Units	32	0.8%	1,324	3.4%	2,717	2.9%	
10 to 19 Units	118	2.9%	955	2.4%	2,056	2.2%	
20 to 49 Units	171	4.1%	1,956	5.0%	3,685	4.0%	
50 or More Units	118	2.9%	2,580	6.5%	5,367	5.8%	
Mobile Home or Trailer	6	0.1%	35	-	108	0.1%	
Other Structure	1	-	5	-	13	-	
Homes Built By Year (2025)							
Homes Built 2020 or later	55	1.3%	495	1.2%	1,166	1.2%	
Homes Built 2010 to 2019	87	2.0%	1,898	4.7%	3,816	4.0%	
Homes Built 2000 to 2009	196	4.6%	1,903	4.7%	4,901	5.2%	
Homes Built 1990 to 1999	80	1.9%	1,869	4.6%	4,403	4.7%	
Homes Built 1980 to 1989	180	4.3%	1,858	4.6%	7,168	7.6%	
Homes Built 1970 to 1979	314	7.4%	3,412	8.4%	8,274	8.8%	
Homes Built 1960 to 1969	563	13.3%	5,901	14.6%	14,228	15.1%	
Homes Built 1950 to 1959	1,128	26.7%	8,438	20.9%	20,364	21.6%	
Homes Built 1940 to 1949	516	12.2%	3,486	8.6%	7,730	8.2%	
Homes Built Before 1939	1,010	23.9%	10,197	25.2%	20,077	21.3%	
Median Age of Homes	66.6	yrs	63.4	yrs	61.6	yrs	
Home Values (2025)							
Owner Specified Housing Units	2,861		26,064		65,380		
Home Values \$1,000,000 or More	152	5.3%	3,446	13.2%	9,968	15.2%	
Home Values \$750,000 to \$999,999	269	9.4%	5,066	19.4%	12,154	18.6%	
Home Values \$500,000 to \$749,999	1,187	41.5%	8,496	32.6%	20,657	31.6%	
Home Values \$400,000 to \$499,999	763	26.7%	4,116	15.8%	11,233	17.2%	
Home Values \$300,000 to \$399,999	337	11.8%	2,923	11.2%	6,995	10.7%	
Home Values \$250,000 to \$299,999	56	2.0%	857	3.3%	1,689	2.6%	
Home Values \$200,000 to \$249,999	44	1.6%	315	1.2%	761	1.2%	
Home Values \$175,000 to \$199,999	5	0.2%	72	0.3%	156	0.2%	
Home Values \$150,000 to \$174,999	-	-	88	0.3%	146	0.2%	
Home Values \$125,000 to \$149,999	5	0.2%	179	0.7%	240	0.4%	
Home Values \$100,000 to \$124,999	6	0.2%	173	0.7%	410	0.6%	
Home Values \$90,000 to \$99,999	-	-	-	-	7	-	
Home Values \$80,000 to \$89,999	-	-	1	-	31	-	
Home Values \$70,000 to \$79,999	-	-	32	0.1%	38	-	
Home Values \$60,000 to \$69,999	-	-	6	-	43	-	
Home Values \$50,000 to \$59,999	1	-	135	0.5%	264	0.4%	
Home Values \$35,000 to \$49,999	-	-	24	-	133	0.2%	
Home Values \$25,000 to \$34,999	2	-	21	-	118	0.2%	
Home Values \$10,000 to \$24,999	-	-	8	-	16	-	
Home Values Under \$10,000	29	1.0%	107	0.4%	321	0.5%	
Owner-Occupied Median Home Value	\$546,536		\$641,563		\$660,600		
Renter-Occupied Median Rent	\$1,633		\$1,660		\$1,700		

Complete Profile

2010-2020 Census, 2025 Estimates with 2030 Projections
Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 40.6496/-74.4086

1701 US-22		1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069							
Total Annual Consumer Expenditure (2025)							
Total Household Expenditure		\$573.28 M		\$5.54 B		\$13.4 B	
Total Non-Retail Expenditure		\$304.37 M		\$2.97 B		\$7.2 B	
Total Retail Expenditure		\$268.91 M		\$2.57 B		\$6.19 B	
Alcoholic Beverages		\$3.5 M		\$33.86 M		\$81.7 M	
Apparel		\$10.35 M		\$100.3 M		\$240.69 M	
Contributions		\$19.09 M		\$183.89 M		\$448.46 M	
Education		\$13.36 M		\$128.94 M		\$313.13 M	
Entertainment		\$31.88 M		\$308.89 M		\$740.56 M	
Food Away From Home		\$24.74 M		\$239.63 M		\$575.9 M	
Grocery		\$32.9 M		\$322.02 M		\$751.3 M	
Health Care		\$28.76 M		\$274.62 M		\$648.19 M	
Household Furnishings and Equipment		\$15.06 M		\$145.79 M		\$351.02 M	
Household Operations		\$10.39 M		\$101.15 M		\$242.11 M	
Miscellaneous Expenses		\$9.58 M		\$92.48 M		\$222.34 M	
Personal Care		\$6.66 M		\$64.98 M		\$152.81 M	
Shelter		\$86.15 M		\$843.92 M		\$1.98 B	
Tax and Retirement		\$172.91 M		\$1.68 B		\$4.18 B	
Tobacco and Related		\$2.01 M		\$20.35 M		\$44.41 M	
Transportation		\$82.74 M		\$774.52 M		\$1.89 B	
Utilities		\$23.2 M		\$227.34 M		\$528.76 M	
Monthly Household Consumer Expenditure (2025)							
Total Household Expenditure		\$11,570		\$11,708		\$12,117	
Total Non-Retail Expenditure		\$6,143	53.1%	\$6,269	53.5%	\$6,514	53.8%
Total Retail Expenditures		\$5,427	46.9%	\$5,438	46.5%	\$5,603	46.2%
Alcoholic Beverages		\$71	0.6%	\$72	0.6%	\$74	0.6%
Apparel		\$209	1.8%	\$212	1.8%	\$218	1.8%
Contributions		\$385	3.3%	\$388	3.3%	\$406	3.3%
Education		\$270	2.3%	\$272	2.3%	\$283	2.3%
Entertainment		\$643	5.6%	\$652	5.6%	\$670	5.5%
Food Away From Home		\$499	4.3%	\$506	4.3%	\$521	4.3%
Grocery		\$664	5.7%	\$680	5.8%	\$680	5.6%
Health Care		\$580	5.0%	\$580	5.0%	\$586	4.8%
Household Furnishings and Equipment		\$304	2.6%	\$308	2.6%	\$318	2.6%
Household Operations		\$210	1.8%	\$214	1.8%	\$219	1.8%
Miscellaneous Expenses		\$193	1.7%	\$195	1.7%	\$201	1.7%
Personal Care		\$134	1.2%	\$137	1.2%	\$138	1.1%
Shelter		\$1,739	15.0%	\$1,782	15.2%	\$1,793	14.8%
Tax and Retirement		\$3,490	30.2%	\$3,550	30.3%	\$3,782	30.3%
Tobacco and Related		\$41	0.4%	\$43	0.4%	\$40	0.3%
Transportation		\$1,670	14.4%	\$1,636	14.0%	\$1,710	14.1%
Utilities		\$468	4.0%	\$480	4.1%	\$478	3.9%

