

Complete Profile

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



Lat/Lon: 40.6491/-74.4103

1701 US-22	1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069						
Population						
Estimated Population (2023)	10,337		111,088		255,591	
Projected Population (2028)	10,520		110,353		254,103	
Census Population (2020)	10,556		113,037		255,764	
Census Population (2010)	10,036		105,190		243,275	
Projected Annual Growth (2023-2028)	183	0.4%	-735	-0.1%	-1,488	-0.1%
Historical Annual Growth (2020-2023)	-219	-	-1,950	-0.6%	-172	-
Historical Annual Growth (2010-2020)	521	0.5%	7,848	0.7%	12,489	0.5%
Estimated Population Density (2023)	3,292 <i>psm</i>		3,931 <i>psm</i>		3,256 <i>psm</i>	
Trade Area Size	3.1 <i>sq mi</i>		28.3 <i>sq mi</i>		78.5 <i>sq mi</i>	
Households						
Estimated Households (2023)	3,718		37,416		88,341	
Projected Households (2028)	3,800		37,222		88,046	
Census Households (2020)	3,701		36,984		86,708	
Census Households (2010)	3,585		34,943		83,339	
Projected Annual Growth (2023-2028)	83	0.4%	-195	-0.1%	-295	-
Historical Annual Change (2010-2023)	133	0.3%	2,473	0.5%	5,001	0.5%
Average Household Income						
Estimated Average Household Income (2023)	\$174,387		\$195,359		\$211,502	
Projected Average Household Income (2028)	\$188,083		\$215,922		\$233,027	
Census Average Household Income (2010)	\$89,393		\$111,123		\$124,687	
Census Average Household Income (2000)	\$73,644		\$93,826		\$102,160	
Projected Annual Change (2023-2028)	\$13,696	1.6%	\$20,564	2.1%	\$21,525	2.0%
Historical Annual Change (2000-2023)	\$100,743	5.9%	\$101,533	4.7%	\$109,342	4.7%
Median Household Income						
Estimated Median Household Income (2023)	\$126,276		\$148,330		\$154,122	
Projected Median Household Income (2028)	\$125,551		\$153,025		\$158,825	
Census Median Household Income (2010)	\$76,886		\$91,394		\$98,682	
Census Median Household Income (2000)	\$63,357		\$75,866		\$80,576	
Projected Annual Change (2023-2028)	-\$725	-0.1%	\$4,696	0.6%	\$4,703	0.6%
Historical Annual Change (2000-2023)	\$62,919	4.3%	\$72,463	4.2%	\$73,546	4.0%
Per Capita Income						
Estimated Per Capita Income (2023)	\$62,830		\$65,909		\$73,190	
Projected Per Capita Income (2028)	\$68,051		\$72,940		\$80,831	
Census Per Capita Income (2010)	\$31,927		\$36,908		\$42,708	
Census Per Capita Income (2000)	\$26,360		\$31,638		\$35,394	
Projected Annual Change (2023-2028)	\$5,221	1.7%	\$7,030	2.1%	\$7,641	2.1%
Historical Annual Change (2000-2023)	\$36,470	6.0%	\$34,271	4.7%	\$37,796	4.6%
Estimated Average Household Net Worth (2023)	\$1.64 M		\$1.97 M		\$2.12 M	

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1701 US-22 Watchung, NJ 07069	1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity						
Total Population (2023)	10,337		111,088		255,591	
White (2023)	4,024	38.9%	50,052	45.1%	132,456	51.8%
Black or African American (2023)	3,506	33.9%	24,039	21.6%	44,577	17.4%
American Indian or Alaska Native (2023)	48	0.5%	716	0.6%	1,218	0.5%
Asian (2023)	779	7.5%	8,621	7.8%	28,118	11.0%
Hawaiian or Pacific Islander (2023)	3	-	36	-	74	-
Other Race (2023)	1,070	10.4%	16,906	15.2%	26,588	10.4%
Two or More Races (2023)	907	8.8%	10,719	9.6%	22,561	8.8%
Population < 18 (2023)	2,273 22.0%		26,195 23.6%		58,780 23.0%	
White Not Hispanic	819	36.0%	10,412	39.7%	28,176	47.9%
Black or African American	761	33.5%	5,611	21.4%	10,318	17.6%
Asian	186	8.2%	1,866	7.1%	5,924	10.1%
Other Race Not Hispanic	78	3.4%	782	3.0%	1,928	3.3%
Hispanic	430	18.9%	7,524	28.7%	12,433	21.2%
Not Hispanic or Latino Population (2023)	8,022 77.6%		77,674 69.9%		196,172 76.8%	
Not Hispanic White	3,620	45.1%	45,108	58.1%	121,862	62.1%
Not Hispanic Black or African American	3,451	43.0%	22,269	28.7%	42,040	21.4%
Not Hispanic American Indian or Alaska Native	6	-	44	-	113	-
Not Hispanic Asian	774	9.7%	8,498	10.9%	27,920	14.2%
Not Hispanic Hawaiian or Pacific Islander	-	-	6	-	16	-
Not Hispanic Other Race	26	0.3%	329	0.4%	734	0.4%
Not Hispanic Two or More Races	144	1.8%	1,420	1.8%	3,487	1.8%
Hispanic or Latino Population (2023)	2,315 22.4%		33,414 30.1%		59,419 23.2%	
Hispanic White	404	17.4%	4,944	14.8%	10,593	17.8%
Hispanic Black or African American	55	2.4%	1,770	5.3%	2,537	4.3%
Hispanic American Indian or Alaska Native	41	1.8%	671	2.0%	1,105	1.9%
Hispanic Asian	5	0.2%	123	0.4%	197	0.3%
Hispanic Hawaiian or Pacific Islander	3	0.1%	30	-	58	-
Hispanic Other Race	1,044	45.1%	16,577	49.6%	25,853	43.5%
Hispanic Two or More Races	763	33.0%	9,299	27.8%	19,074	32.1%
Not Hispanic or Latino Population (2020)	8,201 77.7%		77,269 68.4%		195,940 76.6%	
Hispanic or Latino Population (2020)	2,355 22.3%		35,768 31.6%		59,823 23.4%	
Not Hispanic or Latino Population (2010)	8,367 83.4%		79,257 75.3%		200,655 82.5%	
Hispanic or Latino Population (2010)	1,669 16.6%		25,933 24.7%		42,620 17.5%	
Not Hispanic or Latino Population (2028)	8,117 77.2%		77,512 70.2%		195,594 77.0%	
Hispanic or Latino Population (2028)	2,403 22.8%		32,841 29.8%		58,510 23.0%	
Projected Annual Growth (2023-2028)	88	0.8%	-573	-0.3%	-909	-0.3%
Historical Annual Growth (2010-2020)	687	4.1%	9,836	3.8%	17,204	4.0%

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1701 US-22		1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069							
Total Age Distribution (2023)							
Total Population		10,337		111,088		255,591	
Age Under 5 Years		615	5.9%	6,885	6.2%	14,343	5.6%
Age 5 to 9 Years		626	6.1%	7,330	6.6%	16,571	6.5%
Age 10 to 14 Years		646	6.2%	7,481	6.7%	17,341	6.8%
Age 15 to 19 Years		596	5.8%	6,722	6.1%	15,356	6.0%
Age 20 to 24 Years		595	5.8%	6,504	5.9%	13,810	5.4%
Age 25 to 29 Years		540	5.2%	5,941	5.3%	12,793	5.0%
Age 30 to 34 Years		688	6.7%	6,642	6.0%	14,445	5.7%
Age 35 to 39 Years		754	7.3%	7,849	7.1%	18,094	7.1%
Age 40 to 44 Years		782	7.6%	8,366	7.5%	19,474	7.6%
Age 45 to 49 Years		704	6.8%	7,853	7.1%	18,172	7.1%
Age 50 to 54 Years		716	6.9%	7,872	7.1%	18,368	7.2%
Age 55 to 59 Years		729	7.1%	7,596	6.8%	17,881	7.0%
Age 60 to 64 Years		655	6.3%	7,346	6.6%	17,088	6.7%
Age 65 to 69 Years		607	5.9%	5,946	5.4%	14,215	5.6%
Age 70 to 74 Years		414	4.0%	4,070	3.7%	10,281	4.0%
Age 75 to 79 Years		300	2.9%	2,822	2.5%	7,474	2.9%
Age 80 to 84 Years		183	1.8%	1,809	1.6%	4,696	1.8%
Age 85 Years or Over		186	1.8%	2,053	1.8%	5,189	2.0%
Median Age		39.9		39.1		40.4	
Age 19 Years or Less		2,483	24.0%	28,419	25.6%	63,612	24.9%
Age 20 to 64 Years		6,164	59.6%	65,968	59.4%	150,124	58.7%
Age 65 Years or Over		1,690	16.4%	16,701	15.0%	41,855	16.4%
Female Age Distribution (2023)							
Female Population		5,312	51.4%	55,205	49.7%	128,749	50.4%
Age Under 5 Years		296	5.6%	3,263	5.9%	6,871	5.3%
Age 5 to 9 Years		327	6.1%	3,620	6.6%	8,156	6.3%
Age 10 to 14 Years		298	5.6%	3,634	6.6%	8,521	6.6%
Age 15 to 19 Years		288	5.4%	3,209	5.8%	7,366	5.7%
Age 20 to 24 Years		280	5.3%	3,081	5.6%	6,631	5.2%
Age 25 to 29 Years		259	4.9%	2,795	5.1%	6,187	4.8%
Age 30 to 34 Years		337	6.4%	3,153	5.7%	7,125	5.5%
Age 35 to 39 Years		392	7.4%	3,911	7.1%	9,146	7.1%
Age 40 to 44 Years		393	7.4%	4,129	7.5%	9,750	7.6%
Age 45 to 49 Years		359	6.8%	3,857	7.0%	8,936	6.9%
Age 50 to 54 Years		372	7.0%	3,888	7.0%	9,191	7.1%
Age 55 to 59 Years		372	7.0%	3,769	6.8%	8,933	6.9%
Age 60 to 64 Years		337	6.4%	3,641	6.6%	8,697	6.8%
Age 65 to 69 Years		351	6.6%	3,126	5.7%	7,407	5.8%
Age 70 to 74 Years		231	4.4%	2,121	3.8%	5,427	4.2%
Age 75 to 79 Years		178	3.3%	1,579	2.9%	4,202	3.3%
Age 80 to 84 Years		115	2.2%	1,096	2.0%	2,792	2.2%
Age 85 Years or Over		126	2.4%	1,332	2.4%	3,411	2.6%
Female Median Age		41.4		40.0		41.2	
Age 19 Years or Less		1,209	22.8%	13,725	24.9%	30,914	24.0%
Age 20 to 64 Years		3,102	58.4%	32,225	58.4%	74,595	57.9%
Age 65 Years or Over		1,001	18.8%	9,254	16.8%	23,239	18.0%

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Watchung, NJ 07069							
Male Age Distribution (2023)							
Male Population		5,025	48.6%	55,883	50.3%	126,843	49.6%
Age Under 5 Years		319	6.3%	3,622	6.5%	7,472	5.9%
Age 5 to 9 Years		299	6.0%	3,711	6.6%	8,415	6.6%
Age 10 to 14 Years		347	6.9%	3,847	6.9%	8,820	7.0%
Age 15 to 19 Years		308	6.1%	3,513	6.3%	7,990	6.3%
Age 20 to 24 Years		315	6.3%	3,422	6.1%	7,179	5.7%
Age 25 to 29 Years		282	5.6%	3,146	5.6%	6,606	5.2%
Age 30 to 34 Years		350	7.0%	3,489	6.2%	7,320	5.8%
Age 35 to 39 Years		362	7.2%	3,939	7.0%	8,947	7.1%
Age 40 to 44 Years		389	7.7%	4,237	7.6%	9,724	7.7%
Age 45 to 49 Years		345	6.9%	3,995	7.1%	9,236	7.3%
Age 50 to 54 Years		344	6.8%	3,984	7.1%	9,177	7.2%
Age 55 to 59 Years		358	7.1%	3,826	6.8%	8,948	7.1%
Age 60 to 64 Years		318	6.3%	3,705	6.6%	8,391	6.6%
Age 65 to 69 Years		256	5.1%	2,820	5.0%	6,809	5.4%
Age 70 to 74 Years		182	3.6%	1,949	3.5%	4,854	3.8%
Age 75 to 79 Years		123	2.4%	1,243	2.2%	3,272	2.6%
Age 80 to 84 Years		68	1.4%	714	1.3%	1,904	1.5%
Age 85 Years or Over		60	1.2%	721	1.3%	1,779	1.4%
Male Median Age		38.2		38.3		39.5	
Age 19 Years or Less		1,274	25.3%	14,693	26.3%	32,698	25.8%
Age 20 to 64 Years		3,062	60.9%	33,743	60.4%	75,529	59.5%
Age 65 Years or Over		689	13.7%	7,447	13.3%	18,617	14.7%
Males per 100 Females (2023)							
Overall Comparison		95		101		99	
Age Under 5 Years		108	51.9%	111	52.6%	109	52.1%
Age 5 to 9 Years		92	47.8%	103	50.6%	103	50.8%
Age 10 to 14 Years		117	53.8%	106	51.4%	104	50.9%
Age 15 to 19 Years		107	51.7%	109	52.3%	108	52.0%
Age 20 to 24 Years		113	53.0%	111	52.6%	108	52.0%
Age 25 to 29 Years		109	52.1%	113	53.0%	107	51.6%
Age 30 to 34 Years		104	50.9%	111	52.5%	103	50.7%
Age 35 to 39 Years		92	48.0%	101	50.2%	98	49.4%
Age 40 to 44 Years		99	49.7%	103	50.6%	100	49.9%
Age 45 to 49 Years		96	49.0%	104	50.9%	103	50.8%
Age 50 to 54 Years		92	48.0%	102	50.6%	100	50.0%
Age 55 to 59 Years		96	49.0%	102	50.4%	100	50.0%
Age 60 to 64 Years		94	48.5%	102	50.4%	96	49.1%
Age 65 to 69 Years		73	42.2%	90	47.4%	92	47.9%
Age 70 to 74 Years		79	44.1%	92	47.9%	89	47.2%
Age 75 to 79 Years		69	40.9%	79	44.0%	78	43.8%
Age 80 to 84 Years		59	37.2%	65	39.4%	68	40.5%
Age 85 Years or Over		48	32.2%	54	35.1%	52	34.3%
Age 19 Years or Less		105	51.3%	107	51.7%	106	51.4%
Age 20 to 39 Years		103	50.8%	108	52.0%	103	50.8%
Age 40 to 64 Years		96	48.9%	102	50.6%	100	50.0%
Age 65 Years or Over		69	40.8%	80	44.6%	80	44.5%

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Household Type (2023)						
Total Households	3,718		37,416		88,341	
Households with Children	1,397	37.6%	14,615	39.1%	33,204	37.6%
Average Household Size	2.8		2.9		2.9	
Household Density per Square Mile	1,184		1,324		1,125	
Population Family	8,852	85.6%	96,197	86.6%	222,625	87.1%
Population Non-Family	1,397	13.5%	13,813	12.4%	30,865	12.1%
Population Group Quarters	88	0.9%	1,078	1.0%	2,101	0.8%
Family Households	2,636 70.9%		27,367 73.1%		64,391 72.9%	
Married Couple Households	1,699	64.5%	19,180	70.1%	47,712	74.1%
Other Family Households with Children	937	35.5%	8,187	29.9%	16,679	25.9%
Family Households with Children	1,383 52.5%		14,503 53.0%		32,966 51.2%	
Married Couple with Children	919	66.4%	10,329	71.2%	25,302	76.8%
Other Family Households with Children	465	33.6%	4,174	28.8%	7,664	23.2%
Family Households No Children	1,253 47.5%		12,863 47.0%		31,425 48.8%	
Married Couple No Children	780	62.3%	8,851	68.8%	22,410	71.3%
Other Family Households No Children	472	37.7%	4,013	31.2%	9,015	28.7%
Non-Family Households	1,082 29.1%		10,050 26.9%		23,950 27.1%	
Non-Family Households with Children	14	1.3%	111	1.1%	238	1.0%
Non-Family Households No Children	1,068	98.7%	9,938	98.9%	23,712	99.0%
Average Family Household Size	3.4		3.5		3.5	
Average Family Income	\$204,917		\$234,284		\$255,200	
Median Family Income	\$142,662		\$171,979		\$183,883	
Average Non-Family Household Size	1.3		1.4		1.3	
Marital Status (2023)						
Population Age 15 Years or Over	8,451		89,391		207,335	
Never Married	2,909	34.4%	30,194	33.8%	65,942	31.8%
Currently Married	3,828	45.3%	45,238	50.6%	108,746	52.4%
Previously Married	1,714	20.3%	13,959	15.6%	32,647	15.7%
Separated	384	22.4%	3,648	26.1%	6,967	21.3%
Widowed	538	31.4%	4,135	29.6%	11,050	33.8%
Divorced	792	46.2%	6,176	44.2%	14,630	44.8%
Educational Attainment (2023)						
Adult Population Age 25 Years or Over	7,259		76,165		178,170	
Elementary (Grade Level 0 to 8)	227	3.1%	4,585	6.0%	8,241	4.6%
Some High School (Grade Level 9 to 11)	391	5.4%	3,173	4.2%	6,013	3.4%
High School Graduate	1,996	27.5%	16,266	21.4%	35,440	19.9%
Some College	1,159	16.0%	9,752	12.8%	22,567	12.7%
Associate Degree Only	520	7.2%	4,529	5.9%	10,824	6.1%
Bachelor Degree Only	1,844	25.4%	21,034	27.6%	51,906	29.1%
Graduate Degree	1,122	15.5%	16,826	22.1%	43,179	24.2%
Any College (Some College or Higher)	4,645	64.0%	52,141	68.5%	128,475	72.1%
College Degree + (Bachelor Degree or Higher)	2,966	40.9%	37,861	49.7%	95,085	53.4%

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Housing						
Total Housing Units (2023)	3,883		39,349		92,795	
Total Housing Units (2020)	3,819		38,700		90,658	
Historical Annual Growth (2020-2023)	63	-	649	-	2,137	-
Housing Units Occupied (2023)	3,718	95.8%	37,416	95.1%	88,341	95.2%
Housing Units Owner-Occupied	2,274	61.2%	22,779	60.9%	55,164	62.4%
Housing Units Renter-Occupied	1,444	38.8%	14,637	39.1%	33,176	37.6%
Housing Units Vacant (2023)	165	4.2%	1,933	4.9%	4,454	4.8%
Household Size (2023)						
Total Households	3,718		37,416		88,341	
1 Person Households	906	24.4%	8,284	22.1%	20,160	22.8%
2 Person Households	1,207	32.5%	11,663	31.2%	27,491	31.1%
3 Person Households	611	16.4%	6,802	18.2%	15,161	17.2%
4 Person Households	552	14.8%	5,681	15.2%	14,419	16.3%
5 Person Households	260	7.0%	2,753	7.4%	6,702	7.6%
6 Person Households	112	3.0%	1,191	3.2%	2,551	2.9%
7 or More Person Households	70	1.9%	1,042	2.8%	1,856	2.1%
Household Income Distribution (2023)						
HH Income \$200,000 or More	895	24.1%	11,590	31.0%	30,026	34.0%
HH Income \$150,000 to \$199,999	441	11.9%	4,249	11.4%	10,532	11.9%
HH Income \$125,000 to \$149,999	402	10.8%	3,174	8.5%	7,396	8.4%
HH Income \$100,000 to \$124,999	373	10.0%	3,201	8.6%	7,345	8.3%
HH Income \$75,000 to \$99,999	532	14.3%	4,401	11.8%	9,208	10.4%
HH Income \$50,000 to \$74,999	497	13.4%	3,759	10.0%	8,673	9.8%
HH Income \$35,000 to \$49,999	72	1.9%	2,523	6.7%	5,363	6.1%
HH Income \$25,000 to \$34,999	98	2.6%	1,409	3.8%	2,912	3.3%
HH Income \$15,000 to \$24,999	140	3.8%	1,339	3.6%	3,274	3.7%
HH Income \$10,000 to \$14,999	135	3.6%	695	1.9%	1,399	1.6%
HH Income Under \$10,000	133	3.6%	1,075	2.9%	2,214	2.5%
Household Vehicles (2023)						
Households 0 Vehicles Available	379	10.2%	3,704	9.9%	8,074	9.1%
Households 1 Vehicle Available	1,157	31.1%	12,073	32.3%	27,932	31.6%
Households 2 Vehicles Available	1,485	39.9%	14,814	39.6%	35,423	40.1%
Households 3 or More Vehicles Available	697	18.8%	6,825	18.2%	16,912	19.1%
Total Vehicles Available	6,611		65,342		156,216	
Average Vehicles per Household	1.8		1.7		1.8	
Owner-Occupied Household Vehicles	4,876	73.7%	48,172	73.7%	116,134	74.3%
Average Vehicles per Owner-Occupied Household	2.1		2.1		2.1	
Renter-Occupied Household Vehicles	1,736	26.3%	17,169	26.3%	40,082	25.7%
Average Vehicles per Renter-Occupied Household	1.2		1.2		1.2	
Travel Time (2023)						
Worker Base Age 16 years or Over	5,727		59,671		137,093	
Travel to Work in 14 Minutes or Less	981	17.1%	8,067	13.5%	19,685	14.4%
Travel to Work in 15 to 29 Minutes	1,504	26.3%	14,638	24.5%	32,358	23.6%
Travel to Work in 30 to 59 Minutes	1,225	21.4%	14,570	24.4%	31,845	23.2%
Travel to Work in 60 Minutes or More	597	10.4%	6,646	11.1%	14,698	10.7%
Work at Home	1,420	24.8%	15,750	26.4%	38,507	28.1%
Average Minutes Travel to Work	25.1		27.5		27.1	

Complete Profile

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



Lat/Lon: 40.6491/-74.4103

1701 US-22 Watchung, NJ 07069	1 mi radius		3 mi radius		5 mi radius	
Transportation To Work (2023)						
Worker Base Age 16 years or Over	5,727		59,671		137,093	
Drive to Work Alone	3,383	59.1%	32,275	54.1%	74,444	54.3%
Drive to Work in Carpool	421	7.3%	3,911	6.6%	8,616	6.3%
Travel to Work by Public Transportation	316	5.5%	3,795	6.4%	8,630	6.3%
Drive to Work on Motorcycle	1	-	10	-	52	-
Bicycle to Work	3	-	80	0.1%	194	0.1%
Walk to Work	111	1.9%	716	1.2%	1,815	1.3%
Other Means	74	1.3%	3,134	5.3%	4,834	3.5%
Work at Home	1,420	24.8%	15,750	26.4%	38,507	28.1%
Daytime Demographics (2023)						
Total Businesses	621		3,755		8,737	
Total Employees	4,670		42,100		86,159	
Company Headquarter Businesses	18	2.9%	109	2.9%	274	3.1%
Company Headquarter Employees	344	7.4%	13,147	31.2%	22,245	25.8%
Employee Population per Business	7.5 to 1		11.2 to 1		9.9 to 1	
Residential Population per Business	16.6 to 1		29.6 to 1		29.3 to 1	
Adj. Daytime Demographics Age 16 Years or Over	7,275		70,320		152,842	
Labor Force						
Labor Population Age 16 Years or Over (2023)	8,333		87,904		203,815	
Labor Force Total Males (2023)	3,998	48.0%	43,934	50.0%	100,337	49.2%
Male Civilian Employed	2,810	70.3%	32,173	73.2%	73,414	73.2%
Male Civilian Unemployed	181	4.5%	1,934	4.4%	3,797	3.8%
Males in Armed Forces	-	-	12	-	29	-
Males Not in Labor Force	1,007	25.2%	9,815	22.3%	23,097	23.0%
Labor Force Total Females (2023)	4,335	52.0%	43,970	50.0%	103,478	50.8%
Female Civilian Employed	2,918	67.3%	27,499	62.5%	63,685	61.5%
Female Civilian Unemployed	199	4.6%	1,642	3.7%	3,547	3.4%
Females in Armed Forces	-	-	-	-	5	-
Females Not in Labor Force	1,218	28.1%	14,829	33.7%	36,242	35.0%
Unemployment Rate	380	4.6%	3,576	4.1%	7,344	3.6%
Occupation (2023)						
Occupation Population Age 16 Years or Over	5,727		59,671		137,093	
Occupation Total Males	2,810	49.1%	32,173	53.9%	73,411	53.5%
Occupation Total Females	2,918	50.9%	27,498	46.1%	63,682	46.5%
Management, Business, Financial Operations	1,281	22.4%	14,393	24.1%	33,578	24.5%
Professional, Related	1,453	25.4%	14,617	24.5%	37,352	27.2%
Service	849	14.8%	8,100	13.6%	16,774	12.2%
Sales, Office	1,009	17.6%	9,872	16.5%	24,925	18.2%
Farming, Fishing, Forestry	7	0.1%	231	0.4%	256	0.2%
Construction, Extraction, Maintenance	425	7.4%	4,176	7.0%	8,083	5.9%
Production, Transport, Material Moving	704	12.3%	8,283	13.9%	16,126	11.8%
White Collar Workers	3,744	65.4%	38,882	65.2%	95,855	69.9%
Blue Collar Workers	1,984	34.6%	20,790	34.8%	41,239	30.1%

Complete Profile

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



Lat/Lon: 40.6491/-74.4103

1701 US-22	1 mi radius		3 mi radius		5 mi radius	
Watchung, NJ 07069						
Units In Structure (2023)						
Total Units	3,718		37,416		88,341	
1 Detached Unit	2,182	58.7%	21,578	57.7%	51,253	58.0%
1 Attached Unit	143	3.9%	1,799	4.8%	5,710	6.5%
2 Units	495	13.3%	4,411	11.8%	9,410	10.7%
3 to 4 Units	332	8.9%	2,957	7.9%	5,949	6.7%
5 to 9 Units	107	2.9%	1,722	4.6%	3,997	4.5%
10 to 19 Units	178	4.8%	1,199	3.2%	3,372	3.8%
20 to 49 Units	156	4.2%	1,675	4.5%	3,581	4.1%
50 or More Units	124	3.3%	2,042	5.5%	4,948	5.6%
Mobile Home or Trailer	2	-	34	-	120	0.1%
Other Structure	-	-	-	-	-	-
Homes Built By Year (2023)						
Homes Built 2014 or later	12	0.3%	116	0.3%	307	0.3%
Homes Built 2010 to 2013	153	3.9%	1,976	5.0%	4,144	4.5%
Homes Built 2000 to 2009	206	5.3%	2,094	5.3%	5,005	5.4%
Homes Built 1990 to 1999	141	3.6%	1,938	4.9%	4,829	5.2%
Homes Built 1980 to 1989	168	4.3%	1,866	4.7%	7,534	8.1%
Homes Built 1970 to 1979	205	5.3%	2,453	6.2%	7,151	7.7%
Homes Built 1960 to 1969	549	14.1%	6,094	15.5%	14,524	15.7%
Homes Built 1950 to 1959	1,116	28.7%	7,891	20.1%	18,608	20.1%
Homes Built 1940 to 1949	413	10.6%	3,264	8.3%	7,645	8.2%
Homes Built Before 1939	754	19.4%	9,725	24.7%	18,594	20.0%
Median Age of Homes	64.2 yrs		63.4 yrs		61.2 yrs	
Home Values (2023)						
Owner Specified Housing Units	2,274		22,779		55,164	
Home Values \$1,000,000 or More	128	5.6%	1,567	6.9%	5,089	9.2%
Home Values \$750,000 to \$999,999	175	7.7%	3,610	15.8%	8,638	15.7%
Home Values \$500,000 to \$749,999	601	26.4%	6,671	29.3%	16,623	30.1%
Home Values \$400,000 to \$499,999	437	19.2%	3,707	16.3%	9,091	16.5%
Home Values \$300,000 to \$399,999	644	28.3%	3,773	16.6%	9,045	16.4%
Home Values \$250,000 to \$299,999	88	3.9%	1,340	5.9%	2,604	4.7%
Home Values \$200,000 to \$249,999	111	4.9%	834	3.7%	1,670	3.0%
Home Values \$175,000 to \$199,999	16	0.7%	310	1.4%	540	1.0%
Home Values \$150,000 to \$174,999	10	0.4%	96	0.4%	171	0.3%
Home Values \$125,000 to \$149,999	4	0.2%	108	0.5%	166	0.3%
Home Values \$100,000 to \$124,999	14	0.6%	210	0.9%	416	0.8%
Home Values \$90,000 to \$99,999	1	-	48	0.2%	96	0.2%
Home Values \$80,000 to \$89,999	1	-	22	-	43	-
Home Values \$70,000 to \$79,999	7	0.3%	18	-	49	-
Home Values \$60,000 to \$69,999	-	-	-	-	6	-
Home Values \$50,000 to \$59,999	3	0.1%	173	0.8%	271	0.5%
Home Values \$35,000 to \$49,999	11	0.5%	36	0.2%	111	0.2%
Home Values \$25,000 to \$34,999	2	0.1%	19	-	62	0.1%
Home Values \$10,000 to \$24,999	12	0.5%	45	0.2%	90	0.2%
Home Values Under \$10,000	10	0.4%	193	0.8%	385	0.7%
Owner-Occupied Median Home Value	\$461,008		\$534,679		\$567,193	
Renter-Occupied Median Rent	\$1,322		\$1,458		\$1,477	

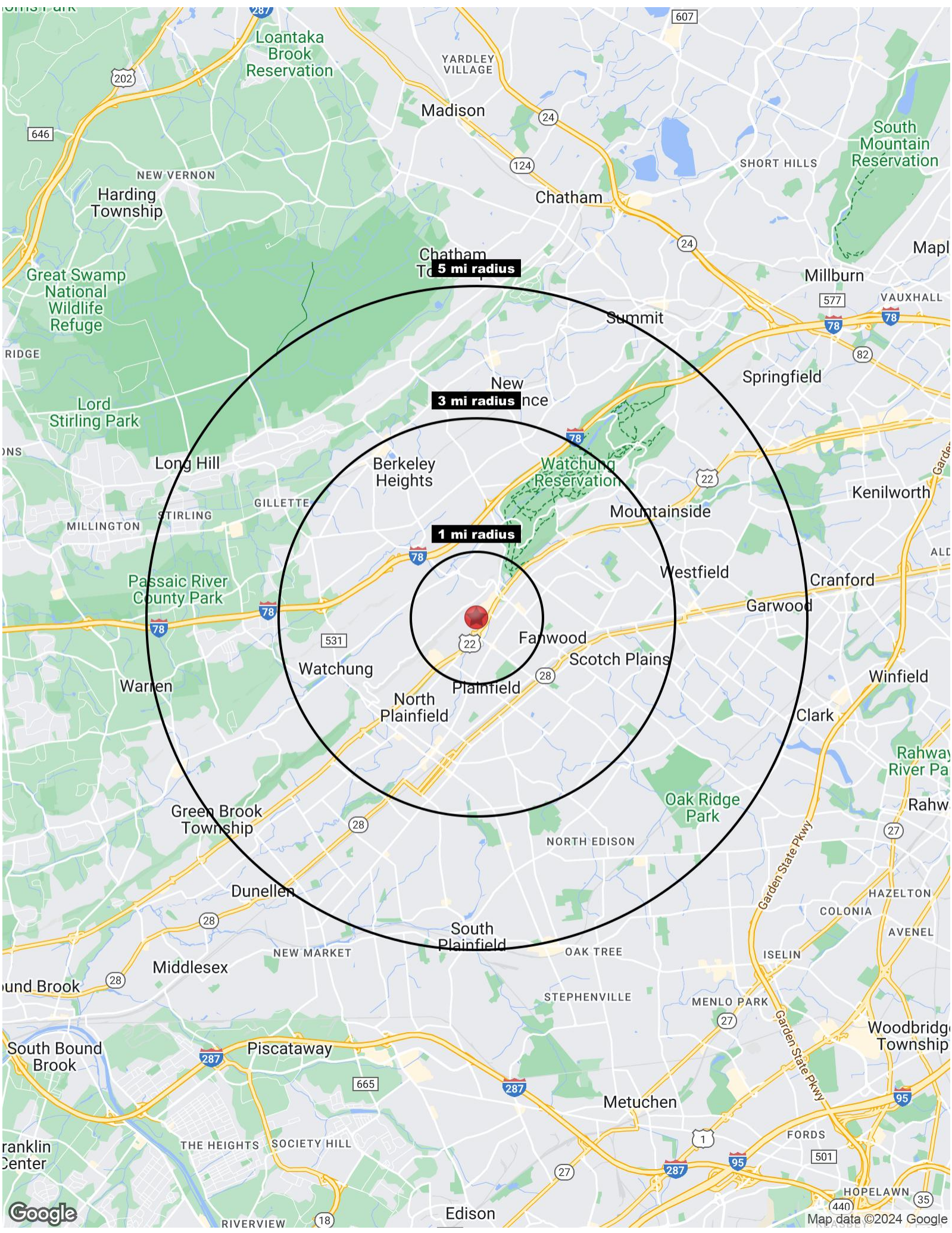
Complete Profile

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



Lat/Lon: 40.6491/-74.4103

1701 US-22 Watchung, NJ 07069	1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2023)			
Total Household Expenditure	\$398.51 M	\$4.4 B	\$11.11 B
Total Non-Retail Expenditure	\$212.41 M	\$2.35 B	\$5.95 B
Total Retail Expenditure	\$186.1 M	\$2.04 B	\$5.16 B
Apparel	\$14.51 M	\$161.29 M	\$408.51 M
Contributions	\$14.37 M	\$163.77 M	\$418.17 M
Education	\$14.5 M	\$167.57 M	\$429.71 M
Entertainment	\$23.39 M	\$259.41 M	\$657.42 M
Food and Beverages	\$57.25 M	\$626.74 M	\$1.58 B
Furnishings and Equipment	\$14.44 M	\$159.5 M	\$403.75 M
Gifts	\$11.28 M	\$129.71 M	\$331.76 M
Health Care	\$31.81 M	\$345.72 M	\$870.04 M
Household Operations	\$16.17 M	\$180.27 M	\$457.43 M
Miscellaneous Expenses	\$7.62 M	\$84.25 M	\$213.18 M
Personal Care	\$5.35 M	\$58.73 M	\$148.32 M
Personal Insurance	\$3.09 M	\$34.77 M	\$88.52 M
Reading	\$882.77 K	\$9.79 M	\$24.81 M
Shelter	\$83.8 M	\$925.05 M	\$2.34 B
Tobacco	\$1.92 M	\$20.29 M	\$50.22 M
Transportation	\$71.3 M	\$779.25 M	\$1.96 B
Utilities	\$26.84 M	\$290.72 M	\$729.57 M
Monthly Household Consumer Expenditure (2023)			
Total Household Expenditure	\$8,932	\$9,793	\$10,483
Total Non-Retail Expenditure	\$4,761 53.3%	\$5,241 53.5%	\$5,617 53.6%
Total Retail Expenditures	\$4,171 46.7%	\$4,551 46.5%	\$4,866 46.4%
Apparel	\$325 3.6%	\$359 3.7%	\$385 3.7%
Contributions	\$322 3.6%	\$365 3.7%	\$394 3.8%
Education	\$325 3.6%	\$373 3.8%	\$405 3.9%
Entertainment	\$524 5.9%	\$578 5.9%	\$620 5.9%
Food and Beverages	\$1,283 14.4%	\$1,396 14.3%	\$1,490 14.2%
Furnishings and Equipment	\$324 3.6%	\$355 3.6%	\$381 3.6%
Gifts	\$253 2.8%	\$289 3.0%	\$313 3.0%
Health Care	\$713 8.0%	\$770 7.9%	\$821 7.8%
Household Operations	\$362 4.1%	\$402 4.1%	\$432 4.1%
Miscellaneous Expenses	\$171 1.9%	\$188 1.9%	\$201 1.9%
Personal Care	\$120 1.3%	\$131 1.3%	\$140 1.3%
Personal Insurance	\$69 0.8%	\$77 0.8%	\$84 0.8%
Reading	\$20 0.2%	\$22 0.2%	\$23 0.2%
Shelter	\$1,878 21.0%	\$2,060 21.0%	\$2,205 21.0%
Tobacco	\$43 0.5%	\$45 0.5%	\$47 0.5%
Transportation	\$1,598 17.9%	\$1,736 17.7%	\$1,853 17.7%
Utilities	\$602 6.7%	\$647 6.6%	\$688 6.6%



Chatham
To 5 mi radius

3 mi radius

1 mi radius