

Expanded Profile

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

Lat/Lon: 40.8556/-73.1893

126 E Main St		1 mi radius		3 mi radius		5 mi radius	
Village of the Branch, NY 11787							
Population							
Estimated Population (2023)		7,601		67,017		200,549	
Projected Population (2028)		7,438		65,155		196,562	
Census Population (2020)		7,777		67,171		200,232	
Census Population (2010)		7,883		68,111		201,311	
Projected Annual Growth (2023 to 2028)		-163 -0.4%		-1,862 -0.6%		-3,987 -0.4%	
Historical Annual Growth (2020 to 2023)		-176 -0.8%		-154 -		316 -	
Historical Annual Growth (2010 to 2020)		-107 -0.5%		-940 -0.5%		-1,079 -0.2%	
Estimated Population Density (2023)		2,421 psm		2,371 psm		2,554 psm	
Trade Area Size		3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households							
Estimated Households (2023)		2,610		23,355		65,702	
Projected Households (2028)		2,579		22,905		64,956	
Census Households (2020)		2,639		23,099		64,779	
Census Households (2010)		2,696		23,178		64,791	
Estimated Households with Children (2023)		979 37.5%		7,817 33.5%		22,626 34.4%	
Estimated Average Household Size (2023)		2.84		2.81		2.94	
Average Household Income							
Estimated Average Household Income (2023)		\$209,880		\$206,084		\$176,854	
Projected Average Household Income (2028)		\$226,645		\$225,129		\$191,719	
Estimated Average Family Income (2023)		\$226,631		\$227,475		\$198,524	
Median Household Income							
Estimated Median Household Income (2023)		\$188,640		\$164,417		\$146,720	
Projected Median Household Income (2028)		\$191,625		\$168,055		\$150,039	
Estimated Median Family Income (2023)		\$224,481		\$191,312		\$174,161	
Per Capita Income							
Estimated Per Capita Income (2023)		\$72,208		\$71,930		\$58,163	
Projected Per Capita Income (2028)		\$78,713		\$79,260		\$63,583	
Estimated Per Capita Income 5 Year Growth		\$6,505 9.0%		\$7,330 10.2%		\$5,420 9.3%	
Estimated Average Household Net Worth (2023)		\$2,736,955		\$2,395,351		\$2,065,779	
Daytime Demos (2023)							
Total Businesses		960		3,342		10,040	
Total Employees		8,128		28,459		109,680	
Company Headquarter Businesses		29 3.0%		104 3.1%		494 4.9%	
Company Headquarter Employees		998 12.3%		3,310 11.6%		22,382 20.4%	
Employee Population per Business		8.5		8.5		10.9	
Residential Population per Business		7.9		20.1		20.0	

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126 E Main St Village of the Branch, NY 11787		1 mi radius		3 mi radius		5 mi radius	
Race & Ethnicity							
White (2023)	6,301	82.9%	55,361	82.6%	143,984	71.8%	
Black or African American (2023)	201	2.6%	1,829	2.7%	11,517	5.7%	
American Indian or Alaska Native (2023)	7	-	90	0.1%	650	0.3%	
Asian (2023)	333	4.4%	3,460	5.2%	14,696	7.3%	
Hawaiian or Pacific Islander (2023)	-	-	4	-	34	-	
Other Race (2023)	202	2.7%	1,602	2.4%	14,052	7.0%	
Two or More Races (2023)	556	7.3%	4,671	7.0%	15,617	7.8%	
Not Hispanic or Latino Population (2023)	6,747	88.8%	59,598	88.9%	164,527	82.0%	
Hispanic or Latino Population (2023)	854	11.2%	7,419	11.1%	36,022	18.0%	
Not Hispanic or Latino Population (2028)	6,605	88.8%	57,942	88.9%	161,198	82.0%	
Hispanic or Latino Population (2028)	833	11.2%	7,213	11.1%	35,364	18.0%	
Not Hispanic or Latino Population (2020)	7,053	90.7%	60,988	90.8%	162,128	81.0%	
Hispanic or Latino Population (2020)	724	9.3%	6,183	9.2%	38,105	19.0%	
Not Hispanic or Latino Population (2010)	7,418	94.1%	64,172	94.2%	172,411	85.6%	
Hispanic or Latino Population (2010)	465	5.9%	3,939	5.8%	28,900	14.4%	
Projected Hispanic Annual Growth (2023 to 2028)	-21	-0.5%	-206	-0.6%	-658	-0.4%	
Historic Hispanic Annual Growth (2010 to 2023)	388	6.4%	3,480	6.8%	7,122	1.9%	
Age Distribution (2023)							
Age Under 5	317	4.2%	3,030	4.5%	9,860	4.9%	
Age 5 to 9 Years	432	5.7%	3,691	5.5%	11,021	5.5%	
Age 10 to 14 Years	488	6.4%	4,274	6.4%	12,159	6.1%	
Age 15 to 19 Years	451	5.9%	3,978	5.9%	13,579	6.8%	
Age 20 to 24 Years	420	5.5%	3,620	5.4%	13,803	6.9%	
Age 25 to 29 Years	373	4.9%	3,578	5.3%	11,826	5.9%	
Age 30 to 34 Years	368	4.8%	3,375	5.0%	10,933	5.5%	
Age 35 to 39 Years	429	5.6%	3,882	5.8%	11,541	5.8%	
Age 40 to 44 Years	508	6.7%	4,299	6.4%	12,527	6.2%	
Age 45 to 49 Years	526	6.9%	4,524	6.8%	12,726	6.3%	
Age 50 to 54 Years	590	7.8%	5,151	7.7%	14,656	7.3%	
Age 55 to 59 Years	558	7.3%	5,200	7.8%	15,155	7.6%	
Age 60 to 64 Years	550	7.2%	4,956	7.4%	14,029	7.0%	
Age 65 to 74 Years	884	11.6%	8,015	12.0%	21,615	10.8%	
Age 75 to 84 Years	461	6.1%	3,891	5.8%	10,726	5.3%	
Age 85 Years or Over	247	3.3%	1,553	2.3%	4,395	2.2%	
Median Age	44.2		43.9		41.7		
Gender Age Distribution (2023)							
Female Population	3,864	50.8%	34,168	51.0%	101,476	50.6%	
Age 0 to 19 Years	846	21.9%	7,412	21.7%	22,765	22.4%	
Age 20 to 64 Years	2,138	55.3%	19,369	56.7%	58,334	57.5%	
Age 65 Years or Over	880	22.8%	7,387	21.6%	20,378	20.1%	
Female Median Age	45.2		44.8		42.8		
Male Population	3,737	49.2%	32,849	49.0%	99,072	49.4%	
Age 0 to 19 Years	842	22.5%	7,560	23.0%	23,854	24.1%	
Age 20 to 64 Years	2,183	58.4%	19,217	58.5%	58,861	59.4%	
Age 65 Years or Over	712	19.1%	6,071	18.5%	16,357	16.5%	
Male Median Age	43.2		42.8		40.5		

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Village of the Branch, NY 11787								
Household Income Distribution (2023)								
HH Income \$200,000 or More	1,168	44.7%	8,843	37.9%	20,540	31.3%		
HH Income \$150,000 to \$199,999	342	13.1%	3,381	14.5%	10,073	15.3%		
HH Income \$100,000 to \$149,999	484	18.6%	4,351	18.6%	12,824	19.5%		
HH Income \$75,000 to \$99,999	196	7.5%	2,174	9.3%	6,556	10.0%		
HH Income \$50,000 to \$74,999	163	6.3%	1,769	7.6%	5,949	9.1%		
HH Income \$35,000 to \$49,999	129	5.0%	966	4.1%	3,213	4.9%		
HH Income \$25,000 to \$34,999	51	1.9%	553	2.4%	2,099	3.2%		
HH Income \$15,000 to \$24,999	41	1.6%	510	2.2%	1,751	2.7%		
HH Income Under \$15,000	35	1.3%	809	3.5%	2,699	4.1%		
HH Income \$35,000 or More	2,483	95.2%	21,483	92.0%	59,154	90.0%		
HH Income \$75,000 or More	2,191	83.9%	18,748	80.3%	49,992	76.1%		
Housing (2023)								
Total Housing Units	2,704		24,195		68,374			
Housing Units Occupied	2,610	96.5%	23,355	96.5%	65,702	96.1%		
Housing Units Owner-Occupied	2,359	90.4%	20,890	89.4%	56,374	85.8%		
Housing Units, Renter-Occupied	251	9.6%	2,465	10.6%	9,328	14.2%		
Housing Units, Vacant	94	3.6%	840	3.6%	2,672	4.1%		
Marital Status (2023)								
Never Married	1,751	27.5%	16,801	30.0%	56,937	34.0%		
Currently Married	3,601	56.6%	31,100	55.5%	80,856	48.3%		
Separated	145	2.3%	1,735	3.1%	7,196	4.3%		
Widowed	315	4.9%	2,922	5.2%	8,706	5.2%		
Divorced	552	8.7%	3,464	6.2%	13,814	8.2%		
Household Type (2023)								
Population Family	6,829	89.8%	60,061	89.6%	174,612	87.1%		
Population Non-Family	584	7.7%	5,615	8.4%	18,699	9.3%		
Population Group Quarters	187	2.5%	1,341	2.0%	7,238	3.6%		
Family Households	2,114	81.0%	18,562	79.5%	50,945	77.5%		
Non-Family Households	496	19.0%	4,792	20.5%	14,757	22.5%		
Married Couple with Children	847	23.5%	6,680	21.5%	18,117	22.4%		
Average Family Household Size	3.2		3.2		3.4			
Household Size (2023)								
1 Person Households	413	15.8%	4,036	17.3%	12,243	18.6%		
2 Person Households	843	32.3%	7,730	33.1%	20,129	30.6%		
3 Person Households	500	19.1%	4,302	18.4%	12,001	18.3%		
4 Person Households	532	20.4%	4,404	18.9%	11,743	17.9%		
5 Person Households	235	9.0%	2,093	9.0%	5,710	8.7%		
6 or More Person Households	87	3.3%	790	3.4%	3,877	5.9%		
Household Vehicles (2023)								
Households with 0 Vehicles Available	90	3.4%	677	2.9%	3,371	5.1%		
Households with 1 Vehicles Available	545	20.9%	5,180	22.2%	15,971	24.3%		
Households with 2 or More Vehicles Available	1,975	75.7%	17,497	74.9%	46,361	70.6%		
Total Vehicles Available	5,607		50,583		139,802			
Average Vehicles Per Household	2.1		2.2		2.1			

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Labor Force (2023)							
Estimated Labor Population Age 16 Years or Over		6,261		55,121		164,931	
Estimated Civilian Employed		4,210	67.2%	35,341	64.1%	104,713	63.5%
Estimated Civilian Unemployed		90	1.4%	927	1.7%	3,716	2.3%
Estimated in Armed Forces		-	-	-	-	61	-
Estimated Not in Labor Force		1,961	31.3%	18,853	34.2%	56,441	34.2%
Unemployment Rate		1.4%		1.7%		2.3%	
Occupation (2023)							
Occupation: Population Age 16 Years or Over		4,210		35,339		104,700	
Management, Business, Financial Operations		909	21.6%	7,804	22.1%	19,858	19.0%
Professional, Related		1,457	34.6%	11,408	32.3%	29,347	28.0%
Service		435	10.3%	4,417	12.5%	16,228	15.5%
Sales, Office		942	22.4%	7,505	21.2%	21,379	20.4%
Farming, Fishing, Forestry		-	-	8	-	165	0.2%
Construct, Extraction, Maintenance		218	5.2%	2,138	6.0%	7,849	7.5%
Production, Transport Material Moving		249	5.9%	2,058	5.8%	9,875	9.4%
White Collar Workers		3,308	78.6%	26,718	75.6%	70,583	67.4%
Blue Collar Workers		902	21.4%	8,621	24.4%	34,117	32.6%
Consumer Expenditure (2023)							
Total Household Expenditure		\$321.36 M		\$2.85 B		\$7.07 B	
Total Non-Retail Expenditure		\$172.08 M	53.5%	\$1.53 B	53.4%	\$3.77 B	53.3%
Total Retail Expenditure		\$149.29 M	46.5%	\$1.33 B	46.6%	\$3.3 B	46.7%
Apparel		\$11.82 M	3.7%	\$104.62 M	3.7%	\$258.51 M	3.7%
Contributions		\$12.4 M	3.9%	\$108.25 M	3.8%	\$262.55 M	3.7%
Education		\$12.7 M	4.0%	\$110.24 M	3.9%	\$265.73 M	3.8%
Entertainment		\$19.22 M	6.0%	\$170.19 M	6.0%	\$419.52 M	5.9%
Food and Beverages		\$45.34 M	14.1%	\$404.58 M	14.2%	\$1.01 B	14.3%
Furnishings and Equipment		\$11.8 M	3.7%	\$104.47 M	3.7%	\$257.99 M	3.6%
Gifts		\$9.81 M	3.1%	\$84.44 M	3.0%	\$203.07 M	2.9%
Health Care		\$25.15 M	7.8%	\$225.05 M	7.9%	\$562.41 M	8.0%
Household Operations		\$13.36 M	4.2%	\$118.05 M	4.1%	\$290.55 M	4.1%
Miscellaneous Expenses		\$6.19 M	1.9%	\$54.89 M	1.9%	\$135.78 M	1.9%
Personal Care		\$4.29 M	1.3%	\$38.09 M	1.3%	\$94.58 M	1.3%
Personal Insurance		\$2.64 M	0.8%	\$23.17 M	0.8%	\$56.56 M	0.8%
Reading		\$722.83 K	0.2%	\$6.4 M	0.2%	\$15.78 M	0.2%
Shelter		\$66.93 M	20.8%	\$594.82 M	20.8%	\$1.48 B	20.9%
Tobacco		\$1.35 M	0.4%	\$12.47 M	0.4%	\$32.22 M	0.5%
Transportation		\$56.88 M	17.7%	\$507.08 M	17.8%	\$1.26 B	17.9%
Utilities		\$20.76 M	6.5%	\$186.8 M	6.5%	\$470.21 M	6.6%
Educational Attainment (2023)							
Adult Population Age 25 Years or Over		5,493		48,425		140,127	
Elementary (Grade Level 0 to 8)		56	1.0%	1,162	2.4%	5,221	3.7%
Some High School (Grade Level 9 to 11)		107	2.0%	1,058	2.2%	4,851	3.5%
High School Graduate		1,147	20.9%	9,656	19.9%	33,426	23.9%
Some College		803	14.6%	6,934	14.3%	21,566	15.4%
Associate Degree Only		402	7.3%	4,381	9.0%	12,853	9.2%
Bachelor Degree Only		1,638	29.8%	13,587	28.1%	34,023	24.3%
Graduate Degree		1,339	24.4%	11,646	24.1%	28,188	20.1%

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Village of the Branch, NY 11787							
Units In Structure (2023)							
1 Detached Unit	2,266	84.1%	19,836	85.6%	54,023	83.4%	
1 Attached Unit	62	2.3%	968	4.2%	3,081	4.8%	
2 to 4 Units	80	3.0%	799	3.4%	2,772	4.3%	
5 to 9 Units	67	2.5%	611	2.6%	1,912	3.0%	
10 to 19 Units	48	1.8%	429	1.9%	1,476	2.3%	
20 to 49 Units	40	1.5%	213	0.9%	565	0.9%	
50 or More Units	34	1.3%	355	1.5%	1,434	2.2%	
Mobile Home or Trailer	13	0.5%	128	0.6%	421	0.6%	
Other Structure	-	-	15	-	19	-	
Homes Built By Year (2023)							
Homes Built 2010 or later	74	2.7%	595	2.6%	1,624	2.5%	
Homes Built 2000 to 2009	196	7.3%	1,639	7.1%	4,315	6.7%	
Homes Built 1990 to 1999	107	4.0%	1,833	7.9%	3,988	6.2%	
Homes Built 1980 to 1989	185	6.8%	2,005	8.7%	6,318	9.8%	
Homes Built 1970 to 1979	340	12.6%	4,026	17.4%	12,307	19.0%	
Homes Built 1960 to 1969	809	30.0%	7,509	32.4%	19,289	29.8%	
Homes Built 1950 to 1959	627	23.2%	3,598	15.5%	11,025	17.0%	
Homes Built Before 1949	273	10.1%	2,149	9.3%	6,837	10.6%	
Home Values (2023)							
Home Values \$1,000,000 or More	105	4.4%	762	3.6%	1,964	3.5%	
Home Values \$500,000 to \$999,999	1,378	58.4%	12,246	58.6%	27,551	48.9%	
Home Values \$400,000 to \$499,999	622	26.4%	5,594	26.8%	15,134	26.8%	
Home Values \$300,000 to \$399,999	131	5.6%	1,285	6.2%	7,053	12.5%	
Home Values \$200,000 to \$299,999	27	1.1%	290	1.4%	2,424	4.3%	
Home Values \$150,000 to \$199,999	6	0.2%	67	0.3%	343	0.6%	
Home Values \$100,000 to \$149,999	4	0.2%	96	0.5%	407	0.7%	
Home Values \$70,000 to \$99,999	5	0.2%	26	0.1%	113	0.2%	
Home Values \$50,000 to \$69,999	35	1.5%	197	0.9%	474	0.8%	
Home Values \$25,000 to \$49,999	42	1.8%	209	1.0%	497	0.9%	
Home Values Under \$25,000	4	0.2%	119	0.6%	415	0.7%	
Owner-Occupied Median Home Value	\$555,741		\$564,746		\$524,233		
Renter-Occupied Median Rent	\$1,851		\$1,978		\$1,843		
Transportation To Work (2023)							
Drive to Work Alone	2,927	69.5%	25,607	72.5%	75,899	72.5%	
Drive to Work in Carpool	186	4.4%	1,600	4.5%	6,353	6.1%	
Travel to Work by Public Transportation	124	3.0%	892	2.5%	3,005	2.9%	
Drive to Work on Motorcycle	-	-	1	-	7	-	
Walk or Bicycle to Work	23	0.5%	186	0.5%	1,577	1.5%	
Other Means	21	0.5%	167	0.5%	1,167	1.1%	
Work at Home	930	22.1%	6,884	19.5%	16,692	15.9%	
Travel Time (2023)							
Travel to Work in 14 Minutes or Less	623	14.8%	5,530	15.6%	18,584	17.7%	
Travel to Work in 15 to 29 Minutes	1,078	25.6%	10,485	29.7%	32,755	31.3%	
Travel to Work in 30 to 59 Minutes	1,070	25.4%	8,134	23.0%	25,081	24.0%	
Travel to Work in 60 Minutes or More	509	12.1%	4,306	12.2%	11,588	11.1%	
Average Minutes Travel to Work	26.4		25.6		24.6		