

Expanded Profile

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



Lat/Lon: 40.4558/-74.3968

Midstate Mall East Brunswick, NJ 08816	1 mi radius		3 mi radius		5 mi radius	
Population						
Estimated Population (2025)	11,582		86,119		272,281	
Projected Population (2030)	11,165		85,273		269,053	
Census Population (2020)	11,075		82,726		262,056	
Census Population (2010)	10,285		79,810		251,012	
Projected Annual Growth (2025 to 2030)	-417	-0.7%	-846	-0.2%	-3,228	-0.2%
Historical Annual Growth (2020 to 2025)	507	0.9%	3,393	0.8%	10,225	0.8%
Historical Annual Growth (2010 to 2020)	789	1.5%	2,916	0.7%	11,045	0.9%
Estimated Population Density (2025)	3,689 psm		3,047 psm		3,468 psm	
Trade Area Size	3.1 sq mi		28.3 sq mi		78.5 sq mi	
Households						
Estimated Households (2025)	4,355		29,983		93,729	
Projected Households (2030)	4,367		30,690		95,263	
Census Households (2020)	4,170		28,410		89,117	
Census Households (2010)	3,859		27,544		84,054	
Estimated Households with Children (2025)	1,400	32.2%	10,049	33.5%	32,094	34.2%
Estimated Average Household Size (2025)	2.65		2.76		2.81	
Average Household Income						
Estimated Average Household Income (2025)	\$135,510		\$158,254		\$140,997	
Projected Average Household Income (2030)	\$133,631		\$155,421		\$138,989	
Estimated Average Family Income (2025)	\$153,651		\$187,760		\$164,902	
Median Household Income						
Estimated Median Household Income (2025)	\$115,007		\$129,224		\$114,688	
Projected Median Household Income (2030)	\$114,224		\$127,646		\$113,901	
Estimated Median Family Income (2025)	\$129,825		\$156,834		\$138,234	
Per Capita Income						
Estimated Per Capita Income (2025)	\$50,980		\$55,408		\$48,802	
Projected Per Capita Income (2030)	\$52,299		\$56,250		\$49,480	
Estimated Per Capita Income 5 Year Growth	\$1,319	2.6%	\$842	1.5%	\$678	1.4%
Estimated Average Household Net Worth (2025)	\$1,265,902		\$1,830,619		\$1,500,915	
Daytime Demos (2025)						
Total Businesses	653		3,454		10,284	
Total Employees	5,939		33,072		112,836	
Company Headquarter Businesses	20	3.1%	108	3.1%	336	3.3%
Company Headquarter Employees	580	9.8%	2,873	8.7%	12,578	11.1%
Employee Population per Business	9.1		9.6		11.0	
Residential Population per Business	17.7		24.9		26.5	

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Midstate Mall		1 mi radius		3 mi radius		5 mi radius	
East Brunswick, NJ 08816							
Race & Ethnicity							
White (2025)		5,777	49.9%	43,605	50.6%	119,256	43.8%
Black or African American (2025)		1,241	10.7%	9,834	11.4%	37,326	13.7%
American Indian or Alaska Native (2025)		48	0.4%	342	0.4%	1,626	0.6%
Asian (2025)		2,087	18.0%	17,676	20.5%	57,057	21.0%
Hawaiian or Pacific Islander (2025)		4	-	32	-	129	-
Other Race (2025)		1,312	11.3%	7,850	9.1%	33,470	12.3%
Two or More Races (2025)		1,113	9.6%	6,780	7.9%	23,417	8.6%
Not Hispanic or Latino Population (2025)		8,881	76.7%	68,874	80.0%	204,794	75.2%
Hispanic or Latino Population (2025)		2,701	23.3%	17,245	20.0%	67,487	24.8%
Not Hispanic or Latino Population (2030)		8,478	75.9%	67,124	78.7%	201,711	75.0%
Hispanic or Latino Population (2030)		2,687	24.1%	18,149	21.3%	67,342	25.0%
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 (2025 to 2030)		-14	-0.1%	904	1.0%	-146	-
Historic Hispanic Annual Growth (2010 to 2025)		938	3.5%	6,834	4.4%	13,726	1.7%
Age Distribution (2025)							
Age Under 5		623	5.4%	4,353	5.1%	14,607	5.4%
Age 5 to 9 Years		690	6.0%	4,967	5.8%	16,220	6.0%
Age 10 to 14 Years		701	6.1%	5,335	6.2%	17,092	6.3%
Age 15 to 19 Years		740	6.4%	6,931	8.0%	21,506	7.9%
Age 20 to 24 Years		634	5.5%	6,046	7.0%	21,671	8.0%
Age 25 to 29 Years		828	7.1%	5,179	6.0%	18,362	6.7%
Age 30 to 34 Years		896	7.7%	5,298	6.2%	18,806	6.9%
Age 35 to 39 Years		868	7.5%	5,428	6.3%	18,369	6.7%
Age 40 to 44 Years		829	7.2%	5,592	6.5%	18,099	6.6%
Age 45 to 49 Years		756	6.5%	5,281	6.1%	16,623	6.1%
Age 50 to 54 Years		786	6.8%	5,678	6.6%	17,070	6.3%
Age 55 to 59 Years		776	6.7%	5,816	6.8%	16,918	6.2%
Age 60 to 64 Years		753	6.5%	5,853	6.8%	16,288	6.0%
Age 65 to 74 Years		1,061	9.2%	8,638	10.0%	24,528	9.0%
Age 75 to 84 Years		480	4.1%	4,245	4.9%	12,116	4.4%
Age 85 Years or Over		160	1.4%	1,478	1.7%	4,005	1.5%
Median Age		38.3		39.2		37.3	
Gender Age Distribution (2025)							
Female Population		5,737	49.5%	41,890	48.6%	132,750	48.8%
Age 0 to 19 Years		1,297	22.6%	9,622	23.0%	31,509	23.7%
Age 20 to 64 Years		3,513	61.2%	24,594	58.7%	79,203	59.7%
Age 65 Years or Over		927	16.2%	7,673	18.3%	22,038	16.6%
Female Median Age		39.3		41.2		39.0	
Male Population		5,845	50.5%	44,229	51.4%	139,531	51.2%
Age 0 to 19 Years		1,458	24.9%	11,964	27.1%	37,916	27.2%
Age 20 to 64 Years		3,612	61.8%	25,577	57.8%	83,004	59.5%
Age 65 Years or Over		775	13.3%	6,688	15.1%	18,612	13.3%
Male Median Age		37.3		37.7		35.9	

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Midstate Mall		1 mi radius		3 mi radius		5 mi radius	
East Brunswick, NJ 08816							
Household Income Distribution (2025)							
HH Income \$200,000 or More		780	17.9%	8,010	26.7%	20,268	21.6%
HH Income \$150,000 to \$199,999		558	12.8%	3,654	12.2%	11,474	12.2%
HH Income \$100,000 to \$149,999		1,134	26.0%	6,178	20.6%	19,777	21.1%
HH Income \$75,000 to \$99,999		604	13.9%	3,033	10.1%	10,376	11.1%
HH Income \$50,000 to \$74,999		419	9.6%	3,654	12.2%	11,393	12.2%
HH Income \$35,000 to \$49,999		169	3.9%	1,661	5.5%	6,290	6.7%
HH Income \$25,000 to \$34,999		258	5.9%	1,392	4.6%	3,807	4.1%
HH Income \$15,000 to \$24,999		104	2.4%	1,010	3.4%	4,239	4.5%
HH Income Under \$15,000		328	7.5%	1,392	4.6%	6,106	6.5%
HH Income \$35,000 or More		3,665	84.2%	26,190	87.3%	79,578	84.9%
HH Income \$75,000 or More		3,076	70.6%	20,875	69.6%	61,894	66.0%
Housing (2025)							
Total Housing Units		4,428		30,491		95,536	
Housing Units Occupied		4,355	98.4%	29,983	98.3%	93,729	98.1%
Housing Units Owner-Occupied		2,373	54.5%	20,267	67.6%	52,172	55.7%
Housing Units, Renter-Occupied		1,982	45.5%	9,717	32.4%	41,557	44.3%
Housing Units, Vacant		73	1.7%	508	1.7%	1,807	1.9%
Marital Status (2025)							
Never Married		3,477	36.3%	24,725	34.6%	86,293	38.5%
Currently Married		4,271	44.6%	34,683	48.5%	101,556	45.3%
Separated		494	5.2%	3,246	4.5%	11,031	4.9%
Widowed		490	5.1%	3,940	5.5%	10,610	4.7%
Divorced		836	8.7%	4,870	6.8%	14,873	6.6%
Household Type (2025)							
Population Family		9,612	83.0%	70,866	82.3%	224,460	82.4%
Population Non-Family		1,948	16.8%	11,867	13.8%	38,850	14.3%
Population Group Quarters		22	0.2%	3,386	3.9%	8,971	3.3%
Family Households		2,943	67.6%	21,702	72.4%	66,817	71.3%
Non-Family Households		1,412	32.4%	8,281	27.6%	26,912	28.7%
Married Couple with Children		1,022	23.9%	7,778	22.4%	23,204	22.8%
Average Family Household Size		3.3		3.3		3.4	
Household Size (2025)							
1 Person Households		1,129	25.9%	6,324	21.1%	20,192	21.5%
2 Person Households		1,285	29.5%	9,226	30.8%	27,917	29.8%
3 Person Households		757	17.4%	5,440	18.1%	16,936	18.1%
4 Person Households		632	14.5%	5,294	17.7%	15,790	16.8%
5 Person Households		348	8.0%	2,240	7.5%	7,267	7.8%
6 or More Person Households		204	4.7%	1,459	4.9%	5,626	6.0%
Household Vehicles (2025)							
Households with 0 Vehicles Available		286	6.6%	1,999	6.7%	10,485	11.2%
Households with 1 Vehicles Available		1,899	43.6%	9,833	32.8%	31,376	33.5%
Households with 2 or More Vehicles Available		2,169	49.8%	18,151	60.5%	51,868	55.3%
Total Vehicles Available		7,307		56,165		162,482	
Average Vehicles Per Household		1.7		1.9		1.7	

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Midstate Mall		1 mi radius		3 mi radius		5 mi radius	
East Brunswick, NJ 08816							
Labor Force (2025)							
Estimated Labor Population Age 16 Years or Over		9,395		70,343		220,869	
Estimated Civilian Employed		5,493	58.5%	42,149	59.9%	134,018	60.7%
Estimated Civilian Unemployed		394	4.2%	1,958	2.8%	6,090	2.8%
Estimated in Armed Forces		69	0.7%	69	-	94	-
Estimated Not in Labor Force		3,440	36.6%	26,167	37.2%	80,666	36.5%
Unemployment Rate		4.2%		2.8%		2.8%	
Occupation (2025)							
Occupation: Population Age 16 Years or Over		5,492		42,147		133,995	
Management, Business, Financial Operations		1,110	20.2%	8,591	20.4%	24,316	18.1%
Professional, Related Service		1,553	28.3%	11,871	28.2%	36,736	27.4%
Sales, Office		938	17.1%	6,522	15.5%	21,990	16.4%
Farming, Fishing, Forestry		652	11.9%	7,534	17.9%	23,100	17.2%
Construct, Extraction, Maintenance		4	-	51	0.1%	339	0.3%
Production, Transport Material Moving		437	8.0%	2,290	5.4%	7,353	5.5%
White Collar Workers		798	14.5%	5,289	12.5%	20,160	15.0%
Blue Collar Workers		3,315	60.4%	27,996	66.4%	84,152	62.8%
		2,177	39.6%	14,151	33.6%	49,843	37.2%
Consumer Expenditure (2025)							
Total Household Expenditure		\$533.86 M		\$4.02 B		\$11.79 B	
Total Non-Retail Expenditure		\$279.83 M	52.4%	\$2.13 B	52.9%	\$6.23 B	52.9%
Total Retail Expenditure		\$254.03 M	47.6%	\$1.9 B	47.1%	\$5.56 B	47.1%
Alcoholic Beverages		\$3.27 M	0.6%	\$24.54 M	0.6%	\$72.11 M	0.6%
Apparel		\$9.78 M	1.8%	\$72.69 M	1.8%	\$215.22 M	1.8%
Contributions		\$17.44 M	3.3%	\$133.14 M	3.3%	\$385.42 M	3.3%
Education		\$12.32 M	2.3%	\$93.39 M	2.3%	\$271.95 M	2.3%
Entertainment		\$30.2 M	5.7%	\$223.98 M	5.6%	\$664.49 M	5.6%
Food Away From Home		\$23.32 M	4.4%	\$173.71 M	4.3%	\$513.36 M	4.4%
Grocery		\$32.93 M	6.2%	\$234 M	5.8%	\$719.37 M	6.1%
Health Care		\$29.34 M	5.5%	\$207.54 M	5.2%	\$634.34 M	5.4%
Household Furnishings and Equipment		\$14.15 M	2.6%	\$105.69 M	2.6%	\$311.53 M	2.6%
Household Operations		\$9.84 M	1.8%	\$73.09 M	1.8%	\$217.18 M	1.8%
Miscellaneous Expenses		\$9.05 M	1.7%	\$67.24 M	1.7%	\$198.79 M	1.7%
Personal Care		\$6.56 M	1.2%	\$47.18 M	1.2%	\$143.54 M	1.2%
Shelter		\$86.26 M	16.2%	\$608.61 M	15.1%	\$1.89 B	16.0%
Tax and Retirement		\$147.64 M	27.7%	\$1.19 B	29.7%	\$3.35 B	28.4%
Tobacco and Related		\$2.24 M	0.4%	\$14.63 M	0.4%	\$48.74 M	0.4%
Transportation		\$76.17 M	14.3%	\$584.04 M	14.5%	\$1.65 B	14.0%
Utilities		\$23.36 M	4.4%	\$165.23 M	4.1%	\$509.95 M	4.3%
Educational Attainment (2025)							
Adult Population Age 25 Years or Over		8,194		58,487		181,185	
Elementary (Grade Level 0 to 8)		418	5.1%	2,693	4.6%	13,926	7.7%
Some High School (Grade Level 9 to 11)		584	7.1%	3,247	5.6%	10,917	6.0%
High School Graduate		2,232	27.2%	13,736	23.5%	43,345	23.9%
Some College		1,127	13.8%	8,517	14.6%	24,317	13.4%
Associate Degree Only		448	5.5%	4,319	7.4%	11,343	6.3%
Bachelor Degree Only		1,817	22.2%	15,740	26.9%	44,833	24.7%
Graduate Degree		1,568	19.1%	10,236	17.5%	32,503	17.9%

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East Brunswick, NJ 08816							
Units In Structure (2025)							
1 Detached Unit		2,261	58.6%	19,371	70.3%	47,696	56.7%
1 Attached Unit		185	4.8%	1,832	6.6%	7,404	8.8%
2 to 4 Units		632	16.4%	3,169	11.5%	12,612	15.0%
5 to 9 Units		273	7.1%	1,366	5.0%	5,229	6.2%
10 to 19 Units		336	8.7%	1,891	6.9%	7,072	8.4%
20 to 49 Units		190	4.9%	1,029	3.7%	5,312	6.3%
50 or More Units		470	12.2%	1,205	4.4%	7,495	8.9%
Mobile Home or Trailer		8	0.2%	90	0.3%	859	1.0%
Other Structure	-	-	-	30	0.1%	51	-
Homes Built By Year (2025)							
Homes Built 2010 or later		363	9.4%	1,521	5.5%	6,094	7.2%
Homes Built 2000 to 2009		269	7.0%	1,987	7.2%	7,092	8.4%
Homes Built 1990 to 1999		121	3.1%	2,053	7.5%	7,434	8.8%
Homes Built 1980 to 1989		595	15.4%	3,471	12.6%	13,286	15.8%
Homes Built 1970 to 1979		561	14.5%	3,695	13.4%	11,237	13.4%
Homes Built 1960 to 1969		844	21.9%	5,400	19.6%	14,749	17.5%
Homes Built 1950 to 1959		715	18.5%	5,925	21.5%	15,917	18.9%
Homes Built Before 1949		887	23.0%	5,932	21.5%	17,921	21.3%
Home Values (2025)							
Home Values \$1,000,000 or More		25	1.1%	368	1.8%	1,179	2.3%
Home Values \$500,000 to \$999,999		799	33.7%	8,683	42.8%	19,652	37.7%
Home Values \$400,000 to \$499,999		428	18.0%	5,036	24.8%	13,313	25.5%
Home Values \$300,000 to \$399,999		627	26.4%	3,576	17.6%	10,233	19.6%
Home Values \$200,000 to \$299,999		271	11.4%	1,492	7.4%	4,044	7.8%
Home Values \$150,000 to \$199,999		126	5.3%	390	1.9%	1,078	2.1%
Home Values \$100,000 to \$149,999		21	0.9%	139	0.7%	599	1.1%
Home Values \$70,000 to \$99,999		2	-	27	0.1%	171	0.3%
Home Values \$50,000 to \$69,999		4	0.2%	93	0.5%	343	0.7%
Home Values \$25,000 to \$49,999		56	2.4%	289	1.4%	802	1.5%
Home Values Under \$25,000		15	0.6%	174	0.9%	759	1.5%
Owner-Occupied Median Home Value		\$429,535		\$484,806		\$466,759	
Renter-Occupied Median Rent		\$1,762		\$1,634		\$1,657	
Transportation To Work (2025)							
Drive to Work Alone		3,600	65.6%	27,630	65.6%	81,756	61.0%
Drive to Work in Carpool		504	9.2%	3,131	7.4%	12,062	9.0%
Travel to Work by Public Transportation		526	9.6%	3,079	7.3%	10,226	7.6%
Drive to Work on Motorcycle		-	-	-	-	7	-
Walk or Bicycle to Work		66	1.2%	1,629	3.9%	6,366	4.8%
Other Means		113	2.1%	1,002	2.4%	5,248	3.9%
Work at Home		684	12.4%	5,676	13.5%	18,329	13.7%
Travel Time (2025)							
Travel to Work in 14 Minutes or Less		909	16.6%	8,055	19.1%	27,409	20.5%
Travel to Work in 15 to 29 Minutes		1,439	26.2%	11,391	27.0%	37,696	28.1%
Travel to Work in 30 to 59 Minutes		1,331	24.2%	10,552	25.0%	33,820	25.2%
Travel to Work in 60 Minutes or More		1,129	20.6%	6,473	15.4%	16,742	12.5%
Average Minutes Travel to Work		28.7		27.4		25.5	

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