



Community Profile

Rings: 1, 3, 5 mile radii

640 NJ-70, Brick Township, NJ 08723, USA

Latitude: 40.0598
Longitude: -74.14341

	1 mile	3 mile	5 mile
Population Summary			
2000 Total Population	7,069	69,105	177,202
2010 Total Population	7,428	69,941	202,550
2020 Total Population	7,674	74,146	221,852
2020 Group Quarters	46	715	3,146
2025 Total Population	7,818	76,107	230,496
2020-2025 Annual Rate	0.37%	0.52%	0.77%
2020 Total Daytime Population	9,140	73,264	206,852
Workers	5,153	29,521	72,548
Residents	3,987	43,743	134,304
Household Summary			
2000 Households	2,799	29,328	65,743
2000 Average Household Size	2.50	2.33	2.64
2010 Households	2,947	29,645	70,307
2010 Average Household Size	2.50	2.33	2.83
2020 Households	3,034	31,097	75,487
2020 Average Household Size	2.51	2.36	2.90
2025 Households	3,082	31,786	77,896
2025 Average Household Size	2.52	2.37	2.92
2020-2025 Annual Rate	0.31%	0.44%	0.63%
2010 Families	1,916	18,136	48,669
2010 Average Family Size	3.12	3.01	3.44
2020 Families	1,953	18,948	52,122
2020 Average Family Size	3.14	3.05	3.52
2025 Families	1,977	19,340	53,744
2025 Average Family Size	3.16	3.07	3.55
2020-2025 Annual Rate	0.24%	0.41%	0.61%
Housing Unit Summary			
2000 Housing Units	2,886	31,180	70,820
Owner Occupied Housing Units	65.1%	76.8%	73.2%
Renter Occupied Housing Units	31.9%	17.2%	19.7%
Vacant Housing Units	3.0%	5.9%	7.2%
2010 Housing Units	3,070	32,315	77,288
Owner Occupied Housing Units	62.2%	72.4%	67.5%
Renter Occupied Housing Units	33.7%	19.3%	23.5%
Vacant Housing Units	4.0%	8.3%	9.0%
2020 Housing Units	3,156	33,533	81,807
Owner Occupied Housing Units	61.1%	72.4%	67.6%
Renter Occupied Housing Units	35.1%	20.4%	24.6%
Vacant Housing Units	3.9%	7.3%	7.7%
2025 Housing Units	3,203	34,230	84,292
Owner Occupied Housing Units	62.0%	72.9%	67.8%
Renter Occupied Housing Units	34.2%	20.0%	24.6%
Vacant Housing Units	3.8%	7.1%	7.6%
Median Household Income			
2020	\$74,440	\$63,208	\$70,506
2025	\$79,199	\$67,448	\$75,527
Median Home Value			
2020	\$279,813	\$274,661	\$325,580
2025	\$303,930	\$306,472	\$359,720
Per Capita Income			
2020	\$34,417	\$37,448	\$33,992
2025	\$37,998	\$40,859	\$37,093
Median Age			
2010	38.7	45.9	35.5
2020	41.0	49.1	36.3
2025	42.1	49.9	37.0

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	3,034	31,097	75,487
<\$15,000	11.2%	7.8%	7.0%
\$15,000 - \$24,999	8.5%	9.0%	7.7%
\$25,000 - \$34,999	4.7%	8.7%	9.1%
\$35,000 - \$49,999	10.6%	13.5%	11.5%
\$50,000 - \$74,999	15.3%	17.8%	16.9%
\$75,000 - \$99,999	14.3%	12.3%	12.1%
\$100,000 - \$149,999	20.3%	16.1%	16.6%
\$150,000 - \$199,999	9.7%	7.5%	9.3%
\$200,000+	5.4%	7.4%	9.8%
Average Household Income	\$89,036	\$89,534	\$99,941
2025 Households by Income			
Household Income Base	3,082	31,786	77,896
<\$15,000	9.7%	7.1%	6.4%
\$15,000 - \$24,999	7.9%	8.4%	7.3%
\$25,000 - \$34,999	4.4%	8.3%	8.7%
\$35,000 - \$49,999	10.3%	12.7%	10.8%
\$50,000 - \$74,999	14.7%	17.5%	16.4%
\$75,000 - \$99,999	14.2%	12.3%	11.9%
\$100,000 - \$149,999	21.1%	16.7%	16.9%
\$150,000 - \$199,999	11.3%	8.5%	10.2%
\$200,000+	6.5%	8.4%	11.3%
Average Household Income	\$98,533	\$98,104	\$109,846
2020 Owner Occupied Housing Units by Value			
Total	1,927	24,265	55,335
<\$50,000	1.2%	3.1%	2.3%
\$50,000 - \$99,999	1.4%	6.5%	3.4%
\$100,000 - \$149,999	2.9%	8.1%	5.3%
\$150,000 - \$199,999	10.5%	11.9%	7.9%
\$200,000 - \$249,999	22.4%	12.8%	10.5%
\$250,000 - \$299,999	19.4%	15.2%	14.0%
\$300,000 - \$399,999	33.3%	24.4%	25.3%
\$400,000 - \$499,999	4.9%	9.9%	13.6%
\$500,000 - \$749,999	1.9%	5.0%	12.4%
\$750,000 - \$999,999	0.7%	1.5%	3.0%
\$1,000,000 - \$1,499,999	0.7%	0.9%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.7%	0.5%	0.6%
Average Home Value	\$307,269	\$305,661	\$373,961
2025 Owner Occupied Housing Units by Value			
Total	1,987	24,939	57,146
<\$50,000	1.5%	3.6%	2.6%
\$50,000 - \$99,999	1.2%	5.0%	2.7%
\$100,000 - \$149,999	1.7%	6.0%	3.6%
\$150,000 - \$199,999	7.2%	8.9%	5.7%
\$200,000 - \$249,999	18.7%	11.2%	8.4%
\$250,000 - \$299,999	18.3%	13.6%	12.0%
\$300,000 - \$399,999	37.1%	26.1%	25.2%
\$400,000 - \$499,999	7.1%	13.2%	16.1%
\$500,000 - \$749,999	3.5%	7.5%	16.5%
\$750,000 - \$999,999	1.2%	2.4%	4.1%
\$1,000,000 - \$1,499,999	1.2%	1.5%	1.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	1.3%	0.9%	0.8%
Average Home Value	\$347,032	\$350,155	\$417,878

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	7,430	69,936	202,551
0 - 4	5.8%	5.4%	9.6%
5 - 9	5.6%	5.4%	8.0%
10 - 14	6.2%	5.4%	6.8%
15 - 24	13.9%	10.6%	12.5%
25 - 34	13.6%	10.4%	12.6%
35 - 44	14.4%	11.6%	11.2%
45 - 54	16.8%	14.1%	12.7%
55 - 64	11.6%	12.4%	10.5%
65 - 74	6.2%	10.4%	7.3%
75 - 84	3.9%	9.7%	6.0%
85 +	1.9%	4.7%	2.9%
18 +	78.4%	80.4%	71.6%
2020 Population by Age			
Total	7,675	74,144	221,849
0 - 4	5.0%	4.8%	9.1%
5 - 9	5.3%	5.0%	7.7%
10 - 14	5.7%	5.1%	6.5%
15 - 24	10.7%	9.1%	11.4%
25 - 34	15.1%	11.5%	13.9%
35 - 44	13.1%	10.2%	10.1%
45 - 54	13.6%	11.3%	10.0%
55 - 64	14.2%	13.7%	11.7%
65 - 74	10.3%	13.7%	9.9%
75 - 84	4.7%	9.9%	6.2%
85 +	2.2%	5.7%	3.5%
18 +	80.9%	82.2%	73.3%
2025 Population by Age			
Total	7,819	76,107	230,495
0 - 4	5.0%	4.9%	9.3%
5 - 9	4.9%	4.8%	7.5%
10 - 14	5.3%	4.9%	6.3%
15 - 24	9.9%	8.6%	10.9%
25 - 34	14.1%	10.9%	13.5%
35 - 44	14.9%	11.3%	11.2%
45 - 54	12.2%	10.0%	9.0%
55 - 64	13.5%	12.9%	10.8%
65 - 74	11.8%	14.7%	10.8%
75 - 84	6.2%	11.4%	7.3%
85 +	2.2%	5.8%	3.5%
18 +	81.7%	82.7%	73.6%
2010 Population by Sex			
Males	3,665	32,445	98,339
Females	3,763	37,496	104,211
2020 Population by Sex			
Males	3,773	34,579	107,877
Females	3,901	39,568	113,975
2025 Population by Sex			
Males	3,855	35,638	112,331
Females	3,963	40,469	118,165

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

August 19, 2020



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2010 Population by Race/Ethnicity			
Total	7,427	69,942	202,549
White Alone	86.6%	90.3%	89.3%
Black Alone	2.1%	3.5%	3.7%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	2.9%	1.5%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	5.8%	3.0%	3.8%
Two or More Races	2.0%	1.5%	1.5%
Hispanic Origin	15.1%	10.0%	11.4%
Diversity Index	44.1	33.0	36.2
2020 Population by Race/Ethnicity			
Total	7,674	74,146	221,851
White Alone	85.1%	88.7%	87.7%
Black Alone	2.3%	3.9%	4.1%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	3.1%	1.7%	1.6%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	6.5%	3.6%	4.6%
Two or More Races	2.4%	1.9%	1.8%
Hispanic Origin	17.3%	12.0%	13.7%
Diversity Index	48.2	37.7	41.1
2025 Population by Race/Ethnicity			
Total	7,819	76,106	230,496
White Alone	84.0%	87.9%	86.7%
Black Alone	2.3%	3.9%	4.2%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	3.2%	1.8%	1.7%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	7.3%	4.1%	5.2%
Two or More Races	2.6%	2.1%	2.0%
Hispanic Origin	19.2%	13.3%	15.2%
Diversity Index	51.3	40.5	44.0
2010 Population by Relationship and Household Type			
Total	7,428	69,941	202,550
In Households	99.4%	98.9%	98.4%
In Family Households	83.2%	80.1%	85.6%
Householder	25.3%	25.9%	24.0%
Spouse	18.0%	19.9%	19.1%
Child	31.9%	28.4%	35.8%
Other relative	5.3%	3.8%	3.8%
Nonrelative	2.8%	2.0%	2.9%
In Nonfamily Households	16.2%	18.9%	12.8%
In Group Quarters	0.6%	1.1%	1.6%
Institutionalized Population	0.4%	0.9%	0.9%
Noninstitutionalized Population	0.2%	0.1%	0.7%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	5,626	56,342	144,869
Less than 9th Grade	5.4%	3.1%	3.4%
9th - 12th Grade, No Diploma	8.4%	5.0%	5.2%
High School Graduate	29.2%	29.1%	26.3%
GED/Alternative Credential	2.7%	3.2%	2.5%
Some College, No Degree	21.7%	21.2%	20.4%
Associate Degree	8.2%	8.9%	7.6%
Bachelor's Degree	18.3%	20.7%	22.2%
Graduate/Professional Degree	6.0%	8.9%	12.4%
2020 Population 15+ by Marital Status			
Total	6,447	63,076	170,191
Never Married	35.9%	29.4%	29.9%
Married	49.2%	49.8%	55.0%
Widowed	4.7%	10.3%	6.9%
Divorced	10.3%	10.5%	8.2%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,408	36,490	103,248
Population 16+ Employed	84.3%	83.9%	85.3%
Population 16+ Unemployment rate	15.7%	16.1%	14.7%
Population 16-24 Employed	10.1%	9.2%	10.8%
Population 16-24 Unemployment rate	26.7%	28.3%	23.1%
Population 25-54 Employed	66.7%	61.0%	63.1%
Population 25-54 Unemployment rate	13.4%	13.7%	12.6%
Population 55-64 Employed	16.5%	18.7%	17.3%
Population 55-64 Unemployment rate	15.9%	17.1%	16.0%
Population 65+ Employed	6.7%	11.1%	8.8%
Population 65+ Unemployment rate	19.0%	15.7%	15.3%
2020 Employed Population 16+ by Industry			
Total	3,714	30,609	88,091
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	13.0%	9.0%	9.5%
Manufacturing	6.7%	6.0%	5.6%
Wholesale Trade	3.0%	3.8%	3.8%
Retail Trade	17.3%	14.2%	11.4%
Transportation/Utilities	5.5%	7.3%	5.5%
Information	1.8%	1.5%	1.4%
Finance/Insurance/Real Estate	3.9%	7.0%	7.5%
Services	46.4%	46.5%	51.0%
Public Administration	2.3%	4.5%	4.1%
2020 Employed Population 16+ by Occupation			
Total	3,714	30,611	88,092
White Collar	59.2%	64.1%	67.1%
Management/Business/Financial	10.8%	13.2%	15.2%
Professional	18.1%	21.2%	25.1%
Sales	13.0%	13.1%	11.9%
Administrative Support	17.4%	16.6%	15.0%
Services	18.4%	16.6%	15.3%
Blue Collar	22.4%	19.3%	17.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	8.8%	6.9%	6.7%
Installation/Maintenance/Repair	4.1%	3.7%	2.8%
Production	4.1%	3.4%	3.0%
Transportation/Material Moving	5.4%	5.4%	5.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	2,946	29,644	70,307
Households with 1 Person	28.4%	34.0%	26.1%
Households with 2+ People	71.6%	66.0%	73.9%
Family Households	65.0%	61.2%	69.2%
Husband-wife Families	46.3%	47.2%	55.0%
With Related Children	21.9%	18.2%	26.9%
Other Family (No Spouse Present)	18.8%	14.0%	14.2%
Other Family with Male Householder	5.9%	3.7%	3.9%
With Related Children	3.0%	1.6%	1.9%
Other Family with Female Householder	12.9%	10.2%	10.3%
With Related Children	6.9%	4.8%	5.4%
Nonfamily Households	6.5%	4.9%	4.6%
All Households with Children	32.3%	25.0%	34.6%
Multigenerational Households	4.1%	3.1%	3.4%
Unmarried Partner Households	7.4%	5.2%	5.2%
Male-female	6.6%	4.5%	4.5%
Same-sex	0.8%	0.7%	0.7%
2010 Households by Size			
Total	2,946	29,646	70,306
1 Person Household	28.4%	34.0%	26.1%
2 Person Household	28.8%	32.6%	30.3%
3 Person Household	17.3%	13.4%	15.0%
4 Person Household	15.0%	11.5%	13.5%
5 Person Household	6.7%	5.3%	6.8%
6 Person Household	2.2%	1.8%	3.2%
7 + Person Household	1.5%	1.4%	5.1%
2010 Households by Tenure and Mortgage Status			
Total	2,947	29,645	70,307
Owner Occupied	64.8%	78.9%	74.2%
Owned with a Mortgage/Loan	51.3%	51.2%	51.6%
Owned Free and Clear	13.5%	27.7%	22.5%
Renter Occupied	35.2%	21.1%	25.8%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	118	104	99
Percent of Income for Mortgage	15.7%	18.2%	19.3%
Wealth Index	87	122	132
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,070	32,315	77,288
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%
2010 Population By Urban/ Rural Status			
Total Population	7,428	69,941	202,550
Population Inside Urbanized Area	100.0%	100.0%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	City Lights (8A)	The Elders (9C)	Pleasantville (2B)
2.	Retirement Communities (9E)	Pleasantville (2B)	The Elders (9C)
3.	Parks and Rec (5C)	Home Improvement (4B)	Bright Young Professionals (8C)
2020 Consumer Spending			
Apparel & Services: Total \$	\$6,292,095	\$64,105,345	\$176,387,835
Average Spent	\$2,073.86	\$2,061.46	\$2,336.67
Spending Potential Index	97	96	109
Education: Total \$	\$5,906,322	\$53,212,118	\$151,911,249
Average Spent	\$1,946.71	\$1,711.17	\$2,012.42
Spending Potential Index	109	96	113
Entertainment/Recreation: Total \$	\$9,512,249	\$99,395,582	\$267,641,145
Average Spent	\$3,135.22	\$3,196.31	\$3,545.53
Spending Potential Index	96	98	109
Food at Home: Total \$	\$15,702,748	\$164,074,720	\$440,680,671
Average Spent	\$5,175.59	\$5,276.22	\$5,837.84
Spending Potential Index	97	99	109
Food Away from Home: Total \$	\$10,958,451	\$114,226,468	\$311,042,799
Average Spent	\$3,611.88	\$3,673.23	\$4,120.48
Spending Potential Index	96	97	109
Health Care: Total \$	\$16,403,208	\$183,591,265	\$478,956,158
Average Spent	\$5,406.46	\$5,903.83	\$6,344.88
Spending Potential Index	94	103	110
HH Furnishings & Equipment: Total \$	\$6,296,982	\$67,235,021	\$181,450,314
Average Spent	\$2,075.47	\$2,162.11	\$2,403.73
Spending Potential Index	95	99	110
Personal Care Products & Services: Total \$	\$2,669,019	\$29,170,882	\$77,745,888
Average Spent	\$879.70	\$938.06	\$1,029.92
Spending Potential Index	96	102	112
Shelter: Total \$	\$61,062,076	\$609,411,115	\$1,656,099,705
Average Spent	\$20,125.93	\$19,597.10	\$21,938.87
Spending Potential Index	104	101	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,286,335	\$76,666,250	\$197,943,030
Average Spent	\$2,071.96	\$2,465.39	\$2,622.21
Spending Potential Index	88	105	112
Travel: Total \$	\$7,413,164	\$78,373,539	\$209,447,152
Average Spent	\$2,443.36	\$2,520.29	\$2,774.61
Spending Potential Index	101	105	115
Vehicle Maintenance & Repairs: Total \$	\$3,315,893	\$35,668,301	\$95,197,285
Average Spent	\$1,092.91	\$1,147.00	\$1,261.11
Spending Potential Index	94	99	109

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.