



Community Profile

Rings: 1, 3, 5 mile radii

15 US-9, Manalapan Township, NJ 07726,

Latitude: 40.2885

Longitude: -74.29723

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	6,574	53,911	114,674
2020 Total Population	6,053	54,900	117,531
2020 Group Quarters	264	727	1,055
2022 Total Population	6,164	54,488	116,800
2022 Group Quarters	264	727	1,055
2027 Total Population	6,288	54,528	117,185
2022-2027 Annual Rate	0.40%	0.01%	0.07%
2022 Total Daytime Population	7,298	64,255	125,102
Workers	4,202	35,856	65,655
Residents	3,096	28,399	59,447
Household Summary			
2010 Households	2,013	17,920	38,700
2010 Average Household Size	2.89	2.91	2.91
2020 Total Households	2,036	18,753	40,768
2020 Average Household Size	2.84	2.89	2.86
2022 Total Households	2,081	18,742	40,729
2022 Average Household Size	2.84	2.87	2.84
2027 Total Households	2,140	18,832	41,114
2027 Average Household Size	2.82	2.86	2.82
2022-2027 Annual Rate	0.56%	0.10%	0.19%
2010 Families	1,717	13,815	30,489
2010 Average Family Size	3.16	3.34	3.32
2022 Families	1,751	14,130	31,481
2022 Average Family Size	3.13	3.34	3.29
2027 Families	1,802	14,207	31,767
2027 Average Family Size	3.11	3.33	3.26
2022-2027 Annual Rate	0.58%	0.11%	0.18%
Housing Unit Summary			
2000 Housing Units	1,893	17,020	34,505
Owner Occupied Housing Units	96.6%	84.0%	86.1%
Renter Occupied Housing Units	3.6%	12.9%	11.2%
Vacant Housing Units	-0.2%	3.1%	2.7%
2010 Housing Units	2,025	18,751	40,266
Owner Occupied Housing Units	94.6%	80.5%	82.6%
Renter Occupied Housing Units	4.8%	15.0%	13.5%
Vacant Housing Units	0.6%	4.4%	3.9%
2020 Housing Units	2,093	19,700	42,410
Vacant Housing Units	2.7%	4.8%	3.9%
2022 Housing Units	2,152	19,792	42,602
Owner Occupied Housing Units	88.9%	75.3%	78.9%
Renter Occupied Housing Units	7.8%	19.4%	16.7%
Vacant Housing Units	3.3%	5.3%	4.4%
2027 Housing Units	2,209	19,949	43,167
Owner Occupied Housing Units	89.7%	75.9%	79.3%
Renter Occupied Housing Units	7.2%	18.5%	15.9%
Vacant Housing Units	3.1%	5.6%	4.8%
Median Household Income			
2022	\$139,173	\$119,548	\$134,523
2027	\$149,619	\$130,187	\$146,027
Median Home Value			
2022	\$485,102	\$500,137	\$531,941
2027	\$507,892	\$539,154	\$564,035
Per Capita Income			
2022	\$59,104	\$58,603	\$64,504
2027	\$66,143	\$65,302	\$71,304
Median Age			
2010	41.6	40.7	40.8
2022	45.1	42.8	42.6
2027	45.0	43.4	43.0

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



Community Profile

Rings: 1, 3, 5 mile radii

15 US-9, Manalapan Township, NJ 07726,

Latitude: 40.2885

Longitude: -74.29723

	1 mile	3 mile	5 mile
2022 Households by Income			
Household Income Base	2,081	18,742	40,729
<\$15,000	1.6%	4.8%	4.0%
\$15,000 - \$24,999	1.8%	4.3%	3.4%
\$25,000 - \$34,999	2.5%	5.1%	4.6%
\$35,000 - \$49,999	5.8%	5.0%	4.2%
\$50,000 - \$74,999	8.5%	9.5%	9.1%
\$75,000 - \$99,999	7.4%	10.8%	10.0%
\$100,000 - \$149,999	26.3%	21.1%	19.2%
\$150,000 - \$199,999	18.2%	12.6%	13.6%
\$200,000+	27.8%	26.7%	31.8%
Average Household Income	\$177,720	\$169,050	\$184,735
2027 Households by Income			
Household Income Base	2,140	18,832	41,114
<\$15,000	1.1%	3.5%	2.9%
\$15,000 - \$24,999	1.0%	3.0%	2.4%
\$25,000 - \$34,999	1.7%	3.4%	3.0%
\$35,000 - \$49,999	3.2%	3.9%	3.2%
\$50,000 - \$74,999	7.8%	8.5%	7.8%
\$75,000 - \$99,999	7.2%	10.2%	9.1%
\$100,000 - \$149,999	28.1%	24.9%	22.9%
\$150,000 - \$199,999	18.6%	13.7%	15.0%
\$200,000+	31.2%	28.8%	33.7%
Average Household Income	\$197,657	\$187,627	\$203,045
2022 Owner Occupied Housing Units by Value			
Total	1,913	14,911	33,607
<\$50,000	0.6%	0.4%	0.4%
\$50,000 - \$99,999	0.0%	0.3%	0.3%
\$100,000 - \$149,999	0.1%	0.7%	0.7%
\$150,000 - \$199,999	0.0%	1.8%	1.3%
\$200,000 - \$249,999	0.3%	2.9%	2.6%
\$250,000 - \$299,999	0.5%	3.6%	3.8%
\$300,000 - \$399,999	18.0%	17.4%	13.6%
\$400,000 - \$499,999	36.0%	22.9%	22.5%
\$500,000 - \$749,999	38.7%	36.7%	37.4%
\$750,000 - \$999,999	5.0%	11.2%	14.9%
\$1,000,000 - \$1,499,999	0.6%	1.4%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.4%	0.5%	0.6%
Average Home Value	\$528,868	\$544,585	\$571,449
2027 Owner Occupied Housing Units by Value			
Total	1,981	15,135	34,233
<\$50,000	0.4%	0.3%	0.2%
\$50,000 - \$99,999	0.0%	0.1%	0.1%
\$100,000 - \$149,999	0.0%	0.4%	0.3%
\$150,000 - \$199,999	0.0%	1.2%	0.8%
\$200,000 - \$249,999	0.1%	2.0%	1.7%
\$250,000 - \$299,999	0.3%	2.6%	2.8%
\$300,000 - \$399,999	13.1%	15.1%	11.6%
\$400,000 - \$499,999	34.8%	21.9%	21.7%
\$500,000 - \$749,999	44.8%	41.4%	41.6%
\$750,000 - \$999,999	5.7%	13.1%	16.7%
\$1,000,000 - \$1,499,999	0.6%	1.4%	1.6%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.2%
\$2,000,000 +	0.4%	0.4%	0.5%
Average Home Value	\$548,207	\$568,867	\$593,290

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



Community Profile

Rings: 1, 3, 5 mile radii

15 US-9, Manalapan Township, NJ 07726,

Latitude: 40.2885

Longitude: -74.29723

	1 mile	3 mile	5 mile
2010 Population by Age			
Total	6,572	53,909	114,673
0 - 4	3.9%	5.6%	5.4%
5 - 9	5.3%	6.8%	7.0%
10 - 14	7.2%	7.5%	8.2%
15 - 24	14.2%	12.7%	12.7%
25 - 34	10.4%	9.9%	9.1%
35 - 44	14.3%	14.1%	14.3%
45 - 54	19.8%	17.3%	18.1%
55 - 64	15.3%	12.9%	12.8%
65 - 74	6.5%	6.6%	6.6%
75 - 84	2.4%	4.3%	3.8%
85 +	0.8%	2.4%	2.0%
18 +	78.2%	75.3%	74.2%
2022 Population by Age			
Total	6,166	54,487	116,801
0 - 4	3.8%	5.0%	4.9%
5 - 9	4.9%	6.0%	6.0%
10 - 14	5.8%	6.7%	6.9%
15 - 24	10.6%	11.1%	11.5%
25 - 34	12.6%	11.5%	11.4%
35 - 44	12.1%	12.1%	12.1%
45 - 54	13.5%	13.5%	14.2%
55 - 64	16.9%	14.3%	14.6%
65 - 74	13.3%	10.9%	10.5%
75 - 84	5.4%	5.7%	5.3%
85 +	1.2%	3.0%	2.5%
18 +	81.6%	78.2%	77.9%
2027 Population by Age			
Total	6,288	54,528	117,184
0 - 4	4.0%	5.1%	5.0%
5 - 9	4.8%	5.8%	5.9%
10 - 14	5.5%	6.4%	6.5%
15 - 24	9.0%	10.1%	10.1%
25 - 34	10.3%	10.3%	10.8%
35 - 44	16.5%	14.5%	14.5%
45 - 54	12.0%	12.4%	12.7%
55 - 64	13.9%	13.2%	13.6%
65 - 74	14.5%	11.5%	11.4%
75 - 84	7.8%	7.4%	6.8%
85 +	1.7%	3.3%	2.7%
18 +	82.3%	79.0%	78.8%
2010 Population by Sex			
Males	3,485	27,050	56,553
Females	3,089	26,861	58,121
2022 Population by Sex			
Males	3,081	26,922	57,156
Females	3,083	27,567	59,645
2027 Population by Sex			
Males	3,138	26,961	57,344
Females	3,150	27,567	59,841

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



Community Profile

Rings: 1, 3, 5 mile radii

15 US-9, Manalapan Township, NJ 07726,

Latitude: 40.2885

Longitude: -74.29723

	1 mile	3 mile	5 mile
2010 Population by Race/Ethnicity			
Total	6,574	53,911	114,674
White Alone	85.2%	82.1%	83.1%
Black Alone	6.1%	5.2%	4.2%
American Indian Alone	0.0%	0.1%	0.1%
Asian Alone	6.5%	7.1%	8.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	3.9%	2.5%
Two or More Races	1.4%	1.6%	1.5%
Hispanic Origin	8.0%	13.8%	9.7%
Diversity Index	37.4	47.9	42.2
2020 Population by Race/Ethnicity			
Total	6,053	54,900	117,531
White Alone	78.7%	70.1%	73.1%
Black Alone	3.6%	3.8%	3.5%
American Indian Alone	0.2%	0.6%	0.4%
Asian Alone	8.4%	8.6%	10.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	9.6%	5.9%
Two or More Races	6.5%	7.2%	6.8%
Hispanic Origin	8.3%	17.4%	12.8%
Diversity Index	46.4	63.4	57.0
2022 Population by Race/Ethnicity			
Total	6,165	54,488	116,802
White Alone	78.2%	69.8%	72.6%
Black Alone	3.7%	3.8%	3.5%
American Indian Alone	0.2%	0.6%	0.4%
Asian Alone	8.4%	8.6%	10.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	9.6%	6.0%
Two or More Races	6.9%	7.5%	7.1%
Hispanic Origin	8.6%	17.4%	13.0%
Diversity Index	47.3	63.6	57.5
2027 Population by Race/Ethnicity			
Total	6,289	54,527	117,185
White Alone	76.6%	68.0%	70.7%
Black Alone	3.6%	3.6%	3.4%
American Indian Alone	0.3%	0.6%	0.4%
Asian Alone	8.6%	8.9%	10.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.1%	10.6%	6.7%
Two or More Races	7.9%	8.2%	7.9%
Hispanic Origin	9.3%	18.5%	13.8%
Diversity Index	49.9	65.8	60.0
2010 Population by Relationship and Household Type			
Total	6,574	53,911	114,674
In Households	88.5%	96.8%	98.2%
In Family Households	83.3%	87.6%	89.7%
Householder	25.6%	25.8%	26.6%
Spouse	22.4%	21.9%	22.7%
Child	31.9%	33.6%	35.1%
Other relative	2.6%	4.4%	3.8%
Nonrelative	0.8%	2.0%	1.4%
In Nonfamily Households	5.2%	9.2%	8.6%
In Group Quarters	11.5%	3.2%	1.8%
Institutionalized Population	11.4%	2.9%	1.6%
Noninstitutionalized Population	0.1%	0.3%	0.2%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



Community Profile

Rings: 1, 3, 5 mile radii

15 US-9, Manalapan Township, NJ 07726,

Latitude: 40.2885

Longitude: -74.29723

	1 mile	3 mile	5 mile
2022 Population 25+ by Educational Attainment			
Total	4,616	38,730	82,466
Less than 9th Grade	0.9%	3.7%	2.3%
9th - 12th Grade, No Diploma	3.1%	4.0%	3.4%
High School Graduate	15.0%	19.9%	18.5%
GED/Alternative Credential	2.0%	1.9%	1.6%
Some College, No Degree	16.3%	12.7%	12.6%
Associate Degree	7.3%	7.5%	7.9%
Bachelor's Degree	34.7%	29.8%	31.3%
Graduate/Professional Degree	20.8%	20.5%	22.5%
2022 Population 15+ by Marital Status			
Total	5,266	44,802	95,944
Never Married	28.5%	28.0%	27.8%
Married	61.6%	59.2%	60.7%
Widowed	4.9%	6.8%	5.8%
Divorced	5.0%	6.0%	5.8%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,258	27,357	60,187
Population 16+ Employed	95.5%	95.6%	96.0%
Population 16+ Unemployment rate	4.5%	4.4%	4.0%
Population 16-24 Employed	10.4%	11.4%	10.8%
Population 16-24 Unemployment rate	7.2%	8.3%	8.5%
Population 25-54 Employed	55.2%	59.6%	60.0%
Population 25-54 Unemployment rate	4.3%	3.3%	3.1%
Population 55-64 Employed	24.3%	20.3%	20.8%
Population 55-64 Unemployment rate	5.5%	5.1%	4.3%
Population 65+ Employed	10.2%	8.7%	8.3%
Population 65+ Unemployment rate	0.0%	4.5%	3.6%
2022 Employed Population 16+ by Industry			
Total	3,111	26,158	57,771
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	5.0%	6.9%	6.6%
Manufacturing	6.3%	6.4%	6.1%
Wholesale Trade	3.2%	2.9%	2.7%
Retail Trade	6.9%	10.4%	10.9%
Transportation/Utilities	4.0%	4.9%	4.7%
Information	3.8%	3.4%	3.4%
Finance/Insurance/Real Estate	17.5%	11.7%	11.5%
Services	48.7%	49.4%	50.2%
Public Administration	4.4%	3.8%	3.8%
2022 Employed Population 16+ by Occupation			
Total	3,114	26,159	57,770
White Collar	83.6%	73.1%	76.0%
Management/Business/Financial	26.8%	24.6%	25.6%
Professional	35.4%	27.5%	29.6%
Sales	10.5%	10.7%	11.0%
Administrative Support	10.9%	10.3%	9.8%
Services	8.1%	13.1%	11.2%
Blue Collar	8.4%	13.8%	12.8%
Farming/Forestry/Fishing	0.0%	0.3%	0.1%
Construction/Extraction	3.4%	4.5%	4.0%
Installation/Maintenance/Repair	0.9%	1.5%	1.5%
Production	1.1%	2.5%	2.1%
Transportation/Material Moving	3.1%	5.1%	5.1%

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



Community Profile

Rings: 1, 3, 5 mile radii

15 US-9, Manalapan Township, NJ 07726,

Latitude: 40.2885

Longitude: -74.29723

	1 mile	3 mile	5 mile
2010 Households by Type			
Total	2,013	17,920	38,699
Households with 1 Person	12.4%	19.6%	18.1%
Households with 2+ People	87.6%	80.4%	81.9%
Family Households	85.3%	77.1%	78.8%
Husband-wife Families	74.7%	65.4%	67.2%
With Related Children	35.9%	33.5%	35.1%
Other Family (No Spouse Present)	10.7%	11.7%	11.6%
Other Family with Male Householder	2.6%	3.7%	3.3%
With Related Children	1.2%	1.9%	1.6%
Other Family with Female Householder	8.0%	8.0%	8.3%
With Related Children	3.8%	4.1%	4.5%
Nonfamily Households	2.3%	3.3%	3.2%
All Households with Children	41.1%	39.8%	41.4%
Multigenerational Households	3.6%	4.3%	4.3%
Unmarried Partner Households	2.9%	3.7%	3.6%
Male-female	2.3%	3.1%	3.0%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	2,012	17,921	38,700
1 Person Household	12.4%	19.6%	18.1%
2 Person Household	31.2%	27.9%	28.5%
3 Person Household	21.3%	17.8%	18.2%
4 Person Household	23.6%	20.9%	21.7%
5 Person Household	8.9%	9.1%	9.3%
6 Person Household	1.9%	2.9%	2.8%
7 + Person Household	0.8%	1.9%	1.4%
2010 Households by Tenure and Mortgage Status			
Total	2,014	17,920	38,700
Owner Occupied	95.1%	84.3%	85.9%
Owned with a Mortgage/Loan	72.9%	62.9%	65.7%
Owned Free and Clear	22.1%	21.4%	20.2%
Renter Occupied	4.9%	15.7%	14.1%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	111	92	98
Percent of Income for Mortgage	18.4%	22.0%	20.8%
Wealth Index	238	209	229
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,025	18,751	40,266
Housing Units Inside Urbanized Area	100.0%	99.7%	98.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.3%	1.8%
2010 Population By Urban/ Rural Status			
Total Population	6,574	53,911	114,674
Population Inside Urbanized Area	100.0%	99.7%	98.2%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	1.8%

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022



Community Profile

Rings: 1, 3, 5 mile radii

15 US-9, Manalapan Township, NJ 07726,

Latitude: 40.2885

Longitude: -74.29723

	1 mile	3 mile	5 mile
Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Professional Pride (1B)
2.	Professional Pride (1B)	Professional Pride (1B)	Savvy Suburbanites (1D)
3.		Top Tier (1A)	Top Tier (1A)
2022 Consumer Spending			
Apparel & Services: Total \$	\$8,002,306	\$70,238,633	\$166,441,919
Average Spent	\$3,845.41	\$3,747.66	\$4,086.57
Spending Potential Index	160	156	170
Education: Total \$	\$8,019,044	\$64,914,449	\$154,314,312
Average Spent	\$3,853.46	\$3,463.58	\$3,788.81
Spending Potential Index	196	177	193
Entertainment/Recreation: Total \$	\$12,573,676	\$107,885,551	\$255,066,526
Average Spent	\$6,042.13	\$5,756.35	\$6,262.53
Spending Potential Index	165	157	171
Food at Home: Total \$	\$19,994,593	\$177,653,713	\$415,576,805
Average Spent	\$9,608.17	\$9,478.91	\$10,203.46
Spending Potential Index	155	153	165
Food Away from Home: Total \$	\$14,017,900	\$124,902,616	\$295,514,333
Average Spent	\$6,736.14	\$6,664.32	\$7,255.62
Spending Potential Index	156	155	168
Health Care: Total \$	\$23,831,671	\$204,804,657	\$479,272,746
Average Spent	\$11,452.03	\$10,927.58	\$11,767.36
Spending Potential Index	162	154	166
HH Furnishings & Equipment: Total \$	\$9,032,412	\$76,743,499	\$182,648,058
Average Spent	\$4,340.42	\$4,094.73	\$4,484.47
Spending Potential Index	169	160	175
Personal Care Products & Services: Total \$	\$3,460,508	\$30,306,497	\$71,484,470
Average Spent	\$1,662.91	\$1,617.04	\$1,755.12
Spending Potential Index	163	159	172
Shelter: Total \$	\$78,316,288	\$689,702,084	\$1,624,791,833
Average Spent	\$37,633.97	\$36,799.81	\$39,892.75
Spending Potential Index	164	161	174
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$9,498,946	\$81,653,320	\$194,269,158
Average Spent	\$4,564.61	\$4,356.70	\$4,769.80
Spending Potential Index	168	160	176
Travel: Total \$	\$10,770,051	\$90,381,967	\$215,727,561
Average Spent	\$5,175.42	\$4,822.43	\$5,296.66
Spending Potential Index	180	168	184
Vehicle Maintenance & Repairs: Total \$	\$4,073,163	\$35,311,798	\$83,208,596
Average Spent	\$1,957.31	\$1,884.10	\$2,042.98
Spending Potential Index	155	150	162

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

July 15, 2022