



Community Profile

Rings: 1, 3, 5 mile radii

754 NJ-35, Middletown Township, NJ 07748,

Latitude: 40.3890

Longitude: -74.09962

	1 mile	3 mile	5 mile
Population Summary			
2010 Total Population	5,978	49,867	137,360
2020 Total Population	5,946	49,922	139,378
2020 Group Quarters	0	168	859
2022 Total Population	6,055	49,505	139,044
2022 Group Quarters	0	168	858
2027 Total Population	6,082	49,208	139,238
2022-2027 Annual Rate	0.09%	-0.12%	0.03%
2022 Total Daytime Population	6,957	43,014	129,577
Workers	3,805	17,630	59,706
Residents	3,152	25,384	69,871
Household Summary			
2010 Households	2,329	17,928	49,871
2010 Average Household Size	2.57	2.77	2.73
2020 Total Households	2,395	18,242	51,590
2020 Average Household Size	2.48	2.73	2.68
2022 Total Households	2,403	18,199	51,698
2022 Average Household Size	2.52	2.71	2.67
2027 Total Households	2,432	18,210	52,094
2027 Average Household Size	2.50	2.69	2.66
2022-2027 Annual Rate	0.24%	0.01%	0.15%
2010 Families	1,693	13,753	36,350
2010 Average Family Size	3.05	3.22	3.24
2022 Families	1,697	13,635	36,648
2022 Average Family Size	3.07	3.21	3.24
2027 Families	1,715	13,640	36,903
2027 Average Family Size	3.05	3.19	3.22
2022-2027 Annual Rate	0.21%	0.01%	0.14%
Housing Unit Summary			
2000 Housing Units	2,365	17,887	50,731
Owner Occupied Housing Units	72.4%	86.2%	77.6%
Renter Occupied Housing Units	25.7%	11.6%	18.7%
Vacant Housing Units	1.9%	2.2%	3.6%
2010 Housing Units	2,433	18,592	52,748
Owner Occupied Housing Units	73.3%	83.9%	75.5%
Renter Occupied Housing Units	22.4%	12.5%	19.1%
Vacant Housing Units	4.3%	3.6%	5.5%
2020 Housing Units	2,496	19,025	54,658
Vacant Housing Units	4.0%	4.1%	5.6%
2022 Housing Units	2,518	19,089	55,037
Owner Occupied Housing Units	67.3%	82.0%	74.9%
Renter Occupied Housing Units	28.2%	13.3%	19.0%
Vacant Housing Units	4.6%	4.7%	6.1%
2027 Housing Units	2,562	19,226	55,689
Owner Occupied Housing Units	68.7%	82.2%	75.4%
Renter Occupied Housing Units	26.3%	12.5%	18.2%
Vacant Housing Units	5.1%	5.3%	6.5%
Median Household Income			
2022	\$121,018	\$133,536	\$122,072
2027	\$137,815	\$147,671	\$133,534
Median Home Value			
2022	\$558,679	\$489,687	\$489,222
2027	\$579,811	\$525,862	\$522,373
Per Capita Income			
2022	\$69,412	\$68,437	\$65,232
2027	\$78,526	\$76,654	\$72,615
Median Age			
2010	41.8	42.6	41.6
2022	43.5	45.5	43.9
2027	43.5	45.5	44.2

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.



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2022 Households by Income			
Household Income Base	2,403	18,199	51,698
<\$15,000	2.7%	3.3%	5.2%
\$15,000 - \$24,999	3.8%	3.8%	3.9%
\$25,000 - \$34,999	4.3%	4.1%	5.0%
\$35,000 - \$49,999	6.5%	4.7%	5.3%
\$50,000 - \$74,999	12.8%	9.3%	9.7%
\$75,000 - \$99,999	10.9%	10.4%	10.3%
\$100,000 - \$149,999	17.5%	19.4%	19.5%
\$150,000 - \$199,999	11.3%	15.1%	13.7%
\$200,000+	30.2%	30.0%	27.3%
Average Household Income	\$179,190	\$186,206	\$175,134
2027 Households by Income			
Household Income Base	2,432	18,210	52,094
<\$15,000	2.0%	2.3%	3.8%
\$15,000 - \$24,999	2.5%	2.3%	2.7%
\$25,000 - \$34,999	3.0%	3.0%	3.6%
\$35,000 - \$49,999	4.9%	3.7%	4.3%
\$50,000 - \$74,999	11.6%	7.4%	8.0%
\$75,000 - \$99,999	9.6%	8.1%	9.2%
\$100,000 - \$149,999	20.1%	23.9%	24.2%
\$150,000 - \$199,999	12.6%	16.7%	15.0%
\$200,000+	33.8%	32.5%	29.1%
Average Household Income	\$201,182	\$207,167	\$193,768
2022 Owner Occupied Housing Units by Value			
Total	1,694	15,659	41,239
<\$50,000	0.2%	0.3%	0.8%
\$50,000 - \$99,999	0.1%	0.2%	0.5%
\$100,000 - \$149,999	0.1%	0.3%	0.8%
\$150,000 - \$199,999	0.1%	0.7%	1.8%
\$200,000 - \$249,999	0.8%	2.4%	4.2%
\$250,000 - \$299,999	2.0%	3.6%	4.8%
\$300,000 - \$399,999	16.5%	24.0%	20.0%
\$400,000 - \$499,999	16.9%	20.6%	19.3%
\$500,000 - \$749,999	57.0%	37.5%	32.4%
\$750,000 - \$999,999	4.8%	8.2%	10.9%
\$1,000,000 - \$1,499,999	0.2%	1.0%	2.5%
\$1,500,000 - \$1,999,999	0.4%	0.1%	0.7%
\$2,000,000 +	0.9%	1.1%	1.4%
Average Home Value	\$570,703	\$538,792	\$557,406
2027 Owner Occupied Housing Units by Value			
Total	1,759	15,802	41,965
<\$50,000	0.1%	0.2%	0.7%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.0%	0.1%	0.5%
\$150,000 - \$199,999	0.0%	0.3%	1.3%
\$200,000 - \$249,999	0.4%	1.5%	3.1%
\$250,000 - \$299,999	1.3%	2.4%	4.0%
\$300,000 - \$399,999	12.5%	19.9%	17.1%
\$400,000 - \$499,999	15.5%	21.0%	19.7%
\$500,000 - \$749,999	63.2%	43.1%	36.7%
\$750,000 - \$999,999	5.7%	9.4%	12.2%
\$1,000,000 - \$1,499,999	0.1%	0.9%	2.5%
\$1,500,000 - \$1,999,999	0.3%	0.1%	0.7%
\$2,000,000 +	0.8%	0.9%	1.2%
Average Home Value	\$588,452	\$560,573	\$575,844

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.



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754 NJ-35, Middletown Township, NJ 07748,

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2010 Population by Age			
Total	5,977	49,868	137,361
0 - 4	5.7%	5.6%	5.9%
5 - 9	6.8%	6.9%	6.8%
10 - 14	7.1%	7.5%	7.2%
15 - 24	11.0%	11.5%	11.7%
25 - 34	10.5%	8.5%	9.8%
35 - 44	14.2%	13.8%	13.9%
45 - 54	18.4%	17.7%	17.8%
55 - 64	14.0%	14.1%	13.2%
65 - 74	6.6%	7.5%	7.1%
75 - 84	3.5%	4.7%	4.5%
85 +	2.4%	2.3%	2.2%
18 +	76.0%	75.5%	75.6%
2022 Population by Age			
Total	6,056	49,503	139,043
0 - 4	4.9%	4.7%	5.0%
5 - 9	5.6%	5.5%	5.8%
10 - 14	6.3%	6.6%	6.7%
15 - 24	11.3%	11.3%	11.2%
25 - 34	11.2%	10.5%	10.9%
35 - 44	12.5%	10.8%	11.7%
45 - 54	13.6%	13.3%	13.5%
55 - 64	16.1%	15.8%	15.5%
65 - 74	11.2%	12.5%	11.4%
75 - 84	5.3%	6.3%	5.8%
85 +	2.0%	2.6%	2.5%
18 +	79.4%	79.1%	78.4%
2027 Population by Age			
Total	6,083	49,210	139,238
0 - 4	5.1%	4.9%	5.1%
5 - 9	5.5%	5.4%	5.6%
10 - 14	5.6%	5.9%	6.0%
15 - 24	9.7%	9.9%	10.3%
25 - 34	12.5%	10.4%	10.8%
35 - 44	13.7%	13.0%	13.2%
45 - 54	12.1%	11.5%	12.2%
55 - 64	14.5%	14.7%	14.2%
65 - 74	12.1%	13.3%	12.5%
75 - 84	7.0%	8.3%	7.5%
85 +	2.1%	2.8%	2.7%
18 +	80.4%	80.3%	79.5%
2010 Population by Sex			
Males	2,917	24,100	66,742
Females	3,061	25,767	70,618
2022 Population by Sex			
Males	2,946	23,930	67,710
Females	3,109	25,575	71,333
2027 Population by Sex			
Males	2,953	23,832	67,863
Females	3,130	25,377	71,375

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

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2010 Population by Race/Ethnicity			
Total	5,976	49,867	137,360
White Alone	90.5%	92.7%	88.2%
Black Alone	1.6%	1.1%	3.1%
American Indian Alone	0.2%	0.1%	0.2%
Asian Alone	5.7%	4.0%	4.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.0%	0.8%	2.7%
Two or More Races	1.1%	1.2%	1.7%
Hispanic Origin	5.4%	5.2%	8.6%
Diversity Index	26.2	22.5	34.2
2020 Population by Race/Ethnicity			
Total	5,946	49,922	139,378
White Alone	85.3%	85.9%	80.4%
Black Alone	1.2%	1.2%	2.9%
American Indian Alone	0.1%	0.1%	0.3%
Asian Alone	6.0%	4.3%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.7%	1.8%	4.3%
Two or More Races	5.7%	6.7%	7.6%
Hispanic Origin	6.8%	7.6%	11.3%
Diversity Index	35.9	36.0	47.5
2022 Population by Race/Ethnicity			
Total	6,055	49,503	139,045
White Alone	84.9%	85.4%	79.8%
Black Alone	1.1%	1.1%	2.9%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	6.0%	4.3%	4.5%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	1.8%	2.0%	4.5%
Two or More Races	6.0%	7.0%	7.9%
Hispanic Origin	6.9%	7.8%	11.7%
Diversity Index	36.5	37.0	48.5
2027 Population by Race/Ethnicity			
Total	6,082	49,207	139,238
White Alone	83.6%	84.0%	78.2%
Black Alone	1.1%	1.1%	2.8%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	6.2%	4.5%	4.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.3%	5.0%
Two or More Races	6.8%	8.0%	9.0%
Hispanic Origin	7.3%	8.3%	12.4%
Diversity Index	38.7	39.5	51.2
2010 Population by Relationship and Household Type			
Total	5,978	49,867	137,359
In Households	100.0%	99.6%	99.2%
In Family Households	87.5%	89.9%	87.5%
Householder	27.6%	27.6%	26.5%
Spouse	22.9%	23.2%	21.4%
Child	33.4%	34.9%	34.2%
Other relative	2.6%	3.1%	3.7%
Nonrelative	0.9%	1.0%	1.7%
In Nonfamily Households	12.5%	9.7%	11.8%
In Group Quarters	0.0%	0.4%	0.8%
Institutionalized Population	0.0%	0.2%	0.6%
Noninstitutionalized Population	0.0%	0.2%	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.



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2022 Population 25+ by Educational Attainment			
Total	4,353	35,568	99,110
Less than 9th Grade	0.6%	1.2%	1.8%
9th - 12th Grade, No Diploma	1.4%	2.5%	3.8%
High School Graduate	17.8%	20.4%	20.9%
GED/Alternative Credential	2.3%	1.9%	2.2%
Some College, No Degree	12.6%	13.3%	13.7%
Associate Degree	6.8%	8.7%	7.5%
Bachelor's Degree	39.9%	33.5%	31.0%
Graduate/Professional Degree	18.5%	18.4%	19.2%
2022 Population 15+ by Marital Status			
Total	5,040	41,151	114,684
Never Married	27.7%	26.3%	29.5%
Married	60.5%	60.8%	57.3%
Widowed	5.9%	6.7%	6.0%
Divorced	5.9%	6.2%	7.3%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,136	25,454	73,498
Population 16+ Employed	93.8%	95.8%	95.3%
Population 16+ Unemployment rate	6.2%	4.2%	4.7%
Population 16-24 Employed	13.5%	11.6%	10.9%
Population 16-24 Unemployment rate	4.8%	8.0%	10.2%
Population 25-54 Employed	59.2%	56.3%	57.5%
Population 25-54 Unemployment rate	4.6%	2.6%	3.8%
Population 55-64 Employed	20.3%	22.1%	21.6%
Population 55-64 Unemployment rate	9.4%	5.2%	3.9%
Population 65+ Employed	7.0%	10.0%	10.0%
Population 65+ Unemployment rate	13.1%	6.4%	5.6%
2022 Employed Population 16+ by Industry			
Total	2,940	24,373	70,013
Agriculture/Mining	0.7%	0.4%	0.2%
Construction	5.0%	7.6%	7.8%
Manufacturing	3.2%	4.8%	6.0%
Wholesale Trade	1.6%	1.9%	2.6%
Retail Trade	9.7%	8.9%	9.0%
Transportation/Utilities	5.0%	5.6%	6.1%
Information	4.0%	3.9%	3.5%
Finance/Insurance/Real Estate	16.1%	14.9%	13.5%
Services	50.5%	47.3%	47.1%
Public Administration	4.3%	4.7%	4.1%
2022 Employed Population 16+ by Occupation			
Total	2,940	24,375	70,015
White Collar	74.0%	73.6%	71.3%
Management/Business/Financial	30.4%	25.4%	25.0%
Professional	25.9%	28.9%	26.1%
Sales	8.0%	9.6%	10.3%
Administrative Support	9.8%	9.6%	10.0%
Services	13.0%	11.5%	12.5%
Blue Collar	13.0%	14.9%	16.2%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	3.6%	5.4%	5.6%
Installation/Maintenance/Repair	2.2%	2.2%	2.4%
Production	3.4%	2.5%	2.5%
Transportation/Material Moving	3.6%	4.7%	5.5%

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July 15, 2022



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2010 Households by Type			
Total	2,329	17,928	49,870
Households with 1 Person	22.5%	20.0%	22.8%
Households with 2+ People	77.5%	80.0%	77.2%
Family Households	72.7%	76.7%	72.9%
Husband-wife Families	60.0%	64.7%	58.9%
With Related Children	28.6%	30.9%	28.9%
Other Family (No Spouse Present)	12.7%	12.0%	14.0%
Other Family with Male Householder	3.4%	3.2%	3.7%
With Related Children	1.5%	1.3%	1.7%
Other Family with Female Householder	9.3%	8.9%	10.2%
With Related Children	5.2%	4.4%	5.5%
Nonfamily Households	4.9%	3.3%	4.3%
All Households with Children	35.6%	36.8%	36.3%
Multigenerational Households	3.0%	3.9%	4.1%
Unmarried Partner Households	4.5%	3.6%	4.6%
Male-female	3.9%	3.0%	3.9%
Same-sex	0.6%	0.6%	0.7%
2010 Households by Size			
Total	2,329	17,928	49,873
1 Person Household	22.5%	20.0%	22.8%
2 Person Household	31.7%	30.4%	29.6%
3 Person Household	19.3%	18.8%	17.8%
4 Person Household	17.0%	18.9%	17.7%
5 Person Household	6.6%	8.3%	8.1%
6 Person Household	2.3%	2.6%	2.6%
7 + Person Household	0.6%	0.9%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	2,330	17,928	49,870
Owner Occupied	76.6%	87.0%	79.8%
Owned with a Mortgage/Loan	58.8%	64.9%	60.0%
Owned Free and Clear	17.7%	22.2%	19.8%
Renter Occupied	23.4%	13.0%	20.2%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	85	106	97
Percent of Income for Mortgage	24.3%	19.3%	21.1%
Wealth Index	216	246	218
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	2,433	18,592	52,748
Housing Units Inside Urbanized Area	100.0%	100.0%	99.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.1%
2010 Population By Urban/ Rural Status			
Total Population	5,978	49,867	137,360
Population Inside Urbanized Area	100.0%	100.0%	99.9%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.1%

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.

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Top 3 Tapestry Segments			
1.	Savvy Suburbanites (1D)	Savvy Suburbanites (1D)	Pleasantville (2B)
2.	Enterprising Professionals (2D)	Pleasantville (2B)	Top Tier (1A)
3.	Urban Chic (2A)	Top Tier (1A)	Savvy Suburbanites (1D)
2022 Consumer Spending			
Apparel & Services: Total \$	\$9,399,815	\$73,403,750	\$199,451,146
Average Spent	\$3,911.70	\$4,033.39	\$3,858.01
Spending Potential Index	162	167	160
Education: Total \$	\$9,347,253	\$74,129,049	\$196,650,391
Average Spent	\$3,889.83	\$4,073.25	\$3,803.83
Spending Potential Index	198	208	194
Entertainment/Recreation: Total \$	\$14,420,495	\$114,099,243	\$305,057,975
Average Spent	\$6,001.04	\$6,269.53	\$5,900.77
Spending Potential Index	163	171	161
Food at Home: Total \$	\$23,436,662	\$185,503,327	\$503,040,276
Average Spent	\$9,753.08	\$10,193.05	\$9,730.36
Spending Potential Index	158	165	157
Food Away from Home: Total \$	\$16,762,488	\$129,833,138	\$353,091,365
Average Spent	\$6,975.65	\$7,134.08	\$6,829.88
Spending Potential Index	162	165	158
Health Care: Total \$	\$26,372,389	\$214,172,594	\$568,286,194
Average Spent	\$10,974.78	\$11,768.37	\$10,992.42
Spending Potential Index	155	166	155
HH Furnishings & Equipment: Total \$	\$10,244,391	\$81,282,640	\$216,568,051
Average Spent	\$4,263.17	\$4,466.32	\$4,189.10
Spending Potential Index	166	174	164
Personal Care Products & Services: Total \$	\$4,013,622	\$31,970,765	\$85,659,664
Average Spent	\$1,670.25	\$1,756.73	\$1,656.92
Spending Potential Index	164	172	162
Shelter: Total \$	\$94,615,031	\$742,569,258	\$2,004,760,703
Average Spent	\$39,373.71	\$40,802.75	\$38,778.30
Spending Potential Index	172	178	169
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,511,053	\$84,417,371	\$222,014,378
Average Spent	\$4,374.14	\$4,638.57	\$4,294.45
Spending Potential Index	161	171	158
Travel: Total \$	\$12,440,085	\$98,226,716	\$258,307,041
Average Spent	\$5,176.90	\$5,397.37	\$4,996.46
Spending Potential Index	180	188	174
Vehicle Maintenance & Repairs: Total \$	\$4,598,666	\$36,254,043	\$97,858,912
Average Spent	\$1,913.72	\$1,992.09	\$1,892.90
Spending Potential Index	152	158	150

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.