



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
2023 Total Population	6,189	54,776	117,735
2023 Group Quarters	270	726	1,056
2028 Total Population	6,210	54,553	118,095
2023-2028 Annual Rate	0.07%	-0.08%	0.06%
2023 Total Daytime Population	7,672	54,359	116,023
Workers	4,626	27,081	58,751
Residents	3,046	27,278	57,272
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
2023 Households	2,094	18,925	41,334
2023 Average Household Size	2.83	2.86	2.82
2028 Households	2,136	19,128	42,220
2028 Average Household Size	2.78	2.81	2.77
2023-2028 Annual Rate	0.40%	0.21%	0.43%
2010 Families	1,717	13,815	30,489
2010 Average Family Size	3.16	3.34	3.32
2023 Families	1,761	14,277	31,944
2023 Average Family Size	3.12	3.32	3.26
2028 Families	1,797	14,446	32,618
2028 Average Family Size	3.07	3.27	3.20
2023-2028 Annual Rate	0.41%	0.24%	0.42%
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%
2023 Housing Units	2,148	19,856	42,935
Owner Occupied Housing Units	89.7%	76.0%	79.6%
Renter Occupied Housing Units	7.8%	19.4%	16.7%
Vacant Housing Units	2.5%	4.7%	3.7%
2028 Housing Units	2,176	20,025	43,653
Owner Occupied Housing Units	90.9%	77.1%	81.0%
Renter Occupied Housing Units	7.3%	18.4%	15.7%
Vacant Housing Units	1.8%	4.5%	3.3%
Median Household Income			
2023	\$156,011	\$125,504	\$141,960
2028	\$168,357	\$141,366	\$156,540
Median Home Value			
2023	\$567,621	\$579,840	\$596,478
2028	\$587,520	\$595,224	\$610,350
Per Capita Income			
2023	\$64,023	\$61,360	\$66,389
2028	\$73,336	\$69,469	\$74,904
Median Age			
2010	41.6	40.7	40.8
2023	45.4	42.9	42.7
2028	45.5	43.6	43.2

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Households by Income			
Household Income Base	2,094	18,925	41,334
<\$15,000	1.0%	5.6%	4.9%
\$15,000 - \$24,999	2.6%	4.8%	4.1%
\$25,000 - \$34,999	2.8%	4.9%	4.1%
\$35,000 - \$49,999	5.8%	7.0%	5.9%
\$50,000 - \$74,999	9.1%	8.7%	8.5%
\$75,000 - \$99,999	5.5%	8.7%	8.3%
\$100,000 - \$149,999	19.7%	17.3%	16.2%
\$150,000 - \$199,999	20.2%	14.2%	15.0%
\$200,000+	33.1%	28.9%	33.0%
Average Household Income	\$192,274	\$176,046	\$188,748
2028 Households by Income			
Household Income Base	2,136	19,128	42,220
<\$15,000	0.9%	5.0%	4.3%
\$15,000 - \$24,999	1.8%	3.9%	3.2%
\$25,000 - \$34,999	2.2%	4.2%	3.4%
\$35,000 - \$49,999	4.5%	5.5%	4.7%
\$50,000 - \$74,999	7.4%	8.0%	7.6%
\$75,000 - \$99,999	4.7%	8.3%	7.8%
\$100,000 - \$149,999	18.8%	17.2%	16.1%
\$150,000 - \$199,999	21.4%	15.3%	16.2%
\$200,000+	38.3%	32.5%	36.6%
Average Household Income	\$216,802	\$196,411	\$209,215
2023 Owner Occupied Housing Units by Value			
Total	1,926	15,081	34,156
<\$50,000	0.8%	1.8%	1.4%
\$50,000 - \$99,999	0.1%	1.0%	0.9%
\$100,000 - \$149,999	0.1%	0.6%	0.6%
\$150,000 - \$199,999	0.0%	1.0%	0.7%
\$200,000 - \$249,999	0.0%	1.2%	1.2%
\$250,000 - \$299,999	0.5%	1.5%	1.9%
\$300,000 - \$399,999	8.2%	8.9%	7.2%
\$400,000 - \$499,999	25.3%	19.2%	17.2%
\$500,000 - \$749,999	55.8%	46.3%	48.8%
\$750,000 - \$999,999	7.5%	13.0%	15.0%
\$1,000,000 - \$1,499,999	0.8%	3.7%	3.5%
\$1,500,000 - \$1,999,999	0.0%	1.0%	0.9%
\$2,000,000 +	1.0%	0.8%	0.7%
Average Home Value	\$591,515	\$612,665	\$624,108
2028 Owner Occupied Housing Units by Value			
Total	1,978	15,434	35,348
<\$50,000	0.5%	1.4%	1.2%
\$50,000 - \$99,999	0.1%	0.5%	0.5%
\$100,000 - \$149,999	0.0%	0.3%	0.3%
\$150,000 - \$199,999	0.0%	0.4%	0.3%
\$200,000 - \$249,999	0.0%	0.7%	0.7%
\$250,000 - \$299,999	0.2%	1.0%	1.4%
\$300,000 - \$399,999	5.5%	7.3%	6.1%
\$400,000 - \$499,999	22.1%	19.6%	16.6%
\$500,000 - \$749,999	61.9%	49.4%	52.1%
\$750,000 - \$999,999	8.2%	14.0%	16.1%
\$1,000,000 - \$1,499,999	0.8%	3.8%	3.6%
\$1,500,000 - \$1,999,999	0.0%	0.9%	0.8%
\$2,000,000 +	0.7%	0.6%	0.5%
Average Home Value	\$604,451	\$629,249	\$638,754

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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

August 01, 2023



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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%
2023 Population by Age			
Total	6,189	54,777	117,735
0 - 4	3.7%	4.9%	4.8%
5 - 9	4.7%	5.9%	5.9%
10 - 14	5.6%	6.7%	6.8%
15 - 24	10.6%	11.3%	11.5%
25 - 34	12.8%	11.5%	11.5%
35 - 44	12.0%	12.3%	12.3%
45 - 54	13.1%	13.3%	13.8%
55 - 64	16.9%	14.2%	14.7%
65 - 74	13.9%	11.4%	11.1%
75 - 84	5.5%	5.9%	5.4%
85 +	1.2%	2.7%	2.2%
18 +	82.0%	78.3%	78.1%
2028 Population by Age			
Total	6,211	54,553	118,095
0 - 4	3.9%	5.0%	4.9%
5 - 9	4.5%	5.7%	5.7%
10 - 14	5.2%	6.3%	6.3%
15 - 24	8.8%	10.2%	10.0%
25 - 34	10.3%	10.1%	10.7%
35 - 44	16.7%	14.7%	14.8%
45 - 54	11.7%	12.4%	12.6%
55 - 64	13.8%	13.0%	13.5%
65 - 74	15.0%	11.9%	11.8%
75 - 84	8.2%	7.7%	7.1%
85 +	1.8%	3.1%	2.6%
18 +	83.0%	79.4%	79.3%
2010 Population by Sex			
Males	3,485	27,050	56,553
Females	3,089	26,861	58,121
2023 Population by Sex			
Males	3,108	27,171	57,857
Females	3,081	27,605	59,878
2028 Population by Sex			
Males	3,103	26,989	57,845
Females	3,107	27,563	60,250

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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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
2023 Population by Race/Ethnicity			
Total	6,190	54,775	117,735
White Alone	77.3%	69.1%	71.8%
Black Alone	3.9%	3.9%	3.6%
American Indian Alone	0.2%	0.6%	0.4%
Asian Alone	8.8%	9.0%	10.9%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.8%	9.8%	6.1%
Two or More Races	6.9%	7.5%	7.1%
Hispanic Origin	9.0%	17.9%	13.4%
Diversity Index	48.8	64.5	58.7
2028 Population by Race/Ethnicity			
Total	6,209	54,553	118,095
White Alone	75.1%	66.8%	69.3%
Black Alone	4.1%	3.9%	3.8%
American Indian Alone	0.3%	0.6%	0.4%
Asian Alone	9.5%	9.6%	11.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.3%	10.7%	6.8%
Two or More Races	7.8%	8.2%	7.9%
Hispanic Origin	10.0%	19.2%	14.5%
Diversity Index	52.3	67.2	61.9
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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2023 Population 25+ by Educational Attainment			
Total	4,662	39,009	83,514
Less than 9th Grade	1.2%	2.8%	1.9%
9th - 12th Grade, No Diploma	3.3%	4.3%	3.3%
High School Graduate	16.7%	18.1%	16.7%
GED/Alternative Credential	2.6%	2.1%	1.7%
Some College, No Degree	11.8%	11.2%	12.0%
Associate Degree	8.2%	8.5%	8.4%
Bachelor's Degree	36.4%	32.2%	33.0%
Graduate/Professional Degree	19.8%	20.9%	23.1%
2023 Population 15+ by Marital Status			
Total	5,319	45,175	97,087
Never Married	29.4%	28.3%	27.3%
Married	59.9%	58.8%	61.2%
Widowed	5.2%	7.1%	5.8%
Divorced	5.5%	5.8%	5.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,371	29,089	63,676
Population 16+ Employed	94.6%	95.3%	96.0%
Population 16+ Unemployment rate	5.4%	4.7%	4.0%
Population 16-24 Employed	10.2%	12.5%	11.9%
Population 16-24 Unemployment rate	6.1%	7.7%	6.5%
Population 25-54 Employed	56.4%	59.2%	59.5%
Population 25-54 Unemployment rate	4.3%	3.1%	2.8%
Population 55-64 Employed	21.8%	18.9%	19.8%
Population 55-64 Unemployment rate	7.4%	6.7%	5.0%
Population 65+ Employed	11.6%	9.4%	8.9%
Population 65+ Unemployment rate	6.3%	5.7%	6.1%
2023 Employed Population 16+ by Industry			
Total	3,188	27,736	61,126
Agriculture/Mining	0.5%	0.2%	0.2%
Construction	6.1%	5.9%	6.2%
Manufacturing	2.4%	5.4%	5.5%
Wholesale Trade	2.4%	2.1%	2.1%
Retail Trade	9.5%	10.1%	10.0%
Transportation/Utilities	3.3%	4.9%	4.7%
Information	4.6%	3.3%	3.5%
Finance/Insurance/Real Estate	15.1%	11.3%	11.6%
Services	51.4%	53.1%	51.8%
Public Administration	4.9%	3.8%	4.6%
2023 Employed Population 16+ by Occupation			
Total	3,190	27,735	61,124
White Collar	81.1%	75.2%	77.3%
Management/Business/Financial	28.5%	25.3%	26.5%
Professional	32.7%	30.5%	31.8%
Sales	9.7%	10.2%	9.4%
Administrative Support	10.2%	9.2%	9.6%
Services	9.3%	12.2%	10.3%
Blue Collar	9.7%	12.6%	12.4%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	4.1%	3.5%	3.3%
Installation/Maintenance/Repair	1.3%	1.7%	2.0%
Production	0.6%	2.8%	2.4%
Transportation/Material Moving	3.6%	4.4%	4.7%

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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%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	96	76	84
Percent of Income for Mortgage	21.9%	27.8%	25.3%
Wealth Index	266	213	226
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.

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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)
2023 Consumer Spending			
Apparel & Services: Total \$	\$7,801,178	\$66,361,117	\$155,078,212
Average Spent	\$3,725.49	\$3,506.53	\$3,751.83
Spending Potential Index	169	159	171
Education: Total \$	\$8,028,471	\$62,051,266	\$145,888,626
Average Spent	\$3,834.04	\$3,278.80	\$3,529.51
Spending Potential Index	214	183	197
Entertainment/Recreation: Total \$	\$13,883,253	\$115,143,744	\$268,813,292
Average Spent	\$6,630.02	\$6,084.21	\$6,503.44
Spending Potential Index	175	161	172
Food at Home: Total \$	\$23,753,871	\$203,409,756	\$468,887,480
Average Spent	\$11,343.78	\$10,748.20	\$11,343.87
Spending Potential Index	167	158	167
Food Away from Home: Total \$	\$13,057,342	\$111,352,205	\$260,753,828
Average Spent	\$6,235.60	\$5,883.87	\$6,308.46
Spending Potential Index	167	158	169
Health Care: Total \$	\$26,426,618	\$219,145,210	\$505,771,889
Average Spent	\$12,620.16	\$11,579.67	\$12,236.22
Spending Potential Index	172	157	166
HH Furnishings & Equipment: Total \$	\$10,921,247	\$90,762,144	\$212,677,939
Average Spent	\$5,215.50	\$4,795.89	\$5,145.35
Spending Potential Index	176	162	174
Personal Care Products & Services: Total \$	\$3,483,490	\$29,445,909	\$68,472,587
Average Spent	\$1,663.56	\$1,555.93	\$1,656.57
Spending Potential Index	174	163	173
Shelter: Total \$	\$89,984,678	\$765,814,882	\$1,781,047,556
Average Spent	\$42,972.63	\$40,465.78	\$43,089.17
Spending Potential Index	173	163	174
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,432,613	\$99,824,202	\$233,241,719
Average Spent	\$5,937.26	\$5,274.73	\$5,642.85
Spending Potential Index	190	169	180
Travel: Total \$	\$8,701,846	\$71,082,421	\$168,009,075
Average Spent	\$4,155.61	\$3,756.01	\$4,064.67
Spending Potential Index	185	167	181
Vehicle Maintenance & Repairs: Total \$	\$4,484,664	\$37,885,881	\$87,946,541
Average Spent	\$2,141.67	\$2,001.90	\$2,127.70
Spending Potential Index	163	153	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 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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