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
2023 Total Population	5,976	49,637	139,737
2023 Group Quarters	0	166	858
2028 Total Population	6,004	49,070	138,866
2023-2028 Annual Rate	0.09%	-0.23%	-0.12%
2023 Total Daytime Population	6,800	41,221	132,231
Workers	3,787	16,929	62,961
Residents	3,013	24,292	69,270
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
2023 Households	2,385	18,386	52,292
2023 Average Household Size	2.51	2.69	2.66
2028 Households	2,439	18,491	52,840
2028 Average Household Size	2.46	2.64	2.61
2023-2028 Annual Rate	0.45%	0.11%	0.21%
2010 Families	1,693	13,753	36,350
2010 Average Family Size	3.05	3.22	3.24
2023 Families	1,688	13,778	37,064
2023 Average Family Size	3.05	3.19	3.22
2028 Families	1,722	13,851	37,431
2028 Average Family Size	3.00	3.13	3.16
2023-2028 Annual Rate	0.40%	0.11%	0.20%
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%
2023 Housing Units	2,488	19,156	55,295
Owner Occupied Housing Units	67.5%	82.7%	75.4%
Renter Occupied Housing Units	28.4%	13.3%	19.2%
Vacant Housing Units	4.1%	4.0%	5.4%
2028 Housing Units	2,552	19,280	55,814
Owner Occupied Housing Units	69.2%	83.5%	76.4%
Renter Occupied Housing Units	26.4%	12.5%	18.3%
Vacant Housing Units	4.4%	4.1%	5.3%
Median Household Income			
2023	$127,471	$136,887	$123,264
2028	$143,130	$153,158	$138,042
Median Home Value			
2023	$590,318	$558,733	$567,526
2028	$601,852	$582,452	$590,540
Per Capita Income			
2023	$72,704	$69,954	$67,102
2028	$82,477	$79,149	$75,808
Median Age			
2010	41.8	42.6	41.6
2023	43.7	45.5	43.9
2028	43.8	45.7	44.5

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.

August 01, 2023

	1 mile	3 mile	5 mile
2023 Households by Income			
Household Income Base	2,385	18,386	52,292
<$15,000	4.9%	3.9%	5.3%
$15,000 - $24,999	3.8%	4.4%	4.5%
$25,000 - $34,999	2.4%	2.9%	4.3%
$35,000 - $49,999	5.8%	5.5%	6.2%
$50,000 - $74,999	12.5%	9.5%	10.3%
$75,000 - $99,999	8.2%	9.5%	9.7%
$100,000 - $149,999	19.3%	17.8%	17.4%
$150,000 - $199,999	12.2%	15.7%	13.9%
$200,000+	30.9%	30.8%	28.4%
Average Household Income	$186,101	$189,080	$178,958
2028 Households by Income			
Household Income Base	2,439	18,491	52,840
<$15,000	4.3%	3.4%	4.7%
$15,000 - $24,999	2.8%	3.2%	3.4%
$25,000 - $34,999	1.9%	2.4%	3.6%
$35,000 - $49,999	4.8%	4.6%	5.4%
$50,000 - $74,999	11.1%	8.4%	9.4%
$75,000 - $99,999	7.9%	8.8%	9.2%
$100,000 - $149,999	19.0%	17.7%	17.5%
$150,000 - $199,999	13.2%	17.1%	15.2%
$200,000+	34.9%	34.4%	31.7%
Average Household Income	$207,354	$210,269	$198,857
2023 Owner Occupied Housing Units by Value			
Total	1,679	15,842	41,673
<$50,000	0.4%	1.0%	2.3%
$50,000 - $99,999	0.5%	0.4%	1.5%
$100,000 - $149,999	0.1%	0.4%	1.2%
$150,000 - $199,999	0.0%	0.3%	1.0%
$200,000 - $249,999	0.5%	1.6%	2.4%
$250,000 - $299,999	0.4%	1.4%	2.5%
$300,000 - $399,999	8.9%	11.4%	10.2%
$400,000 - $499,999	17.0%	22.7%	18.6%
$500,000 - $749,999	61.8%	46.1%	37.7%
$750,000 - $999,999	8.6%	10.3%	13.1%
$1,000,000 - $1,499,999	0.5%	2.2%	4.7%
$1,500,000 - $1,999,999	1.0%	0.5%	2.6%
$2,000,000 +	0.5%	1.7%	2.1%
Average Home Value	$606,220	$604,741	$637,612
2028 Owner Occupied Housing Units by Value			
Total	1,765	16,090	42,625
<$50,000	0.2%	0.7%	1.9%
$50,000 - $99,999	0.2%	0.2%	1.1%
$100,000 - $149,999	0.0%	0.1%	0.8%
$150,000 - $199,999	0.0%	0.1%	0.6%
$200,000 - $249,999	0.2%	0.8%	1.8%
$250,000 - $299,999	0.2%	0.8%	2.1%
$300,000 - $399,999	6.6%	8.7%	8.3%
$400,000 - $499,999	15.8%	21.6%	18.3%
$500,000 - $749,999	65.8%	51.4%	42.1%
$750,000 - $999,999	9.4%	11.2%	14.1%
$1,000,000 - $1,499,999	0.4%	2.5%	4.9%
$1,500,000 - $1,999,999	0.8%	0.5%	2.5%
$2,000,000 +	0.5%	1.4%	1.6%
Average Home Value	$617,497	$622,060	$652,488

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	1 mile	3 mile	5 mile
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%
2023 Population by Age			
Total	5,975	49,640	139,737
0 - 4	4.8%	4.6%	4.9%
5 - 9	5.5%	5.6%	5.8%
10 - 14	6.3%	6.6%	6.7%
15 - 24	11.3%	11.2%	11.1%
25 - 34	11.0%	10.2%	10.7%
35 - 44	12.7%	11.1%	12.1%
45 - 54	13.4%	13.3%	13.5%
55 - 64	16.1%	15.7%	15.3%
65 - 74	11.6%	12.8%	11.7%
75 - 84	5.4%	6.4%	5.8%
85 +	1.9%	2.5%	2.3%
18 +	79.5%	79.1%	78.5%
2028 Population by Age			
Total	6,005	49,069	138,867
0 - 4	5.0%	4.8%	5.1%
5 - 9	5.5%	5.4%	5.6%
10 - 14	5.6%	5.9%	6.0%
15 - 24	9.6%	9.9%	10.2%
25 - 34	12.2%	10.1%	10.5%
35 - 44	13.8%	13.0%	13.3%
45 - 54	12.2%	11.8%	12.5%
55 - 64	14.3%	14.5%	14.1%
65 - 74	12.4%	13.3%	12.5%
75 - 84	7.3%	8.4%	7.5%
85 +	2.1%	2.8%	2.6%
18 +	80.6%	80.3%	79.6%
2010 Population by Sex			
Males	2,917	24,100	66,742
Females	3,061	25,767	70,618
2023 Population by Sex			
Males	2,915	24,111	68,383
Females	3,061	25,526	71,354
2028 Population by Sex			
Males	2,911	23,800	67,809
Females	3,093	25,270	71,056

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	1 mile	3 mile	5 mile
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
2023 Population by Race/Ethnicity			
Total	5,975	49,636	139,738
White Alone	84.5%	85.1%	79.4%
Black Alone	1.2%	1.2%	3.0%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	6.3%	4.5%	4.7%
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%	7.1%	8.0%
Hispanic Origin	7.2%	8.1%	12.0%
Diversity Index	37.5	37.8	49.4
2028 Population by Race/Ethnicity			
Total	6,004	49,070	138,865
White Alone	82.9%	83.4%	77.4%
Black Alone	1.2%	1.3%	3.1%
American Indian Alone	0.1%	0.1%	0.4%
Asian Alone	6.8%	4.9%	5.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.1%	2.3%	5.1%
Two or More Races	6.8%	8.0%	8.9%
Hispanic Origin	7.8%	8.9%	13.1%
Diversity Index	40.3	40.9	52.6
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 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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	1 mile	3 mile	5 mile
2023 Population 25+ by Educational Attainment			
Total	4,308	35,708	99,817
Less than 9th Grade	1.5%	1.0%	1.3%
9th - 12th Grade, No Diploma	1.2%	2.0%	3.0%
High School Graduate	15.8%	19.4%	20.2%
GED/Alternative Credential	2.0%	2.4%	2.7%
Some College, No Degree	11.7%	12.7%	13.9%
Associate Degree	9.8%	10.1%	8.8%
Bachelor's Degree	39.0%	34.4%	31.5%
Graduate/Professional Degree	19.1%	17.9%	18.5%
2023 Population 15+ by Marital Status			
Total	4,982	41,265	115,342
Never Married	31.0%	26.7%	28.5%
Married	58.5%	59.7%	56.7%
Widowed	5.3%	6.4%	6.1%
Divorced	5.2%	7.2%	8.7%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,267	26,902	74,668
Population 16+ Employed	92.3%	95.7%	95.8%
Population 16+ Unemployment rate	7.7%	4.3%	4.2%
Population 16-24 Employed	12.2%	11.7%	11.2%
Population 16-24 Unemployment rate	9.6%	6.9%	6.5%
Population 25-54 Employed	60.2%	56.0%	58.5%
Population 25-54 Unemployment rate	3.6%	2.3%	3.1%
Population 55-64 Employed	20.1%	21.6%	20.5%
Population 55-64 Unemployment rate	15.6%	6.8%	5.3%
Population 65+ Employed	7.5%	10.7%	9.8%
Population 65+ Unemployment rate	12.4%	6.1%	5.4%
2023 Employed Population 16+ by Industry			
Total	3,017	25,754	71,567
Agriculture/Mining	0.0%	0.2%	0.2%
Construction	6.9%	6.2%	6.2%
Manufacturing	7.4%	6.3%	5.9%
Wholesale Trade	1.3%	1.4%	2.0%
Retail Trade	10.7%	9.7%	10.3%
Transportation/Utilities	6.8%	6.5%	5.9%
Information	2.9%	3.7%	3.9%
Finance/Insurance/Real Estate	9.1%	12.4%	12.8%
Services	53.4%	50.9%	49.1%
Public Administration	1.5%	2.7%	3.7%
2023 Employed Population 16+ by Occupation			
Total	3,018	25,753	71,569
White Collar	73.8%	75.5%	73.1%
Management/Business/Financial	32.4%	27.8%	26.0%
Professional	22.3%	27.7%	27.0%
Sales	7.3%	10.2%	10.5%
Administrative Support	11.8%	9.8%	9.6%
Services	10.3%	10.6%	12.6%
Blue Collar	15.9%	13.9%	14.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	4.1%	4.6%	4.3%
Installation/Maintenance/Repair	2.8%	2.8%	2.5%
Production	1.5%	1.9%	2.2%
Transportation/Material Moving	7.6%	4.6%	5.2%

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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	1 mile	3 mile	5 mile
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%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	77	87	77
Percent of Income for Mortgage	27.8%	24.5%	27.7%
Wealth Index	215	238	213
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.
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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	1 mile	3 mile	5 mile
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)
2023 Consumer Spending			
Apparel & Services: Total $	$8,764,518	$68,190,045	$186,903,837
Average Spent	$3,674.85	$3,708.80	$3,574.23
Spending Potential Index	167	169	163
Education: Total $	$8,707,725	$69,356,527	$184,515,923
Average Spent	$3,651.04	$3,772.25	$3,528.57
Spending Potential Index	204	210	197
Entertainment/Recreation: Total $	$15,088,193	$118,713,629	$319,540,534
Average Spent	$6,326.29	$6,456.74	$6,110.70
Spending Potential Index	167	171	162
Food at Home: Total $	$26,538,304	$208,914,588	$570,593,808
Average Spent	$11,127.17	$11,362.70	$10,911.68
Spending Potential Index	164	167	160
Food Away from Home: Total $	$14,696,914	$113,235,435	$309,722,870
Average Spent	$6,162.23	$6,158.79	$5,922.95
Spending Potential Index	166	165	159
Health Care: Total $	$27,800,980	$223,441,630	$598,429,998
Average Spent	$11,656.60	$12,152.81	$11,444.01
Spending Potential Index	158	165	156
HH Furnishings & Equipment: Total $	$12,026,372	$94,488,839	$254,283,769
Average Spent	$5,042.50	$5,139.17	$4,862.77
Spending Potential Index	171	174	165
Personal Care Products & Services: Total $	$3,861,041	$30,364,261	$82,037,055
Average Spent	$1,618.89	$1,651.49	$1,568.83
Spending Potential Index	169	173	164
Shelter: Total $	$102,343,361	$799,753,228	$2,173,441,008
Average Spent	$42,911.26	$43,497.95	$41,563.55
Spending Potential Index	173	176	168
Support Payments/Cash Contributions/Gifts in Kind: Total $	$12,781,883	$103,489,197	$272,712,031
Average Spent	$5,359.28	$5,628.70	$5,215.18
Spending Potential Index	171	180	167
Travel: Total $	$9,544,099	$73,966,604	$197,824,796
Average Spent	$4,001.72	$4,022.99	$3,783.08
Spending Potential Index	178	179	168
Vehicle Maintenance & Repairs: Total $	$4,873,432	$37,920,160	$103,584,638
Average Spent	$2,043.37	$2,062.45	$1,980.89
Spending Potential Index	156	157	151

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