



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
2021 Total Population	7,630	73,803	222,096
2021 Group Quarters	48	752	3,310
2026 Total Population	7,751	75,615	230,472
2021-2026 Annual Rate	0.32%	0.49%	0.74%
2021 Total Daytime Population	9,028	72,808	207,603
Workers	5,387	32,160	80,255
Residents	3,641	40,648	127,348
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
2021 Households	3,022	31,105	75,799
2021 Average Household Size	2.51	2.35	2.89
2026 Households	3,067	31,809	78,380
2026 Average Household Size	2.51	2.35	2.90
2021-2026 Annual Rate	0.30%	0.45%	0.67%
2010 Families	1,916	18,136	48,669
2010 Average Family Size	3.12	3.01	3.44
2021 Families	1,937	18,912	52,265
2021 Average Family Size	3.14	3.03	3.51
2026 Families	1,957	19,311	53,987
2026 Average Family Size	3.15	3.04	3.52
2021-2026 Annual Rate	0.21%	0.42%	0.65%
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%
2021 Housing Units	3,190	33,636	82,343
Owner Occupied Housing Units	63.6%	74.1%	69.4%
Renter Occupied Housing Units	31.1%	18.4%	22.6%
Vacant Housing Units	5.3%	7.5%	7.9%
2026 Housing Units	3,245	34,313	84,876
Owner Occupied Housing Units	65.5%	75.4%	70.2%
Renter Occupied Housing Units	29.0%	17.3%	22.1%
Vacant Housing Units	5.5%	7.3%	7.7%
Median Household Income			
2021	\$81,363	\$69,423	\$76,709
2026	\$85,930	\$76,024	\$81,953
Median Home Value			
2021	\$298,633	\$295,934	\$348,468
2026	\$328,587	\$348,004	\$395,554
Per Capita Income			
2021	\$35,966	\$38,373	\$34,886
2026	\$39,253	\$42,416	\$38,320
Median Age			
2010	38.7	45.9	35.5
2021	41.3	49.5	36.5
2026	42.3	50.1	37.2

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	3,022	31,105	75,799
<\$15,000	9.2%	5.9%	5.2%
\$15,000 - \$24,999	8.7%	9.3%	7.7%
\$25,000 - \$34,999	3.6%	7.5%	7.7%
\$35,000 - \$49,999	9.4%	12.0%	10.6%
\$50,000 - \$74,999	13.8%	18.2%	17.6%
\$75,000 - \$99,999	16.5%	13.2%	12.9%
\$100,000 - \$149,999	23.7%	18.7%	19.0%
\$150,000 - \$199,999	9.1%	8.1%	9.5%
\$200,000+	5.9%	6.9%	9.7%
Average Household Income	\$92,483	\$91,200	\$102,263
2026 Households by Income			
Household Income Base	3,067	31,809	78,380
<\$15,000	8.4%	5.3%	4.6%
\$15,000 - \$24,999	8.0%	8.0%	6.7%
\$25,000 - \$34,999	2.8%	6.6%	7.1%
\$35,000 - \$49,999	8.2%	11.0%	9.9%
\$50,000 - \$74,999	13.9%	18.3%	17.4%
\$75,000 - \$99,999	17.0%	13.6%	13.0%
\$100,000 - \$149,999	25.0%	20.0%	19.7%
\$150,000 - \$199,999	10.2%	9.3%	10.6%
\$200,000+	6.6%	7.9%	11.1%
Average Household Income	\$101,143	\$101,056	\$112,814
2021 Owner Occupied Housing Units by Value			
Total	2,029	24,924	57,177
<\$50,000	1.3%	2.6%	1.8%
\$50,000 - \$99,999	0.4%	5.2%	2.7%
\$100,000 - \$149,999	2.0%	6.3%	4.0%
\$150,000 - \$199,999	8.1%	10.4%	6.7%
\$200,000 - \$249,999	19.8%	12.4%	9.4%
\$250,000 - \$299,999	18.9%	14.3%	12.5%
\$300,000 - \$399,999	36.6%	26.6%	26.5%
\$400,000 - \$499,999	10.0%	12.7%	15.7%
\$500,000 - \$749,999	0.6%	6.4%	15.2%
\$750,000 - \$999,999	0.9%	1.8%	3.4%
\$1,000,000 - \$1,499,999	1.2%	0.8%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.5%	0.6%
Average Home Value	\$315,784	\$325,653	\$396,112
2026 Owner Occupied Housing Units by Value			
Total	2,127	25,862	59,591
<\$50,000	0.4%	1.2%	0.7%
\$50,000 - \$99,999	0.1%	2.2%	1.1%
\$100,000 - \$149,999	0.7%	4.0%	2.1%
\$150,000 - \$199,999	4.4%	6.6%	3.9%
\$200,000 - \$249,999	15.5%	9.7%	6.7%
\$250,000 - \$299,999	16.7%	12.3%	10.1%
\$300,000 - \$399,999	42.6%	29.2%	26.5%
\$400,000 - \$499,999	15.0%	18.4%	19.8%
\$500,000 - \$749,999	1.6%	11.6%	22.2%
\$750,000 - \$999,999	1.6%	3.1%	4.4%
\$1,000,000 - \$1,499,999	1.4%	1.2%	1.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.6%	0.7%
Average Home Value	\$348,330	\$386,537	\$451,921

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 2021 and 2026 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%
2021 Population by Age			
Total	7,627	73,803	222,097
0 - 4	4.9%	4.7%	9.0%
5 - 9	5.2%	4.9%	7.6%
10 - 14	5.7%	5.1%	6.5%
15 - 24	10.5%	9.0%	11.3%
25 - 34	15.1%	11.5%	14.0%
35 - 44	13.2%	10.3%	10.2%
45 - 54	13.1%	10.9%	9.7%
55 - 64	14.2%	13.6%	11.6%
65 - 74	10.7%	14.1%	10.2%
75 - 84	5.1%	10.2%	6.4%
85 +	2.2%	5.7%	3.5%
18 +	81.1%	82.5%	73.5%
2026 Population by Age			
Total	7,751	75,613	230,472
0 - 4	4.9%	4.8%	9.2%
5 - 9	4.9%	4.7%	7.5%
10 - 14	5.3%	4.8%	6.3%
15 - 24	9.8%	8.5%	10.9%
25 - 34	13.8%	10.8%	13.4%
35 - 44	15.0%	11.4%	11.2%
45 - 54	12.1%	9.9%	8.9%
55 - 64	13.2%	12.6%	10.6%
65 - 74	12.1%	14.8%	10.9%
75 - 84	6.6%	11.8%	7.6%
85 +	2.3%	5.9%	3.6%
18 +	81.8%	82.9%	73.7%
2010 Population by Sex			
Males	3,665	32,445	98,339
Females	3,763	37,496	104,211
2021 Population by Sex			
Males	3,747	34,422	108,059
Females	3,883	39,381	114,036
2026 Population by Sex			
Males	3,820	35,405	112,342
Females	3,931	40,210	118,131

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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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
2021 Population by Race/Ethnicity			
Total	7,630	73,803	222,096
White Alone	85.2%	88.7%	87.6%
Black Alone	2.3%	3.9%	4.1%
American Indian Alone	0.3%	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%	13.8%
Diversity Index	48.0	37.8	41.3
2026 Population by Race/Ethnicity			
Total	7,750	75,616	230,473
White Alone	84.2%	87.8%	86.6%
Black Alone	2.3%	4.0%	4.3%
American Indian Alone	0.3%	0.2%	0.2%
Asian Alone	3.1%	1.8%	1.7%
Pacific Islander Alone	0.2%	0.1%	0.0%
Some Other Race Alone	7.2%	4.1%	5.2%
Two or More Races	2.5%	2.1%	2.0%
Hispanic Origin	19.1%	13.4%	15.3%
Diversity Index	50.9	40.6	44.2
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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Population 25+ by Educational Attainment			
Total	5,617	56,346	145,686
Less than 9th Grade	4.9%	2.8%	3.1%
9th - 12th Grade, No Diploma	8.5%	5.2%	5.1%
High School Graduate	30.8%	31.3%	28.4%
GED/Alternative Credential	3.2%	3.0%	2.5%
Some College, No Degree	20.1%	20.2%	19.6%
Associate Degree	8.4%	8.3%	7.2%
Bachelor's Degree	19.0%	20.2%	22.0%
Graduate/Professional Degree	5.1%	9.1%	12.2%
2021 Population 15+ by Marital Status			
Total	6,421	62,954	170,800
Never Married	36.1%	28.5%	29.4%
Married	45.6%	50.4%	55.5%
Widowed	5.7%	10.4%	6.9%
Divorced	12.6%	10.7%	8.2%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,347	36,075	101,943
Population 16+ Employed	92.5%	92.5%	93.5%
Population 16+ Unemployment rate	7.5%	7.5%	6.5%
Population 16-24 Employed	12.1%	10.8%	12.8%
Population 16-24 Unemployment rate	5.3%	13.9%	9.2%
Population 25-54 Employed	64.5%	58.6%	60.8%
Population 25-54 Unemployment rate	5.3%	5.8%	5.1%
Population 55-64 Employed	16.6%	18.2%	16.8%
Population 55-64 Unemployment rate	14.4%	10.8%	10.0%
Population 65+ Employed	6.8%	12.3%	9.6%
Population 65+ Unemployment rate	12.7%	4.3%	5.4%
2021 Employed Population 16+ by Industry			
Total	4,022	33,361	95,288
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	12.3%	8.4%	8.9%
Manufacturing	6.3%	5.6%	5.3%
Wholesale Trade	2.6%	3.3%	3.4%
Retail Trade	17.9%	14.9%	12.0%
Transportation/Utilities	6.5%	8.4%	6.4%
Information	1.8%	1.5%	1.4%
Finance/Insurance/Real Estate	4.2%	7.1%	7.6%
Services	45.9%	45.8%	50.4%
Public Administration	2.5%	4.9%	4.5%
2021 Employed Population 16+ by Occupation			
Total	4,021	33,363	95,291
White Collar	58.6%	63.6%	67.0%
Management/Business/Financial	12.8%	15.6%	17.7%
Professional	18.9%	21.8%	25.7%
Sales	12.1%	12.1%	10.9%
Administrative Support	14.9%	14.1%	12.7%
Services	17.9%	16.1%	14.6%
Blue Collar	23.4%	20.3%	18.5%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	8.7%	6.7%	6.5%
Installation/Maintenance/Repair	4.0%	3.4%	2.6%
Production	3.7%	3.1%	2.7%
Transportation/Material Moving	7.2%	7.0%	6.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	120	106	100
Percent of Income for Mortgage	15.4%	17.9%	19.1%
Wealth Index	91	113	127
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 2021 and 2026 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.	Parks and Rec (5C)	Pleasantville (2B)	The Elders (9C)
3.	Retirement Communities (9E)	Home Improvement (4B)	Bright Young Professionals (8C)
2021 Consumer Spending			
Apparel & Services: Total \$	\$6,348,607	\$63,027,076	\$174,467,356
Average Spent	\$2,100.80	\$2,026.27	\$2,301.71
Spending Potential Index	99	96	109
Education: Total \$	\$5,953,251	\$52,462,426	\$149,974,256
Average Spent	\$1,969.97	\$1,686.62	\$1,978.58
Spending Potential Index	114	98	115
Entertainment/Recreation: Total \$	\$9,488,227	\$98,203,223	\$265,828,720
Average Spent	\$3,139.72	\$3,157.15	\$3,507.02
Spending Potential Index	97	98	109
Food at Home: Total \$	\$16,218,791	\$166,565,773	\$450,691,276
Average Spent	\$5,366.91	\$5,354.95	\$5,945.87
Spending Potential Index	98	98	109
Food Away from Home: Total \$	\$11,229,717	\$113,802,980	\$313,314,765
Average Spent	\$3,715.99	\$3,658.67	\$4,133.49
Spending Potential Index	98	96	109
Health Care: Total \$	\$17,886,063	\$199,519,177	\$521,060,056
Average Spent	\$5,918.62	\$6,414.38	\$6,874.23
Spending Potential Index	95	103	110
HH Furnishings & Equipment: Total \$	\$6,637,508	\$69,822,968	\$189,448,522
Average Spent	\$2,196.40	\$2,244.75	\$2,499.35
Spending Potential Index	97	100	111
Personal Care Products & Services: Total \$	\$2,720,525	\$28,691,854	\$76,686,030
Average Spent	\$900.24	\$922.42	\$1,011.70
Spending Potential Index	100	103	113
Shelter: Total \$	\$63,832,830	\$626,972,784	\$1,719,503,770
Average Spent	\$21,122.71	\$20,156.66	\$22,685.05
Spending Potential Index	105	100	113
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,550,744	\$77,934,379	\$203,798,955
Average Spent	\$2,167.68	\$2,505.53	\$2,688.68
Spending Potential Index	91	105	112
Travel: Total \$	\$7,691,311	\$80,965,125	\$218,783,364
Average Spent	\$2,545.11	\$2,602.96	\$2,886.36
Spending Potential Index	101	103	114
Vehicle Maintenance & Repairs: Total \$	\$3,087,923	\$33,553,007	\$90,470,252
Average Spent	\$1,021.81	\$1,078.70	\$1,193.55
Spending Potential Index	92	97	108

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

September 24, 2021