



# Community Profile

Rings: 1, 3, 5 mile radii

744 NJ-70, Brick Township, NJ 08723, USA

Latitude: 40.0598  
Longitude: -74.14341

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2010 Total Population	7,504	69,993	203,119
2020 Total Population	7,568	74,370	241,093
2020 Group Quarters	56	885	3,035
2022 Total Population	7,749	75,540	245,659
2022 Group Quarters	56	885	3,034
2027 Total Population	7,968	77,149	252,034
2022-2027 Annual Rate	0.56%	0.42%	0.51%
2022 Total Daytime Population	10,388	75,689	217,882
Workers	6,618	33,196	73,706
Residents	3,770	42,493	144,176
<b>Household Summary</b>			
2010 Households	2,981	29,650	70,418
2010 Average Household Size	2.50	2.34	2.84
2020 Total Households	3,030	30,800	78,276
2020 Average Household Size	2.48	2.39	3.04
2022 Households	3,113	31,108	79,378
2022 Average Household Size	2.47	2.40	3.06
2027 Households	3,192	31,628	80,953
2027 Average Household Size	2.48	2.41	3.08
2022-2027 Annual Rate	0.50%	0.33%	0.39%
2010 Families	1,943	18,140	48,719
2010 Average Family Size	3.12	3.01	3.45
2022 Families	1,943	18,362	54,003
2022 Average Family Size	3.18	3.18	3.76
2027 Families	1,984	18,648	55,041
2027 Average Family Size	3.19	3.19	3.78
2022-2027 Annual Rate	0.42%	0.31%	0.38%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,899	31,297	71,039
Owner Occupied Housing Units	64.6%	76.7%	73.1%
Renter Occupied Housing Units	32.1%	17.2%	19.7%
Vacant Housing Units	3.3%	6.2%	7.2%
2010 Housing Units	3,111	32,412	77,447
Owner Occupied Housing Units	61.5%	72.3%	67.5%
Renter Occupied Housing Units	34.4%	19.2%	23.4%
Vacant Housing Units	4.2%	8.5%	9.1%
2020 Housing Units	3,193	33,616	85,988
Vacant Housing Units	5.1%	8.4%	9.0%
2022 Housing Units	3,295	34,053	87,715
Owner Occupied Housing Units	66.5%	71.2%	65.6%
Renter Occupied Housing Units	28.0%	20.1%	24.9%
Vacant Housing Units	5.5%	8.6%	9.5%
2027 Housing Units	3,379	34,643	89,536
Owner Occupied Housing Units	68.0%	71.9%	66.1%
Renter Occupied Housing Units	26.5%	19.4%	24.3%
Vacant Housing Units	5.5%	8.7%	9.6%
<b>Median Household Income</b>			
2022	\$85,462	\$75,212	\$81,550
2027	\$95,271	\$84,109	\$91,234
<b>Median Home Value</b>			
2022	\$314,709	\$322,664	\$367,855
2027	\$331,481	\$351,127	\$397,877
<b>Per Capita Income</b>			
2022	\$40,384	\$42,026	\$36,892
2027	\$48,974	\$52,045	\$44,656
<b>Median Age</b>			
2010	38.4	46.0	35.6
2022	41.7	49.0	36.1
2027	42.8	49.3	36.9

**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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<b>2022 Households by Income</b>			
Household Income Base	3,113	31,108	79,378
<\$15,000	8.5%	5.5%	4.8%
\$15,000 - \$24,999	8.1%	8.5%	7.1%
\$25,000 - \$34,999	3.4%	6.8%	7.2%
\$35,000 - \$49,999	8.9%	11.4%	10.0%
\$50,000 - \$74,999	13.0%	17.6%	16.9%
\$75,000 - \$99,999	16.4%	13.3%	12.8%
\$100,000 - \$149,999	24.8%	19.7%	19.7%
\$150,000 - \$199,999	10.2%	9.0%	10.4%
\$200,000+	6.8%	8.2%	11.2%
Average Household Income	\$102,004	\$101,962	\$113,735
<b>2027 Households by Income</b>			
Household Income Base	3,192	31,628	80,953
<\$15,000	7.8%	4.7%	3.9%
\$15,000 - \$24,999	7.1%	6.7%	5.5%
\$25,000 - \$34,999	2.1%	6.2%	6.6%
\$35,000 - \$49,999	6.6%	9.8%	9.0%
\$50,000 - \$74,999	11.6%	16.5%	15.6%
\$75,000 - \$99,999	17.3%	14.2%	13.1%
\$100,000 - \$149,999	22.3%	16.2%	16.1%
\$150,000 - \$199,999	13.8%	11.7%	12.7%
\$200,000+	11.4%	14.1%	17.4%
Average Household Income	\$123,955	\$126,985	\$138,620
<b>2022 Owner Occupied Housing Units by Value</b>			
Total	2,192	24,259	57,518
<\$50,000	0.7%	1.5%	1.0%
\$50,000 - \$99,999	0.3%	3.6%	1.8%
\$100,000 - \$149,999	0.5%	3.5%	2.2%
\$150,000 - \$199,999	5.7%	8.7%	5.2%
\$200,000 - \$249,999	17.4%	11.3%	8.0%
\$250,000 - \$299,999	19.3%	14.2%	11.5%
\$300,000 - \$399,999	41.6%	31.6%	29.9%
\$400,000 - \$499,999	11.3%	13.5%	16.2%
\$500,000 - \$749,999	1.5%	8.7%	18.9%
\$750,000 - \$999,999	0.9%	2.1%	3.8%
\$1,000,000 - \$1,499,999	0.6%	0.9%	1.0%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.3%
\$2,000,000 +	0.2%	0.3%	0.3%
Average Home Value	\$329,995	\$350,881	\$415,489
<b>2027 Owner Occupied Housing Units by Value</b>			
Total	2,299	24,906	59,216
<\$50,000	0.6%	1.3%	0.8%
\$50,000 - \$99,999	0.1%	2.4%	1.2%
\$100,000 - \$149,999	0.2%	2.2%	1.3%
\$150,000 - \$199,999	4.0%	6.1%	3.5%
\$200,000 - \$249,999	14.1%	8.8%	5.9%
\$250,000 - \$299,999	17.0%	12.1%	9.3%
\$300,000 - \$399,999	44.6%	33.3%	28.6%
\$400,000 - \$499,999	14.4%	17.3%	18.9%
\$500,000 - \$749,999	2.7%	11.5%	24.1%
\$750,000 - \$999,999	1.4%	3.3%	4.8%
\$1,000,000 - \$1,499,999	0.7%	1.2%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.2%	0.3%
\$2,000,000 +	0.2%	0.2%	0.2%
Average Home Value	\$349,978	\$387,827	\$449,330

**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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<b>2010 Population by Age</b>			
Total	7,503	69,994	203,117
0 - 4	5.8%	5.3%	9.6%
5 - 9	5.7%	5.3%	7.9%
10 - 14	6.2%	5.4%	6.8%
15 - 24	14.1%	10.6%	12.5%
25 - 34	13.6%	10.3%	12.5%
35 - 44	14.4%	11.6%	11.2%
45 - 54	16.7%	14.2%	12.8%
55 - 64	11.6%	12.5%	10.5%
65 - 74	6.1%	10.4%	7.3%
75 - 84	3.9%	9.7%	6.0%
85 +	1.9%	4.7%	2.8%
18 +	78.3%	80.5%	71.7%
<b>2022 Population by Age</b>			
Total	7,748	75,540	245,658
0 - 4	4.8%	4.8%	8.8%
5 - 9	5.2%	5.0%	7.8%
10 - 14	5.7%	5.2%	6.8%
15 - 24	10.4%	9.2%	11.2%
25 - 34	14.8%	11.4%	14.1%
35 - 44	13.4%	10.5%	10.8%
45 - 54	13.3%	10.7%	9.6%
55 - 64	14.3%	13.2%	11.1%
65 - 74	10.6%	14.0%	10.1%
75 - 84	5.4%	10.5%	6.4%
85 +	2.2%	5.6%	3.3%
18 +	81.3%	82.2%	73.1%
<b>2027 Population by Age</b>			
Total	7,968	77,148	252,034
0 - 4	4.8%	4.8%	9.0%
5 - 9	4.8%	4.8%	7.6%
10 - 14	5.3%	5.0%	6.7%
15 - 24	9.8%	8.9%	11.1%
25 - 34	13.2%	10.5%	13.1%
35 - 44	15.1%	11.5%	11.9%
45 - 54	12.4%	9.9%	9.0%
55 - 64	13.0%	12.0%	10.0%
65 - 74	12.4%	14.5%	10.7%
75 - 84	6.9%	12.1%	7.5%
85 +	2.3%	5.8%	3.4%
18 +	82.0%	82.5%	73.2%
<b>2010 Population by Sex</b>			
Males	3,711	32,457	98,587
Females	3,793	37,536	104,531
<b>2022 Population by Sex</b>			
Males	3,814	35,273	119,257
Females	3,935	40,267	126,402
<b>2027 Population by Sex</b>			
Males	3,931	36,143	122,539
Females	4,037	41,006	129,495

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



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<b>2010 Population by Race/Ethnicity</b>			
Total	7,504	69,995	203,120
White Alone	85.9%	90.3%	89.3%
Black Alone	2.2%	3.5%	3.7%
American Indian Alone	0.4%	0.2%	0.2%
Asian Alone	3.2%	1.5%	1.5%
Pacific Islander Alone	0.2%	0.0%	0.0%
Some Other Race Alone	6.0%	3.0%	3.8%
Two or More Races	2.1%	1.5%	1.5%
Hispanic Origin	15.5%	9.9%	11.4%
Diversity Index	45.1	32.9	36.0
<b>2020 Population by Race/Ethnicity</b>			
Total	7,568	74,370	241,093
White Alone	69.8%	81.0%	83.6%
Black Alone	3.1%	3.3%	2.6%
American Indian Alone	2.1%	0.6%	0.4%
Asian Alone	3.0%	1.7%	1.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.1%	5.8%	5.7%
Two or More Races	10.8%	7.6%	6.2%
Hispanic Origin	23.4%	13.5%	11.3%
Diversity Index	67.1	49.0	43.5
<b>2022 Population by Race/Ethnicity</b>			
Total	7,749	75,540	245,659
White Alone	68.9%	80.3%	83.1%
Black Alone	3.1%	3.3%	2.7%
American Indian Alone	2.2%	0.6%	0.5%
Asian Alone	3.0%	1.7%	1.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.4%	6.0%	6.0%
Two or More Races	11.3%	7.9%	6.5%
Hispanic Origin	24.0%	13.8%	11.5%
Diversity Index	68.0	50.0	44.4
<b>2027 Population by Race/Ethnicity</b>			
Total	7,968	77,149	252,035
White Alone	67.0%	78.9%	81.8%
Black Alone	3.0%	3.3%	2.6%
American Indian Alone	2.4%	0.7%	0.5%
Asian Alone	3.0%	1.8%	1.4%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	12.3%	6.7%	6.6%
Two or More Races	12.2%	8.7%	7.1%
Hispanic Origin	25.0%	14.5%	12.1%
Diversity Index	69.9	52.2	46.6
<b>2010 Population by Relationship and Household Type</b>			
Total	7,504	69,993	203,119
In Households	99.5%	99.0%	98.4%
In Family Households	83.4%	80.0%	85.6%
Householder	25.3%	25.9%	24.0%
Spouse	17.9%	20.0%	19.1%
Child	32.0%	28.3%	35.8%
Other relative	5.4%	3.8%	3.8%
Nonrelative	2.8%	2.0%	2.9%
In Nonfamily Households	16.0%	18.9%	12.8%
In Group Quarters	0.5%	1.0%	1.6%
Institutionalized Population	0.3%	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:** 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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<b>2022 Population 25+ by Educational Attainment</b>			
Total	5,729	57,339	160,494
Less than 9th Grade	4.1%	2.5%	2.8%
9th - 12th Grade, No Diploma	7.9%	4.8%	4.9%
High School Graduate	31.1%	31.5%	29.0%
GED/Alternative Credential	3.4%	3.0%	2.4%
Some College, No Degree	18.9%	18.8%	18.2%
Associate Degree	9.3%	9.2%	7.6%
Bachelor's Degree	20.1%	20.9%	22.4%
Graduate/Professional Degree	5.2%	9.3%	12.7%
<b>2022 Population 15+ by Marital Status</b>			
Total	6,537	64,286	188,086
Never Married	35.8%	28.1%	28.8%
Married	46.0%	51.1%	56.7%
Widowed	5.8%	10.5%	6.9%
Divorced	12.4%	10.2%	7.6%
<b>2022 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,262	35,279	107,651
Population 16+ Employed	95.0%	94.9%	95.6%
Population 16+ Unemployment rate	5.0%	5.1%	4.4%
Population 16-24 Employed	12.5%	11.6%	13.6%
Population 16-24 Unemployment rate	4.3%	11.7%	7.7%
Population 25-54 Employed	64.6%	59.1%	61.7%
Population 25-54 Unemployment rate	3.6%	3.7%	3.4%
Population 55-64 Employed	16.7%	17.8%	16.2%
Population 55-64 Unemployment rate	9.1%	6.5%	5.9%
Population 65+ Employed	6.1%	11.5%	8.5%
Population 65+ Unemployment rate	9.5%	2.7%	3.6%
<b>2022 Employed Population 16+ by Industry</b>			
Total	4,049	33,480	102,895
Agriculture/Mining	0.0%	0.1%	0.1%
Construction	12.1%	8.5%	9.3%
Manufacturing	6.2%	5.6%	5.2%
Wholesale Trade	2.4%	3.3%	3.3%
Retail Trade	18.3%	14.9%	11.9%
Transportation/Utilities	6.8%	8.9%	6.6%
Information	1.9%	1.5%	1.4%
Finance/Insurance/Real Estate	4.0%	6.8%	7.3%
Services	45.8%	45.8%	50.7%
Public Administration	2.5%	4.6%	4.2%
<b>2022 Employed Population 16+ by Occupation</b>			
Total	4,050	33,482	102,894
White Collar	58.2%	62.0%	65.2%
Management/Business/Financial	12.6%	15.2%	17.3%
Professional	18.5%	21.0%	24.8%
Sales	12.0%	12.1%	10.6%
Administrative Support	15.1%	13.7%	12.5%
Services	18.0%	17.0%	15.5%
Blue Collar	23.9%	21.1%	19.3%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	8.6%	7.0%	6.8%
Installation/Maintenance/Repair	4.1%	3.5%	2.7%
Production	3.7%	3.3%	2.9%
Transportation/Material Moving	7.5%	7.2%	6.9%

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<b>2010 Households by Type</b>			
Total	2,981	29,650	70,418
Households with 1 Person	28.3%	34.0%	26.2%
Households with 2+ People	71.7%	66.0%	73.8%
Family Households	65.2%	61.2%	69.2%
Husband-wife Families	46.1%	47.2%	55.0%
With Related Children	22.0%	18.2%	26.9%
Other Family (No Spouse Present)	19.1%	13.9%	14.2%
Other Family with Male Householder	5.9%	3.7%	3.9%
With Related Children	3.1%	1.6%	1.9%
Other Family with Female Householder	13.1%	10.2%	10.3%
With Related Children	7.0%	4.8%	5.4%
Nonfamily Households	6.5%	4.9%	4.6%
All Households with Children	32.5%	24.9%	34.6%
Multigenerational Households	4.1%	3.1%	3.4%
Unmarried Partner Households	7.5%	5.2%	5.2%
Male-female	6.7%	4.5%	4.5%
Same-sex	0.8%	0.7%	0.7%
<b>2010 Households by Size</b>			
Total	2,983	29,652	70,419
1 Person Household	28.3%	34.0%	26.2%
2 Person Household	28.9%	32.6%	30.3%
3 Person Household	17.4%	13.5%	15.0%
4 Person Household	14.9%	11.5%	13.6%
5 Person Household	6.7%	5.3%	6.7%
6 Person Household	2.3%	1.8%	3.1%
7 + Person Household	1.5%	1.3%	5.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,982	29,651	70,416
Owner Occupied	64.1%	79.0%	74.3%
Owned with a Mortgage/Loan	50.7%	51.2%	51.7%
Owned Free and Clear	13.4%	27.8%	22.6%
Renter Occupied	35.9%	21.0%	25.7%
<b>2022 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	102	90	86
Percent of Income for Mortgage	19.4%	22.6%	23.8%
Wealth Index	90	110	123
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,111	32,412	77,447
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%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	7,504	69,993	203,119
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.

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<b>Top 3 Tapestry Segments</b>			
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)
<b>2022 Consumer Spending</b>			
Apparel & Services: Total \$	\$7,222,421	\$70,580,892	\$204,130,499
Average Spent	\$2,320.08	\$2,268.90	\$2,571.63
Spending Potential Index	96	94	107
Education: Total \$	\$6,809,842	\$58,629,845	\$174,525,439
Average Spent	\$2,187.55	\$1,884.72	\$2,198.66
Spending Potential Index	112	96	112
Entertainment/Recreation: Total \$	\$10,773,719	\$109,777,718	\$309,369,281
Average Spent	\$3,460.88	\$3,528.92	\$3,897.42
Spending Potential Index	94	96	106
Food at Home: Total \$	\$18,439,275	\$186,479,183	\$526,356,393
Average Spent	\$5,923.31	\$5,994.57	\$6,631.01
Spending Potential Index	96	97	107
Food Away from Home: Total \$	\$12,767,276	\$127,471,731	\$366,666,867
Average Spent	\$4,101.28	\$4,097.72	\$4,619.25
Spending Potential Index	95	95	107
Health Care: Total \$	\$20,249,241	\$222,937,896	\$604,556,886
Average Spent	\$6,504.74	\$7,166.58	\$7,616.18
Spending Potential Index	92	101	107
HH Furnishings & Equipment: Total \$	\$7,530,823	\$78,054,106	\$220,524,786
Average Spent	\$2,419.15	\$2,509.13	\$2,778.16
Spending Potential Index	94	98	108
Personal Care Products & Services: Total \$	\$3,089,136	\$32,095,528	\$89,317,580
Average Spent	\$992.33	\$1,031.75	\$1,125.22
Spending Potential Index	97	101	110
Shelter: Total \$	\$72,694,429	\$701,568,479	\$2,007,414,397
Average Spent	\$23,351.89	\$22,552.67	\$25,289.30
Spending Potential Index	102	98	110
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,391,194	\$87,054,946	\$236,164,144
Average Spent	\$2,374.30	\$2,798.47	\$2,975.18
Spending Potential Index	87	103	110
Travel: Total \$	\$8,730,360	\$90,416,391	\$253,908,548
Average Spent	\$2,804.48	\$2,906.53	\$3,198.73
Spending Potential Index	98	101	111
Vehicle Maintenance & Repairs: Total \$	\$3,497,761	\$37,564,899	\$105,599,083
Average Spent	\$1,123.60	\$1,207.56	\$1,330.33
Spending Potential Index	89	96	106

**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.