



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
Population Summary			
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
2023 Total Population	7,992	76,704	250,284
2023 Group Quarters	56	885	3,036
2028 Total Population	8,262	78,418	256,093
2023-2028 Annual Rate	0.67%	0.44%	0.46%
2023 Total Daytime Population	11,585	78,871	217,213
Workers	7,948	36,852	74,521
Residents	3,637	42,019	142,692
Household Summary			
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
2023 Households	3,237	31,752	81,248
2023 Average Household Size	2.45	2.39	3.04
2028 Households	3,367	32,585	83,513
2028 Average Household Size	2.44	2.38	3.03
2023-2028 Annual Rate	0.79%	0.52%	0.55%
2010 Families	1,943	18,140	48,719
2010 Average Family Size	3.12	3.01	3.45
2023 Families	2,022	18,755	55,261
2023 Average Family Size	3.15	3.16	3.74
2028 Families	2,096	19,250	56,761
2028 Average Family Size	3.14	3.14	3.72
2023-2028 Annual Rate	0.72%	0.52%	0.54%
Housing Unit Summary			
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%
2023 Housing Units	3,372	34,297	88,605
Owner Occupied Housing Units	68.2%	72.2%	66.3%
Renter Occupied Housing Units	27.8%	20.4%	25.4%
Vacant Housing Units	4.0%	7.4%	8.3%
2028 Housing Units	3,477	34,899	90,461
Owner Occupied Housing Units	70.5%	73.6%	67.7%
Renter Occupied Housing Units	26.3%	19.8%	24.6%
Vacant Housing Units	3.2%	6.6%	7.7%
Median Household Income			
2023	\$85,732	\$72,601	\$79,081
2028	\$94,072	\$80,549	\$87,360
Median Home Value			
2023	\$344,094	\$357,752	\$419,318
2028	\$359,472	\$388,113	\$457,543
Per Capita Income			
2023	\$44,347	\$43,926	\$38,087
2028	\$49,996	\$49,562	\$42,861
Median Age			
2010	38.4	46.0	35.6
2023	41.8	49.0	36.4
2028	43.0	49.3	37.3

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	3,237	31,752	81,248
<\$15,000	10.2%	7.7%	6.6%
\$15,000 - \$24,999	4.7%	7.0%	6.3%
\$25,000 - \$34,999	4.3%	7.0%	7.3%
\$35,000 - \$49,999	8.1%	12.4%	11.3%
\$50,000 - \$74,999	14.3%	17.0%	16.0%
\$75,000 - \$99,999	16.6%	12.2%	11.9%
\$100,000 - \$149,999	21.9%	16.4%	16.2%
\$150,000 - \$199,999	8.7%	10.0%	11.3%
\$200,000+	11.2%	10.2%	13.0%
Average Household Income	\$111,624	\$106,137	\$116,943
2028 Households by Income			
Household Income Base	3,367	32,585	83,513
<\$15,000	9.0%	7.2%	6.1%
\$15,000 - \$24,999	3.7%	5.7%	5.1%
\$25,000 - \$34,999	3.7%	6.0%	6.3%
\$35,000 - \$49,999	7.2%	11.2%	10.2%
\$50,000 - \$74,999	13.1%	16.6%	15.5%
\$75,000 - \$99,999	16.4%	12.4%	12.1%
\$100,000 - \$149,999	23.8%	17.4%	16.9%
\$150,000 - \$199,999	10.2%	11.8%	12.8%
\$200,000+	12.9%	11.8%	15.1%
Average Household Income	\$125,111	\$119,380	\$131,082
2023 Owner Occupied Housing Units by Value			
Total	2,300	24,748	58,780
<\$50,000	2.1%	2.4%	1.6%
\$50,000 - \$99,999	0.3%	5.1%	2.6%
\$100,000 - \$149,999	0.5%	4.2%	2.7%
\$150,000 - \$199,999	2.2%	4.6%	2.9%
\$200,000 - \$249,999	9.2%	6.6%	4.4%
\$250,000 - \$299,999	16.3%	10.2%	7.2%
\$300,000 - \$399,999	44.2%	29.2%	24.7%
\$400,000 - \$499,999	18.4%	19.0%	20.0%
\$500,000 - \$749,999	2.3%	10.9%	22.5%
\$750,000 - \$999,999	1.3%	4.9%	7.5%
\$1,000,000 - \$1,499,999	3.0%	1.8%	2.4%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.7%
\$2,000,000 +	0.0%	0.8%	0.9%
Average Home Value	\$376,163	\$403,551	\$483,784
2028 Owner Occupied Housing Units by Value			
Total	2,453	25,678	61,275
<\$50,000	1.6%	2.3%	1.4%
\$50,000 - \$99,999	0.1%	3.6%	1.8%
\$100,000 - \$149,999	0.2%	3.0%	1.9%
\$150,000 - \$199,999	1.2%	4.1%	2.4%
\$200,000 - \$249,999	6.4%	4.8%	3.0%
\$250,000 - \$299,999	13.9%	8.1%	5.4%
\$300,000 - \$399,999	44.8%	27.4%	21.6%
\$400,000 - \$499,999	22.5%	22.5%	21.8%
\$500,000 - \$749,999	3.3%	14.3%	27.6%
\$750,000 - \$999,999	1.9%	6.7%	9.2%
\$1,000,000 - \$1,499,999	3.8%	2.4%	2.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.6%
\$2,000,000 +	0.0%	0.6%	0.7%
Average Home Value	\$403,946	\$440,717	\$515,875

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.

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2010 Population by Age			
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%
2023 Population by Age			
Total	7,990	76,702	250,284
0 - 4	4.7%	4.7%	8.6%
5 - 9	5.2%	5.0%	7.8%
10 - 14	5.7%	5.2%	6.9%
15 - 24	10.4%	9.2%	11.2%
25 - 34	14.6%	11.3%	13.8%
35 - 44	13.6%	10.8%	11.1%
45 - 54	13.1%	10.6%	9.6%
55 - 64	14.1%	13.0%	10.9%
65 - 74	11.0%	14.4%	10.3%
75 - 84	5.5%	10.8%	6.7%
85 +	2.1%	5.1%	3.1%
18 +	81.3%	82.3%	73.3%
2028 Population by Age			
Total	8,262	78,420	256,095
0 - 4	4.7%	4.8%	8.8%
5 - 9	4.8%	4.8%	7.5%
10 - 14	5.3%	5.0%	6.8%
15 - 24	9.8%	9.0%	11.2%
25 - 34	12.9%	10.3%	12.7%
35 - 44	15.2%	11.7%	12.1%
45 - 54	12.4%	9.9%	9.1%
55 - 64	12.8%	11.7%	9.8%
65 - 74	12.6%	14.5%	10.6%
75 - 84	7.1%	12.4%	7.9%
85 +	2.4%	5.8%	3.5%
18 +	82.1%	82.6%	73.5%
2010 Population by Sex			
Males	3,711	32,457	98,587
Females	3,793	37,536	104,531
2023 Population by Sex			
Males	3,949	35,985	121,854
Females	4,043	40,719	128,430
2028 Population by Sex			
Males	4,074	36,752	124,373
Females	4,188	41,666	131,719

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	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
2020 Population by Race/Ethnicity			
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
2023 Population by Race/Ethnicity			
Total	7,991	76,704	250,283
White Alone	68.5%	79.9%	82.7%
Black Alone	3.1%	3.4%	2.7%
American Indian Alone	2.3%	0.7%	0.5%
Asian Alone	3.2%	1.8%	1.5%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	11.6%	6.2%	6.1%
Two or More Races	11.3%	8.0%	6.5%
Hispanic Origin	24.7%	14.4%	12.0%
Diversity Index	68.7	51.0	45.4
2028 Population by Race/Ethnicity			
Total	8,261	78,418	256,093
White Alone	66.2%	78.2%	81.3%
Black Alone	3.2%	3.5%	2.8%
American Indian Alone	2.4%	0.7%	0.5%
Asian Alone	3.4%	1.9%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	12.8%	6.9%	6.7%
Two or More Races	12.0%	8.6%	7.1%
Hispanic Origin	26.5%	15.7%	13.1%
Diversity Index	71.2	54.0	48.2
2010 Population by Relationship and Household Type			
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 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	5,913	58,287	164,074
Less than 9th Grade	4.7%	2.9%	2.7%
9th - 12th Grade, No Diploma	6.5%	4.1%	4.3%
High School Graduate	28.6%	31.7%	28.0%
GED/Alternative Credential	3.8%	3.5%	2.6%
Some College, No Degree	16.9%	17.5%	18.0%
Associate Degree	10.5%	9.4%	8.0%
Bachelor's Degree	20.4%	20.7%	23.4%
Graduate/Professional Degree	8.5%	10.2%	13.1%
2023 Population 15+ by Marital Status			
Total	6,748	65,351	192,158
Never Married	41.8%	30.7%	30.5%
Married	39.6%	50.0%	56.0%
Widowed	4.4%	9.5%	6.2%
Divorced	14.3%	9.8%	7.3%
2023 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,668	37,305	114,419
Population 16+ Employed	95.5%	94.7%	95.7%
Population 16+ Unemployment rate	4.5%	5.3%	4.3%
Population 16-24 Employed	12.1%	11.0%	12.6%
Population 16-24 Unemployment rate	4.3%	9.0%	7.2%
Population 25-54 Employed	63.9%	58.7%	61.6%
Population 25-54 Unemployment rate	4.8%	4.6%	3.4%
Population 55-64 Employed	17.2%	18.8%	16.6%
Population 55-64 Unemployment rate	2.8%	5.3%	4.6%
Population 65+ Employed	6.9%	11.5%	9.1%
Population 65+ Unemployment rate	6.1%	5.0%	5.2%
2023 Employed Population 16+ by Industry			
Total	4,458	35,344	109,512
Agriculture/Mining	0.1%	0.2%	0.2%
Construction	9.0%	7.1%	8.1%
Manufacturing	6.8%	5.4%	5.2%
Wholesale Trade	0.9%	2.2%	2.2%
Retail Trade	26.7%	16.4%	12.7%
Transportation/Utilities	5.9%	7.9%	6.1%
Information	0.2%	1.8%	1.7%
Finance/Insurance/Real Estate	2.8%	5.9%	6.5%
Services	43.6%	48.4%	53.3%
Public Administration	3.8%	4.6%	4.1%
2023 Employed Population 16+ by Occupation			
Total	4,456	35,345	109,509
White Collar	61.9%	65.4%	67.8%
Management/Business/Financial	12.8%	14.7%	17.5%
Professional	21.4%	23.9%	27.0%
Sales	12.6%	12.1%	10.6%
Administrative Support	15.2%	14.8%	12.7%
Services	15.7%	15.8%	15.0%
Blue Collar	22.3%	18.8%	17.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.0%
Construction/Extraction	5.6%	4.6%	5.4%
Installation/Maintenance/Repair	3.0%	3.7%	2.4%
Production	1.9%	2.4%	2.9%
Transportation/Material Moving	11.8%	8.1%	6.5%

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2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2023 Affordability, Mortgage and Wealth			
Housing Affordability Index	87	72	67
Percent of Income for Mortgage	24.1%	29.6%	31.9%
Wealth Index	100	112	125
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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.

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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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)
2023 Consumer Spending			
Apparel & Services: Total \$	\$7,465,954	\$67,103,157	\$193,227,660
Average Spent	\$2,306.44	\$2,113.35	\$2,378.25
Spending Potential Index	105	96	108
Education: Total \$	\$6,959,341	\$56,366,335	\$165,245,267
Average Spent	\$2,149.94	\$1,775.21	\$2,033.84
Spending Potential Index	120	99	113
Entertainment/Recreation: Total \$	\$12,396,790	\$118,572,449	\$330,560,274
Average Spent	\$3,829.72	\$3,734.33	\$4,068.53
Spending Potential Index	101	99	108
Food at Home: Total \$	\$22,951,014	\$213,351,577	\$598,981,957
Average Spent	\$7,090.21	\$6,719.31	\$7,372.27
Spending Potential Index	104	99	108
Food Away from Home: Total \$	\$12,258,624	\$114,592,057	\$327,534,506
Average Spent	\$3,787.03	\$3,608.97	\$4,031.29
Spending Potential Index	102	97	108
Health Care: Total \$	\$23,484,546	\$238,452,442	\$643,560,960
Average Spent	\$7,255.03	\$7,509.84	\$7,920.95
Spending Potential Index	99	102	108
HH Furnishings & Equipment: Total \$	\$9,815,596	\$93,664,068	\$262,925,088
Average Spent	\$3,032.31	\$2,949.86	\$3,236.08
Spending Potential Index	103	100	109
Personal Care Products & Services: Total \$	\$3,241,682	\$31,370,660	\$87,053,496
Average Spent	\$1,001.45	\$987.99	\$1,071.45
Spending Potential Index	105	103	112
Shelter: Total \$	\$86,311,162	\$793,494,571	\$2,238,944,908
Average Spent	\$26,663.94	\$24,990.38	\$27,556.92
Spending Potential Index	108	101	111
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$10,116,831	\$105,904,380	\$284,335,940
Average Spent	\$3,125.37	\$3,335.36	\$3,499.61
Spending Potential Index	100	107	112
Travel: Total \$	\$7,412,372	\$70,744,136	\$199,653,635
Average Spent	\$2,289.89	\$2,228.02	\$2,457.34
Spending Potential Index	102	99	109
Vehicle Maintenance & Repairs: Total \$	\$4,101,315	\$40,506,841	\$113,442,554
Average Spent	\$1,267.01	\$1,275.73	\$1,396.25
Spending Potential Index	97	97	107

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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