

# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Overview

Population	7,075		49,506		118,508	
Households	1,970		16,388		40,017	
Persons per Household	2.93	113	2.91	113	2.91	113
Household Median Income	\$153,531.46	221	\$119,933.45	172	\$133,115.04	191
Household Median Disposable Income	\$119,947.39	199	\$97,766.2	162	\$107,445.34	179
Household Median Discretionary Income	\$90,111.09	210	\$69,115.38	161	\$78,664.65	183
Average Income Per Person	\$51,808.19	139	\$50,233.79	135	\$57,269.32	153
Median Rent	\$1,750	138	\$1,809.66	143	\$1,970.67	155
Median House Value	\$709,503.23	173	\$741,444.87	180	\$782,580.65	190
Households in Poverty	33 (1.7%)	13	1,124 (6.9%)	54	2,237 (5.6%)	44
Household Median Wealth	\$124,870.3	159	\$108,288.04	138	\$116,884.15	149
Average Age	42.47	106	42.15	105	42.18	105
Median Age	41.66	108	41.85	109	42.23	110
Households with Children	709 (36%)	31	5,732 (35%)	127	14,335 (35.8%)	30
High School Graduate or Higher	4,952 (92.5%)	104	32,074 (90.9%)	102	78,916 (93.9%)	106

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile	3 Mile	5 Mile
Bachelor's Degree or Higher	2,681 (50.1%) 	17,396 (49.3%) 	44,857 (53.4%) 
Pop density (per sq mi)	1,479	2,156	1,563
Area (based on blockgroups)	5	23	76

### Population

Population 2022 Q4	7,075	49,506	118,508
Population 2022 Q3	7,080	49,476	118,456
Population 2022 Q2	7,078	49,452	118,387
Population 2022 Q1	7,078	49,460	118,407
Population 2021 Q4	7,079	49,420	118,378
Population 2021 Q3	7,076	49,428	118,356
Population 2021 Q2	7,076	49,702	118,327
Population 2021 Q1	7,078	49,745	118,355
Population 2020 Q4	7,030	49,704	118,065
Population 5 Years Forecast	7,148	50,050	120,529
Population 10 Years Forecast	7,253	50,863	122,855
Persons per Household	2.93 	2.91 	2.91 

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	● 1 Mile		● 3 Mile		● 5 Mile				
Group Quarters	1,306	(18.5%)	790	1,737	(3.5%)	150	1,983	(1.7%)	72
Transient Population - Average Last 4 Quarters	55	(0.8%)	62	189	(<0.5%)	31	189	(<0.5%)	13

### Households

Households 2022 Q4	1,970		16,388		40,017
Households 2022 Q3	1,972		16,379		40,006
Households 2022 Q2	1,972		16,370		39,977
Households 2022 Q1	1,970		16,371		39,984
Households 2021 Q4	1,971		16,357		39,973
Households 2021 Q3	1,971		16,363		39,972
Households 2021 Q2	1,971		16,446		39,963
Households 2021 Q1	1,972		16,464		39,975
Households 2020 Q4	1,955		16,432		39,850
Households 5 Years Forecast	1,996		16,572		40,714
Households 10 Years Forecast	2,032		16,851		41,524

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### Gender

Gender	Count	Percentage	1 Mile	3 Mile	5 Mile
Male	3,968	(56.1%)	114	24,946	58,443
Female	3,107	(43.9%)	86	24,560	60,065

### Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	5,476	(77.4%)	126	34,879	87,777
Hispanic (Ethnic)	631	(8.9%)	49	7,983	13,416
Black	531	(7.5%)	63	2,395	4,512
Asian	367	(5.2%)	102	3,397	10,805
Other	70	(1%)	27	852	1,998

### Household by Ethnicity

Ethnicity	Count	Percentage	1 Mile	3 Mile	5 Mile
White	1,696	(86.1%)	34	12,087	30,434
Hispanic (Ethnic)	117	(5.9%)	40	2,264	4,080
Asian	108	(5.5%)	124	953	3,227
Other	25	(1.3%)	23	495	1,133
Black	24	(1.2%)	11	589	1,143

### Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile		3 Mile		5 Mile	
Household Average Income	\$163,310.44	168	\$147,984.2	152	\$167,692.94	172
Average Income Per Person	\$51,808.19	139	\$50,233.79	135	\$57,269.32	153
Household Median Income	\$153,531.46	221	\$119,933.45	172	\$133,115.04	191
<\$15K			629 (3.8%)	42	1,636 (4.1%)	45
\$15K - \$25K	71 (3.6%)	47	898 (5.5%)	71	1,662 (4.2%)	54
\$25K - \$35K	34 (1.7%)	21	869 (5.3%)	66	1,610 (4%)	50
\$35K - \$50K	110 (5.6%)	49	1,358 (8.3%)	75	2,678 (6.7%)	59
\$50K - \$75K	217 (11%)	65	1,589 (9.7%)	57	3,890 (9.7%)	58
\$75K - \$100K	131 (6.6%)	51	1,517 (9.3%)	71	3,582 (9%)	69
\$100K - \$150K	384 (19.5%)	118	3,003 (18.3%)	111	7,184 (18%)	109
\$150K - \$175K	269 (13.7%)	260	1,604 (9.8%)	186	3,934 (9.8%)	187
\$175K - \$200K	132 (6.7%)	124	1,801 (11%)	204	5,491 (13.7%)	254
\$200K - \$250K	349 (17.7%)	475	1,744 (10.6%)	285	4,673 (11.7%)	313
\$250K - \$500K	150 (7.6%)	478	748 (4.6%)	286	2,002 (5%)	314
>\$500K	123 (6.2%)	468	628 (3.8%)	287	1,675 (4.2%)	314

### Disposable Households Income

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

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	1 Mile		3 Mile		5 Mile	
Household Average Disposable Income	\$128,417.72	174	\$106,439.91	144	\$112,977.97	153
Household Median Disposable Income	\$119,947.39	199	\$97,766.2	162	\$107,445.34	179
<\$15K	7	(<0.5%) 4	694	(4.2%) 43	1,768	(4.4%) 44
\$15K - \$25K	72	(3.7%) 40	1,175	(7.2%) 7	2,080	(5.2%) 57
\$25K - \$35K	77	(3.9%) 42	1,047	(6.4%) 69	2,154	(5.4%) 58
\$35K - \$50K	129	(6.5%) 49	1,448	(8.8%) 66	2,780	(6.9%) 52
\$50K - \$75K	228	(11.6%) 63	1,896	(11.6%) 63	4,851	(12.1%) 66
\$75K - \$100K	318	(16.1%) 116	2,114	(12.9%) 93	4,951	(12.4%) 89
\$100K - \$150K	485	(24.6%) 157	3,859	(23.5%) 150	9,550	(23.9%) 152
\$150K - \$175K	184	(9.3%) 194	1,800	(11%) 228	5,572	(13.9%) 289
\$175K - \$200K	129	(6.5%) 420	634	(3.9%) 248	1,706	(4.3%) 274
\$200K - \$250K	137	(7%) 456	694	(4.2%) 278	1,852	(4.6%) 303
\$250K - \$500K	188	(9.5%) 455	946	(5.8%) 275	2,531	(6.3%) 302
>\$500K	16	(0.8%) 443	81	(<0.5%) 269	222	(0.6%) 302

### Discretionary Households Income

Household Average Discretionary Income	\$89,080.89	172	\$72,819.54	141	\$79,583.11	154
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Household Median Discretionary Income	\$90,111.09	210	\$69,115.38	161	\$78,664.65	183
<\$10K			809 (4.9%)	48	1,821 (4.6%)	45
\$10K - \$20K	84 (4.3%)	33	1,663 (10.1%)	74	2,850 (7.1%)	55
\$20K - \$30K	102 (5.2%)	41	1,362 (8.3%)	66	2,765 (6.9%)	55
\$30K - \$40K	149 (7.6%)	67	1,264 (7.7%)	68	2,699 (6.7%)	59
\$40K - \$50K	121 (6.1%)	64	1,025 (6.3%)	65	2,583 (6.5%)	67
\$50K - \$75K	382 (19.4%)	107	2,707 (16.5%)	91	6,435 (16.1%)	89
\$75K - \$100K	332 (16.9%)	159	2,527 (15.4%)	146	6,119 (15.3%)	144
\$100K - \$125K	269 (13.7%)	202	2,490 (15.2%)	224	7,165 (17.9%)	264
\$125K - \$150K	349 (17.7%)	402	1,718 (10.5%)	238	4,328 (10.8%)	246
>\$150K	182 (9.2%)	367	823 (5%)	200	3,252 (8.1%)	323

### Households Income by Ethnicity

Average Income - White	\$138,059.64	158	\$122,200.68	140	\$124,003.41	142
Median Income - White	\$156,901.27	206	\$132,822.27	175	\$136,101.31	179
Average Income - Black	\$194,820.5	318	\$76,855.25	125	\$89,149.14	145
Median Income - Black	\$240,000	501	\$52,624.74	110	\$60,813.2	127

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	1 Mile	3 Mile	5 Mile
Average Income - Asian	\$130,721.13	\$135,813.66	\$137,078.89
Median Income - Asian	\$125,000.01	\$161,143.19	\$163,802.62
Average Income - Hispanic	\$111,871.61	\$85,961.19	\$107,836.58
Median Income - Hispanic	\$101,249.95	\$70,677.25	\$103,241.94
Average Income - Other	\$94,255.24	\$100,823.49	\$117,144.38
Median Income - Other	\$68,749.42	\$93,679.03	\$115,624.37

## Age

Average Age	42.47	42.15	42.18
Median Age	41.66	41.85	42.23
0-4	306 (4.3%)	2,502 (5.1%)	5,937 (5%)
5-13	507 (7.2%)	4,583 (9.3%)	10,973 (9.3%)
14-17	191 (2.7%)	2,134 (4.3%)	5,091 (4.3%)
18-21	324 (4.6%)	2,646 (5.3%)	6,527 (5.5%)
22-24	395 (5.6%)	2,337 (4.7%)	5,906 (5%)
25-29	634 (9%)	3,698 (7.5%)	9,201 (7.8%)
30-34	550 (7.8%)	3,153 (6.4%)	7,320 (6.2%)

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35-39	458	(6.5%)	108	2,585	(5.2%)	87	5,456	(4.6%)	7
40-44	416	(5.9%)	97	2,417	(4.9%)	8	5,093	(4.3%)	71
45-49	444	(6.3%)	104	2,716	(5.5%)	91	6,123	(5.2%)	86
50-54	495	(7%)	114	3,267	(6.6%)	108	7,980	(6.7%)	110
55-59	510	(7.2%)	112	3,729	(7.5%)	118	9,557	(8.1%)	126
60-64	557	(7.9%)	122	3,832	(7.7%)	120	9,740	(8.2%)	127
65-69	472	(6.7%)	114	3,314	(6.7%)	115	8,176	(6.9%)	118
70-74	363	(5.1%)	106	2,644	(5.3%)	111	6,335	(5.3%)	111
75-79	243	(3.4%)	98	1,885	(3.8%)	108	4,493	(3.8%)	108
80-84	135	(1.9%)	86	1,086	(2.2%)	98	2,581	(2.2%)	98
85+	75	(1.1%)	62	978	(2%)	115	2,019	(1.7%)	99

### Age - Male

Male Average Age	40.76		105	40.8		105	40.92		105
Male Median Age	38.55		104	38.9		105	38.95		105
0-4	158	(4%)	63	1,288	(5.2%)	8	3,058	(5.2%)	8
5-13	259	(6.5%)	57	2,364	(9.5%)	83	5,640	(9.7%)	84

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14-17	97	(2.4%)	48	1,103	(4.4%)	86	2,624	(4.5%)	87
18-21	204	(5.1%)	5	1,392	(5.6%)	89	3,369	(5.8%)	92
22-24	256	(6.5%)	143	1,242	(5%)	114	3,051	(5.2%)	120
25-29	398	(10%)	147	1,966	(7.9%)	115	4,769	(8.2%)	119
30-34	344	(8.7%)	35	1,703	(6.8%)	107	3,834	(6.6%)	103
35-39	302	(7.6%)	31	1,453	(5.8%)	95	2,911	(5%)	8
40-44	283	(7.1%)	116	1,335	(5.4%)	87	2,631	(4.5%)	7
45-49	282	(7.1%)	118	1,386	(5.6%)	92	2,968	(5.1%)	84
50-54	294	(7.4%)	121	1,619	(6.5%)	106	3,775	(6.5%)	106
55-59	265	(6.7%)	106	1,840	(7.4%)	117	4,508	(7.7%)	122
60-64	270	(6.8%)	108	1,867	(7.5%)	119	4,668	(8%)	27
65-69	204	(5.1%)	92	1,559	(6.2%)	112	3,911	(6.7%)	120
70-74	155	(3.9%)	87	1,235	(5%)	111	2,981	(5.1%)	114
75-79	111	(2.8%)	89	848	(3.4%)	108	2,024	(3.5%)	110
80-84	61	(1.5%)	83	443	(1.8%)	96	1,070	(1.8%)	99
85+	25	(0.6%)	56	303	(1.2%)	107	651	(1.1%)	98

## Age - Female

Female Average Age	44.65		108	43.52		105	43.41		105
Female Median Age	46.81		115	45.21		111	45.53		111
0-4	148	(4.8%)	8	1,214	(4.9%)	84	2,879	(4.8%)	8
5-13	248	(8%)	7	2,219	(9%)	85	5,333	(8.9%)	84
14-17	94	(3%)	64	1,031	(4.2%)	88	2,467	(4.1%)	86
18-21	120	(3.9%)	66	1,254	(5.1%)	88	3,158	(5.3%)	90
22-24	139	(4.5%)	116	1,095	(4.5%)	115	2,855	(4.8%)	123
25-29	236	(7.6%)	31	1,732	(7.1%)	115	4,432	(7.4%)	120
30-34	206	(6.6%)	114	1,450	(5.9%)	101	3,486	(5.8%)	100
35-39	156	(5%)	85	1,132	(4.6%)	7	2,545	(4.2%)	7
40-44	133	(4.3%)	71	1,082	(4.4%)	7	2,462	(4.1%)	68
45-49	162	(5.2%)	87	1,330	(5.4%)	90	3,155	(5.3%)	88
50-54	201	(6.5%)	105	1,648	(6.7%)	109	4,205	(7%)	114
55-59	245	(7.9%)	122	1,889	(7.7%)	119	5,049	(8.4%)	30
60-64	287	(9.2%)	140	1,965	(8%)	121	5,072	(8.4%)	20
65-69	268	(8.6%)	141	1,755	(7.1%)	117	4,265	(7.1%)	116
70-74	208	(6.7%)	30	1,409	(5.7%)	111	3,354	(5.6%)	108
75-79	132	(4.2%)	110	1,037	(4.2%)	109	2,469	(4.1%)	106
80-84	74	(2.4%)	92	643	(2.6%)	101	1,511	(2.5%)	97
85+	50	(1.6%)	71	675	(2.7%)	120	1,368	(2.3%)	100

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### Employment by Occupation

Occupation	1 Mile	1 Mile %	3 Mile	3 Mile %	5 Mile	5 Mile %
Total Employees (16+ Years Old)	3,838		26,876		64,944	
Professional Specialty	1,196 (31.2%)	32	7,437 (27.7%)	117	19,749 (30.4%)	28
Managerial/Executive	1,018 (26.5%)	162	5,982 (22.3%)	136	15,890 (24.5%)	149
Sales	440 (11.5%)	117	3,154 (11.7%)	120	6,946 (10.7%)	109
Office Admin	383 (10%)	90	2,698 (10%)	90	6,738 (10.4%)	93
Construction	245 (6.4%)	74	1,538 (5.7%)	70	3,590 (5.5%)	67
Production & Transportation	180 (4.7%)	36	2,090 (7.8%)	59	4,605 (7.1%)	54
Building Maintenance & Cleaning	168 (4.4%)	121	804 (3%)	8	1,483 (2.3%)	63
Personal Care	88 (2.3%)	87	666 (2.5%)	94	1,530 (2.4%)	90
Food Preparation & Serving	52 (1.4%)	25	1,380 (5.1%)	96	2,084 (3.2%)	60
Protective	44 (1.1%)	53	470 (1.7%)	8	1,237 (1.9%)	87
Healthcare support	24 (0.6%)	19	601 (2.2%)	68	1,036 (1.6%)	49
Farming, Fishing & Forestry			56 (<0.5%)	32	56 (<0.5%)	13

### Employment by Industry

Total Employees (16+ Years Old)	3,838	26,876	64,944
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Educational Services	855	(22.3%)	96	6,662	(24.8%)	106	16,269	(25.1%)	107
Financial, Insurance & Real Estate	571	(14.9%)	225	2,928	(10.9%)	165	7,420	(11.4%)	173
Professional Services	557	(14.5%)	194	3,405	(12.7%)	169	8,169	(12.6%)	168
Wholesale Retail	528	(13.8%)	102	3,484	(13%)	96	8,558	(13.2%)	98
Agriculture/Mining/Construction	235	(6.1%)	71	1,525	(5.7%)	66	3,825	(5.9%)	68
Administrative/Waste Services	189	(4.9%)	118	1,150	(4.3%)	102	2,632	(4.1%)	97
Public Administration	181	(4.7%)	98	953	(3.5%)	74	2,778	(4.3%)	89
Entertainment Services	160	(4.2%)	46	2,203	(8.2%)	91	4,620	(7.1%)	7
Information	146	(3.8%)	203	771	(2.9%)	153	2,160	(3.3%)	177
Transportation	145	(3.8%)	67	1,329	(4.9%)	88	2,867	(4.4%)	7
Other Professional Services	132	(3.4%)	72	1,005	(3.7%)	74	2,078	(3.2%)	67
Manufacturing	131	(3.4%)	34	1,416	(5.3%)	52	3,407	(5.2%)	52
Management Services	8	(<0.5%)	149	45	(<0.5%)	119	161	(<0.5%)	177

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### Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	5,268	(77.8%)	100	33,638	(71.6%)	92	85,061	(75.6%)	97
Speak Other Language at Home	1,213	(17.9%)	221	7,078	(15.1%)	186	18,034	(16%)	198
Speak Spanish at Home	288	(4.3%)	31	6,288	(13.4%)	96	9,476	(8.4%)	60

### Ancestry

Ancestry	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Italian	1,480	(20.9%)	699	7,404	(15%)	500	18,621	(15.7%)	525
Other	1,425	(20.1%)	93	9,685	(19.6%)	90	23,385	(19.7%)	91
Unclassified	824	(11.6%)	70	5,459	(11%)	66	13,692	(11.6%)	69
Other European (e.g. Greek/Russian)	591	(8.4%)	260	4,324	(8.7%)	272	10,845	(9.2%)	285
Scottish/Irish	575	(8.1%)	120	3,429	(6.9%)	102	8,302	(7%)	103
Polish	329	(4.7%)	300	1,976	(4%)	257	4,809	(4.1%)	262
German	309	(4.4%)	54	1,883	(3.8%)	47	4,784	(4%)	50
Puerto Rican	245	(3.5%)	35	1,629	(3.3%)	128	3,683	(3.1%)	121
American	209	(3%)	60	1,887	(3.8%)	7	4,605	(3.9%)	7
Chinese	204	(2.9%)	242	1,308	(2.6%)	222	3,987	(3.4%)	282
British	189	(2.7%)	49	871	(1.8%)	32	2,261	(1.9%)	35

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
Central American	129	(1.8%)	123	643	(1.3%)	88	1,152	(1%)	66
Cuban	96	(1.4%)	207	600	(1.2%)	185	970	(0.8%)	125
Middle Eastern	85	(1.2%)	191	659	(1.3%)	211	1,658	(1.4%)	222
South Central Asian (e.g. Indian)	61	(0.9%)	66	1,090	(2.2%)	168	4,632	(3.9%)	298
Korean	61	(0.9%)	203	260	(0.5%)	124	580	(<0.5%)	115
South American	59	(0.8%)	74	937	(1.9%)	177	1,952	(1.6%)	154
Mexican	53	(0.7%)	7	3,703	(7.5%)	71	4,353	(3.7%)	35
South East Asian (e.g. Vietnamese)	40	(0.6%)	35	688	(1.4%)	86	1,313	(1.1%)	69
Other Hispanic	38	(0.5%)	41	357	(0.7%)	55	965	(0.8%)	62
French	22	(<0.5%)	25	162	(<0.5%)	26	363	(<0.5%)	24
Scandinavian	21	(<0.5%)	15	227	(<0.5%)	24	554	(<0.5%)	24
Dutch	11	(<0.5%)	25	98	(<0.5%)	32	294	(<0.5%)	40
Dominican	11	(<0.5%)	27	114	(<0.5%)	40	341	(<0.5%)	51
Hawaiian/Pacific Islander	5	(<0.5%)	41	29	(<0.5%)	34	38	(<0.5%)	18
Native American (Indian/Eskimo)	2	(<0.5%)	4	33	(<0.5%)	8	76	(<0.5%)	8
Other Asian	1	(<0.5%)	5	45	(<0.5%)	29	263	(<0.5%)	72

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Japanese	6 (<0.5%)	5	30 (<0.5%)

### Education (Age 25+)

	1 Mile	3 Mile	5 Mile
Total Educated Population	5,352	35,304	84,074
Elementary (0 to 8 Years)	41 (0.8%)	1,304 (3.7%)	1,954 (2.3%)
Some High School (9 to 11 Years)	359 (6.7%)	1,926 (5.5%)	3,204 (3.8%)
High School Graduate (12 Years)	1,150 (21.5%)	7,526 (21.3%)	16,397 (19.5%)
Some College (13 to 16 Years)	783 (14.6%)	4,580 (13%)	11,457 (13.6%)
Associates Degree Only	338 (6.3%)	2,572 (7.3%)	6,205 (7.4%)
Bachelor's Degree Only	1,739 (32.5%)	10,637 (30.1%)	26,344 (31.3%)
Graduate Degree	942 (17.6%)	6,759 (19.1%)	18,513 (22%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats



# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	1,970	16,388	40,017
One Person Households	250 (12.7%)	3,246 (19.8%)	7,309 (18.3%)
Married Couple	1,420 (72.1%)	10,501 (64.1%)	26,691 (66.7%)
Male Householder	35 (1.8%)	660 (4%)	1,321 (3.3%)
Female Householder	171 (8.7%)	1,366 (8.3%)	3,179 (7.9%)
Non Family Households	94 (4.8%)	615 (3.8%)	1,517 (3.8%)

### Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	1,970	16,388	40,017
1 Person Household	250 (12.7%)	3,246 (19.8%)	7,309 (18.3%)
2 Person Household	628 (31.9%)	4,461 (27.2%)	11,272 (28.2%)
3 Person Household	411 (20.9%)	2,930 (17.9%)	7,251 (18.1%)
4 Person Household	452 (22.9%)	3,392 (20.7%)	8,727 (21.8%)
5 Person Household	177 (9%)	1,537 (9.4%)	3,763 (9.4%)
6 Person Household	36 (1.8%)	491 (3%)	1,114 (2.8%)
7+ Person Household	16 (0.8%)	331 (2%)	581 (1.5%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Housing Units

Total Housing Units	2,007	17,028	41,516
Owner Occupied Housing	1,862	13,666	34,187
Renter Occupied Housing	108	2,722	5,830
Vacant Housing	37	640	1,499

### Housing Rent

Average Rent	\$1,827.78	\$1,804.03	\$1,952.69
Median Rent	\$1,750	\$1,809.66	\$1,970.67
Total Cash Rents Housing	90	2,564	5,378
<\$300		133 (5.2%)	140 (2.6%)
\$300-\$500		78 (3%)	83 (1.5%)
\$500-\$750		98 (3.8%)	105 (2%)
\$750-\$1000		95 (3.7%)	130 (2.4%)
\$1000-\$1500	31 (34.4%)	442 (17.2%)	947 (17.6%)
\$1500-\$2000	28 (31.1%)	704 (27.5%)	1,364 (25.4%)
\$2000-\$2500	20 (22.2%)	580 (22.6%)	1,519 (28.2%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
\$2500-\$3000	8 (8.9%)	240 (9.4%)	683 (12.7%)
\$3000-\$3500	3 (3.3%)	94 (3.7%)	250 (4.6%)
>\$3500		100 (3.9%)	157 (2.9%)

### Value of Owner-Occupied Housing Units

Average House Value	\$771,776.77	\$658,344.86	\$747,156.09
Median House Value	\$709,503.23	\$741,444.87	\$782,580.65
Owner Occupied Housing	1,862	13,666	34,187
<\$100K	21 (1.1%)	248 (1.8%)	492 (1.4%)
\$100K - \$200K	3 (<0.5%)	148 (1.1%)	485 (1.4%)
\$200K - \$300K		311 (2.3%)	915 (2.7%)
\$300K - \$400K		711 (5.2%)	1,701 (5%)
\$400K - \$500K	131 (7%)	1,097 (8%)	2,794 (8.2%)
\$500K - \$1000K	1,324 (71.1%)	6,896 (50.5%)	16,936 (49.5%)
>\$1000K	383 (20.6%)	4,255 (31.1%)	10,864 (31.8%)

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

### Poverty

Households in Poverty	33	(1.7%)	13	1,124	(6.9%)	54	2,237	(5.6%)	44
Households Above Poverty	1,937	(98.3%)	113	15,264	(93.1%)	107	37,780	(94.4%)	108
Households in Poverty (Married)	24	(1.2%)	55	266	(1.6%)	75	516	(1.3%)	58
Households in Poverty (Male Householder)				91	(0.6%)	87	91	(<0.5%)	35
Households in Poverty (Female Householder)	9	(<0.5%)	15	215	(1.3%)	43	327	(0.8%)	27
Households in Poverty (Non-Family)				527	(3.2%)	53	1,237	(3.1%)	51
Households in Poverty (Non-Family Student)				25	(<0.5%)	24	66	(<0.5%)	26

### Wealth per Household

Household Average Wealth	\$287,399.75		121	\$273,548.33		115	\$281,611.88		119
Household Median Wealth	\$124,870.3		159	\$108,288.04		138	\$116,884.15		149
<\$0K	284	(14.4%)	8	2,515	(15.3%)	87	5,990	(15%)	85
\$0K - \$5K	119	(6%)	70	1,135	(6.9%)	8	2,607	(6.5%)	75
\$5K - \$10K	70	(3.6%)	7	633	(3.9%)	84	1,493	(3.7%)	8
\$10K - \$25K	111	(5.6%)	88	955	(5.8%)	91	2,287	(5.7%)	89
\$25K - \$50K	131	(6.6%)	97	1,091	(6.7%)	97	2,650	(6.6%)	97

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$50K - \$100K	206	(10.5%)	102	1,692	(10.3%)	100	4,115	(10.3%)	100
\$100K - \$250K	386	(19.6%)	108	3,131	(19.1%)	106	7,698	(19.2%)	107
\$250K - \$500K	300	(15.2%)	117	2,389	(14.6%)	112	5,953	(14.9%)	114
>\$500K	363	(18.4%)	127	2,847	(17.4%)	120	7,224	(18.1%)	125

### Vehicles per Household

Total Number of Vehicles	4,234			31,426			81,056		
Average Number of Vehicles	2.15		117	1.92		104	2.03		110
No Vehicles	24	(1.2%)	15	1,613	(9.8%)	120	2,708	(6.8%)	8
1 Vehicle	287	(14.6%)	45	3,577	(21.8%)	68	8,689	(21.7%)	67
2 Vehicles	1,127	(57.2%)	154	7,147	(43.6%)	117	17,866	(44.6%)	120
3 or more Vehicles	532	(27%)	121	4,051	(24.7%)	111	10,754	(26.9%)	120

### Population Change

Births	72			608			1,470		
Deaths	52			447			1,055		
Migration	-24			-75			-285		

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats

# Audience Profile

Jan 1 - Dec 31, 2023

## Manalapan Commons

15 US Highway 9 South, Manalapan, NJ 07726

Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

### Workplace

Total Businesses	429	2,141	4,038
Total Employees	4,441	25,963	47,232

Calculated using Weighted Centroid from Block Groups | DataSet: STI: Popstats