

COMPLETE PROFILE

2000-2010 Census, 2015 Estimates with 2020 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.4075/-74.2335

RFULL9

Broad Street Plaza, Matawan, NJ 07747

	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2015)	9,886	66,240	146,542
Projected Population (2020)	10,114	67,960	151,203
Census Population (2010)	9,665	65,922	145,222
Census Population (2000)	9,107	62,929	137,566
Projected Annual Growth (2015-2020)	228 0.5%	1,720 0.5%	4,661 0.6%
Historical Annual Growth (2010-2015)	221 0.5%	318 0.1%	1,320 0.2%
Historical Annual Growth (2000-2010)	558 0.6%	2,993 0.5%	7,656 0.6%
Estimated Population Density (2015)	3,148 <i>psm</i>	2,344 <i>psm</i>	1,867 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
Households			
Estimated Households (2015)	3,711	24,647	54,287
Projected Households (2020)	3,833	25,437	56,162
Census Households (2010)	3,548	24,030	52,752
Census Households (2000)	3,374	22,848	49,056
Projected Annual Growth (2015-2020)	122 0.7%	790 0.6%	1,875 0.7%
Historical Annual Change (2000-2015)	337 0.7%	1,799 0.5%	5,231 0.7%
Average Household Income			
Estimated Average Household Income (2015)	\$117,933	\$111,756	\$112,802
Projected Average Household Income (2020)	\$125,095	\$118,388	\$119,367
Census Average Household Income (2010)	\$102,697	\$105,533	\$104,746
Census Average Household Income (2000)	\$81,984	\$83,935	\$83,897
Projected Annual Change (2015-2020)	\$7,163 1.2%	\$6,631 1.2%	\$6,564 1.2%
Historical Annual Change (2000-2015)	\$35,949 2.9%	\$27,821 2.2%	\$28,906 2.3%
Median Household Income			
Estimated Median Household Income (2015)	\$95,297	\$91,126	\$92,505
Projected Median Household Income (2020)	\$100,789	\$96,110	\$97,023
Census Median Household Income (2010)	\$77,867	\$87,677	\$87,868
Census Median Household Income (2000)	\$69,691	\$72,262	\$71,739
Projected Annual Change (2015-2020)	\$5,492 1.2%	\$4,983 1.1%	\$4,519 1.0%
Historical Annual Change (2000-2015)	\$25,606 2.4%	\$18,864 1.7%	\$20,765 1.9%
Per Capita Income			
Estimated Per Capita Income (2015)	\$44,318	\$41,644	\$41,836
Projected Per Capita Income (2020)	\$47,453	\$44,370	\$44,383
Census Per Capita Income (2010)	\$37,703	\$38,469	\$38,049
Census Per Capita Income (2000)	\$30,182	\$30,311	\$29,867
Projected Annual Change (2015-2020)	\$3,136 1.4%	\$2,727 1.3%	\$2,547 1.2%
Historical Annual Change (2000-2015)	\$14,136 3.1%	\$11,333 2.5%	\$11,969 2.7%
Estimated Average Household Net Worth (2015)	\$752,752	\$796,429	\$771,784

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Broad Street Plaza, Matawan, NJ 07747		1 mi radius		3 mi radius		5 mi radius	
Race and Ethnicity							
Total Population (2015)		9,886		66,240		146,542	
White (2015)		7,956	80.5%	50,873	76.8%	108,981	74.4%
Black or African American (2015)		718	7.3%	4,665	7.0%	9,462	6.5%
American Indian or Alaska Native (2015)		18	0.2%	104	0.2%	214	0.1%
Asian (2015)		732	7.4%	7,645	11.5%	21,426	14.6%
Hawaiian or Pacific Islander (2015)		1	-	11	-	21	-
Other Race (2015)		245	2.5%	1,638	2.5%	3,470	2.4%
Two or More Races (2015)		215	2.2%	1,304	2.0%	2,968	2.0%
Population < 18 (2015)		2,198	22.2%	14,690	22.2%	32,430	22.1%
White Not Hispanic		1,436	65.3%	9,240	62.9%	19,525	60.2%
Black or African American		191	8.7%	1,204	8.2%	2,413	7.4%
Asian		153	7.0%	1,821	12.4%	5,236	16.1%
Other Race Not Hispanic		74	3.4%	475	3.2%	1,023	3.2%
Hispanic		344	15.6%	1,950	13.3%	4,232	13.0%
Not Hispanic or Latino Population (2015)		8,810	89.1%	59,519	89.9%	131,777	89.9%
Not Hispanic White		7,249	82.3%	46,548	78.2%	99,403	75.4%
Not Hispanic Black or African American		665	7.5%	4,341	7.3%	8,760	6.6%
Not Hispanic American Indian or Alaska Native		6	0.1%	56	0.1%	133	0.1%
Not Hispanic Asian		724	8.2%	7,549	12.7%	21,154	16.1%
Not Hispanic Hawaiian or Pacific Islander		-	-	8	-	15	-
Not Hispanic Other Race		8	0.1%	102	0.2%	239	0.2%
Not Hispanic Two or More Races		157	1.8%	914	1.5%	2,072	1.6%
Hispanic or Latino Population (2015)		1,075	10.9%	6,722	10.1%	14,765	10.1%
Hispanic White		707	65.7%	4,325	64.3%	9,578	64.9%
Hispanic Black or African American		53	4.9%	324	4.8%	702	4.8%
Hispanic American Indian or Alaska Native		12	1.1%	48	0.7%	81	0.6%
Hispanic Asian		8	0.8%	96	1.4%	271	1.8%
Hispanic Hawaiian or Pacific Islander		1	-	3	-	6	-
Hispanic Other Race		236	22.0%	1,536	22.8%	3,231	21.9%
Hispanic Two or More Races		58	5.4%	389	5.8%	896	6.1%
Not Hispanic or Latino Population (2010)		8,658	89.6%	59,636	90.5%	131,504	90.6%
Hispanic or Latino Population (2010)		1,007	10.4%	6,286	9.5%	13,718	9.4%
Not Hispanic or Latino Population (2000)		8,545	93.8%	58,877	93.6%	128,262	93.2%
Hispanic or Latino Population (2000)		562	6.2%	4,052	6.4%	9,303	6.8%
Not Hispanic or Latino Population (2020)		8,910	88.1%	60,282	88.7%	134,105	88.7%
Hispanic or Latino Population (2020)		1,203	11.9%	7,678	11.3%	17,098	11.3%
Projected Annual Growth (2015-2020)		128	2.4%	956	2.8%	2,333	3.2%
Historical Annual Growth (2000-2010)		445	7.9%	2,234	5.5%	4,414	4.7%

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RFULL9

Broad Street Plaza, Matawan, NJ 07747

	1 mi radius		3 mi radius		5 mi radius	
Total Age Distribution (2015)						
Total Population	9,886		66,240		146,542	
Age Under 5 Years	637	6.4%	3,719	5.6%	8,051	5.5%
Age 5 to 9 Years	570	5.8%	3,959	6.0%	8,687	5.9%
Age 10 to 14 Years	583	5.9%	4,281	6.5%	9,597	6.5%
Age 15 to 19 Years	630	6.4%	4,236	6.4%	9,600	6.6%
Age 20 to 24 Years	595	6.0%	3,654	5.5%	8,195	5.6%
Age 25 to 29 Years	651	6.6%	3,851	5.8%	8,574	5.9%
Age 30 to 34 Years	665	6.7%	4,028	6.1%	8,836	6.0%
Age 35 to 39 Years	627	6.3%	4,068	6.1%	9,022	6.2%
Age 40 to 44 Years	681	6.9%	4,772	7.2%	10,367	7.1%
Age 45 to 49 Years	750	7.6%	5,143	7.8%	11,609	7.9%
Age 50 to 54 Years	829	8.4%	5,533	8.4%	12,227	8.3%
Age 55 to 59 Years	690	7.0%	5,027	7.6%	11,286	7.7%
Age 60 to 64 Years	596	6.0%	4,080	6.2%	9,352	6.4%
Age 65 to 69 Years	446	4.5%	3,239	4.9%	7,168	4.9%
Age 70 to 74 Years	331	3.3%	2,460	3.7%	5,313	3.6%
Age 75 to 79 Years	220	2.2%	1,638	2.5%	3,600	2.5%
Age 80 to 84 Years	176	1.8%	1,185	1.8%	2,453	1.7%
Age 85 Years or Over	208	2.1%	1,367	2.1%	2,605	1.8%
Median Age	39.2		40.7		40.6	
Age 19 Years or Less	2,420	24.5%	16,196	24.5%	35,934	24.5%
Age 20 to 64 Years	6,085	61.6%	40,155	60.6%	89,468	61.1%
Age 65 Years or Over	1,381	14.0%	9,889	14.9%	21,139	14.4%
Female Age Distribution (2015)						
Female Population	5,083	51.4%	34,027	51.4%	75,152	51.3%
Age Under 5 Years	314	6.2%	1,789	5.3%	3,939	5.2%
Age 5 to 9 Years	274	5.4%	1,901	5.6%	4,205	5.6%
Age 10 to 14 Years	289	5.7%	2,130	6.3%	4,696	6.2%
Age 15 to 19 Years	300	5.9%	2,013	5.9%	4,651	6.2%
Age 20 to 24 Years	301	5.9%	1,791	5.3%	3,988	5.3%
Age 25 to 29 Years	345	6.8%	2,016	5.9%	4,405	5.9%
Age 30 to 34 Years	342	6.7%	2,096	6.2%	4,539	6.0%
Age 35 to 39 Years	327	6.4%	2,105	6.2%	4,616	6.1%
Age 40 to 44 Years	343	6.7%	2,428	7.1%	5,310	7.1%
Age 45 to 49 Years	383	7.5%	2,625	7.7%	5,985	8.0%
Age 50 to 54 Years	412	8.1%	2,779	8.2%	6,191	8.2%
Age 55 to 59 Years	341	6.7%	2,508	7.4%	5,725	7.6%
Age 60 to 64 Years	314	6.2%	2,138	6.3%	4,842	6.4%
Age 65 to 69 Years	217	4.3%	1,706	5.0%	3,772	5.0%
Age 70 to 74 Years	199	3.9%	1,349	4.0%	2,917	3.9%
Age 75 to 79 Years	126	2.5%	955	2.8%	2,070	2.8%
Age 80 to 84 Years	106	2.1%	736	2.2%	1,496	2.0%
Age 85 Years or Over	150	3.0%	961	2.8%	1,806	2.4%
Female Median Age	40.1		41.8		41.7	
Age 19 Years or Less	1,177	23.2%	7,833	23.0%	17,492	23.3%
Age 20 to 64 Years	3,107	61.1%	20,487	60.2%	45,600	60.7%
Age 65 Years or Over	798	15.7%	5,707	16.8%	12,061	16.0%

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Male Age Distribution (2015)						
Male Population	4,803	48.6%	32,213	48.6%	71,389	48.7%
Age Under 5 Years	323	6.7%	1,930	6.0%	4,112	5.8%
Age 5 to 9 Years	295	6.2%	2,058	6.4%	4,481	6.3%
Age 10 to 14 Years	294	6.1%	2,151	6.7%	4,901	6.9%
Age 15 to 19 Years	331	6.9%	2,223	6.9%	4,949	6.9%
Age 20 to 24 Years	294	6.1%	1,863	5.8%	4,207	5.9%
Age 25 to 29 Years	306	6.4%	1,835	5.7%	4,169	5.8%
Age 30 to 34 Years	323	6.7%	1,931	6.0%	4,298	6.0%
Age 35 to 39 Years	300	6.3%	1,963	6.1%	4,406	6.2%
Age 40 to 44 Years	338	7.0%	2,344	7.3%	5,056	7.1%
Age 45 to 49 Years	367	7.6%	2,518	7.8%	5,625	7.9%
Age 50 to 54 Years	417	8.7%	2,754	8.5%	6,036	8.5%
Age 55 to 59 Years	349	7.3%	2,519	7.8%	5,562	7.8%
Age 60 to 64 Years	282	5.9%	1,942	6.0%	4,510	6.3%
Age 65 to 69 Years	229	4.8%	1,533	4.8%	3,396	4.8%
Age 70 to 74 Years	132	2.7%	1,110	3.4%	2,396	3.4%
Age 75 to 79 Years	93	1.9%	684	2.1%	1,530	2.1%
Age 80 to 84 Years	70	1.5%	450	1.4%	957	1.3%
Age 85 Years or Over	58	1.2%	405	1.3%	798	1.1%
Male Median Age	38.2		39.5		39.5	
Age 19 Years or Less	1,243	25.9%	8,363	26.0%	18,443	25.8%
Age 20 to 64 Years	2,978	62.0%	19,668	61.1%	43,869	61.4%
Age 65 Years or Over	582	12.1%	4,182	13.0%	9,078	12.7%
Males per 100 Females (2015)						
Overall Comparison	94		95		95	
Age Under 5 Years	103	50.7%	108	51.9%	104	51.1%
Age 5 to 9 Years	108	51.9%	108	52.0%	107	51.6%
Age 10 to 14 Years	102	50.4%	101	50.3%	104	51.1%
Age 15 to 19 Years	110	52.5%	110	52.5%	106	51.6%
Age 20 to 24 Years	98	49.5%	104	51.0%	106	51.3%
Age 25 to 29 Years	89	47.0%	91	47.6%	95	48.6%
Age 30 to 34 Years	95	48.6%	92	48.0%	95	48.6%
Age 35 to 39 Years	92	47.9%	93	48.3%	95	48.8%
Age 40 to 44 Years	99	49.7%	97	49.1%	95	48.8%
Age 45 to 49 Years	96	48.9%	96	49.0%	94	48.5%
Age 50 to 54 Years	101	50.3%	99	49.8%	97	49.4%
Age 55 to 59 Years	102	50.6%	100	50.1%	97	49.3%
Age 60 to 64 Years	90	47.3%	91	47.6%	93	48.2%
Age 65 to 69 Years	106	51.4%	90	47.3%	90	47.4%
Age 70 to 74 Years	66	39.9%	82	45.1%	82	45.1%
Age 75 to 79 Years	74	42.5%	72	41.7%	74	42.5%
Age 80 to 84 Years	66	39.7%	61	37.9%	64	39.0%
Age 85 Years or Over	39	27.8%	42	29.7%	44	30.7%
Age 19 Years or Less	106	51.4%	107	51.6%	105	51.3%
Age 20 to 39 Years	93	48.2%	95	48.7%	97	49.3%
Age 40 to 64 Years	98	49.4%	97	49.2%	95	48.8%
Age 65 Years or Over	73	42.2%	73	42.3%	75	42.9%

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	1 mi radius		3 mi radius		5 mi radius	
Household Type (2015)						
Total Households	3,711		24,647		54,287	
Households with Children	1,249	33.7%	8,552	34.7%	19,015	35.0%
Average Household Size	2.6		2.7		2.7	
Household Density per Square Mile	1,182		872		691	
Population Family	8,078	81.7%	54,879	82.8%	122,500	83.6%
Population Non-Family	1,720	17.4%	10,692	16.1%	22,921	15.6%
Population Group Quarters	88	0.9%	669	1.0%	1,121	0.8%
Family Households	2,651	71.4%	17,662	71.7%	39,402	72.6%
Married Couple Households	2,116	79.8%	14,392	81.5%	31,911	81.0%
Other Family Households	535	20.2%	3,269	18.5%	7,491	19.0%
Family Households with Children	1,245	47.0%	8,515	48.2%	18,944	48.1%
Married Couple with Children	951	76.3%	6,877	80.8%	15,217	80.3%
Other Family Households with Children	295	23.7%	1,638	19.2%	3,727	19.7%
Family Households No Children	1,405	53.0%	9,146	51.8%	20,457	51.9%
Married Couple No Children	1,165	82.9%	7,515	82.2%	16,694	81.6%
Other Family Households No Children	240	17.1%	1,631	17.8%	3,764	18.4%
Non-Family Households	1,061	28.6%	6,986	28.3%	14,885	27.4%
Non-Family Households with Children	3	0.3%	37	0.5%	71	0.5%
Non-Family Households No Children	1,057	99.7%	6,949	99.5%	14,815	99.5%
Average Family Household Size	3.0		3.1		3.1	
Average Family Income	\$139,475		\$135,795		\$135,161	
Median Family Income	\$107,989		\$109,133		\$109,261	
Average Non-Family Household Size	1.6		1.5		1.5	
Marital Status (2015)						
Population Age 15 Years or Over	8,096		54,280		120,207	
Never Married	2,063	25.5%	14,549	26.8%	33,788	28.1%
Currently Married	4,453	55.0%	28,878	53.2%	63,857	53.1%
Previously Married	1,580	19.5%	10,854	20.0%	22,562	18.8%
Separated	271	17.1%	2,044	18.8%	4,119	18.3%
Widowed	489	31.0%	3,779	34.8%	8,149	36.1%
Divorced	820	51.9%	5,031	46.4%	10,294	45.6%
Educational Attainment (2015)						
Adult Population Age 25 Years or Over	8,261		56,120		124,467	
Elementary (Grade Level 0 to 8)	216	2.6%	2,232	4.0%	5,293	4.3%
Some High School (Grade Level 9 to 11)	522	6.3%	3,316	5.9%	8,722	7.0%
High School Graduate	1,526	18.5%	12,365	22.0%	27,641	22.2%
Some College	1,501	18.2%	8,468	15.1%	18,369	14.8%
Associate Degree Only	678	8.2%	4,115	7.3%	8,554	6.9%
Bachelor Degree Only	1,747	21.1%	11,553	20.6%	25,505	20.5%
Graduate Degree	2,071	25.1%	14,070	25.1%	30,384	24.4%
Any College (Some College or Higher)	5,996	72.6%	38,206	68.1%	82,812	66.5%
College Degree + (Bachelor Degree or Higher)	3,817	46.2%	25,623	45.7%	55,888	44.9%

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Housing			
Total Housing Units (2015)	3,807	25,289	55,703
Total Housing Units (2010)	3,774	25,058	55,034
Historical Annual Growth (2010-2015)	33 0.2%	230 0.2%	669 0.2%
Housing Units Occupied (2015)	3,711 97.5%	24,647 97.5%	54,287 97.5%
Housing Units Owner-Occupied	2,669 71.9%	19,116 77.6%	40,618 74.8%
Housing Units Renter-Occupied	1,042 28.1%	5,532 22.4%	13,669 25.2%
Housing Units Vacant (2015)	96 2.6%	642 2.6%	1,415 2.6%
Household Size (2015)			
Total Households	3,711	24,647	54,287
1 Person Households	839 22.6%	5,789 23.5%	12,435 22.9%
2 Person Households	1,203 32.4%	7,452 30.2%	16,321 30.1%
3 Person Households	662 17.8%	4,413 17.9%	9,968 18.4%
4 Person Households	641 17.3%	4,348 17.6%	9,615 17.7%
5 Person Households	243 6.5%	1,804 7.3%	4,050 7.5%
6 Person Households	76 2.1%	572 2.3%	1,321 2.4%
7 or More Person Households	48 1.3%	270 1.1%	577 1.1%
Household Income Distribution (2015)			
HH Income \$200,000 or More	374 10.1%	2,669 10.8%	6,046 11.1%
HH Income \$150,000 to \$199,999	516 13.9%	2,996 12.2%	6,079 11.2%
HH Income \$125,000 to \$149,999	364 9.8%	2,184 8.9%	4,439 8.2%
HH Income \$100,000 to \$124,999	487 13.1%	3,096 12.6%	6,800 12.5%
HH Income \$75,000 to \$99,999	545 14.7%	3,224 13.1%	7,582 14.0%
HH Income \$50,000 to \$74,999	522 14.1%	3,552 14.4%	8,426 15.5%
HH Income \$35,000 to \$49,999	245 6.6%	2,124 8.6%	5,005 9.2%
HH Income \$25,000 to \$34,999	210 5.7%	1,432 5.8%	3,262 6.0%
HH Income \$15,000 to \$24,999	252 6.8%	1,840 7.5%	3,557 6.6%
HH Income \$10,000 to \$14,999	66 1.8%	818 3.3%	1,635 3.0%
HH Income Under \$10,000	129 3.5%	712 2.9%	1,456 2.7%
Household Vehicles (2015)			
Households 0 Vehicles Available	237 6.4%	1,441 5.8%	2,763 5.1%
Households 1 Vehicle Available	1,173 31.6%	7,082 28.7%	16,052 29.6%
Households 2 Vehicles Available	1,544 41.6%	10,569 42.9%	23,119 42.6%
Households 3 or More Vehicles Available	757 20.4%	5,555 22.5%	12,353 22.8%
Total Vehicles Available	6,790	47,294	104,402
Average Vehicles per Household	1.8	1.9	1.9
Owner-Occupied Household Vehicles	5,495 80.9%	40,517 85.7%	87,019 83.3%
Average Vehicles per Owner-Occupied Household	2.1	2.1	2.1
Renter-Occupied Household Vehicles	1,295 19.1%	6,777 14.3%	17,384 16.7%
Average Vehicles per Renter-Occupied Household	1.2	1.2	1.3
Travel Time (2010)			
Worker Base Age 16 years or Over	4,779	31,621	69,346
Travel to Work in 14 Minutes or Less	904 18.9%	5,970 18.9%	12,778 18.4%
Travel to Work in 15 to 29 Minutes	1,060 22.2%	7,567 23.9%	17,015 24.5%
Travel to Work in 30 to 59 Minutes	1,398 29.3%	9,132 28.9%	19,725 28.4%
Travel to Work in 60 Minutes or More	1,216 25.4%	7,591 24.0%	16,918 24.4%
Work at Home	201 4.2%	1,361 4.3%	2,909 4.2%
Average Minutes Travel to Work	33.1	31.9	32.2

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COMPLETE PROFILE

2000-2010 Census, 2015 Estimates with 2020 Projections

Calculated using Weighted Block Centroid from Block Groups

Lat/Lon: 40.4075/-74.2335

RFULL9

Broad Street Plaza, Matawan, NJ 07747

	1 mi radius	3 mi radius	5 mi radius
Transportation To Work (2010)			
Worker Base Age 16 years or Over	4,779	31,621	69,346
Drive to Work Alone	3,370 70.5%	23,050 72.9%	50,762 73.2%
Drive to Work in Carpool	461 9.7%	2,912 9.2%	5,616 8.1%
Travel to Work by Public Transportation	626 13.1%	3,643 11.5%	8,409 12.1%
Drive to Work on Motorcycle	- -	7 -	24 -
Bicycle to Work	7 0.1%	55 0.2%	107 0.2%
Walk to Work	77 1.6%	469 1.5%	1,212 1.7%
Other Means	37 0.8%	124 0.4%	307 0.4%
Work at Home	201 4.2%	1,361 4.3%	2,909 4.2%
Daytime Demographics (2015)			
Total Businesses	688	3,098	5,887
Total Employees	4,259	31,521	60,245
Company Headquarter Businesses	1 0.2%	6 0.2%	18 0.3%
Company Headquarter Employees	5 0.1%	158 0.5%	532 0.9%
Employee Population per Business	6.2 to 1	10.2 to 1	10.2 to 1
Residential Population per Business	14.4 to 1	21.4 to 1	24.9 to 1
Adj. Daytime Demographics Age 16 Years or Over	6,960	51,154	103,863
Labor Force			
Labor Population Age 16 Years or Over (2015)	7,965	53,419	118,255
Labor Force Total Males (2015)	3,828 48.1%	25,646 48.0%	56,915 48.1%
Male Civilian Employed	2,797 73.1%	18,080 70.5%	40,115 70.5%
Male Civilian Unemployed	197 5.1%	1,113 4.3%	2,278 4.0%
Males in Armed Forces	- -	14 0.1%	41 0.1%
Males Not in Labor Force	834 21.8%	6,439 25.1%	14,481 25.4%
Labor Force Total Females (2015)	4,137 51.9%	27,773 52.0%	61,340 51.9%
Female Civilian Employed	2,467 59.6%	15,692 56.5%	34,480 56.2%
Female Civilian Unemployed	148 3.6%	1,052 3.8%	2,382 3.9%
Females in Armed Forces	- -	- -	- -
Females Not in Labor Force	1,523 36.8%	11,029 39.7%	24,478 39.9%
Unemployment Rate	4.3%	4.1%	3.9%
Labor Force Growth (2010-2015)	345 7.0%	1,519 4.7%	3,744 5.3%
Male Labor Force Growth (2010-2015)	117 4.3%	713 4.1%	1,800 4.7%
Female Labor Force Growth (2010-2015)	228 10.2%	805 5.4%	1,944 6.0%
Occupation (2010)			
Occupation Population Age 16 Years or Over	4,919	32,253	70,851
Occupation Total Males	2,681 54.5%	17,367 53.8%	38,315 54.1%
Occupation Total Females	2,238 45.5%	14,886 46.2%	32,536 45.9%
Management, Business, Financial Operations	995 20.2%	6,288 19.5%	14,098 19.9%
Professional, Related	1,193 24.3%	8,048 25.0%	16,635 23.5%
Service	646 13.1%	4,455 13.8%	9,671 13.6%
Sales, Office	1,174 23.9%	8,154 25.3%	18,945 26.7%
Farming, Fishing, Forestry	15 0.3%	25 0.1%	37 0.1%
Construction, Extraction, Maintenance	497 10.1%	2,614 8.1%	5,488 7.7%
Production, Transport, Material Moving	398 8.1%	2,670 8.3%	5,977 8.4%
White Collar Workers	3,362 68.4%	22,490 69.7%	49,679 70.1%
Blue Collar Workers	1,557 31.6%	9,764 30.3%	21,172 29.9%

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RFULL9

Broad Street Plaza, Matawan, NJ 07747

	1 mi radius		3 mi radius		5 mi radius	
Units In Structure (2010)						
Total Units	3,548		24,030		52,752	
1 Detached Unit	2,391	67.4%	15,921	66.3%	33,274	63.1%
1 Attached Unit	225	6.3%	2,391	9.9%	5,535	10.5%
2 Units	261	7.3%	953	4.0%	1,747	3.3%
3 to 4 Units	109	3.1%	875	3.6%	2,216	4.2%
5 to 9 Units	122	3.4%	736	3.1%	1,464	2.8%
10 to 19 Units	171	4.8%	1,246	5.2%	3,461	6.6%
20 to 49 Units	70	2.0%	366	1.5%	1,964	3.7%
50 or More Units	191	5.4%	1,403	5.8%	2,540	4.8%
Mobile Home or Trailer	7	0.2%	135	0.6%	544	1.0%
Other Structure	1	-	3	-	6	-
Homes Built By Year (2010)						
Homes Built 2005 or later	98	2.8%	642	2.7%	2,018	3.8%
Homes Built 2000 to 2004	150	4.2%	1,344	5.6%	2,924	5.5%
Homes Built 1990 to 1999	236	6.7%	2,552	10.6%	6,007	11.4%
Homes Built 1980 to 1989	415	11.7%	3,322	13.8%	7,572	14.4%
Homes Built 1970 to 1979	454	12.8%	3,210	13.4%	6,526	12.4%
Homes Built 1960 to 1969	922	26.0%	5,124	21.3%	10,567	20.0%
Homes Built 1950 to 1959	410	11.6%	3,494	14.5%	8,713	16.5%
Homes Built 1940 to 1949	247	7.0%	1,483	6.2%	3,130	5.9%
Homes Built Before 1939	616	17.4%	2,860	11.9%	5,295	10.0%
Median Age of Homes	49.2	yrs	45.5	yrs	44.4	yrs
Home Values (2010)						
Owner Specified Housing Units	2,561		18,712		39,759	
Home Values \$1,000,000 or More	22	0.8%	437	2.3%	1,213	3.1%
Home Values \$750,000 to \$999,999	57	2.2%	702	3.8%	1,710	4.3%
Home Values \$500,000 to \$749,999	257	10.0%	2,645	14.1%	5,472	13.8%
Home Values \$400,000 to \$499,999	449	17.5%	3,181	17.0%	6,425	16.2%
Home Values \$300,000 to \$399,999	1,015	39.6%	5,424	29.0%	11,869	29.9%
Home Values \$250,000 to \$299,999	315	12.3%	2,231	11.9%	4,740	11.9%
Home Values \$200,000 to \$249,999	240	9.4%	1,975	10.6%	3,822	9.6%
Home Values \$175,000 to \$199,999	70	2.7%	608	3.2%	1,194	3.0%
Home Values \$150,000 to \$174,999	32	1.3%	499	2.7%	993	2.5%
Home Values \$125,000 to \$149,999	24	0.9%	275	1.5%	482	1.2%
Home Values \$100,000 to \$124,999	45	1.7%	251	1.3%	599	1.5%
Home Values \$90,000 to \$99,999	5	0.2%	66	0.4%	149	0.4%
Home Values \$80,000 to \$89,999	5	0.2%	114	0.6%	209	0.5%
Home Values \$70,000 to \$79,999	13	0.5%	113	0.6%	203	0.5%
Home Values \$60,000 to \$69,999	1	-	22	0.1%	69	0.2%
Home Values \$50,000 to \$59,999	2	0.1%	34	0.2%	108	0.3%
Home Values \$35,000 to \$49,999	3	0.1%	37	0.2%	105	0.3%
Home Values \$25,000 to \$34,999	-	-	22	0.1%	185	0.5%
Home Values \$10,000 to \$24,999	-	-	54	0.3%	141	0.4%
Home Values Under \$10,000	5	0.2%	24	0.1%	71	0.2%
Owner-Occupied Median Home Value	\$352,559		\$374,804		\$385,848	
Renter-Occupied Median Rent	\$1,161		\$1,004		\$990	

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RFULL9

Broad Street Plaza, Matawan, NJ 07747

	1 mi radius	3 mi radius	5 mi radius
Total Annual Consumer Expenditure (2015)			
Total Household Expenditure	\$295 M	\$1.87 B	\$4.16 B
Total Non-Retail Expenditure	\$161 M	\$1.02 B	\$2.28 B
Total Retail Expenditure	\$133 M	\$847 M	\$1.88 B
Apparel	\$10.4 M	\$65.9 M	\$147 M
Contributions	\$14.5 M	\$92.7 M	\$206 M
Education	\$12.4 M	\$78.5 M	\$174 M
Entertainment	\$16.8 M	\$106 M	\$236 M
Food and Beverages	\$41.9 M	\$266 M	\$591 M
Furnishings and Equipment	\$10.6 M	\$66.8 M	\$149 M
Gifts	\$8.02 M	\$51.0 M	\$113 M
Health Care	\$22.2 M	\$141 M	\$313 M
Household Operations	\$9.19 M	\$58.4 M	\$130 M
Miscellaneous Expenses	\$4.22 M	\$26.7 M	\$59.2 M
Personal Care	\$3.80 M	\$24.1 M	\$53.5 M
Personal Insurance	\$2.41 M	\$15.3 M	\$34.0 M
Reading	\$659 K	\$4.17 M	\$9.26 M
Shelter	\$61.0 M	\$388 M	\$861 M
Tobacco	\$1.55 M	\$9.83 M	\$21.9 M
Transportation	\$54.3 M	\$344 M	\$765 M
Utilities	\$20.8 M	\$132 M	\$294 M
Monthly Household Consumer Expenditure (2015)			
Total Household Expenditure	\$6,618	\$6,324	\$6,381
Total Non-Retail Expenditure	\$3,624 54.8%	\$3,462 54.7%	\$3,495 54.8%
Total Retail Expenditures	\$2,994 45.2%	\$2,862 45.3%	\$2,886 45.2%
Apparel	\$233 3.5%	\$223 3.5%	\$225 3.5%
Contributions	\$326 4.9%	\$313 5.0%	\$316 5.0%
Education	\$278 4.2%	\$265 4.2%	\$267 4.2%
Entertainment	\$377 5.7%	\$360 5.7%	\$363 5.7%
Food and Beverages	\$940 14.2%	\$898 14.2%	\$907 14.2%
Furnishings and Equipment	\$238 3.6%	\$226 3.6%	\$228 3.6%
Gifts	\$180 2.7%	\$172 2.7%	\$174 2.7%
Health Care	\$499 7.5%	\$477 7.5%	\$480 7.5%
Household Operations	\$206 3.1%	\$197 3.1%	\$199 3.1%
Miscellaneous Expenses	\$95 1.4%	\$90 1.4%	\$91 1.4%
Personal Care	\$85 1.3%	\$81 1.3%	\$82 1.3%
Personal Insurance	\$54 0.8%	\$52 0.8%	\$52 0.8%
Reading	\$15 0.2%	\$14 0.2%	\$14 0.2%
Shelter	\$1,370 20.7%	\$1,312 20.8%	\$1,322 20.7%
Tobacco	\$35 0.5%	\$33 0.5%	\$34 0.5%
Transportation	\$1,219 18.4%	\$1,163 18.4%	\$1,175 18.4%
Utilities	\$468 7.1%	\$447 7.1%	\$451 7.1%

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