

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2018 Estimates & Q4 2023 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.414022, -74.144782

17-May-2019

1007-Holmdel Towne Center

Holmdel,NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
POPULATION				
2018 Estimated Population	8,644	72,848	131,297	496,544
2018 Daytime Population	11,514	70,271	123,545	471,183
2023 Population Forecast	8,740	73,384	132,654	505,959
2010 Census Population	8,618	76,412	135,517	495,976
2000 Census Population	8,466	77,716	135,925	480,223
1990 Census Population	6,636	74,959	133,417	439,024
Historical Annual Growth, 1990 to 2000	2.47%	0.36%	0.19%	0.90%
Historical Annual Growth, 2000 to 2010	0.18%	-0.17%	-0.03%	0.32%
Estimated Annual Growth, 2010 to 2018	0.03%	-0.54%	-0.36%	0.01%
Projected Annual Growth, 2018 to 2023	0.22%	0.15%	0.21%	0.38%
HOUSEHOLDS				
2018 Estimated Households	3,185	25,780	47,352	178,588
2023 Households Forecast	3,222	25,975	47,854	181,821
2010 Census Households	3,175	27,123	48,945	178,563
2000 Census Households	2,961	26,632	47,659	169,437
1990 Census Households	2,124	24,563	44,622	149,925
Historical Annual Growth, 1990 to 2000	3.38%	0.81%	0.66%	1.23%
Historical Annual Growth, 2000 to 2010	0.70%	0.18%	0.27%	0.53%
Estimated Annual Growth, 2010 to 2018	0.04%	-0.58%	-0.38%	0.00%
Projected Annual Growth, 2018 to 2023	0.23%	0.15%	0.21%	0.36%
2018 % Households With Children	34%	32%	31%	32%
2018 Persons per Household	2.67	2.79	2.75	2.76
INCOME 2018				
HH Income \$500,000 or more	3.61%	2.12%	2.09%	2.16%
HH Income \$250,000 to \$499,999	4.32%	2.56%	2.51%	2.59%
HH Income \$200,000 to \$249,999	10.05%	5.96%	5.88%	6.06%
HH Income \$175,000 to \$199,999	6.78%	6.69%	8.95%	7.95%
HH Income \$150,000 to \$174,999	10.14%	8.71%	8.71%	7.98%
HH Income \$100,000 to \$149,999	18.71%	20.21%	19.81%	20.02%
HH Income \$75,000 to \$99,999	10.56%	12.71%	12.40%	12.11%
HH Income \$50,000 to \$74,999	10.61%	12.25%	13.00%	14.30%
HH Income \$35,000 to \$49,999	5.21%	7.84%	7.79%	8.32%
HH Income \$25,000 to \$34,999	5.53%	6.73%	6.14%	5.96%
HH Income \$15,000 to \$24,999	7.88%	6.74%	6.33%	6.08%
HH Income \$0 to \$14,999	6.59%	7.48%	6.40%	6.47%
Average Household Income	\$131,259	\$116,400	\$122,014	\$121,851
Median Household Income	\$107,961	\$91,674	\$95,177	\$92,394
Per Capita Income	\$49,293	\$41,568	\$44,344	\$44,071
2000 Average Household Income	\$90,891	\$81,022	\$86,303	\$85,164
2000 Median Household Income	\$71,182	\$64,598	\$67,834	\$66,493
WRKPLACE 2018				
Workplace Establishments	351	1,868	3,279	12,854
Workplace Employees (Full Time Employees)	6,937	31,209	51,162	180,875

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2018 Estimates & Q4 2023 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.414022, -74.144782

17-May-2019

1007-Holmdel Towne Center

Holmdel,NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
POPULATION BY AGE 2018				
Count of Pop 0 to 4 years	435	4,004	7,236	28,056
Count of Pop 5 to 14 years	829	7,341	13,415	51,688
Count of Pop 14 to 22 years	874	7,753	13,982	52,939
Count of Pop 22 to 30 years	867	7,543	13,326	50,557
Count of Pop 30 to 45 years	1,173	11,000	19,843	80,487
Count of Pop 45 to 60 years	1,961	16,512	29,825	111,438
Count of Pop 60 to 75 years	1,735	13,584	24,509	89,004
Count of Pop 75+ years	770	5,110	9,161	32,374
Population 0 to 4 Years	5.04%	5.50%	5.51%	5.65%
Population 5 to 13 Years	9.59%	10.08%	10.22%	10.41%
Population 14 to 21 Years	10.12%	10.64%	10.65%	10.66%
Population 22 to 29 Years	10.03%	10.35%	10.15%	10.18%
Population 30 to 44 Years	13.56%	15.10%	15.11%	16.21%
Population 45 to 59 Years	22.69%	22.67%	22.72%	22.44%
Population 60 to 74 Years	20.07%	18.65%	18.67%	17.92%
Population 74 Years Plus	8.90%	7.02%	6.98%	6.52%
Median Age	46.3	43.4	43.5	42.3
GENDER 2018				
Male Population	4,067	35,355	63,876	242,827
Female Population	4,577	37,493	67,421	253,717
RACE 2018				
2018 Estimated Population	8,644	72,848	131,297	496,544
White	81.41%	88.20%	87.22%	83.34%
Black or African American	1.20%	2.28%	3.07%	4.19%
Asian or Pacific Islander	14.46%	5.84%	5.81%	6.75%
Other Races	2.93%	3.68%	3.90%	5.72%
HISPANIC				
2018 Hispanic Population	567	5,976	10,793	67,714
2018 Hispanic Population %	6.56%	8.20%	8.22%	13.64%
2023 Hispanic Population Forecast	620	6,185	11,048	70,566
2023 Hispanic Population % Projected	7.09%	8.43%	8.33%	13.95%
2000 Hispanic Population %	4.57%	5.18%	5.30%	9.63%
1990 Hispanic Population %	2.66%	3.68%	3.63%	7.16%
EDUCATION (AGE 25+) 2018				
Adult Population (25 Years or Older)	6,159	50,785	91,408	344,130
Elementary	2.06%	2.51%	2.22%	3.69%
Some High School	4.85%	5.06%	4.42%	4.67%
High School Graduate	21.61%	29.33%	27.30%	26.95%
Some College	13.28%	17.48%	17.39%	16.98%
Associates Degree	6.51%	8.10%	7.96%	7.55%
Bachelors Degree	30.59%	23.18%	24.79%	24.38%
Graduate Degree	21.10%	14.35%	15.92%	15.78%
% College (4+)	51.69%	37.52%	40.71%	40.16%
HOUSING 2018				
Total Housing Units	3,301	27,144	49,704	188,724
Owner Occupied Percent	81.50%	77.46%	76.92%	70.14%
Renter Occupied Percent	14.99%	17.52%	18.35%	24.49%
Vacant Housing Percent	3.51%	5.02%	4.73%	5.37%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2018 Estimates & Q4 2023 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.414022, -74.144782

17-May-2019

1007-Holmdel Towne Center

Holmdel,NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
HOMES BUILT BY YEAR 2018				
Homes Built 2010 or later	1.11%	0.34%	0.26%	0.37%
Homes Built 2000 to 2009	10.48%	6.36%	6.23%	9.10%
Homes Built 1990 to 1999	22.88%	8.40%	7.52%	11.25%
Homes Built 1980 to 1989	24.62%	13.00%	13.63%	15.32%
Homes Built 1970 to 1979	13.25%	15.01%	15.50%	14.60%
Homes Built 1960 to 1979	9.76%	15.04%	18.60%	16.59%
Homes Built 1950 to 1959	14.64%	24.22%	20.45%	15.29%
Homes Built 1940 to 1949	2.14%	6.36%	6.03%	5.12%
Homes Built 1939 or earlier	1.11%	11.27%	11.77%	12.35%
HOME VALUE (OWNER OCCUPIED) 2018				
Property Value \$1,000,000 or more	2.82%	4.16%	4.36%	7.83%
Property Value \$750,000 to \$999,999	7.77%	7.51%	8.65%	14.71%
Property Value \$500,000 to \$749,999	22.99%	16.08%	17.06%	24.68%
Property Value \$400,000 to \$499,999	25.38%	18.95%	19.84%	17.13%
Property Value \$300,000 to \$399,999	23.66%	25.20%	24.35%	17.52%
Property Value \$200,000 to \$299,999	8.58%	16.58%	15.63%	10.60%
Property Value \$150,000 to \$199,999	1.66%	5.04%	4.82%	3.01%
Property Value \$100,000 to \$149,999	1.42%	2.27%	1.86%	1.54%
Property Value \$60,000 to \$99,999	1.71%	0.99%	0.70%	0.84%
Property Value \$40,000 to \$59,999	0.94%	0.52%	0.48%	0.41%
Property Value \$0 to \$39,999	3.06%	2.70%	2.26%	1.74%
Median Home Value	\$435,314	\$386,861	\$399,648	\$483,764
Median Rent per Month (Census 2000)	\$899	\$751	\$776	\$783
OCCUPATION (EMPLOYED CIVILIANS AGE 16+) 2018				
Employed Civilian Population 16+ by Occupation	4,337	37,428	68,029	253,604
Managerial/Executive	24.39%	17.93%	19.17%	18.53%
Professional Specialty	30.96%	22.94%	24.41%	25.29%
Healthcare Support	1.04%	2.07%	1.65%	1.95%
Sales	12.03%	12.14%	11.58%	12.05%
Office & Administrative Support	11.20%	14.51%	13.65%	13.44%
Protective Service	2.06%	2.18%	2.56%	3.04%
Food Preparation	4.42%	4.78%	4.96%	3.95%
Building Maintenance & Cleaning	1.18%	2.38%	2.34%	2.35%
Personal Care	2.15%	2.71%	2.82%	2.81%
Farming, Fishing, & Forestry	0.00%	0.03%	0.11%	0.09%
Construction	5.26%	9.44%	8.45%	7.57%
Production & Transportation	5.30%	8.88%	8.31%	8.94%
Percent White Collar	79.62%	69.60%	70.46%	71.26%
Percent Blue Collar	20.38%	30.40%	29.54%	28.74%
Median Employee Salary	49,216	54,838	54,599	55,217
Average Employee Salary	63,307	63,926	63,641	64,138
UNEMPLOYMENT				
2000 Census Unemployed (Age 16 and Up)	155	1,735	2,870	10,787
2018 Estimated Unemployed (Age 16 and Up)	157	1,980	3,292	10,645
2018 Estimated Unemployed Rate (Age 16 and Up)	3.39%	5.04%	4.67%	4.04%

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.

FULL DEMOGRAPHIC REPORT - POPSTATS

1990 - 2000 - 2010 Census, Q4 2018 Estimates & Q4 2023 Projections

MANAGED BY AN AFFILIATE OF



Latitude/Longitude: 40.414022, -74.144782

17-May-2019

1007-Holmdel Towne Center

Holmdel,NJ

	1.00 Mile Radius	3.00 Mile Radius	5.00 Mile Radius	10.00 Mile Radius
TRANSPORTATION TO WORK 2018				
Drive to Work Alone	75.78%	76.61%	76.23%	71.50%
Drive to Work Carpool	4.28%	7.71%	7.16%	7.58%
Travel to Work by Public Transportation	14.01%	10.13%	10.69%	13.84%
Drive to Work on Motorcycle	0.00%	0.00%	0.02%	0.02%
Drive to Work on Bicycle	0.01%	0.31%	0.37%	0.21%
Walk to Work	0.79%	1.48%	1.26%	1.75%
Other Means	0.21%	0.58%	0.48%	0.63%
Work at Home	4.73%	2.86%	3.52%	4.19%
TRAVEL TIME TO WORK 2018				
Travel Time in Less than 5 minutes	2.13%	2.85%	2.95%	2.25%
Travel to Work in 5 to 9 minutes	7.66%	8.32%	7.97%	7.25%
Travel to Work in 10 to 14 minutes	11.55%	10.88%	10.88%	10.60%
Travel to Work in 15 to 19 minutes	12.26%	10.51%	10.29%	10.62%
Travel to Work in 20 to 29 minutes	14.12%	14.80%	15.27%	16.18%
Travel to Work in 30 to 44 minutes	16.95%	19.71%	19.17%	17.93%
Travel to Work in 45 to 59 minutes	8.14%	10.33%	10.21%	9.86%
Travel to Work in 60 minutes or more	27.19%	22.61%	23.26%	25.31%
Average Travel Time to Work	36.5	34.3	35.0	37.1
SPENDING PATTERNS 2018				
Grocery Store Market Basket Weekly Per Capita Spending	\$64.37	\$63.81	\$63.92	\$61.41
Apparel and Related Services	\$18.52	\$17.91	\$18.12	\$17.46
Transportation	\$92.17	\$90.61	\$91.30	\$90.18
Healthcare	\$52.86	\$51.54	\$51.88	\$47.93
Entertainment	\$28.15	\$27.24	\$27.50	\$26.43
LIFESTYLE SEGMENTATION 2018				
Category A - Crème de la Crème	1,166	17,156	39,839	130,568
Category B - Urban Cliff Hangers	0	0	0	4,827
Category C - Urban Cliff Dwellers	259	11,557	18,011	38,133
Category D - Seasoned Urban Dwellers	343	2,991	3,915	12,791
Category E - Thriving Alone	0	3,145	7,663	41,213
Category F - Going it Alone	0	14,661	22,751	52,423
Category G - Struggling Alone	0	1,647	1,647	3,038
Category H - Single in the Suburbs	0	0	0	4,064
Category I - Married in the Suburbs	3,688	8,723	19,094	126,716
Category J - Retired in the Suburbs	3,036	8,711	11,323	31,231
Category K - Living with Nature	0	0	0	1,202
Category L - Working with Nature	0	0	0	0
Category M - Harlem Gateway	0	0	0	6
Category N - Espaniola	0	0	0	35,827
Category O - Specialties	0	3,454	5,916	11,006

This report was produced using data from private and government sources deemed to be reliable and is herein provided without representation or warranty.