

Audience Profile

Jan 1 - Dec 31, 2023

Town Brook Commons

754 State Route 35, Middletown, NJ 07748

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Overview

Population	8,653		49,818		141,551	
Households	3,196		17,815		51,326	
Persons per Household	2.71	105	2.79	108	2.74	106
Household Median Income	\$129,242.65	186	\$132,183.54	190	\$119,750.03	172
Household Median Disposable Income	\$104,989.72	175	\$106,843.27	178	\$97,325.78	162
Household Median Discretionary Income	\$78,344.66	183	\$79,179.69	185	\$70,582.1	165
Average Income Per Person	\$59,422.52	159	\$62,596.45	168	\$60,900.89	163
Median Rent	\$1,755	138	\$1,887.23	149	\$1,769.71	139
Median House Value	\$765,866.88	186	\$720,158.87	175	\$717,770.49	175
Households in Poverty	176 (5.5%)	44	736 (4.1%)	33	3,057 (6%)	47
Household Median Wealth	\$113,770.39	145	\$121,209.58	154	\$107,951.93	137
Average Age	42.27	106	43.26	108	42.67	107
Median Age	42.88	111	45.23	118	43.31	113
Households with Children	1,073 (33.6%)	122	5,521 (31%)	112	15,396 (30%)	109
High School Graduate or Higher	5,952 (97.1%)	110	34,330 (96.5%)	109	95,334 (95%)	107

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	3,460 (56.5%)	18,178 (51.1%)	48,483 (48.3%)
Pop density (per sq mi)	1,755	1,789	2,069
Area (based on blockgroups)	5	28	68

Population

Population 2022 Q4	8,653	49,818	141,551
Population 2022 Q3	8,654	49,818	141,411
Population 2022 Q2	8,616	49,339	140,647
Population 2022 Q1	8,644	49,615	140,819
Population 2021 Q4	8,701	49,665	140,934
Population 2021 Q3	8,702	49,666	140,459
Population 2021 Q2	8,701	49,670	140,289
Population 2021 Q1	8,699	49,680	140,191
Population 2020 Q4	8,696	49,653	140,047
Population 5 Years Forecast	8,704	49,918	142,222
Population 10 Years Forecast	8,834	50,555	144,113
Persons per Household	2.71	2.79	2.74

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Group Quarters	64	(<0.5%)	5	1,118	(0.8%)	34			
Transient Population - Average Last 4 Quarters	90	(1%)	84	90	(<0.5%)	15	250	(<0.5%)	14

Households

Households 2022 Q4	3,196	17,815	51,326
Households 2022 Q3	3,197	17,816	51,281
Households 2022 Q2	3,183	17,646	51,005
Households 2022 Q1	3,195	17,749	51,069
Households 2021 Q4	3,213	17,763	51,100
Households 2021 Q3	3,213	17,763	50,925
Households 2021 Q2	3,213	17,766	50,868
Households 2021 Q1	3,213	17,768	50,835
Households 2020 Q4	3,212	17,758	50,775
Households 5 Years Forecast	3,216	17,857	51,570
Households 10 Years Forecast	3,264	18,086	52,253

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Gender

Male	4,228	(48.9%)	99	24,133	(48.4%)	98	69,013	(48.8%)	99
Female	4,425	(51.1%)	101	25,685	(51.6%)	101	72,538	(51.2%)	101

Ethnicity

White	7,507	(86.8%)	141	43,807	(87.9%)	143	117,518	(83%)	135
Hispanic (Ethnic)	541	(6.3%)	34	2,967	(6%)	33	11,731	(8.3%)	46
Asian	316	(3.7%)	72	1,720	(3.5%)	68	5,639	(4%)	71
Other	147	(1.7%)	47	799	(1.6%)	44	2,739	(1.9%)	54
Black	142	(1.6%)	14	525	(1.1%)	9	3,924	(2.8%)	23

Household by Ethnicity

White	2,723	(85.2%)	33	15,853	(89%)	139	43,748	(85.2%)	33
Hispanic (Ethnic)	244	(7.6%)	51	941	(5.3%)	36	3,250	(6.3%)	43
Black	98	(3.1%)	27	200	(1.1%)	10	1,270	(2.5%)	22
Other	80	(2.5%)	46	405	(2.3%)	42	1,441	(2.8%)	52
Asian	51	(1.6%)	36	416	(2.3%)	53	1,617	(3.2%)	71

Households Income

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

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Household Average Income	\$160,883.33	165	\$174,899.62	180	\$166,998.47	171
Average Income Per Person	\$59,422.52	159	\$62,596.45	168	\$60,900.89	163
Household Median Income	\$129,242.65	186	\$132,183.54	190	\$119,750.03	172
<\$15K	114 (3.6%)	39	580 (3.3%)	36	2,362 (4.6%)	50
\$15K - \$25K	126 (3.9%)	51	611 (3.4%)	45	2,263 (4.4%)	57
\$25K - \$35K	68 (2.1%)	26	486 (2.7%)	34	2,354 (4.6%)	57
\$35K - \$50K	154 (4.8%)	42	996 (5.6%)	49	3,249 (6.3%)	55
\$50K - \$75K	468 (14.6%)	87	1,920 (10.8%)	64	5,812 (11.3%)	67
\$75K - \$100K	256 (8%)	62	1,880 (10.6%)	8	5,533 (10.8%)	83
\$100K - \$150K	730 (22.8%)	138	3,584 (20.1%)	122	9,487 (18.5%)	112
\$150K - \$175K	280 (8.8%)	167	1,753 (9.8%)	187	4,547 (8.9%)	169
\$175K - \$200K	459 (14.4%)	266	2,308 (13%)	240	5,645 (11%)	204
\$200K - \$250K	303 (9.5%)	254	2,070 (11.6%)	311	5,638 (11%)	294
\$250K - \$500K	129 (4%)	253	885 (5%)	312	2,415 (4.7%)	295
>\$500K	109 (3.4%)	256	742 (4.2%)	312	2,021 (3.9%)	295

Disposable Households Income

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

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Household Average Disposable Income	\$109,939.46	149	\$114,462.81	155	\$107,731.84	146
Household Median Disposable Income	\$104,989.72	175	\$106,843.27	178	\$97,325.78	162
<\$15K	127 (4%)	40	642 (3.6%)	36	2,570 (5%)	50
\$15K - \$25K	148 (4.6%)	51	718 (4%)	45	2,844 (5.5%)	61
\$25K - \$35K	55 (1.7%)	19	675 (3.8%)	41	2,762 (5.4%)	58
\$35K - \$50K	324 (10.1%)	75	1,373 (7.7%)	57	3,827 (7.5%)	55
\$50K - \$75K	432 (13.5%)	75	2,329 (13.1%)	71	7,393 (14.4%)	71
\$75K - \$100K	413 (12.9%)	93	2,545 (14.3%)	103	6,921 (13.5%)	97
\$100K - \$150K	802 (25.1%)	160	4,455 (25%)	159	11,468 (22.3%)	142
\$150K - \$175K	488 (15.3%)	317	2,287 (12.8%)	266	5,932 (11.6%)	240
\$175K - \$200K	110 (3.4%)	221	758 (4.3%)	273	2,059 (4%)	257
\$200K - \$250K	118 (3.7%)	242	818 (4.6%)	301	2,228 (4.3%)	285
\$250K - \$500K	163 (5.1%)	243	1,117 (6.3%)	299	3,053 (5.9%)	284
>\$500K	16 (0.5%)	273	98 (0.6%)	300	269 (0.5%)	286

Discretionary Households Income

Household Average Discretionary Income	\$78,448.95	151	\$82,103.48	158	\$76,236.24	147
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Household Median Discretionary Income	\$78,344.66	183	\$79,179.69	185	\$70,582.1	165
<\$10K	109 (3.4%)	33	563 (3.2%)	31	2,809 (5.5%)	54
\$10K - \$20K	191 (6%)	46	932 (5.2%)	40	3,885 (7.6%)	58
\$20K - \$30K	126 (3.9%)	31	1,043 (5.9%)	47	3,449 (6.7%)	54
\$30K - \$40K	339 (10.6%)	93	1,252 (7%)	62	3,740 (7.3%)	64
\$40K - \$50K	216 (6.8%)	70	1,149 (6.4%)	67	4,076 (7.9%)	83
\$50K - \$75K	524 (16.4%)	91	3,466 (19.5%)	108	9,085 (17.7%)	98
\$75K - \$100K	623 (19.5%)	184	2,888 (16.2%)	153	7,559 (14.7%)	139
\$100K - \$125K	616 (19.3%)	285	3,046 (17.1%)	253	6,934 (13.5%)	200
\$125K - \$150K	418 (13.1%)	297	2,394 (13.4%)	305	6,475 (12.6%)	286
>\$150K	34 (1.1%)	42	1,082 (6.1%)	242	3,314 (6.5%)	257

Households Income by Ethnicity

Average Income - White	\$124,833.7	143	\$124,633.58	143	\$118,377.37	136
Median Income - White	\$135,032.93	178	\$132,537.61	174	\$122,586.32	161
Average Income - Black	\$55,366.95	90	\$72,831.61	119	\$75,242.24	123
Median Income - Black	\$56,132.72	117	\$58,570.57	122	\$61,274.43	128

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Average Income - Asian	\$135,835.18	\$116,244.26	\$125,031.98
Median Income - Asian	\$137,499.5	\$120,453.73	\$138,689.93
Average Income - Hispanic	\$96,577.58	\$127,633.78	\$106,164.75
Median Income - Hispanic	\$79,053.89	\$150,506.06	\$103,440.87
Average Income - Other	\$115,915.86	\$133,767	\$120,801.38
Median Income - Other	\$124,999	\$145,393.92	\$126,161.15

Age

Average Age	42.27	43.26	42.67
Median Age	42.88	45.23	43.31
0-4	455 (5.3%)	2,382 (4.8%)	7,143 (5%)
5-13	854 (9.9%)	4,564 (9.2%)	13,673 (9.7%)
14-17	397 (4.6%)	2,265 (4.5%)	6,603 (4.7%)
18-21	455 (5.3%)	2,771 (5.6%)	7,603 (5.4%)
22-24	365 (4.2%)	2,278 (4.6%)	6,135 (4.3%)
25-29	585 (6.8%)	3,569 (7.2%)	9,779 (6.9%)
30-34	493 (5.7%)	2,825 (5.7%)	8,030 (5.7%)

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35-39	421	(4.9%)	2,118	(4.3%)	6,473	(4.6%)
40-44	419	(4.8%)	1,999	(4%)	6,452	(4.6%)
45-49	449	(5.2%)	2,453	(4.9%)	7,501	(5.3%)
50-54	572	(6.6%)	3,309	(6.6%)	9,388	(6.6%)
55-59	701	(8.1%)	4,033	(8.1%)	11,157	(7.9%)
60-64	725	(8.4%)	4,135	(8.3%)	11,625	(8.2%)
65-69	630	(7.3%)	3,654	(7.3%)	10,205	(7.2%)
70-74	497	(5.7%)	3,072	(6.2%)	8,024	(5.7%)
75-79	343	(4%)	2,176	(4.4%)	5,630	(4%)
80-84	174	(2%)	1,246	(2.5%)	3,342	(2.4%)
85+	118	(1.4%)	969	(1.9%)	2,788	(2%)

Age - Male

Male Average Age	41.06		41.9		41.33	
Male Median Age	40.78		41.65		41.14	
0-4	233	(5.5%)	1,224	(5.1%)	3,674	(5.3%)
5-13	436	(10.3%)	2,326	(9.6%)	6,986	(10.1%)

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14-17	202	(4.8%)	93	1,115	(4.6%)	90	3,312	(4.8%)	93
18-21	241	(5.7%)	91	1,372	(5.7%)	91	3,856	(5.6%)	89
22-24	195	(4.6%)	106	1,179	(4.9%)	112	3,167	(4.6%)	105
25-29	303	(7.2%)	105	1,864	(7.7%)	113	5,044	(7.3%)	107
30-34	247	(5.8%)	92	1,485	(6.2%)	96	4,190	(6.1%)	95
35-39	216	(5.1%)	83	1,091	(4.5%)	87	3,362	(4.9%)	87
40-44	209	(4.9%)	82	993	(4.1%)	87	3,218	(4.7%)	87
45-49	215	(5.1%)	84	1,173	(4.9%)	87	3,620	(5.2%)	87
50-54	271	(6.4%)	105	1,556	(6.4%)	105	4,491	(6.5%)	106
55-59	326	(7.7%)	122	1,891	(7.8%)	124	5,283	(7.7%)	121
60-64	328	(7.8%)	123	1,947	(8.1%)	126	5,508	(8%)	127
65-69	289	(6.8%)	123	1,699	(7%)	127	4,856	(7%)	120
70-74	236	(5.6%)	92	1,419	(5.9%)	101	3,739	(5.4%)	121
75-79	161	(3.8%)	121	985	(4.1%)	109	2,496	(3.6%)	115
80-84	79	(1.9%)	101	507	(2.1%)	113	1,352	(2%)	105
85+	41	(1%)	86	307	(1.3%)	112	859	(1.2%)	110

Age - Female

Female Average Age	43.43		105	44.53		108	43.95		107
Female Median Age	45.86		112	47.25		116	46.22		113
0-4	222	(5%)	86	1,158	(4.5%)	87	3,469	(4.8%)	86
5-13	418	(9.4%)	89	2,238	(8.7%)	89	6,687	(9.2%)	87
14-17	195	(4.4%)	93	1,150	(4.5%)	94	3,291	(4.5%)	95
18-21	214	(4.8%)	83	1,399	(5.4%)	93	3,747	(5.2%)	89
22-24	170	(3.8%)	99	1,099	(4.3%)	111	2,968	(4.1%)	106
25-29	282	(6.4%)	104	1,705	(6.6%)	108	4,735	(6.5%)	107
30-34	246	(5.6%)	95	1,340	(5.2%)	89	3,840	(5.3%)	91
35-39	205	(4.6%)	87	1,027	(4%)	89	3,111	(4.3%)	87
40-44	210	(4.7%)	87	1,006	(3.9%)	85	3,234	(4.5%)	87
45-49	234	(5.3%)	88	1,280	(5%)	83	3,881	(5.4%)	89
50-54	301	(6.8%)	111	1,753	(6.8%)	111	4,897	(6.8%)	110
55-59	375	(8.5%)	111	2,142	(8.3%)	120	5,874	(8.1%)	125
60-64	397	(9%)	125	2,188	(8.5%)	126	6,117	(8.4%)	127
65-69	341	(7.7%)	120	1,955	(7.6%)	124	5,349	(7.4%)	121
70-74	261	(5.9%)	115	1,653	(6.4%)	109	4,285	(5.9%)	115
75-79	182	(4.1%)	106	1,191	(4.6%)	120	3,134	(4.3%)	111
80-84	95	(2.1%)	83	739	(2.9%)	111	1,990	(2.7%)	106
85+	77	(1.7%)	87	662	(2.6%)	113	1,929	(2.7%)	117

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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)	4,942		27,381		75,666	
Managerial/Executive	1,341 (27.1%)	166	7,299 (26.7%)	163	18,514 (24.5%)	149
Professional Specialty	1,094 (22.1%)	94	7,021 (25.6%)	108	19,151 (25.3%)	107
Office Admin	576 (11.7%)	105	2,784 (10.2%)	92	7,518 (9.9%)	89
Production & Transportation	445 (9%)	68	1,788 (6.5%)	50	5,387 (7.1%)	54
Construction	435 (8.8%)	107	2,168 (7.9%)	97	5,311 (7%)	86
Sales	418 (8.5%)	86	3,125 (11.4%)	117	8,855 (11.7%)	120
Food Preparation & Serving	288 (5.8%)	109	1,046 (3.8%)	72	3,610 (4.8%)	89
Healthcare support	134 (2.7%)	83	630 (2.3%)	70	1,738 (2.3%)	70
Protective	89 (1.8%)	83	526 (1.9%)	88	2,236 (3%)	135
Personal Care	74 (1.5%)	57	623 (2.3%)	87	1,798 (2.4%)	90
Building Maintenance & Cleaning	48 (1%)	27	371 (1.4%)	37	1,453 (1.9%)	53
Farming, Fishing & Forestry					95 (<0.5%)	19

Employment by Industry

Total Employees (16+ Years Old)	4,942	27,381	75,666
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Educational Services	1,199	(24.3%)	104	6,380	(23.3%)	100	17,565	(23.2%)	100
Wholesale Retail	617	(12.5%)	93	3,140	(11.5%)	85	9,500	(12.6%)	93
Professional Services	582	(11.8%)	157	3,716	(13.6%)	181	8,461	(11.2%)	149
Entertainment Services	529	(10.7%)	119	1,858	(6.8%)	75	5,756	(7.6%)	84
Financial, Insurance & Real Estate	438	(8.9%)	34	3,330	(12.2%)	184	9,573	(12.7%)	191
Manufacturing	379	(7.7%)	76	1,796	(6.6%)	65	4,545	(6%)	60
Agriculture/Mining/Construction	375	(7.6%)	88	1,721	(6.3%)	75	4,673	(6.2%)	72
Transportation	365	(7.4%)	31	1,689	(6.2%)	109	4,160	(5.5%)	97
Administrative/Waste Services	176	(3.6%)	85	1,039	(3.8%)	91	2,752	(3.6%)	87
Information	116	(2.3%)	125	878	(3.2%)	171	2,677	(3.5%)	189
Other Professional Services	98	(2%)	42	1,067	(3.9%)	8	2,949	(3.9%)	8
Public Administration	68	(1.4%)	29	732	(2.7%)	56	2,986	(3.9%)	8
Management Services				35	(<0.5%)	91	69	(<0.5%)	65

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Language Spoken

Language Spoken	Count	Percentage	1 Mile	Count	Percentage	3 Mile	Count	Percentage	5 Mile
Speak English at Home	7,031	(85.8%)	110	42,580	(89.8%)	115	117,437	(87.4%)	112
Speak Other Language at Home	626	(7.6%)	94	3,084	(6.5%)	86	9,713	(7.2%)	89
Speak Spanish at Home	541	(6.6%)	47	1,772	(3.7%)	27	7,258	(5.4%)	39

Ancestry

Italian	1,948	(22.5%)	753	9,925	(19.9%)	666	23,921	(16.9%)	565
Scottish/Irish	1,636	(18.9%)	278	9,604	(19.3%)	284	24,611	(17.4%)	256
Other	913	(10.6%)	49	4,891	(9.8%)	45	17,394	(12.3%)	56
Unclassified	873	(10.1%)	60	6,431	(12.9%)	77	19,070	(13.5%)	8
German	708	(8.2%)	102	4,355	(8.7%)	109	11,136	(7.9%)	98
Other European (e.g. Greek/Russian)	461	(5.3%)	166	2,677	(5.4%)	167	7,195	(5.1%)	158
British	390	(4.5%)	83	2,256	(4.5%)	84	6,499	(4.6%)	85
Polish	342	(4%)	255	2,021	(4.1%)	262	5,098	(3.6%)	232
American	216	(2.5%)	51	1,138	(2.3%)	46	3,474	(2.5%)	50
South American	194	(2.2%)	210	633	(1.3%)	119	1,612	(1.1%)	107
Scandinavian	157	(1.8%)	93	822	(1.7%)	85	2,190	(1.5%)	8

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	1 Mile		3 Mile		5 Mile	
Puerto Rican	151	(1.7%)	1,143	(2.3%)	3,744	(2.6%)
Chinese	124	(1.4%)	692	(1.4%)	2,047	(1.4%)
South Central Asian (e.g. Indian)	88	(1%)	647	(1.3%)	2,072	(1.5%)
Middle Eastern	81	(0.9%)	411	(0.8%)	1,466	(1%)
Other Hispanic	63	(0.7%)	486	(1%)	1,243	(0.9%)
Korean	54	(0.6%)	115	(<0.5%)	451	(<0.5%)
Cuban	51	(0.6%)	187	(<0.5%)	685	(<0.5%)
South East Asian (e.g. Vietnamese)	49	(0.6%)	219	(<0.5%)	789	(0.6%)
Central American	46	(0.5%)	230	(<0.5%)	840	(0.6%)
French	31	(<0.5%)	354	(0.7%)	1,216	(0.9%)
Dominican	27	(<0.5%)	121	(<0.5%)	392	(<0.5%)
Dutch	23	(<0.5%)	193	(<0.5%)	744	(0.5%)
Native American (Indian/Eskimo)	15	(<0.5%)	44	(<0.5%)	120	(<0.5%)
Mexican	9	(<0.5%)	167	(<0.5%)	3,215	(2.3%)
Hawaiian/Pacific Islander	2	(<0.5%)	9	(<0.5%)	47	(<0.5%)
Japanese	1	(<0.5%)	9	(<0.5%)	79	(<0.5%)

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

Audience Profile

Jan 1 - Dec 31, 2023

Town Brook Commons

754 State Route 35, Middletown, NJ 07748

Benchmark: Nationwide

	1 Mile	3 Mile	5 Mile
Other Asian	38 (<0.5%)	25	201 (<0.5%)
Education (Age 25+)			
Total Educated Population	6,127	35,558	100,394
Elementary (0 to 8 Years)	74 (1.2%)	24	437 (1.2%)
Some High School (9 to 11 Years)	101 (1.6%)	26	791 (2.2%)
High School Graduate (12 Years)	1,122 (18.3%)	69	7,943 (22.3%)
Some College (13 to 16 Years)	808 (13.2%)	66	5,118 (14.4%)
Associates Degree Only	562 (9.2%)	105	3,091 (8.7%)
Bachelor's Degree Only	2,378 (38.8%)	191	12,038 (33.9%)
Graduate Degree	1,082 (17.7%)	137	6,140 (17.3%)

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

Audience Profile

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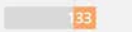



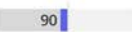






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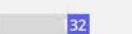





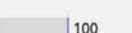



Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Household Type

Household Type	1 Mile	3 Mile	5 Mile
Households	3,196	17,815	51,326
One Person Households	653 (20.4%) 	3,440 (19.3%) 	11,581 (22.6%) 
Married Couple	1,972 (61.7%) 	11,621 (65.2%) 	30,138 (58.7%) 
Male Householder	189 (5.9%) 	636 (3.6%) 	2,341 (4.6%) 
Female Householder	268 (8.4%) 	1,394 (7.8%) 	4,783 (9.3%) 
Non Family Households	114 (3.6%) 	724 (4.1%) 	2,483 (4.8%) 

Household Size

Household Size	1 Mile	3 Mile	5 Mile
Households	3,196	17,815	51,326
1 Person Household	653 (20.4%) 	3,440 (19.3%) 	11,581 (22.6%) 
2 Person Household	1,013 (31.7%) 	5,445 (30.6%) 	15,235 (29.7%) 
3 Person Household	626 (19.6%) 	3,352 (18.8%) 	9,169 (17.9%) 
4 Person Household	559 (17.5%) 	3,427 (19.2%) 	9,151 (17.8%) 
5 Person Household	240 (7.5%) 	1,513 (8.5%) 	4,173 (8.1%) 
6 Person Household	81 (2.5%) 	470 (2.6%) 	1,350 (2.6%) 
7+ Person Household	24 (0.8%) 	168 (0.9%) 	667 (1.3%) 

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Audience Profile

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Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Housing Units

Total Housing Units	3,299	18,445	54,066
Owner Occupied Housing	2,532	15,681	41,154
Renter Occupied Housing	664	2,134	10,172
Vacant Housing	103	630	2,740

Housing Rent

Average Rent	\$1,855.18	\$1,945.95	\$1,848.23
Median Rent	\$1,755	\$1,887.23	\$1,769.71
Total Cash Rents Housing	647	2,074	9,726
<\$300	32 (1.5%)	266 (2.7%)	
\$300-\$500	2 (<0.5%)	54 (2.6%)	315 (3.2%)
\$500-\$750	1 (<0.5%)	107 (5.2%)	425 (4.4%)
\$750-\$1000	7 (1.1%)	83 (4%)	567 (5.8%)
\$1000-\$1500	186 (28.7%)	373 (18%)	1,949 (20%)
\$1500-\$2000	250 (38.6%)	501 (24.2%)	2,486 (25.6%)
\$2000-\$2500	128 (19.8%)	399 (19.2%)	1,676 (17.2%)

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

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Town Brook Commons

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Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile				
\$2500-\$3000	32	(4.9%)	122	277	(13.4%)	329	914	(9.4%)	231
\$3000-\$3500	14	(2.2%)	109	125	(6%)	303	506	(5.2%)	262
>\$3500	27	(4.2%)	194	123	(5.9%)	276	622	(6.4%)	298

Value of Owner-Occupied Housing Units

Average House Value	\$796,184.41	151	\$823,026.56	156	\$838,172.36	159			
Median House Value	\$765,866.88	186	\$720,158.87	175	\$717,770.49	175			
Owner Occupied Housing	2,532		15,681		41,154				
<\$100K	31	(1.2%)	13	222	(1.4%)	15	1,000	(2.4%)	26
\$100K - \$200K	7	(<0.5%)	2	65	(<0.5%)	3	660	(1.6%)	12
\$200K - \$300K				350	(2.2%)	16	1,473	(3.6%)	25
\$300K - \$400K	52	(2.1%)	18	964	(6.1%)	53	2,556	(6.2%)	53
\$400K - \$500K	173	(6.8%)	72	1,278	(8.1%)	86	3,827	(9.3%)	98
\$500K - \$1000K	1,608	(63.5%)	245	8,758	(55.9%)	216	19,482	(47.3%)	183
>\$1000K	661	(26.1%)	167	4,044	(25.8%)	165	12,156	(29.5%)	189

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

Audience Profile

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Town Brook Commons

754 State Route 35, Middletown, NJ 07748

Benchmark: Nationwide

● 1 Mile ● 3 Mile ● 5 Mile

Poverty

Households in Poverty	176	(5.5%)	44	736	(4.1%)	33	3,057	(6%)	47
Households Above Poverty	3,020	(94.5%)	108	17,079	(95.9%)	110	48,269	(94%)	108
Households in Poverty (Married)	83	(2.6%)	117	272	(1.5%)	69	815	(1.6%)	71
Households in Poverty (Male Householder)				10	(<0.5%)	9	300	(0.6%)	91
Households in Poverty (Female Householder)	35	(1.1%)	36	134	(0.8%)	24	653	(1.3%)	41
Households in Poverty (Non-Family)	56	(1.8%)	29	310	(1.7%)	29	1,225	(2.4%)	39
Households in Poverty (Non-Family Student)	2	(<0.5%)	10	10	(<0.5%)	9	64	(<0.5%)	20

Wealth per Household

Household Average Wealth	\$279,261.58		118	\$283,898.12		120	\$273,291.56		115
Household Median Wealth	\$113,770.39		145	\$121,209.58		154	\$107,951.93		137
<\$0K	481	(15.1%)	86	2,599	(14.6%)	83	7,886	(15.4%)	87
\$0K - \$5K	210	(6.6%)	76	1,116	(6.3%)	72	3,545	(6.9%)	7
\$5K - \$10K	122	(3.8%)	83	650	(3.6%)	74	1,996	(3.9%)	84
\$10K - \$25K	186	(5.8%)	91	1,011	(5.7%)	89	2,996	(5.8%)	91
\$25K - \$50K	214	(6.7%)	98	1,187	(6.7%)	97	3,430	(6.7%)	98

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

Audience Profile

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Town Brook Commons

754 State Route 35, Middletown, NJ 07748

Benchmark: Nationwide

	1 Mile		3 Mile		5 Mile	
\$50K - \$100K	329	(10.3%)	1,853	(10.4%)	5,291	(10.3%)
\$100K - \$250K	610	(19.1%)	3,476	(19.5%)	9,790	(19.1%)
\$250K - \$500K	473	(14.8%)	2,692	(15.1%)	7,488	(14.6%)
>\$500K	571	(17.9%)	3,231	(18.1%)	8,904	(17.3%)

Vehicles per Household

Total Number of Vehicles	6,359	36,471	99,659
Average Number of Vehicles	1.99	2.05	1.94
No Vehicles	144 (4.5%)	698 (3.9%)	2,966 (5.8%)
1 Vehicle	966 (30.2%)	4,527 (25.4%)	14,435 (28.1%)
2 Vehicles	1,354 (42.4%)	7,846 (44%)	21,436 (41.8%)
3 or more Vehicles	732 (22.9%)	4,744 (26.6%)	12,489 (24.3%)

Population Change

Births	99	584	1,654
Deaths	76	502	1,327
Migration	-71	71	290

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Audience Profile

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Town Brook Commons

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Benchmark: Nationwide

● 1 Mile

● 3 Mile

● 5 Mile

Workplace

Total Businesses

448

1,069

4,645

Total Employees

7,496

16,511

67,327

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