

Broad Street Plaza

947 NJ-34 · 947 NJ-34, Matawan, NJ 07747, USA



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Overview	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Population	10,754	11,086	68,545	69,608	149,767	152,195
Workday Population	7,808	--	46,201	--	108,406	--
Population Growth: Current to 5YR	--	3.087%	--	1.551%	--	1.621%

Households	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Total Households	4,210	4,368	26,313	26,878	56,620	57,850
Nonfamily Households	1,185	1,228	7,280	7,453	15,154	15,496

Housing Units	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Total Housing Units	4,357	4,519	27,408	28,005	59,204	60,547
Vacant Housing Units	147	152	1,096	1,127	2,584	2,698
Renter Occupied Housing Units	915	947	6,231	6,408	15,414	15,809
Owner Occupied Housing Units	3,296	3,421	20,081	20,470	41,207	42,041

Gender	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Male	5,251	5,423	33,349	33,877	73,107	74,323
Female	5,503	5,663	35,196	35,731	76,660	77,873

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Ethnicity	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
White	7,664	7,712	47,324	47,253	99,534	99,017
Black	737	772	4,357	4,388	9,723	10,057
American Indian	33	36	191	193	428	443
Asian	599	494	6,943	6,150	19,120	17,334
Native Hawaiian / Pacific Islander	3	3	31	33	53	62
Other	556	656	3,091	3,537	7,100	8,422
2+ Races	1,161	1,413	6,608	8,054	13,808	16,860
% Hispanic	14.32%	15.452%	13.188%	14.474%	13.412%	15.071%

Age	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Age 0 - 4	623	619	3,520	3,478	7,664	7,623
Age 5 - 9	646	642	3,836	3,602	8,252	7,851
Age 10 - 14	700	660	4,293	3,921	9,238	8,476
Age 15 - 17	433	448	2,646	2,695	5,658	5,773
Age 18 - 20	381	413	2,376	2,477	5,093	5,286
Age 21 - 24	473	571	3,095	3,426	6,690	7,259
Age 25 - 34	1,097	1,168	7,409	7,734	17,096	17,245
Age 35 - 44	1,453	1,247	8,499	7,705	18,564	17,742
Age 45 - 54	1,489	1,512	9,607	9,287	20,829	19,935
Age 55 - 64	1,644	1,662	10,568	10,599	23,295	23,238
Age 65 - 74	1,132	1,399	7,767	9,364	17,105	20,616
Age 75 - 84	477	540	3,466	3,796	7,435	8,165
Age 85+	203	205	1,465	1,526	2,850	2,986
Median Age	42	43	44	45	43	44
Average Age	41	42	42	43	42	43

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Marital Status	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Never Married	2,648	2,770	17,022	17,614	36,745	37,962
Married, Spouse Present	4,727	4,929	29,494	30,345	65,212	67,051
Married, Spouse Absent	313	324	1,767	1,815	4,016	4,141
Divorced	625	651	4,900	5,058	10,741	11,033
Widowed	471	489	3,713	3,775	7,899	8,058

Value of Owner Occupied Housing Units	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
< \$20,000	16	16	72	66	176	150
\$20,000 - \$39,999	8	9	36	41	114	123
\$40,000 - \$59,999	8	5	72	65	249	207
\$60,000 - \$79,999	18	8	77	32	278	199
\$80,000 - \$99,999	1	14	63	87	96	204
\$100,000 - \$149,999	7	6	196	150	322	252
\$150,000 - \$199,999	15	9	343	282	669	476
\$200,000 - \$299,999	217	127	1,947	1,426	3,582	2,673
\$300,000 - \$399,999	643	525	3,792	3,128	7,661	6,167
\$400,000 - \$499,999	933	755	4,798	4,054	9,438	8,100
\$500,000 - \$749,999	1,083	1,255	5,401	6,324	10,750	12,503
\$750,000 - \$999,999	276	521	2,227	2,964	4,996	6,275
\$1,000,000 - \$1,499,999	48	139	772	1,357	2,111	3,371
\$1,500,000 - \$1,999,999	2	13	126	296	333	804
\$2,000,000+	21	17	159	198	431	537
Median Value	\$479.8k	\$541.9k	\$503.7k	\$562.9k	\$520.2k	\$579.6k
Average Value	\$521.6k	\$590k	\$543.5k	\$613k	\$560.4k	\$631.6k

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Types of Housing Units	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Single Unit Detached	3,093	3,212	17,736	18,062	35,913	36,583
Single Unit Attached	236	242	2,650	2,693	6,543	6,712
2 Units	118	122	783	795	1,646	1,670
3 to 4 Units	188	193	1,199	1,249	2,796	2,898
5 to 19 Units	457	472	2,662	2,769	6,629	6,887
20 to 49 Units	100	104	492	503	2,228	2,263
50+ Units	166	174	1,804	1,852	2,781	2,855
Mobile Home	--	--	81	82	667	679
Other	--	--	--	--	--	--

Household Income	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
<\$15,000	172	158	1,458	1,315	2,646	2,391
\$15,000-\$24,999	124	102	996	891	2,149	1,870
\$25,000-\$34,999	88	87	993	895	2,491	2,250
\$35,000-\$49,999	253	211	1,504	1,381	4,029	3,682
\$50,000-\$74,999	424	355	3,139	2,723	7,761	6,886
\$75,000-\$99,999	375	364	3,136	2,882	6,764	6,383
\$100,000-\$124,999	479	407	3,058	2,858	5,989	5,814
\$125,000-\$149,999	521	460	2,655	2,591	5,064	5,034
\$150,000-\$199,999	599	696	3,427	3,719	7,177	7,593
\$200,000-\$249,999	367	449	1,992	2,446	4,148	5,064
\$250,000-\$499,999	467	599	2,380	3,030	4,895	6,201
\$500,000+	340	481	1,575	2,146	3,507	4,680
Median Household income	\$135.5k	\$155.9k	\$124.8k	\$141.2k	\$124.9k	\$141.9k
Average Household Income	\$177.2k	\$201.1k	\$160k	\$179.7k	\$158k	\$176.7k

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Education	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
< 9th Grade	70	73	749	769	1,827	1,902
No High School Degree	185	197	1,585	1,613	3,855	3,938
High School Graduate	1,490	1,538	11,833	12,134	26,850	27,489
Some College, No Degree	1,301	1,340	8,338	8,527	18,243	18,657
Associate's Degree	618	643	4,007	4,110	8,427	8,647
Bachelor's Degree	2,223	2,279	13,580	13,913	29,968	30,762
Master's Degree	1,210	1,250	6,413	6,606	13,261	13,666
Professional Degree	268	275	1,378	1,410	2,962	3,041
Doctorate Degree	132	138	898	928	1,780	1,824

Labor Force	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Civilian Labor Force, Employed	6,036	6,297	36,937	38,100	80,980	83,424
Civilian Labor Force, Unemployed	235	246	1,506	1,560	2,889	2,973
Armed Forces	--	--	--	1	35	35
Not in Labor Force	2,372	2,473	17,590	18,056	38,851	39,910
% Civilian Labor Force Unemployed	4%	4%	4%	4%	3%	3%

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Transportation to Work	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Worked at Home	405	424	1,974	2,046	4,566	4,738
Walked	23	24	220	227	491	508
Bicycle	17	16	61	67	90	98
Carpooled	500	531	2,204	2,290	4,999	5,197
Drove Alone	4,200	4,374	26,679	27,466	58,145	59,832
Public Transport	713	745	4,053	4,204	8,849	9,146
Other	111	117	602	625	1,133	1,185

Travel Time to Work	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Travel Time: < 15 Minutes	907	955	5,902	6,088	12,045	12,407
Travel Time: 15 - 29 Minutes	1,623	1,695	8,713	8,971	19,599	20,220
Travel Time: 30 - 44 Minutes	903	940	6,595	6,812	14,956	15,430
Travel Time: 45 - 59 Minutes	524	546	3,393	3,497	7,300	7,526
Travel Time: 60+ Minutes	1,518	1,582	8,896	9,191	18,849	19,416
Average Travel Time	42	42	42	42	42	42

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Population by Industry	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Accommdtn/Food Svcs	138	143	1,274	1,303	3,473	3,557
Admin/Spprt/Waste Mgmt	129	135	745	776	2,211	2,292
Agriculture/Forest/Fish/Hunt/Mine	3	3	66	70	111	120
Entertainment/Rec	159	165	628	645	1,210	1,251
Construction	426	449	2,750	2,862	4,937	5,113
Educational Svcs	895	936	4,369	4,505	8,637	8,913
Fin/Insur/RE/Rent/Lse	465	484	3,981	4,100	9,067	9,314
Health Care/Soc Asst	879	914	5,003	5,162	10,960	11,326
Information	228	235	1,359	1,409	2,838	2,931
Mgmt of Companies	3	4	43	45	59	64
Total Manufacturing	393	411	2,262	2,337	5,331	5,497
Oth Svcs, Not Pub Admin	232	246	1,609	1,655	3,393	3,502
Prof/Sci/Tech/Admin	767	802	3,902	4,036	7,913	8,172
Public Administration	261	270	1,498	1,534	3,217	3,288
Retail Trade	636	665	3,610	3,724	8,517	8,792
Transport/Warehse/Utils	339	356	2,442	2,511	5,437	5,597
Wholesale Trade	108	112	1,071	1,095	2,584	2,644

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Population by Occupation	1 miles		3 miles		5 miles	
	Current	5 Yr Forecast	Current	5 Yr Forecast	Current	5 Yr Forecast
Architect/Engineer	200	205	1,003	1,028	1,802	1,857
Arts/Entertain/Sports	178	184	823	848	1,569	1,616
Building Grounds Maint	191	203	578	603	1,208	1,256
Business/Financial Ops	393	411	2,801	2,891	6,167	6,359
Community/Soc Svcs	72	75	649	663	1,212	1,239
Computer/Mathematical	280	290	1,912	1,974	4,393	4,531
Construction/Extraction	268	282	1,849	1,914	3,276	3,383
Edu/Training/Library	591	614	3,155	3,254	6,180	6,367
Farm/Fish/Forestry	2	1	31	33	50	55
Food Prep/Serving	116	122	1,214	1,242	2,698	2,760
Health Practitioner/Tec	515	536	2,593	2,677	5,510	5,692
Healthcare Support	182	193	864	902	2,108	2,181
Maintenance Repair	110	115	1,082	1,110	2,390	2,466
Legal	132	138	507	529	1,159	1,192
Life/Phys/Soc Science	36	37	350	365	775	804
Management	830	866	4,496	4,633	9,858	10,155
Office/Admin Support	592	618	4,050	4,171	9,401	9,684
Production	131	140	1,131	1,167	2,517	2,609
Protective Svcs	156	164	1,023	1,053	2,289	2,343
Sales/Related	560	585	3,345	3,449	7,635	7,883
Personal Care/Svc	139	147	932	960	1,887	1,947
Transportation/Moving	385	404	2,225	2,304	5,811	5,995
White Collar	4,380	4,559	25,683	26,482	55,662	57,378
Blue Collar	894	941	6,287	6,494	13,995	14,453
Service & Farm	786	829	4,643	4,794	10,240	10,541