



FREEHOLD, NJ

MARKET PROFILE 2020

MAJOR RETAILERS Apple, Arhaus, Dick's Sporting Goods, H&M, JCPenney, L.L. Bean, Lord & Taylor, Lululemon, Macy's, Microsoft, Nordstrom, Primark, Sephora, Ulta Beauty, Zara

RESTAURANTS & ENTERTAINMENT AMC Theatres, Bobby's Burger Palace, BRIO Tuscan Grille, The Cheesecake Factory, Nordstrom Café, P.F. Chang's China Bistro, Qdoba Mexican Grill, Ruby Tuesday

FOOD COURT 14 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,673,000 | **BUILT / RENOVATED** 1990 / 2007

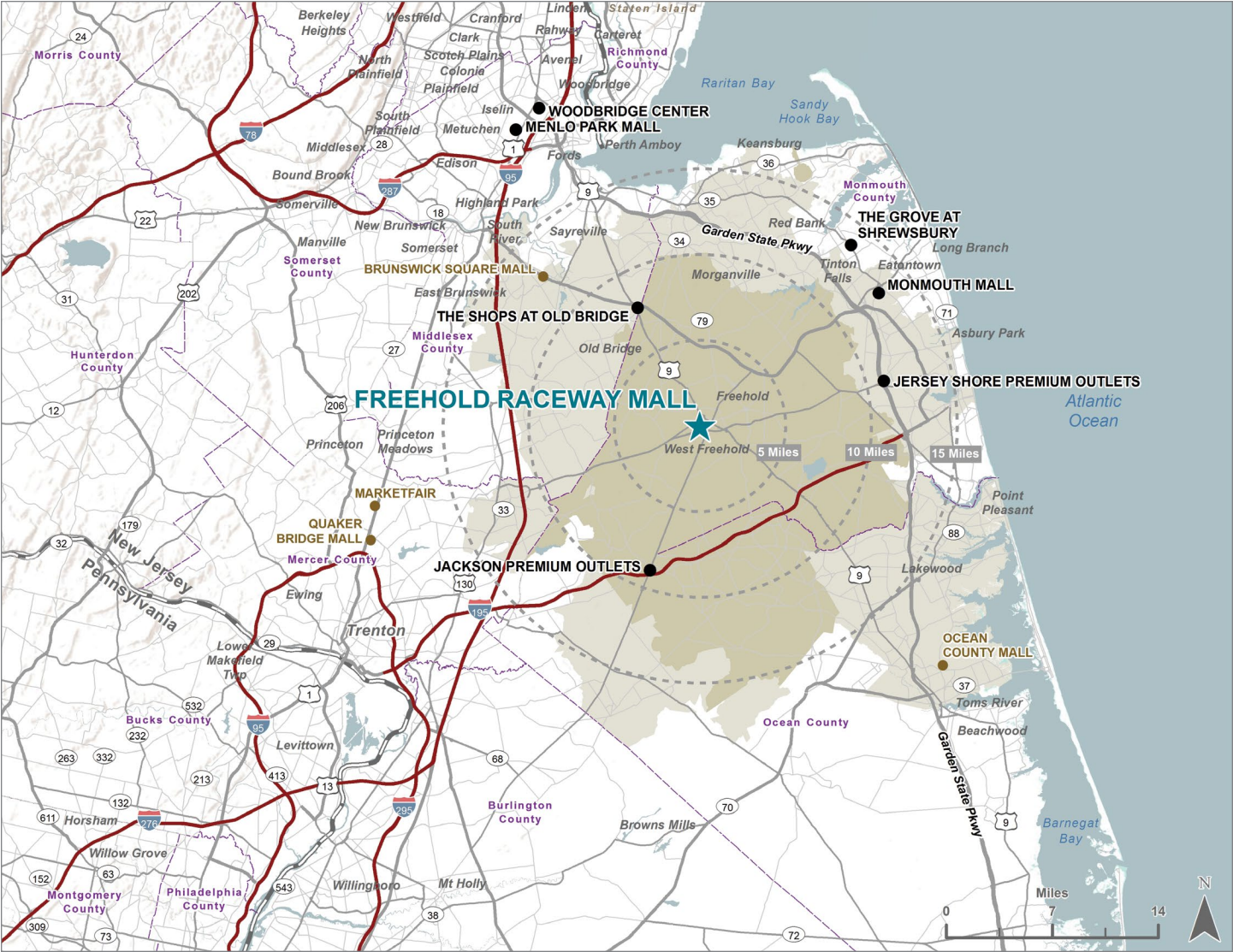
FOR MORE INFORMATION 585-249-4477 | Macerich.com



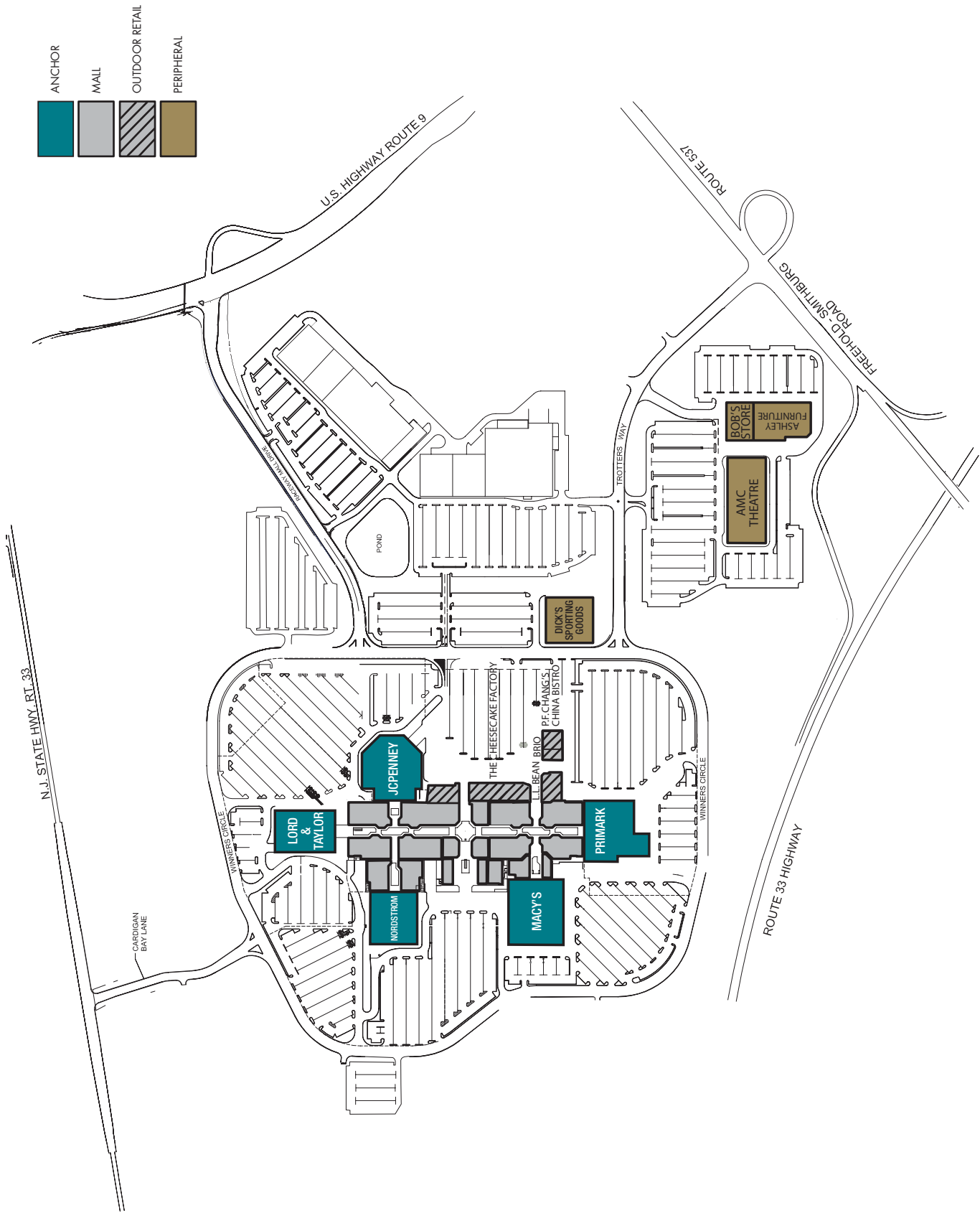
DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2019 Total Population	265,728		984,544		20,425,856	
2024 Total Population	269,934		1,007,201		20,829,632	
2019-2024 Population Growth	1.6%		2.3%		2.0%	
HOUSEHOLDS						
2019 Total Households	90,254		350,760		7,426,240	
2024 Total Households	91,750		357,761		7,560,182	
2019-2024 Household Growth	1.7%		2.0%		1.8%	
INCOME						
Average Household Income	\$150,944		\$126,021		\$114,223	
Median Household Income	\$115,150		\$93,355		\$77,678	
Per Capita Income	\$51,276		\$44,961		\$41,630	
HOUSEHOLD INCOME RANGES						
\$50,000 +	73,751	81.7%	259,565	74.0%	4,882,312	65.7%
\$75,000 +	63,098	69.9%	209,511	59.7%	3,828,976	51.6%
\$100,000 +	52,680	58.4%	165,850	47.3%	2,975,773	40.1%
\$150,000 +	33,765	37.4%	98,388	28.1%	1,754,724	23.6%
AGE						
Median Age	42.5		41.6		38.9	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	84,546	45.3%	288,779	42.1%	5,757,475	40.4%
White Collar	98,365	71.4%	336,549	68.8%	6,586,802	64.8%
RACE / ETHNICITY						
White	222,229	83.6%	786,550	79.9%	11,501,831	56.3%
Black	11,160	4.2%	62,489	6.3%	3,564,031	17.4%
American Indian	299	0.1%	1,798	0.2%	100,233	0.5%
Asian	20,903	7.9%	79,145	8.0%	2,389,076	11.7%
Pacific Islander	104	0.0%	373	0.0%	10,042	0.0%
Other Race	11,032	4.2%	54,189	5.5%	2,860,643	14.0%
Hispanic or Latino	26,393	9.9%	115,040	11.7%	5,170,116	25.3%
Not Hispanic or Latino	239,335	90.1%	869,504	88.3%	15,255,740	74.7%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	2,554		4,200		5,872	
Total Employees	35,122		49,991		64,241	
Daytime Population	58,199		100,775		139,719	

TRADE AREA MAP



SITE PLAN



MARKET FACT SHEET

AVERAGE
HOUSEHOLD INCOME
IN THE PRIMARY
MARKET IS NEARLY
\$150,944 VS \$114,223
IN THE NY/NJ MSA

MONMOUTH COUNTY IS
THE 38TH WEALTHIEST
COUNTY IN THE U.S.
AND IS ONE OF THE 5
NEW JERSEY COUNTIES
WITH THE HIGHEST
CONCENTRATIONS OF
WEALTH IN THE U.S.

WITHIN A 10-MILE RADIUS,
HOUSEHOLD AVERAGE
NET WORTH IS
\$2.1 MILLION
VS. \$766,000 IN THE MSA

SPENDING POTENTIAL
53% ABOVE U.S. AVERAGE

HIGHLY EDUCATED
45% OF ADULTS
25+ IN THE PRIMARY
TRADE AREA HAVE
BACHELOR'S DEGREES
OR HIGHER
VS. 40% IN THE NJ/NY MSA

COLTS NECK
TOWNSHIP
NAMED
THE 9TH
WEALTHIEST
TOWN IN
NEW JERSEY



MONMOUTH
COUNTY NAMED
#2 BEST COUNTY
FOR OUTDOOR
LIVING IN
NEW JERSEY

4TH PRIMARK DEPARTMENT STORE IN THE U.S. AND THE
ONLY PRIMARK IN NEW JERSEY

LOCATED 12 MILES FROM SIX FLAGS GREAT ADVENTURE
WHICH HOSTS OVER 3 MILLION VISITORS A YEAR

MONMOUTH COUNTY SEES APPROXIMATELY
6 MILLION TOURISTS PER YEAR

YEARLY SALES

JAN	7.1%	MAY	7.5%	SEP	8.2%
FEB	6.9%	JUN	8.3%	OCT	8.1%
MAR	7.9%	JUL	8.0%	NOV	9.0%
APR	7.8%	AUG	8.6%	DEC	12.7%



ROUTE 79

US ROUTE 9

ROUTE 537

HIGHWAY 33

FREEHOLD RACEWAY

BARNES & NOBLE

HOME DEPOT

HUEFEMAN KOOS

BOB'S DISCOUNT FURNITURE

CHRISTMAS TREE SHOP

RAYMOUR & FLANNIGAN

BIG LOTS

VERIZON

TROTTERS WAY

BOB'S STORES

ASHLEY FURNITURE

AMC CINEMA 14

RADISSON

OFFICE BUILDINGS

RACEWAY MALL DRIVE

LORD & TAYLOR

NORDSTROM

MACY'S

JCPENNEY

ARHAUS

THE CHEESECAKE FACTORY

P.F. CHANG'S CHINA BISTRO

BRIO TUSCAN GRILLE

L.L. BEAN

PRIMARK

DICK'S SPORTING GOODS