



FREEHOLD, NJ

## MARKET PROFILE 2021

**MAJOR RETAILERS** Aerie, American Eagle, Apple, Arhaus, Dick's Sporting Goods, Forever 21, H&M, Jared The Galleria of Jewelry, JCPenney, L.L. Bean, Lululemon, Lush, Macy's, Pandora, Primark, Sephora, Ulta Beauty, Victoria's Secret, Zara

**RESTAURANTS & ENTERTAINMENT** AMC Theatres, The Cheesecake Factory, Chick-fil-A, P.F. Chang's China Bistro, Qdoba Mexican Grill, Starbucks | **FOOD COURT** 14 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,389,000 | **BUILT / RENOVATED** 1990 / 2007

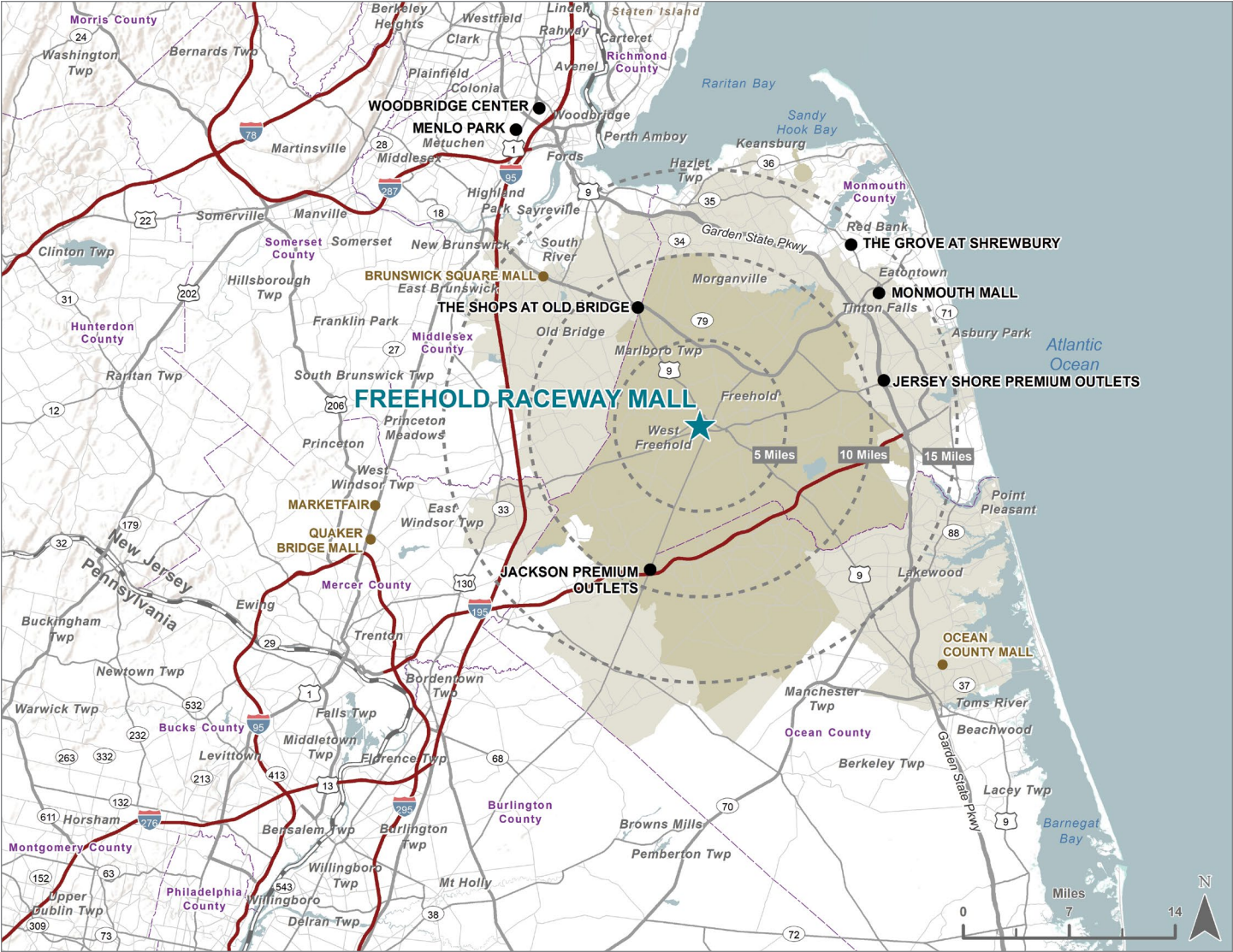
**FOR MORE INFORMATION** 585-249-4477 | [Macerich.com](http://Macerich.com)



# DEMOGRAPHIC SUMMARY

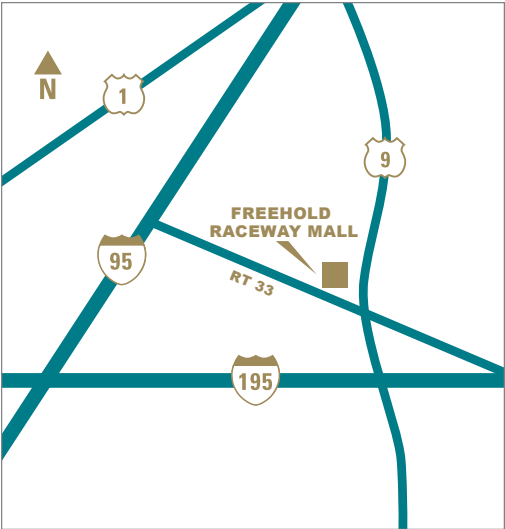
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2020 Total Population	264,000		983,145		20,256,982	
2025 Total Population	266,570		1,001,414		20,507,488	
2020-2025 Population Growth	1.0%		1.9%		1.2%	
HOUSEHOLDS						
2020 Total Households	90,143		351,704		7,408,735	
2025 Total Households	91,206		357,566		7,501,665	
2020-2025 Household Growth	1.2%		1.7%		1.3%	
INCOME						
Average Household Income	\$149,523		\$125,143		\$117,748	
Median Household Income	\$113,718		\$92,610		\$80,384	
Per Capita Income	\$51,063		\$44,803		\$43,168	
HOUSEHOLD INCOME RANGES						
\$50,000 +	72,962	80.9%	257,716	73.3%	4,941,872	66.7%
\$75,000 +	61,922	68.7%	206,494	58.7%	3,928,731	53.0%
\$100,000 +	52,011	57.7%	165,862	47.2%	3,077,746	41.5%
\$150,000 +	33,107	36.7%	98,442	28.0%	1,842,759	24.9%
AGE						
Median Age	42.5		41.7		39.0	
EDUCATION / OCCUPATION						
Bachelor’s Degree Plus	86,631	46.6%	297,392	43.3%	5,923,953	41.8%
White Collar	92,274	73.4%	315,622	70.8%	6,127,999	66.2%
RACE / ETHNICITY						
White	221,240	83.8%	785,778	79.9%	11,453,646	56.5%
Black	10,857	4.1%	62,589	6.4%	3,521,486	17.4%
American Indian	302	0.1%	1,834	0.2%	99,818	0.5%
Asian	20,490	7.8%	77,649	7.9%	2,329,718	11.5%
Pacific Islander	92	0.0%	347	0.0%	10,250	0.1%
Other Race	11,019	4.2%	54,948	5.6%	2,842,064	14.0%
Hispanic or Latino	26,210	9.9%	116,008	11.8%	5,126,470	25.3%
Not Hispanic or Latino	237,790	90.1%	867,137	88.2%	15,130,512	74.7%
EMPLOYMENT / DAYTIME POPULATION						
3 MILE						
5 MILE						
7 MILE						
Total Businesses	2,517		4,138		5,722	
Total Employees	34,212		48,558		61,700	
Daytime Population	53,171		104,158		147,936	

# TRADE AREA MAP



## LEGEND

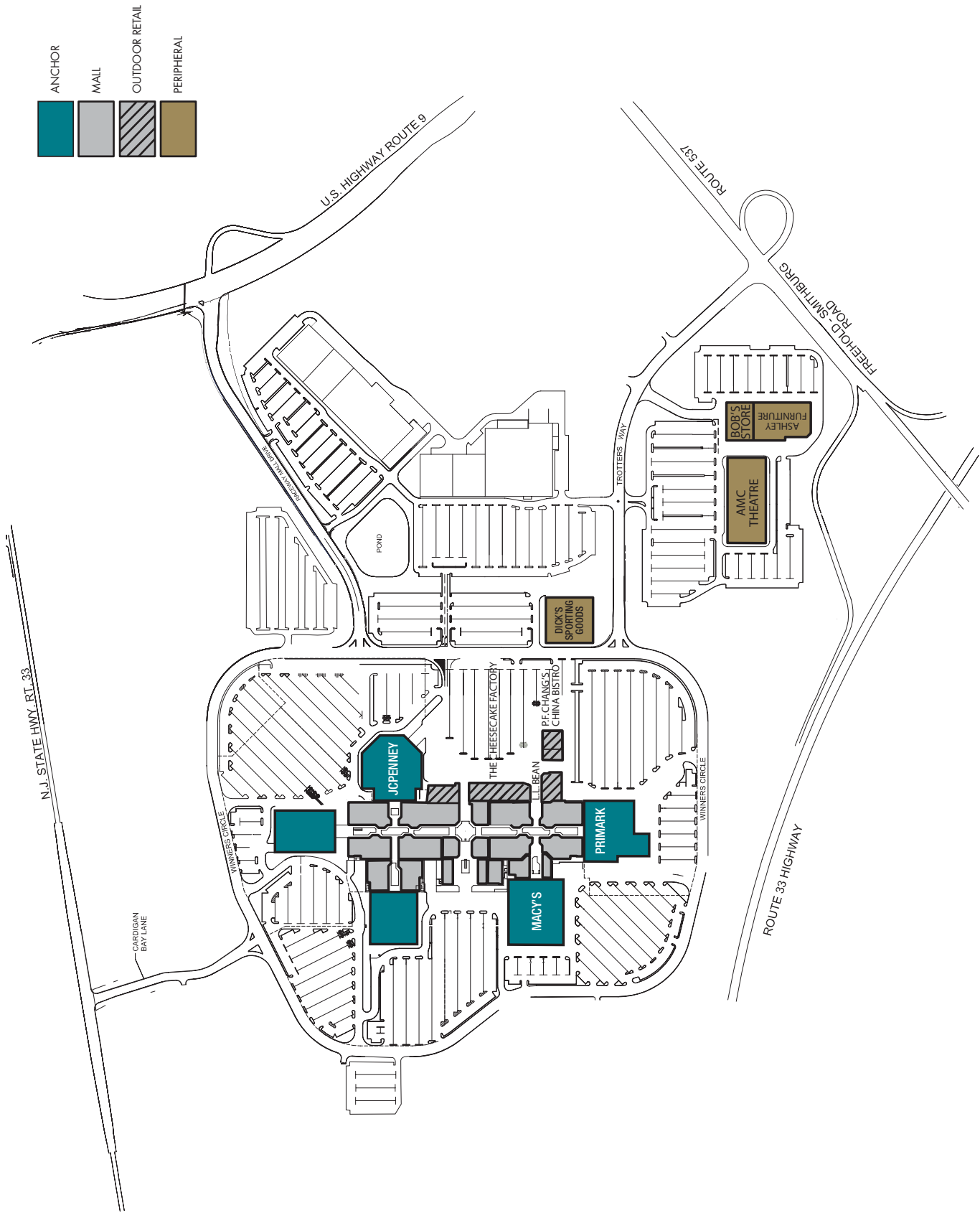
- ★ FREEHOLD RACEWAY MALL
- PRIMARY TRADE AREA
- SECONDARY TRADE AREA
- COMPETITIVE CENTERS
- OTHER CENTERS



10% PCW



# SITE PLAN



# MARKET FACT SHEET

AVERAGE  
HOUSEHOLD INCOME  
IN THE PRIMARY  
MARKET IS NEARLY  
\$149,523 VS \$117,748  
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  
\$1.8 MILLION  
VS. \$876,000 IN THE MSA  
  
SPENDING POTENTIAL  
53% ABOVE U.S. AVERAGE

HIGHLY EDUCATED  
46.6% OF ADULTS  
25+ IN THE PRIMARY  
TRADE AREA HAVE  
BACHELOR'S DEGREES  
OR HIGHER  
VS. 41.8% 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 CENTRAL/SOUTHERN 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%



- 1 MACY'S
- 2 PRIMARK
- 3 JCPENNEY
- 4 L.L.BEAN
- 5 THE CHEESECAKE FACTORY

- 6 PF CHANG'S CHINA BISTRO
- 7 ARHAUS
- 8 DICK'S SPORTING GOODS
- 9 AMC THEATRES
- 10 BOB'S STORES

- 11 ASHLEY HOME STORE
- 12 APPLE
- 13 BATH & BODY WORKS
- 14 ULTA BEAUTY
- 15 ZARA

- 16 UNTUCKIT
- 17 LULULEMON
- 18 AMERICAN EAGLE
- 19 H&M
- 20 FOREVER 21



U.S. ROUTE 9

BARNES & NOBLE

FREEHOLD RACEWAY

BOB'S DISCOUNT FURNITURE

HOME DEPOT

BIG LOTS

HUFFMAN KOOS

RAYMOUR & FLANNIGAN

CHRISTMAS TREE SHOP

VERIZON

CARDIGAN BAY DRIVE

ROUTE 33 BUSINESS

RACEWAY MALL DRIVE

ROUTE 537

TROTTER'S WAY

U.S. ROUTE 33

RADISSON

OFFICE BUILDINGS