



FREEHOLD, NJ

## MARKET PROFILE 2023

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

**RESTAURANTS & ENTERTAINMENT** AMC Theatres, Bonesaw Brewing Company (Coming Soon), Brio Tuscan Grille, The Cheesecake Factory, Chick-fil-A, P.F. Chang's China Bistro, Starbucks | **FOOD COURT** 14 units

**PROPERTY TYPE** Super-regional | **TOTAL SQUARE FEET** 1,549,000 | **BUILT / RENOVATED** 1990 / 2007

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

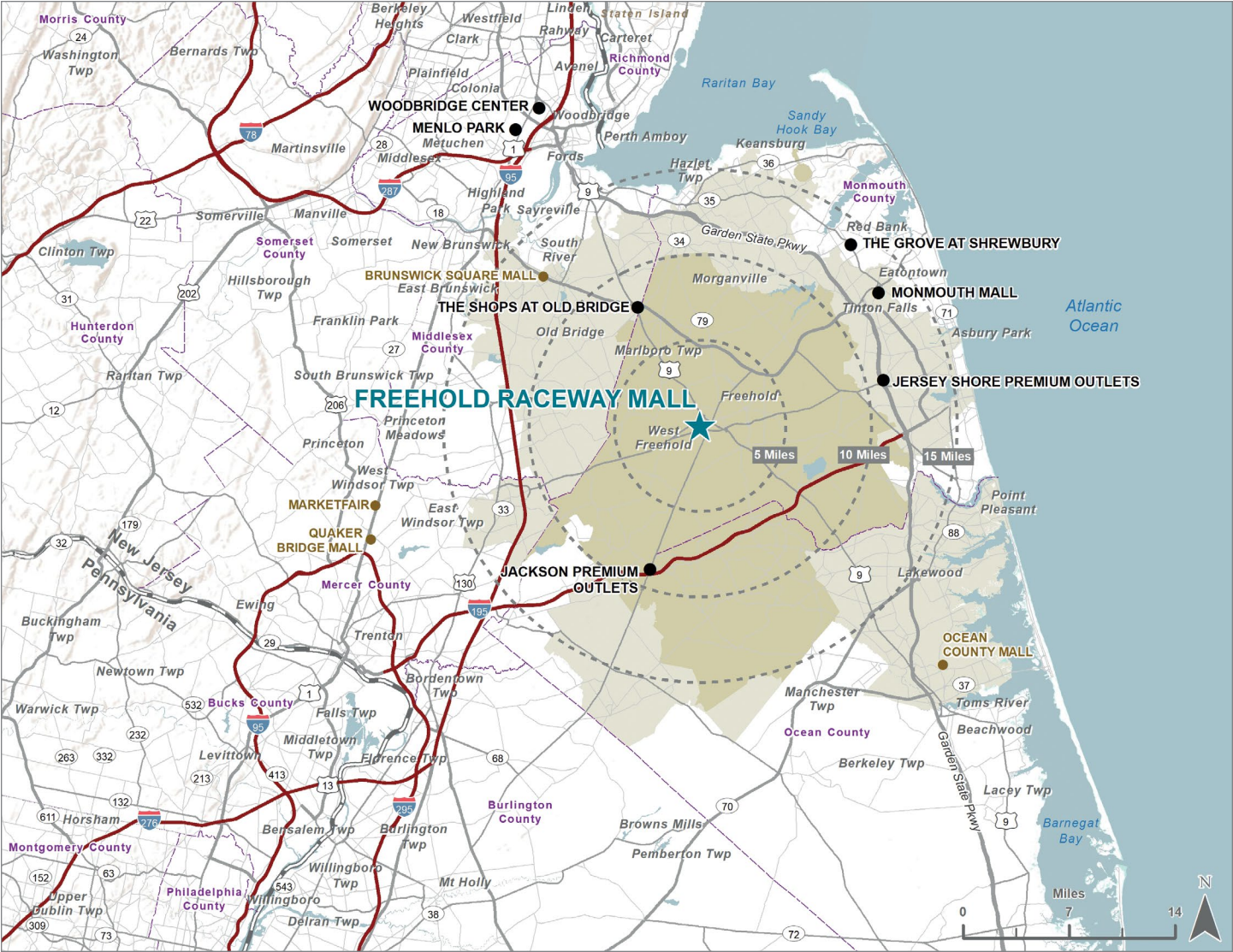


# DEMOGRAPHIC SUMMARY

POPULATION		PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2022 Total Population		267,108		1,021,264		20,224,976	
2027 Total Population		268,315		1,035,324		19,945,519	
2022-2027 Population Growth		0.5%		1.4%		-1.4%	
HOUSEHOLDS							
2022 Total Households		93,318		364,271		7,448,470	
2027 Total Households		94,205		369,364		7,382,577	
2022-2027 Household Growth		1.0%		1.4%		-0.9%	
INCOME							
Average Household Income		\$170,297		\$144,477		\$137,432	
Median Household Income		\$123,290		\$104,386		\$91,608	
Per Capita Income		\$59,465		\$51,619		\$50,700	
HOUSEHOLD INCOME RANGES							
\$50,000 +		78,134	83.7%	282,440	77.5%	5,307,140	71.3%
\$75,000 +		68,223	73.1%	234,597	64.4%	4,322,885	58.0%
\$100,000 +		58,027	62.2%	191,850	52.7%	3,488,485	46.8%
\$150,000 +		38,040	40.8%	117,377	32.2%	2,192,169	29.4%
AGE							
Median Age		42.9		41.7		39.3	
EDUCATION / OCCUPATION							
Bachelor’s Degree Plus		91,415	49.8%	320,062	46.7%	6,224,870	45.2%
White Collar		95,836	68.9%	324,291	63.8%	6,206,912	62.8%
RACE/ETHNICITY							
White		200,528	75.1%	748,442	73.3%	9,298,987	46.0%
Black/African American		10,356	3.9%	54,454	5.3%	3,230,923	16.0%
American Indian		793	0.3%	3,696	0.4%	154,918	0.8%
Asian		21,649	8.1%	82,630	8.1%	2,556,906	12.6%
Pacific Islander		64	0.0%	230	0.0%	10,664	0.1%
Other Race		33,718	12.6%	131,812	12.9%	4,972,578	24.6%
Hispanic or Latino		32,195	12.1%	124,287	12.2%	5,122,303	25.3%
Not Hispanic or Latino		234,914	87.9%	896,977	87.8%	15,102,673	74.7%
EMPLOYMENT / DAYTIME POPULATION		3 MILE		5 MILE		7 MILE	
Total Businesses		2,548		4,201		5,829	
Total Employees		34,768		64,774		78,455	
Daytime Population		55,172		112,732		154,546	

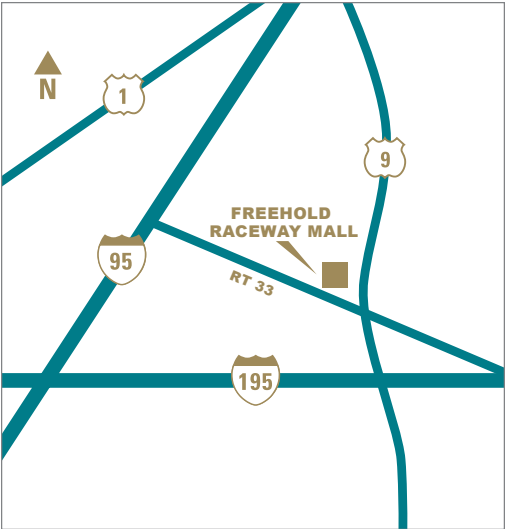


# TRADE AREA MAP



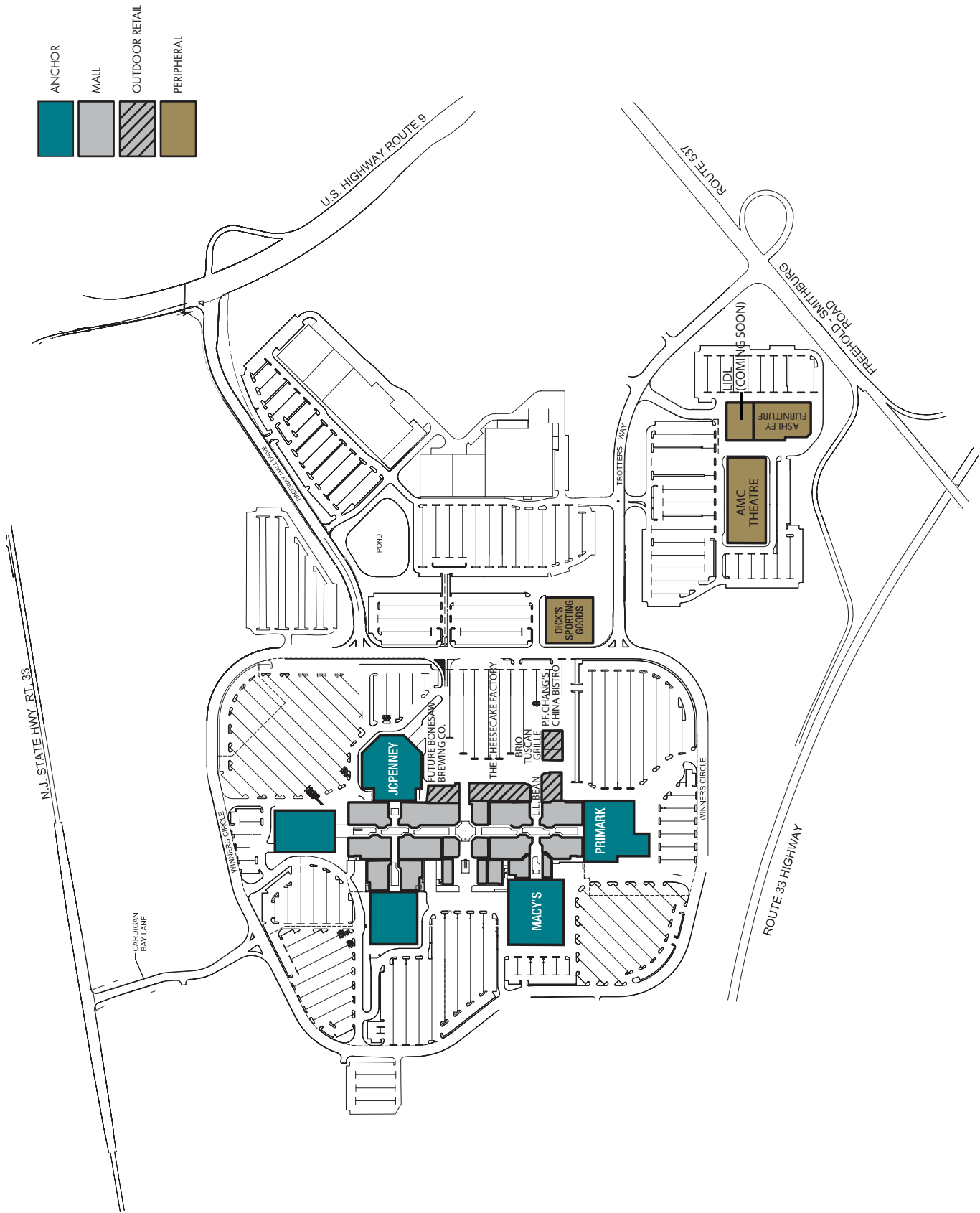
## LEGEND

- ★ 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  
\$170,297 VS \$137,432  
IN THE NY/NJ MSA

MONMOUTH COUNTY  
IS THE 41ST 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 \$2.6 MILLION  
VS. \$1.3 MILLION IN THE MSA

AVERAGE HOUSEHOLD  
SPENDING POTENTIAL IS  
63% ABOVE U.S. AVERAGE

MEDIAN SOLD PRICE FOR  
MONMOUTH COUNTY (JAN 2023)  
\$563,600 +15.1% OVER 2022

HIGHLY EDUCATED  
49.8% OF ADULTS  
25+ IN THE PRIMARY  
TRADE AREA HAVE  
BACHELOR'S DEGREES  
OR HIGHER  
VS. 36.2% IN THE U.S.

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 BOTH SIX FLAGS GREAT ADVENTURE,  
WHICH HOSTS OVER 3 MILLION VISITORS A YEAR, AND  
ADVENTURE CROSSING USA, WHICH IS ANTICIPATED TO HOST  
REGIONAL AND NATIONAL SPORTING EVENTS

MONMOUTH COUNTY SEES APPROXIMATELY 6 MILLION  
TOURISTS PER YEAR

## YEARLY SALES

JAN	6.61%	MAY	7.89%	SEP	8.91%
FEB	6.88%	JUN	8.67%	OCT	7.59%
MAR	7.93%	JUL	8.15%	NOV	8.27%
APR	7.96%	AUG	8.50%	DEC	12.66%



MAJOR RETAILERS INCLUDE:

MACY'S  
PRIMARK  
JCPENNEY  
L.L.BEAN

APPLE  
AMC THEATRES  
DICK'S SPORTING GOODS  
ASHLEY

LIDL  
ARHAUS  
BATH & BODY WORKS/WHITE BARN CANDLE  
BRIO TUSCAN GRILLE

FIVE BELOW  
H&M  
JARED, THE GALLERY OF JEWELRY  
LULULEMON

PF CHANG'S  
WHITE HOUSE|BLACK MARKET  
ULTA BEAUTY  
ZARA

