



FREEHOLD, NJ

MARKET PROFILE 2024

MAJOR RETAILERS Aerie, American Eagle, Apple, Arhaus, 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 and Coming Soon: Dick's House of Sport

RESTAURANTS & ENTERTAINMENT AMC Theatres, Brio Tuscan Grille, The Cheesecake Factory, Chick-fil-A, Marmara Mediterranean Grille, PF Chang's, Starbucks and Coming Soon: Bonesaw Brewery, Dave & Busters, Freehold Athletic Club | **FOOD COURT** 14 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,546,000 | **BUILT / RENOVATED** 1990 / 2007

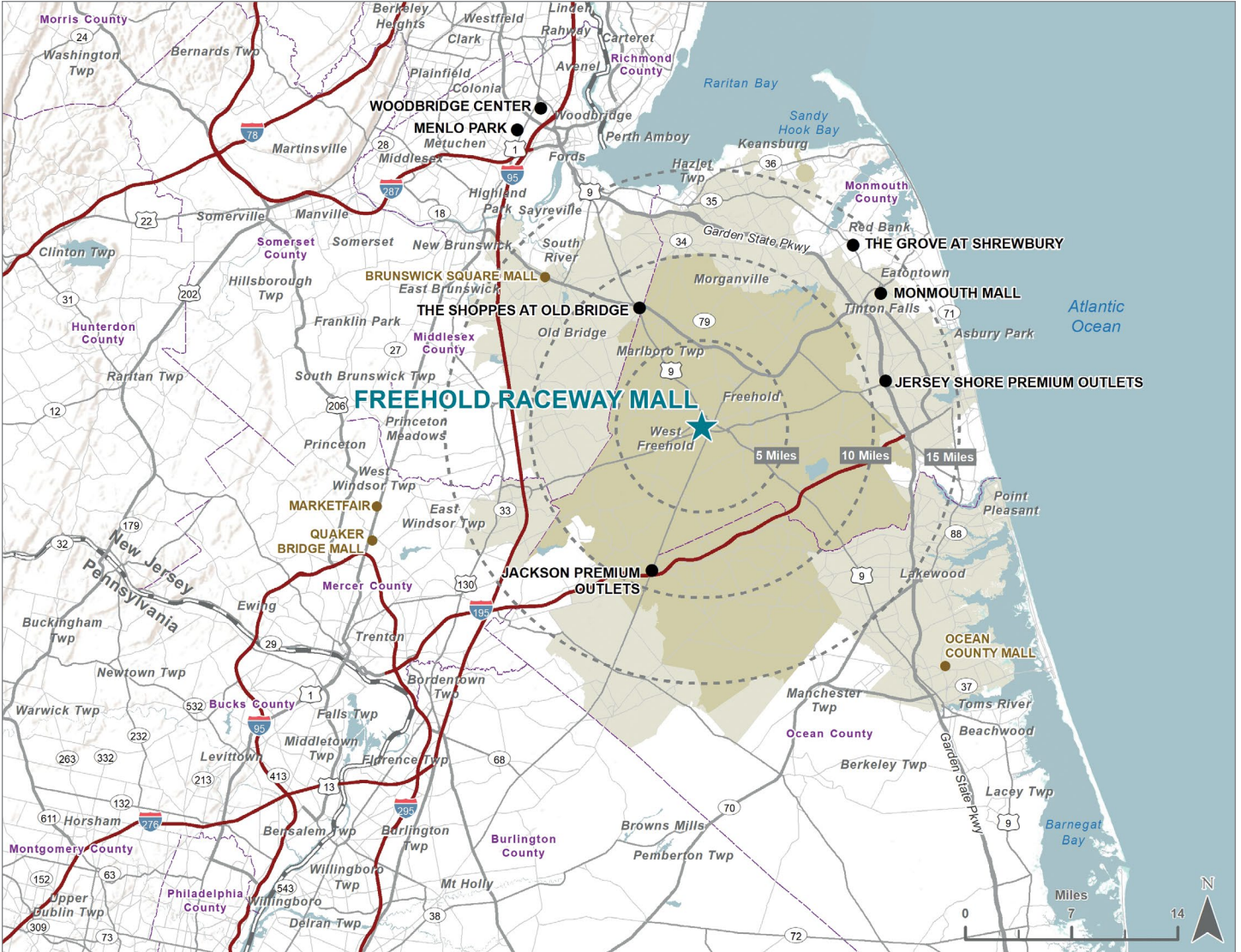
FOR MORE INFORMATION 585-249-4477 | Macerich.com



DEMOGRAPHIC SUMMARY

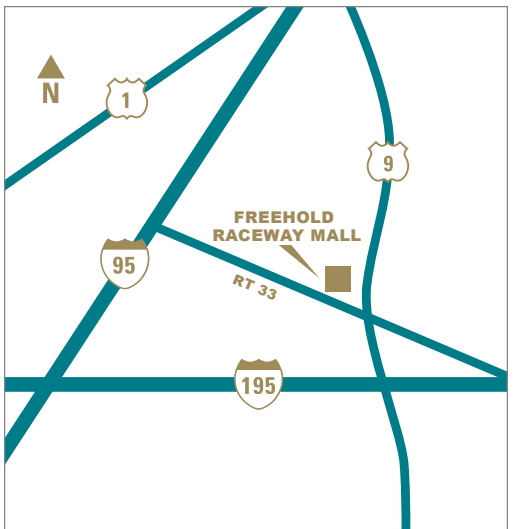
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2023 Total Population	269,054		1,031,092		20,181,143	
2028 Total Population	270,421		1,042,973		20,167,113	
2023-2028 Population Growth	0.5%		1.2%		-0.1%	
HOUSEHOLDS						
2023 Total Households	94,750		370,335		7,499,516	
2028 Total Households	96,880		379,279		7,595,425	
2023-2028 Household Growth	2.2%		2.4%		1.3%	
INCOME						
Average Household Income	\$172,674		\$146,700		\$135,858	
Median Household Income	\$125,348		\$103,952		\$87,926	
Per Capita Income	\$60,781		\$52,769		\$50,581	
HOUSEHOLD INCOME RANGES						
\$50,000 +	76,545	80.8%	279,557	75.5%	5,226,701	69.7%
\$75,000 +	67,149	70.9%	233,591	63.1%	4,236,415	56.5%
\$100,000 +	57,963	61.2%	192,818	52.1%	3,396,888	45.3%
\$150,000 +	40,358	42.6%	126,177	34.1%	2,158,472	28.8%
AGE						
Median Age	43.0		41.8		39.5	
EDUCATION / OCCUPATION						
Bachelor's Degree Plus	96,055	50.1%	328,829	45.4%	6,389,914	44.9%
White Collar	103,906	73.9%	365,990	71.6%	6,716,502	67.7%
RACE/ETHNICITY						
White	200,144	74.4%	749,947	72.7%	9,223,568	45.7%
Black/African American	10,909	4.1%	56,539	5.5%	3,235,753	16.0%
American Indian	813	0.3%	3,852	0.4%	154,429	0.8%
Asian	22,680	8.4%	85,818	8.3%	2,606,600	12.9%
Pacific Islander	70	0.0%	246	0.0%	10,565	0.1%
Other Race	34,438	12.8%	134,689	13.1%	4,950,228	24.5%
Hispanic or Latino	33,742	12.5%	130,314	12.6%	5,176,454	25.6%
Not Hispanic or Latino	235,312	87.5%	900,778	87.4%	15,004,689	74.4%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	2,553		4,209		5,842	
Total Employees	35,114		50,209		63,860	
Daytime Population	58,850		102,640		143,966	

TRADE AREA MAP



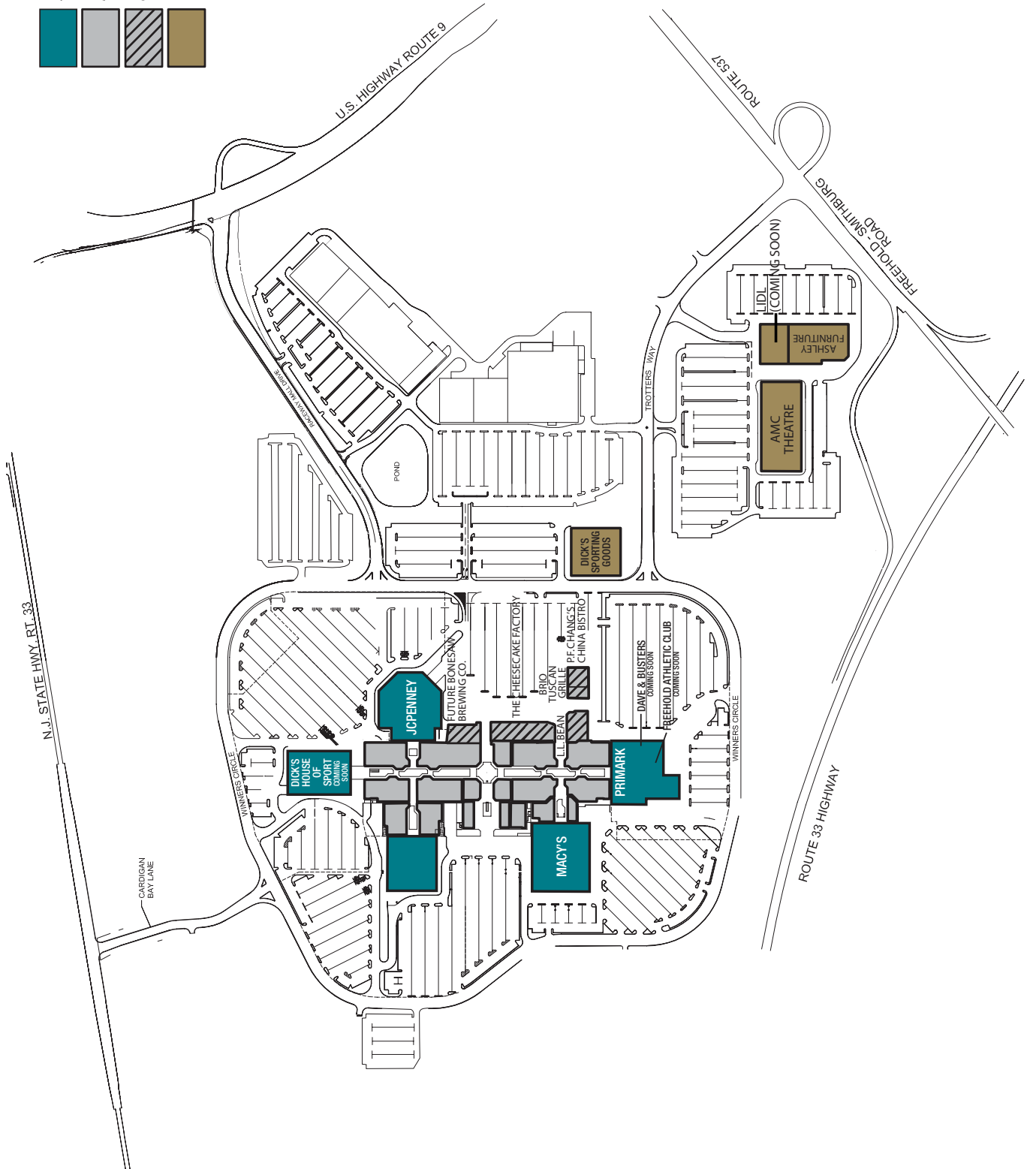
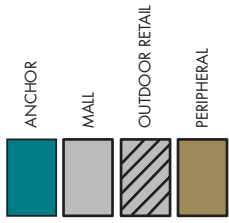
LEGEND

- ★ 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
\$173K VS \$136K
IN THE NY/NJ MSA

CONSUMERS IN THE
PRIMARY MARKET
SPEND 50%-60% MORE
MONEY ON EXPENDITURES
THAN THE NATION ON

- HOUSEHOLD FURNISHINGS
- COSMETIC AND BEAUTY SERVICES
- ENTERTAINMENT AND RECREATION
 - APPAREL AND SERVICES
 - MEALS AT RESTAURANTS

WITHIN A 10-MILE RADIUS,
HOUSEHOLD AVERAGE NET
WORTH IS **\$2.4 MILLION**
VS. \$1.2 MILLION IN THE MSA

MEDIAN SOLD PRICE FOR
MONMOUTH COUNTY 670K
+5% OVER 2022
(DECEMBER 2023)

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

MONMOUTH
COUNTY IS
THE **40TH**
WEALTHIEST
COUNTY IN
THE U.S. AND
IS 1 OF THE 5
NEW JERSEY
COUNTIES WITH THE
HIGHEST CONCENTRATIONS
OF WEALTH IN THE U.S.



#48 BEST COUNTY FOR
OUTDOOR ACTIVITIES
IN AMERICA

#61 HEALTHIEST
COUNTIES IN AMERICA

#73 BEST COUNTIES FOR
YOUNG PROFESSIONALS
IN AMERICA

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 **9 MILLION**
TOURISTS PER YEAR

YEARLY SALES

JAN	7.4%	MAY	7.5%	SEP	8.6%
FEB	7.0%	JUN	8.5%	OCT	7.7%
MAR	7.5%	JUL	8.2%	NOV	8.7%
APR	7.7%	AUG	8.7%	DEC	12.5%

Freehold

RACEWAY MALL

MAJOR RETAILERS INCLUDE:

MACY'S
 DICK'S HOUSE OF SPORT (COMING SOON)
 PRIMARK
 DAVE & BUSTERS (COMING SOON)
 JCPENNEY
 FREEHOLD ATHLETIC CLUB (COMING SOON)
 APPLE
 LIDL (COMING SOON)

LL BEAN
 AMC THEATRES
 ARHAUS
 ASHLEY

BATH & BODY WORKS
 BONESAW BREWERY (COMING SOON)
 BRIO TUSCAN GRILLE
 LULULEMON

PF CHANG'S
 THE CHEESECAKE FACTORY
 ULTA BEAUTY
 ZARA



FREEHOLD RACEWAY

OCEAN STATE JOB LOT

BARNES & NOBLE

BOB'S DISCOUNT FURNITURE

HOME DEPOT

RACEWAY MALL DRIVE

WINNER'S CIRCLE

CARDIGAN BAY DRIVE

ROUTE 33 BUSINESS DISTRICT

U.S. ROUTE 9

U.S. ROUTE 33

ROUTE 537

SAM'S WHOLESALE CLUB

WALMART

LONG HORN STEAKHOUSE

OLIVE GARDEN

RADISSON

OFFICE BUILDINGS

ASHLEY

ATM

RAYMOUR & FLANNIGAN

DICK'S

LL Bean

PRIMARK

COMING SOON

MACY'S

APPLE

JCPenney

DICK'S

COMING SOON

WINNER'S CIRCLE

U.S. ROUTE 33