

Brook 35 & West  
RT-35, Spring Lake, New Jersey, 07762  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 40.15276  
Longitude: -74.05559

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,819	50,236	121,856
2010 Total Population	5,748	48,593	118,793
2019 Total Population	5,941	49,262	121,434
2019 Group Quarters	8	231	978
2024 Total Population	6,010	49,529	122,646
2017-2022 Annual Rate	0.23%	0.11%	0.20%
2019 Total Daytime Population	7,422	49,117	115,941
Workers	4,428	25,383	56,344
Residents	2,994	23,734	59,597
<b>Household Summary</b>			
2000 Households	2,633	20,616	48,952
2000 Average Household Size	2.20	2.42	2.46
2010 Households	2,686	20,066	48,215
2010 Average Household Size	2.14	2.41	2.44
2019 Households	2,772	20,355	49,299
2019 Average Household Size	2.14	2.41	2.44
2024 Households	2,800	20,449	49,728
2024 Average Household Size	2.14	2.41	2.45
2017-2022 Annual Rate	0.20%	0.09%	0.17%
2010 Families	1,465	12,762	30,417
2010 Average Family Size	2.93	3.05	3.08
2019 Families	1,510	12,921	31,043
2019 Average Family Size	2.93	3.05	3.09
2024 Families	1,525	12,971	31,296
2024 Average Family Size	2.94	3.06	3.09
2017-2022 Annual Rate	0.20%	0.08%	0.16%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,973	24,244	57,356
Owner Occupied Housing Units	61.4%	64.4%	59.6%
Renter Occupied Housing Units	27.1%	20.6%	25.7%
Vacant Housing Units	11.4%	15.0%	14.7%
2010 Housing Units	3,243	24,967	59,103
Owner Occupied Housing Units	53.9%	60.4%	57.1%
Renter Occupied Housing Units	28.9%	19.9%	24.5%
Vacant Housing Units	17.2%	19.6%	18.4%
2019 Housing Units	3,332	25,225	60,131
Owner Occupied Housing Units	54.0%	60.4%	56.8%
Renter Occupied Housing Units	29.2%	20.3%	25.2%
Vacant Housing Units	16.8%	19.3%	18.0%
2024 Housing Units	3,377	25,424	60,845
Owner Occupied Housing Units	55.1%	61.2%	57.8%
Renter Occupied Housing Units	27.8%	19.2%	23.9%
Vacant Housing Units	17.1%	19.6%	18.3%
<b>Median Household Income</b>			
2019	\$90,228	\$104,373	\$88,459
2024	\$102,989	\$116,345	\$100,689
<b>Median Home Value</b>			
2019	\$516,621	\$553,391	\$449,002
2024	\$554,167	\$598,648	\$490,351
<b>Per Capita Income</b>			
2019	\$64,107	\$58,737	\$50,429
2024	\$73,156	\$66,690	\$57,497
<b>Median Age</b>			
2010	49.6	45.4	43.5
2019	53.8	48.0	46.0
2024	56.2	48.7	46.4

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>2019 Households by Income</b>			
Household Income Base	2,772	20,355	49,299
<\$15,000	4.0%	3.9%	6.1%
\$15,000 - \$24,999	6.6%	4.8%	5.9%
\$25,000 - \$34,999	6.2%	4.6%	5.8%
\$35,000 - \$49,999	9.2%	7.5%	8.3%
\$50,000 - \$74,999	14.9%	13.8%	15.9%
\$75,000 - \$99,999	13.5%	12.9%	13.2%
\$100,000 - \$149,999	15.4%	18.7%	18.1%
\$150,000 - \$199,999	9.9%	13.5%	11.1%
\$200,000+	20.2%	20.2%	15.7%
Average Household Income	\$136,279	\$142,377	\$123,751
<b>2024 Households by Income</b>			
Household Income Base	2,800	20,449	49,728
<\$15,000	3.3%	3.3%	5.1%
\$15,000 - \$24,999	5.5%	4.0%	5.0%
\$25,000 - \$34,999	5.1%	3.8%	4.9%
\$35,000 - \$49,999	8.1%	6.4%	7.3%
\$50,000 - \$74,999	13.5%	12.3%	14.5%
\$75,000 - \$99,999	13.1%	12.3%	12.8%
\$100,000 - \$149,999	16.4%	19.1%	19.0%
\$150,000 - \$199,999	11.2%	14.9%	12.5%
\$200,000+	23.8%	24.0%	18.9%
Average Household Income	\$155,757	\$161,760	\$141,256
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	1,800	15,244	34,130
<\$50,000	0.7%	1.1%	1.2%
\$50,000 - \$99,999	0.1%	0.2%	0.6%
\$100,000 - \$149,999	0.5%	0.4%	1.9%
\$150,000 - \$199,999	0.3%	0.7%	3.1%
\$200,000 - \$249,999	1.2%	2.4%	6.1%
\$250,000 - \$299,999	1.4%	3.9%	9.6%
\$300,000 - \$399,999	16.5%	15.9%	19.8%
\$400,000 - \$499,999	26.7%	18.6%	15.4%
\$500,000 - \$749,999	40.9%	31.8%	24.1%
\$750,000 - \$999,999	9.7%	12.5%	9.2%
\$1,000,000 +	2.0%	4.8%	3.9%
Average Home Value	\$553,801	\$681,913	\$567,438
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	1,860	15,564	35,169
<\$50,000	0.2%	0.4%	0.5%
\$50,000 - \$99,999	0.0%	0.1%	0.3%
\$100,000 - \$149,999	0.3%	0.2%	1.3%
\$150,000 - \$199,999	0.2%	0.4%	2.6%
\$200,000 - \$249,999	0.8%	1.6%	4.9%
\$250,000 - \$299,999	0.9%	2.8%	8.1%
\$300,000 - \$399,999	13.0%	13.0%	18.2%
\$400,000 - \$499,999	24.8%	17.8%	15.5%
\$500,000 - \$749,999	45.2%	35.2%	27.3%
\$750,000 - \$999,999	11.9%	14.6%	10.8%
\$1,000,000 +	2.5%	5.6%	4.6%
Average Home Value	\$584,126	\$727,617	\$612,455

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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<b>2010 Population by Age</b>			
Total	5,750	48,594	118,794
0 - 4	3.5%	4.5%	4.9%
5 - 9	4.9%	5.9%	5.9%
10 - 14	5.7%	6.9%	6.6%
15 - 24	9.6%	10.8%	11.3%
25 - 34	8.7%	9.1%	10.7%
35 - 44	10.2%	12.2%	12.7%
45 - 54	16.5%	18.0%	17.2%
55 - 64	15.3%	15.0%	14.1%
65 - 74	10.3%	8.8%	8.4%
75 - 84	10.3%	6.2%	5.7%
85 +	5.1%	2.7%	2.5%
18 +	81.8%	78.5%	78.5%
<b>2019 Population by Age</b>			
Total	5,941	49,261	121,434
0 - 4	3.1%	4.0%	4.4%
5 - 9	3.6%	4.8%	5.1%
10 - 14	4.6%	6.2%	6.0%
15 - 24	9.6%	10.8%	10.6%
25 - 34	10.0%	9.8%	11.1%
35 - 44	8.4%	10.5%	11.6%
45 - 54	12.4%	14.6%	14.0%
55 - 64	17.6%	16.6%	16.0%
65 - 74	14.8%	12.7%	11.9%
75 - 84	9.8%	6.9%	6.4%
85 +	6.1%	3.2%	3.0%
18 +	85.6%	81.3%	81.0%
<b>2024 Population by Age</b>			
Total	6,009	49,528	122,645
0 - 4	3.0%	4.1%	4.4%
5 - 9	3.5%	4.6%	4.9%
10 - 14	4.0%	5.5%	5.5%
15 - 24	7.9%	9.8%	9.9%
25 - 34	10.0%	10.3%	11.1%
35 - 44	9.8%	11.6%	12.5%
45 - 54	10.0%	12.5%	12.5%
55 - 64	16.2%	15.6%	15.0%
65 - 74	18.3%	14.2%	13.2%
75 - 84	11.0%	8.4%	7.7%
85 +	6.3%	3.4%	3.2%
18 +	87.0%	82.5%	81.9%
<b>2010 Population by Sex</b>			
Males	2,601	23,535	56,852
Females	3,147	25,058	61,941
<b>2019 Population by Sex</b>			
Males	2,729	23,950	58,218
Females	3,212	25,312	63,216
<b>2024 Population by Sex</b>			
Males	2,760	24,096	58,872
Females	3,250	25,433	63,774

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<b>2010 Population by Race/Ethnicity</b>			
Total	5,748	48,592	118,793
White Alone	96.0%	94.2%	81.4%
Black Alone	0.9%	1.4%	12.6%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.6%	1.2%	1.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	1.7%	2.3%
Two or More Races	1.0%	1.3%	1.9%
Hispanic Origin	2.8%	5.8%	7.8%
Diversity Index	12.9	20.9	41.9
<b>2019 Population by Race/Ethnicity</b>			
Total	5,940	49,263	121,434
White Alone	95.3%	93.2%	80.6%
Black Alone	0.9%	1.4%	12.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	1.8%	1.4%	1.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.5%	2.1%	2.8%
Two or More Races	1.3%	1.6%	2.2%
Hispanic Origin	3.6%	7.1%	9.4%
Diversity Index	15.5	24.5	44.8
<b>2024 Population by Race/Ethnicity</b>			
Total	6,010	49,528	122,647
White Alone	94.9%	92.6%	80.1%
Black Alone	1.0%	1.4%	12.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	2.0%	1.6%	2.0%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	0.6%	2.4%	3.3%
Two or More Races	1.4%	1.8%	2.5%
Hispanic Origin	4.2%	8.1%	10.7%
Diversity Index	17.1	27.1	46.9
<b>2010 Population by Relationship and Household Type</b>			
Total	5,748	48,593	118,793
In Households	99.8%	99.5%	99.1%
In Family Households	75.6%	81.4%	80.9%
Householder	25.7%	26.2%	25.7%
Spouse	20.2%	21.1%	19.0%
Child	26.4%	29.9%	30.4%
Other relative	2.2%	2.8%	3.8%
Nonrelative	1.0%	1.4%	2.0%
In Nonfamily Households	24.3%	18.0%	18.2%
In Group Quarters	0.2%	0.5%	0.9%
Institutionalized Population	0.1%	0.5%	0.7%
Noninstitutionalized Population	0.0%	0.1%	0.2%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	4,705	36,604	89,826
Less than 9th Grade	0.9%	1.2%	2.0%
9th - 12th Grade, No Diploma	2.3%	2.5%	3.8%
High School Graduate	16.8%	18.8%	22.5%
GED/Alternative Credential	1.5%	1.2%	1.9%
Some College, No Degree	17.6%	15.5%	17.5%
Associate Degree	7.8%	6.2%	7.1%
Bachelor's Degree	33.8%	33.3%	28.2%
Graduate/Professional Degree	19.4%	21.3%	17.0%
<b>2019 Population 15+ by Marital Status</b>			
Total	5,274	41,908	102,661
Never Married	32.3%	29.8%	32.5%
Married	48.0%	51.7%	49.6%
Widowed	8.1%	6.9%	6.6%
Divorced	11.6%	11.6%	11.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	97.0%	95.9%
Civilian Unemployed (Unemployment Rate)	2.2%	3.0%	4.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	2,988	25,934	62,880
Agriculture/Mining	0.0%	0.0%	0.2%
Construction	12.4%	9.0%	8.3%
Manufacturing	7.1%	6.0%	5.8%
Wholesale Trade	1.8%	2.7%	3.1%
Retail Trade	8.2%	8.5%	9.7%
Transportation/Utilities	4.7%	4.8%	5.4%
Information	3.6%	3.9%	3.1%
Finance/Insurance/Real Estate	8.5%	9.2%	8.4%
Services	49.8%	50.1%	50.5%
Public Administration	3.9%	5.8%	5.6%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	2,988	25,933	62,880
White Collar	71.0%	69.7%	67.7%
Management/Business/Financial	23.7%	19.8%	17.7%
Professional	23.0%	26.9%	24.8%
Sales	11.5%	12.7%	12.5%
Administrative Support	12.9%	10.3%	12.7%
Services	18.1%	16.6%	17.1%
Blue Collar	10.8%	13.7%	15.2%
Farming/Forestry/Fishing	0.0%	0.2%	0.2%
Construction/Extraction	5.4%	5.2%	4.6%
Installation/Maintenance/Repair	1.3%	2.0%	2.5%
Production	1.1%	2.0%	2.7%
Transportation/Material Moving	3.0%	4.3%	5.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,748	48,593	118,793
Population Inside Urbanized Area	100.0%	99.7%	99.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.3%	0.3%

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<b>2010 Households by Type</b>			
Total	2,686	20,067	48,215
Households with 1 Person	40.0%	30.5%	30.6%
Households with 2+ People	60.0%	69.5%	69.4%
Family Households	54.5%	63.6%	63.1%
Husband-wife Families	43.0%	51.1%	46.7%
With Related Children	15.3%	21.5%	19.4%
Other Family (No Spouse Present)	11.6%	12.5%	16.4%
Other Family with Male Householder	2.2%	3.3%	4.0%
With Related Children	0.9%	1.4%	1.8%
Other Family with Female Householder	9.3%	9.2%	12.4%
With Related Children	4.3%	4.6%	7.1%
Nonfamily Households	5.4%	5.9%	6.3%
All Households with Children	20.7%	27.7%	28.6%
Multigenerational Households	2.1%	2.4%	3.5%
Unmarried Partner Households	4.7%	5.0%	6.0%
Male-female	4.1%	4.3%	5.0%
Same-sex	0.6%	0.7%	1.0%
<b>2010 Households by Size</b>			
Total	2,686	20,067	48,215
1 Person Household	40.0%	30.5%	30.6%
2 Person Household	33.1%	33.2%	32.5%
3 Person Household	11.2%	14.3%	14.8%
4 Person Household	9.5%	13.1%	12.8%
5 Person Household	4.1%	6.0%	6.0%
6 Person Household	1.5%	1.8%	2.0%
7 + Person Household	0.7%	1.0%	1.3%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,686	20,066	48,215
Owner Occupied	65.1%	75.2%	70.0%
Owned with a Mortgage/Loan	40.6%	52.3%	49.9%
Owned Free and Clear	24.5%	22.9%	20.1%
Renter Occupied	34.9%	24.8%	30.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,243	24,967	59,103
Housing Units Inside Urbanized Area	100.0%	99.8%	99.8%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.2%	0.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Exurbanites (1E)	Pleasantville (2B)	Pleasantville (2B)
<b>2.</b>	Golden Years (9B)	Exurbanites (1E)	Golden Years (9B)
<b>3.</b>	Retirement Communities	Golden Years (9B)	Exurbanites (1E)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$8,774,757	\$67,407,299	\$144,042,012
Average Spent	\$3,165.50	\$3,311.58	\$2,921.80
Spending Potential Index	148	155	136
Education: Total \$	\$6,843,053	\$57,426,673	\$119,085,080
Average Spent	\$2,468.63	\$2,821.26	\$2,415.57
Spending Potential Index	155	177	152
Entertainment/Recreation: Total \$	\$13,990,977	\$106,591,109	\$224,921,401
Average Spent	\$5,047.25	\$5,236.61	\$4,562.39
Spending Potential Index	154	160	140
Food at Home: Total \$	\$21,514,483	\$160,175,683	\$344,491,194
Average Spent	\$7,761.36	\$7,869.11	\$6,987.79
Spending Potential Index	150	152	135
Food Away from Home: Total \$	\$15,236,122	\$115,147,099	\$244,908,034
Average Spent	\$5,496.44	\$5,656.94	\$4,967.81
Spending Potential Index	150	154	135
Health Care: Total \$	\$26,155,466	\$190,188,297	\$403,299,889
Average Spent	\$9,435.59	\$9,343.57	\$8,180.69
Spending Potential Index	159	157	138
HH Furnishings & Equipment: Total \$	\$9,127,435	\$68,931,907	\$145,333,311
Average Spent	\$3,292.73	\$3,386.49	\$2,948.00
Spending Potential Index	154	159	138
Personal Care Products & Services: Total \$	\$3,868,176	\$28,544,262	\$60,200,136
Average Spent	\$1,395.45	\$1,402.32	\$1,221.12
Spending Potential Index	157	158	138
Shelter: Total \$	\$80,846,108	\$616,632,528	\$1,311,157,027
Average Spent	\$29,165.26	\$30,293.91	\$26,596.02
Spending Potential Index	158	164	144
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$11,629,195	\$83,926,048	\$174,728,085
Average Spent	\$4,195.24	\$4,123.12	\$3,544.25
Spending Potential Index	169	166	143
Travel: Total \$	\$10,272,329	\$79,082,513	\$163,246,175
Average Spent	\$3,705.75	\$3,885.16	\$3,311.35
Spending Potential Index	165	173	148
Vehicle Maintenance & Repairs: Total \$	\$5,086,637	\$36,434,623	\$77,211,855
Average Spent	\$1,835.01	\$1,789.96	\$1,566.20
Spending Potential Index	160	156	137

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.