

The Grove at Shrewsbury
597 Broad St, Shrewsbury, New Jersey, 07702
Rings: 1, 3, 5 mile radii

Prepared by Esri
Latitude: 40.33405
Longitude: -74.06301

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	11,059	62,293	138,737
2010 Total Population	11,539	60,501	138,248
2019 Total Population	11,889	61,392	141,192
2019 Group Quarters	220	628	2,349
2024 Total Population	11,990	61,602	142,148
2017-2022 Annual Rate	0.17%	0.07%	0.14%
2019 Total Daytime Population	18,740	70,147	152,298
Workers	13,005	40,325	82,569
Residents	5,735	29,822	69,729
Household Summary			
2000 Households	4,180	24,333	51,915
2000 Average Household Size	2.60	2.52	2.61
2010 Households	4,171	23,447	51,181
2010 Average Household Size	2.71	2.55	2.65
2019 Households	4,252	23,723	52,176
2019 Average Household Size	2.74	2.56	2.66
2024 Households	4,277	23,784	52,465
2024 Average Household Size	2.75	2.56	2.66
2017-2022 Annual Rate	0.12%	0.05%	0.11%
2010 Families	2,771	15,384	35,013
2010 Average Family Size	3.27	3.18	3.20
2019 Families	2,830	15,504	35,602
2019 Average Family Size	3.32	3.20	3.22
2024 Families	2,849	15,526	35,783
2024 Average Family Size	3.32	3.20	3.23
2017-2022 Annual Rate	0.13%	0.03%	0.10%
Housing Unit Summary			
2000 Housing Units	4,290	25,683	54,840
Owner Occupied Housing Units	67.7%	68.0%	66.0%
Renter Occupied Housing Units	29.7%	26.8%	28.7%
Vacant Housing Units	2.6%	5.3%	5.3%
2010 Housing Units	4,426	25,040	55,660
Owner Occupied Housing Units	64.7%	68.4%	64.9%
Renter Occupied Housing Units	29.6%	25.3%	27.1%
Vacant Housing Units	5.8%	6.4%	8.0%
2019 Housing Units	4,495	25,216	56,615
Owner Occupied Housing Units	65.3%	68.1%	64.7%
Renter Occupied Housing Units	29.3%	26.0%	27.5%
Vacant Housing Units	5.4%	5.9%	7.8%
2024 Housing Units	4,530	25,395	57,193
Owner Occupied Housing Units	66.8%	68.8%	65.5%
Renter Occupied Housing Units	27.6%	24.9%	26.2%
Vacant Housing Units	5.6%	6.3%	8.3%
Median Household Income			
2019	\$102,608	\$102,541	\$101,062
2024	\$113,447	\$113,355	\$111,671
Median Home Value			
2019	\$496,320	\$472,061	\$496,141
2024	\$538,379	\$514,686	\$541,940
Per Capita Income			
2019	\$50,022	\$55,936	\$54,347
2024	\$55,966	\$62,533	\$60,626
Median Age			
2010	38.9	41.1	40.2
2019	40.1	42.6	41.7
2024	40.7	43.2	42.6

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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2019 Households by Income			
Household Income Base	4,252	23,719	52,172
<\$15,000	4.9%	5.3%	6.3%
\$15,000 - \$24,999	4.6%	5.9%	6.1%
\$25,000 - \$34,999	6.7%	5.1%	5.2%
\$35,000 - \$49,999	6.7%	7.3%	8.0%
\$50,000 - \$74,999	13.1%	13.3%	13.4%
\$75,000 - \$99,999	12.5%	11.9%	10.6%
\$100,000 - \$149,999	18.4%	17.4%	16.5%
\$150,000 - \$199,999	15.0%	12.9%	12.0%
\$200,000+	18.1%	21.0%	22.0%
Average Household Income	\$138,877	\$144,730	\$146,467
2024 Households by Income			
Household Income Base	4,277	23,780	52,461
<\$15,000	4.3%	4.5%	5.4%
\$15,000 - \$24,999	4.0%	5.0%	5.2%
\$25,000 - \$34,999	5.5%	4.2%	4.4%
\$35,000 - \$49,999	5.9%	6.3%	7.1%
\$50,000 - \$74,999	11.7%	12.1%	12.3%
\$75,000 - \$99,999	11.9%	11.6%	10.3%
\$100,000 - \$149,999	19.0%	18.1%	17.2%
\$150,000 - \$199,999	16.9%	14.3%	13.2%
\$200,000+	20.9%	24.0%	25.0%
Average Household Income	\$155,808	\$161,928	\$163,575
2019 Owner Occupied Housing Units by Value			
Total	2,934	17,161	36,603
<\$50,000	0.5%	1.2%	1.1%
\$50,000 - \$99,999	0.2%	1.2%	0.8%
\$100,000 - \$149,999	0.7%	1.9%	1.2%
\$150,000 - \$199,999	3.2%	3.7%	2.5%
\$200,000 - \$249,999	7.0%	5.9%	4.6%
\$250,000 - \$299,999	5.0%	6.3%	6.1%
\$300,000 - \$399,999	12.8%	16.6%	16.5%
\$400,000 - \$499,999	21.3%	18.4%	18.0%
\$500,000 - \$749,999	34.7%	28.4%	31.0%
\$750,000 - \$999,999	12.3%	9.3%	9.8%
\$1,000,000 +	2.1%	3.9%	4.4%
Average Home Value	\$530,147	\$556,029	\$591,582
2024 Owner Occupied Housing Units by Value			
Total	3,028	17,463	37,451
<\$50,000	0.2%	0.5%	0.4%
\$50,000 - \$99,999	0.1%	0.8%	0.5%
\$100,000 - \$149,999	0.4%	1.2%	0.8%
\$150,000 - \$199,999	2.4%	2.8%	1.9%
\$200,000 - \$249,999	5.7%	4.6%	3.6%
\$250,000 - \$299,999	4.0%	5.1%	4.8%
\$300,000 - \$399,999	10.9%	15.0%	14.6%
\$400,000 - \$499,999	20.3%	18.0%	17.7%
\$500,000 - \$749,999	38.5%	31.8%	34.1%
\$750,000 - \$999,999	14.7%	11.2%	11.6%
\$1,000,000 +	2.6%	4.8%	5.2%
Average Home Value	\$562,946	\$604,551	\$635,893

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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2010 Population by Age			
Total	11,539	60,503	138,249
0 - 4	7.1%	6.2%	6.0%
5 - 9	6.7%	6.9%	6.7%
10 - 14	6.3%	6.8%	6.9%
15 - 24	11.6%	11.3%	12.9%
25 - 34	12.9%	10.7%	10.9%
35 - 44	14.5%	14.2%	13.6%
45 - 54	15.4%	16.5%	16.4%
55 - 64	11.3%	12.6%	12.6%
65 - 74	6.4%	7.0%	6.9%
75 - 84	4.9%	5.1%	4.7%
85 +	2.9%	2.7%	2.3%
18 +	76.0%	75.8%	76.0%
2019 Population by Age			
Total	11,889	61,391	141,191
0 - 4	6.2%	5.4%	5.3%
5 - 9	6.8%	6.3%	6.1%
10 - 14	7.0%	7.0%	6.9%
15 - 24	11.0%	11.3%	12.5%
25 - 34	11.7%	10.5%	11.2%
35 - 44	14.2%	12.5%	12.0%
45 - 54	13.5%	14.3%	13.8%
55 - 64	13.2%	14.4%	14.4%
65 - 74	8.8%	10.3%	10.2%
75 - 84	4.6%	5.2%	5.2%
85 +	3.0%	2.9%	2.6%
18 +	76.1%	77.3%	77.8%
2024 Population by Age			
Total	11,991	61,603	142,149
0 - 4	6.3%	5.5%	5.4%
5 - 9	6.5%	6.0%	5.8%
10 - 14	6.4%	6.3%	6.2%
15 - 24	10.9%	11.0%	11.7%
25 - 34	11.7%	10.8%	11.2%
35 - 44	14.3%	12.8%	12.8%
45 - 54	13.2%	13.1%	12.5%
55 - 64	12.9%	13.8%	13.7%
65 - 74	9.4%	11.4%	11.4%
75 - 84	5.5%	6.6%	6.6%
85 +	2.8%	2.7%	2.6%
18 +	76.9%	78.3%	78.9%
2010 Population by Sex			
Males	5,671	29,371	67,590
Females	5,868	31,130	70,658
2019 Population by Sex			
Males	5,864	29,959	69,272
Females	6,025	31,432	71,920
2024 Population by Sex			
Males	5,925	30,104	69,830
Females	6,065	31,498	72,318

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2010 Population by Race/Ethnicity			
Total	11,538	60,500	138,249
White Alone	74.2%	82.2%	81.6%
Black Alone	10.1%	7.2%	7.1%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.0%	3.2%	3.3%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	10.8%	4.9%	5.3%
Two or More Races	2.3%	2.1%	2.4%
Hispanic Origin	20.5%	12.0%	13.1%
Diversity Index	62.2	46.2	48.2
2019 Population by Race/Ethnicity			
Total	11,889	61,391	141,193
White Alone	72.7%	80.7%	80.0%
Black Alone	9.6%	7.0%	7.0%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	2.3%	3.6%	3.7%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	12.2%	5.8%	6.1%
Two or More Races	2.6%	2.5%	2.8%
Hispanic Origin	23.3%	14.2%	15.4%
Diversity Index	65.4	50.2	52.2
2024 Population by Race/Ethnicity			
Total	11,990	61,602	142,148
White Alone	71.8%	79.8%	79.1%
Black Alone	9.1%	6.9%	6.8%
American Indian Alone	0.4%	0.3%	0.2%
Asian Alone	2.4%	3.8%	4.0%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	13.3%	6.4%	6.7%
Two or More Races	2.8%	2.7%	3.0%
Hispanic Origin	25.2%	15.7%	17.0%
Diversity Index	67.4	52.7	54.6
2010 Population by Relationship and Household Type			
Total	11,539	60,501	138,248
In Households	97.9%	98.8%	98.1%
In Family Households	82.3%	82.9%	83.5%
Householder	24.1%	25.4%	25.4%
Spouse	18.2%	20.1%	19.8%
Child	30.7%	31.5%	31.7%
Other relative	5.6%	3.8%	4.2%
Nonrelative	3.7%	2.1%	2.4%
In Nonfamily Households	15.5%	15.9%	14.6%
In Group Quarters	2.1%	1.2%	1.9%
Institutionalized Population	0.8%	0.4%	0.4%
Noninstitutionalized Population	1.4%	0.8%	1.6%

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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2019 Population 25+ by Educational Attainment			
Total	8,203	42,958	97,758
Less than 9th Grade	6.5%	2.8%	3.6%
9th - 12th Grade, No Diploma	4.5%	3.5%	3.9%
High School Graduate	16.8%	18.5%	19.1%
GED/Alternative Credential	1.2%	1.3%	1.5%
Some College, No Degree	14.6%	14.8%	15.3%
Associate Degree	7.3%	7.0%	6.8%
Bachelor's Degree	28.7%	30.6%	29.3%
Graduate/Professional Degree	20.3%	21.6%	20.4%
2019 Population 15+ by Marital Status			
Total	9,506	49,906	115,419
Never Married	34.0%	30.1%	30.8%
Married	53.4%	54.5%	54.8%
Widowed	5.0%	6.0%	5.6%
Divorced	7.5%	9.3%	8.8%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	96.3%	96.1%
Civilian Unemployed (Unemployment Rate)	3.7%	3.7%	3.9%
2019 Employed Population 16+ by Industry			
Total	6,291	32,068	72,762
Agriculture/Mining	0.2%	0.1%	0.2%
Construction	8.8%	6.3%	8.7%
Manufacturing	8.4%	6.6%	5.6%
Wholesale Trade	2.7%	2.8%	2.7%
Retail Trade	8.4%	9.8%	9.1%
Transportation/Utilities	2.9%	3.1%	3.9%
Information	3.7%	4.2%	3.6%
Finance/Insurance/Real Estate	11.1%	12.4%	11.5%
Services	49.8%	50.6%	50.7%
Public Administration	4.0%	4.0%	4.2%
2019 Employed Population 16+ by Occupation			
Total	6,290	32,070	72,763
White Collar	66.8%	72.8%	68.2%
Management/Business/Financial	21.0%	20.9%	19.9%
Professional	23.3%	26.1%	24.6%
Sales	11.4%	13.7%	12.7%
Administrative Support	11.2%	12.1%	11.1%
Services	18.5%	15.5%	17.6%
Blue Collar	14.7%	11.7%	14.3%
Farming/Forestry/Fishing	0.3%	0.1%	0.1%
Construction/Extraction	6.5%	4.2%	6.2%
Installation/Maintenance/Repair	1.8%	2.0%	2.0%
Production	3.3%	2.4%	2.5%
Transportation/Material Moving	2.8%	3.0%	3.5%
2010 Population By Urban/ Rural Status			
Total Population	11,539	60,501	138,248
Population Inside Urbanized Area	100.0%	100.0%	99.6%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.0%	0.4%

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2010 Households by Type			
Total	4,170	23,447	51,181
Households with 1 Person	27.3%	29.1%	26.0%
Households with 2+ People	72.7%	70.9%	74.0%
Family Households	66.5%	65.6%	68.4%
Husband-wife Families	50.2%	51.9%	53.3%
With Related Children	25.6%	25.5%	25.8%
Other Family (No Spouse Present)	16.3%	13.7%	15.1%
Other Family with Male Householder	4.3%	3.5%	4.1%
With Related Children	2.2%	1.7%	2.1%
Other Family with Female Householder	11.9%	10.2%	11.0%
With Related Children	6.4%	5.6%	6.3%
Nonfamily Households	6.3%	5.3%	5.6%
All Households with Children	34.5%	33.0%	34.4%
Multigenerational Households	3.5%	2.9%	3.3%
Unmarried Partner Households	6.1%	4.9%	5.5%
Male-female	5.2%	4.2%	4.8%
Same-sex	1.0%	0.8%	0.7%
2010 Households by Size			
Total	4,169	23,448	51,180
1 Person Household	27.3%	29.1%	26.0%
2 Person Household	29.3%	30.1%	30.4%
3 Person Household	15.7%	15.2%	16.5%
4 Person Household	14.9%	15.0%	15.7%
5 Person Household	7.2%	7.0%	7.3%
6 Person Household	2.7%	2.2%	2.5%
7 + Person Household	3.0%	1.5%	1.7%
2010 Households by Tenure and Mortgage Status			
Total	4,171	23,447	51,181
Owner Occupied	68.6%	73.0%	70.5%
Owned with a Mortgage/Loan	51.5%	53.3%	51.5%
Owned Free and Clear	17.2%	19.8%	19.0%
Renter Occupied	31.4%	27.0%	29.5%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	4,426	25,040	55,660
Housing Units Inside Urbanized Area	100.0%	100.0%	99.7%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	0.0%	0.3%

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.

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Top 3 Tapestry Segments			
	1. Professional Pride (1B)	Savvy Suburbanites (1D)	Top Tier (1A)
	2. City Lights (8A)	Top Tier (1A)	Savvy Suburbanites (1D)
	3. International Marketplace	City Lights (8A)	City Lights (8A)
2019 Consumer Spending			
Apparel & Services: Total \$	\$14,302,832	\$81,748,958	\$182,373,810
Average Spent	\$3,363.79	\$3,445.98	\$3,495.36
Spending Potential Index	157	161	163
Education: Total \$	\$12,344,979	\$69,843,534	\$155,308,840
Average Spent	\$2,903.33	\$2,944.13	\$2,976.63
Spending Potential Index	182	185	187
Entertainment/Recreation: Total \$	\$21,336,628	\$125,208,548	\$278,007,263
Average Spent	\$5,018.02	\$5,277.94	\$5,328.26
Spending Potential Index	153	161	163
Food at Home: Total \$	\$33,095,191	\$192,119,837	\$428,003,666
Average Spent	\$7,783.44	\$8,098.46	\$8,203.08
Spending Potential Index	150	157	159
Food Away from Home: Total \$	\$23,998,935	\$138,585,018	\$309,084,768
Average Spent	\$5,644.15	\$5,841.80	\$5,923.89
Spending Potential Index	154	159	161
Health Care: Total \$	\$36,221,491	\$218,627,032	\$484,553,056
Average Spent	\$8,518.69	\$9,215.83	\$9,286.90
Spending Potential Index	144	155	156
HH Furnishings & Equipment: Total \$	\$13,747,525	\$80,733,551	\$179,812,831
Average Spent	\$3,233.19	\$3,403.18	\$3,446.27
Spending Potential Index	152	160	162
Personal Care Products & Services: Total \$	\$5,714,492	\$33,661,382	\$75,056,101
Average Spent	\$1,343.95	\$1,418.93	\$1,438.52
Spending Potential Index	152	160	162
Shelter: Total \$	\$129,294,880	\$742,850,177	\$1,654,909,749
Average Spent	\$30,408.02	\$31,313.50	\$31,717.83
Spending Potential Index	164	169	171
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$15,890,061	\$96,307,001	\$214,444,534
Average Spent	\$3,737.08	\$4,059.65	\$4,110.02
Spending Potential Index	151	164	166
Travel: Total \$	\$15,728,355	\$91,840,141	\$204,646,030
Average Spent	\$3,699.05	\$3,871.35	\$3,922.23
Spending Potential Index	165	172	175
Vehicle Maintenance & Repairs: Total \$	\$7,041,698	\$42,349,542	\$94,870,666
Average Spent	\$1,656.09	\$1,785.17	\$1,818.28
Spending Potential Index	145	156	159

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.

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