

freehold

RACEWAY MALL

FREEHOLD, NJ

MARKET PROFILE
2016



PROPERTY TYPE:
Super-regional

TOTAL SQUARE FEET:
1,669,000

MAJOR RETAILERS:
Nordstrom, Macy's, The Apple Store,
Primark, Lord & Taylor, JCPenney,
Sears, Dick's Sporting Goods,
L.L. Bean, ULTA Beauty, Arhaus

RESTAURANTS & ENTERTAINMENT:
The Cheesecake Factory, AMC Theatres,
P.F. Chang's China Bistro, BRIO Tuscan Grille,
Ruby Tuesday, Bobby's Burger Palace,
Qdoba Mexican Grill, Nordstrom Café

FOOD COURT:
14 units

BUILT / RENOVATED:
1990 / 2007

FOR INFORMATION:
315-410-6270
Macerich.com



DEMOGRAPHIC SUMMARY

POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ-PA [MSA]	
2015 Total Population	243,472		842,057		19,986,850	
2020 Total Population	248,677		855,342		20,524,783	
2015-2020 Population Growth	2.1%		1.6%		2.7%	
HOUSEHOLDS						
2015 Total Households	87,433		311,739		7,321,351	
2020 Total Households	89,407		315,987		7,529,783	
2015-2020 Household Growth	2.3%		1.4%		2.8%	
INCOME						
Average Household Income	\$121,735		\$97,819		\$96,321	
Median Household Income	\$91,839		\$71,462		\$65,897	
Per Capita Income	\$43,924		\$36,405		\$35,577	
HOUSEHOLD INCOME RANGES						
\$50,000 +	63,963	73.2%	195,775	62.8%	4,447,726	60.8%
\$75,000 +	52,411	59.9%	151,135	48.5%	3,341,217	45.6%
\$100,000 +	40,506	46.3%	109,582	35.2%	2,462,980	33.6%
\$150,000 +	24,341	27.8%	58,641	18.8%	1,334,641	18.2%
AGE						
Median Age	44.2		42.6		38.4	
EDUCATION/OCCUPATION LEVELS						
Bachelor's Degree Plus	72,633	42.4%	203,083	34.7%	5,193,831	37.8%
White Collar	84,430	72.3%	259,869	67.0%	6,222,277	64.4%
RACE/ETHNICITY						
White	198,712	81.6%	692,129	82.2%	11,578,729	57.9%
Black	11,154	4.6%	48,861	5.8%	3,486,160	17.4%
American Indian	332	0.1%	1,669	0.2%	98,115	0.5%
Asian	23,354	9.6%	56,040	6.7%	2,137,883	10.7%
Pacific Islander	52	0.0%	249	0.0%	9,727	0.0%
Other Race	9,868	4.1%	43,109	5.1%	2,676,237	13.4%
Hispanic or Latino	22,849	9.4%	90,190	10.7%	4,855,364	24.3%
Not Hispanic or Latino	220,623	90.6%	751,867	89.3%	15,131,486	75.7%
DAYTIME EMPLOYMENT						
Total Businesses	10,244		36,095		867,418	
Total Employees	116,532		373,784		10,107,397	

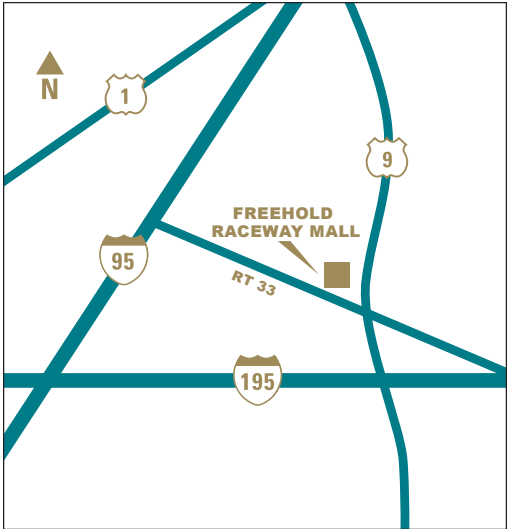
TRADE AREA MAP



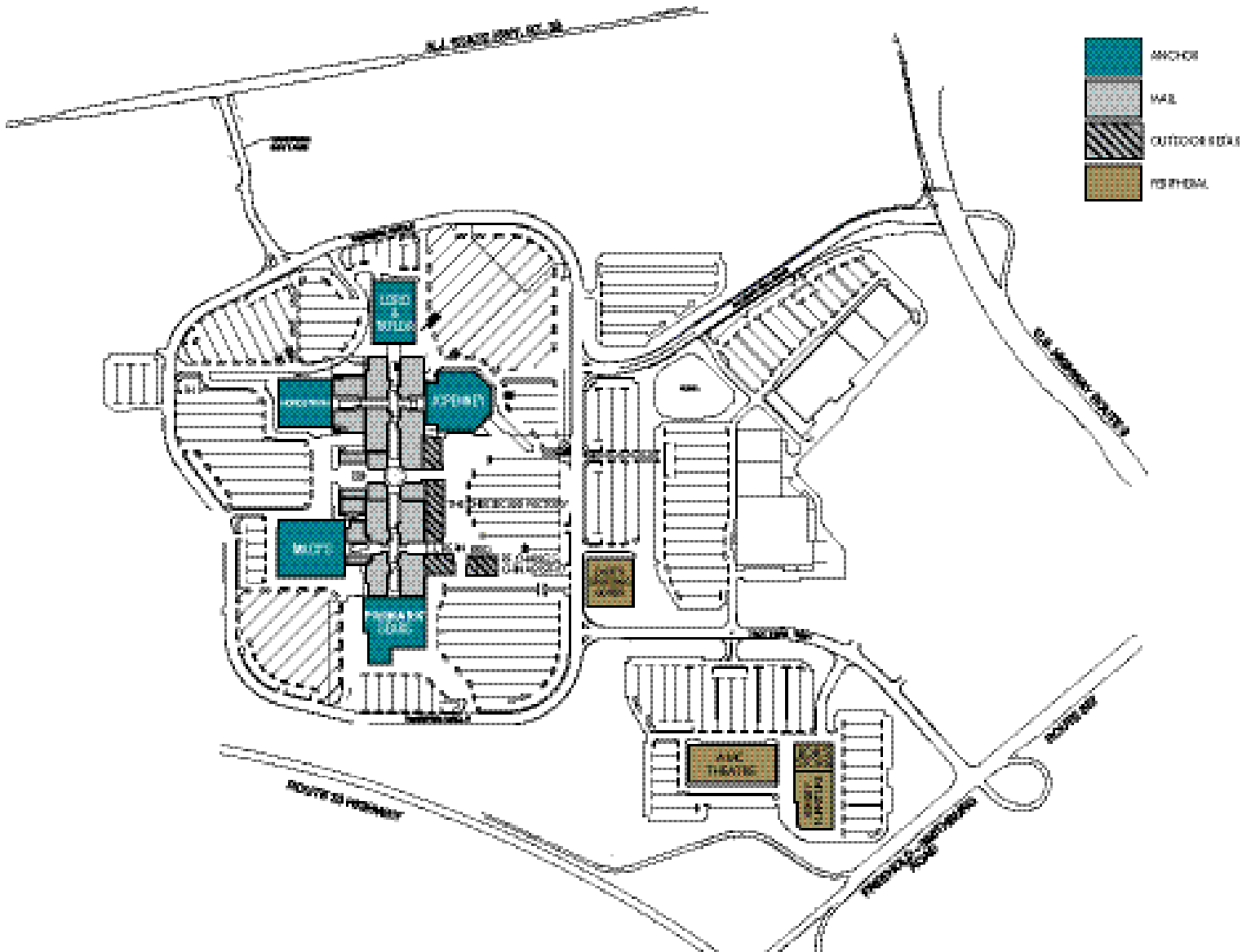
LEGEND

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

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SITE PLAN



- Freehold Raceway Mall is the dominant super-regional shopping center in Central New Jersey (Monmouth County). With a trade area that caters to 842,057 people, the shopping center serves households that call New Jersey, as well as New York, home. According to data from the U.S. Census Bureau, Monmouth County is one of five New Jersey counties which have some of the largest concentrations of wealth in the United States, as defined by the percentage of households with an income of \$200,000 or more. This further solidifies the buying power that exists in the Freehold Raceway Mall community.
- The shopping center offers a dynamic mix of department stores that includes Nordstrom, Macy's, Lord & Taylor, JCPenney, Primark and Sears, as well as specialty retailers Pandora, Apple, Lucky Brand, Vera Bradley, Lush, Arhaus, Disney, Microsoft, J.Crew, Lego and Sephora, and new retailers Michael Kors, lululemon, bebe, Uniqlo, David's Tea and Kicks USA. Freehold Raceway Mall has more than 200 retailers and eateries, reinforcing the center's role as a premier shopping destination.
- In recent years, Freehold Raceway Mall expanded to offer patrons an outdoor shopping/dining experience. L.L. Bean opened a two-level store joining P.F. Chang's China Bistro, Brio Tuscan Grille, Jared the Galleria of Jewelry, The Cheesecake Factory, Bobby's Burger Palace, Sleep Number by Select Comfort, White House|Black Market, Chico's, Qdoba Mexican Grill, Liberty Travel and Arhaus Furniture in creating a well-rounded outdoor shopping/dining hub.

MARKET INFORMATION

MAJOR EMPLOYERS

	EMPLOYEE COUNT	
1	MERIDIAN HEALTH SYSTEM	10,197
2	ST. BARNABAS HEALTHCARE	7,200
3	AT&T	4,100
4	SAKER SHOPRITE	3,186
5	SIX FLAGS GREAT ADVENTURE	3,000
6	AIR SAFETY EQUIPMENT	2,669
7	NAVAL ENGINEERING STATION	2,400
8	MONMOUTH MEDICAL CENTER	2,100
9	COMMVault	1,973
10	VNA	1,700
11	HOVNANIAN ENTERPRISES	1,629
12	COUNTY OF MONMOUTH	1,375
13	MONMOUTH UNIVERSITY	1,375
14	CENTRA STATE HEALTHCARE SYSTEM	1,258
15	VONAGE	1,258

YEARLY SALES

MONTH	SALES %
JAN	6.6%
FEB	6.4%
MAR	7.7%
APR	7.0%
MAY	7.4%
JUN	8.3%
JULY	7.7%
AUG	8.6%
SEPT	8.2%
OCT	7.3%
NOV	9.1%
DEC	15.7%

HOUSING

NEW HOUSING PERMITS - SINGLE & MULTI FAMILY	2007	2008	2009	2010	2011	2012	2013	2014
MONMOUTH COUNTY	2,054	1,526	964	915	864	1,034	1,663	1,480
OCEAN COUNTY	2,160	1,527	902	1,325	933	1,125	2,171	2,753
MIDDLESEX COUNTY	1,597	1,020	1,018	1,568	1,225	1,307	1,652	1,898
MERCER COUNTY	700	625	269	655	400	444	964	368

SCHOOLS

	NUMBER OF SCHOOLS	NUMBER OF STUDENTS
MONMOUTH COUNTY PUBLIC SCHOOLS	190	104,478
OCEAN COUNTY PUBLIC SCHOOLS	114	71,985
MONMOUTH COUNTY PRIVATE SCHOOLS	150	14,381
OCEAN COUNTY PRIVATE SCHOOLS	105	19,305

COLLEGE/UNIVERSITY	LOCATION	STUDENT POPULATION
RUTGERS UNIVERSITY	NEW BRUNSWICK	40,720
BROOKDALE COMMUNITY COLLEGE	LINCROFT/FREEHOLD	15,783
OCEAN COUNTY COLLEGE	TOMS RIVER	10,367
GEORGIAN COURT UNIVERSITY	LAKEWOOD	2,885
MONMOUTH UNIVERSITY	WEST LONG BRANCH	6,395
RIDER UNIVERSITY	LAWRENCE TWP	5,776
THE COLLEGE OF NJ	EWING TWP	7,115



ROUTE 79

US ROUTE 9

ROUTE 537

HIGHWAY 33

FREEHOLD RACEWAY

BARNES & NOBLE

HOME DEPOT
HUFEMAN KOOS
BOB'S DISCOUNT FURNITURE
CHRISTMAS TREE SHOP

RAYMOUR & FLANNIGAN

TOYS "R" US
BIG LOTS

RACEWAY MALL DRIVE

LORD & TAYLOR

NORDSTROM

JCPENNEY

THE CHEESECAKE FACTORY

P.F. CHANG'S CHINA BISTRO

BRIO TUSCAN GRILLE

L.L. BEAN

PRIMARK/SEARS

MACY'S

DICK'S SPORTING GOODS

TROTTERS WAY

VERIZON

BOB'S STORES

ASHLEY FURNITURE

AMC CINEMA 14

RADISSON

OFFICE BUILDINGS