



FREEHOLD, NJ

MARKET PROFILE 2025

MAJOR RETAILERS Abercrombie & Fitch, Aerie, American Eagle, Apple, H&M, Jared The Galleria of Jewelry, JCPenney, L.L.Bean, Lego Store, Lidl, LoveSac, lululemon, Lush, Macy's, Miniso, Pandora, Sephora, ULTA Beauty, UNTUCKit, Victoria's Secret, Zara

RESTAURANTS & ENTERTAINMENT AMC Theatres, Brio Tuscan Grille, The Cheesecake Factory, Chick-fil-A, Dave & Busters, Freehold Athletic Club, Marmara Mediterranean Grille, P.F. Chang's, Starbucks

COMING SOON DICK'S House of Sport, J.Crew Factory, Kura Sushi | **FOOD COURT** 14 units

PROPERTY TYPE Super-regional | **TOTAL SQUARE FEET** 1,537,000 | **BUILT / RENOVATED** 1990 / 2007

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



DEMOGRAPHIC SUMMARY

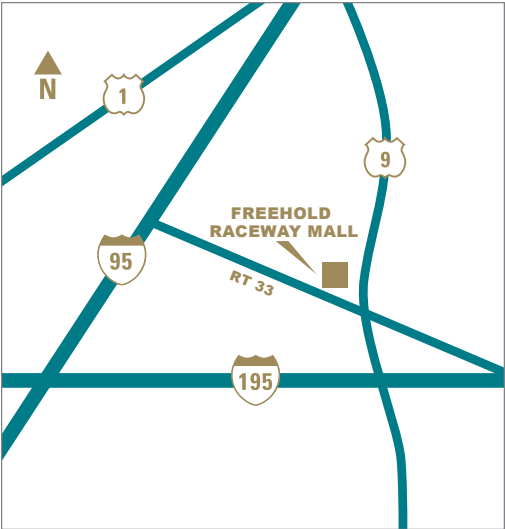
POPULATION	PRIMARY TRADE AREA		TOTAL TRADE AREA		NEW YORK-NEWARK-JERSEY CITY, NY-NJ [MSA]	
2024 Total Population	325,854		1,087,299		19,954,881	
2029 Total Population	325,727		1,100,374		19,979,477	
% Population Change 2024 to 2029	0.0%		1.2%		0.1%	
HOUSEHOLDS						
2024 Total Households	118,984		393,882		7,414,787	
2029 Total Households	121,756		405,223		7,527,512	
% Household Change 2024 to 2029	2.3%		2.9%		1.5%	
INCOME						
Average Household Income	\$183,611		\$155,923		\$142,802	
Median Household Income	\$131,022		\$111,176		\$96,850	
Per Capita Income	\$67,097		\$56,494		\$53,162	
HOUSEHOLD INCOME RANGES						
Household Income \$50,000 +	97,483	81.9%	308,063	78.2%	5,355,076	72.2%
Household Income \$75,000 +	86,289	72.5%	261,820	66.5%	4,426,291	59.7%
Household Income \$100,000 +	74,853	62.9%	219,764	55.8%	3,625,836	48.9%
Household Income \$150,000 +	53,030	44.6%	144,421	36.7%	2,388,708	32.2%
AGE						
Median Age	45.3		41.0		39.4	
EDUCATION / OCCUPATION						
Bachelor’s Degree +	126,078	53.2%	352,918	47.0%	6,389,543	44.9%
White Collar	127,723	75.1%	388,951	71.1%	6,694,086	66.7%
RACE/ETHNICITY						
White	226,672	69.6%	784,839	72.2%	8,997,534	45.1%
Black	12,832	3.9%	59,030	5.4%	3,183,407	16.0%
American Indian	915	0.3%	4,166	0.4%	157,925	0.8%
Asian	46,499	14.3%	93,482	8.6%	2,628,681	13.2%
Pacific Islander	73	0.0%	285	0.0%	10,842	0.1%
Other Race	14,848	4.6%	62,422	5.7%	2,914,869	14.6%
2 + Races	24,014	7.4%	83,073	7.6%	2,061,623	10.3%
Hispanic Population	38,300	11.8%	141,236	13.0%	5,192,375	26.0%
EMPLOYMENT / DAYTIME POPULATION						
	3 MILE		5 MILE		7 MILE	
Total Businesses	2,659		4,314		5,984	
Total Employees	34,733		51,618		76,616	
Total Daytime Population	57,060		100,149		153,239	

TRADE AREA MAP



LEGEND

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



10% PCW

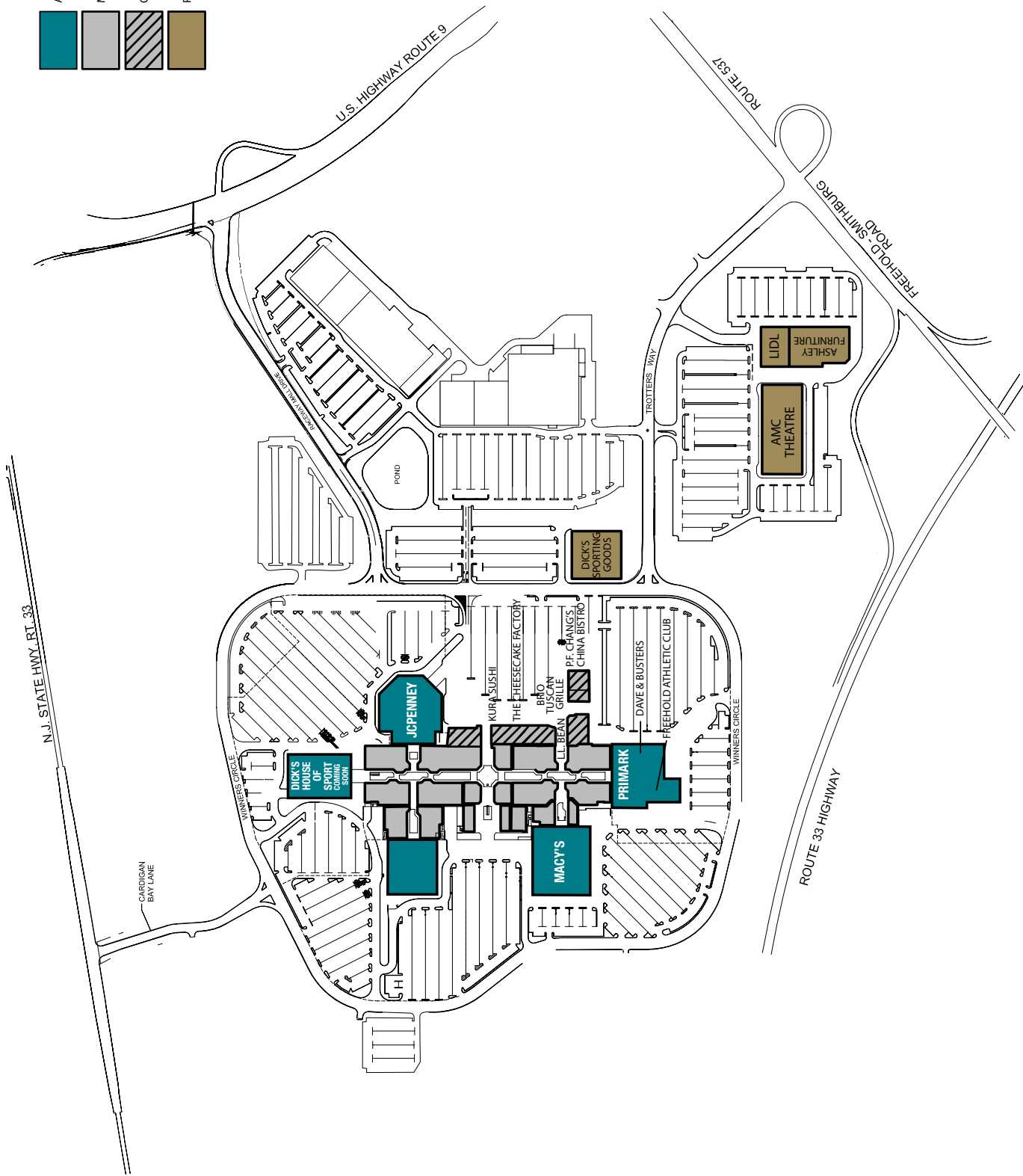
SITE PLAN

ANCHOR

MALL

OUTDOOR RETAIL

PERIPHERAL



AT A GLANCE

CENTER INFORMATION

Freehold Raceway Mall is situated in Monmouth County, one of the wealthiest counties in the state. The mall features close to 200 tenants including Apple, Macy's, Primark, The Cheesecake Factory, Zara and by end of 2025: Dave & Busters and DICK'S House of Sport.

**\$184K
AVG HH
INCOME**

IN THE PRIMARY MARKET VS
\$143K IN THE NY/NJ MSA

**\$2.8M
NET WORTH**

WITHIN THE PRIMARY MARKET
VS \$1.5M IN THE NY/NJ MSA AND
THE **3RD HIGHEST NET WORTH** IN
THE MACERICH PORTFOLIO

**PRIMARY MARKET
SPENDS
50-60% MORE**

ON EXPENDITURES THAN
THE NATION ON HOUSEHOLD
FURNISHINGS, COSMETICS/BEAUTY,
ENTERTAINMENT & RECREATION,
APPAREL AND RESTAURANT MEALS

MARKET INFORMATION

- Freehold Raceway Mall Trade Area generational demographics includes 22% Gen Z, 22% Millennials, 20% Gen X and 21% Baby Boomers
- Freehold Regional High School district is the largest district in Monmouth County serving over **10,400 STUDENTS** from eight towns
- Housing continues to expand in the primary market with 970 units currently under construction and 1,500 units in the planning stages

OTHER FACTS

- Monmouth County is the **29TH WEALTHIEST COUNTY** from 3,144 counties in the U.S.
- Monmouth County is the **25TH HEALTHIEST COUNTY** out of 3,144 counties in America
- Monmouth County was named the **3RD BEST COUNTY FOR OUTDOOR LIVING** from 21 counties in New Jersey
- Monmouth County is listed as #92 Best County for Young Professionals out of 3,144 counties in America
- Monmouth County was named the **#2 BEST COUNTY FOR RETIREES** from 21 counties in NJ

ECONOMIC DRIVERS

- Monmouth county sees 9.5M visitors and **\$2.9B IN VISITOR SPENDING** per year
- Recent NJ Liquor License Law allows the municipality to issue up to four new liquor licenses for establishments in shopping malls with a minimum of 1.5M SQ. FT.
- **\$900M NETFLIX PRODUCTION STUDIO** planned for Fort Monmouth is estimated to bring over 3.5K jobs
- Freehold Shoppers spend **30% MORE IN-STORE** vs online and return items 74% less when doing so
- Top Industries in Monmouth County include Healthcare: 44K people; Educational Services: 35K people; Professional, Scientific and Technical Services: 36K people
- Highest paid industries in Monmouth County include Finance & Insurance, Real Estate, Information Technology, Medical, Attorneys

MAJOR RETAILERS INCLUDE:

MACY'S
PRIMARK
JCPENNEY
APPLE
L.L.BEAN

DICK'S HOUSE OF SPORT (COMING SOON)
DAVE & BUSTERS
LIDL
AMC THEATRES
BATH & BODY WORKS|WHITE BARN CANDLE

BRIO TUSCAN GRILLE
FREEHOLD ATHLETIC CLUB
J.CREW FACTORY (COMING SOON)
KURA SUSHI (COMING SOON)
LULULEMON

LUSH
P.F. CHANG'S
THE CHEESECAKE FACTORY
ULTA BEAUTY
ZARA

