

Monmouth County

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Tony Howley, Secretary to the Board
Mark R. Aikins, Esq., Counsel to the Board

Monmouth County At a Glance 2012

Monmouth County
Department of Public Works & Engineering
Division of Planning

This report is available online at www.visitmonmouth.com

**DEPARTMENT OF PUBLIC WORKS & ENGINEERING
DIVISION OF PLANNING**

PROJECT MANAGER

Laura Kirby, AICP, Assistant Planner

PROJECT TEAM

Robert W. Clark, PP, Director (Retired June 1, 2012)

Bonnie Goldschlag, PP, AICP, Assistant Director

GRAPHICS

Leonard Ruggieri, Graphic Artist 2, Department of Public Information

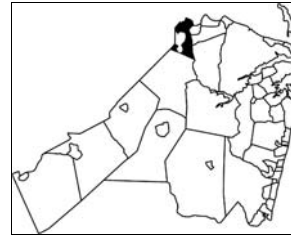
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Aberdeen

Aberdeen Township has a land area of 5.45 square miles and is the northernmost town in the county, bordering Middlesex County. The township experienced a great deal of residential and commercial growth in the post-World War II housing boom, which created new neighborhoods of single-family homes. Aberdeen has convenient access to the Garden State Parkway and local highways, as well as commuter rail service to New York City. The township's prime location has recently attracted townhouse developments, diversifying Aberdeen's housing stock.

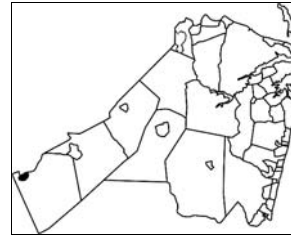


DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	17,235		1980	5,293		Math	491	
1990	17,038		1990	5,905		English	476	
2000	17,454		2000	6,421		Essay	468	
2010	18,210		2010	6,876				
2025 Projection	18,866							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	13,954	76.6%		Number	Percent			
Black	2,161	11.9%	Total	7,102	100.0%	1990	9,552	
Asian	1,171	6.4%	Owner-Occupied	5,211	73.4%	2000	10,106	
Other	924	5.1%	Renter-Occupied	1,665	23.4%	2011	10,046	
Persons of Hispanic Origin	1,900	10.4%	Vacant	226	3.2%	Resident Employment		
2010 Age Composition			Value and Rent (2006-2010)			19909,159		
	Number	Percent	Median Value	\$342,000		20009,847		
Pre-School (0-4 years)	1,228	6.7%	Median Rent	\$1,146		20119,364		
School Age (5-19 years)	3,365	18.5%	Types of Units (2006-2010)			Resident Unemployment		
Working Age (20-64 years)	11,689	64.2%	Single Units	Number	Percent		Number	Percent
Seniors (65+)	1,928	10.6%	Total	5,459	100.0%	1990	393	4.1%
			Detached:	4,731	86.7%	2000	259	2.5%
			Attached:	728	13.3%	2011	683	6.8%
			Multiple Units			TAXES		
			Total	1,683	100.0%	2011		
			2-4 Units	461	27.4%	Net Valuation	\$2.09 billion	
			5-9 Units	372	22.1%	General Tax Rate	2.23	
			10+ Units	850	50.5%	Equalized Tax Rate Rank	45	
			Mobile Homes and Other	0				
INCOME								
	1999	2010						
Median Family	\$76,648	\$101,174						
Median Household	\$68,125	\$89,365						
Per Capita	\$28,984	\$39,830						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

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Allentown

The Borough of Allentown has a land area of 0.60 square miles and is one of the westernmost towns in the county, bordering Mercer County. Recognized as one of the largest historic districts in New Jersey, Allentown is listed on the National Register of Historic Places. Main Street is lined with charming stores and a historic mill which has been renovated into specialty shops. Colonial and Victorian homes on small lots grace side streets, giving Allentown the feel of a small village.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,962	
1990	1,828	
2000	1,882	
2010	1,828	
2025 Projection	1,980	
2010 Race and Ethnicity		
	Number	Percent
White	1,663	91.0%
Black	81	4.4%
Asian	28	1.5%
Other	56	3.1%
Persons of Hispanic Origin	65	3.6%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	75	4.1%
School Age (5-19 years)	427	23.4%
Working Age (20-64 years)	1,118	61.2%
Seniors (65+)	208	11.4%
INCOME		
	1999	2010
Median Family	\$79,843	\$101,875
Median Household	\$71,193	\$93,250
Per Capita	\$29,455	\$36,970

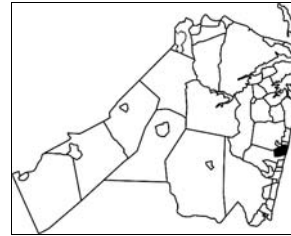
HOUSEHOLDS		
Year	Total Households	
1980	662	
1990	655	
2000	708	
2010	704	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	735	100.0%
Owner-Occupied	539	73.3%
Renter-Occupied	165	22.4%
Vacant	31	4.2%
Value and Rent (2006-2010)		
Median Value	\$343,900	
Median Rent	\$1,218	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	633	100.0%
Detached:	579	91.5%
Attached:	54	8.5%
Multiple Units		
Total	86	100.0%
2-4 Units	51	59.3%
5-9 Units	16	18.6%
10+ Units	19	22.1%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	519	
English	505	
Essay	505	
EMPLOYMENT		
Resident Labor Force		
1990	1,069	
2000	1,122	
2011	1,119	
Resident Employment		
1990	1,034	
2000	1,091	
2011	1,036	
Resident Unemployment		
	Number	Percent
1990	35	3.3%
2000	31	2.8%
2011	83	7.4%
TAXES		
2011		
Net Valuation	\$197 million	
General Tax Rate	2.55	
Equalized Tax Rate Rank	50	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Asbury Park

The City of Asbury Park has a land area of 1.50 square miles and is located midway on Monmouth's coast. Asbury Park is known for its 1.25 mile boardwalk, anchored by the renovated Paramount Theater and the adjoining Convention Hall to the north, and the Casino to the south. Continued beachfront and downtown redevelopment initiatives work to recapture the vitality of the city's heyday. Asbury Park has been designated as an Urban Enterprise Zone, which provides benefits to city businesses. Like other shore towns, Asbury Park is served by New Jersey Transit trains and buses.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	17,015	
1990	16,799	
2000	16,930	
2010	16,116	
2025 Projection	20,500	
2010 Race and Ethnicity		
	Number	Percent
White	5,875	36.5%
Black	8,275	51.3%
Asian	77	0.5%
Other	1,889	11.7%
Persons of Hispanic Origin	4,115	25.5%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,239	7.7%
School Age (5-19 years)	3,017	18.7%
Working Age (20-64 years)	10,196	63.3%
Seniors (65+)	1,664	10.3%
INCOME		
	1999	2010
Median Family	\$26,370	\$33,140
Median Household	\$23,081	\$33,527
Per Capita	\$13,516	\$20,368

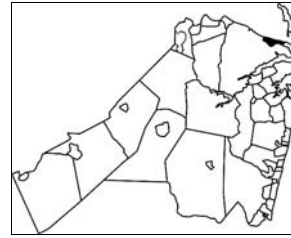
HOUSEHOLDS		
Year	Total Households	
1980	7,207	
1990	6,871	
2000	6,754	
2010	6,725	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	8,076	100.0%
Owner-Occupied	1,359	16.8%
Renter-Occupied	5,366	66.4%
Vacant	1,351	16.7%
Value and Rent (2006-2010)		
Median Value	\$361,000	
Median Rent	\$905	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,308	100.0%
Detached:	1,977	85.7%
Attached:	331	14.3%
Multiple Units		
Total	6,110	100.0%
2-4 Units	1,832	30.0%
5-9 Units	626	10.2%
10+ Units	3,652	59.8%
Mobile Homes and Other	38	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	357	
English	334	
Essay	330	
EMPLOYMENT		
Resident Labor Force		
1990	8,145	
2000	7,125	
2011	7,747	
Resident Employment		
1990	7,367	
2000	6,544	
2011	6,216	
Resident Unemployment		
	Number	Percent
1990	778	9.6%
2000	581	8.2%
2011	1,531	19.8%
TAXES		
2011		
Net Valuation	\$424 million	
General Tax Rate	5.55	
Equalized Tax Rate Rank	19	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Atlantic Highlands

The Borough of Atlantic Highlands has a land area of 1.20 square miles, and is nestled on the steep slopes of the Navesink Highlands, providing commanding views of Sandy Hook Bay. Mount Mitchell, the highest point on the eastern seaboard, is part of Atlantic Highland's striking topography. The borough is predominantly residential, with a small commercial area on First Avenue that leads to the large, well-maintained, municipal marina. Direct ferry service to New York City and access to the Garden State Parkway make Atlantic Highlands attractive for commuters.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	4,950	
1990	4,629	
2000	4,705	
2010	4,385	
2025 Projection	4,719	
2010 Race and Ethnicity		
	Number	Percent
White	4,086	93.2%
Black	63	1.4%
Asian	95	2.2%
Other	141	3.2%
Persons of Hispanic Origin	225	5.1%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	234	5.3%
School Age (5-19 years)	692	15.8%
Working Age (20-64 years)	2,777	63.3%
Seniors (65+)	682	15.6%
INCOME		
	1999	2010
Median Family	\$79,044	\$100,117
Median Household	\$64,955	\$82,127
Per Capita	\$34,798	\$41,785

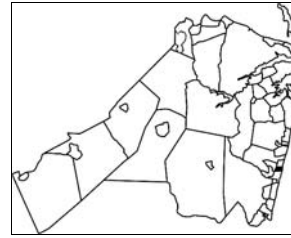
HOUSEHOLDS		
Year	Total Households	
1980	1,776	
1990	1,774	
2000	1,969	
2010	1,870	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,002	100.0%
Owner-Occupied	1,341	67.0%
Renter-Occupied	529	26.4%
Vacant	132	6.6%
Value and Rent (2006-2010)		
Median Value	\$495,000	
Median Rent	\$1,267	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,352	100.0%
Detached:	1,288	95.3%
Attached:	64	4.7%
Multiple Units		
Total	477	100.0%
2-4 Units	171	35.8%
5-9 Units	9	1.9%
10+ Units	297	62.3%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	487	
English	493	
Essay	479	
EMPLOYMENT		
Resident Labor Force		
1990	2,431	
2000	2,666	
2011	2,731	
Resident Employment		
1990	2,360	
2000	2,548	
2011	2,421	
Resident Unemployment		
	Number	Percent
1990	71	2.9%
2000	118	4.4%
2011	310	11.4%
TAXES		
2011		
Net Valuation	\$633 million	
General Tax Rate	2.38	
Equalized Tax Rate Rank	34	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Avon-by-the-Sea

The Borough of Avon-by-the-Sea has a land area of 0.40 square miles and is located between the Shark River and Sylvan Lake on the midcoast of the county. The residential areas were planned using a grid pattern, with homes facing wide avenues, creating a traditional streetscape. Garages for the residences are located on the narrow service alleys running behind the homes. Avon's oceanfront boardwalk features hardwood planks, Victorian period light fixtures, covered pavilions, and a restaurant.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,337	
1990	2,165	
2000	2,244	
2010	1,901	
2025 Projection	2,244	
2010 Race and Ethnicity		
	Number	Percent
White	1,843	96.9%
Black	6	0.3%
Asian	12	0.6%
Other	40	2.1%
Persons of Hispanic Origin	71	3.7%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	50	2.6%
School Age (5-19 years)	294	15.5%
Working Age (20-64 years)	1,102	58.0%
Seniors (65+)	455	23.9%

HOUSEHOLDS		
Year	Total Households	
1980	1,004	
1990	989	
2000	1,043	
2010	901	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	1,321	100.0%
Owner-Occupied	552	41.8%
Renter-Occupied	349	26.4%
Vacant	420	31.8%
Value and Rent (2006-2010)		
Median Value	\$932,900	
Median Rent	\$1,192	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	959	100.0%
Detached:	938	97.8%
Attached:	21	2.2%
Multiple Units		
Total	370	100.0%
2-4 Units	204	55.1%
5-9 Units	20	5.4%
10+ Units	146	39.5%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	528	
English	509	
Essay	513	

EMPLOYMENT		
Resident Labor Force		
1990	1,083	
2000	1,237	
2011	1,249	
Resident Employment		
1990	1,049	
2000	1,206	
2011	1,146	
Resident Unemployment		
	Number	Percent
1990	34	3.1%
2000	31	2.5%
2011	103	8.3%

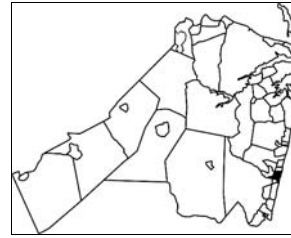
INCOME		
	1999	2010
Median Family	\$80,605	\$113,750
Median Household	\$60,192	\$83,333
Per Capita	\$41,238	\$58,063

TAXES		
2011		
Net Valuation	\$985 million	
General Tax Rate	1.01	
Equalized Tax Rate Rank	5	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Belmar

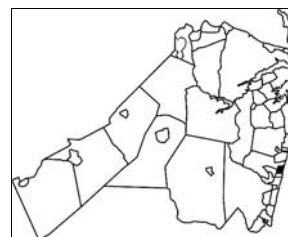
The Borough of Belmar has a land area of 1.0 square miles and is situated on the midcoast of the county. Because of its reputation as a popular summer resort, Belmar's population increases dramatically during the summer season, filling seasonal rental properties and packing Belmar's 1.25 mile long beach front. Two commercial districts have developed to accommodate permanent and summer residents – one along Main Street, featuring a mix of stores and services, and another along Ocean Avenue and the boardwalk, featuring food and entertainment.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	6,771		1980	3,019		Math	n/a	
1990	5,877		1990	2,718		English	n/a	
2000	6,045		2000	2,946		Essay	n/a	
2010	5,794		2010	2,695				
2025 Projection	6,048							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	5,044	87.1%		Number	Percent	1990	3,089	
Black	202	3.5%	Total	3,931	100.0%	2000	3,605	
Asian	53	0.9%	Owner-Occupied	1,322	33.6%	2011	3,649	
Other	495	8.5%	Renter-Occupied	1,373	34.9%	Resident Employment		
Persons of Hispanic Origin	971	16.8%	Vacant	1,236	31.4%	1990	2,961	
2010 Age Composition			Value and Rent (2006-2010)			2000	3,471	
	Number	Percent	Median Value	\$472,300		2011	3,297	
Pre-School (0-4 years)	286	4.9%	Median Rent	\$1,225		Resident Unemployment		
School Age (5-19 years)	779	13.4%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	3,870	66.8%	<u>Single Units</u>	Number	Percent	1990	128	4.1%
Seniors (65+)	859	14.8%	Total	2,149	100.0%	2000	133	3.7%
			Detached:	1,982	92.2%	2011	352	9.6%
			Attached:	167	7.8%			
			<u>Multiple Units</u>			TAXES		
			Total	1,610	100.0%	<u>2011</u>		
			2-4 Units	762	47.3%	Net Valuation	\$1.03 billion	
			5-9 Units	134	8.3%	General Tax Rate	1.90	
			10+ Units	714	44.3%	Equalized Tax Rate Rank	7	
			<u>Mobile Homes and Other</u>	83				
INCOME								
	1999	2010						
Median Family	\$61,250	\$59,929						
Median Household	\$44,896	\$59,928						
Per Capita	\$29,456	\$35,223						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

Bradley Beach

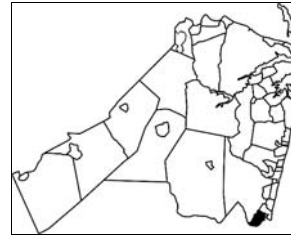
The Borough of Bradley Beach has a land area of 0.60 square mile and is located on the midcoast of the county. This family-oriented summer resort has attracted vacationers for decades with its quiet residential areas and mix of housing types. Efforts to refurbish the boardwalk area have produced a seaside promenade, complete with a gazebo for concerts, and a restored fountain. Bradley Beach's Main Street features a variety of stores and fine restaurants, as well as a train station which is listed on the National Register of Historic Places.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households		Math	n/a	
1980	4,772		1980	2,013		English	n/a	
1990	4,475		1990	2,009		Essay	n/a	
2000	4,793		2000	2,297				
2010	4,298		2010	2,098				
2025 Projection	4,793							
2010 Race and Ethnicity						EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	3,656	85.1%		Number	Percent	1990	2,308	
Black	213	5.0%	Total	3,180	100.0%	2000	2,805	
Asian	78	1.8%	Owner-Occupied	906	28.5%	2011	2,882	
Other	351	8.2%	Renter-Occupied	1,192	37.5%	Resident Employment		
Persons of Hispanic Origin	840	19.5%	Vacant	1,082	34.0%	1990	2,172	
2010 Age Composition			Value and Rent (2006-2010)			2000	2,664	
	Number	Percent	Median Value	\$553,400		2011	2,530	
Pre-School (0-4 years)	212	4.9%	Median Rent	\$1,130		Resident Unemployment		
School Age (5-19 years)	483	11.2%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	3,003	69.9%	Single Units	Number	Percent	1990	136	5.9%
Seniors (65+)	600	14.0%	Total	1,801	100.0%	2000	141	5.0%
			Detached:	1,658	92.1%	2011	352	12.2%
			Attached:	143	7.9%			
			Multiple Units			TAXES		
			Total	1,590	100.0%	2011		
			2-4 Units	656	41.3%	Net Valuation	\$1.14 billion	
			5-9 Units	79	5.0%	General Tax Rate	1.27	
			10+ Units	855	53.8%	Equalized Tax Rate Rank	12	
			Mobile Homes and Other	0				
INCOME						Prepared by the Monmouth County Division of Planning August 6, 2012		
	1999	2010						
Median Family	\$49,688	\$75,575						
Median Household	\$40,878	\$59,792						
Per Capita	\$25,438	\$35,446						

Brielle

The Borough of Brielle has a land area of 1.65 square miles. Brielle is the southernmost municipality in the county, bordering the Manasquan River. In the 1960s, the population of Brielle began to shift from a summer tourist resort to a neighborhood of permanent residents. Now, the borough is a year-round community, attracting people with its yacht clubs, marinas and recreational boating opportunities. Additionally, Brielle has substantial recreational facilities, including parks and a golf course.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	4,068	
1990	4,406	
2000	4,893	
2010	4,774	
2025 Projection	5,227	
2010 Race and Ethnicity		
	Number	Percent
White	4,518	94.6%
Black	121	2.5%
Asian	45	0.9%
Other	90	1.9%
Persons of Hispanic Origin	152	3.2%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	178	3.7%
School Age (5-19 years)	1,159	24.3%
Working Age (20-64 years)	2,629	55.1%
Seniors (65+)	808	16.9%
INCOME		
	1999	2010
Median Family	\$82,867	\$108,818
Median Household	\$68,368	\$98,419
Per Capita	\$35,785	\$45,445

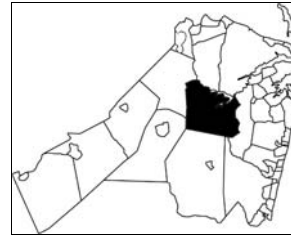
HOUSEHOLDS		
Year	Total Households	
1980	1,489	
1990	1,735	
2000	1,938	
2010	1,805	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,034	100.0%
Owner-Occupied	1,585	77.9%
Renter-Occupied	220	10.8%
Vacant	229	11.3%
Value and Rent (2006-2010)		
Median Value	\$606,500	
Median Rent	\$1,618	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,708	100.0%
Detached:	1,524	89.2%
Attached:	184	10.8%
Multiple Units		
Total	369	100.0%
2-4 Units	320	86.7%
5-9 Units	0	0.0%
10+ Units	49	13.3%
Mobile Homes and Other	27	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	528	
English	509	
Essay	513	
EMPLOYMENT		
Resident Labor Force		
1990	2,261	
2000	2,391	
2011	2,377	
Resident Employment		
1990	2,136	
2000	2,328	
2011	2,211	
Resident Unemployment		
	Number	Percent
1990	125	5.5%
2000	63	2.6%
2011	166	7.0%
TAXES		
2011		
Net Valuation	\$1.67 billion	
General Tax Rate	1.33	
Equalized Tax Rate Rank	14	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Colts Neck

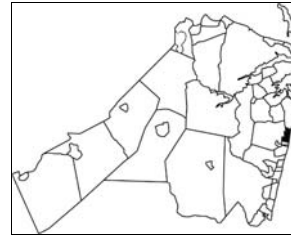
Colts Neck Township has a land area of 31.70 square miles and is centrally located in the county. While the township holds on to its historically agrarian character, over time farmland has been diverted to large-lot residential development. A significant portion of Colts Neck's land area belongs to the federal government as part of Naval Weapons Station Earle. County Route 537, in the southern portion of the township, is one of the most scenic drives in the county; passing by large farmsteads, pasture land, and orchards.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
<u>Year</u>	<u>Number</u>		<u>Year</u>	<u>Total Households</u>				
1980	7,888		1980	2,151		Math	559	
1990	8,559		1990	2,640		English	528	
2000	12,331*		2000	3,513		Essay	535	
2010	10,142		2010	3,277				
2025 Projection	12,447							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	<u>Number</u>	<u>Percent</u>	2010 Housing Units			Resident Labor Force		
White	9,348	92.2%		<u>Number</u>	<u>Percent</u>	1990	4,046	
Black	169	1.7%	Total	3,735	100.0%	2000	4,811	
Asian	464	4.6%	Owner-Occupied	3,034	81.2%	2011	4,804	
Other	161	1.6%	Renter-Occupied	243	6.5%	Resident Employment		
Persons of Hispanic Origin	359	3.5%	Vacant	458	12.3%	1990	3,956	
2010 Age Composition			Value and Rent (2006-2010)			2000	4,677	
	<u>Number</u>	<u>Percent</u>	Median Value	\$838,800		2011	4,453	
Pre-School (0-4 years)	422	4.2%	Median Rent	\$2,000		Resident Unemployment		
School Age (5-19 years)	2,706	26.7%	Types of Units (2006-2010)				<u>Number</u>	<u>Percent</u>
Working Age (20-64 years)	5,638	55.6%	<u>Single Units</u>	<u>Number</u>	<u>Percent</u>	1990	90	2.2%
Seniors (65+)	1,376	13.6%	Total	3,262	100.0%	2000	133	2.8%
			Detached:	3,213	98.5%	2011	352	7.3%
			Attached:	49	1.5%			
			<u>Multiple Units</u>			TAXES		
			Total	202	100.0%	<u>2011</u>		
			2-4 Units	133	65.8%	Net Valuation	\$3.08 billion	
			5-9 Units	39	19.3%	General Tax Rate	1.55	
			10+ Units	30	14.9%	Equalized Tax Rate Rank	15	
			<u>Mobile Homes and Other</u>	0				
INCOME			Prepared by the Monmouth County Division of Planning August 6, 2012					
	<u>1999</u>	<u>2010</u>						
Median Family	\$117,980	\$166,909						
Median Household	\$109,190	\$154,491						
Per Capita	\$46,795	\$65,919						

Deal

The Borough of Deal has a land area of 1.20 square miles and is located just south of Long Branch, along the county's midcoast. The town retains a seaside resort atmosphere with its eclectic mix of new and old architecture. New large upscale homes share streets with older seaside estates. Much of Deal's beachfront is dominated by a private beach club. Specialty stores are clustered along Norwood Avenue.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,952	
1990	1,179	
2000	1,070	
2010	750	
2025 Projection	1,132	
2010 Race and Ethnicity		
	Number	Percent
White	687	91.6%
Black	12	1.6%
Asian	26	3.5%
Other	25	3.3%
Persons of Hispanic Origin	55	7.3%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	21	2.8%
School Age (5-19 years)	96	12.8%
Working Age (20-64 years)	418	55.7%
Seniors (65+)	215	28.7%

HOUSEHOLDS		
Year	Total Households	
1980	650	
1990	459	
2000	434	
2010	333	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	926	100.0%
Owner-Occupied	221	23.9%
Renter-Occupied	112	12.1%
Vacant	593	64.0%
Value and Rent (2006-2010)		
Median Value	\$1,000,000	
Median Rent	\$1,108	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	768	100.0%
Detached:	757	98.6%
Attached:	11	1.4%
Multiple Units		
Total	144	100.0%
2-4 Units	22	15.3%
5-9 Units	34	23.6%
10+ Units	88	61.1%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	n/a	
English	n/a	
Essay	n/a	

EMPLOYMENT		
Resident Labor Force		
1990	557	
2000	375	
2011	369	
Resident Employment		
1990	542	
2000	367	
2011	349	
Resident Unemployment		
	Number	Percent
1990	15	2.7%
2000	8	2.1%
2011	21	5.6%

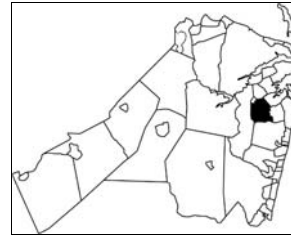
INCOME		
	1999	2010
Median Family	\$65,313	\$95,833
Median Household	\$58,472	\$59,615
Per Capita	\$38,510	\$46,867

TAXES		
2011		
Net Valuation	\$2.62 billion	
General Tax Rate	0.56	
Equalized Tax Rate Rank	1	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Eatontown

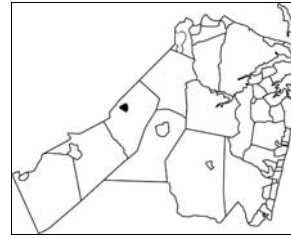
The Borough of Eatontown has a land area of 5.86 square miles, a portion of which was part of the former U.S. Army's Fort Monmouth base (currently the focus of redevelopment efforts). With convenient access to State Highways 35 and 36, the Garden State Parkway, and Route 18, Eatontown has become a center for electronics and communications firms. Additionally, Eatontown serves as a retail center for the county with of the state's largest regional shopping centers, Monmouth Mall, located at the crossroads of Routes 35 and 36. Eatontown's emergence as a transportation hub of Monmouth County has prompted a wide variety of residential development.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	12,703		1980	4,959		Math	499	
1990	13,800		1990	5,442		English	472	
2000	14,008		2000	5,780		Essay	463	
2010	12,709		2010	5,319				
2025 Projection	14,458							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	9,060	71.3%		Number	Percent	1990	6,972	
Black	1,577	12.4%	Total	5,723	100.0%	2000	7,765	
Asian	1,102	8.7%	Owner-Occupied	2,920	51.0%	2011	7,783	
Other	970	7.6%	Renter-Occupied	2,399	41.9%	Resident Employment		
Persons of Hispanic Origin	1,571	12.4%	Vacant	404	7.1%	1990	6,705	
2010 Age Composition			Value and Rent (2006-2010)			2000	7,529	
	Number	Percent	Median Value	\$354,400		2011	7,162	
Pre-School (0-4 years)	751	5.9%	Median Rent	\$1,123		Resident Unemployment		
School Age (5-19 years)	2,272	17.9%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	7,912	62.3%	<u>Single Units</u>	Number	Percent	1990	267	3.8%
Seniors (65+)	1,774	14.0%	Total	2,369	100.0%	2000	235	3.0%
			Detached:	1,904	80.4%	2011	621	8.0%
			Attached:	465	19.6%			
			<u>Multiple Units</u>			TAXES		
			Total	3,281	100.0%	2011		
			2-4 Units	822	25.1%	Net Valuation	\$2.12 billion	
			5-9 Units	897	27.3%	General Tax Rate	2.09	
			10+ Units	1,562	47.6%	Equalized Tax Rate Rank	31	
			<u>Mobile Homes and Other</u>	362				
INCOME								
	1999	2010						
Median Family	\$69,397	\$77,846						
Median Household	\$53,833	\$60,188						
Per Capita	\$26,965	\$35,200						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

Englishtown

The Borough of Englishtown has a land area of 0.57 square miles and is completely surrounded by Manalapan Township. Originally developed as a commercial center for local farms, Englishtown's Main Street has been the focus of neighborhood preservation efforts. Englishtown has retained its small town character despite the large scale residential and commercial development taking place in surrounding communities.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	976	
1990	1,268	
2000	1,764	
2010	1,847	
2025 Projection	2,399	
2010 Race and Ethnicity		
	Number	Percent
White	1,628	88.1%
Black	48	2.6%
Asian	126	6.8%
Other	45	2.4%
Persons of Hispanic Origin	148	8.0%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	93	5.0%
School Age (5-19 years)	415	22.5%
Working Age (20-64 years)	1,152	62.4%
Seniors (65+)	187	10.1%

HOUSEHOLDS		
Year	Total Households	
1980	339	
1990	443	
2000	643	
2010	621	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	647	100.0%
Owner-Occupied	464	71.7%
Renter-Occupied	157	24.3%
Vacant	26	4.0%
Value and Rent (2006-2010)		
Median Value	\$332,600	
Median Rent	\$1,176	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	523	100.0%
Detached:	408	78.0%
Attached:	115	22.0%
Multiple Units		
Total	232	100.0%
2-4 Units	94	40.5%
5-9 Units	3	1.3%
10+ Units	135	58.2%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	557	
English	511	
Essay	517	

EMPLOYMENT		
Resident Labor Force		
1990	665	
2000	915	
2011	909	
Resident Employment		
1990	635	
2000	891	
2011	847	
Resident Unemployment		
	Number	Percent
1990	30	4.5%
2000	24	2.6%
2011	62	6.8%

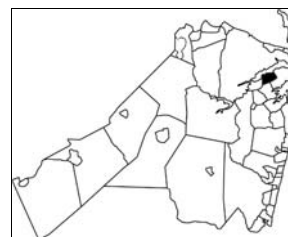
INCOME		
	1999	2010
Median Family	\$73,750	\$86,484
Median Household	\$57,557	\$70,795
Per Capita	\$23,438	\$30,313

TAXES		
2011		
Net Valuation	\$252 million	
General Tax Rate	1.83	
Equalized Tax Rate Rank	39	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Fair Haven

The Borough of Fair Haven has a land area of 1.55 square miles and is located along the Navesink River in eastern Monmouth County. The community is predominantly residential with a variety of commercial activities located on River Road, including a group of shops at its eastern end. A majority of the homes in the town were developed in the 50s and 60s. However, numerous older estate homes are situated along the Navesink.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,679	
1990	5,270	
2000	5,937	
2010	6,121	
2025 Projection	6,095	
2010 Race and Ethnicity		
	Number	Percent
White	5,792	94.6%
Black	153	2.5%
Asian	66	1.1%
Other	110	1.8%
Persons of Hispanic Origin	165	2.7%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	465	7.6%
School Age (5-19 years)	1,758	28.7%
Working Age (20-64 years)	3,312	54.1%
Seniors (65+)	586	9.6%
INCOME		
	1999	2010
Median Family	\$109,760	\$133,546
Median Household	\$97,220	\$112,308
Per Capita	\$44,018	\$54,244

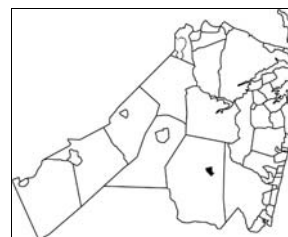
HOUSEHOLDS		
Year	Total Households	
1980	1,895	
1990	1,887	
2000	1,998	
2010	1,970	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,065	100.0%
Owner-Occupied	1,825	88.4%
Renter-Occupied	145	7.0%
Vacant	95	4.6%
Value and Rent (2006-2010)		
Median Value	\$714,100	
Median Rent	\$1,325	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,046	100.0%
Detached:	2,004	97.9%
Attached:	42	2.1%
Multiple Units		
Total	52	100.0%
2-4 Units	37	71.2%
5-9 Units	0	0.0%
10+ Units	15	28.8%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	578	
English	558	
Essay	566	
EMPLOYMENT		
Resident Labor Force		
1990	2,641	
2000	2,842	
2011	2,805	
Resident Employment		
1990	2,524	
2000	2,779	
2011	2,640	
Resident Unemployment		
	Number	Percent
1990	117	4.4%
2000	63	2.2%
2011	166	5.9%
TAXES		
2011		
Net Valuation	\$1.16 billion	
General Tax Rate	2.32	
Equalized Tax Rate Rank	22	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Farmingdale

The Borough of Farmingdale has a land area of 0.50 square miles and is completely surrounded by Howell Township. Farmingdale has a diverse industrial history, primarily due to its role as a freight rail line hub. Today, Farmingdale retains its small town character with well-maintained homes on small lots, and a commercial district serving the needs of the community.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	1,348	
1990	1,462	
2000	1,587	
2010	1,329	
2025 Projection	1,602	
2010 Race and Ethnicity		
	Number	Percent
White	1,191	89.6%
Black	38	2.9%
Asian	42	3.2%
Other	58	4.4%
Persons of Hispanic Origin	92	6.9%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	75	5.6%
School Age (5-19 years)	236	17.8%
Working Age (20-64 years)	880	66.2%
Seniors (65+)	138	10.4%

HOUSEHOLDS		
Year	Total Households	
1980	521	
1990	561	
2000	625	
2010	547	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	578	100.0%
Owner-Occupied	280	48.4%
Renter-Occupied	267	46.2%
Vacant	31	5.4%
Value and Rent (2006-2010)		
Median Value	\$344,100	
Median Rent	\$1,136	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	325	100.0%
Detached:	310	95.4%
Attached:	15	4.6%
Multiple Units		
Total	261	100.0%
2-4 Units	57	21.8%
5-9 Units	81	31.0%
10+ Units	123	47.1%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	521	
English	492	
Essay	487	

EMPLOYMENT		
Resident Labor Force		
1990	806	
2000	894	
2011	868	
Resident Employment		
1990	777	
2000	870	
2011	827	
Resident Unemployment		
	Number	Percent
1990	29	3.6%
2000	24	2.6%
2011	41	4.8%

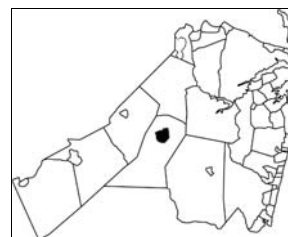
INCOME		
	1999	2010
Median Family	\$59,625	\$69,688
Median Household	\$48,889	\$63,191
Per Capita	\$21,667	\$31,425

TAXES		
2011		
Net Valuation	\$154 million	
General Tax Rate	1.77	
Equalized Tax Rate Rank	33	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Freehold Borough

The Borough of Freehold, the county seat of Monmouth County, has a land area of 1.90 square miles. The borough is completely surrounded by Freehold Township. This historic borough was incorporated in 1919, and the name was changed from Monmouth Courthouse to Freehold. For many years, the borough was a major retail center for western Monmouth County. The borough is home to Freehold Raceway, the oldest pari-mutuel harness race track in the country. A nonprofit downtown improvement organization has made great strides towards revitalization and expansion of the downtown business district.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	10,020	
1990	10,742	
2000	10,976	
2010	12,052	
2025 Projection	11,335	
2010 Race and Ethnicity		
	Number	Percent
White	7,920	65.7%
Black	1,515	12.6%
Asian	348	2.9%
Other	2,269	18.8%
Persons of Hispanic Origin	5,167	42.9%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	988	8.2%
School Age (5-19 years)	2,292	19.0%
Working Age (20-64 years)	7,446	61.8%
Seniors (65+)	1,326	11.0%

HOUSEHOLDS		
Year	Total Households	
1980	3,573	
1990	3,842	
2000	3,695	
2010	4,006	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	4,249	100.0%
Owner-Occupied	2,187	51.5%
Renter-Occupied	1,819	42.8%
Vacant	243	5.7%
Value and Rent (2006-2010)		
Median Value	\$306,900	
Median Rent	\$1,173	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,582	100.0%
Detached:	2,235	86.6%
Attached:	347	13.4%
Multiple Units		
Total	1,751	100.0%
2-4 Units	547	31.2%
5-9 Units	362	20.7%
10+ Units	842	48.1%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	561	
English	531	
Essay	529	

EMPLOYMENT		
Resident Labor Force		
1990	5,685	
2000	5,966	
2011	6,144	
Resident Employment		
1990	5,386	
2000	5,684	
2011	5,399	
Resident Unemployment		
	Number	Percent
1990	299	5.3%
2000	283	4.7%
2011	745	12.1%

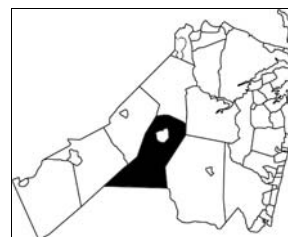
INCOME		
	1999	2010
Median Family	\$53,374	\$60,471
Median Household	\$48,654	\$52,000
Per Capita	\$19,910	\$23,331

TAXES		
2011		
Net Valuation	\$1.08 billion	
General Tax Rate	2.31	
Equalized Tax Rate Rank	42	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Freehold Township

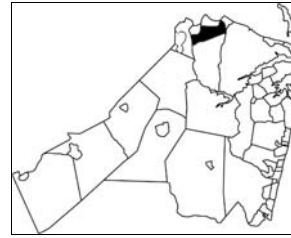
Freehold Township has a land area of 37.0 square miles, and is one of the largest townships in the county. The township, once a predominantly agricultural area, underwent tremendous residential development in the 1980s through the mid 1990s. Large lot single-family homes, condominium, and townhouse complexes make up a significant portion of the township's housing stock. Commercial activities have developed along County Route 537 and Route 9. The township also hosts the largest mall in the county (in terms of square footage), and part of the Freehold Raceway track.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households		Math	533	
1980	19,202		1980	5,565		English	503	
1990	24,710		1990	8,207		Essay	508	
2000	31,537		2000	10,814				
2010	36,184		2010	12,577				
2025 Projection	36,377							
2010 Race and Ethnicity						EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	30,509	84.3%		Number	Percent	1990	13,426	
Black	1,931	5.3%	Total	13,140	100.0%	2000	16,582	
Asian	2,544	7.0%	Owner-Occupied	10,368	78.9%	2011	19,144	
Other	1,200	3.3%	Renter-Occupied	2,209	16.8%	Resident Employment		
Persons of Hispanic Origin	2,808	7.8%	Vacant	563	4.3%	1990	13,075	
2010 Age Composition			Value and Rent (2006-2010)			2000	16,275	
	Number	Percent	Median Value	\$430,700		2011	17,783	
Pre-School (0-4 years)	1,726	4.8%	Median Rent	\$1,541		Resident Unemployment		
School Age (5-19 years)	7,924	21.9%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	21,836	60.3%	<u>Single Units</u>	Number	Percent	1990	351	2.6%
Seniors (65+)	4,698	13.0%	Total	9,861	100.0%	2000	306	1.8%
			Detached:	8,230	83.5%	2011	1,361	7.1%
			Attached:	1,631	16.5%			
			<u>Multiple Units</u>			TAXES		
			Total	2,655	100.0%	2011		
			2-4 Units	497	18.7%	Net Valuation	\$6.16 billion	
			5-9 Units	931	35.1%	General Tax Rate	1.96	
			10+ Units	1,227	46.2%	Equalized Tax Rate Rank	35	
			<u>Mobile Homes and Other</u>	348				
INCOME			Prepared by the Monmouth County Division of Planning August 6, 2012					
	1999	2010						
Median Family	\$89,845	\$112,094						
Median Household	\$77,185	\$94,735						
Per Capita	\$31,505	\$40,504						

Hazlet

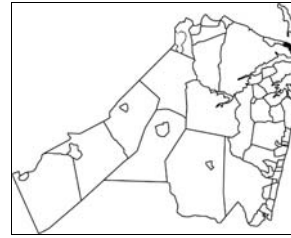
Hazlet Township has a land area of 5.60 square miles and is located in the Bayshore area of the county. For many years Hazlet has attracted residents because of the convenient rail and highway access to New York City, and its close proximity to the shore area. The 88.5 acre Veterans Park, which houses a Community Center, Swim, and Tennis Club, offers a wide variety of recreational and social activities for residents. Many corporate centers, newly constructed offices, and commercial enterprises have located in Hazlet along the Route 35 and Route 36 corridors.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	23,013		1980	6,595		Math	528	
1990	21,976		1990	7,148		English	497	
2000	21,378		2000	7,244		Essay	495	
2010	20,334		2010	7,140				
2025 Projection	21,590							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	18,694	91.9%		Number	Percent	1990	12,008	
Black	301	1.5%	Total	7,417	100.0%	2000	11,115	
Asian	691	3.4%	Owner-Occupied	6,438	86.8%	2011	11,183	
Other	648	3.2%	Renter-Occupied	702	9.5%	Resident Employment		
Persons of Hispanic Origin	1,601	7.9%	Vacant	277	3.7%	1990	11,517	
2010 Age Composition			Value and Rent (2006-2010)			2000	10,738	
	Number	Percent	Median Value	\$345,600		2011	10,190	
Pre-School (0-4 years)	1,014	5.0%	Median Rent	\$625		Resident Unemployment		
School Age (5-19 years)	4,109	20.2%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	12,246	60.2%	Single Units	Number	Percent	1990	491	4.1%
Seniors (65+)	2,965	14.6%	Total	6,029	100.0%	2000	377	3.4%
			Detached:	5,767	95.7%	2011	993	8.9%
			Attached:	262	4.3%			
			Multiple Units			TAXES		
			Total	566	100.0%	2011		
			2-4 Units	196	34.6%	Net Valuation	\$2.37 billion	
			5-9 Units	183	32.3%	General Tax Rate	2.29	
			10+ Units	187	33.0%	Equalized Tax Rate Rank	46	
			Mobile Homes and Other					

Highlands

The Borough of Highlands has a land area of 0.64 square miles and is located on Sandy Hook Bay. Highlands' most prominent landmark is the Twin Lights of the Navesink lighthouse, constructed in 1866 to guide commercial and Navy vessels into Sandy Hook Bay. Today, the borough is still known for its fishing industry and marinas. Daily ferry service transports commuters to and from New York City. Many of the shore's best seafood restaurants are located on Bay Avenue, the borough's local commercial district.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,187	
1990	4,849	
2000	5,097	
2010	5,005	
2025 Projection	5,168	
2010 Race and Ethnicity		
	Number	Percent
White	4,653	93.0%
Black	81	1.6%
Asian	65	1.3%
Other	206	4.1%
Persons of Hispanic Origin	324	6.5%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	252	5.0%
School Age (5-19 years)	545	10.9%
Working Age (20-64 years)	3,564	71.2%
Seniors (65+)	644	12.9%
INCOME		
	1999	2010
Median Family	\$50,985	\$80,430
Median Household	\$45,692	\$75,291
Per Capita	\$29,369	\$42,737

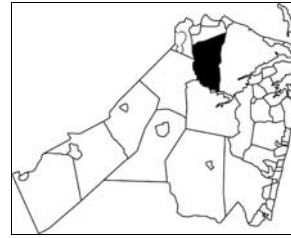
HOUSEHOLDS		
Year	Total Households	
1980	2,216	
1990	2,275	
2000	2,450	
2010	2,623	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	3,146	100.0%
Owner-Occupied	1,537	48.9%
Renter-Occupied	1,086	34.5%
Vacant	523	16.6%
Value and Rent (2006-2010)		
Median Value	\$319,200	
Median Rent	\$1,284	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,612	100.0%
Detached:	1,398	86.7%
Attached:	214	13.3%
Multiple Units		
Total	1,299	100.0%
2-4 Units	477	36.7%
5-9 Units	139	10.7%
10+ Units	683	52.6%
Mobile Homes and Other	128	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	487	
English	493	
Essay	479	
EMPLOYMENT		
Resident Labor Force		
1990	2,747	
2000	2,996	
2011	3,071	
Resident Employment		
1990	2,575	
2000	2,863	
2011	2,719	
Resident Unemployment		
	Number	Percent
1990	172	6.3%
2000	133	4.5%
2011	352	11.5%
TAXES		
2011		
Net Valuation	\$608 million	
General Tax Rate	2.44	
Equalized Tax Rate Rank	41	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Holmdel

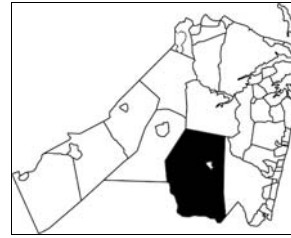
Holmdel Township has a land area of 17.90 square miles and is located in north-central Monmouth County. The township is known for its historic connection to Bell Laboratories, where the transistor was first developed. The PNC Arts center, a modern amphitheatre located off the Garden State Parkway, showcases a variety of concert attractions between May and September. Holmdel is home to Monmouth County's Holmdel Park and the New Jersey Vietnam Veterans Memorial. Major retailers have been drawn to the area, lining Route 35 with large shopping plazas.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	8,447		1980	2,229		Math	620	
1990	11,532		1990	3,375		English	580	
2000	15,781		2000	4,947		Essay	585	
2010	16,773		2010	5,584				
2025 Projection	19,608							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	13,007	77.5%		Number	Percent	1990	5,628	
Black	145	0.9%	Total	5,792	100.0%	2000	7,503	
Asian	3,213	19.2%	Owner-Occupied	5,036	86.9%	2011	7,375	
Other	408	2.4%	Renter-Occupied	548	9.5%	Resident Employment		
Persons of Hispanic Origin	621	3.7%	Vacant	208	3.6%	1990	5,509	
2010 Age Composition			Value and Rent (2006-2010)			2000	7,362	
	Number	Percent	Median Value	\$663,300		2011	7,003	
Pre-School (0-4 years)	743	4.4%	Median Rent	\$2,000		Resident Unemployment		
School Age (5-19 years)	3,909	23.3%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	9,382	55.9%	Single Units	Number	Percent	1990	119	2.1%
Seniors (65+)	2,739	16.3%	Total	5,453	100.0%	2000	141	1.9%
			Detached:	4,714	86.4%	2011	372	5.0%
			Attached:	739	13.6%			
			Multiple Units			TAXES		
			Total	220	100.0%	2011		
			2-4 Units	12	5.5%	Net Valuation	\$3.84 billion	
			5-9 Units	69	31.4%	General Tax Rate	1.96	
			10+ Units	139	63.2%	Equalized Tax Rate Rank	24	
			Mobile Homes and Other	70				
INCOME								
	1999	2010						
Median Family	\$122,785	\$154,360						
Median Household	\$112,879	\$140,533						
Per Capita	\$47,898	\$62,120						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

Howell

Howell Township, located in south-central Monmouth County, has a land area of 62.10 square miles, making it the largest municipality in the county. Residential development in this area began in the 1960s and has dramatically increased in recent decades, as has commercial development along Route 9. With access to Route 9, 195 and the Garden State Parkway, this municipality is one of the fastest growing townships in Monmouth County. Open space remains, through the maintenance of actively farmed lands, the Howell Park Golf Course and the Manasquan Reservoir park.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	25,065	
1990	38,987	
2000	48,903	
2010	51,075	
2025 Projection	64,078	
2010 Race and Ethnicity		
	Number	Percent
White	45,100	88.3%
Black	1,865	3.7%
Asian	2,309	4.5%
Other	1,801	3.5%
Persons of Hispanic Origin	4,153	8.1%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,920	5.7%
School Age (5-19 years)	11,862	23.2%
Working Age (20-64 years)	31,188	61.1%
Seniors (65+)	5,105	10.0%
INCOME		
	1999	2010
Median Family	\$74,623	\$102,015
Median Household	\$68,069	\$89,287
Per Capita	\$26,143	\$35,439

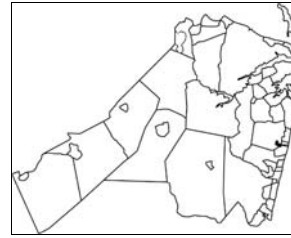
HOUSEHOLDS		
Year	Total Households	
1980	7,822	
1990	12,777	
2000	16,063	
2010	17,260	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	17,979	100.0%
Owner-Occupied	15,386	85.6%
Renter-Occupied	1,874	10.4%
Vacant	719	4.0%
Value and Rent (2006-2010)		
Median Value	\$362,200	
Median Rent	\$1,181	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	15,406	100.0%
Detached:	13,744	89.2%
Attached:	1,662	10.8%
Multiple Units		
Total	1,696	100.0%
2-4 Units	442	26.1%
5-9 Units	751	44.3%
10+ Units	503	29.7%
Mobile Homes and Other	859	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	521	
English	492	
Essay	487	
EMPLOYMENT		
Resident Labor Force		
1990	19,891	
2000	25,838	
2011	27,305	
Resident Employment		
1990	19,040	
2000	25,021	
2011	24,898	
Resident Unemployment		
	Number	Percent
1990	851	4.3%
2000	816	3.2%
2011	2,407	8.8%
TAXES		
2011		
Net Valuation	\$6.88 billion	
General Tax Rate	2.07	
Equalized Tax Rate Rank	43	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Interlaken

The Borough of Interlaken has a land area of 0.38 square miles and is located, north of Asbury Park. In 1922, developers selected this area of Ocean Township located between two branches of Deal Lake for a residential community. The area was named Interlaken after a famous Swiss resort with similar water features. Today, this totally residential borough is noted for its period architecture and unusual street names.



DEMOGRAPHICS		
Total Population		
<u>Year</u>	<u>Number</u>	
1980	1,037	
1990	910	
2000	900	
2010	820	
2025 Projection	908	
2010 Race and Ethnicity		
	<u>Number</u>	<u>Percent</u>
White	807	98.4%
Black	0	0.0%
Asian	4	0.5%
Other	9	1.1%
Persons of Hispanic Origin	14	1.7%
2010 Age Composition		
	<u>Number</u>	<u>Percent</u>
Pre-School (0-4 years)	27	3.3%
School Age (5-19 years)	107	13.0%
Working Age (20-64 years)	468	57.1%
Seniors (65+)	218	26.6%

HOUSEHOLDS		
<u>Year</u>	<u>Total Households</u>	
1980	389	
1990	377	
2000	386	
2010	361	

HOUSING		
2010 Housing Units		
	<u>Number</u>	<u>Percent</u>
Total	393	100.0%
Owner-Occupied	336	85.5%
Renter-Occupied	25	6.4%
Vacant	32	8.1%
Value and Rent (2006-2010)		
Median Value	\$650,600	
Median Rent	\$1,750	
Types of Units (2006-2010)		
<u>Single Units</u>	<u>Number</u>	<u>Percent</u>
Total	374	100.0%
Detached:	374	100.0%
Attached:	0	0.0%
<u>Multiple Units</u>		
Total	0	n/a
2-4 Units	0	
5-9 Units	0	
10+ Units	0	
<u>Mobile Homes and Other</u>	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	n/a	
English	n/a	
Essay	n/a	

EMPLOYMENT		
Resident Labor Force		
1990	466	
2000	480	
2011	490	
Resident Employment		
1990	457	
2000	472	
2011	448	
Resident Unemployment		
	<u>Number</u>	<u>Percent</u>
1990	9	1.9%
2000	8	1.6%
2011	41	8.5%

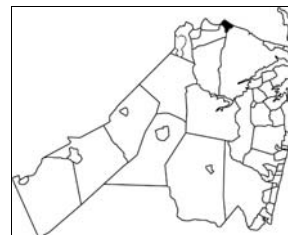
INCOME		
	<u>1999</u>	<u>2010</u>
Median Family	\$104,618	\$137,500
Median Household	\$82,842	\$116,000
Per Capita	\$47,307	\$72,484

TAXES		
<u>2011</u>		
Net Valuation	\$200 million	
General Tax Rate	1.52	
Equalized Tax Rate Rank	6	

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Division of Planning
August 6, 2012

Keansburg

The Borough of Keansburg consists of 0.95 square miles and is located on the Raritan Bay. The area was originally developed as a summer resort, complete with steamboat service to and from New York City. The classic bungalow dominates Keansburg's residential architecture as these former summer homes have been converted to year-round residences. The Keansburg amusement park and boardwalk come alive in the summer time, attracting families from all over the region.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	10,613	
1990	11,069	
2000	10,732	
2010	10,105	
2025 Projection	10,848	
2010 Race and Ethnicity		
	Number	Percent
White	8,505	84.2%
Black	664	6.6%
Asian	172	1.7%
Other	764	7.6%
Persons of Hispanic Origin	1,493	14.8%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	675	6.7%
School Age (5-19 years)	1,948	19.3%
Working Age (20-64 years)	6,384	63.2%
Seniors (65+)	1,098	10.9%

HOUSEHOLDS		
Year	Total Households	
1980	3,431	
1990	3,794	
2000	3,872	
2010	3,805	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	4,318	100.0%
Owner-Occupied	2,105	48.7%
Renter-Occupied	1,700	39.4%
Vacant	513	11.9%
Value and Rent (2006-2010)		
Median Value	\$232,400	
Median Rent	\$1,003	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,923	100.0%
Detached:	2,699	92.3%
Attached:	224	7.7%
Multiple Units		
Total	1,396	100.0%
2-4 Units	570	40.8%
5-9 Units	80	5.7%
10+ Units	746	53.4%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	454	
English	421	
Essay	414	

EMPLOYMENT		
Resident Labor Force		
1990	5,234	
2000	5,300	
2011	5,558	
Resident Employment		
1990	4,768	
2000	5,002	
2011	4,751	
Resident Unemployment		
	Number	Percent
1990	466	8.9%
2000	298	5.6%
2011	807	14.5%

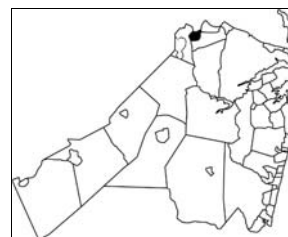
INCOME		
	1999	2010
Median Family	\$45,438	\$52,128
Median Household	\$36,383	\$39,206
Per Capita	\$17,417	\$21,246

TAXES		
2011		
Net Valuation	\$521 million	
General Tax Rate	3.24	
Equalized Tax Rate Rank	52	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Keyport

The Borough of Keyport has a land area of 1.40 square miles and is located on the Bayshore at the mouth of Matawan Creek, earning it the nickname "Gateway to the Bayshore." Keyport's downtown business district, has been central to the Bayshore area for many years, and is being strengthened through continuing revitalization efforts. Keyport's geographic location has fostered many harbor facilities, and a strong charter boat industry.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	7,413	
1990	7,586	
2000	7,568	
2010	7,240	
2025 Projection	7,637	
2010 Race and Ethnicity		
	Number	Percent
White	5,792	80.0%
Black	521	7.2%
Asian	172	2.4%
Other	755	10.4%
Persons of Hispanic Origin	1,322	18.3%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	441	6.1%
School Age (5-19 years)	1,150	15.9%
Working Age (20-64 years)	4,506	62.2%
Seniors (65+)	1,143	15.8%

HOUSEHOLDS		
Year	Total Households	
1980	2,957	
1990	3,161	
2000	3,264	
2010	3,067	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	3,272	100.0%
Owner-Occupied	1,601	48.9%
Renter-Occupied	1,466	44.8%
Vacant	205	6.3%
Value and Rent (2006-2010)		
Median Value	\$320,900	
Median Rent	\$926	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,689	100.0%
Detached:	1,599	94.7%
Attached:	90	5.3%
Multiple Units		
Total	1,732	100.0%
2-4 Units	471	27.2%
5-9 Units	181	10.5%
10+ Units	1,080	62.4%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	445	
English	433	
Essay	436	

EMPLOYMENT		
Resident Labor Force		
1990	3,905	
2000	4,124	
2011	4,189	
Resident Employment		
1990	3,752	
2000	3,974	
2011	3,775	
Resident Unemployment		
	Number	Percent
1990	153	3.9%
2000	149	3.6%
2011	414	9.9%

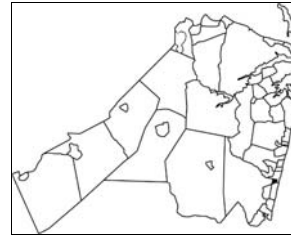
INCOME		
	1999	2010
Median Family	\$58,176	\$82,714
Median Household	\$43,869	\$56,509
Per Capita	\$23,288	\$28,545

TAXES		
2011		
Net Valuation	\$751 million	
General Tax Rate	2.16	
Equalized Tax Rate Rank	47	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Lake Como

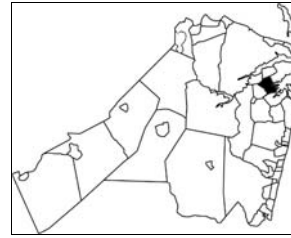
The Borough of Lake Como has a land area of 0.20 square miles and is located in the southern coastal area of the county. This small community of bungalows and seaside homes was originally developed as a resort in the 1880s. Previously called South Belmar, Lake Como is still popular for its summer rentals and active nightlife. Predominantly a year-round community, a narrow portion of Belmar separates Lake Como from the ocean.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households		Math	n/a	
1980	1,566		1980	654		English	n/a	
1990	1,482		1990	663		Essay	n/a	
2000	1,806		2000	824				
2010	1,759		2010	785				
2025 Projection	1,806							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	1,458	82.9%		Number	Percent	1990	782	
Black	108	6.1%	Total	1,115	100.0%	2000	1,091	
Asian	21	1.2%	Owner-Occupied	465	41.7%	2011	1,109	
Other	172	9.8%	Renter-Occupied	320	28.7%	Resident Employment		
Persons of Hispanic Origin	322	18.3%	Vacant	330	29.6%	1990	743	
2010 Age Composition			Value and Rent (2006-2010)			2000	1,059	
	Number	Percent	Median Value	\$404,000		2011	1,006	
Pre-School (0-4 years)	96	5.5%	Median Rent	\$1,498		Resident Unemployment		
School Age (5-19 years)	282	16.0%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	1,196	68.0%	Single Units	Number	Percent	1990	39	5.0%
Seniors (65+)	185	10.5%	Total	831	100.0%	2000	31	2.9%
			Detached:	804	96.8%	2011	103	9.3%
			Attached:	27	3.2%			
			Multiple Units			TAXES		
			Total	259	100.0%	2011		
			2-4 Units	172	66.4%	Net Valuation	\$388 million	
			5-9 Units	32	12.4%	General Tax Rate	1.65	
			10+ Units	55	21.2%	Equalized Tax Rate Rank	18	
			Mobile Homes and Other	0				
INCOME								
	1999	2010						
Median Family	\$56,538	\$84,821						
Median Household	\$47,566	\$76,576						
Per Capita	\$27,111	\$37,729						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

Little Silver

The Borough of Little Silver has a land area of 2.80 square miles and is located on the Shrewsbury River. The borough has had a varied history as a resort, agricultural area, and fishing town. Today, the municipality is primarily residential with a range of housing types, from ranches and capes to riverfront estate homes. The town's bustling commercial area is within walking distance of many neighborhoods. Little Silver's historic train station was built in 1890 and continues to serve the needs of local commuters.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,548	
1990	5,721	
2000	6,170	
2010	5,950	
2025 Projection	6,370	
2010 Race and Ethnicity		
	Number	Percent
White	5,737	96.4%
Black	17	0.3%
Asian	104	1.7%
Other	92	1.5%
Persons of Hispanic Origin	179	3.0%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	364	6.1%
School Age (5-19 years)	1,399	23.5%
Working Age (20-64 years)	3,249	54.6%
Seniors (65+)	938	15.8%

HOUSEHOLDS		
Year	Total Households	
1980	1,840	
1990	2,019	
2000	2,232	
2010	2,146	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,278	100.0%
Owner-Occupied	2,026	88.9%
Renter-Occupied	120	5.3%
Vacant	132	5.8%
Value and Rent (2006-2010)		
Median Value	\$599,800	
Median Rent	\$2,000	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,303	100.0%
Detached:	1,999	86.8%
Attached:	304	13.2%
Multiple Units		
Total	17	100.0%
2-4 Units	17	100.0%
5-9 Units	0	0.0%
10+ Units	0	0.0%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	527	
English	514	
Essay	512	

EMPLOYMENT		
Resident Labor Force		
1990	2,831	
2000	3,052	
2011	3,035	
Resident Employment		
1990	2,759	
2000	2,989	
2011	2,849	
Resident Unemployment		
	Number	Percent
1990	72	2.5%
2000	63	2.1%
2011	186	6.1%

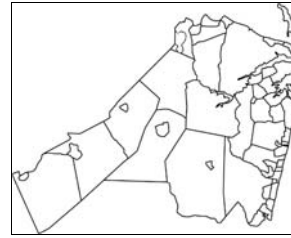
INCOME		
	1999	2010
Median Family	\$104,033	\$167,659
Median Household	\$94,094	\$144,299
Per Capita	\$46,798	\$66,069

TAXES		
2011		
Net Valuation	\$1.25 billion	
General Tax Rate	2.30	
Equalized Tax Rate Rank	27	

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Division of Planning
August 6, 2012

Loch Arbour

The Village of Loch Arbour has a land area of 0.10 square miles and is located, just north of Asbury Park. This tiny municipality has the smallest population of any town in Monmouth County. Loch Arbour was developed as an adjunct resort to Asbury Park, with convenient access to the Asbury Park and Allenhurst Train Stations. In 1957, it separated from Ocean Township and incorporated as a village. In this otherwise residential community, a beach club is located on the oceanfront and a small commercial area is located on the western border.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	369	
1990	380	
2000	280	
2010	194	
2025 Projection	280	
2010 Race and Ethnicity		
	Number	Percent
White	184	94.8%
Black	3	1.5%
Asian	3	1.5%
Other	4	2.1%
Persons of Hispanic Origin	7	3.6%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	6	3.1%
School Age (5-19 years)	34	17.5%
Working Age (20-64 years)	124	63.9%
Seniors (65+)	30	15.5%

HOUSEHOLDS		
Year	Total Households	
1980	125	
1990	137	
2000	120	
2010	82	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	159	100.0%
Owner-Occupied	66	41.5%
Renter-Occupied	16	10.1%
Vacant	77	48.4%
Value and Rent (2006-2010)		
Median Value	\$995,000	
Median Rent	\$938	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	156	100.0%
Detached:	156	100.0%
Attached:	0	0.0%
Multiple Units		
Total	0	n/a
2-4 Units	0	
5-9 Units	0	
10+ Units	0	
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	522	
English	505	
Essay	502	

EMPLOYMENT		
Resident Labor Force		
1990	224	
2000	165	
2011	170	
Resident Employment		
1990	216	
2000	157	
2011	149	
Resident Unemployment		
	Number	Percent
1990	8	3.6%
2000	8	4.8%
2011	21	12.1%

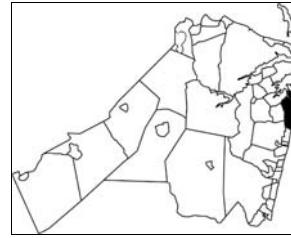
INCOME		
	1999	2010
Median Family	\$74,250	\$119,167
Median Household	\$68,542	\$120,000
Per Capita	\$34,037	\$60,575

TAXES		
2011		
Net Valuation	\$157 million	
General Tax Rate	2.08	
Equalized Tax Rate Rank	20	

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August 6, 2012

Long Branch

The City of Long Branch has a land area of 5.10 square miles and is located in the north coast area of the county. The Elberon section of Long Branch, nicknamed the Newport of the Jersey Shore at the turn of the century, is still known for its grand Victorian and Gothic architecture. Long Branch contains the most varied range of housing types of any town in the county, including single-family homes, oceanfront high-rise condominiums, townhomes and apartments. In recent years there has been large-scale redevelopment in Long Branch's oceanfront area. The city has received designation as an Urban Enterprise Zone from the State of New Jersey, which provides incentives to local businesses and their customers.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	29,819	
1990	28,658	
2000	31,340	
2010	30,719	
2025 Projection	34,106	
2010 Race and Ethnicity		
	Number	Percent
White	20,060	65.3%
Black	4,364	14.2%
Asian	655	2.1%
Other	5,640	18.4%
Persons of Hispanic Origin	8,624	28.1%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,214	7.2%
School Age (5-19 years)	5,266	17.1%
Working Age (20-64 years)	19,767	64.3%
Seniors (65+)	3,472	11.3%

HOUSEHOLDS		
Year	Total Households	
1980	11,672	
1990	11,544	
2000	12,594	
2010	11,753	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	433	
English	421	
Essay	416	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	14,170	100.0%
Owner-Occupied	4,936	34.8%
Renter-Occupied	6,817	48.1%
Vacant	2,417	17.1%
Value and Rent (2006-2010)		
Median Value	\$383,500	
Median Rent	\$1,166	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	6,218	100.0%
Detached:	5,107	82.1%
Attached:	1,111	17.9%
Multiple Units		
Total	7,746	100.0%
2-4 Units	2,549	32.9%
5-9 Units	798	10.3%
10+ Units	4,399	56.8%
Mobile Homes and Other	0	

EMPLOYMENT		
Resident Labor Force		
1990	14,726	
2000	15,778	
2011	15,516	
Resident Employment		
1990	13,707	
2000	14,954	
2011	13,953	
Resident Unemployment		
	Number	Percent
1990	1,019	6.9%
2000	824	5.2%
2011	1,563	10.1%

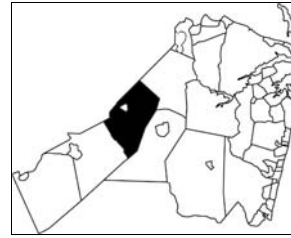
INCOME		
	1999	2010
Median Family	\$42,825	\$56,778
Median Household	\$38,651	\$52,792
Per Capita	\$20,532	\$30,381

TAXES		
2011		
Net Valuation	\$4.15 billion	
General Tax Rate	1.90	
Equalized Tax Rate Rank	16	

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Division of Planning
August 6, 2012

Manalapan

Manalapan Township has a land area of 30.85 square miles and is located in the western part of Monmouth County. The township's name was derived from the Native American phrase meaning "land of good bread." The Battle of Monmouth took place in Manalapan in what is now the Monmouth Battlefield State Park. The township is home to the headquarters of the Monmouth County Library System. Much of the southern part of the township has stayed rural with the remainder being developed with single-family homes. Commercial development is prominent along State Highways 9 and 33.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	18,914	
1990	26,716	
2000	33,423	
2010	38,872	
2025 Projection	40,923	
2010 Race and Ethnicity		
	Number	Percent
White	34,423	88.6%
Black	925	2.4%
Asian	2,682	6.9%
Other	842	2.2%
Persons of Hispanic Origin	2,202	5.7%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,047	5.3%
School Age (5-19 years)	8,860	22.8%
Working Age (20-64 years)	23,130	59.5%
Seniors (65+)	4,835	12.4%
INCOME		
	1999	2010
Median Family	\$94,112	\$115,292
Median Household	\$83,575	\$103,970
Per Capita	\$32,142	\$41,049

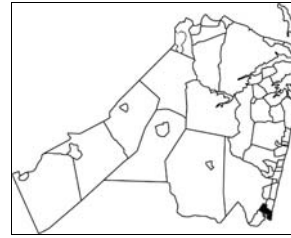
HOUSEHOLDS		
Year	Total Households	
1980	5,578	
1990	8,490	
2000	10,781	
2010	13,263	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	13,735	100.0%
Owner-Occupied	12,159	88.5%
Renter-Occupied	1,104	8.0%
Vacant	472	3.4%
Value and Rent (2006-2010)		
Median Value	\$462,500	
Median Rent	\$1,412	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	10,858	100.0%
Detached:	9,380	86.4%
Attached:	1,478	13.6%
Multiple Units		
Total	2,346	100.0%
2-4 Units	460	19.6%
5-9 Units	577	24.6%
10+ Units	1,309	55.8%
Mobile Homes and Other	67	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	557	
English	511	
Essay	517	
EMPLOYMENT		
Resident Labor Force		
1990	12,545	
2000	16,516	
2011	19,361	
Resident Employment		
1990	12,110	
2000	16,108	
2011	17,828	
Resident Unemployment		
	Number	Percent
1990	435	3.5%
2000	408	2.5%
2011	1,533	7.9%
TAXES		
2011		
Net Valuation	\$5.70 billion	
General Tax Rate	1.99	
Equalized Tax Rate Rank	28	

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August 6, 2012

Manasquan

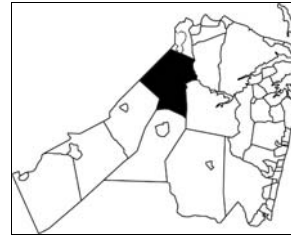
The Borough of Manasquan has a land area of 1.40 square miles and is located in the south coast area of Monmouth County. The borough was named after the Manasquan River, which makes up part of the town's southern border. Manasquan's beach serves as a popular attraction for both residents and visitors. Manasquan's town center has been enhanced with brick sidewalks and historically inspired lamps, attracting shoppers year round. With its proximity to Route 35, and New Jersey Transit rail service, Manasquan provides its residents with easy access to points north and south.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	5,354		1980	2,119		Math	528	
1990	5,369		1990	2,217		English	509	
2000	6,310		2000	2,600		Essay	513	
2010	5,897		2010	2,374				
2025 Projection	6,772							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	5,665	96.1%		Number	Percent	1990	2,642	
Black	18	0.3%	Total	3,500	100.0%	2000	3,471	
Asian	36	0.6%	Owner-Occupied	1,729	49.4%	2011	3,403	
Other	178	3.0%	Renter-Occupied	645	18.4%	Resident Employment		
Persons of Hispanic Origin	414	7.0%	Vacant	1,126	32.2%	1990	2,585	
2010 Age Composition			Value and Rent (2006-2010)			2000	3,408	
	Number	Percent	Median Value	\$665,000		2011	3,237	
Pre-School (0-4 years)	278	4.7%	Median Rent	\$1,139		Resident Unemployment		
School Age (5-19 years)	1,207	20.5%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	3,448	58.5%	Single Units	Number	Percent	1990	57	2.2%
Seniors (65+)	964	16.3%	Total	2,973	100.0%	2000	63	1.8%
			Detached:	2,797	94.1%	2011	166	4.9%
			Attached:	176	5.9%			
			Multiple Units			TAXES		
			Total	627	100.0%	2011		
			2-4 Units	488	77.8%	Net Valuation	\$1.60 billion	
			5-9 Units	127	20.3%	General Tax Rate	1.57	
			10+ Units	12	1.9%	Equalized Tax Rate Rank	9	
			Mobile Homes and Other					

Marlboro

Marlboro Township has a land area of 30.31 square miles and is located in western Monmouth County, on the border of Middlesex County. Marlboro is one of the fastest growing municipalities in the county, accommodating a range of land uses including offices, retail and service enterprises, light industrial, and housing. Marlboro's housing stock includes estate homes scattered on large lots, age-restricted developments, single-family residential subdivisions, and higher-density townhomes.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	17,560	
1990	27,974	
2000	36,398	
2010	40,191	
2025 Projection	41,991	
2010 Race and Ethnicity		
	Number	Percent
White	31,587	78.6%
Black	841	2.1%
Asian	6,939	17.3%
Other	824	2.1%
Persons of Hispanic Origin	1,619	4.0%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	2,034	5.1%
School Age (5-19 years)	10,339	25.7%
Working Age (20-64 years)	23,274	57.9%
Seniors (65+)	4,544	11.3%
INCOME		
	1999	2010
Median Family	\$107,894	\$145,302
Median Household	\$101,322	\$130,400
Per Capita	\$38,635	\$50,480

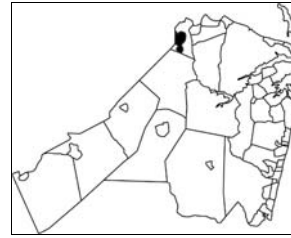
HOUSEHOLDS		
Year	Total Households	
1980	4,542	
1990	8,149	
2000	11,478	
2010	13,001	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	13,436	100.0%
Owner-Occupied	12,407	92.3%
Renter-Occupied	594	4.4%
Vacant	435	3.2%
Value and Rent (2006-2010)		
Median Value	\$523,000	
Median Rent	\$2,000	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	11,866	100.0%
Detached:	10,727	90.4%
Attached:	1,139	9.6%
Multiple Units		
Total	667	100.0%
2-4 Units	137	20.5%
5-9 Units	159	23.8%
10+ Units	371	55.6%
Mobile Homes and Other	121	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	588	
English	543	
Essay	555	
EMPLOYMENT		
Resident Labor Force		
1990	13,887	
2000	18,610	
2011	20,388	
Resident Employment		
1990	13,458	
2000	18,194	
2011	19,124	
Resident Unemployment		
	Number	Percent
1990	429	3.1%
2000	416	2.2%
2011	1,264	6.2%
TAXES		
2011		
Net Valuation	\$6.90 billion	
General Tax Rate	2.00	
Equalized Tax Rate Rank	32	

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Division of Planning
August 6, 2012

Matawan

The Borough of Matawan has a land area of 2.26 square miles and is located within the Bayshore region of northwest Monmouth County. Situated at the head of the Matawan Creek, the borough has a rich history as a shipping center. Today, Matawan is a fully developed suburban community with a wide range of housing types, and commercial uses concentrated along Main Street. Matawan's train station is the county's northernmost stop on the North Jersey Coastline route, making it very popular with New York bound commuters.



DEMOGRAPHICS		
Total Population		
<u>Year</u>	<u>Number</u>	
1980	8,837	
1990	9,270	
2000	8,910	
2010	8,810	
2025 Projection	9,172	
2010 Race and Ethnicity		
	<u>Number</u>	<u>Percent</u>
White	7,134	81.0%
Black	620	7.0%
Asian	565	6.4%
Other	491	5.6%
Persons of Hispanic Origin	949	10.8%
2010 Age Composition		
	<u>Number</u>	<u>Percent</u>
Pre-School (0-4 years)	599	6.8%
School Age (5-19 years)	1,583	18.0%
Working Age (20-64 years)	5,601	63.6%
Seniors (65+)	1,027	11.7%
INCOME		
	1999	2010
Median Family	\$72,183	\$85,677
Median Household	\$63,594	\$68,375
Per Capita	\$30,320	\$39,773

HOUSEHOLDS		
<u>Year</u>	<u>Total Households</u>	
1980	3,086	
1990	3,523	
2000	3,531	
2010	3,358	
HOUSING		
2010 Housing Units		
	<u>Number</u>	<u>Percent</u>
Total	3,606	100.0%
Owner-Occupied	2,144	59.5%
Renter-Occupied	1,214	33.7%
Vacant	248	6.9%
Value and Rent (2006-2010)		
Median Value	\$354,100	
Median Rent	\$1,141	
Types of Units (2006-2010)		
<u>Single Units</u>	<u>Number</u>	<u>Percent</u>
Total	2,283	100.0%
Detached:	2,200	96.4%
Attached:	83	3.6%
<u>Multiple Units</u>		
Total	1,432	100.0%
2-4 Units	444	31.0%
5-9 Units	183	12.8%
10+ Units	805	56.2%
<u>Mobile Homes and Other</u>	0	

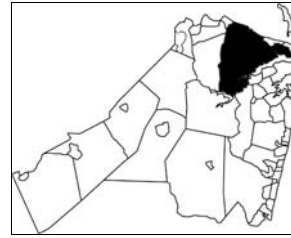
EDUCATION		
Average SAT Scores (2010-2011)		
Math	491	
English	476	
Essay	468	
EMPLOYMENT		
Resident Labor Force		
1990	5,412	
2000	5,091	
2011	5,127	
Resident Employment		
1990	5,199	
2000	4,918	
2011	4,672	
Resident Unemployment		
	<u>Number</u>	<u>Percent</u>
1990	213	3.9%
2000	173	3.4%
2011	455	8.9%

TAXES		
<u>2011</u>		
Net Valuation	\$1.05 billion	
General Tax Rate	2.43	
Equalized Tax Rate Rank	51	

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August 6, 2012

Middletown

Middletown Township has a land area of 41.08 square miles and has frontage on Sandy Hook Bay and the Navesink River. One of the very first settlements in New Jersey, Middletown has a rich history. Due to its large size and central location, Middletown has evolved into an extremely diverse community, with a balance of residential, commercial, and industrial uses. Navesink River Road, running high above the Navesink River, is one of county's most visually appealing roads. Middletown is home to Brookdale, Monmouth County's Community College.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	62,574	
1990	68,183	
2000	66,327*	
2010	66,522	
2025 Projection	71,597	
2010 Race and Ethnicity		
	Number	Percent
White	62,456	93.9%
Black	869	1.3%
Asian	1,730	2.6%
Other	1,467	2.2%
Persons of Hispanic Origin	3,569	5.4%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	3,776	5.7%
School Age (5-19 years)	13,984	21.0%
Working Age (20-64 years)	39,438	59.3%
Seniors (65+)	9,324	14.0%

HOUSEHOLDS		
Year	Total Households	
1980	18,841	
1990	22,637	
2000	23,236	
2010	23,962	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	24,959	100.0%
Owner-Occupied	20,304	81.3%
Renter-Occupied	3,658	14.7%
Vacant	997	4.0%
Value and Rent (2006-2010)		
Median Value	\$433,500	
Median Rent	\$1,159	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	21,349	100.0%
Detached:	19,420	91.0%
Attached:	1,929	9.0%
Multiple Units		
Total	3,174	100.0%
2-4 Units	932	29.4%
5-9 Units	463	14.6%
10+ Units	1,779	56.0%
Mobile Homes and Other	32	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	530	
English	502	
Essay	496	

EMPLOYMENT		
Resident Labor Force		
1990	34,699	
2000	35,032	
2011	35,580	
Resident Employment		
1990	33,370	
2000	34,145	
2011	32,629	
Resident Unemployment		
	Number	Percent
1990	1,329	3.8%
2000	887	2.5%
2011	2,951	8.3%

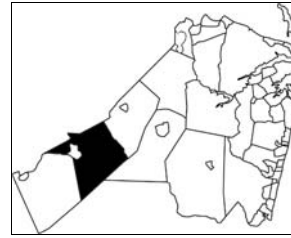
INCOME		
	1999	2010
Median Family	\$86,124	\$110,944
Median Household	\$75,566	\$96,190
Per Capita	\$34,196	\$42,792

TAXES		
2011		
Net Valuation	\$9.90 billion	
General Tax Rate	2.09	
Equalized Tax Rate Rank	29	

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Division of Planning
August 6, 2012

Millstone

Millstone Township has a land area of 37.38 square miles and is located in western Monmouth County, bordering Middlesex and Mercer Counties. The township contains two small, historic villages, Perrineville and Clarksburg. Residential development began in the 1970s, and the township is now one of the fastest growing areas in the county. Local land development ordinances have helped Millstone maintain its rural character despite the recent development pressures.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	3,926	
1990	5,069	
2000	8,970	
2010	10,566	
2025 Projection	13,152	
2010 Race and Ethnicity		
	Number	Percent
White	9,450	89.4%
Black	379	3.6%
Asian	476	4.5%
Other	261	2.5%
Persons of Hispanic Origin	579	5.5%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	449	4.2%
School Age (5-19 years)	2,788	26.4%
Working Age (20-64 years)	6,469	61.2%
Seniors (65+)	860	8.1%

HOUSEHOLDS		
Year	Total Households	
1980	1,146	
1990	1,574	
2000	2,708	
2010	3,301	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	3,434	100.0%
Owner-Occupied	3,105	90.4%
Renter-Occupied	196	5.7%
Vacant	133	3.9%
Value and Rent (2006-2010)		
Median Value	\$613,500	
Median Rent	\$1,170	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	3,363	100.0%
Detached:	3,328	99.0%
Attached:	35	1.0%
Multiple Units		
Total	20	100.0%
2-4 Units	12	60.0%
5-9 Units	8	40.0%
10+ Units	0	0.0%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	519	
English	505	
Essay	505	

EMPLOYMENT		
Resident Labor Force		
1990	2,678	
2000	4,499	
2011	4,379	
Resident Employment		
1990	2,580	
2000	4,436	
2011	4,214	
Resident Unemployment		
	Number	Percent
1990	98	3.7%
2000	63	1.4%
2011	166	3.8%

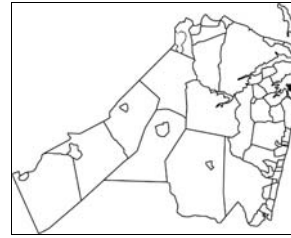
INCOME		
	1999	2010
Median Family	\$96,116	\$139,535
Median Household	\$94,561	\$134,909
Per Capita	\$37,285	\$50,390

TAXES		
2011		
Net Valuation	\$1.77 billion	
General Tax Rate	2.21	
Equalized Tax Rate Rank	40	

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Division of Planning
August 6, 2012

Monmouth Beach

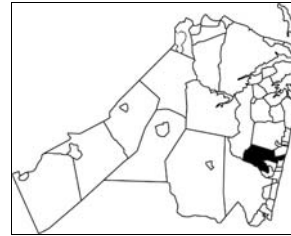
The Borough of Monmouth Beach has a land area of 1.10 square miles and is located on a barrier spit of land between the Atlantic Ocean and the Shrewsbury River in the north coast area of the county. Originally developed as a resort community, Monmouth Beach is now filled with year-round residents, drawn to the town by the waterfront and harbor facilities. Monmouth Beach's location between the Shrewsbury River and the ocean, gives this town the advantage of being about ten degrees cooler than the rest of the county in the summer.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	3,318		1980	1,336		Math	510	
1990	3,303		1990	1,489		English	503	
2000	3,595		2000	1,633		Essay	505	
2010	3,279		2010	1,494				
2025 Projection	3,744							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	3,197	97.5%		Number	Percent	1990	1,930	
Black	11	0.3%	Total	1,981	100.0%	2000	2,026	
Asian	24	0.7%	Owner-Occupied	1,236	62.4%	2011	2,038	
Other	47	1.4%	Renter-Occupied	258	13.0%	Resident Employment		
Persons of Hispanic Origin	62	1.9%	Vacant	487	24.6%	1990	1,884	
2010 Age Composition			Value and Rent (2006-2010)			2000	1,972	
	Number	Percent	Median Value	\$538,800		2011	1,873	
Pre-School (0-4 years)	129	3.9%	Median Rent	\$1,614		Resident Unemployment		
School Age (5-19 years)	578	17.6%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	1,867	56.9%	Single Units	Number	Percent	1990	46	2.4%
Seniors (65+)	705	21.5%	Total	1,041	100.0%	2000	55	2.7%
			Detached:	914	87.8%	2011	166	8.1%
			Attached:	127	12.2%			
			Multiple Units			TAXES		
			Total	973	100.0%	2011		
			2-4 Units	143	14.7%	Net Valuation	\$1.26 billion	
			5-9 Units	134	13.8%	General Tax Rate	1.29	
			10+ Units	696	71.5%	Equalized Tax Rate Rank	10	
			Mobile Homes and Other	0				
INCOME								
	1999	2010						
Median Family	\$93,401	\$129,886						
Median Household	\$80,484	\$94,583						
Per Capita	\$52,862	\$61,385						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

Neptune

Neptune Township has a land area of 8.0 square miles and is located in the central-eastern part of Monmouth County. Ocean Grove, one of the county's most unique communities, is located on the ocean within the borders of Neptune Township. Ocean Grove, with the largest concentration of Victorian homes in the state and the impressive Great Auditorium, has earned a place on the National Register of Historic Places. With many regional roads passing through the area, Neptune Township is known as the crossroads of the Jersey Shore, attracting many shops and businesses along the transportation corridors.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	28,366	
1990	28,148	
2000	27,690	
2010	27,935	
2025 Projection	33,215	
2010 Race and Ethnicity		
	Number	Percent
White	14,855	53.2%
Black	10,772	38.6%
Asian	632	2.3%
Other	1,676	6.0%
Persons of Hispanic Origin	2,607	9.3%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,439	5.2%
School Age (5-19 years)	4,986	17.8%
Working Age (20-64 years)	16,912	60.5%
Seniors (65+)	4,598	16.5%
INCOME		
	1999	2010
Median Family	\$57,735	\$74,422
Median Household	\$46,250	\$58,630
Per Capita	\$22,569	\$30,656

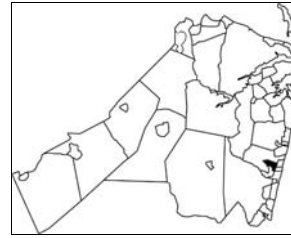
HOUSEHOLDS		
Year	Total Households	
1980	9,917	
1990	10,395	
2000	10,907	
2010	11,201	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	12,991	100.0%
Owner-Occupied	7,379	56.8%
Renter-Occupied	3,822	29.4%
Vacant	1,790	13.8%
Value and Rent (2006-2010)		
Median Value	\$333,400	
Median Rent	\$1,097	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	9,048	100.0%
Detached:	8,285	91.6%
Attached:	763	8.4%
Multiple Units		
Total	3,949	100.0%
2-4 Units	1,364	34.5%
5-9 Units	778	19.7%
10+ Units	1,807	45.8%
Mobile Homes and Other	138	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	450	
English	431	
Essay	436	
EMPLOYMENT		
Resident Labor Force		
1990	14,630	
2000	14,323	
2011	14,820	
Resident Employment		
1990	13,953	
2000	13,570	
2011	13,038	
Resident Unemployment		
	Number	Percent
1990	677	4.6%
2000	754	5.3%
2011	1,782	12.0%
TAXES		
2011		
Net Valuation	\$2.90 billion	
General Tax Rate	2.37	
Equalized Tax Rate Rank	30	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Neptune City

The Borough of Neptune City has a land area of 0.90 square miles and is located on the Shark River in central-eastern Monmouth County. The area developed as a working-class community for local factory and tourism industry workers. The borough hosts a mixture of single-family homes, townhouses, apartments, and small shopping centers. Many Neptune City residents take advantage of the town's proximity to the beach and major transportation arterials.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,276	
1990	4,997	
2000	5,218	
2010	4,869	
2025 Projection	5,447	
2010 Race and Ethnicity		
	Number	Percent
White	3,798	78.0%
Black	517	10.6%
Asian	217	4.5%
Other	337	6.9%
Persons of Hispanic Origin	491	10.1%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	253	5.2%
School Age (5-19 years)	742	15.2%
Working Age (20-64 years)	3,127	64.2%
Seniors (65+)	747	15.3%
INCOME		
	1999	2010
Median Family	\$46,393	\$72,313
Median Household	\$43,451	\$50,154
Per Capita	\$22,191	\$31,172

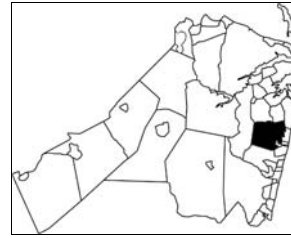
HOUSEHOLDS		
Year	Total Households	
1980	2,204	
1990	2,124	
2000	2,221	
2010	2,133	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,312	100.0%
Owner-Occupied	1,269	54.9%
Renter-Occupied	864	37.4%
Vacant	179	7.7%
Value and Rent (2006-2010)		
Median Value	\$297,800	
Median Rent	\$1,055	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,551	100.0%
Detached:	1,444	93.1%
Attached:	107	6.9%
Multiple Units		
Total	844	100.0%
2-4 Units	313	37.1%
5-9 Units	113	13.4%
10+ Units	418	49.5%
Mobile Homes and Other	114	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	n/a	
English	n/a	
Essay	n/a	
EMPLOYMENT		
Resident Labor Force		
1990	2,673	
2000	2,729	
2011	2,738	
Resident Employment		
1990	2,593	
2000	2,643	
2011	2,510	
Resident Unemployment		
	Number	Percent
1990	80	3.0%
2000	86	3.1%
2011	228	8.3%
TAXES		
2011		
Net Valuation	\$433 million	
General Tax Rate	2.66	
Equalized Tax Rate Rank	44	

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Division of Planning
August 6, 2012

Ocean

Ocean Township has a land area of 11.20 square miles and is located in eastern Monmouth County. While most of Ocean Township's housing stock developed during the post-World War II single-family housing boom, it also includes newer apartments, townhouses, and condominium complexes. Several major highways pass through Ocean Township, providing easy access to regional markets. Commercial activity in the township is concentrated along the corridors of Route 35 and Route 71.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	23,570	
1990	25,058	
2000	26,959	
2010	27,291	
2025 Projection	29,216	
2010 Race and Ethnicity		
	Number	Percent
White	22,013	80.7%
Black	2,173	8.0%
Asian	1,791	6.6%
Other	1,314	4.8%
Persons of Hispanic Origin	2,453	9.0%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,458	5.3%
School Age (5-19 years)	5,324	19.5%
Working Age (20-64 years)	16,329	59.8%
Seniors (65+)	4,180	15.3%
INCOME		
	1999	2010
Median Family	\$74,572	\$100,682
Median Household	\$62,058	\$78,806
Per Capita	\$30,581	\$40,432

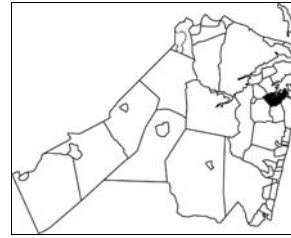
HOUSEHOLDS		
Year	Total Households	
1980	8,449	
1990	9,261	
2000	10,254	
2010	10,611	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	11,541	100.0%
Owner-Occupied	7,167	62.1%
Renter-Occupied	3,444	29.8%
Vacant	930	8.1%
Value and Rent (2006-2010)		
Median Value	\$442,400	
Median Rent	\$1,007	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	8,098	100.0%
Detached:	7,173	88.6%
Attached:	925	11.4%
Multiple Units		
Total	3,433	100.0%
2-4 Units	760	22.1%
5-9 Units	696	20.3%
10+ Units	1,977	57.6%
Mobile Homes and Other	17	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	522	
English	505	
Essay	502	
EMPLOYMENT		
Resident Labor Force		
1990	13,847	
2000	14,458	
2011	14,800	
Resident Employment		
1990	13,338	
2000	14,010	
2011	13,502	
Resident Unemployment		
	Number	Percent
1990	509	3.7%
2000	447	3.1%
2011	1,298	8.8%
TAXES		
2011		
Net Valuation	\$4.30 billion	
General Tax Rate	2.08	
Equalized Tax Rate Rank	25	

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Oceanport

The Borough of Oceanport has a land area of 3.10 square miles and is located in the eastern part of Monmouth County, at the head of the Shrewsbury River. Prior to the extension of rail lines through Monmouth County, Oceanport played an important role in the shipping of local harvests to New York. Now, Oceanport is a predominantly residential community. Residents enjoy the Shrewsbury River with its scenic beauty and recreational opportunities. Oceanport is home to the former site of the U.S. Army's Fort Monmouth base (currently the focus of redevelopment efforts) and the Monmouth Park Race Track, one of the most beautiful thoroughbred tracks in the country.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,888	
1990	6,146	
2000	5,807	
2010	5,832	
2025 Projection	6,108	
2010 Race and Ethnicity		
	Number	Percent
White	5,445	93.4%
Black	175	3.0%
Asian	93	1.6%
Other	119	2.0%
Persons of Hispanic Origin	236	4.0%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	283	4.9%
School Age (5-19 years)	1,209	20.7%
Working Age (20-64 years)	3,402	58.3%
Seniors (65+)	938	16.1%

HOUSEHOLDS		
Year	Total Households	
1980	1,768	
1990	2,059	
2000	2,043	
2010	2,227	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,390	100.0%
Owner-Occupied	1,813	75.9%
Renter-Occupied	414	17.3%
Vacant	163	6.8%
Value and Rent (2006-2010)		
Median Value	\$482,500	
Median Rent	\$818	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,826	100.0%
Detached:	1,603	87.8%
Attached:	223	12.2%
Multiple Units		
Total	329	100.0%
2-4 Units	121	36.8%
5-9 Units	23	7.0%
10+ Units	185	56.2%
Mobile Homes and Other	8	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	510	
English	503	
Essay	505	

EMPLOYMENT		
Resident Labor Force		
1990	3,067	
2000	2,910	
2011	2,844	
Resident Employment		
1990	2,953	
2000	2,863	
2011	2,719	
Resident Unemployment		
	Number	Percent
1990	114	3.7%
2000	47	1.6%
2011	124	4.4%

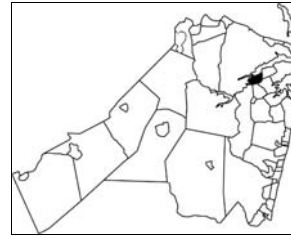
INCOME		
	1999	2010
Median Family	\$85,038	\$108,958
Median Household	\$71,458	\$89,208
Per Capita	\$33,356	\$52,252

TAXES		
2011		
Net Valuation	\$1.05 billion	
General Tax Rate	2.04	
Equalized Tax Rate Rank	26	

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Division of Planning
August 6, 2012

Red Bank

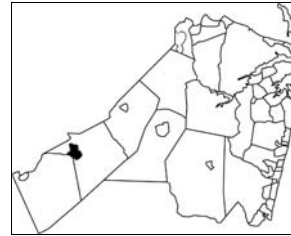
The Borough of Red Bank has a land area of 1.75 square miles and is located at the head of the Navesink River. Red Bank serves as a commercial, business, and cultural center for the surrounding region, and has undergone successful redevelopment efforts. Red Bank's vibrant downtown offers unique shops, restaurants, coffee houses, entertainment venues, and a waterfront park. Residents of Red Bank have many housing options to choose from, including apartments above stores, riverfront mid-rises, stately Victorians, and early 20th century homes located on compact, walkable streets.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households		Math	527	
1980	12,031		1980	4,908		English	514	
1990	10,636		1990	4,683		Essay	512	
2000	11,844		2000	5,201				
2010	12,206		2010	4,929				
2025 Projection	12,306							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	7,714	63.2%		Number	Percent	1990	5,627	
Black	1,516	12.4%	Total	5,381	100.0%	2000	6,556	
Asian	226	1.9%	Owner-Occupied	2,316	43.0%	2011	6,691	
Other	2,750	22.5%	Renter-Occupied	2,613	48.6%	Resident Employment		
Persons of Hispanic Origin	4,198	34.4%	Vacant	452	8.4%	1990	5,353	
2010 Age Composition			Value and Rent (2006-2010)			2000	6,282	
	Number	Percent	Median Value	\$385,900		2011	5,967	
Pre-School (0-4 years)	883	7.2%	Median Rent	\$1,210		Resident Unemployment		
School Age (5-19 years)	1,855	15.2%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	7,921	64.9%	<u>Single Units</u>	Number	Percent	1990	274	4.9%
Seniors (65+)	1,547	12.7%	Total	2,845	100.0%	2000	275	4.2%
			Detached:	2,308	81.1%	2011	724	10.8%
			Attached:	537	18.9%			
			<u>Multiple Units</u>			TAXES		
			Total	3,121	100.0%	<u>2011</u>		
			2-4 Units	1,398	44.8%	Net Valuation	\$2.26 billion	
			5-9 Units	472	15.1%	General Tax Rate	1.71	
			10+ Units	1,251	40.1%	Equalized Tax Rate Rank	23	
			<u>Mobile Homes and Other</u>	0				
INCOME								
	1999	2010						
Median Family	\$63,333	\$79,922						
Median Household	\$47,282	\$59,118						
Per Capita	\$26,265	\$36,424						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

Roosevelt

The Borough of Roosevelt has a land area of 1.93 square miles and is located in western Monmouth County. Founded as Jersey Homesteads in 1937, the borough was built under the Roosevelt administration as a New Deal Project. The town was originally an agro-industrial cooperative, settled by garment workers from New York City. Renamed Roosevelt in 1945, it grew into a popular retreat for artists. Although the borough has experienced some residential growth, the slow pace of development has helped the town retain much of its original appearance, earning Roosevelt a spot on the National Register of Historic Places.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	835	
1990	884	
2000	933	
2010	882	
2025 Projection	1,072	
2010 Race and Ethnicity		
	Number	Percent
White	816	92.5%
Black	8	0.9%
Asian	28	3.2%
Other	30	3.4%
Persons of Hispanic Origin	52	5.9%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	50	5.7%
School Age (5-19 years)	190	21.5%
Working Age (20-64 years)	521	59.1%
Seniors (65+)	121	13.7%

HOUSEHOLDS		
Year	Total Households	
1980	282	
1990	323	
2000	337	
2010	314	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	327	100.0%
Owner-Occupied	282	86.2%
Renter-Occupied	32	9.8%
Vacant	13	4.0%
Value and Rent (2006-2010)		
Median Value	\$285,500	
Median Rent	\$1,406	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	253	100.0%
Detached:	175	69.2%
Attached:	78	30.8%
Multiple Units		
Total	3	100.0%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	3	100.0%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	523	
English	501	
Essay	507	

EMPLOYMENT		
Resident Labor Force		
1990	493	
2000	509	
2011	520	
Resident Employment		
1990	480	
2000	493	
2011	478	
Resident Unemployment		
	Number	Percent
1990	13	2.6%
2000	16	3.1%
2011	41	8.0%

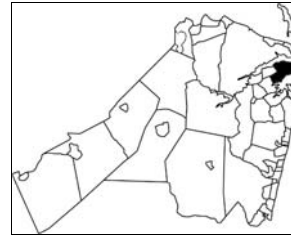
INCOME		
	1999	2010
Median Family	\$67,019	\$86,406
Median Household	\$61,979	\$81,000
Per Capita	\$24,892	\$33,863

TAXES		
2011		
Net Valuation	\$84 million	
General Tax Rate	2.82	
Equalized Tax Rate Rank	53	

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Division of Planning
August 6, 2012

Rumson

The Borough of Rumson has a land area of 5.20 square miles and is located between the Shrewsbury and Navesink Rivers in eastern Monmouth County. In the late 1800s, Rumson became a popular area for estate homes and gentleman farms, still evident today along River Road, earning the town its prestigious reputation. Rumson's small business district, also located on River Road, is surrounded by lovely homes on walkable, tree-lined streets.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	7,623	
1990	6,701	
2000	7,137	
2010	7,122	
2025 Projection	7,275	
2010 Race and Ethnicity		
	Number	Percent
White	6,924	97.2%
Black	18	0.3%
Asian	90	1.3%
Other	90	1.3%
Persons of Hispanic Origin	173	2.4%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	434	6.1%
School Age (5-19 years)	2,060	28.9%
Working Age (20-64 years)	3,820	53.6%
Seniors (65+)	808	11.3%

HOUSEHOLDS		
Year	Total Households	
1980	2,502	
1990	2,394	
2000	2,452	
2010	2,344	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,585	100.0%
Owner-Occupied	2,145	83.0%
Renter-Occupied	199	7.7%
Vacant	241	9.3%
Value and Rent (2006-2010)		
Median Value	\$997,900	
Median Rent	\$1,769	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,564	100.0%
Detached:	2,504	97.7%
Attached:	60	2.3%
Multiple Units		
Total	49	100.0%
2-4 Units	40	81.6%
5-9 Units	5	10.2%
10+ Units	4	8.2%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	578	
English	558	
Essay	566	

EMPLOYMENT		
Resident Labor Force		
1990	3,265	
2000	3,177	
2011	3,124	
Resident Employment		
1990	3,203	
2000	3,115	
2011	2,958	
Resident Unemployment		
	Number	Percent
1990	62	1.9%
2000	63	2.0%
2011	166	5.3%

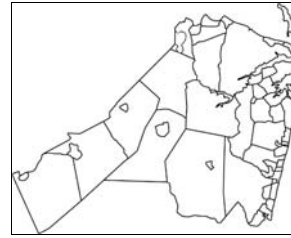
INCOME		
	1999	2010
Median Family	\$140,668	\$157,188
Median Household	\$120,865	\$134,281
Per Capita	\$73,692	\$79,388

TAXES		
2011		
Net Valuation	\$2.96 billion	
General Tax Rate	1.51	
Equalized Tax Rate Rank	13	

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Division of Planning
August 6, 2012

Sea Bright

The Borough of Sea Bright has a land area of 0.60 square miles and is located just south of Sandy Hook, on a sliver of land between the Shrewsbury River and the Atlantic Ocean. The major industry of Sea Bright shifted from fishing to tourism with the completion of the (now-defunct) Long Branch Railroad. Today, Sea Bright has a variety of housing types, nearly all of which have waterfront views, and a small commercial district. Private beach clubs dominate Sea Bright's oceanfront, and marinas dot the riverfront.



DEMOGRAPHICS		
Total Population		
<u>Year</u>	<u>Number</u>	
1980	1,812	
1990	1,693	
2000	1,818	
2010	1,412	
2025 Projection	2,085	
2010 Race and Ethnicity		
	<u>Number</u>	<u>Percent</u>
White	1,335	94.5%
Black	11	0.8%
Asian	32	2.3%
Other	34	2.4%
Persons of Hispanic Origin	78	5.5%
2010 Age Composition		
	<u>Number</u>	<u>Percent</u>
Pre-School (0-4 years)	55	3.9%
School Age (5-19 years)	121	8.6%
Working Age (20-64 years)	1,031	73.0%
Seniors (65+)	205	14.5%

HOUSEHOLDS		
<u>Year</u>	<u>Total Households</u>	
1980	941	
1990	901	
2000	1,003	
2010	792	

HOUSING		
2010 Housing Units		
	<u>Number</u>	<u>Percent</u>
Total	1,211	100.0%
Owner-Occupied	433	35.8%
Renter-Occupied	359	29.6%
Vacant	419	34.6%
Value and Rent (2006-2010)		
Median Value	\$670,700	
Median Rent	\$1,169	
Types of Units (2006-2010)		
<u>Single Units</u>	<u>Number</u>	<u>Percent</u>
Total	484	100.0%
Detached:	246	50.8%
Attached:	238	49.2%
<u>Multiple Units</u>		
Total	654	100.0%
2-4 Units	199	30.4%
5-9 Units	95	14.5%
10+ Units	360	55.0%
<u>Mobile Homes and Other</u>	0	

EMPLOYMENT		
Resident Labor Force		
1990	1,108	
2000	1,253	
2011	1,270	
Resident Employment		
1990	1,069	
2000	1,206	
2011	1,146	
Resident Unemployment		
	<u>Number</u>	<u>Percent</u>
1990	39	3.5%
2000	47	3.8%
2011	124	9.8%

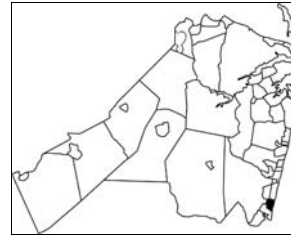
INCOME		
	1999	2010
Median Family	\$72,031	\$102,679
Median Household	\$65,562	\$74,236
Per Capita	\$45,066	\$82,535

TAXES		
<u>2011</u>		
Net Valuation	\$520 million	
General Tax Rate	1.69	
Equalized Tax Rate Rank	8	

Prepared by the Monmouth County Division of Planning August 6, 2012		
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Sea Girt

The Borough of Sea Girt has a land area of 1.05 square miles and is located along the south coast area of the county. The borough was developed as an exclusive resort in the late 1800s with many impressive oceanfront estates. Today, Sea Girt is a year-round residential community, with a small local commercial area located on Washington Boulevard, a 1.5 mile boardwalk, and replenished beach. Sea Girt retains its peaceful character with an ordinance requiring all eating and drinking establishments close at midnight.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,650	
1990	2,099	
2000	2,148	
2010	1,828	
2025 Projection	2,148	
2010 Race and Ethnicity		
	Number	Percent
White	1,812	99.1%
Black	0	0.0%
Asian	4	0.2%
Other	12	0.7%
Persons of Hispanic Origin	30	1.6%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	67	3.7%
School Age (5-19 years)	310	17.0%
Working Age (20-64 years)	905	49.5%
Seniors (65+)	546	29.9%
INCOME		
	1999	2010
Median Family	\$102,680	\$150,179
Median Household	\$86,104	\$96,652
Per Capita	\$63,871	\$63,422

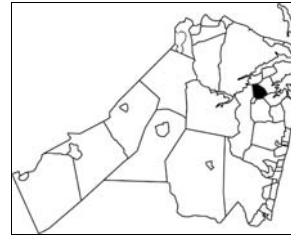
HOUSEHOLDS		
Year	Total Households	
1980	977	
1990	871	
2000	942	
2010	823	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	1,291	100.0%
Owner-Occupied	740	57.3%
Renter-Occupied	83	6.4%
Vacant	468	36.3%
Value and Rent (2006-2010)		
Median Value	\$1,000,000	
Median Rent	\$1,678	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,181	100.0%
Detached:	1,168	98.9%
Attached:	13	1.1%
Multiple Units		
Total	83	100.0%
2-4 Units	31	37.3%
5-9 Units	0	0.0%
10+ Units	52	62.7%
Mobile Homes and Other	18	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	528	
English	509	
Essay	513	
EMPLOYMENT		
Resident Labor Force		
1990	978	
2000	978	
2011	958	
Resident Employment		
1990	951	
2000	954	
2011	916	
Resident Unemployment		
	Number	Percent
1990	27	2.8%
2000	24	2.4%
2011	41	4.3%
TAXES		
2011		
Net Valuation	\$1.98 billion	
General Tax Rate	0.74	
Equalized Tax Rate Rank	4	

Prepared by the Monmouth County Division of Planning August 6, 2012		
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Shrewsbury Borough

The Borough of Shrewsbury has a land area of 2.30 square miles and is located in eastern Monmouth County. The borough was one of the earliest settlements in the county, located at the intersection of two major Native American pathways. Shrewsbury has developed into a mostly residential community, with a mix of housing types from historic homes to newer construction. Many residents in the eastern portion of the borough are within walking distance of the Little Silver train station and take advantage of direct rail service to New York City. Route 35 is the borough's commercial corridor, hosting many businesses and services.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,962	
1990	3,096	
2000	3,590	
2010	3,809	
2025 Projection	3,781	
2010 Race and Ethnicity		
	Number	Percent
White	3,642	95.6%
Black	25	0.7%
Asian	81	2.1%
Other	61	1.6%
Persons of Hispanic Origin	95	2.5%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	226	5.9%
School Age (5-19 years)	870	22.8%
Working Age (20-64 years)	2,042	53.6%
Seniors (65+)	671	17.6%
INCOME		
	1999	2010
Median Family	\$92,719	\$124,091
Median Household	\$86,911	\$111,648
Per Capita	\$38,218	\$47,698

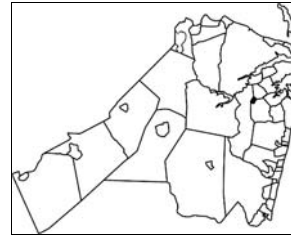
HOUSEHOLDS		
Year	Total Households	
1980	995	
1990	1,093	
2000	1,207	
2010	1,261	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	1,310	100.0%
Owner-Occupied	1,201	91.7%
Renter-Occupied	60	4.6%
Vacant	49	3.7%
Value and Rent (2006-2010)		
Median Value	\$569,000	
Median Rent	\$1,606	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,213	100.0%
Detached:	1,173	96.7%
Attached:	40	3.3%
Multiple Units		
Total	116	100.0%
2-4 Units	0	0.0%
5-9 Units	0	0.0%
10+ Units	116	100.0%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	527	
English	514	
Essay	512	
EMPLOYMENT		
Resident Labor Force		
1990	1,596	
2000	1,743	
2011	1,675	
Resident Employment		
1990	1,566	
2000	1,720	
2011	1,634	
Resident Unemployment		
	Number	Percent
1990	30	1.9%
2000	24	1.4%
2011	41	2.5%
TAXES		
2011		
Net Valuation	\$792 million	
General Tax Rate	2.71	
Equalized Tax Rate Rank	37	

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August 6, 2012

Shrewsbury Township

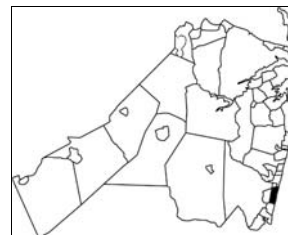
Shrewsbury Township, the county's smallest municipality with a land area of 0.09 square miles, is located in eastern Monmouth County. The township is unique in that all of the dwelling units in the township are part of the same residential development, made up of multi-family cooperative and condominium units. These dwellings were created from housing at Camp Vail (Fort Monmouth) just after World War II.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	995		1980	400		Math	499	
1990	1,098		1990	500		English	472	
2000	1,098		2000	521		Essay	463	
2010	1,141		2010	583				
2025 Projection	1,144							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	823	72.1%		Number	Percent	1990	648	
Black	163	14.3%	Total	648	100.0%	2000	710	
Asian	75	6.6%	Owner-Occupied	286	44.1%	2011	751	
Other	80	7.0%	Renter-Occupied	297	45.8%	Resident Employment		
Persons of Hispanic Origin	161	14.1%	Vacant	65	10.0%	1990	624	
2010 Age Composition			Value and Rent (2006-2010)			2000	671	
	Number	Percent	Median Value	\$163,800		2011	647	
Pre-School (0-4 years)	57	5.0%	Median Rent	\$1,082		Resident Unemployment		
School Age (5-19 years)	173	15.2%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	706	61.9%	<u>Single Units</u>	Number	Percent	1990	24	3.7%
Seniors (65+)	205	18.0%	Total	282	100.0%	2000	39	5.5%
			Detached:	3	1.1%	2011	103	13.8%
			Attached:	279	98.9%			
			<u>Multiple Units</u>			TAXES		
			Total	332	100.0%	<u>2011</u>		
			2-4 Units	75	22.6%	Net Valuation	\$73 million	
			5-9 Units	119	35.8%	General Tax Rate	2.26	
			10+ Units	138	41.6%	Equalized Tax Rate Rank	49	
			<u>Mobile Homes and Other</u>	0				
INCOME			Prepared by the Monmouth County Division of Planning August 6, 2012					
	1999	2010						
Median Family	\$42,500	\$55,625						
Median Household	\$36,875	\$51,548						
Per Capita	\$23,574	\$28,891						

Spring Lake

The Borough of Spring Lake has a land area of 1.30 square miles and is located in the south coast area of the county. Spring Lake became known as a Victorian resort community with many grand waterfront hotels and homes, several of which serve as bed & breakfasts today. Host to some of the finest seaside architecture in New Jersey, the borough continues to serve as a popular summer destination.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	4,215	
1990	3,499	
2000	3,567	
2010	2,993	
2025 Projection	3,678	
2010 Race and Ethnicity		
	Number	Percent
White	2,922	97.6%
Black	8	0.3%
Asian	30	1.0%
Other	33	1.1%
Persons of Hispanic Origin	57	1.9%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	142	4.7%
School Age (5-19 years)	561	18.7%
Working Age (20-64 years)	1,469	49.1%
Seniors (65+)	821	27.4%
INCOME		
	1999	2010
Median Family	\$103,405	\$150,156
Median Household	\$89,885	\$97,885
Per Capita	\$59,445	\$71,661

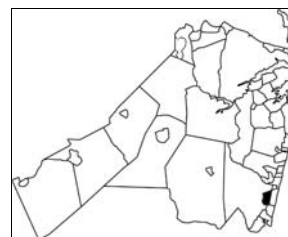
HOUSEHOLDS		
Year	Total Households	
1980	1,476	
1990	1,371	
2000	1,463	
2010	1,253	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,048	100.0%
Owner-Occupied	1,050	51.3%
Renter-Occupied	203	9.9%
Vacant	795	38.8%
Value and Rent (2006-2010)		
Median Value	\$1,000,000	
Median Rent	\$1,272	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,706	100.0%
Detached:	1,696	99.4%
Attached:	10	0.6%
Multiple Units		
Total	293	100.0%
2-4 Units	50	17.1%
5-9 Units	30	10.2%
10+ Units	213	72.7%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	528	
English	509	
Essay	513	
EMPLOYMENT		
Resident Labor Force		
1990	1,629	
2000	1,534	
2011	1,559	
Resident Employment		
1990	1,607	
2000	1,479	
2011	1,414	
Resident Unemployment		
	Number	Percent
1990	22	1.4%
2000	55	3.6%
2011	145	9.3%
TAXES		
2011		
Net Valuation	\$3.34 billion	
General Tax Rate	0.65	
Equalized Tax Rate Rank	3	

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Division of Planning
August 6, 2012

Spring Lake Heights

The Borough of Spring Lake Heights has a land area of 1.30 square miles and is located in the south coastal region of the county. Spring Lake Heights was established as a working-class community with a variety of housing types including single-family homes, two-family homes, and seasonal units. A service-oriented commercial area has developed along Route 71 to serve the needs of the local residents. With proximity to beaches, transit corridors, and commercial areas, the Borough has become a popular year-round residential community.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	5,424	
1990	5,341	
2000	5,227	
2010	4,713	
2025 Projection	5,367	
2010 Race and Ethnicity		
	Number	Percent
White	4,553	96.6%
Black	30	0.6%
Asian	51	1.1%
Other	79	1.7%
Persons of Hispanic Origin	155	3.3%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	142	3.0%
School Age (5-19 years)	701	14.9%
Working Age (20-64 years)	2,652	56.3%
Seniors (65+)	1,218	25.8%
INCOME		
	1999	2010
Median Family	\$64,345	\$102,173
Median Household	\$51,330	\$72,083
Per Capita	\$35,093	\$43,370

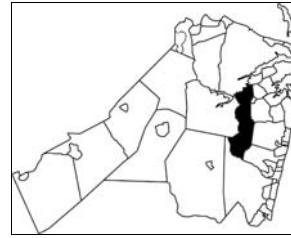
HOUSEHOLDS		
Year	Total Households	
1980	2,341	
1990	2,525	
2000	2,511	
2010	2,316	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,972	100.0%
Owner-Occupied	1,440	48.5%
Renter-Occupied	876	29.5%
Vacant	656	22.1%
Value and Rent (2006-2010)		
Median Value	\$548,700	
Median Rent	\$1,277	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	1,918	100.0%
Detached:	1,380	71.9%
Attached:	538	28.1%
Multiple Units		
Total	875	100.0%
2-4 Units	249	28.5%
5-9 Units	264	30.2%
10+ Units	362	41.4%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	528	
English	509	
Essay	513	
EMPLOYMENT		
Resident Labor Force		
1990	2,696	
2000	2,331	
2011	2,306	
Resident Employment		
1990	2,567	
2000	2,276	
2011	2,162	
Resident Unemployment		
	Number	Percent
1990	129	4.8%
2000	55	2.4%
2011	145	6.3%
TAXES		
2011		
Net Valuation	\$1.16 billion	
General Tax Rate	1.23	
Equalized Tax Rate Rank	11	

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August 6, 2012

Tinton Falls

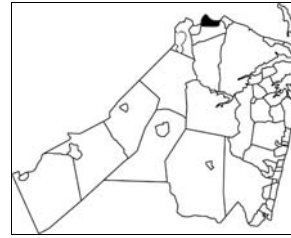
The Borough of Tinton Falls has a land area of 15.20 square miles and is located in eastern-central Monmouth County. First settled in 1675 by Colonel Lewis Morris from Monmouthshire, Wales, he is often credited for naming the county after his ancestral homeland. The highest waterfall on the Atlantic Coastal plain is located at the headwaters of the Shrewsbury River. Excluding the historic settlement near the falls, much of Tinton Falls' residential development took place in the post-World War II suburban housing boom. Tinton Falls has experienced continued residential growth in recent decades due to its proximity to major highways (Garden State Parkway, Routes 18, 36, 33, 66, and County Route 547), access to retail and service centers, and proximity to the Atlantic coastline.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	7,740		1980	2,315		Math	499	
1990	12,361		1990	4,409		English	472	
2000	15,053		2000	5,883		Essay	463	
2010	17,892		2010	8,355				
2025 Projection	20,659							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	14,741	82.4%		Number	Percent	1990	6,665	
Black	1,672	9.3%	Total	8,766	100.0%	2000	8,397	
Asian	835	4.7%	Owner-Occupied	6,230	71.1%	2011	8,403	
Other	644	3.6%	Renter-Occupied	2,125	24.2%	Resident Employment		
Persons of Hispanic Origin	1,118	6.2%	Vacant	411	4.7%	1990	6,466	
2010 Age Composition			Value and Rent (2006-2010)			2000	8,138	
	Number	Percent	Median Value	\$349,800		2011	7,720	
Pre-School (0-4 years)	898	5.0%	Median Rent	\$1,583		Resident Unemployment		
School Age (5-19 years)	2,778	15.5%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	9,643	53.9%	Single Units	Number	Percent	1990	199	3.0%
Seniors (65+)	4,573	25.6%	Total	4,950	100.0%	2000	259	3.1%
			Detached:	3,355	67.8%	2011	683	8.1%
			Attached:	1,595	32.2%			
			Multiple Units			TAXES		
			Total	3,222	100.0%	2011		
			2-4 Units	252	7.8%	Net Valuation	\$2.87 billion	
			5-9 Units	645	20.0%	General Tax Rate	1.81	
			10+ Units	2,325	72.2%	Equalized Tax Rate Rank	21	
			Mobile Homes and Other	24				
INCOME			Prepared by the Monmouth County Division of Planning August 6, 2012					
	1999	2010						
Median Family	\$79,773	\$99,231						
Median Household	\$68,697	\$78,894						
Per Capita	\$31,520	\$40,149						

Union Beach

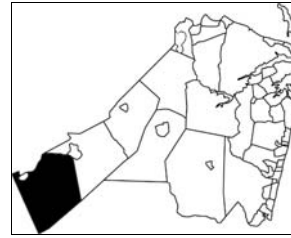
The Borough of Union Beach has a land area of 1.80 square miles and is located on the Raritan Bay in the northern Bayshore area of Monmouth County. Originally known as Union City, the area was developed as a trade center for agricultural goods. Many people visit Union Beach's waterfront restaurants to enjoy bay views. Today, Union Beach is a predominantly residential area with modest homes and transportation access to points north.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households				
1980	6,354		1980	1,967		Math	n/a	
1990	6,156		1990	1,978		English	n/a	
2000	6,649		2000	2,143		Essay	n/a	
2010	6,245		2010	2,143				
2025 Projection	7,046							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	5,686	91.0%		Number	Percent	1990	3,154	
Black	96	1.5%	Total	2,269	100.0%	2000	3,526	
Asian	113	1.8%	Owner-Occupied	1,817	80.1%	2011	3,611	
Other	350	5.6%	Renter-Occupied	326	14.4%	Resident Employment		
Persons of Hispanic Origin	686	11.0%	Vacant	126	5.6%	1990	2,973	
2010 Age Composition			Value and Rent (2006-2010)			2000	3,377	
	Number	Percent	Median Value	\$298,600		2011	3,217	
Pre-School (0-4 years)	373	6.0%	Median Rent	\$1,342		Resident Unemployment		
School Age (5-19 years)	1,301	20.8%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	3,993	63.9%	Single Units	Number	Percent	1990	181	5.7%
Seniors (65+)	578	9.3%	Total	1,966	100.0%	2000	149	4.2%
			Detached:	1,853	94.3%	2011	393	10.9%
			Attached:	113	5.7%			
			Multiple Units			TAXES		
			Total	138	100.0%	2011		
			2-4 Units	138	100.0%	Net Valuation	\$445 million	
			5-9 Units	0	0.0%	General Tax Rate	3.28	
			10+ Units	0	0.0%	Equalized Tax Rate Rank	48	
			Mobile Homes and Other	17				
INCOME			Prepared by the Monmouth County Division of Planning August 6, 2012					
	1999	2010						
Median Family	\$65,179	\$76,744						
Median Household	\$59,946	\$61,347						
Per Capita	\$20,973	\$24,982						

Upper Freehold

Upper Freehold Township has a land area of 47.45 square miles and is located in the extreme western area of Monmouth County, bordering Mercer, Burlington, and Ocean Counties. By the 18th Century, the area had attracted many farmers, establishing a strong agricultural character. Thanks to the efforts of state and county farmland preservation programs, Upper Freehold Township's viable farming industry continues to flourish.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	2,750	
1990	3,277	
2000	4,282	
2010	6,902	
2025 Projection	6,837	
2010 Race and Ethnicity		
	Number	Percent
White	6,315	91.5%
Black	139	2.0%
Asian	300	4.3%
Other	148	2.1%
Persons of Hispanic Origin	254	3.7%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	354	5.1%
School Age (5-19 years)	1,600	23.2%
Working Age (20-64 years)	3,984	57.7%
Seniors (65+)	964	14.0%
INCOME		
	1999	2010
Median Family	\$78,334	\$126,849
Median Household	\$71,250	\$122,525
Per Capita	\$29,387	\$48,665

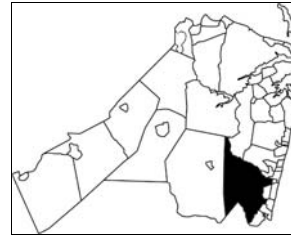
HOUSEHOLDS		
Year	Total Households	
1980	892	
1990	1,086	
2000	1,437	
2010	2,363	
HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,458	100.0%
Owner-Occupied	2,198	89.4%
Renter-Occupied	165	6.7%
Vacant	95	3.9%
Value and Rent (2006-2010)		
Median Value	\$543,300	
Median Rent	\$1,309	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,288	100.0%
Detached:	2,245	98.1%
Attached:	43	1.9%
Multiple Units		
Total	47	100.0%
2-4 Units	32	68.1%
5-9 Units	0	0.0%
10+ Units	15	31.9%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	519	
English	505	
Essay	505	
EMPLOYMENT		
Resident Labor Force		
1990	1,803	
2000	2,367	
2011	2,304	
Resident Employment		
1990	1,750	
2000	2,328	
2011	2,221	
Resident Unemployment		
	Number	Percent
1990	53	2.9%
2000	39	1.7%
2011	83	3.6%
TAXES		
2011		
Net Valuation	\$1.18 billion	
General Tax Rate	2.16	
Equalized Tax Rate Rank	38	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Wall

Wall Township has a land area of 31.01 square miles and is located in southern Monmouth County. A major influence on the township's development in the 19th Century was the James Allaire ironworks, located along the Manasquan River. Allaire's legacy persists, as the nearby state park carries his name. Wall Township has a variety of housing types. Route 35 serves as a major retail and service supplier not only for the Township, but most of the surrounding coastal communities. Development in Wall Township is balanced by the municipality's efforts to maintain open space, funded by the town's own open space trust fund.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	18,952	
1990	20,244	
2000	25,261	
2010	26,164	
2025 Projection	27,575	
2010 Race and Ethnicity		
	Number	Percent
White	24,521	93.7%
Black	639	2.4%
Asian	421	1.6%
Other	583	2.2%
Persons of Hispanic Origin	908	3.5%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	1,209	4.6%
School Age (5-19 years)	5,504	21.0%
Working Age (20-64 years)	14,983	57.3%
Seniors (65+)	4,468	17.1%

HOUSEHOLDS		
Year	Total Households	
1980	6,533	
1990	7,364	
2000	9,437	
2010	10,051	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	10,883	100.0%
Owner-Occupied	8,175	75.1%
Renter-Occupied	1,876	17.2%
Vacant	832	7.6%
Value and Rent (2006-2010)		
Median Value	\$482,200	
Median Rent	\$1,114	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	8,923	100.0%
Detached:	8,327	93.3%
Attached:	596	6.7%
Multiple Units		
Total	1,573	100.0%
2-4 Units	210	13.4%
5-9 Units	318	20.2%
10+ Units	1,045	66.4%
Mobile Homes and Other	292	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	526	
English	505	
Essay	503	

EMPLOYMENT		
Resident Labor Force		
1990	10,752	
2000	13,281	
2011	13,822	
Resident Employment		
1990	10,372	
2000	12,888	
2011	12,718	
Resident Unemployment		
	Number	Percent
1990	380	3.5%
2000	392	3.0%
2011	1,104	8.0%

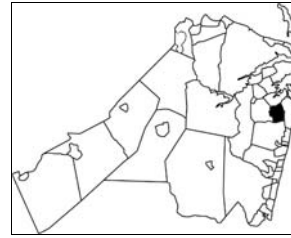
INCOME		
	1999	2010
Median Family	\$83,795	\$108,865
Median Household	\$73,989	\$89,278
Per Capita	\$32,954	\$46,514

TAXES		
2011		
Net Valuation	\$3.77 billion	
General Tax Rate	2.67	
Equalized Tax Rate Rank	17	

Prepared by the Monmouth County
Division of Planning
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West Long Branch

The Borough of West Long Branch has a land area of 2.83 square miles and is located in the eastern-central portion of Monmouth County. The borough was known as a popular location for the grand summer estates of the wealthy in the early 1900's. Two estates, Shadow Lawn and Guggenheim, were integrated into the campus of Monmouth University. The borough, fully developed as a residential community, relies on surrounding regional and commercial centers for services and employment.



DEMOGRAPHICS		
Total Population		
Year	Number	
1980	7,380	
1990	7,690	
2000	8,258	
2010	8,097	
2025 Projection	8,525	
2010 Race and Ethnicity		
	Number	Percent
White	7,648	94.5%
Black	179	2.2%
Asian	96	1.2%
Other	174	2.1%
Persons of Hispanic Origin	407	5.0%
2010 Age Composition		
	Number	Percent
Pre-School (0-4 years)	308	3.8%
School Age (5-19 years)	2,502	30.9%
Working Age (20-64 years)	4,182	51.6%
Seniors (65+)	1,105	13.6%

HOUSEHOLDS		
Year	Total Households	
1980	2,241	
1990	2,449	
2000	2,448	
2010	2,384	

HOUSING		
2010 Housing Units		
	Number	Percent
Total	2,528	100.0%
Owner-Occupied	1,941	76.8%
Renter-Occupied	443	17.5%
Vacant	144	5.7%
Value and Rent (2006-2010)		
Median Value	\$460,100	
Median Rent	\$1,145	
Types of Units (2006-2010)		
Single Units	Number	Percent
Total	2,274	100.0%
Detached:	2,201	96.8%
Attached:	73	3.2%
Multiple Units		
Total	362	100.0%
2-4 Units	250	69.1%
5-9 Units	39	10.8%
10+ Units	73	20.2%
Mobile Homes and Other	0	

EDUCATION		
Average SAT Scores (2010-2011)		
Math	510	
English	503	
Essay	505	

EMPLOYMENT		
Resident Labor Force		
1990	3,947	
2000	3,308	
2011	3,328	
Resident Employment		
1990	3,851	
2000	3,198	
2011	3,038	
Resident Unemployment		
	Number	Percent
1990	96	2.4%
2000	110	3.3%
2011	290	8.7%

INCOME		
	1999	2010
Median Family	\$80,127	\$114,250
Median Household	\$71,852	\$96,369
Per Capita	\$27,651	\$32,822

TAXES		
2011		
Net Valuation	\$1.34 billion	
General Tax Rate	1.88	
Equalized Tax Rate Rank	36	

Prepared by the Monmouth County
Division of Planning
August 6, 2012

Monmouth County

Monmouth County has a land area of 472 square miles and is located in eastern-central New Jersey. The county comprises 53 municipalities, each with its own unique character and identity. There is a great deal of variety in Monmouth County's municipalities, ranging from small urban cities to wide-open agricultural areas, and virtually everything in between. The county possesses a wide range of natural resources including the high lands and cliffs of the Bayshore area, the shoreline and riverways of the eastern part of the county, and the rolling hills of western Monmouth. The county is home to 27 miles of beaches, and numerous parks, marinas, and golf courses. Residents can also enjoy the performing arts at a number of local theaters and colleges.

DEMOGRAPHICS			HOUSEHOLDS			EDUCATION		
Total Population						Average SAT Scores (2010-2011)		
Year	Number		Year	Total Households		Math	n/a	
1980	503,173		1980	170,130		English	n/a	
1990	553,124		1990	197,570		Essay	n/a	
2000	615,301		2000	224,236				
2010	630,380		2010	233,983				
2025 Projection	694,189							
2010 Race and Ethnicity			HOUSING			EMPLOYMENT		
	Number	Percent	2010 Housing Units			Resident Labor Force		
White	520,716	82.6%		Number	Percent	1990	285,920	
Black	46,443	7.4%	Total	258,410	100.0%	2000	318,351	
Asian	31,258	5.0%	Owner-Occupied	175,157	67.8%	2011	329,571	
Other	31,963	5.1%	Renter-Occupied	58,826	22.8%	Resident Employment		
Persons of Hispanic Origin	60,939	9.7%	Vacant	24,427	9.5%	1990	274,100	
2010 Age Composition			Value and Rent (2006-2010)			2000	308,131	
	Number	Percent	Median Value	\$424,800		2011	301,254	
Pre-School (0-4 years)	34,755	5.5%	Median Rent	\$1,137		Resident Unemployment		
School Age (5-19 years)	130,723	20.7%	Types of Units (2006-2010)				Number	Percent
Working Age (20-64 years)	378,211	60.0%	Single Units	Number	Percent	1990	11,820	4.1%
Seniors (65+)	86,691	13.8%	Total	188,493	100.0%	2000	10,220	3.2%
			Detached:	168,291	89.3%	2011	28,317	8.6%
			Attached:	20,202	10.7%			
			Multiple Units			TAXES		
			Total	64,524	100.0%	2011		
			2-4 Units	19,715	30.6%	Net Valuation	\$106.20 billion	
			5-9 Units	11,091	17.2%	General Tax Rate	n/a	
			10+ Units	33,718	52.3%	Equalized Tax Rate	n/a	
			Mobile Homes and Other	3,487		Rank		
INCOME								
	1999	2010						
Median Family	\$76,823	\$102,074						
Median Household	\$64,271	\$82,265						
Per Capita	\$31,149	\$40,976						
			Prepared by the Monmouth County Division of Planning August 6, 2012					

Definitions and Sources

Demographics

Total population is the population count provided by the 1980,1990, 2000, and 2010 Censes (*Source*: U.S. Bureau of the Census).

2025 Population Projection was developed jointly by the Monmouth County Division of Planning and each individual municipality.

*Original Census 2000 tabulations reported. The Count Question Resolution Program reported the following corrected municipal population figures: Colts Neck 11,179 and Middletown 67,479.

Racial and Ethnic Composition

Source: All racial and ethnic composition data is from the 2010 Census (U.S. Bureau of the Census).

The “other” classification includes American Indian, Alaskan Native, Native Hawaiian or other Pacific Islander.

Persons of Hispanic origin can be of any race.

Population by Age Group

Source: 2010 Census (U.S. Bureau of the Census)

Income

Sources: 1999 data: 2000 Census (U.S. Bureau of the Census)
 2010 data: 2006-2010 American Community Survey (U.S. Bureau of the Census)

Median Family Income reflects an income level at which half of all families fall above that income and half fall below. Families include a householder and one or more persons living in the same household who are related to the householder by birth, marriage or adoption. A household can contain only one person, or a number of unrelated persons, for purposes of census tabulations.

Median Household Income reflects an income level at which half of all households fall above that income and half fall below. Households include both families (related individuals living together) and non-families (unrelated individuals sharing living accommodations, such as unmarried couples and roommates, or a single person living alone).

Per Capita Income is the mean (average) income for every person in the municipality. It is derived by dividing total income of the municipality by the total population.

Housing 2010

Source: 2010 Census (U.S. Bureau of the Census)

Owner-occupied housing units include single-family homes, townhouses, condominiums, mobile homes, or any other housing type in which the owner lives in the unit.

Renter-occupied housing units include apartments, single-family homes, townhouses, condominiums, mobile homes, or any other housing type in which a renter lives in the unit.

Vacant: Unit reported empty as of April 1, 2010. This calculation includes seasonal vacancies.

Source: 2006-2010 American Community Survey (U.S. Bureau of the Census)

Median value of owner-occupied units reflects a value at which half of owner-occupied housing units are worth more and half of the housing units are worth less. Value is based on people's responses to the question "What is your house/townhouse/condominium worth?"

Median rent reflects a rent at which half of the rental units cost more and half cost less.

TYPES OF UNITS

Source: 2006-2010 American Community Survey (U.S. Bureau of the Census)

Single unit-detached: traditional single family home which stands alone from any other structure.

Single unit-attached: a single unit which is attached to another housing unit or other structure by at least one wall which runs "basement to attic". This includes row houses, twins/duplexes (side-by-side two-family homes), and other similar housing units.

Multiple units: buildings in which units are stacked one on top of the other, or otherwise intertwined. Examples include townhomes, garden apartments/condos, mid-rise apartments/condos, apartments above stores, and single family homes converted into apartments/condos.

Employment

Source: New Jersey State Data Center

Resident Labor Force: all persons classified in the civilian labor force, plus members of the U.S. Armed Forces on active duty.

Resident Employment: All civilians 16 years old and over who were either (1) "at work" - those who did any work at all during the reference week as paid employees, worked in their own business or profession, worked on their own farm, or worked 15 hours or more as unpaid workers on a family farm or family business; or (2) were "with a job, but not at work" - those who did not work during the reference week but had jobs or businesses from which they were temporarily absent - are classified as employed. The reference week is the calendar week preceding the date on which the respondents completed the questionnaire or were interviewed.

Resident Unemployment: Civilians 16 years old and over are classified as unemployed if they (1) were neither 'at work' nor "with a job **but** not at work" during the reference week, and (2) were looking for work during the last four weeks, and (3) were available to accept a job. Also included as unemployed were civilians who did not work at all during the reference week and were waiting to be called back to a job from which they had been laid off.

Taxes 2011

Source: Monmouth County Tax Board

Net Valuation refers to the total taxable value of property in each municipality, excluding those properties which have tax-exempt status, such as public buildings and churches.

The General Tax Rate refers to the rate used to calculate the dollar amount of the tax bill for each individual property.

The Equalized Tax Rate Rank: Each municipality is assessed separately and, therefore, each municipality has a unique and independent assessed to true value ratio. Consequently, a comparison of tax rates among different municipalities is unreliable. Multiplying each *general rate* by the town's *ratio* converts or "equalizes" each rate to an approximation of 100%, allowing for more accurate comparisons. The ranking of equalized rates is simply a method of listing rates from highest to lowest (where 1 is the highest equalized tax rate, and 53 is the lowest equalized tax rate).

Education 2010 – 2011

Source: New Jersey Department of Education