



Monmouth County Municipal Market Report

Allentown, NJ

Prepared by Esri



Demographics

Population

	2010		2022		2027	
Total Population		1,828		1,712		1,681
Population Density		3,066.1		2,871.5		2,819.5
Compounded Annual Growth Rate		N/A		-0.57%		-0.36%
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

Race & Ethnicity

	2010		2022		2027	
White	1,663	91%	1,479	86%	1,431	85%
African American	81	4%	67	4%	65	4%
American Indian/Alaska Native	2	0%	3	0%	3	0%
Asian	28	2%	28	2%	29	2%
Pacific Islander	0	0%	2	0%	2	0%
Some Other Race	16	1%	23	1%	26	2%
Two or More Races	38	2%	110	6%	125	7%
Hispanic Origin (Any Race)	65	4%	94	5%	98	6%

Generations (2022)

Generation Alpha Population (Born 2017 or Later)		77	5%
Generation Z Population (Born 1999 to 2016)		325	19%
Millennial Population (Born 1981 to 1998)		389	23%
Generation X Population (Born 1965 to 1980)		371	22%
Baby Boomer Population (Born 1946 to 1964)		447	26%
Silent & Greatest Generations Population (Born 1945/Earlier)		103	6%

Age (2022)

2022 Child Population (Age <18)		273	16%
Working-Age Population (Age 18-64)		1,104	64%
Senior Population (Age 65+)		335	20%
Median Age (Esri)		45.9	N/A



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Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	552	80%	555	82%
Renter Occupied Housing Units	135	20%	126	19%
Total Housing Units	721	N/A	721	N/A
Home Values				
Less than \$50,000	2	0%	1	0%
\$50,000-\$99,999	0	0%	0	0%
\$100,000-\$149,999	1	0%	0	0%
\$150,000-\$199,999	5	1%	3	1%
\$200,000-\$249,999	33	6%	20	4%
\$250,000-\$299,999	55	10%	37	7%
\$300,000-\$399,999	182	33%	156	28%
\$400,000-\$499,999	161	29%	184	33%
\$500,000-\$749,999	102	18%	142	26%
\$750,000-\$999,999	3	1%	4	1%
\$1,000,000-\$1,499,999	1	0%	1	0%
\$1,500,000-\$1,999,999	0	0%	0	0%
\$2,000,000 or greater	7	1%	7	1%
Median Home Value	\$398,901	N/A	\$432,880	N/A
Average Home Value	\$440,444	N/A	\$471,847	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	9	1%	6	1%
\$15,000-\$24,999	14	2%	9	1%
\$25,000-\$34,999	34	5%	24	4%
\$35,000-\$49,999	49	7%	28	4%
\$50,000-\$74,999	68	10%	55	8%
\$75,000-\$99,999	104	15%	91	13%
\$100,000-\$149,999	157	23%	199	29%
\$150,000-\$199,999	73	11%	81	12%
\$200,000 or greater	179	26%	188	28%
Median Household Income	\$115,734	N/A	\$126,223	N/A
Average Household Income	\$158,536	N/A	\$175,211	N/A
Per Capita Income	\$63,618	N/A	\$70,981	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	959	55%	1,090	1,090
Employed Civilian Population Age 16+ (Esri)	977	56%	1,038	95%
Unemployed Population Age 16+ (Esri)	N/A	N/A	52	95%
Unemployment Rate (Esri)	N/A	N/A	N/A	4.8%

Occupation	2020		2022	
Management	82	8%	165	16%
Business/Financial	53	5%	87	8%
Computer/Mathematical	26	3%	53	5%
Architecture/Engineering	24	2%	27	3%
Life/Physical/Social Science	6	1%	10	1%
Community/Social Service	16	2%	25	2%
Legal	39	4%	21	2%
Education/Training/Library	84	9%	116	11%
Arts/Design/Entertainment/Sports/Media	13	1%	15	1%
Healthcare Practitioner/Technician	84	9%	77	7%
Healthcare Support	17	2%	8	1%
Protective Service	49	5%	22	2%
Food Preparation/Serving Related	58	6%	56	5%
Building/Grounds Cleaning/Maintenance	17	2%	7	1%
Personal Care/Service	24	2%	12	1%
Sales and Sales Related	69	7%	79	8%
Office/Administrative Support	162	17%	120	12%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	32	3%	29	3%
Installation/Maintenance/Repair	41	4%	33	3%
Production	20	2%	27	3%
Transportation/Material Moving	61	6%	49	5%



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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	89	N/A	\$79,692	N/A	847	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	0	0%	\$0	0%	0	0%
Mining (NAICS 21)	0	0%	\$0	0%	0	0%
Utilities (NAICS 22)	1	1%	\$0	0%	1	0%
Construction (NAICS 23)	7	8%	\$8,424	11%	28	3%
Manufacturing (NAICS 31-33)	0	0%	\$0	0%	0	0%
Wholesale Trade (NAICS 42)	3	3%	\$20,226	25%	11	1%
Retail Trade (NAICS 44-45)	11	12%	\$8,962	11%	39	5%
Motor Vehicle/Parts Dealers (NAICS 441)	0	0%	\$0	0%	0	0%
Furniture/Home Furnishings (NAICS 442)	0	0%	\$0	0%	0	0%
Electronics/Appliances (NAICS 443)	0	0%	\$0	0%	0	0%
Building Material/Garden Equipment & Supply (NAICS 444)	1	1%	\$1,942	2%	5	1%
Food & Beverage Stores (NAICS 445)	3	3%	\$1,595	2%	8	1%
Health/Personal Care (NAICS 446)	1	1%	\$3,030	4%	10	1%
Gas Stations (NAICS 447)	0	0%	\$0	0%	0	0%
Clothing/Accessories (NAICS 448)	1	1%	\$678	1%	4	0%
Sports/Hobby/Book/Music (NAICS 451)	2	2%	\$854	1%	5	1%
General Merchandise Stores (NAICS 452)	1	1%	\$358	0%	2	0%
Misc Store Retailers (NAICS 453)	2	2%	\$505	1%	5	1%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	1	1%	\$0	0%	2	0%
Information (NAICS S51)	3	3%	\$17,278	22%	36	4%
Finance & Insurance (NAICS 52)	4	4%	\$4,985	6%	20	2%
Central Bank/Credit Intermediation (NAICS 521-522)	2	2%	\$2,920	4%	12	1%
Securities/Commodity Contracts (NAICS 523)	1	1%	\$1,321	2%	4	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	1	1%	\$744	1%	4	0%
Real Estate/Rental/Leasing (NAICS 53)	1	1%	\$295	0%	2	0%
Professional/Scientific/Tech Services (NAICS 54)	16	18%	\$9,108	11%	68	8%
Legal Services (NAICS 5411)	3	3%	\$1,559	2%	10	1%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	0	0%	\$0	0%	0	0%
Educational Services (NAICS 61)	7	8%	\$0	0%	453	53%
Health Care/Social Assistance (NAICS 62)	12	13%	\$4,818	6%	57	7%
Arts/Entertainment/Recreation (NAICS 71)	1	1%	\$60	0%	1	0%
Accommodation/Food Services (NAICS 72)	5	6%	\$1,568	2%	27	3%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	5	6%	\$1,568	2%	27	3%
Other Services Except Public Administration (NAICS 81)	11	12%	\$3,968	5%	69	8%
Automotive Repair & Maintenance (NAICS 8111)	2	2%	\$1,429	2%	8	1%
Public Administration (NAICS 92)	3	3%	\$0	0%	33	4%
Unclassified Establishments (NAICS 99)	3	3%	\$0	0%	0	0%

If you would like more information about economic development programs and opportunities in Monmouth County, please contact the Division of Economic Development

Phone: 732-431-7470
 Email: econdev@co.monmouth.nj.us
www.visitmonmouth.com

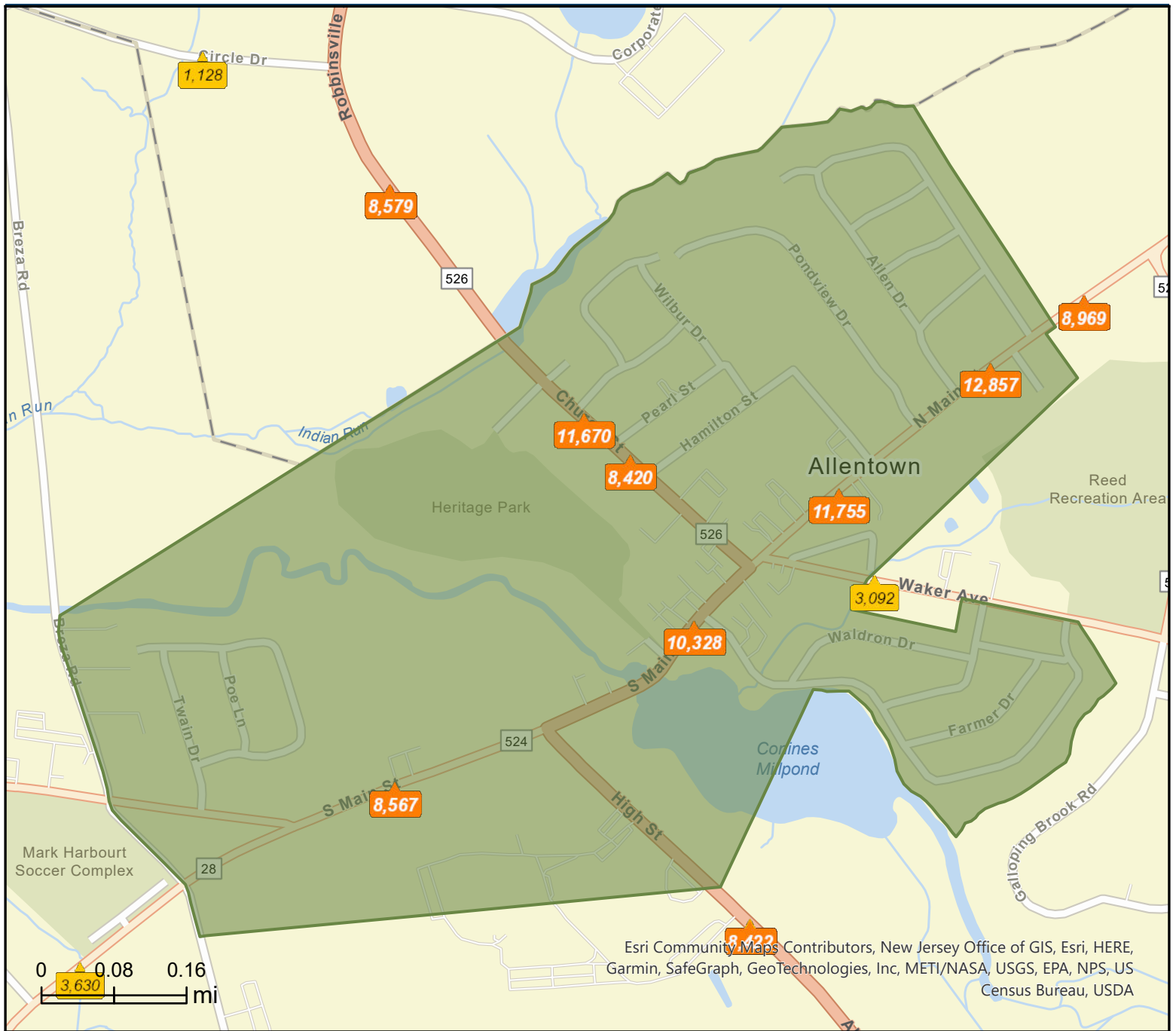
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



Traffic Count Map

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- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



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July 07, 2022