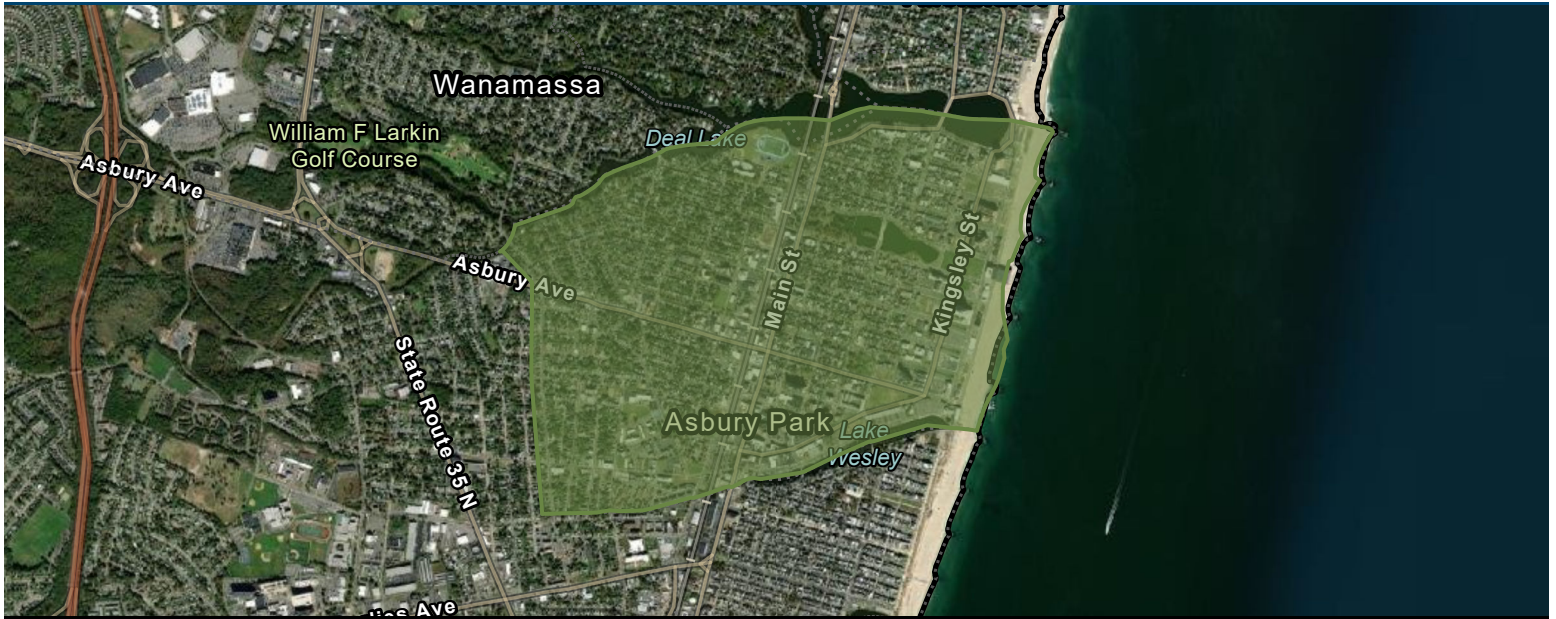




# Monmouth County Municipal Market Report

## Asbury Park, NJ

Prepared by Esri



### Demographics

Population		2010		2022		2027	
Total Population		16,116		15,487		15,698	
Population Density		11,277.8		10,837.6		10,985.3	
Compounded Annual Growth Rate		N/A		0.87%		0.27%	
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity		2010		2022		2027	
White		5,875	36%	6,027	39%	5,967	38%
African American		8,275	51%	5,164	33%	4,958	32%
American Indian/Alaska Native		79	0%	147	1%	159	1%
Asian		77	0%	179	1%	186	1%
Pacific Islander		20	0%	12	0%	12	0%
Some Other Race		1,232	8%	2,306	15%	2,590	17%
Two or More Races		558	3%	1,652	11%	1,826	12%
Hispanic Origin (Any Race)		4,115	26%	4,135	27%	4,443	28%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				1,298		8%	
Generation Z Population (Born 1999 to 2016)				3,435		22%	
Millennial Population (Born 1981 to 1998)				4,289		28%	
Generation X Population (Born 1965 to 1980)				2,971		19%	
Baby Boomer Population (Born 1946 to 1964)				2,729		18%	
Silent & Greatest Generations Population (Born 1945/Earlier)				765		5%	
Age (2022)							
2022 Child Population (Age <18)				3,539		23%	
Working-Age Population (Age 18-64)				9,728		63%	
Senior Population (Age 65+)				2,220		14%	
Median Age (Esri)				36.1		N/A	

Source: ACS, Esri, Esri-Data Axle, U.S. Census



# Monmouth County Municipal Market Report

Asbury Park, NJ

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## Housing

	2022		2027	
<b>Housing Units</b>				
Owner Occupied Housing Units	1,741	24%	1,866	25%
Renter Occupied Housing Units	5,535	76%	5,569	75%
Total Housing Units	8,605	N/A	8,750	N/A
<b>Home Values</b>				
Less than \$50,000	16	1%	12	1%
\$50,000-\$99,999	9	1%	6	0%
\$100,000-\$149,999	30	2%	17	1%
\$150,000-\$199,999	50	3%	31	2%
\$200,000-\$249,999	149	9%	117	6%
\$250,000-\$299,999	83	5%	59	3%
\$300,000-\$399,999	429	25%	385	21%
\$400,000-\$499,999	315	18%	363	19%
\$500,000-\$749,999	484	28%	648	35%
\$750,000-\$999,999	128	7%	172	9%
\$1,000,000-\$1,499,999	46	3%	54	3%
\$1,500,000-\$1,999,999	1	0%	1	0%
\$2,000,000 or greater	1	0%	1	0%
Median Home Value	\$433,175	N/A	\$484,298	N/A
Average Home Value	\$481,232	N/A	\$523,017	N/A



# Monmouth County Municipal Market Report

Asbury Park, NJ

Prepared by Esri

## Income & Employment

Household Income	2022		2027	
Less than \$15,000	1,331	18%	1,043	14%
\$15,000-\$24,999	730	10%	583	8%
\$25,000-\$34,999	756	10%	801	11%
\$35,000-\$49,999	786	11%	716	10%
\$50,000-\$74,999	994	14%	1,169	16%
\$75,000-\$99,999	774	11%	809	11%
\$100,000-\$149,999	687	9%	953	13%
\$150,000-\$199,999	546	8%	631	8%
\$200,000 or greater	672	9%	730	10%
Median Household Income	\$50,619	N/A	\$60,056	N/A
Average Household Income	\$88,027	N/A	\$100,035	N/A
Per Capita Income	\$41,371	N/A	\$47,394	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	8,748	56%	8,516	8,516
Employed Civilian Population Age 16+ (Esri)	8,776	56%	7,832	92%
Unemployed Population Age 16+ (Esri)	N/A	N/A	684	92%
Unemployment Rate (Esri)	N/A	N/A	N/A	8.0%

Occupation	2020		2022	
Management	1,245	14%	806	10%
Business/Financial	562	6%	258	3%
Computer/Mathematical	156	2%	74	1%
Architecture/Engineering	9	0%	3	0%
Life/Physical/Social Science	39	0%	113	1%
Community/Social Service	99	1%	252	3%
Legal	82	1%	37	0%
Education/Training/Library	525	6%	395	5%
Arts/Design/Entertainment/Sports/Media	88	1%	124	2%
Healthcare Practitioner/Technician	615	7%	290	4%
Healthcare Support	506	6%	649	8%
Protective Service	125	1%	148	2%
Food Preparation/Serving Related	793	9%	664	8%
Building/Grounds Cleaning/Maintenance	285	3%	505	6%
Personal Care/Service	263	3%	113	1%
Sales and Sales Related	1,046	12%	709	9%
Office/Administrative Support	736	8%	698	9%
Farming/Fishing/Forestry	0	0%	8	0%
Construction/Extraction	303	3%	426	5%
Installation/Maintenance/Repair	252	3%	104	1%
Production	404	5%	515	7%
Transportation/Material Moving	643	7%	941	12%



# Monmouth County Municipal Market Report

Asbury Park, NJ

Prepared by Esri

## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	693	N/A	\$551,912	N/A	5,492	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	2	0%	\$546	0%	8	0%
Mining (NAICS 21)	0	0%	\$0	0%	0	0%
Utilities (NAICS 22)	1	0%	\$16,459	3%	12	0%
Construction (NAICS 23)	30	4%	\$34,313	6%	154	3%
Manufacturing (NAICS 31-33)	17	2%	\$45,224	8%	204	4%
Wholesale Trade (NAICS 42)	10	1%	\$67,443	12%	51	1%
Retail Trade (NAICS 44-45)	99	14%	\$99,789	18%	362	7%
Motor Vehicle/Parts Dealers (NAICS 441)	3	0%	\$3,386	1%	12	0%
Furniture/Home Furnishings (NAICS 442)	1	0%	\$1,069	0%	6	0%
Electronics/Appliances (NAICS 443)	2	0%	\$2,084	0%	7	0%
Building Material/Garden Equipment & Supply (NAICS 444)	10	1%	\$18,389	3%	50	1%
Food & Beverage Stores (NAICS 445)	17	2%	\$14,858	3%	64	1%
Health/Personal Care (NAICS 446)	5	1%	\$9,536	2%	31	1%
Gas Stations (NAICS 447)	4	1%	\$14,365	3%	13	0%
Clothing/Accessories (NAICS 448)	13	2%	\$7,220	1%	38	1%
Sports/Hobby/Book/Music (NAICS 451)	8	1%	\$4,610	1%	24	0%
General Merchandise Stores (NAICS 452)	7	1%	\$7,887	1%	39	1%
Misc Store Retailers (NAICS 453)	26	4%	\$11,729	2%	73	1%
Non-store Retailers (NAICS 454)	3	0%	\$4,656	1%	5	0%
Transportation/Warehouse (NAICS 48-49)	9	1%	\$5,659	1%	46	1%
Information (NAICS S51)	22	3%	\$39,025	7%	103	2%
Finance & Insurance (NAICS 52)	14	2%	\$27,011	5%	68	1%
Central Bank/Credit Intermediation (NAICS 521-522)	11	2%	\$23,174	4%	55	1%
Securities/Commodity Contracts (NAICS 523)	2	0%	\$3,093	1%	9	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	1	0%	\$744	0%	4	0%
Real Estate/Rental/Leasing (NAICS 53)	44	6%	\$33,885	6%	322	6%
Professional/Scientific/Tech Services (NAICS 54)	54	8%	\$34,817	6%	257	5%
Legal Services (NAICS 5411)	9	1%	\$8,878	2%	57	1%
Management of Companies/Enterprises (NAICS 55)	1	0%	\$6,763	1%	10	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	16	2%	\$9,956	2%	272	5%
Educational Services (NAICS 61)	15	2%	\$787	0%	729	13%
Health Care/Social Assistance (NAICS 62)	44	6%	\$32,969	6%	530	10%
Arts/Entertainment/Recreation (NAICS 71)	23	3%	\$6,943	1%	151	3%
Accommodation/Food Services (NAICS 72)	117	17%	\$65,754	12%	1,048	19%
Accommodation (NAICS 721)	9	1%	\$8,339	2%	83	2%
Food Service & Drinking Places (NAICS 722)	108	16%	\$57,415	10%	965	18%
Other Services Except Public Administration (NAICS 81)	116	17%	\$24,569	4%	593	11%
Automotive Repair & Maintenance (NAICS 8111)	8	1%	\$2,616	0%	23	0%
Public Administration (NAICS 92)	12	2%	\$0	0%	456	8%
Unclassified Establishments (NAICS 99)	47	7%	\$0	0%	116	2%

***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](mailto:econdev@co.monmouth.nj.us)  
[www.visitmonmouth.com](http://www.visitmonmouth.com)

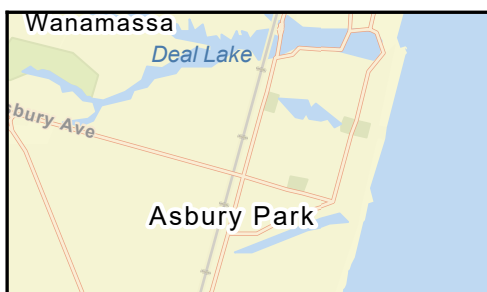
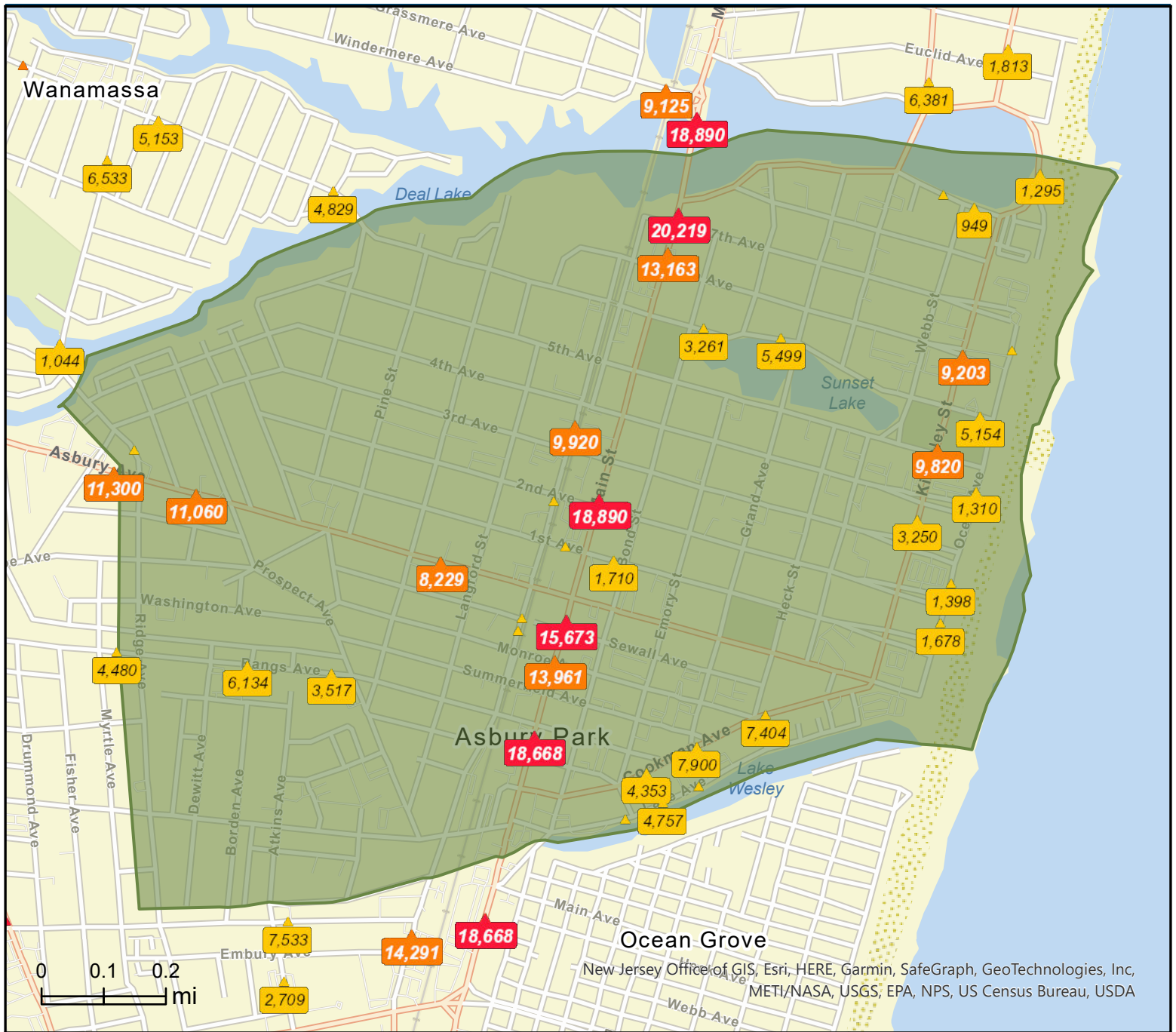
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



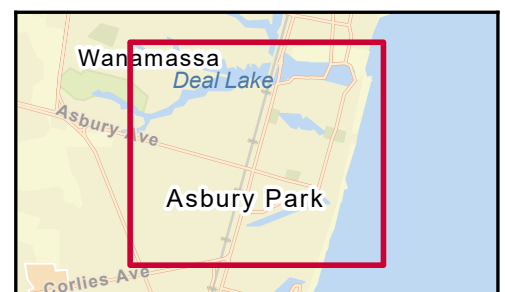
# Traffic Count Map

## Asbury Park, NJ

Prepared by Esri



- 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



Source: ©2022 Kalibrate Technologies (Q1 2022).

July 07, 2022