



Monmouth County Municipal Market Report

Atlantic Highlands, NJ

Prepared by Esri



Demographics

Population		2010		2022		2027	
Total Population		4,402		4,366		4,307	
Population Density		3,482.3		3,453.8		3,407.2	
Compounded Annual Growth Rate		N/A		-0.48%		-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		4,103	93%	3,760	86%	3,638	84%
African American		63	1%	50	1%	49	1%
American Indian/Alaska Native		11	0%	5	0%	6	0%
Asian		95	2%	81	2%	81	2%
Pacific Islander		0	0%	1	0%	1	0%
Some Other Race		55	1%	115	3%	131	3%
Two or More Races		75	2%	354	8%	401	9%
Hispanic Origin (Any Race)		225	5%	378	9%	402	9%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				222		5%	
Generation Z Population (Born 1999 to 2016)				811		19%	
Millennial Population (Born 1981 to 1998)				819		19%	
Generation X Population (Born 1965 to 1980)				981		22%	
Baby Boomer Population (Born 1946 to 1964)				1,200		27%	
Silent & Greatest Generations Population (Born 1945/Earlier)				333		8%	
Age (2022)							
2022 Child Population (Age <18)				797		18%	
Working-Age Population (Age 18-64)				2,586		59%	
Senior Population (Age 65+)				983		23%	
Median Age (Esri)				47.9		N/A	

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



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Housing

	2022		2027	
Housing Units				
Owner Occupied Housing Units	1,499	78%	1,512	79%
Renter Occupied Housing Units	433	22%	408	21%
Total Housing Units	2,081	N/A	2,081	N/A
Home Values				
Less than \$50,000	22	1%	16	1%
\$50,000-\$99,999	4	0%	2	0%
\$100,000-\$149,999	4	0%	2	0%
\$150,000-\$199,999	10	1%	6	0%
\$200,000-\$249,999	55	4%	32	2%
\$250,000-\$299,999	39	3%	24	2%
\$300,000-\$399,999	405	27%	343	23%
\$400,000-\$499,999	258	17%	273	18%
\$500,000-\$749,999	460	31%	530	35%
\$750,000-\$999,999	160	11%	202	13%
\$1,000,000-\$1,499,999	29	2%	31	2%
\$1,500,000-\$1,999,999	40	3%	41	3%
\$2,000,000 or greater	13	1%	10	1%
Median Home Value	\$481,589	N/A	\$527,358	N/A
Average Home Value	\$565,077	N/A	\$594,940	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	76	4%	51	3%
\$15,000-\$24,999	42	2%	28	1%
\$25,000-\$34,999	104	5%	71	4%
\$35,000-\$49,999	145	8%	108	6%
\$50,000-\$74,999	286	15%	261	14%
\$75,000-\$99,999	176	9%	160	8%
\$100,000-\$149,999	355	18%	424	22%
\$150,000-\$199,999	244	13%	275	14%
\$200,000 or greater	504	26%	542	28%
Median Household Income	\$114,850	N/A	\$128,277	N/A
Average Household Income	\$159,284	N/A	\$178,037	N/A
Per Capita Income	\$70,485	N/A	\$79,366	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	2,295	53%	2,564	2,564
Employed Civilian Population Age 16+ (Esri)	2,311	54%	2,368	92%
Unemployed Population Age 16+ (Esri)	N/A	N/A	196	92%
Unemployment Rate (Esri)	N/A	N/A	N/A	7.6%

Occupation	2020		2022	
Management	412	18%	349	15%
Business/Financial	191	8%	205	9%
Computer/Mathematical	50	2%	86	4%
Architecture/Engineering	78	3%	93	4%
Life/Physical/Social Science	10	0%	22	1%
Community/Social Service	48	2%	25	1%
Legal	0	0%	18	1%
Education/Training/Library	107	5%	151	6%
Arts/Design/Entertainment/Sports/Media	62	3%	88	4%
Healthcare Practitioner/Technician	241	10%	202	9%
Healthcare Support	7	0%	26	1%
Protective Service	46	2%	40	2%
Food Preparation/Serving Related	112	5%	68	3%
Building/Grounds Cleaning/Maintenance	0	0%	33	1%
Personal Care/Service	74	3%	32	1%
Sales and Sales Related	324	14%	305	13%
Office/Administrative Support	258	11%	176	7%
Farming/Fishing/Forestry	0	0%	18	1%
Construction/Extraction	108	5%	109	5%
Installation/Maintenance/Repair	55	2%	143	6%
Production	53	2%	39	2%
Transportation/Material Moving	75	3%	140	6%



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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	282	N/A	\$447,995	N/A	1,655	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	1	0%	\$0	0%	0	0%
Mining (NAICS 21)	0	0%	\$0	0%	0	0%
Utilities (NAICS 22)	1	0%	\$480	0%	2	0%
Construction (NAICS 23)	22	8%	\$33,235	7%	126	8%
Manufacturing (NAICS 31-33)	12	4%	\$56,352	13%	114	7%
Wholesale Trade (NAICS 42)	7	2%	\$177,120	40%	37	2%
Retail Trade (NAICS 44-45)	38	13%	\$66,989	15%	245	15%
Motor Vehicle/Parts Dealers (NAICS 441)	6	2%	\$5,806	1%	21	1%
Furniture/Home Furnishings (NAICS 442)	1	0%	\$1,069	0%	6	0%
Electronics/Appliances (NAICS 443)	2	1%	\$1,673	0%	6	0%
Building Material/Garden Equipment & Supply (NAICS 444)	4	1%	\$10,890	2%	28	2%
Food & Beverage Stores (NAICS 445)	6	2%	\$26,539	6%	119	7%
Health/Personal Care (NAICS 446)	3	1%	\$8,368	2%	29	2%
Gas Stations (NAICS 447)	1	0%	\$7,734	2%	7	0%
Clothing/Accessories (NAICS 448)	3	1%	\$1,980	0%	8	0%
Sports/Hobby/Book/Music (NAICS 451)	3	1%	\$1,158	0%	10	1%
General Merchandise Stores (NAICS 452)	1	0%	\$358	0%	2	0%
Misc Store Retailers (NAICS 453)	6	2%	\$1,414	0%	9	1%
Non-store Retailers (NAICS 454)	2	1%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	14	5%	\$9,222	2%	78	5%
Information (NAICS S51)	9	3%	\$19,459	4%	85	5%
Finance & Insurance (NAICS 52)	8	3%	\$14,732	3%	45	3%
Central Bank/Credit Intermediation (NAICS 521-522)	3	1%	\$6,707	2%	20	1%
Securities/Commodity Contracts (NAICS 523)	2	1%	\$4,865	1%	8	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	3	1%	\$3,160	1%	17	1%
Real Estate/Rental/Leasing (NAICS 53)	15	5%	\$8,248	2%	77	5%
Professional/Scientific/Tech Services (NAICS 54)	24	9%	\$13,835	3%	112	7%
Legal Services (NAICS 5411)	4	1%	\$2,960	1%	19	1%
Management of Companies/Enterprises (NAICS 55)	1	0%	\$6,763	2%	10	1%
Administration/Support/Waste Management & Remediation (NAICS 56)	9	3%	\$3,608	1%	32	2%
Educational Services (NAICS 61)	5	2%	\$440	0%	66	4%
Health Care/Social Assistance (NAICS 62)	16	6%	\$9,027	2%	97	6%
Arts/Entertainment/Recreation (NAICS 71)	15	5%	\$4,306	1%	47	3%
Accommodation/Food Services (NAICS 72)	28	10%	\$13,514	3%	236	14%
Accommodation (NAICS 721)	1	0%	\$1,396	0%	15	1%
Food Service & Drinking Places (NAICS 722)	27	10%	\$12,118	3%	221	13%
Other Services Except Public Administration (NAICS 81)	35	12%	\$10,665	2%	143	9%
Automotive Repair & Maintenance (NAICS 8111)	8	3%	\$3,639	1%	23	1%
Public Administration (NAICS 92)	8	3%	\$0	0%	89	5%
Unclassified Establishments (NAICS 99)	14	5%	\$0	0%	14	1%

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



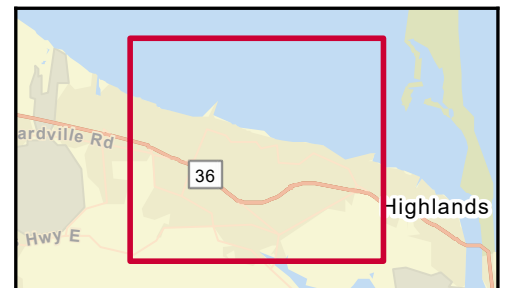
Traffic Count Map

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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



Source: ©2022 Kalibrate Technologies (Q1 2022).

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