Monmouth County Municipal Market Report

Bradley Beach, NJ

Prepared by Esri

Demographics

Population						
	2010		2022		2027	
Total Population		4,298		4,275		4,293
Population Density		7,040.1		7,002.5		7,031.9
Compounded Annual Growth Rate		N/A		-0.07%		0.08%
Growth Rate Time Period	*N/A*		*(2020-2022)*		*(2022-2027)*	
Race & Ethnicity	**2010**		**2022**		**2027**	
White	3,656	85%	3,191	75%	3,089	72%
African American	213	5%	84	2%	82	2%
American Indian/Alaska Native	18	0%	41	1%	46	1%
Asian	78	2%	57	1%	58	1%
Pacific Islander	1	0%	1	0%	1	0%
Some Other Race	224	5%	520	12%	593	14%
Two or More Races	108	3%	381	9%	424	10%
Hispanic Origin (Any Race)	840	20%	906	21%	990	23%

Generations (2022)		
Generation Alpha Population (Born 2017 or Later)	213	5%
Generation Z Population (Born 1999 to 2016)	683	16%
Millennial Population (Born 1981 to 1998)	1,072	25%
Generation X Population (Born 1965 to 1980)	915	21%
Baby Boomer Population (Born 1946 to 1964)	1,049	25%
Silent & Greatest Generations Population (Born 1945/Earlier)	343	8%

Age (2022)		
2022 Child Population (Age <18)	662	15%
Working-Age Population (Age 18-64)	2,673	63%
Senior Population (Age 65+)	940	22%
Median Age (Esri)	44.6	N/A

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

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	1,076	50%	1,122	52%
Renter Occupied Housing Units	1,082	50%	1,055	48%
Total Housing Units	3,243	N/A	3,264	N/A
Home Values				
Less than $50,000	5	0%	3	0%
$50,000-$99,999	2	0%	1	0%
$100,000-$149,999	1	0%	0	0%
$150,000-$199,999	0	0%	0	0%
$200,000-$249,999	18	2%	8	1%
$250,000-$299,999	20	2%	12	1%
$300,000-$399,999	152	14%	109	10%
$400,000-$499,999	100	9%	91	8%
$500,000-$749,999	393	37%	463	41%
$750,000-$999,999	272	25%	319	28%
$1,000,000-$1,499,999	78	7%	82	7%
$1,500,000-$1,999,999	34	3%	33	3%
$2,000,000 or greater	1	0%	1	0%
Median Home Value	$652,672	N/A	$681,965	N/A
Average Home Value	$697,979	N/A	$726,693	N/A

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

Income & Employment

Household Income	2022		2027	
Less than $15,000	186	9%	132	6%
$15,000-$24,999	139	6%	98	5%
$25,000-$34,999	148	7%	128	6%
$35,000-$49,999	186	9%	136	6%
$50,000-$74,999	331	15%	277	13%
$75,000-$99,999	308	14%	334	15%
$100,000-$149,999	268	12%	391	18%
$150,000-$199,999	205	10%	266	12%
$200,000 or greater	387	18%	415	19%
Median Household Income	$80,800	N/A	$98,393	N/A
Average Household Income	$125,407	N/A	$143,390	N/A
Per Capita Income	$63,358	N/A	$72,766	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	2,339	56%	2,269	2,269
Employed Civilian Population Age 16+ (Esri)	2,365	57%	2,135	94%
Unemployed Population Age 16+ (Esri)	N/A	N/A	134	94%
Unemployment Rate (Esri)	N/A	N/A	N/A	5.9%

Occupation				
Management	281	12%	227	11%
Business/Financial	403	17%	228	11%
Computer/Mathematical	37	2%	119	6%
Architecture/Engineering	64	3%	52	2%
Life/Physical/Social Science	12	1%	0	0%
Community/Social Service	104	4%	99	5%
Legal	63	3%	93	4%
Education/Training/Library	295	12%	157	7%
Arts/Design/Entertainment/Sports/Media	27	1%	35	2%
Healthcare Practitioner/Technician	97	4%	130	6%
Healthcare Support	16	1%	88	4%
Protective Service	2	0%	12	1%
Food Preparation/Serving Related	97	4%	117	5%
Building/Grounds Cleaning/Maintenance	47	2%	18	1%
Personal Care/Service	14	1%	36	2%
Sales and Sales Related	256	11%	303	14%
Office/Administrative Support	287	12%	196	9%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	101	4%	41	2%
Installation/Maintenance/Repair	78	3%	105	5%
Production	67	3%	48	2%
Transportation/Material Moving	17	1%	31	1%

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

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	179	N/A	$105,024	N/A	1,074	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)	0	0%	$0	0%	0	0%
Construction (NAICS 23)	9	5%	$2,818	3%	15	1%
Manufacturing (NAICS 31-33)	6	3%	$9,637	9%	29	3%
Wholesale Trade (NAICS 42)	0	0%	$0	0%	0	0%
Retail Trade (NAICS 44-45)	28	16%	$33,526	32%	106	10%
Motor Vehicle/Parts Dealers (NAICS 441)	4	2%	$4,322	4%	21	2%
Furniture/Home Furnishings (NAICS 442)	1	1%	$287	0%	1	0%
Electronics/Appliances (NAICS 443)	2	1%	$1,951	2%	7	1%
Building Material/Garden Equipment & Supply (NAICS 444)	1	1%	$202	0%	1	0%
Food & Beverage Stores (NAICS 445)	7	4%	$11,125	11%	47	4%
Health/Personal Care (NAICS 446)	1	1%	$123	0%	1	0%
Gas Stations (NAICS 447)	3	2%	$12,155	12%	11	1%
Clothing/Accessories (NAICS 448)	4	2%	$1,904	2%	9	1%
Sports/Hobby/Book/Music (NAICS 451)	0	0%	$0	0%	0	0%
General Merchandise Stores (NAICS 452)	3	2%	$1,253	1%	7	1%
Misc Store Retailers (NAICS 453)	1	1%	$204	0%	1	0%
Non-store Retailers (NAICS 454)	1	1%	$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	3	2%	$308	0%	18	2%
Information (NAICS S51)	3	2%	$2,273	2%	36	3%
Finance & Insurance (NAICS 52)	7	4%	$10,499	10%	36	3%
Central Bank/Credit Intermediation (NAICS 521-522)	5	3%	$8,764	8%	29	3%
Securities/Commodity Contracts (NAICS 523)	1	1%	$991	1%	3	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	1	1%	$744	1%	4	0%
Real Estate/Rental/Leasing (NAICS 53)	17	10%	$9,577	9%	88	8%
Professional/Scientific/Tech Services (NAICS 54)	10	6%	$4,841	5%	38	4%
Legal Services (NAICS 5411)	3	2%	$2,648	3%	17	2%
Management of Companies/Enterprises (NAICS 55)	0	0%	$0	0%	0	0%
Administration/Support/Waste Management &Remediation (NAICS 56)	5	3%	$1,287	1%	12	1%
Educational Services (NAICS 61)	4	2%	$223	0%	120	11%
Health Care/Social Assistance (NAICS 62)	8	4%	$6,731	6%	118	11%
Arts/Entertainment/Recreation (NAICS 71)	5	3%	$3,035	3%	33	3%
Accommodation/Food Services (NAICS 72)	34	19%	$13,072	12%	251	23%
Accommodation (NAICS 721)	1	1%	$94	0%	1	0%
Food Service & Drinking Places (NAICS 722)	33	18%	$12,978	12%	250	23%
Other Services Except Public Administration (NAICS 81)	24	13%	$7,197	7%	121	11%
Automotive Repair & Maintenance (NAICS 8111)	1	1%	$125	0%	2	0%
Public Administration (NAICS 92)	6	3%	$0	0%	49	5%
Unclassified Establishments (NAICS 99)	10	6%	$0	0%	4	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

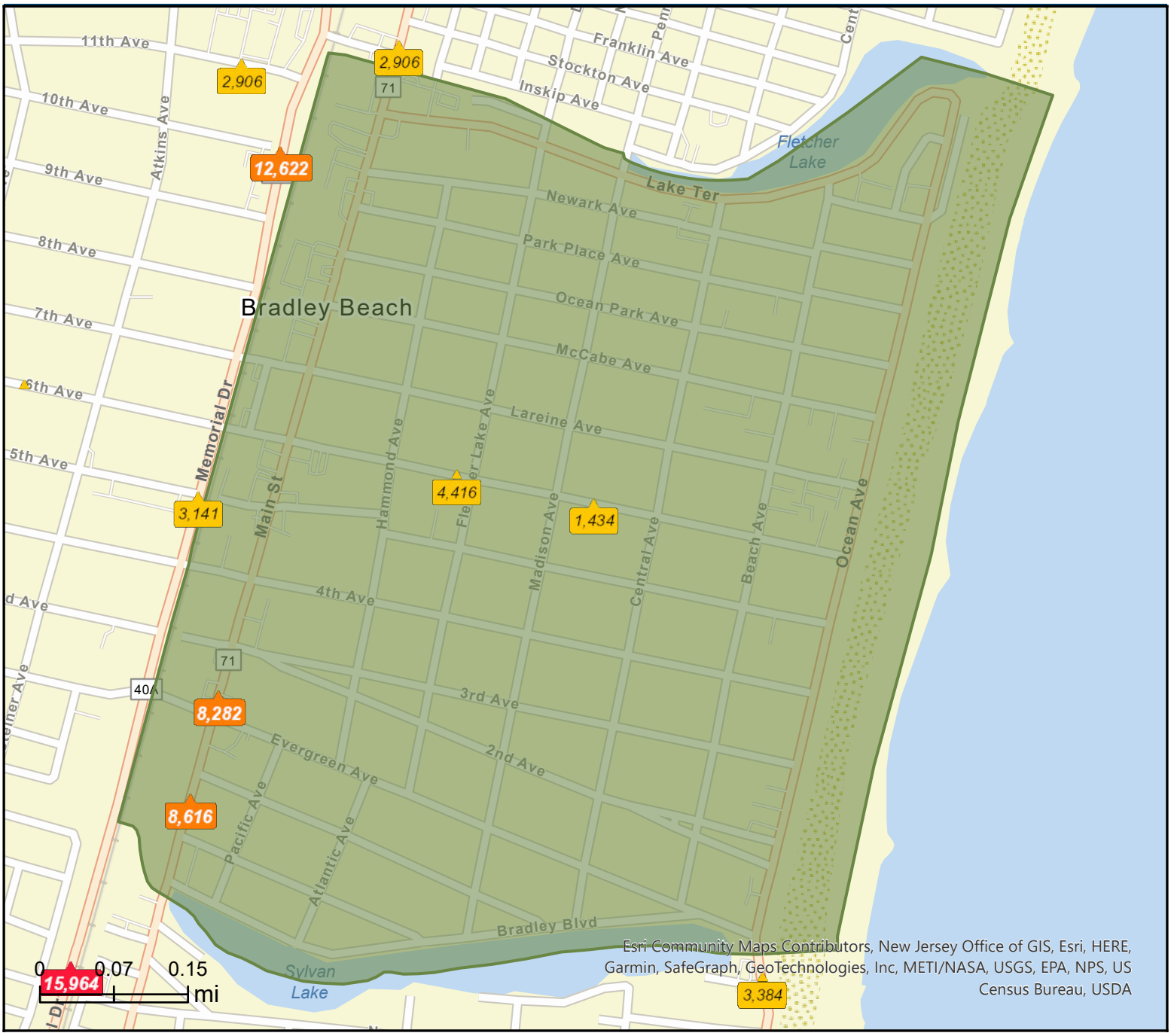
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

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

Traffic Count Map

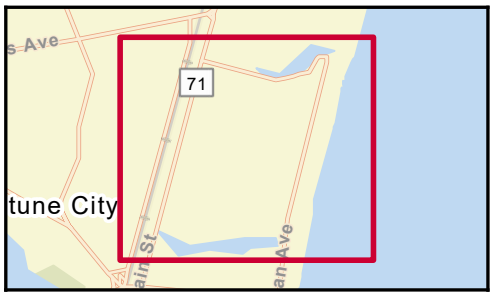
Bradley Beach, NJ

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

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