



Monmouth County Municipal Market Report

Brielle, NJ

Prepared by Esri



Demographics

Population

	2010		2022		2027	
Total Population		4,774		4,948		4,904
Population Density		2,719.5		2,818.6		2,793.5
Compounded Annual Growth Rate		N/A		-0.30%		-0.18%
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

Race & Ethnicity

	2010		2022		2027	
White	4,518	95%	4,509	91%	4,418	90%
African American	121	3%	72	1%	71	1%
American Indian/Alaska Native	5	0%	6	0%	6	0%
Asian	45	1%	34	1%	34	1%
Pacific Islander	0	0%	2	0%	2	0%
Some Other Race	22	0%	83	2%	95	2%
Two or More Races	63	1%	242	5%	278	6%
Hispanic Origin (Any Race)	152	3%	229	5%	244	5%

Generations (2022)

Generation Alpha Population (Born 2017 or Later)		206	4%
Generation Z Population (Born 1999 to 2016)		1,128	23%
Millennial Population (Born 1981 to 1998)		725	15%
Generation X Population (Born 1965 to 1980)		1,107	22%
Baby Boomer Population (Born 1946 to 1964)		1,406	28%
Silent & Greatest Generations Population (Born 1945/Earlier)		376	8%

Age (2022)

2022 Child Population (Age <18)		1,021	21%
Working-Age Population (Age 18-64)		2,759	56%
Senior Population (Age 65+)		1,168	24%
Median Age (Esri)		48.5	N/A



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Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	1,778	92%	1,788	92%
Renter Occupied Housing Units	162	8%	152	8%
Total Housing Units	2,165	N/A	2,170	N/A
Home Values				
Less than \$50,000	1	0%	1	0%
\$50,000-\$99,999	0	0%	0	0%
\$100,000-\$149,999	1	0%	0	0%
\$150,000-\$199,999	0	0%	0	0%
\$200,000-\$249,999	0	0%	0	0%
\$250,000-\$299,999	4	0%	2	0%
\$300,000-\$399,999	103	6%	67	4%
\$400,000-\$499,999	260	15%	227	13%
\$500,000-\$749,999	670	38%	714	40%
\$750,000-\$999,999	576	32%	633	35%
\$1,000,000-\$1,499,999	98	6%	97	5%
\$1,500,000-\$1,999,999	12	1%	10	1%
\$2,000,000 or greater	53	3%	37	2%
Median Home Value	\$694,030	N/A	\$709,034	N/A
Average Home Value	\$753,543	N/A	\$754,083	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	73	4%	48	2%
\$15,000-\$24,999	34	2%	22	1%
\$25,000-\$34,999	53	3%	37	2%
\$35,000-\$49,999	98	5%	60	3%
\$50,000-\$74,999	123	6%	107	6%
\$75,000-\$99,999	117	6%	110	6%
\$100,000-\$149,999	403	21%	487	25%
\$150,000-\$199,999	227	12%	236	12%
\$200,000 or greater	812	42%	833	43%
Median Household Income	\$162,525	N/A	\$167,790	N/A
Average Household Income	\$229,413	N/A	\$247,169	N/A
Per Capita Income	\$89,948	N/A	\$97,779	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	2,184	47%	2,620	2,620
Employed Civilian Population Age 16+ (Esri)	2,287	49%	2,531	97%
Unemployed Population Age 16+ (Esri)	N/A	N/A	89	97%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.4%

Occupation	2020		2022	
Management	352	15%	467	18%
Business/Financial	211	9%	213	8%
Computer/Mathematical	133	6%	184	7%
Architecture/Engineering	0	0%	11	0%
Life/Physical/Social Science	22	1%	34	1%
Community/Social Service	16	1%	52	2%
Legal	90	4%	126	5%
Education/Training/Library	369	16%	132	5%
Arts/Design/Entertainment/Sports/Media	46	2%	30	1%
Healthcare Practitioner/Technician	80	4%	269	11%
Healthcare Support	26	1%	55	2%
Protective Service	81	4%	107	4%
Food Preparation/Serving Related	82	4%	89	4%
Building/Grounds Cleaning/Maintenance	53	2%	68	3%
Personal Care/Service	50	2%	31	1%
Sales and Sales Related	384	17%	349	14%
Office/Administrative Support	191	8%	164	6%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	46	2%	61	2%
Installation/Maintenance/Repair	0	0%	27	1%
Production	18	1%	22	1%
Transportation/Material Moving	37	2%	40	2%



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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	215	N/A	\$214,683	N/A	1,557	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	0%	\$960	0%	4	0%
Construction (NAICS 23)	22	10%	\$26,674	12%	94	6%
Manufacturing (NAICS 31-33)	6	3%	\$4,438	2%	39	3%
Wholesale Trade (NAICS 42)	4	2%	\$21,173	10%	18	1%
Retail Trade (NAICS 44-45)	19	9%	\$33,004	15%	101	6%
Motor Vehicle/Parts Dealers (NAICS 441)	4	2%	\$15,246	7%	46	3%
Furniture/Home Furnishings (NAICS 442)	1	0%	\$860	0%	3	0%
Electronics/Appliances (NAICS 443)	0	0%	\$0	0%	0	0%
Building Material/Garden Equipment & Supply (NAICS 444)	4	2%	\$6,508	3%	17	1%
Food & Beverage Stores (NAICS 445)	1	0%	\$1,446	1%	5	0%
Health/Personal Care (NAICS 446)	1	0%	\$491	0%	3	0%
Gas Stations (NAICS 447)	1	0%	\$4,420	2%	4	0%
Clothing/Accessories (NAICS 448)	1	0%	\$296	0%	1	0%
Sports/Hobby/Book/Music (NAICS 451)	5	2%	\$3,462	2%	19	1%
General Merchandise Stores (NAICS 452)	0	0%	\$0	0%	0	0%
Misc Store Retailers (NAICS 453)	1	0%	\$275	0%	3	0%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	6	3%	\$4,476	2%	30	2%
Information (NAICS S51)	5	2%	\$4,383	2%	15	1%
Finance & Insurance (NAICS 52)	13	6%	\$30,807	14%	82	5%
Central Bank/Credit Intermediation (NAICS 521-522)	5	2%	\$17,805	8%	40	3%
Securities/Commodity Contracts (NAICS 523)	6	3%	\$11,886	6%	36	2%
Insurance/Funds/Trusts/Other (NAICS 524-525)	2	1%	\$1,116	1%	6	0%
Real Estate/Rental/Leasing (NAICS 53)	9	4%	\$4,830	2%	42	3%
Professional/Scientific/Tech Services (NAICS 54)	37	17%	\$27,184	13%	199	13%
Legal Services (NAICS 5411)	8	4%	\$6,186	3%	42	3%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	13	6%	\$9,931	5%	84	5%
Educational Services (NAICS 61)	5	2%	\$184	0%	189	12%
Health Care/Social Assistance (NAICS 62)	11	5%	\$6,503	3%	54	3%
Arts/Entertainment/Recreation (NAICS 71)	8	4%	\$17,966	8%	148	10%
Accommodation/Food Services (NAICS 72)	14	7%	\$7,870	4%	150	10%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	14	7%	\$7,870	4%	150	10%
Other Services Except Public Administration (NAICS 81)	25	12%	\$14,300	7%	209	13%
Automotive Repair & Maintenance (NAICS 8111)	0	0%	\$0	0%	0	0%
Public Administration (NAICS 92)	7	3%	\$0	0%	88	6%
Unclassified Establishments (NAICS 99)	10	5%	\$0	0%	11	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

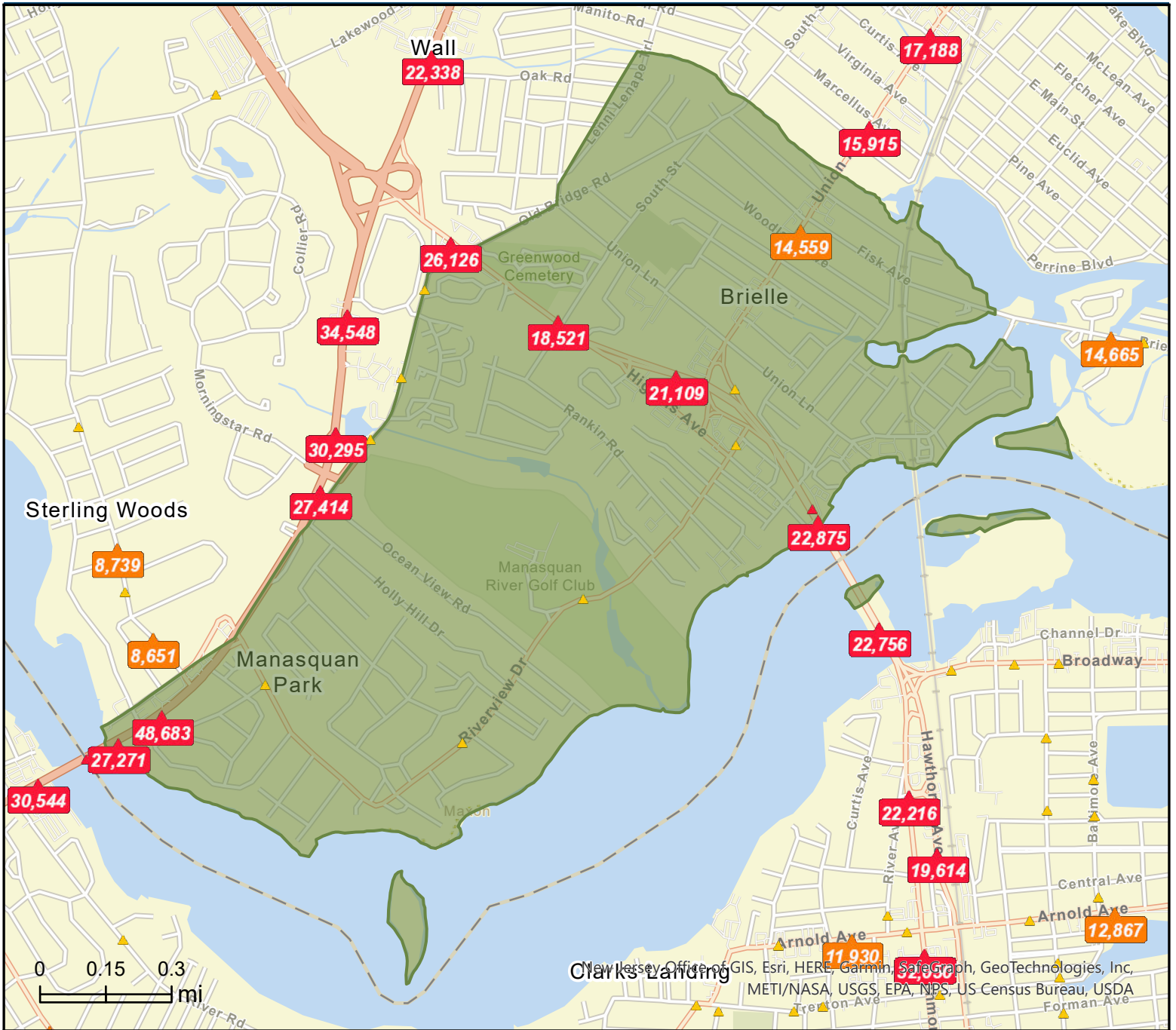
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



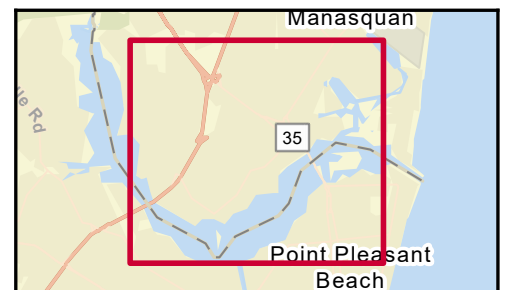
Traffic Count Map

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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



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