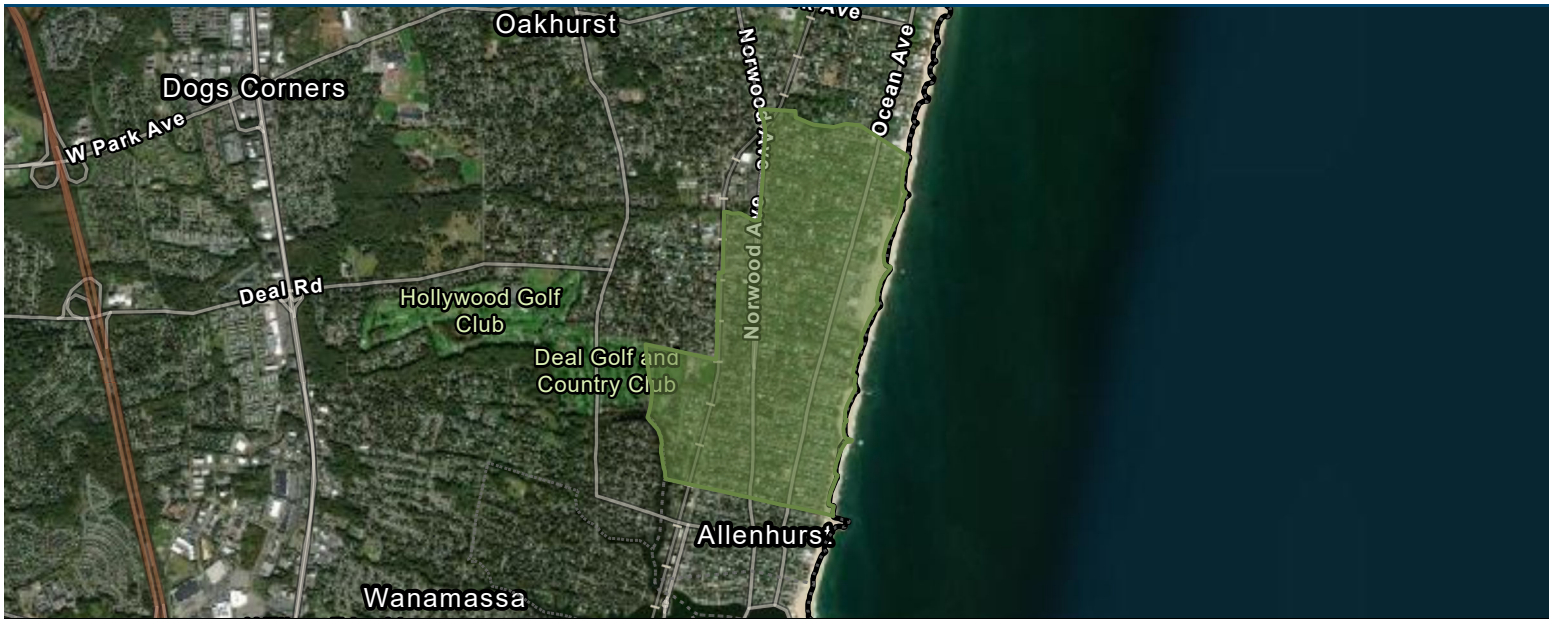




Monmouth County Municipal Market Report

Deal, NJ

Prepared by Esri



Demographics

Population		2010		2022		2027	
Total Population		750		900		897	
Population Density		633.3		760.0		757.5	
Compounded Annual Growth Rate		N/A		0.00%		-0.07%	
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity		2010		2022		2027	
White		687	92%	753	84%	732	82%
African American		12	2%	6	1%	6	1%
American Indian/Alaska Native		0	0%	0	0%	0	0%
Asian		26	3%	6	1%	6	1%
Pacific Islander		1	0%	0	0%	0	0%
Some Other Race		15	2%	67	7%	77	9%
Two or More Races		9	1%	68	8%	76	8%
Hispanic Origin (Any Race)		55	7%	120	13%	130	14%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				32		4%	
Generation Z Population (Born 1999 to 2016)				116		13%	
Millennial Population (Born 1981 to 1998)				218		24%	
Generation X Population (Born 1965 to 1980)				132		15%	
Baby Boomer Population (Born 1946 to 1964)				256		28%	
Silent & Greatest Generations Population (Born 1945/Earlier)				146		16%	
Age (2022)							
2022 Child Population (Age <18)				103		11%	
Working-Age Population (Age 18-64)				483		54%	
Senior Population (Age 65+)				314		35%	
Median Age (Esri)				53.0		N/A	

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



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Housing

	2022		2027	
Housing Units				
Owner Occupied Housing Units	190	55%	195	57%
Renter Occupied Housing Units	154	45%	147	43%
Total Housing Units	921	N/A	921	N/A
Home Values				
Less than \$50,000	0	0%	0	0%
\$50,000-\$99,999	0	0%	0	0%
\$100,000-\$149,999	0	0%	0	0%
\$150,000-\$199,999	0	0%	0	0%
\$200,000-\$249,999	1	1%	0	0%
\$250,000-\$299,999	1	1%	1	1%
\$300,000-\$399,999	3	2%	2	1%
\$400,000-\$499,999	11	6%	10	5%
\$500,000-\$749,999	42	22%	30	15%
\$750,000-\$999,999	42	22%	31	16%
\$1,000,000-\$1,499,999	15	8%	59	30%
\$1,500,000-\$1,999,999	14	7%	14	7%
\$2,000,000 or greater	61	32%	48	25%
Median Home Value	\$970,238	N/A	\$1,199,153	N/A
Average Home Value	\$1,315,789	N/A	\$1,321,026	N/A



Monmouth County Municipal Market Report

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Income & Employment

Household Income	2022		2027	
Less than \$15,000	53	15%	39	11%
\$15,000-\$24,999	15	4%	10	3%
\$25,000-\$34,999	14	4%	11	3%
\$35,000-\$49,999	25	7%	18	5%
\$50,000-\$74,999	48	14%	56	16%
\$75,000-\$99,999	36	10%	47	14%
\$100,000-\$149,999	44	13%	45	13%
\$150,000-\$199,999	26	8%	25	7%
\$200,000 or greater	83	24%	91	27%
Median Household Income	\$85,269	N/A	\$93,456	N/A
Average Household Income	\$147,286	N/A	\$165,696	N/A
Per Capita Income	\$56,296	N/A	\$63,175	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	214	41%	352	352
Employed Civilian Population Age 16+ (Esri)	215	41%	341	97%
Unemployed Population Age 16+ (Esri)	N/A	N/A	11	97%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.1%

Occupation	2020		2022	
Management	40	19%	61	18%
Business/Financial	2	1%	27	8%
Computer/Mathematical	5	2%	1	0%
Architecture/Engineering	0	0%	0	0%
Life/Physical/Social Science	0	0%	2	1%
Community/Social Service	2	1%	5	1%
Legal	0	0%	1	0%
Education/Training/Library	3	1%	21	6%
Arts/Design/Entertainment/Sports/Media	3	1%	8	2%
Healthcare Practitioner/Technician	3	1%	18	5%
Healthcare Support	8	4%	7	2%
Protective Service	3	1%	4	1%
Food Preparation/Serving Related	27	13%	2	1%
Building/Grounds Cleaning/Maintenance	13	6%	6	2%
Personal Care/Service	7	3%	3	1%
Sales and Sales Related	36	17%	80	23%
Office/Administrative Support	26	12%	37	11%
Farming/Fishing/Forestry	0	0%	3	1%
Construction/Extraction	18	8%	19	6%
Installation/Maintenance/Repair	3	1%	8	2%
Production	2	1%	5	1%
Transportation/Material Moving	14	7%	23	7%



Monmouth County Municipal Market Report

Deal, NJ

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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	70	N/A	\$45,225	N/A	398	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)	3	4%	\$9,109	20%	27	7%
Manufacturing (NAICS 31-33)	1	1%	\$6,396	14%	8	2%
Wholesale Trade (NAICS 42)	1	1%	\$2,502	6%	2	1%
Retail Trade (NAICS 44-45)	18	26%	\$13,581	30%	69	17%
Motor Vehicle/Parts Dealers (NAICS 441)	1	1%	\$870	2%	2	1%
Furniture/Home Furnishings (NAICS 442)	1	1%	\$626	1%	3	1%
Electronics/Appliances (NAICS 443)	0	0%	\$0	0%	0	0%
Building Material/Garden Equipment & Supply (NAICS 444)	1	1%	\$1,554	3%	4	1%
Food & Beverage Stores (NAICS 445)	4	6%	\$2,844	6%	18	5%
Health/Personal Care (NAICS 446)	0	0%	\$0	0%	0	0%
Gas Stations (NAICS 447)	0	0%	\$0	0%	0	0%
Clothing/Accessories (NAICS 448)	7	10%	\$6,074	13%	34	9%
Sports/Hobby/Book/Music (NAICS 451)	0	0%	\$0	0%	0	0%
General Merchandise Stores (NAICS 452)	0	0%	\$0	0%	0	0%
Misc Store Retailers (NAICS 453)	2	3%	\$590	1%	4	1%
Non-store Retailers (NAICS 454)	2	3%	\$1,023	2%	4	1%
Transportation/Warehouse (NAICS 48-49)	1	1%	\$0	0%	8	2%
Information (NAICS S51)	0	0%	\$0	0%	0	0%
Finance & Insurance (NAICS 52)	2	3%	\$2,920	6%	12	3%
Central Bank/Credit Intermediation (NAICS 521-522)	2	3%	\$2,920	6%	12	3%
Securities/Commodity Contracts (NAICS 523)	0	0%	\$0	0%	0	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	0	0%	\$0	0%	0	0%
Real Estate/Rental/Leasing (NAICS 53)	7	10%	\$4,058	9%	38	10%
Professional/Scientific/Tech Services (NAICS 54)	3	4%	\$1,241	3%	10	3%
Legal Services (NAICS 5411)	0	0%	\$0	0%	0	0%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	1	1%	\$465	1%	4	1%
Educational Services (NAICS 61)	3	4%	\$0	0%	53	13%
Health Care/Social Assistance (NAICS 62)	3	4%	\$555	1%	13	3%
Arts/Entertainment/Recreation (NAICS 71)	3	4%	\$1,671	4%	16	4%
Accommodation/Food Services (NAICS 72)	5	7%	\$2,324	5%	39	10%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	5	7%	\$2,324	5%	39	10%
Other Services Except Public Administration (NAICS 81)	7	10%	\$403	1%	37	9%
Automotive Repair & Maintenance (NAICS 8111)	0	0%	\$0	0%	0	0%
Public Administration (NAICS 92)	7	10%	\$0	0%	46	12%
Unclassified Establishments (NAICS 99)	5	7%	\$0	0%	16	4%

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

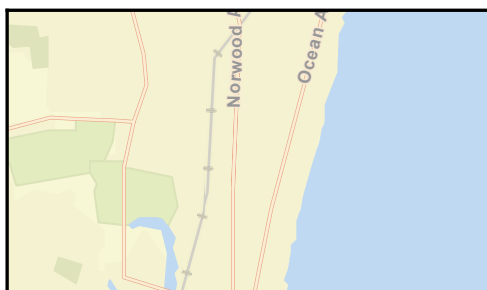
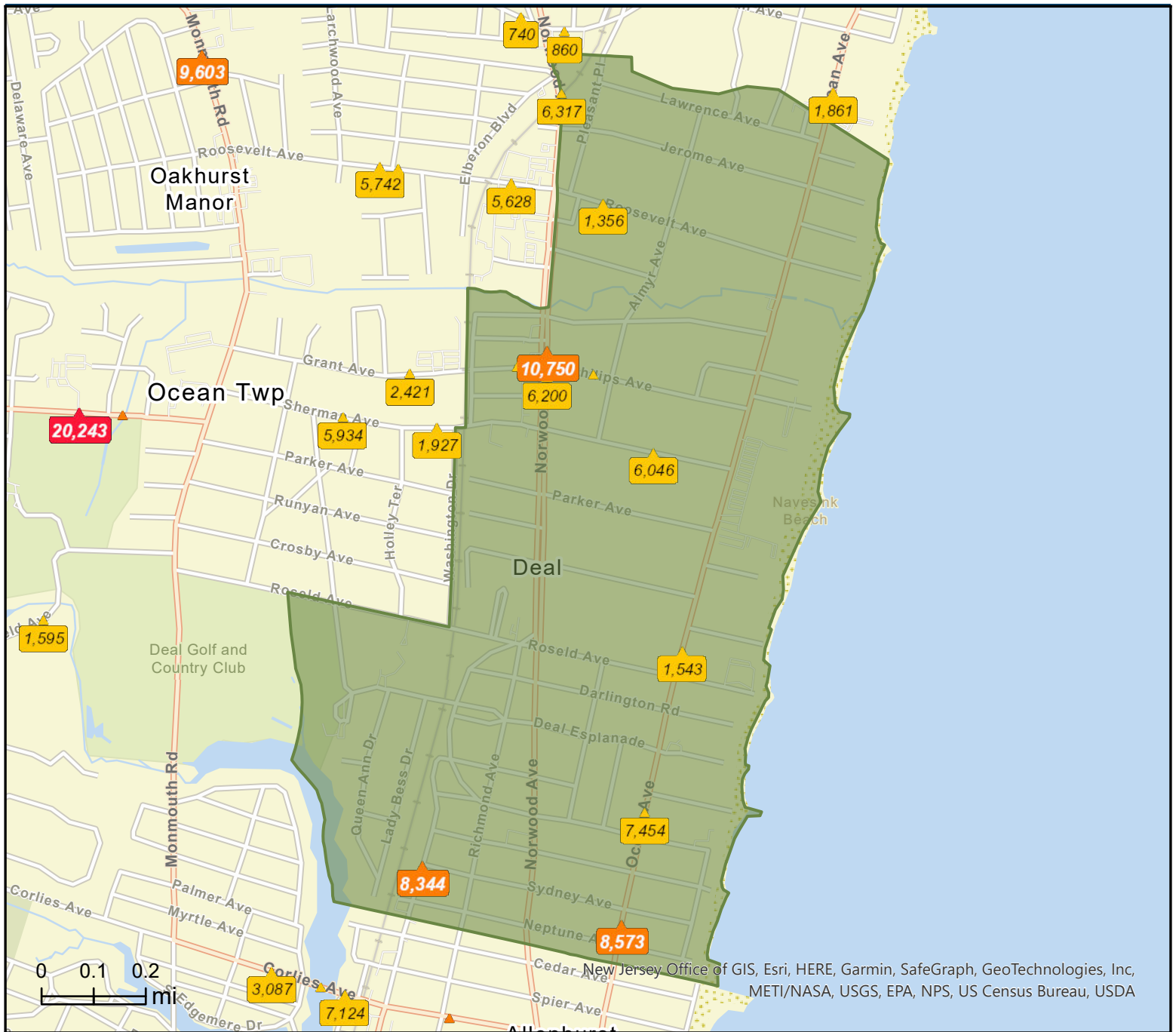
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



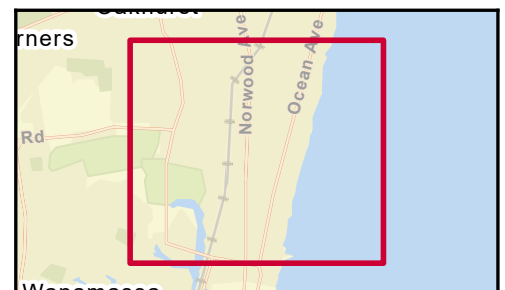
Traffic Count Map

Deal, 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