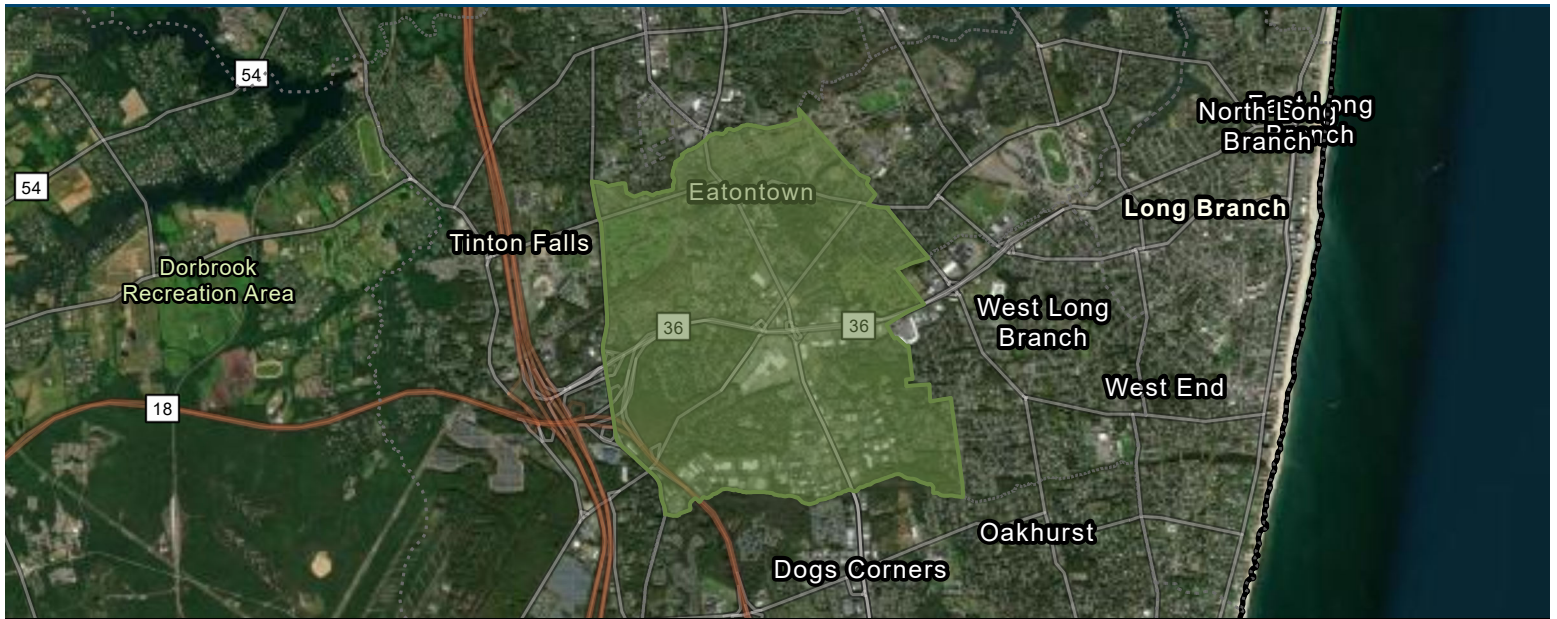




Monmouth County Municipal Market Report

Eatontown, NJ

Prepared by Esri



Demographics

Population

	2010		2022		2027
Total Population		12,795		13,741	13,812
Population Density		2,190.7		2,352.6	2,364.8
Compounded Annual Growth Rate		N/A		0.47%	0.10%
<i>Growth Rate Time Period</i>	<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

Race & Ethnicity

	2010		2022		2027	
White	9,091	71%	7,964	58%	7,719	56%
African American	1,620	13%	1,757	13%	1,691	12%
American Indian/Alaska Native	35	0%	83	1%	92	1%
Asian	1,116	9%	1,321	10%	1,338	10%
Pacific Islander	10	0%	5	0%	5	0%
Some Other Race	463	4%	1,063	8%	1,210	9%
Two or More Races	460	4%	1,549	11%	1,757	13%
Hispanic Origin (Any Race)	1,595	12%	2,043	15%	2,185	16%

Generations (2022)

Generation Alpha Population (Born 2017 or Later)		865	6%
Generation Z Population (Born 1999 to 2016)		2,725	20%
Millennial Population (Born 1981 to 1998)		3,527	26%
Generation X Population (Born 1965 to 1980)		2,844	21%
Baby Boomer Population (Born 1946 to 1964)		2,877	21%
Silent & Greatest Generations Population (Born 1945/Earlier)		903	7%

Age (2022)

2022 Child Population (Age <18)		2,649	19%
Working-Age Population (Age 18-64)		8,621	63%
Senior Population (Age 65+)		2,467	18%
Median Age (Esri)		40.5	N/A



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Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	3,053	52%	3,194	53%
Renter Occupied Housing Units	2,851	48%	2,780	47%
Total Housing Units	6,288	N/A	6,378	N/A
Home Values				
Less than \$50,000	103	3%	124	4%
\$50,000-\$99,999	113	4%	86	3%
\$100,000-\$149,999	11	0%	5	0%
\$150,000-\$199,999	28	1%	20	1%
\$200,000-\$249,999	109	4%	68	2%
\$250,000-\$299,999	207	7%	155	5%
\$300,000-\$399,999	1,106	36%	1,068	33%
\$400,000-\$499,999	605	20%	674	21%
\$500,000-\$749,999	509	17%	637	20%
\$750,000-\$999,999	231	8%	324	10%
\$1,000,000-\$1,499,999	5	0%	6	0%
\$1,500,000-\$1,999,999	10	0%	12	0%
\$2,000,000 or greater	17	1%	15	0%
Median Home Value	\$386,438	N/A	\$410,534	N/A
Average Home Value	\$438,892	N/A	\$467,306	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	607	10%	456	8%
\$15,000-\$24,999	396	7%	282	5%
\$25,000-\$34,999	499	8%	391	7%
\$35,000-\$49,999	510	9%	449	8%
\$50,000-\$74,999	814	14%	891	15%
\$75,000-\$99,999	875	15%	899	15%
\$100,000-\$149,999	1,088	18%	1,333	22%
\$150,000-\$199,999	480	8%	555	9%
\$200,000 or greater	635	11%	718	12%
Median Household Income	\$77,745	N/A	\$87,595	N/A
Average Household Income	\$106,997	N/A	\$122,205	N/A
Per Capita Income	\$46,061	N/A	\$52,959	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	6,376	52%	7,510	7,510
Employed Civilian Population Age 16+ (Esri)	6,560	54%	7,245	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	265	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.5%

Occupation	2020		2022	
Management	596	9%	649	9%
Business/Financial	236	4%	252	3%
Computer/Mathematical	300	5%	345	5%
Architecture/Engineering	86	1%	83	1%
Life/Physical/Social Science	110	2%	160	2%
Community/Social Service	122	2%	144	2%
Legal	79	1%	53	1%
Education/Training/Library	617	9%	621	9%
Arts/Design/Entertainment/Sports/Media	176	3%	165	2%
Healthcare Practitioner/Technician	451	7%	579	8%
Healthcare Support	322	5%	400	6%
Protective Service	120	2%	164	2%
Food Preparation/Serving Related	137	2%	215	3%
Building/Grounds Cleaning/Maintenance	261	4%	183	3%
Personal Care/Service	258	4%	163	2%
Sales and Sales Related	738	11%	825	11%
Office/Administrative Support	761	12%	1,010	14%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	475	7%	310	4%
Installation/Maintenance/Repair	197	3%	283	4%
Production	135	2%	137	2%
Transportation/Material Moving	383	6%	502	7%



Monmouth County Municipal Market Report

Eatontown, NJ

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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	1,104	N/A	\$3,307,792	N/A	13,977	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	1	0%	\$324	0%	3	0%
Mining (NAICS 21)	2	0%	\$7,309	0%	8	0%
Utilities (NAICS 22)	0	0%	\$0	0%	0	0%
Construction (NAICS 23)	51	5%	\$140,082	4%	452	3%
Manufacturing (NAICS 31-33)	36	3%	\$217,785	7%	1,028	7%
Wholesale Trade (NAICS 42)	46	4%	\$959,264	29%	466	3%
Retail Trade (NAICS 44-45)	197	18%	\$908,824	27%	2,890	21%
Motor Vehicle/Parts Dealers (NAICS 441)	14	1%	\$339,306	10%	527	4%
Furniture/Home Furnishings (NAICS 442)	14	1%	\$88,085	3%	136	1%
Electronics/Appliances (NAICS 443)	12	1%	\$58,275	2%	210	2%
Building Material/Garden Equipment & Supply (NAICS 444)	9	1%	\$69,124	2%	187	1%
Food & Beverage Stores (NAICS 445)	12	1%	\$15,699	0%	96	1%
Health/Personal Care (NAICS 446)	24	2%	\$29,576	1%	143	1%
Gas Stations (NAICS 447)	6	1%	\$24,310	1%	26	0%
Clothing/Accessories (NAICS 448)	61	6%	\$121,434	4%	674	5%
Sports/Hobby/Book/Music (NAICS 451)	11	1%	\$19,057	1%	130	1%
General Merchandise Stores (NAICS 452)	13	1%	\$121,521	4%	616	4%
Misc Store Retailers (NAICS 453)	17	2%	\$19,758	1%	141	1%
Non-store Retailers (NAICS 454)	4	0%	\$2,679	0%	4	0%
Transportation/Warehouse (NAICS 48-49)	16	1%	\$10,552	0%	162	1%
Information (NAICS S51)	31	3%	\$214,261	6%	680	5%
Finance & Insurance (NAICS 52)	69	6%	\$177,392	5%	687	5%
Central Bank/Credit Intermediation (NAICS 521-522)	19	2%	\$59,832	2%	182	1%
Securities/Commodity Contracts (NAICS 523)	16	1%	\$43,106	1%	117	1%
Insurance/Funds/Trusts/Other (NAICS 524-525)	34	3%	\$74,454	2%	388	3%
Real Estate/Rental/Leasing (NAICS 53)	53	5%	\$39,897	1%	221	2%
Professional/Scientific/Tech Services (NAICS 54)	118	11%	\$157,197	5%	1,034	7%
Legal Services (NAICS 5411)	20	2%	\$21,650	1%	160	1%
Management of Companies/Enterprises (NAICS 55)	1	0%	\$6,763	0%	10	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	38	3%	\$40,122	1%	313	2%
Educational Services (NAICS 61)	27	2%	\$11,983	0%	635	5%
Health Care/Social Assistance (NAICS 62)	142	13%	\$261,203	8%	2,371	17%
Arts/Entertainment/Recreation (NAICS 71)	21	2%	\$17,692	1%	173	1%
Accommodation/Food Services (NAICS 72)	68	6%	\$86,162	3%	1,434	10%
Accommodation (NAICS 721)	7	1%	\$20,095	1%	273	2%
Food Service & Drinking Places (NAICS 722)	61	6%	\$66,067	2%	1,161	8%
Other Services Except Public Administration (NAICS 81)	101	9%	\$50,658	2%	860	6%
Automotive Repair & Maintenance (NAICS 8111)	23	2%	\$14,690	0%	193	1%
Public Administration (NAICS 92)	30	3%	\$322	0%	416	3%
Unclassified Establishments (NAICS 99)	56	5%	\$0	0%	134	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

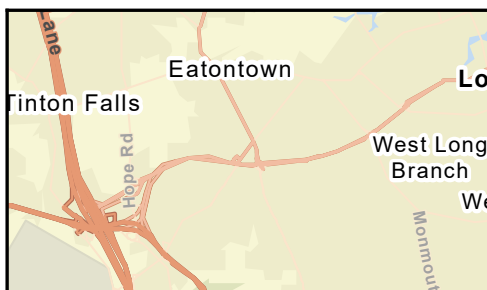
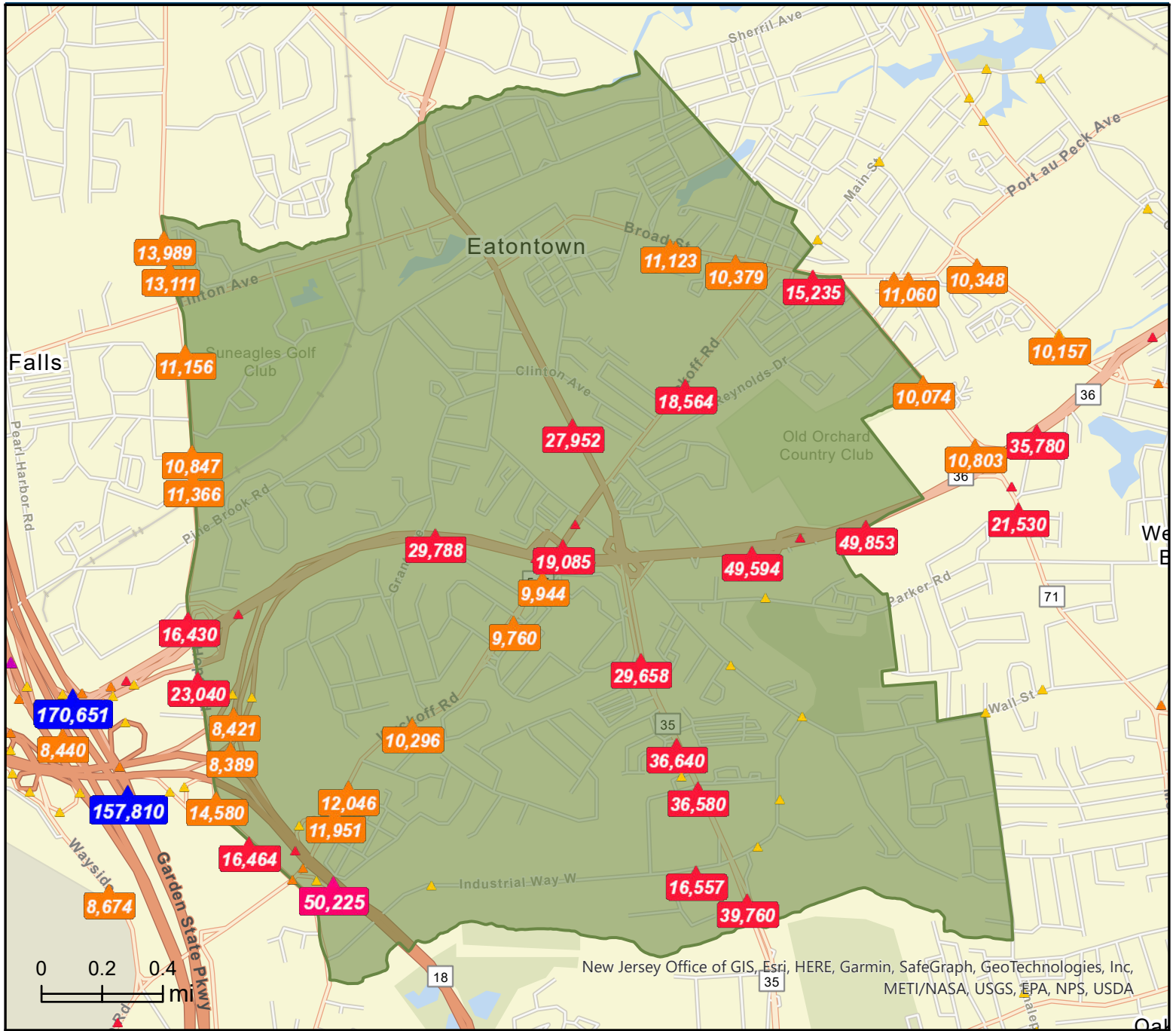
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



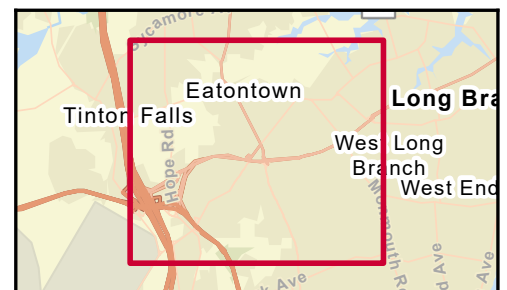
Traffic Count Map

Eatontown, 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



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July 07, 2022