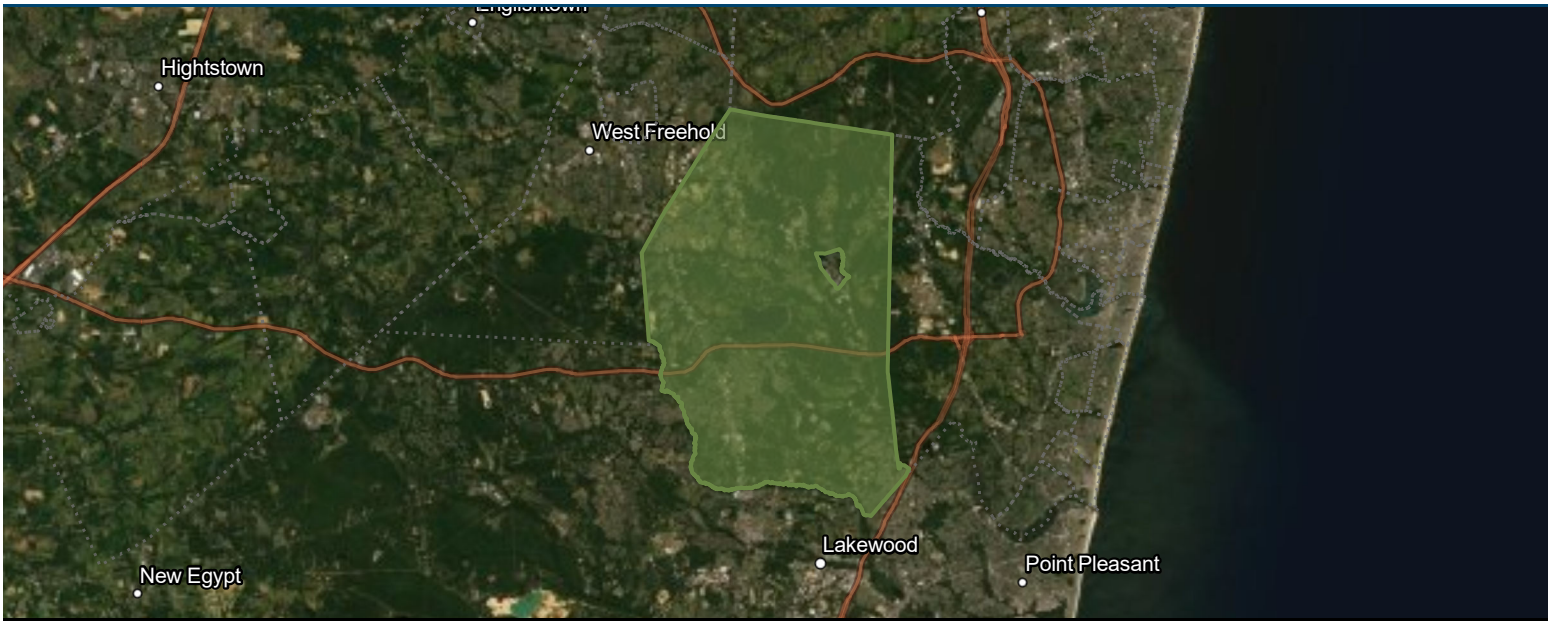
# Monmouth County Municipal Market Report

Howell, NJ

Prepared by Esri




## *Demographics*

| Population | | | | | |
|---|---|---|---|---|---|
| | 2010 | | 2022 | | 2027 |
| Total Population | | 51,075 | | 53,216 | 53,284 |
| Population Density | | 847.4 | | 882.9 | 884.1 |
| Compounded Annual Growth Rate | | N/A | | -0.27% | 0.03% |
| *Growth Rate Time Period* | *N/A* | | *(2020-2022)* | | *(2022-2027)* |

| Race & Ethnicity | 2010 | | 2022 | | 2027 | |
|---|---|---|---|---|---|---|
| White | 45,100 | 88% | 41,455 | 78% | 40,489 | 76% |
| African American | 1,865 | 4% | 2,066 | 4% | 2,033 | 4% |
| American Indian/Alaska Native | 79 | 0% | 120 | 0% | 134 | 0% |
| Asian | 2,309 | 5% | 2,665 | 5% | 2,752 | 5% |
| Pacific Islander | 23 | 0% | 11 | 0% | 11 | 0% |
| Some Other Race | 822 | 2% | 2,113 | 4% | 2,454 | 5% |
| Two or More Races | 877 | 2% | 4,786 | 9% | 5,411 | 10% |
| Hispanic Origin (Any Race) | 4,153 | 8% | 6,490 | 12% | 6,950 | 13% |

| Generations (2022) | | |
|---|---|---|
| Generation Alpha Population (Born 2017 or Later) | 3,219 | 6% |
| Generation Z Population (Born 1999 to 2016) | 11,726 | 22% |
| Millennial Population (Born 1981 to 1998) | 12,064 | 23% |
| Generation X Population (Born 1965 to 1980) | 12,136 | 23% |
| Baby Boomer Population (Born 1946 to 1964) | 11,400 | 21% |
| Silent & Greatest Generations Population (Born 1945/Earlier) | 2,671 | 5% |

| Age (2022) | | |
|---|---|---|
| 2022 Child Population (Age <18) | 11,346 | 21% |
| Working-Age Population (Age 18-64) | 33,596 | 63% |
| Senior Population (Age 65+) | 8,274 | 16% |
| Median Age (Esri) | 41.4 | N/A |

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

## Housing

| Housing Units | 2022 | | 2027 | |
|---|---|---|---|---|
| Owner Occupied Housing Units | 16,825 | 89% | 17,075 | 89% |
| Renter Occupied Housing Units | 2,132 | 11% | 2,059 | 11% |
| Total Housing Units | 19,845 | N/A | 20,062 | N/A |
| **Home Values** | | | | |
| Less than $50,000 | 158 | 1% | 119 | 1% |
| $50,000-$99,999 | 221 | 1% | 129 | 1% |
| $100,000-$149,999 | 249 | 1% | 143 | 1% |
| $150,000-$199,999 | 513 | 3% | 313 | 2% |
| $200,000-$249,999 | 933 | 6% | 622 | 4% |
| $250,000-$299,999 | 1,218 | 7% | 901 | 5% |
| $300,000-$399,999 | 5,613 | 33% | 5,091 | 30% |
| $400,000-$499,999 | 3,657 | 22% | 4,219 | 25% |
| $500,000-$749,999 | 3,490 | 21% | 4,592 | 27% |
| $750,000-$999,999 | 675 | 4% | 856 | 5% |
| $1,000,000-$1,499,999 | 48 | 0% | 47 | 0% |
| $1,500,000-$1,999,999 | 2 | 0% | 1 | 0% |
| $2,000,000 or greater | 48 | 0% | 42 | 0% |
| Median Home Value | $391,226 | N/A | $428,905 | N/A |
| Average Home Value | $430,305 | N/A | $464,271 | N/A |

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

## *Income & Employment*

| Household Income | 2022 | | 2027 | |
|---|---|---|---|---|
| Less than $15,000 | 665 | 4% | 476 | 2% |
| $15,000-$24,999 | 547 | 3% | 340 | 2% |
| $25,000-$34,999 | 879 | 5% | 566 | 3% |
| $35,000-$49,999 | 1,118 | 6% | 773 | 4% |
| $50,000-$74,999 | 2,251 | 12% | 2,063 | 11% |
| $75,000-$99,999 | 2,127 | 11% | 1,749 | 9% |
| $100,000-$149,999 | 4,489 | 24% | 5,354 | 28% |
| $150,000-$199,999 | 2,767 | 15% | 3,206 | 17% |
| $200,000 or greater | 4,114 | 22% | 4,607 | 24% |
| Median Household Income | $115,824 | N/A | $128,162 | N/A |
| Average Household Income | $152,610 | N/A | $171,967 | N/A |
| Per Capita Income | $54,372 | N/A | $61,760 | N/A |

| Labor Force | 2020 | | 2022 | |
|---|---|---|---|---|
| Civilian Population Age 16+ in Labor Force (Esri) | 26,608 | 51% | 29,208 | 29,208 |
| Employed Civilian Population Age 16+ (Esri) | 26,991 | 52% | 28,024 | 96% |
| Unemployed Population Age 16+ (Esri) | N/A | N/A | 1,184 | 96% |
| Unemployment Rate (Esri) | N/A | N/A | N/A | 4.1% |

| Occupation | | | | |
|---|---|---|---|---|
| Management | 3,117 | 12% | 3,977 | 14% |
| Business/Financial | 1,633 | 6% | 1,432 | 5% |
| Computer/Mathematical | 742 | 3% | 801 | 3% |
| Architecture/Engineering | 665 | 2% | 646 | 2% |
| Life/Physical/Social Science | 484 | 2% | 317 | 1% |
| Community/Social Service | 360 | 1% | 488 | 2% |
| Legal | 365 | 1% | 472 | 2% |
| Education/Training/Library | 2,111 | 8% | 2,089 | 7% |
| Arts/Design/Entertainment/Sports/Media | 502 | 2% | 539 | 2% |
| Healthcare Practitioner/Technician | 2,247 | 8% | 2,199 | 8% |
| Healthcare Support | 790 | 3% | 835 | 3% |
| Protective Service | 795 | 3% | 914 | 3% |
| Food Preparation/Serving Related | 1,225 | 5% | 960 | 3% |
| Building/Grounds Cleaning/Maintenance | 638 | 2% | 435 | 2% |
| Personal Care/Service | 548 | 2% | 425 | 2% |
| Sales and Sales Related | 3,198 | 12% | 2,850 | 10% |
| Office/Administrative Support | 3,211 | 12% | 3,230 | 12% |
| Farming/Fishing/Forestry | 27 | 0% | 6 | 0% |
| Construction/Extraction | 1,082 | 4% | 1,436 | 5% |
| Installation/Maintenance/Repair | 815 | 3% | 1,051 | 4% |
| Production | 768 | 3% | 731 | 3% |
| Transportation/Material Moving | 1,668 | 6% | 2,191 | 8% |

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

## *Industry Sectors (2022)*

| Industry | Businesses | | Sales | | Employees | |
|---|---|---|---|---|---|---|
| Total Businesses (NAICS 11-99) | 1,748 | N/A | $4,480,188 | N/A | 16,565 | N/A |
| Agriculture/Forestry/Fishing/Hunting (NAICS 11) | 9 | 1% | $1,951 | 0% | 24 | 0% |
| Mining (NAICS 21) | 1 | 0% | $352 | 0% | 5 | 0% |
| Utilities (NAICS 22) | 7 | 0% | $65,150 | 1% | 63 | 0% |
| Construction (NAICS 23) | 228 | 13% | $352,783 | 8% | 1,554 | 9% |
| Manufacturing (NAICS 31-33) | 60 | 3% | $237,837 | 5% | 578 | 3% |
| Wholesale Trade (NAICS 42) | 69 | 4% | $2,123,716 | 47% | 850 | 5% |
| Retail Trade (NAICS 44-45) | 285 | 16% | $764,300 | 17% | 3,141 | 19% |
| Motor Vehicle/Parts Dealers (NAICS 441) | 21 | 1% | $53,098 | 1% | 194 | 1% |
| Furniture/Home Furnishings (NAICS 442) | 24 | 1% | $35,281 | 1% | 155 | 1% |
| Electronics/Appliances (NAICS 443) | 8 | 0% | $8,326 | 0% | 29 | 0% |
| Building Material/Garden Equipment & Supply (NAICS 444) | 35 | 2% | $207,128 | 5% | 563 | 3% |
| Food & Beverage Stores (NAICS 445) | 36 | 2% | $126,465 | 3% | 620 | 4% |
| Health/Personal Care (NAICS 446) | 28 | 2% | $53,712 | 1% | 235 | 1% |
| Gas Stations (NAICS 447) | 7 | 0% | $32,045 | 1% | 29 | 0% |
| Clothing/Accessories (NAICS 448) | 34 | 2% | $28,360 | 1% | 122 | 1% |
| Sports/Hobby/Book/Music (NAICS 451) | 17 | 1% | $18,677 | 0% | 119 | 1% |
| General Merchandise Stores (NAICS 452) | 19 | 1% | $161,628 | 4% | 825 | 5% |
| Misc Store Retailers (NAICS 453) | 46 | 3% | $37,513 | 1% | 230 | 1% |
| Non-store Retailers (NAICS 454) | 10 | 1% | $2,067 | 0% | 20 | 0% |
| Transportation/Warehouse (NAICS 48-49) | 29 | 2% | $61,269 | 1% | 554 | 3% |
| Information (NAICS S51) | 24 | 1% | $87,552 | 2% | 251 | 2% |
| Finance & Insurance (NAICS 52) | 53 | 3% | $94,415 | 2% | 279 | 2% |
| Central Bank/Credit Intermediation (NAICS 521-522) | 25 | 1% | $47,032 | 1% | 156 | 1% |
| Securities/Commodity Contracts (NAICS 523) | 9 | 1% | $28,111 | 1% | 44 | 0% |
| Insurance/Funds/Trusts/Other (NAICS 524-525) | 19 | 1% | $19,272 | 0% | 79 | 0% |
| Real Estate/Rental/Leasing (NAICS 53) | 75 | 4% | $89,060 | 2% | 561 | 3% |
| Professional/Scientific/Tech Services (NAICS 54) | 146 | 8% | $101,215 | 2% | 712 | 4% |
| Legal Services (NAICS 5411) | 21 | 1% | $14,981 | 0% | 100 | 1% |
| Management of Companies/Enterprises (NAICS 55) | 4 | 0% | $27,052 | 1% | 40 | 0% |
| Administration/Support/Waste Management &Remediation (NAICS 56) | 109 | 6% | $115,985 | 3% | 839 | 5% |
| Educational Services (NAICS 61) | 50 | 3% | $10,822 | 0% | 1,904 | 11% |
| Health Care/Social Assistance (NAICS 62) | 169 | 10% | $154,792 | 3% | 1,557 | 9% |
| Arts/Entertainment/Recreation (NAICS 71) | 44 | 3% | $30,790 | 1% | 365 | 2% |
| Accommodation/Food Services (NAICS 72) | 109 | 6% | $95,241 | 2% | 1,701 | 10% |
| Accommodation (NAICS 721) | 4 | 0% | $2,422 | 0% | 26 | 0% |
| Food Service & Drinking Places (NAICS 722) | 105 | 6% | $92,819 | 2% | 1,675 | 10% |
| Other Services Except Public Administration (NAICS 81) | 182 | 10% | $65,906 | 1% | 1,124 | 7% |
| Automotive Repair & Maintenance (NAICS 8111) | 31 | 2% | $27,389 | 1% | 182 | 1% |
| Public Administration (NAICS 92) | 25 | 1% | $0 | 0% | 394 | 2% |
| Unclassified Establishments (NAICS 99) | 70 | 4% | $0 | 0% | 69 | 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

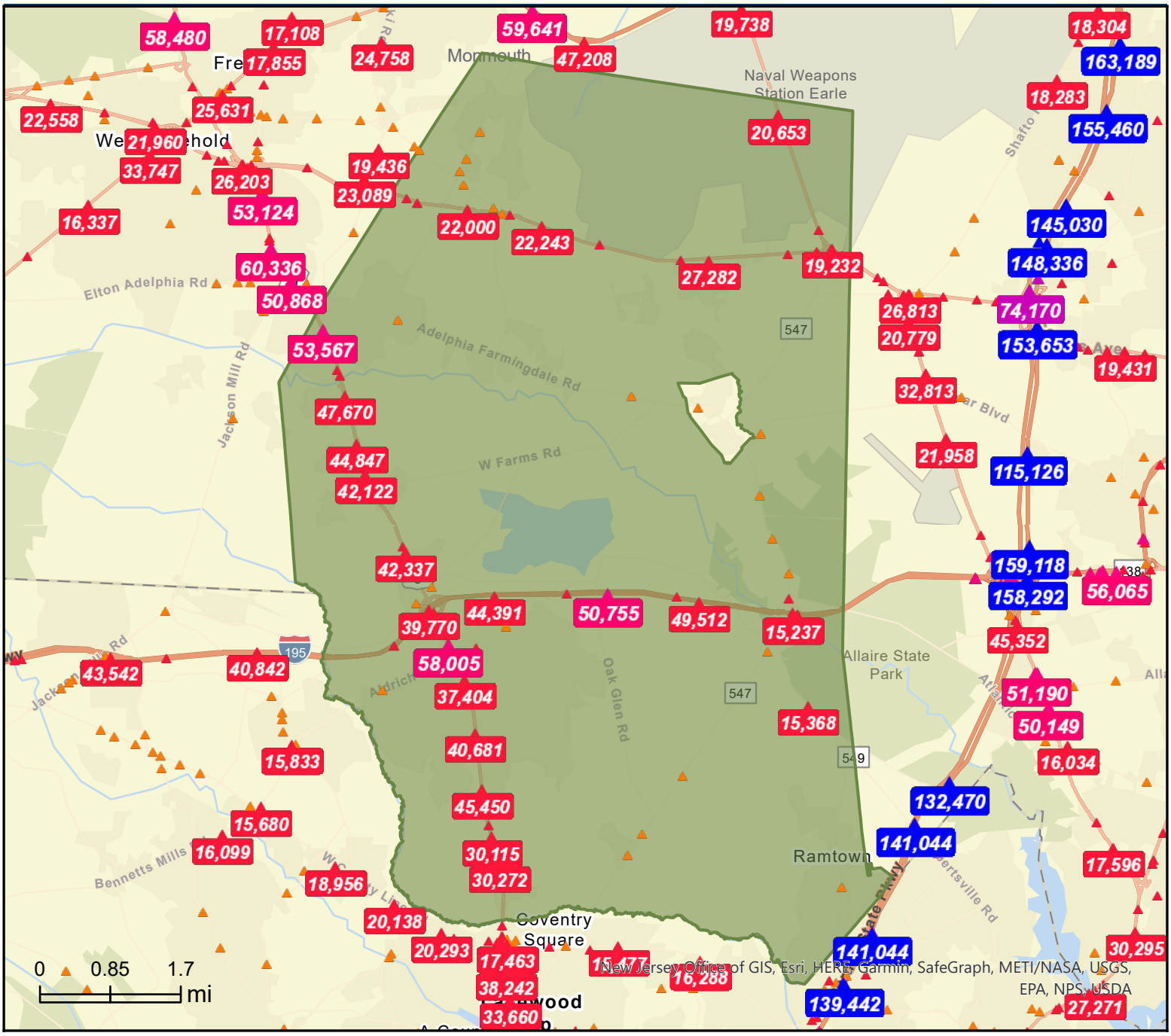
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

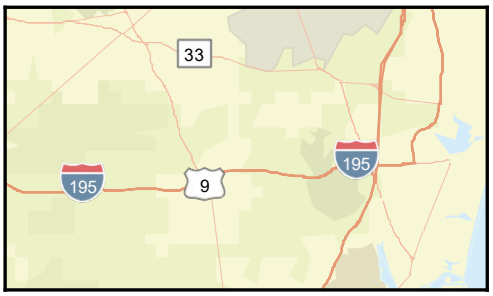
**Source:** ACS, Esri, Esri-Data Axle, U.S. Census

# Traffic Count Map

Howell, NJ

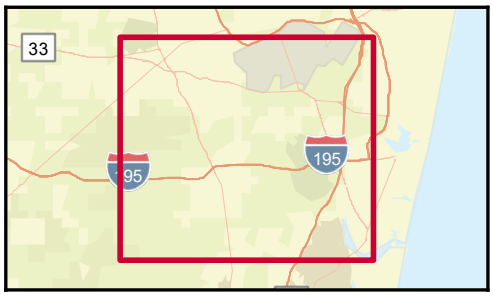
Prepared by Esri




***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).

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