



Monmouth County Municipal Market Report

Keansburg, NJ

Prepared by Esri



Demographics

Population

	2010		2022		2027	
Total Population		10,096		9,716		10,207
Population Density		9,415.3		9,060.9		9,518.8
Compounded Annual Growth Rate		N/A		-0.18%		0.99%
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

Race & Ethnicity

	2010		2022		2027	
White	8,499	84%	6,539	67%	6,642	65%
African American	663	7%	1,020	11%	1,039	10%
American Indian/Alaska Native	23	0%	36	0%	40	0%
Asian	170	2%	267	3%	284	3%
Pacific Islander	8	0%	5	0%	5	0%
Some Other Race	409	4%	744	8%	892	9%
Two or More Races	323	3%	1,106	11%	1,305	13%
Hispanic Origin (Any Race)	1,494	15%	1,955	20%	2,165	21%

Generations (2022)

Generation Alpha Population (Born 2017 or Later)		699	7%
Generation Z Population (Born 1999 to 2016)		2,060	21%
Millennial Population (Born 1981 to 1998)		2,606	27%
Generation X Population (Born 1965 to 1980)		2,044	21%
Baby Boomer Population (Born 1946 to 1964)		1,900	20%
Silent & Greatest Generations Population (Born 1945/Earlier)		406	4%

Age (2022)

2022 Child Population (Age <18)		2,097	22%
Working-Age Population (Age 18-64)		6,272	65%
Senior Population (Age 65+)		1,351	14%
Median Age (Esri)		38.2	N/A



Monmouth County Municipal Market Report

Keansburg, NJ

Prepared by Esri

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	2,128	54%	2,342	56%
Renter Occupied Housing Units	1,821	46%	1,836	44%
Total Housing Units	4,484	N/A	4,724	N/A
Home Values				
Less than \$50,000	30	1%	40	2%
\$50,000-\$99,999	62	3%	47	2%
\$100,000-\$149,999	203	10%	154	7%
\$150,000-\$199,999	389	18%	354	15%
\$200,000-\$249,999	444	21%	460	20%
\$250,000-\$299,999	584	27%	653	28%
\$300,000-\$399,999	142	7%	167	7%
\$400,000-\$499,999	41	2%	86	4%
\$500,000-\$749,999	171	8%	277	12%
\$750,000-\$999,999	19	1%	28	1%
\$1,000,000-\$1,499,999	40	2%	68	3%
\$1,500,000-\$1,999,999	1	0%	1	0%
\$2,000,000 or greater	3	0%	6	0%
Median Home Value	\$242,849	N/A	\$258,844	N/A
Average Home Value	\$286,285	N/A	\$326,282	N/A



Monmouth County Municipal Market Report

Keansburg, NJ

Prepared by Esri

Income & Employment

Household Income	2022		2027	
Less than \$15,000	859	22%	705	17%
\$15,000-\$24,999	293	7%	294	7%
\$25,000-\$34,999	304	8%	280	7%
\$35,000-\$49,999	376	10%	443	11%
\$50,000-\$74,999	554	14%	431	10%
\$75,000-\$99,999	410	10%	477	11%
\$100,000-\$149,999	730	18%	1,012	24%
\$150,000-\$199,999	260	7%	327	8%
\$200,000 or greater	163	4%	207	5%
Median Household Income	\$54,880	N/A	\$70,182	N/A
Average Household Income	\$77,703	N/A	\$91,437	N/A
Per Capita Income	\$31,490	N/A	\$37,282	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	4,637	48%	5,102	5,102
Employed Civilian Population Age 16+ (Esri)	4,756	49%	4,644	91%
Unemployed Population Age 16+ (Esri)	N/A	N/A	458	91%
Unemployment Rate (Esri)	N/A	N/A	N/A	9.0%

Occupation	2020		2022	
Management	494	10%	578	12%
Business/Financial	84	2%	198	4%
Computer/Mathematical	104	2%	163	4%
Architecture/Engineering	17	0%	52	1%
Life/Physical/Social Science	40	1%	43	1%
Community/Social Service	62	1%	53	1%
Legal	0	0%	0	0%
Education/Training/Library	148	3%	145	3%
Arts/Design/Entertainment/Sports/Media	0	0%	47	1%
Healthcare Practitioner/Technician	276	6%	145	3%
Healthcare Support	178	4%	187	4%
Protective Service	49	1%	91	2%
Food Preparation/Serving Related	208	4%	258	6%
Building/Grounds Cleaning/Maintenance	141	3%	210	5%
Personal Care/Service	297	6%	42	1%
Sales and Sales Related	827	17%	469	10%
Office/Administrative Support	637	13%	643	14%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	302	6%	413	9%
Installation/Maintenance/Repair	278	6%	162	3%
Production	205	4%	209	5%
Transportation/Material Moving	409	9%	537	12%



Monmouth County Municipal Market Report

Keansburg, NJ

Prepared by Esri

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	191	N/A	\$211,638	N/A	1,728	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	1%	\$3,120	1%	13	1%
Construction (NAICS 23)	15	8%	\$9,550	5%	53	3%
Manufacturing (NAICS 31-33)	10	5%	\$26,434	12%	83	5%
Wholesale Trade (NAICS 42)	4	2%	\$12,773	6%	14	1%
Retail Trade (NAICS 44-45)	22	12%	\$38,807	18%	111	6%
Motor Vehicle/Parts Dealers (NAICS 441)	1	1%	\$870	0%	2	0%
Furniture/Home Furnishings (NAICS 442)	0	0%	\$0	0%	0	0%
Electronics/Appliances (NAICS 443)	0	0%	\$0	0%	0	0%
Building Material/Garden Equipment & Supply (NAICS 444)	2	1%	\$2,331	1%	6	0%
Food & Beverage Stores (NAICS 445)	8	4%	\$8,190	4%	34	2%
Health/Personal Care (NAICS 446)	2	1%	\$10,906	5%	36	2%
Gas Stations (NAICS 447)	1	1%	\$13,259	6%	12	1%
Clothing/Accessories (NAICS 448)	1	1%	\$160	0%	1	0%
Sports/Hobby/Book/Music (NAICS 451)	0	0%	\$0	0%	0	0%
General Merchandise Stores (NAICS 452)	1	1%	\$1,253	1%	7	0%
Misc Store Retailers (NAICS 453)	4	2%	\$1,659	1%	12	1%
Non-store Retailers (NAICS 454)	2	1%	\$179	0%	1	0%
Transportation/Warehouse (NAICS 48-49)	3	2%	\$827	0%	32	2%
Information (NAICS S51)	5	3%	\$13,067	6%	35	2%
Finance & Insurance (NAICS 52)	5	3%	\$7,633	4%	11	1%
Central Bank/Credit Intermediation (NAICS 521-522)	2	1%	\$3,168	2%	6	0%
Securities/Commodity Contracts (NAICS 523)	2	1%	\$4,465	2%	5	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	1	1%	\$0	0%	0	0%
Real Estate/Rental/Leasing (NAICS 53)	8	4%	\$3,686	2%	23	1%
Professional/Scientific/Tech Services (NAICS 54)	6	3%	\$2,233	1%	16	1%
Legal Services (NAICS 5411)	2	1%	\$1,246	1%	7	0%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	9	5%	\$3,054	1%	26	2%
Educational Services (NAICS 61)	5	3%	\$0	0%	282	16%
Health Care/Social Assistance (NAICS 62)	17	9%	\$21,666	10%	326	19%
Arts/Entertainment/Recreation (NAICS 71)	9	5%	\$37,240	18%	236	14%
Accommodation/Food Services (NAICS 72)	28	15%	\$11,844	6%	186	11%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	28	15%	\$11,844	6%	186	11%
Other Services Except Public Administration (NAICS 81)	31	16%	\$19,704	9%	177	10%
Automotive Repair & Maintenance (NAICS 8111)	7	4%	\$11,007	5%	65	4%
Public Administration (NAICS 92)	7	4%	\$0	0%	100	6%
Unclassified Establishments (NAICS 99)	6	3%	\$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

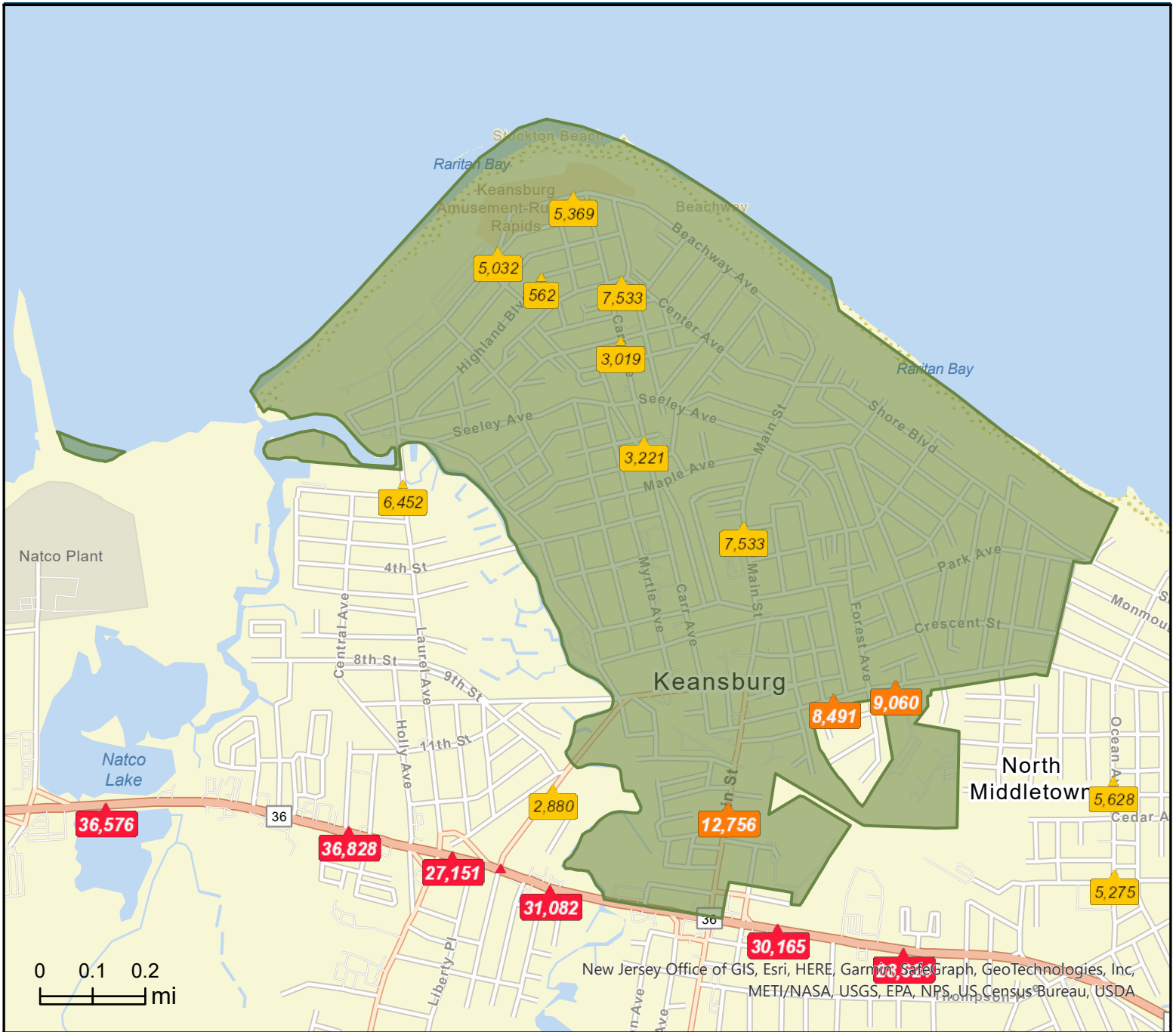
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



Traffic Count Map

Keansburg, 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