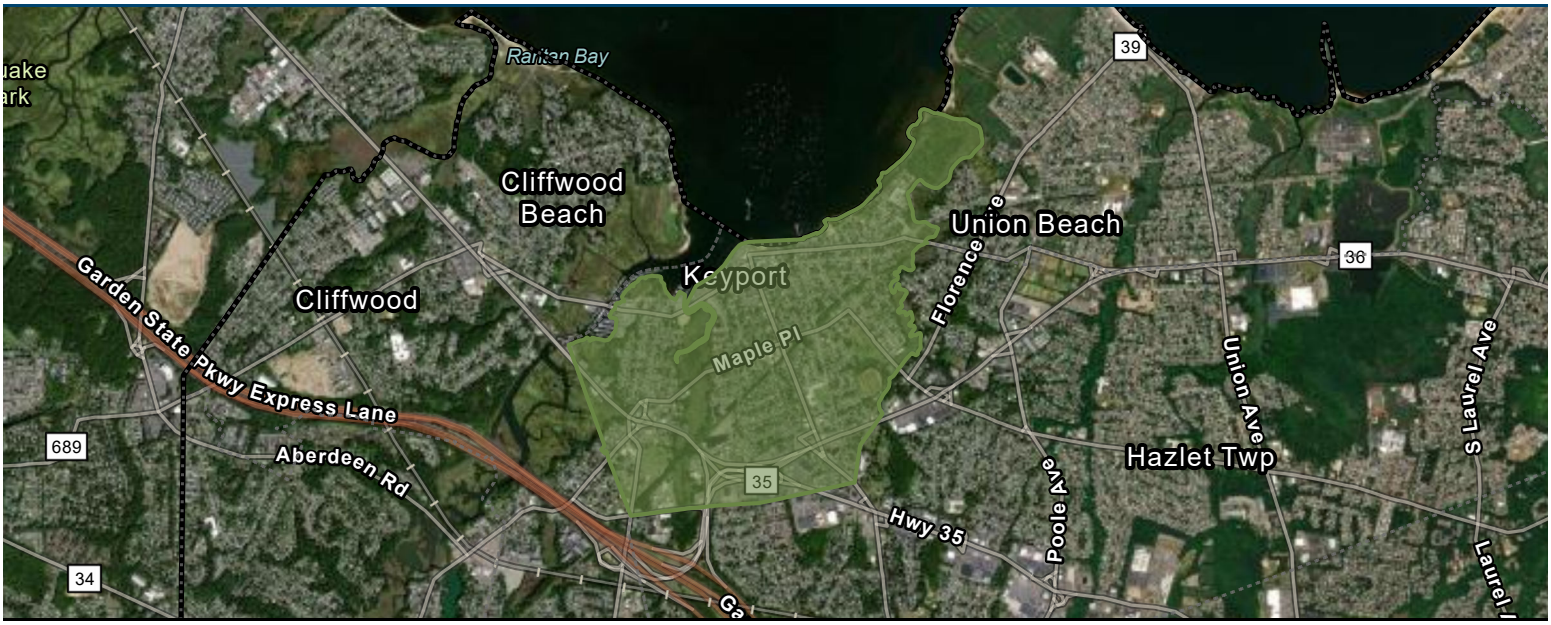
Monmouth County Municipal Market Report

Keyport, NJ

Prepared by Esri



Demographics

Population	2010		2022		2027	
Total Population		7,221		7,160		7,133
Population Density		5,227.7		5,183.5		5,164.0
Compounded Annual Growth Rate		N/A		-0.27%		-0.08%
Growth Rate Time Period	*N/A*		*(2020-2022)*		*(2022-2027)*	

Race & Ethnicity	2010		2022		2027	
White	5,777	80%	4,920	69%	4,725	66%
African American	521	7%	421	6%	406	6%
American Indian/Alaska Native	20	0%	33	0%	36	1%
Asian	169	2%	227	3%	230	3%
Pacific Islander	2	0%	1	0%	1	0%
Some Other Race	551	8%	739	10%	837	12%
Two or More Races	181	3%	819	11%	898	13%
Hispanic Origin (Any Race)	1,317	18%	1,606	22%	1,717	24%

Generations (2022)		
Generation Alpha Population (Born 2017 or Later)	445	6%
Generation Z Population (Born 1999 to 2016)	1,326	19%
Millennial Population (Born 1981 to 1998)	1,714	24%
Generation X Population (Born 1965 to 1980)	1,460	20%
Baby Boomer Population (Born 1946 to 1964)	1,631	23%
Silent & Greatest Generations Population (Born 1945/Earlier)	584	8%

Age (2022)		
2022 Child Population (Age <18)	1,335	19%
Working-Age Population (Age 18-64)	4,274	60%
Senior Population (Age 65+)	1,551	22%
Median Age (Esri)	43.0	N/A

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

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	1,708	54%	1,778	56%
Renter Occupied Housing Units	1,483	46%	1,420	44%
Total Housing Units	3,428	N/A	3,443	N/A
Home Values				
Less than $50,000	27	2%	26	1%
$50,000-$99,999	2	0%	1	0%
$100,000-$149,999	13	1%	7	0%
$150,000-$199,999	66	4%	44	2%
$200,000-$249,999	343	20%	271	15%
$250,000-$299,999	327	19%	289	16%
$300,000-$399,999	668	39%	757	43%
$400,000-$499,999	193	11%	276	16%
$500,000-$749,999	36	2%	60	3%
$750,000-$999,999	13	1%	20	1%
$1,000,000-$1,499,999	0	0%	0	0%
$1,500,000-$1,999,999	0	0%	0	0%
$2,000,000 or greater	20	1%	27	2%
Median Home Value	$311,377	N/A	$333,157	N/A
Average Home Value	$339,944	N/A	$368,195	N/A

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

Income & Employment

Household Income	2022		2027	
Less than $15,000	387	12%	323	10%
$15,000-$24,999	233	7%	189	6%
$25,000-$34,999	307	10%	256	8%
$35,000-$49,999	327	10%	263	8%
$50,000-$74,999	332	10%	341	11%
$75,000-$99,999	429	13%	409	13%
$100,000-$149,999	559	18%	707	22%
$150,000-$199,999	375	12%	457	14%
$200,000 or greater	242	8%	253	8%
Median Household Income	$75,413	N/A	$87,190	N/A
Average Household Income	$97,362	N/A	$109,800	N/A
Per Capita Income	$43,401	N/A	$49,237	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	3,333	48%	3,860	3,860
Employed Civilian Population Age 16+ (Esri)	3,365	48%	3,692	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	168	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	4.4%

Occupation				
Management	261	8%	462	13%
Business/Financial	139	4%	165	4%
Computer/Mathematical	91	3%	49	1%
Architecture/Engineering	87	3%	47	1%
Life/Physical/Social Science	15	0%	12	0%
Community/Social Service	92	3%	61	2%
Legal	13	0%	20	1%
Education/Training/Library	350	10%	178	5%
Arts/Design/Entertainment/Sports/Media	60	2%	72	2%
Healthcare Practitioner/Technician	136	4%	137	4%
Healthcare Support	34	1%	85	2%
Protective Service	44	1%	38	1%
Food Preparation/Serving Related	189	6%	271	7%
Building/Grounds Cleaning/Maintenance	97	3%	92	2%
Personal Care/Service	73	2%	46	1%
Sales and Sales Related	312	9%	341	9%
Office/Administrative Support	412	12%	504	14%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	257	8%	375	10%
Installation/Maintenance/Repair	156	5%	154	4%
Production	192	6%	187	5%
Transportation/Material Moving	355	11%	396	11%

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

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	411	N/A	$488,174	N/A	2,793	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)	32	8%	$34,082	7%	154	6%
Manufacturing (NAICS 31-33)	21	5%	$30,852	6%	118	4%
Wholesale Trade (NAICS 42)	13	3%	$77,317	16%	68	2%
Retail Trade (NAICS 44-45)	65	16%	$158,589	32%	414	15%
Motor Vehicle/Parts Dealers (NAICS 441)	19	5%	$84,208	17%	177	6%
Furniture/Home Furnishings (NAICS 442)	4	1%	$4,461	1%	17	1%
Electronics/Appliances (NAICS 443)	1	0%	$279	0%	1	0%
Building Material/Garden Equipment & Supply (NAICS 444)	3	1%	$5,050	1%	13	0%
Food & Beverage Stores (NAICS 445)	9	2%	$31,757	7%	135	5%
Health/Personal Care (NAICS 446)	4	1%	$3,398	1%	10	0%
Gas Stations (NAICS 447)	5	1%	$22,099	5%	20	1%
Clothing/Accessories (NAICS 448)	5	1%	$2,309	0%	11	0%
Sports/Hobby/Book/Music (NAICS 451)	3	1%	$688	0%	4	0%
General Merchandise Stores (NAICS 452)	2	0%	$1,253	0%	7	0%
Misc Store Retailers (NAICS 453)	10	2%	$3,087	1%	19	1%
Non-store Retailers (NAICS 454)	0	0%	$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	9	2%	$2,870	1%	75	3%
Information (NAICS S51)	10	2%	$24,506	5%	58	2%
Finance & Insurance (NAICS 52)	20	5%	$35,092	7%	106	4%
Central Bank/Credit Intermediation (NAICS 521-522)	12	3%	$23,145	5%	53	2%
Securities/Commodity Contracts (NAICS 523)	3	1%	$2,973	1%	9	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	5	1%	$8,974	2%	44	2%
Real Estate/Rental/Leasing (NAICS 53)	22	5%	$27,896	6%	214	8%
Professional/Scientific/Tech Services (NAICS 54)	25	6%	$13,951	3%	125	4%
Legal Services (NAICS 5411)	5	1%	$2,805	1%	18	1%
Management of Companies/Enterprises (NAICS 55)	0	0%	$0	0%	0	0%
Administration/Support/Waste Management &Remediation (NAICS 56)	9	2%	$11,023	2%	66	2%
Educational Services (NAICS 61)	9	2%	$220	0%	221	8%
Health Care/Social Assistance (NAICS 62)	18	4%	$15,435	3%	148	5%
Arts/Entertainment/Recreation (NAICS 71)	6	1%	$3,036	1%	27	1%
Accommodation/Food Services (NAICS 72)	42	10%	$19,483	4%	302	11%
Accommodation (NAICS 721)	1	0%	$373	0%	4	0%
Food Service & Drinking Places (NAICS 722)	41	10%	$19,110	4%	298	11%
Other Services Except Public Administration (NAICS 81)	84	20%	$33,822	7%	439	16%
Automotive Repair & Maintenance (NAICS 8111)	18	4%	$11,251	2%	72	3%
Public Administration (NAICS 92)	14	3%	$0	0%	233	8%
Unclassified Establishments (NAICS 99)	12	3%	$0	0%	25	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

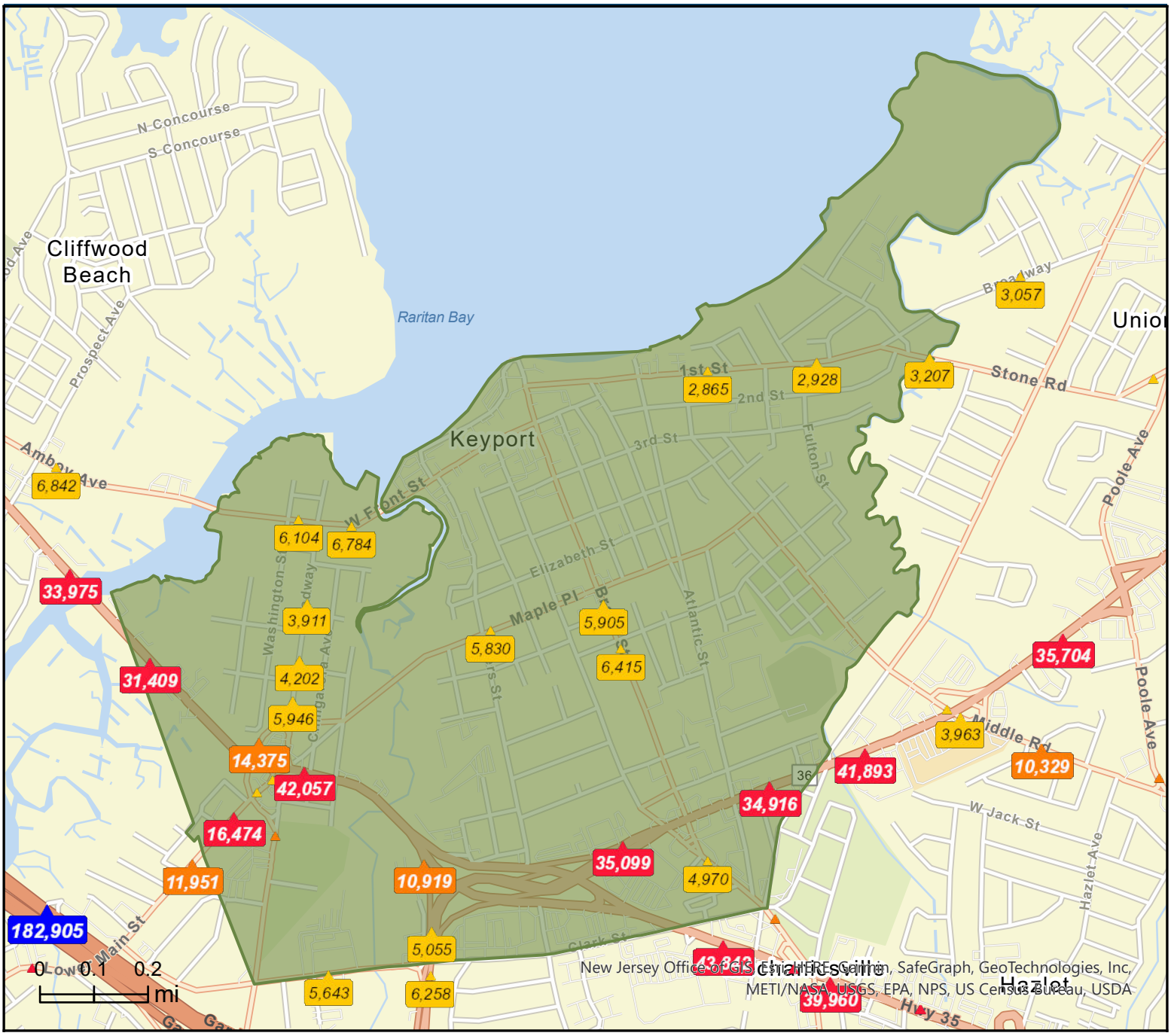
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

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

Traffic Count Map

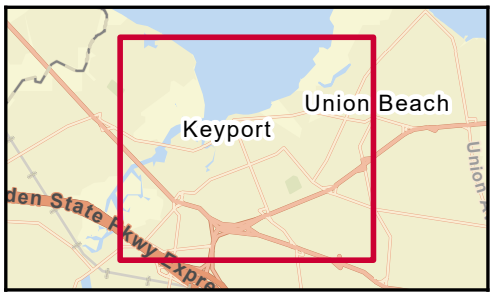
Keyport, NJ

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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