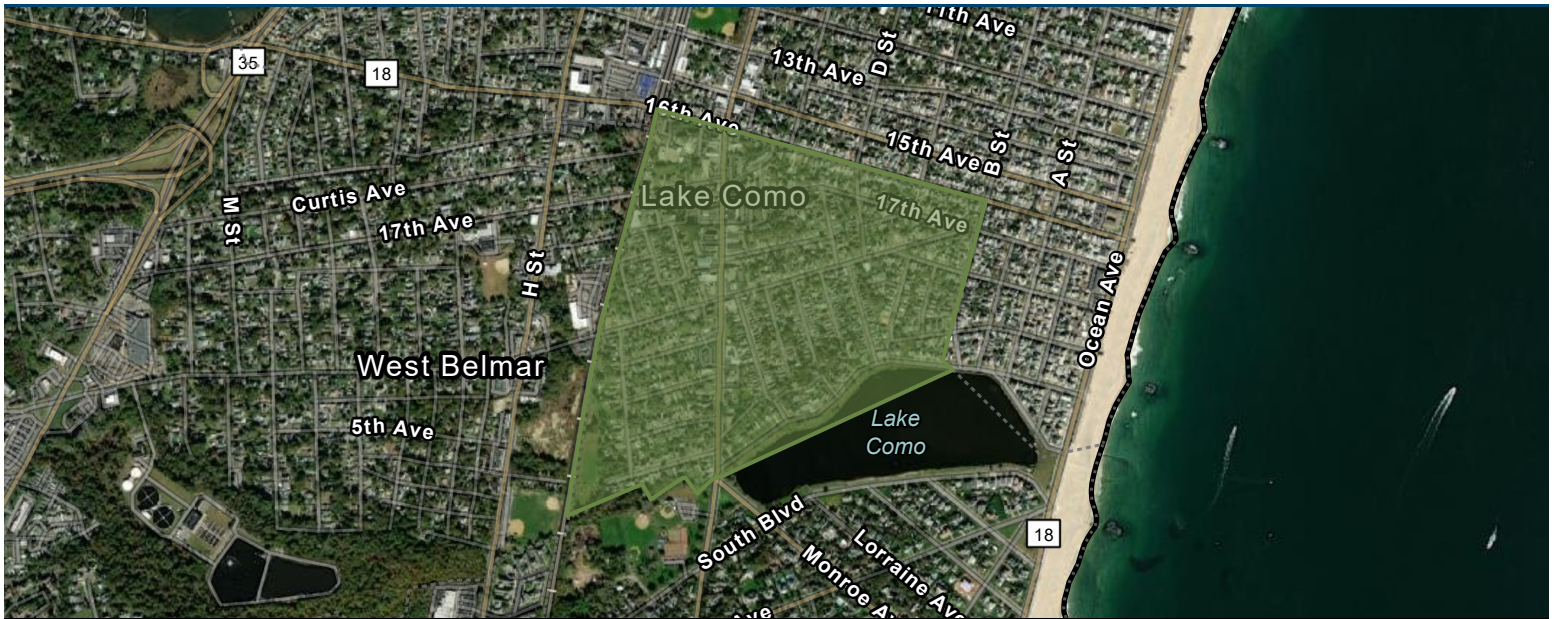




# Monmouth County Municipal Market Report

Lake Como, NJ

Prepared by Esri



## Demographics

Population		2010		2022		2027	
Total Population		1,759		1,628		1,607	
Population Density		6,988.5		6,468.0		6,384.6	
Compounded Annual Growth Rate		N/A		-1.83%		-0.26%	
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity		2010		2022		2027	
White		1,458	83%	1,179	72%	1,122	70%
African American		108	6%	78	5%	75	5%
American Indian/Alaska Native		15	1%	10	1%	12	1%
Asian		21	1%	32	2%	32	2%
Pacific Islander		0	0%	0	0%	0	0%
Some Other Race		120	7%	175	11%	197	12%
Two or More Races		37	2%	154	9%	169	11%
Hispanic Origin (Any Race)		322	18%	332	20%	358	22%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				95		6%	
Generation Z Population (Born 1999 to 2016)				312		19%	
Millennial Population (Born 1981 to 1998)				446		27%	
Generation X Population (Born 1965 to 1980)				381		23%	
Baby Boomer Population (Born 1946 to 1964)				322		20%	
Silent & Greatest Generations Population (Born 1945/Earlier)				72		4%	
Age (2022)							
2022 Child Population (Age <18)				291		18%	
Working-Age Population (Age 18-64)				1,099		68%	
Senior Population (Age 65+)				238		15%	
Median Age (Esri)				40.3		N/A	

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



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## Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	486	63%	496	65%
Renter Occupied Housing Units	285	37%	270	35%
Total Housing Units	1,075	N/A	1,075	N/A
<b>Home Values</b>				
Less than \$50,000	3	1%	2	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	7	1%	3	1%
\$250,000-\$299,999	9	2%	6	1%
\$300,000-\$399,999	102	21%	77	16%
\$400,000-\$499,999	140	29%	142	29%
\$500,000-\$749,999	185	38%	219	44%
\$750,000-\$999,999	36	7%	43	9%
\$1,000,000-\$1,499,999	4	1%	4	1%
\$1,500,000-\$1,999,999	0	0%	0	0%
\$2,000,000 or greater	0	0%	0	0%
Median Home Value	\$487,143	N/A	\$520,548	N/A
Average Home Value	\$524,588	N/A	\$549,849	N/A



# Monmouth County Municipal Market Report

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## Income & Employment

<b>Household Income</b>	<b>2022</b>		<b>2027</b>	
Less than \$15,000	57	7%	40	5%
\$15,000-\$24,999	36	5%	25	3%
\$25,000-\$34,999	22	3%	17	2%
\$35,000-\$49,999	59	8%	33	4%
\$50,000-\$74,999	87	11%	74	10%
\$75,000-\$99,999	129	17%	143	19%
\$100,000-\$149,999	179	23%	228	30%
\$150,000-\$199,999	76	10%	91	12%
\$200,000 or greater	126	16%	115	15%
Median Household Income	\$98,848	N/A	\$107,039	N/A
Average Household Income	\$129,229	N/A	\$139,833	N/A
Per Capita Income	\$61,201	N/A	\$66,653	N/A

<b>Labor Force</b>	<b>2020</b>		<b>2022</b>	
Civilian Population Age 16+ in Labor Force (Esri)	921	56%	956	95%
Employed Civilian Population Age 16+ (Esri)	1,035	63%	921	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	35	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.7%

<b>Occupation</b>	<b>2020</b>		<b>2022</b>	
Management	143	14%	83	9%
Business/Financial	63	6%	86	9%
Computer/Mathematical	24	2%	33	4%
Architecture/Engineering	21	2%	18	2%
Life/Physical/Social Science	15	1%	23	3%
Community/Social Service	15	1%	14	2%
Legal	13	1%	3	0%
Education/Training/Library	98	9%	52	6%
Arts/Design/Entertainment/Sports/Media	21	2%	10	1%
Healthcare Practitioner/Technician	95	9%	79	9%
Healthcare Support	18	2%	21	2%
Protective Service	17	2%	32	3%
Food Preparation/Serving Related	37	4%	28	3%
Building/Grounds Cleaning/Maintenance	43	4%	18	2%
Personal Care/Service	39	4%	12	1%
Sales and Sales Related	142	14%	85	9%
Office/Administrative Support	83	8%	62	7%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	66	6%	133	14%
Installation/Maintenance/Repair	24	2%	18	2%
Production	37	4%	50	5%
Transportation/Material Moving	21	2%	61	7%



# Monmouth County Municipal Market Report

Lake Como, NJ

Prepared by Esri

## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	82	N/A	\$110,671	N/A	684	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)	8	10%	\$8,249	7%	43	6%
Manufacturing (NAICS 31-33)	1	1%	\$150	0%	1	0%
Wholesale Trade (NAICS 42)	0	0%	\$0	0%	0	0%
Retail Trade (NAICS 44-45)	12	15%	\$19,458	18%	76	11%
Motor Vehicle/Parts Dealers (NAICS 441)	1	1%	\$1,305	1%	3	0%
Furniture/Home Furnishings (NAICS 442)	0	0%	\$0	0%	0	0%
Electronics/Appliances (NAICS 443)	1	1%	\$8,358	8%	30	4%
Building Material/Garden Equipment & Supply (NAICS 444)	0	0%	\$0	0%	0	0%
Food & Beverage Stores (NAICS 445)	5	6%	\$6,327	6%	25	4%
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)	0	0%	\$0	0%	0	0%
Sports/Hobby/Book/Music (NAICS 451)	0	0%	\$0	0%	0	0%
General Merchandise Stores (NAICS 452)	1	1%	\$1,984	2%	10	1%
Misc Store Retailers (NAICS 453)	4	5%	\$1,484	1%	8	1%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	0	0%	\$0	0%	0	0%
Information (NAICS S51)	3	4%	\$18,309	17%	60	9%
Finance & Insurance (NAICS 52)	4	5%	\$22,005	20%	29	4%
Central Bank/Credit Intermediation (NAICS 521-522)	1	1%	\$1,584	1%	3	0%
Securities/Commodity Contracts (NAICS 523)	3	4%	\$20,421	18%	26	4%
Insurance/Funds/Trusts/Other (NAICS 524-525)	0	0%	\$0	0%	0	0%
Real Estate/Rental/Leasing (NAICS 53)	3	4%	\$2,684	2%	28	4%
Professional/Scientific/Tech Services (NAICS 54)	8	10%	\$16,714	15%	79	12%
Legal Services (NAICS 5411)	3	4%	\$1,727	2%	13	2%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	4	5%	\$2,160	2%	13	2%
Educational Services (NAICS 61)	1	1%	\$0	0%	32	5%
Health Care/Social Assistance (NAICS 62)	7	9%	\$2,656	2%	26	4%
Arts/Entertainment/Recreation (NAICS 71)	1	1%	\$173	0%	3	0%
Accommodation/Food Services (NAICS 72)	9	11%	\$6,366	6%	99	14%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	9	11%	\$6,366	6%	99	14%
Other Services Except Public Administration (NAICS 81)	14	17%	\$11,747	11%	133	19%
Automotive Repair & Maintenance (NAICS 8111)	0	0%	\$0	0%	0	0%
Public Administration (NAICS 92)	6	7%	\$0	0%	62	9%
Unclassified Establishments (NAICS 99)	1	1%	\$0	0%	0	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](mailto:econdev@co.monmouth.nj.us)  
[www.visitmonmouth.com](http://www.visitmonmouth.com)

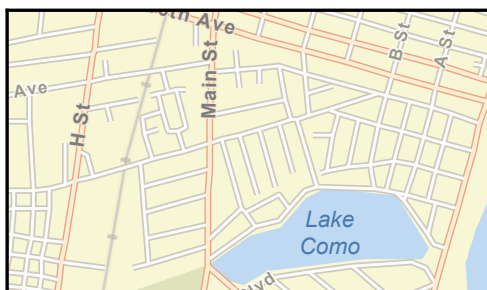
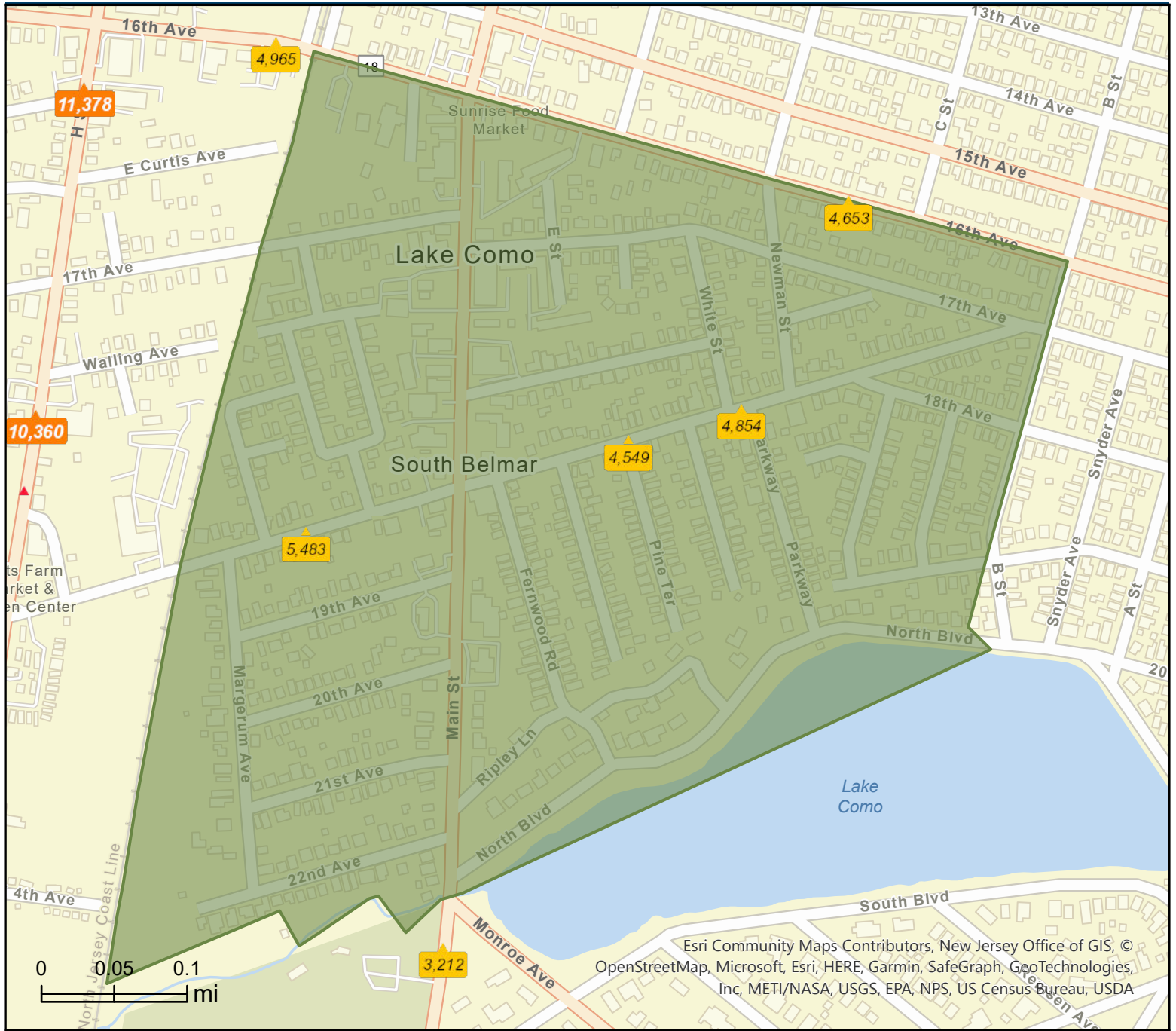
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



# Traffic Count Map

Lake Como, 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