



Monmouth County Municipal Market Report

Little Silver, NJ

Prepared by Esri



Demographics

Population		2010		2022		2027	
Total Population		5,950		6,057		5,965	
Population Density		2,194.0		2,233.4		2,199.5	
Compounded Annual Growth Rate		N/A		-0.54%		-0.31%	
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity		2010		2022		2027	
White		5,737	96%	5,495	91%	5,343	90%
African American		17	0%	25	0%	25	0%
American Indian/Alaska Native		6	0%	3	0%	3	0%
Asian		104	2%	141	2%	144	2%
Pacific Islander		8	0%	1	0%	1	0%
Some Other Race		10	0%	40	1%	47	1%
Two or More Races		68	1%	352	6%	402	7%
Hispanic Origin (Any Race)		179	3%	263	4%	273	5%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				401		7%	
Generation Z Population (Born 1999 to 2016)				1,474		24%	
Millennial Population (Born 1981 to 1998)				817		13%	
Generation X Population (Born 1965 to 1980)				1,406		23%	
Baby Boomer Population (Born 1946 to 1964)				1,499		25%	
Silent & Greatest Generations Population (Born 1945/Earlier)				460		8%	
Age (2022)							
2022 Child Population (Age <18)				1,576		26%	
Working-Age Population (Age 18-64)				3,201		53%	
Senior Population (Age 65+)				1,280		21%	
Median Age (Esri)				46.0		N/A	

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



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Housing

	2022		2027	
Housing Units				
Owner Occupied Housing Units	2,034	94%	2,021	94%
Renter Occupied Housing Units	136	6%	126	6%
Total Housing Units	2,312	N/A	2,312	N/A
Home Values				
Less than \$50,000	5	0%	2	0%
\$50,000-\$99,999	0	0%	0	0%
\$100,000-\$149,999	1	0%	0	0%
\$150,000-\$199,999	0	0%	0	0%
\$200,000-\$249,999	4	0%	1	0%
\$250,000-\$299,999	2	0%	1	0%
\$300,000-\$399,999	86	4%	55	3%
\$400,000-\$499,999	344	17%	296	15%
\$500,000-\$749,999	919	45%	980	48%
\$750,000-\$999,999	456	22%	493	24%
\$1,000,000-\$1,499,999	105	5%	104	5%
\$1,500,000-\$1,999,999	47	2%	42	2%
\$2,000,000 or greater	65	3%	47	2%
Median Home Value	\$656,420	N/A	\$667,219	N/A
Average Home Value	\$747,161	N/A	\$745,238	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	57	3%	42	2%
\$15,000-\$24,999	27	1%	17	1%
\$25,000-\$34,999	49	2%	36	2%
\$35,000-\$49,999	62	3%	45	2%
\$50,000-\$74,999	157	7%	138	6%
\$75,000-\$99,999	121	6%	104	5%
\$100,000-\$149,999	368	17%	393	18%
\$150,000-\$199,999	341	16%	322	15%
\$200,000 or greater	988	46%	1,050	49%
Median Household Income	\$182,628	N/A	\$195,295	N/A
Average Household Income	\$260,055	N/A	\$283,356	N/A
Per Capita Income	\$93,168	N/A	\$101,989	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	2,471	42%	2,821	2,821
Employed Civilian Population Age 16+ (Esri)	2,531	44%	2,717	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	104	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.7%

Occupation	2020		2022	
Management	524	21%	630	23%
Business/Financial	265	10%	255	9%
Computer/Mathematical	94	4%	150	6%
Architecture/Engineering	44	2%	28	1%
Life/Physical/Social Science	0	0%	0	0%
Community/Social Service	37	1%	42	2%
Legal	98	4%	33	1%
Education/Training/Library	187	7%	216	8%
Arts/Design/Entertainment/Sports/Media	109	4%	183	7%
Healthcare Practitioner/Technician	185	7%	117	4%
Healthcare Support	16	1%	15	1%
Protective Service	32	1%	47	2%
Food Preparation/Serving Related	42	2%	43	2%
Building/Grounds Cleaning/Maintenance	0	0%	0	0%
Personal Care/Service	78	3%	20	1%
Sales and Sales Related	467	18%	469	17%
Office/Administrative Support	96	4%	240	9%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	163	6%	146	5%
Installation/Maintenance/Repair	20	1%	0	0%
Production	19	1%	14	1%
Transportation/Material Moving	55	2%	69	3%



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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	317	N/A	\$447,697	N/A	2,437	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	0	0%	\$0	0%	0	0%
Mining (NAICS 21)	1	0%	\$704	0%	10	0%
Utilities (NAICS 22)	0	0%	\$0	0%	0	0%
Construction (NAICS 23)	23	7%	\$32,921	7%	132	5%
Manufacturing (NAICS 31-33)	5	2%	\$7,243	2%	21	1%
Wholesale Trade (NAICS 42)	7	2%	\$48,237	11%	33	1%
Retail Trade (NAICS 44-45)	40	13%	\$161,107	36%	452	19%
Motor Vehicle/Parts Dealers (NAICS 441)	3	1%	\$72,625	16%	104	4%
Furniture/Home Furnishings (NAICS 442)	3	1%	\$4,934	1%	17	1%
Electronics/Appliances (NAICS 443)	1	0%	\$279	0%	1	0%
Building Material/Garden Equipment & Supply (NAICS 444)	4	1%	\$4,902	1%	19	1%
Food & Beverage Stores (NAICS 445)	8	3%	\$40,227	9%	180	7%
Health/Personal Care (NAICS 446)	4	1%	\$15,171	3%	51	2%
Gas Stations (NAICS 447)	2	1%	\$8,840	2%	8	0%
Clothing/Accessories (NAICS 448)	5	2%	\$5,381	1%	23	1%
Sports/Hobby/Book/Music (NAICS 451)	1	0%	\$4,950	1%	25	1%
General Merchandise Stores (NAICS 452)	1	0%	\$537	0%	3	0%
Misc Store Retailers (NAICS 453)	8	3%	\$3,261	1%	21	1%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	2	1%	\$493	0%	5	0%
Information (NAICS S51)	6	2%	\$16,898	4%	47	2%
Finance & Insurance (NAICS 52)	18	6%	\$53,385	12%	185	8%
Central Bank/Credit Intermediation (NAICS 521-522)	7	2%	\$20,377	5%	67	3%
Securities/Commodity Contracts (NAICS 523)	5	2%	\$24,877	6%	72	3%
Insurance/Funds/Trusts/Other (NAICS 524-525)	6	2%	\$8,131	2%	46	2%
Real Estate/Rental/Leasing (NAICS 53)	10	3%	\$7,529	2%	53	2%
Professional/Scientific/Tech Services (NAICS 54)	38	12%	\$21,914	5%	188	8%
Legal Services (NAICS 5411)	14	4%	\$12,471	3%	103	4%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	12	4%	\$6,304	1%	50	2%
Educational Services (NAICS 61)	11	3%	\$1,396	0%	386	16%
Health Care/Social Assistance (NAICS 62)	62	20%	\$71,023	16%	453	19%
Arts/Entertainment/Recreation (NAICS 71)	8	3%	\$2,664	1%	32	1%
Accommodation/Food Services (NAICS 72)	20	6%	\$8,412	2%	147	6%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	20	6%	\$8,412	2%	147	6%
Other Services Except Public Administration (NAICS 81)	30	9%	\$7,467	2%	100	4%
Automotive Repair & Maintenance (NAICS 8111)	4	1%	\$2,313	1%	13	1%
Public Administration (NAICS 92)	8	3%	\$0	0%	127	5%
Unclassified Establishments (NAICS 99)	16	5%	\$0	0%	16	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

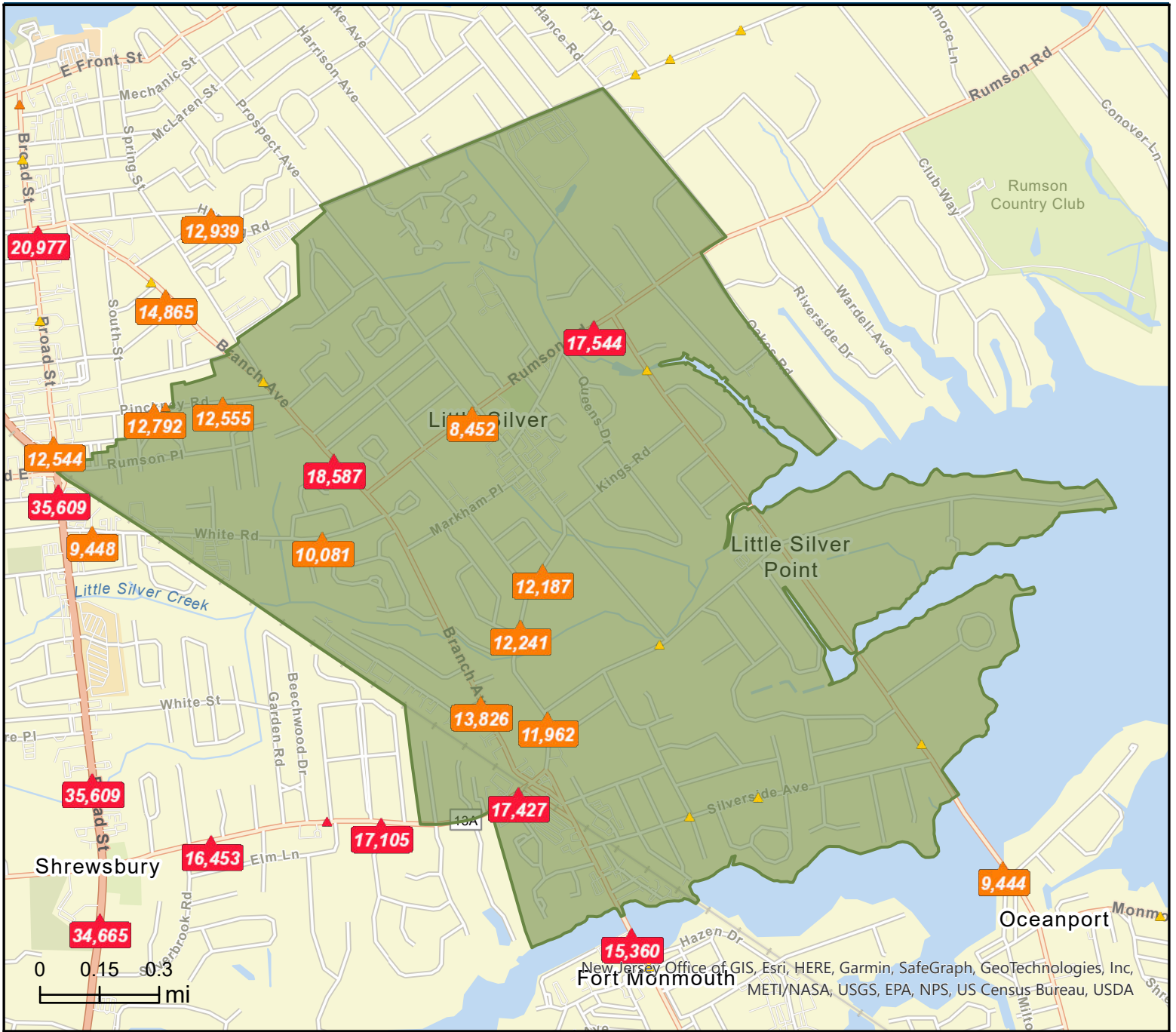
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



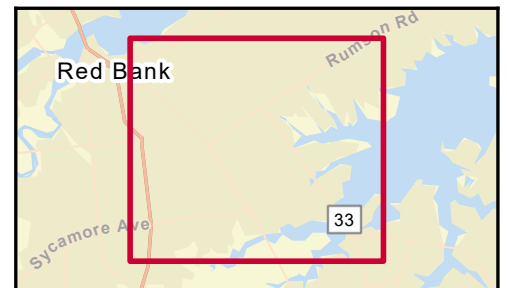
Traffic Count Map

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- 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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