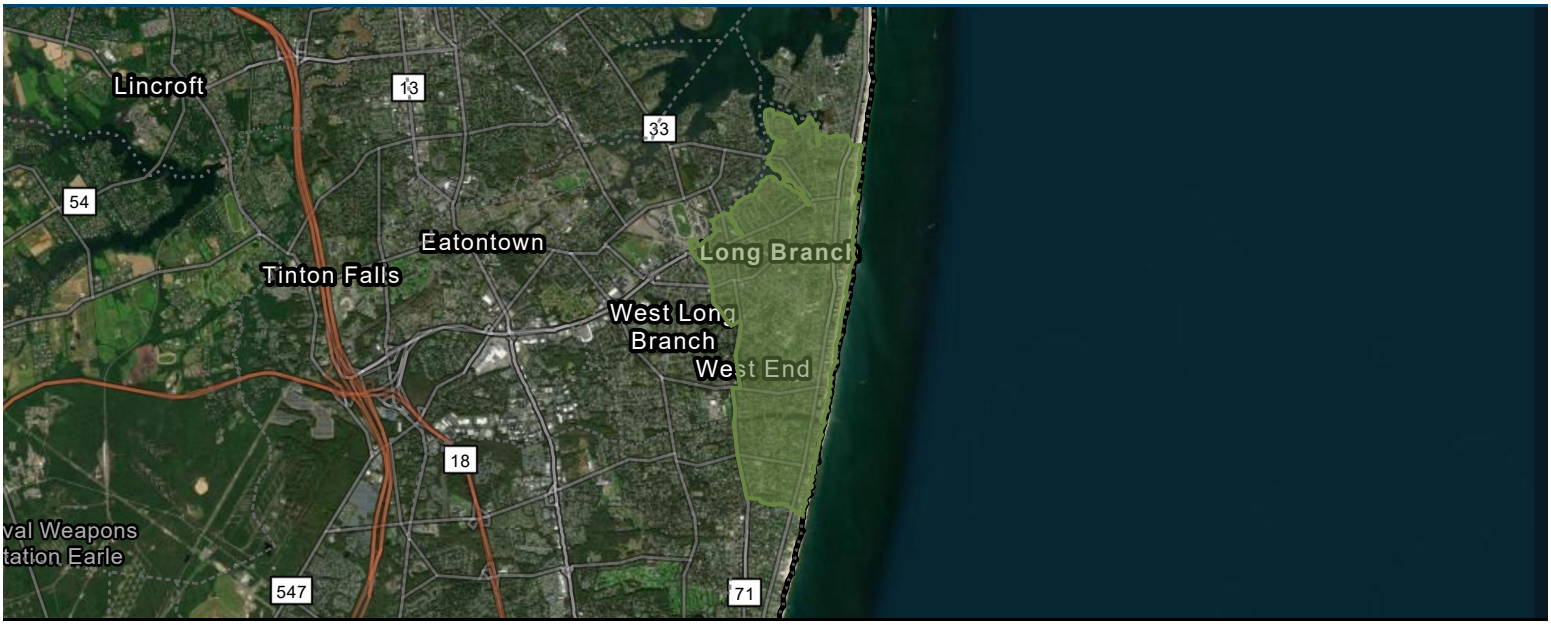
Monmouth County Municipal Market Report

Long Branch, NJ

Prepared by Esri



Demographics

Population	2010		2022		2027	
Total Population		30,718		32,271		32,209
Population Density		5,994.5		6,297.5		6,285.4
Compounded Annual Growth Rate		N/A		0.84%		-0.04%
Growth Rate Time Period	*N/A*		*(2020-2022)*		*(2022-2027)*	

Race & Ethnicity	2010		2022		2027	
White	20,059	65%	14,550	45%	13,613	42%
African American	4,364	14%	3,370	10%	3,121	10%
American Indian/Alaska Native	170	1%	466	1%	499	2%
Asian	655	2%	638	2%	627	2%
Pacific Islander	24	0%	13	0%	13	0%
Some Other Race	4,067	13%	7,667	24%	8,318	26%
Two or More Races	1,379	4%	5,567	17%	6,018	19%
Hispanic Origin (Any Race)	8,624	28%	10,576	33%	10,941	34%

Generations (2022)		
Generation Alpha Population (Born 2017 or Later)	2,460	8%
Generation Z Population (Born 1999 to 2016)	7,028	22%
Millennial Population (Born 1981 to 1998)	9,493	29%
Generation X Population (Born 1965 to 1980)	5,889	18%
Baby Boomer Population (Born 1946 to 1964)	5,735	18%
Silent & Greatest Generations Population (Born 1945/Earlier)	1,666	5%

Age (2022)		
2022 Child Population (Age <18)	7,022	22%
Working-Age Population (Age 18-64)	20,381	63%
Senior Population (Age 65+)	4,868	15%
Median Age (Esri)	36.3	N/A

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

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	5,832	46%	6,045	48%
Renter Occupied Housing Units	6,811	54%	6,676	52%
Total Housing Units	15,328	N/A	15,402	N/A
Home Values				
Less than $50,000	42	1%	30	1%
$50,000-$99,999	19	0%	11	0%
$100,000-$149,999	32	1%	16	0%
$150,000-$199,999	99	2%	54	1%
$200,000-$249,999	301	5%	180	3%
$250,000-$299,999	381	7%	269	4%
$300,000-$399,999	1,501	26%	1,314	22%
$400,000-$499,999	1,184	20%	1,347	22%
$500,000-$749,999	1,563	27%	1,949	32%
$750,000-$999,999	551	9%	713	12%
$1,000,000-$1,499,999	99	2%	107	2%
$1,500,000-$1,999,999	4	0%	4	0%
$2,000,000 or greater	56	1%	51	1%
Median Home Value	$445,693	N/A	$485,264	N/A
Average Home Value	$509,294	N/A	$544,425	N/A

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

Income & Employment

Household Income	2022		2027	
Less than $15,000	1,319	10%	989	8%
$15,000-$24,999	903	7%	681	5%
$25,000-$34,999	1,172	9%	897	7%
$35,000-$49,999	1,223	10%	962	8%
$50,000-$74,999	2,216	18%	2,488	20%
$75,000-$99,999	1,570	12%	1,678	13%
$100,000-$149,999	1,789	14%	2,242	18%
$150,000-$199,999	1,221	10%	1,425	11%
$200,000 or greater	1,230	10%	1,359	11%
Median Household Income	$67,465	N/A	$79,045	N/A
Average Household Income	$100,720	N/A	$115,058	N/A
Per Capita Income	$39,479	N/A	$45,461	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	14,522	48%	16,984	16,984
Employed Civilian Population Age 16+ (Esri)	14,836	49%	15,903	94%
Unemployed Population Age 16+ (Esri)	N/A	N/A	1,081	94%
Unemployment Rate (Esri)	N/A	N/A	N/A	6.4%

Occupation				
Management	1,602	11%	1,665	10%
Business/Financial	560	4%	634	4%
Computer/Mathematical	229	2%	427	3%
Architecture/Engineering	182	1%	219	1%
Life/Physical/Social Science	26	0%	178	1%
Community/Social Service	175	1%	228	1%
Legal	78	1%	169	1%
Education/Training/Library	957	6%	874	6%
Arts/Design/Entertainment/Sports/Media	267	2%	197	1%
Healthcare Practitioner/Technician	623	4%	873	5%
Healthcare Support	326	2%	554	3%
Protective Service	259	2%	377	2%
Food Preparation/Serving Related	1,138	8%	938	6%
Building/Grounds Cleaning/Maintenance	1,109	7%	1,464	9%
Personal Care/Service	541	4%	326	2%
Sales and Sales Related	1,571	11%	1,332	8%
Office/Administrative Support	1,594	11%	1,256	8%
Farming/Fishing/Forestry	64	0%	6	0%
Construction/Extraction	1,886	13%	2,368	15%
Installation/Maintenance/Repair	339	2%	372	2%
Production	316	2%	423	3%
Transportation/Material Moving	994	7%	1,023	6%

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

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	1,130	N/A	$2,125,475	N/A	14,143	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	0	0%	$0	0%	0	0%
Mining (NAICS 21)	1	0%	$2,025	0%	10	0%
Utilities (NAICS 22)	3	0%	$7,151	0%	72	1%
Construction (NAICS 23)	120	11%	$242,090	11%	851	6%
Manufacturing (NAICS 31-33)	29	3%	$170,318	8%	394	3%
Wholesale Trade (NAICS 42)	28	2%	$506,152	24%	178	1%
Retail Trade (NAICS 44-45)	158	14%	$252,956	12%	1,094	8%
Motor Vehicle/Parts Dealers (NAICS 441)	11	1%	$20,524	1%	57	0%
Furniture/Home Furnishings (NAICS 442)	8	1%	$6,601	0%	27	0%
Electronics/Appliances (NAICS 443)	2	0%	$1,483	0%	5	0%
Building Material/Garden Equipment & Supply (NAICS 444)	17	2%	$25,882	1%	84	1%
Food & Beverage Stores (NAICS 445)	37	3%	$76,942	4%	347	2%
Health/Personal Care (NAICS 446)	12	1%	$37,519	2%	124	1%
Gas Stations (NAICS 447)	5	0%	$17,680	1%	16	0%
Clothing/Accessories (NAICS 448)	19	2%	$8,432	0%	44	0%
Sports/Hobby/Book/Music (NAICS 451)	6	1%	$2,331	0%	12	0%
General Merchandise Stores (NAICS 452)	12	1%	$6,801	0%	41	0%
Misc Store Retailers (NAICS 453)	23	2%	$46,825	2%	319	2%
Non-store Retailers (NAICS 454)	6	1%	$1,936	0%	18	0%
Transportation/Warehouse (NAICS 48-49)	17	2%	$7,139	0%	139	1%
Information (NAICS S51)	16	1%	$37,051	2%	85	1%
Finance & Insurance (NAICS 52)	30	3%	$48,453	2%	159	1%
Central Bank/Credit Intermediation (NAICS 521-522)	15	1%	$28,061	1%	76	1%
Securities/Commodity Contracts (NAICS 523)	7	1%	$8,499	0%	19	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	8	1%	$11,893	1%	64	0%
Real Estate/Rental/Leasing (NAICS 53)	75	7%	$68,427	3%	426	3%
Professional/Scientific/Tech Services (NAICS 54)	76	7%	$64,658	3%	492	3%
Legal Services (NAICS 5411)	10	1%	$6,639	0%	45	0%
Management of Companies/Enterprises (NAICS 55)	2	0%	$13,526	1%	20	0%
Administration/Support/Waste Management &Remediation (NAICS 56)	46	4%	$25,878	1%	198	1%
Educational Services (NAICS 61)	27	2%	$269	0%	1,315	9%
Health Care/Social Assistance (NAICS 62)	111	10%	$528,875	25%	5,471	39%
Arts/Entertainment/Recreation (NAICS 71)	18	2%	$26,584	1%	422	3%
Accommodation/Food Services (NAICS 72)	144	13%	$88,088	4%	1,436	10%
Accommodation (NAICS 721)	7	1%	$11,724	1%	132	1%
Food Service & Drinking Places (NAICS 722)	137	12%	$76,364	4%	1,304	9%
Other Services Except Public Administration (NAICS 81)	161	14%	$35,835	2%	684	5%
Automotive Repair & Maintenance (NAICS 8111)	22	2%	$11,685	1%	76	1%
Public Administration (NAICS 92)	22	2%	$0	0%	678	5%
Unclassified Establishments (NAICS 99)	46	4%	$0	0%	19	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

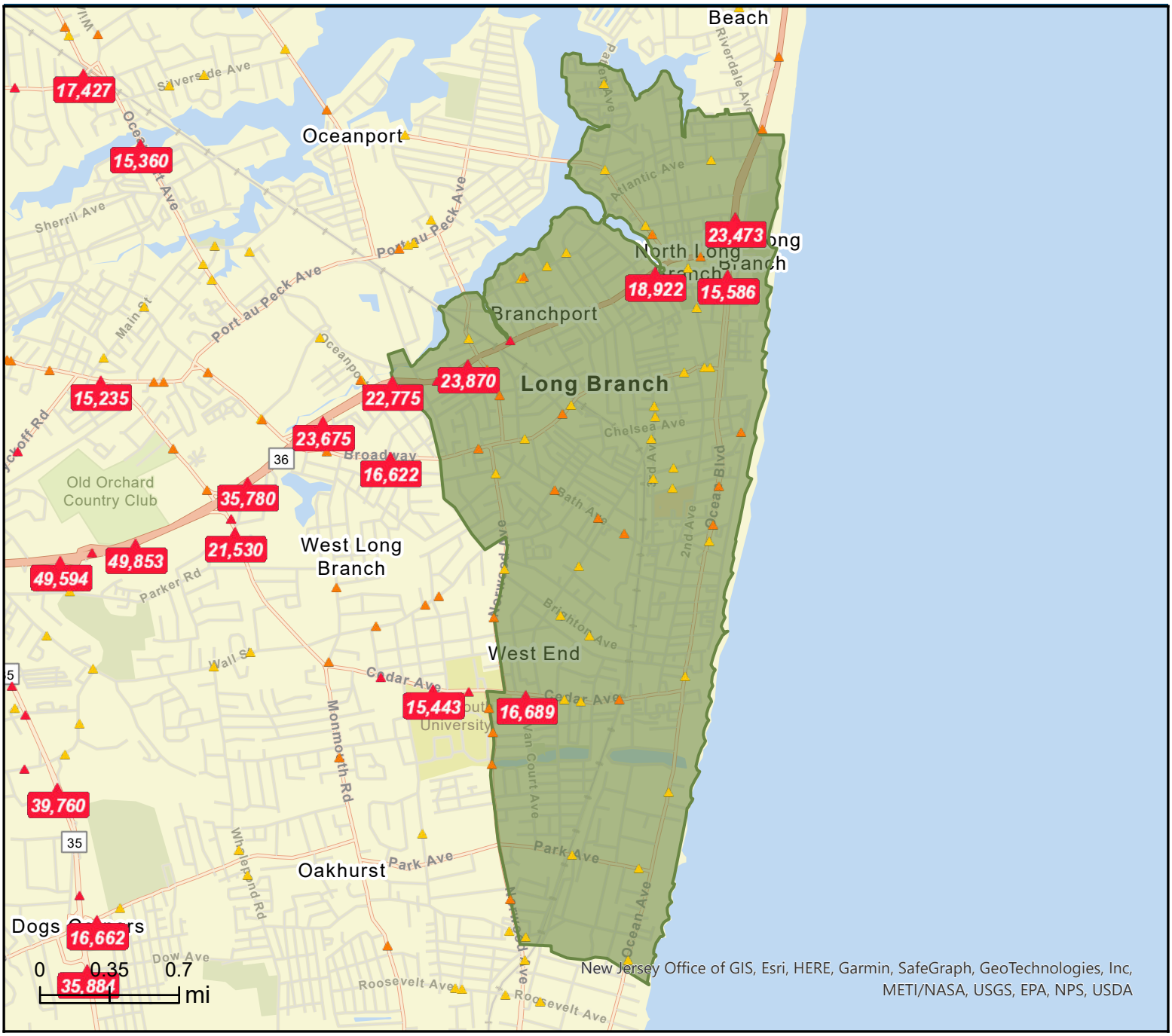
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

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

Traffic Count Map

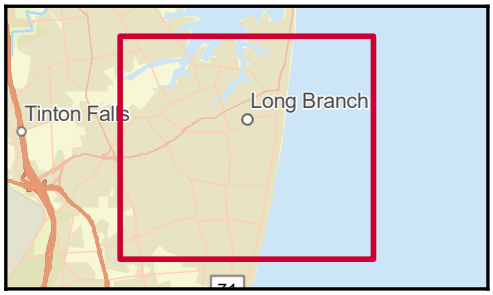
Long Branch, NJ

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***



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