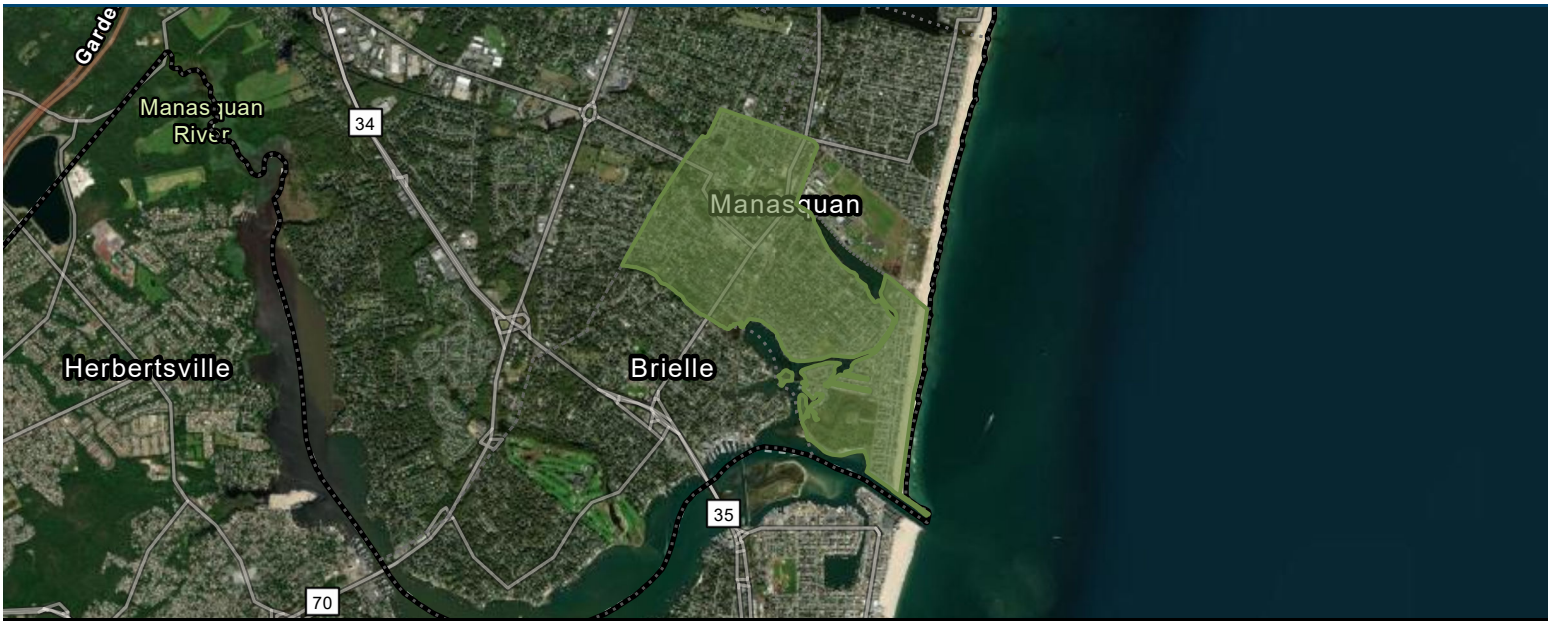
# Monmouth County Municipal Market Report

Manasquan, NJ

Prepared by Esri




## *Demographics*

| Population | 2010 | | 2022 | | 2027 | |
|---|---|---|---|---|---|---|
| Total Population | | 5,897 | | 6,045 | | 6,000 |
| Population Density | | 4,273.8 | | 4,381.1 | | 4,348.5 |
| Compounded Annual Growth Rate | | N/A | | 0.80% | | -0.15% |
| *Growth Rate Time Period* | *N/A* | | *(2020-2022)* | | *(2022-2027)* | |

| Race & Ethnicity | 2010 | | 2022 | | 2027 | |
|---|---|---|---|---|---|---|
| White | 5,665 | 96% | 5,465 | 90% | 5,350 | 89% |
| African American | 18 | 0% | 18 | 0% | 18 | 0% |
| American Indian/Alaska Native | 1 | 0% | 9 | 0% | 10 | 0% |
| Asian | 36 | 1% | 52 | 1% | 52 | 1% |
| Pacific Islander | 1 | 0% | 5 | 0% | 5 | 0% |
| Some Other Race | 114 | 2% | 219 | 4% | 250 | 4% |
| Two or More Races | 62 | 1% | 277 | 5% | 315 | 5% |
| Hispanic Origin (Any Race) | 414 | 7% | 430 | 7% | 471 | 8% |

| Generations (2022) | | |
|---|---|---|
| Generation Alpha Population (Born 2017 or Later) | 308 | 5% |
| Generation Z Population (Born 1999 to 2016) | 1,197 | 20% |
| Millennial Population (Born 1981 to 1998) | 1,252 | 21% |
| Generation X Population (Born 1965 to 1980) | 1,194 | 20% |
| Baby Boomer Population (Born 1946 to 1964) | 1,573 | 26% |
| Silent & Greatest Generations Population (Born 1945/Earlier) | 521 | 9% |

| Age (2022) | | |
|---|---|---|
| 2022 Child Population (Age <18) | 1,103 | 18% |
| Working-Age Population (Age 18-64) | 3,489 | 58% |
| Senior Population (Age 65+) | 1,453 | 24% |
| Median Age (Esri) | 46.5 | N/A |

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

## Housing

| Housing Units | 2022 | | 2027 | |
|---|---|---|---|---|
| Owner Occupied Housing Units | 2,100 | 86% | 2,116 | 87% |
| Renter Occupied Housing Units | 346 | 14% | 324 | 13% |
| Total Housing Units | 3,396 | N/A | 3,398 | N/A |
| **Home Values** | | | | |
| Less than $50,000 | 2 | 0% | 2 | 0% |
| $50,000-$99,999 | 0 | 0% | 0 | 0% |
| $100,000-$149,999 | 0 | 0% | 0 | 0% |
| $150,000-$199,999 | 1 | 0% | 0 | 0% |
| $200,000-$249,999 | 8 | 0% | 3 | 0% |
| $250,000-$299,999 | 7 | 0% | 3 | 0% |
| $300,000-$399,999 | 81 | 4% | 52 | 2% |
| $400,000-$499,999 | 140 | 7% | 117 | 6% |
| $500,000-$749,999 | 974 | 46% | 1,016 | 48% |
| $750,000-$999,999 | 752 | 36% | 806 | 38% |
| $1,000,000-$1,499,999 | 84 | 4% | 79 | 4% |
| $1,500,000-$1,999,999 | 10 | 0% | 9 | 0% |
| $2,000,000 or greater | 41 | 2% | 29 | 1% |
| Median Home Value | $708,162 | N/A | $716,781 | N/A |
| Average Home Value | $750,857 | N/A | $752,552 | N/A |

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

## *Income & Employment*

| Household Income | 2022 | | 2027 | |
|---|---|---|---|---|
| Less than $15,000 | 72 | 3% | 49 | 2% |
| $15,000-$24,999 | 38 | 2% | 24 | 1% |
| $25,000-$34,999 | 109 | 4% | 76 | 3% |
| $35,000-$49,999 | 118 | 5% | 78 | 3% |
| $50,000-$74,999 | 291 | 12% | 197 | 8% |
| $75,000-$99,999 | 207 | 8% | 154 | 6% |
| $100,000-$149,999 | 447 | 18% | 581 | 24% |
| $150,000-$199,999 | 422 | 17% | 493 | 20% |
| $200,000 or greater | 742 | 30% | 788 | 32% |
| Median Household Income | $141,026 | N/A | $154,396 | N/A |
| Average Household Income | $183,349 | N/A | $204,326 | N/A |
| Per Capita Income | $74,189 | N/A | $83,093 | N/A |

| Labor Force | 2020 | | 2022 | |
|---|---|---|---|---|
| Civilian Population Age 16+ in Labor Force (Esri) | 3,088 | 53% | 3,255 | 3,255 |
| Employed Civilian Population Age 16+ (Esri) | 3,173 | 54% | 3,158 | 97% |
| Unemployed Population Age 16+ (Esri) | N/A | N/A | 97 | 97% |
| Unemployment Rate (Esri) | N/A | N/A | N/A | 3.0% |

| Occupation | | | | |
|---|---|---|---|---|
| Management | 453 | 14% | 481 | 15% |
| Business/Financial | 129 | 4% | 200 | 6% |
| Computer/Mathematical | 69 | 2% | 140 | 4% |
| Architecture/Engineering | 130 | 4% | 106 | 3% |
| Life/Physical/Social Science | 46 | 1% | 0 | 0% |
| Community/Social Service | 84 | 3% | 108 | 3% |
| Legal | 108 | 3% | 56 | 2% |
| Education/Training/Library | 363 | 11% | 323 | 10% |
| Arts/Design/Entertainment/Sports/Media | 77 | 2% | 37 | 1% |
| Healthcare Practitioner/Technician | 493 | 16% | 156 | 5% |
| Healthcare Support | 18 | 1% | 60 | 2% |
| Protective Service | 73 | 2% | 46 | 1% |
| Food Preparation/Serving Related | 134 | 4% | 359 | 11% |
| Building/Grounds Cleaning/Maintenance | 69 | 2% | 38 | 1% |
| Personal Care/Service | 60 | 2% | 30 | 1% |
| Sales and Sales Related | 371 | 12% | 410 | 13% |
| Office/Administrative Support | 220 | 7% | 228 | 7% |
| Farming/Fishing/Forestry | 0 | 0% | 28 | 1% |
| Construction/Extraction | 155 | 5% | 113 | 4% |
| Installation/Maintenance/Repair | 6 | 0% | 60 | 2% |
| Production | 14 | 0% | 4 | 0% |
| Transportation/Material Moving | 101 | 3% | 175 | 6% |

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

## *Industry Sectors (2022)*

| Industry | Businesses | | Sales | | Employees | |
|---|---|---|---|---|---|---|
| Total Businesses (NAICS 11-99) | 391 | N/A | $322,957 | N/A | 2,530 | 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) | 29 | 7% | $39,420 | 12% | 157 | 6% |
| Manufacturing (NAICS 31-33) | 14 | 4% | $17,441 | 5% | 62 | 2% |
| Wholesale Trade (NAICS 42) | 3 | 1% | $17,444 | 5% | 14 | 1% |
| Retail Trade (NAICS 44-45) | 69 | 18% | $86,017 | 27% | 330 | 13% |
| Motor Vehicle/Parts Dealers (NAICS 441) | 3 | 1% | $4,723 | 1% | 19 | 1% |
| Furniture/Home Furnishings (NAICS 442) | 3 | 1% | $1,287 | 0% | 6 | 0% |
| Electronics/Appliances (NAICS 443) | 1 | 0% | $558 | 0% | 2 | 0% |
| Building Material/Garden Equipment & Supply (NAICS 444) | 6 | 2% | $6,808 | 2% | 22 | 1% |
| Food & Beverage Stores (NAICS 445) | 9 | 2% | $13,236 | 4% | 72 | 3% |
| Health/Personal Care (NAICS 446) | 5 | 1% | $13,997 | 4% | 54 | 2% |
| Gas Stations (NAICS 447) | 5 | 1% | $20,995 | 7% | 19 | 1% |
| Clothing/Accessories (NAICS 448) | 8 | 2% | $7,320 | 2% | 33 | 1% |
| Sports/Hobby/Book/Music (NAICS 451) | 8 | 2% | $5,879 | 2% | 35 | 1% |
| General Merchandise Stores (NAICS 452) | 2 | 1% | $895 | 0% | 5 | 0% |
| Misc Store Retailers (NAICS 453) | 17 | 4% | $10,319 | 3% | 63 | 2% |
| Non-store Retailers (NAICS 454) | 2 | 1% | $0 | 0% | 0 | 0% |
| Transportation/Warehouse (NAICS 48-49) | 5 | 1% | $1,938 | 1% | 44 | 2% |
| Information (NAICS S51) | 4 | 1% | $14,621 | 5% | 61 | 2% |
| Finance & Insurance (NAICS 52) | 26 | 7% | $47,933 | 15% | 157 | 6% |
| Central Bank/Credit Intermediation (NAICS 521-522) | 9 | 2% | $23,557 | 7% | 66 | 3% |
| Securities/Commodity Contracts (NAICS 523) | 9 | 2% | $15,640 | 5% | 44 | 2% |
| Insurance/Funds/Trusts/Other (NAICS 524-525) | 8 | 2% | $8,736 | 3% | 47 | 2% |
| Real Estate/Rental/Leasing (NAICS 53) | 12 | 3% | $7,755 | 2% | 68 | 3% |
| Professional/Scientific/Tech Services (NAICS 54) | 28 | 7% | $18,303 | 6% | 107 | 4% |
| Legal Services (NAICS 5411) | 8 | 2% | $6,535 | 2% | 45 | 2% |
| Management of Companies/Enterprises (NAICS 55) | 0 | 0% | $0 | 0% | 0 | 0% |
| Administration/Support/Waste Management &Remediation (NAICS 56) | 15 | 4% | $8,030 | 2% | 63 | 2% |
| Educational Services (NAICS 61) | 14 | 4% | $6,082 | 2% | 211 | 8% |
| Health Care/Social Assistance (NAICS 62) | 30 | 8% | $19,163 | 6% | 187 | 7% |
| Arts/Entertainment/Recreation (NAICS 71) | 8 | 2% | $2,156 | 1% | 29 | 1% |
| Accommodation/Food Services (NAICS 72) | 43 | 11% | $25,207 | 8% | 412 | 16% |
| Accommodation (NAICS 721) | 2 | 1% | $374 | 0% | 4 | 0% |
| Food Service & Drinking Places (NAICS 722) | 41 | 10% | $24,833 | 8% | 408 | 16% |
| Other Services Except Public Administration (NAICS 81) | 51 | 13% | $11,447 | 4% | 204 | 8% |
| Automotive Repair & Maintenance (NAICS 8111) | 7 | 2% | $3,890 | 1% | 25 | 1% |
| Public Administration (NAICS 92) | 21 | 5% | $0 | 0% | 412 | 16% |
| Unclassified Establishments (NAICS 99) | 19 | 5% | $0 | 0% | 12 | 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

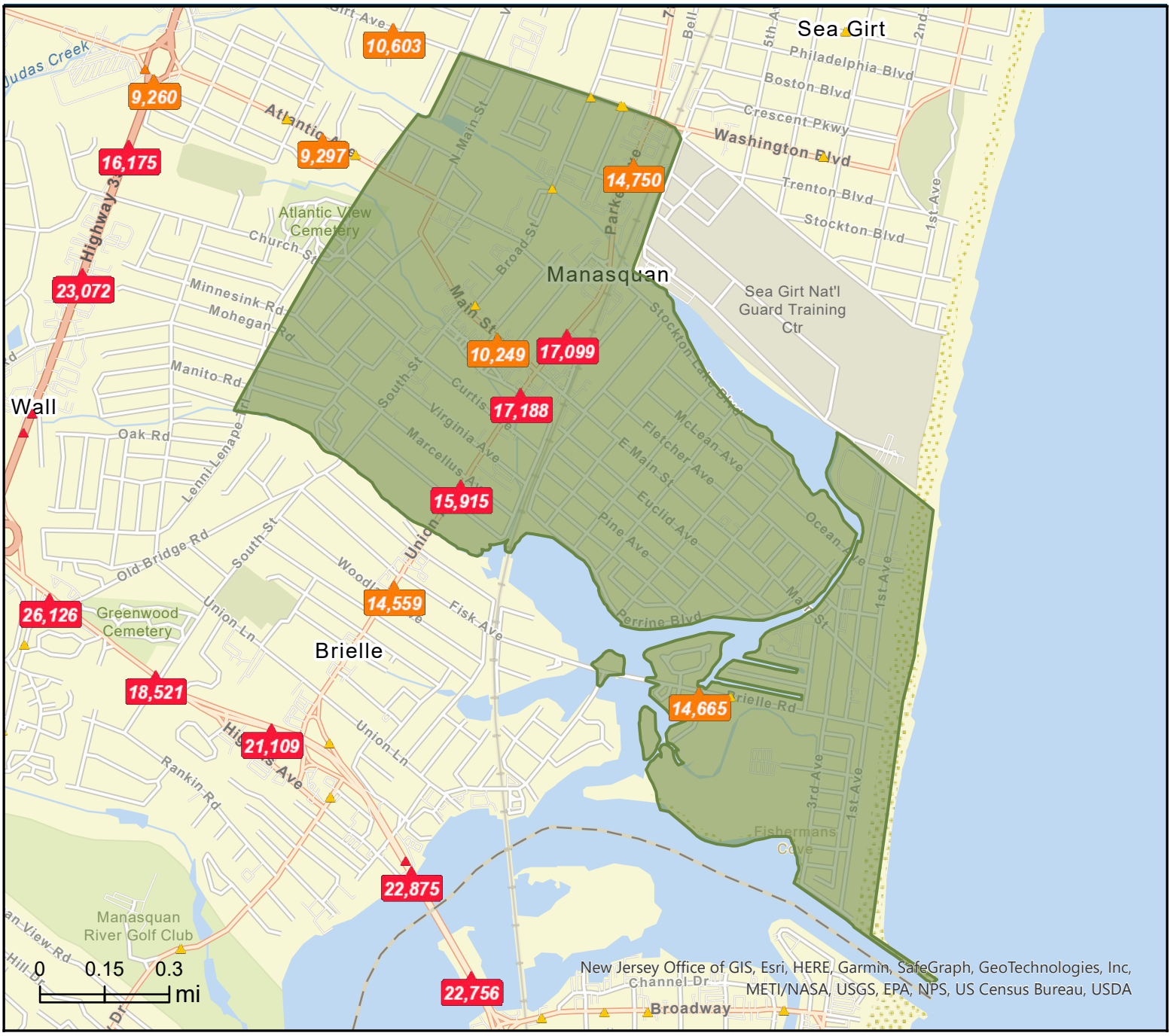
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

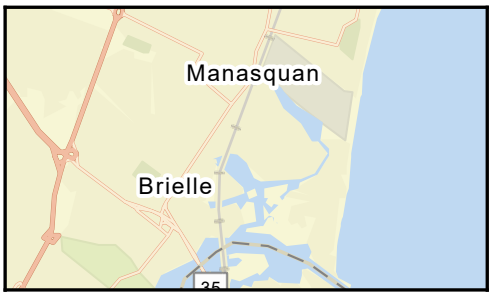
**Source:** ACS, Esri, Esri-Data Axle, U.S. Census

# Traffic Count Map

Manasquan, NJ

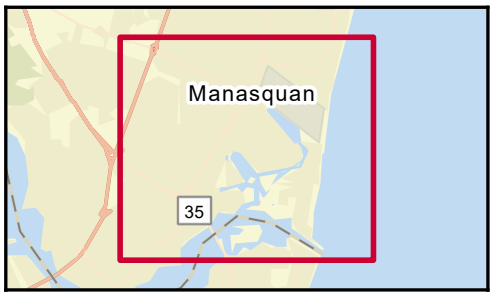
Prepared by Esri




***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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