



Monmouth County Municipal Market Report

Marlboro, NJ

Prepared by Esri



Demographics

Population

	2010		2022		2027
Total Population	40,191		42,086		42,170
Population Density	1,324.7		1,387.1		1,389.9
Compounded Annual Growth Rate	N/A		0.62%		0.04%
<i>Growth Rate Time Period</i>	<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

Race & Ethnicity

	2010		2022		2027	
White	31,587	79%	29,196	69%	28,566	68%
African American	841	2%	780	2%	768	2%
American Indian/Alaska Native	25	0%	51	0%	51	0%
Asian	6,939	17%	9,321	22%	9,658	23%
Pacific Islander	2	0%	5	0%	5	0%
Some Other Race	257	1%	577	1%	678	2%
Two or More Races	540	1%	2,156	5%	2,444	6%
Hispanic Origin (Any Race)	1,619	4%	2,417	6%	2,557	6%

Generations (2022)

Generation Alpha Population (Born 2017 or Later)	2,355	6%
Generation Z Population (Born 1999 to 2016)	10,250	24%
Millennial Population (Born 1981 to 1998)	7,533	18%
Generation X Population (Born 1965 to 1980)	10,206	24%
Baby Boomer Population (Born 1946 to 1964)	9,378	22%
Silent & Greatest Generations Population (Born 1945/Earlier)	2,364	6%

Age (2022)

2022 Child Population (Age <18)	9,872	23%
Working-Age Population (Age 18-64)	24,863	59%
Senior Population (Age 65+)	7,351	17%
Median Age (Esri)	43.7	N/A



Monmouth County Municipal Market Report

Marlboro, NJ

Prepared by Esri

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	12,839	92%	12,980	92%
Renter Occupied Housing Units	1,169	8%	1,123	8%
Total Housing Units	14,523	N/A	14,639	N/A
Home Values				
Less than \$50,000	42	0%	26	0%
\$50,000-\$99,999	30	0%	9	0%
\$100,000-\$149,999	9	0%	3	0%
\$150,000-\$199,999	30	0%	13	0%
\$200,000-\$249,999	131	1%	72	1%
\$250,000-\$299,999	177	1%	116	1%
\$300,000-\$399,999	1,357	11%	1,067	8%
\$400,000-\$499,999	2,315	18%	2,154	17%
\$500,000-\$749,999	5,923	46%	6,474	50%
\$750,000-\$999,999	2,379	19%	2,624	20%
\$1,000,000-\$1,499,999	356	3%	349	3%
\$1,500,000-\$1,999,999	40	0%	35	0%
\$2,000,000 or greater	50	0%	38	0%
Median Home Value	\$598,282	N/A	\$617,006	N/A
Average Home Value	\$624,311	N/A	\$640,992	N/A



Monmouth County Municipal Market Report

Marlboro, NJ

Prepared by Esri

Income & Employment

Household Income	2022		2027	
Less than \$15,000	254	2%	183	1%
\$15,000-\$24,999	233	2%	135	1%
\$25,000-\$34,999	315	2%	216	2%
\$35,000-\$49,999	438	3%	300	2%
\$50,000-\$74,999	1,015	7%	907	6%
\$75,000-\$99,999	1,117	8%	928	7%
\$100,000-\$149,999	2,568	18%	2,806	20%
\$150,000-\$199,999	2,073	15%	2,089	15%
\$200,000 or greater	5,995	43%	6,539	46%
Median Household Income	\$172,024	N/A	\$184,937	N/A
Average Household Income	\$230,509	N/A	\$252,415	N/A
Per Capita Income	\$76,725	N/A	\$84,418	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	19,615	49%	22,126	22,126
Employed Civilian Population Age 16+ (Esri)	19,899	50%	21,259	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	867	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.9%

Occupation	2020		2022	
Management	3,146	16%	3,919	18%
Business/Financial	2,122	11%	2,292	11%
Computer/Mathematical	1,770	9%	1,981	9%
Architecture/Engineering	357	2%	463	2%
Life/Physical/Social Science	179	1%	286	1%
Community/Social Service	226	1%	224	1%
Legal	703	4%	449	2%
Education/Training/Library	1,238	6%	1,504	7%
Arts/Design/Entertainment/Sports/Media	544	3%	441	2%
Healthcare Practitioner/Technician	2,067	10%	1,963	9%
Healthcare Support	350	2%	330	2%
Protective Service	278	1%	305	1%
Food Preparation/Serving Related	294	1%	558	3%
Building/Grounds Cleaning/Maintenance	68	0%	152	1%
Personal Care/Service	241	1%	229	1%
Sales and Sales Related	2,255	11%	2,560	12%
Office/Administrative Support	2,206	11%	1,857	9%
Farming/Fishing/Forestry	14	0%	0	0%
Construction/Extraction	409	2%	467	2%
Installation/Maintenance/Repair	484	2%	224	1%
Production	454	2%	404	2%
Transportation/Material Moving	494	2%	651	3%



Monmouth County Municipal Market Report

Marlboro, NJ

Prepared by Esri

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	1,304	N/A	\$4,544,379	N/A	27,177	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	9	1%	\$5,395	0%	33	0%
Mining (NAICS 21)	0	0%	\$0	0%	0	0%
Utilities (NAICS 22)	2	0%	\$2,640	0%	11	0%
Construction (NAICS 23)	123	9%	\$2,666,701	59%	15,944	59%
Manufacturing (NAICS 31-33)	36	3%	\$70,133	2%	417	2%
Wholesale Trade (NAICS 42)	63	5%	\$606,197	13%	397	1%
Retail Trade (NAICS 44-45)	146	11%	\$364,833	8%	1,342	5%
Motor Vehicle/Parts Dealers (NAICS 441)	12	1%	\$59,772	1%	125	0%
Furniture/Home Furnishings (NAICS 442)	6	0%	\$4,217	0%	23	0%
Electronics/Appliances (NAICS 443)	5	0%	\$4,181	0%	15	0%
Building Material/Garden Equipment & Supply (NAICS 444)	18	1%	\$106,388	2%	303	1%
Food & Beverage Stores (NAICS 445)	22	2%	\$24,921	1%	128	0%
Health/Personal Care (NAICS 446)	21	2%	\$31,857	1%	116	0%
Gas Stations (NAICS 447)	4	0%	\$16,575	0%	15	0%
Clothing/Accessories (NAICS 448)	17	1%	\$13,719	0%	65	0%
Sports/Hobby/Book/Music (NAICS 451)	8	1%	\$10,743	0%	66	0%
General Merchandise Stores (NAICS 452)	9	1%	\$84,864	2%	433	2%
Misc Store Retailers (NAICS 453)	18	1%	\$6,975	0%	47	0%
Non-store Retailers (NAICS 454)	6	0%	\$621	0%	6	0%
Transportation/Warehouse (NAICS 48-49)	26	2%	\$35,783	1%	271	1%
Information (NAICS S51)	18	1%	\$75,762	2%	224	1%
Finance & Insurance (NAICS 52)	60	5%	\$120,983	3%	368	1%
Central Bank/Credit Intermediation (NAICS 521-522)	24	2%	\$66,311	1%	192	1%
Securities/Commodity Contracts (NAICS 523)	16	1%	\$35,338	1%	72	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	20	2%	\$19,334	0%	104	0%
Real Estate/Rental/Leasing (NAICS 53)	37	3%	\$68,067	2%	516	2%
Professional/Scientific/Tech Services (NAICS 54)	163	13%	\$194,091	4%	1,021	4%
Legal Services (NAICS 5411)	18	1%	\$11,544	0%	77	0%
Management of Companies/Enterprises (NAICS 55)	1	0%	\$6,763	0%	10	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	69	5%	\$48,155	1%	412	2%
Educational Services (NAICS 61)	68	5%	\$13,082	0%	1,910	7%
Health Care/Social Assistance (NAICS 62)	149	11%	\$150,808	3%	1,830	7%
Arts/Entertainment/Recreation (NAICS 71)	53	4%	\$32,020	1%	321	1%
Accommodation/Food Services (NAICS 72)	71	5%	\$42,512	1%	677	2%
Accommodation (NAICS 721)	3	0%	\$4,118	0%	37	0%
Food Service & Drinking Places (NAICS 722)	68	5%	\$38,394	1%	640	2%
Other Services Except Public Administration (NAICS 81)	128	10%	\$40,454	1%	847	3%
Automotive Repair & Maintenance (NAICS 8111)	13	1%	\$10,819	0%	63	0%
Public Administration (NAICS 92)	14	1%	\$0	0%	528	2%
Unclassified Establishments (NAICS 99)	68	5%	\$0	0%	98	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

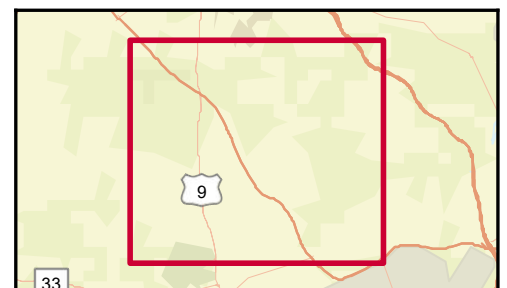
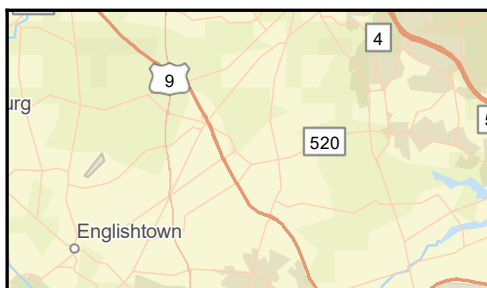
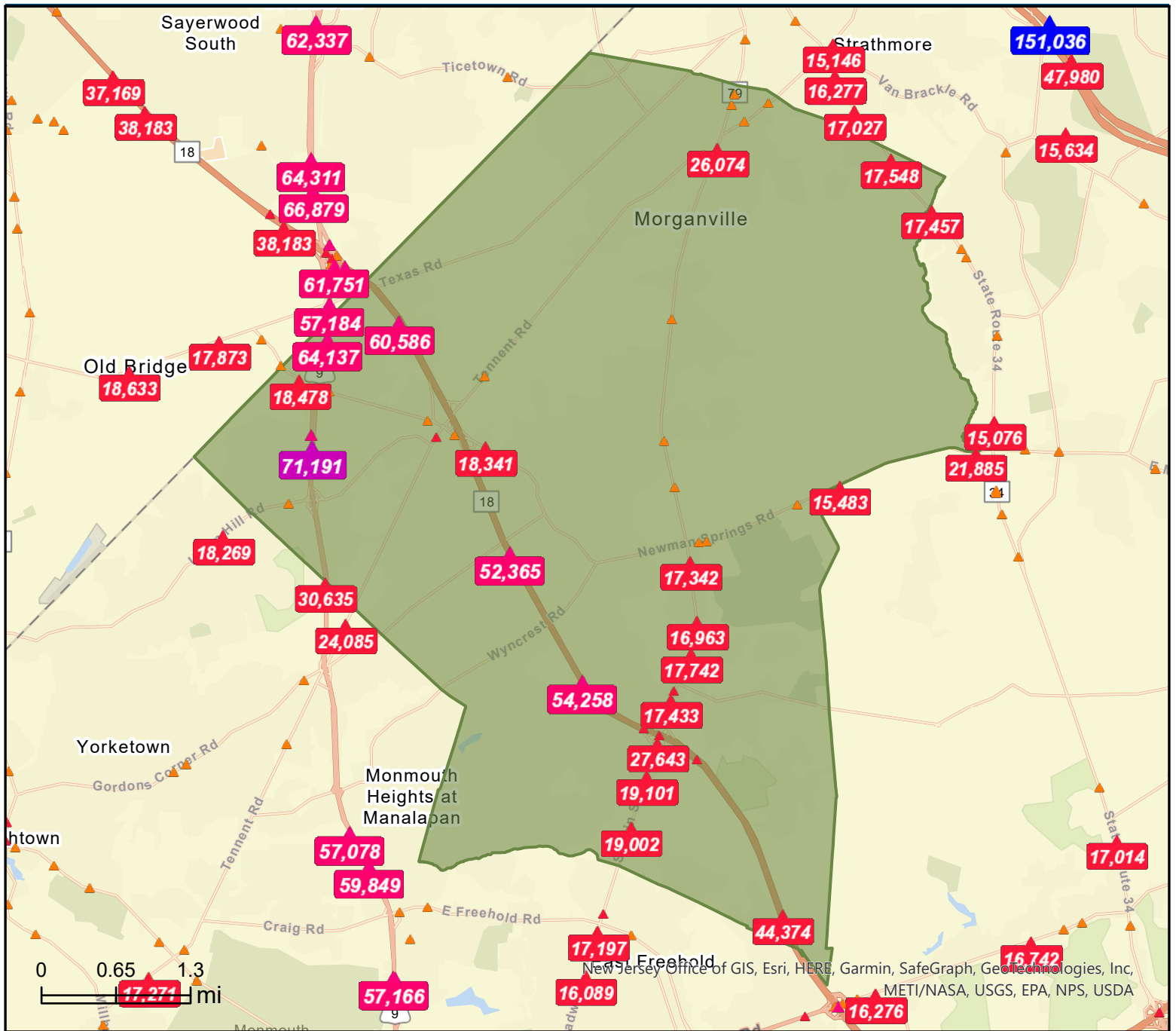
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



Traffic Count Map

Marlboro, NJ

Prepared by Esri



Source: ©2022 Kalibrate Technologies (Q1 2022).

July 07, 2022