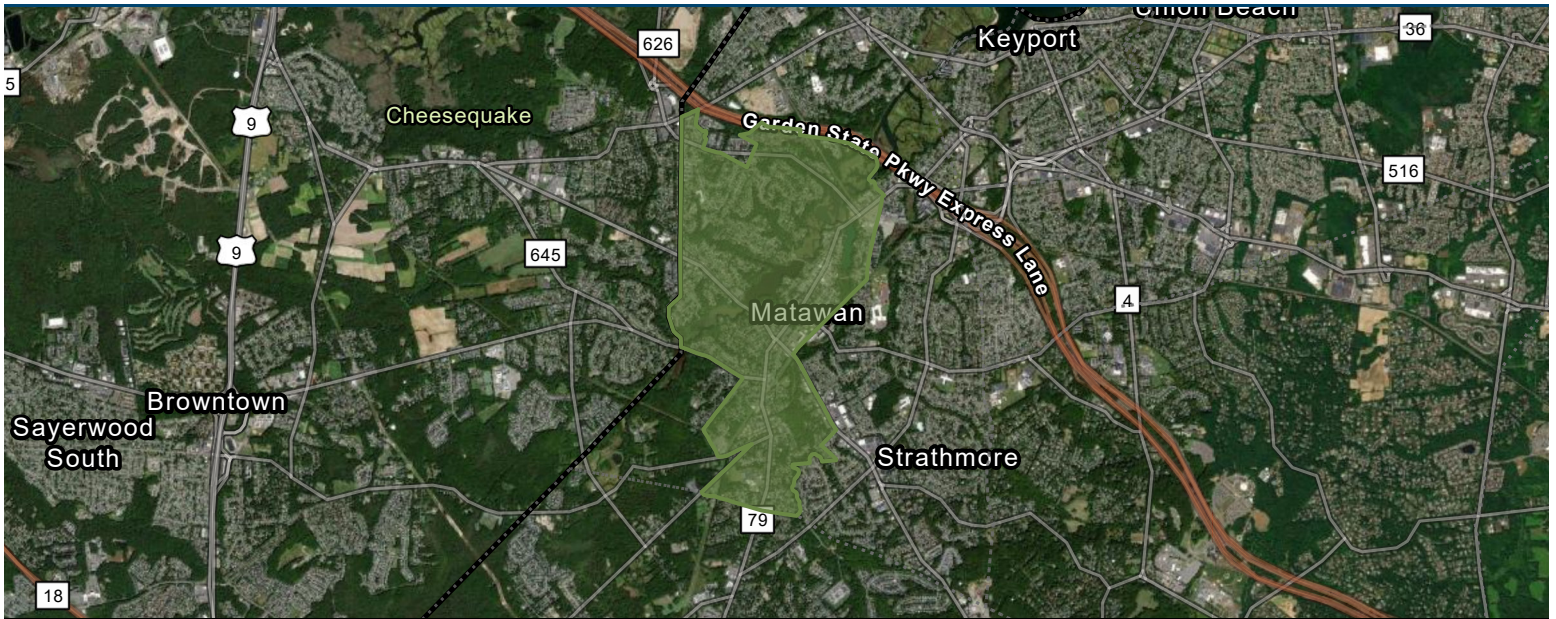




# Monmouth County Municipal Market Report

Matawan, NJ

Prepared by Esri



## Demographics

Population						
	2010		2022		2027	
Total Population		8,846		9,476		9,362
Population Density		3,904.0		4,182.0		4,131.7
Compounded Annual Growth Rate		N/A		-0.41%		-0.24%
<i>Growth Rate Time Period</i>	<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity						
	2010		2022		2027	
White	7,165	81%	6,552	69%	6,281	67%
African American	621	7%	752	8%	723	8%
American Indian/Alaska Native	10	0%	49	1%	53	1%
Asian	569	6%	597	6%	602	6%
Pacific Islander	1	0%	2	0%	2	0%
Some Other Race	244	3%	551	6%	622	7%
Two or More Races	236	3%	973	10%	1,079	12%
Hispanic Origin (Any Race)	954	11%	1,453	15%	1,529	16%
Generations (2022)						
Generation Alpha Population (Born 2017 or Later)				661		7%
Generation Z Population (Born 1999 to 2016)				2,068		22%
Millennial Population (Born 1981 to 1998)				2,288		24%
Generation X Population (Born 1965 to 1980)				2,050		22%
Baby Boomer Population (Born 1946 to 1964)				1,916		20%
Silent & Greatest Generations Population (Born 1945/Earlier)				493		5%
Age (2022)						
2022 Child Population (Age <18)				2,099		22%
Working-Age Population (Age 18-64)				5,909		62%
Senior Population (Age 65+)				1,468		15%
Median Age (Esri)				39.9		N/A

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



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## Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	2,560	67%	2,590	68%
Renter Occupied Housing Units	1,261	33%	1,218	32%
Total Housing Units	4,005	N/A	4,016	N/A
<b>Home Values</b>				
Less than \$50,000	23	1%	17	1%
\$50,000-\$99,999	8	0%	3	0%
\$100,000-\$149,999	2	0%	0	0%
\$150,000-\$199,999	23	1%	12	0%
\$200,000-\$249,999	104	4%	62	2%
\$250,000-\$299,999	192	8%	127	5%
\$300,000-\$399,999	936	37%	826	32%
\$400,000-\$499,999	715	28%	799	31%
\$500,000-\$749,999	497	19%	678	26%
\$750,000-\$999,999	29	1%	37	1%
\$1,000,000-\$1,499,999	2	0%	2	0%
\$1,500,000-\$1,999,999	0	0%	0	0%
\$2,000,000 or greater	29	1%	27	1%
Median Home Value	\$399,145	N/A	\$431,039	N/A
Average Home Value	\$443,262	N/A	\$470,907	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	164	4%	110	3%
\$15,000-\$24,999	119	3%	79	2%
\$25,000-\$34,999	196	5%	118	3%
\$35,000-\$49,999	261	7%	153	4%
\$50,000-\$74,999	466	12%	440	12%
\$75,000-\$99,999	533	14%	561	15%
\$100,000-\$149,999	858	22%	1,097	29%
\$150,000-\$199,999	569	15%	617	16%
\$200,000 or greater	655	17%	633	17%
Median Household Income	\$106,782	N/A	\$114,411	N/A
Average Household Income	\$137,063	N/A	\$148,779	N/A
Per Capita Income	\$55,281	N/A	\$60,529	N/A

<b>Labor Force</b>	<b>2020</b>		<b>2022</b>	
Civilian Population Age 16+ in Labor Force (Esri)	4,765	55%	5,304	5,304
Employed Civilian Population Age 16+ (Esri)	4,843	56%	5,087	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	217	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	4.1%

<b>Occupation</b>	<b>2020</b>		<b>2022</b>	
Management	678	14%	739	15%
Business/Financial	312	6%	386	8%
Computer/Mathematical	213	4%	269	5%
Architecture/Engineering	98	2%	74	1%
Life/Physical/Social Science	26	1%	36	1%
Community/Social Service	101	2%	151	3%
Legal	38	1%	94	2%
Education/Training/Library	532	11%	605	12%
Arts/Design/Entertainment/Sports/Media	119	2%	89	2%
Healthcare Practitioner/Technician	292	6%	200	4%
Healthcare Support	136	3%	132	3%
Protective Service	135	3%	122	2%
Food Preparation/Serving Related	95	2%	116	2%
Building/Grounds Cleaning/Maintenance	179	4%	178	4%
Personal Care/Service	90	2%	41	1%
Sales and Sales Related	397	8%	429	8%
Office/Administrative Support	537	11%	545	11%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	233	5%	292	6%
Installation/Maintenance/Repair	82	2%	104	2%
Production	131	3%	162	3%
Transportation/Material Moving	419	9%	323	6%



# Monmouth County Municipal Market Report

Matawan, NJ

Prepared by Esri

## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	517	N/A	\$518,840	N/A	3,299	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	1	0%	\$3,005	1%	4	0%
Mining (NAICS 21)	1	0%	\$633	0%	9	0%
Utilities (NAICS 22)	4	1%	\$4,800	1%	20	1%
Construction (NAICS 23)	46	9%	\$52,539	10%	192	6%
Manufacturing (NAICS 31-33)	8	2%	\$33,114	6%	47	1%
Wholesale Trade (NAICS 42)	10	2%	\$78,136	15%	50	2%
Retail Trade (NAICS 44-45)	44	9%	\$43,428	8%	158	5%
Motor Vehicle/Parts Dealers (NAICS 441)	3	1%	\$4,843	1%	16	0%
Furniture/Home Furnishings (NAICS 442)	2	0%	\$1,413	0%	6	0%
Electronics/Appliances (NAICS 443)	4	1%	\$6,242	1%	22	1%
Building Material/Garden Equipment & Supply (NAICS 444)	5	1%	\$10,665	2%	25	1%
Food & Beverage Stores (NAICS 445)	11	2%	\$11,311	2%	44	1%
Health/Personal Care (NAICS 446)	3	1%	\$2,244	0%	8	0%
Gas Stations (NAICS 447)	0	0%	\$0	0%	0	0%
Clothing/Accessories (NAICS 448)	5	1%	\$2,290	0%	12	0%
Sports/Hobby/Book/Music (NAICS 451)	2	0%	\$1,311	0%	8	0%
General Merchandise Stores (NAICS 452)	1	0%	\$537	0%	3	0%
Misc Store Retailers (NAICS 453)	6	1%	\$1,640	0%	11	0%
Non-store Retailers (NAICS 454)	2	0%	\$932	0%	3	0%
Transportation/Warehouse (NAICS 48-49)	10	2%	\$8,309	2%	118	4%
Information (NAICS S51)	9	2%	\$16,117	3%	66	2%
Finance & Insurance (NAICS 52)	36	7%	\$73,461	14%	179	5%
Central Bank/Credit Intermediation (NAICS 521-522)	11	2%	\$23,039	4%	59	2%
Securities/Commodity Contracts (NAICS 523)	12	2%	\$41,849	8%	74	2%
Insurance/Funds/Trusts/Other (NAICS 524-525)	13	3%	\$8,573	2%	46	1%
Real Estate/Rental/Leasing (NAICS 53)	28	5%	\$19,004	4%	162	5%
Professional/Scientific/Tech Services (NAICS 54)	69	13%	\$57,209	11%	313	9%
Legal Services (NAICS 5411)	12	2%	\$10,547	2%	68	2%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	23	4%	\$13,507	3%	107	3%
Educational Services (NAICS 61)	13	3%	\$2,780	1%	226	7%
Health Care/Social Assistance (NAICS 62)	58	11%	\$55,383	11%	813	25%
Arts/Entertainment/Recreation (NAICS 71)	9	2%	\$10,309	2%	56	2%
Accommodation/Food Services (NAICS 72)	51	10%	\$24,959	5%	404	12%
Accommodation (NAICS 721)	1	0%	\$3,388	1%	25	1%
Food Service & Drinking Places (NAICS 722)	50	10%	\$21,571	4%	379	11%
Other Services Except Public Administration (NAICS 81)	62	12%	\$22,147	4%	248	8%
Automotive Repair & Maintenance (NAICS 8111)	9	2%	\$9,964	2%	56	2%
Public Administration (NAICS 92)	16	3%	\$0	0%	119	4%
Unclassified Establishments (NAICS 99)	19	4%	\$0	0%	8	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)

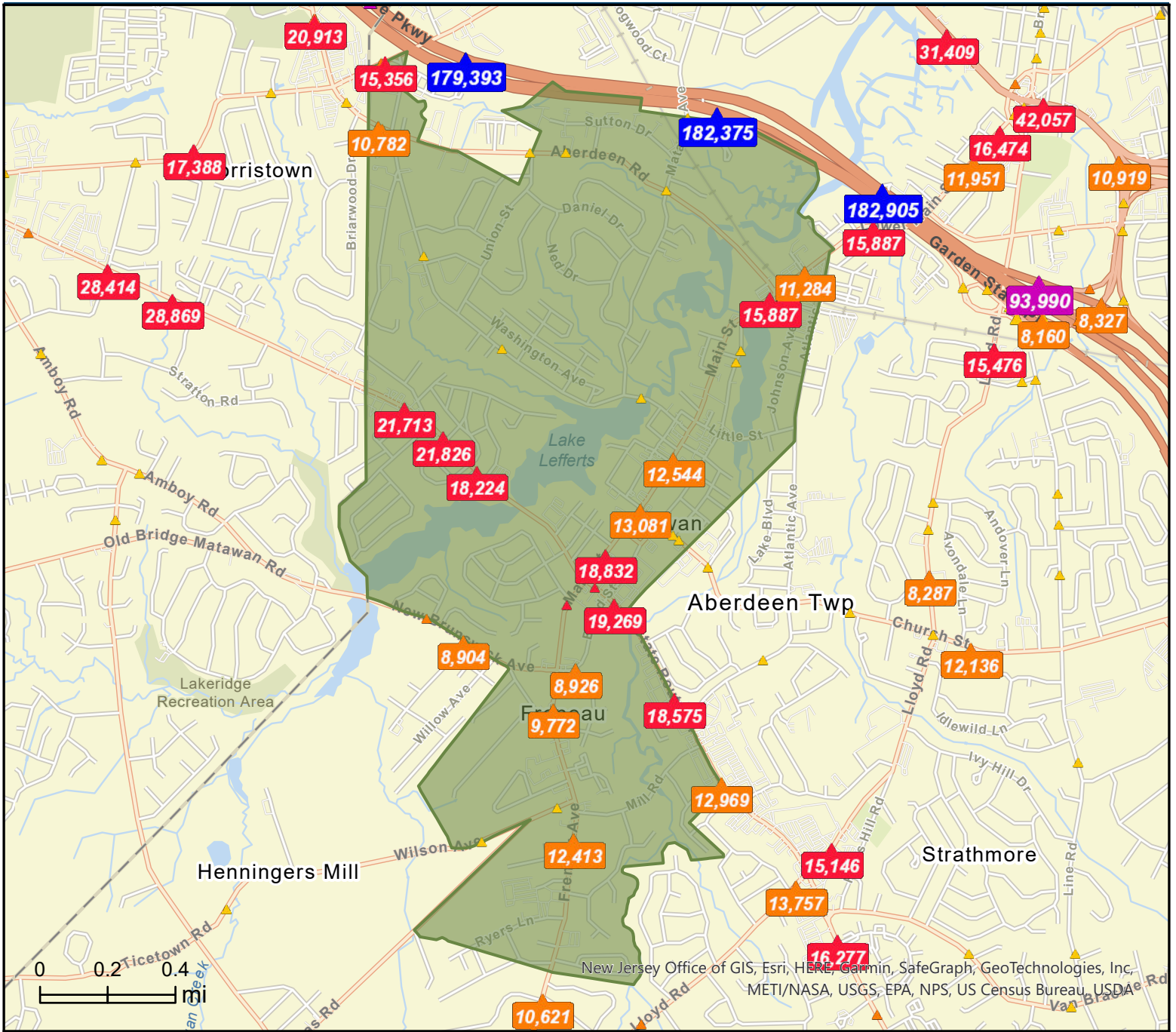
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



# Traffic Count Map

Matawan, 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