Monmouth County Municipal Market Report

Middletown, NJ

Prepared by Esri

Demographics

Population						
	2010		2022		2027	
Total Population		66,464		66,764		66,504
Population Density		1,623.1		1,630.4		1,624.1
Compounded Annual Growth Rate		N/A		-0.23%		-0.08%
Growth Rate Time Period	*N/A*		*(2020-2022)*		*(2022-2027)*	
Race & Ethnicity	**2010**		**2022**		**2027**	
White	62,400	94%	57,893	87%	56,735	85%
African American	866	1%	862	1%	851	1%
American Indian/Alaska Native	67	0%	68	0%	72	0%
Asian	1,731	3%	1,908	3%	1,976	3%
Pacific Islander	8	0%	7	0%	7	0%
Some Other Race	536	1%	1,268	2%	1,467	2%
Two or More Races	857	1%	4,758	7%	5,396	8%
Hispanic Origin (Any Race)	3,561	5%	5,241	8%	5,548	8%

Generations (2022)		
Generation Alpha Population (Born 2017 or Later)	3,943	6%
Generation Z Population (Born 1999 to 2016)	14,254	21%
Millennial Population (Born 1981 to 1998)	12,925	19%
Generation X Population (Born 1965 to 1980)	14,239	21%
Baby Boomer Population (Born 1946 to 1964)	16,761	25%
Silent & Greatest Generations Population (Born 1945/Earlier)	4,645	7%

Age (2022)		
2022 Child Population (Age <18)	14,100	21%
Working-Age Population (Age 18-64)	38,645	58%
Senior Population (Age 65+)	14,015	21%
Median Age (Esri)	45.2	N/A

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

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	20,960	85%	21,222	86%
Renter Occupied Housing Units	3,746	15%	3,550	14%
Total Housing Units	25,994	N/A	26,197	N/A
Home Values				
Less than $50,000	71	0%	45	0%
$50,000-$99,999	22	0%	8	0%
$100,000-$149,999	68	0%	26	0%
$150,000-$199,999	209	1%	111	1%
$200,000-$249,999	678	3%	443	2%
$250,000-$299,999	773	4%	548	3%
$300,000-$399,999	4,848	23%	4,123	19%
$400,000-$499,999	4,419	21%	4,512	21%
$500,000-$749,999	7,713	37%	8,970	42%
$750,000-$999,999	1,747	8%	2,049	10%
$1,000,000-$1,499,999	209	1%	200	1%
$1,500,000-$1,999,999	49	0%	55	0%
$2,000,000 or greater	153	1%	133	1%
Median Home Value	$486,230	N/A	$522,171	N/A
Average Home Value	$531,489	N/A	$555,664	N/A

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

Income & Employment

Household Income	2022		2027	
Less than $15,000	900	4%	635	3%
$15,000-$24,999	887	4%	543	2%
$25,000-$34,999	1,100	4%	765	3%
$35,000-$49,999	1,114	5%	846	3%
$50,000-$74,999	2,348	10%	1,977	8%
$75,000-$99,999	2,544	10%	2,055	8%
$100,000-$149,999	5,056	20%	6,234	25%
$150,000-$199,999	3,496	14%	3,830	15%
$200,000 or greater	7,261	29%	7,889	32%
Median Household Income	$129,677	N/A	$142,300	N/A
Average Household Income	$182,582	N/A	$203,215	N/A
Per Capita Income	$67,593	N/A	$75,739	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	32,931	50%	35,264	35,264
Employed Civilian Population Age 16+ (Esri)	33,615	51%	33,708	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	1,556	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	4.4%

Occupation				
Management	4,501	13%	5,344	16%
Business/Financial	3,287	10%	3,216	10%
Computer/Mathematical	989	3%	1,473	4%
Architecture/Engineering	784	2%	675	2%
Life/Physical/Social Science	275	1%	364	1%
Community/Social Service	386	1%	410	1%
Legal	666	2%	541	2%
Education/Training/Library	2,379	7%	2,709	8%
Arts/Design/Entertainment/Sports/Media	835	2%	527	2%
Healthcare Practitioner/Technician	1,865	6%	2,300	7%
Healthcare Support	670	2%	648	2%
Protective Service	1,018	3%	1,053	3%
Food Preparation/Serving Related	1,736	5%	1,372	4%
Building/Grounds Cleaning/Maintenance	550	2%	514	2%
Personal Care/Service	846	3%	566	2%
Sales and Sales Related	4,081	12%	3,314	10%
Office/Administrative Support	3,722	11%	3,353	10%
Farming/Fishing/Forestry	68	0%	76	0%
Construction/Extraction	1,656	5%	1,988	6%
Installation/Maintenance/Repair	801	2%	797	2%
Production	688	2%	806	2%
Transportation/Material Moving	1,812	5%	1,663	5%

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

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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	2,124	N/A	$3,264,567	N/A	21,023	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	5	0%	$3,100	0%	24	0%
Mining (NAICS 21)	0	0%	$0	0%	0	0%
Utilities (NAICS 22)	1	0%	$16,459	1%	12	0%
Construction (NAICS 23)	210	10%	$264,908	8%	1,206	6%
Manufacturing (NAICS 31-33)	39	2%	$127,304	4%	417	2%
Wholesale Trade (NAICS 42)	41	2%	$521,260	16%	278	1%
Retail Trade (NAICS 44-45)	264	12%	$760,403	23%	2,820	13%
Motor Vehicle/Parts Dealers (NAICS 441)	23	1%	$98,761	3%	195	1%
Furniture/Home Furnishings (NAICS 442)	20	1%	$37,210	1%	164	1%
Electronics/Appliances (NAICS 443)	11	1%	$27,221	1%	99	0%
Building Material/Garden Equipment & Supply (NAICS 444)	33	2%	$74,244	2%	208	1%
Food & Beverage Stores (NAICS 445)	37	2%	$237,272	7%	989	5%
Health/Personal Care (NAICS 446)	28	1%	$47,109	1%	183	1%
Gas Stations (NAICS 447)	11	1%	$56,354	2%	51	0%
Clothing/Accessories (NAICS 448)	18	1%	$18,243	1%	102	0%
Sports/Hobby/Book/Music (NAICS 451)	15	1%	$13,281	0%	76	0%
General Merchandise Stores (NAICS 452)	17	1%	$105,739	3%	552	3%
Misc Store Retailers (NAICS 453)	39	2%	$34,895	1%	184	1%
Non-store Retailers (NAICS 454)	12	1%	$10,074	0%	17	0%
Transportation/Warehouse (NAICS 48-49)	36	2%	$64,592	2%	690	3%
Information (NAICS S51)	40	2%	$134,031	4%	323	2%
Finance & Insurance (NAICS 52)	149	7%	$343,544	11%	1,267	6%
Central Bank/Credit Intermediation (NAICS 521-522)	55	3%	$150,985	5%	386	2%
Securities/Commodity Contracts (NAICS 523)	50	2%	$137,729	4%	357	2%
Insurance/Funds/Trusts/Other (NAICS 524-525)	44	2%	$54,830	2%	524	2%
Real Estate/Rental/Leasing (NAICS 53)	83	4%	$158,941	5%	820	4%
Professional/Scientific/Tech Services (NAICS 54)	239	11%	$288,356	9%	2,316	11%
Legal Services (NAICS 5411)	63	3%	$54,949	2%	476	2%
Management of Companies/Enterprises (NAICS 55)	1	0%	$6,763	0%	10	0%
Administration/Support/Waste Management &Remediation (NAICS 56)	98	5%	$58,297	2%	513	2%
Educational Services (NAICS 61)	82	4%	$12,624	0%	3,028	14%
Health Care/Social Assistance (NAICS 62)	237	11%	$229,876	7%	2,195	10%
Arts/Entertainment/Recreation (NAICS 71)	79	4%	$68,168	2%	861	4%
Accommodation/Food Services (NAICS 72)	142	7%	$85,781	3%	1,552	7%
Accommodation (NAICS 721)	6	0%	$12,525	0%	123	1%
Food Service & Drinking Places (NAICS 722)	136	6%	$73,256	2%	1,429	7%
Other Services Except Public Administration (NAICS 81)	249	12%	$84,920	3%	1,279	6%
Automotive Repair & Maintenance (NAICS 8111)	37	2%	$24,735	1%	158	1%
Public Administration (NAICS 92)	56	3%	$35,240	1%	1,314	6%
Unclassified Establishments (NAICS 99)	73	3%	$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

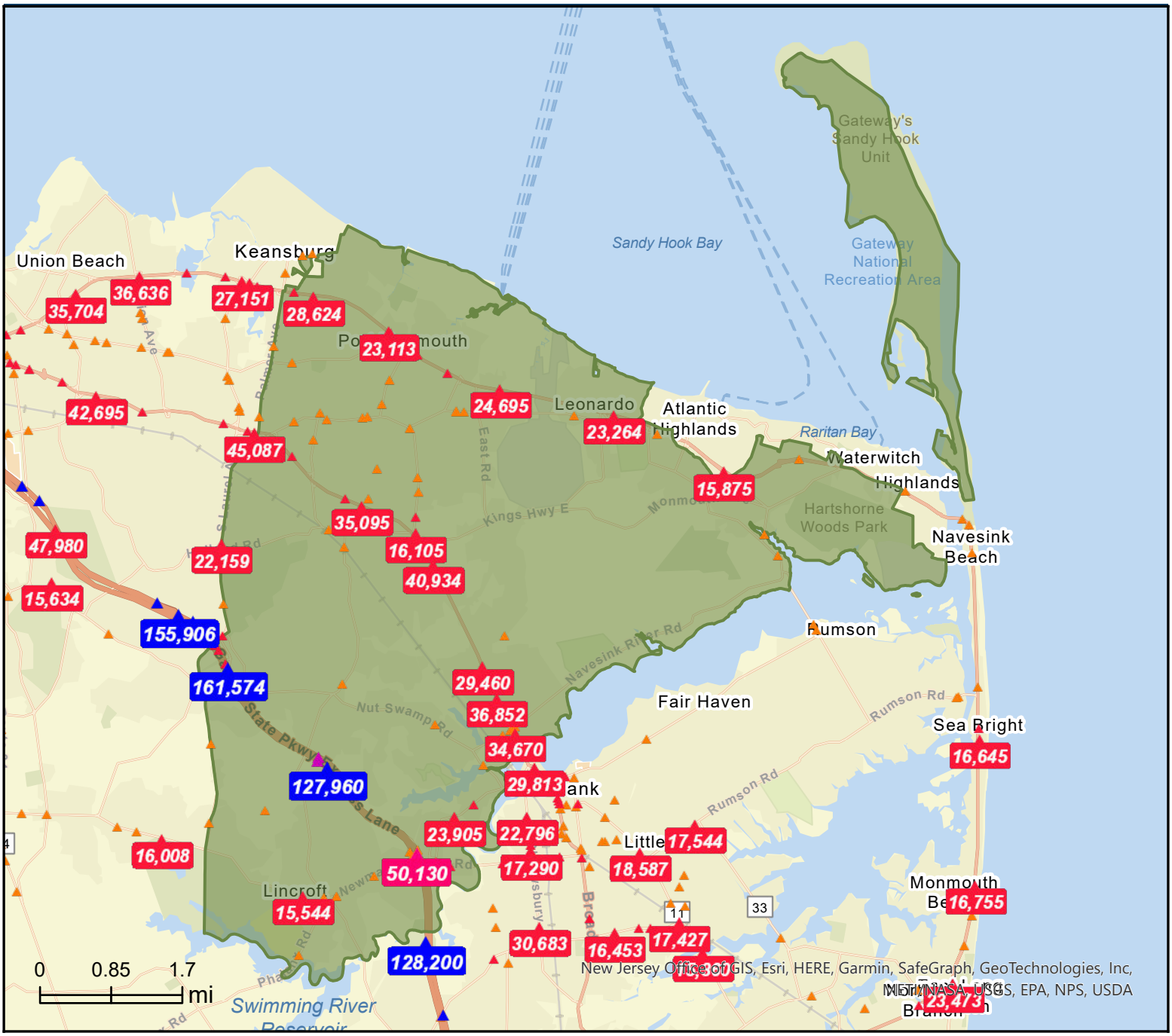
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

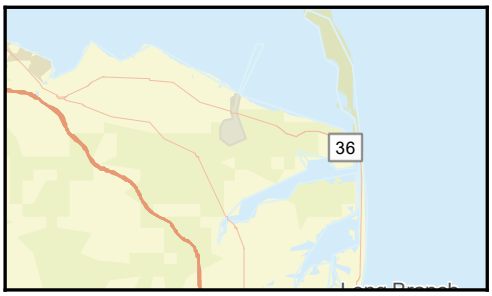
Source: ACS, Esri, Esri-Data Axle, U.S. Census

Traffic Count Map

Middletown, NJ

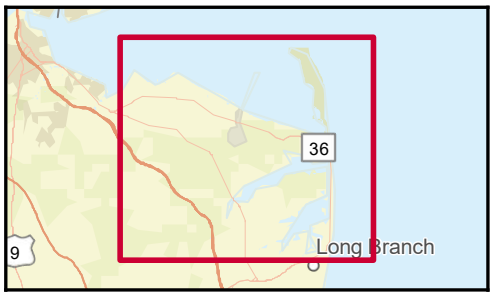
Prepared by Esri





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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