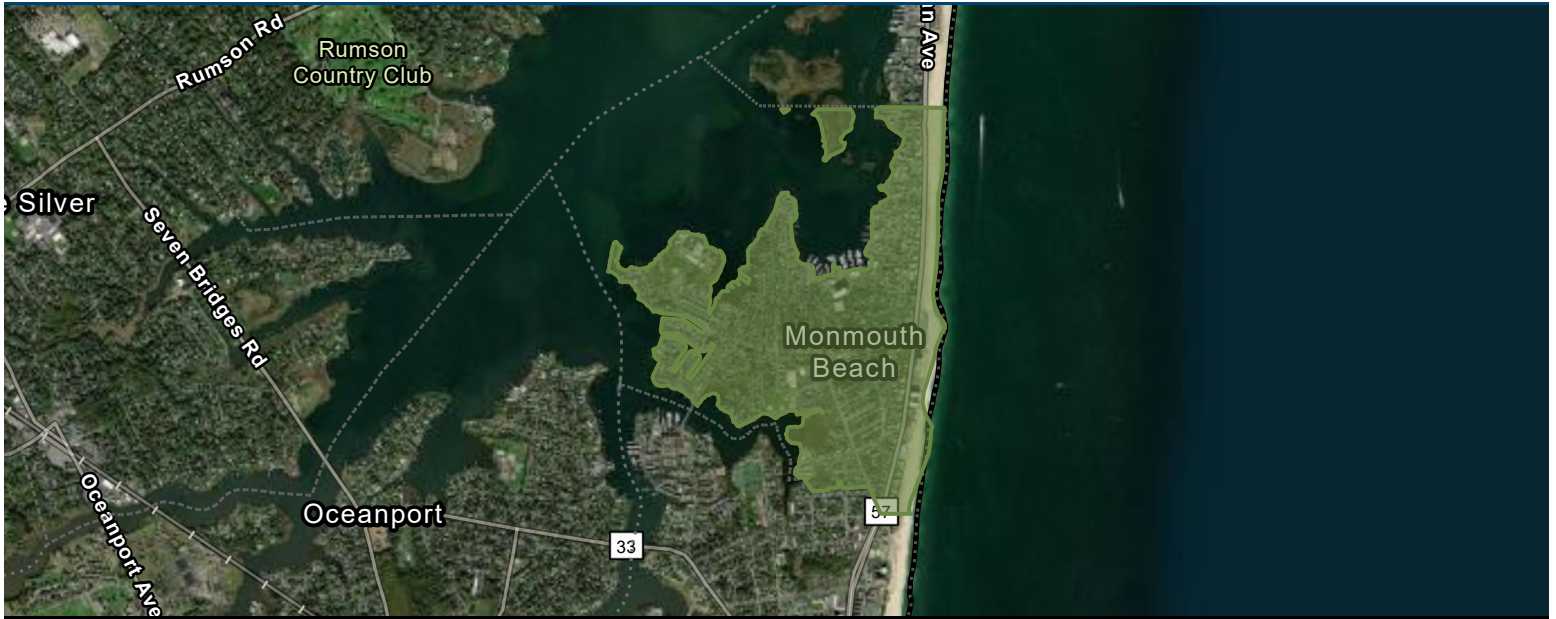




# Monmouth County Municipal Market Report

Monmouth Beach, NJ

Prepared by Esri



## Demographics

Population		2010		2022		2027	
Total Population		3,280		3,167		3,160	
Population Density		3,147.8		3,039.3		3,032.6	
Compounded Annual Growth Rate		N/A		-0.10%		-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		3,198	98%	2,917	92%	2,876	91%
African American		11	0%	9	0%	9	0%
American Indian/Alaska Native		3	0%	5	0%	5	0%
Asian		24	1%	37	1%	39	1%
Pacific Islander		1	0%	0	0%	0	0%
Some Other Race		9	0%	46	1%	54	2%
Two or More Races		34	1%	153	5%	177	6%
Hispanic Origin (Any Race)		62	2%	126	4%	136	4%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				132		4%	
Generation Z Population (Born 1999 to 2016)				570		18%	
Millennial Population (Born 1981 to 1998)				422		13%	
Generation X Population (Born 1965 to 1980)				735		23%	
Baby Boomer Population (Born 1946 to 1964)				982		31%	
Silent & Greatest Generations Population (Born 1945/Earlier)				326		10%	
Age (2022)							
2022 Child Population (Age <18)				564		18%	
Working-Age Population (Age 18-64)				1,682		53%	
Senior Population (Age 65+)				921		29%	
Median Age (Esri)				52.9		N/A	

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



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## Housing

	2022		2027	
<b>Housing Units</b>				
Owner Occupied Housing Units	1,243	86%	1,262	86%
Renter Occupied Housing Units	208	14%	198	14%
Total Housing Units	2,022	N/A	2,048	N/A
<b>Home Values</b>				
Less than \$50,000	6	0%	3	0%
\$50,000-\$99,999	2	0%	0	0%
\$100,000-\$149,999	1	0%	0	0%
\$150,000-\$199,999	4	0%	1	0%
\$200,000-\$249,999	7	1%	2	0%
\$250,000-\$299,999	9	1%	5	0%
\$300,000-\$399,999	89	7%	60	5%
\$400,000-\$499,999	98	8%	91	7%
\$500,000-\$749,999	299	24%	331	26%
\$750,000-\$999,999	470	38%	529	42%
\$1,000,000-\$1,499,999	153	12%	153	12%
\$1,500,000-\$1,999,999	39	3%	37	3%
\$2,000,000 or greater	66	5%	50	4%
Median Home Value	\$806,649	N/A	\$815,217	N/A
Average Home Value	\$874,135	N/A	\$873,435	N/A



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## Income & Employment

Household Income	2022		2027	
Less than \$15,000	64	4%	46	3%
\$15,000-\$24,999	41	3%	27	2%
\$25,000-\$34,999	43	3%	31	2%
\$35,000-\$49,999	78	5%	47	3%
\$50,000-\$74,999	108	7%	85	6%
\$75,000-\$99,999	108	7%	90	6%
\$100,000-\$149,999	283	20%	342	23%
\$150,000-\$199,999	191	13%	213	15%
\$200,000 or greater	535	37%	579	40%
Median Household Income	\$150,097	N/A	\$161,660	N/A
Average Household Income	\$217,188	N/A	\$241,752	N/A
Per Capita Income	\$99,507	N/A	\$111,695	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	1,471	46%	1,462	1,462
Employed Civilian Population Age 16+ (Esri)	1,574	49%	1,420	97%
Unemployed Population Age 16+ (Esri)	N/A	N/A	42	97%
Unemployment Rate (Esri)	N/A	N/A	N/A	2.9%

Occupation	2020		2022	
Management	268	17%	277	20%
Business/Financial	149	9%	208	15%
Computer/Mathematical	40	3%	72	5%
Architecture/Engineering	0	0%	16	1%
Life/Physical/Social Science	18	1%	0	0%
Community/Social Service	18	1%	9	1%
Legal	35	2%	15	1%
Education/Training/Library	199	13%	74	5%
Arts/Design/Entertainment/Sports/Media	69	4%	49	3%
Healthcare Practitioner/Technician	171	11%	116	8%
Healthcare Support	0	0%	41	3%
Protective Service	16	1%	27	2%
Food Preparation/Serving Related	133	8%	79	6%
Building/Grounds Cleaning/Maintenance	0	0%	0	0%
Personal Care/Service	16	1%	4	0%
Sales and Sales Related	241	15%	239	17%
Office/Administrative Support	67	4%	121	9%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	20	1%	45	3%
Installation/Maintenance/Repair	24	2%	5	0%
Production	34	2%	15	1%
Transportation/Material Moving	56	4%	8	1%



# Monmouth County Municipal Market Report

Monmouth Beach, NJ

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## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	109	N/A	\$70,360	N/A	614	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)	9	8%	\$7,531	11%	28	5%
Manufacturing (NAICS 31-33)	1	1%	\$643	1%	3	0%
Wholesale Trade (NAICS 42)	1	1%	\$5,920	8%	4	1%
Retail Trade (NAICS 44-45)	12	11%	\$10,197	14%	35	6%
Motor Vehicle/Parts Dealers (NAICS 441)	2	2%	\$3,567	5%	6	1%
Furniture/Home Furnishings (NAICS 442)	3	3%	\$1,840	3%	9	1%
Electronics/Appliances (NAICS 443)	0	0%	\$0	0%	0	0%
Building Material/Garden Equipment & Supply (NAICS 444)	1	1%	\$1,554	2%	4	1%
Food & Beverage Stores (NAICS 445)	2	2%	\$2,481	4%	11	2%
Health/Personal Care (NAICS 446)	0	0%	\$0	0%	0	0%
Gas Stations (NAICS 447)	0	0%	\$0	0%	0	0%
Clothing/Accessories (NAICS 448)	0	0%	\$0	0%	0	0%
Sports/Hobby/Book/Music (NAICS 451)	1	1%	\$183	0%	1	0%
General Merchandise Stores (NAICS 452)	0	0%	\$0	0%	0	0%
Misc Store Retailers (NAICS 453)	3	3%	\$572	1%	4	1%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	2	2%	\$371	1%	16	3%
Information (NAICS S51)	2	2%	\$457	1%	2	0%
Finance & Insurance (NAICS 52)	8	7%	\$8,949	13%	28	5%
Central Bank/Credit Intermediation (NAICS 521-522)	2	2%	\$5,004	7%	13	2%
Securities/Commodity Contracts (NAICS 523)	3	3%	\$2,643	4%	8	1%
Insurance/Funds/Trusts/Other (NAICS 524-525)	3	3%	\$1,302	2%	7	1%
Real Estate/Rental/Leasing (NAICS 53)	12	11%	\$9,823	14%	80	13%
Professional/Scientific/Tech Services (NAICS 54)	14	13%	\$5,434	8%	42	7%
Legal Services (NAICS 5411)	1	1%	\$623	1%	4	1%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	2	2%	\$2,027	3%	18	3%
Educational Services (NAICS 61)	3	3%	\$787	1%	61	10%
Health Care/Social Assistance (NAICS 62)	1	1%	\$397	1%	3	0%
Arts/Entertainment/Recreation (NAICS 71)	6	6%	\$8,365	12%	45	7%
Accommodation/Food Services (NAICS 72)	7	6%	\$2,104	3%	37	6%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	7	6%	\$2,104	3%	37	6%
Other Services Except Public Administration (NAICS 81)	14	13%	\$7,355	10%	168	27%
Automotive Repair & Maintenance (NAICS 8111)	1	1%	\$177	0%	1	0%
Public Administration (NAICS 92)	6	6%	\$0	0%	44	7%
Unclassified Establishments (NAICS 99)	9	8%	\$0	0%	0	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)

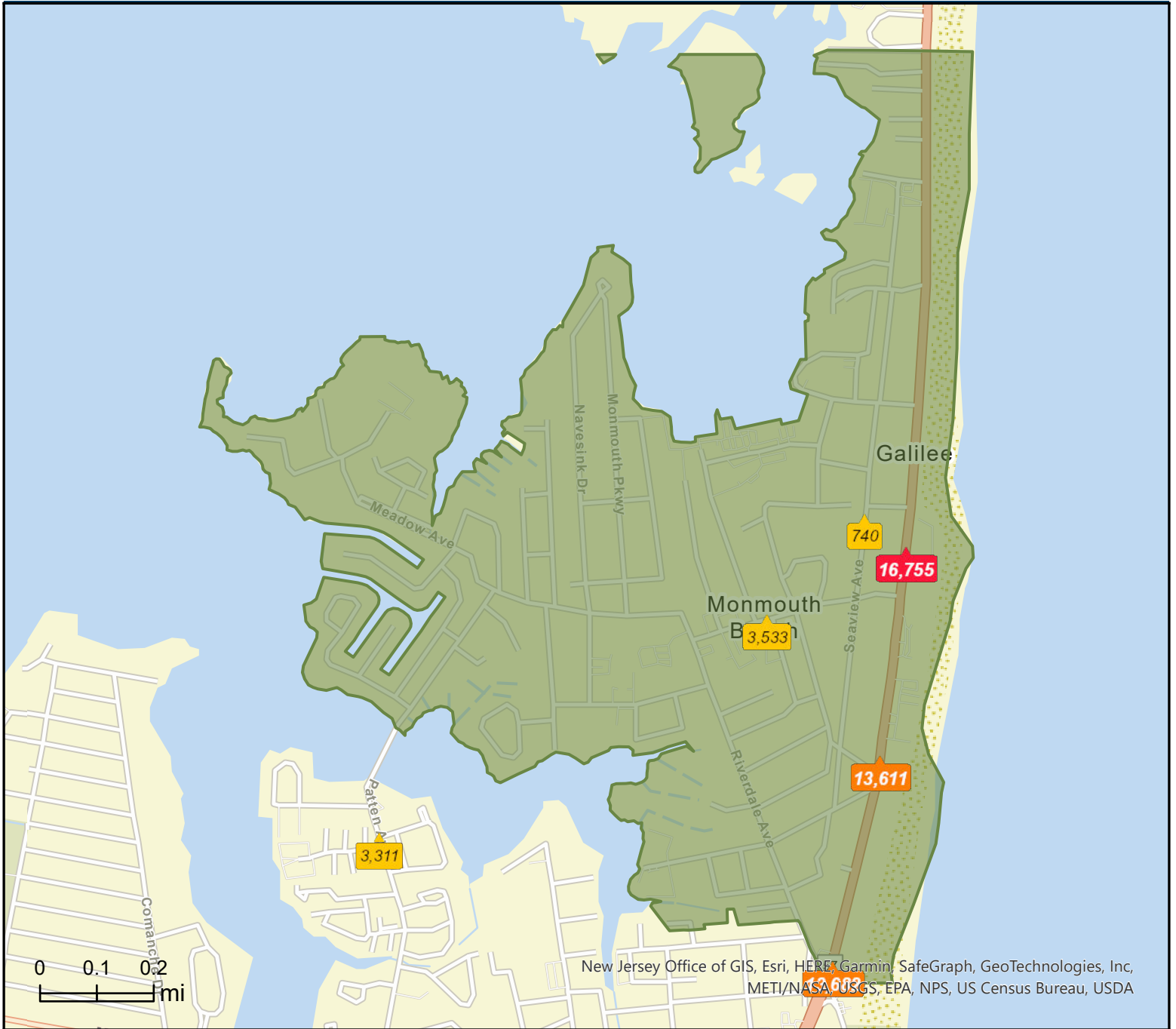
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



# Traffic Count Map

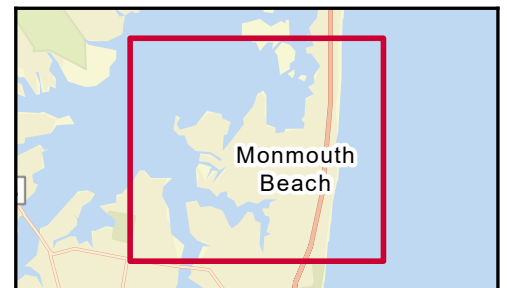
Monmouth Beach, NJ

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