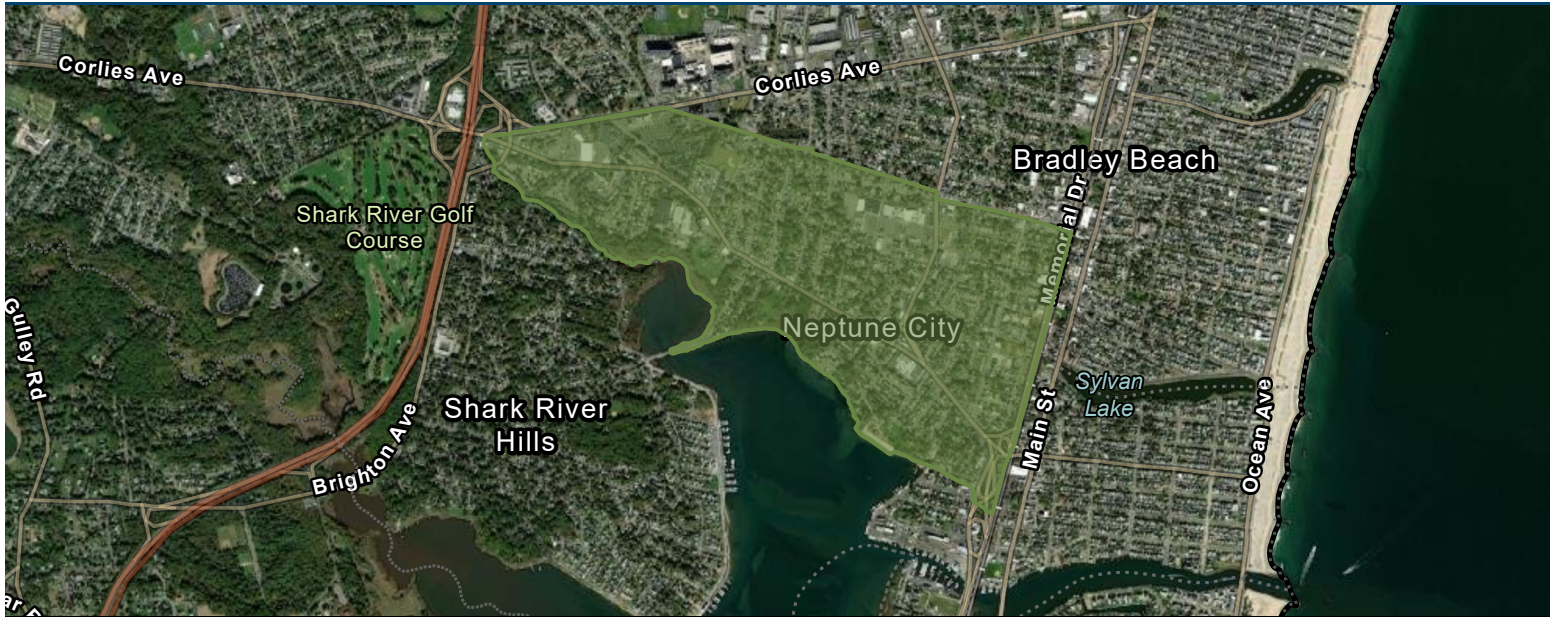




Monmouth County Municipal Market Report

Neptune City, NJ

Prepared by Esri



Demographics

Population		2010		2022		2027	
Total Population		4,865		4,656		4,625	
Population Density		5,429.1		5,195.8		5,161.3	
Compounded Annual Growth Rate		N/A		0.29%		-0.13%	
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity		2010		2022		2027	
White		3,798	78%	3,104	67%	2,991	65%
African American		517	11%	684	15%	669	14%
American Indian/Alaska Native		11	0%	17	0%	19	0%
Asian		217	4%	96	2%	98	2%
Pacific Islander		1	0%	0	0%	0	0%
Some Other Race		185	4%	330	7%	372	8%
Two or More Races		136	3%	425	9%	476	10%
Hispanic Origin (Any Race)		487	10%	661	14%	707	15%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				246		5%	
Generation Z Population (Born 1999 to 2016)				788		17%	
Millennial Population (Born 1981 to 1998)				1,069		23%	
Generation X Population (Born 1965 to 1980)				997		21%	
Baby Boomer Population (Born 1946 to 1964)				1,218		26%	
Silent & Greatest Generations Population (Born 1945/Earlier)				338		7%	
Age (2022)							
2022 Child Population (Age <18)				791		17%	
Working-Age Population (Age 18-64)				2,837		61%	
Senior Population (Age 65+)				1,028		22%	
Median Age (Esri)				45.9		N/A	

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



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Housing

	2022		2027	
Housing Units				
Owner Occupied Housing Units	1,270	61%	1,290	62%
Renter Occupied Housing Units	827	39%	804	38%
Total Housing Units	2,254	N/A	2,264	N/A
Home Values				
Less than \$50,000	20	2%	15	1%
\$50,000-\$99,999	1	0%	0	0%
\$100,000-\$149,999	11	1%	5	0%
\$150,000-\$199,999	38	3%	21	2%
\$200,000-\$249,999	87	7%	55	4%
\$250,000-\$299,999	202	16%	141	11%
\$300,000-\$399,999	405	32%	392	30%
\$400,000-\$499,999	221	17%	281	22%
\$500,000-\$749,999	284	22%	379	29%
\$750,000-\$999,999	1	0%	1	0%
\$1,000,000-\$1,499,999	0	0%	0	0%
\$1,500,000-\$1,999,999	0	0%	0	0%
\$2,000,000 or greater	0	0%	0	0%
Median Home Value	\$368,148	N/A	\$405,694	N/A
Average Home Value	\$396,299	N/A	\$431,957	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	185	9%	147	7%
\$15,000-\$24,999	174	8%	144	7%
\$25,000-\$34,999	225	11%	223	11%
\$35,000-\$49,999	187	9%	173	8%
\$50,000-\$74,999	378	18%	305	15%
\$75,000-\$99,999	222	11%	208	10%
\$100,000-\$149,999	351	17%	477	23%
\$150,000-\$199,999	185	9%	223	11%
\$200,000 or greater	190	9%	194	9%
Median Household Income	\$66,403	N/A	\$80,471	N/A
Average Household Income	\$98,992	N/A	\$110,630	N/A
Per Capita Income	\$44,606	N/A	\$50,111	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	2,726	59%	2,562	2,562
Employed Civilian Population Age 16+ (Esri)	2,765	59%	2,361	92%
Unemployed Population Age 16+ (Esri)	N/A	N/A	201	92%
Unemployment Rate (Esri)	N/A	N/A	N/A	7.8%

Occupation	2020		2022	
Management	273	10%	253	11%
Business/Financial	193	7%	175	7%
Computer/Mathematical	0	0%	23	1%
Architecture/Engineering	32	1%	64	3%
Life/Physical/Social Science	13	0%	67	3%
Community/Social Service	40	1%	25	1%
Legal	47	2%	80	3%
Education/Training/Library	293	11%	69	3%
Arts/Design/Entertainment/Sports/Media	8	0%	0	0%
Healthcare Practitioner/Technician	89	3%	211	9%
Healthcare Support	65	2%	191	8%
Protective Service	40	1%	47	2%
Food Preparation/Serving Related	184	7%	48	2%
Building/Grounds Cleaning/Maintenance	131	5%	75	3%
Personal Care/Service	47	2%	33	1%
Sales and Sales Related	258	9%	174	7%
Office/Administrative Support	527	19%	293	12%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	195	7%	127	5%
Installation/Maintenance/Repair	16	1%	56	2%
Production	156	6%	81	3%
Transportation/Material Moving	158	6%	269	11%



Monmouth County Municipal Market Report

Neptune City, NJ

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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	223	N/A	\$588,592	N/A	2,249	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)	18	8%	\$19,280	3%	75	3%
Manufacturing (NAICS 31-33)	3	1%	\$15,858	3%	45	2%
Wholesale Trade (NAICS 42)	7	3%	\$311,126	53%	102	5%
Retail Trade (NAICS 44-45)	36	16%	\$95,872	16%	264	12%
Motor Vehicle/Parts Dealers (NAICS 441)	3	1%	\$6,955	1%	15	1%
Furniture/Home Furnishings (NAICS 442)	2	1%	\$1,747	0%	6	0%
Electronics/Appliances (NAICS 443)	1	0%	\$1,393	0%	5	0%
Building Material/Garden Equipment & Supply (NAICS 444)	2	1%	\$2,042	0%	7	0%
Food & Beverage Stores (NAICS 445)	7	3%	\$46,353	8%	134	6%
Health/Personal Care (NAICS 446)	4	2%	\$6,790	1%	24	1%
Gas Stations (NAICS 447)	4	2%	\$17,680	3%	16	1%
Clothing/Accessories (NAICS 448)	4	2%	\$3,050	1%	14	1%
Sports/Hobby/Book/Music (NAICS 451)	1	0%	\$409	0%	3	0%
General Merchandise Stores (NAICS 452)	3	1%	\$3,579	1%	20	1%
Misc Store Retailers (NAICS 453)	4	2%	\$1,796	0%	10	0%
Non-store Retailers (NAICS 454)	1	0%	\$4,078	1%	10	0%
Transportation/Warehouse (NAICS 48-49)	3	1%	\$23,731	4%	150	7%
Information (NAICS S51)	4	2%	\$4,686	1%	260	12%
Finance & Insurance (NAICS 52)	11	5%	\$13,169	2%	48	2%
Central Bank/Credit Intermediation (NAICS 521-522)	4	2%	\$6,047	1%	19	1%
Securities/Commodity Contracts (NAICS 523)	1	0%	\$3,961	1%	12	1%
Insurance/Funds/Trusts/Other (NAICS 524-525)	6	3%	\$3,161	1%	17	1%
Real Estate/Rental/Leasing (NAICS 53)	16	7%	\$13,266	2%	90	4%
Professional/Scientific/Tech Services (NAICS 54)	15	7%	\$15,534	3%	81	4%
Legal Services (NAICS 5411)	2	1%	\$2,180	0%	14	1%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	10	4%	\$7,352	1%	59	3%
Educational Services (NAICS 61)	7	3%	\$851	0%	120	5%
Health Care/Social Assistance (NAICS 62)	32	14%	\$38,592	7%	392	17%
Arts/Entertainment/Recreation (NAICS 71)	5	2%	\$2,247	0%	35	2%
Accommodation/Food Services (NAICS 72)	23	10%	\$18,170	3%	300	13%
Accommodation (NAICS 721)	1	0%	\$373	0%	4	0%
Food Service & Drinking Places (NAICS 722)	22	10%	\$17,797	3%	296	13%
Other Services Except Public Administration (NAICS 81)	24	11%	\$8,858	2%	83	4%
Automotive Repair & Maintenance (NAICS 8111)	7	3%	\$4,963	1%	28	1%
Public Administration (NAICS 92)	6	3%	\$0	0%	133	6%
Unclassified Establishments (NAICS 99)	3	1%	\$0	0%	12	1%

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

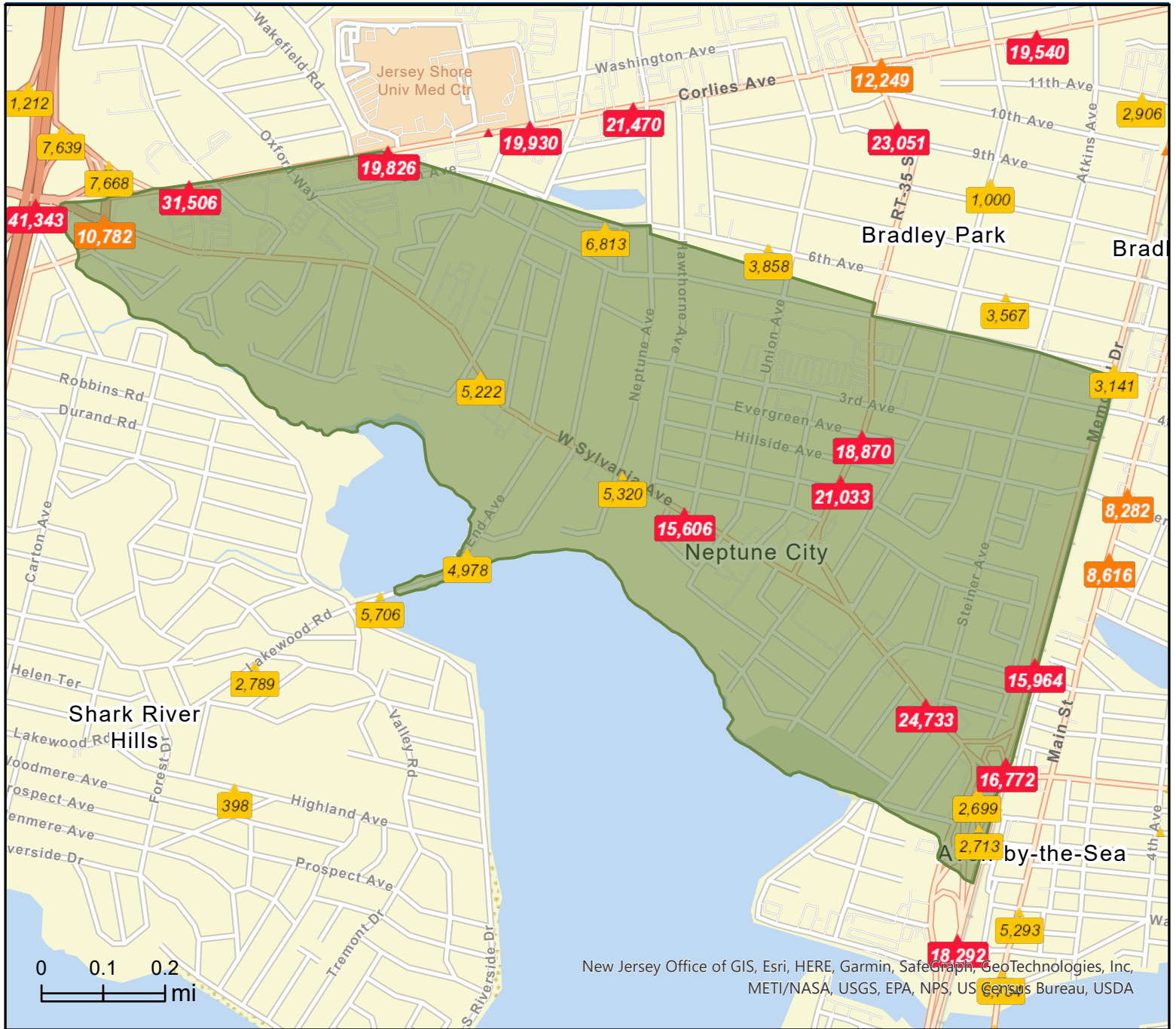
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



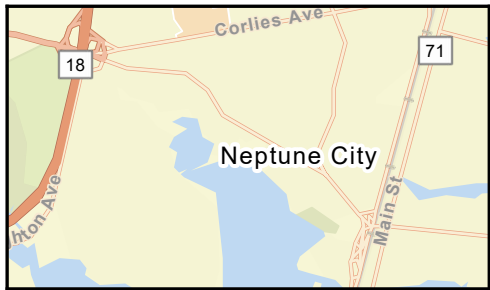
Traffic Count Map

Neptune City, NJ

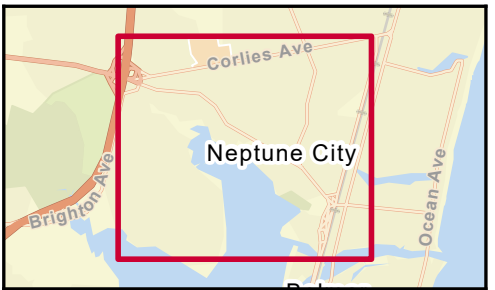
Prepared by Esri



New Jersey Office of GIS, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA



- 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).