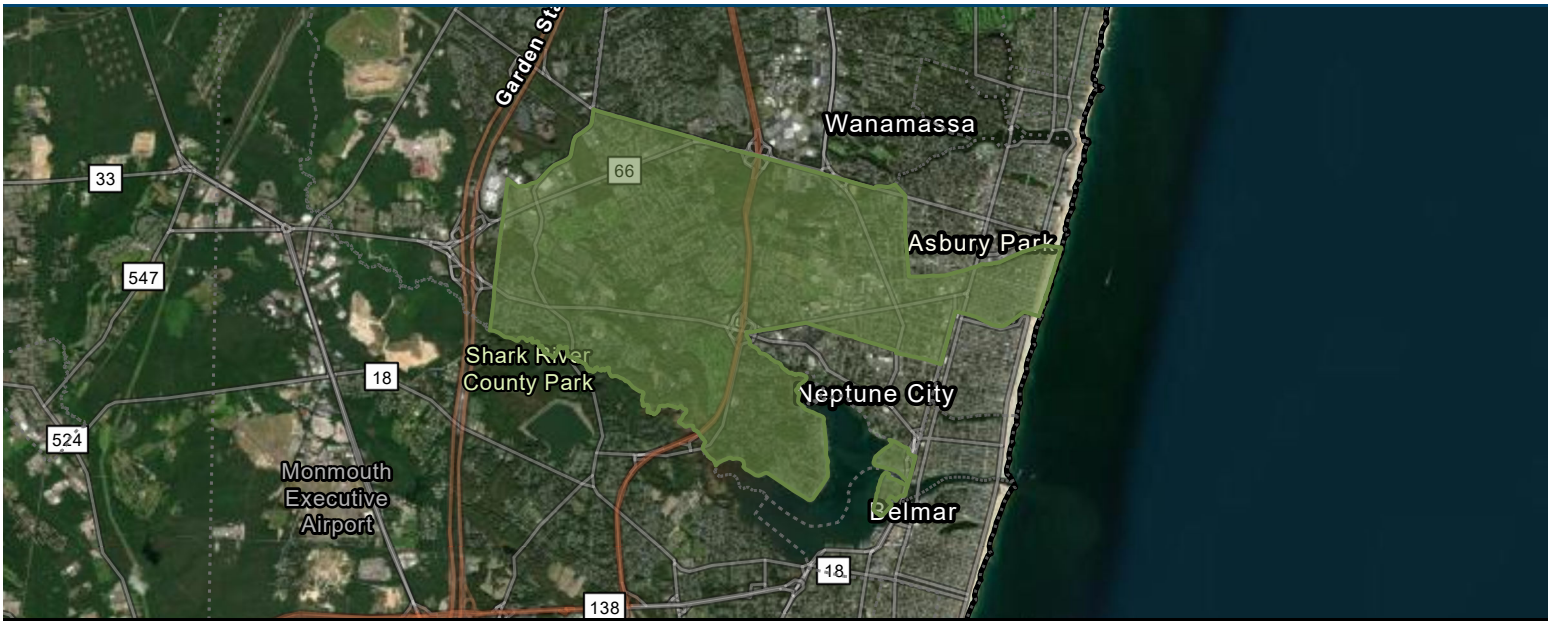
Monmouth County Municipal Market Report

Neptune Township, NJ

Prepared by Esri



Demographics

Population						
	2010		2022		2027	
Total Population		27,939		27,814		27,933
Population Density		3,437.9		3,422.5		3,437.2
Compounded Annual Growth Rate		N/A		-0.39%		0.09%
Growth Rate Time Period	*N/A*		*(2020-2022)*		*(2022-2027)*	
Race & Ethnicity	**2010**		**2022**		**2027**	
White	14,855	53%	12,895	46%	12,530	45%
African American	10,772	39%	9,595	35%	9,416	34%
American Indian/Alaska Native	94	0%	102	0%	110	0%
Asian	632	2%	781	3%	799	3%
Pacific Islander	9	0%	4	0%	4	0%
Some Other Race	705	3%	1,950	7%	2,254	8%
Two or More Races	872	3%	2,487	9%	2,820	10%
Hispanic Origin (Any Race)	2,611	9%	4,083	15%	4,438	16%

Generations (2022)		
Generation Alpha Population (Born 2017 or Later)	1,496	5%
Generation Z Population (Born 1999 to 2016)	5,240	19%
Millennial Population (Born 1981 to 1998)	6,203	22%
Generation X Population (Born 1965 to 1980)	5,813	21%
Baby Boomer Population (Born 1946 to 1964)	6,811	24%
Silent & Greatest Generations Population (Born 1945/Earlier)	2,251	8%

Age (2022)		
2022 Child Population (Age <18)	5,074	18%
Working-Age Population (Age 18-64)	16,715	60%
Senior Population (Age 65+)	6,025	22%
Median Age (Esri)	44.9	N/A

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

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	7,707	67%	7,882	68%
Renter Occupied Housing Units	3,766	33%	3,691	32%
Total Housing Units	13,355	N/A	13,480	N/A
Home Values				
Less than $50,000	106	1%	99	1%
$50,000-$99,999	18	0%	10	0%
$100,000-$149,999	122	2%	79	1%
$150,000-$199,999	243	3%	168	2%
$200,000-$249,999	801	10%	633	8%
$250,000-$299,999	915	12%	729	9%
$300,000-$399,999	2,927	38%	2,899	37%
$400,000-$499,999	1,112	14%	1,269	16%
$500,000-$749,999	895	12%	1,271	16%
$750,000-$999,999	404	5%	526	7%
$1,000,000-$1,499,999	53	1%	69	1%
$1,500,000-$1,999,999	15	0%	16	0%
$2,000,000 or greater	96	1%	114	1%
Median Home Value	$356,320	N/A	$376,682	N/A
Average Home Value	$420,378	N/A	$456,290	N/A

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

Income & Employment

Household Income	2022		2027	
Less than $15,000	988	9%	756	7%
$15,000-$24,999	620	5%	473	4%
$25,000-$34,999	790	7%	737	6%
$35,000-$49,999	862	8%	748	6%
$50,000-$74,999	1,718	15%	1,400	12%
$75,000-$99,999	1,604	14%	1,492	13%
$100,000-$149,999	2,621	23%	3,351	29%
$150,000-$199,999	1,067	9%	1,254	11%
$200,000 or greater	1,203	10%	1,362	12%
Median Household Income	$85,067	N/A	$101,522	N/A
Average Household Income	$111,823	N/A	$127,157	N/A
Per Capita Income	$46,158	N/A	$52,715	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	14,527	53%	14,774	14,774
Employed Civilian Population Age 16+ (Esri)	14,766	54%	13,961	95%
Unemployed Population Age 16+ (Esri)	N/A	N/A	813	95%
Unemployment Rate (Esri)	N/A	N/A	N/A	5.5%

Occupation				
Management	1,324	9%	1,095	8%
Business/Financial	648	4%	626	4%
Computer/Mathematical	474	3%	521	4%
Architecture/Engineering	139	1%	152	1%
Life/Physical/Social Science	116	1%	106	1%
Community/Social Service	300	2%	397	3%
Legal	352	2%	125	1%
Education/Training/Library	1,320	9%	1,019	7%
Arts/Design/Entertainment/Sports/Media	185	1%	169	1%
Healthcare Practitioner/Technician	1,016	7%	1,217	9%
Healthcare Support	570	4%	896	6%
Protective Service	555	4%	362	3%
Food Preparation/Serving Related	693	5%	591	4%
Building/Grounds Cleaning/Maintenance	741	5%	383	3%
Personal Care/Service	379	3%	224	2%
Sales and Sales Related	1,657	11%	1,321	9%
Office/Administrative Support	1,486	10%	1,735	12%
Farming/Fishing/Forestry	100	1%	17	0%
Construction/Extraction	580	4%	716	5%
Installation/Maintenance/Repair	362	2%	382	3%
Production	682	5%	598	4%
Transportation/Material Moving	1,087	7%	1,309	9%

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

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	1,083	N/A	$2,219,505	N/A	16,003	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	0	0%	$0	0%	0	0%
Mining (NAICS 21)	2	0%	$10,547	0%	58	0%
Utilities (NAICS 22)	1	0%	$1,200	0%	5	0%
Construction (NAICS 23)	89	8%	$141,137	6%	564	4%
Manufacturing (NAICS 31-33)	32	3%	$139,247	6%	505	3%
Wholesale Trade (NAICS 42)	31	3%	$645,682	29%	233	1%
Retail Trade (NAICS 44-45)	141	13%	$473,869	21%	1,693	11%
Motor Vehicle/Parts Dealers (NAICS 441)	22	2%	$88,473	4%	249	2%
Furniture/Home Furnishings (NAICS 442)	9	1%	$13,849	1%	68	0%
Electronics/Appliances (NAICS 443)	2	0%	$2,508	0%	9	0%
Building Material/Garden Equipment & Supply (NAICS 444)	15	1%	$135,099	6%	358	2%
Food & Beverage Stores (NAICS 445)	23	2%	$46,423	2%	194	1%
Health/Personal Care (NAICS 446)	22	2%	$39,955	2%	150	1%
Gas Stations (NAICS 447)	6	1%	$23,205	1%	21	0%
Clothing/Accessories (NAICS 448)	11	1%	$6,483	0%	29	0%
Sports/Hobby/Book/Music (NAICS 451)	4	0%	$2,191	0%	12	0%
General Merchandise Stores (NAICS 452)	7	1%	$107,054	5%	544	3%
Misc Store Retailers (NAICS 453)	13	1%	$4,414	0%	35	0%
Non-store Retailers (NAICS 454)	7	1%	$4,215	0%	24	0%
Transportation/Warehouse (NAICS 48-49)	31	3%	$32,825	1%	389	2%
Information (NAICS S51)	34	3%	$116,992	5%	1,880	12%
Finance & Insurance (NAICS 52)	43	4%	$102,403	5%	276	2%
Central Bank/Credit Intermediation (NAICS 521-522)	24	2%	$58,678	3%	143	1%
Securities/Commodity Contracts (NAICS 523)	7	1%	$9,159	0%	21	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	12	1%	$34,566	2%	112	1%
Real Estate/Rental/Leasing (NAICS 53)	57	5%	$37,326	2%	274	2%
Professional/Scientific/Tech Services (NAICS 54)	89	8%	$88,136	4%	489	3%
Legal Services (NAICS 5411)	18	2%	$12,681	1%	87	1%
Management of Companies/Enterprises (NAICS 55)	0	0%	$0	0%	0	0%
Administration/Support/Waste Management &Remediation (NAICS 56)	33	3%	$26,312	1%	183	1%
Educational Services (NAICS 61)	30	3%	$1,165	0%	1,698	11%
Health Care/Social Assistance (NAICS 62)	151	14%	$259,775	12%	5,091	32%
Arts/Entertainment/Recreation (NAICS 71)	18	2%	$16,438	1%	114	1%
Accommodation/Food Services (NAICS 72)	99	9%	$77,806	4%	1,166	7%
Accommodation (NAICS 721)	30	3%	$23,967	1%	251	2%
Food Service & Drinking Places (NAICS 722)	69	6%	$53,839	2%	915	6%
Other Services Except Public Administration (NAICS 81)	136	13%	$48,645	2%	1,016	6%
Automotive Repair & Maintenance (NAICS 8111)	33	3%	$17,511	1%	112	1%
Public Administration (NAICS 92)	24	2%	$0	0%	327	2%
Unclassified Establishments (NAICS 99)	42	4%	$0	0%	42	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

Neptune Township, NJ

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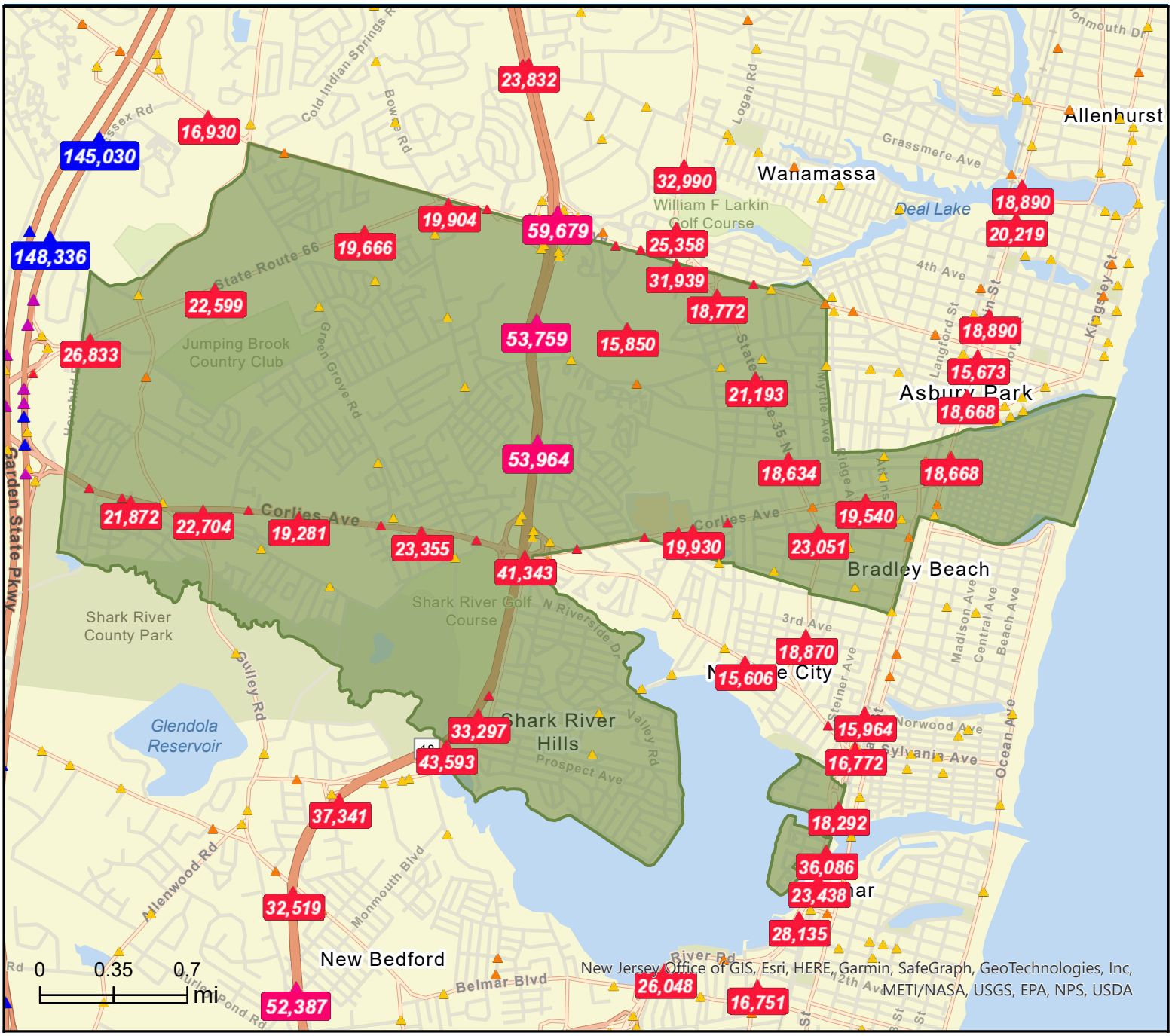
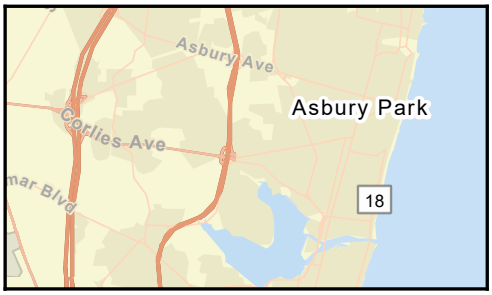
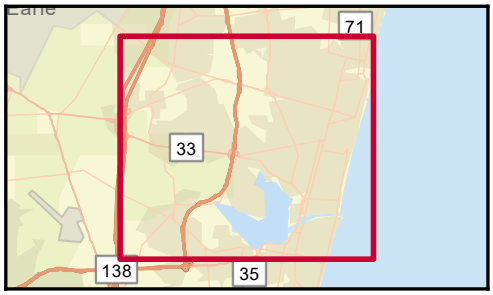




Average Daily Traffic Volume

- ***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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