Monmouth County Municipal Market Report

Oceanport, NJ

Prepared by Esri

Demographics

Population	2010		2022		2027	
Total Population		5,739		6,105		6,128
Population Density		1,809.2		1,924.6		1,931.8
Compounded Annual Growth Rate		N/A		-0.33%		0.08%
Growth Rate Time Period	*N/A*		*(2020-2022)*		*(2022-2027)*	

Race & Ethnicity	2010		2022		2027	
White	5,406	94%	5,176	85%	5,082	83%
African American	132	2%	80	1%	82	1%
American Indian/Alaska Native	4	0%	12	0%	13	0%
Asian	79	1%	73	1%	75	1%
Pacific Islander	1	0%	1	0%	1	0%
Some Other Race	39	1%	431	7%	489	8%
Two or More Races	77	1%	333	5%	387	6%
Hispanic Origin (Any Race)	212	4%	651	11%	705	12%

Generations (2022)		
Generation Alpha Population (Born 2017 or Later)	297	5%
Generation Z Population (Born 1999 to 2016)	1,197	20%
Millennial Population (Born 1981 to 1998)	988	16%
Generation X Population (Born 1965 to 1980)	1,320	22%
Baby Boomer Population (Born 1946 to 1964)	1,778	29%
Silent & Greatest Generations Population (Born 1945/Earlier)	527	9%

Age (2022)		
2022 Child Population (Age <18)	1,170	19%
Working-Age Population (Age 18-64)	3,355	55%
Senior Population (Age 65+)	1,583	26%
Median Age (Esri)	49.8	N/A

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

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	1,933	82%	1,971	83%
Renter Occupied Housing Units	416	18%	401	17%
Total Housing Units	2,479	N/A	2,505	N/A
Home Values				
Less than $50,000	3	0%	2	0%
$50,000-$99,999	1	0%	1	0%
$100,000-$149,999	1	0%	0	0%
$150,000-$199,999	4	0%	1	0%
$200,000-$249,999	20	1%	11	1%
$250,000-$299,999	37	2%	22	1%
$300,000-$399,999	357	18%	277	14%
$400,000-$499,999	384	20%	376	19%
$500,000-$749,999	810	42%	932	47%
$750,000-$999,999	212	11%	254	13%
$1,000,000-$1,499,999	53	3%	54	3%
$1,500,000-$1,999,999	1	0%	1	0%
$2,000,000 or greater	51	3%	40	2%
Median Home Value	$549,383	N/A	$579,265	N/A
Average Home Value	$614,219	N/A	$628,602	N/A

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

Income & Employment

Household Income	2022		2027	
Less than $15,000	237	10%	168	7%
$15,000-$24,999	46	2%	32	1%
$25,000-$34,999	129	5%	80	3%
$35,000-$49,999	115	5%	78	3%
$50,000-$74,999	277	12%	284	12%
$75,000-$99,999	212	9%	233	10%
$100,000-$149,999	492	21%	546	23%
$150,000-$199,999	436	19%	479	20%
$200,000 or greater	406	17%	472	20%
Median Household Income	$111,832	N/A	$123,136	N/A
Average Household Income	$144,545	N/A	$165,030	N/A
Per Capita Income	$55,477	N/A	$63,677	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	2,780	49%	3,193	3,193
Employed Civilian Population Age 16+ (Esri)	2,819	49%	3,069	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	124	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.9%

Occupation				
Management	487	17%	565	18%
Business/Financial	14	1%	233	8%
Computer/Mathematical	112	4%	38	1%
Architecture/Engineering	75	3%	63	2%
Life/Physical/Social Science	17	1%	2	0%
Community/Social Service	29	1%	54	2%
Legal	4	0%	57	2%
Education/Training/Library	305	11%	321	10%
Arts/Design/Entertainment/Sports/Media	31	1%	58	2%
Healthcare Practitioner/Technician	280	10%	309	10%
Healthcare Support	65	2%	53	2%
Protective Service	148	5%	59	2%
Food Preparation/Serving Related	132	5%	99	3%
Building/Grounds Cleaning/Maintenance	99	4%	104	3%
Personal Care/Service	135	5%	42	1%
Sales and Sales Related	188	7%	320	10%
Office/Administrative Support	384	14%	353	12%
Farming/Fishing/Forestry	15	1%	11	0%
Construction/Extraction	116	4%	117	4%
Installation/Maintenance/Repair	34	1%	89	3%
Production	0	0%	71	2%
Transportation/Material Moving	149	5%	51	2%

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

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	199	N/A	$420,871	N/A	1,547	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)	28	14%	$21,078	5%	94	6%
Manufacturing (NAICS 31-33)	2	1%	$611	0%	3	0%
Wholesale Trade (NAICS 42)	6	3%	$211,106	50%	51	3%
Retail Trade (NAICS 44-45)	14	7%	$13,635	3%	48	3%
Motor Vehicle/Parts Dealers (NAICS 441)	2	1%	$4,225	1%	12	1%
Furniture/Home Furnishings (NAICS 442)	1	1%	$891	0%	5	0%
Electronics/Appliances (NAICS 443)	1	1%	$602	0%	2	0%
Building Material/Garden Equipment & Supply (NAICS 444)	0	0%	$0	0%	0	0%
Food & Beverage Stores (NAICS 445)	3	2%	$2,640	1%	11	1%
Health/Personal Care (NAICS 446)	2	1%	$1,498	0%	6	0%
Gas Stations (NAICS 447)	1	1%	$2,210	1%	2	0%
Clothing/Accessories (NAICS 448)	1	1%	$454	0%	2	0%
Sports/Hobby/Book/Music (NAICS 451)	0	0%	$0	0%	0	0%
General Merchandise Stores (NAICS 452)	0	0%	$0	0%	0	0%
Misc Store Retailers (NAICS 453)	3	2%	$1,115	0%	8	1%
Non-store Retailers (NAICS 454)	0	0%	$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	5	3%	$8,063	2%	52	3%
Information (NAICS S51)	3	2%	$20,600	5%	43	3%
Finance & Insurance (NAICS 52)	7	4%	$23,628	6%	72	5%
Central Bank/Credit Intermediation (NAICS 521-522)	4	2%	$17,675	4%	18	1%
Securities/Commodity Contracts (NAICS 523)	1	1%	$991	0%	3	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	2	1%	$4,962	1%	51	3%
Real Estate/Rental/Leasing (NAICS 53)	6	3%	$3,054	1%	21	1%
Professional/Scientific/Tech Services (NAICS 54)	21	11%	$14,582	3%	117	8%
Legal Services (NAICS 5411)	1	1%	$468	0%	3	0%
Management of Companies/Enterprises (NAICS 55)	0	0%	$0	0%	0	0%
Administration/Support/Waste Management &Remediation (NAICS 56)	11	6%	$7,180	2%	46	3%
Educational Services (NAICS 61)	11	6%	$372	0%	243	16%
Health Care/Social Assistance (NAICS 62)	22	11%	$12,577	3%	140	9%
Arts/Entertainment/Recreation (NAICS 71)	13	7%	$74,982	18%	361	23%
Accommodation/Food Services (NAICS 72)	7	4%	$2,614	1%	46	3%
Accommodation (NAICS 721)	0	0%	$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	7	4%	$2,614	1%	46	3%
Other Services Except Public Administration (NAICS 81)	18	9%	$6,789	2%	109	7%
Automotive Repair & Maintenance (NAICS 8111)	1	1%	$896	0%	5	0%
Public Administration (NAICS 92)	14	7%	$0	0%	90	6%
Unclassified Establishments (NAICS 99)	11	6%	$0	0%	11	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

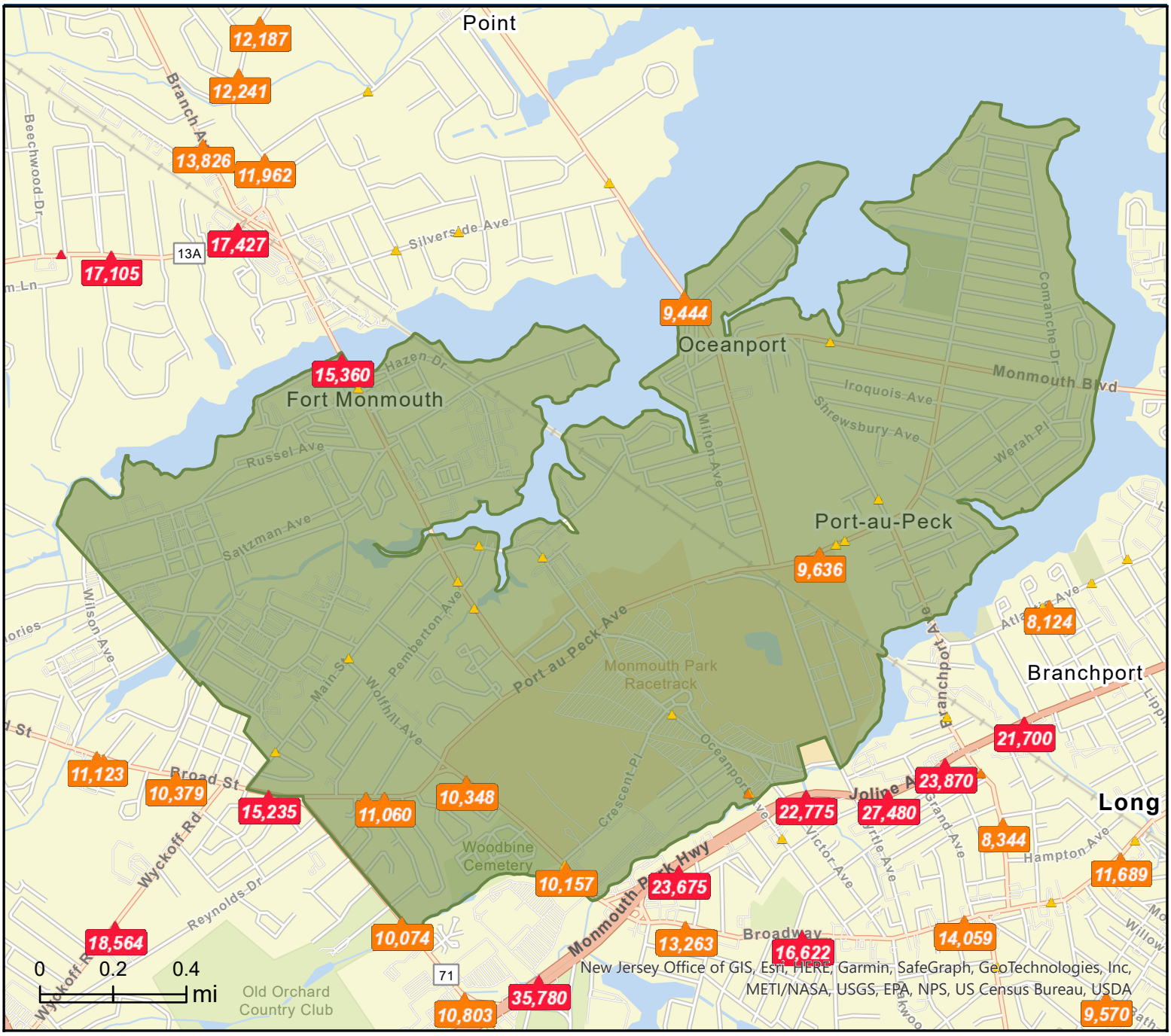
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

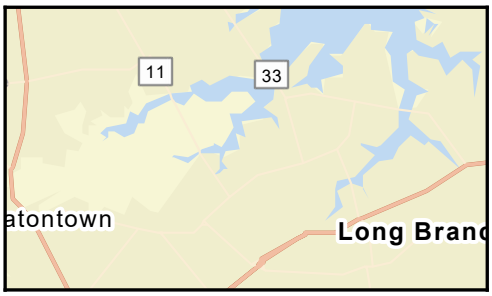
Source: ACS, Esri, Esri-Data Axle, U.S. Census

Traffic Count Map

Oceanport, NJ

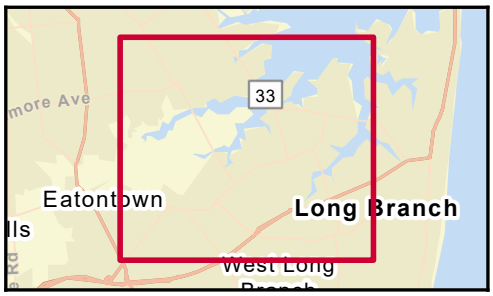
Prepared by Esri





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

©2022 Esri