# Monmouth County Municipal Market Report

Rumson, NJ

Prepared by Esri

## *Demographics*

| Population | | | | | | |
|---|---|---|---|---|---|---|
| | 2010 | | 2022 | | 2027 | |
| Total Population | | 7,122 | | 7,298 | | 7,253 |
| Population Density | | 1,405.6 | | 1,440.3 | | 1,431.4 |
| Compounded Annual Growth Rate | | N/A | | -0.27% | | -0.12% |
| *Growth Rate Time Period* | *N/A* | | *(2020-2022)* | | *(2022-2027)* | |
| **Race & Ethnicity** | **2010** | | **2022** | | **2027** | |
| White | 6,924 | 97% | 6,654 | 91% | 6,524 | 90% |
| African American | 18 | 0% | 24 | 0% | 24 | 0% |
| American Indian/Alaska Native | 5 | 0% | 9 | 0% | 9 | 0% |
| Asian | 90 | 1% | 106 | 1% | 110 | 2% |
| Pacific Islander | 2 | 0% | 0 | 0% | 0 | 0% |
| Some Other Race | 11 | 0% | 50 | 1% | 60 | 1% |
| Two or More Races | 72 | 1% | 455 | 6% | 526 | 7% |
| Hispanic Origin (Any Race) | 173 | 2% | 311 | 4% | 330 | 5% |

| Generations (2022) | | |
|---|---|---|
| Generation Alpha Population (Born 2017 or Later) | 486 | 7% |
| Generation Z Population (Born 1999 to 2016) | 2,014 | 28% |
| Millennial Population (Born 1981 to 1998) | 973 | 13% |
| Generation X Population (Born 1965 to 1980) | 1,757 | 24% |
| Baby Boomer Population (Born 1946 to 1964) | 1,657 | 23% |
| Silent & Greatest Generations Population (Born 1945/Earlier) | 411 | 6% |

| Age (2022) | | |
|---|---|---|
| 2022 Child Population (Age <18) | 1,964 | 27% |
| Working-Age Population (Age 18-64) | 4,107 | 56% |
| Senior Population (Age 65+) | 1,227 | 17% |
| Median Age (Esri) | 44.1 | N/A |

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

## Housing

| Housing Units | 2022 | | 2027 | |
|---|---|---|---|---|
| Owner Occupied Housing Units | 2,205 | 93% | 2,210 | 93% |
| Renter Occupied Housing Units | 176 | 7% | 163 | 7% |
| Total Housing Units | 2,626 | N/A | 2,632 | N/A |
| **Home Values** | | | | |
| Less than $50,000 | 5 | 0% | 2 | 0% |
| $50,000-$99,999 | 2 | 0% | 2 | 0% |
| $100,000-$149,999 | 1 | 0% | 0 | 0% |
| $150,000-$199,999 | 1 | 0% | 1 | 0% |
| $200,000-$249,999 | 3 | 0% | 1 | 0% |
| $250,000-$299,999 | 0 | 0% | 0 | 0% |
| $300,000-$399,999 | 34 | 2% | 28 | 1% |
| $400,000-$499,999 | 106 | 5% | 88 | 4% |
| $500,000-$749,999 | 509 | 23% | 495 | 22% |
| $750,000-$999,999 | 399 | 18% | 407 | 18% |
| $1,000,000-$1,499,999 | 433 | 20% | 519 | 23% |
| $1,500,000-$1,999,999 | 206 | 9% | 208 | 9% |
| $2,000,000 or greater | 506 | 23% | 459 | 21% |
| Median Home Value | $1,049,076 | N/A | $1,078,035 | N/A |
| Average Home Value | $1,255,488 | N/A | $1,249,321 | N/A |

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

## *Income & Employment*

| Household Income | 2022 | | 2027 | |
|---|---|---|---|---|
| Less than $15,000 | 50 | 2% | 37 | 2% |
| $15,000-$24,999 | 38 | 2% | 24 | 1% |
| $25,000-$34,999 | 75 | 3% | 55 | 2% |
| $35,000-$49,999 | 69 | 3% | 50 | 2% |
| $50,000-$74,999 | 129 | 5% | 94 | 4% |
| $75,000-$99,999 | 124 | 5% | 83 | 4% |
| $100,000-$149,999 | 311 | 13% | 348 | 15% |
| $150,000-$199,999 | 237 | 10% | 250 | 11% |
| $200,000 or greater | 1,348 | 57% | 1,432 | 60% |
| Median Household Income | $200,001 | N/A | $200,001 | N/A |
| Average Household Income | $283,561 | N/A | $309,214 | N/A |
| Per Capita Income | $92,513 | N/A | $101,167 | N/A |

| Labor Force | 2020 | | 2022 | |
|---|---|---|---|---|
| Civilian Population Age 16+ in Labor Force (Esri) | 2,741 | 41% | 3,331 | 3,331 |
| Employed Civilian Population Age 16+ (Esri) | 2,767 | 41% | 3,208 | 96% |
| Unemployed Population Age 16+ (Esri) | N/A | N/A | 123 | 96% |
| Unemployment Rate (Esri) | N/A | N/A | N/A | 3.7% |

| Occupation | | | | |
|---|---|---|---|---|
| Management | 548 | 20% | 813 | 25% |
| Business/Financial | 384 | 14% | 417 | 13% |
| Computer/Mathematical | 92 | 3% | 101 | 3% |
| Architecture/Engineering | 19 | 1% | 38 | 1% |
| Life/Physical/Social Science | 35 | 1% | 0 | 0% |
| Community/Social Service | 32 | 1% | 64 | 2% |
| Legal | 137 | 5% | 139 | 4% |
| Education/Training/Library | 221 | 8% | 159 | 5% |
| Arts/Design/Entertainment/Sports/Media | 86 | 3% | 66 | 2% |
| Healthcare Practitioner/Technician | 133 | 5% | 160 | 5% |
| Healthcare Support | 0 | 0% | 2 | 0% |
| Protective Service | 119 | 4% | 25 | 1% |
| Food Preparation/Serving Related | 66 | 2% | 101 | 3% |
| Building/Grounds Cleaning/Maintenance | 20 | 1% | 43 | 1% |
| Personal Care/Service | 41 | 1% | 79 | 2% |
| Sales and Sales Related | 500 | 18% | 565 | 18% |
| Office/Administrative Support | 187 | 7% | 163 | 5% |
| Farming/Fishing/Forestry | 0 | 0% | 0 | 0% |
| Construction/Extraction | 36 | 1% | 143 | 4% |
| Installation/Maintenance/Repair | 8 | 0% | 0 | 0% |
| Production | 25 | 1% | 14 | 0% |
| Transportation/Material Moving | 78 | 3% | 116 | 4% |

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

## *Industry Sectors (2022)*

| Industry | Businesses | | Sales | | Employees | |
|---|---|---|---|---|---|---|
| Total Businesses (NAICS 11-99) | 231 | N/A | $334,874 | N/A | 2,798 | 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) | 14 | 6% | $13,427 | 4% | 43 | 2% |
| Manufacturing (NAICS 31-33) | 7 | 3% | $62,501 | 19% | 131 | 5% |
| Wholesale Trade (NAICS 42) | 2 | 1% | $14,604 | 4% | 18 | 1% |
| Retail Trade (NAICS 44-45) | 26 | 11% | $27,049 | 8% | 110 | 4% |
| Motor Vehicle/Parts Dealers (NAICS 441) | 2 | 1% | $3,614 | 1% | 10 | 0% |
| Furniture/Home Furnishings (NAICS 442) | 3 | 1% | $1,377 | 0% | 6 | 0% |
| Electronics/Appliances (NAICS 443) | 2 | 1% | $1,951 | 1% | 7 | 0% |
| Building Material/Garden Equipment & Supply (NAICS 444) | 1 | 0% | $389 | 0% | 1 | 0% |
| Food & Beverage Stores (NAICS 445) | 4 | 2% | $7,157 | 2% | 30 | 1% |
| Health/Personal Care (NAICS 446) | 1 | 0% | $6,664 | 2% | 22 | 1% |
| Gas Stations (NAICS 447) | 0 | 0% | $0 | 0% | 0 | 0% |
| Clothing/Accessories (NAICS 448) | 7 | 3% | $4,395 | 1% | 24 | 1% |
| Sports/Hobby/Book/Music (NAICS 451) | 0 | 0% | $0 | 0% | 0 | 0% |
| General Merchandise Stores (NAICS 452) | 1 | 0% | $358 | 0% | 2 | 0% |
| Misc Store Retailers (NAICS 453) | 4 | 2% | $1,144 | 0% | 8 | 0% |
| Non-store Retailers (NAICS 454) | 1 | 0% | $0 | 0% | 0 | 0% |
| Transportation/Warehouse (NAICS 48-49) | 3 | 1% | $1,049 | 0% | 33 | 1% |
| Information (NAICS S51) | 2 | 1% | $1,465 | 0% | 8 | 0% |
| Finance & Insurance (NAICS 52) | 18 | 8% | $36,938 | 11% | 101 | 4% |
| Central Bank/Credit Intermediation (NAICS 521-522) | 5 | 2% | $15,632 | 5% | 32 | 1% |
| Securities/Commodity Contracts (NAICS 523) | 10 | 4% | $19,075 | 6% | 57 | 2% |
| Insurance/Funds/Trusts/Other (NAICS 524-525) | 3 | 1% | $2,231 | 1% | 12 | 0% |
| Real Estate/Rental/Leasing (NAICS 53) | 29 | 13% | $61,805 | 18% | 565 | 20% |
| Professional/Scientific/Tech Services (NAICS 54) | 25 | 11% | $42,633 | 13% | 224 | 8% |
| Legal Services (NAICS 5411) | 4 | 2% | $2,337 | 1% | 15 | 1% |
| Management of Companies/Enterprises (NAICS 55) | 1 | 0% | $6,763 | 2% | 10 | 0% |
| Administration/Support/Waste Management &Remediation (NAICS 56) | 4 | 2% | $2,581 | 1% | 21 | 1% |
| Educational Services (NAICS 61) | 15 | 6% | $1,225 | 0% | 759 | 27% |
| Health Care/Social Assistance (NAICS 62) | 11 | 5% | $16,388 | 5% | 115 | 4% |
| Arts/Entertainment/Recreation (NAICS 71) | 8 | 3% | $13,205 | 4% | 126 | 5% |
| Accommodation/Food Services (NAICS 72) | 14 | 6% | $10,713 | 3% | 187 | 7% |
| Accommodation (NAICS 721) | 0 | 0% | $0 | 0% | 0 | 0% |
| Food Service & Drinking Places (NAICS 722) | 14 | 6% | $10,713 | 3% | 187 | 7% |
| Other Services Except Public Administration (NAICS 81) | 28 | 12% | $12,542 | 4% | 205 | 7% |
| Automotive Repair & Maintenance (NAICS 8111) | 1 | 0% | $883 | 0% | 5 | 0% |
| Public Administration (NAICS 92) | 12 | 5% | $9,986 | 3% | 130 | 5% |
| Unclassified Establishments (NAICS 99) | 12 | 5% | $0 | 0% | 12 | 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

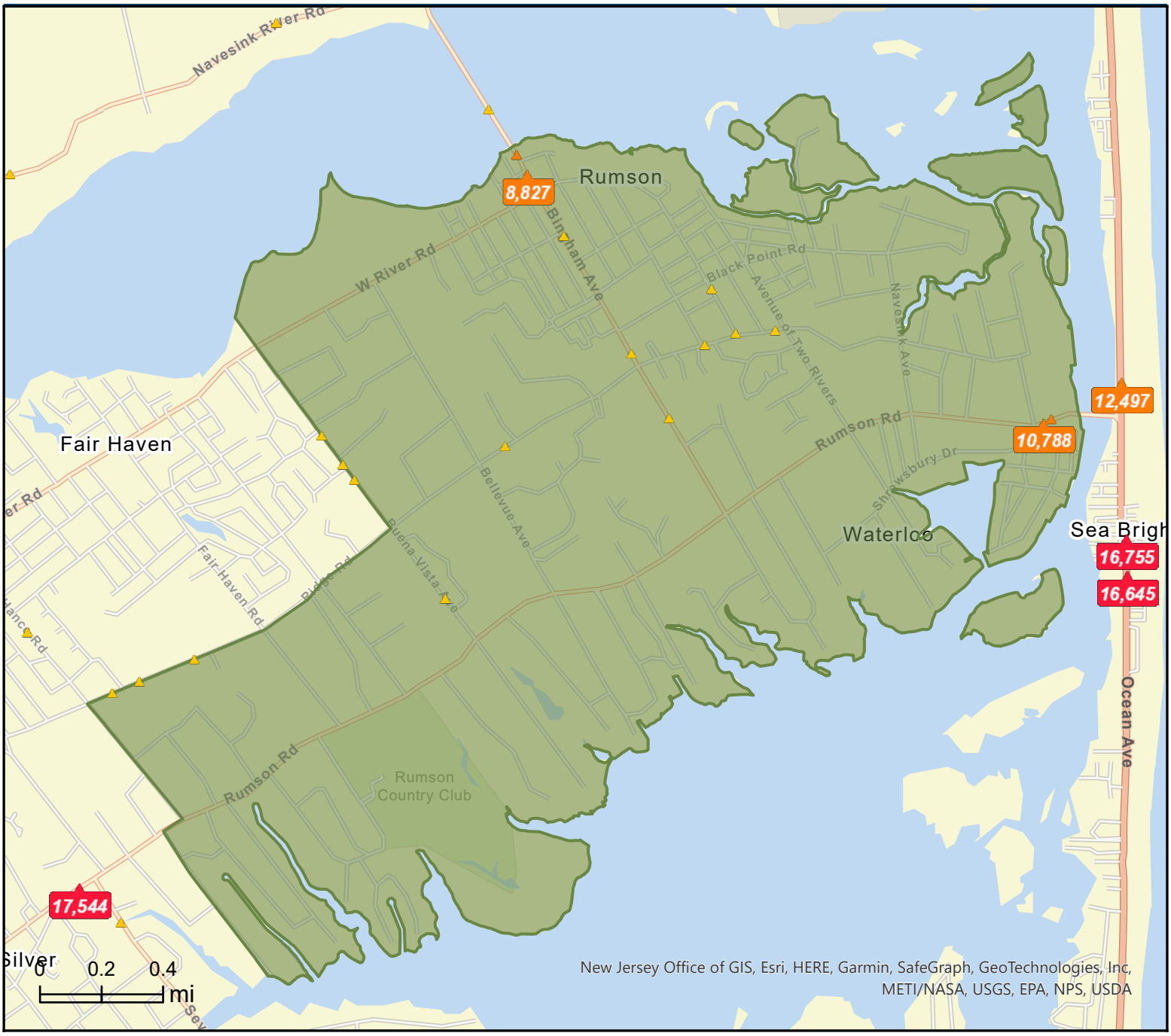
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728

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

# Traffic Count Map

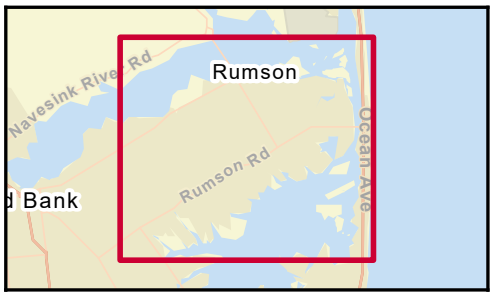
Rumson, NJ

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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