



Monmouth County Municipal Market Report

Shrewsbury Township, NJ

Prepared by Esri



Demographics

Population		2010		2022		2027	
Total Population		993		1,067		1,058	
Population Density		10,020.2		10,766.9		10,676.1	
Compounded Annual Growth Rate		N/A		-0.37%		-0.17%	
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity		2010		2022		2027	
White		843	85%	775	73%	747	71%
African American		67	7%	80	8%	77	7%
American Indian/Alaska Native		1	0%	2	0%	3	0%
Asian		38	4%	45	4%	46	4%
Pacific Islander		0	0%	0	0%	0	0%
Some Other Race		22	2%	66	6%	75	7%
Two or More Races		21	2%	99	9%	111	10%
Hispanic Origin (Any Race)		77	8%	129	12%	140	13%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				50		5%	
Generation Z Population (Born 1999 to 2016)				211		20%	
Millennial Population (Born 1981 to 1998)				220		21%	
Generation X Population (Born 1965 to 1980)				232		22%	
Baby Boomer Population (Born 1946 to 1964)				256		24%	
Silent & Greatest Generations Population (Born 1945/Earlier)				96		9%	
Age (2022)							
2022 Child Population (Age <18)				176		16%	
Working-Age Population (Age 18-64)				651		61%	
Senior Population (Age 65+)				239		22%	
Median Age (Esri)				46.4		N/A	

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



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Housing

	2022		2027	
Housing Units				
Owner Occupied Housing Units	404	81%	408	82%
Renter Occupied Housing Units	97	19%	91	18%
Total Housing Units	541	N/A	541	N/A
Home Values				
Less than \$50,000	3	1%	2	0%
\$50,000-\$99,999	6	1%	2	0%
\$100,000-\$149,999	7	2%	2	0%
\$150,000-\$199,999	8	2%	3	1%
\$200,000-\$249,999	6	1%	3	1%
\$250,000-\$299,999	1	0%	0	0%
\$300,000-\$399,999	29	7%	20	5%
\$400,000-\$499,999	86	21%	79	19%
\$500,000-\$749,999	180	44%	202	50%
\$750,000-\$999,999	69	17%	83	20%
\$1,000,000-\$1,499,999	7	2%	7	2%
\$1,500,000-\$1,999,999	3	1%	3	1%
\$2,000,000 or greater	0	0%	0	0%
Median Home Value	\$578,472	N/A	\$613,861	N/A
Average Home Value	\$592,963	N/A	\$633,190	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	28	6%	20	4%
\$15,000-\$24,999	17	3%	11	2%
\$25,000-\$34,999	33	7%	13	3%
\$35,000-\$49,999	36	7%	16	3%
\$50,000-\$74,999	71	14%	97	19%
\$75,000-\$99,999	72	14%	97	19%
\$100,000-\$149,999	90	18%	96	19%
\$150,000-\$199,999	74	15%	67	13%
\$200,000 or greater	80	16%	81	16%
Median Household Income	\$97,117	N/A	\$98,272	N/A
Average Household Income	\$135,167	N/A	\$145,530	N/A
Per Capita Income	\$57,130	N/A	\$61,658	N/A
Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	905	69%	653	65%
Employed Civilian Population Age 16+ (Esri)	909	69%	634	97%
Unemployed Population Age 16+ (Esri)	N/A	N/A	19	97%
Unemployment Rate (Esri)	N/A	N/A	N/A	2.9%
Occupation				
Management	29	3%	79	12%
Business/Financial	22	2%	37	6%
Computer/Mathematical	12	1%	14	2%
Architecture/Engineering	11	1%	18	3%
Life/Physical/Social Science	0	0%	2	0%
Community/Social Service	9	1%	1	0%
Legal	8	1%	5	1%
Education/Training/Library	60	7%	48	8%
Arts/Design/Entertainment/Sports/Media	8	1%	11	2%
Healthcare Practitioner/Technician	41	5%	38	6%
Healthcare Support	55	6%	41	6%
Protective Service	17	2%	21	3%
Food Preparation/Serving Related	31	3%	27	4%
Building/Grounds Cleaning/Maintenance	33	4%	17	3%
Personal Care/Service	38	4%	19	3%
Sales and Sales Related	234	26%	69	11%
Office/Administrative Support	72	8%	90	14%
Farming/Fishing/Forestry	0	0%	8	1%
Construction/Extraction	42	5%	45	7%
Installation/Maintenance/Repair	28	3%	8	1%
Production	22	2%	16	3%
Transportation/Material Moving	137	15%	19	3%



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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	6	N/A	\$1,391	N/A	32	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)	0	0%	\$0	0%	0	0%
Manufacturing (NAICS 31-33)	0	0%	\$0	0%	0	0%
Wholesale Trade (NAICS 42)	0	0%	\$0	0%	0	0%
Retail Trade (NAICS 44-45)	0	0%	\$0	0%	0	0%
Motor Vehicle/Parts Dealers (NAICS 441)	0	0%	\$0	0%	0	0%
Furniture/Home Furnishings (NAICS 442)	0	0%	\$0	0%	0	0%
Electronics/Appliances (NAICS 443)	0	0%	\$0	0%	0	0%
Building Material/Garden Equipment & Supply (NAICS 444)	0	0%	\$0	0%	0	0%
Food & Beverage Stores (NAICS 445)	0	0%	\$0	0%	0	0%
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)	0	0%	\$0	0%	0	0%
General Merchandise Stores (NAICS 452)	0	0%	\$0	0%	0	0%
Misc Store Retailers (NAICS 453)	0	0%	\$0	0%	0	0%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	0	0%	\$0	0%	0	0%
Information (NAICS S51)	0	0%	\$0	0%	0	0%
Finance & Insurance (NAICS 52)	0	0%	\$0	0%	0	0%
Central Bank/Credit Intermediation (NAICS 521-522)	0	0%	\$0	0%	0	0%
Securities/Commodity Contracts (NAICS 523)	0	0%	\$0	0%	0	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	0	0%	\$0	0%	0	0%
Real Estate/Rental/Leasing (NAICS 53)	1	17%	\$589	42%	4	13%
Professional/Scientific/Tech Services (NAICS 54)	0	0%	\$0	0%	0	0%
Legal Services (NAICS 5411)	0	0%	\$0	0%	0	0%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	1	17%	\$802	58%	7	22%
Educational Services (NAICS 61)	0	0%	\$0	0%	0	0%
Health Care/Social Assistance (NAICS 62)	0	0%	\$0	0%	0	0%
Arts/Entertainment/Recreation (NAICS 71)	1	17%	\$0	0%	1	3%
Accommodation/Food Services (NAICS 72)	0	0%	\$0	0%	0	0%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	0	0%	\$0	0%	0	0%
Other Services Except Public Administration (NAICS 81)	1	17%	\$0	0%	2	6%
Automotive Repair & Maintenance (NAICS 8111)	0	0%	\$0	0%	0	0%
Public Administration (NAICS 92)	1	17%	\$0	0%	18	56%
Unclassified Establishments (NAICS 99)	1	17%	\$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
www.visitmonmouth.com

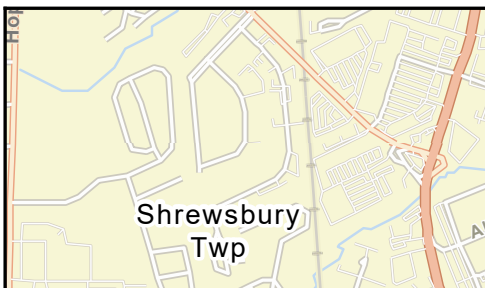
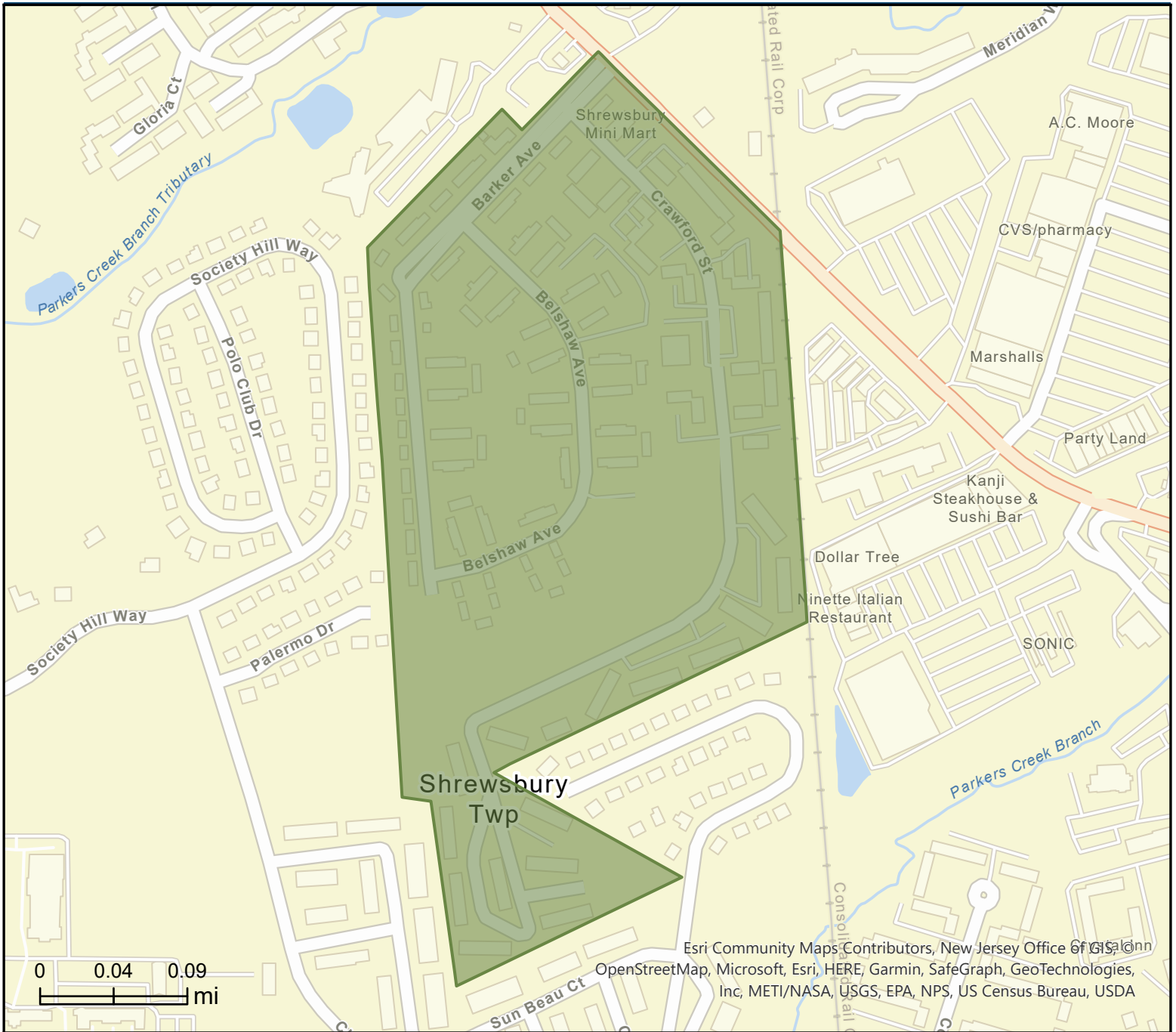
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



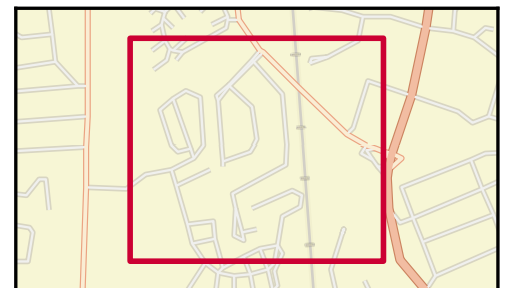
Traffic Count Map

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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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