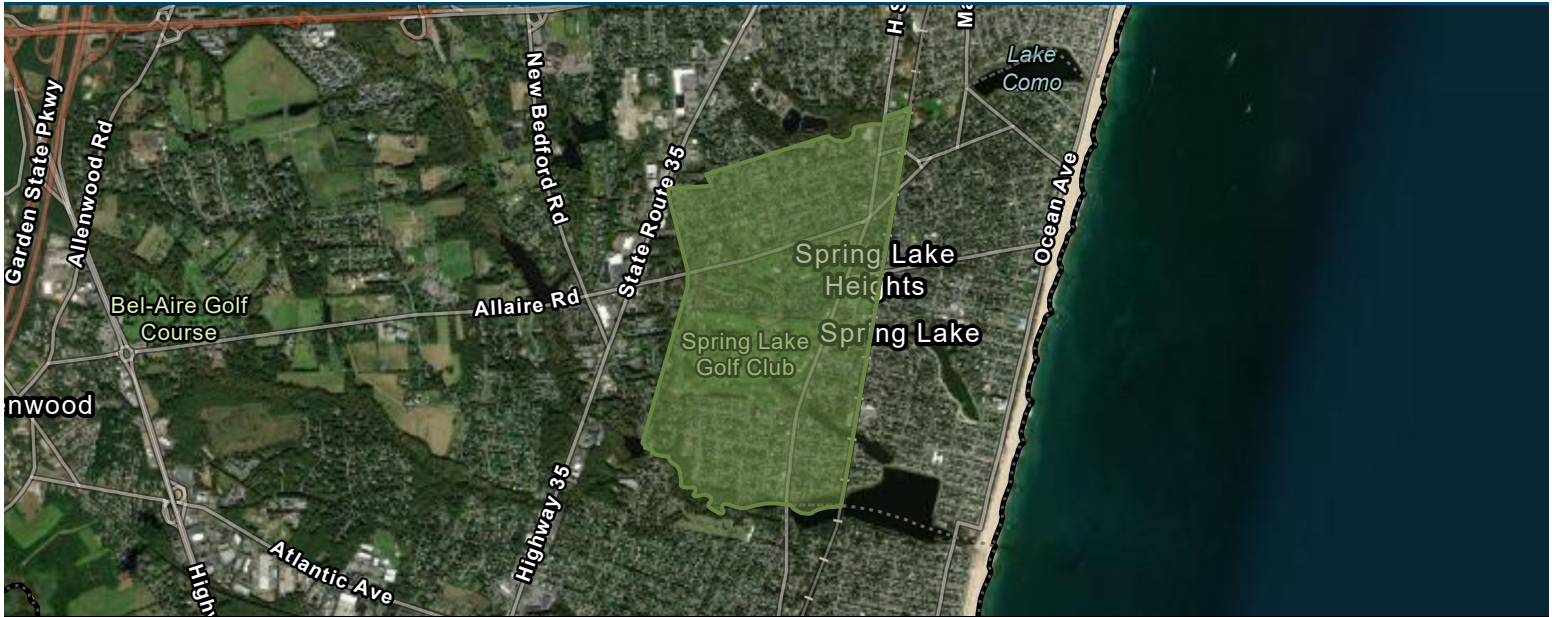




Monmouth County Municipal Market Report

Spring Lake Heights, NJ

Prepared by Esri



Demographics

Population		2010		2022		2027	
Total Population		4,713		4,869		4,861	
Population Density		3,640.2		3,760.7		3,754.5	
Compounded Annual Growth Rate		N/A		-0.19%		-0.03%	
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity		2010		2022		2027	
White		4,553	97%	4,503	92%	4,448	92%
African American		30	1%	23	0%	23	0%
American Indian/Alaska Native		7	0%	10	0%	10	0%
Asian		51	1%	54	1%	56	1%
Pacific Islander		1	0%	2	0%	2	0%
Some Other Race		22	0%	62	1%	73	2%
Two or More Races		49	1%	215	4%	249	5%
Hispanic Origin (Any Race)		155	3%	224	5%	237	5%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				159		3%	
Generation Z Population (Born 1999 to 2016)				722		15%	
Millennial Population (Born 1981 to 1998)				905		19%	
Generation X Population (Born 1965 to 1980)				949		19%	
Baby Boomer Population (Born 1946 to 1964)				1,438		30%	
Silent & Greatest Generations Population (Born 1945/Earlier)				696		14%	
Age (2022)							
2022 Child Population (Age <18)				624		13%	
Working-Age Population (Age 18-64)				2,689		55%	
Senior Population (Age 65+)				1,556		32%	
Median Age (Esri)				54.0		N/A	

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



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Housing

	2022		2027	
Housing Units				
Owner Occupied Housing Units	1,517	63%	1,554	64%
Renter Occupied Housing Units	902	37%	870	36%
Total Housing Units	2,999	N/A	3,015	N/A
Home Values				
Less than \$50,000	0	0%	0	0%
\$50,000-\$99,999	1	0%	0	0%
\$100,000-\$149,999	1	0%	0	0%
\$150,000-\$199,999	0	0%	0	0%
\$200,000-\$249,999	1	0%	0	0%
\$250,000-\$299,999	10	1%	5	0%
\$300,000-\$399,999	149	10%	103	7%
\$400,000-\$499,999	422	28%	385	25%
\$500,000-\$749,999	837	55%	955	61%
\$750,000-\$999,999	87	6%	98	6%
\$1,000,000-\$1,499,999	9	1%	8	1%
\$1,500,000-\$1,999,999	0	0%	0	0%
\$2,000,000 or greater	0	0%	0	0%
Median Home Value	\$552,121	N/A	\$574,346	N/A
Average Home Value	\$564,090	N/A	\$581,274	N/A



Monmouth County Municipal Market Report

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Income & Employment

Household Income	2022		2027	
Less than \$15,000	144	6%	103	4%
\$15,000-\$24,999	127	5%	85	4%
\$25,000-\$34,999	85	4%	59	2%
\$35,000-\$49,999	172	7%	102	4%
\$50,000-\$74,999	353	15%	378	16%
\$75,000-\$99,999	387	16%	403	17%
\$100,000-\$149,999	453	19%	503	21%
\$150,000-\$199,999	292	12%	284	12%
\$200,000 or greater	406	17%	507	21%
Median Household Income	\$95,199	N/A	\$105,541	N/A
Average Household Income	\$138,804	N/A	\$161,635	N/A
Per Capita Income	\$68,960	N/A	\$80,601	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	2,429	54%	2,497	2,497
Employed Civilian Population Age 16+ (Esri)	2,439	54%	2,460	99%
Unemployed Population Age 16+ (Esri)	N/A	N/A	37	99%
Unemployment Rate (Esri)	N/A	N/A	N/A	1.5%

Occupation	2020		2022	
Management	407	17%	543	22%
Business/Financial	132	5%	236	10%
Computer/Mathematical	26	1%	77	3%
Architecture/Engineering	55	2%	52	2%
Life/Physical/Social Science	25	1%	40	2%
Community/Social Service	32	1%	35	1%
Legal	77	3%	23	1%
Education/Training/Library	228	9%	203	8%
Arts/Design/Entertainment/Sports/Media	0	0%	0	0%
Healthcare Practitioner/Technician	124	5%	82	3%
Healthcare Support	17	1%	103	4%
Protective Service	65	3%	42	2%
Food Preparation/Serving Related	94	4%	88	4%
Building/Grounds Cleaning/Maintenance	100	4%	162	7%
Personal Care/Service	172	7%	47	2%
Sales and Sales Related	324	13%	238	10%
Office/Administrative Support	411	17%	324	13%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	36	1%	89	4%
Installation/Maintenance/Repair	19	1%	20	1%
Production	28	1%	23	1%
Transportation/Material Moving	67	3%	33	1%



Monmouth County Municipal Market Report

Spring Lake Heights, NJ

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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	187	N/A	\$189,546	N/A	1,534	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)	15	8%	\$22,037	12%	82	5%
Manufacturing (NAICS 31-33)	6	3%	\$6,831	4%	57	4%
Wholesale Trade (NAICS 42)	2	1%	\$10,093	5%	7	0%
Retail Trade (NAICS 44-45)	18	10%	\$35,825	19%	154	10%
Motor Vehicle/Parts Dealers (NAICS 441)	2	1%	\$4,779	3%	21	1%
Furniture/Home Furnishings (NAICS 442)	0	0%	\$0	0%	0	0%
Electronics/Appliances (NAICS 443)	2	1%	\$856	0%	6	0%
Building Material/Garden Equipment & Supply (NAICS 444)	1	1%	\$1,210	1%	3	0%
Food & Beverage Stores (NAICS 445)	2	1%	\$3,664	2%	16	1%
Health/Personal Care (NAICS 446)	2	1%	\$4,163	2%	33	2%
Gas Stations (NAICS 447)	2	1%	\$12,154	6%	11	1%
Clothing/Accessories (NAICS 448)	0	0%	\$0	0%	0	0%
Sports/Hobby/Book/Music (NAICS 451)	3	2%	\$1,362	1%	9	1%
General Merchandise Stores (NAICS 452)	0	0%	\$0	0%	0	0%
Misc Store Retailers (NAICS 453)	4	2%	\$7,637	4%	55	4%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	3	2%	\$1,725	1%	37	2%
Information (NAICS S51)	0	0%	\$0	0%	0	0%
Finance & Insurance (NAICS 52)	18	10%	\$28,739	15%	104	7%
Central Bank/Credit Intermediation (NAICS 521-522)	9	5%	\$20,087	11%	75	5%
Securities/Commodity Contracts (NAICS 523)	6	3%	\$6,606	3%	18	1%
Insurance/Funds/Trusts/Other (NAICS 524-525)	3	2%	\$2,046	1%	11	1%
Real Estate/Rental/Leasing (NAICS 53)	16	9%	\$17,870	9%	158	10%
Professional/Scientific/Tech Services (NAICS 54)	26	14%	\$10,739	6%	79	5%
Legal Services (NAICS 5411)	8	4%	\$4,674	2%	31	2%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	8	4%	\$10,015	5%	69	5%
Educational Services (NAICS 61)	2	1%	\$0	0%	162	11%
Health Care/Social Assistance (NAICS 62)	17	9%	\$9,376	5%	74	5%
Arts/Entertainment/Recreation (NAICS 71)	2	1%	\$6,038	3%	55	4%
Accommodation/Food Services (NAICS 72)	17	9%	\$19,208	10%	309	20%
Accommodation (NAICS 721)	1	1%	\$2,791	1%	30	2%
Food Service & Drinking Places (NAICS 722)	16	9%	\$16,417	9%	279	18%
Other Services Except Public Administration (NAICS 81)	17	9%	\$5,700	3%	80	5%
Automotive Repair & Maintenance (NAICS 8111)	2	1%	\$865	0%	5	0%
Public Administration (NAICS 92)	10	5%	\$5,350	3%	100	7%
Unclassified Establishments (NAICS 99)	10	5%	\$0	0%	7	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

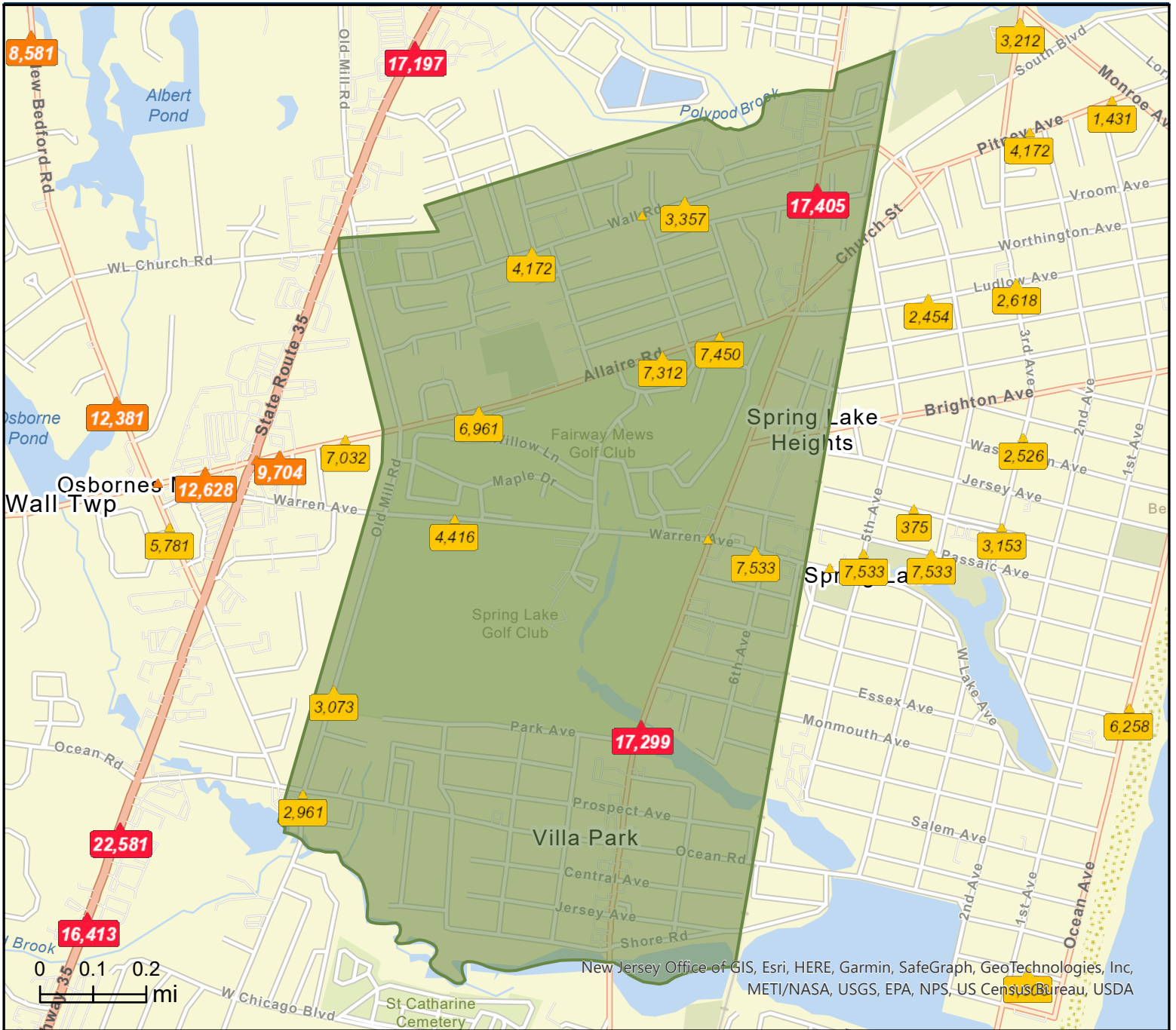
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



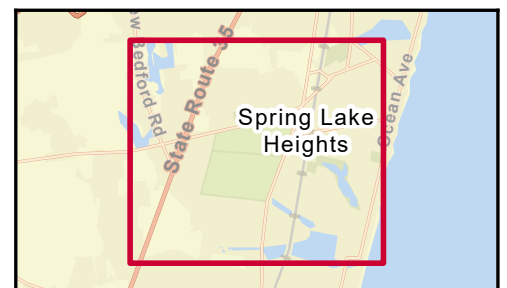
Traffic Count Map

Spring Lake Heights, 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