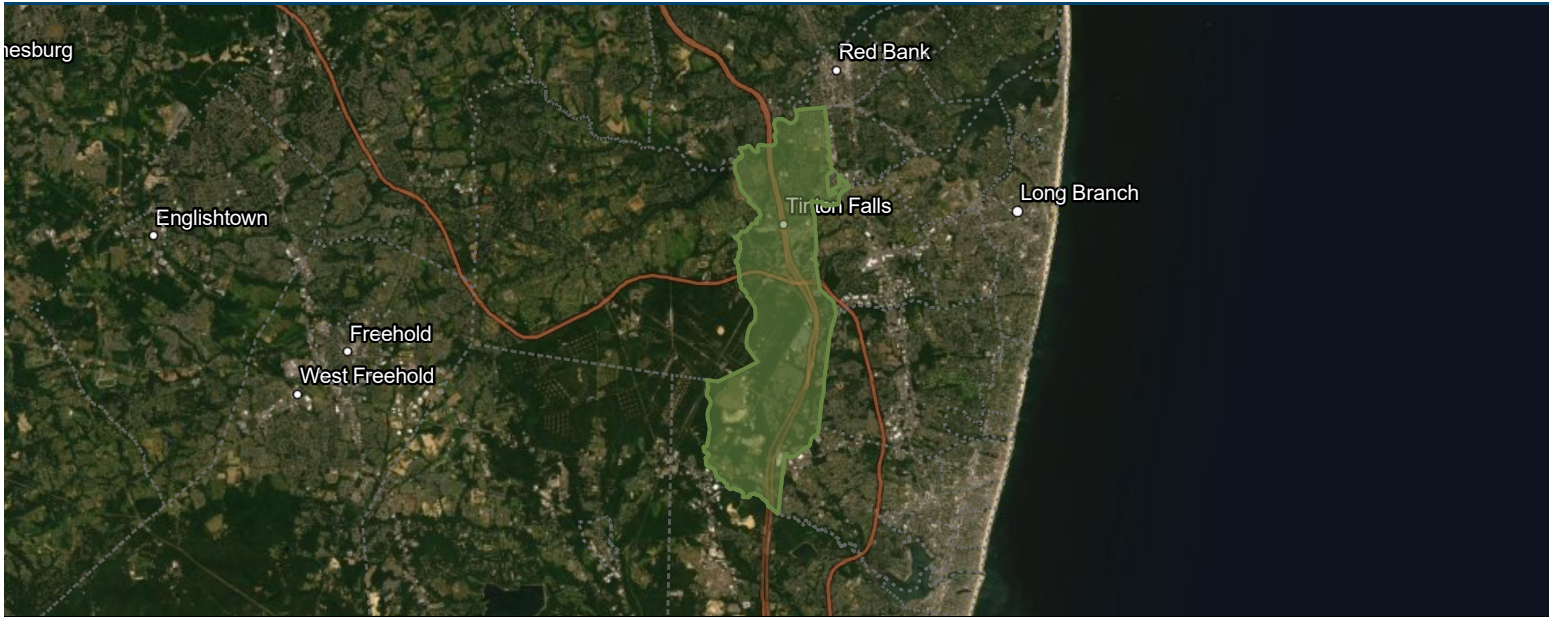




# Monmouth County Municipal Market Report

Tinton Falls, NJ

Prepared by Esri



## Demographics

### Population

	2010		2022		2027	
Total Population		17,972		19,390		19,375
Population Density		1,161.4		1,253.0		1,252.0
Compounded Annual Growth Rate		N/A		0.48%		-0.02%
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

### Race & Ethnicity

	2010		2022		2027	
White	14,807	82%	14,560	75%	14,275	74%
African American	1,681	9%	1,655	9%	1,603	8%
American Indian/Alaska Native	23	0%	60	0%	66	0%
Asian	836	5%	1,053	5%	1,085	6%
Pacific Islander	4	0%	0	0%	0	0%
Some Other Race	236	1%	604	3%	691	4%
Two or More Races	385	2%	1,458	8%	1,656	9%
Hispanic Origin (Any Race)	1,129	6%	1,745	9%	1,851	10%

### Generations (2022)

Generation Alpha Population (Born 2017 or Later)		1,000	5%
Generation Z Population (Born 1999 to 2016)		3,488	18%
Millennial Population (Born 1981 to 1998)		3,702	19%
Generation X Population (Born 1965 to 1980)		4,052	21%
Baby Boomer Population (Born 1946 to 1964)		4,233	22%
Silent & Greatest Generations Population (Born 1945/Earlier)		2,912	15%

### Age (2022)

2022 Child Population (Age <18)		3,510	18%
Working-Age Population (Age 18-64)		10,629	55%
Senior Population (Age 65+)		5,251	27%
Median Age (Esri)		48.2	N/A



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## Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	6,178	72%	6,295	73%
Renter Occupied Housing Units	2,410	28%	2,316	27%
Total Housing Units	9,104	N/A	9,133	N/A
<b>Home Values</b>				
Less than \$50,000	35	1%	25	0%
\$50,000-\$99,999	15	0%	8	0%
\$100,000-\$149,999	42	1%	22	0%
\$150,000-\$199,999	70	1%	38	1%
\$200,000-\$249,999	363	6%	226	4%
\$250,000-\$299,999	525	9%	388	6%
\$300,000-\$399,999	1,546	25%	1,420	23%
\$400,000-\$499,999	1,411	23%	1,582	25%
\$500,000-\$749,999	1,679	27%	2,031	32%
\$750,000-\$999,999	401	7%	466	7%
\$1,000,000-\$1,499,999	39	1%	40	1%
\$1,500,000-\$1,999,999	2	0%	2	0%
\$2,000,000 or greater	45	1%	42	1%
Median Home Value	\$434,763	N/A	\$464,349	N/A
Average Home Value	\$481,994	N/A	\$509,094	N/A



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## Income & Employment

Household Income	2022		2027	
Less than \$15,000	415	5%	302	4%
\$15,000-\$24,999	439	5%	244	3%
\$25,000-\$34,999	555	6%	451	5%
\$35,000-\$49,999	501	6%	514	6%
\$50,000-\$74,999	1,002	12%	591	7%
\$75,000-\$99,999	908	11%	665	8%
\$100,000-\$149,999	1,946	23%	2,659	31%
\$150,000-\$199,999	1,001	12%	1,164	14%
\$200,000 or greater	1,804	21%	2,003	23%
Median Household Income	\$108,258	N/A	\$122,455	N/A
Average Household Income	\$145,111	N/A	\$166,125	N/A
Per Capita Income	\$64,202	N/A	\$73,739	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	8,620	49%	10,063	10,063
Employed Civilian Population Age 16+ (Esri)	8,782	50%	9,805	97%
Unemployed Population Age 16+ (Esri)	N/A	N/A	258	97%
Unemployment Rate (Esri)	N/A	N/A	N/A	2.6%

Occupation	2020		2022	
Management	908	10%	1,630	17%
Business/Financial	877	10%	807	8%
Computer/Mathematical	411	5%	520	5%
Architecture/Engineering	361	4%	282	3%
Life/Physical/Social Science	130	1%	74	1%
Community/Social Service	236	3%	408	4%
Legal	60	1%	75	1%
Education/Training/Library	743	8%	943	10%
Arts/Design/Entertainment/Sports/Media	220	3%	227	2%
Healthcare Practitioner/Technician	468	5%	538	5%
Healthcare Support	124	1%	303	3%
Protective Service	149	2%	262	3%
Food Preparation/Serving Related	296	3%	331	3%
Building/Grounds Cleaning/Maintenance	230	3%	226	2%
Personal Care/Service	159	2%	174	2%
Sales and Sales Related	1,219	14%	1,061	11%
Office/Administrative Support	1,219	14%	963	10%
Farming/Fishing/Forestry	106	1%	0	0%
Construction/Extraction	231	3%	345	4%
Installation/Maintenance/Repair	174	2%	231	2%
Production	206	2%	236	2%
Transportation/Material Moving	255	3%	169	2%



# Monmouth County Municipal Market Report

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## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	927	N/A	\$1,958,052	N/A	12,657	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	1	0%	\$160	0%	1	0%
Mining (NAICS 21)	0	0%	\$0	0%	0	0%
Utilities (NAICS 22)	1	0%	\$4,554	0%	6	0%
Construction (NAICS 23)	68	7%	\$167,443	9%	749	6%
Manufacturing (NAICS 31-33)	29	3%	\$160,983	8%	378	3%
Wholesale Trade (NAICS 42)	20	2%	\$401,388	21%	277	2%
Retail Trade (NAICS 44-45)	161	17%	\$420,939	22%	2,864	23%
Motor Vehicle/Parts Dealers (NAICS 441)	5	1%	\$121,073	6%	172	1%
Furniture/Home Furnishings (NAICS 442)	7	1%	\$8,336	0%	43	0%
Electronics/Appliances (NAICS 443)	8	1%	\$5,024	0%	1,019	8%
Building Material/Garden Equipment & Supply (NAICS 444)	10	1%	\$44,618	2%	115	1%
Food & Beverage Stores (NAICS 445)	8	1%	\$14,949	1%	74	1%
Health/Personal Care (NAICS 446)	17	2%	\$26,778	1%	137	1%
Gas Stations (NAICS 447)	3	0%	\$14,365	1%	13	0%
Clothing/Accessories (NAICS 448)	23	2%	\$31,222	2%	203	2%
Sports/Hobby/Book/Music (NAICS 451)	4	0%	\$2,483	0%	13	0%
General Merchandise Stores (NAICS 452)	2	0%	\$2,743	0%	15	0%
Misc Store Retailers (NAICS 453)	69	7%	\$143,500	7%	1,021	8%
Non-store Retailers (NAICS 454)	5	1%	\$5,848	0%	39	0%
Transportation/Warehouse (NAICS 48-49)	15	2%	\$18,655	1%	90	1%
Information (NAICS S51)	26	3%	\$50,938	3%	147	1%
Finance & Insurance (NAICS 52)	57	6%	\$136,358	7%	552	4%
Central Bank/Credit Intermediation (NAICS 521-522)	16	2%	\$62,597	3%	264	2%
Securities/Commodity Contracts (NAICS 523)	15	2%	\$40,119	2%	71	1%
Insurance/Funds/Trusts/Other (NAICS 524-525)	26	3%	\$33,642	2%	217	2%
Real Estate/Rental/Leasing (NAICS 53)	40	4%	\$29,917	2%	239	2%
Professional/Scientific/Tech Services (NAICS 54)	99	11%	\$146,300	7%	1,107	9%
Legal Services (NAICS 5411)	24	3%	\$31,004	2%	220	2%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	46	5%	\$59,488	3%	395	3%
Educational Services (NAICS 61)	31	3%	\$996	0%	1,055	8%
Health Care/Social Assistance (NAICS 62)	126	14%	\$266,053	14%	2,746	22%
Arts/Entertainment/Recreation (NAICS 71)	16	2%	\$22,141	1%	292	2%
Accommodation/Food Services (NAICS 72)	53	6%	\$56,499	3%	809	6%
Accommodation (NAICS 721)	12	1%	\$21,867	1%	235	2%
Food Service & Drinking Places (NAICS 722)	41	4%	\$34,632	2%	574	5%
Other Services Except Public Administration (NAICS 81)	74	8%	\$15,240	1%	411	3%
Automotive Repair & Maintenance (NAICS 8111)	5	1%	\$3,875	0%	24	0%
Public Administration (NAICS 92)	19	2%	\$0	0%	443	4%
Unclassified Establishments (NAICS 99)	45	5%	\$0	0%	96	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](mailto:econdev@co.monmouth.nj.us)  
[www.visitmonmouth.com](http://www.visitmonmouth.com)

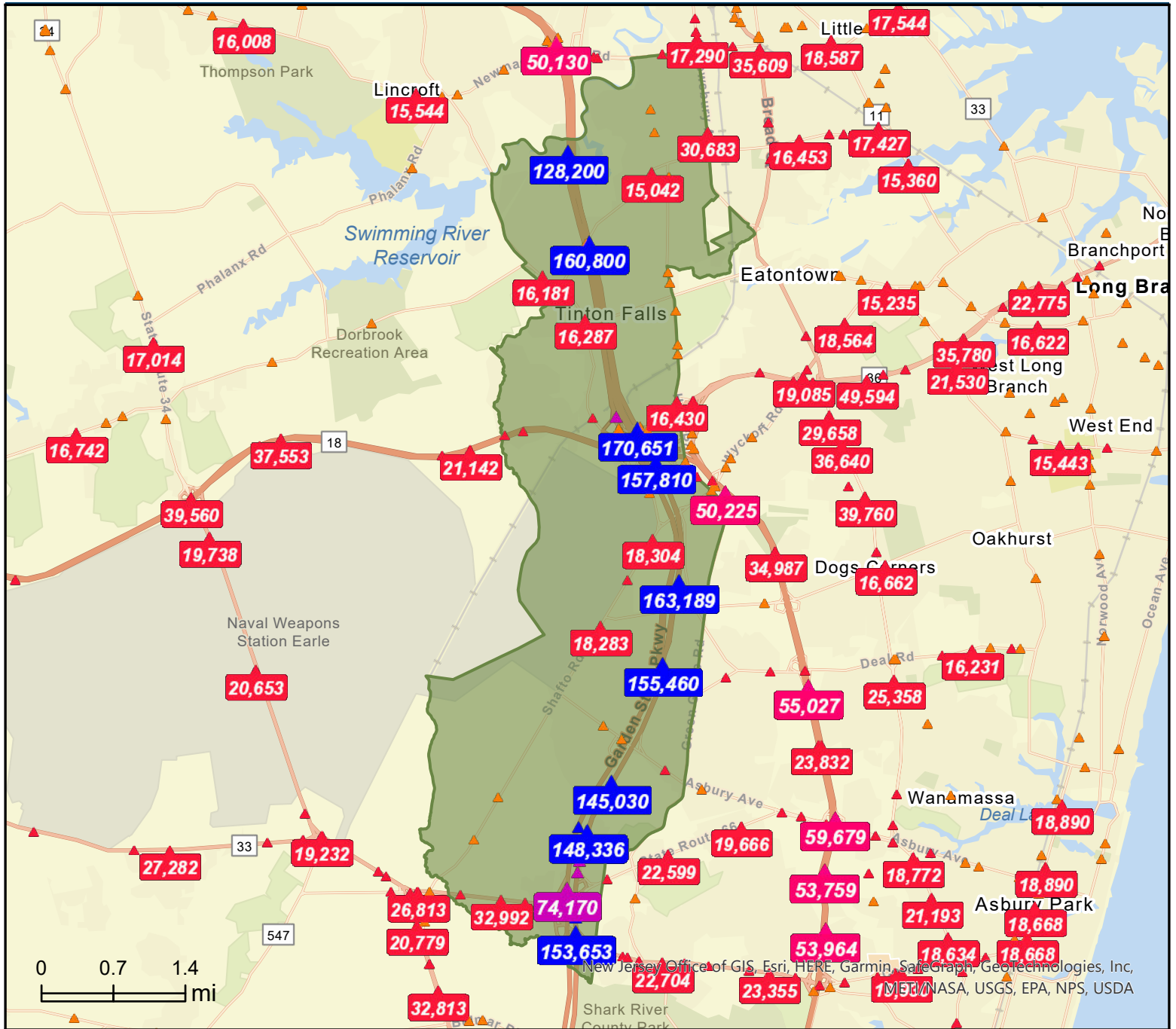
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



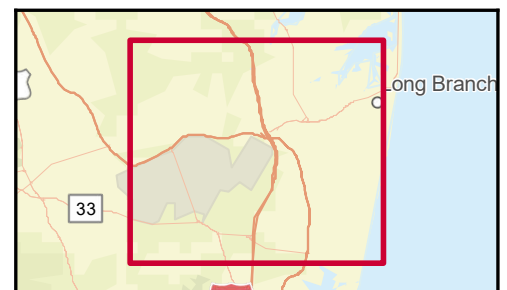
# Traffic Count Map

Tinton Falls, 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