



# Monmouth County Municipal Market Report

Union Beach, NJ

Prepared by Esri



## Demographics

### Population

	2010		2022		2027	
Total Population		6,245		5,691		5,694
Population Density		3,505.3		3,194.3		3,196.0
Compounded Annual Growth Rate		N/A		-0.25%		0.01%
<i>Growth Rate Time Period</i>		<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

### Race & Ethnicity

	2010		2022		2027	
White	5,686	91%	4,662	82%	4,551	80%
African American	96	2%	125	2%	124	2%
American Indian/Alaska Native	10	0%	10	0%	10	0%
Asian	113	2%	125	2%	130	2%
Pacific Islander	0	0%	0	0%	0	0%
Some Other Race	193	3%	242	4%	281	5%
Two or More Races	147	2%	527	9%	598	11%
Hispanic Origin (Any Race)	686	11%	735	13%	778	14%

### Generations (2022)

Generation Alpha Population (Born 2017 or Later)		349	6%
Generation Z Population (Born 1999 to 2016)		1,166	20%
Millennial Population (Born 1981 to 1998)		1,377	24%
Generation X Population (Born 1965 to 1980)		1,260	22%
Baby Boomer Population (Born 1946 to 1964)		1,299	23%
Silent & Greatest Generations Population (Born 1945/Earlier)		240	4%

### Age (2022)

2022 Child Population (Age <18)		1,131	20%
Working-Age Population (Age 18-64)		3,634	64%
Senior Population (Age 65+)		926	16%
Median Age (Esri)		41.4	N/A



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## Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	1,888	93%	1,911	93%
Renter Occupied Housing Units	149	7%	141	7%
Total Housing Units	2,172	N/A	2,180	N/A
<b>Home Values</b>				
Less than \$50,000	10	1%	8	0%
\$50,000-\$99,999	7	0%	3	0%
\$100,000-\$149,999	12	1%	6	0%
\$150,000-\$199,999	143	8%	85	4%
\$200,000-\$249,999	154	8%	105	5%
\$250,000-\$299,999	353	19%	266	14%
\$300,000-\$399,999	522	28%	517	27%
\$400,000-\$499,999	470	25%	607	32%
\$500,000-\$749,999	139	7%	200	10%
\$750,000-\$999,999	66	4%	101	5%
\$1,000,000-\$1,499,999	2	0%	1	0%
\$1,500,000-\$1,999,999	8	0%	10	1%
\$2,000,000 or greater	2	0%	2	0%
Median Home Value	\$350,766	N/A	\$393,327	N/A
Average Home Value	\$380,747	N/A	\$420,487	N/A



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## Income & Employment

<b>Household Income</b>	<b>2022</b>		<b>2027</b>	
Less than \$15,000	163	8%	113	6%
\$15,000-\$24,999	80	4%	56	3%
\$25,000-\$34,999	34	2%	24	1%
\$35,000-\$49,999	183	9%	105	5%
\$50,000-\$74,999	271	13%	265	13%
\$75,000-\$99,999	382	19%	381	19%
\$100,000-\$149,999	431	21%	570	28%
\$150,000-\$199,999	236	12%	270	13%
\$200,000 or greater	257	13%	268	13%
Median Household Income	\$92,223	N/A	\$104,410	N/A
Average Household Income	\$120,747	N/A	\$135,153	N/A
Per Capita Income	\$43,220	N/A	\$48,707	N/A
<b>Labor Force</b>	<b>2020</b>		<b>2022</b>	
Civilian Population Age 16+ in Labor Force (Esri)	3,141	59%	3,042	3,042
Employed Civilian Population Age 16+ (Esri)	3,163	59%	2,789	92%
Unemployed Population Age 16+ (Esri)	N/A	N/A	253	92%
Unemployment Rate (Esri)	N/A	N/A	N/A	8.3%
<b>Occupation</b>				
Management	249	8%	150	5%
Business/Financial	98	3%	140	5%
Computer/Mathematical	101	3%	122	4%
Architecture/Engineering	26	1%	84	3%
Life/Physical/Social Science	23	1%	25	1%
Community/Social Service	49	2%	75	3%
Legal	82	3%	67	2%
Education/Training/Library	184	6%	106	4%
Arts/Design/Entertainment/Sports/Media	35	1%	70	3%
Healthcare Practitioner/Technician	292	9%	129	5%
Healthcare Support	53	2%	132	5%
Protective Service	39	1%	80	3%
Food Preparation/Serving Related	120	4%	114	4%
Building/Grounds Cleaning/Maintenance	56	2%	77	3%
Personal Care/Service	52	2%	77	3%
Sales and Sales Related	439	14%	309	11%
Office/Administrative Support	328	10%	453	16%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	160	5%	145	5%
Installation/Maintenance/Repair	206	7%	108	4%
Production	258	8%	64	2%
Transportation/Material Moving	313	10%	262	9%



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## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	108	N/A	\$547,544	N/A	1,379	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	1	1%	\$145	0%	2	0%
Mining (NAICS 21)	0	0%	\$0	0%	0	0%
Utilities (NAICS 22)	0	0%	\$0	0%	0	0%
Construction (NAICS 23)	15	14%	\$14,016	3%	68	5%
Manufacturing (NAICS 31-33)	5	5%	\$451,140	82%	287	21%
Wholesale Trade (NAICS 42)	3	3%	\$25,780	5%	18	1%
Retail Trade (NAICS 44-45)	14	13%	\$19,090	3%	60	4%
Motor Vehicle/Parts Dealers (NAICS 441)	3	3%	\$2,951	1%	11	1%
Furniture/Home Furnishings (NAICS 442)	0	0%	\$0	0%	0	0%
Electronics/Appliances (NAICS 443)	1	1%	\$1,505	0%	5	0%
Building Material/Garden Equipment & Supply (NAICS 444)	0	0%	\$0	0%	0	0%
Food & Beverage Stores (NAICS 445)	5	5%	\$4,827	1%	20	1%
Health/Personal Care (NAICS 446)	0	0%	\$0	0%	0	0%
Gas Stations (NAICS 447)	1	1%	\$5,525	1%	5	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)	3	3%	\$4,282	1%	19	1%
Non-store Retailers (NAICS 454)	1	1%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	0	0%	\$0	0%	0	0%
Information (NAICS S51)	4	4%	\$10,919	2%	32	2%
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	1%	\$376	0%	3	0%
Professional/Scientific/Tech Services (NAICS 54)	8	7%	\$11,652	2%	62	5%
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)	3	3%	\$1,529	0%	14	1%
Educational Services (NAICS 61)	4	4%	\$0	0%	197	14%
Health Care/Social Assistance (NAICS 62)	5	5%	\$3,672	1%	32	2%
Arts/Entertainment/Recreation (NAICS 71)	2	2%	\$180	0%	2	0%
Accommodation/Food Services (NAICS 72)	8	7%	\$5,016	1%	88	6%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	8	7%	\$5,016	1%	88	6%
Other Services Except Public Administration (NAICS 81)	17	16%	\$4,029	1%	303	22%
Automotive Repair & Maintenance (NAICS 8111)	3	3%	\$1,956	0%	11	1%
Public Administration (NAICS 92)	14	13%	\$0	0%	211	15%
Unclassified Establishments (NAICS 99)	4	4%	\$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](mailto:econdev@co.monmouth.nj.us)  
[www.visitmonmouth.com](http://www.visitmonmouth.com)

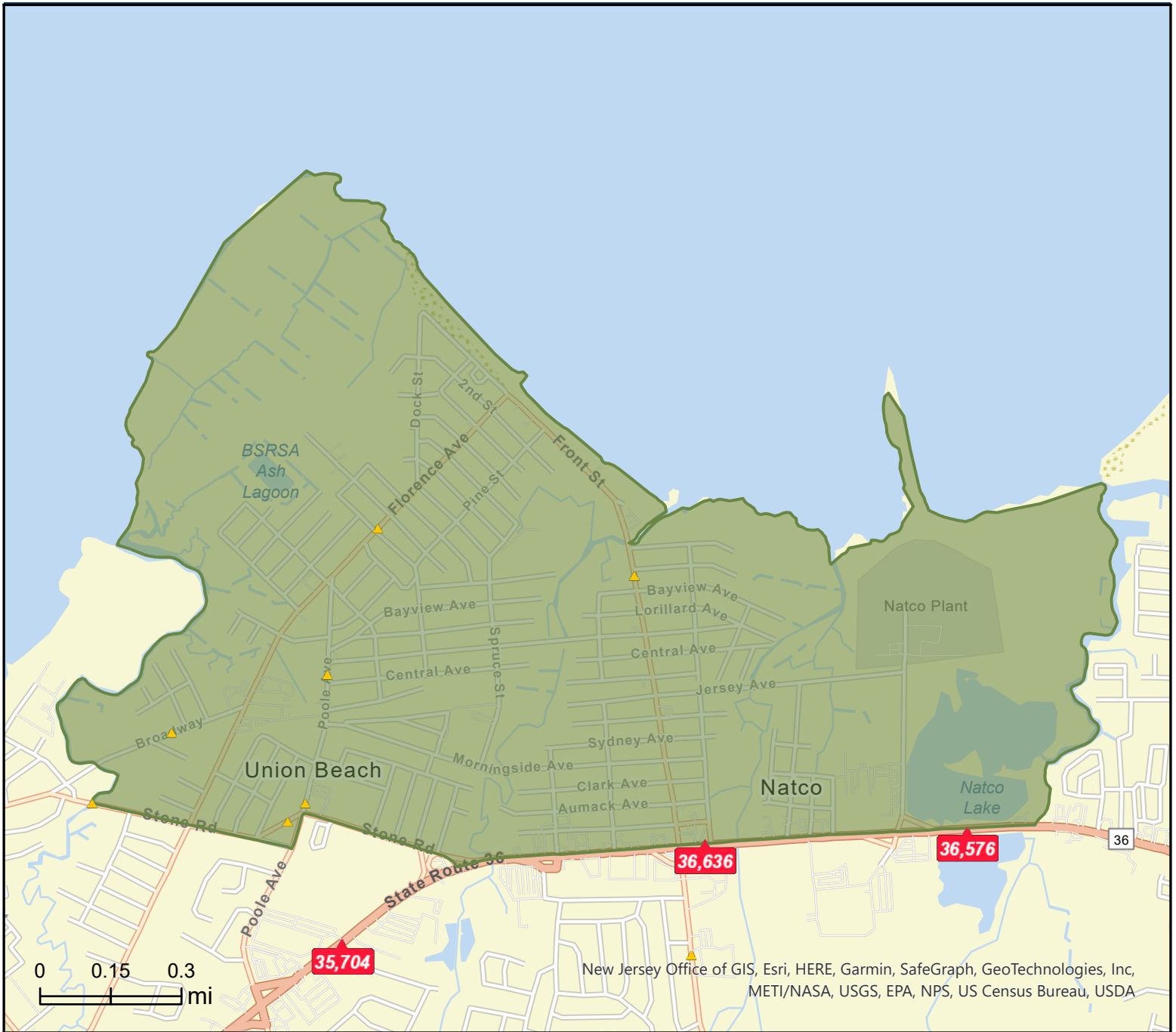
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



# Traffic Count Map

Union Beach, NJ

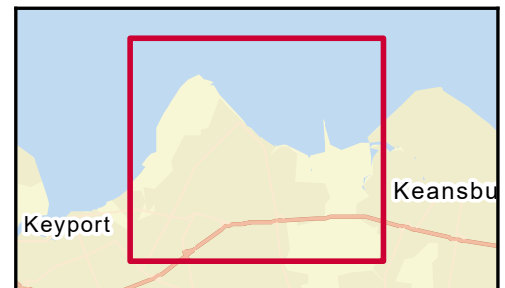
Prepared by Esri



New Jersey Office of GIS, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA



- 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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