



# Monmouth County Municipal Market Report

Upper Freehold, NJ

Prepared by Esri



## Demographics

### Population

	2010		2022		2027
Total Population	6,902		7,286		7,307
Population Density	148.5		156.8		157.2
Compounded Annual Growth Rate	N/A		0.08%		0.06%
<i>Growth Rate Time Period</i>	<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>

### Race & Ethnicity

	2010		2022		2027	
White	6,315	92%	6,039	83%	5,949	81%
African American	139	2%	163	2%	162	2%
American Indian/Alaska Native	10	0%	6	0%	6	0%
Asian	300	4%	463	6%	481	7%
Pacific Islander	1	0%	1	0%	1	0%
Some Other Race	46	1%	118	2%	139	2%
Two or More Races	91	1%	496	7%	569	8%
Hispanic Origin (Any Race)	254	4%	470	6%	505	7%

### Generations (2022)

Generation Alpha Population (Born 2017 or Later)	389	5%
Generation Z Population (Born 1999 to 2016)	1,697	23%
Millennial Population (Born 1981 to 1998)	1,162	16%
Generation X Population (Born 1965 to 1980)	1,649	23%
Baby Boomer Population (Born 1946 to 1964)	1,877	26%
Silent & Greatest Generations Population (Born 1945/Earlier)	512	7%

### Age (2022)

2022 Child Population (Age <18)	1,596	22%
Working-Age Population (Age 18-64)	4,155	57%
Senior Population (Age 65+)	1,535	21%
Median Age (Esri)	47.3	N/A



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## Housing

	2022		2027	
<b>Housing Units</b>				
Owner Occupied Housing Units	2,367	96%	2,391	96%
Renter Occupied Housing Units	106	4%	103	4%
Total Housing Units	2,622	N/A	2,648	N/A
<b>Home Values</b>				
Less than \$50,000	3	0%	1	0%
\$50,000-\$99,999	0	0%	0	0%
\$100,000-\$149,999	0	0%	0	0%
\$150,000-\$199,999	0	0%	0	0%
\$200,000-\$249,999	5	0%	1	0%
\$250,000-\$299,999	26	1%	13	1%
\$300,000-\$399,999	336	14%	232	10%
\$400,000-\$499,999	439	19%	401	17%
\$500,000-\$749,999	1,227	52%	1,374	57%
\$750,000-\$999,999	254	11%	294	12%
\$1,000,000-\$1,499,999	63	3%	65	3%
\$1,500,000-\$1,999,999	0	0%	0	0%
\$2,000,000 or greater	14	1%	10	0%
Median Home Value	\$576,304	N/A	\$599,618	N/A
Average Home Value	\$601,130	N/A	\$621,173	N/A



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## Income & Employment

Household Income	2022		2027	
Less than \$15,000	65	3%	47	2%
\$15,000-\$24,999	71	3%	46	2%
\$25,000-\$34,999	53	2%	38	2%
\$35,000-\$49,999	85	3%	61	2%
\$50,000-\$74,999	185	7%	147	6%
\$75,000-\$99,999	263	11%	227	9%
\$100,000-\$149,999	424	17%	519	21%
\$150,000-\$199,999	360	15%	375	15%
\$200,000 or greater	967	39%	1,034	41%
Median Household Income	\$159,947	N/A	\$168,037	N/A
Average Household Income	\$222,642	N/A	\$241,898	N/A
Per Capita Income	\$75,569	N/A	\$82,564	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	3,304	47%	3,821	3,821
Employed Civilian Population Age 16+ (Esri)	3,341	48%	3,692	97%
Unemployed Population Age 16+ (Esri)	N/A	N/A	129	97%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.4%

Occupation	2020		2022	
Management	585	18%	1,068	29%
Business/Financial	338	10%	345	9%
Computer/Mathematical	124	4%	94	3%
Architecture/Engineering	87	3%	65	2%
Life/Physical/Social Science	131	4%	78	2%
Community/Social Service	15	0%	52	1%
Legal	102	3%	170	5%
Education/Training/Library	245	7%	211	6%
Arts/Design/Entertainment/Sports/Media	149	4%	43	1%
Healthcare Practitioner/Technician	204	6%	254	7%
Healthcare Support	97	3%	41	1%
Protective Service	64	2%	178	5%
Food Preparation/Serving Related	96	3%	107	3%
Building/Grounds Cleaning/Maintenance	11	0%	26	1%
Personal Care/Service	120	4%	68	2%
Sales and Sales Related	411	12%	319	9%
Office/Administrative Support	290	9%	255	7%
Farming/Fishing/Forestry	0	0%	12	0%
Construction/Extraction	52	2%	30	1%
Installation/Maintenance/Repair	28	1%	111	3%
Production	88	3%	12	0%
Transportation/Material Moving	104	3%	153	4%



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## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	216	N/A	\$320,454	N/A	1,400	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	18	8%	\$13,102	4%	118	8%
Mining (NAICS 21)	1	0%	\$914	0%	1	0%
Utilities (NAICS 22)	0	0%	\$0	0%	0	0%
Construction (NAICS 23)	24	11%	\$35,621	11%	138	10%
Manufacturing (NAICS 31-33)	10	5%	\$37,822	12%	82	6%
Wholesale Trade (NAICS 42)	8	4%	\$136,165	42%	156	11%
Retail Trade (NAICS 44-45)	21	10%	\$28,891	9%	81	6%
Motor Vehicle/Parts Dealers (NAICS 441)	2	1%	\$2,175	1%	5	0%
Furniture/Home Furnishings (NAICS 442)	2	1%	\$2,071	1%	7	1%
Electronics/Appliances (NAICS 443)	2	1%	\$1,951	1%	7	1%
Building Material/Garden Equipment & Supply (NAICS 444)	6	3%	\$9,308	3%	31	2%
Food & Beverage Stores (NAICS 445)	1	0%	\$579	0%	2	0%
Health/Personal Care (NAICS 446)	2	1%	\$1,658	1%	6	0%
Gas Stations (NAICS 447)	2	1%	\$8,840	3%	8	1%
Clothing/Accessories (NAICS 448)	1	0%	\$256	0%	2	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	1%	\$2,053	1%	13	1%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	6	3%	\$3,080	1%	30	2%
Information (NAICS S51)	4	2%	\$12,276	4%	27	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)	10	5%	\$7,638	2%	101	7%
Professional/Scientific/Tech Services (NAICS 54)	16	7%	\$9,846	3%	75	5%
Legal Services (NAICS 5411)	2	1%	\$935	0%	6	0%
Management of Companies/Enterprises (NAICS 55)	1	0%	\$6,763	2%	10	1%
Administration/Support/Waste Management & Remediation (NAICS 56)	19	9%	\$11,177	3%	98	7%
Educational Services (NAICS 61)	9	4%	\$1,479	0%	147	11%
Health Care/Social Assistance (NAICS 62)	5	2%	\$3,268	1%	57	4%
Arts/Entertainment/Recreation (NAICS 71)	12	6%	\$4,377	1%	65	5%
Accommodation/Food Services (NAICS 72)	17	8%	\$6,062	2%	96	7%
Accommodation (NAICS 721)	2	1%	\$520	0%	4	0%
Food Service & Drinking Places (NAICS 722)	15	7%	\$5,542	2%	92	7%
Other Services Except Public Administration (NAICS 81)	18	8%	\$1,973	1%	45	3%
Automotive Repair & Maintenance (NAICS 8111)	3	1%	\$890	0%	5	0%
Public Administration (NAICS 92)	8	4%	\$0	0%	69	5%
Unclassified Establishments (NAICS 99)	9	4%	\$0	0%	4	0%

***If you would like more information about economic development programs and opportunities in Monmouth County, please contact the Division of Economic Development***

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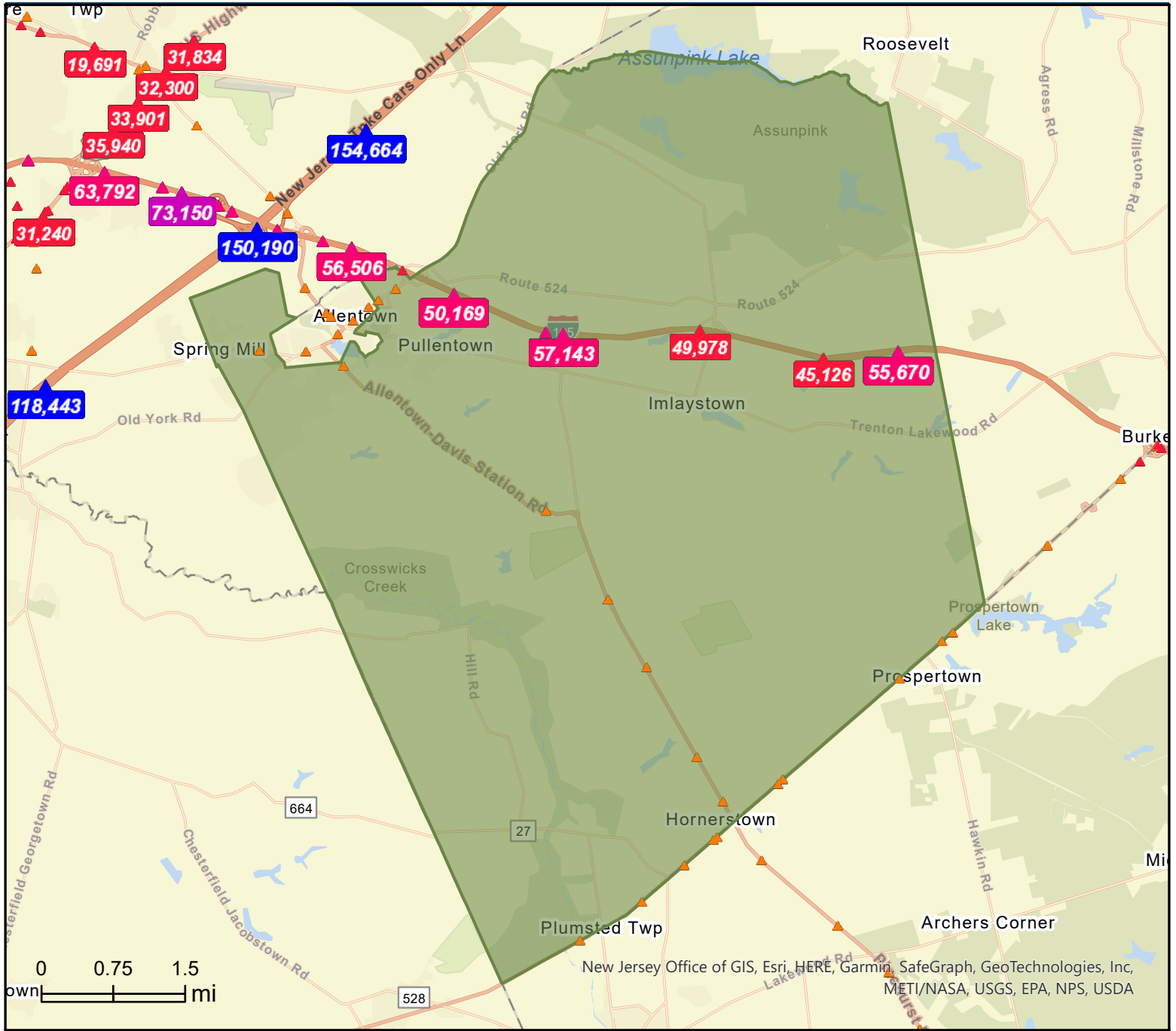
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



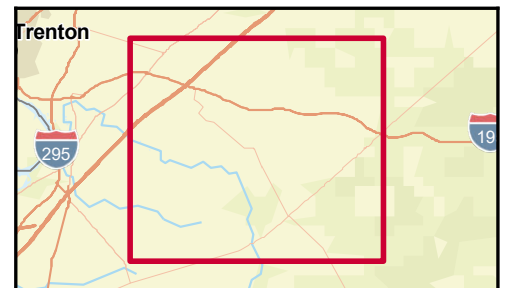
# Traffic Count Map

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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



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