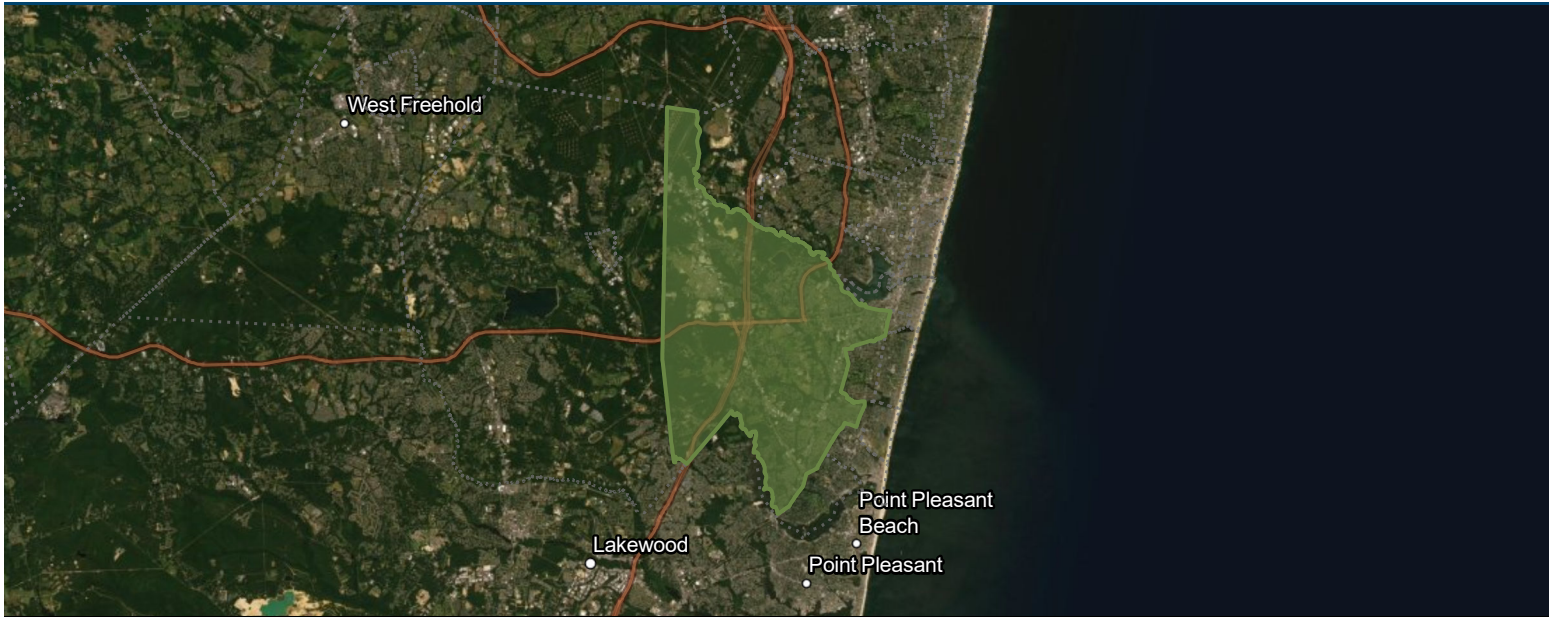




# Monmouth County Municipal Market Report

Wall, NJ

Prepared by Esri



## Demographics

### Population

	2010		2022		2027
Total Population	26,164		26,160		26,188
Population Density	853.4		853.3		854.2
Compounded Annual Growth Rate	N/A		-0.61%		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	24,521	94%	23,171	89%	22,885
African American	639	2%	475	2%	466
American Indian/Alaska Native	41	0%	43	0%	46
Asian	421	2%	453	2%	471
Pacific Islander	2	0%	12	0%	12
Some Other Race	237	1%	454	2%	525
Two or More Races	303	1%	1,552	6%	1,783
Hispanic Origin (Any Race)	908	3%	1,575	6%	1,685

### Generations (2022)

Generation Alpha Population (Born 2017 or Later)	1,289	5%
Generation Z Population (Born 1999 to 2016)	5,471	21%
Millennial Population (Born 1981 to 1998)	4,534	17%
Generation X Population (Born 1965 to 1980)	5,996	23%
Baby Boomer Population (Born 1946 to 1964)	6,565	25%
Silent & Greatest Generations Population (Born 1945/Earlier)	2,305	9%

### Age (2022)

2022 Child Population (Age <18)	5,278	20%
Working-Age Population (Age 18-64)	14,932	57%
Senior Population (Age 65+)	5,950	23%
Median Age (Esri)	47.6	N/A



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## Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	8,440	84%	8,513	84%
Renter Occupied Housing Units	1,626	16%	1,619	16%
Total Housing Units	10,826	N/A	10,926	N/A
<b>Home Values</b>				
Less than \$50,000	60	1%	34	0%
\$50,000-\$99,999	11	0%	3	0%
\$100,000-\$149,999	10	0%	2	0%
\$150,000-\$199,999	6	0%	1	0%
\$200,000-\$249,999	81	1%	38	0%
\$250,000-\$299,999	160	2%	91	1%
\$300,000-\$399,999	1,203	14%	884	10%
\$400,000-\$499,999	1,516	18%	1,432	17%
\$500,000-\$749,999	3,733	44%	4,211	49%
\$750,000-\$999,999	1,451	17%	1,619	19%
\$1,000,000-\$1,499,999	142	2%	143	2%
\$1,500,000-\$1,999,999	46	1%	41	0%
\$2,000,000 or greater	21	0%	14	0%
Median Home Value	\$578,556	N/A	\$605,171	N/A
Average Home Value	\$601,671	N/A	\$624,853	N/A



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## Income & Employment

<b>Household Income</b>	<b>2022</b>		<b>2027</b>	
Less than \$15,000	425	4%	292	3%
\$15,000-\$24,999	282	3%	178	2%
\$25,000-\$34,999	476	5%	298	3%
\$35,000-\$49,999	577	6%	406	4%
\$50,000-\$74,999	1,079	11%	1,022	10%
\$75,000-\$99,999	890	9%	767	8%
\$100,000-\$149,999	2,384	24%	2,803	28%
\$150,000-\$199,999	1,141	11%	1,348	13%
\$200,000 or greater	2,812	28%	3,018	30%
Median Household Income	\$121,889	N/A	\$132,828	N/A
Average Household Income	\$170,128	N/A	\$188,914	N/A
Per Capita Income	\$65,516	N/A	\$73,143	N/A

<b>Labor Force</b>	<b>2020</b>		<b>2022</b>	
Civilian Population Age 16+ in Labor Force (Esri)	13,143	51%	13,213	13,213
Employed Civilian Population Age 16+ (Esri)	13,364	52%	12,720	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	493	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.7%

<b>Occupation</b>	<b>2020</b>		<b>2022</b>	
Management	1,583	12%	1,672	13%
Business/Financial	1,085	8%	1,289	10%
Computer/Mathematical	281	2%	238	2%
Architecture/Engineering	450	3%	301	2%
Life/Physical/Social Science	144	1%	49	0%
Community/Social Service	172	1%	186	1%
Legal	133	1%	152	1%
Education/Training/Library	1,312	10%	1,361	11%
Arts/Design/Entertainment/Sports/Media	409	3%	313	2%
Healthcare Practitioner/Technician	1,100	8%	1,156	9%
Healthcare Support	145	1%	250	2%
Protective Service	418	3%	419	3%
Food Preparation/Serving Related	425	3%	672	5%
Building/Grounds Cleaning/Maintenance	274	2%	222	2%
Personal Care/Service	451	3%	235	2%
Sales and Sales Related	1,967	15%	1,263	10%
Office/Administrative Support	1,186	9%	994	8%
Farming/Fishing/Forestry	48	0%	0	0%
Construction/Extraction	738	6%	755	6%
Installation/Maintenance/Repair	314	2%	249	2%
Production	170	1%	185	1%
Transportation/Material Moving	559	4%	759	6%



# Monmouth County Municipal Market Report

Wall, NJ

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## Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	1,876	N/A	\$5,014,956	N/A	20,622	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	5	0%	\$4,585	0%	17	0%
Mining (NAICS 21)	1	0%	\$7,806	0%	55	0%
Utilities (NAICS 22)	6	0%	\$27,014	1%	96	0%
Construction (NAICS 23)	213	11%	\$366,560	7%	1,465	7%
Manufacturing (NAICS 31-33)	88	5%	\$868,429	17%	1,770	9%
Wholesale Trade (NAICS 42)	74	4%	\$1,311,614	26%	877	4%
Retail Trade (NAICS 44-45)	194	10%	\$687,647	14%	2,747	13%
Motor Vehicle/Parts Dealers (NAICS 441)	25	1%	\$116,725	2%	283	1%
Furniture/Home Furnishings (NAICS 442)	14	1%	\$53,807	1%	439	2%
Electronics/Appliances (NAICS 443)	12	1%	\$44,132	1%	172	1%
Building Material/Garden Equipment & Supply (NAICS 444)	20	1%	\$36,613	1%	112	1%
Food & Beverage Stores (NAICS 445)	25	1%	\$209,639	4%	1,020	5%
Health/Personal Care (NAICS 446)	20	1%	\$32,679	1%	137	1%
Gas Stations (NAICS 447)	11	1%	\$104,966	2%	94	0%
Clothing/Accessories (NAICS 448)	23	1%	\$44,912	1%	261	1%
Sports/Hobby/Book/Music (NAICS 451)	12	1%	\$11,155	0%	60	0%
General Merchandise Stores (NAICS 452)	4	0%	\$12,626	0%	67	0%
Misc Store Retailers (NAICS 453)	22	1%	\$19,141	0%	95	0%
Non-store Retailers (NAICS 454)	6	0%	\$1,252	0%	7	0%
Transportation/Warehouse (NAICS 48-49)	17	1%	\$11,544	0%	115	1%
Information (NAICS S51)	42	2%	\$213,453	4%	450	2%
Finance & Insurance (NAICS 52)	144	8%	\$423,933	8%	1,534	7%
Central Bank/Credit Intermediation (NAICS 521-522)	48	3%	\$157,153	3%	485	2%
Securities/Commodity Contracts (NAICS 523)	49	3%	\$110,080	2%	328	2%
Insurance/Funds/Trusts/Other (NAICS 524-525)	47	3%	\$156,700	3%	721	4%
Real Estate/Rental/Leasing (NAICS 53)	77	4%	\$122,207	2%	492	2%
Professional/Scientific/Tech Services (NAICS 54)	267	14%	\$283,018	6%	1,932	9%
Legal Services (NAICS 5411)	65	3%	\$71,667	1%	499	2%
Management of Companies/Enterprises (NAICS 55)	5	0%	\$17,583	0%	298	1%
Administration/Support/Waste Management & Remediation (NAICS 56)	63	3%	\$126,826	3%	826	4%
Educational Services (NAICS 61)	48	3%	\$32,490	1%	1,146	6%
Health Care/Social Assistance (NAICS 62)	211	11%	\$277,082	6%	2,727	13%
Arts/Entertainment/Recreation (NAICS 71)	49	3%	\$33,889	1%	962	5%
Accommodation/Food Services (NAICS 72)	113	6%	\$83,806	2%	1,396	7%
Accommodation (NAICS 721)	14	1%	\$16,359	0%	136	1%
Food Service & Drinking Places (NAICS 722)	99	5%	\$67,447	1%	1,260	6%
Other Services Except Public Administration (NAICS 81)	167	9%	\$115,470	2%	1,442	7%
Automotive Repair & Maintenance (NAICS 8111)	31	2%	\$26,002	1%	169	1%
Public Administration (NAICS 92)	13	1%	\$0	0%	204	1%
Unclassified Establishments (NAICS 99)	79	4%	\$0	0%	71	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)

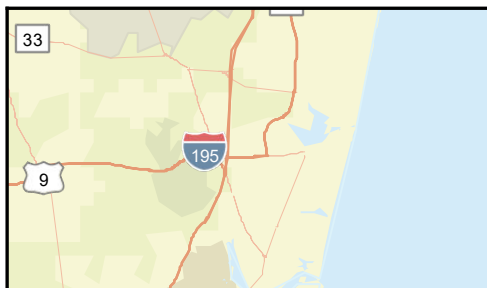
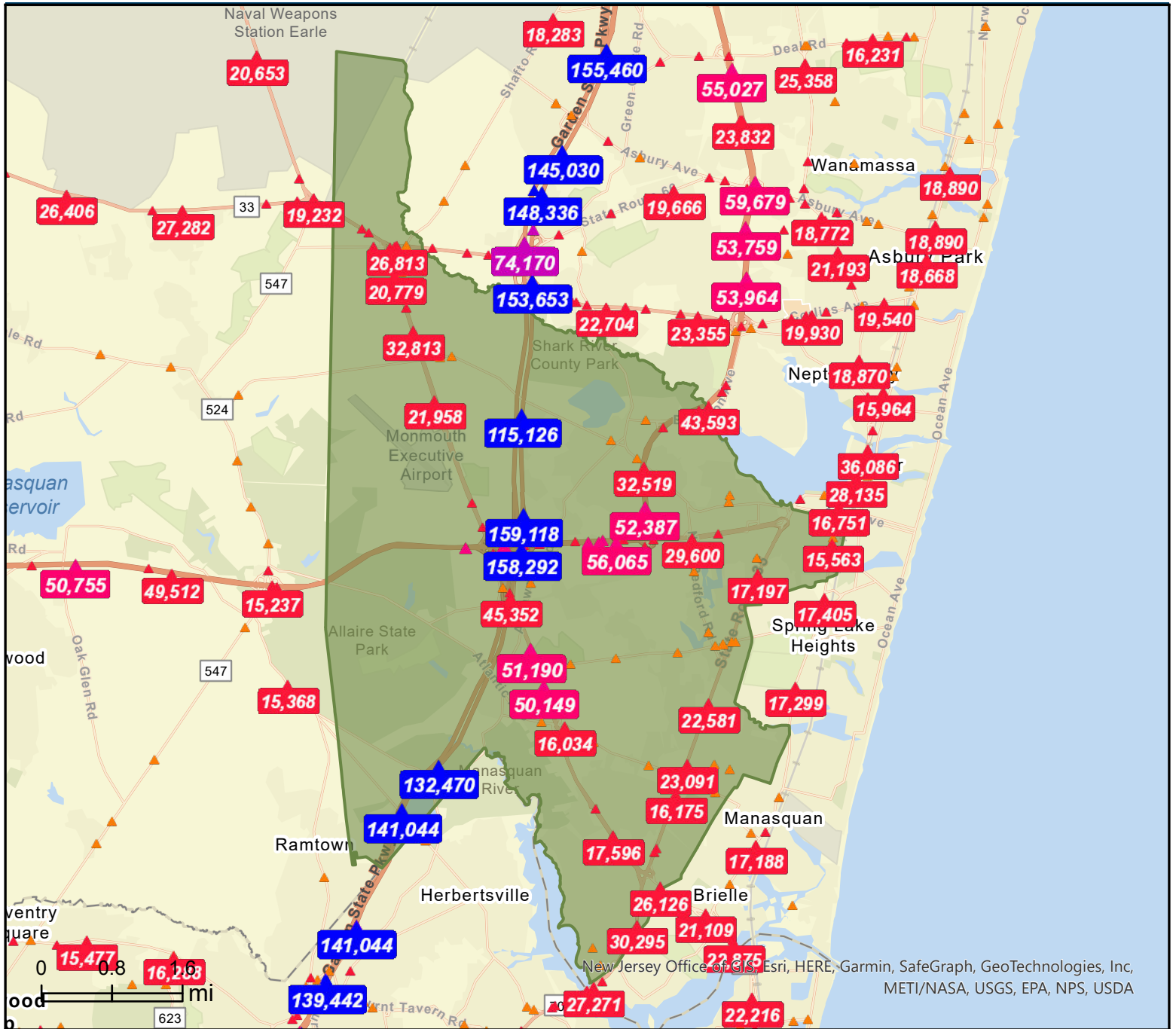
Hall of Records Annex  
 1 East Main Street  
 Freehold, NJ 07728



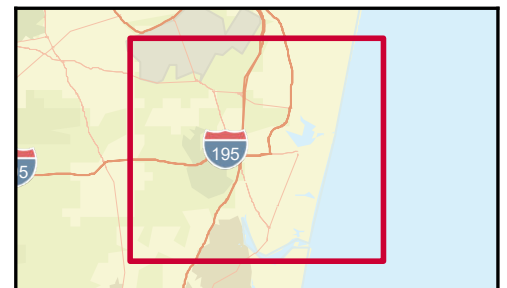
# Traffic Count Map

Wall, 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



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July 07, 2022