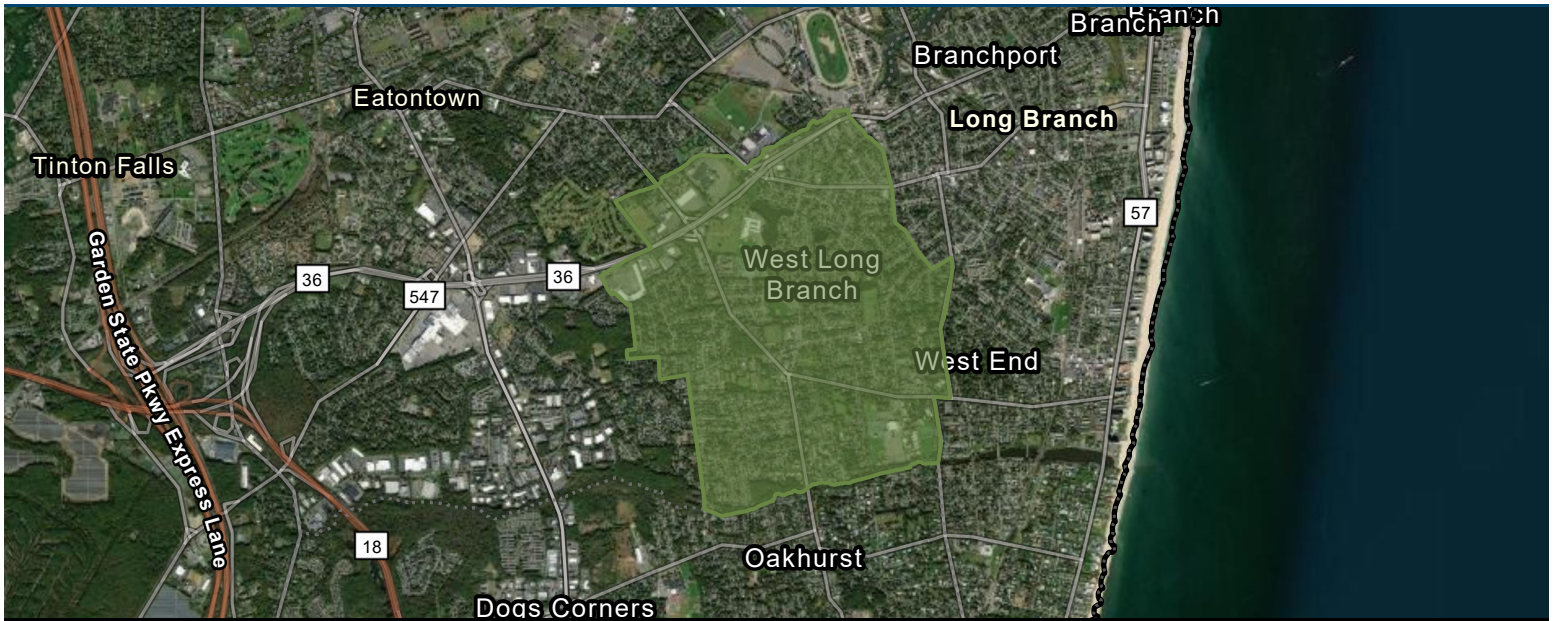




Monmouth County Municipal Market Report

West Long Branch, NJ

Prepared by Esri



Demographics

Population						
	2010		2022		2027	
Total Population		8,097		8,535		8,496
Population Density		2,835.1		2,988.4		2,974.8
Compounded Annual Growth Rate		N/A		-0.27%		-0.09%
<i>Growth Rate Time Period</i>	<i>N/A</i>		<i>(2020-2022)</i>		<i>(2022-2027)</i>	
Race & Ethnicity						
	2010		2022		2027	
White	7,648	94%	6,906	81%	6,700	79%
African American	179	2%	301	4%	294	3%
American Indian/Alaska Native	5	0%	12	0%	13	0%
Asian	96	1%	145	2%	150	2%
Pacific Islander	1	0%	2	0%	2	0%
Some Other Race	77	1%	399	5%	460	5%
Two or More Races	91	1%	770	9%	877	10%
Hispanic Origin (Any Race)	407	5%	789	9%	838	10%
Generations (2022)						
Generation Alpha Population (Born 2017 or Later)				371		4%
Generation Z Population (Born 1999 to 2016)				2,966		35%
Millennial Population (Born 1981 to 1998)				1,408		17%
Generation X Population (Born 1965 to 1980)				1,478		17%
Baby Boomer Population (Born 1946 to 1964)				1,733		20%
Silent & Greatest Generations Population (Born 1945/Earlier)				579		7%
Age (2022)						
2022 Child Population (Age <18)				1,388		16%
Working-Age Population (Age 18-64)				5,622		66%
Senior Population (Age 65+)				1,525		18%
Median Age (Esri)				35.0		N/A

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



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Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	1,971	78%	1,997	79%
Renter Occupied Housing Units	563	22%	530	21%
Total Housing Units	2,753	N/A	2,758	N/A
Home Values				
Less than \$50,000	5	0%	4	0%
\$50,000-\$99,999	7	0%	3	0%
\$100,000-\$149,999	3	0%	1	0%
\$150,000-\$199,999	5	0%	2	0%
\$200,000-\$249,999	15	1%	7	0%
\$250,000-\$299,999	63	3%	37	2%
\$300,000-\$399,999	363	18%	267	13%
\$400,000-\$499,999	462	23%	457	23%
\$500,000-\$749,999	724	37%	847	42%
\$750,000-\$999,999	289	15%	334	17%
\$1,000,000-\$1,499,999	29	1%	32	2%
\$1,500,000-\$1,999,999	3	0%	3	0%
\$2,000,000 or greater	3	0%	3	0%
Median Home Value	\$521,581	N/A	\$565,083	N/A
Average Home Value	\$563,762	N/A	\$593,528	N/A



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Income & Employment

Household Income	2022		2027	
Less than \$15,000	128	5%	87	3%
\$15,000-\$24,999	93	4%	60	2%
\$25,000-\$34,999	97	4%	67	3%
\$35,000-\$49,999	165	7%	95	4%
\$50,000-\$74,999	229	9%	175	7%
\$75,000-\$99,999	267	11%	220	9%
\$100,000-\$149,999	528	21%	669	26%
\$150,000-\$199,999	296	12%	321	13%
\$200,000 or greater	731	29%	833	33%
Median Household Income	\$122,164	N/A	\$138,414	N/A
Average Household Income	\$174,694	N/A	\$201,438	N/A
Per Capita Income	\$52,230	N/A	\$60,280	N/A

Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	3,585	45%	4,293	4,293
Employed Civilian Population Age 16+ (Esri)	3,828	48%	4,130	96%
Unemployed Population Age 16+ (Esri)	N/A	N/A	163	96%
Unemployment Rate (Esri)	N/A	N/A	N/A	3.8%

Occupation	2020		2022	
Management	483	13%	486	12%
Business/Financial	396	10%	334	8%
Computer/Mathematical	100	3%	137	3%
Architecture/Engineering	31	1%	18	0%
Life/Physical/Social Science	61	2%	88	2%
Community/Social Service	62	2%	82	2%
Legal	82	2%	74	2%
Education/Training/Library	415	11%	482	12%
Arts/Design/Entertainment/Sports/Media	224	6%	73	2%
Healthcare Practitioner/Technician	226	6%	312	8%
Healthcare Support	52	1%	19	0%
Protective Service	91	2%	57	1%
Food Preparation/Serving Related	110	3%	136	3%
Building/Grounds Cleaning/Maintenance	94	2%	102	2%
Personal Care/Service	151	4%	157	4%
Sales and Sales Related	414	11%	434	11%
Office/Administrative Support	358	9%	438	11%
Farming/Fishing/Forestry	0	0%	0	0%
Construction/Extraction	205	5%	353	9%
Installation/Maintenance/Repair	95	2%	87	2%
Production	25	1%	76	2%
Transportation/Material Moving	153	4%	185	4%



Monmouth County Municipal Market Report

West Long Branch, NJ

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Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	471	N/A	\$776,593	N/A	5,298	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)	50	11%	\$70,134	9%	256	5%
Manufacturing (NAICS 31-33)	11	2%	\$6,540	1%	34	1%
Wholesale Trade (NAICS 42)	4	1%	\$18,429	2%	15	0%
Retail Trade (NAICS 44-45)	66	14%	\$329,028	42%	1,114	21%
Motor Vehicle/Parts Dealers (NAICS 441)	11	2%	\$70,730	9%	137	3%
Furniture/Home Furnishings (NAICS 442)	4	1%	\$4,092	1%	17	0%
Electronics/Appliances (NAICS 443)	1	0%	\$1,672	0%	6	0%
Building Material/Garden Equipment & Supply (NAICS 444)	4	1%	\$63,735	8%	165	3%
Food & Beverage Stores (NAICS 445)	11	2%	\$61,477	8%	272	5%
Health/Personal Care (NAICS 446)	7	1%	\$64,267	8%	231	4%
Gas Stations (NAICS 447)	3	1%	\$19,889	3%	18	0%
Clothing/Accessories (NAICS 448)	5	1%	\$10,467	1%	77	1%
Sports/Hobby/Book/Music (NAICS 451)	2	0%	\$10,890	1%	55	1%
General Merchandise Stores (NAICS 452)	4	1%	\$7,233	1%	40	1%
Misc Store Retailers (NAICS 453)	14	3%	\$14,576	2%	96	2%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	2	0%	\$1,617	0%	9	0%
Information (NAICS S51)	14	3%	\$45,756	6%	110	2%
Finance & Insurance (NAICS 52)	29	6%	\$61,331	8%	153	3%
Central Bank/Credit Intermediation (NAICS 521-522)	19	4%	\$54,391	7%	125	2%
Securities/Commodity Contracts (NAICS 523)	4	1%	\$3,964	1%	12	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	6	1%	\$2,976	0%	16	0%
Real Estate/Rental/Leasing (NAICS 53)	13	3%	\$10,762	1%	96	2%
Professional/Scientific/Tech Services (NAICS 54)	40	8%	\$41,632	5%	297	6%
Legal Services (NAICS 5411)	13	3%	\$12,644	2%	85	2%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	18	4%	\$12,585	2%	81	2%
Educational Services (NAICS 61)	21	4%	\$1,459	0%	1,510	29%
Health Care/Social Assistance (NAICS 62)	69	15%	\$86,436	11%	587	11%
Arts/Entertainment/Recreation (NAICS 71)	14	3%	\$37,329	5%	126	2%
Accommodation/Food Services (NAICS 72)	28	6%	\$21,230	3%	319	6%
Accommodation (NAICS 721)	2	0%	\$4,652	1%	50	1%
Food Service & Drinking Places (NAICS 722)	26	6%	\$16,578	2%	269	5%
Other Services Except Public Administration (NAICS 81)	69	15%	\$27,689	4%	347	7%
Automotive Repair & Maintenance (NAICS 8111)	14	3%	\$15,898	2%	93	2%
Public Administration (NAICS 92)	7	1%	\$4,636	1%	222	4%
Unclassified Establishments (NAICS 99)	16	3%	\$0	0%	22	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

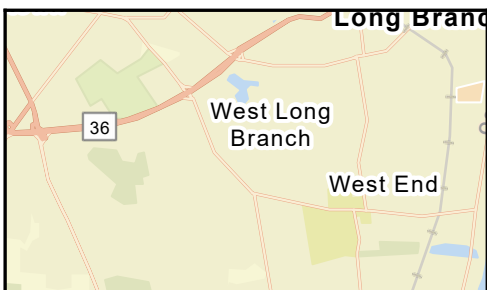
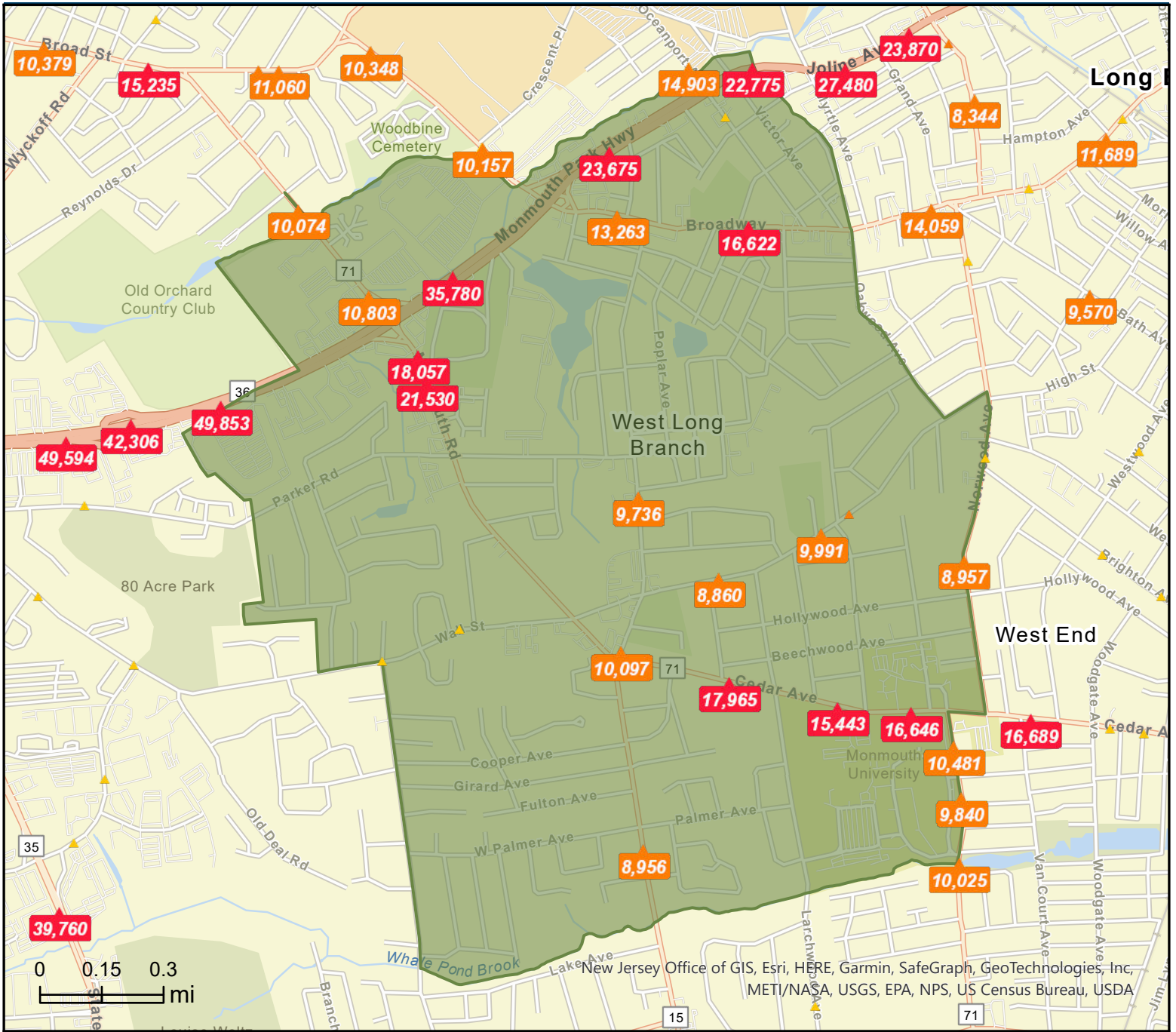
Hall of Records Annex
 1 East Main Street
 Freehold, NJ 07728



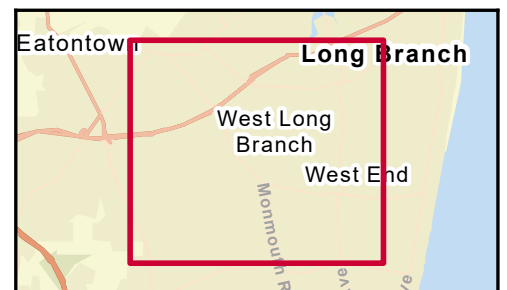
Traffic Count Map

West Long Branch, 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