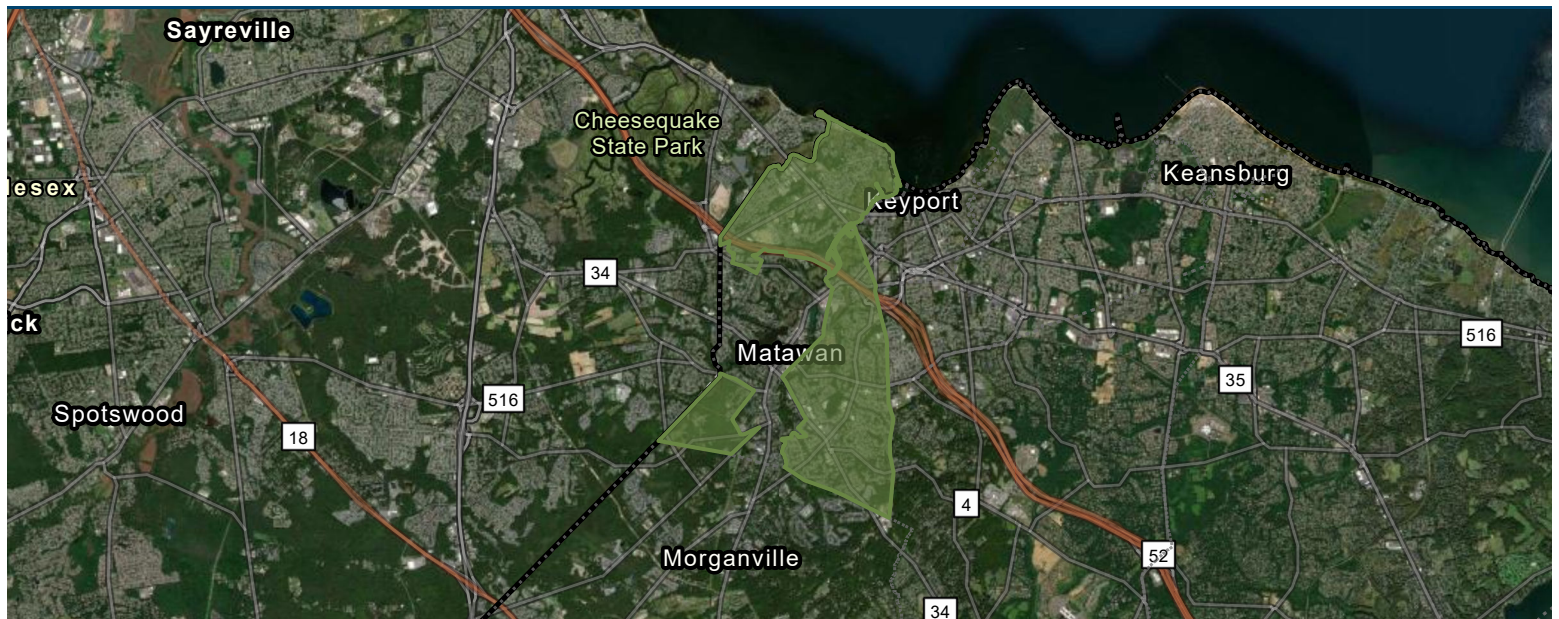




Monmouth County Municipal Market Report

Aberdeen, NJ

Prepared by Esri



Demographics

Population		2010		2022		2027	
Total Population		18,216		19,335		19,262	
Population Density		3,345.8		3,551.4		3,537.9	
Compounded Annual Growth Rate		N/A		0.01%		-0.08%	
Growth Rate Time Period		N/A		(2020-2022)		(2022-2027)	
Race & Ethnicity		2010		2022		2027	
White		13,956	77%	13,400	69%	12,996	67%
African American		2,161	12%	1,984	10%	1,929	10%
American Indian/Alaska Native		41	0%	62	0%	64	0%
Asian		1,174	6%	1,131	6%	1,156	6%
Pacific Islander		8	0%	8	0%	8	0%
Some Other Race		505	3%	846	4%	973	5%
Two or More Races		371	2%	1,904	10%	2,136	11%
Hispanic Origin (Any Race)		1,902	10%	2,705	14%	2,847	15%
Generations (2022)							
Generation Alpha Population (Born 2017 or Later)				1,347		7%	
Generation Z Population (Born 1999 to 2016)				4,014		21%	
Millennial Population (Born 1981 to 1998)				4,883		25%	
Generation X Population (Born 1965 to 1980)				4,247		22%	
Baby Boomer Population (Born 1946 to 1964)				3,933		20%	
Silent & Greatest Generations Population (Born 1945/Earlier)				911		5%	
Age (2022)							
2022 Child Population (Age <18)				4,298		22%	
Working-Age Population (Age 18-64)				12,077		62%	
Senior Population (Age 65+)				2,960		15%	
Median Age (Esri)				40.1		N/A	

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



Monmouth County Municipal Market Report

Aberdeen, NJ

Prepared by Esri

Housing

Housing Units	2022		2027	
Owner Occupied Housing Units	5,726	75%	5,826	76%
Renter Occupied Housing Units	1,945	25%	1,877	24%
Total Housing Units	7,965	N/A	7,997	N/A
Home Values				
Less than \$50,000	41	1%	37	1%
\$50,000-\$99,999	34	1%	23	0%
\$100,000-\$149,999	44	1%	23	0%
\$150,000-\$199,999	171	3%	110	2%
\$200,000-\$249,999	580	10%	432	7%
\$250,000-\$299,999	473	8%	392	7%
\$300,000-\$399,999	2,421	42%	2,314	40%
\$400,000-\$499,999	1,481	26%	1,805	31%
\$500,000-\$749,999	386	7%	562	10%
\$750,000-\$999,999	59	1%	90	2%
\$1,000,000-\$1,499,999	9	0%	12	0%
\$1,500,000-\$1,999,999	2	0%	2	0%
\$2,000,000 or greater	25	0%	24	0%
Median Home Value	\$362,784	N/A	\$381,936	N/A
Average Home Value	\$380,239	N/A	\$404,124	N/A



Monmouth County Municipal Market Report

Aberdeen, NJ

Prepared by Esri

Income & Employment

Household Income	2022		2027	
Less than \$15,000	297	4%	216	3%
\$15,000-\$24,999	255	3%	173	2%
\$25,000-\$34,999	303	4%	205	3%
\$35,000-\$49,999	509	7%	327	4%
\$50,000-\$74,999	1,092	14%	917	12%
\$75,000-\$99,999	973	13%	866	11%
\$100,000-\$149,999	1,891	25%	2,357	31%
\$150,000-\$199,999	1,129	15%	1,310	17%
\$200,000 or greater	1,222	16%	1,332	17%
Median Household Income	\$107,166	N/A	\$118,034	N/A
Average Household Income	\$136,192	N/A	\$153,031	N/A
Per Capita Income	\$54,036	N/A	\$61,201	N/A
Labor Force	2020		2022	
Civilian Population Age 16+ in Labor Force (Esri)	10,999	59%	10,616	10,616
Employed Civilian Population Age 16+ (Esri)	11,110	59%	10,042	95%
Unemployed Population Age 16+ (Esri)	N/A	N/A	574	95%
Unemployment Rate (Esri)	N/A	N/A	N/A	5.4%
Occupation				
Management	1,231	11%	1,395	14%
Business/Financial	681	6%	815	8%
Computer/Mathematical	527	5%	486	5%
Architecture/Engineering	493	4%	214	2%
Life/Physical/Social Science	116	1%	71	1%
Community/Social Service	64	1%	138	1%
Legal	153	1%	160	2%
Education/Training/Library	798	7%	609	6%
Arts/Design/Entertainment/Sports/Media	324	3%	174	2%
Healthcare Practitioner/Technician	813	7%	649	6%
Healthcare Support	319	3%	303	3%
Protective Service	339	3%	300	3%
Food Preparation/Serving Related	414	4%	295	3%
Building/Grounds Cleaning/Maintenance	189	2%	269	3%
Personal Care/Service	296	3%	182	2%
Sales and Sales Related	1,258	11%	1,008	10%
Office/Administrative Support	1,341	12%	1,268	13%
Farming/Fishing/Forestry	21	0%	4	0%
Construction/Extraction	491	4%	505	5%
Installation/Maintenance/Repair	316	3%	285	3%
Production	348	3%	309	3%
Transportation/Material Moving	578	5%	603	6%

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



Monmouth County Municipal Market Report

Aberdeen, NJ

Prepared by Esri

Industry Sectors (2022)

Industry	Businesses		Sales		Employees	
Total Businesses (NAICS 11-99)	503	N/A	\$866,281	N/A	4,699	N/A
Agriculture/Forestry/Fishing/Hunting (NAICS 11)	1	0%	\$120	0%	1	0%
Mining (NAICS 21)	1	0%	\$1,620	0%	8	0%
Utilities (NAICS 22)	1	0%	\$19,202	2%	14	0%
Construction (NAICS 23)	41	8%	\$58,394	7%	273	6%
Manufacturing (NAICS 31-33)	10	2%	\$31,516	4%	122	3%
Wholesale Trade (NAICS 42)	14	3%	\$114,274	13%	75	2%
Retail Trade (NAICS 44-45)	78	16%	\$327,117	38%	1,045	22%
Motor Vehicle/Parts Dealers (NAICS 441)	11	2%	\$137,591	16%	309	7%
Furniture/Home Furnishings (NAICS 442)	4	1%	\$7,044	1%	37	1%
Electronics/Appliances (NAICS 443)	4	1%	\$15,193	2%	56	1%
Building Material/Garden Equipment & Supply (NAICS 444)	7	1%	\$12,714	1%	33	1%
Food & Beverage Stores (NAICS 445)	14	3%	\$95,497	11%	425	9%
Health/Personal Care (NAICS 446)	5	1%	\$11,763	1%	43	1%
Gas Stations (NAICS 447)	5	1%	\$25,415	3%	22	0%
Clothing/Accessories (NAICS 448)	11	2%	\$8,588	1%	42	1%
Sports/Hobby/Book/Music (NAICS 451)	3	1%	\$1,372	0%	9	0%
General Merchandise Stores (NAICS 452)	3	1%	\$3,400	0%	19	0%
Misc Store Retailers (NAICS 453)	11	2%	\$8,540	1%	50	1%
Non-store Retailers (NAICS 454)	0	0%	\$0	0%	0	0%
Transportation/Warehouse (NAICS 48-49)	15	3%	\$21,297	2%	141	3%
Information (NAICS 51)	11	2%	\$42,868	5%	97	2%
Finance & Insurance (NAICS 52)	23	5%	\$39,108	5%	139	3%
Central Bank/Credit Intermediation (NAICS 521-522)	14	3%	\$30,358	4%	100	2%
Securities/Commodity Contracts (NAICS 523)	2	0%	\$3,962	0%	12	0%
Insurance/Funds/Trusts/Other (NAICS 524-525)	7	1%	\$4,788	1%	27	1%
Real Estate/Rental/Leasing (NAICS 53)	25	5%	\$44,399	5%	141	3%
Professional/Scientific/Tech Services (NAICS 54)	37	7%	\$19,603	2%	169	4%
Legal Services (NAICS 5411)	5	1%	\$2,521	0%	20	0%
Management of Companies/Enterprises (NAICS 55)	0	0%	\$0	0%	0	0%
Administration/Support/Waste Management & Remediation (NAICS 56)	18	4%	\$7,308	1%	63	1%
Educational Services (NAICS 61)	19	4%	\$3,147	0%	612	13%
Health Care/Social Assistance (NAICS 62)	45	9%	\$29,955	3%	333	7%
Arts/Entertainment/Recreation (NAICS 71)	19	4%	\$35,196	4%	334	7%
Accommodation/Food Services (NAICS 72)	43	9%	\$32,952	4%	547	12%
Accommodation (NAICS 721)	0	0%	\$0	0%	0	0%
Food Service & Drinking Places (NAICS 722)	43	9%	\$32,952	4%	547	12%
Other Services Except Public Administration (NAICS 81)	75	15%	\$38,205	4%	511	11%
Automotive Repair & Maintenance (NAICS 8111)	12	2%	\$20,739	2%	131	3%
Public Administration (NAICS 92)	6	1%	\$0	0%	62	1%
Unclassified Establishments (NAICS 99)	21	4%	\$0	0%	12	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

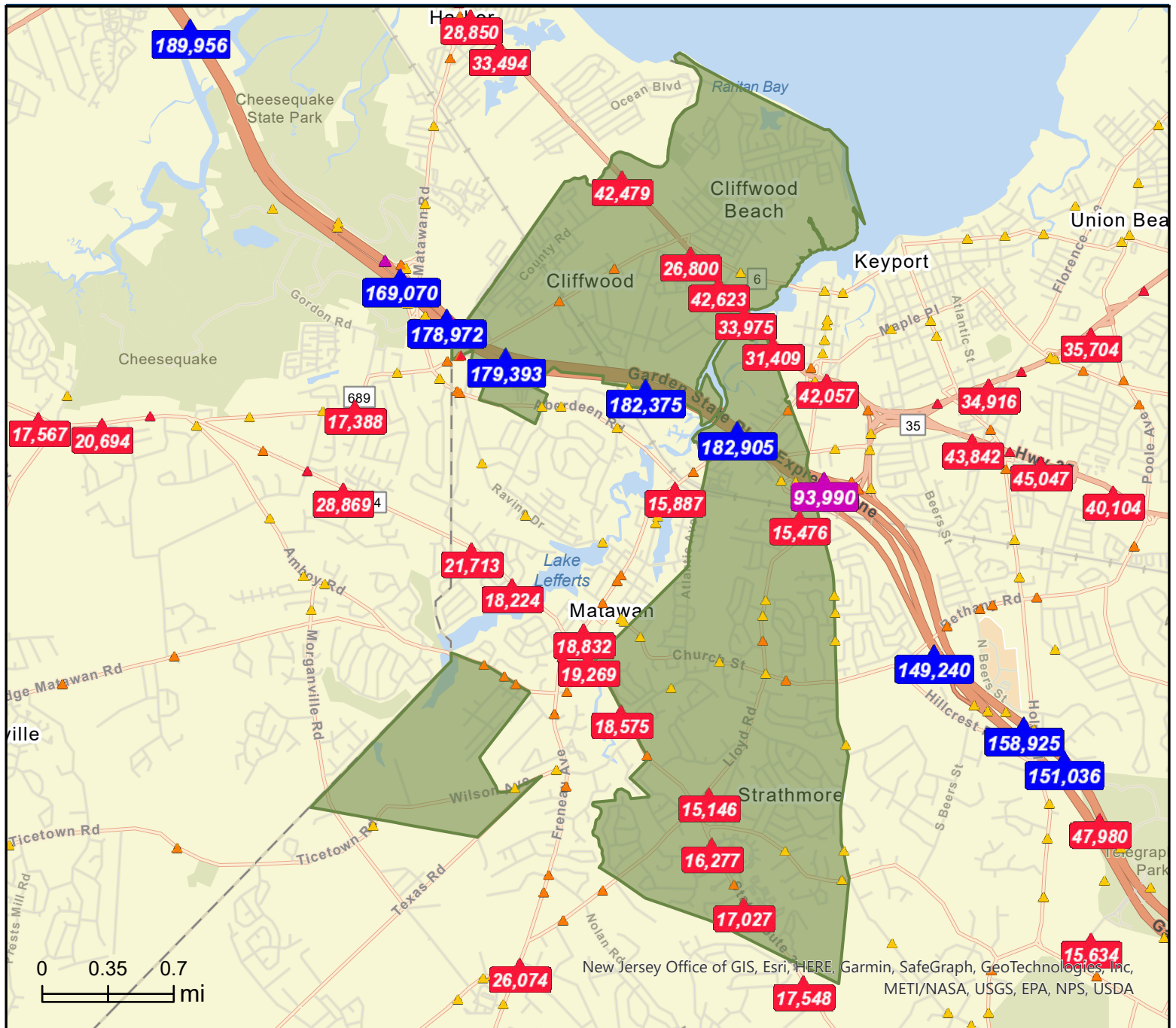
Hall of Records Annex
1 East Main Street
Freehold, NJ 07728



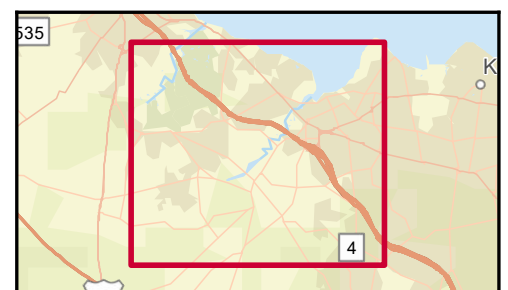
Traffic Count Map

Aberdeen, 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).