

Long Branch

The City of Long Branch has a land area of 5.10 square miles (13.2 km²) and is located in the north coast area of the county. The Elberon section of Long Branch, nicknamed the Newport of the Jersey Shore at the turn of the century, is still known for its grand Victorian and Gothic architecture. Long Branch contains the most varied range of housing types of any town in the county, including single-family homes, oceanfront high-rise condominiums, townhomes and apartments. In recent years there has been large-scale redevelopment in Long Branch's oceanfront area. The city has received designation as an Urban Enterprise Zone from the State of New Jersey, which provides incentives to local businesses and their customers.



DEMOGRAPHICS			HOUSEHOLDS			EDUCATION	
<u>Total Population</u>			<u>Total Households</u>			<u>Year 2005-2006</u>	<u>Average SAT</u>
<u>Year</u>	<u>Number</u>		<u>Year</u>	<u>Total Households</u>		Math	456
1980	29,819		1980	11,672		English	429
1990	28,658		1990	11,544			
2000	31,340		2000	12,594			
2007 Estimate	33,066		2007	13,307			
2025 Projection	34,106						
<u>2000 Racial Composition</u>			HOUSING 2000			EMPLOYMENT	
	<u>Number</u>	<u>Percent</u>	<u>Housing Units</u>			<u>Resident Labor Force</u>	
White	21,320	68.0		<u>Number</u>	<u>Percent</u>	1990	14,726
Black	5,847	18.7	<u>Total -2000</u>	13,983	100.0	2005	15,648
Asian and Other	4,173	13.3	Owner-Occupied	5,343	38.2	2006	16,156
Persons of Hispanic Origin	6,477	20.7	Renter-Occupied	7,251	51.9	<u>Resident Employment</u>	
			Vacant	1,389	9.9	1990	13,707
<u>2000 Age Composition</u>			Median Value Owner-Occupied (2000)	\$135,300		2005	14,830
	<u>Number</u>	<u>Percent</u>	Median Rent (2000)	\$727		2006	15,316
Pre-School (0-4 years)	2,183	7.0	<u>Types of Units - (2000)</u>			<u>Resident Unemployment</u>	
School Age (5-19 years)	6,048	19.3	<u>Single Units</u>	<u>Number</u>	<u>Percent</u>		<u>Number</u>
Working Age (20-64 years)	19,073	60.9	Total	5,758	100.0	1990	1,019
Seniors (65+)	4,036	12.9	Detached:	4,886	84.9	2005	818
			Attached:	872	15.1	2006	840
			<u>Multiple Units</u>				
INCOME			Total	8,205	100.0		
	<u>1989 Income (1990 Census)</u>	<u>1999 Income (2000 Census)</u>	2-4 Units	2,947	35.9	Net Valuation \$000	2,496,134
Median Family	\$35,141	\$42,825	5-9 Units	895	10.9	General Tax Rate	2.44
Median Household	\$30,693	\$38,651	10+ Units	4,363	53.2	Equalized Tax Rate Rank	21
Per Capita	\$16,104	\$20,532	Mobile Homes and Other	20	100.0		
			TAXES 2006				
			Prepared by the Monmouth County Planning Board				
			November 12, 2007				